



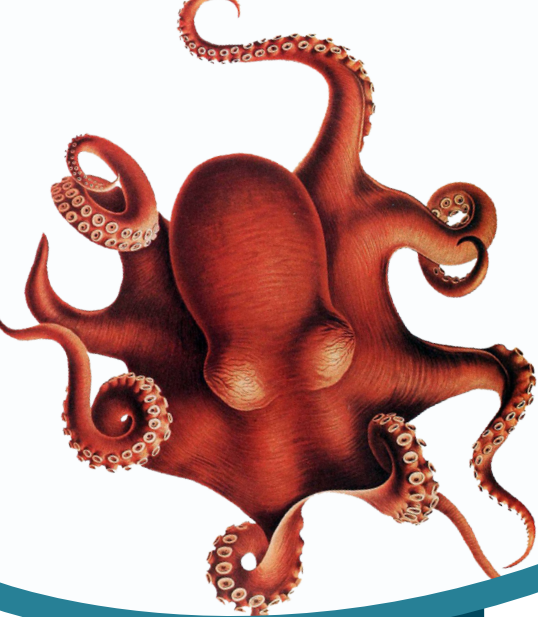
The Biodiversity Heritage Library

Q4, FY11 July-Sept 2011

A Report on the Smithsonian Libraries'
Activities in the BHL



Smithsonian Institution Libraries



Introduction

Above Left: Chun, Carl. *The Cephalopoda*. (1975), Atlas, pl. 79.

Above Middle: Shaw, George. *Musei Leveriani Explicatio, Anglicae et Latinae*. (1792-96), v. 1-2, "The Leverian Fossane." Above Right: Brehm, Alfred. *Brehms Tierleben. Allgemeine Kunde des Tierreichs*. (1918), v. 1, pl. "Hornfrosch."

Opposite Left: Edwards, Sydenham. *The New Botanic Garden*. (1812), pl. 28.

Opposite Middle: Des Murs, Marc Athanase Parfait. *Iconographie Ornithologique*. (1849), pl. 35.

Opposite Right: Duncan, James. *The Natural History of British Butterflies*. (1840), pl. 21.

Quarter 4, fiscal year 2011, saw some exciting developments for the Biodiversity Heritage Library, including a new member to the BHL team, a new governance structure, and a new logo, as well as some new features on the BHL site.

This quarter, Cornell University Library joined the ranks of BHL member institutions. Colleagues Mary Ochs and Marty Schlabach joined their first BHL Staff Call on September 22nd, 2011, and SIL staff members Bianca Crowley, Grace Costantino, and Suzanne Pilsk will be working with Cornell over the next few months to determine the various ways that they can participate in scanning activities.

Quarter 4 also saw the implementation of a new governance structure for BHL. BHL member participation is now divided into two tiers, the Institutional Council, comprised of institutions which sign an agreement to participate in BHL, and the Steering Committee, comprised of institutions pledging to contribute \$10,000 annually to the project. Current Institutional Council member institutions include NYBG; the Field Museum; ANSP; Cornell; and AMNH. Steering Committee member institutions

include SIL; MOBOT; NHM, London; Kew Gardens; MBL, WHOI; CAS; Harvard Botany; and MCZ-Harvard. SIL's director, Dr. Nancy Gwinn, was elected as the vice-chair of the Executive Committee, which is comprised of Staff from Steering Committee member institutions. Other Executive Committee members include Connie Rinaldo (Secretary, MCZ-Harvard); Cathy Norton (Chair, MBL-WHOI); and non-voting ex officio members Tom Garnett (BHL); Martin Kalfatovic (SIL); and Chris Freeland (MOBOT).

This quarter, BHL also adopted a new logo, inspired by the logo from the new BHL-Australia site, which launched in July. BHL-Australia logo designer Simon O'Shea contributed his creative talent to adapt his original design for BHL-US. The new logo went live in early September and was well-received within the user community. A blog post by SIL staff member Grace Costantino encouraged users to tell BHL what forms they saw within the abstract shapes of the logo, to which an overwhelming number of



users responded, sharing ideas including butterfly wings, cascading water, mountains, a flower, and even the tail of a humpback whale.

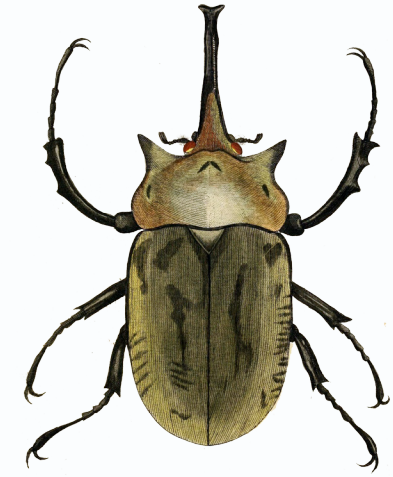
A final highlight from this quarter includes the launch of a variety of new features on BHL, including the opportunity for users to donate financial gifts to BHL and a few social media enhancements. The new BHL Donate button was developed by SIL staff members Joel Richard and Keri Thompson, and, using SIL's financial infrastructure, it allows users to contribute tax-deductible monetary donations to the project. BHL Technical Development Staff also implemented new social media interaction opportunities for users, including title, volume and page specific "Tweet" and Facebook "Like" buttons available via BHL's interface. With a single click, users can now Tweet or post to their Facebook Wall about their favorite items or pages in BHL.

As we begin another fiscal year, we look forward to new opportunities and upcoming events, including the BHL-hosted Life and Literature Conference in Chicago, IL, Nov. 14-15, 2011; the next BHL-Global Meeting, Nov. 13, 2011; the next BHL Face-to-Face Staff Meeting, Nov. 16, 2011; and visits from BHL-Global colleagues, including Staff from BHL-China and Boris Jacob from BHL-Europe.

"To Everybody involved in the BHL Project: I wrote some time ago to congratulate you on the concept and the near-perfect way in which it functions. I am working on a major book on the skipper butterflies (Hesperiidae) of Africa ... several problems were solved in minutes where I would otherwise have to wait till I was at the Natural History Museum library. Magic is the right word. Best wishes to you all."

- Torben Larsen

Quarterly Statistics



As the number of items, pages and names in BHL, as well as the Smithsonian Libraries' direct contributions to BHL, continue to grow, we are repeatedly reminded how valuable our services are as they are recognized and incorporated into numerous other biodiversity services. For instance, this quarter, Mike Guiry of AlgaeBase contacted BHL staff and informed them that links to BHL bibliographies of species are now included on each species page of AlgaeBase, in a similar manner to the presentation of BHL content on EOL species pages. We are continually thrilled and humbled to see the impact our activities have on the scientific world.

Biodiversity Heritage Library Q4 Portal Additions:

Items Added: 2,206
 Pages Added: 1,039,129
 Names Added: 2,412,142

Smithsonian Libraries' Q4 Gemini Statistics:

Non-Rare Requests
 Received for SIL: 37
 Rare Requests
 Received for SIL: 14
 Non-Rare Requests
 Closed: 16
 Rare Requests
 Closed: 12
 Non-Request Gemini Issues
 Closed by SIL Staff: 104

Smithsonian Libraries' Q4 Additions to BHL*:

Items Added: 601
 Pages Added: 310,213
 Names Added: 918,312

Smithsonian Libraries' Q4 Items Statistics:

Non-Rare Items
 Scanned: 552
 Rare Items
 Scanned: 33
 Items Scanned
 At Pennsy: 39
 Items Paginated
 By SIL Staff: 138

*Smithsonian Libraries' Q4 Additions to BHL include those items scanned in Q3 but not added to BHL until Q4.

Top: Cuvier, Georges. *The Animal Kingdom*. (1837), v. 1, pl. 13.
 Top Middle: Sturm, Jakob. *Abbildungen zu Karl Illiger's Uebersetzung von Olivier's Entomologie*. (1802-03), Plates, pl. 9.
 Bottom Middle: Oudemans, Cornelis. *Neerland's Plantentuin*. (1865), v. 1, pl. 8.
 Bottom: Roux, Polydore. *Iconographie Conchyliologique, ou, Recueil de Planches Lithographiées et Coloriées*. (1828), pl. 6.

“I wanted to comment on what a great resource this library is. I was so happy to discover an archived issue of a journal that I wouldn’t otherwise have been able to access easily. Your service made it simple and stress-free. Thank you.”

- Kelley Kissner



Cumulative Statistics

Biodiversity Heritage Library Total Additions:

Total Items Added: 125,151
 Total Pages Added: 48,725,001
 Total Names Added: 129,523,199

Smithsonian Libraries’ Total Additions to BHL:

Total Items Added: 13,900
 Total Pages Added: 5,541,913
 Total Names Added: 18,686,333

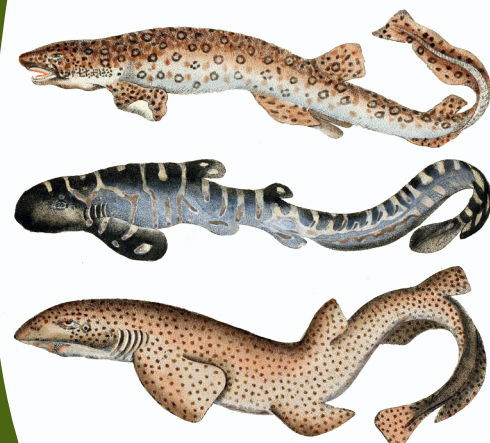
Smithsonian Libraries’ Total Gemini Statistics:

Total Non-Rare Requests
 Received for SIL: 244
 Total Rare Requests
 Received for SIL: 235
 Total Non-Rare Requests
 Closed for SIL: 167
 Total Rare Requests
 Closed for SIL: 49
 Total Non-Request Gemini
 Issues Closed by SIL
 Staff: 1,222

Smithsonian Libraries’ Total Items Scanned*:

Total Non-Rare Items
 Scanned: 12,913
 Total Rare Items
 Scanned: 905
 Total Items Scanned at
 Pennsy: 116

*Some items added to BHL may not yet have been returned to SIL from scanning facilities for Total Items Scanned statistics.



Top: Bulliard, Pierre. *Herbier de la France*. (1780), pts. 1-48, pg. 73.
 Top Middle: Holbrook, John. *North American Herpetology*. (1838), v. 2, pl. 24.
 Bottom Middle: Bree, Charles. *A History of the Birds of Europe, Not Observed in the British Isles*. (1875) v. 1, “Imperial Eagle.”
 Bottom: Strack, Friedrich. *Naturgeschichte in Bildern*. (1819-26), Lief. 4: Heft 33-56, Fische pl. 1.



Social Media

Above Left: Bean, Barton A. *Fishes of the Bahama Islands*. (1905), pl. 61.

Above Middle: Anthony, H.E. *Field Book of North American Mammals*. (1928), pl. 2.

Above Right: Clark, Hubert Lyman. *Echinoderms from Australia*. (1938), pl. 3.

Opposite Left: Burgess, Thornton W. *The Burgess Bird Book for Children*. (1919), pl. "Welcome Robin/Bluebird."

Opposite Middle: Chase Brothers Company. *Chase Fruit and Flowers in Natural Colors*. (1922), pg. 37.

Opposite Right: Lutz, Frank Eugene. *The Field Book of Insects*. (1918), pl. 2.

Our social media efforts continue to be a popular component of our outreach activities, helping us capture new users and highlighting content that would otherwise remain largely hidden. For instance, thanks to our blog series "BHL and Our Users," we learned that some users, such as Dr. Jose Nunez-Mino and John Pittman, actually discovered BHL via Twitter. And for user John Pittman, our blog series "Book of the Week" represents his favorite BHL feature. In his own words, "For a dilettante/bibliomane like me, ["Book of the Week"] is like open stack serendipity with curation." While these anecdotes go a long way towards demonstrating the success of our social media efforts, our traditional number-based metrics also validate our endeavors.

Facebook:

Our primary goals for Facebook are to promote our resources and foster dialogue. Below are the metrics we gather to determine how well we meet those goals, as well as a comparison of this quarter's metrics to last quarter's.

Promote Resources:

Total Post Views: 308,972

Previous Quarter Total Post Views:
254, 111

Most Popular Post: Question:

"Can you guess what species of snake is pictured above?"

23 responses

Total SIL Staff Posts: 222

Previous Quarter SIL Staff Posts: 213

Foster Dialogue:

Conversation Reach (CR): .79 or 79%
(total post interactions/# of ppl who like our page)

Previous Quarter CR: .90 or 90%

Audience Growth (AG): 304
(total new people who like our page)

Previous Quarter AG: 240

Audience Engagement (AE): 1,077
(total post interactions for Q4)

Previous Quarter AE: 974

Total Active Monthly Users by End of Q4 (AMU): 1,382

Previous Quarter AMU: 973



Twitter:

Our primary goals for Twitter are to promote advocacy, foster dialogue, and promote our resources. Below are the metrics we gather to determine how well we meet these goals and a comparison of this quarter's metrics to last quarter's.

Foster Dialogue:

Conversation Reach (CR): .45 or 45%
(total @mentions+RTs/# of followers)
Previous Quarter CR: .30 or 30%
Audience Growth (AG): 153
(total new followers)
Previous Quarter AG: 91
Audience Engagement (AE): 439
(total @mentions + RTs)
Previous Quarter AE: 212

Promote Resources:

Number of Clicks on Links in Tweets: 1,693
Previous Quarter Clicks on Links: 308
Total SIL Staff Tweets: 564
Previous Quarter SIL Staff Tweets: 401
Reference/Collections Questions Answered
via Twitter: 3
*Previous Quarter Reference Questions
Answered: 5*

Promote Advocacy:

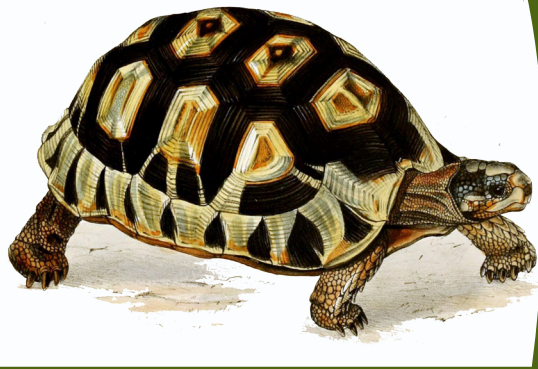
Mentions by Influencers (MI): 34
Previous Quarter MI: 144

“Endless thanks to @BioDivLibrary ... your archives are helping me a lot with my book and master thesis!!!”

- @Endoxocrinus, via Twitter

“I found the #Biodiversity Heritage Library @BioDivLibrary and I love it! Meet the Kaiserfisch + its fellow creatures bit.ly/rc1FkL”

- @quinoat, via Twitter



Social Media



Flickr:

Our primary goals for Flickr are to document BHL visual resources used via other social media platforms (i.e. Facebook, Twitter), to provide a pool of image content for dissemination & 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. Below are the metrics we keep to determine how well we meet these goals.

Total Views: 91,445

(Total Views Photos, Photostream, Sets & Collections)

Total Followers: 156

Total New Images Added: 13,065

Total Audience Engagement: 1,066

(Total # of Comments, Favorites, Notes, Tags, & Added to Galleries)



The Blog:

The primary goal of the blog is to promote our resources. We measure our success by the amount of traffic and unique visitors to the Blog.

Total Visit: 5,986

Previous Quarter Total Visits: 6,753

Total Unique Visitors: 4,485

Previous Quarter Total Visits: 5,358

Total SIL Blog Contributions: 26

Previous Quarter SIL Blog Contributions: 22



Top: Sowerby, James de Carle. *Tortoises, Terrapins, and Turtles*. (1872), pl. 19.

Top Middle: Westwood, J. O. *The Cabinet of Oriental Entomology*. (1848), pl. 42.

Bottom Middle: Shaw, George. *Musei Leveriani Explicatio, Anglica et Latina*. (1792), v. 1-2, pl. "The Flamingo."

Bottom: Schäffer, Jacob. *Fungorum qui in Bavaria et Palatinatu circa Ratisbonam Nascuntur Icones*.

(1800), v. 1-2, pl. 119.

“Flawless vicarious victory! Illos from Kunstformen der Natur showing up in @BioDivLibrary ‘s flickrstream!”

- @drhypercube, via Twitter

“If you haven’t visited the #Biodiversity Heritage Library @BioDivLibrary, you need to.”

- @beccatronic, via Twitter



Book of the Week: Illustrations & Fringe Science?

While doing some research for a report, we came across a delightful book entitled *Natural History of the Animal Kingdom for the Use of Young People* (1889), by W.F. Kirby. The work is meant to be an introduction to the animal kingdom for adolescents, as the title suggests, and presents the structure of the animal kingdom, and many particulars of the classes within it, alongside some absolutely brilliant illustrations. While the text itself is quaint in the way it presents and describes various aspects of the animal kingdom, it was, as is so often the case, the illustrations that really sucked us in. We believe they represent some of the most colorful and vivid in BHL.

The work is translated by Kirby from the original German - the work of Gotthilf Heinrich von Schubert. Schubert, a German physician and naturalist, lived from 1780-1860, and was known particularly for his lectures on Fringe Science, including animal magnetism, clairvoyance, and dreams. His book, *The Symbolism of Dreams*, was one of the most famous of its time and influenced such noteworthy individuals as E.T.A. Hoffmann and Sigmund Freud.

So, with that little nugget of information in the back of your mind, take a thirty second break from your day to enjoy these lovely illustrations, courtesy of the BHL! And remember, these are just a few of the illustrations that can be found in this book. Once you’re done here, hop on over to BHL and see the rest!

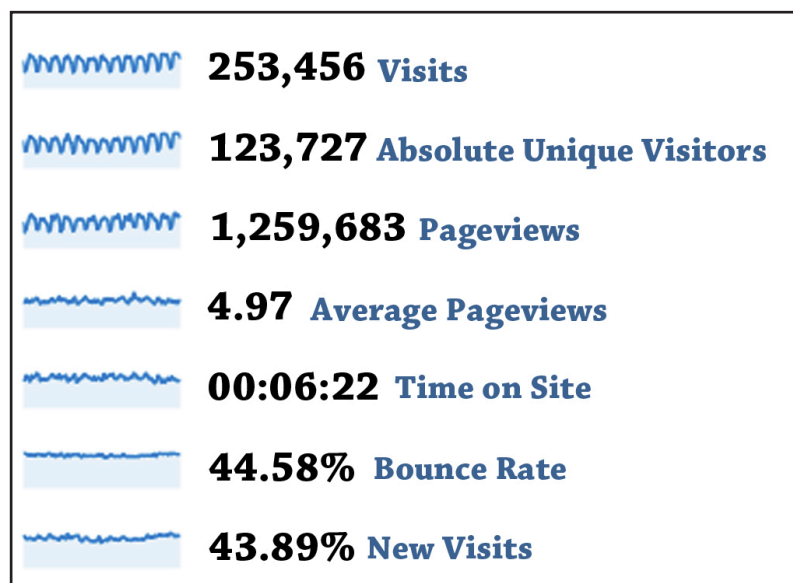


Top: Protheroe, Ernest. *The Handy Natural History*. (1910), pl. 20.
 Top Middle: Gosse, Philip Henry. *A Naturalist's Rambles on the Devonshire Coast*. (1853), pl. 27.
 Bottom Middle: McCoy, Frederick. *Natural History of Victoria*. (1890), v. Dec. 11-15, pl. 111,
 Bottom: Cuvier, Georges. *The Animal Kingdom*. (1834), v. 3 plates, pl. 20.



Website Statistics

Quarter 4 Web Statistics



Above Left: Anthony, H.E. *Field Book of North American Mammals*. (1928), pl. 5.

Above Middle: Jordan, David. *The Fishes of Samoa*. (1906), pl. 51.

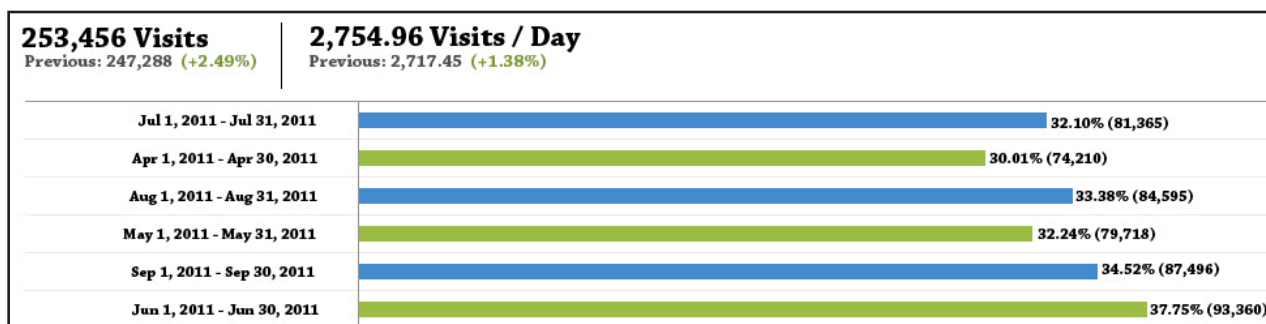
Above Right: Schmeil, O. *Pflanzen der Heimat*. (1913), pl. 65.

Opposite Left: Brehm, Alfred. *Brehms Tierleben. Allgemeine Kunde des Tierreichs*. (1920), bd. 1, pl. "Bandmolch."

Opposite Middle: Cuvier, Georges. *The Animal Kingdom*. (1834), v. 3 plates. pl. 14.

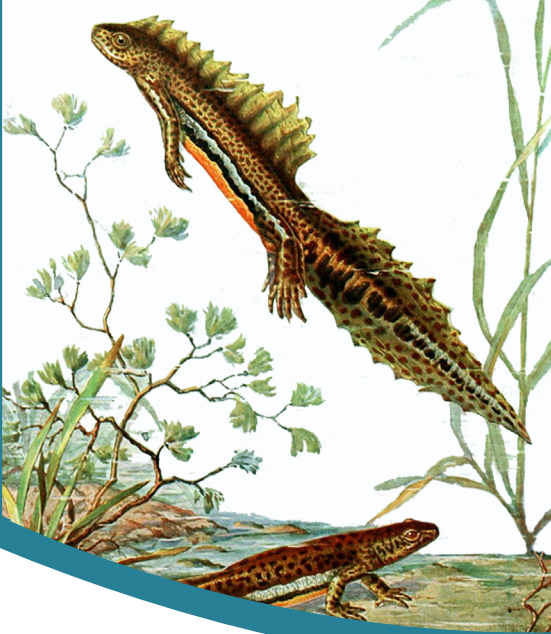
Opposite Right: Baker, E. C. Stuart. *Indian Pigeons and Doves*. (1913), pl. 1.

Quarter 4 Web Statistics Compared to Quarter 3 Web Statistics



Quarter 4: ■

Quarter 3: ■



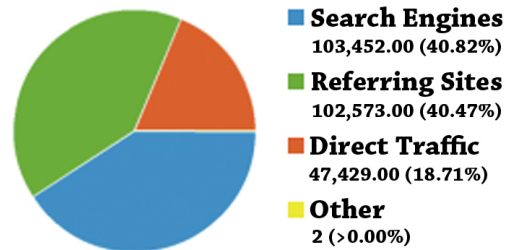
For Quarter Four, Fiscal Year 2011, the Biodiversity Heritage Library had a total of 253,456 visits, with 123,727 unique visitors. This is compared to 247,288 visits and 120,929 unique visitors for Quarter Three, Fiscal Year 2011. This represents an increase of 2.49% visits from the last quarter (from 247,288 to 253,456) and 3.12% unique visitors (from 120,929 to 123,727).

Top Content

Pages	Pageviews	%Pageviews
/	92,075	7.31%
/Default.aspx	19,311	1.53%
/browse/authors/A	14,635	1.16%
/browse/titles	14,273	1.13%
/collection/darwinlibrary	12,579	1.00%

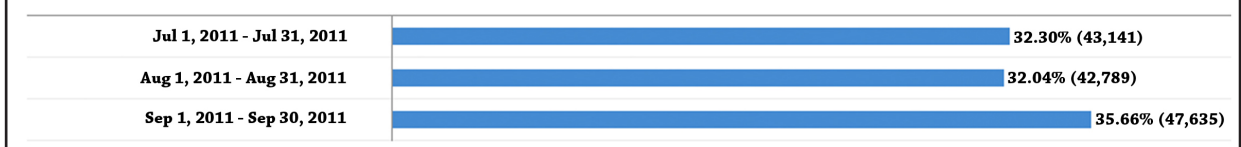
Most Visited Pages for Quarter 4

Traffic Sources Overview



Quarter 4 Traffic Sources

123,727 Absolute Unique Visitors



Quarter 4 Visitors by Month



About BHL

The Biodiversity Heritage Library (BHL) is a consortium of 13 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 48.7 million pages of taxonomic literature, representing over 47,000 titles and 125,000 volumes (Sept. 2011).



“I don’t know if you realise that this facility of yours is the best thing since sliced bread for we Aussies. To get easy access to old journals is fantastic and I have a great time (in my retirement) in researching Bromeliaceae.”

- Derek Butcher



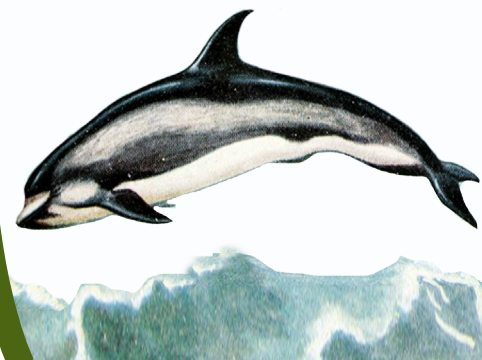
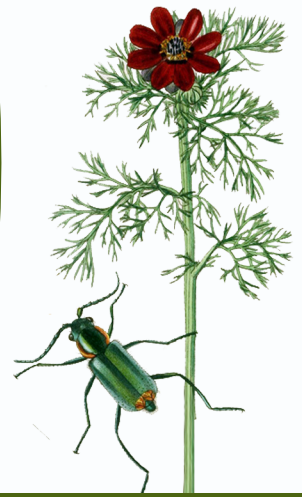
Top: *Proceedings of the Zoological Society of London*. (1858), pl. 63.
Top Middle: Motley, James. *Contributions to the Natural History of Labuan*. (1855), pg. 44.
Bottom Middle: Burgess, Thornton W. *The Burgess Bird Book for Children*. (1919), pl. “Red-Head Woodpecker.”
Bottom: Chun, Carl. *The Cephalopoda*. (1975), Atlas, pl. 90.

“I’d like to take the opportunity to let you know how much the Biodiversity Heritage Library initiative is highly appreciated among people like me who try to learn from those who delivered valuable information in the past. Your website is a real treasure! Congratulations.”

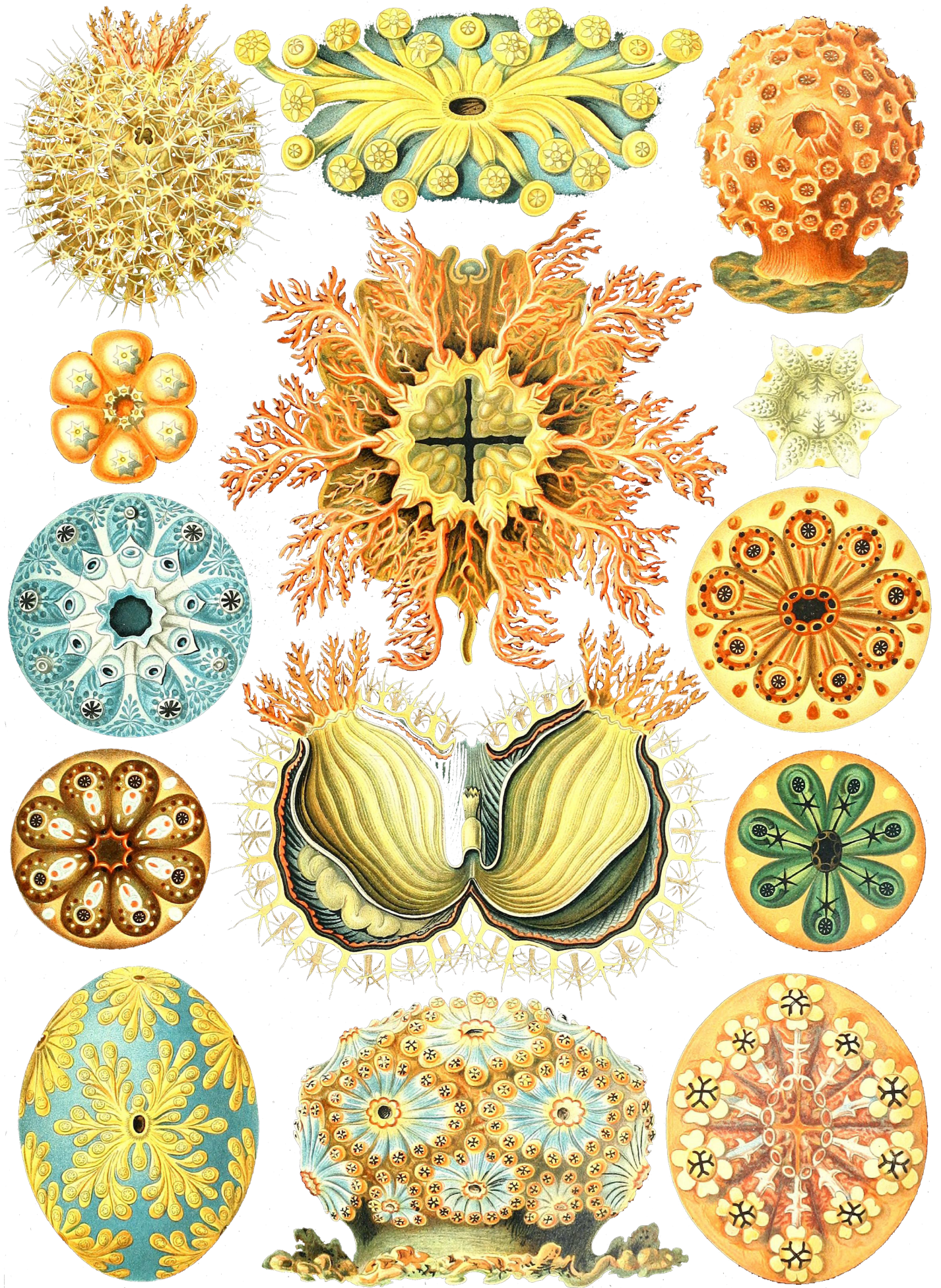
- Louis Diringer

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.



Top: Mathews, F. Schuyler. *Familiar Trees and their Leaves*. (1911), pl. “Black Walnut.”
Top Middle: Curtis, John. *British Entomology*. (1823-40), v. 2, pl. 167.
Bottom Middle: *Dictionnaire Pittoresque d’histoire Naturelle et des Phénomènes de la Nature*. (1833-34), v. 1, pl. 11.
Bottom: Norman, J.R. *Field Book of Giant Fishes*. (1949). pg. 375.



Front Cover: Des Murs, Marc Athanase Parfait. *Iconographie Ornithologique*. (1849), Pl. 62.
Back Cover: Haeckel, Ernst Heinrich Philipp August. *Kunstformen der Natur*. (1904). Taf. 85