



# Usage Data, Libraries and E-Resource Management

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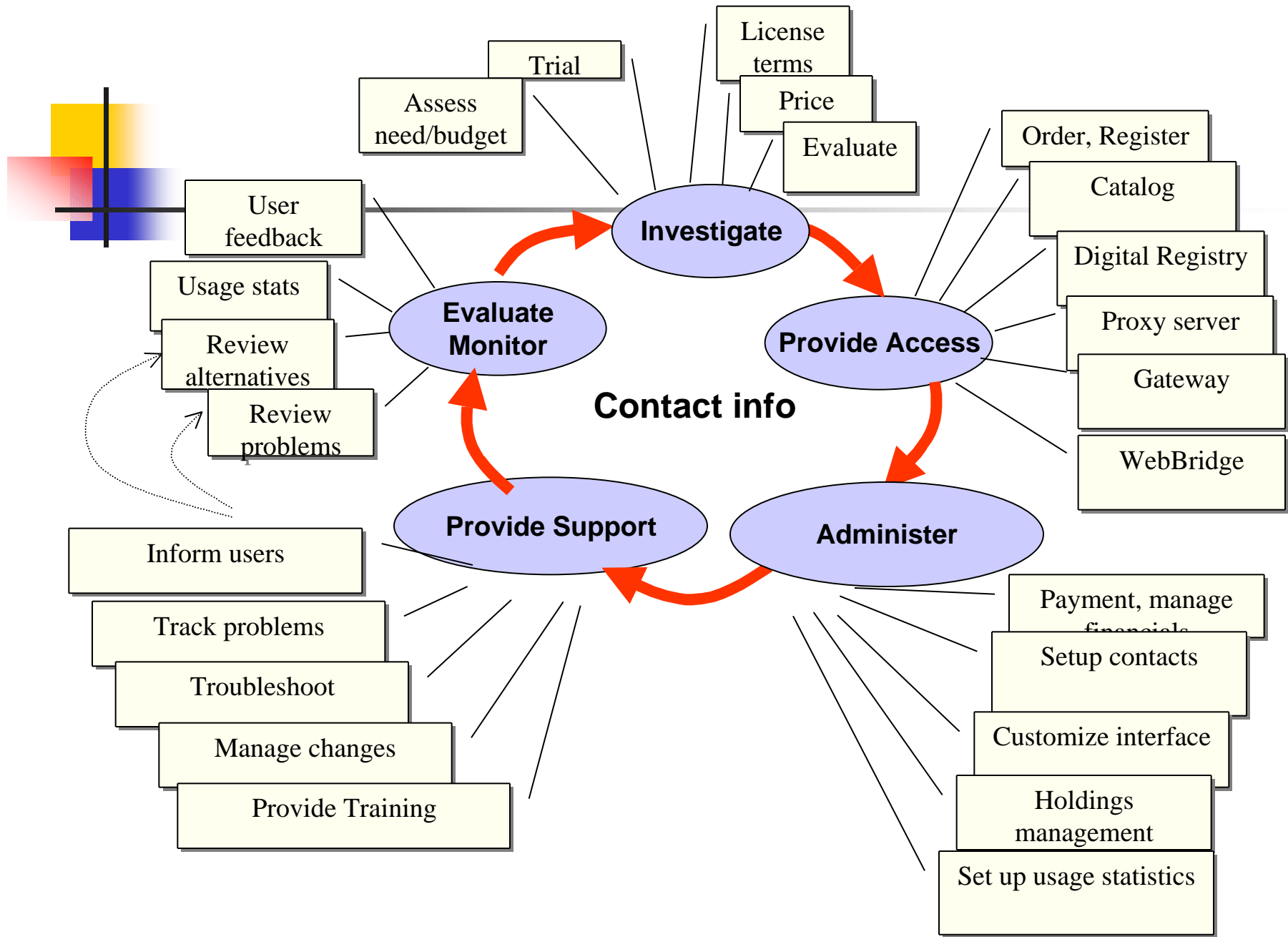


## Electronic Resource Management:

Report of the DLF Electronic  
Resource Management Initiative

August 2004

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# E-Resource “Trend Spotting”

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➤ More:

- \$ spent on e-resources, less print
- concern about e-preservation, less print
- remote use, less reliance on facilities
- consortial buying, less library by library
- e-journal package buying, less title by title
- variety of user entry paths, less reliance on library catalogs and databases?
- open access, less reliance on subscriptions?
- demand for access to data, less reliance on articles and databases?
- focus on metrics, less “feel”



# The DLF Electronic Resource Management Initiative, Phase II

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- **Data Standards**
  - Data Dictionary revision
  - License Expression Standards
- **Professional Training in License Term Mapping (ARL/DLF collaboration)**
- **E-Resource Usage Statistics**
  - Protocol for automated delivery
  - Statement of functional requirements

***Gathering  
Statistics at  
FCLA***



**Or .....**

**ICOLC – Philadelphia  
March 28, 2006  
Michele Newberry**

# Statistics

# Hell!!!



# ABC-CLIO

- Logon to the Stats interface at: <http://serials.abc-clio.com/reports/>
- ID: <xxx>@ufl.edu PW: <nnnn>
- [http://serials.abc-clio.com/reports/start&\\_formname=loginform&appname=reports&loginname=<xxx>@ufl.edu&password=<nnnn>&forgotten\\_password=0](http://serials.abc-clio.com/reports/start&_formname=loginform&appname=reports&loginname=<xxx>@ufl.edu&password=<nnnn>&forgotten_password=0)
- Choose “Select All” for Institutions
- Choose a reporting period (one or multiple months)
- Choose an Output Type (I choose “Excel Friendly HTML”)
- Click “Run Report”
- [http://serials.abc-clio.com/reports/go/ABC-Clio-Serials-Reports&\\_appname=reports&\\_operation=DoReport&addlcid=I00271&addlcid=I00267&addlcid=I00268&addlcid=I00269&addlcid=I00270&addlcid=I00637&addlcid=I00725&addlcid=I00652&addlcid=I00697&addlcid=I00764&startmonth=20051001&stopmonth=20051101&outputtype=C](http://serials.abc-clio.com/reports/go/ABC-Clio-Serials-Reports&_appname=reports&_operation=DoReport&addlcid=I00271&addlcid=I00267&addlcid=I00268&addlcid=I00269&addlcid=I00270&addlcid=I00637&addlcid=I00725&addlcid=I00652&addlcid=I00697&addlcid=I00764&startmonth=20051001&stopmonth=20051101&outputtype=C)  
outputtype=C for CSV, E for Excel friendly html, H for HTML  
start,stop month in YYYYMMDD
- Save Page As HTML file – “FCLARreportMMYY.html”, i.e. – FCLARreport0905.html.
- Upload to FCLA website and transcribe total annual searches into the master spreadsheet.

# BePress

- BePress stats are VERY complicated to gather. Go to the admin URL: <http://www.bepress.com/cgi/myaccount.cgi>
- Login with the user ID and Password for each school.
- Copy the URL for each school's report and paste into the browser to get an "Open" or "Save As..." popup window.
- Open the file in Excel, and make the following modifications:
  - Add a line above line one that says: **BePress Usage Report (Arial, 14 point)**
  - **Bold & Italicize & color purple the next line (Full-Text Downloads....)**
  - **Delete the usage data for each title up to January of the current year (these reports keep data from the creation of any given university's account), and then move the data for the current year to the left so that the January data is in Column B.**
  - **Resize Column A so that the full title of each Journal is viewable**
  - **Merge & Center these two header lines over the width of the report**
- Once finished, "Save As Web Page" naming by school & year, i.e. "famu\_2005.html"
- Repeat for each school.
- **Upload to FCLA website and transcribe total annual searches into the master spreadsheet.**



# From Usage Data Management to Decision Support: Questions

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- Where and how should data be organized and stored for optimal use?
- How do we want to display/report it?
- Do we want to combine it with other data?
- Is dealing with aggregated data all we want or need to do?



# What reports and comparisons do we want to make?

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- Database use by title
- Journal use by title
- Use by package or platform
- Journal use by title, subject comparisons
- Journal use, subscribed vs. unsubscribed
- Cost per use, title by title
- Cost per use, subject by subject
- Cost per use, package to package
- Cost per use trend lines
- Comparisons with peers and consortial partners



# Colorado State University E-Journal Tracking Survey

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- “. . . exploring the design and development of a tool to automate and standardize library e-journal statistical reports to serve academic institutions more broadly.”
- Possible features
  - support benchmarking and peer comparisons
  - integrate institutional data considered important for assessment.
  - combine cost, descriptive information (call numbers, subjects), and usage statistics with additional data (ILL, faculty & student numbers).



# Data Elements for Serials Evaluation 1: Basics

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- Journal Title
- Pricing
  - Retail, Actual, Projected
  - e-only vs. print
- Package Information
  - Publisher
  - Cancellation Limits
  - Subscribed vs. Nonsubscribed titles
  - Date coverage
  - Archival rights
- Local Budgeting Information (Fund codes, etc.)

# Serials Evaluation 2: Value Indicators



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- COUNTER Data
  - PDF downloads
- Dates used
- Print usage/circulation
- ILL Requests
- Faculty Requests
- Faculty publishing history
- Faculty editorships and other affiliations
- Citation data
- ISI Impact Factor
- Bergstrom's "Journal Cost Index" data
- Trends

# Report Example: Priority of title based on use

(source: Diane Carroll, Oregon Health & Sciences U Library)

	<b>•High Use (1)</b>	<b>•Medium Use (2)</b>	<b>•Low Use (3)</b>
<b>•Number of articles by OHSU authors in the journal from 2002 to 5/2005</b>	<b>•&gt;10</b>	<b>•5-10</b>	<b>•2-4</b>
<b>•Number of articles cited by OHSU authors from 2002 to 5/2005</b>	<b>•&gt;40</b>	<b>•10-40</b>	<b>•5-9</b>
<b>•Request from faculty</b>	<b>•=&gt;1</b>	<b>•</b>	<b>•</b>
<b>•Full text/PDF downloads</b>	<b>•&gt;250</b>	<b>•40-250</b>	<b>•&lt;40</b>
<b>•Interlibrary loan requests over the last 18 months</b>	<b>•&gt;15</b>	<b>•6-15</b>	<b>•5</b>

# Uses of priorities 1-3 (Main Library)

## Priority 1 - High use

- ✓ Current subscriptions to be renewed or titles to be considered for addition

## Priority 2 - Medium use

- ✓ Increase/decrease in use
- ✓ No subscription – value if available in consortial offer

## Priority 3 - Low use

- ✓ Consider for cancellation
- ✓ Little value in consortial offering

	•Current subscriptions	•No subscription
•		
•1	•799	•78
•2	•502	•584
•3	•318	•1,165
•Total	•1619	•1827



# Data Farms and “Bibliomining”: should we be “Drilling Down?”

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“Traditionally, library decision-makers examine aggregates and averages to understand their service use . . .” (*Scott Nicholson: The Basis for Bibliomining*)

Do Demographics + Weblogs = Better Understanding and Services to User Communities?

- Data about the work
- Data about the user (college, department, course, level?)
- Data about the service (relevance vs. value?)