Cornell University Library is Migrating from Google Analytics to Piwik

WHY AND HOW

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Presentation outline

1. Background on web analytics tool use in CUL
2. Using Piwik
3. Discussion
CUL Background

Over the past few years, CUL has used two web analytics tools:

- CUL Logs System (developed 2006-2007, based on Scott Nicholson's "bibliomining" work)
- Google Analytics

Both have pros

Both have cons
Why Piwik for a pilot?

- **Supports reader privacy** – data stored on library-controlled server.
- Can aggregate sessions to IP-based affiliate/non-affiliate groups like Logs System

In other words, “privacy by design”
Why Piwik for a pilot?

- **Supports reader privacy** – data stored on library-controlled server.
- Can aggregate sessions to IP-based affiliate/non-affiliate groups like Logs System
- Centralized account management
- Flexible, maintainable (easy to load files)
- Open source, customizable; and a polished product, not a toolset

In sum, no other product has all these attributes
Overview and example data from Piwik

Example website: Discovery & Access
   ◦ www.library.cornell.edu
   ◦ newcatalog.library.cornell.edu

Time period: January 26, 2016 - March 17, 2016

Standard vs. custom data
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Search options

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Databases

Cornell University Library
DATABASES

Search top databases by name or broad subject terms

Browse by title

Browse by subject

General Interest and Reference
- Biographies
- Dictionaries and Encyclopedias
- Directories
- Images
- Library and Publisher Catalogs
- Newspapers, Magazines and Current Events

Arts and Humanities
- Art and Architecture
- History
- History: Primary Sources
- Linguistics, Language and Literature
- Music
- Philosophy and Religion
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1. www.library.cornell.edu/Cornell University Library
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Questions?

piwik.com
Documentation, faq, etc.

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Cornell University Library

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