

## Oregon Digital Newspaper Program Assessment and Statistics

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# Historic Oregon Newspapers



HOME TITLES SEARCH HISTORY K-12 RESOURCES ABOUT ACKNOWLEDGEMENTS HELP CONTACT

[University of Oregon Libraries](#) > [Historic Oregon Newspapers](#)

Welcome to Historic Oregon Newspapers. On this site you can search and access complete content for historic Oregon newspapers that have been digitized as part of the [Oregon Digital Newspaper Program \(ODNP\)](#).

**Search Newspaper Pages:**



The Oregon Digital Newspaper Program is committed to providing free online access to historic Oregon newspapers. This is made possible with the [support](#) of federal and state grants, the UO Libraries, and through private donations.

[Become a partner or contribute.](#)



<http://oregonnews.uoregon.edu>

# Site Statistics (July 2011-June 2012)

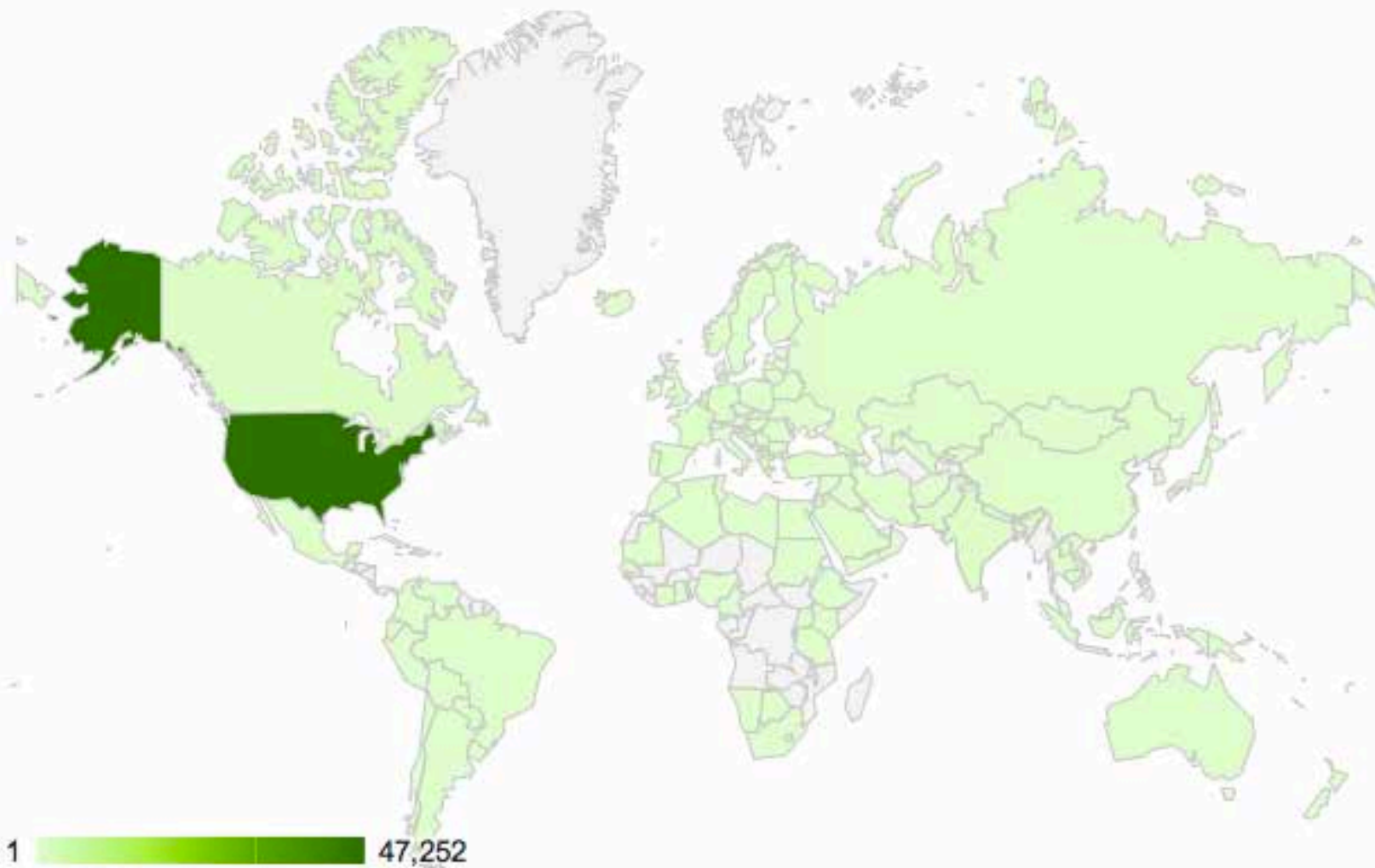
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## Historic Oregon Newspapers

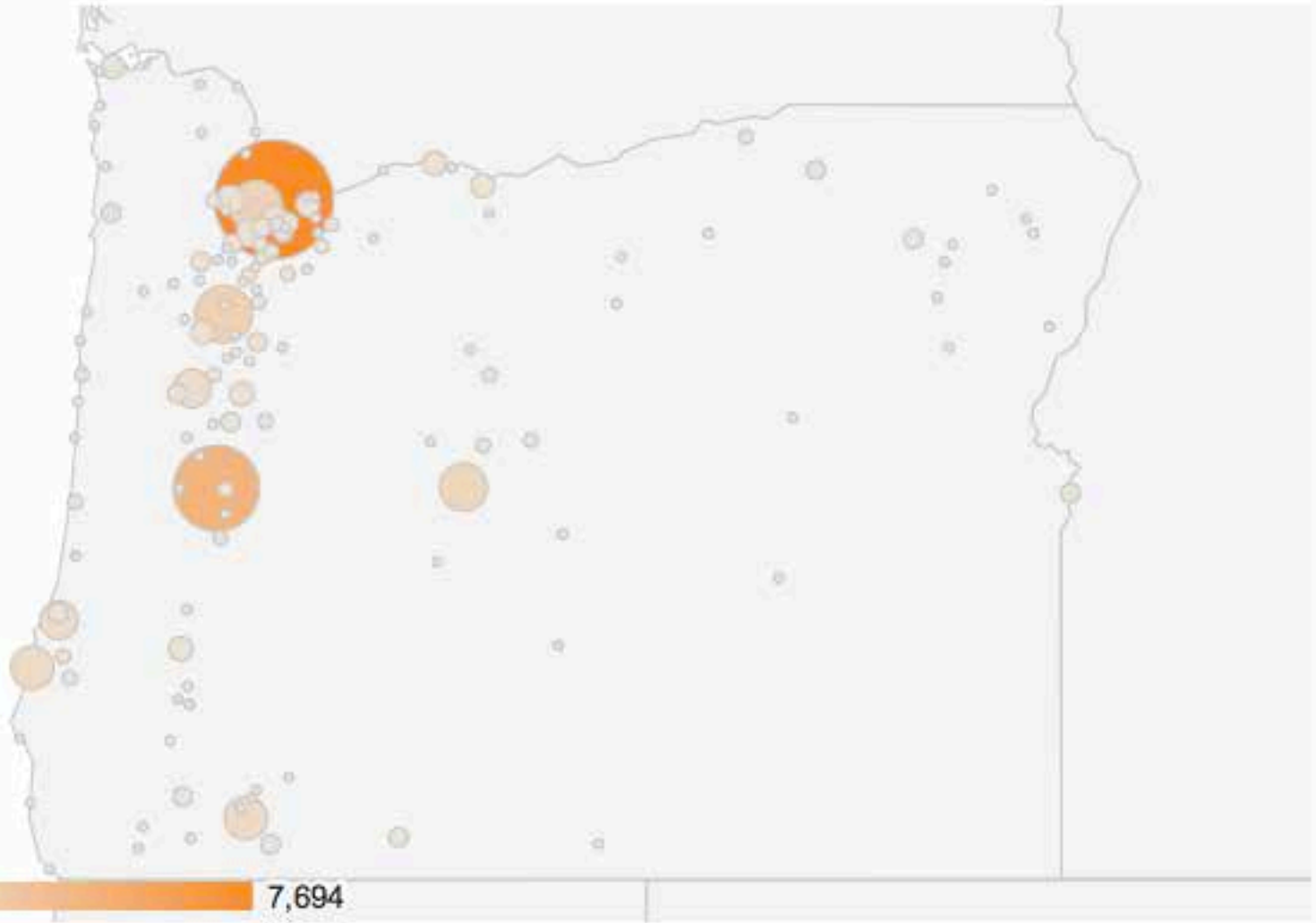
- 255,978 pages available
- 56,429 Visits Total
- 950,394 Page Views
- 33,764 Unique Visitors
- **16.84 Pages/Visit**
- **10:43 Avg. Time on Site**

## Chronicling America: Oregon

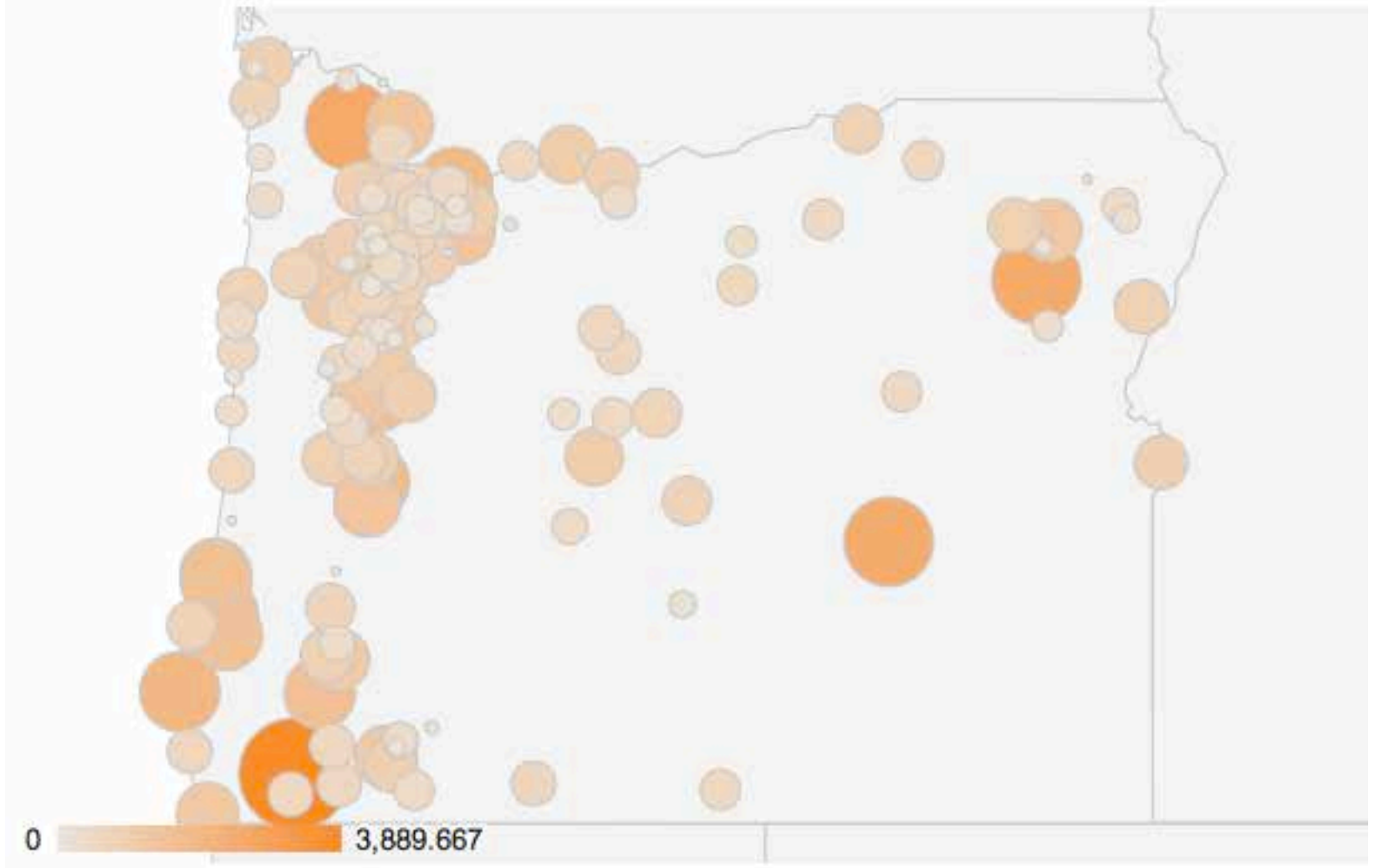
- 100,000+ pages available
- 36,839 Oregon Visits
- 98,438 Pages Served
- 389,124 Oregon Page Views



140 countries



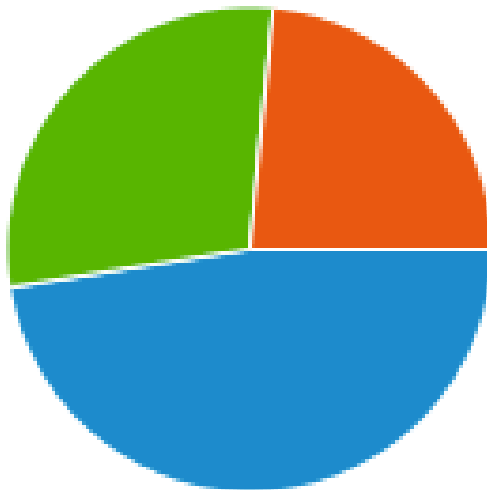
## Visits



Average Time Spent on Site

# How do they get to us?

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■ **47.49% Search Traffic**  
26,796 Visits

■ **29.04% Referral Traffic**  
16,389 Visits

■ **23.47% Direct Traffic**  
13,244 Visits

# Referrals

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1. [library.uoregon.edu](http://library.uoregon.edu)
2. [en.wikipedia.org](http://en.wikipedia.org)
3. [facebook.com](http://facebook.com)
4. [gethelp.library.upenn.edu](http://gethelp.library.upenn.edu)
5. [odnp.wordpress.com](http://odnp.wordpress.com)
6. [researchguides.net](http://researchguides.net)
7. [librarycatalog.ohs.org](http://librarycatalog.ohs.org)
8. [xooxleanswers.com](http://xooxleanswers.com)
9. [multcolib.org](http://multcolib.org)
10. [oregondigital.org](http://oregondigital.org)
22. [loc.gov](http://loc.gov)

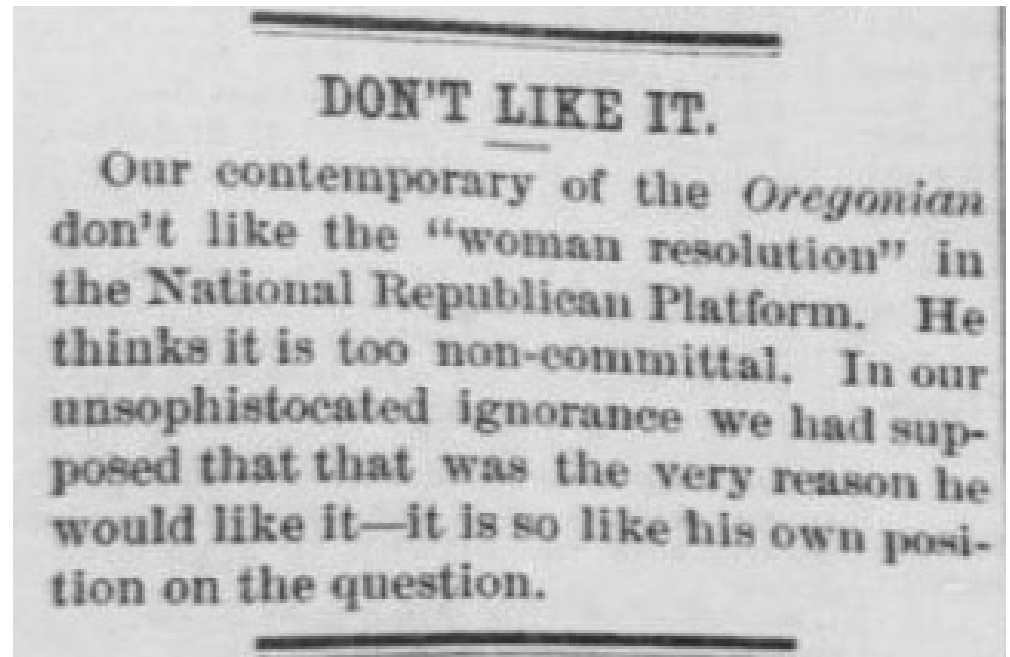




# Top Newspaper Titles

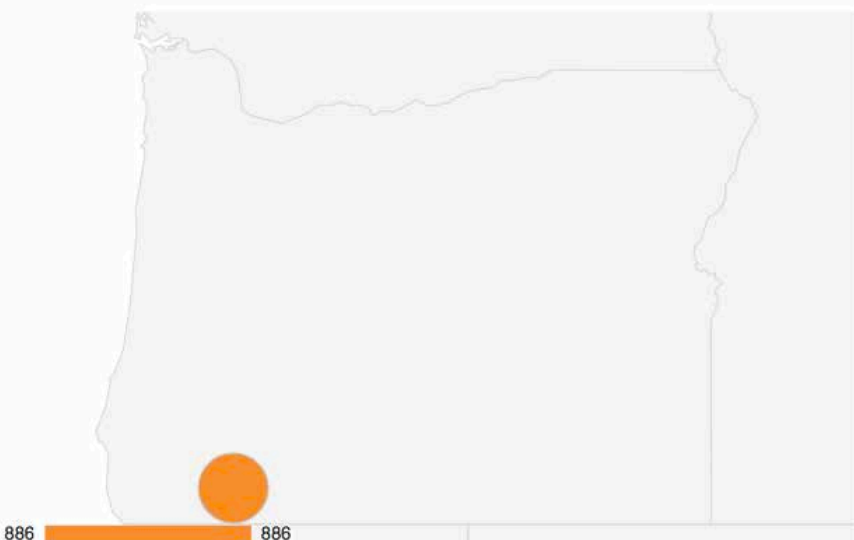
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- First half of fy12:  
*East Oregonian*
- Second half of fy12:  
*Oregonian* and  
*New Northwest*



# Top Historic Essay

- *Medford Mail Tribune*



# Non-Newspaper Content Pages

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Page	Ave. Time Spent	Bounce Rate	Exit Rate
History (List of Essays)	00:00:25	38.89%	9.99%
About	00:01:31	36.30%	25.52%
K-12	00:01:08	64.71%	21.47%
Help	00:01:56	53.85%	18.41%
Advanced Search	00:00:38	44.40%	7.20%



# Usage Survey

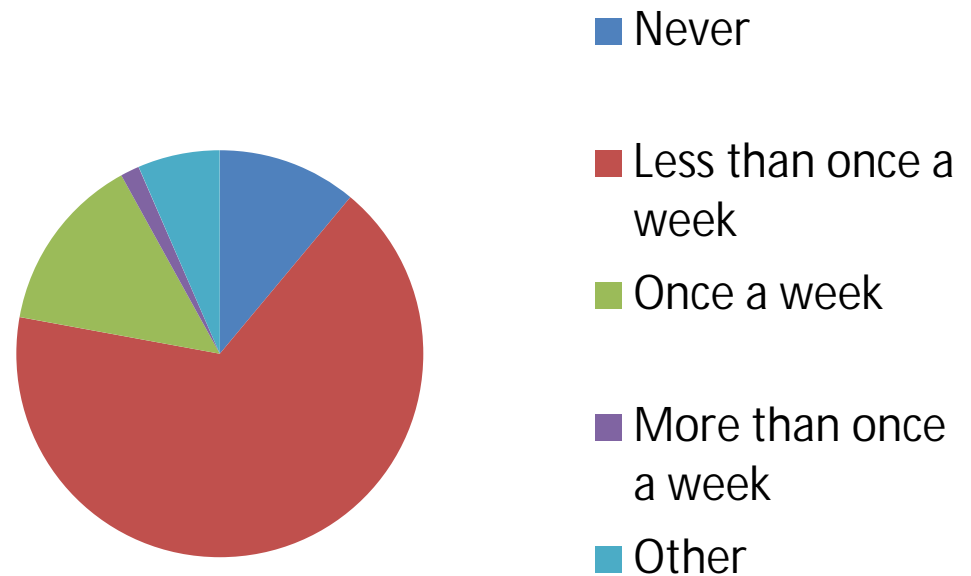
- Academic and Public Libraries in Oregon
  - Familiarity
  - Frequency of use
  - Audience
  - Use in coursework
  - Opportunities for learning more



# Usage Survey – Responses

- Academic Libraries: 20
- Public Libraries: 30
- Majority are familiar, vs. slightly or extremely familiar
- Frequency of use: less than once a week\*

## Frequency of Use at Reference Desk

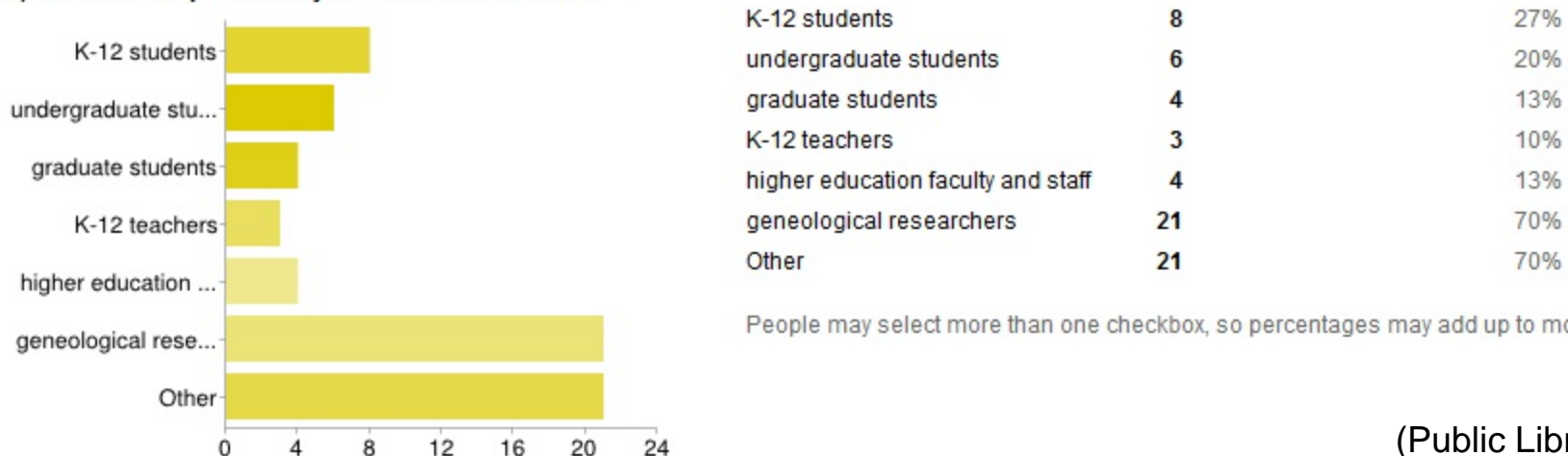


(Public and Academic Libraries combined)

# Usage Survey - Responses

- Audience: general public, historians, genealogical researchers

## 4) What kinds of patrons do you direct to use the HON?



(Public Libraries only)

- Mostly used for historical and genealogical research
- Use in coursework: no details known
- Learning more: video tutorial or written how-to instructions

# Additional Feedback

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- Several respondents mentioned that they would use/refer to the site more if content from their town became available
- “I love this resource -- just haven't had occasion to use it very often with patrons. But I'm hopefully I will get to use it more in the future!”
- “We had an onsite training session at the beginning of a roll out of this database. It was very useful and included our librarians and history/genealogy community members. Thanks for the great work and resource!”
- “Thanks for the reminder that this is available... I have printed out some of the pages from your website and will put them by the microfilm reader printer.”



# Next Steps

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- Create more k-12 resources or gateway
- Increase outreach to higher education
- Re-write / add to “Help” page
- Usability test
  - “History” tab – what are patrons looking for?
  - Advanced Search
- Add more to wikipedia articles