Gathering, Integrating and Analyzing Usage Data: Examining Collection Analysis Tools and Usage Statistics Standards, and Important Questions to Consider

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Repository Citation
Gathering, Integrating and Analyzing Usage Data: A look at collection analysis tools and usage statistics standards, and important questions to consider

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OVGTSLS 2008 Conference
We will cover

- Current journal usage analysis tools vendors offering
  - Electronic Resource Management Systems
  - E-Gateways, OpenURL Link Resolvers, Federated Search Services
  - Statistics Analysis Products – ScholarlyStats, Thomson JUR, Serials Solutions 360COUNTER

- Industry standards that make usage analysis possible
  - COUNTER (Counting Online Usage of Networked Electronic Resources)
  - SUSHI (Standard Usage Statistical Harvesting Initiative)
  - How it all works together

- Beyond Counting
  - Number vs. value
  - How deep can you go?
Journal Usage Analysis Tools

**Electronic Resource Management Systems (ERMS):**
- Can store usage data, but...
- Must collect usage data statistics from many vendors
- Multiple reports from the vendors may be in a variety of formats that must be consolidated
- Then the library must produce own set of reports to compare the statistics
- Time-consuming and labor-intensive

**E-Gateways, OpenURL Resolvers, Federated Search Products:**
- COUNTER standard enables gateways to collect usage data
- Provide usage reports from multiple vendors
- Library must produce statistics comparison reports
Usage Analysis Tools

Statistics Analysis Products

- Single platform
- Consolidate and provide access to a library’s usage statistics from multiple content providers in COUNTER compliant formats
- Some also provide “dashboard” comparison analysis reports
COUNTER Compliant Reports

COUNTER 2.0 is current version

- Journal Report 1
  Full-text article requests by Journal Title, Platform and Month

- Journal Report 2
  Turnaways by Month and Journal

- Database Report 1
  Searches and Sessions by Month and Database

- Database Report 2
  Turnaways by Month and Service

- Database Report 3
  Total Searches and Sessions by Month and Service
Dashboard Reports

**Comparison Analysis:**
- Total Number of titles by Platform
- Full text articles by platform
- Top Use for each Platform
- Average Use by Platform
- Proportional usage by title
- Top 50 journals across Platforms
- Low Usage Journals
- Zero Use Journals

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**Sample Report: Total journal use by Platform**

<table>
<thead>
<tr>
<th>Institution</th>
<th>University of ScholarlyStats Library</th>
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</thead>
<tbody>
<tr>
<td>Report Title</td>
<td>Number of Full Text Article Requests by Platform</td>
</tr>
<tr>
<td>Report Description</td>
<td>The total number of Full Text Article Requests in the Journal Usage Report</td>
</tr>
<tr>
<td>Platform</td>
<td>Jan-05</td>
</tr>
<tr>
<td>Publisher A</td>
<td>3792</td>
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<tr>
<td>Publisher B</td>
<td>1425</td>
</tr>
<tr>
<td>Publisher C</td>
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</tr>
<tr>
<td>Publisher D</td>
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</tr>
<tr>
<td>Publisher E</td>
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</table>

**Sample Report: Average journal use by Platform**

<table>
<thead>
<tr>
<th>Institution</th>
<th>University of ScholarlyStats Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Title</td>
<td>Average Use By Platform</td>
</tr>
<tr>
<td>Report Description</td>
<td>The average use per title for each Platform by Month</td>
</tr>
<tr>
<td>Platform</td>
<td>Jan-05</td>
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<tr>
<td>Publisher A</td>
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<tr>
<td>Publisher B</td>
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<td>Publisher C</td>
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<td>Publisher D</td>
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</tr>
<tr>
<td>Publisher E</td>
<td>199</td>
</tr>
</tbody>
</table>
SUSHI (Standard Usage Statistics Harvesting Initiative)

- ANSI/NISO Z39.93
- Current version 1.5
- Automated request and response model for the harvesting of electronic resource usage data
- Replaces user-mediated collection of usage reports
- Works with Project COUNTER reports
- Built on SOAP (Simple Object Access Protocol) – protocol for exchanging XML-based messages over computer networks
Evaluating Usage Statistics: Historic view and how industry standards make it all possible

- Usage of online resources growing exponentially, but usage not measured in a consistent way
- Content providers not supplying data to libraries in a format they want
- Libraries unable to compare usage stats from various content providers
Applying the COUNTER standard

- Specific requirements that content providers and vendors must meet for usage reports to be designated “COUNTER compliant”

- Now provide data to libraries in the format they want

- But...stats not available in a consistent data “container” and administrative cost of individual downloads on provider-by-provider basis is high
ERM system has the ability to store usage data.

- SUSHI standard for ERM container now enables automatic request and delivery of usage statistics from content providers.

- Libraries must still consolidate, analyze, and create reports from providers’ data in ERM system.
COUNTER + SUSHI + Statistics Products

- Vendor can consolidate statistics and generate reports for libraries through automated web processes
- Greatly reduces time and effort
- Enables efficient, accurate data evaluation for informed decision making
SUSHI Considerations

- Very straightforward implementation – 2 days of programming
- Add an additional authentication on IP address – beyond SUSHI standard – systems can be held at a central or local location
- Only supports JR1 type reports at this time – database reports not available
- Real time generation of reports takes a lot of time for big vendors and libraries
- Looking forward to version 2.0 – databases!
Beyond Counting

- **Volume vs. value**
  - Less can be more
  - What is really important to your Library?
  - Cost per click

- **Does 1+1 really equal 2?**
  - Is 10 seconds enough?
  - Circle back interval – what is the right length of time?
  - Web crawlers, internet robots, federated search results inflating statistics
Beyond Counting

- **How deep can you go?**
  - Graphics
  - Charts
  - Photos
  - Captions

- **Information on depth of search**
  - Is this worth counting?
  - Libraries vs. publishers
Beyond Counting

Depth Usage Report

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Coming Soon to a Library Near You.....

- **CORE – Cost of Resource Extraction**
  - Proposed NISO Standard

- **COUNTER 3.0**
  - [www.projectcounter.org](http://www.projectcounter.org)
  - Draft phase, available for comment until May 31, 2008
  - XML reports available; downloadable via SUSHI
  - Federated search results and other automated search engines must be categorized separately
  - Activity generated by internet robots, crawlers, etc. excluded from COUNTER reports
  - Usage statistics for Library Consortia
Thank you!

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