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### Is Attendance Really Declining at Games?: An Analysis of Walk-ins Versus Web Counts

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## Is Attendance Really Declining at Games?: An Analysis of Walk-ins Versus Web Counts



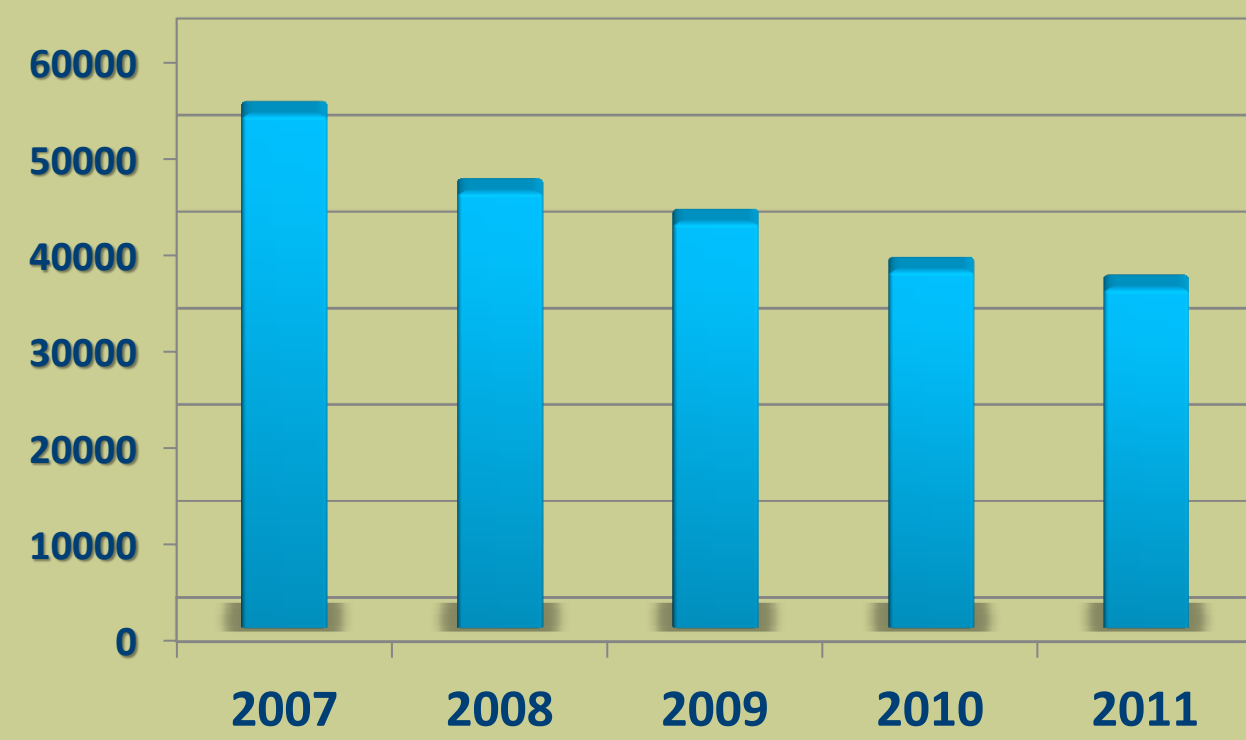


# Is Attendance Really Declining at Games?: An Analysis of Walk-ins Versus Web Counts

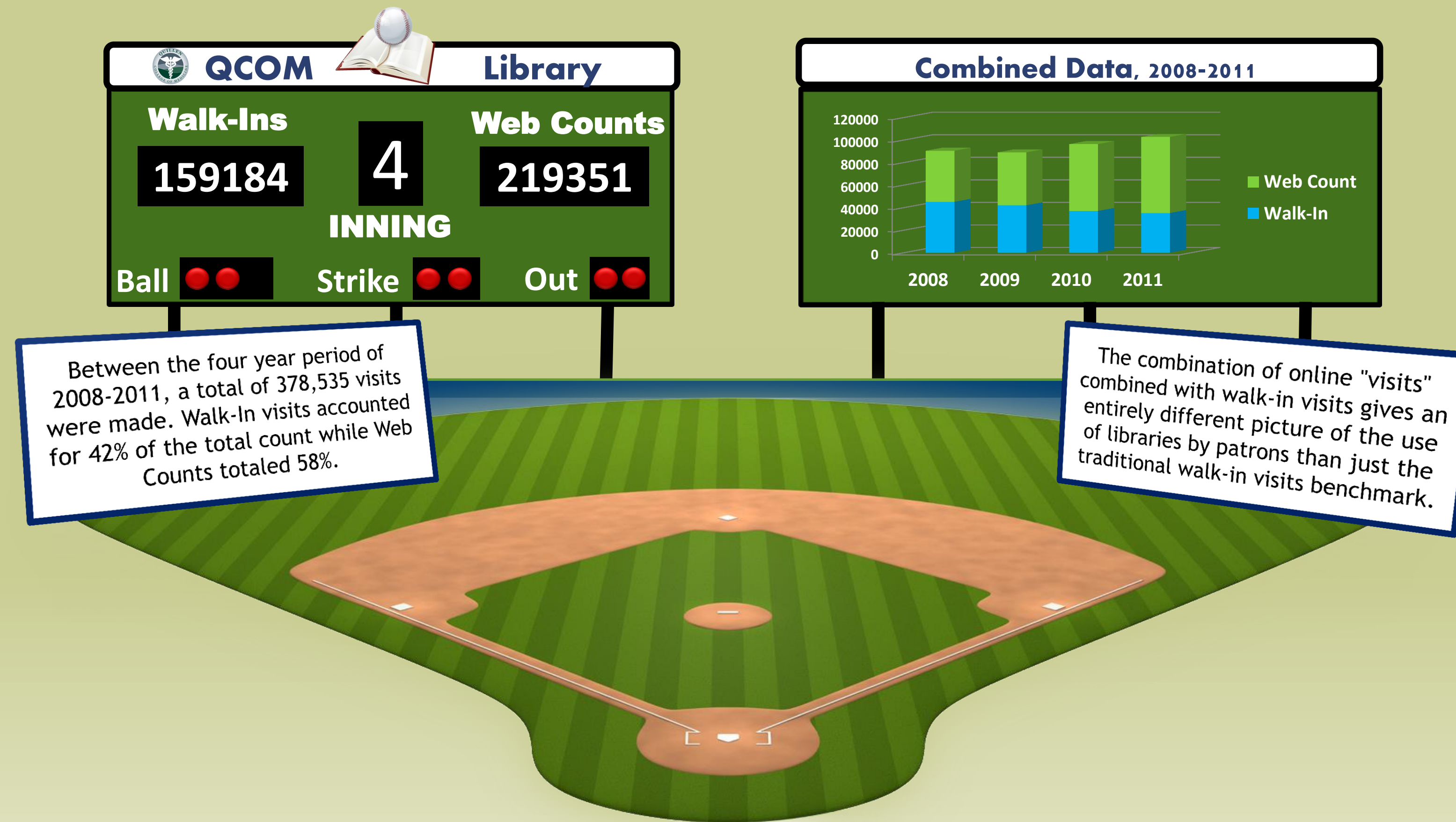


Travis Clamon, Rick Wallace, Nakiya Woodward  
East Tennessee State University / Quillen College of Medicine Library

## Door Count



## Web Counts



## Discussion

Simple data such as from this study could be used in a presentation to library funders and stakeholders to argue for increased support.

E-Metrics, like rings on a tree, gives historical information that can be analyzed for explanatory causes of increases and declines in both physical and virtual use of the library. For example, a study center may have been built on campus that drains walk-in visitors from the library or an instructor may have used a particular database for a class that might have spiked web visits temporarily.

Knowing the mix of online users and on-ground users is helpful in planning library services and budgets.

“Declining numbers in circulation and gate counts combined with larger library budgets could cause library boards, institutional administrators, government entities, and the public at large to wonder about the functions and necessity of libraries.” (p.56)

White, A. C. E-Metrics for library and information professionals : how to use data for managing and evaluating electronic resource collections. New York : Neal-Schuman Publishers, c2006.

## Conclusion

• Librarians should not be wedded to success markers of past eras. By updating measures of recording "attendance," a more truthful picture emerges about the true popularity of libraries. This type of data is essential, since libraries are under more pressure to justify their existence.

• We propose that the norm for library use statistics should no longer be walk-in counts, but should instead be walk-in counts plus web-counts. If this practice is followed, we believe that instead of libraries trending towards decline, the true picture will indicate an enormous increase in usage.

## Objectives

- There seems to be a belief that the library has a declining role. If this is false, intellectual constructs that support this concept must be removed in order for libraries to receive adequate funding and support.
- The purpose of this study was to see if walk-in visitor counts at the East Tennessee State University Quillen College of Medicine Library were declining and, if so, was there a relationship between this decline and increased library web access.

• **Hypothesis:** Is increased web use of the library an accurate explanatory variable for decreases in physical visits?

## Methods

- Walk-in visitor statistics from the library from the past five years were compiled as were the past four years of website statistics using Google Analytics.
- These two sets of data were compared and analyzed with SPSS 19 for any correlation using Pearson's correlation and simple linear regression to determine to what extent decreased walk-in visits are an outcome of web visits.
- We believed the data would show a steady decrease in walk-in visitors along with a continued increase in website visitors and that the correlation between the two would be significant at  $p = .05$  and that the variable "web use" could be used as a predictor variable to predict part of the change in the variable "physical use".

## Limitations

- E-Metrics may not represent an accurate view of digital visits. However, not all walk-in visits are actually "true" visits either.
- Digital visits using only Google Analytics may actually under-represent user web visits.
- More study is needed on what e-metrics constitute a true visit.

## Statistical Analysis

• Pearson's correlation was  $-0.965$  ( $p = 0.035$ ). Simple linear regression  $R^2 = 0.932$  which means 93.2% of the change in walk-ins was because of web visits. ( $p = 0.035$ ). For each 1 unit change in web visits, walk-ins decreased by  $-0.418$ .

## Contact

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