

Carnegie Library Digital Report

Quarter 3: July – September 2023

Website

Web sessions in Q3 2023 closely follow last year’s trend, with a small (1%) increase in users. Notably, numbers increased in terms of sessions, sessions per user, views, and events per session. Both “views” and “events per session” are up 18% from the previous year. Contrary to the near balance of previous quarters, 81% of guests accessed the website via desktop computer. The substantial decrease in mobile access highlights a need to check that content displays correctly on mobile devices and meets accessibility standards. The latest iteration of Google Analytics includes popular search terms (chart not shown in this report). For Q3 2023, approximately a quarter of searches coincided with topics addressed in research appointments or via remote research request. Over time, this information may provide valuable insight on evolving areas of community interest.

Carnegie Local History Site
localhistory.boulderlibrary.org
Jul 1, 2023 - Sep 30, 2023

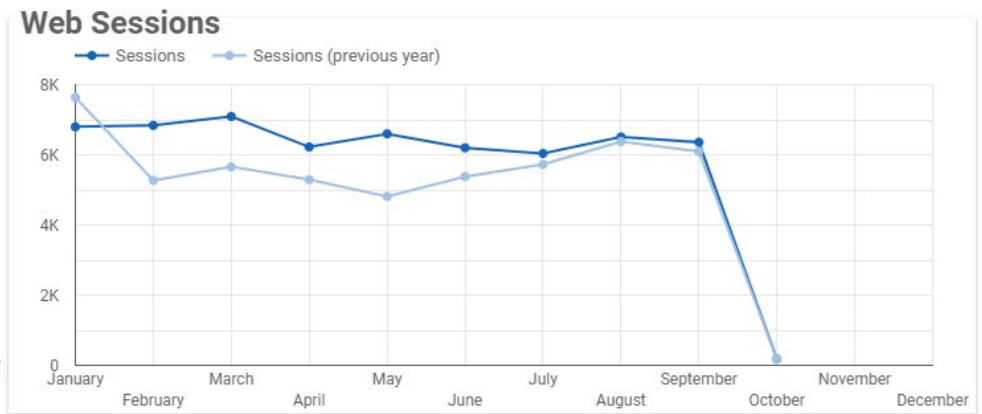
Total users
13,431
↑ 1% from previous year

Sessions
19,214
↑ 6% from previous year

Views
100,663
↑ 18% from previous year

Sessions per user
1.43
↑ 5% from previous year

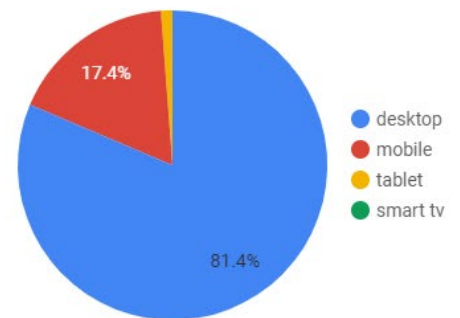
Events per session
15.18
↑ 18% from previous year



User Page Visits

Page title	Sessions	% Δ
Search results Carnegie Library for Local History	4,002	-2.9% ↓
Carnegie Library for Local History	2,640	-2.5% ↓
Advanced Search Carnegie Library for Local History	723	-9.4% ↓
Search results Page 2 Carnegie Library for Local ...	624	6.5% ↑
Top-level Collection Carnegie Library for Local Hist...	355	-5.3% ↓
Search results Page 3 Carnegie Library for Local ...	337	7.0% ↑
Fraternity and sorority buildings, University of Color...	255	88.9% ↑
Call Number Carnegie Library for Local History	251	-1.6% ↓
General Information Carnegie Library for Local His...	246	10.8% ↑
522 Arapahoe Avenue real estate appraisal: Photo 1...	237	26.7% ↑











Sessions by Device



Social Media

Social Media is an important component of outreach. On Facebook, local history themed posts ranked among the top five in the categories of comments, engagement, reactions, and shares. Interestingly, Carnegie's posts on Instagram and Twitter often do not rank as highly. This may be due to user demographics. Across all platforms (Facebook, Instagram, and Twitter), popular topics include restaurants, businesses, and social gathering places from the 1960s – 1980s as well as posts highlighting the history of diverse communities in Boulder.

Facebook

POST	COMMENTS	ENGAGEMENT RATE ▼
 <p>This photo of the Carnival Café was taken on October 6, 1972, when it opened at 1843 Broadway. At the time, it was the only full-time natural food restaurant in Boulder. The Café was operated on a profit-sharing basis by ten young twenty...</p>  Lib - Local History	9	8.85%
 <p>Boulder's first drive-in restaurant, The Twinburger, opened in 1953 at 3350 Arapahoe Ave. After 19 years, it was sold in 1972. Did you eat there? #boulderhistory #carnegielibraryforlocalhistory</p>  Lib - Local History	6	7.39%
 <p>Irving Lingham was a star athlete at Boulder Prep School and later earned a degree in music from the University of Colorado. He married Mary Parks in 1938. Irving ran Lingham's Upholstery at 1831 Pearl St, while Mary was a house...</p>  Lib - Local History	0	7.09%
 <p>The Holiday Drive-In opened at 28th and Lee Hill Road in July 1969 with one screen and a 519-car capacity. A second screen was added in 1970 that accommodated 450 more cars. It was the first twin-screen drive-in in the state...</p>  Lib - Local History	38	6.8%
 <p>In this photo from the 1950s, students enjoy a snack on the lawn of Washington School at 1215 Cedar Avenue. To all current students and their families: best wishes for the new school year! #carnegielibraryforlocalhistory</p>  Lib - Local History	1	5.41%

Videos produced by Carnegie remain popular on YouTube. Five of the top twenty videos this quarter feature the Maria Rogers Oral History Program (MROHP). This number is lower than previous quarters, likely due to interest in the Boulder Public Library District Board of Trustee Meetings.



BOULDER PUBLIC LIBRARY

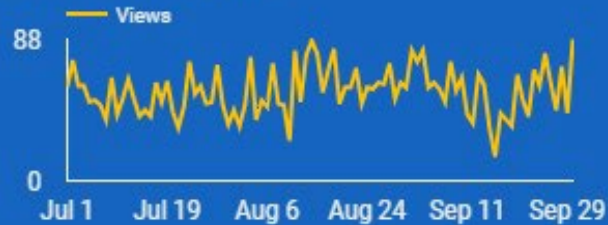
[Return to Dashboard](#)

Account Insights

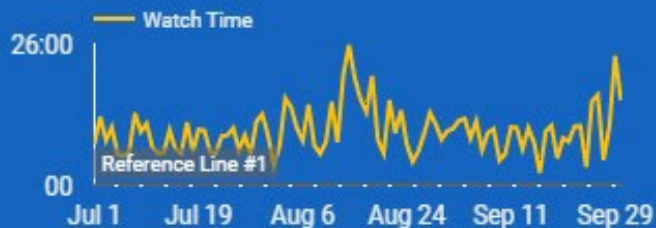
Jul 1, 2023 - Sep 30, 2023

Trending by Views, Watch Time, & Subscriptions

Views
5.1K



Watch Time
11:00



Subscriptions Added & Removed

+ 38



- 8



Likes

+ 91

- 14



Dislikes

+ 5

- 2























Video Comments

+ 6



Top Videos Watched

	Video Title	Views ▾	Watch Time	Video Shares
1.	Gardening with Colorado Native Plants	1,021 	00:10:35	7
2.	Faerie Magick and Lore: With Magician Erica Sodos	267 	00:09:01	3
3.	Boulder Public Library's Magic Book Sorting Machine (long...	181 	00:01:24	1
4.	BeeChicas: Native Plants for Colorado Pollinators	156 	00:12:28	2
5.	Boulder Public Library District - Board of Trustees Meeting ...	132 	00:02:59	1
6.	Boulder Public Library's Magic Book Sorting Machine (shor...	123 	00:01:08	2
7.	One Book One Boulder Author Talk "The Book of Joy" with ...	107 	00:09:43	4
8.	MROHP Interviews: Jacqueline "Jacque" Brever	91 	00:13:35	1
9.	All We Can Save: Truth, Courage, and Solutions for the Clim...	91 	00:04:43	4
10.	Action Rhyme Itsy-Bitsy Spider with Alice	90 	00:03:16	0
11.	Boulder Public Library District - Board of Trustees Meeting ...	63 	00:01:53	0
12.	Boulder Public Library District - Board of Trustees Meeting ...	61 	00:07:20	0
13.	Boulder Public Library District - Board of Trustees Meeting ...	60 	00:03:28	1
14.	Boulder Public Library District - Board of Trustees Meeting ...	58 	00:04:44	0
15.	MROHP Shorts: Hippie Invasion, Boulder, CO	58 	00:06:26	0
16.	MROHP Interviews: James (Jim) Turner	56 	00:15:20	0
17.	Boulder Public Library District - Board of Trustees Meeting ...	55 	00:05:42	0
18.	MROHP Interviews: Wesley McKinley	54 	00:07:20	3
19.	MROHP Interviews: LaVerne (Vern) Dingman	53 	00:19:26	0
20.	Boulder Public Library District - Board of Trustees Meeting ...	51 	00:03:07	0

Digital Public Library of America (DPLA)

Item views, click throughs, users, and sessions are low and have steadily declined since Q1 2023. Guests are primarily using DPLA to access oral history interviews. Many items on DPLA, including the glass plate negatives in the Martin Parsons Collection, do not have adequate descriptions and therefore are difficult to discover via search. Staff plan to address this as part of a project to improve the overall accessibility of digital collections in 2024.

Q1 2023

DPLA Website (dp.la)

Item views	8
◦ Digital library catalog	8
◦ Exhibition	0
◦ Primary source set	0
Click throughs	7
Users	11
Sessions	15

Q2 2023

DPLA Website (dp.la)

Item views	6
◦ Digital library catalog	6
◦ Exhibition	0
◦ Primary source set	0
Click throughs	5
Users	9
Sessions	11

Q3 2023

DPLA Website (dp.la)

Item views	4
◦ Digital library catalog	4
◦ Exhibition	0
◦ Primary source set	0
Click throughs	3
Users	5
Sessions	7

DPLA website click throughs

A user clicked on a link to view a full item on your website or your contributor's website. Click through links appear in the digital library catalog and curated content. Comparable to "referral" in Google Analytics.

Showing 1-3 of 3 items.

[Download all 3 items](#)

Item	Contributor	Click throughs
Oral history interview with Ted Brott, 1995	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Robert A. Dacey, 2009	Carnegie Library for Local History, Boulder Public Library	1
Oral history interview with Eugene Vervalen and Virginia Blackwood 1993	Carnegie Library for Local History, Boulder Public Library	1