INTRODUCTION

- Chat features on academic libraries’ websites have become an important communication channel that connects patrons to library resources, services, and spaces.
- Previously, researchers have made efforts to analyze chat data using different research methods and from different perspectives (Matteson, Salamon, & Brewster, 2011).
- Analysis and findings of chat transcripts could provide librarians with rich insights into improving the quality of their resources, services, and spaces.

LIBRARY CHAT ANALYSIS: A NAVIGATION TOOL

Dr. HyunSeung Koh & Dr. Mark Fienup
hyunseung.koh@uni.edu | mark.fienup@uni.edu

TOPIC MODELING

FINDINGS

- We found that some topics are more accurate than others in representing topics of each chat.
- A topic of “Interlibrary Loan” is one example that stands out very accurately and is easily identifiable on which chat is associated with this topic.
- Our tool allows librarians to easily identify a landscape of topics in their chat data, map each topic back to a small set of chat data for their further qualitative and deeper analysis, and take appropriate actions in a timely manner.

DATA & ANALYSIS

- We analyzed 7000 chat transcripts collected from April 10, 2015 to March 31, 2018 using our LibChat module in LibAnswers from Springshare.
- For topic extraction we utilized Latent Dirichlet Allocation (LDA), one natural language processing technique for topic extraction utilizing Python modules of numpy, scipy, gensim, and nltk. Also, we tuned allowable topic words versus stop words to improve the quality of chat-topics identified as an important step.