**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**

**(Department Library & Information Sciences)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE’S OWN WILL BE PENALIZED AS DEFINED IN “AIOU PLAGIARISM POLICY”.**

**Course: Library Analytics and Big Data (9219) Semester: Spring, 2025**

**Level: BS-LIS**

## Please read the following instructions for writing your assignments. (AD, BS, B. Ed, MA/MSc, MEd) (ODL Mode).

1. All questions are compulsory and carry equal marks but within a question the marks are distributed according to its requirements.

2. Read the question carefully and then answer it according to the requirements of the questions.

3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.

4. Handwritten scanned assignments are not acceptable.

5. Upload your typed (in Word or PDF format) assignments on or before the due date.

6. Your own analysis and synthesis will be appreciated.

7. Late assignments can’t be uploaded at LMS.

8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their handwritten assignments (in PDF format) on University LMS. The size of the file should not exceed 5MB.

Note 1: Use your own words while working on your assignment. In case of quoting any fact or statement from any source, always remember to provide full reference of the source according to “APA 6th ed. available at: <http://ijolis.aiou.edu.pk/?page_id=251>

Note 2: Students at the postgraduate level are expected to use multiple sources in addition to their course-allied material to solve these assignments.

Note 3: The study guide of this course and links to resources to solve these assignments are also available in downloads at AIOU’s LIS department website: [lis.aiou.edu.pk/](http://lis.aiou.edu.pk/)

**Total Marks: 100 Pass marks: 40**

**ASSIGNMENT No. 1**

**(Units 1–5)**

**Q.1** Explain the terms "analytics" and "metrics." How are they applied in the context of libraries? Discuss library analytics in detail, including its benefits and challenges. **(20)**

**Q.2** Write a comprehensive note on "big data" and "small data" in libraries. Provide relevant examples of each and discuss their importance in library management and services. **(20)**

**Q.3** How can university libraries build an effective analytics toolkit? Discuss the process involved, including key tools and techniques that should be part of the toolkit. **(20)**

**Q.4** Discuss whether library usage has an impact on students' academic success. Provide evidence and examples to support your arguments. **(20)**

**Q.5** Write short notes on the following: **(20)**

1. Shared analytical services and their significance
2. The difference between local and national collections in libraries
3. The role of collection management analytics in library decision-making
4. The importance and methods of qualitative research in library studies

**Total Marks: 100 Pass marks: 40**

**ASSIGNMENT No. 2**

**(Units 6–9)**

**Q.1** Explain web and social media metrics. Discuss how these metrics are used and their role in the cultural heritage sector. **(20)**

**Q.2** Discuss the concept of privacy in the context of data analytics. What are the boundaries of data analytics privacy, and how can they be managed effectively? **(20)**

**Q.3** Explain the legal, risk, and ethical aspects of analytics. Provide examples to justify your discussion of the potential challenges and concerns related to analytics. **(20)**

**Q.4** Critically discuss the role of data-driven approaches in shaping the future. How are these approaches expected to influence decision-making and industry practices? **(20)**

**Q.5** Write short notes on the following topics: **(20)**

1. The concept of the social web and its impact
2. Key issues related to analytics and their implications
3. The importance of understanding data flows in analytics
4. The role and applications of scientometrics in research and academia