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UKSG Usage Statistics Training Seminar:
Oxford, 8 September 2010

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Experiences on the ground: usage statistics as a practical tool in the library

Graham Stone
E-Resources Manager



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Why collect usage data?

- Strategic planning and KPIs
 - Budgeting
 - VfM
- Renewal decisions
 - Average cost per request
- User support
 - Why is there low use?
- Benchmarking
 - SCONUL statistics

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Which usage stats to collect?

- Publisher/vendor
 - COUNTER stats
 - Other stats
- Gateways, hosts and aggregators
 - COUNTER stats
 - Other stats
- Authentication systems
 - Athens DA etc.
 - EZProxy
 - MetaLib logins
- Web-logging software
 - Google analytics

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Financial situation / Funding cuts

- Some tough decisions to make, not helped by:
 - Exchange rates
 - \$2+ → \$1.35 → \$1.65 → \$1.54
 - €1.48 → €1.05 → €1.11 → €1.20
 - VAT
 - 17.5% → 15% → 17.5% → 20%
- Usage evidence vital in budget presentations
 - Graphs
 - Telling facts – success stories
 - Comparisons – SCONUL

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Key Performance Indicators @ Huddersfield

- **Terms of reference**
- To identify the performance indicators which are needed
 - To measure usage of services/value for money
 - To provide evidence for senior management
 - To inform our planning and strategy
 - To comply with external bodies e.g. SCONUL
- *Currently under review*

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Key Performance Indicators @ Huddersfield

Key Performance Indicators

Books	Networks	E-resources	Periodicals	Archives
<ul style="list-style-type: none"> • Price • Electronic - print & electronic • Individual titles • Electronic - titles in package • Total electronic • Total print and electronic 	<ul style="list-style-type: none"> • Price • Print & electronic • Electronic • Total journals 	<ul style="list-style-type: none"> • Books • Journals • E-books • E-journals • E-referat 	<ul style="list-style-type: none"> • DVD, CD, video • Patent database 	<ul style="list-style-type: none"> • Archive

Lending	Document Delivery	IT	Printing and Copying
<ul style="list-style-type: none"> • Entries • Issues 	<ul style="list-style-type: none"> • Number of requests • Number of items received • Supplier supply times to end user • Materials from other sites • Door to door requests 	<ul style="list-style-type: none"> • Number of PCs • Licenses • PC availability • Laptop issues 	<ul style="list-style-type: none"> • Number of prints • Number of copies

Administrative services	Facilities
<ul style="list-style-type: none"> • Number of staff hours delivering services • Number of hours received by users 	<ul style="list-style-type: none"> • Interactive resources related enquiries • Pre-arrival/functional enquiries • IT related enquiries

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E-journal performance indicators



- Titles in Package
- Titles Reported on
- Title Package Cost
- Total Fulltext Downloads
- FTE Students
- FTE Users
- High Use Titles (100 or more downloads)
- Medium Use Titles (11-99)
- Low Use Titles (1-10)
- Zero Use Titles

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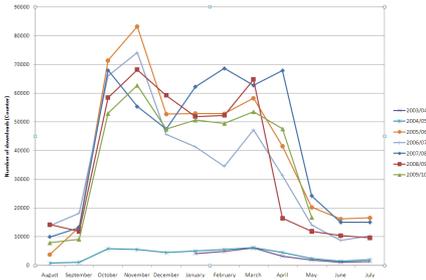
E-journal performance indicators



PUBLISHER		2004	2005	2006	2007	2008	2009	2010	2008	2009
Metrics										
Key Performance Indicators										
Full Text Article Requests		40,364	251,565	476,478	381,086	526,138	397,488	218,172	138.36%	75.27%
Mean Full Text Article Requests (per user)		2,364	26,364	30,746	31,669	40,100	23,101	16,107	138.36%	75.27%
Full Text Article Requests per FTE user										
Costs										
Total package		£16,578	£16,381	£16,381	£16,381	£17,033.00	£17,258.38		100.00%	103.94%
Cost as % of total e-resources budget									88.26%	96.26%
Cost per Download		40.36	65.02	40.03	43.48	32.61	43.42		75.27%	138.10%
Cost per FTE user										97.65%
Other Information										

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Good news story?

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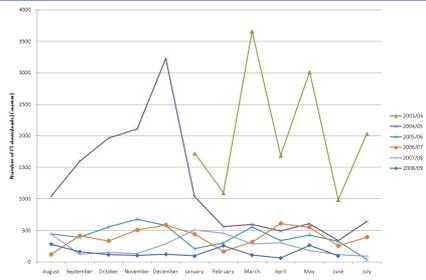
What does the data mean?



- Wide variation in cost per download
 - Explanations
 - Aggregator services almost always low cost per download – cheap and cheerful, but embargoes/titles in and out
 - Is everything COUNTER compliant?
 - Acknowledge subject differences
 - Is a resource showing high cost per download, but being used by a high level researcher?
 - But... still meaningful differences between similar packages

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Possible cancellation?

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Acting on the data



- Better marketing/ user education
 - Have academic staff left?
 - Is the resource in it's first year of a subscription
- Review the platform
 - Some platforms more user-friendly than others
 - Some resources may be cheaper via other providers and/or JISC
- Improve your link resolver data
 - Some platforms only provide top level linking
- ... Eventually, consider cancellation

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Using usage to track low/non use @ Huddersfield

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Identified 3 main indicators

- Access to e-resources (logins to MetaLib)
- Book loans (Horizon LMS circulation stats)
- Access to the library (gate entry stats from Sentry)
- Matching with student record system (ASIS)
 - 2005/6 – 2008/9

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Usage data for the School of Human and Health Sciences

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School of Human and Health Sciences average # of students = 6,492

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Average total library usage vs. final degree grade (all 2007/8 & 2008/9 graduates)

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Grade	MetaLib logins	Books borrowed
1	70	83
2.1	60	65
2.2	45	41
3	30	27

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Results

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- Analysis of the results consistently reveals a correlation between e-resource use, book borrowing and student attainment
- This appears to be the case across all disciplines

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Perceptions of usage

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- Emerald and Business Source Premier are seen as successful subscriptions
 - cost per usage is very low
 - overall usage when measured against other resources is high
- In context with no/low usage data for Business courses, usage should be significantly higher
- Further analysis of usage verses impact is needed
- Do we re-evaluate our criteria for renewal/cancellation of resources in the future?

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Big deals

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- Big deals allowed 'new' universities to compete on a level playing field provide much more content than before
- At Huddersfield, non cancellation clauses mean that we spend proportionally more and more each year on big deals
- Despite concerns, these are very popular
- But...are they value for money?

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Big deal case study @ Huddersfield



- Overall the combined SSH/STM package appears to be value for money
 - Cost per document download is £1.10
 - Cost per title is £11.22
 - Subscriptions represent 42% of overall usage implying that the spread of usage is relatively wide
- If the 'big deal' was renewed, no cancellations could be made
- ...but what if we look at the packages separately?

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Big deal case study @ Huddersfield



- The SSH package shows extremely good value for money
 - Cost per download if this package was purchased on its own is £0.76
 - Subscriptions are 45% of total usage showing good use of overall package
 - SSH usage is 93% of combined SSH/ST usage
 - TOP 10 usage is 23% of total usage
 - Good depth to the collection
 - However, 8 out of top 10 (11) titles are subs

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Big deal case study @ Huddersfield



- The STM package shows extremely poor value for money
 - Cost per download if this package was purchased on its own is £7.23
 - Subscriptions are only 8% of total usage but total usage (858) is minimal
 - TOP 10 usage is 46% of total usage
 - Little depth to the collection
 - Top 9 are NOT subscriptions
 - If this package and all ST print subs were cancelled, approx £10,000 would be saved
 - 4 Potential new journal subs based on usage may be required

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Big deal case study @ Huddersfield



- Recommendations
 - Subscribe to SSH package only
 - Cancel STM package
 - Would allow cancellations to STM journals in 2009/10
 - School of Applied Sciences would have some budget freed up to purchase non-subscribed titles based on usage
- The same year another 'essential' package was cancelled
 - Low usage
 - No repository data for the last 10 years

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Big deals



- Massive overspend last year
 - Due to exchange rates
 - VAT on electronic element on print + online
- No increase in information fund
 - Overall decrease in real terms
- Need to protect remaining monograph budget
- More big deal reviews needed in 2010/11
 - Usage statistics will enable us to see if cherry picking is a viable alternative

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Journal Archive/Backfiles



- Strategic acquisitions
 - Improve content provision
 - Free space in libraries
 - End of year pots of money?
- Relevance of usage stats?

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Journal Archive/Backfiles



- May not seem obvious?
 - Need to be removed from current usage
 - May be able to point to usage of existing backfiles to encourage university to invest further
- COUNTER Journals Code of Practice Release 3
 - JR1A/JR5 – must provide at least one
 - JR5 – potentially fascinating – 13 vendors

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Issues and Challenges



- Multiple counting
 - Aggregators/gateways/publisher
 - May not all be COUNTER compliant
 - Data may include trials that need to be filtered out
- Agent's lists
 - May not match publishers lists!
- Title changes
 - Tracking usage
- Journal transfers
 - [UKSG Project Transfer Notification](#) list now receiving postings but will not of itself solve problems
- Open access
 - If a title is OA after one year, do you still count it in your costs per download for the big deal etc.?
- 'Unexpected' use
 - Peaks

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Other types of Usage data



- Huddersfield uses Athens/EZProxy/MetaLib data to calculate % share of costs per School
 - Can id where a user is from and allocate costs accordingly for renewal
 - Crude – but settles arguments on who pays for the big deal

% of title split	Applied Sciences	Business	Education	Human and Health Sciences
Emerald	30%	60%	10%	
ScienceDirect	25%	15%		60%

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Database usage statistics



- Similar stats are kept for Databases
 - Can be more inconsistencies with COUNTER/non-COUNTER stats
 - Usage stats probably more important for renewal/cancellation decisions
 - But need to take into account subject coverage of database
- Already cancelled £20K+ of databases in 2010/11 based on usage and subject overlap

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E-book usage statistics



- Becoming more important
- More vendors/publishers offering COUNTER stats
 - 31 vendors compliant with COUNTER Books & Reference Works Release 1
- Issues between:
 - BR1: No of successful title requests by month & title
 - 16 vendors
 - BR2: No of successful section requests by month & title
 - 24 vendors
- Can make comparisons between aggregators and publishers difficult

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Benchmarking



- Difficult to achieve
 - Confidentiality clauses
- SCONUL Stats
- JISC Portal

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SCONUL Stats



- Major change for the better for 2009/10 return
 - D7 Full-text article requests (COUNTER JR1 or equivalent)
 - ALL FT article requests including
 - Serials collection (e.g. ScienceDirect)
 - Aggregator database (ABI/INFORM, JSTOR, LexisNexis)
 - D8 Section requests for electronic books (COUNTER BR2...)
 - Or BR1 multiplied by 5.4 to estimate number of section requests
 - D9 Database searches (COUNTER DB1 or equivalent)
 - Includes 'composite' databases, even if FT is counted in D7

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JUSP: the Journal Usage Statistics Portal



- JISC Collections in collaboration with Mimas, Evidence Base and University of Cranfield
- A 'one-stop shop' to view and download usage reports from NESLI2 publishers
- Ability for libraries to view their use of titles in current NESLI2 deals separately from use of titles in a backfile or archive collections
- Launching October 2010
 - limited to an agreed number of institutions, publishers, gateways and host intermediaries
- Fully comprehensive service providing usage statistics to all UK academic libraries by the end of 2011

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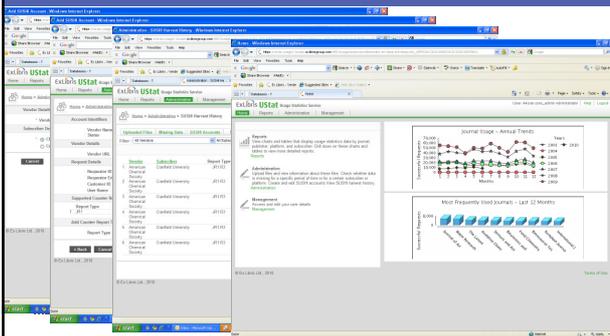
Standardised Usage Statistics Harvesting Initiative protocol (SUSHI)



- Not vital to know how it works!
 - But you do need SUSHI software to use it
- More vendors coming on board with Release 3 of the COUNTER Code of Practice for Journals and Databases
 - SWETS, Ex-Libris etc.
 - In order to set up automatic SUSHI harvesting you need to obtain some details from the publisher you wish to harvest statistics from

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Ustat @ Cranfield University

The screenshot shows a complex web-based interface for Ustat. It features a navigation menu on the left with options like 'Home', 'Reports', 'Administration', and 'Help'. The main content area displays several data visualizations, including a line chart titled 'Journal Usage - Actual Trends' showing data from 2006 to 2009, and a bar chart titled 'Most Frequently Used Journals - Last 12 Months'. There are also various tables and text-based reports visible.

Standardised Usage Statistics Harvesting Initiative protocol (SUSHI)



- Cranfield are not using this in anger yet
- In time this may automate the collection of usage stats
- But...
 - No off the shelf product will do everything you want
 - So you will still have to export data into Excel to analyse it!

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COUNTER Update



- Journal Usage Factor (JUF)
 - An additional measure of journal quality/value launched in 2007 by UKSG and COUNTER

$$\text{Usage factor} = \frac{\text{Total usage (COUNTER JR1 data for a specified period)}}{\text{Total number of articles published online (during a specified period)}}$$

- A report on Stage 2 to assess the practical issues surrounding implementation is due soon
- <http://www.uksg.org/usagefactors>

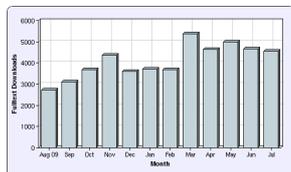


CONNECTING THE INFORMATION COMMUNITY

COUNTER Update



- Pirus 2
 - COUNTER-compliant usage data and statistics that will cover individual items in publisher, aggregator, repositories
 - Final report to be published in December 2010



<http://www.cranfieldlibrary.cranfield.ac.uk/pirus2/>

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Impact of Summon @ Huddersfield



- The very nature of the ways users search will be turned on its head
 - from searching databases that include ALL content and then hoping that the abstracts chosen will hold the full text, to searching the full text subscribed material first and then widening the search if necessary
- What will be the effect on e-journal, e-book and database usage?
 - Will look closely at usage statistics
 - We need COUNTER statistics for Summon!

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Conclusions



- Will always be work in progress
- We have come a long way with COUNTER
- Usage statistics are now vital to publishers and libraries
- They may be problematic, but it is much better than it used to be!
- Benchmarking needs to advance
- SUSHI will now come to the fore with the use of new systems
- Backfiles/usage by year offers new analysis

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Conclusions



- Usage statistics are an essential tool in:
 - Collection development and management
 - Marketing
 - Bidding for and allocating funds

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Lib-stats Mailing List



- Email to: lib-stats@newcastle.ac.uk
- Website: <http://www.lib-stats.org.uk>
- Maintained by Cliff Spencer, Newcastle University

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Thank you



- Any questions?

- Graham Stone g.stone@hud.ac.uk
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