**Script for Rehearsal of Welcome Talk at *Metrics and Social Web Services: Quantitative Evidence for their Use and Impact Workshop***

**Slide 1**

Hello. My name is Brian Kelly and I’m based at UKOLN at the |University of Bath. On Monday 11 July 2011 I’ll be facilitating a workshop on Metrics and Social Web Services: Quantitative Evidence for their Use & Impact. Although the event is fully subscribed we intend to ‘amplify’ the event by web-streaming the talks, encouraging discussions using the #ukolneim Twitter hashtag and providing access to the speaker’s slides on the UKOLNEIM event group on Slideshare. In addition this welcome talk is being pre-recorded in order to provide the context for the day.

**Slide 2**

I should add that the slides are available under a Creative Commons licence (although this may not apply to embedded images). In addition a Creative Commons licence is granted to the presentation of this talk as well as the resources themselves.

**Slide 3**

The 1-day workshop is the final event of the year for work on evidence, impact, metrics which has been carried out by UKOLN in order to explore ways of gathering **evidence** which can demonstrate the **impact** of services and devise appropriate **metrics** to support such work. A final report will be published shortly which will include content provided on the UK Web Focus blog.

**Slide4**

By the end of the workshop participants should:

* Have a better appreciation of the importance of the need to gather and interpret evidence
* Understand how metrics can be used to demonstrate the value and ROI of services.
* Have seen examples of how institutions are gathering and using evidence
* Be aware of limitations of such approaches
* Have discussed ways in which such approaches can be used across the sector

**Slide 5**

There is a clear political and economic context to this work. A year ago the Government announced that a “clamp down on Government Web sites would save millions” Notice that this was a one-dimensional view, with no discussion of the millions of pounds which Web sites could save in comparison with, for example, costs of using print and TV media.

However this announcement sent a clear signal of the need for higher education to be prepared to respond to similar Government initiatives aimed at the HE sector.

**Slide 6**

The Government White Paper on Higher Education was published on 28 June and, as had been trailed in advance, requires Universities to publish data about their services and the student experiences. It should be noted, however, that the move towards greater transparency and openness in the public sector had been initiated by the Labour Government so it may be argued that this provides an opportunity for the sector to demonstrate the value of the services it provides and we should welcome the opopo9rtunity to take a lead in publishing data openly, with the White Paper providing a useful tool to overcome institutional inertia.

**Slide 7**

We should also remember that, although quality matters, numbers matter too – as can be seen from the recent announcement at the Apple Developers’ conference with the BCC News item picking up on the numbers mentioned in Steve Jobs’ talk.

A recent JISC-funded report published by the Oxford Internet Institute made a similar point that if we wish to engage with the media and public we need to gather and use numbers and metrics.

**Slide8**

But although the sector is aware of the benefits of sharing experiences there are dangers in failing to engage because of concerns that we may be doing badly; not doing as well as our main rivals or, ironically not wanting to be boastful. Another tendency in HE is wanting a perfect solution rather than one that is good enough. Or perhaps we want to learn from others but keep our strategies for success to ourselves.

**Slide 9**

In today’s session we will explore a variety of issues related to approaches for gathering and using metrics related to use of social media services, both for institutional and personal uses.

Amber Thomas from the JISC will explain why the terms used by marketing people are no longer dirty words.

Brian Kelly will summarise a number of surveys he has carried of use of social media services by various institutions and individuals.

Ranjit Sidhu will describe work he has been involved in in providing institutional dashboards and how this can be used to related usage to value and ROI.

Andrew Law will describe the approaches which are being taken at the Open University and finally Tony Hirst will give a developers perspective on gathering, use and possibly misuse of metrics.

In addition there will be two breakout sessions during which the participants will explore the issues which have been raised in more depth and provide suggestions on how we might build on this work in the future.

**Slide 10**

Note that the resources used in the workshop and notes from the workshop will be made available shortly. See the UK Web Focus blog for more information.

Thank you.

Further information is available at   
http://www.ukoln.ac.uk/web-focus/papers/eunis-2005/paper-3/