

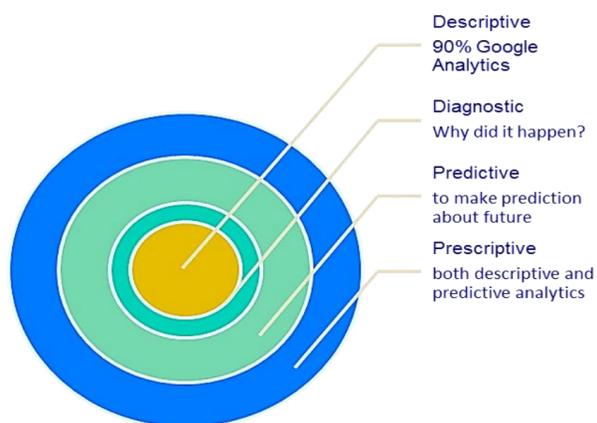
## Introduction



In recent years university libraries have adopted evolving based data driven approaches (Harper & Oltmann 2017). Literature suggests that using analytics is one of the most powerful tools to construct librarianship practice, strategies and framework (McDonald 2017; Paul & Erdelez 2013; Showers 2014). The existing literature indicates, there is a need for using analytics to support decision-making for multiple operational services (Wang, Z 2016).

This study will explore:

**How does analytics influence library decision making within a university environment?**



## Backgrounds



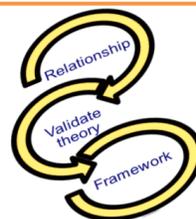
Advanced data analytics has been adopted by a number of business functions (Sesil 2014). The existing literature on analytics tends to commercial industry sectors such as, multinational companies, finance, and supply chain management. Academic library has an important role in student success. While the practical implications of using analytics in enhancing library industry remains quite unfocussed.

### Existing Studies:

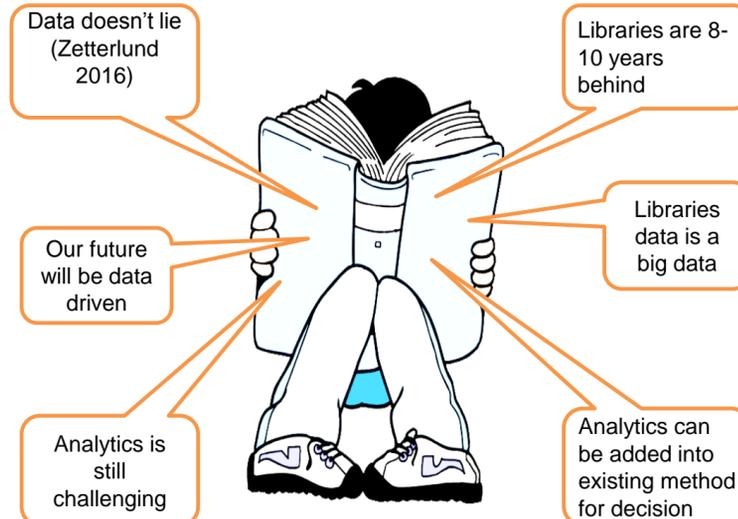
- Marketing Analytics
  - Price and Promotion Analytics
  - Big Data Analytics
  - Learning Analytics
  - Supply Chain Analytics
  - Analytics for Financial Decision Making
  - Demand and Supply Analytics
  - Ethics and Law in Analytics
  - Analytics for the Classroom Teacher
  - Big Data Analytics in Healthcare
  - Business Analytics for Data-Driven Decision Making
- What about Library data Analytics?**

## Objective

- 1 Identify relationship between analytics and library decision making
- 2 Validate LIS and technology theories in librarianship practices
- 3 Set strategy as it affects libraries

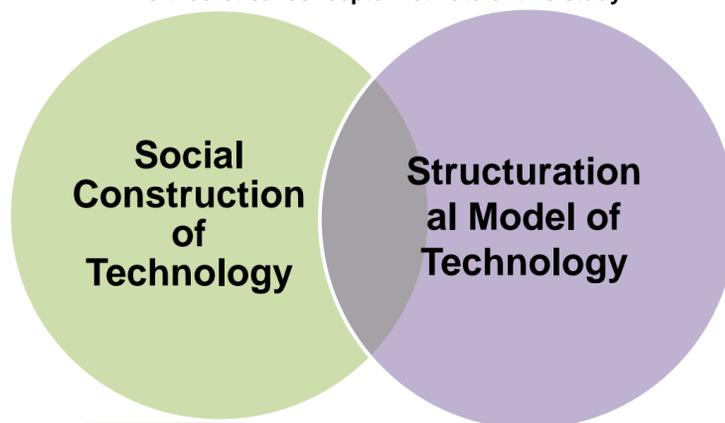


## Literature Highlights



## Theoretical underpinning

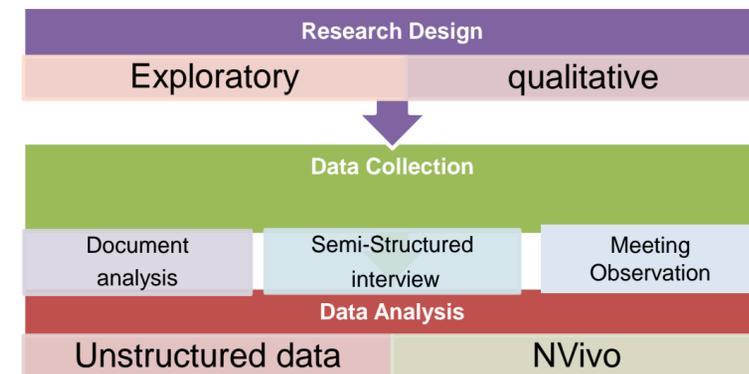
Two theoretical concepts motivate of this study



- Technology is the product and medium of human action
- Institutionally constructed not technology itself
- Socially constructed not technology itself
- Institutional conditions influence humans in their interaction with technology
- Communities that make use of the technology
- Interaction with technology influences the institutional properties
- Action and behaviour determine technology meaning

Theory	What	Usefulness	Questions to be investigated
SCOT	<ul style="list-style-type: none"> <li>• Socially constructed not technology itself</li> <li>• communities that make use of the technology</li> <li>• Action and behaviour determine technology meaning</li> </ul>	library is a social organization, staff are the community technology and the behaviours and choices of user communities on this technology shape the professional practice	<ul style="list-style-type: none"> <li>What is the impact of technology on the library institution?</li> <li>What is the justification the theory on libraries?</li> </ul>
SMT	<ul style="list-style-type: none"> <li>• Technology is the product of human action</li> <li>• Technology is the medium of human action</li> <li>• Institutional conditions influence humans in their interaction with technology and</li> <li>• Interaction with technology influences the institutional properties of an organization</li> </ul>	There is a relationship between technology, libraries and library staff	<ul style="list-style-type: none"> <li>What is the impact of technology on library institution?</li> <li>What is the justification the theory on libraries?</li> </ul>

## Research Design



- 43 university libraries in Australia
- Data from nine Victorian university libraries
- Documents are publically accessible
- Contact details of interviewees are publically accessible
- Invitation was sent to each of the university librarians with PICSF and data collection is going on
- This study is using the purposive and convenience sampling
- All interviews are audio tape recorded

• The study will add to the existing body of knowledge on the role of analytics in library operational decision making.

• The study is timely as libraries continue to meet the challenge of service justification and having a better understanding of how analytics can support such justification is important.

• The results will help library decision makers in understanding the implications of analytics.

• It will also help in better meeting the actual needs of using analytics out of its vast functionalities and identifies an analytics based decision making.

• The outcome will clearly identify collaboration among decision makers and data analysts to enhance the effective utilization of analytics in decision making.

## References

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