

Usage Statistics: Best Practices and Practical Applications from a Librarian's Perspective

Virginia Kinman
Longwood University
XXVIII Annual Charleston Conference
Nov. 5-8, 2008, Charleston, SC



Outline

- Data collection
- Aggregate reports to liaisons
- Macro trend reports
- Best practices

"Usage Statistics: Best Practices and Practical Applications," Virginia Kinman, Longwood University, XXVIII Annual Charleston Conference, Nov. 5-8, 2008, Charleston, SC

Longwood University



- Master's I
- State supported
- 4,000+ FTE
- Growing graduate and online programs

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Electronic Resources By Year

Year	Resources
FY 03/04	104
FY 04/05	120
FY 05/06	139
FY 06/07	159

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Usage Statistics Database

Publisher	Product	Statistics
<ul style="list-style-type: none">■ Login■ Password■ URL■ COUNTER-compliant status■ Notes about data collection	<ul style="list-style-type: none">■ Link to publisher code■ Type (db, cit, eb, ej)■ Source (Longwood/VIVA)■ Price (if purchased)■ Max users■ Fund code (subject area)■ Start and end date	<ul style="list-style-type: none">■ Link to product code■ Date (e.g., 06/01/08)■ Searches■ Sessions■ Turnaways■ Articles

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Liaison Reports What Data?

- All resources or only those with statistics?
- Searches, sessions or article downloads?
- Cost per search, session or download?
- Current year, past two years, all years?
- Breakdown by semester or month?

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Liaison Reports Example 1

DeptCode	FT	Database	Type	Start	Source	Searches	Months	Ave/ Month
Art		Bibliography of History of Art	cit		LU	7,164	63	114
Art		Ceramic Abstracts	db		VIVA	1,065	31	34
BiolEnv		ASFA: Aquatic Sciences and Fisheries Abstracts	cit		VIVA	2,229	67	33
BiolEnv		Biology Digest	cit		VIVA	5,183	67	77
BiolEnv	FT	BioOne	ej	8/1/2004	VIVA	3,459	43	80
BiolEnv		Biotechnology & Bioengineering Abstracts	cit		VIVA	1,391	67	21
BiolEnv		Ecological Society of America Journals	ej		LU			
BiolEnv		Environmental Sciences & Pollution Management	cit		VIVA	1,500	57	26
BiolEnv		GEOBASE	cit		VIVA	927	67	14
BiolEnv		Toxline	cit		VIVA	3,052	67	46
ChemPhy	FT	American Chemical Society Web Editions	ej		VIVA	2,468	43	57
ChemPhy	FT	American Institute of Physics Journals	ej		LU			
HistPolSci	FT	CIAO: Columbia International Affairs Online	db		VIVA	2,573	64	40
HistPolSci	FT	Civil War: A Newspaper Perspective	db		LU			
HistPolSci	FT	CQ Historic Documents Online	db	4/1/2006	LU	200	25	8
LibArtsSci	FT	Academic OneFile	db	8/1/2006	VIVA	30,745	10	3,075
LibArtsSci		Article First	cit		VIVA	2,594	67	39
LibArtsSci		Arts & Humanities Search	cit		VIVA	5,716	67	85
LibArtsSci		Biography and Genealogy Master Index	cit		VIVA	220	57	4
LibArtsSci	FT	Blackwell Reference Online	eb	4/11/2007	LU	64	7	9
LibArtsSci	FT	Blackwell-Synergy	ej	1/1/2007	LU	1,713	31	55

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Liaison Reports Example 2

Database	Price	Type	FT	FY04-05	FY05-06	FY06-07	Fall 05	Spr 06	Sum 06	Fall 06	Spr 07	Sum 07
ABI/Inform	LU	db	FT	2,621	4,744	10,159	2,660	1,794	290	5,581	4,013	565
Academic OneFile		db	FT	0	0	30,745				10,179	18,433	2,133
American Chemical Society Web Editions		ej	FT	772	259	1,026	112	80	67	144	834	48
Agricola		cit		162	342	1,702	110	214	18	207	1,386	109
AIDS & Cancer Research Abstracts		cit		112	243	327	80	151	12	226	86	15
Alternative Press Index		cit		315	279	2,185	152	116	11	288	1,815	82
America History & Life		cit		518	475	1,619	165	274	36	166	1,405	48
Article First		cit		364	381	570	154	177	50	303	227	40
Arts & Humanities Search		cit		522	607	3,808	340	196	71	334	3,302	172
ASFA: Aquatic Sciences and Fisheries Abstracts		cit		148	194	1,551	68	119	7	101	1,363	87
Associations Unlimited		db		80	40	32	19	21	0	17	15	0
Bibliography of History of Art	LU	cit		1,307	2,764	1,686	953	1,743	68	319	1,293	74
Biography and Genealogy Master Index		cit		30	53	85	20	28	5	57	22	6
Biology Digest		cit		538	465	1,869	181	273	11	435	1,327	107
Biological Sciences		cit		174	287	257	93	187	7	135	89	33
BioOne		ej	FT	1,072	396	1,991	205	163	28	324	1,559	108
Biotechnology & Bioengineering Abstracts		cit		301	280	270	135	142	3	179	73	18
Blackwell-Synergy	LU	ej	FT	7	86	1,620	58	28	0	127	1,218	275
Book Review Index	LU	db		0	533	3,417		424	109	1,730	1,262	425
Encyclopedia Britannica Online		db	FT	1,381	1,926	1,684	916	529	481	1,015	535	134
Blackwell Reference Online	LU	eb	FT	0	0	64					38	26
Business and Company Resource Center		db	FT	5,710	9,799	8,199	5,516	3,820	463	3,023	4,780	396
Business Index ASAP		db	FT	1,478	2,163	69	1,049	1,005	109	57	10	2
Ceramic Abstracts		db		21	24	1,020	10	13	1	30	933	57
CIAO: Columbia International Affairs Online		db	FT	57	67	2,383	23	32	12	71	2,238	74
CINAHL		cit		1,571	574	2,402	367	184	23	550	1,725	127
Communication & Mass Media Complete	LU	db	FT	6	4,923	5,587	2,740	2,028	155	2,808	2,323	456

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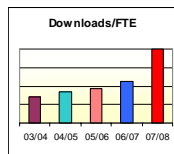
Liaison Reports Example 3

DeptCode	Prod_Name	Publisher	Source	Type	FT	SessMon	CostSess	ArtMon	CostArt	SrchMon	CostSrch	Start	End
Art	Art Abstracts	Ebsco	LU	cit		10	\$\$\$\$			13	\$\$\$\$	8/1/2008	
Art	Bibliography of History of Art (ends 6/30/08)	CSA	LU	cit						163			6/30/2008
Art	Ceramic Abstracts	CSA		cit						39			
BiolEnv	ASFA: Aquatic Sciences and Fisheries Abstracts	CSA		cit						97			
BiolEnv	Biology Digest	CSA		cit						116			
BiolEnv	BioOne	PCG		ej	FT	44		58		97		8/1/2004	
BiolEnv	Biotechnology & Bioengineering Abstracts	CSA		cit						61			
BiolEnv	Ecological Society of America Journals	ESA	LU	ej	FT	0		2		2			
BiolEnv	Environmental Sciences & Pollution Management	CSA		cit						60			
BiolEnv	GEOBASE	FS		cit		52				55			
BiolEnv	Toxline	CSA		cit						116			
ChemPhy	American Chemical Society Web Editions	ACS		ej	FT			16		49			
ChemPhy	American Institute of Physics Journals	Scitation	LU	ej	FT			7					
HistPolSci	CIAO: Columbia International Affairs Online	CIAO		db	FT	59		16		25			
HistPolSci	CQ Historic Documents Online	CQ Press	LU	db	FT	10	\$\$\$\$	4	\$\$\$\$	10	\$\$\$\$	4/1/2006	
LibArtsSci	Academic OneFile (ends 6/30/08)	Gale		db	FT	2,789		5,421		3,400		8/1/2006	6/30/2008
LibArtsSci	Article First	FS		cit				314		307			
LibArtsSci	Arts & Humanities Search	FS		cit		169				207			
LibArtsSci	Blackwell Reference Online	BRO	LU	eb	FT	23	\$\$\$\$	49	\$\$\$\$	59	\$\$\$\$	4/11/2007	
LibArtsSci	Blackwell-Synergy	Blackwell	LU	ej	FT	345	\$\$\$\$	233	\$\$\$\$	195	\$\$\$\$	1/1/2005	

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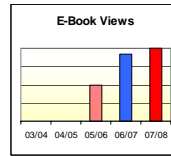
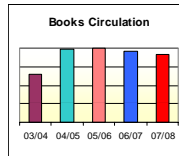
Macro Trends Reports

- Place e-resources in the context of overall library collections and services.
- Identify questions to explore using other assessment measures.

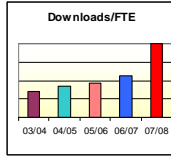
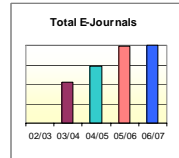
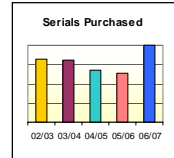


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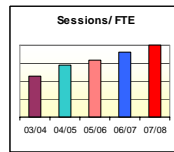
Macro Trends Collections



We are buying fewer books with less book circulation activity, but e-book holdings and views have increased.



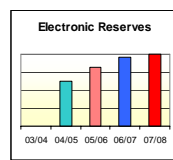
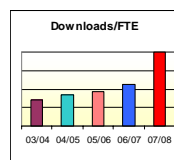
We are buying fewer serials but have access to more e-journals that are steadily increasing in use.



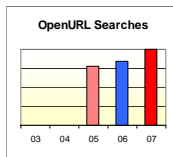
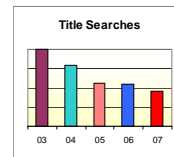
We are spending more on serials and less on monographs. Circulation of books has decreased but use of electronic resources (databases and e-journals) has increased.

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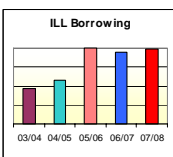
Macro Trends Services



Article downloads per FTE increased steadily, perhaps also related to electronic reserve durable URLs.



A-Z journal list searches decreased as link resolver searches increased after link resolver was implemented in Fall 2005.



ILL requests increased in FY05/06 when link resolver and ILLiad were in place.

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The Challenge

“The biggest challenge in maximizing the utility of e-serial usage data may be simply recognizing new opportunities for using this data.”

Anderson, Elise. 2005. Maximizing the value of usage data. *Against the Grain* 17 (5): 20-2.

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Best Practices

Electronic Resources & Libraries Community Portal

http://electroniclibrarian.org/erlwiki/Community_Portal

- Publishers’ usage data reports
- Links
- Bibliography
- Sample reports, benchmarks?

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Questions?

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