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Haldore Hanson in China, the 80th Anniversary: A Case Study of a Digitization Project

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Introduction

In the last 20 years libraries world-wide have begun to digitize their collections. Early digitization projects grew out of the fields of preservation and conservation, but it soon became clear that digitization held a great potential to increase access to information. Although it was initially national and large university libraries and archives that launched digitization projects, the trend has also begun to sweep through liberal arts colleges' campuses as librarians at smaller libraries recognize the importance of the unique materials that they hold. Library administrators have increasingly sought to enhance access to their collections through digital technology, and faculty on campuses have embraced the idea of digital humanities. Once libraries start making their collections available electronically, however, issues of rights management often arise. Many libraries, particularly smaller institutions, may not have extensive experience with rights management, so they need to discover how to handle complications as they emerge. As a standard for starting any digitization project, institutions have always made sure that they have the rights to digitize materials, prior to making it available online. However, they may not realize that users in other countries have different practices for re-use of digital images. Our library is a good example of this discovery process, and we offer this case study as an example for other small libraries planning such projects, particularly if they suspect that there may be an international audience for the digitized materials. We hope that other libraries and institutions will find our experience instructive.

Background information

Digitization background

When Carleton Gould Library formed a Digitization Committee in 2007, the first two missions of the Committee were: 1. to digitize materials particularly related to and unique to Carleton College, and 2. to digitize materials that could be used for curricular and research support. The Committee identified and compiled a list of potential digital projects within the library including a number of possibilities in Archives and Special Collections. During this initial process, we focused on selections that are important to the College's goals for teaching and research as well as being of interest to researchers at other institutions. We decided to work first with a small collection of materials that focused on the work of Haldore Hanson, an alumnus who traveled to China in 1934 and remained there until 1938. The collection

includes maps, copies of addresses and reports, cartoons, photographs, posters, and Central Intelligence Agency (CIA) internal documents.

One black photograph album in particular drew our attention—147 black-and-white photographs with Hanson’s nicely-typed captions for each photograph. These are photographs Hanson took in China between 1937 and 1938. Highlights of the collection in the album include early photographs of Mao Zedong, Lin Biao, Zhou Enlai, and Zhu De at Yan’an prominent leaders of the Communist troops that took over China in 1949, who established today’s “People’s Republic of China”—and of Dr. Norman Bethune (白求恩), the well-known Canadian surgeon who traveled to China in 1938 and created mobile medical units for Chinese forces fighting Japanese troops.

We knew the historical significance of these photos and were convinced that they would be of interest to our faculty and students, so we decided to seek the right to digitize them. The Special Collections Librarian contacted Mr. Hanson’s heirs to request their permission for digitization. Having secured authorization the Committee was able to successfully propose the project in February 2008, and prior to the fall of 2008 we completed the digitization in a CONTENTdm database:

- Haldore Hanson’s China Collection (1937-1938)
- <http://contentdm.carleton.edu/cdm/landingpage/collection/China1949>

At this time we contacted a faculty member in the History Department about the Collection to see if he was interested in using it for his fall term course “Chinese Revolution of 1949.” The professor used the Collection for both this class and again in his 2011 course “The Cultural Revolution in China.”

Collection background

Haldore Hanson graduated from Carleton College in the spring of 1934. He spent the summer after graduation in Japan and from there traveled to China where he studied Chinese language and culture at a college in Beijing, supporting himself by teaching English at the college and working as a freelance journalist for local English-language magazines. When Japanese troops invaded China in July of 1937, the Associated Press hired Mr. Hanson as a part-time freelance war correspondent. Hanson’s ability to speak Chinese made him one of the first foreign correspondents able and willing to travel behind the Japanese lines to investigate reports of partisan activity and the existence of an organized peasant fighting force. During a brief initial trip undertaken in March of 1938, Hanson met the commander in chief of the Central Hebei guerillas, Lü Zhengcao (吕正操). Commander Lü invited Hanson to return for an extended stay in the summer when he could visit more than twenty other guerilla armies scattered over North China. Hanson crossed the lines again in late May 1938. During the next two and a half months Hanson travelled with the Eighth Route Army in Hebei, Shanxi, and Shaanxi, and witnessed the Sino-Japanese conflict first hand. The photographs that he took during that trip include scenes from battles between the Japanese forces and the forces of the Eighth Route Army, images of destroyed towns and villages, and scenes that provide insights into the daily lives and character of members of the guerilla forces. During

his travels he was also able to interview Mao Zedong and other prominent Communist leaders. He later gave a historical account of his experiences in China in two books, *Humane Endeavour: The Story of the China War* and *Fifty Years around the Third World: Adventures and Reflections of an Overseas American*.

Google usage report—an analysis

Our initial intention in the fall of 2008 was to make the images available to the Carleton students in a course on the Chinese Revolution of 1949. We digitized the photographs in-house using our Epson flatbed scanner, and uploaded them into a CONTENTdm database. Afterwards, we added Hanson's typed caption to each image. The images, fascinating and powerful on their own, would also be a means of connecting current Carleton students with these important events in Chinese history. At the end of the class, however, we decided that the photographs were so important that we would seek further permission from the heirs to make the collection available beyond the Carleton community. Having received authorization, we opened access to the Collection near the end of November 2008 and made a public announcement about its availability in early February of 2009. We used a watermark across the bottom of each image, and in our access note for the Collection we asked users to properly credit Mr. Hanson and the Collection at Carleton when using the images. Interest in the photographs was immediate and definitely supported our feeling that these images were of significant historical value. Over the next several years we were contacted many times about the photographs. The history of what we learned about the use of these images provides an interesting record of our evolving understanding of the issues involved in developing digitized and open access collections. We would like to describe our experiences and break these experiences into three periods of time:

Between November 2008 and December 2013

For the first five years the images were available, a Carleton Web Group provided generic web visit statistics, i.e. numbers of clicks/visits from any users including Carleton staff, without information about the geographic location of the users. We speculated there may have been more usages or visits during this period of time, but we didn't have raw data to prove our speculation. During this time period we did, however, have several formal requests to use the images for scholarly purposes. For instance:

a) 2008 November and 2011 January: Just days after the images became available, a Canadian historian who studies Dr. Norman Bethune, requested permission to use images of Dr. Bethune for two projects he was working on at the time: (i) informative materials he was preparing for the Bethune Memorial House located in Gravenhurst Ontario and (ii) a revision for his biography of Bethune. We granted him both permissions and have since purchased the new edition of his study. This Canadian historian was the first person to discover these resources through an Internet search engine and contact us for permission to use the images. Our correspondences took place in November 2008 and December 2011.

b) 2010 October: The editor of the Oklahoma State University magazine, entitled *STATE*, requested permission to use three images for their alumni magazine issue of winter 2010. Their article featured an alumnus who survived World War II in China and became an

executive with IBM in the 60s, 70s and 80s. The editor of *STATE* needed images from this period and a reference librarian from Oklahoma State University found the Hanson photographs online. We granted permission.

c) Fall term of 2011 at Carleton: The Carleton History professor again used these images for his class on the Chinese Cultural Revolution.

d) In 2012 our Collection was included in the manuscript of the print book '*Archival Resources of Republican China in North America*' prepared by Chengzhi Wang and others. The book, published by Columbia University Press in 2016, described our digital Collection and cited the resources on pages 89-90.

Google analytics usage from January 2014 to December 2016

In January 2014 we started to use Google Analytics (GA) to analyze our usage data. As we looked over the GA reports starting from January 2014 to December 2016, we noticed a high volume of visits in the GA Overview section. In order to rule out the spam in our GA report, we also took a second look to exclude possible referrer spam. First, in the GA Acquisition and Source/Medium sidebar section, we clicked on the Bounce Rate button in the column of Behavior since GA automatically placed 100% Bounce Rate on the top. (Refer to our snapshot down below). The 100% Bounce Rate along with 00:00:00 duration fully indicated spam during this period of time. We wouldn't consider spam usage in our GA report.

Source / Medium ?	Acquisition			Behavior		
	Users ?	New Users ?	Sessions ?	Bounce Rate ? ↓	Pages / Session ?	Avg. Session Duration ?
Carl_SP Hanson	0 <small>% of Total: 0.00% (0)</small>	104 <small>% of Total: 3.22% (3,232)</small>	184 <small>% of Total: 3.33% (3,520)</small>	61.96% <small>Avg for View: 44.93% (37.90%)</small>	5.32 <small>Avg for View: 5.59 (-4.96%)</small>	00:07:02 <small>Avg for View: 00:05:11 (35.96%)</small>
1. [Redacted]	0 (0.00%)	5 (4.81%)	6 (3.26%)	100.00%	1.00	00:00:00
2. [Redacted]	0 (0.00%)	2 (1.92%)	2 (1.09%)	100.00%	1.00	00:00:00
3. [Redacted]	0 (0.00%)	0 (0.00%)	1 (0.54%)	100.00%	1.00	00:00:00
4. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	100.00%	1.00	00:00:00
5. [Redacted]	0 (0.00%)	1 (0.96%)	2 (1.09%)	100.00%	1.00	00:00:00
6. [Redacted]	0 (0.00%)	0 (0.00%)	1 (0.54%)	100.00%	1.00	00:00:00
7. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	100.00%	1.00	00:00:00
8. [Redacted]	0 (0.00%)	3 (2.88%)	3 (1.63%)	100.00%	1.00	00:00:00
9. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	100.00%	1.00	00:00:00
10. [Redacted]	0 (0.00%)	25 (24.04%)	76 (41.30%)	75.00%	7.05	00:07:56
11. [Redacted]	0 (0.00%)	7 (6.73%)	7 (3.80%)	57.14%	1.71	00:00:45
12. [Redacted]	0 (0.00%)	32 (30.77%)	53 (28.80%)	50.94%	4.81	00:10:27
13. [Redacted]	0 (0.00%)	7 (6.73%)	8 (4.35%)	50.00%	2.75	00:00:55
14. [Redacted]	0 (0.00%)	4 (3.85%)	4 (2.17%)	25.00%	3.00	00:00:54
15. [Redacted]	0 (0.00%)	11 (10.58%)	13 (7.07%)	23.08%	8.00	00:07:22
16. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	0.00%	3.00	00:02:13
17. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	0.00%	2.00	00:00:12
18. [Redacted]	0 (0.00%)	0 (0.00%)	1 (0.54%)	0.00%	8.00	00:06:41
19. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	0.00%	4.00	00:13:22
20. [Redacted]	0 (0.00%)	1 (0.96%)	1 (0.54%)	0.00%	2.00	00:03:50

We then looked at the rest of the non-100% Bounce Rate items in that GA report, examined the URLs and considered the actual duration (>0:00:00 minutes) of the visits. We felt confident that those visits and simple clicks were legitimate users (i.e. bloggers, researchers or a real user but not a robot click). We then verified the geographic locations in the sidebar in the GA report and observed that these cities in China were rated top twelve on our list: Beijing, Shanghai, Nanjing, Xi'an, Chengdu, Guangzhou, Tianjin, Hong Kong, Shijazhuang, Shanxing, Qingdao, Jiaying. In North America, beyond Northfield, the users from these cities were also cited in the GA report: Minneapolis, New York, Los Angeles, Washington DC, Chicago and Toronto.

It was exciting to learn how much our collection was being used far from Northfield, Minnesota. Initially we speculated that this use may have been the result of Carleton's increased recruitment of international students from China. The number of Chinese students enrolling at Carleton had increased from a total of eight students in 2008 to 29 students in 2014. We eventually learned, however, that there was another reason for the increased use, which we discovered in May 2017 which is discussed later in this paper.

At the same time, in 2015, CONTENTdm developed a better user interface, an interface which allowed users to write or tag comments for any given images. In May 2015, we received comments from the author of a book on Asian culture. She commented on three images of Dr. Bethune with Mr. Hanson, "What a beautiful photograph! I would like to have met Mr. Hanson. He made a remarkable contribution to the world with his lifetime career working in many countries. Thank you for posting all these marvelous photos!"

Google analytics usage from January 2017 to December 2017

The following graph presents the usage data from 2017. We continued to rule out spam in our GA annual report, ensuring that the remaining clicks would be actual visits. During this time period there were 193 new users, 84 from Northfield and 110 from Beijing, a pattern that is very similar to the previous three years with the greatest number of visits from cities in the United States and China. Some of the visits were the result of an exhibit presented in both Beijing and Shanghai in the fall of 2017. Earlier in the year a Chinese researcher had contacted us asking for permission to include several photographs from the Hanson Collection in a photographic exhibit about the career of a famous Chinese general.

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Carl_SP Hanson	220 % of Total: 3.30% (6,673)	193 % of Total: 2.90% (6,666)	491 % of Total: 4.37% (11,223)	41.55% Avg for View: 27.74% (49.79%)	12.34 Avg for View: 8.62 (43.07%)	00:07:24 Avg for View: 00:05:01 (47.25%)
1.	1 (0.41%)	1 (0.52%)	1 (0.20%)	100.00%	1.00	00:00:00
2.	1 (0.41%)	1 (0.52%)	1 (0.20%)	100.00%	1.00	00:00:00
3.	1 (0.41%)	1 (0.52%)	1 (0.20%)	100.00%	1.00	00:00:00
4.	2 (0.83%)	0 (0.00%)	4 (0.81%)	100.00%	1.00	00:00:00
5.	18 (7.47%)	16 (8.29%)	23 (4.68%)	52.17%	2.48	00:00:30
6.	2 (0.83%)	2 (1.04%)	2 (0.41%)	50.00%	1.50	00:00:01
7.	4 (1.66%)	2 (1.04%)	6 (1.22%)	50.00%	12.67	00:10:52
8.	12 (4.98%)	5 (2.59%)	36 (7.33%)	47.22%	13.58	00:09:18
9.	101 (41.91%)	80 (41.45%)	241 (49.08%)	44.81%	15.87	00:09:24
10.	6 (2.49%)	6 (3.11%)	9 (1.83%)	44.44%	24.44	00:07:00
11.	9 (3.73%)	9 (4.66%)	10 (2.04%)	40.00%	2.80	00:00:59
12.	72 (29.88%)	62 (32.12%)	127 (25.87%)	33.86%	8.86	00:05:34
13.	3 (1.24%)	0 (0.00%)	18 (3.67%)	22.22%	9.50	00:07:33
14.	3 (1.24%)	3 (1.55%)	6 (1.22%)	16.67%	3.83	00:02:30
15.	1 (0.41%)	0 (0.00%)	1 (0.20%)	0.00%	12.00	00:15:32
16.	4 (1.66%)	4 (2.07%)	4 (0.81%)	0.00%	3.00	00:01:45
17.	1 (0.41%)	1 (0.52%)	1 (0.20%)	0.00%	10.00	00:04:08

During this time period we also made a significant new discovery as we prepared information to present at SPARC's Open Access conference. We planned to present usage statistics from Carleton's digital collections to illustrate the benefits of open access and open research. In preparation for this conference attendance, we searched Haldore Hanson's name in Chinese (霍尔多汉森 or 霍尔多韩森) online by using various web browsers, i.e. Google and Baidu. To our surprise, the authors discovered a reason for the very high volume of hits for Hanson's photos during the months of May and June 2014 in China and, subsequently, in the following years of 2015 to 2017.

Discovery of the Hanson Collection in the 21st century

What was the reason for these high hits and web traffic from China? The authors speculate that due to social media's increasing popularity in China, historians from China had begun making extensive use of online digital collections. Many historians as well as bloggers and enthusiasts in the field of Sino-Japanese history had uncovered Hanson's digital collection from Carleton. As mentioned earlier, when we originally made the photographs available online we clearly watermarked across the bottom of each image and included a request that any use of these images credit both the photographer and the Collection at Carleton. What we discovered was that a couple of history enthusiasts in China had ignored the notice and had downloaded the whole set of images. One of these bloggers reposted the same set in another blog in January of 2018. We further noted that other researchers who posted the photographs credited the original blogger for the images! These discoveries led us to the realization that there are different understandings of what proper usage entails and that we

needed to do more to ensure that our materials were used and cited in accordance with our wishes and the wishes of Mr. Hanson's heirs.

Once we made these discoveries, our first step was to change the watermark location and put it very clearly across the image itself, ensuring that anyone who used the image would need to do so with proper accreditation. Since doing so, we have continued to provide unwatermarked copies of the images to researchers who contact us. We took a further step in February of 2018 when we contacted the blogger in China. He agreed to acknowledge Mr. Hanson for his contribution, and he also updated the original photo sources taken from Carleton College Special Collections. Below is a snapshot of his update in early February 2018.



1938年美联社记者拍摄的八路军根据地【1】

标签: 七七事变 卢沟桥事变 我党社 八路军 晋察冀 分类: 抗战烽火内战硝烟

该系列照片拍摄者霍尔多汉森先生(Haldore Hanson)

图片来源美国明尼苏达州, 卡尔顿大学(Carleton College, Northfield, Minnesota, USA).

图片网站<http://contentdm.carleton.edu/cdm/landingpage/collection/China1949>

1938年3月, 美联社驻北平记者霍尔多汉森(Haldore Hanson) 在一名游击队员的陪伴下, 从北平出发, 穿过日军封锁线进入冀中抗日根据地, (注: "The China Weekly Review" May 7, 1938 P.283.) 采访吕正操领导的冀中人民抗日自卫军。从1938年夏天开始, 他又花了大约两个半月跟随八路军在河北、山西、陕西活动, 并在延安会见了毛泽东。(注: Kenneth E. Shewmaker: "Americans and Chinese Communists, 1927- 1945", Cornell University Press 1971年, 第108页。) 汉森在敌后的采访主要是骑自行车进行的, 因此他能够深入乡村, "了解中国人民是如何生活以及他们为了阻止侵略者在干些什么"。(注: "The China Weekly Review" March 23, 1940 P.138- 140.) 当他1939年秋天离开边区的时候, 他坚信 "与中国其他政治团体相比, 中国共产党更全心全意地进行抗日"。(注: Kenneth E. Shewmaker: "Americans and Chinese Communists, 1927 - 1945", Cornell University Press 1971年, 第108页。) 通过对敌后抗日根据地的采访, 汉森撰写了《高尚的努力——中国战争的故事》一书。



Carleton College Library Special Collection

1. 1937年, 卢沟桥。北京西七英里永定河的大理石桥。1937年7月7日卢沟桥事变, 中华全民族的抗战爆发。

As we looked back prior to 2017, we were pleased to find that in the United States there had also been other publications and research papers that used the digitized Haldore Hanson China Collection from Carleton College Special Collections, which gave us further proof of the

importance of the photographs to scholars. All of these uses had been properly cited and attributed to Mr. Hanson. Examples include:

1. Wang, Chengzhi & Chen, Su (2015) "Archival Resources of Republican China in North America" published by Columbia University Press; pages 88-89.
2. Chen, Xi (2015) "Hidden Gems Uncovered - Discovering China Studies Special Collections in Liberal Arts Colleges in the U.S." *Journal of East Asian Libraries*: Vol. 2015: No. 160, Article 7.
3. Wang Chengzhi, Chen Su, et al. (王成志, 陈肃) (2017) "北美藏中国抗日战争历史档案文献提要 = The sourcebook of North American historical and archival resources on China's war resistance against Japanese aggression" published by Shanghai Fu Dan Da Xue Chu Ban She (上海復旦大學出版社); pages 107-108.

The photographs continued to be of interest in 2017 as we received additional requests for original TIFF images; the first one was from an exhibit curator in Beijing in June 2017. The curator, Zhou Dengyan, requested seven of the photographs for an exhibit she developed in cooperation with historians at Shanghai Jiao Tong University on the wartime career of General Lü Zhengcao, the Commander who had hosted Hanson behind the Japanese lines. The touring exhibit, entitled *From Northeast to North China: the Historic Choice of a Chinese Military Officer* (Chinese translation: 从东北到华北——历史性的选择, 呂正操從東北到華北, curated by Shi Zhimin (石志民) and Zhou Dengyan (周邓燕)), was first shown in the Beijing Photography Exhibition Center in September and later in late October at the Shanghai Jiao Tong University. Additionally, the Lü exhibit's organizers have additional plans to create a permanent online exhibit for the materials.

Using her experience creating Lü's photographic exhibit, the curator, Zhou Dengyan, published an article entitled "From Northeast to North China: A photographic case study of historiophoty" in the journal *Chinese Photographers*. In her article she makes several observations that are very relevant to the topic of this paper. The first is that due to the high demand of Chinese researchers for historical photographs, some Chinese vendors have begun to charge very high fees for their use. Another is that, because of these high fees, Chinese researchers have turned to North American institutions who own historical photographs and are willing to provide digital files as long as the researchers give proper credits to the institutions who have made the effort to digitize and make the materials available for research purposes. Zhou notes, however, that in her experience Chinese researchers who use images from North American institutions may have sometimes failed to provide appropriate accreditation information.



*Mr. Hanson's photograph taken from Beijing exhibition on September 12, 2017
(Photograph by Jingjing Wu, used by permission.)*

A second request came in September 2017 from Yuwu Song (宋玉武), an Asian Studies researcher from Washington D.C. who plans to use the photographs in a future publication. We are currently in communication with both the researcher and the Hanson family about this project.

The authors of this paper have been both pleased and surprised by the popularity of Mr. Hanson's digital photos over these years. We have speculated that part of the high level of interest in the last few years is tied to a number of anniversary dates of events of historical significance in China between 2015 and 2017. The following anniversary dates may have contributed to our digital collection usage between 2014 and 2017, which is reflected in our Google Analytics reports:

1. 2015 marked the 70th anniversary of the end of WWII.
2. 2016 marked the 80th anniversary of the Victory of the Red Army's Long March completed on October 22, 1936.
3. 2017 marked the 80th anniversary of the Marco Polo Bridge Incident on July 7th, 1937, a battle that is widely considered to have been the start of The Second Sino-Japanese War. Mr. Hanson wrote about the Incident in his 1939 book, *Humane Endeavour*. The People's Liberation Army Publisher published a Chinese translation of this book in 2017.
4. 2017 marked the 80th anniversary of the Nanking Massacre on December 13, 1937. *Humane Endeavour* includes an account of the Massacre.
5. 2017 marked the 90th anniversary of the establishment of The People's Liberation Army on August 1, 1932.
6. For us at Carleton, it is also significant that the year of 2018 marked the 80th anniversary of Mr. Hanson's meeting with Mao Zedong and other guerilla leaders at Yan'an.

One of the greatest benefits of our experience with the Hanson Collection has been that we at the Library, having learned so much about the Collection and its historical

significance, have been inspired to highlight the Collection here on campus. Prior to this year's (2018) Alumni Reunion Week-end, the authors of this paper worked with the Library exhibits team to mount an exhibit that featured the Hanson photographs. It was an opportunity to honor Mr. Hanson, Class of 1934, and to give returning alumni a chance to learn about Mr. Hanson's adventures in China and to see how this Carleton alumnus was a witness to one of the most significant events of the 20th century.



*Exhibition at Carleton Gould Library
(Photographs by Hsianghui Liu-Spencer, used by permission)*

Conclusion

Our experience with the digitized Hanson Collection has been an important learning opportunity for our library. We have seen how significant digitizing and opening up a collection can be to outside researchers who will use the Collection in important ways that we could not have imagined. We have made contacts with specialists in the field who have shared information with us about the Collection that we hold, and these contacts have contributed to our ability to use the Collection more effectively here at Carleton. We have also learned that digitizing and opening up a collection can result in complicated issues of ownership and accreditation. Our experiences with such issues will inform our procedures as we digitize other collections in the future. Our experiences with Google Usage report will also enable us to interpret GA reports in a more meaningful way. In the end, we feel that our involvement with the Collection has both enriched our work lives and has made an important contribution to the scholarly enterprise. A final benefit is that the Hanson photographs are wonderful and definitely merit the wider audience that they now have. We hope that this account of our experience at Carleton and what we have learned will be useful to other institutions as they work to make their resources available and discoverable to researchers worldwide.

Acknowledgment

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