Predictive Processing, Student Success Metrics, and User Personas:
How Aeon Data is Upending Archives as Usual to Forward User-centered Assessment and Drive Decision-making

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How can AEON inform archival processing?
Methodology

- AEON Transaction Report - Frequency
- July 2016 - December 2017
- 18 months of reliable data
- Excluded staff checkouts
Methodology

- Weeded out books
- Added in collection titles
- Cleaned-up identifiers
- Checked online status
- Coded collections - subject, collecting area, formats
- Generated data visualizations
Results

- 355 individual collections
- 1,758 box checkouts
- 62 different codes
- Lots of charts and graphs
Analysis

- Points to subjects currently in demand by scholars: suffrage, public health, STEM fields, faculty papers, built environment areas
- Shows heavily used collections with collection-level finding aids, poor description, or serious problems
- Implications for collection development policy
Results

- \( \frac{1}{3} \) of collections checked out are not online
- Where are these coming from?
- Represents a lot of work for research desk staff and subject specialist staff
Results

MS collection checkouts by online status
- Yes: 56%
- No: 23%
- Collection-level: 21%

UA collection checkouts by online status
- Yes: 57%
- No: 43%
Results
Conclusions

- Set processing priorities for new collections and the backlog
- Focus on legacy collections in need of better access
- Implications for collection development areas
- Pointed out a high-use area in need of better online access
Next Steps

- Graph usage data over time
- Streamline through more advanced reporting
- Use student labor for data cleanup
- Expand to look at digital library usage (Google Analytics) and reproduction requests
- Mitigate potential for confirmation bias
What are user personas?
Alicia Renee Campbell

Bio
Alicia is a first-year graduate student at the University of Kentucky’s Department of History. After receiving her Bachelor’s in History and Secondary Education from Eastern Kentucky University, Alicia taught social studies at a public high school in Woodford County for two years. Alicia recently returned to school at the University of Kentucky to pursue her History master’s degree.

Research Profile
As an undergraduate, Alicia completed her capstone on the United Mine Workers Union in Eastern Kentucky during the 1960s. Because of this work, she is familiar with Appalachian historical sources, although her archival research was relatively minimal.

Alicia is studying the history of public health education in Appalachia. She is primarily interested in the Frontier Nursing Service and the education of Appalachian public health workers in the early/ mid 20th century.

Skills
Alicia is a thorough, methodical researcher who tends to hone in on the specific details of a subject. She likes order and sequence and is a relentless notetaker.

Habits
Alicia enjoys working in the Breckinridge Research Room because it is quiet and feels “scholarly.” Being fairly introverted and routine-oriented, she prefers sitting at the same corner seat at the farthest research table. Alicia prefers writing out notes longhand, but will often use her phone to take pictures of documents to refer to later.

Challenges
While not unfamiliar working with computers, Alicia in no way considers herself tech-savvy. She used library catalogs somewhat extensively as an undergrad but has found the variety of platforms and user experiences from UK Libraries “overwhelming.” She describes her research methods as “more ‘old school.’” Alicia is hesitant to approach others for help, often concerned that she is disrupting their work.

Personality
Introvert vs. Extrovert
Sensing vs. Intuition
Thinking vs. Feeling
Judging vs. Perceiving
The purpose of personas
Using Aeon data for persona creation
Self-reported Research Interest Topics - All Aeon Users

Self-reported Research Interest Topics - University of Kentucky
Challenges and next steps
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