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# Finding Roots, Gems, and Inspiration: Understanding Ultimate Use of Digital Materials

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Finding Roots, Gems,  
and Inspiration:  
Understanding the Ultimate  
Uses of Digital Materials

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# Presentation Outline

- I. Overview
- II. Methods
- III. Results
- IV. Implications
- V. Future Questions

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## Highlights



### Pen and Pixel

Stylishly dressed rappers, diamond encrusted jewelry, piles of cash, and champagne bottles epitomized the bling aesthetic associated with many 1990s hip hop artists. During this time, Houston-based firm Pen & Pixel Graphics, Inc. began using these visual elements to create album covers...

# Digital Cart Service

Date from:

2014-03-17

Date to:

2014-04-17

Submit

Export:

Download CSV

Requests: **70**

Intended Use:

Scholarly Article **6**  
 Scholarly Book **3**  
 Thesis **2**  
 Class Project **9**  
 Personal **20**  
 Book **3**  
 Magazine **4**  
 Other **23**

Affiliation:

Faculty: **2**  
 Staff: **11**  
 Student: **7**  
 Alum: **13**  
 Visitor: **37**

Name	Email	Affiliation	Intended Use	Project	Items	Date
[REDACTED]	[REDACTED]	Alum	Personal	I wish to request a copy of the photo of my wife, Debra Danburg, with former Congressman Mickey Leland. If that is not possible, please send the entire page. Thank-you!	1	03/17/2014 21:49:16
[REDACTED]	[REDACTED]	Staff	Other	Frontier Fiesta Gazette	3	03/18/2014 10:13:39
[REDACTED]	[REDACTED]	Visitor	Magazine	Elizaebeth Warren feature/Esquire Magazine	1	03/18/2014 14:33:04
[REDACTED]	[REDACTED]			I am in a class at		



Ultimate  
Use



Digital  
Library  
Use

# Research Questions

- How are UHDL images ultimately used?
- What products are being produced using these images?
- What implications do these ultimate uses have on other facets of digital library management?



Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins Acrobat

Cut Copy Format Painter Clipboard Font Alignment Number Styles Cells

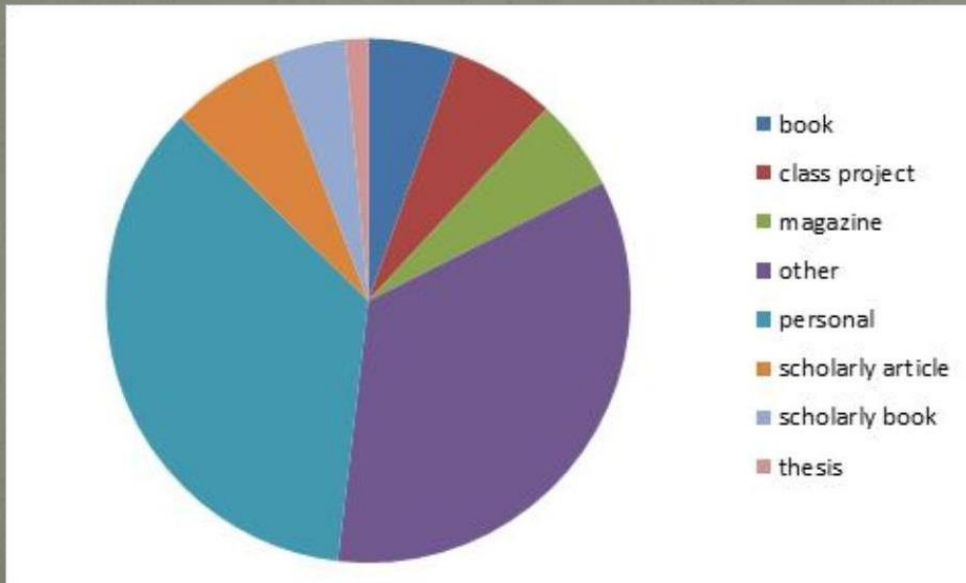
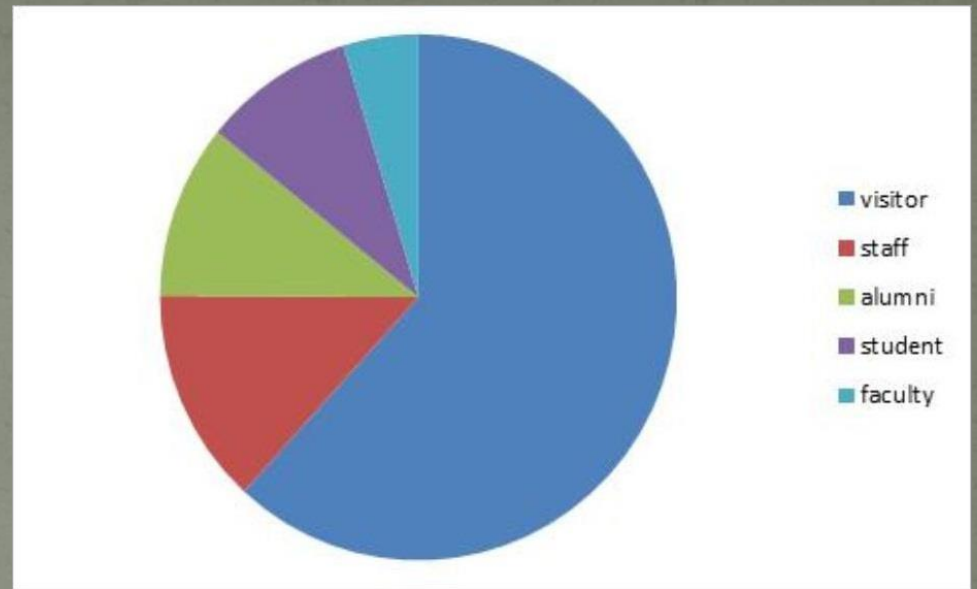
Calibri 11 A A Wrap Text Custom Conditional Formatting Format as Table Cell Styles Insert Delete

D3 3/18/2014 10:13:39 AM

A	B	C	D	E	F	G	H
Alum	Personal	Eta Mu Chap- A Phi A History	3/24/2014 21:49	Houstonian Yearbook Collection	Houstonian 1972 - Greeks		
		2014 Annual Scholarship Banquet African American Studies 45th Year Celebration Honoring the Legacy of Dr. Marguerite Ross Barnett		University of Houston People	Marguerite Ross Barnett - Formal posed portrait of Marguerite Ross Barnett		
Staff	Other	We are at 410 main st and we want to hang the old pictures in the building	3/25/2014 15:10				
Visitor	Other	We are at 410 main st and we want to hang the old pictures in the building	3/26/2014 15:30	Historic Houston Photographs	800 block of Main Street facing north at night		
Visitor	Other	We are at 410 main st and we want to hang the old pictures in the building	3/26/2014 15:32	Historic Houston Photographs	800 block of Main Street facing north at night		
Visitor	Other	We are at 410 main st and we want to hang the old pictures in the building	3/26/2014 15:41	Historic Houston Photographs	800 block of Main Street facing north at night		
Alum	Thesis	My project deals with the bayou system as an alternative to movement. I would like to use this picture to argument for the bayous	3/26/2014 18:19	Historic Houston Photographs	Ziegler and Company's cotton warehouses		

# Methods

# Results



# Results

**TABLE 4** Codes from the Free-Text “Descriptions” Field

Description	<i>n</i>	%
Publication	215	23.4%
Research	197	21.5%
Artwork	140	15.3%
Promotional	97	10.6%
Personal	83	9.1%
Video	51	5.6%
Exhibit	42	4.6%
Genealogy	39	4.3%
Presentation	28	3.1%
Instruction	17	1.9%
Gift	5	0.5%
Industry	3	0.3%
Total	917	100%

# Roots



# Gems





Inspiration

# Implications for Librarians

- Metadata
- Promotion and Outreach
- Content Selection
- Systems Design

# Future Questions

- How are others tracking this data?
- How can we make it easier for people to disclose their ultimate uses?
- What other implications does this have on digital library management and growth in the future?



# Contact Information

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