

GATHERING USER INFORMATION BEYOND BEYOND GOOGLE ANALYTICS



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The Getty Research Institute

Exhibitions & Events | Special Collections | Library | Search Tools & Databases | Scholars & Projects | Publications | About the GRI

2018/2019 SCHOLAR YEAR
Application Deadline: October 2

NEW ACQUISITION
Situationalist International Collection

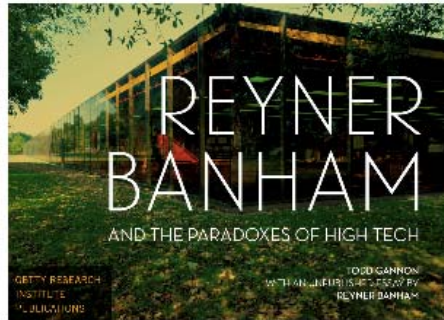
NEW VIDEO
Salvatore Settis: If Venice Dies

About the Research Institute
Mission, staff, and contact information

Use Primo Search to discover Library resources and more:

New from the Getty Research Institute

- Joseph Cornell's Mail Art**
Assemblage artist Joseph Cornell's collection of letters to his assistant Susanna De Maria Wilson reveal some of the personal and practical behind his work.
- Artist-in-Residence Fiona Tan uses Getty Collections for Her Next Project**
While at the Getty Research Institute, filmmaker and artist Fiona Tan researched five missing portraits by painter Théodore Géricault.
- Rite of Spring: Frank Gehry and the Walt Disney Concert Hall**
Architectural historian Thomas Hines gives the inside story on how Frank Gehry secured the commission for the Walt Disney Concert Hall.



GRI Website

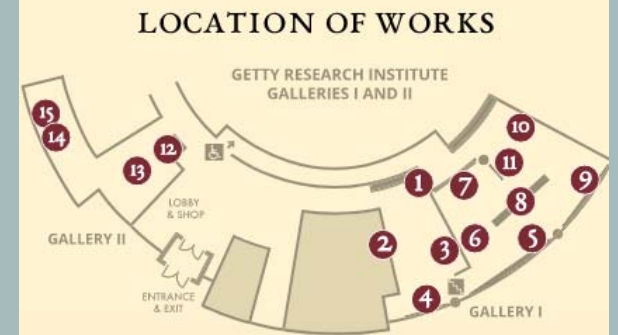
The Art of Alchemy 14

Nature's Urge for Pattern

Runge's professor, Wolfgang Dobereiner, discovered relationships between the chemical elements which eventually led to the creation of the periodic table. He introduced Runge to his friend Goethe, the German Romantic author, who asked Runge why coffee keeps him awake. Runge was the first to identify the chemical stimulant caffeine.

Nature's Urge for Pattern (detail),
Friedlieb Ferdinand Runge, 1855

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Mobile tours

Getty Research Institute

THE METROPOLIS IN LATIN AMERICA 1830-1930

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GRI on YouTube

What are users doing with your data?

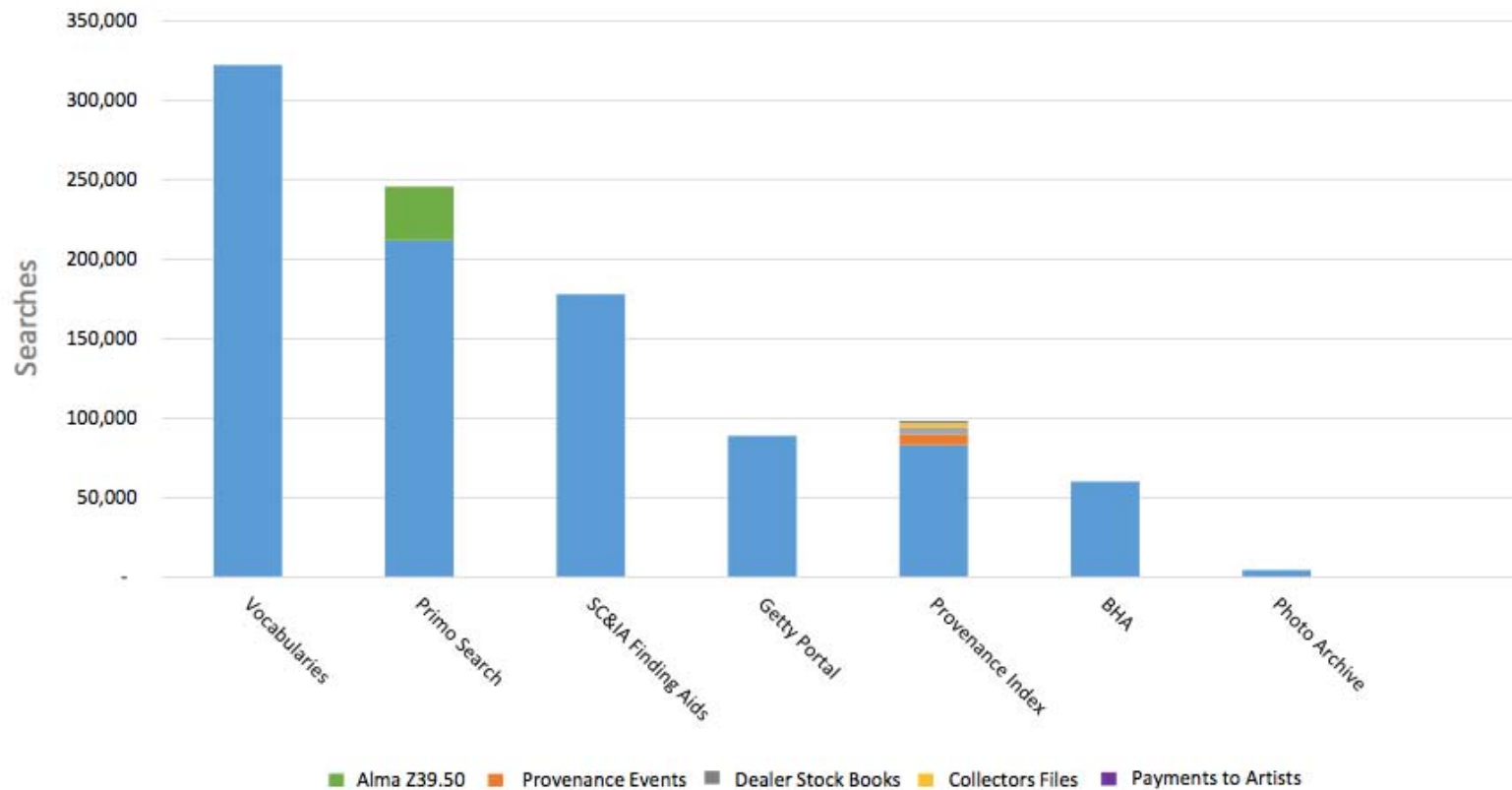


TODAY:

- ▶ What is “UX”?
- ▶ UX at the GRI
- ▶ Gathering user information for “Understanding How Scholars Use Social Media”

Time Period: January – March 2017

GRI Databases: Total Searches

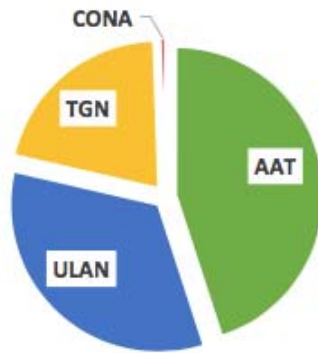


Total Searches: 996,916	
Vocabularies	322,156
Primo Search	211,739
SC&IA Finding Aids	177,899
Getty Portal	88,850
Provenance Index	83,282
BHA	60,034
Alma Z39.50	33,926
Provenance Events	6,271
Dealer Stock Books	4,888
Photo Archive	4,420
Collectors Files	3,229
Payments to Artists	222

Spotlight: AAT Database

The Art and Architecture Thesaurus is the most searched vocabularies database and has an average of 150,000 searches per quarter. In March 2017 there were over 12,000 visits to the AAT from more than 80 countries.

FY17Q3: Distribution of searches

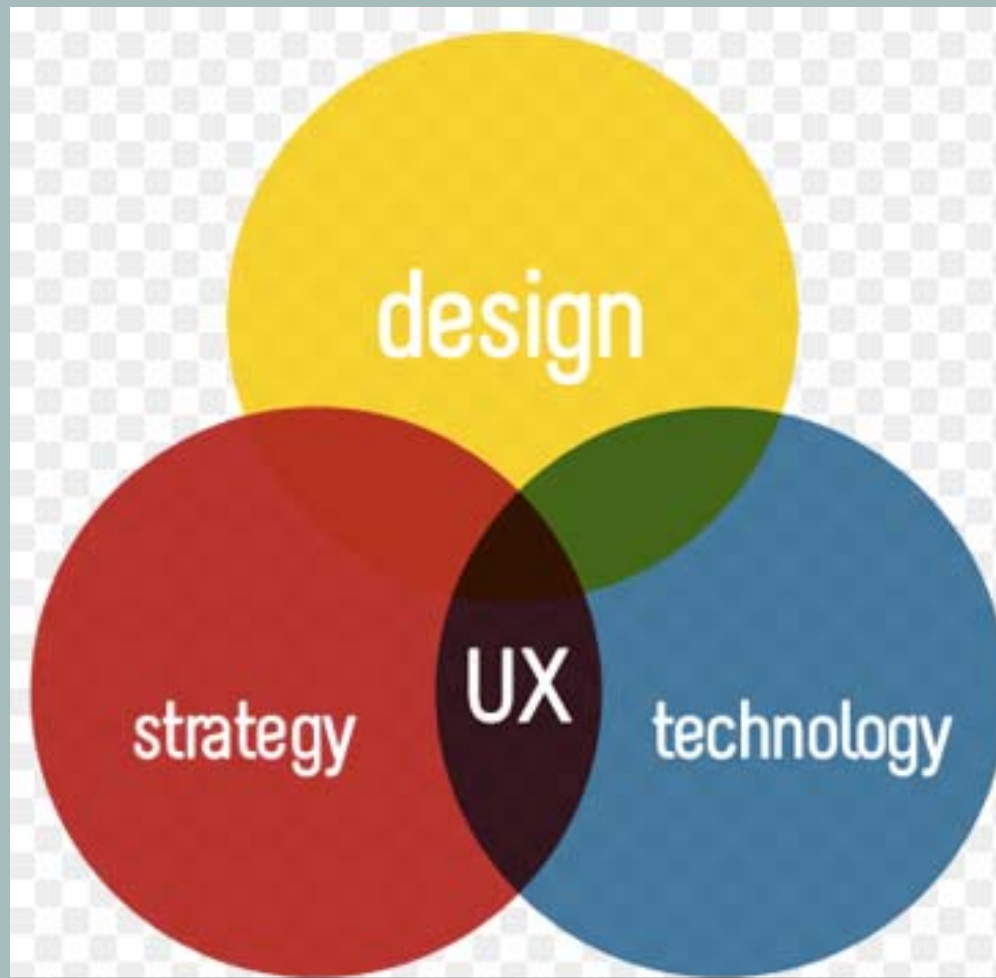


Top 10 countries searching AAT in March 2017

1. United States
2. Canada
3. Germany
4. United Kingdom
5. Belgium
6. Spain
7. The Netherlands
8. Singapore
9. Australia
10. Italy

“UX” = User Experience

“User experience encompasses all aspects of the end-user’s interaction with the company, its services, and its products” – Don Norman and Jakob Nielsen/Nielsen Norman Group

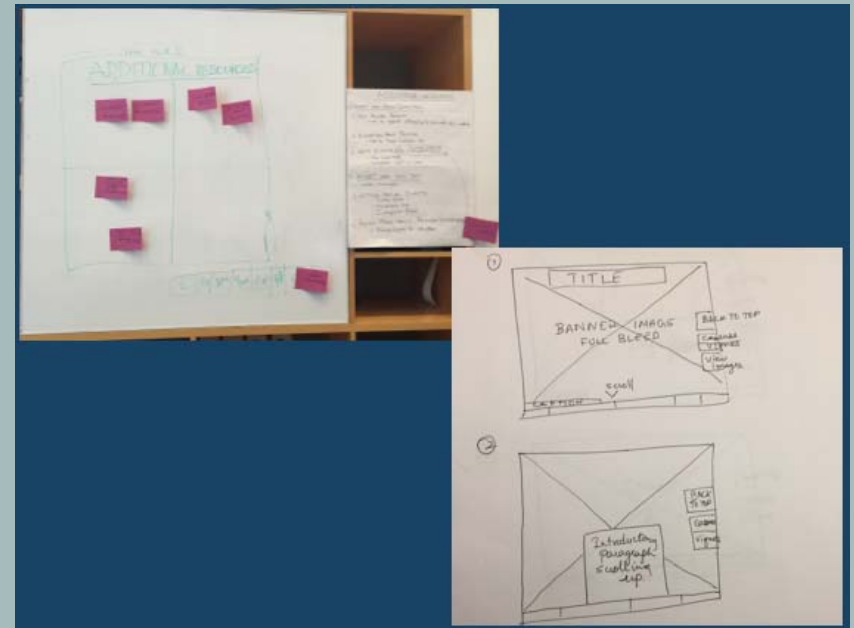


UX can include:

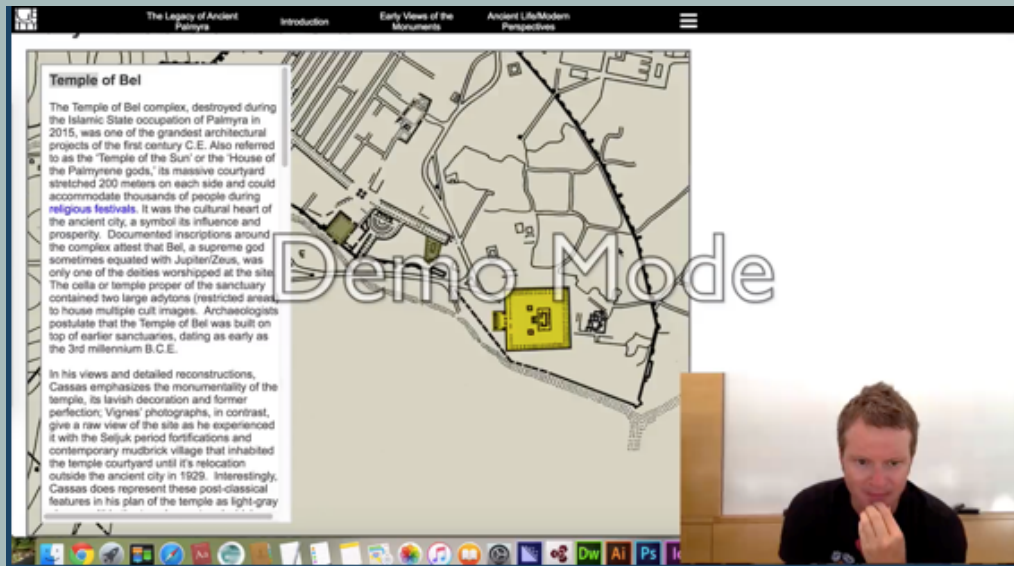
- Iterative testing sprints
- Usability tests
- User profiles
- Design Thinking
- Visual design workshop
- Personas
- Surveys
- Scenarios
- Wireframes
- User interviews
- Site flows
- Synthesis workshop
- Metrics
- Journey mapping



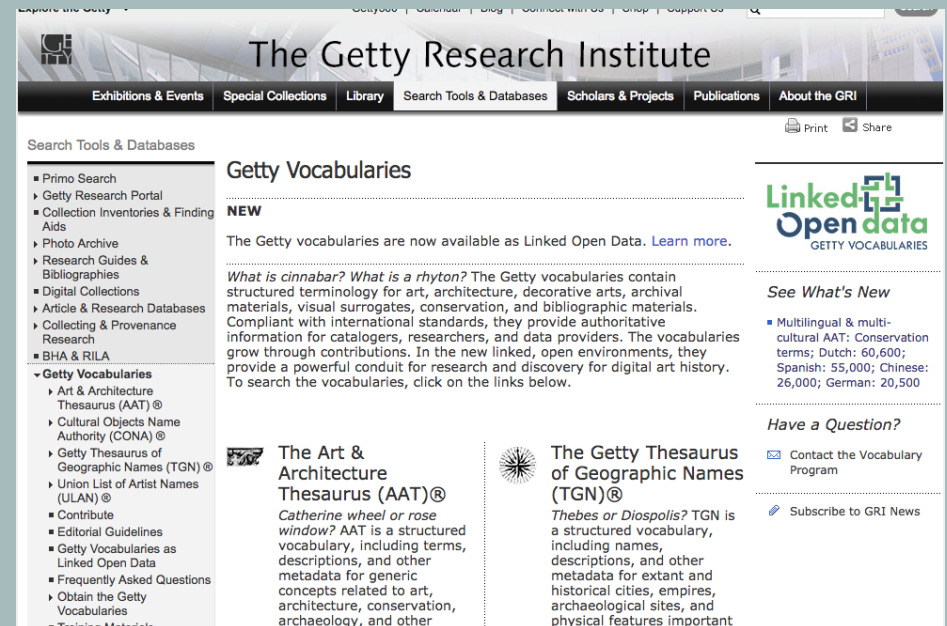
At the start of a project



When you have some early ideas



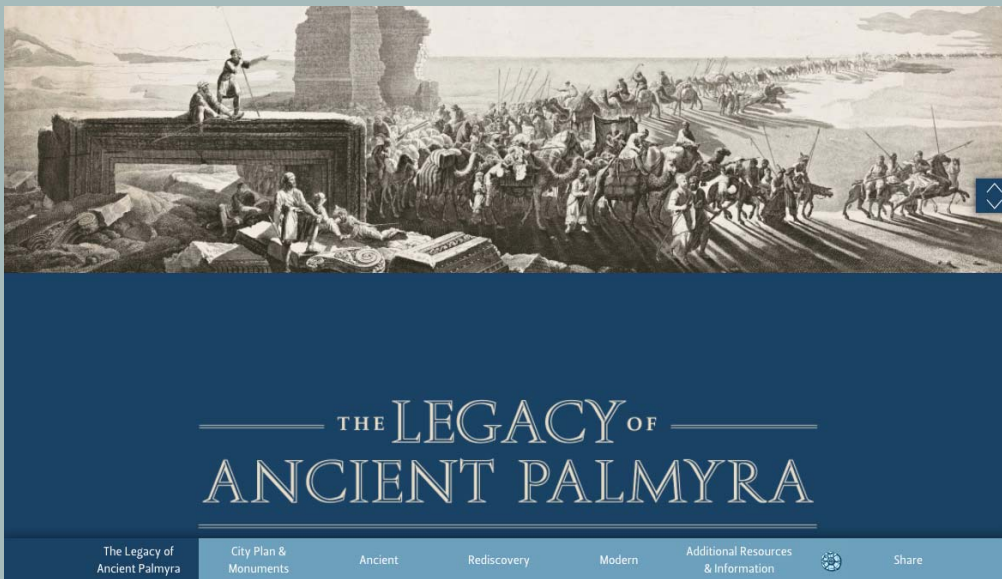
If you've done a beta release



Anytime you want to find out more

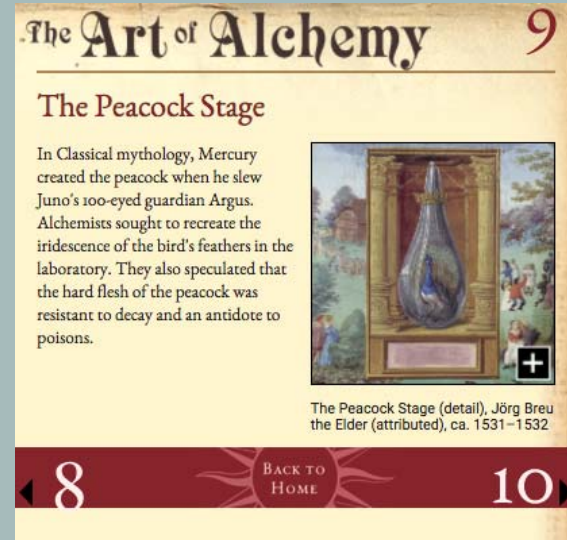


Exhibition websites



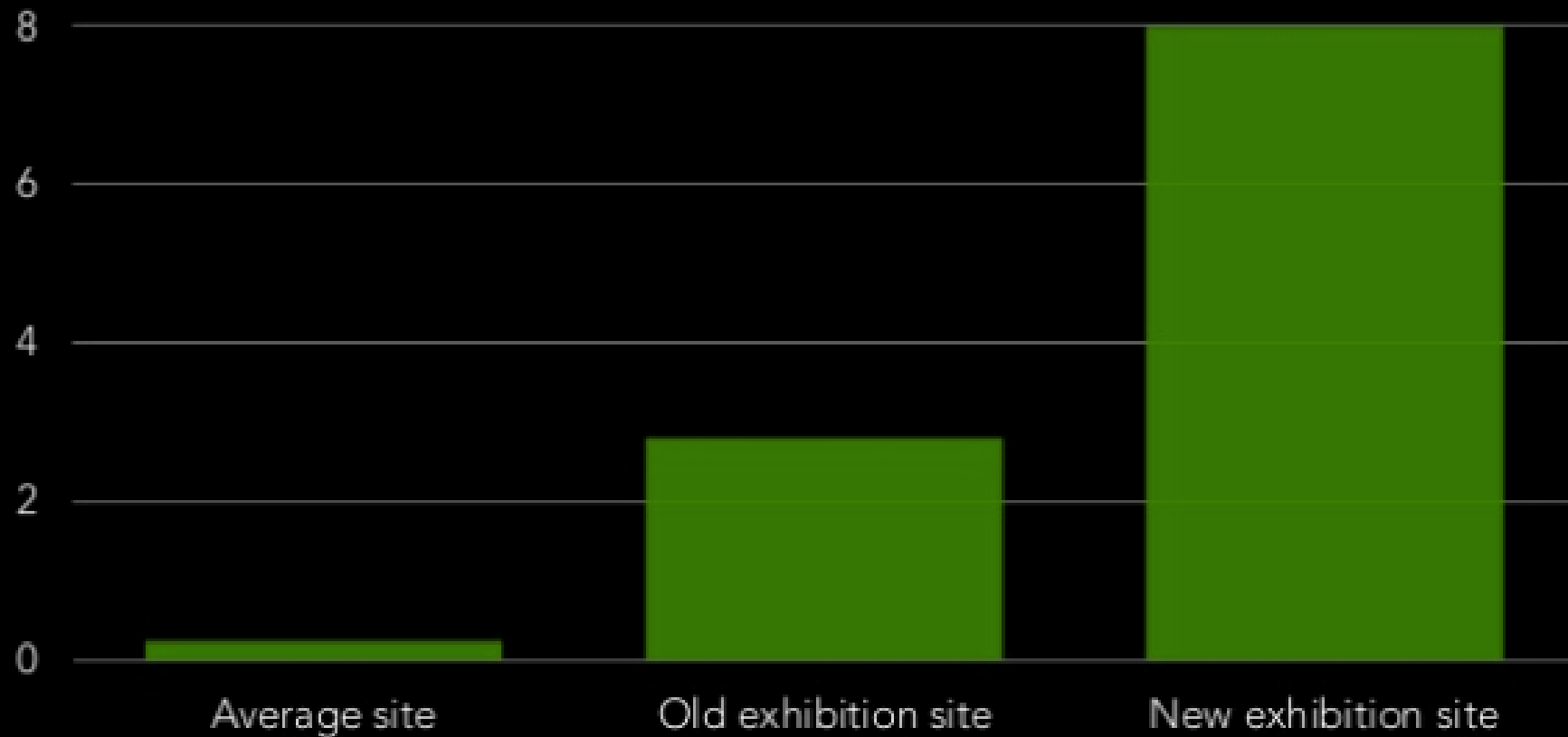
Online-only exhibitions

Provenance database



Mobile tours

MEASURING SUCCESS



Findings from UX can be used to inform:

Business decisions

Content strategy

Improve products and services

WHO'S VISITING? WHY ARE THEY THERE?

The image shows a screenshot of the Facebook page for the Getty Research Institute. The page header includes the search bar with 'Getty Research Institute' and a search icon, and navigation links for 'Liz', 'Home', 'Settings', and 'Help'. The main navigation bar features 'Page', 'Notifications 99', 'Insights', and 'Publishing Tools'. The profile picture is the Getty Research Institute logo, and the name 'Getty Research Institute' is displayed with a verified badge and the handle '@GettyResearchInstitute'. The main content area features a post with a cityscape image and the text 'THE METROPOLIS IN LATIN AMERICA 1830-1930'. Below the post are interaction buttons for 'Liked', 'Following', 'Share', and a 'Contact Us' button.

Getty Research Institute

@GettyResearchInstitute

Home

About

THE METROPOLIS
IN LATIN AMERICA
1830-1930

Liked Following Share ...

Contact Us

Time Period: January – March 2017

Facebook:

Total Facebook followers: 19,325

New followers this quarter: 1,366 Percentage of followers outside the US: 58%

YouTube:

Total YouTube subscribers: 2,495

Total minutes watched in FY17Q3: 170,903 (lifetime minutes watched: 2,247,913)

Total views in FY17Q3: 31,878 (lifetime views: 434,613)

UX can include:

- Iterative testing sprints
- Usability tests
- User profiles
- Design Thinking
- Visual design workshop
- Personas
- Surveys
- Scenarios
- Wireframes
- User interviews
- Site flows
- Synthesis workshop
- Metrics
- Journey mapping

INTERVIEW STAFF

- Understand goals and objectives
- Define success
- Uncover any internal issues
- Manage expectations
- Gain buy-in

SAMPLE USER PROFILE:

➤ Senior Scholar

- **Minimum years in the field:** 20+
- **Minimum education:** PhD
- **Job titles include:** Director, head of department, tenured (full) professor, senior or chief curator, dean, independent scholar (commensurate with experience), practicing artist (commensurate with experience)
- **Publishing:** Because of their expertise, they have published widely—not only in journals—but often books.
- **Professional activities:** They are considered authorities in their subject matter and hold a leadership role within their respective institutions. They may serve on editorial boards and fellowship selection committees, and are typically the decision makers in the projects that will be published or awarded funding.
- **Example user:**
 - Dr. Angela Smith is a professor of Early Modern European Art History at Cambridge and is a consulting curator for exhibitions within the United Kingdom and Europe, resulting in frequent travel for her work. Last year, Smith authored the authoritative text on the French Revolution as depicted by etchings, for which she predominantly consulted the collections of the Getty Research Institute and the Bibliothèque nationale de France during a six-month sabbatical.

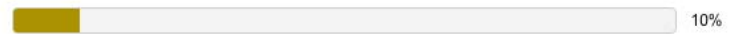
EXAMPLE OF A SHORTER USER PROFILE . . .

- ▶ Enthusiasts: Defined as individuals who may be unfamiliar with the Getty Research Institute, but are web-savvy, may or may not live in the US, are intellectually curious, and are interested in an art-historical perspective on a timely and newsworthy topic.

SURVEY



GRI Scholars and Social Media



Thank you for participating in our social media survey.

The survey takes 4 minutes, and as a thank you for completing the survey, five participants will be randomly selected to receive a GRI publication of their choice!

Next

1. Which of the following describe your connection to the visual arts? Please check all that apply.

- Guest scholar at the Getty Research Institute
- University faculty
- Graduate student
- Independent researcher
- Museum professional
- Library and/or archival professional
- Getty Research Institute staff member
- Artist
- Art enthusiast
- Museum enthusiast

Other (please specify)

2. Do you conduct research in the visual arts or art history?

- Yes
- No

If "yes," please describe your field of research.

3. How many years have you worked in your field?

- 1 - 5
- 6 - 10
- 11 - 15
- 16 years or more

Prev

Next

RESULTS: ALL RESPONDENTS

Learn

Discover

Network

USER INTERVIEWS

- ▶ No more than 45 minutes . . .
- ▶ Ask a lot of “why” and open-ended questions to elicit insights
- ▶ One person to ask questions, another to take notes . . .



SYNTHESIS WORKSHOP



ART HISTORIANS DON'T LIKE TO POST OR COMMENT ON SOCIAL MEDIA

- ▶ “I feel squeamish about posting online, it feels like it’s self-promoting or gloating.”
- ▶ “I wouldn’t write anything that I’m not prepared to see in a footnote”

LOW “FOMO”

- “Not being more connected as a ‘public scholar,’ may have limited my work, but that’s OK.”
- “I know social media may be faster for updates, but the methods I use for staying updated are adequate enough for my purposes.”

UX Plan for How Scholars Use Social Media:

Staff interviews



User profiles



Survey



User interviews



Synthesize findings

Survey: A survey is important for the *what*.

User Interviews: Talking to users is important for the *why* and *how*.



Questions?

