

Liberating Information Delivery



The Value of Usage Statistics!

Moving towards a clearer view for publishers and librarians

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Feedback

- How many of you are collecting usage data as frequently as you like?
- How easy is it comparing usage across multiple platforms?
- How often would you like to collect usage data?

The value of usage statistics

Usage stats are a key decision making tool and becoming more important

- To measure value for money (cost per click)
- To inform purchase decisions
- To justify budgets to university
- To charge back to faculties
- To identify training issues
- To understand user behaviour and trends

Current challenges for librarians

- Large number of vendor sites with very different, and at times confusing, interfaces
- Some COUNTER publishers are not COUNTER compliant
- Some data not timely (need to keep trying)
- Inconsistent formatting options across vendors
- Regular changes to vendor interfaces
- Report terminology varies
- Merging data together is a “nightmare”
- Rinse and Repeat – every month
- Consortia counting

“I am currently battling with usage statistics. Many person hours will be spent putting these figures into a useful form later on this year; time which could be well spent on other jobs.”
Sally Runsey, LSE, UK

“There are just so many formats, so many interfaces, so many ways to read reports.”

*Helen Brownlie,
University of Otago, New Zealand*

In an ideal world.....



Save time collecting and organising reports

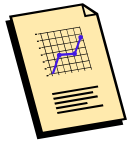


Reduce the real cost of managing statistics



Easy to use tools and reports to inform

decision making



Clear and consistent reporting formats



Greater insight into how users access



COUNTER

Counting **O**nline **U**sage of **N**eTworked **E**lectronic **R**esources

“Librarians want to understand better how the information they buy from a variety of sources is being used; publishers want to know how the information products they disseminate are being accessed. An essential requirement to meet these objectives is an agreed international set of standards and protocols governing the recording and exchange of online usage data.”

www.projectcounter.org

Standardized Usage Statistics Harvesting Initiative (SUSHI)

- Project COUNTER defines the usage report contents, but not the delivery method (other than available “on a web site”)
- SUSHI looks to build upon COUNTER’s work by defining a standard delivery method using Web Services automation
- SUSHI delivery protocol being ratified by NISO, likely to be some time before critical mass of data providers are able to offer SUSHI
- SUSHI is a good thing, but librarians need data NOW!

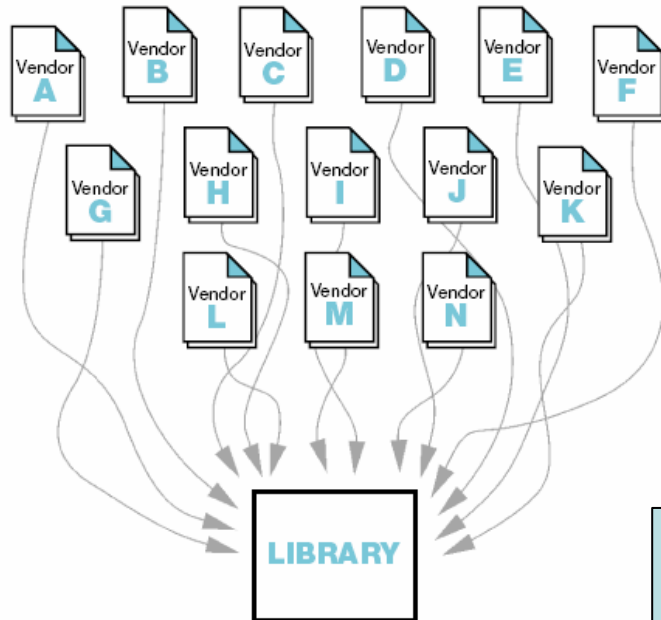
<http://www.library.cornell.edu/cts/elicencestudy/ermi2/sushi>

Other Studies and Works on Statistical Collection

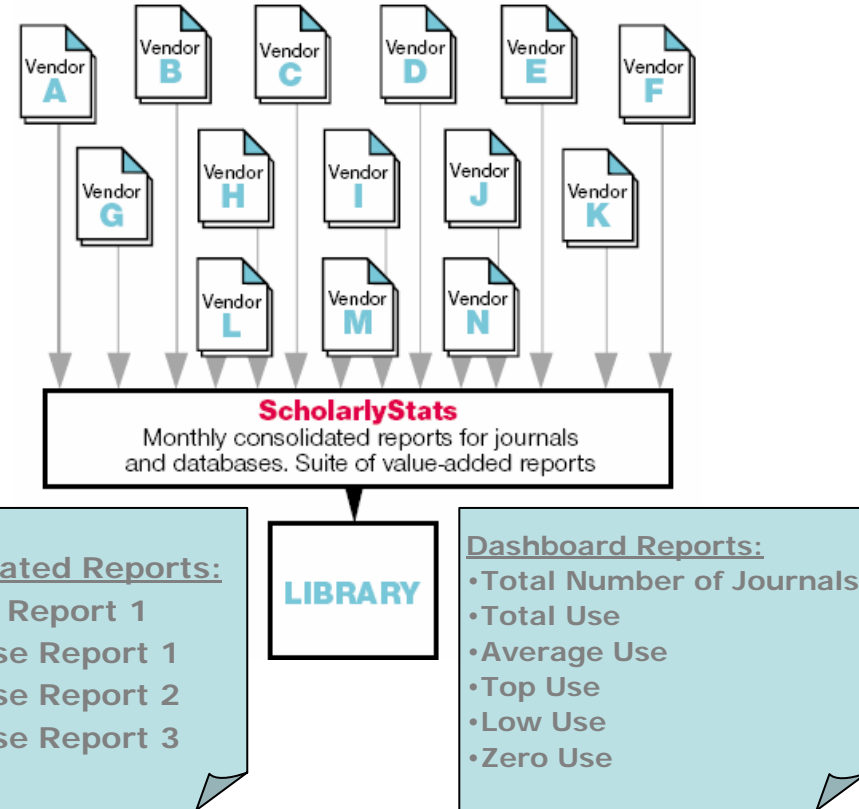
- Some ERM systems are starting to look at how to incorporate usage stats
- Many libraries do not have an ERM system
- With ScholarlyStats, MPS Technologies have tried to address the problem pragmatically with an easy to use solution...

Collection and consolidation taken care of

The Problem



The Solution



Neutralising the collected reports

	A	B	C	D	E	F	G	H	I	J	K	L
1	Institution	Institution of ScholarlyStats										
2	Report	Full-Text Article Requests by Journal Title, Platform and Month										
3												
4	Institution Code	Publisher	Platform	COUNTER Comp	Report Measurement	Journal Title	Print ISSN	Online ISSN	Jan-05	Feb-05	YTD-05	
5	Library abc	Publisher A	Publisher A	yes	Full-Text Requests	Amber Today	1212-9384	1212-1325	743	748	1491	
6	Library abc	Publisher A	Publisher A	yes	Full-Text Requests	International Journ	9833-2379	1233-2320	634	639	1273	
7	Library abc	Publisher A	Publisher A	yes	Full-Text Requests	International Journ	9234-4392	1234-4313	563	568	1131	

- Standardize column formatting
- Insert Publisher and Platform information for all vendors
- Mapping publisher details for aggregator reports
- Provide additional information of COUNTER compliancy status
- Standardize monthly statistics formatting
- Standardize cells with missing information
- Provide the maximum number of months for the most up to date analysis of journal and database usage

ScholarlyStats – a portal for libraries to access their usage statistics

The screenshot displays the ScholarlyStats web application interface. At the top, there is a navigation menu with the following tabs: Home, Reports, Admin, Update Account, About ScholarlyStats, About MPS, Contact Us, Help, and Logout. Below the navigation menu, a welcome message reads: "Welcome : **Martha Sedgwick , University of ScholarlyStats Library**". Underneath, it says "You are at: Home".

The main content area is titled "Home" and contains the following text: "Welcome to ScholarlyStats. Please click on the [Reports](#) button below to view your latest ScholarlyStats reports. Your library's next set of reports will be available on the 15th of the month. To enter or modify your Vendor Access Details, please click [Admin](#). To update your password, email address or security code, click [Update Account](#)".

Below the text, there are three main action buttons, each with an icon and a description:

- Reports**: View your latest reports, archived reports and source reports. (Icon: Bar chart)
- Admin**: Enter or modify your Vendor Access Details (VADs), review your library account details or create additional user accounts for your library colleagues. (Icon: Gear)
- Update Account**: Update your Email address, password or security code word. (Icon: Document with pencil)

ScholarlyStats – a portal for libraries to access their usage statistics

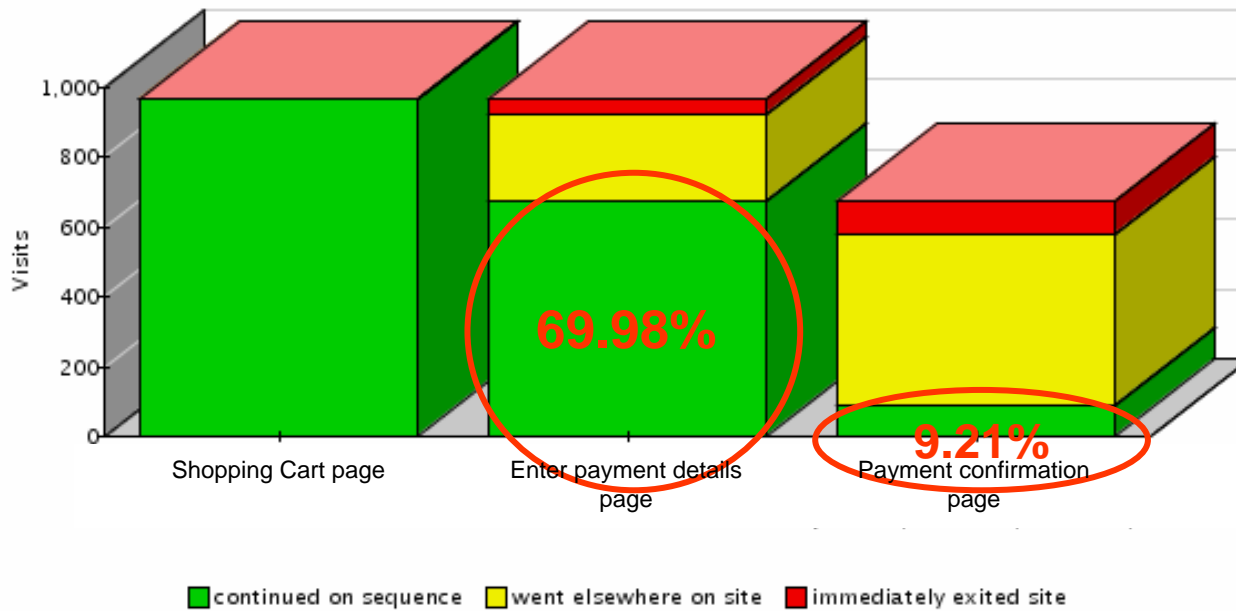
Zip File of all Reports Zip file containing all of the above reports (48 KB)

How publishers use statistical data

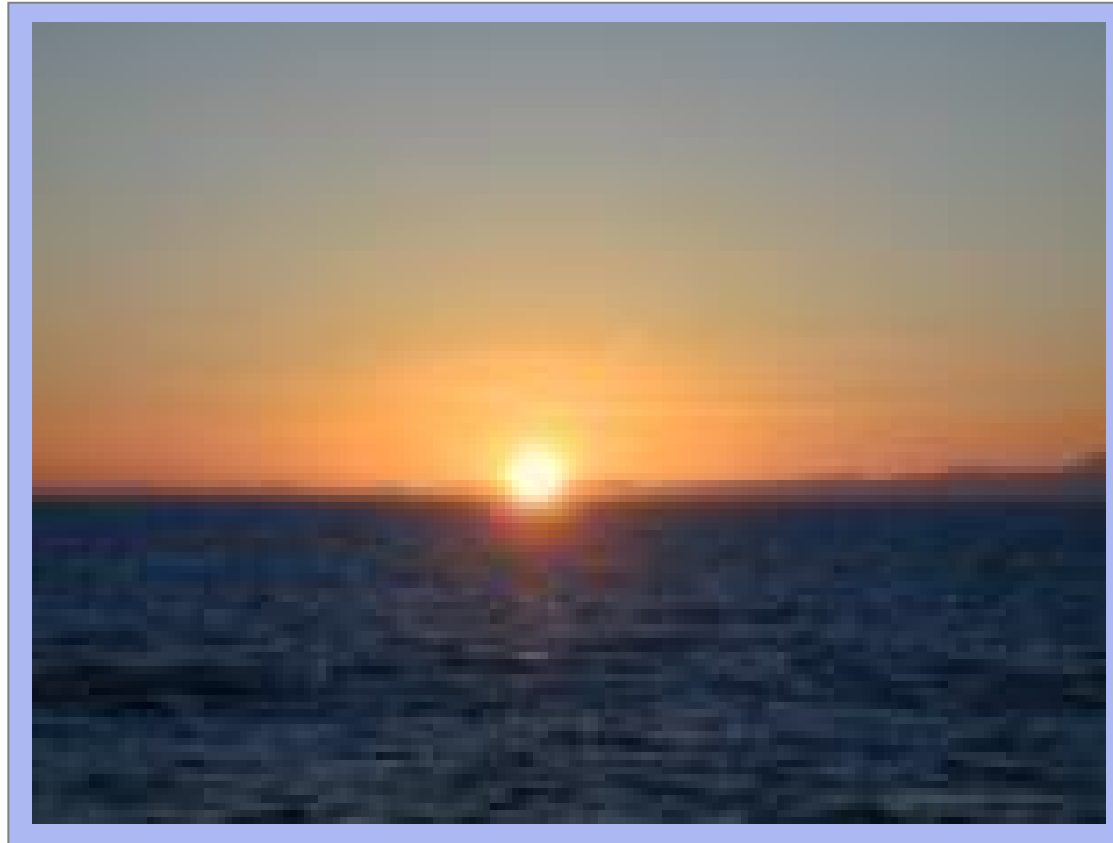
- Better understand what content is being used
- Improve web site design and user experience
- Identify access problems, e.g. access being cut-off
- Understand user trends
- Understand geographic users and analysis (why here and not there)
- Provide reports to their societies that they publish for
- Provide the latest COUNTER compliant reports to our customers?

How can publishers improve user experience

Correlation Report



An enlightened view of usage for information providers and institutional customers.



Liberating Information Delivery



Thank you

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