

AMICO On-line User Survey: Preliminary Results

AMICO Members Meeting
May 8, 2003

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AMICO

User Evaluation

- On-line 28 question survey
- Linked to AMICO public Web site and Distributor applications
- Publicized on lists
 - CAAH, VRA and ARLIS
- Volunteer respondents
- Minimal incentives
 - draw for certificate to be used at on-line museum store

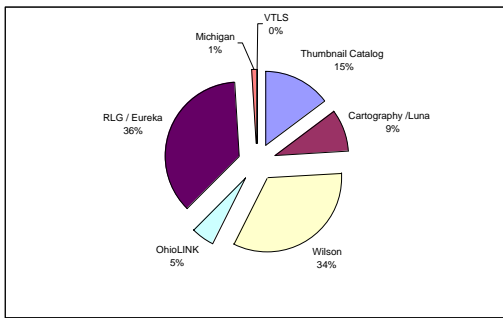
Goals

- Understand trends in usage of digital resources
 - including The AMICO Library
- Collect data that added to a longitudinal sample
 - Document transition
 - Build on work of MESL and AMICO University Testbed
- Complement work of other projects
 - VIUS, Columbia

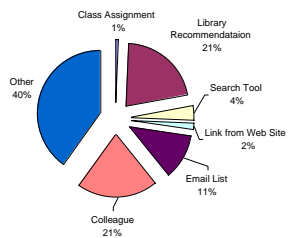
Preliminary Results

- Survey launched April 15th, 2003
- Summary of 116 responses up to April 30, 2003
- Around the end of term
 - limited student response

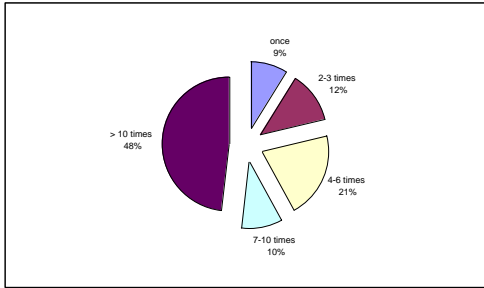
Who Delivers The AMICO Library to You?



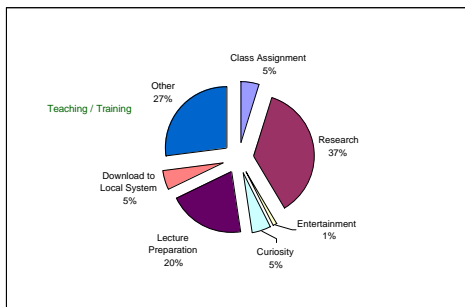
How Did you Learn About The AMICO Library?



How Many Times have you visited The AMICO Library in this Academic Year?



What was the main reason you visited The AMICO Library most recently?



Please rate the usefulness of the following functions?

| | Very Useful | Quite Useful | Useful | Somewhat Useful | Not Useful | Not Applicable |
|---------------------|-------------|--------------|--------|-----------------|------------|----------------|
| Simple Search | 24% | 39% | 21% | 14% | 3% | 0% |
| Advanced Search | 23% | 38% | 22% | 8% | 4% | 6% |
| Review | 10% | 22% | 30% | 15% | 5% | 19% |
| Options | 10% | 20% | 28% | 13% | 5% | 23% |
| Full Display | 38% | 37% | 12% | 5% | 2% | 6% |
| Larger Image Views | 63% | 20% | 12% | 1% | 2% | 3% |
| Smaller Image Views | 28% | 35% | 25% | 7% | 4% | 2% |
| Notebook/Portfolio | 15% | 19% | 13% | 5% | 8% | 40% |
| Printing | 23% | 25% | 13% | 9% | 4% | 26% |
| Tiff Ordering | 1% | 8% | 12% | 5% | 5% | 69% |
| Online Help | 4% | 12% | 27% | 8% | 7% | 43% |

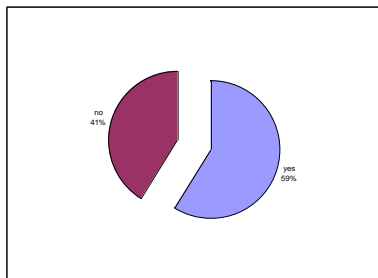
Please rate the following aspects of
The AMICO Library, based on your most recent visit.

| | Very High | High | OK | Low | Very Low |
|--------------------------------|-----------|------|----|-----|----------|
| Overall Appeal | 22 | 50 | 24 | 4 | 0 |
| Quality of Images | 43 | 44 | 10 | 2 | 1 |
| Quality of Textual Information | 14 | 47 | 30 | 9 | 0 |
| Appeal of Screens | 11 | 34 | 44 | 9 | 1 |
| Ease of Browsing | 13 | 31 | 39 | 14 | 3 |
| Ease of Searching | 14 | 38 | 36 | 7 | 6 |
| Effectiveness of Searching | 8 | 47 | 33 | 8 | 4 |
| Speed of Delivery | 20 | 41 | 27 | 10 | 2 |

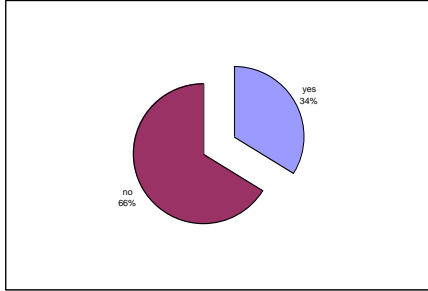
Overall Appeal By Distributor...

| | Very High | High | OK | Low | Very Low |
|-------------------|-----------|------|------|-----|----------|
| Thumbnail Catalog | 14% | 50% | 29% | 7% | 0% |
| Cartography | 10% | 60% | 10% | 20% | 0% |
| Wilson | 26% | 47% | 26% | 0% | 0% |
| OhioLINK | 67% | 17% | 17% | 0% | 0% |
| RLG | 19% | 52% | 26% | 2% | 0% |
| Michigan | 0% | 0% | 100% | 0% | 0% |

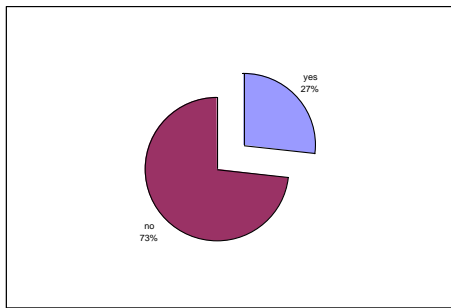
Were you looking for a particular Artist?



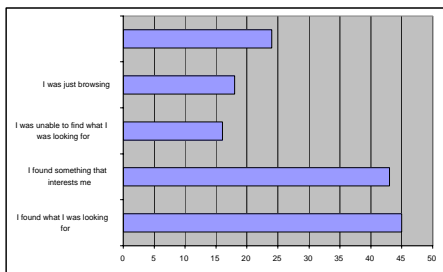
Were you looking for a particular Style or Period?



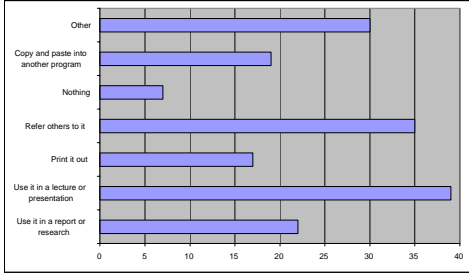
Were you looking for a particular Work of Art?



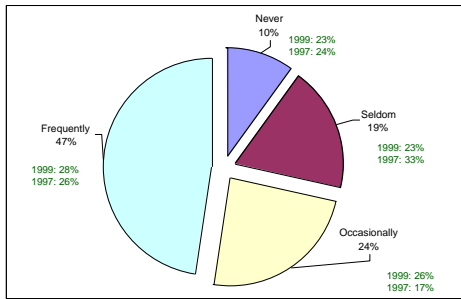
Did you find what you were looking for?



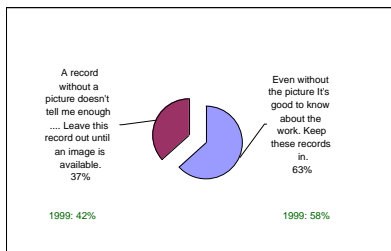
What will you do with the information you found?



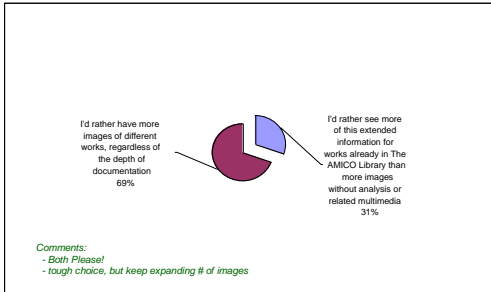
Before AMICO and other Web resources brought digital images to your computer, how often did you use images in your class assignments, teaching or research?



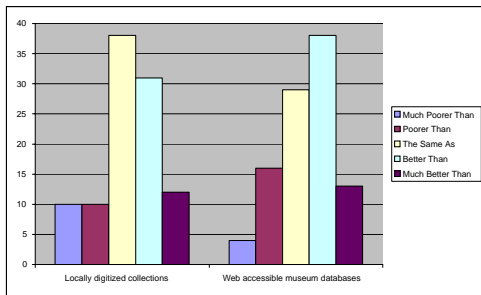
Sometimes records in the AMICO Library contain only textual information. Which of the following most closely reflects your preference?



Some records contain extended texts, bibliographies, linked sound and multimedia files. Which of the following most closely reflects your preference?



Please rate The AMICO Library vis a vis other resources.



Comments: AMICO Library vis a vis other sources

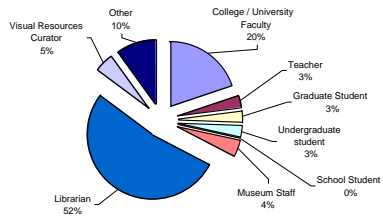
Web

- I can frequently find what I want on the Web.
- Much better documentation and image usefulness, but not as much content as Google. Searching capabilities much better.
- The ability to locate and compare works from a multitude of art museums is much more useful than searching individual museum collections on the web.
- Even the most casual image in the context of information (analysis, narrative, history) is better than the image isolated in a column of factoids.
- For a specific artist or movement, AMICO decreases the time spend "browsing."
- Quality of AMICO is usually as good or better, but the range of images more limited than many other web based image databases

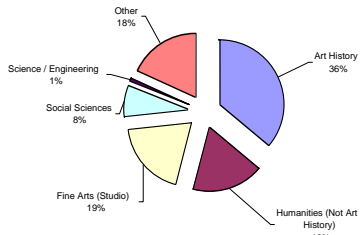
Local Collections

- Your images are ... in no way as good as the images scanned by our slide library. Museums run the gamut.
- problem is consistency, given that the prime reason for entry is where it is located, the search is always serendipity and requires other sources for completeness unless one is looking for a particular item. Not all museum holdings are available or even mentioned.
- Its different than the others. Each has its niche.

Demographics: What is your occupation?

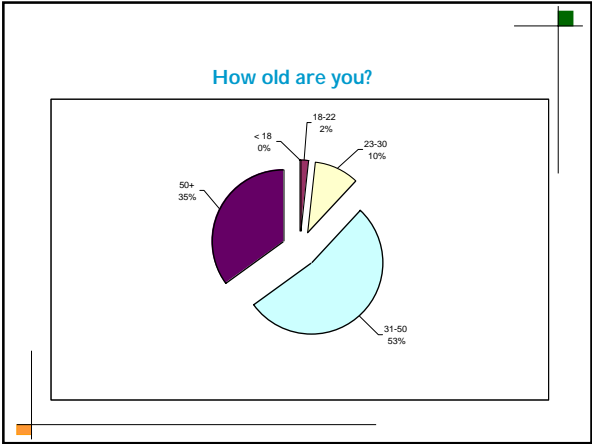


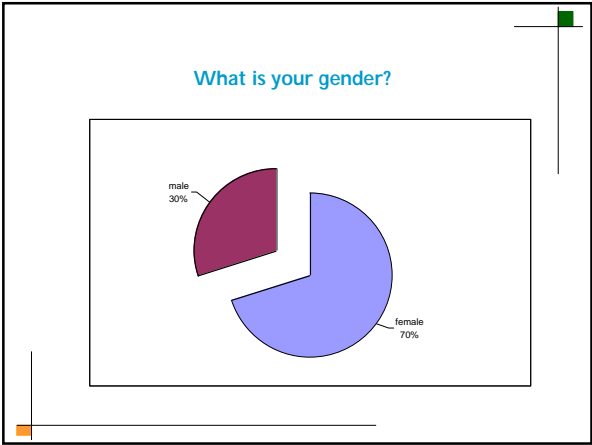
What is your major field of study?

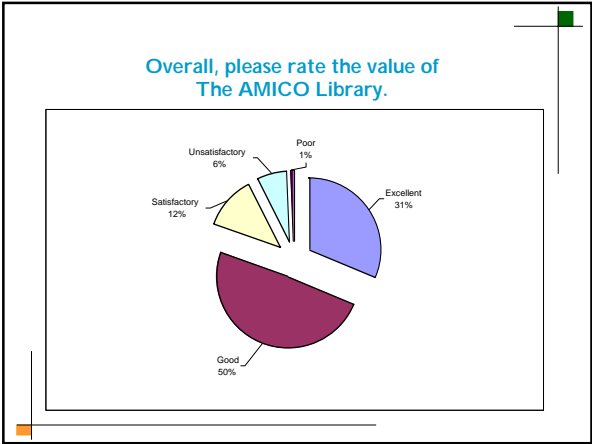


Field of Study by Distributor

| | Art History | Humanities (No Art History) | Fine Arts (Studio) | Social Science | Science/ Engineering | Other |
|-------------------------|-------------|-----------------------------|--------------------|----------------|----------------------|-------|
| Amico Thumbnail Catalog | 44% | 13% | 13% | 6% | 0% | 25% |
| Cartography Associates | 30% | 20% | 10% | 10% | 0% | 30% |
| Wilson | 20% | 29% | 29% | 6% | 0% | 17% |
| OhioLINK | 33% | 0% | 0% | 17% | 17% | 33% |
| RLG | 47% | 14% | 19% | 9% | 0% | 12% |
| Michigan | 100% | 0% | 0% | 0% | 0% | 0% |







What would improve The AMICO Library and make it more useful to you?

Functionality

- show all of the slide of the art piece on the screen at once in large format.
- Some images downloadable into our college online database.
- building in links to other databases/sources about specific artists
- More searching options. / Easier Searching / keyword as default search
- links for completeness to other image databases
- Give us a search tool for finding the records with multimedia information - right now it's close to impossible to find them!
- More functionality in terms of viewing the images-a zoom capability
- use the full images in emails and in lectures
- Simplify the notebook/portfolio
- Durable links to works of art. The links would have to pass through our proxy server. They would be useful for course web pages.

What would improve The AMICO Library and make it more useful to you?

Content

- "More more more" ...
 - more European and Asian museums
 - more standard art historical images
 - contemporary international artists' work
 - contemporary art--esp. performance, installations, video
 - Asian art, especially Thai art, in different branches of art
 - Students need bibliographies, websites etc pertaining to the artist or period.
 - early American material
 - prehistoric and art from 4000 BC to 1200 AD
 - architecture and furniture images
 - industrial design product arts
- "Museums that have lagged behind in contributing images of important works need to step up their contributions"

What would improve The AMICO Library and make it more useful to you?

Documentation

- Better indexing
 - better subject headings
 - more keyword searches: e.g. in searching with the word Depression I would like matches for Dust Bowl images, WPA images, murals, etc. many things related to the subject
 - editing and enhancement of museum registrarial data, .. searching for industrial and decorative arts objects is more effective. Fields sorely in need of addition or enhancement are as follows: style, object type.
 - standardize index entries (one entry per person or work)
- More Context
 - Placement of any specific work in the larger context of similar works, the artists development, etc
- More Images
 - Bigger images
 - More details of individual works

What would improve The AMICO Library and make it more useful to you?

- Others
 - Better visibility on Library website.
 - A more informative description of the database would be helpful: for example an easy for students to find list of what museums belong to this consortium would be incredibly useful.
 - Cheaper!
 - Deliver the images by tape, not individually.
 - Easier subscription policy
 - Easier means of obtaining permission from rights holders.
 - If it were available to private researchers who don't have an academic or professional or commercial interest

Next Steps

- Further data analysis
- Which questions?
- Follow up?
