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
“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/elicensestudy/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**

```
Vendor A  Vendor B  Vendor C  Vendor D  Vendor E  Vendor F
  Vendor G  Vendor H  Vendor I  Vendor J  Vendor K  Vendor L  Vendor M  Vendor N
```

**The Solution**

**Consolidated Reports:**
- Journal Report 1
- Database Report 1
- Database Report 2
- Database Report 3

**Dashboard Reports:**
- Total Number of Journals
- Total Use
- Average Use
- Top Use
- Low Use
- Zero Use

**ScholarlyStats**
Monthly consolidated reports for journals and databases, Suite of value-added reports
Neutralising the collected reports

- 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
Welcome: **Martha Sedgwick, University of ScholarlyStats Library**
You are at **Home**

**Home**

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.

<table>
<thead>
<tr>
<th>Reports</th>
<th>View your latest reports, archived reports and source reports.</th>
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<tbody>
<tr>
<td>Admin</td>
<td>Enter or modify your Vendor Access Details (VADs), review your library account details or create additional user accounts for your library colleagues.</td>
</tr>
<tr>
<td>Update Account</td>
<td>Update your Email address, password or security code word.</td>
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ScholarlyStats – a portal for libraries to access their usage statistics
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

![Correlation Report Graph]

- Shopping Cart page: 69.98%
- Enter payment details page: 9.21%
- Payment confirmation page: 9.21%

Legend:
- Green: continued on sequence
- Yellow: went elsewhere on site
- Red: immediately exited site
An enlightened view of usage for information providers and institutional customers.
Thank you

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www.mpstechnologies.com