Do Collaborative Multi-Institution Projects Drive End-User Traffic to Digital Collections?

Midge Coates
Auburn University Libraries

Collaborative multi-institution digital collection projects are created to make it easier for end-users to find digital materials. Their implicit promise is that the significant work necessary for their creation will be rewarded by end-user traffic directed back to the native collections.

- This poster examines sources of end-user traffic for some of Auburn University Libraries’ digital collections during the study period (10-15-2015 through 10-14-2016).
- Page views for each collection were obtained from Google Analytics and sorted according to traffic source.

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