

Digital Library Evaluation

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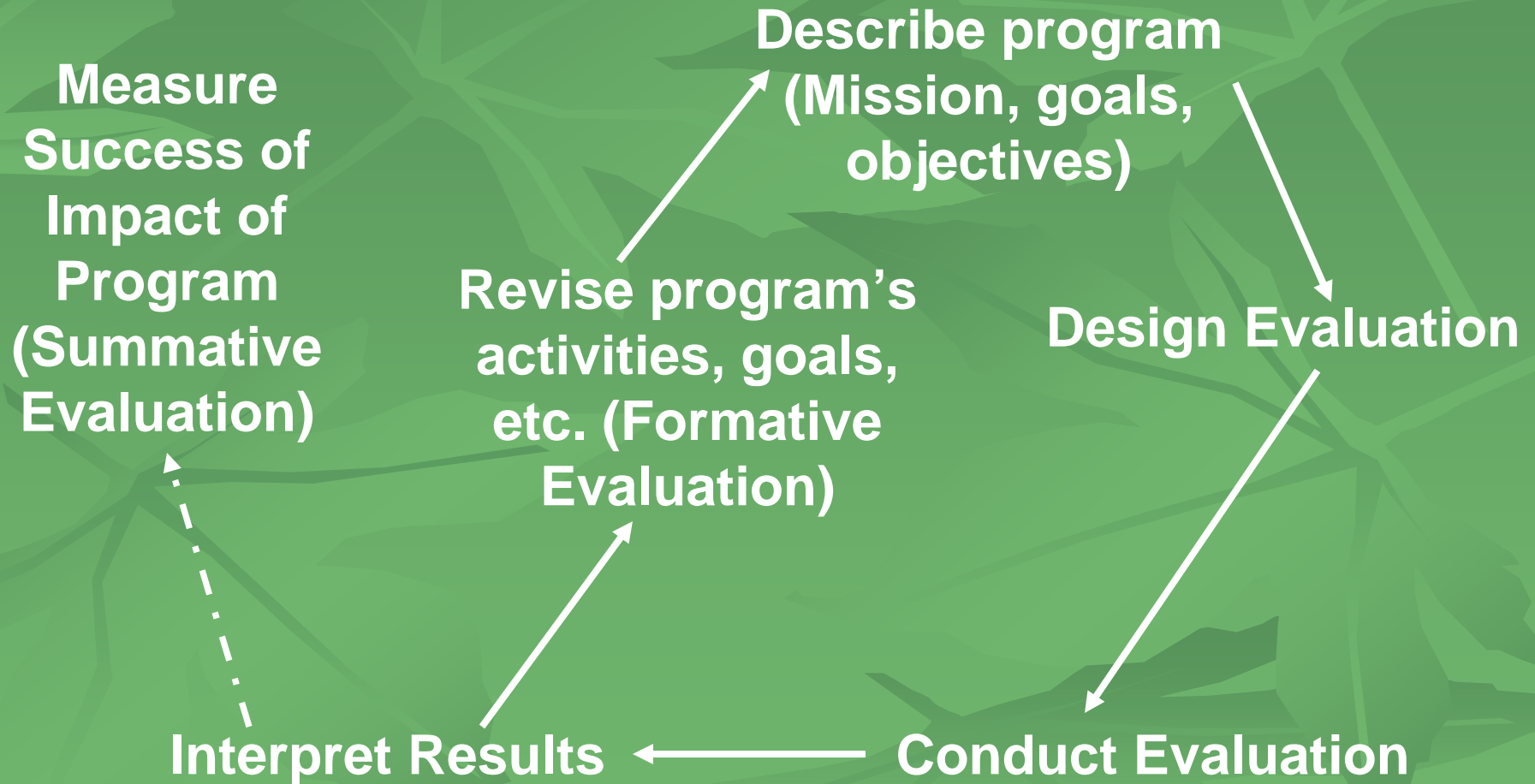
Broad Based Knowledge

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e-VALU-ation

- **What do you, as an organization VALUE?**
 - **Service to your community?**
 - Is access enough?
 - **Education - Learning - Teaching**
 - Does it matter what you call it? Importance of language
 - Where you start?
 - **Organizational Metaphor**
 - Walter M. Miller's *A Canticle for Leibowitz*
 - Neal Stephenson's *The Diamond Age Or, a Young Lady's Illustrated Primer*
 - **Open system vs. Closed system**
 - **In a collaboration: What if your values differ?**

A Simple Evaluation Model



Evaluation Building Blocks

Types of Evaluation		
Planning	Process	Improvement or Impact
Intent	Practice	Results
<ul style="list-style-type: none">■ Mission■ Goals■ Objectives	<ul style="list-style-type: none">■ Activities■ Programs	<ul style="list-style-type: none">■ Outcomes■ Products

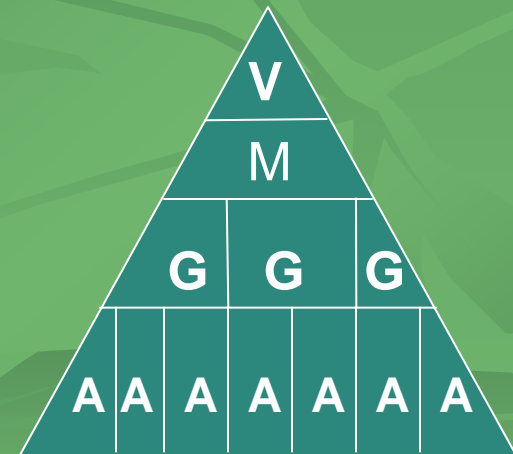
Systems approach: evaluation deals with aspects of performance related to goals - effectiveness, efficiency or both

Logic is behind it all

- Evaluating: transforming teaching and learning in undergraduate and graduate institutions, is like evaluating....

~~World Peace~~

- You can evaluate the programs, **activities** that have been undertaken to accomplish **goals, mission and vision**



Designing an Evaluation

- Program goals - what you want to accomplish
- Identify Stakeholders
- Develop GOOD evaluation questions
- Match method to question
- Ethical considerations
- Collect data
- Analyze data
- Report results - use results

GOOD Evaluation Questions

- **Feasible** (resources, access?)
- **Clear** (what behavior/activity/product?)
- **Significant** (how will it help your DL to know this?)
- **Ethical** (people as subjects vs. participants)

3 dangerous ideas/words/concepts

you  oughta  wanta

Evaluation Elements of a DL

Resources	Holdings	Selection	Organization	Structure
Metadata	Access	Persistence	Management	Interfaces
Search	Services	Availability	Dissemination	Delivery
Referral	Use	Users	Community	Security
Privacy	Costs	Operations	Collaboration	?????

Levels of Evaluation, I

- **User Centered**
 - **Social** - how well does a DL support the needs, demands, practices of a community?
 - **Institutional** - how well does a DL support organizational purpose
 - **Individual** - how well does a DL support information needs, tasks, activities of individuals?

Levels of Evaluation, II

- **System**

- **Engineering** - how well do hardware, networks, etc., perform?
- **Processing** - how well do procedures, techniques, algorithms, operations perform?
- **Content** - how well is the collection represented, organized, structured and managed?

Levels of Evaluation, III

- **Interface** - how well does the DL's interface support access, searching, navigation, browsing?
 - Can be asked of both users and systems
- **Organizational** - how well is the consortium, set of partners working

What we know about evaluating DLs

- DL evaluation is complex, undefined and difficult
- There is no one framework or model to 'fit all'
- Much work has been done
 - Usability, User Needs, Workflow
- More needs to be done
 - Sustainability
 - Impact
- Multiple methods is a must -triangulation
- Collaboration - how to do it? When? Around what? Talk about complexity.....

Triangulation

User Survey

Users SAY they highly value peer reviews



**Value of
peer review**

Observation

How users use site, do they SEE peer reviews?

Webmetrics

hits on peer reviews

Consortiums: Complicating Factors

- **Diverse goals; diverse priorities**
- **Different technologies; different infrastructure; different definitions**
- **Different activities; different services; different features**

Resources

- Saragevic, T. (2000). . *Library Trends*.
- Digital Library Federation. (1998). *A working definition of digital library*. Found at: <http://www.diglib.org/about/dldefinition.htm>
- McMartin, F. & Morgan, G. (2005). Research and evaluation methods for information technology professionals. New Media Consortium Annual Conference Preceedings, Honolulu, Hawaii.