



Benchmarking library web site usage

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Stuttgart Media University has developed a standardized method for libraries to measure the usage of their web sites. Its key characteristics are centralised data collection and easy implementation by libraries. The method has been applied in 2007 and 2008 by more than 80 academic libraries participating in the Germany national library benchmarking instrument BIX. The method as well as some results are presented.

Keywords: web usage; academic library; library statistic