Lessons Learned in Creating New Digital Libraries Interfaces

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The Portal to Texas History and The UNT Digital Library

William Hicks, Mark Phillips - UNT Libraries

Background

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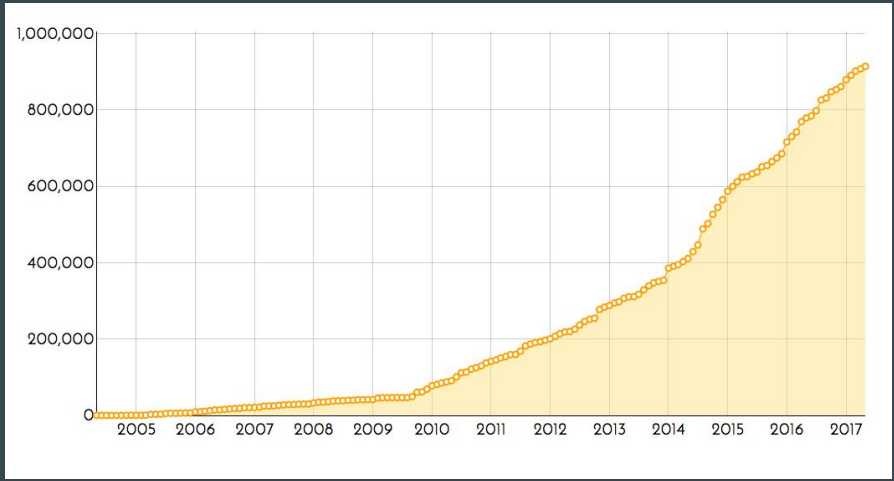
Timeline & Milestones

- Initial Digital Libraries interface: 2004 to 2008.
- IMLS National Leadership Grant to research interfaces with the Portal in 08/09
- “Old” designs came online in 2009 (Portal), 2010 (DL)
- Research/Development for updates in 2015, now ongoing.

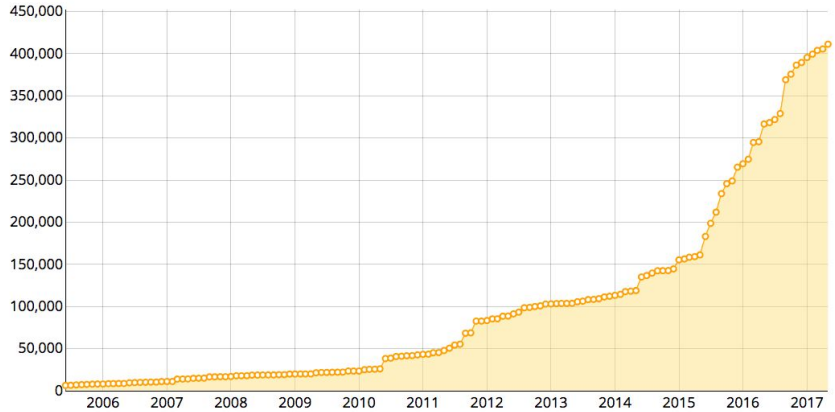
Portal Growth

- 900K Items
- 9.5M Files



DL Growth

- 450K Items
- 16.5M Files



Collection growth over time

Types of Objects

Started with 24 resource types, Today 37

Then

1. Photographs: 30,839
2. Reports: 10,186
3. Physical Objects: 3,082
4. Books: 2,620
5. Theses/Dissertations: 2,602
6. Postcards: 911
7. Letters: 764
8. Posters: 720
9. Texts: 637
10. Maps: 597

Now

1. Newspapers: 633,352
2. Photographs: 614,101
3. Reports: 162,267
4. Maps: 85,703
5. Articles: 68,193
6. Text: 52,422
7. Scripts: 24,189
8. Theses/Dissertations: 20,710
9. Letters: 15,917
10. Video: 15,492

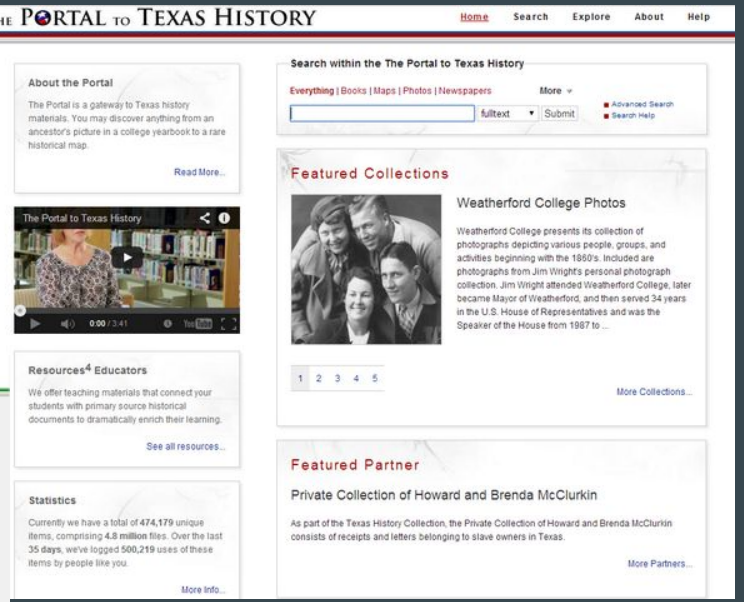
Significant Collections

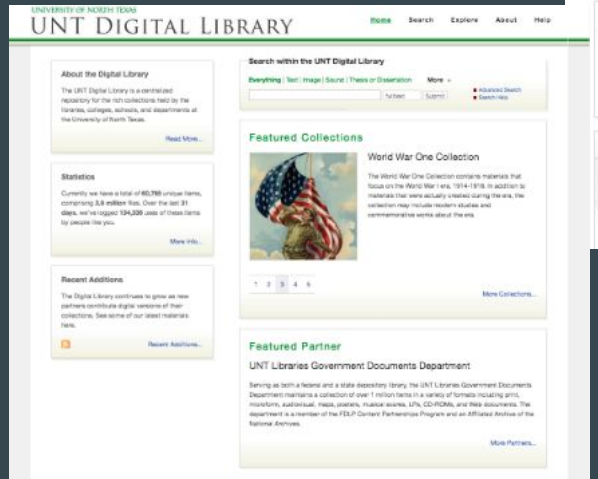
~600 collections of materials from ~375 partners.

- Texas Digital Newspaper Collection
- Texas State Publications
- UNT Scholarly Works
- CRS Reports
- UNT Theses and Dissertations
- NBC5 Collection

Old Design Elements of Note

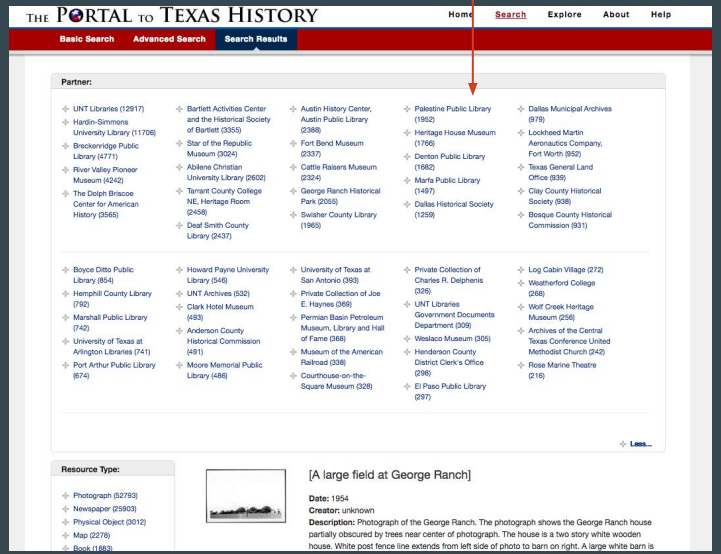
- Standard design c. 2000s: 1024px desktop.
- Limit scroll, max. “above the fold” content
- Compact text.
- Aging utility libraries

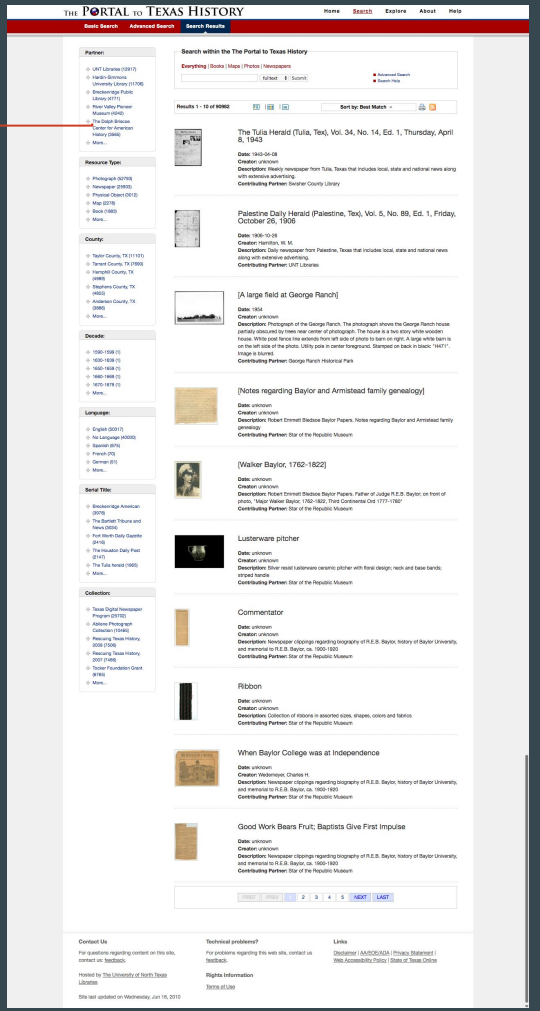




Old Design Elements of Note

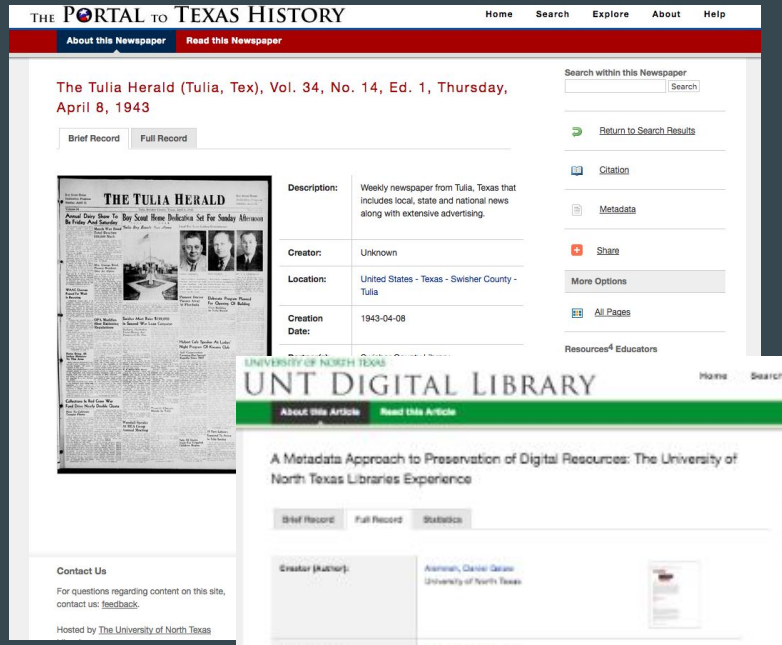
- Show limited number of facets
- Limited of results per page
- Smaller images

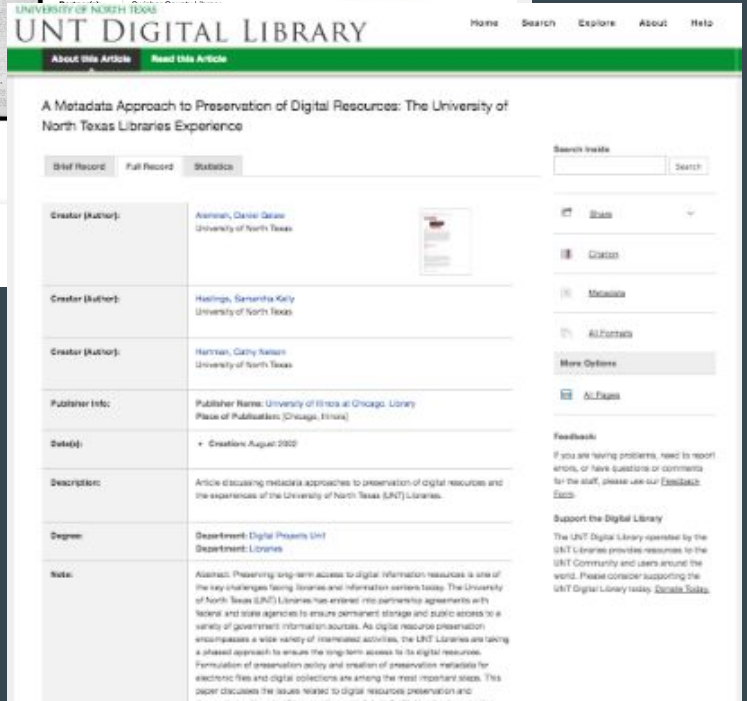




Old Design Elements of Note

- “Above the fold”
- “Brief Record”
- Single image representation
- Hide full record behind tabs
- Metadata in tables, organized by DC fields.
- Object navigation in right column
- Flash-based A/V player





Towards a New Design

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Human Interactions

Sources of Human Interactions

- Outreach Efforts: Talks to genealogical societies, etc.
- Feedback form (over 8,000 to date)
- Surveys, user experience studies/workshops

What People Told Us (before redesign)

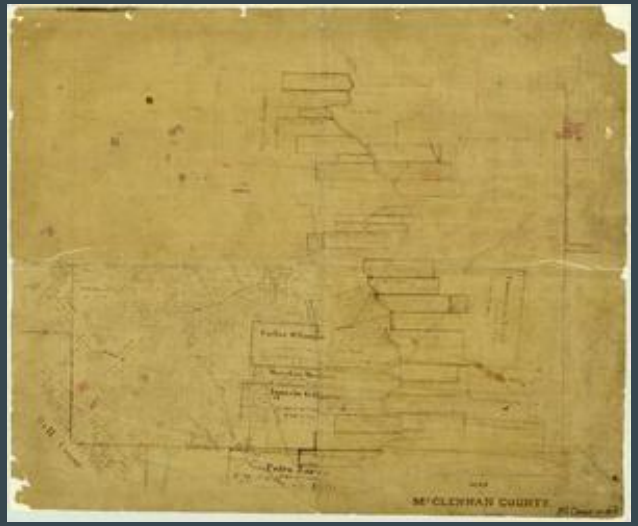
- It’s great as is, can’t imagine what you could do to improve it.
- Drop the “Brief Record Tab” from the Metadata display.
- Show me results “inside” an object.
- Searching inside items is your killer feature
- Zooming in on an object is your killer feature
- I need to deep link into the object

What we knew from feedback/interactions

- They ~~identify~~ *correct our records regarding* people, places, things
- They ~~complain~~ *notify us* of about missing content, difficulties in accessing/printing/using materials
- They ask for permissions to use the content
- They tell us stories about their lives/families, or other anecdotes (a lot!)
- They ask us reference questions
- They request redactions
- Many don't seem to understand why the content is on the web, i.e. "I googled my Granny from Maine's name and here's this old photo of her."

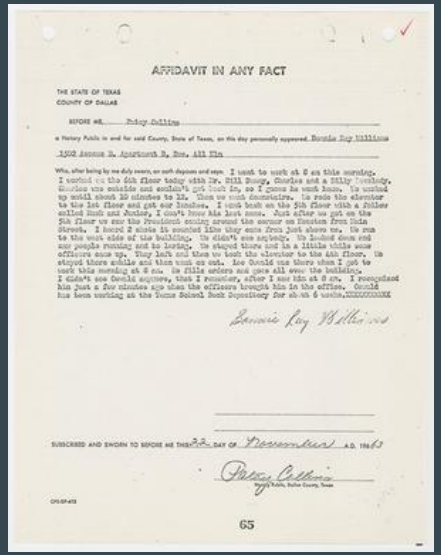
Examples (Cont.)

“I have stumbled on your site and found a few maps that I am interested in printing. Is it possible to print them to a large size from the site? I tried saving them to my computer, then printing and the resolution is bad. Thanks for your help!”



Examples (Cont.)

“re: Kennedy Assassination Witness Bonnie Ray Williams Hello. Your page showing an affidavit signed by Bonnie Ray Williams indicates that the TSBD employee and witness was a woman. Bonnie Ray Williams was a man. This is an incredibly BASIC fact of "Texas History" and United States History. Thank you.”



AFFIDAVIT IN ANY FACT

THE STATE OF TEXAS
COUNTY OF DALLAS

BEFORE ME, Patsy Collins

a Notary Public in and for said County, State of Texas, on this day personally appeared, Bonnie Ray Williams

1502 Jerome D. Apartment B, Dos, All Tex

Who, after being by me duly sworn, on oath deposes and says: I went to work at 8 am this morning. I worked on the 6th floor today with Mr. Bill Shaw, Charles and a Billy Loveday. Charles was outside and couldn't get back in, so I guess he went home. We worked up until about 12 minutes to 12. Then we took downstairs. We rode the elevator to the 1st floor and got our lunches. I went back on the 5th floor with a fellow called Hank and Junior. I don't know his last name. Just after we got on the 5th floor we saw the President coming around the corner on Houston from Main Street. I heard 2 shots it sounded like they came from back above us. We ran to the west side of the building. We didn't see anyone. We looked down and saw people running and so forth. We stayed there and in a little while some officers came up. They left and then we took the elevator to the 4th floor. We stayed there awhile and then went on out. Lee Oswald was there when I got to work this morning at 8 am. He fills orders and goes all over the building. I didn't see Oswald anymore, that I remember, after I saw him at 8 am. I recognized him just a few minutes ago when the officers brought him in the office. Oswald has been working at the Texas School Book Depository for ab ut 6 weeks.

Bonnie Ray Williams

SUBSCRIBED AND SWORN TO BEFORE ME THIS 22 DAY OF November A.D. 1963

Patsy Collins
Notary Public, Dallas County, Texas

65

Examples (Cont.)

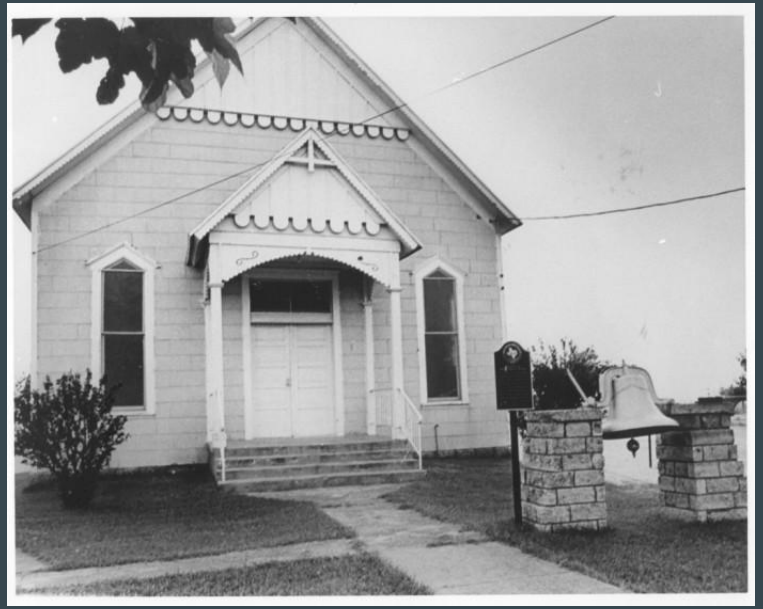
“Just curious were you got a copy of this picture? The only one i have ever seen is the one i have that is my grandfather _____. just neat to run across a digital copy on the net Thanks. :)”

Examples (Cont.)

“I am completing a book entitled "_____". It is a history and accounting of all fords, crossings and ferries in early Texas. How do I obtain permission to reprint the photo of the Brazos River Crossing? Thank you. _____”

Examples

“Is the church available for weddings?, who can I contact? Thanks.”



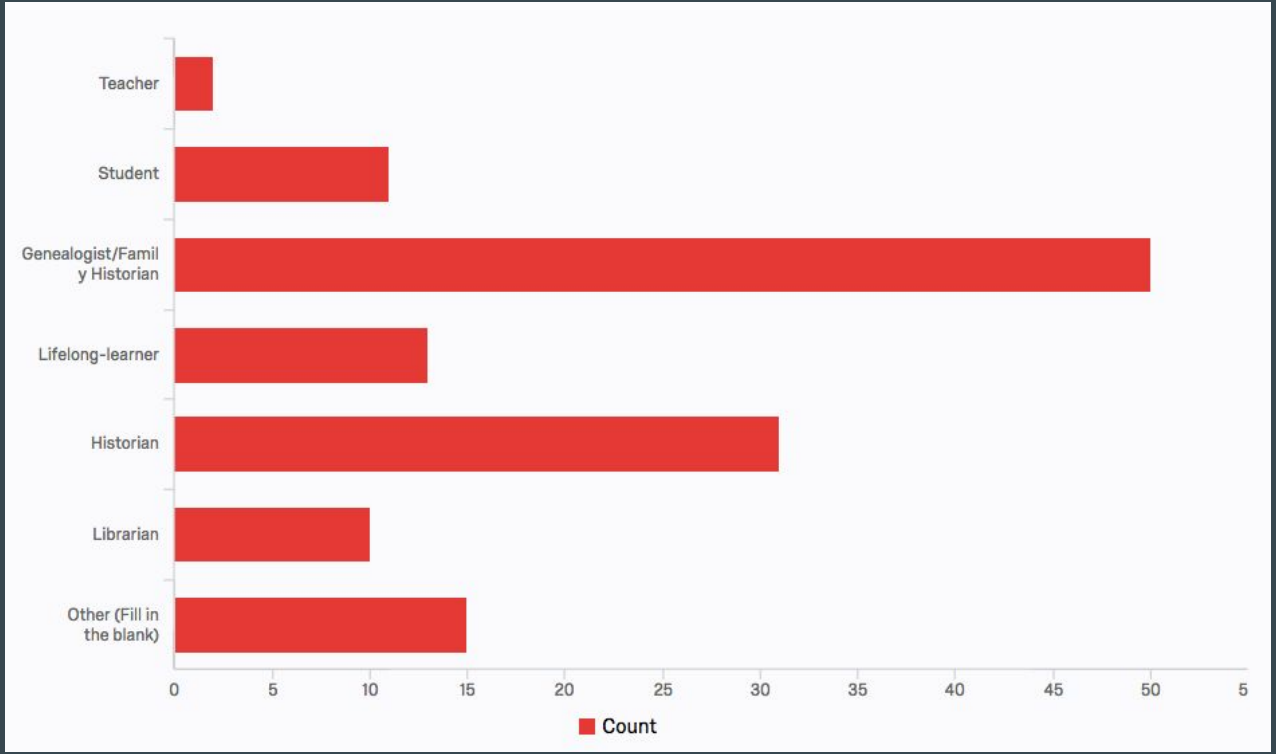
User Personas (guesses)

- Genealogists / amateur historians
- Teachers (K-12)
- Students
- Collegiate researchers & professors
- Librarians, archivists
- Partnering institution / stakeholders

User Buckets

- Naive / 1st / one-time users
- Power users / repeat visitors

User Personas (survey data)



Other (Fill in the blank)
researching for historical marker
Archivist
Writer Blogger
Archivist
Retired researcher
Professor Emeritus / Researcher
lawyer
74 and still learning
Author
Alumni
professional genealogist
engineer
Archivist
Archivist
History Enthusiast

User Personas (Site Specific)

Further contextual guesswork

- ***Portal:*** Interest in Texas-specific content, general interest, family materials, Texas Law, or other materials derived from (especially) newspapers. Statewide-users of all ages.
- ***Digital Library:*** More academic researchers, musicians, users seeking government documents. More users within the North Texas Region and UNT specific, less for the state, perhaps greater usage across Globe/US.

Users (Accessibility / Universal Access)

Need to anticipate a percentage of users with special needs that must be addressed in content/code.

- Visually Impaired (Blind, Low-contrast, Color Blindness)
- Deaf/Hearing Impairments
- Cognitive & Psychological
- Motor Impairments
- Elderly
- Children

Observing Users & Behaviors

Learning from what people do

Formal Usability Studies

Don’t do these a lot due to:

- Time constraints
- Lack of personnel
- Need to run everything through IRB
- Morae is not fun to use

Analytics Data (Positives)

- Observe real patterns of use
- Extensive data on pages, time on page/site, users and their devices, etc.
- View in-browser ‘events’ that user initiate, search terms, etc.
- Users are largely unaware of tracking thus no ‘artificial’ tasks

Analytics Data (A few negatives)

- Can’t observe frustration, anger, intent, user desires, etc.
- Undercount actual use:
  - Direct Access of PDFs and Files - Google Scholar
  - Users clearing cookies will affect some stats
  - Increasingly content blockers will obscure stats
- Is it a person or a robot?

When looking at our analytics data, ask yourself:

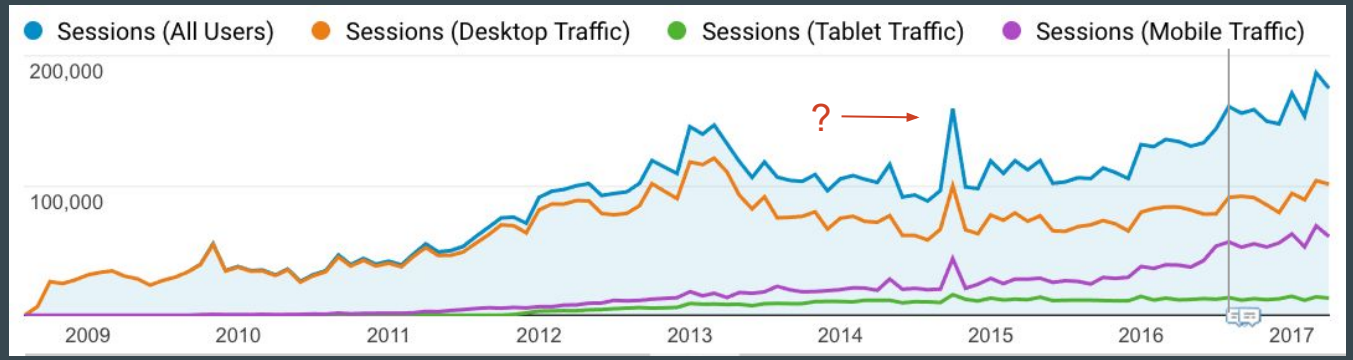
- What does this suggest?
- How would / should I accommodate / fix / take advantage of this?
- Is there a design problem, a content problem, user education/expectations, etc..?
- If I address an issue, how would it affect other areas.

Upcoming slides: Side-by-side comparison of graphs can be deceiving. Always note numeric scale.

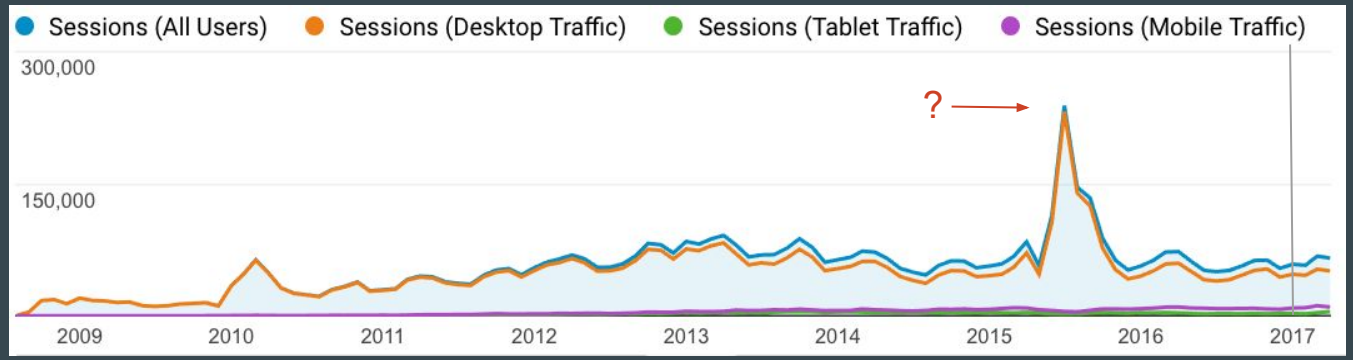
Traffic

All
Desktop
Mobile
Tablet

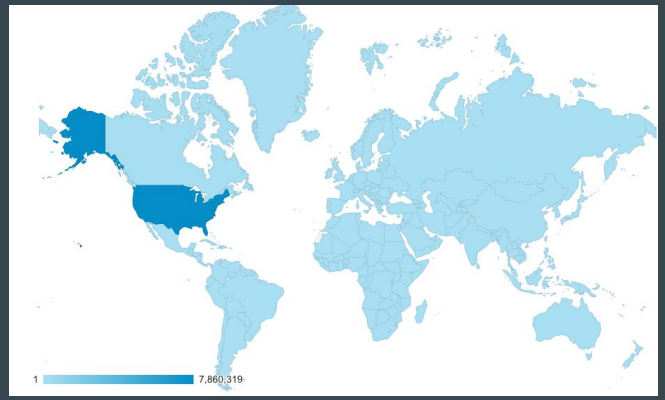
Portal



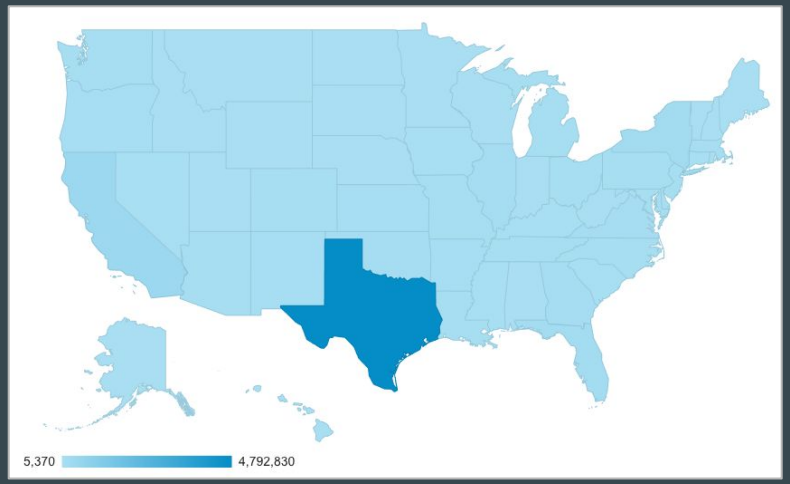
UNT DL

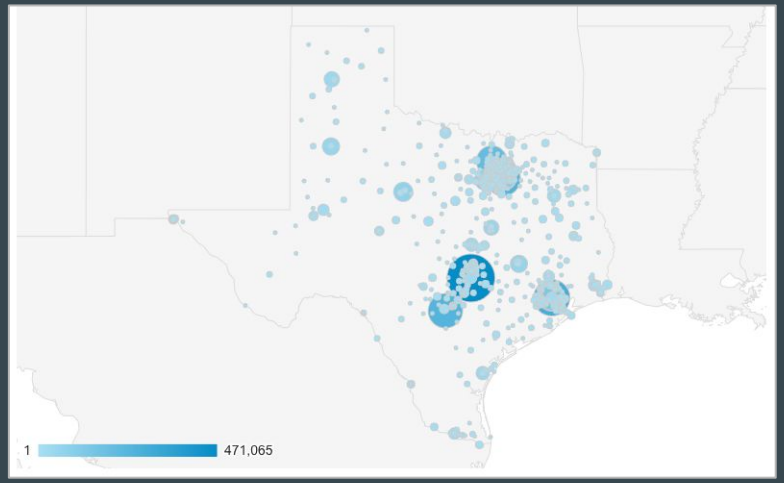


Access Points (Portal)



- 237 Countries
- 31,400 Cities
  - Houston, Dallas, Austin, San Antonio,...





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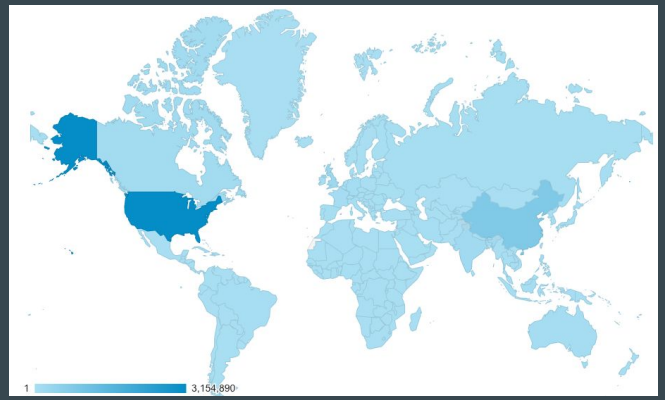
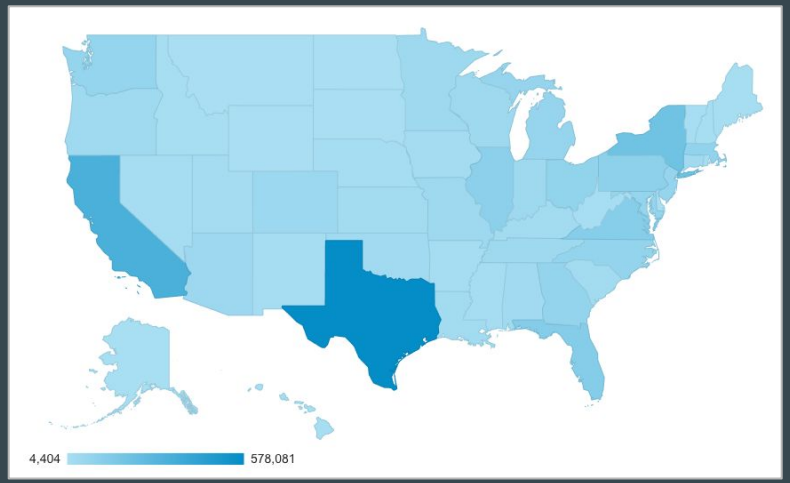
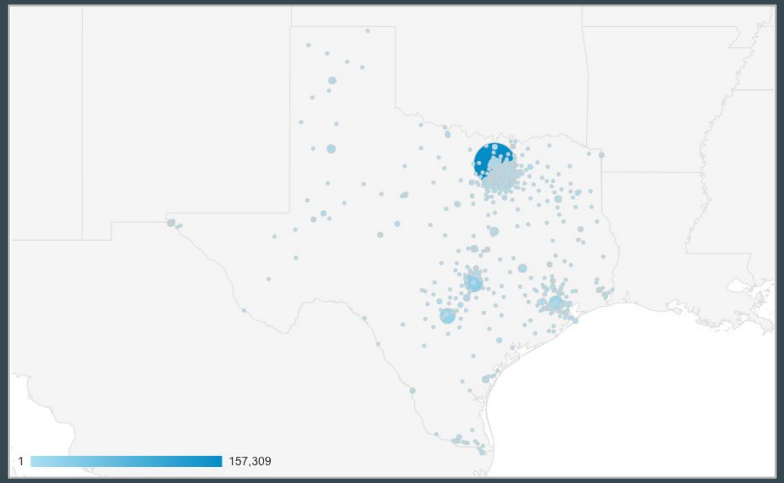


- 241 Countries
- 31,100 Cities
  - **Beijing**, Denton, Washington D.C. Dallas...



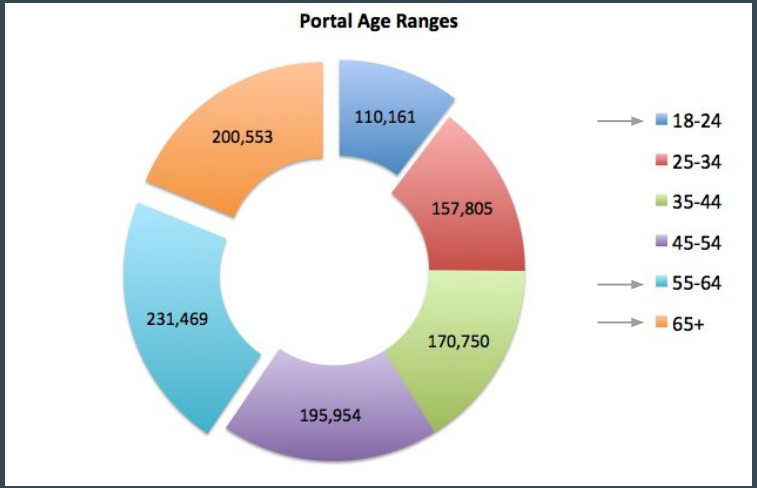


Why does mobile or global access matter?

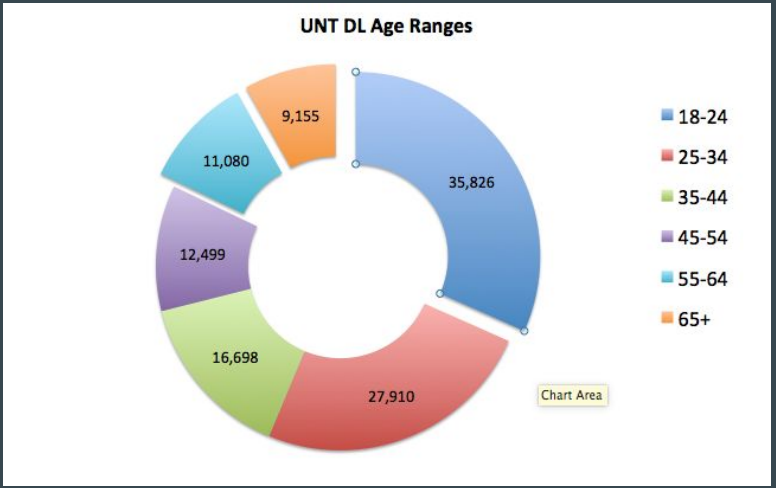
- Reach as many people as possible
- Smaller real-estate, layout choices matter
- Slow data connections and low cap possible
- Non/low-english speakers
- Google’s index is now “mobile-first” Non-responsive sites pay a penalty.

Demographics

Portal



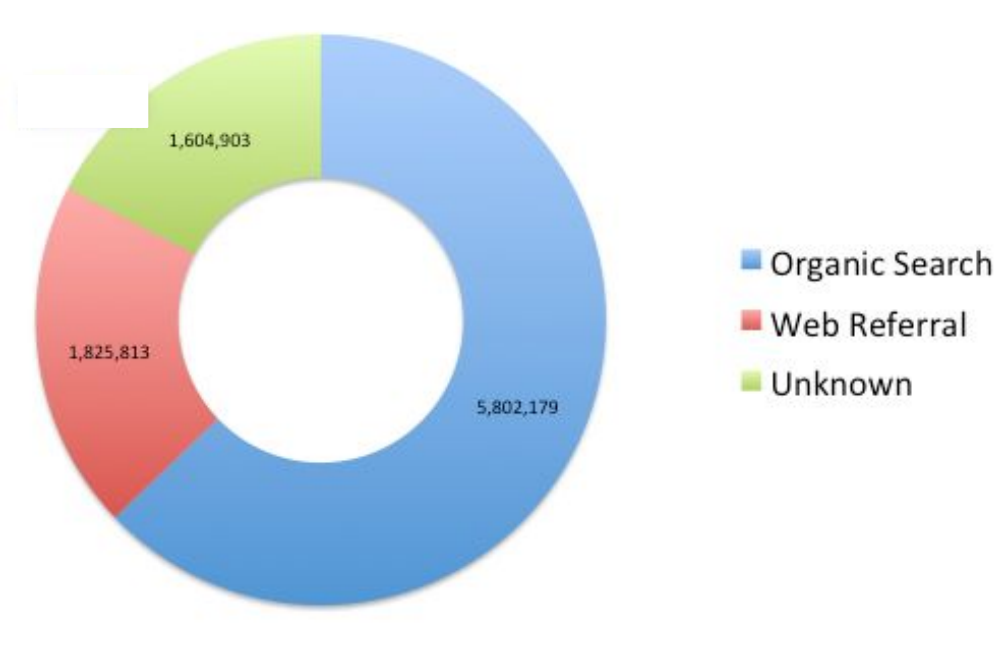
UNT DL



Navigation Paths

How people arrive at and move through the sites

Acquisition Sources

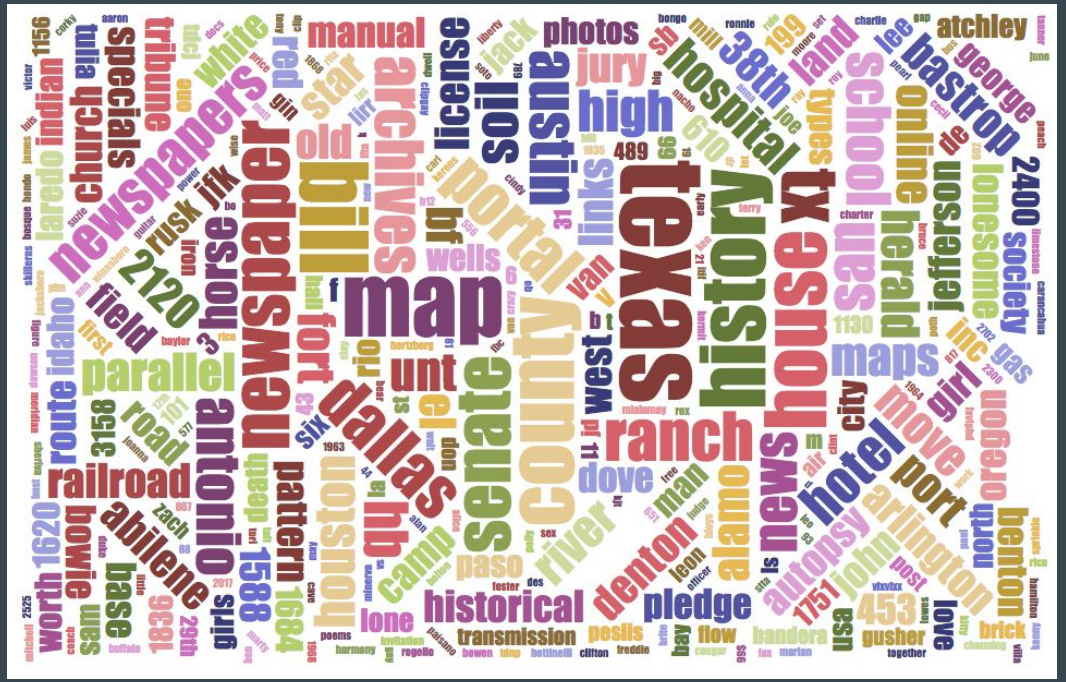


- Most from Google
  - 20x more than bing
- Referral
  - Inbound links
  - Social
- Unknown
  - Direct,
  - email,
  - and ¯_(ツ)_/¯

Google Searches (Portal)

90 Days worth of reporting on Top 1,000 query terms/phrases:

- Resulted in 350,000 clicks onto the site
- 25 contain site name / “Portal”
- ~350 phrases contain “Texas”
- 3.5 words per query



Example Queries:

- Texas House Bill
- B12 bomber
- officer tippit autopsy
- delgado vs bastrop

Popular Referral Sites

Portal (14,000 unique referrers)

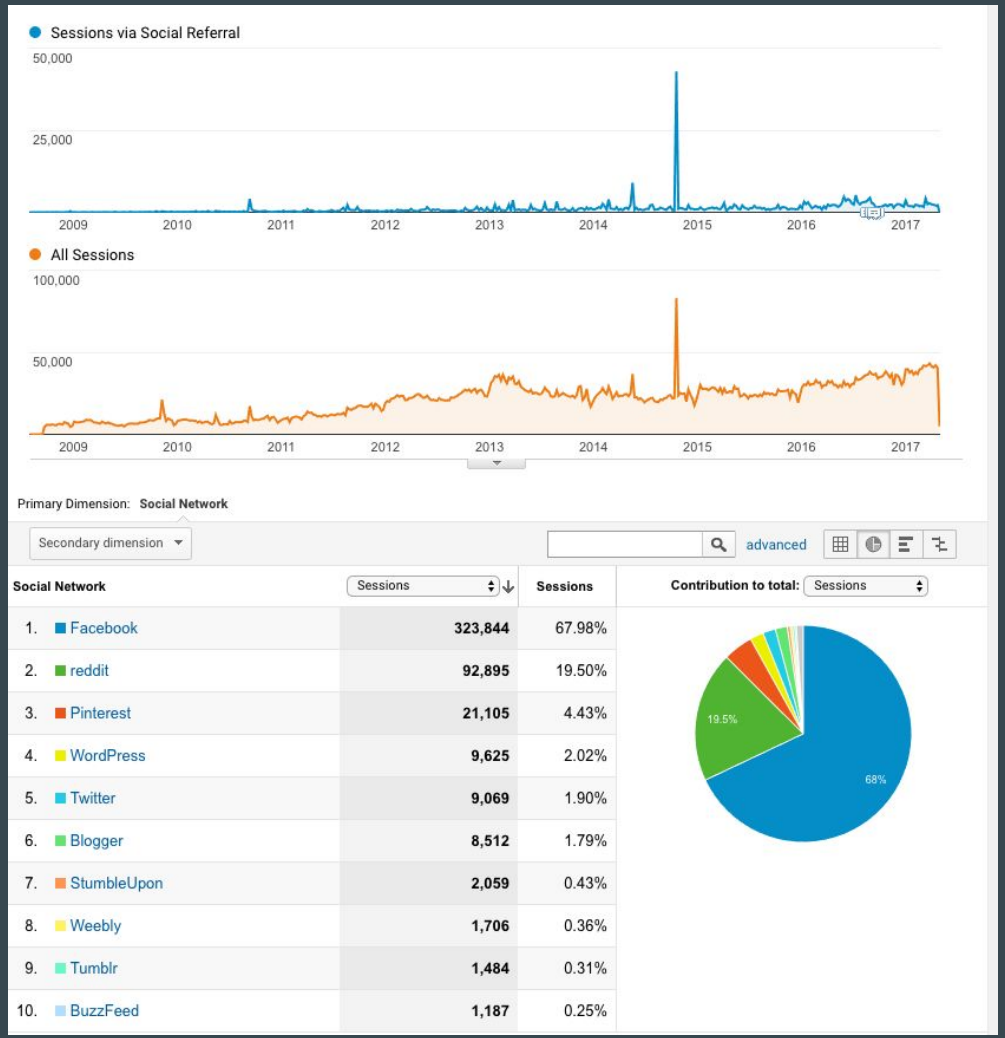
- Wikipedia
- TSHA Online
- Texas Secretary of State Website
- dp.la
- Ancestry.com
- Texas Almanac

UNT DL (16,000 unique referrers)

- Wikipedia
- UNT Library Website & Catalog
- StumbleUpon
- Google Scholar

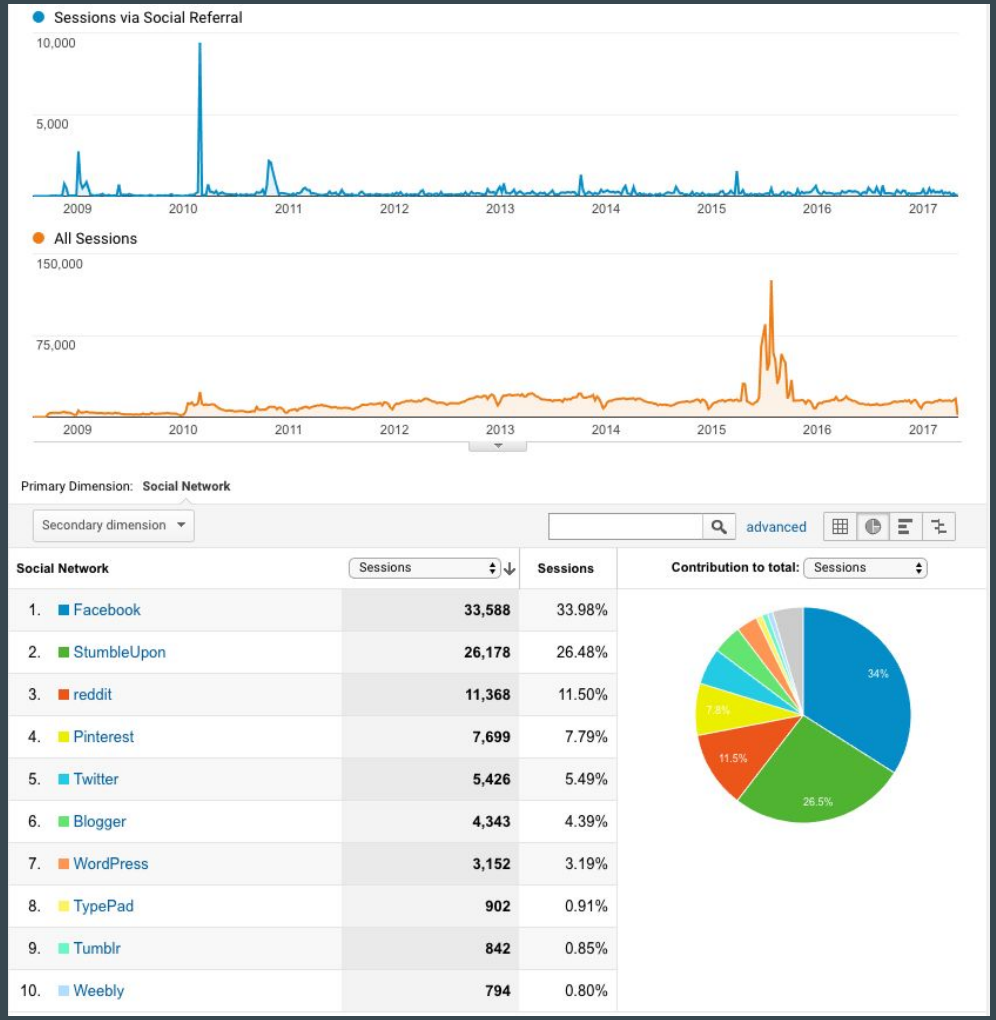
Portal Social Media Acquisition

Spikes in top graph are traffic from shares / tweets / likes, etc.



UNT DL Social Media Acquisition

Note no corresponding Social spike in 2015 even though massive traffic spike - Bots



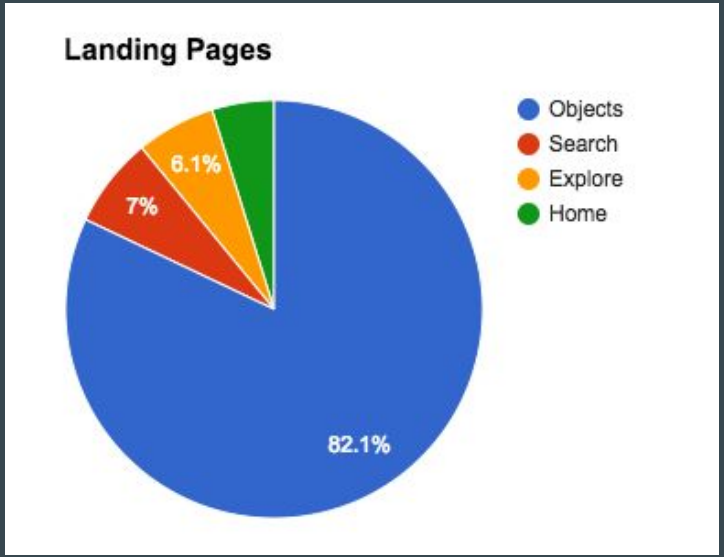
Primary Dimension: **Social Network**

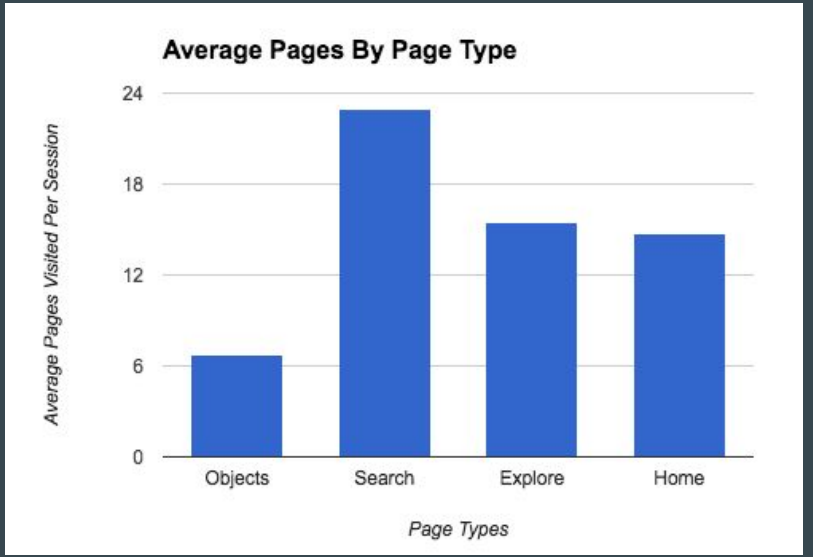
Secondary dimension | advanced

Social Network	Sessions	Sessions
1. Facebook	33,588	33.98%
2. StumbleUpon	26,178	26.48%
3. reddit	11,368	11.50%
4. Pinterest	7,699	7.79%
5. Twitter	5,426	5.49%
6. Blogger	4,343	4.39%
7. WordPress	3,152	3.19%
8. TypePad	902	0.91%
9. Tumblr	842	0.85%
10. Weebly	794	0.80%

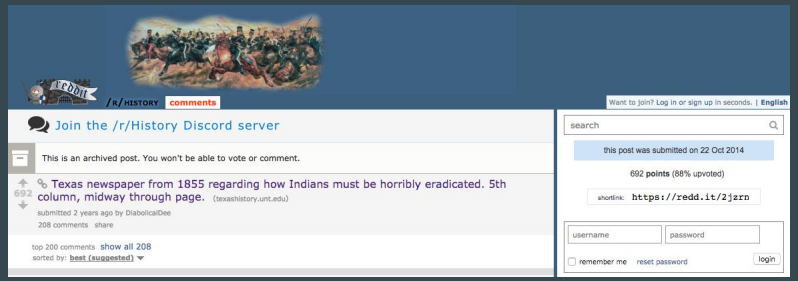
Contribution to total: Sessions

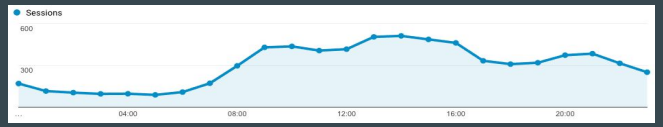
Facebook Acquisition

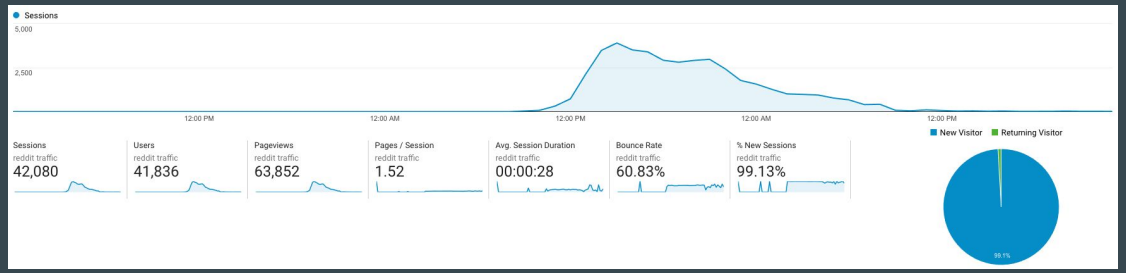


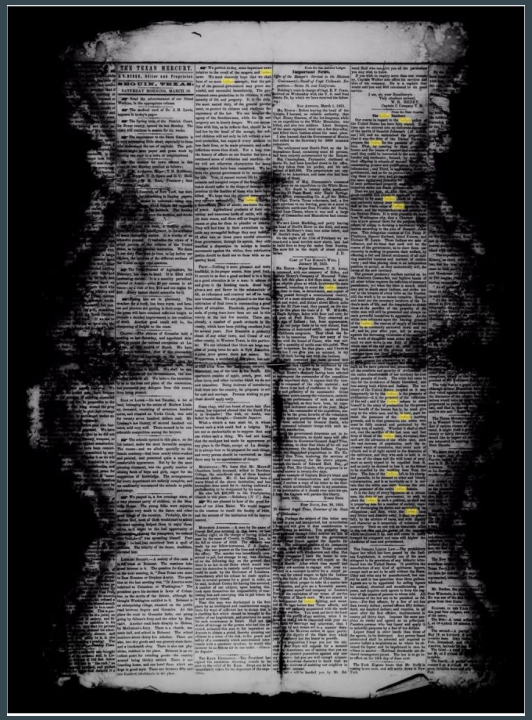


Portal Reddit Spike



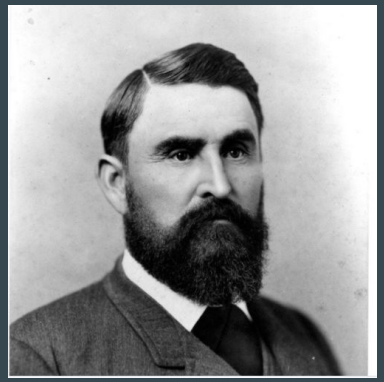




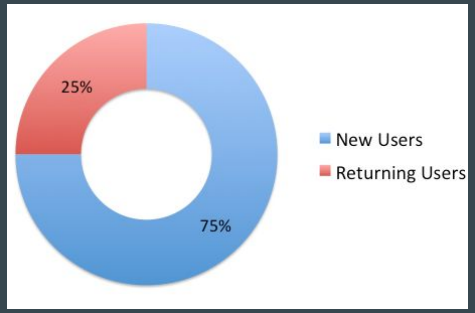


Twitter


GOODS·SHOES·HATS·CLOTHING·MILLINERY AND GROC
MESQUITE
EXTENDS A WELCOME
TO ONE AND ALL



Engagement (Portal)

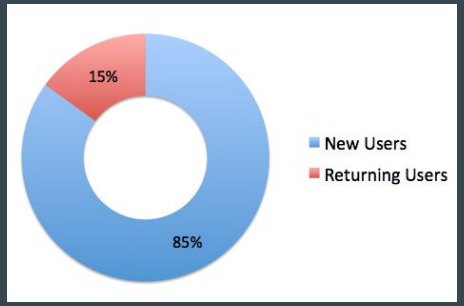


Pages / Session	Avg. Session Duration
9.42	00:04:41

Session Duration	Sessions	Pageviews
0-10 seconds	5,135,757	5,319,424
11-30 seconds	588,208	1,458,534
31-60 seconds	568,505	1,911,059
61-180 seconds	956,250	5,399,743
181-600 seconds	913,289	11,964,630
601-1800 seconds	684,307	22,975,413
1801+ seconds	389,803	37,960,362

Page Depth	Sessions	Pageviews
<1	104,149	0
1	4,941,194	4,941,227
2	989,034	1,978,096
3	687,130	2,061,402
4	314,295	1,257,212
5	264,336	1,321,710
6	168,301	1,009,824
7	150,425	1,053,038
8	107,562	860,520
9	101,159	910,449
10	78,315	783,160
11	73,747	811,239
12	59,993	719,916
13	58,317	758,121
14	48,611	680,554
15	47,023	705,375
16	40,549	648,832
17	38,940	661,980
18	34,104	613,890
19	33,484	636,253
20+	895,451	64,576,367

Engagement (DL)



Pages / Session	Avg. Session Duration
3.82	00:02:21

Session Duration	Sessions	Pageviews
0-10 seconds	4,024,620	4,177,697
11-30 seconds	378,961	947,380
31-60 seconds	329,893	1,168,084
61-180 seconds	496,041	2,859,249
181-600 seconds	400,559	4,273,954
601-1800 seconds	254,017	4,715,759
1801+ seconds	94,827	4,677,548

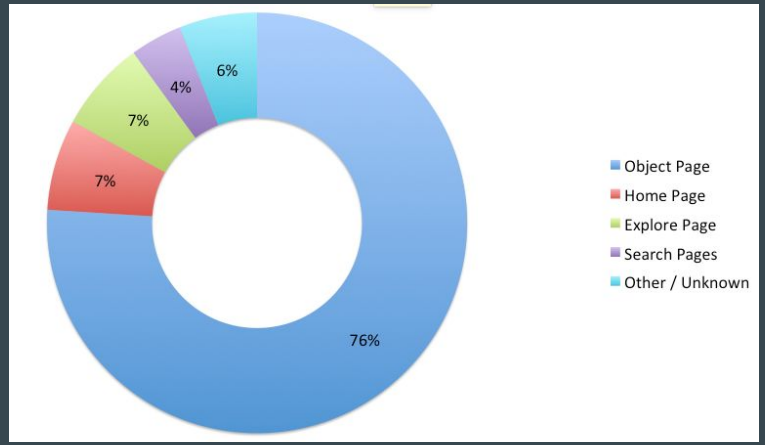
Page Depth	Sessions	Pageviews
<1	43,333	0
1	3,934,834	3,934,842
2	588,157	1,176,328
3	387,671	1,163,028
4	174,169	696,688
5	139,698	698,500
6	85,704	514,236
7	77,417	541,947
8	54,200	433,616
9	51,480	463,320
10	38,212	382,120
11	36,215	398,376
12	28,157	337,884
13	27,465	357,058
14	21,732	304,262
15	21,029	315,435
16	17,339	277,424
17	16,914	287,538
18	14,000	252,000
19	13,722	260,718
20+	207,470	10,024,351

What do people see first?

...

Or, how important is the homepage?

Landing Pages



Review

- 75-85% of users are “new”
- Large numbers may see a very limited number of pages in just a few minutes
- Most come from organic search results in Google

Content is King

Real estate of object pages have a heavy burden:

- Allow user to determine what they are viewing
- Allow user to make use of the object
- Prove authoritativeness / inform about the provider / define some scope for site
- Point to navigation aids to other similar items, and further features of the site.
- Ideally, onboard the user to further employ the site as a primary research tool

Understanding our Content

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The shape of our metadata and size of objects matters

Or, how to deal with outliers

Review: Object Types

1. Photographs: 30,839
2. Reports: 10,186
3. Physical Objects: 3,082
4. Books: 2,620
5. Theses/Dissertations: 2,602
6. Postcards: 911
7. Letters: 764
8. Posters: 720
9. Texts: 637
10. Maps: 597

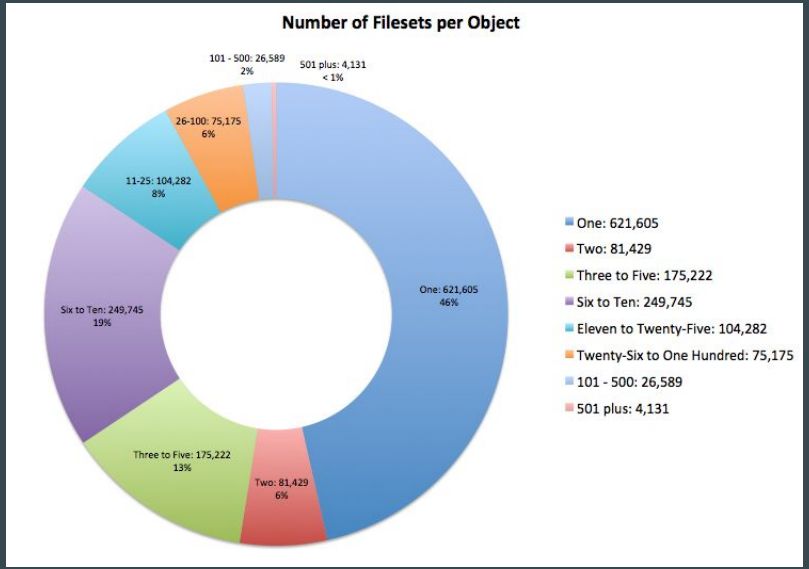
Collection strength changes

1. Newspapers: 633,352
2. Photographs: 614,101
3. Reports: 162,267
4. Maps: 85,703
5. Articles: 68,193
6. Text: 52,422
7. Scripts: 24,189
8. Theses/Dissertations: 20,710
9. Letters: 15,917
10. Video: 15,492

Number of Pages per Object

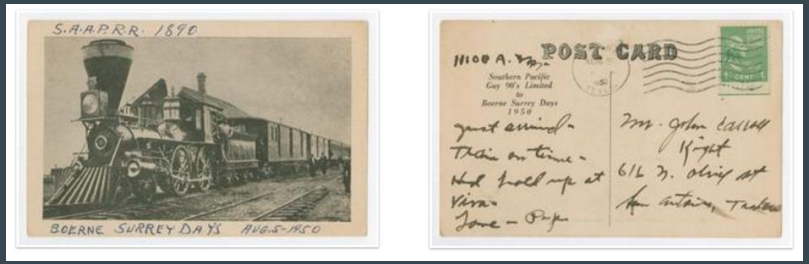
Previous design:

- Previewed only 1st “page” / side
- Item length difficult to judge



For Planning Purposes

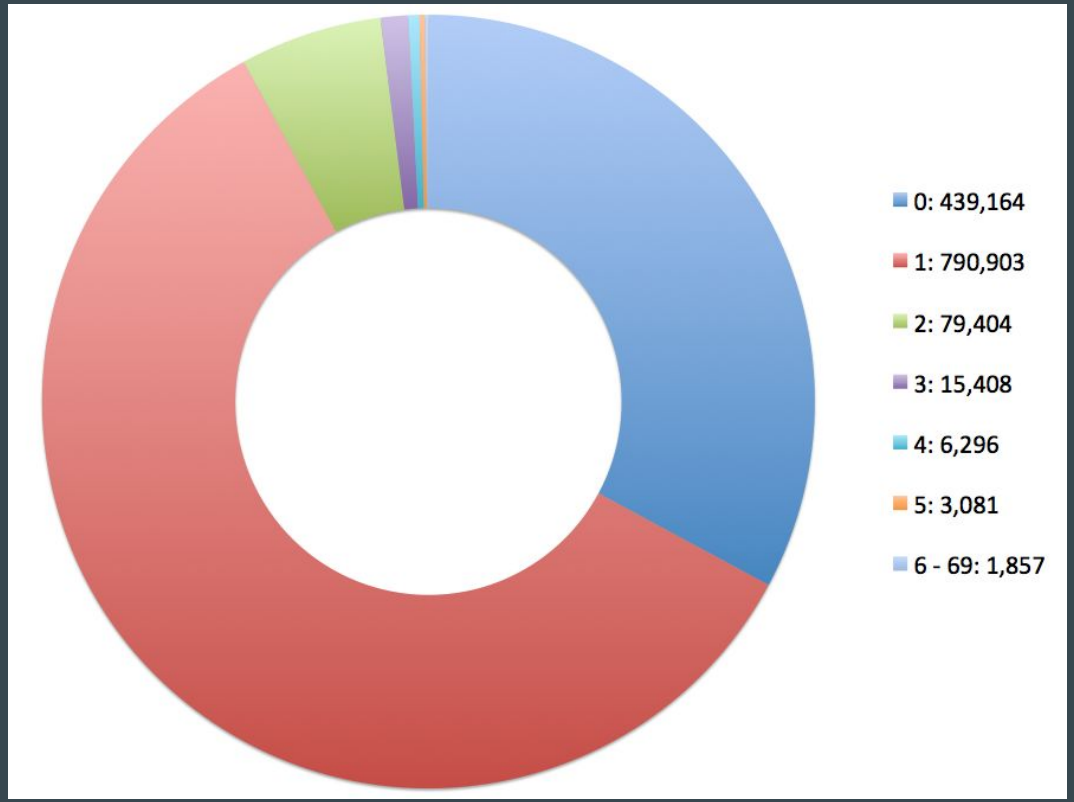
- Is it important to display more than one side?
- Performance implications of long sequences



Shape of Metadata Fields

Creator

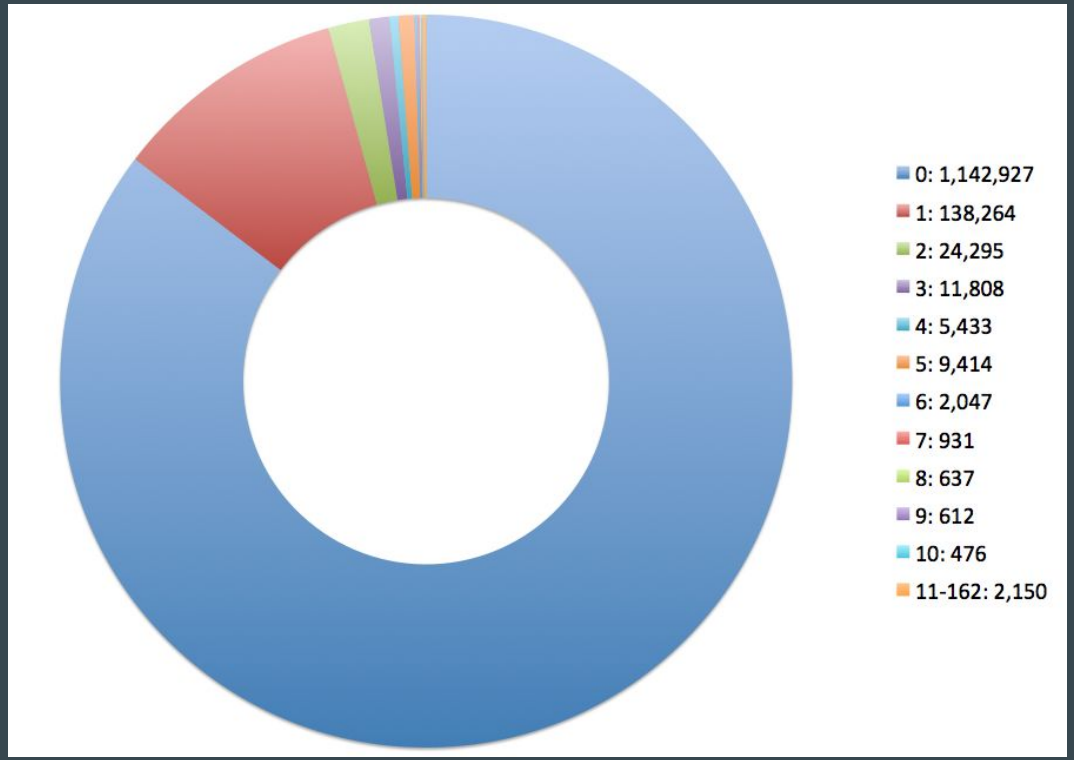
- Vast majority have sensible # of creators
- How to display outliers!



Shape of Metadata Fields

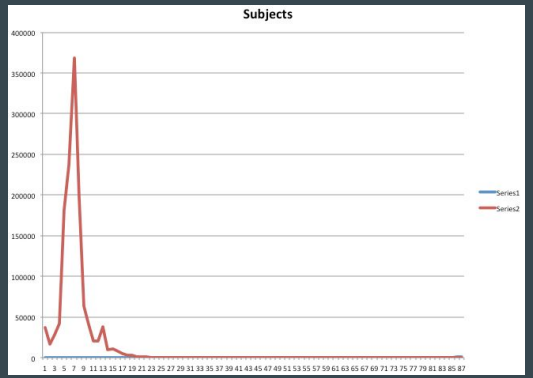
Contributor

- Same questions apply.
- Have many of the same role qualifiers.
- Better to just expose the role?

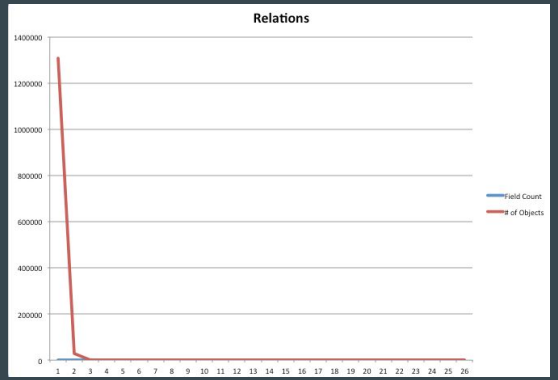


Other Metadata Fields

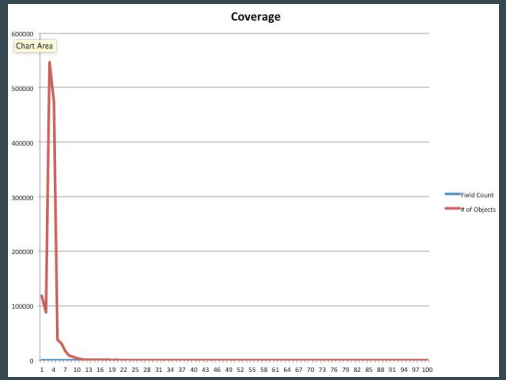
- Tend to have same shape: Sensible # followed by a long tail
- Some fields have qualifiers that may not make sense to all users
- Should fields always be grouped together visually?
    - Coverage Dates & Coverages Places?



0-1,036 Subjects, 17 Qualifiers



0-58 Relations, 19 Qualifiers



0-99 Coverage Fields

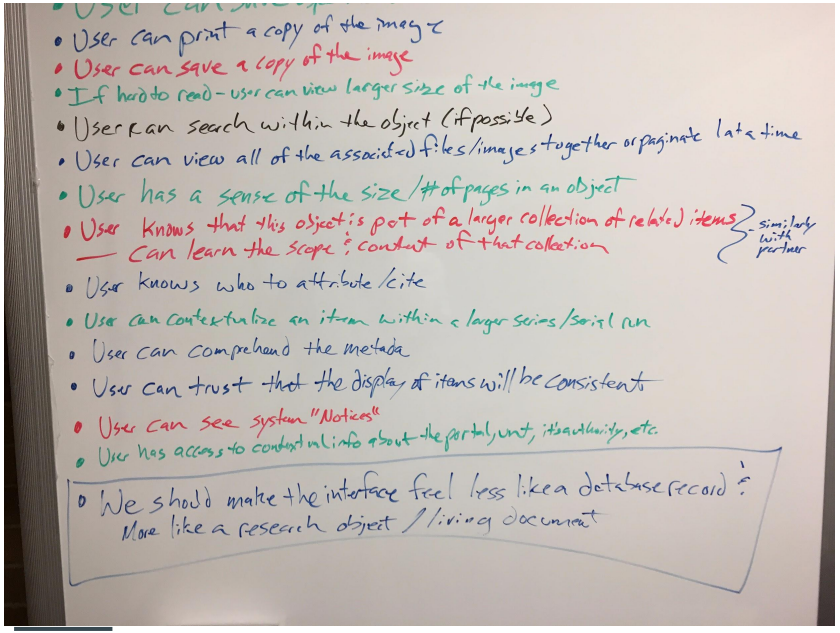
Working with Stakeholders

Involving Staff, Users in Design Thinking

Rethinking IA

- What are the possible actions a user can take
- Find common / odd scenarios
- Identify actions paired to specific content types

Whiteboard out with staff



Humanize Metadata

- How rigidly should we stick to formal organization patterns?
- Can we build a sensible object ordering scheme that is repeatable between:
  - Object types
  - Sites

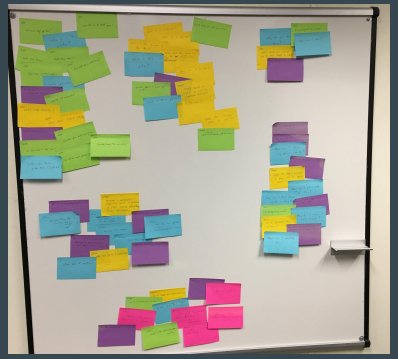
Creator (Editor):	Hamilton, W. M. 
Creator (Editor):	Hamilton, H. V., Jr.
Publisher Info:	**Publisher Name:** W. M. Hamilton and **Place of Publication:** Palestine, Texas
Publisher Info:	**Publisher Name:** H. V. Hamilton, Jr. **Place of Publication:** Palestine, Texas
Original Creation Date:	1906-10-26
Coverage:	**Place** United States - Texas - Anderson County - Palestine **Era** New South, Populism, Progressivism, and the Great Depression, 1877-1939
Description:	Daily newspaper from Palestine, Texas that includes local, state and national news along with extensive advertising.
Physical Description:	six pages: illus; page 15 x 22 in. Digitized from 35 mm microfilm
Language:	English
Subject(s):	• UNTL-BS : Business, Economics and Finance - Communications - Newspapers • UNTL-BS : Business, Economics and Finance - Journalism • UNTL-BS : Business, Economics and Finance - Advertising • UNTL-BS : Places - United States - Texas - Anderson County - Palestine
Serial Title:	Palestine Daily Herald
Added Title:	Sunday Herald-Press
Partner:	UNT Libraries About | Browse Partner's Holdings
Collection:	Texas Digital Newspaper Program About | Browse this Collection
Collection:	The Palestine Daily Herald About | Browse this Collection
Identifier:	• LCCN: sn86090383 • OCLC: 14980946 | • ARK: ark:/67531/metapth68256

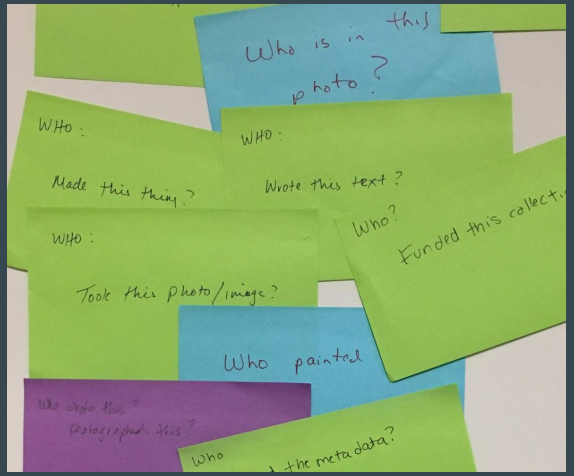
Humanize Metadata Cont.

1. Reminder: Users (except for us!) are seeking to understand / acquire / assess the object, *itself*, not the metadata.
2. The metadata got them to the object via search indexing.
3. It is interpretive and can be fallible, incomplete, etc.
4. THEORY: In a fraction of a second users ask questions of the current page, like “What is this?” “Why is my grandpa pictured here?”, etc. Our metadata is part of an conversation that should answers those questions in a human way. Other page elements contribute as well.

WHO / WHAT / WHEN / WHERE

Humanize Metadata Cont.





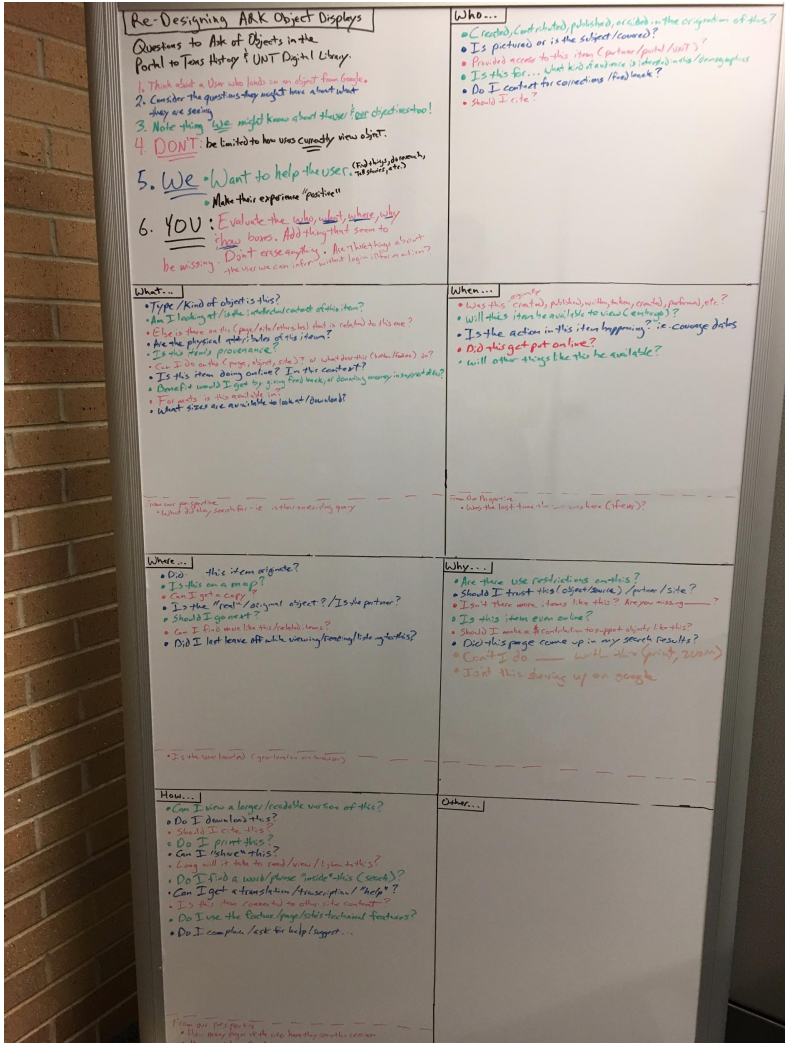
Example “Who” questions...

- Created this object?
- Is the subject of this work?
- Is providing access to / funded this?
- Was this intended to be for?
- Do I contact for corrections, questions, etc.

We brainstormed various questions and eventually did card sorting, grouping, and prioritization exercises with users

Humanized Metadata

- Consolidate who/what... variants
- Map questions to:
  - Metadata fields
  - Possible interface solutions
- Actions within objects
  - “Read books”
  - “Listen to audio”
  - “Watch video”

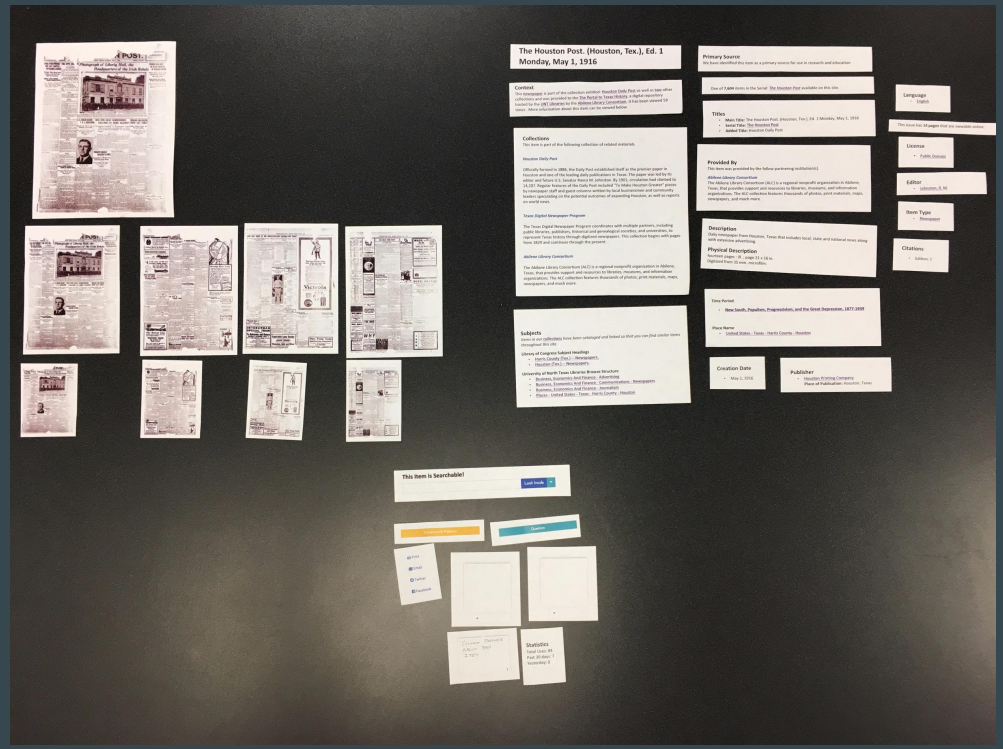


Hands on with Stakeholders

Prototyping

Paper Prototypes

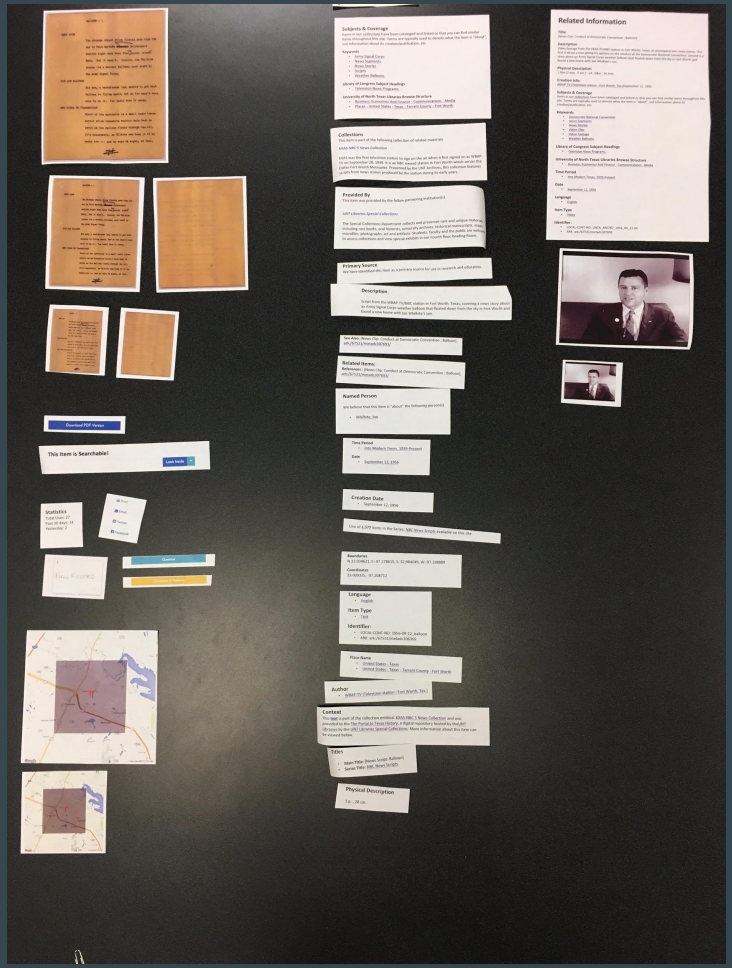
- Example objects
- Variant sizes of objects represented
- Secondary filesets
- Metadata fields & other info
- Other fields that might be helpful
- UI elements like buttons, search boxes, etc.

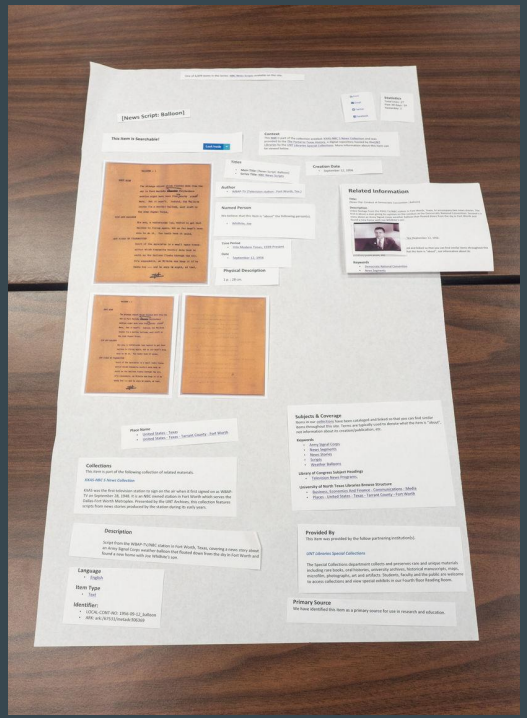


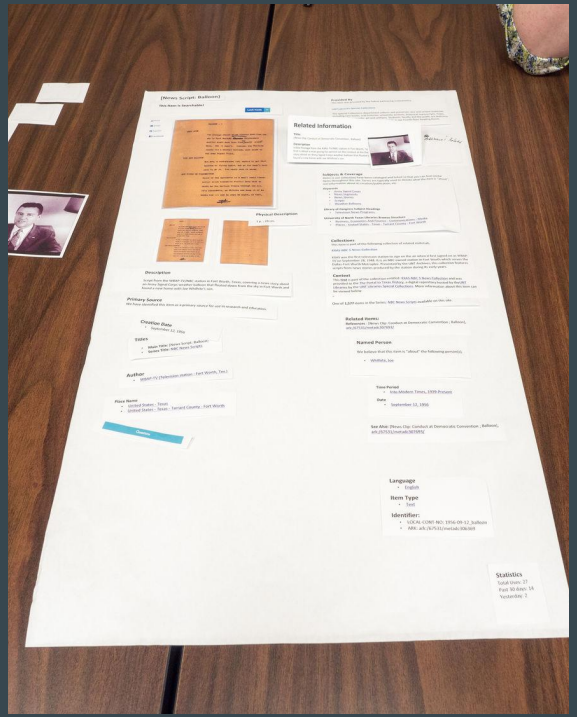
Paper Prototypes (cont)

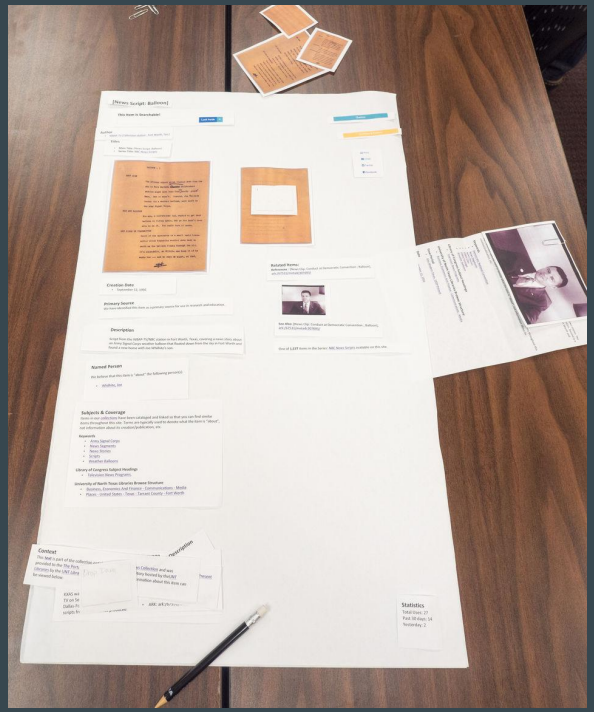
- Several different object types
- Unique fields / attributes “problems”
  - This example has relationships

Next: put together teams of stakeholders to “design their own” interfaces



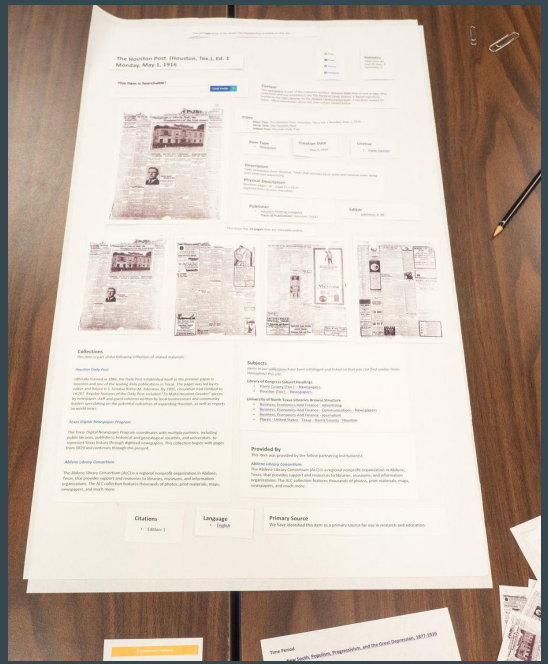

[News Script: Balloon]
This Item is Searchable!
Related Information
Collections:
Description
Subjects & Coverage
Provided By
Primary Source
Language
English
Item Type
Text
Identifier:

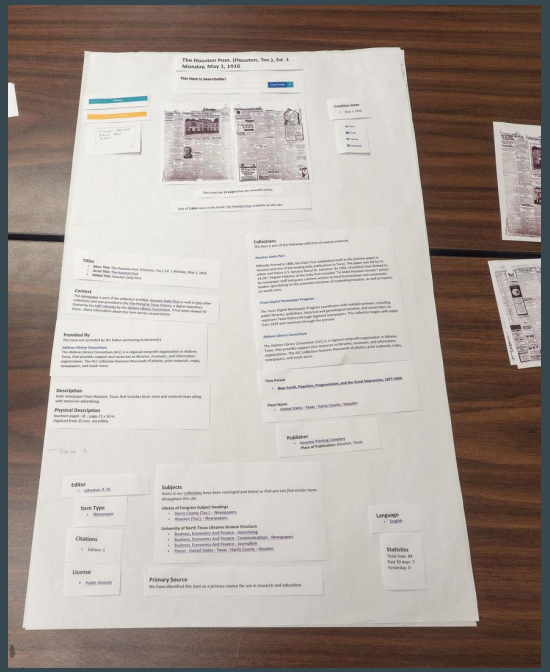

[News Script: Balloon]
Related Information
Description
Physical Description
Primary Source
Creation Date:
September 12, 1956
States
Author
Named Person
Related Items:
Time Period
Mid-Modern Times, 1939-Present
Date
September 13, 1956
Language
English
Item Type
Text
Identifier:
Statistics

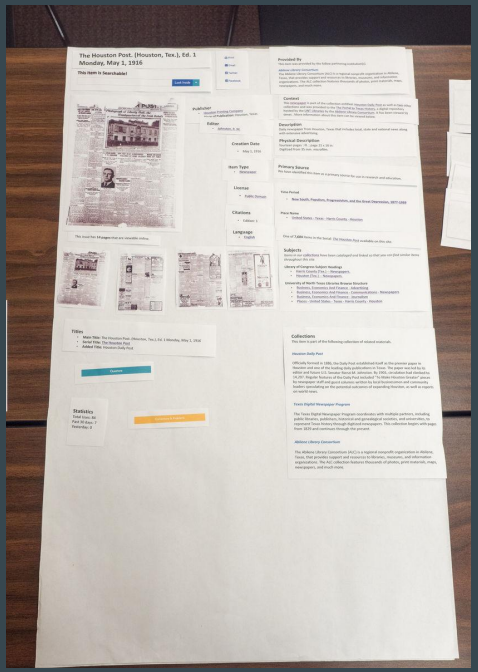

[News Script: Balloon]
Related Items:
Creation Date
September 12, 1956
Primary Source
Description
Named Person
Subjects & Coverage
Statistics

Outcomes

- User opinions / thoughts valued
- Team building
- Small group work requires negotiation
- Iterations on new objects allow for re-evaluation when new problems arise


The Houston Post. (Houston, Tex.), Ed. 1
Monday, May 1, 1916
This Item Is Searchable!
Collections
Subjects
Provided By
Description
Physical Description
Citations
Language
Primary Source


The Houston Post. (Houston, Tex.), Ed. 1
Monday, May 1, 1916
This Item Is Searchable!
Collections
Subjects
Provided By
Description
Physical Description
Editor
Item Type
Citations
License
Language
Statistics
Primary Source


The Houston Post. (Houston, Tex.), Ed. 1
Monday, May 1, 1916
This Item Is Searchable!
Collections
Subjects
Provided By
Description
Physical Description
Statistics
Primary Source

New Designs

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Updates and Ongoing Iterations

Realities of Update

- No major changes to application logic (python).
- No changes to storage infrastructure, changes to image/object handling.
- Most changes had to be in templates, CSS, JavaScript, static images (non-content).

Emerging discussions / trends

- Privacy from 3rd party plugins
- Address EU cookie consent laws
- Secure content delivery (HTTPS)
- Licensing / Rights / Permissions
- Google penalty for not being mobile
- Real-world (competing / overlapping) markup for social media.
- Litigation related to accessibility

Better Practices

- Mobile Responsive
- Semantic HTML5 and ARIA
- SASS - CSS - Bootstrap, BEM classes
- Node / Bower / Gulp for JS/CSS management and compilation
- CDN delivery of utility libraries with local fallbacks
- Progressive image loading + SVG and Canvas
- Take cues from Google’s “material design”

From the world of UX Research

Users interact with E-commerce sites sites far more than library interfaces. Take cues from these:

- Facets
- Search Results
- “Items / Objects”

Extensive literature on best practices:

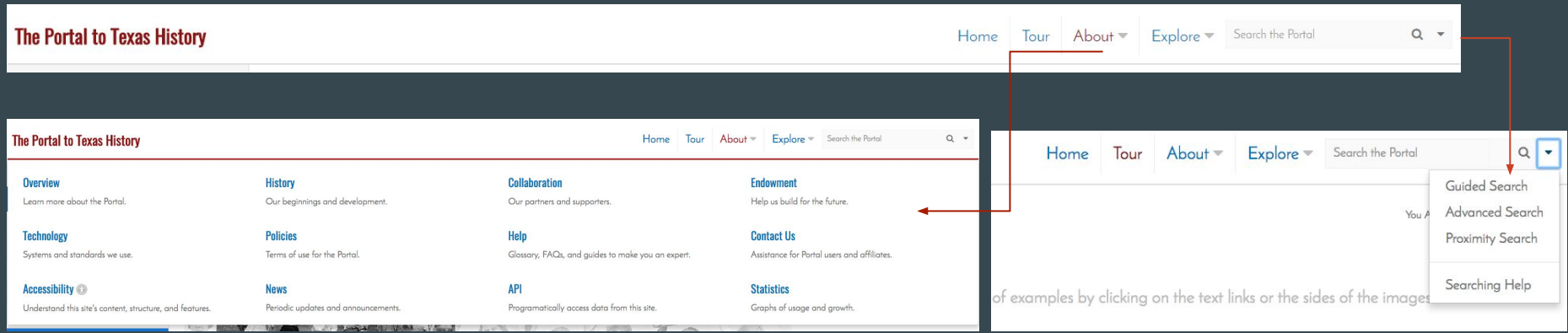
- Navigation / Exploration / Breadcrumbs
- Error Handling
- IA & Content Strategy
- Eye tracking trends
- Increase whitespace
- Fonts and Color
- Acknowledge people scroll now.

Note on Timelines

- Site on dev server for several months during construction. Inhouse access only.
- Beta subdomains for 1 month
  - linked from old sites
  - Facebook, Twitter, Email Campaigns
  - With inline survey
- PTH switches: June 2016.
- Digital Library: January 2017.
- PTH revision March 2017

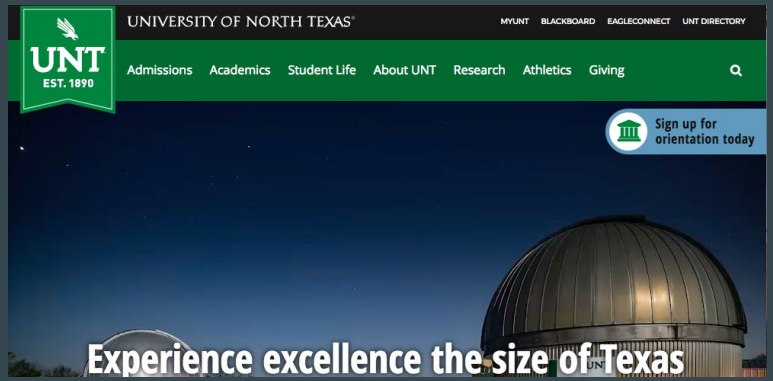
Header & Navigation: 1st Iteration - Portal

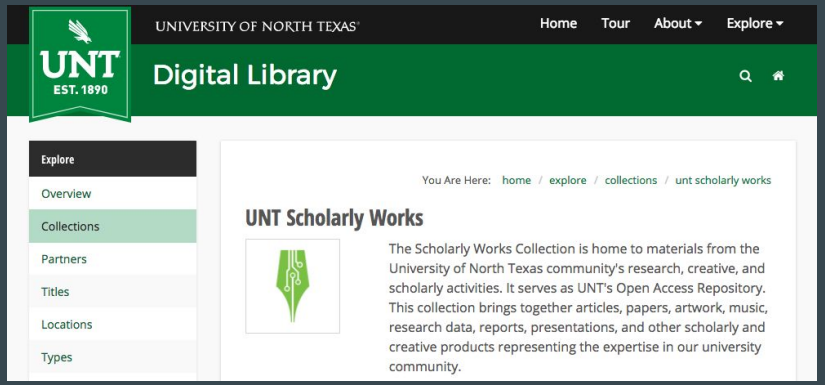
- Allow near universal access to all site features from current location.
- Compact with “mega menu” dropdown.

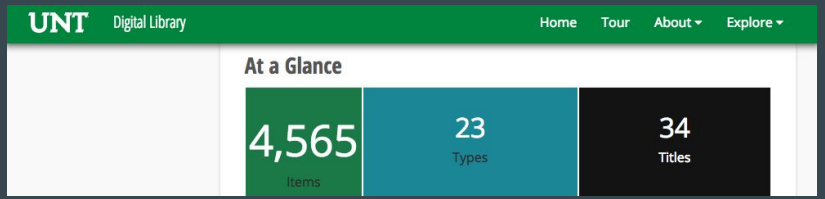


Header & Navigation - DL

Needed to emulate UNT Branding which used fixed header

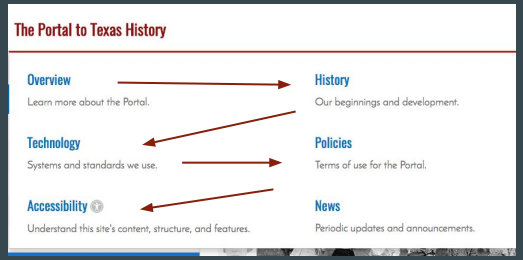


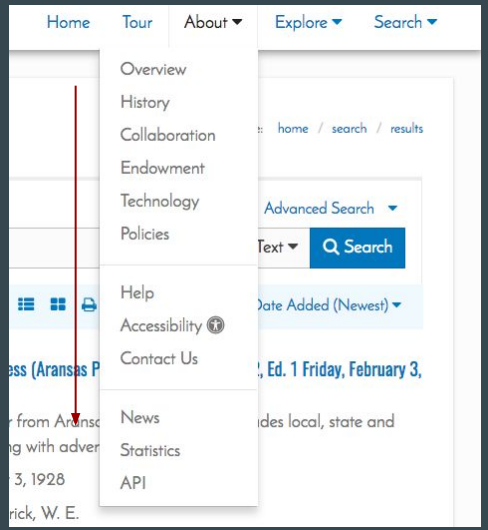


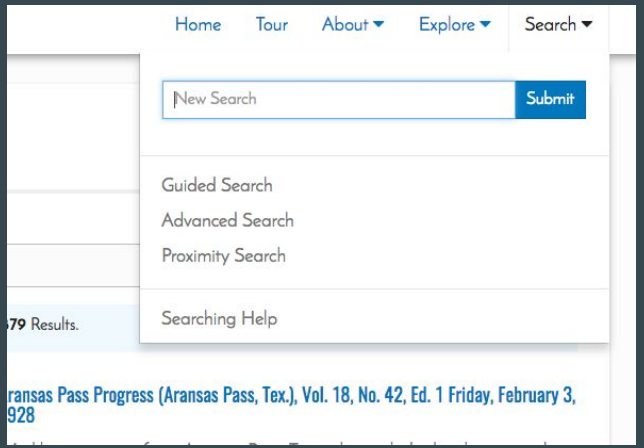


Header & Navigation - Rethink Portal, v. 2

Drops mega menu due to visual scanning problems, simplify shared code.

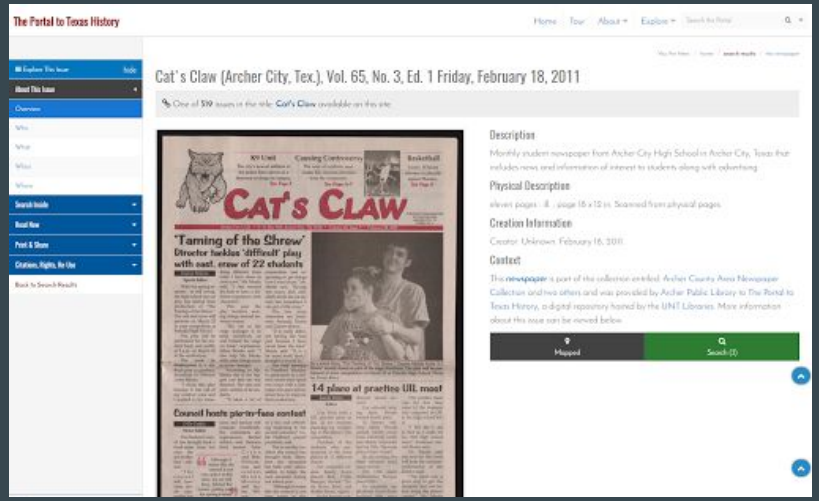






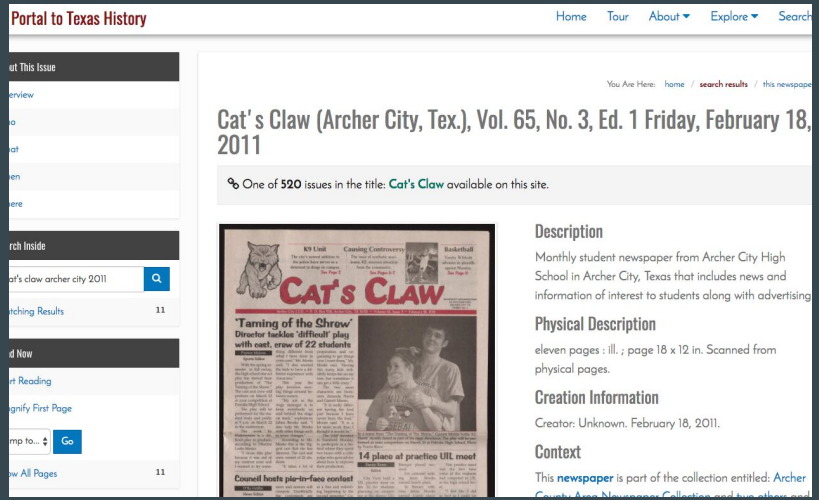
Body & Navigation

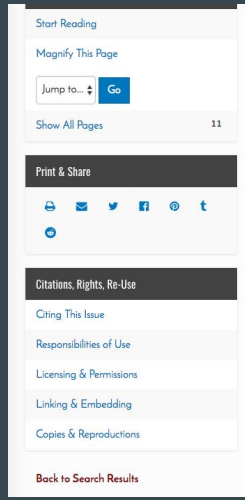
- 1st Iteration: Fixed sidebar, regardless of scroll position
- 100% browser window width of content
- Collapsable/pinned sidebar for massive single-column view of content
- Collapsable sections in sidebars possible

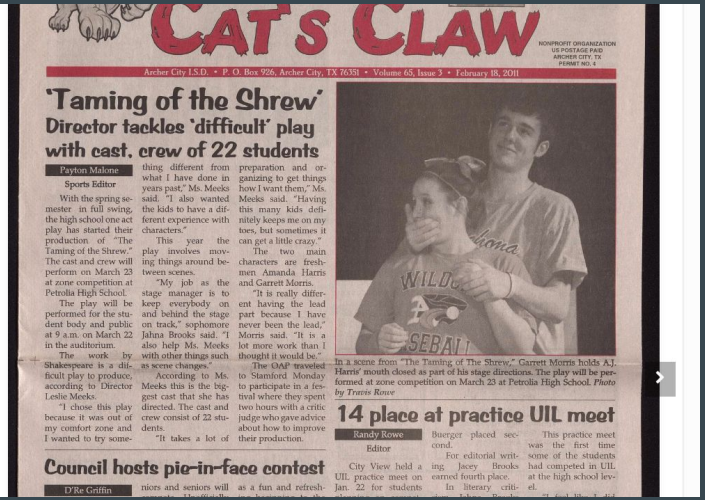


Body & Navigation

- User Comments: “Images too big on wide monitors due to infinite expansion
- 2nd iteration: Dropped fixed sidebar, set max-width for body based on common device resolutions
- No real usage of pinned sidebar - dropped
- Sidebars panels now always open.



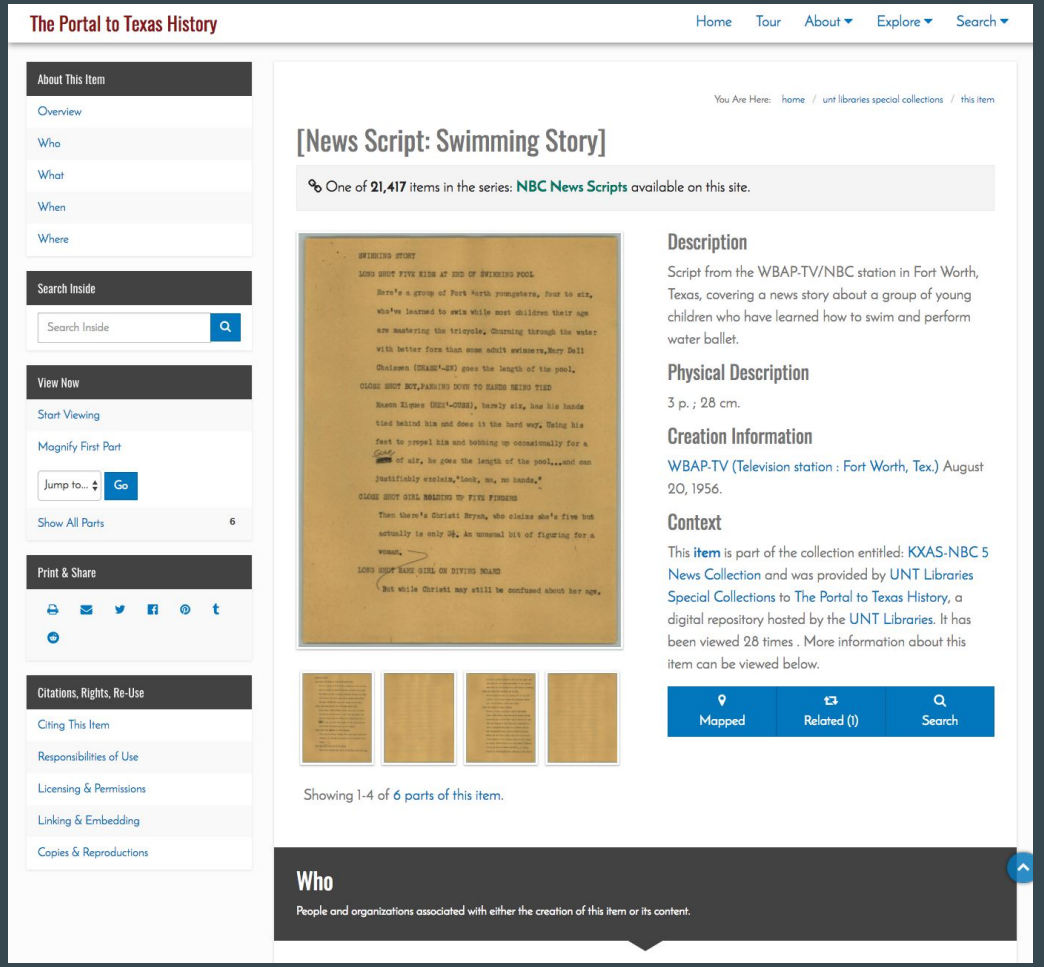




Objects - Context

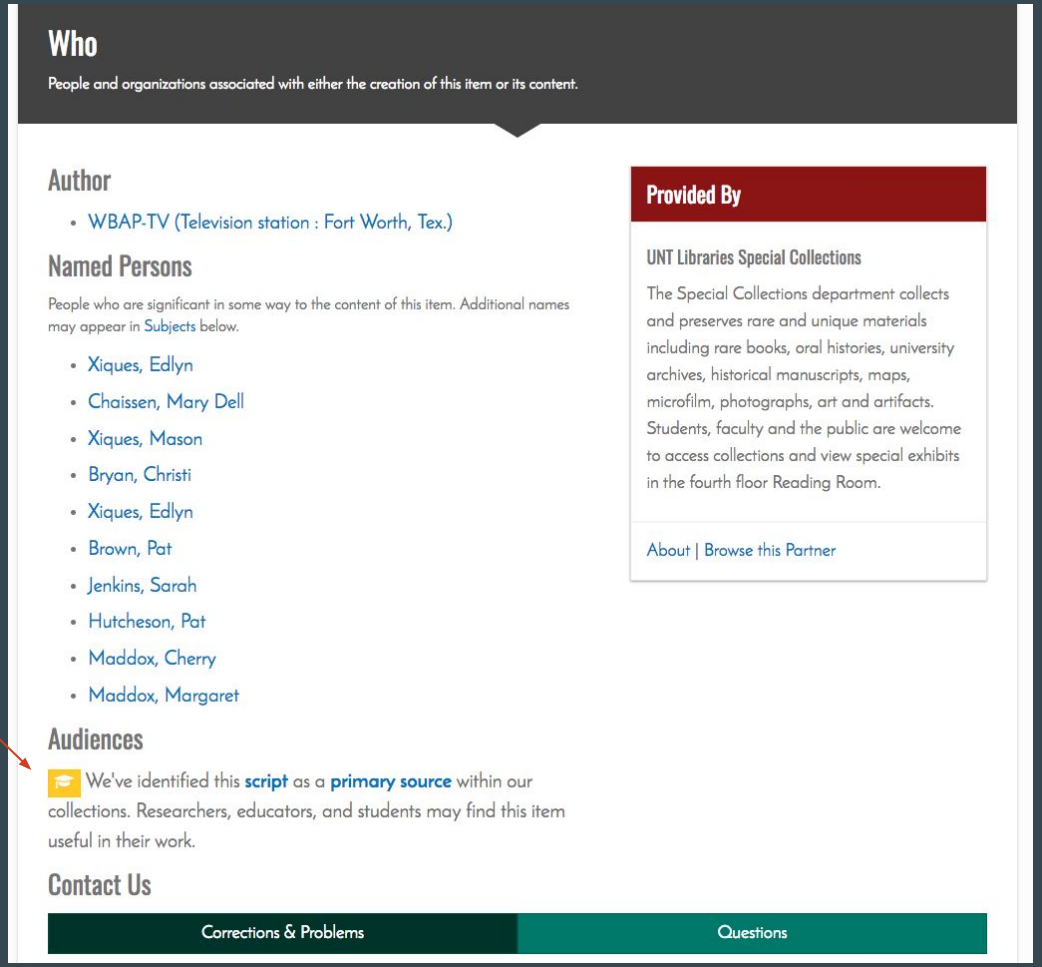
Reminder: Top landing page

- Grounding via breadcrumbs
- “Short record” metadata
- Series relationships
- Visually demonstrate size / type / files associated with object
- Context statement about object, UNT, partners
- Navigation Aids



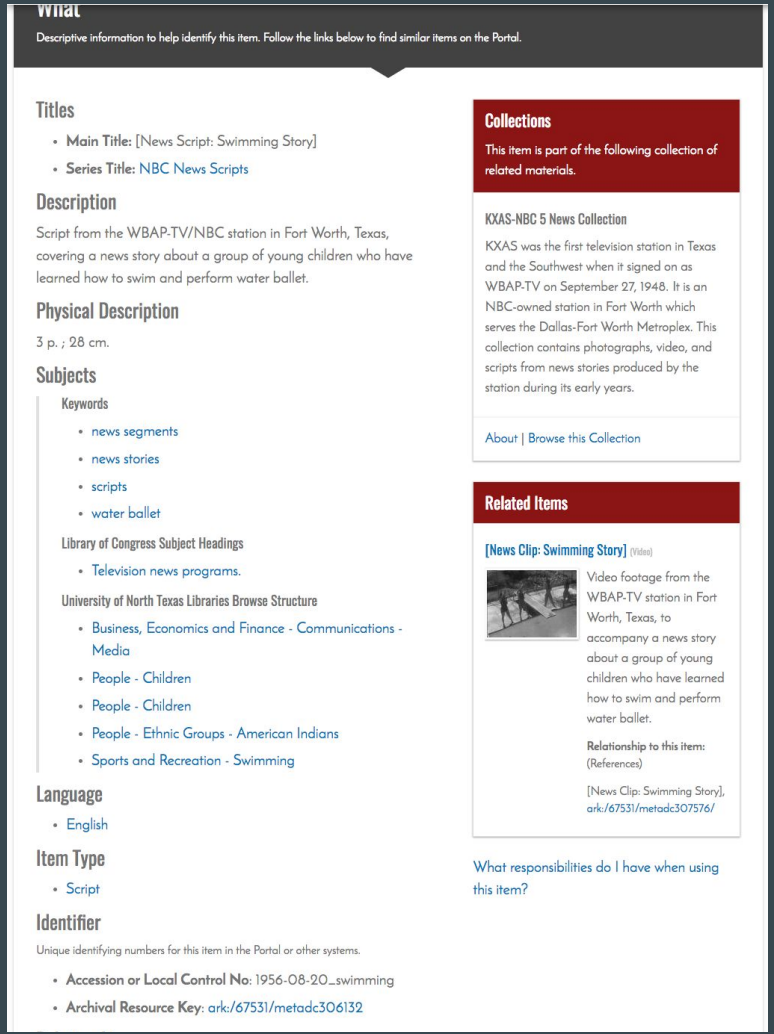
Who

- Creator, Contributor fields grouped by role
- Publishers and Rights Holders when known
- Subject: Named Persons
- Contributing Partner
- If primary source: Note for students
- Pointers to feedback form



What

- Titles
- Descriptions
- Subjects
- Languages
- Item Type
- Identifiers
- Language
- Collections the item is a part of
- Related Items (with embedded info)



What

Descriptive information to help identify this item. Follow the links below to find similar items on the Portal.

Titles

- **Main Title:** [News Script: Swimming Story]
- **Series Title:** NBC News Scripts

Description

Script from the WBAP-TV/NBC station in Fort Worth, Texas, covering a news story about a group of young children who have learned how to swim and perform water ballet.

Physical Description

3 p. ; 28 cm.

Subjects

Keywords

- news segments
- news stories
- scripts
- water ballet

Library of Congress Subject Headings

- Television news programs.

University of North Texas Libraries Browse Structure

- Business, Economics and Finance - Communications - Media
- People - Children
- People - Children
- People - Ethnic Groups - American Indians
- Sports and Recreation - Swimming

Language

- English

Item Type

- Script

Identifier

Unique identifying numbers for this item in the Portal or other systems.

- **Accession or Local Control No:** 1956-08-20_swimming
- **Archival Resource Key:** ark:/67531/metadc306132

Collections

This item is part of the following collection of related materials.

KXAS-NBC 5 News Collection

KXAS was the first television station in Texas and the Southwest when it signed on as WBAP-TV on September 27, 1948. It is an NBC-owned station in Fort Worth which serves the Dallas-Fort Worth Metroplex. This collection contains photographs, video, and scripts from news stories produced by the station during its early years.

About | Browse this Collection

Related Items

[News Clip: Swimming Story] (Video)

Video footage from the WBAP-TV station in Fort Worth, Texas, to accompany a news story about a group of young children who have learned how to swim and perform water ballet.

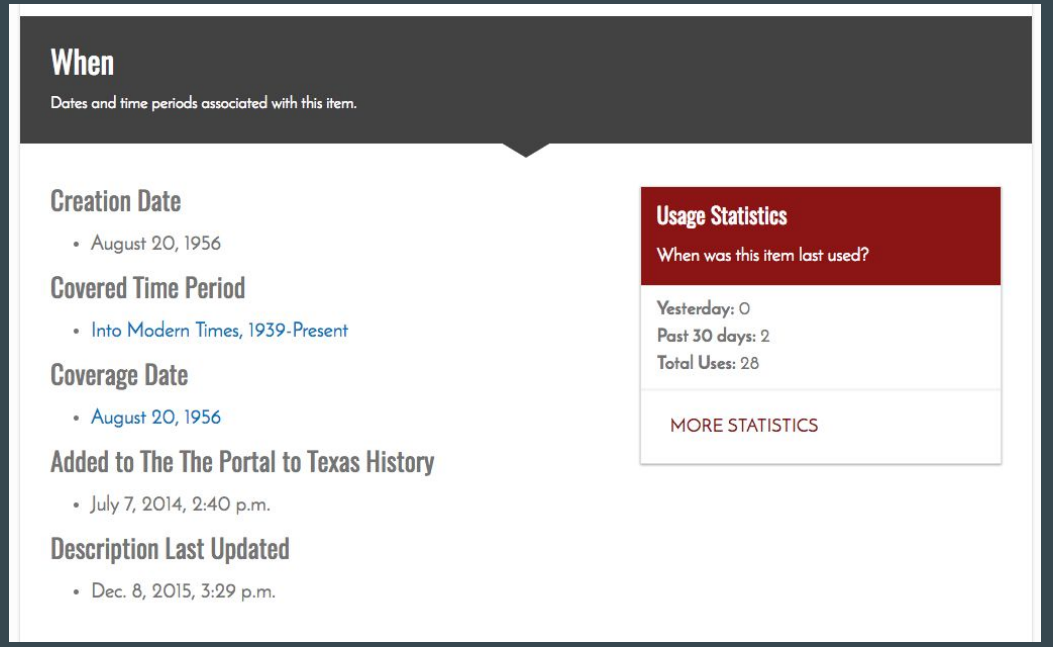
Relationship to this item: (References)

[News Clip: Swimming Story], ark:/67531/metadc307576/

What responsibilities do I have when using this item?

When

- Date-related fields
- Added / Updated Record
- Usage Statistics



Where

- Coverage Places
- Geographic Coordinates
- Publication Place
- Rendered to Map with TX county overlays

Where

Geographical information about where this map originated or about its content.

Place Name

- United States - Texas - Brewster County

Boundaries

- N:29.205577, E:-102.790283, S: 29.077453, W:-102.936595

Coordinates

- 29.141515, -102.863439

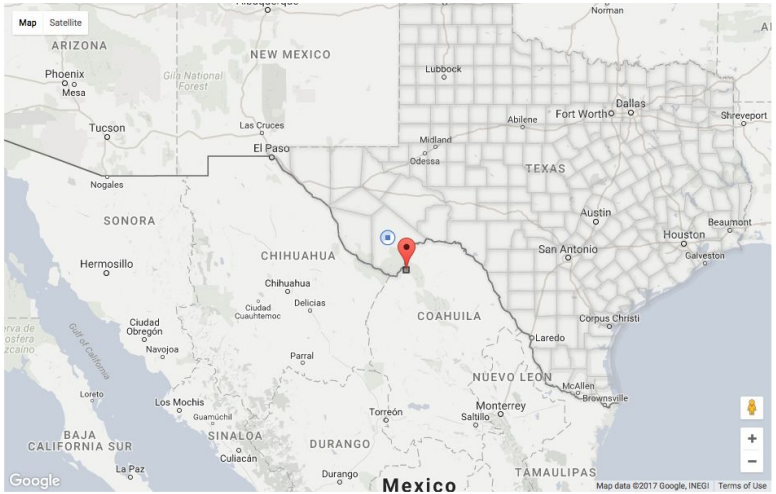
Publication Place

- Washington D.C. (United States. Bureau of the Census.)

Map Information

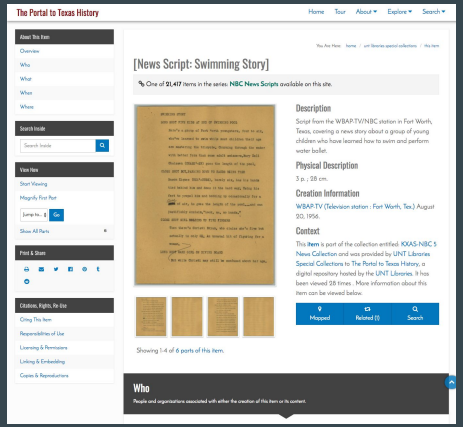
- Precise Place Name coordinates added by our staff.
- Place Name boundaries noted by our staff.
- Automatically generated Place Name coordinates.
- Automatically generated Publication Place coordinates.
- Repositioning map may be required for optimal printing.

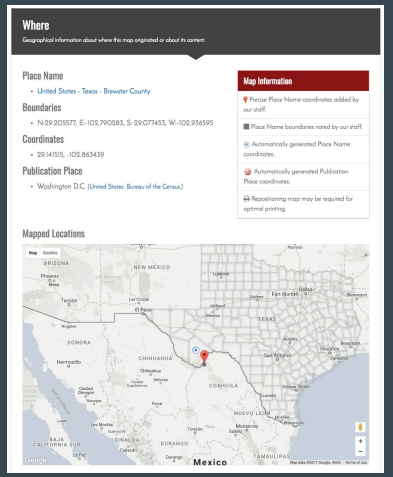
Mapped Locations

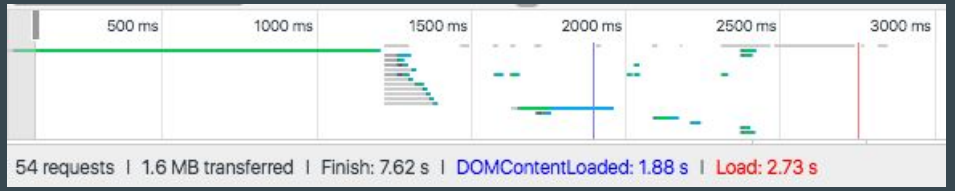


Performance

- ~1.5MB uncached download
- ~50 Requests
- Progressive load of content below scroll line



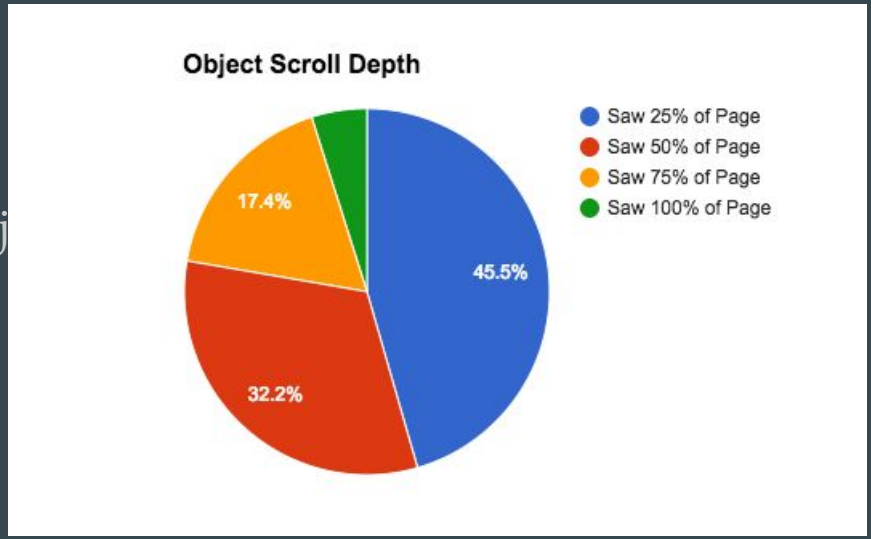




Other Metrics

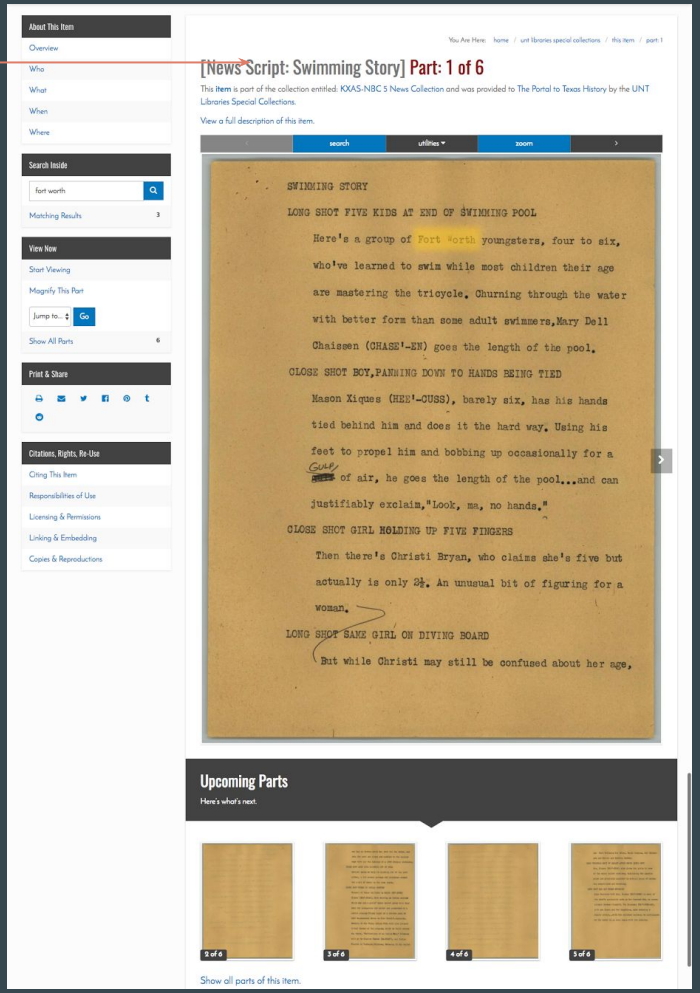
Since switch:

- 325K downloads of images
- 282K clicks on preview thumbnails to obj pages
- 96K clicks on breadcrumbs
- 370K “search inside” from sidebar
- 9K social media shares (top level object page)



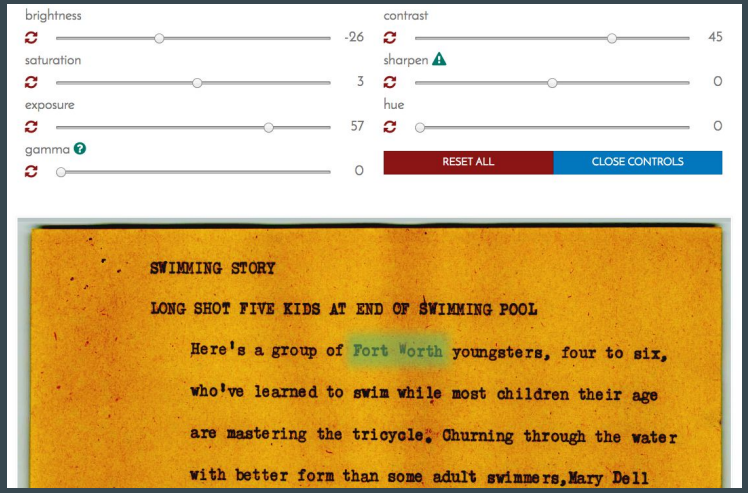
Inside Objects

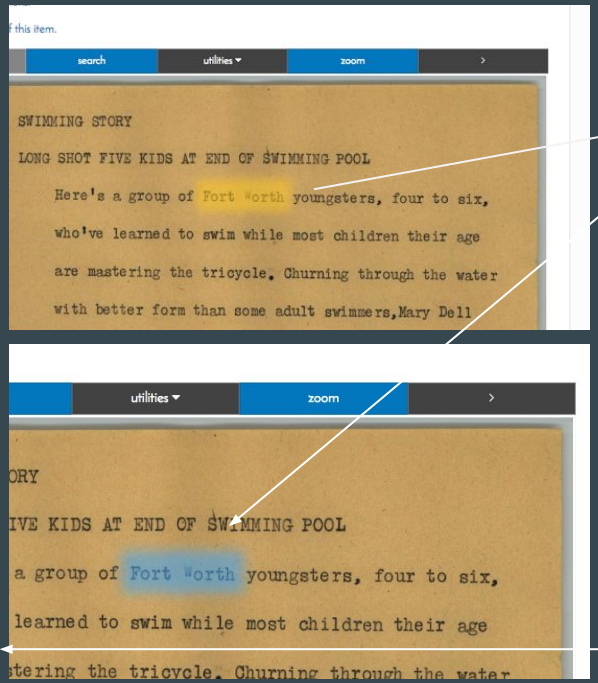
- Variants to Page Titles for SEO
- Minimal context for user landing here
- Indicate location in sequence w/ upcoming sequences
- Highlighting



Tools

- Alter Highlighting Color
- Adjust Contrast, etc.
- Download Sizes
- View OCR text

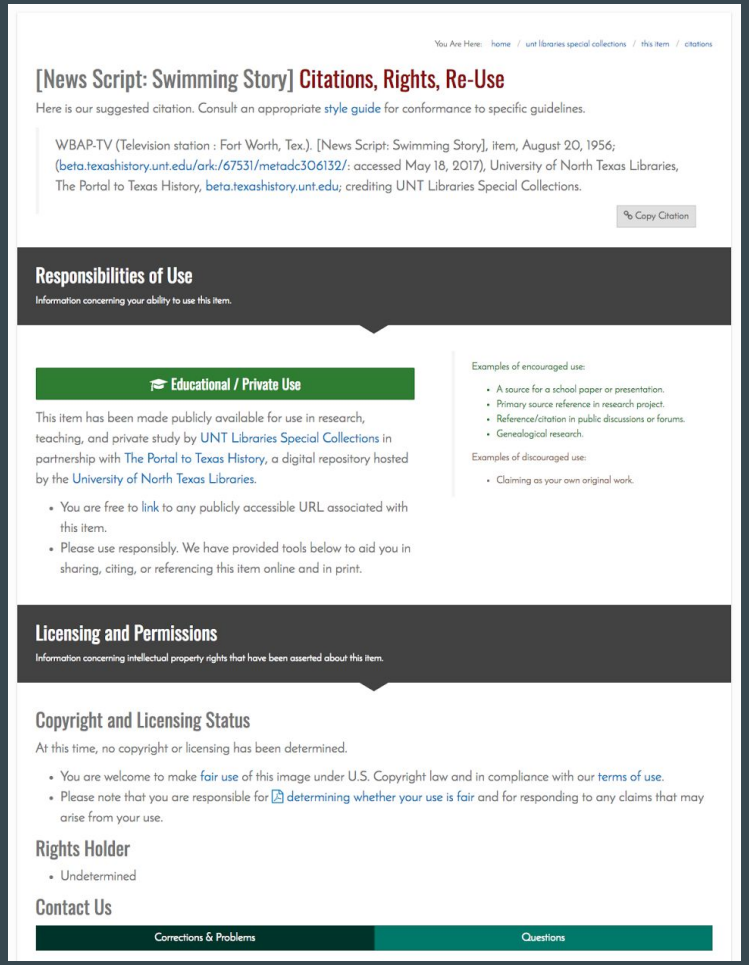




Via Canvas (caman.js), heavy browser penalty

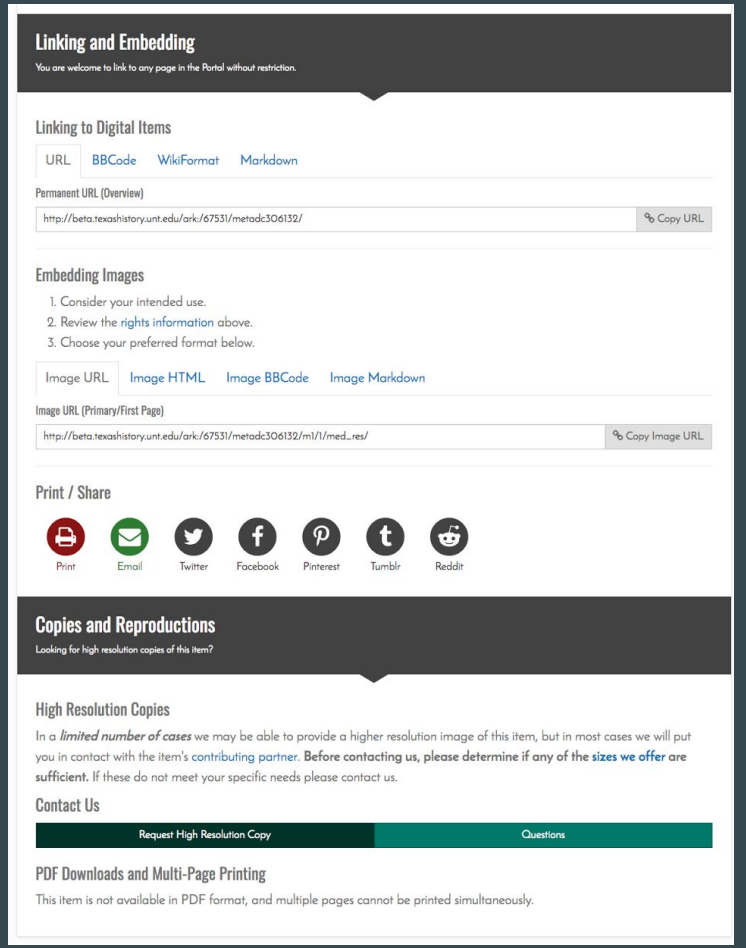
Citations & Reuse

- Provide preferred citation style
- Educate user on copyright restrictions, and licensing.
- Provide examples of acceptable use



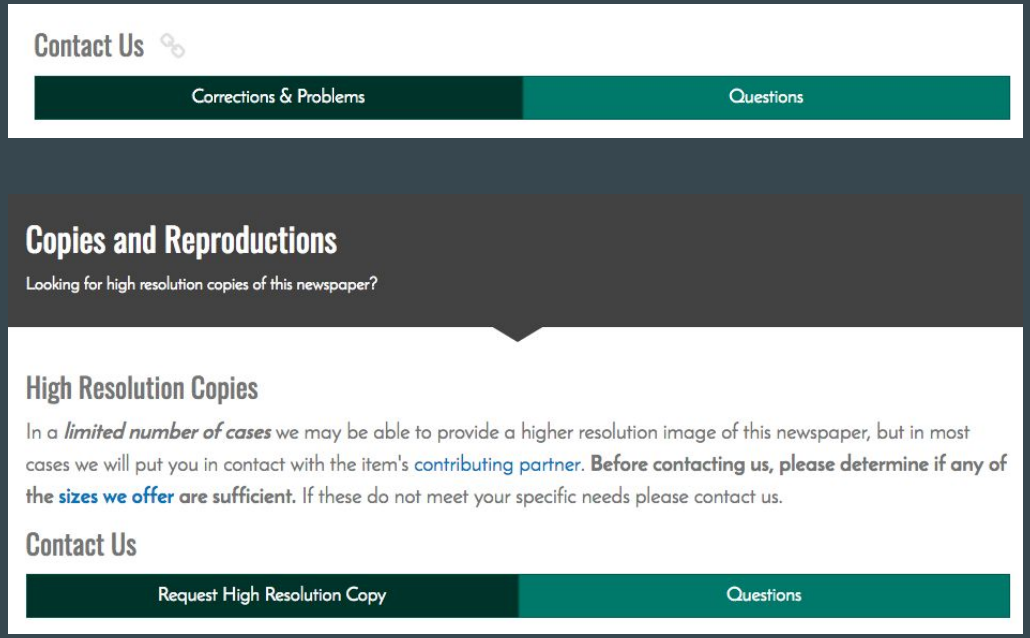
Citations & Reuse

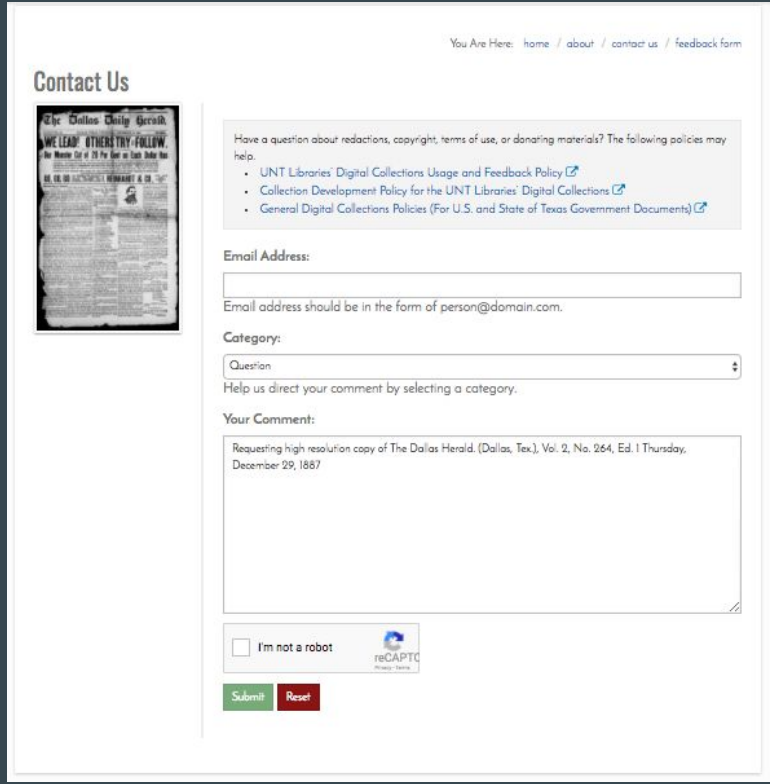
- Provide code for embedding on other sites
- Buttons for social sharing
- Info on High-resolution copies and PDFs



Contact Us

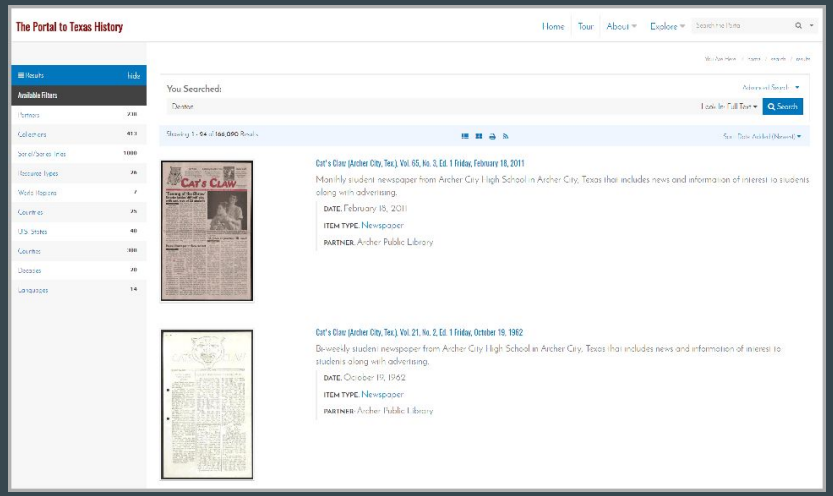
Huge surge in feedback / requests.

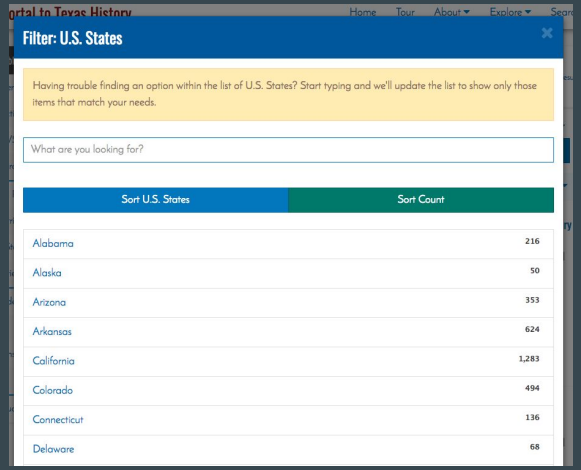




Search

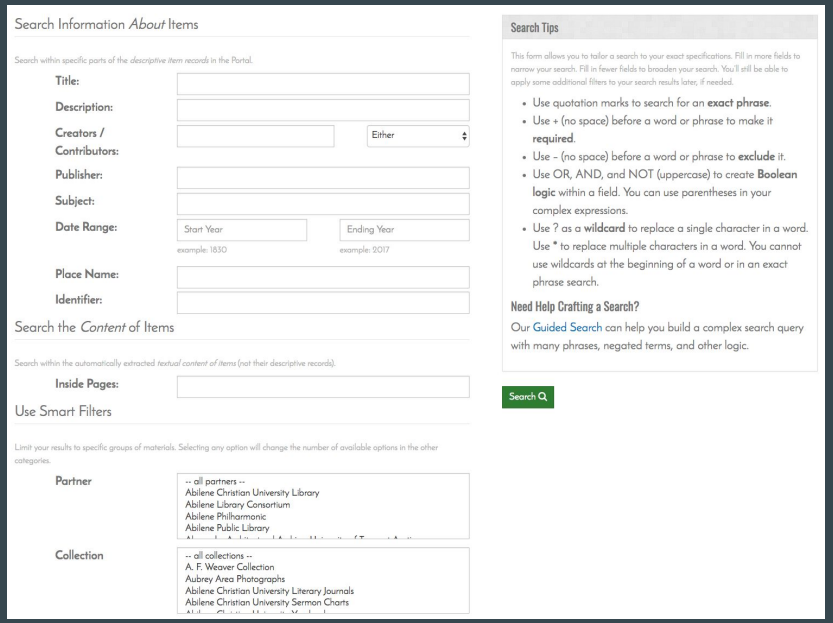
- Larger Thumbnails
- More results per page
- Facets open in overlay
  - All values available
  - Single column for easier scanning
  - Sortable by name or count
  - Autocomplete searchable

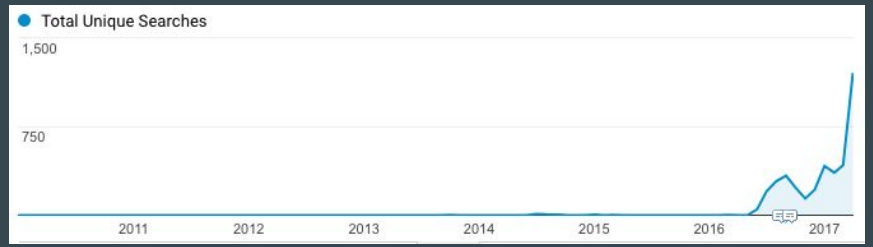




Search (cont)

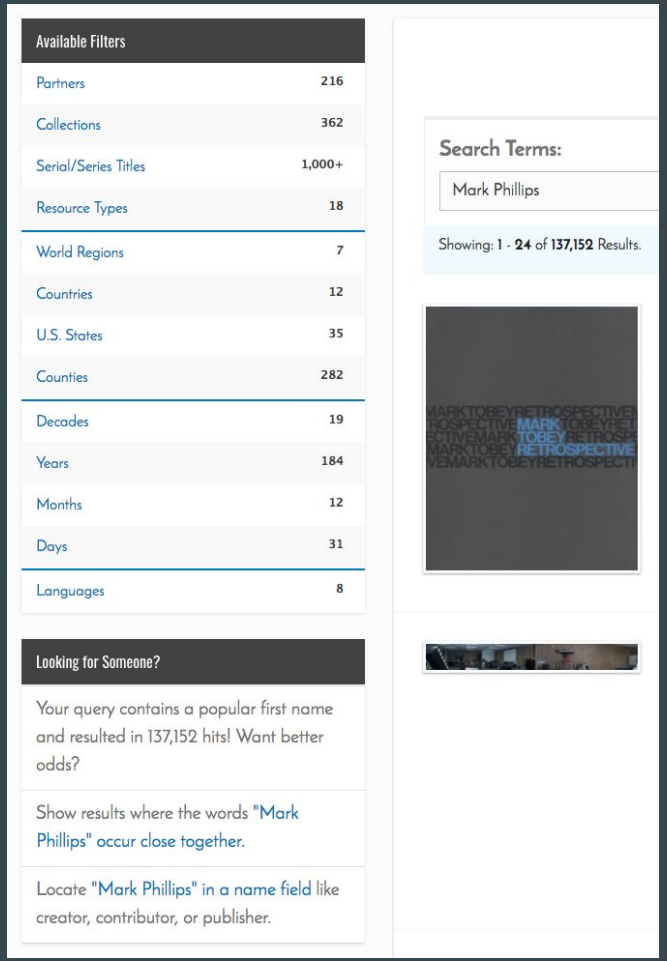
- Field-based Advanced Search
- Proximity Search





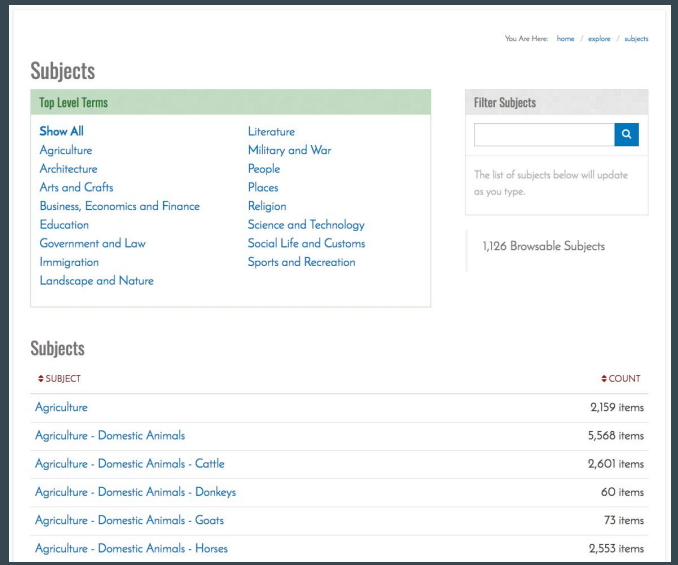
Search - 2nd Iteration

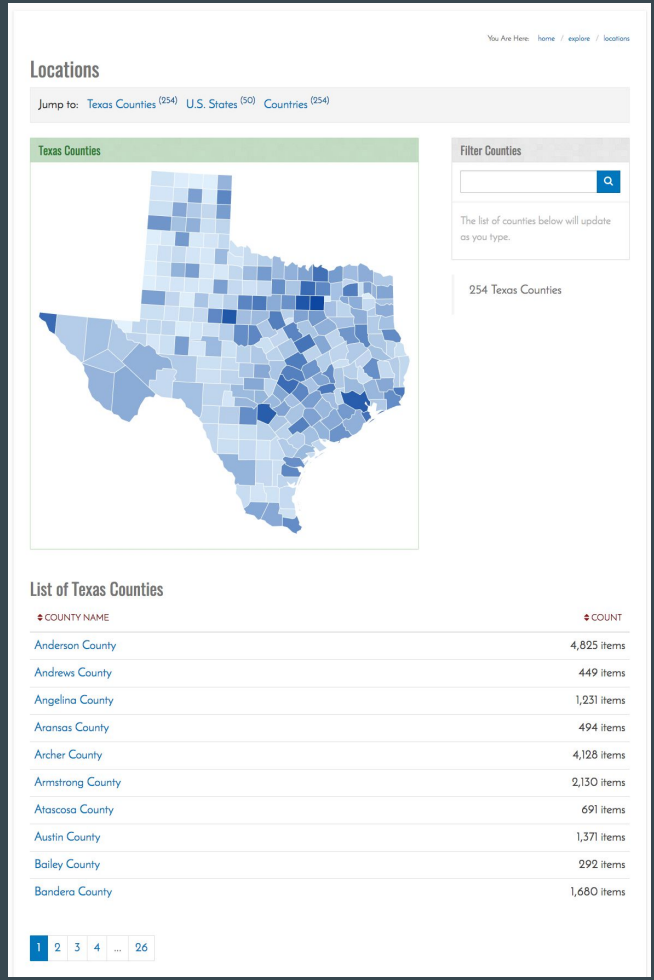
- Reorganized Facets
- Don’t require users to traverse facet hierarchies (Decade -> Year -> Month -> Day)
- Included check for first names using census data. Steer user to proximity searches



Exploring

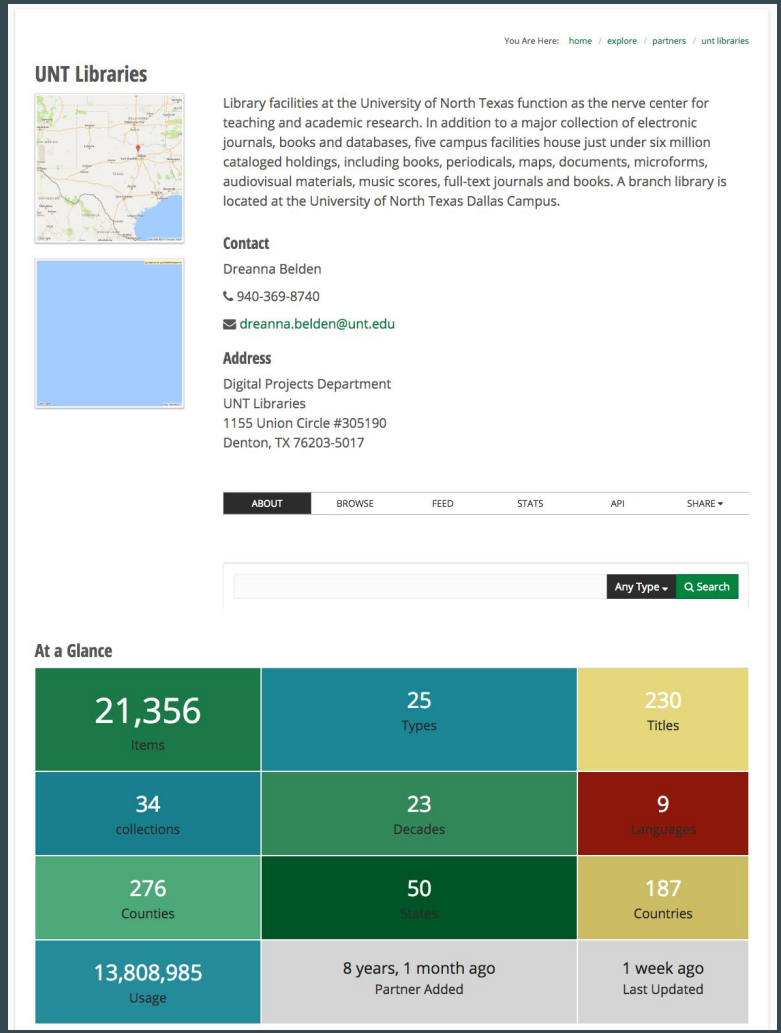
- Real-time Searchable Lists / Maps
- Sortable Lists

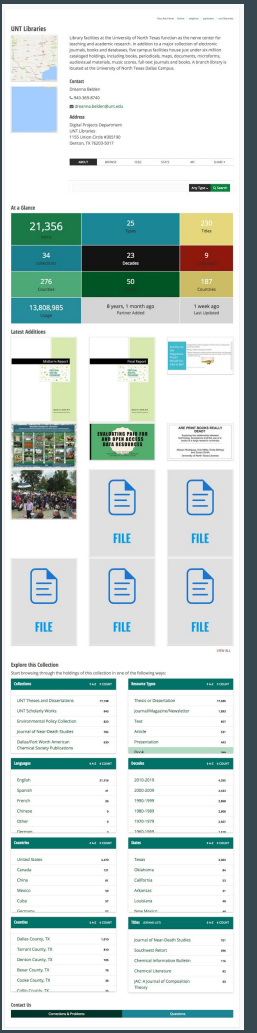




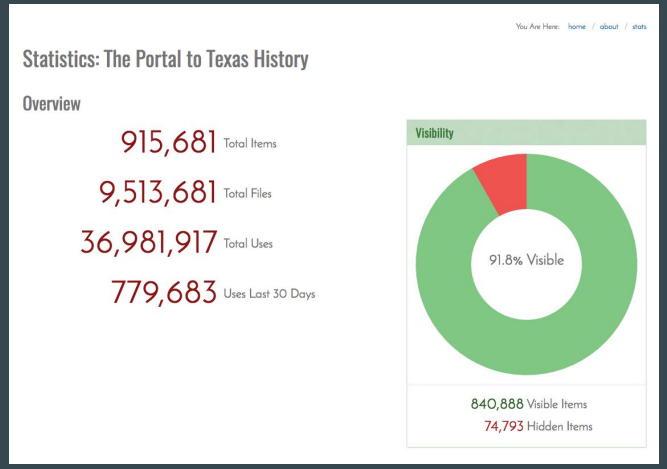
Exploring Partners / Collections

- Overviews / Stats
- Searchable
- Latest additions
- Browse by item type, titles, etc.

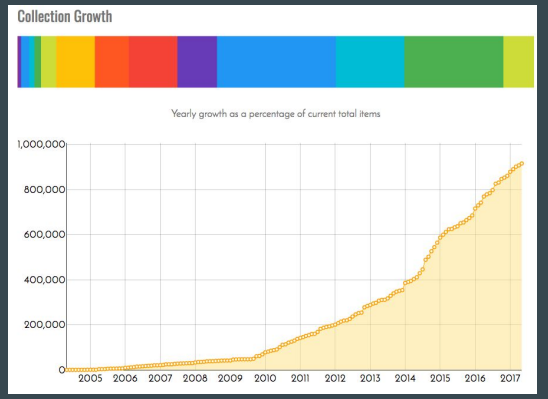




System Stats



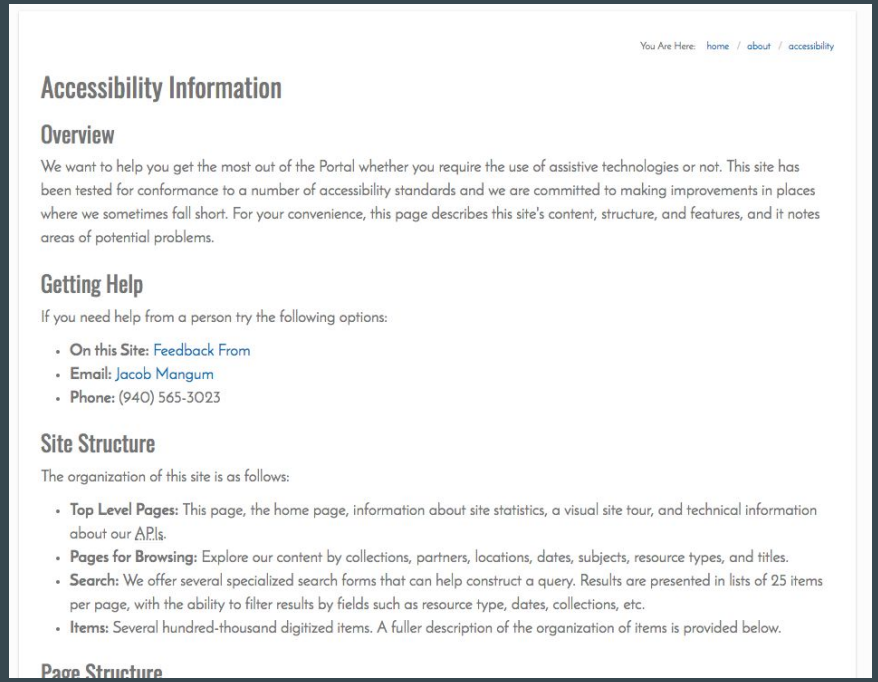
Year	January	February	March	April	May	June	July	August	September	October	Novemb
2017	737,323	665,750	682,166	753,962	439,764						
2016	562,182	570,642	592,139	572,644	552,651	535,687	515,784	562,485	570,866	584,116	559,625
2015	610,495	636,457	542,986	533,163	647,835	485,330	472,835	496,632	658,493	592,909	528,048
2014	506,252	483,064	473,017	479,624	543,967	522,287	902,097	462,624	483,370	634,007	482,792
2013	492,116	487,696	568,222	570,738	507,683	480,618	535,051	597,474	567,968	485,346	592,682
2012	268,704	266,320	275,395	281,556	300,698	311,250	336,397	329,023	311,750	390,110	408,369
2011	116,398	114,725	109,243	129,659	122,038	135,553	147,172	157,068	171,787	190,046	209,417
2010	81,410	72,908	86,253	71,105	111,223	70,888	96,092	99,778	95,947	94,215	135,654
2009	0	0	0	0	0	17,692	57,967	27,072	56,286	94,454	147,640



- Available at system, collection, partner, and object level
- D3.js

Accessibility

- ARIA roles / states / relationships
- Semantic HTML
- Navigable via keyboard
- Accessibility page ‘talks’ to users rather than checking off legal standards
- Most pages validate WCAG AA - inform users where we fall short



You Are Here: home / about / accessibility

Accessibility Information

Overview

We want to help you get the most out of the Portal whether you require the use of assistive technologies or not. This site has been tested for conformance to a number of accessibility standards and we are committed to making improvements in places where we sometimes fall short. For your convenience, this page describes this site's content, structure, and features, and it notes areas of potential problems.

Getting Help

If you need help from a person try the following options:

- **On this Site:** Feedback From
- **Email:** Jacob Mangum
- **Phone:** (940) 565-3023

Site Structure

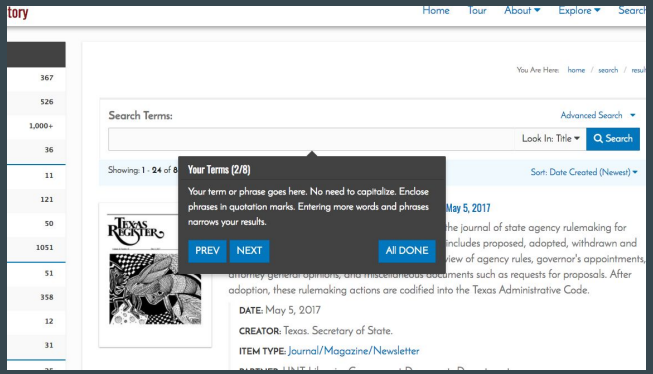
The organization of this site is as follows:

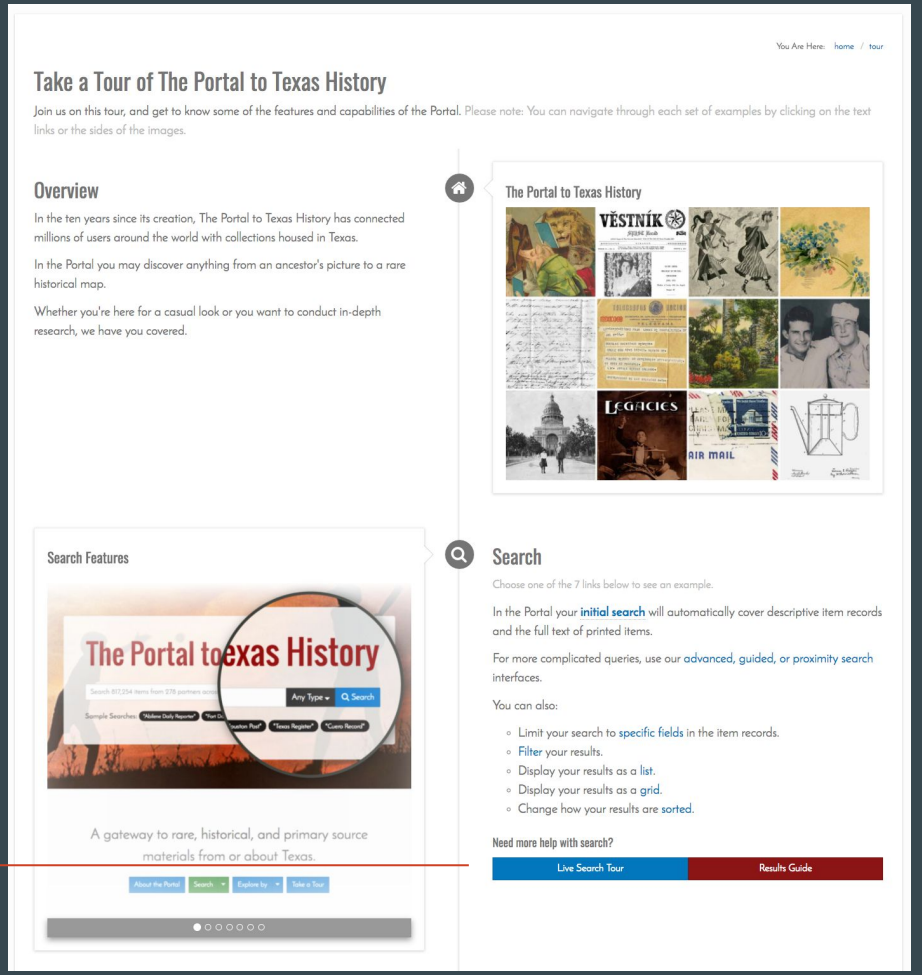
- **Top Level Pages:** This page, the home page, information about site statistics, a visual site tour, and technical information about our APIs.
- **Pages for Browsing:** Explore our content by collections, partners, locations, dates, subjects, resource types, and titles.
- **Search:** We offer several specialized search forms that can help construct a query. Results are presented in lists of 25 items per page, with the ability to filter results by fields such as resource type, dates, collections, etc.
- **Items:** Several hundred-thousand digitized items. A fuller description of the organization of items is provided below.

Page Structure

Tours

- Visual overview of site features
- Experiment with inline tutorials





Tour Usage Considered

Tour Users

tour users	Sessions	Pageviews
	4,553 % of Total: 0.27% (1,699,715)	152,199 % of Total: 1.11% (13,680,035)

Session Duration	Sessions	Pageviews
0-10 seconds	211	269
11-30 seconds	125	293
31-60 seconds	253	798
61-180 seconds	634	3,431
181-600 seconds	977	12,237
601-1800 seconds	1,066	35,211
1801+ seconds	1,005	99,965

Non Tour Users

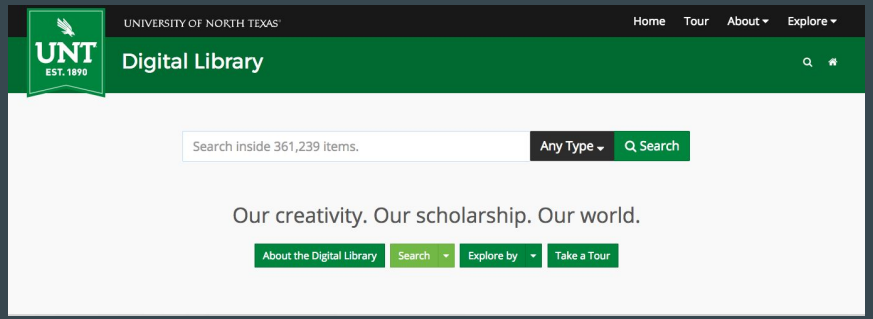
non tour users	Sessions	Pageviews
	1,699,534 % of Total: 99.99% (1,699,715)	13,679,837 % of Total: 100.00% (13,680,035)

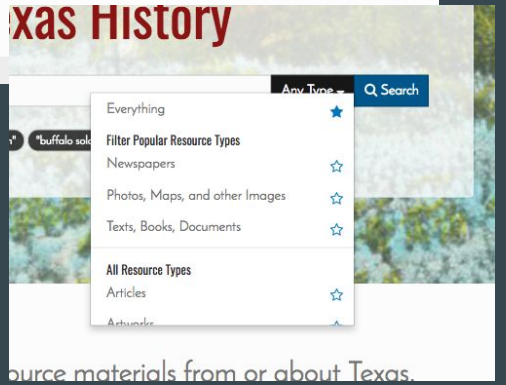
Session Duration	Sessions	Pageviews
0-10 seconds	929,983	960,382
11-30 seconds	92,613	215,219
31-60 seconds	98,543	297,323
61-180 seconds	183,719	901,853
181-600 seconds	186,950	1,942,422
601-1800 seconds	133,895	3,542,286
1801+ seconds	73,217	5,820,390

Users that have interacted with the tour page seem to spend more time on the site.

Homepage

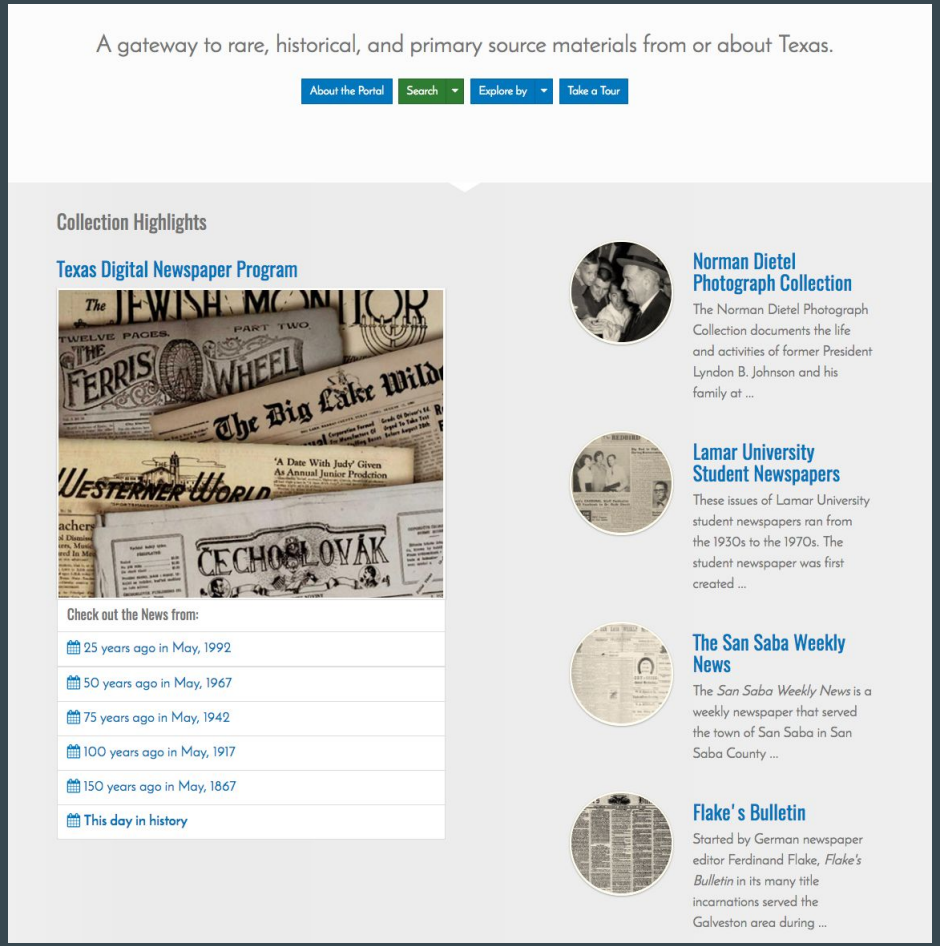
- Search is primary function
- Sample searches for new users
- Set default option for type limiter
- Stakeholders vote on random header images every few months





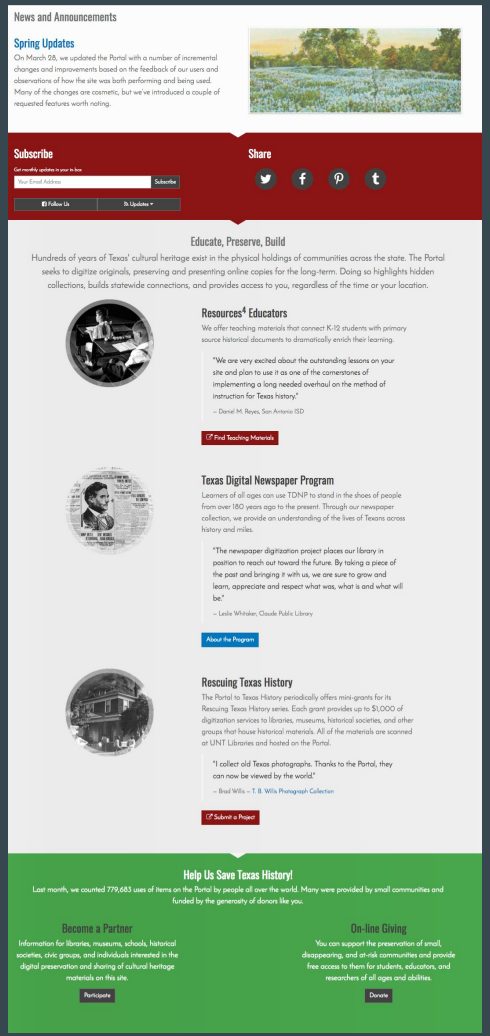
Homepage (cont)

- Highlight Digital Newspapers Program
- Content from this day / month in history
- Random partners and collections



Homepage (cont)

- Share news from our blog
- Sign up users to email newsletter, facebook page
- Share to social networks
- Note educational outreach and rescuing history grants
- Inform institutions on how to become a partner
- Solicit donations



The Future

What comes next?

- A/B testing of site features / page elements
- Interviews, testing with real users on their devices. Eye tracking!?
- Saved / favorited: searches / objects
- Captioning and transcriptions for A/V materials
- Improve page load response times
- Integrating IIIF based interfaces into sites

Questions

...