



What products do you have that generate serials-related usage data?

by [Melissa Belvadi](#) - Thursday, 2 March 2006, 02:58 PM

Hello, all. I am very interested in seeing what products you are using that generate usage data related to serials, and especially data that gives you title-specific use. The obvious examples include the major database vendor platforms like EBSCOHost, WilsonWeb, Gale Infotrac, and the like. But please also consider your online catalog if you can get actual title or issn searches. And don't forget your openurl resolver, federated search product, A-to-Z list service, etc.!

We at Maryville don't have a federated search product yet, and we use a homegrown openurl resolver/A-to-Z search, so I'm less familiar than I'd like with the usage data capabilities of the various commercial services out there.

Melissa Belvadi

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Re: What products do you have that generate serials-related usage data?

by [Sara Blaszczak](#) - Monday, 13 March 2006, 03:32 PM

At University of Illinois-Chicago (UIC), we have Serials Solutions' Article Linker (a hosted OpenURL linker). We have had Webfeat for about 2 years.

Article Linker generates usage stats we haven't utilized but would like to. It has search stats and click-through stats. The click-through show usage by database (i.e., Science Direct is considered a database) not by title. The search stats can show whether searches are by subject or title search; from search vs. browse; from MARC records (i.e., catalog), or OpenURL. Article Linker can also generate benchmarking with peer libraries based on Level 1, 2 or 3.

Level 1:Academic

Level 2:Doctoral/Research Universities

Level 3:Extensive

Webfeat gives search stats & click-through stats and also charts them in bar graph form. You can get a picture of peak-and-valley hours, for instance.

Altogether, there's starting to be a wealth of stats available, but not being utilized enough. I'm looking forward to hearing more about their potential value.

Sara Blaszczak (pronounced BLAY-zak)

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Re: What products do you have that generate serials-related usage data?

by [Melissa Holmberg](#) - Friday, 24 March 2006, 06:23 AM

We gather usage stats into an in-house Access database. We have also occasionally compared click-through stats via SerialsSolutions' AricleLinker to vendor stats (e.g. when no or too low stats are appearing, we can then contact them with SerialsSolutions' stats and ask what's going on). The click-through stats are very fascinating to me as it points out what people are using via OpenURL, rather than direct searches. We haven't yet done any large analysis, though, like comparing searches to click-through stats, but we do notice that some journal collections with few searches are being used tremendously through OpenURL.

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Re: What products do you have that generate serials-related usage data?

by [Melissa Belvadi](#) - Sunday, 26 March 2006, 05:47 AM

I highly recommend that you ask the vendor, Serials Solutions in this case, for the ability to track incoming openurl clicks by the title/issn of the article being looked for, rather than just the database. As I illustrated in my presentation, journal-title level data is invaluable for serials collection development. If all you're getting is database-level data, that helps with decisions about cancelling databases, but frankly you probably could have gotten enough data about that from the individual database vendor's usage data anyway.

In fact, I would request that they track title and year of the article. That would be extremely easy for them to do, as they are already parsing that data anyway as part of the resolving process in the server.

In my live audience on Saturday, I asked how many libraries had the ability to collect any data on usage of individual journals by date (eg to answer the question about usage of older titles in a field, rather than just overall usage) and only maybe 5 people out of an audience of close to a hundred raised their hands, and they all said their data in that regard would be counting shelving of bound volumes only, no online data.

Melissa

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Re: What products do you have that generate serials-related usage data?
by [Bonnie Tijerina](#) - Sunday, 26 March 2006, 06:32 AM

I missed your session in-person but thanks for sharing about the number of librarians in the room that are able to collect usage data by date. I think that could be very valuable data in making decision about buying backfiles or cancelling current subscriptions. Also, it could be used as another way to know the research and information needs of our users. I would think publishers have this information in their logs. Has anyone asked publishers for usage by date, issue or volume?

Bonnie

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Re: What products do you have that generate serials-related usage data?
by [Melissa Belvadi](#) - Monday, 27 March 2006, 05:25 PM

I've never asked database publishers for that information before.

I would think it would also help the big aggregate vendors figure out just how important to their customers are embargos, or the lack thereof, especially if negotiating a shorter embargo would cost the aggregator big bucks.

I might mention it to my favorite EBSCO contacts next time I'm talking to them (I seem to talk to them frequently).

Melissa

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