



LEVEL DOWN TO LEVEL UP

The Impact of Item-Level Description on Finding Aid Discoverability

Society of American Archivists
Research Forum
August 3, 2022



University Libraries
UtahStateUniversity



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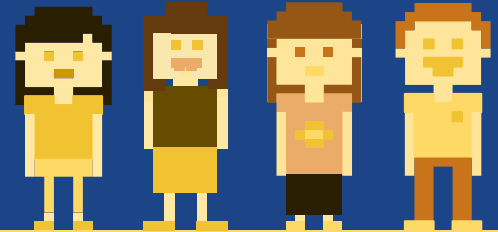




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TAKEAWAYS



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BACKGROUND &
METHODOLOGY





EAD PROJECT BASICS



Chose five total collections



STEP 1

Create two versions of same finding aid with one described at the file (box or folder) level and the other at the item-level



STEP 2

Post both finding aids online at the same time and leave up for at least a year



STEP 3

After time is up, pull analytics for each guide and assess which descriptive level was most frequently accessed

Detailed Description of the Collection ▼

| Container(s) | | Description | Dates |
|--------------|--------|---|------------|
| Box | Folder | | |
| 1 | 1 | Utah Agricultural College football program | 1904 |
| 1 | 2 | Utah Agricultural College football program | 1913 |
| 1 | 3 | Utah Agricultural College football programs | 1922- 1972 |
| 1 | 4 | Utah Agricultural College football programs | 1922-1927 |
| 1 | 5 | Utah Agricultural College football programs | 1933-1939 |
| 1 | 6 | Utah State Agricultural College football programs | 1945-1949 |
| 1 | 7 | Utah State Agricultural College football programs | 1949 |
| 1 | 8 | Utah State Agricultural College football programs | 1950 |

 BOX LEVEL 

ITEM LEVEL

Detailed Description of the Collection ▼

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| Container(s) | | Description | Dates |
|--------------|--------|--|------------------------|
| Box | Folder | | |
| 1 | 1 | Item 1: Utah Agricultural College versus University of Washington Washington Line-up: Crim, Babcock, Pullen, Sigsworth, Railsback, Shoudy, Tibbals, Brinker, Shaw, Dean, Clark, McElmon, Tilley Utah Line-up: Peterson, Mortensen, Nelsen, Matesen, Nelsen, Roberts, Jamisen, Fenn, Engersoll, Madsen, Waingard | 1904 October 22 |
| 1 | 2 | Item 1: Utah Agricultural College versus University of Utah 3 copies University of Utah Line-up: Summer, McIntyre, Naylor, Briggs, Petersen, Barker, Wartham, Sutherland, Hamilton, Gardner, Travers Utah Agricultural College Line-up: Jones, Price, Griffin, Owen, Snow, Green, Egbert, Laurensen, E.Brossard, H. Brossard, Peterson, Williams, Doutrie, Caine, Perry, Frew, Lewis, Hendricks, Mohr. Officials: W. Hughs, Bown, D. A. Callahan | 1913 |
| 1 | 3 | Item 1: Letter from Jack Croft organizing 1922 football team 50th reunion | 1972 April 17 |
| 1 | 3 | Item 2: Utah State University Football Team Roster Adamson, Herb; Barker, Elwood; Bowman, Will W.; Brolinbroke, Bert; Church, Rudolph; Conroy, Maurice; Cooley, Walter; Croft, Jack; Evans, James; Gardner, Bert; Gardner, Dave; Harris, S. R.; Hendricks, C.D.; Jeffs, Armond; Kirk, Harvey; Knowles, Willard B.; Leddingham, Clarence; Lindsay, Claude; Maughn, Joseph; Nelson, George (Trainer); Peterson, Venal; Romney, E.L. (Coach); Schaub, Wesley; Seigfried, Joshua; Stanger, A. G.; Whitney, Byron; Williams, Jack; Woodside, Howard; Wooley, Ray; Wrencher, John | 1922 |
| 1 | 4 | Item 1: Utah Agricultural College versus Wyoming Aggie Line-up: "Rete" Conroy; "Butch" Knowles; "Jack" Croft; "Bun" Wooley; Leddingham; "Wes" Shaub; B. Gardiner; Harvey Kirk; V. Petersen; "Snail" Harris; "How" Woodside; "Jim" Evans; "Jack" Williams; Church; "Hash" Bingham; "Jack" Seigfried; D. Gardner; D. Hendricks; "Sprotto" Bowman; "Pinky" Jeffs; Adamson; "Shanty" Lindsay; Rencher; Baker; "Joe" Maughan; Whitney; Balinkbroke; Stanger; Cooley. Wyoming Line-up: Hegewald; Alerss; Ducker; Highleyman Johnstone; Gilbert; Thompson; Pierson; Hobbs; G. Smith; C. Smith; Blanchard; Madden; King; Wittenbrocker; Vandaveer; Corbett; Desmond; Coach Corbett; Manager Schlosser | 1922 November 11 |



PULLING CODING URLS



<https://archiveswest.orbiscascade.org/ark:/80444/xv901763>

ARK



ARK

https://archiveswest.orbiscascade.org/ark:/80444/xv901763/op=fstyle.aspx/t=k&q=barn+survey&f_repo=US-ula

_repo=US-ula



USU Repository



Search Terms





0 2

RESULTS & ANALYSIS



✦ RESEARCH QUESTION 1 ✦

WHAT TYPE OF SEARCH TERMS ARE MOST COMMONLY USED BY PATRONS AND WHERE ARE THEY FOUND IN THE FINDING AID?

RQ 1: WHAT TYPE OF SEARCH TERMS WERE MOST COMMONLY USED BY PATRONS AND WHERE ARE THEY FOUND IN THE FINDING AID?



77.86%

Of search terms were names



95%

Of all search terms were found in the Collections Inventory



76%

Of URLs with search terms matched only the <scopecontent> and <unittitle> tags

✦ RESEARCH QUESTION 2 ✦

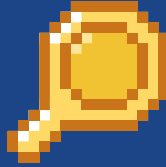
IS THERE A MEASURABLE DIFFERENCE IN
DISCOVERABILITY AND USER INTERACTIONS
BETWEEN FINDING AIDS DESCRIBED TO THE ITEM-
LEVEL AND FINDING AIDS DESCRIBED TO THE BOX OR
FOLDER LEVEL?

RQ2: IS THERE A MEASURABLE DIFFERENCE IN DISCOVERABILITY BETWEEN FINDING AIDS DESCRIBED TO THE ITEM-LEVEL AND FINDING AIDS DESCRIBED TO A BOX OR FOLDER LEVEL?



6,100%

Item-level descriptions were 61x more discoverable



98.39%

Of all page views occurred in item-level description finding aids



3,750%

Item-level finding aids were accessed on 37.5x more days than file-level finding aids

✦ RESEARCH QUESTION 3 ✦

HOW DO SEARCH PARAMETERS IMPACT
DISCOVERABILITY FOR FILE-LEVEL DESCRIPTION VS.
ITEM-LEVEL DESCRIPTION?

RQ3: HOW DO SEARCH PARAMETERS IMPACT DISCOVERABILITY FOR FILE-LEVEL DESCRIPTION VS. ITEM-LEVEL DESCRIPTION?



1,020%

Item-level finding aids averaged 1,020% more pageviews for instances where **search parameters** are **known** (database searches)



20,420%

Item-level finding aids averaged 20,420% more pageviews for instances where **search parameters** are **unknown** (browser-driven traffic)



90%

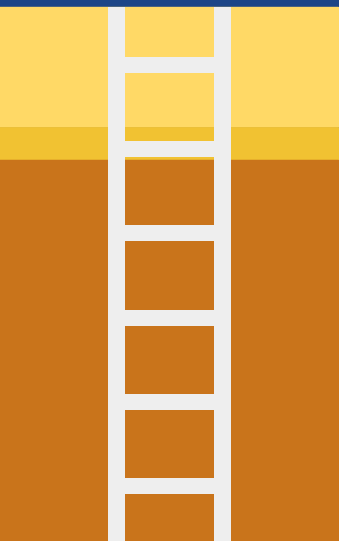
Of URLs with search terms matched the item-level finding aid, with only 5% matching the file-level finding aid



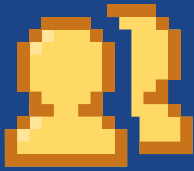


03

TAKEAWAYS

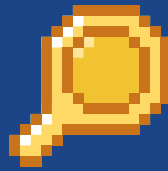


MAJOR THEMES



NAMES

Are the most common searches



PAGEVIEWS

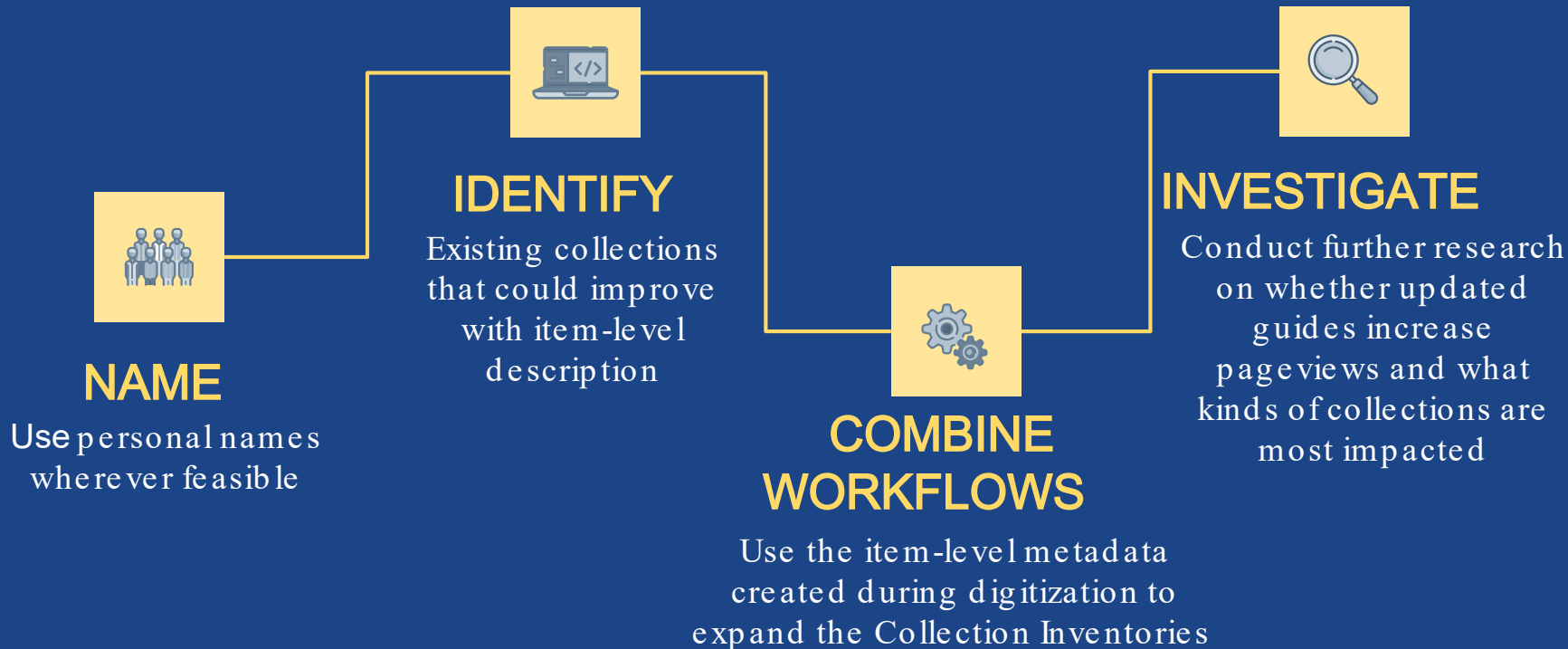
Are driven by the Collection Inventory



INVENTORY

Lack of robust Collection Inventory negatively impacts discoverability

└ WHAT DO WE DO WITH THIS ? ─



RESOURCES



- Results published in : **A Tale of Two Levels: Analyzing the Discoverability and Impact of Item-Level Description in EAD Finding Aids** in the *Journal of Archival Organization*, DOI: <https://doi.org/10.1080/15332748.2022.2089321>
- Research project procedures: <https://usulibrary.atlassian.net/wiki/spaces/ULC/pages/1077706774/Discoverability+Research+Projects>



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QUESTIONS ?



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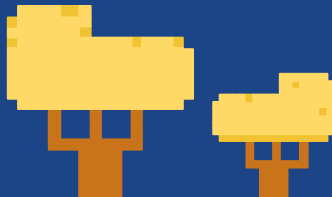


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THANKS !



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