DISCOVERY @ YALE
A GOOGLE ANALYTICS STORY

Sarah Tudesco
Assessment Librarian
Library Discovery Ecosystem

Yale University Library

Quicksearch
Search Orbis, Morris, and Articles+

RESEARCH
Search Library Catalog (Orbis)
Search Law Library Catalog (MORRIS)
Search Articles+
Search Digital Collections
Search Finding Aid Database
Search Borrow Direct
Search WorldCat
Subject Guides
Find Databases by Title
Find eJournals by Title
Guide to Using Special Collections

SERVICES
Your Personal Librarian
Subject Specialists
Research Support and Workshops
Citation Tools
Get It @Yale (Borrow Direct, Interlibrary Loan, Scan & Deliver)
Course Reserves
Off-Campus Access
EliScholar
OverDrive: Popular Audio and eBooks
Bass Media Equipment

TODAY'S HOURS
Bass
Beinecke
CSSSI
Divinity
Haas Arts
Law
Medical
Sterling
All Library Hours
12:00pm – 4:45pm
Closed
10:00am – 6:00pm
Closed
Closed
Closed
9:30am – 12:00am
Closed
ORBIS: GOOGLE ANALYTICS

10/4/15 – 10/10/15

Sessions: 16,097
Users: 9,213
Pageviews: 28,969
Pages / Session: 1.80
Avg. Session Duration: 00:06:41
Bounce Rate: 60.07%

Returning Visitor: 31.6%
New Visitor: 68.4%

2/7/16 – 2/13/16

Sessions: 14,318
Users: 8,161
Pageviews: 27,334
Pages / Session: 1.91
Avg. Session Duration: 00:07:28
Bounce Rate: 60.94%

Returning Visitor: 29.5%
New Visitor: 70.5%
1. Zika vaccine deal (agreement between Sanofi and Walter Reed Army Institute of Research in developing a vaccine for Zika virus) (Brief article)
   Permalink
   Journal Article: Full Text Online

2. Zika vaccine misconceptions: A social media analysis
   by Dredze, Mark; Broniatowski, David A; Hillyard, Kara M
   Vaccine, 06/2016, Volume 34, Issue 30
   Permalink
   ... Development of the Zika virus vaccine is in its early stages, but there is already cause for concern regarding the success of the eventual vaccination...
   Journal Article: Full Text Online

3. The race for a Zika vaccine is on
   by Jon Cohen
   Science, 02/2016, Volume 351, Issue 6273
   Permalink
   ... Vaccines exist against several other flaviviruses, the family Zika belongs to, and experts predict that this won't be a major scientific challenge...
   Journal Article: Full Text Online
Article+ (SUMMON): GOOGLE ANALYTICS

10/4/15 – 10/10/15

- Sessions: 1,270
- Users: 653
- Pageviews: 3,932
- Pages / Session: 3.10
- Avg. Session Duration: 00:07:03
- Bounce Rate: 11.65%

2/7/16 – 2/13/16

- Sessions: 986
- Users: 499
- Pageviews: 2,946
- Pages / Session: 2.99
- Avg. Session Duration: 00:06:53
- Bounce Rate: 10.34%
Quicksearch performs a combined search of:

- **Books+** (books, journals, online resources, videos, and more)
- **Articles+** (journal articles, e-books, dissertations, and more)
- **Digital Collections** (digitized images, archival documents, and more)
Quicksearch: GOOGLE ANALYTICS

10/4/15 – 10/10/15

- Sessions: 1,178
- Users: 554
- Pageviews: 9,042
- Pages / Session: 7.68
- Avg. Session Duration: 00:09:11
- Bounce Rate: 16.30%

2/7/16 – 2/13/16

- Sessions: 5,158
- Users: 2,648
- Pageviews: 22,730
- Pages / Session: 4.41
- Avg. Session Duration: 00:05:29
- Bounce Rate: 16.85%
You searched for:

Article: Possible repurposing of seasonal influenza vaccine for prevention of Zika virus infection (version 2; referees: 2 approved)
Author: Vejko, Vejko
Journal: F1000 research
ISSN: 2046-1402
Volume: 5
DOI: 10.12688/f1000research.8102.2
Date: 03/01/2016
Page: 190

Always check the citation for accuracy. Click this link for more information.

Content is available via the following links

<table>
<thead>
<tr>
<th>Links to content</th>
<th>Coverage Range</th>
<th>Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article</td>
<td>2012 - present</td>
<td>PubMed Central,</td>
</tr>
<tr>
<td>Article</td>
<td>2012 - present</td>
<td>Directory of Open Access Journals,</td>
</tr>
<tr>
<td>Article</td>
<td>Try doi.org for full-text</td>
<td>10.12688/f1000research.8102.2</td>
</tr>
</tbody>
</table>

Search Library Catalogs

ORBIS  Search by Title
MORRIS  Search by Title | Search by ISSN

Get It @ Yale  Request a scan | Help with GetIt@Yale
360 Link: GOOGLE ANALYTICS

10/4/15 – 10/10/15

- Sessions: 7,762
- Users: 3,803
- Pageviews: 16,319
- Pages / Session: 2.10
- Avg. Session Duration: 00:04:19
- Bounce Rate: 19.13%

2/7/16 – 2/13/16

- Sessions: 7,825
- Users: 3,802
- Pageviews: 16,900
- Pages / Session: 2.16
- Avg. Session Duration: 00:04:09
- Bounce Rate: 18.58%
360 Link: Google Analytics - Referrals

10/4/15 – 10/10/15

<table>
<thead>
<tr>
<th>Source</th>
<th>Sessions</th>
<th>% of Total:</th>
<th>% New Sessions</th>
<th>New Users</th>
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</thead>
<tbody>
<tr>
<td>1. ncbi.nlm.nih.gov</td>
<td>1,738</td>
<td>72.43%</td>
<td>13.18%</td>
<td>229</td>
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<tr>
<td>2. scholar.google.com</td>
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<td>23.68%</td>
<td>23.68%</td>
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<tr>
<td>3. yale.summon.serialsolutions.com</td>
<td>655</td>
<td>11.65%</td>
<td>21.98%</td>
<td>144</td>
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<tr>
<td>4. apps.webofknowledge.com</td>
<td>347</td>
<td>6.17%</td>
<td>13.83%</td>
<td>48</td>
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<tr>
<td>5. search.proquest.com</td>
<td>330</td>
<td>5.87%</td>
<td>13.94%</td>
<td>46</td>
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<tr>
<td>6. scopus.com</td>
<td>158</td>
<td>2.81%</td>
<td>10.76%</td>
<td>17</td>
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<tr>
<td>7. ovidsp.txovid.com</td>
<td>140</td>
<td>2.49%</td>
<td>15.71%</td>
<td>22</td>
</tr>
<tr>
<td>8. worldcat.org</td>
<td>124</td>
<td>2.21%</td>
<td>19.35%</td>
<td>24</td>
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<tr>
<td>9. sciencedirect.com</td>
<td>109</td>
<td>1.94%</td>
<td>30.28%</td>
<td>33</td>
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<tr>
<td>10. networks.com</td>
<td>107</td>
<td>1.90%</td>
<td>16.82%</td>
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</table>

10/4/15 - 10/10/15:

- Sessions: 6,262
- % of Total: 72.43%
- % New Sessions: 18.50%
- New Users: 1,040

2/7/16 – 2/13/16

<table>
<thead>
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<th>% New Sessions</th>
<th>New Users</th>
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<tbody>
<tr>
<td>1. ncbi.nlm.nih.gov</td>
<td>1,828</td>
<td>72.18%</td>
<td>11.00%</td>
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<tr>
<td>2. scholar.google.com</td>
<td>1,160</td>
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<td>10.02%</td>
<td>16.98%</td>
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<tr>
<td>4. search.proquest.com</td>
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<td>6.59%</td>
<td>10.22%</td>
<td>38</td>
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<tr>
<td>5. apps.webofknowledge.com</td>
<td>275</td>
<td>4.87%</td>
<td>13.09%</td>
<td>36</td>
</tr>
<tr>
<td>6. scopus.com</td>
<td>195</td>
<td>3.45%</td>
<td>17.44%</td>
<td>34</td>
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<tr>
<td>7. worldcat.org</td>
<td>126</td>
<td>2.23%</td>
<td>26.98%</td>
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<tr>
<td>8. ovidsp.txovid.com</td>
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<td>2.16%</td>
<td>15.57%</td>
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<tr>
<td>9. sciencedirect.com</td>
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<td>3.01%</td>
<td>34.26%</td>
<td>37</td>
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<tr>
<td>10. upfdbala.com</td>
<td>90</td>
<td>1.69%</td>
<td>15.56%</td>
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</table>
10/4/15 – 10/10/15

**ORBIS**

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**ARTICLES+**

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- **Users**: 653
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**QUICKSEARCH**

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**360 LINK**

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Why is Voyager still the most widely used system?
How do we feel about Articles+?

2/7/16 – 2/13/16
What’s the impact of library systems?