January-March, 2012

Quarterly Report

BHL

Biodiversity Heritage Library

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At BHL, we believe it's important to report project progress on a regular basis. That's why we're introducing the BHL Quarterly Report. In this report, you'll find project updates and statistics regarding digitization, social media, and website analytics. Highlights from this quarter can be found on the following page. Below, we present a brief synopsis of the BHL Institutional Council Meeting, an event at which many important BHL developments were announced.

On March 15-16, 2012, the BHL Institutional Council convened at the Ernst Mayr Library of the Museum of Comparative Zoology at Harvard University for their sixth annual meeting. These annual meetings serve as an opportunity for council members (the directors of BHL member libraries) to provide updates about BHL activities at their institutions, discuss governance issues, make funding decisions, and strategize about the future of BHL.

Several significant organizational changes were announced at the meeting. First and foremost was the retirement of BHL's founding Director, Tom Garnett. Garnett oversaw the maturation of BHL from an ambitious idea proposed in 2005 to the global success it is today. Martin Kalfatovic of the Smithsonian Institution Libraries will be replacing Garnett as the new BHL director.

This was also the final meeting for two additional retiring core BHL members, including Cathy Norton (MBLWHOI Library), former BHL Executive Committee Chair, and Graham Higley (Library, Natural History Museum, London), BHL Executive Committee Immediate Past Chair. The IC bestowed the title of BHL Member Emeritus on Cathy Norton and Founding Chair Emeritus on Graham Higley.

Finally, a new BHL Executive Committee was appointed at the event. BHL Executive Committee members now include: Nancy E. Gwinn (Smithsonian Institution Libraries), Chair; Connie Rinaldo (Ernst Mayr Library, Museum of Comparative Zoology, Harvard University), Vice-Chair; and Susan Fraser (LuEsther T. Mertz Library, New York Botanical Garden), Secretary.

While we will miss those who have left the BHL team, we wish them well in their new endeavors and are confident that we will find continued success with BHL's new leadership. We look forward to sharing these successes with you in forthcoming reports.

BHL at ALA Midwinter

January 20-24, 2012, BHL hosted a booth with the Encyclopedia of Life at the American Libraries Association Midwinter Meeting in Dallas, TX. The booth provided staff with an opportunity to introduce BHL to the approximately 10,000 conference attendees.

NEH Grant

BHL received an NEH grant for 260,000 USD to support the automated identification and description of illustrations within BHL texts. This will allow users to easily browse or search for images meeting specific criteria directly within the BHL portal, while also further automating the BHL-to-Flickr process.

BHL on iTunes U

On February 7, 2012, BHL announced its presence on iTunes U. All BHL content, presented via 8 themed collections, is available for free download, and additional collections are expected in the near future.
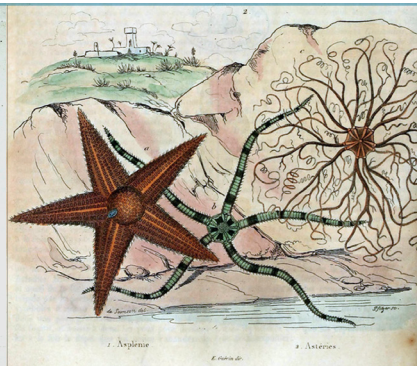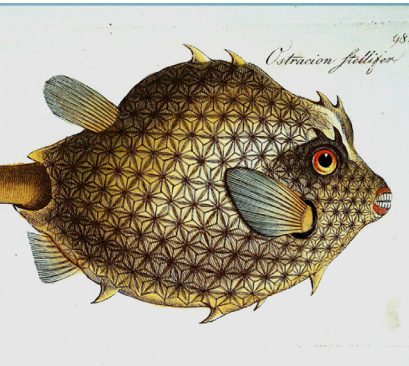
BHL Mendeley Button

In January, staff integrated a Mendeley button into BHL, allowing users to automatically add BHL titles to their Mendeley library.

BHL Program Manager

Former BHL Librarian at the Smithsonian Institution Libraries, Grace Costantino, accepted a position as the new BHL Program Manager. Her duties include financial administration, executive support, public outreach and communication, and reporting.

Acclaim for BHL:

"This service is just brilliant, it has meant that I can continue working whilst validating old names from the original source rather than secondary sources - seriously

Facebook Timeline

In April, 2012, BHL launched the Facebook Timeline, a feature which allows staff to create a visual representation of the major milestones in both the BHL project and biodiversity history.

facilitates getting taxonomy done. Thank you!"

- Glynn Maynard

"Muchas cosas bonitas para ver en el blog de Biodiversity Heritage Library."

- @miss_tutsi

Digitization Statistics

Content for BHL is collected via a variety of methods. Primarily, BHL partner institutions scan items within their collection to build the BHL corpus. BHL also harvests materials from other digitization projects that match BHL collection criteria. Finally, BHL's article repository, Citebank, serves as a means by which to serve articles and display citations with links to digitized content.

As a global initiative, efforts are made to replicate scanned content among the variety of BHL nodes throughout the world. The goal is to ensure that content scanned for one global partner is available via all BHL portals.

Statistics presented below represent those of the BHL US/UK portal. Global Partners refers to BHL partner projects other than the US/UK.

Quarterly Digitization:

Items in Production: 7,386
Pages in Production: 2,196,945
Names in Production: 4,916,873
Permissions Received: 7

Cumulative Digitization:

Items in Production: 104,462
Pages in Production: 38,434,537
Names in Production: 96,530,820
Permissions Received: 273

Global Digitization:

Items Rehosted by Global Partners (Total): 15,938
Pages Contributed by Global Partners (Quarterly): 7,930
Citations Contributed by Global Partners (Total): 6,874

Did You Know?

The amount of pages a scanner can scan in a day varies according to the condition of the books being digitized.

On average, a scanner working at a high production facility scanning non-fragile materials can scan about 5,600 pages a day.

Scanners working at satellite facilities located within BHL partner institutions scanning fragile and rare materials can scan an average of 4,000 pages a day.

Collaboration Statistics

BHL collects user feedback and collaborates to resolve this feedback using an issue tracking system called Gemini. User feedback includes notification of errors with scanned content, suggestions for service improvements, and requests for content to be scanned. Many scanning requests are considered "Special Handling" as they constitute requests for rare, oversized, or fragile material. Gemini is particularly helpful when coordinating the scanning of material for BHL among global partners.

Acclaim for BHL:

"Biodiversity Heritage Library is growing all the time: A great on-line resource on the world's species."

- @rbg_science

"I am very grateful to the BHL. I use it nearly every-day."

- Páll-Gergely Barna

Gemini Statistics:

Quarterly:

Issues Received: 353
Scanning Requests Received: 197
Special Handling Scanning Requests Received: 4
Scanning Requests Closed: 111
Special Handling Scanning Requests Closed: 20
Issues Resolved: 259

Cumulative:

Issues Received: 4,013
Scanning Requests Received: 1,547
Special Handling Scanning Requests Received: 353
Scanning Requests Closed: 787
Special Handling Scanning Requests Closed: 145
Issues Resolved: 2,914

Website Statistics

Much of BHL's success can be measured via website statistcs that provide detailed information about the traffic to and users of BHL resources. This quarter, BHL received 322,755 visits, 45.45% of which were new visits, or visits from users that had never before used our services. This constituted 146,688 New Visitor visits, with 176,067 Returning Visitor visits.

These numbers represent an approximate 12% increase in traffic over the previous quarter (288,287 visits as compared to 322,755 visits).

Below are graphs and statistics representing major website statistics for the BHL US/UK portal for the months of January-March, 2012, as well as brief statistics for BHL's article repository, Citebank.

Visit Statistics:

Visits: 322,755
New Visits: 45.45%
Returning Visitor Visits: 176,067
New Visitor Visits: 146,688
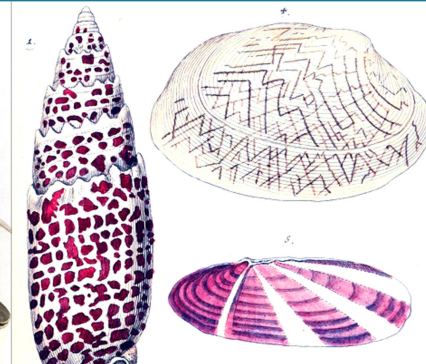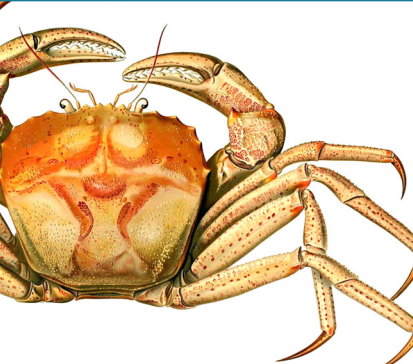Pages Per Visit: 4.63
Citebank Visits: 9,649

Did You Know?

BHL's scanning partner, Internet Archive, uses Canon eos 5D Mark IV cameras in their digitization machines. These cameras can scan an average of 2 million pages during their lifetime!

322,755 Visits	**3,546.76** Visits / Day
Previous: 288,287 (11.96%)	Previous: 3,133.55 (13.19%)

Jan 1, 2012 - Jan 31, 2012	31.76% (102,496)
Oct 1, 2011 - Oct 31, 2011	33.85% (97,573)
Feb 1, 2012 - Feb 29, 2012	33.36% (107,675)
Nov 1, 2011 - Nov 30, 2011	35.17% (101,382)
Mar 1, 2012 - Mar 31, 2012	34.88% (112,584)
Dec 1, 2011 - Dec 31, 2011	30.99% (89,332)

January-March 2012 Visits compared to October-December 2011 Visits

Acclaim for BHL:

"I'd like to wallpaper my house with the Biodiversity Heritage Library's Flickr stream."

- @kimberlykowal

"The BHL has been invaluable in helping me meet the research needs of my curators."

- Wendy Wasman

New vs. Returning Visitors

Visitor Country of Access Map

Visitor & View Statistics:

Unique Visitors: 161,890
Page Views: 1,495,669
Unique Page Views: 1,086,247
Average Time on Page: 00:01:39
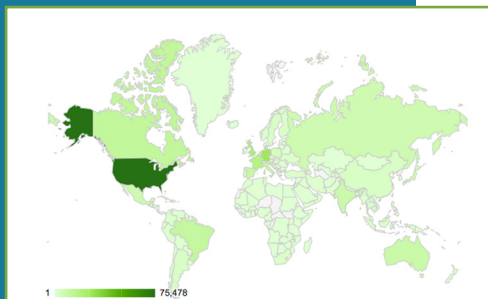Average Time on Site: 00:06:00
Bounce Rate: 46.40%

Visit Duration	Visits	Pageviews	Percentage of total Visits / Pageviews
0-10 seconds	163,002	177,843	50.50% / 11.89%
11-30 seconds	22,361	57,603	6.93% / 3.85%
31-60 seconds	19,246	64,960	5.96% / 4.34%
61-180 seconds	32,217	148,045	9.98% / 9.90%
181-600 seconds	35,006	239,019	10.85% / 15.98%
601-1800 seconds	33,111	326,023	10.26% / 21.80%
1801+ seconds	17,812	482,176	5.52% / 32.24%

Visitor Engagement

	Language	Visits	Pages/Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1.	en-us	150,136	4.20	00:05:18	50.85%	49.57%
2.	fr	22,198	5.46	00:07:22	36.88%	38.86%
3.	de-de	16,917	4.73	00:06:02	42.53%	43.19%
4.	es	14,722	4.90	00:06:44	43.96%	41.37%
5.	de	14,316	5.11	00:06:31	39.41%	38.91%
6.	en-gb	13,146	4.45	00:05:37	44.38%	43.60%
7.	pt-br	9,996	4.92	00:06:59	42.32%	41.68%
8.	es-es	8,407	4.15	00:05:24	43.05%	54.91%
9.	ru	6,933	5.35	00:08:12	28.82%	47.80%
10.	it	6,890	5.77	00:07:24	38.75%	36.36%

Visitor Country of Access

Outreach

BHL has an active presence on a variety of social media platforms, including Twitter, Facebook, Flickr, and a blog. These outlets serve as the chief means through which BHL news and developments are communicated to users.

For each platform, BHL staff articulated goals and metrics by which to determine the effectiveness of outreach activities. This section present the goals and metrics for each application for Jan-March 2012.

Twitter

BHL's goals for Twitter include fostering dialogue and promoting BHL resources.

Fostering dialogue refers to stimulating conversations about and increasing awareness of BHL via Twitter. This goal is measured by follower growth, retweets and mentions, and conversation reach, which is the number of retweets and mentions divided by total number of followers.

Promoting resources involves showcasing BHL content via Twitter. BHL supports several regular series to accomplish this goal, including "Species of the Day," a daily series featuring a species, a factoid about that species, and a link to content about it in BHL, and "Page of the Day," a daily series highlighting particular images in the BHL collection. The effectiveness of staff efforts in this arena is measured by the number of clicks on links to BHL content within tweets and the number of tweets posted about BHL content.

Twitter Statistics:

New Followers: 298
Total Followers: 1,446
Tweets: 418
Retweets and Mentions: 522
Clicks on Links: 1,560
Conversation Reach: 36%

Did You Know?

BHL is the digitization component of the Encyclopedia of Life, an online encyclopedia dedicated to creating a webpage for every species.

Name occurences found in BHL literature link to EOL species pages, and EOL species pages link to mentions of each species in BHL.

As of March, 2012, 12,996,848 BHL pages link to EOL species pages, and 1,285,936 EOL species pages link to BHL. 224,439 EOL species pages contain no information except BHL links.

Facebook

BHL's primary goals for Facebook include promoting resources and fostering dialogue. BHL staff hope to promote resources by showcasing BHL content within posts on the Facebook page, and hope that these posts will foster dialogue by generating conversations about BHL via the Facebook platform.

Staff create two regular types of posts on the BHL Facebook page. The first is daily quizzes, which pose questions about biodiversity for users to answer. The second is biodiversity news updates, which are posts highlighting news stories relevant to the biodiveristy realm. Whenever possible, staff link all posts back to BHL content.

To measure Facebook goals, BHL keeps a number of statistics, including the number of people interacting with our page (either by liking posts, adding comments to posts, sharing posts, or answering trivia questions), the number of these interactions, the number of people liking and unliking our page, the number of engaged users (number of people performing any action described in "interacting" plus the number of people who simply clicked on a link in a post), and the reach of our posts (the number of people who have seen any content posted on our page).

Fans on Facebook:

"This incredible, beautiful website is a must for all nature lovers!"
- Tim McGonagle

"Wonderful resource! Well worth checking out."
- Tim Green

Facebook Statistics:

People Interacting with Page: 1,789
Interactions: 2,438
New Page Likes: 449
Total Page Likes: 2,111
Page Unlikes: 30
Engaged Users: 4,948
Reach of Posts: 77,114

Outreach

Flickr

The BHL Flickr account has become one of the most user-celebrated aspects of the BHL project, prompting such statements as "I think I'm in love" and "My favorite Flickr in the whole world." The BHL collection contains thousands of scientific illustrations created over the past 500 years. In an effort to make these images more accessible to users, staff share many of them via the BHL Flickr account. As of March, 2012, the BHL Flickr page housed over 26,000 images.

BHL's primary goals for Flickr are to document BHL visual resources used via other social media platforms (i.e. Facebook and Twitter), to provide a pool of image content for dissemination and promotional purposes, to promote BHL's visual resources to Flickr's user group, thus introducing BHL to a new community of users, and to foster interaction with BHL visual resources in new and innovative ways.

Flickr Statistics:

Images Added: 3,621
Total Images: 26,383
Views on Content: 569,348
Total Views: 1,047,537
New Followers: 332
Total Followers: 821

Image Statistics:
Numbers in this section are cumulative for project

Images with Comments: 448
Images Favorited: 4,153
Images with Notes: 1
Images with Tags: 1,262
Images Added to Galleries: 133

Did You Know?

There is an estimated total of 495,000,000 pages of taxonomic literature related to the fields of botany, mycology, and zoology. Of that number, an estimated 100,000,000 pages are pre-1923 and therefore eligible for open access scanning.

By those estimates, BHL has scanned about 8% of all available taxonomic literature in the fields of botany, zoology and mycology, and about 38% of the available pre-1923 content.

The Blog

BHL goals for blogging include fostering dialogue with our users and promoting our services and resources. Our effectiveness in meeting these goals are measured by the number of visits to the blog and the number of unique visitors.

The blog serves as a "press release" application for BHL. Staff publish posts about project updates via this outlet, and all other social media platforms generally link back to the blog to provide more detailed information about important developments.

The blog also gives staff the opportunity to showcase important items in the BHL collection (through the weekly series "Book of the Week") and learn more about the people using our resources (through user interviews presented via the bi-weekly series "BHL and our Users").

This quarter, in response to requests from users to learn more about the people behind the BHL project and the tasks required to keep the program running, BHL launched a new monthly series entitled "My Life as a BHL Staffer." Each post, written by a different BHL staff member, details the contributions each makes to BHL.

Fans on Twitter:

"Still amazed by Biodiversity Heritage Library. So good."
                - @aasa

"Love the BHL. Thanks for all your hard work. Keep tweeting the latest gems, they're much appreciated."
          - @dragonandonion

Blog Statistics:

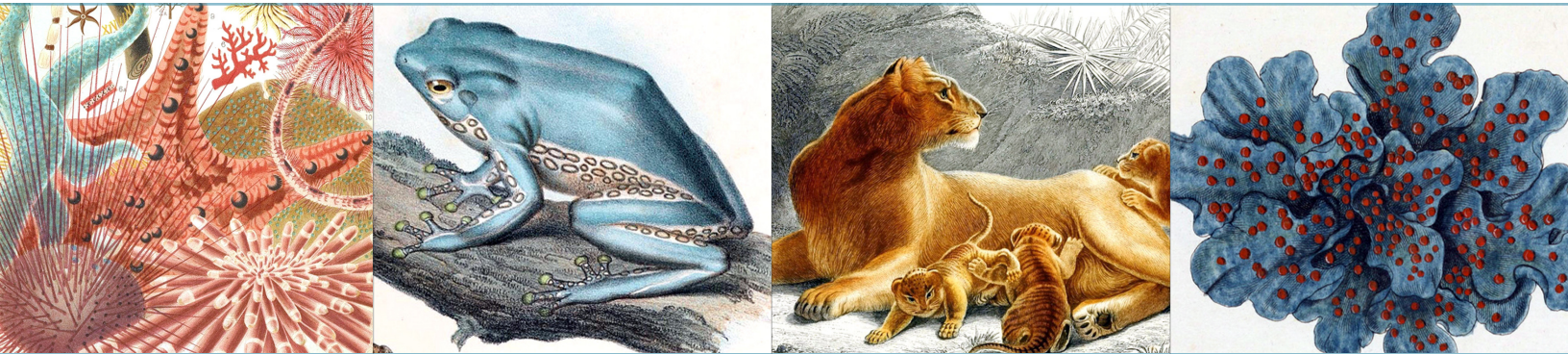Visits: 8,219
Unique Visitors: 6,530
Number of Blog Posts: 29

Biodiversity Heritage Library

About

The Biodiversity Heritage Library (BHL) is a consortium of 14 natural history and botanical libraries that cooperate to digitize and make accessible the legacy literature of biodiversity held in their collections and to make that literature available for open access and responsible use as a part of a global "biodiversity commons."

The BHL consortium works with the international taxonomic community, rights holders, and other interested parties to ensure that this biodiversity heritage is made available to a global audience through open access principles. Today, in partnership with the Internet Archive and through local digitization efforts, BHL has digitized over 38.4 million pages of taxonomic literature, representing over 55,000 titles and 104,000 volumes (March 2012).

The published literature on biological diversity has limited global

distribution; much of it is available in only a few select libraries in the developed world. These collections are of exceptional value because the domain of systematic biology depends more than any other science upon historic literature. Yet, this wealth of knowledge is available only to those few who can gain direct access to significant library collections. Literature about the biota existing

in developing countries is often not available within their borders. Biologists have long considered that access to the published literature is one of the chief impediments to the efficiency of research in the field. Among other results, free global access to digitized versions of the literature would repatriate information about the earth's species to all parts of the world.

Since 2009, the BHL has expanded globally. The European Commission's eContentPlus program has funded the BHL-Europe project, with 28 institutions, to assemble the European language literature. Additionally, the Chinese Academy of Sciences, the Atlas of Living Australia, Brazil (through SciELO and BIREME), and the Bibliotheca Alexandrina have created regional BHL nodes. These projects will work together to share content, protocols, services, and digital preservation practices.

Acclaim for BHL:

"Thank you! What a wonderful website and pdf service - I am in heaven with copies of ancient volumes on your system."
- Nathalie Yonow

"Just a quick thank you for an outstanding service. It's a godsend. Coverage is wonderful. Wish there were an equal in the Earth Sciences."
- A. Leviton