



E-Metrics

Counting a Virtual Moving Target

Presented by Virginia Kinman, Electronic Resources Librarian, Longwood University, at the 2004 Virginia Library Association Annual Conference



The Virtual Moving Target

- Traditional use vs. online/remote use
- Rising costs
- Less local control
- Changing subscription options
- Annual surveys

Agenda

- What are e-metrics?
- Are there any standards?
- How do we measure?
- What do we measure?
- Who does the measuring?
- How is the data presented?
- Longwood's e-metrics efforts
- What do we do with the results?

What are e-metrics?

E-metrics may be loosely defined as any effort to measure electronic and networked resources.

4 core areas applicable across library types:

- Vendor data
- Network service data
- Network resources data
- Expenditures data

Source: Bertot, J. C., McClure, C.R., Davis, D.M., & Ryan, J. (2004). Capture usage with e-metrics. *Library Journal*, 129, 30-32.

Are there any standards?

- ICOLC (1998, revised 2001)
- EQUINOX (2000)
- ARL E-Metrics Project (2000 to date)
- COUNTER (2002 to date)
 - Release 1 (December 2002)
 - Release 2 (January 2005/2006)
- ISO and NISO

How do we measure?

A 2001 study at North Carolina State University comparing internally collected statistics with vendor statistics for 28 products found some differences but similar patterns.

- Vendor supplied statistics
- Web server logs
- Scripts in OPAC links
- Proxy server logs

What do we measure?

E-metrics will only give us a general indicator of use, not actual usage.

4 basic COUNTER usage elements:

- Sessions
- Searches
- Turnaways
- Full Text

What do we measure? Issues

- Metasearching
- Different time-out settings
- Double-clicks
- Duplicate searches by the same user
- Automatic full-text display
- Zero-hit searches
- Multiple full-text formats
- Search strings from other sources
- Vendor or local technical problems
- Public PCs with multiple users

What do we measure? Reports

COUNTER Level 1 Reports

- JR1** Successful article requests by journal
- JR2** Turnaways by journal
- DB1** Total searches and sessions by database
- DB2** Turnaways by database
- DB3** Total searches and sessions by service

What do we measure? Reports

COUNTER Level 2 Reports

- JR3** Successful item requests and turnaways by journal and page type (e.g., TOC, abstract, full-text PDF, full-text HTML, references)
- JR4** Total searches by month and service

Who does the measuring?

- Libraries
- Vendors

The COUNTER Code of Practice requires that Level 1 reports be provided free of charge and requires a third-party audit of vendor usage reports and processes for compliance status.

[COUNTER register of vendors](#)

How is the data presented?

COUNTER Code of Practice

- CSV or Microsoft Excel (XML required in Release 2)
- Password-controlled website
- Monthly basis, with data updated within 2 weeks of end of reporting period
- Consortium, consortium member, institute and department level options

How is the data presented? JR1

Journal Report 1: Number of Successful [Full-Text Article Requests](#) by Month and [Journal](#) Full journal name, [print ISSN](#) and [online ISSN](#) are listed.)

	Print ISSN	Online ISSN	Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total for all journals			6637	8732	7550	45897
Journal of AA	1212-3131	3225-3123	456	521	665	4532
Journal of BB	9821-3361	2312-8751	203	251	275	3465
Journal of CC	2464-2121	0154-1521	0	0	0	0
Journal of DD	5355-5444	0165-5542	203	251	275	2978

Source: COUNTER Code of Practice, Release 1, Section 4.1 Usage Reports, Level 1, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? JR2

Journal Report 2: [Turnaways](#) by Month and [Journal](#) Full journal name, [print ISSN](#) and [online ISSN](#) are listed.) -this report is applicable only where the user access model is based on a maximum number of concurrent users

	Print ISSN	Online ISSN	Page Type	Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total Full-text Turnaways for all Journals				453	233	318	4765
Journal of AA	1212-3131	3225-3123	Full text Turnaways	23	40	12	342
Journal of BB	9821-3361	2312-8751	Full text Turnaways	18	20	16	287

Source: COUNTER Code of Practice, Release 1, Section 4.1 Usage Reports, Level 1, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? DB1

Database Report 1: Total [Searches](#) and [Sessions](#) by Month and [Database](#)

		Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Database AA	Searches Run	2322	2520	2742	29878
Database AA	Sessions	1821	1929	2211	27654
Database BB	Searches Run	3466	3210	4459	36543
Database BB	Sessions	1987	2200	2544	24209

Source: COUNTER Code of Practice, Release 1, Section 4.1 Usage Reports, Level 1, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? DB2

Database Report 2: [Turnaways](#) by Month and [Database](#) -this report is applicable only where the user access model is based on a maximum number of concurrent users.

		Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total Database Record Turnaways for all Databases	Database Record Turnaways	453	233	318	2435
Database AA	Database Record Turnaways	23	40	12	60
Database BB	Database Record Turnaways	18	20	16	82

Source: COUNTER Code of Practice, Release 1, Section 4.1 Usage Reports, Level 1, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? DB3

Database Report 3: Total [Searches](#) and [Sessions](#) by Month and [Service](#)

		Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total for Service	Searches Run	16567	18643	20987	80654
Total for Service	Sessions	12007	12677	13003	65487

Source: COUNTER Code of Practice, Release 1, Section 4.1 Usage Reports, Level 1, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? JR3

Journal Report 3: Number of [Successful Item Requests](#) and [Turnaways](#) by Month, Journal and Page-Type (Full Journal name, [print ISSN](#) and [Online ISSN](#) are listed)

Journal Name	Print ISSN	Online ISSN	Page Type	Jan-01	Feb-01	Mar-01	Calendar YTD
Journal of AA	1212-3131	3225-3123	Table of Contents	732	806	676	3543
Journal of AA	1212-3131	3225-3123	Abstracts	1032	1140	1020	6896
Journal of AA	1212-3131	3225-3123	References	543	322	567	4002
Journal of AA	1212-3131	3225-3123	Full-text Postscript Requests	444	365	432	3987
Journal of AA	1212-3131	3225-3123	Full-text PDF Requests	621	670	598	4657
Journal of AA	1212-3131	3225-3123	Full-text HTML Requests	322	420	543	4433
Journal of AA	1212-3131	3225-3123	Full-text Total Requests	943	1090	888	5021
Journal of AA	1212-3131	3225-3123	Full-text PDF Turnaways	23	40	32	186
Journal of AA	1212-3131	3225-3123	Full-text HTML Turnaways	10	21	18	102

Source: COUNTER Code of Practice, Release 1, Section 4.4 Usage Reports, Level 2, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

How is the data presented? JR4

Journal Report 4: Total [Searches](#) Run by Month and [Service](#) (This report includes saved searches, modified searches, and searches with zero results)

		Jan - 01	Feb - 01	Mar - 01	Calendar YTD
Total for all Collections	Searches Run	22430	18769	17998	98045
Collection AA	Searches Run	2322	2520	2742	8006
Collection BB	Searches Run	1588	1322	1643	6998

Source: COUNTER Code of Practice, Release 1, Section 4.4 Usage Reports, Level 2, http://www.projectcounter.org/code_practice.html, accessed October 25, 2004

Longwood's e-metrics efforts

- 150+ active electronic resource products from 61 different vendors
- One-third are purchased by Longwood
- Half (33) of vendors offer some kind of statistics for about two-thirds (102) of products
- Half (15) of those with statistics use COUNTER, including CSA, Gale, Project Muse, Proquest and WilsonWeb

Longwood Database Layout

Publisher	Product	Statistics
<ul style="list-style-type: none"> ■ Logins, passwords and URLs to admin interfaces and statistics ■ Cheat sheet report of logins and notes 	<ul style="list-style-type: none"> ■ Link to publisher code ■ Type of product ■ LU or VIVA as source ■ Full text checkbox ■ Assorted order information ■ Fund code for all products 	<ul style="list-style-type: none"> ■ Link to product code ■ Date ■ Searches ■ Sessions ■ Turnaways ■ Articles

Longwood Data Entry Form

Microsoft Access
File Edit View Insert Format Records Tools Window Help
MS Sans Serif

frm_grp_pubswthats Main Entry Form

Publisher [Proquest] Pub Code [Proquest]

Select a product:

Prod_Name	Source
ABI Inform	Proquest
PCI Full Text	Proquest
Proquest Historical Newspapers - New York Times	Proquest

Enter statistics for selected product

ID	Inst	Date	Searches	Sessions	Articles	Turnaways	Prod_Code
3222	LU	Sep-04	181		128		ABI Inform
2890	LU	Aug-04	55		71		ABI Inform
2884	LU	Jul-04	41		170		ABI Inform
2868	LU	Jun-04	30		129		ABI Inform
2728	LU	May-04	35		95		ABI Inform
2640	LU	Apr-04	304		272		ABI Inform

State Notes: DR1, DR1, DR3 scheduled for monthly email as of 11/03. PCI stats are on a different server - pciit.chadwyck.com - click Librarian's Resources then Home below after "P" as instructed. NOTE: back

Longwood Reports

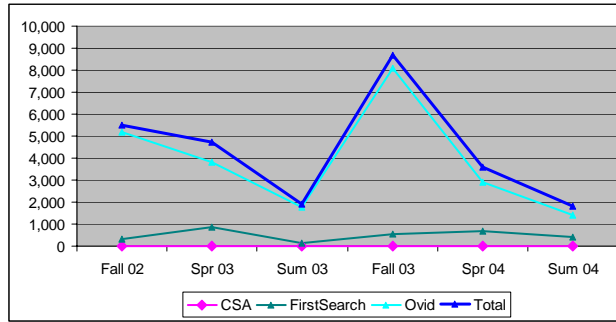
- Logins and passwords for statistics
- Sort by publisher/vendor
- Group by primary department/fund code to liaisons
- Totals for month, semester, academic year
- Average searches or articles per month
- Average searches or articles per session

Longwood Report Samples

Type	Report Title
Access	Products by Publisher
Access	Database Searches by Primary Department Designation
Excel	LU Searches by Semester LU Articles by Semester
Excel pivot	Longwood Full Text Articles by Semester and Academic Year
Excel	Searches and Sessions to Date for All Products
Excel pivot	LUstats super

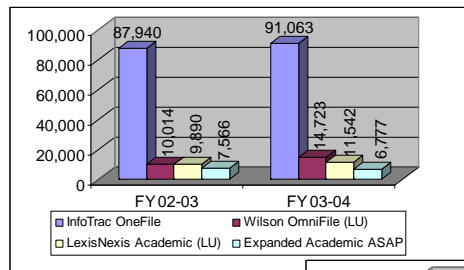
Longwood Chart Samples

ERIC Searches from Three Different Vendors



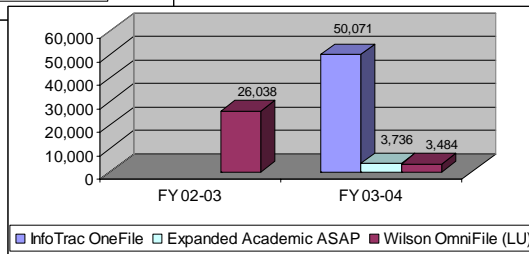
Longwood Chart Samples

Searches and Full Text from General Databases



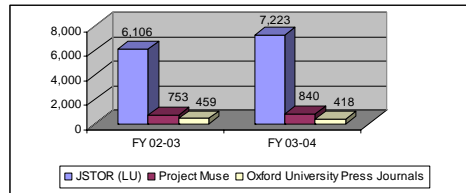
Searches

Full Text



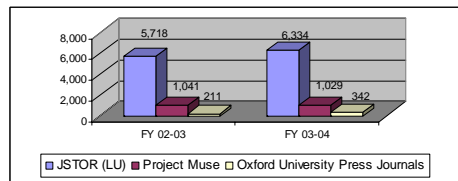
Longwood Chart Samples

Searches and Full Text from E-Journal Sources



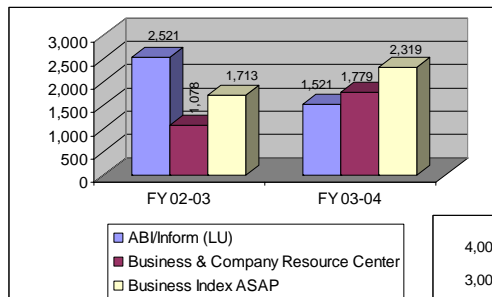
Searches

Full Text



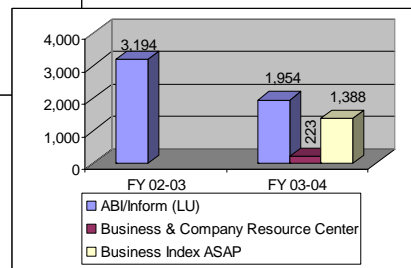
Longwood Chart Samples

Searches and Full Text from Business Databases



Searches

Full Text



What do we do with the results?

- Increase/decrease user licenses
- Liaison info about database usage/cost
- Trends over time
 - Impact of major change
 - Impact of web placement
 - Impact of BI
- Trend analysis

What do we do with the results?

Two things are necessary to make e-metrics
“truly useful”:

- Broadly adopted standards
- Continual practice

Source: Peters, T. A. (2002). What's the use? The value of e-resource usage statistics. *New Library World*, 103(1172/1173), 39-47.



The Challenge

*The increasing acceptance of COUNTER gives hope for a **broadly adopted standard**.*

*Our challenge is the **continual practice** of collecting and analyzing the data that the COUNTER reports provide.*

Questions and Discussion