How were digital libraries evaluated? *

Tefko Saracevic, PhD
School of Communication, Information and Library Studies
Rutgers University
New Brunswick, NJ USA
tefko@scils.rutgers.edu
http://www.scils.rutgers.edu/~tefko/

"Evaluating digital libraries is a bit like judging how successful is a marriage" (Marchionini, 2000)

Abstract

The purpose is to provide a critical synthesis of works on digital library evaluation that included data. Over 80 evaluation studies are analyzed as to evaluation: (1) constructs, (2) context, (3) criteria and (4) methods that were used. Approaches taken in evaluation studies are identified and described; a list of constructs is given as to entities or processes that were evaluated; context or approaches taken in evaluation are enumerated; numerous criteria used as a base of evaluation are classified; and finally the methodologies used are identified. Of the findings only one is generalized: many users have difficulties in using digital libraries; a "versus" hypothesis is proposed describing an adversarial relation between users and digital libraries. Evaluation of digital libraries is not widely practiced. The corpus in this analysis represents the majority of efforts in digital library evaluation that contain data. Conclusions, among others, speculate as to the reasons for a relatively low presence of evaluation in digital library research and practice.

1. Introduction

Digital libraries have a short history. While a discussion about digital libraries, under various names, started in the 1960s, it wasn't till the start or even mid of 1990s that the research, development and practice related to digital libraries really took off. The growth was phenomenal. In little over a decade thousands of digital libraries in a variety of forms were built globally and are functioning operationally, with more to come. Libweb, (a directory of libraries on the web maintained at University of California, Berkeley), currently lists over 7100 pages from libraries in over 115 countries. Hundreds of research projects were devoted to great many aspects of digital libraries in great many countries, and more are reported each year. Everything about digital libraries is explosive, except one thing: evaluation.

The literature on digital library evaluation can be divided in two distinct types: meta or "about" literature: works that suggest evaluation concepts, models, approaches, methodologies or discuss evaluation, but do not contain data object or "on" literature: works that report on actual evaluation and contain data; even data reporting is of two kinds: hard data or soft (sort-of) data (impressions).

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The objective of this report is to synthesize the literature on digital library evaluation that reports on actual evaluation and contains data, i.e. the object or "on" literature. The literature about evaluation is **not** covered here, even though many of these works are highly significant for framing and guiding evaluation.

2. Corpus

The literature that reports evaluation (with data) is not large, because there are not that many evaluation efforts around. The proceedings of the two major conferences on digital libraries, the European Conference on Digital Libraries (ECDL) and the Joint ACM/IEEE Conference on Digital libraries (JCDL), year in year out contain no more than 5% or so of papers or posters that have data pertaining to evaluation of whatever aspect of digital libraries. The overall research literature on digital libraries has even lesser percent devoted to evaluation containing data.

The meta or "about" literature is larger than the object or "on" literature, i.e. up to now there are more works that discuss evaluation then those that report evaluation. A historical parallel could be made: actual evaluation of information retrieval (IR) systems started in the early 1960s or a bit before; for more than a decade around that time there were great many more papers that talked about IR evaluation then reported results of evaluation.

The bibliography here contains 80 items, including a book with several reports. These were selected from a much larger corpus of digital library literature, arrived at after exhaustive searches of many sources and from experience. The criteria for selection were: 1. the work should directly address a digital library or a process related to digital libraries and 2. the work should contain data in whatever form. This does not represent all of literature on digital library evaluation, but I believe that it is not far from the total corpus of reports on evaluation efforts. I estimate that the total corpus is not exceeding 100 reports; this includes a number of duplicate reports from the same project.

A major difficulty was establishing boundaries: what to include/exclude as to the first criterion? What falls under a "digital library?" Or even more difficult: What falls under a digital library process? For instance, where does IR evaluation stop and digital library evaluation start? If we broaden the criteria for processes to include evaluations that have implications for digital libraries but do not address digital libraries directly, e.g. many TREC reports or human information behavior studies, then the number of reports covered would be much larger.

3. Approach

The overview of evaluation reports is structured along the following aspects:

- Construct_for evaluation.
 What was evaluated? What was actually meant by a "digital library"? What elements (components, parts, processes...) were involved in evaluation?
- **Context** of evaluation selection of a goal, framework, viewpoint or level(s) of evaluation.
 - What was the basic approach or perspective? What was the level of evaluation? What was the objective(s)?

- Criteria reflecting performance as related to selected objectives.
 What parameters of performance were concentrate on? What dimension or characteristic were evaluate?
- Methodology for doing evaluation.
 What measures and measuring instruments were used? What samples? What procedures were used for data collection? For data analysis?
- Findings from evaluation studies
 Only a single generalization is provided.

4. Constructs

Constructs here refer to items under evaluation: What was evaluated? Two broad and distinct constructs can be recognized as a subject of evaluation:

a specific digital library as an entity

a specific process that is related to digital libraries but is not a part of any given entity.

4.1 Entities

The first construct encompasses three kinds of entities:

 Evaluation of digital libraries that have been specifically constructed as digital libraries in R&D projects. Examples are

Perseus – classics literature and objects. Perseus is the digital library that has been evaluated more than any other and over a longer period of time. It is highly successful. As far as I can determine Marchionini & Crane (1994) [57] were the first ever to report on an evaluation of a digital library. Other reports are [56] [57] [58] [80]

Water in the Earth System (WES) part of Digital Library for Earth System Education (DLESE). WES collection scope is water and users are primarily high school educators [52]

Envision –computer science literature [30]

ADEPT – Alexandria Digital Earth Prototype – geo-referenced resources for undergraduate education [17] [18] [37]

DeLIver – journal articles from scientific and technical journals [7] [8] [9] National Gallery of the Spoken Word (NSGW) [73]

MICeval – Moving Images Collection evaluation - online catalog of moving images held by a variety of organizations [72]

Making of America prototype – 19th century journals and monographs [53]

• Evaluation of some aspect of operational digital libraries. Examples are:

New Zealand Digital Library (NZDL) focusing on Computer Science Technical Reports [45]

ARTEMIS digital library – science materials for students grade 6 to 12 [1] Internet Public Library – digital reference questions [21]

Comprehensive Access to Printed Materials (CAMP), Johns Hopkins University – browsing of off-site collection [23]

UK National Electronic Library for Health (NeLH) – focused on a large hospital [2]

Mann Library Gateway, Cornell University – web access interface [67]

Evaluation of multiple digital libraries. Examples are:

Project SOUP, Cornell University – six digital collections in museums and libraries [43]

Middlesex University – six general digital libraries accessing journals and articles [12]

Glaringly missing from this list are evaluations of operational digital libraries in institutions, i.e. as instituted in academic libraries, museums, national libraries, public libraries and the like. Considerable amounts of statistics are being collected about these libraries, but as yet they have not been a subject of evaluation. As to evaluation, institutional digital libraries are a terra incognita. Yet, there are thousands of them. Similarly missing from evaluation are commercial products for digital libraries. A number of companies are offering digital library software and services; they have not been a subject of evaluation, other than commercial comparisons.

4.2 Processes

A variety of processes related to digital libraries have been evaluated without a reference to a specific library. They are difficult to generalize. Here is a relatively arbitrary classification:

- Evaluation of various representations for use in digital libraries, e.g.:
 noun phrasing in medical digital libraries [75]
 context-based representation for medical literature [68]
 extraction of keyphrases in digital libraries [46]
- Evaluation of various tools, e.g. evaluation of: generation of links [59] searching of digital video [78] user-cantered interface [4]

image retrieval method [35] load balancing on servers [47]

- Evaluation of various services, e.g. recommender system for digital library [39] digital reference service [77]
- Evaluation of an evaluation scheme [31]
- Studies of user behavior in connection with digital libraries or services, e.g.:

usage patterns of service logs [15]
perception of quality in digital libraries by educators [74]
work patterns of experts for development of tools for a digital library [33]
user preferences in searching full text databases [66]
information seeking in hypermedia digital libraries [70]

Inclusion of the last group of studies, i.e. studies that involve users and use raises a question of the border of digital library evaluation studies. To what extend are user studies also evaluation studies? To what extend are studies of specific user behavior in digital libraries also evaluation studies? Or studies on how people use systems? Clearly, some of these studies are directly related to evaluation (e.g. when examining difficulties or barriers), but other more general user studies are evaluation by implication only.

5. Context

By context is meant the general framework of evaluation, including approach, orientation, level and objectives. Digital libraries are complex social, institutional and technical systems. No evaluation can possibly address all of these aspects together. Thus, different approaches have been used for different evaluation goals.

I am concentrating here on identifying different approaches applied and presenting them in descending order of use in a number of studies:

- Systems-centered approach: widely used. Involves study of some aspect of performance. Includes assessing effectiveness and/or efficiency of some feature or some specific design or some technological component. Applied in a number of studies with results that may inform specific choices in design or operations.
- Human-centered approach: also widely used. Involves study of behavior in respect
 to given information needs, such as information seeking, browsing, searching or
 performance in completion of given tasks, either predetermined or observed in
 natural settings. Used in a number of studies that illuminated human behavior,
 requirements, needs, or difficulties encountered. Provides implications for design, but
 indirectly rather than directly.
- **Usability-centered approach:** Involves assessment of different features, particularly in respect to portals, by users. It is a bridge between systems- and human-centered approaches. Used in several studies with mixed, or self-evident results.
- Ethnographic approach: Involves study of life-ways, culture and customs in a digital library environment. Also involves study of impact of a digital library on a given community. Applied successfully in a few studies, with illuminating results, particularly as to impact.
- Anthropological approach: Involves study of different stakeholders or communities
 and their cultures in relation to a given digital library. Applied in one study with
 interesting results illuminating barriers between stakeholder communities.
- Sociological approach: Involves assessment of situated action or user communities in social setting of a digital library. Applied in one study with disappointing results.
- **Economic approach:** Involves study of costs, cost benefits, economic values and impacts. Strangely, it was applied at the outset of digital library history (e.g. project PEAK) but now the approach is not really present at all.

The levels of evaluations varied from micro-evaluation of given features to macro evaluation of the impact of a digital library on a field. An example of first level is evaluation of different speeds for recognition of image surrogates [78] and the latter level is the evaluation of the impact of Perseus on education in the field of classics, and the field itself [58].

Every evaluation is also temporal. Some evaluations had a very pronounced temporal component, particularly in relation to evaluation of given technological features. With technological advances such components become obsolete fast, thus evaluations become obsolete as well. For instance, evaluations of access speeds and problems became irrelevant with broadband access. But some evaluations have also been longitudinal in respect to time. The best, if not the only, example of a longitudinal study was the evaluation of Perseus.

6. Criteria

Criteria refer to chosen standard(s) to judge things by. Criteria are then used to develop measures. (To define the differences by examples: time is a criterion, minute is a measure, and watch is a measuring instrument; relevance is a criterion, precision and recall are measures, and human relevance judgment is a measuring instrument). The importance of criteria follows from this truism: there can be no evaluation without explicitly or implicitly having some criterion or criteria first.

Since 1950's evaluation of IR systems uses relevance as the basic criterion for evaluation. Libraries use a variety of (more or less) standardized criteria for evaluation of components, such as a collection, or services, such as reference. Digital library efforts have not as yet developed anything similar as to evaluation criteria. There is nothing like relevance to be a basic criterion, there are no more or less standardized criteria for digital library evaluation. Several efforts that are devoted to developing digital library metrics have not produced, as yet, generalizable and accepted metrics, some of which may be used for evaluation. Thus, evaluators have chosen their own evaluation criteria as they went along. As a result, criteria for digital library evaluation fluctuate widely from effort to effort.

A summary of most often used criteria follows.

6.1 Usability

Usability has been used widely in digital library evaluation, but there is no uniform definition of what does it cover in digital library context. Usability is a very general criterion that covers a lot of ground and includes many specific criteria – it is a meta term. ISO defines usability "as the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use." This was pretty much the umbrella under which usability was used in digital library evaluation.

Here is a list of specific usability criteria applied in various studies:

• **Content** (of a portal or site)

accessibly, availability clarity (as presented) complexity (organization, structure) informativeness transparency understanding, effort to understand adequacy coverage, overlap, quality, accuracy validity, reliability authority

 Process – carrying out tasks such as search, navigate, browse, find, evaluate or obtain a resource etc.

> learnability to carry out effort/time to carry out convenience, ease of use lostness (confusion)

support for carrying out completion (achievement of task) interpretation difficulty sureness in results error rate

Format

attractiveness sustaining efforts consistency representation of labels (how well are concepts represented?) communicativeness of messages

Overall assessment

satisfaction success relevance, usefulness of results impact, value quality of experience barriers, irritability preferences learning

6.2 Systems features

As digital libraries are systems, many traditional systems evaluation criteria were used. Some pertain to performance of technology others to performance of given processes or algorithms using technology.

Technology performance

response time processing time, speed capacity, load

Process/algorithm performance

relevance (of obtained results)
clustering
similarity
functionality
flexibility
comparison with human performance
error rate

optimization
logical decisions
path length
clickthroughs
retrieval time

Overall system

maintainability scalability interoperability sharability costs

6.3 Usage

A number of studies concentrated on use of a digital library, considering this as evaluation. Usage in itself is a criterion involving studies of:

- usage patterns
- use of materials
- usage statistics
- who uses what, when
- for what reasons/decisions

6.4 Ethnographic and other criteria

Several ethnographic and anthropological studies used criteria derived from those fields. Among others, these involve determination of conceptions and misconceptions in and between different groups, their practices and environments, their culture, their language and frames of reference, priorities, learning, impacts and similar aspects that provide comparative evaluation in a broader context of a digital library.

The most illuminating studies using these criteria and methods addressed impact of a digital library in a given field (such as the already mentioned evaluation of Perseus) or in a given environment (such as a hospital).

7. Methodology

The range of methods used in digital library evaluations is wide. It would be hard to find a scholarly evaluation method that was not used. Here is one: historical method was not used so far.

A number of evaluation studies involved several methods. Here is an inventory in approximate order of number of application:

surveys, including direct questionnaires and online surveys

- structured interviews
- focus groups
- observations
- task accomplishment
- think aloud
- case studies
- transaction log analyses
- experimentation
- records analysis
- usage analysis
- documents, meeting, communication analysis (anthropology)
- economic analysis

Digital libraries are complex entities, as mentioned. Thus, many methods are appropriate. Each method has, by definition, certain strengths and weaknesses. There is no one "best method" and there never will be one. Still in order to be able to derive some generalizations there will have to be some agreement and standardization of criteria and methods that are appropriate for given evaluation goals and contexts.

8. The versus hypothesis

In this report the emphasis was on synthesis of the constructs, context, criteria and methodologies found in studies evaluating digital libraries. Findings were not synthesized. Anyhow, generalizations of findings are hard to come by, if not even impossible, because of the disparity and great variety of all the other aspects in these studies. However, one finding can be generalized. Expressed in a number of ways this general finding stands out:

A number of studies reported various versions of the same result: users have many difficulties with digital libraries, such as:

- they usually do not fully understand them
- they hold different conception of a digital library from operators or designers
- they lack familiarity with the range of capabilities, content and interactions provided by a digital library.
- they often engage in blind alley interactions.

Perceptions of users and perceptions of designers and operators of a digital library are generally not very close. To use an analogy from a title of a popular book: Users are from Venus and digital libraries are from Mars. Questions about the relation can be raised:

is it users AND digital libraries? or users VERSUS digital libraries? Is there are firewall between digital libraries and their users as depicted in <u>Figure 1</u>?

user model of digital

what user
assumes
about
digital
library
digital
library:
assumes
about
assumes
about
digital
assumes
about

Figure 1. Assumptions of users and digital libraries about each other

This leads to the versus hypothesis:

in use, more often than not, digital library users and digital libraries are in an adversarial position.

The versus hypothesis does not apportion blame. It does not say that digital libraries are poorly designed, nor that that users are poorly prepared. It just says that the adversarial relation exist and as all hypotheses that it should be confirmed. A confirmation may find factors that may lead to lessening of the adversity. But then on the other hand, an adversarial relation may be a natural order of things.

9. Conclusions

This report provides an overview of works on digital library evaluation that included data. I tried to first analyze and then isolate (or even deconstruct) some 80 evaluation studies along the lines of: 1. construct that were evaluated; 2. context in which evaluation were conducted; 3. criteria that were chosen as a basis for evaluation, and 4. methods that were used.

Evaluation is not a wide or even growing activity in digital libraries. As a matter of fact, evaluation is more conspicuous by its absence or minimal presence in vast majority of works on digital libraries, in both research and practice; evaluation seems to be an exception rather than a rule. This is in stark opposition to research in IR, where evaluation is an absolute rule.

There have been many works, including my own, suggesting digital library evaluation concepts, approaches, and models. It seems that they had little or no visible impact on those actually doing evaluation. It seems that evaluation theorists and evaluation practitioners do not communicate well, at least not in ways that are visible.

I can speculate as to why evaluation of digital libraries is not more widespread and embraced:

- Complexity: Digital libraries are highly complex, they are much more than technological systems alone; evaluation of complex systems is very hard; we are just learning how to do this job and have a lot more to learn. In other words, we as yet do not know how to evaluate and we are experimenting with doing it in many different ways.
- **Premature:** Even though they are exploding and are widespread, it may be too early in the evolution of digital libraries for evaluation. At this stage, evaluation on a more organized and wider scale may be premature.
- Interest: There is no interest in evaluation. Those that do or research digital libraries are interested in doing, building, implementing, breaking new paths, operating ... evaluation is of little or no interest, plus there is no time to do it.
- **Funding:** There are inadequate or no funds for evaluation. Evaluation is time consuming, expensive and requires commitment all these are in short supply. Grants have minimal or no funds allocated for evaluation. Granting agencies, while professing evaluation, are not allocating programs and budgets for evaluation. If there were funds there would be evaluation. With no funds there is no evaluation.
- Culture: evaluation is not a part of the culture in research and operations of
 digital libraries. It is below the cultural radar. A stepchild. Plus many communities
 with very different cultures are involved in digital libraries. This particularly
 pertains to differences between technical and humanists cultures: language and
 frames of reference, priorities and understandings are different; communication is
 hard and at times impossible. Under these circumstances evaluation means very
 different things to different constituencies.
- Cynical: who wants to know or demonstrate actual performance? Are there any emperor clothes around? Evaluation may be subconsciously or consciously suppressed.

The ultimate evaluation of digital libraries will revolve around assessing transformation of their context – determining possible enhancing changes in institutions, learning, scholarly publishing, disciplines, small worlds and ultimately society due to digital libraries.

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