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Check Your Dashboard, Your Gauges May Be High! What the Mythsoc Digital Archive Can Do For New and Seasoned Scholars

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Recommended Citation

Fitzsimmons, Phillip; Croft, Janet; and Gaydosik, Victoria, "Check Your Dashboard, Your Gauges May Be High! What the Mythsoc Digital Archive Can Do For New and Seasoned Scholars" (2024). *Faculty Articles & Research*. 67.
https://dc.swosu.edu/libraries_articles/67

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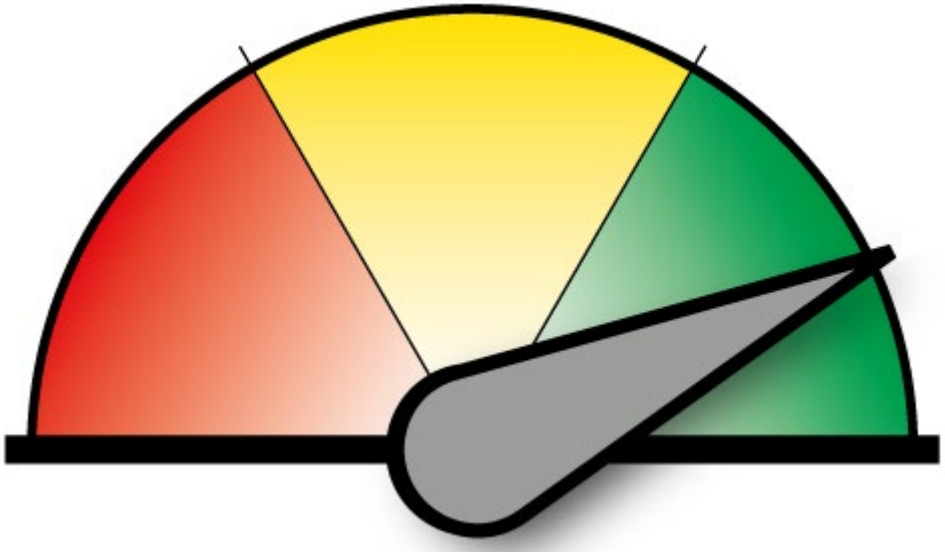
Check your Dashboard, Your Gauges May be High!



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About SWOSU

- 4-Year, Regional University
- 14 Nationally Accredited Academic Programs
- 190+ Faculty
- Student FTE 3,800+
- Signature Programs:
  - Pharmacy
  - Nursing
  - Computer Science and Technology
  - Education
- One of two universities being the first Oklahoma institutions to add a bachelor's degree in artificial intelligence

- 6 Faculty Librarians, 7 Staff, 15 Student Workers
- Services: Virtual Reference Services, Instruction, Circulation Services, Digitization, Interlibrary Loan
- Tech-specific services: Equipment in-house and in circulation: PCs, Laptops, Cameras, GoPros, Video equipment, Digital recorders, External HDs, USBs, audio recorders, headphones, graphic calculators, software
- Unique Tech Spaces:
  - Media Studio (video cameras, a green screen, a teleprompter, and other advanced A/V tools)
  - Huddle Room (wall-to-wall dry erase boards, a collaboration table with a PC and large monitor, a webcam for online conferencing, and seating for small groups)

Comparison statistics from other platforms

- *Mythlore* is included in full-text or indexed on most of the major library database platforms:
  - Cengage/Gale
  - Ebsco
  - ProQuest
  - JSTOR
  - SCOPUS
- On these platforms, you will find *Mythlore* in individual indexes like the *MLA Bibliography*, *Literature Online*, *American Theological Library Association* database, and more
- And yes, the Society gets a bit of money out of all these arrangements whenever someone downloads an article
- But otherwise, why do we need these IN ADDITION TO the SWOSU archive?

ATLA (American Theological Library Association) database

- *Mythlore* has been indexed off-and-on in ATLA since its beginning. Last year we reached an agreement to provide ALL of our content to ATLA, back to the beginning.
- ATLA increases the exposure of our content to users interested in religion, philosophy, comparative mythology, and related topics.
- As of the end of May 2024, they had 2215 entries for *Mythlore* content.
- From September 2023 through May 2024, there were 1741 downloads of our articles and 2083 hits on the bibliographic records for articles (that is, the user opened the record but did not download the item).

JSTOR

- *Mythlore/Tolkien Journal* is included in the *Lives of Literature* collection
- From July 1, 2023 to June 30, 2024, users downloaded 1818 of our articles.
- There were 91,229 total downloads in this period!
- Top five articles requested:
  - "Mythology in Children's Animation" by David Emerson, 2019, #38.1
  - "Archetypes, Stereotypes, and the Female Hero" by Terri Frontgia, 1991, #18.1
  - "Types of Heroism in The Lord of the Rings" by Romuald Lakowski, 2002, #23.4
  - "Innocence as a Super-power: Little Girls on the Hero's Journey" by David Emerson, 2009, #28.1/2
  - "Into the Wild Woods" by Weronika Łaszkiewicz, 2017, #36.1

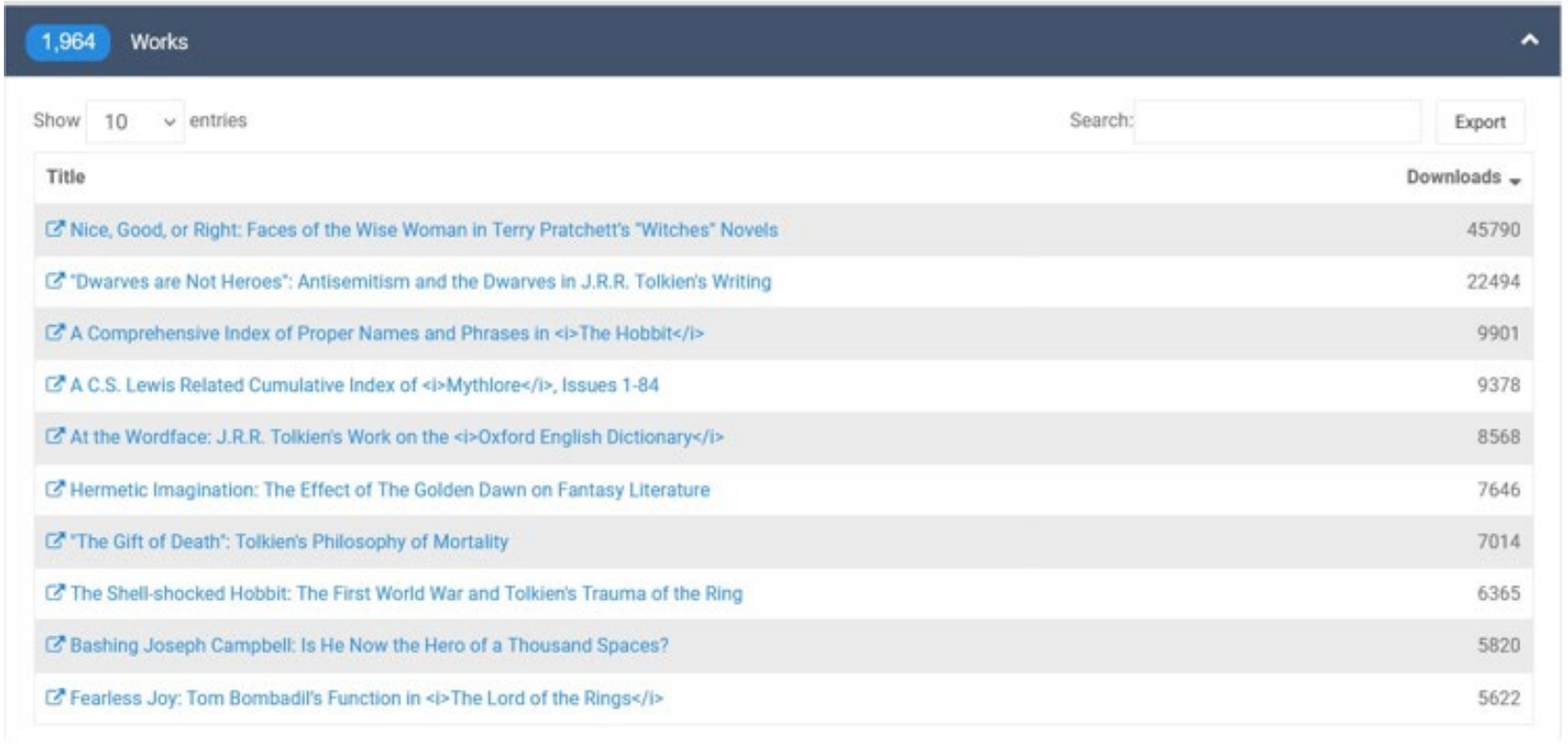
Accessible from anywhere

- Since 2016, almost 2,000 *Mythlore* works have been downloaded 794,356 times from 15,825 institutions in every country on the planet.
- Since 2019, more than 900 works in *The Mythic Circle* have been downloaded 19,140 times from 767 institutions in 128 countries.
- Since 2022, 184 works from *Mythprint* have been downloaded almost 4,000 times from 82 institutions in 87 countries.

(Figures gathered 7/29/2024)

Top Tens

Mythlore's most downloaded articles



1,964 Works

Show 10 entries Search: Export

Title	Downloads
Nice, Good, or Right: Faces of the Wise Woman in Terry Pratchett's "Witches" Novels	45790
"Dwarves are Not Heroes": Antisemitism and the Dwarves in J.R.R. Tolkien's Writing	22494
A Comprehensive Index of Proper Names and Phrases in The Hobbit	9901
A C.S. Lewis Related Cumulative Index of Mythlore, Issues 1-84	9378
At the Wordface: J.R.R. Tolkien's Work on the Oxford English Dictionary	8568
Hermetic Imagination: The Effect of The Golden Dawn on Fantasy Literature	7646
"The Gift of Death": Tolkien's Philosophy of Mortality	7014
The Shell-shocked Hobbit: The First World War and Tolkien's Trauma of the Ring	6365
Bashing Joseph Campbell: Is He Now the Hero of a Thousand Spaces?	5820
Fearless Joy: Tom Bombadil's Function in The Lord of the Rings	5622

Mythlore readership interests are simple to identify and quantify.

Top Tens

Countries accessing *Mythlore*

221 Country/Region

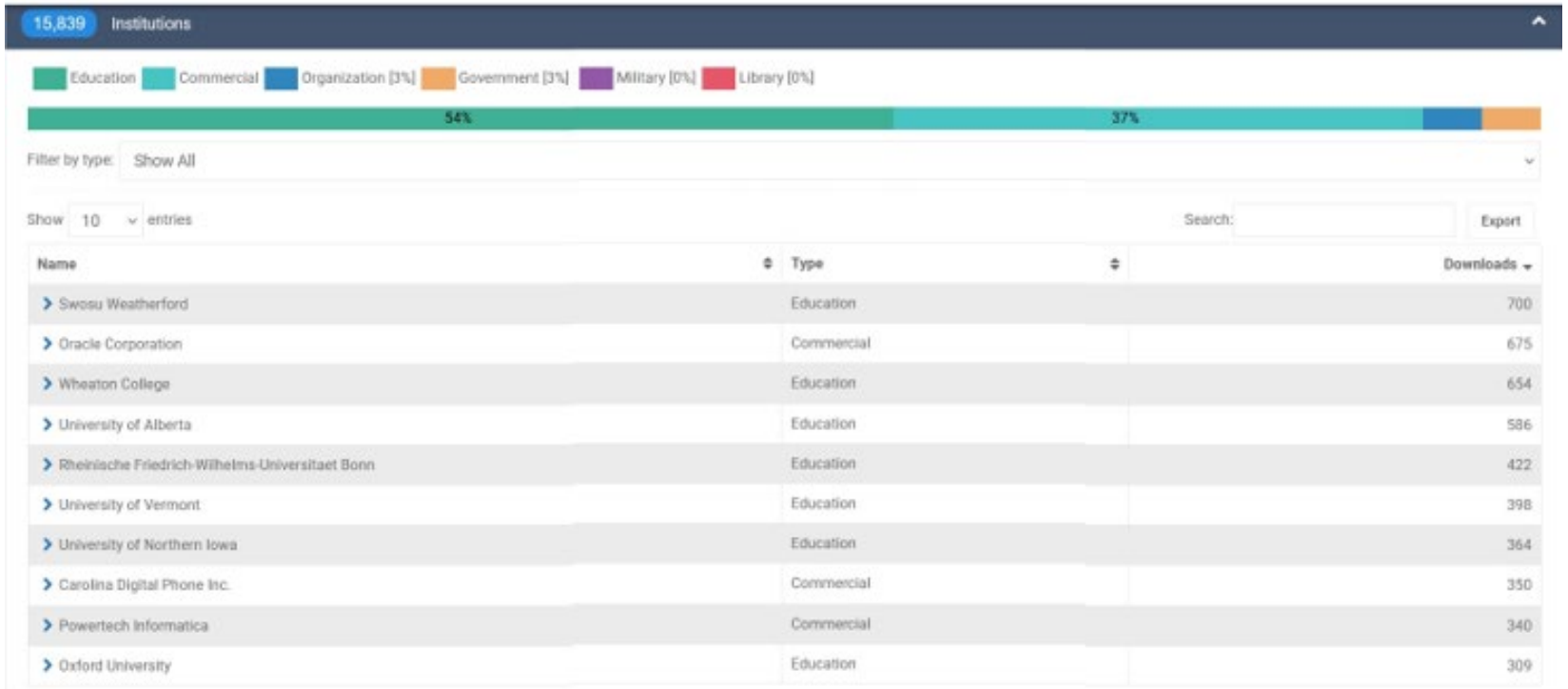
Show 10 entries Search: Export

Regions	Downloads
United States	374735
United Kingdom	63310
Canada	45623
Germany	29082
France	20134
Australia	18376
Singapore	16997
India	15883
Italy	11918
China	10599

The US boasts the highest readership of *Mythlore*, but the UK, Canada, and Germany also show strong interest.

Top Tens

Institutions accessing *Mythlore*



Name	Type	Downloads
Swosu Weatherford	Education	700
Oracle Corporation	Commercial	675
Wheaton College	Education	654
University of Alberta	Education	586
Rheinische Friedrich-Wilhelms-Universitaet Bonn	Education	422
University of Vermont	Education	398
University of Northern Iowa	Education	364
Carolina Digital Phone Inc.	Commercial	350
Powertech Informatica	Commercial	340
Oxford University	Education	309

Universities dominate the type of institutions that access *Mythlore.*

An unqualified success

- For Mythopoeic Society:
  - *Mythlore, The Mythic Circle,* and *Mythprint* articles have been downloaded **more than 850,000 times**.
  - Authors and contributors have **greater visibility** for their scholarship.
  - The Mythopoeic Society is **visible on the Digital Commons** platform.

An unqualified success

- For SWOSU:
  - Contributes to role as a center for arts, culture, science, and technology.
  - Serves the university faculty and students by helping create a diverse intellectual environment.
  - Promotes SWOSU on an international level.
  - Advances technologies that maximize learning.

Questions?

For more information:

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