The DSpace Course - DSpace Statistics and Google Analytics

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http://hdl.handle.net/10673/60

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The DSpace Course

Module – DSpace statistics and Google Analytics
Module objectives

By the end of this module you will:
- Know what statistics DSpace can provide
- How to make the statistics publicly available
- Understand what Google Analytics is and some of the statistics it can provide
DSpace statistics:

- Collated from DSpace log files
- Reports generated daily (daily and monthly reports)
- http://dspace.example.com/dspace/statistics
  - Or via the Administer menu
- Can be private (must be logged in) or public
  - In dspace.cfg:
    - report.public = [true | false]
The following statistics are collected:

- General overview (e.g. number of items archived / number of item views / user logins)
- Archive Information (numbers of each type of item)
- Item view counts
- Actions performed
- Search terms used
Statistics Configuration

- Configuration for the stats system is in
  - [dspace]/config/dstat.cfg

- For regular generation set up the following cron jobs:
  - # Run stat analyses
  - 0 1 * * * [dspace]/bin/stat-general
  - 0 1 * * * [dspace]/bin/stat-monthly
  - 0 2 * * * [dspace]/bin/stat-report-general
  - 0 2 * * * [dspace]/bin/stat-report-monthly

- Report scripts need to be run AFTER other scripts
Practical: Generate Statistics

- Ensure the report.dir is set correctly (by default it will):
  
  [dspace]/config/dspace.cfg file

- Set the start.year and start.month in [dspace]/config/dstat.cfg

- Run the statistics scripts
  1. cd [dspace]/bin
  2. ./stat-initial
  3. ./stat-general
  4. ./stat-monthly

- Run the report scripts
  1. ./stat-report-initial
  2. ./stat-report-general
  3. ./stat-report-monthly

- Open a browser and navigate to [dspace.url]/jspui/statistics
Google Analytics allow a richer and more detailed suite of statistics:

- Time visitors spent on the site
- Where they came from
- Terms they used in search engines to find items
- The geographic location of visitors
- How many pages they looked at
- Which pages they started and ended their visit on

JSPUI requires a small code change, Manakin has a configurable option.
Google Analytics

Dashboard

2,333 Visits
7,166 Page Views
3.07 Pages/Visit

64.72% Bounce Rate
00:01:36 Avg. Time on Site
81.14% % New Visits

Traffic Sources Overview
- Search Engines: 1,421 (61.34%)
- Referring Sites: 660 (25.72%)
- Direct Traffic: 382 (12.54%)

Map Overlay

Visitors Overview
1,998 Visitors

Content Overview

<table>
<thead>
<tr>
<th>Pages</th>
<th>Page Views</th>
<th>% Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>dspace</td>
<td>481</td>
<td>6.85%</td>
</tr>
<tr>
<td>dspace/submit</td>
<td>225</td>
<td>3.15%</td>
</tr>
<tr>
<td>dspace/handle/2190/565</td>
<td>220</td>
<td>3.07%</td>
</tr>
<tr>
<td>dspace/community-list</td>
<td>187</td>
<td>2.61%</td>
</tr>
<tr>
<td>dspace/reader_login.jsp</td>
<td>115</td>
<td>1.62%</td>
</tr>
</tbody>
</table>
These slides have been produced by:

- Stuart Lewis & Chris Yates
- Repository Support Project
  - http://www.rsp.ac.uk/
- Part of the RepositoryNet
- Funded by JISC
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