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Nota di contenuto	1. Introduction. Metrics -- Indicators -- Web metrics and Ranganathan's laws of library science -- Web metrics for the library and information professional -- The aim of this book -- The structure of the rest of this book -- 2. Bibliometrics, webometrics and web metrics. Web metrics -- Information science metrics -- Web analytics -- Relational and evaluative metrics -- Evaluative web metrics -- Relational web metrics -- Validating the results -- 3. Data collection tools. The anatomy of a URL, web links and the structure of the web -- Search engines 1.0 -- Web crawlers -- Search engines 2.0 -- Post search engine 2.0: fragmentation -- 4. Evaluating impact on the web. Websites -- Blogs -- Wikis -- Internal metrics -- External metrics -- A systematic approach to content analysis -- 5. Evaluating social media impact. Aspects of social network sites -- Typology of social network sites -- Research and tools for specific sites and services -- Other social network sites -- URL shorteners: web analytic links on any site -- General social media impact -- Sentiment analysis -- 6. Investigating relationships between actors. Social network analysis methods -- Sources for relational network analysis -- 7. Exploring traditional publications in a new environment. More bibliographic items -- Full text analysis -- Greater context -- 8. Web metrics and the web of data. The web of data -- Building the semantic web -- Implications

of the web of data for web metrics -- Investigating the web of data today -- SPARQL -- Sindice -- LDSpider: an RDF web crawler -- 9. The future of web metrics and the library and information professional. How far we have come -- The future of web metrics -- The future of the library and information professional and web metrics.

Sommario/riassunto

A practical guide to using web metrics to measure impact and demonstrate value. The web provides an opportunity to collect a host of different metrics, from those associated with social media accounts and websites to more traditional research outputs. This book is a clear guide for library and information professionals as to what web metrics are available and how to assess and use them to make informed decisions and demonstrate value. As individuals and organizations increasingly use the web in addition to traditional publishing avenues and formats, this book provides the tools to unlock web metrics and evaluate the impact of this content.
