MPS Librarian Survey on Usage Statistics

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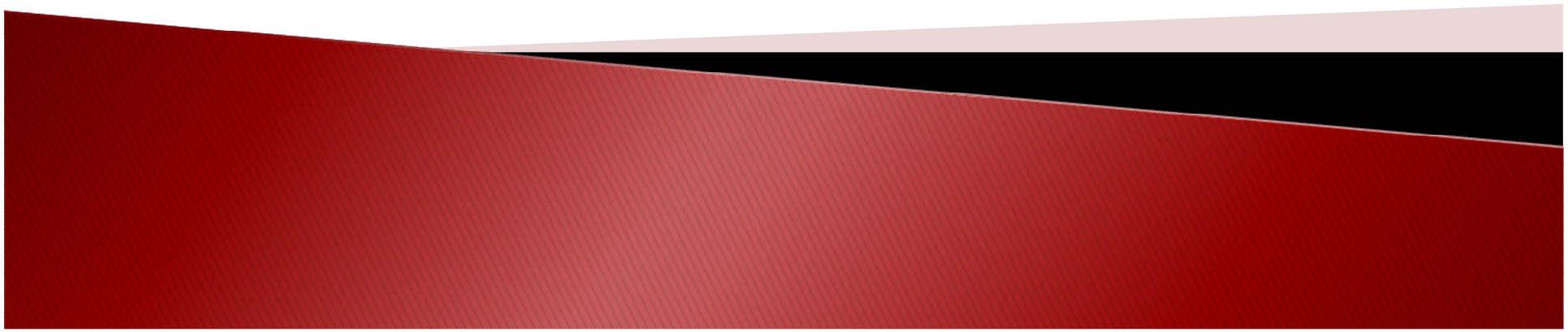


Introduction

- Publishers provision of usage data
- MPS Librarian Survey on Usage Statistics
- Other research of note
- How usage data enables us to better understand the industry
- Other applications for usage data
- Conclusion

Publishers and usage statistics

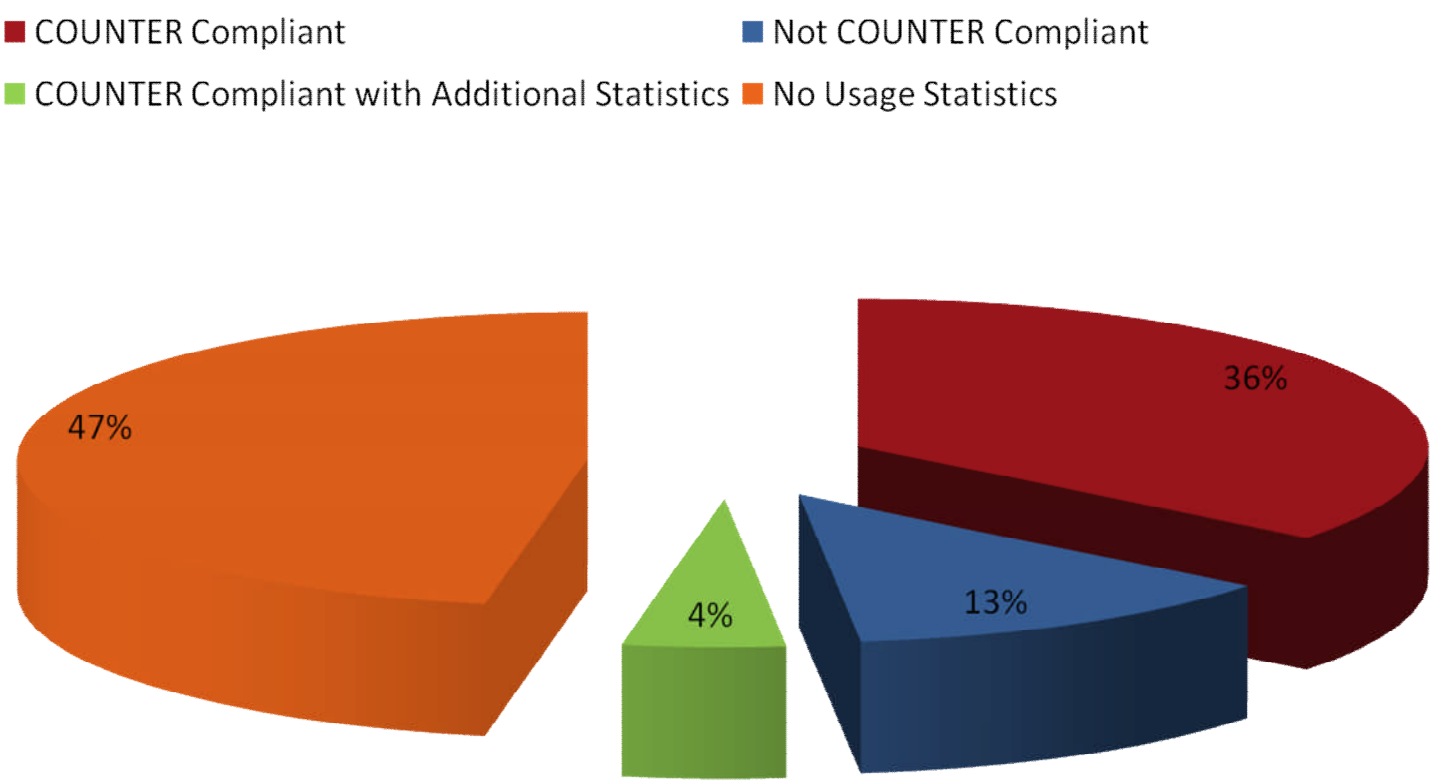
- COUNTER lists 130 publishers, vendors and hosting companies as COUNTER compliant for journals and databases.
- Only 34 are listed as compliant for e-books and reference works
- Only 6 of these 34 are not in the journals list, or do not have a sister or parent company in the journals list
- ALPSP report on book publishing practice received responses from 108 unique e-book publishers

Publishers and usage stats – cont

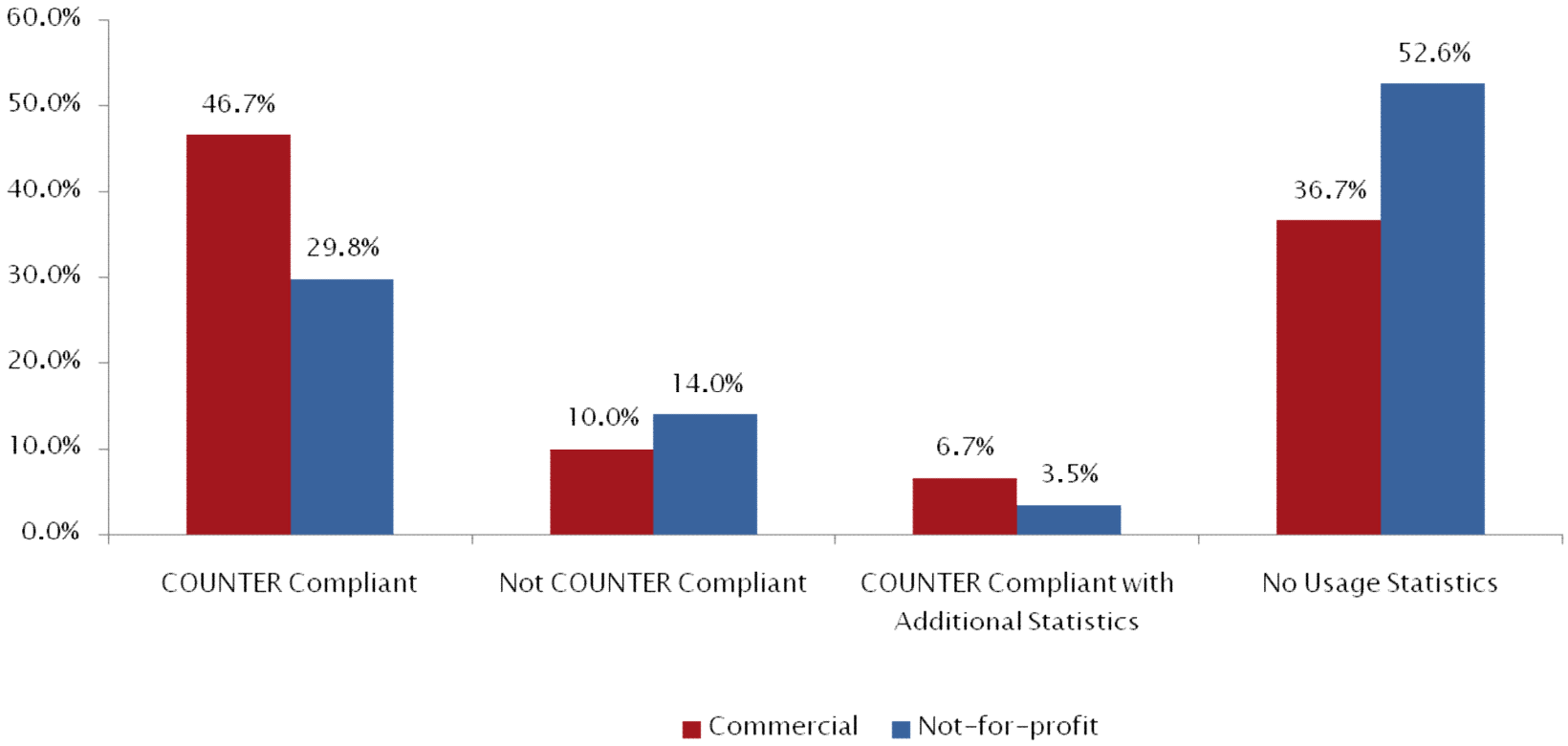
Why the discrepancy:

- E-book publishers much more likely to use hosting companies, e-book vendors and aggregators as their only routes to market
- Much more complex market, different type of e-books, many sales models
- 11% of e-book publishers in the ALPSP report provided open access e-books for which usage data may not be recorded

ALPSP report – publishers provision of usage statistics for e-books



Provision of usage statistics for e-books by publisher type



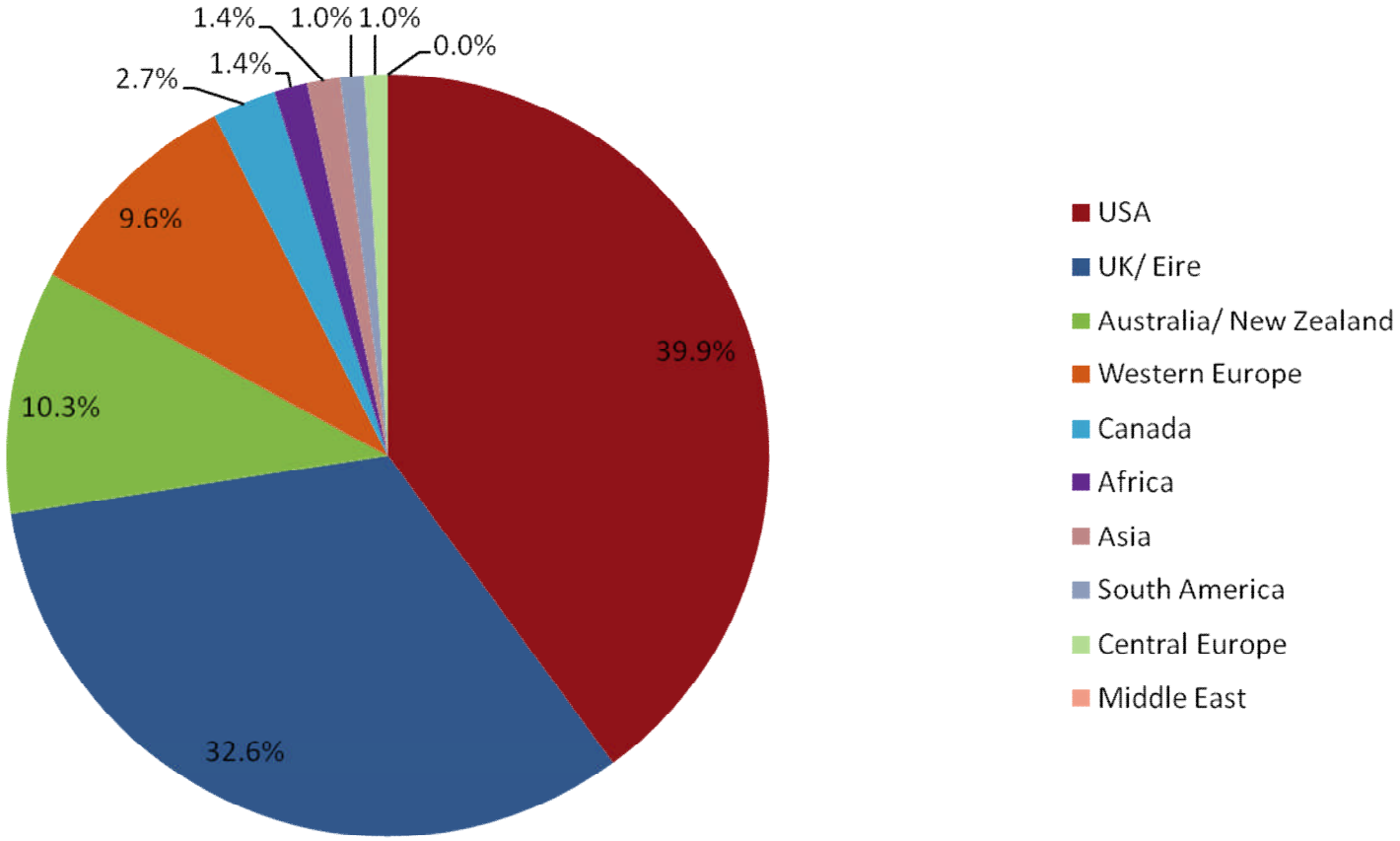
The MPS Librarian Survey

- Tried to determine the difference in importance between e-journals and e-books usage reports for librarians
- Different behaviour between book and journals librarians
- Try to determine what is important for e-book librarians
- Background interviews to discover more about their use in the future

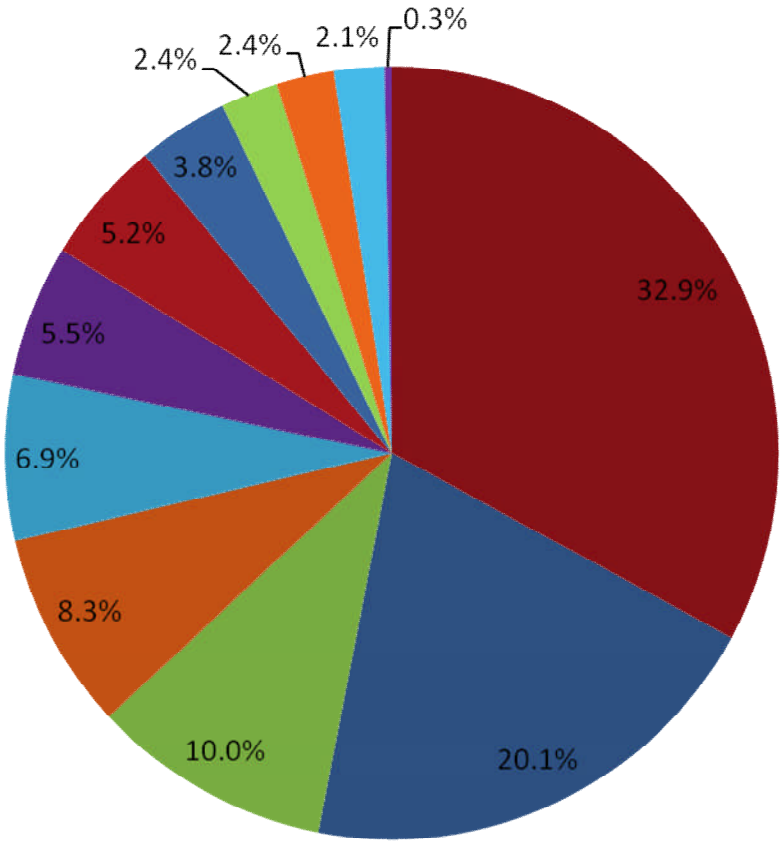
Methodology

- Survey undertaken in September 2010 using Survey Monkey
- Requests disseminated via: listservs, LinkedIn groups, CAUL and the UKSG e-newsletter
- Received 325 responses, 12 discounted as too incomplete
- Used Survey Monkey results and analysed raw data in spreadsheets to form statistics and graphs showing responses

Respondent profile – location

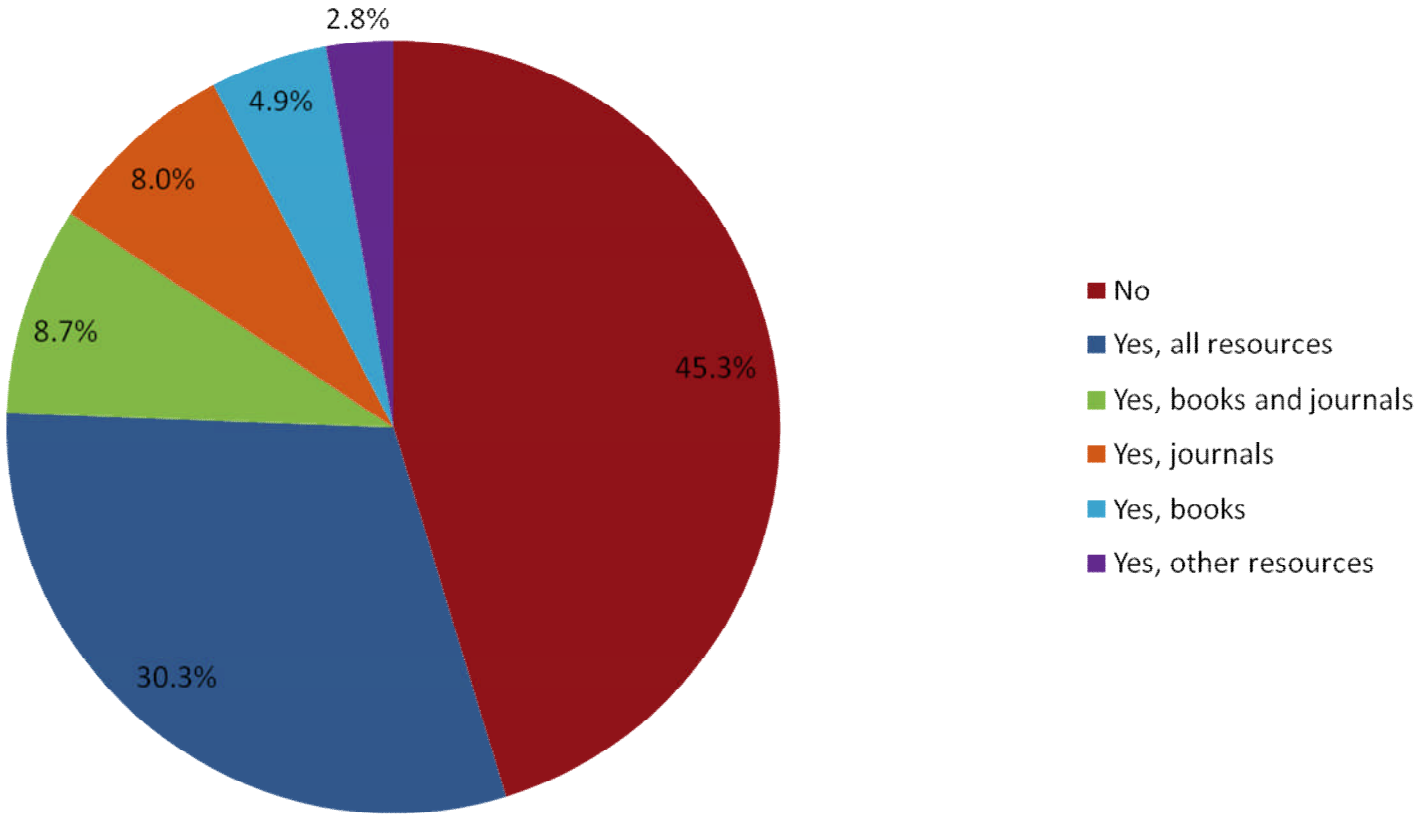


Respondent profile – closest description of area of responsibility

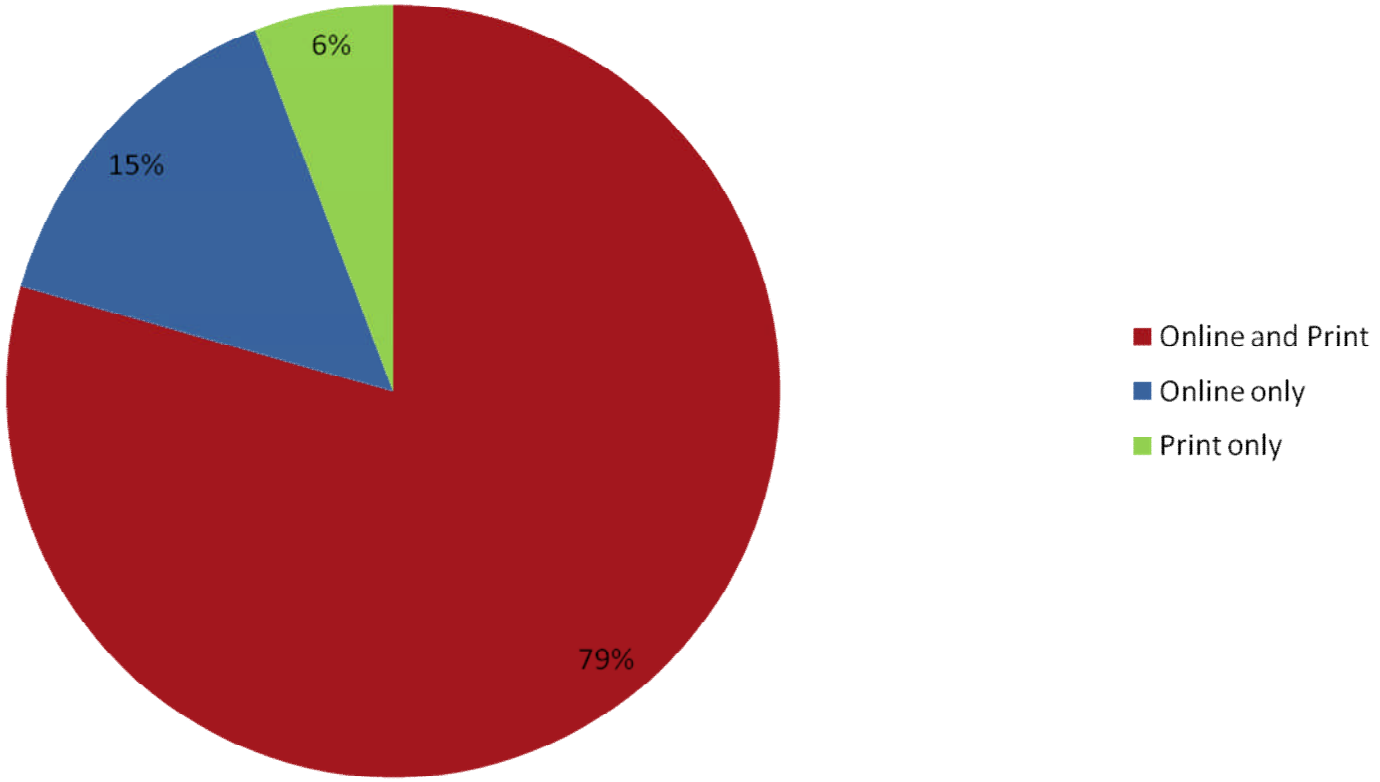


- E-resources
- E-journals/ Serials
- Subject Librarian
- University Librarian
- Reference
- Licensing Manager
- Deputy University Librarian
- Planning
- Usage Expert
- E-books
- Consortium Manager
- E-learning

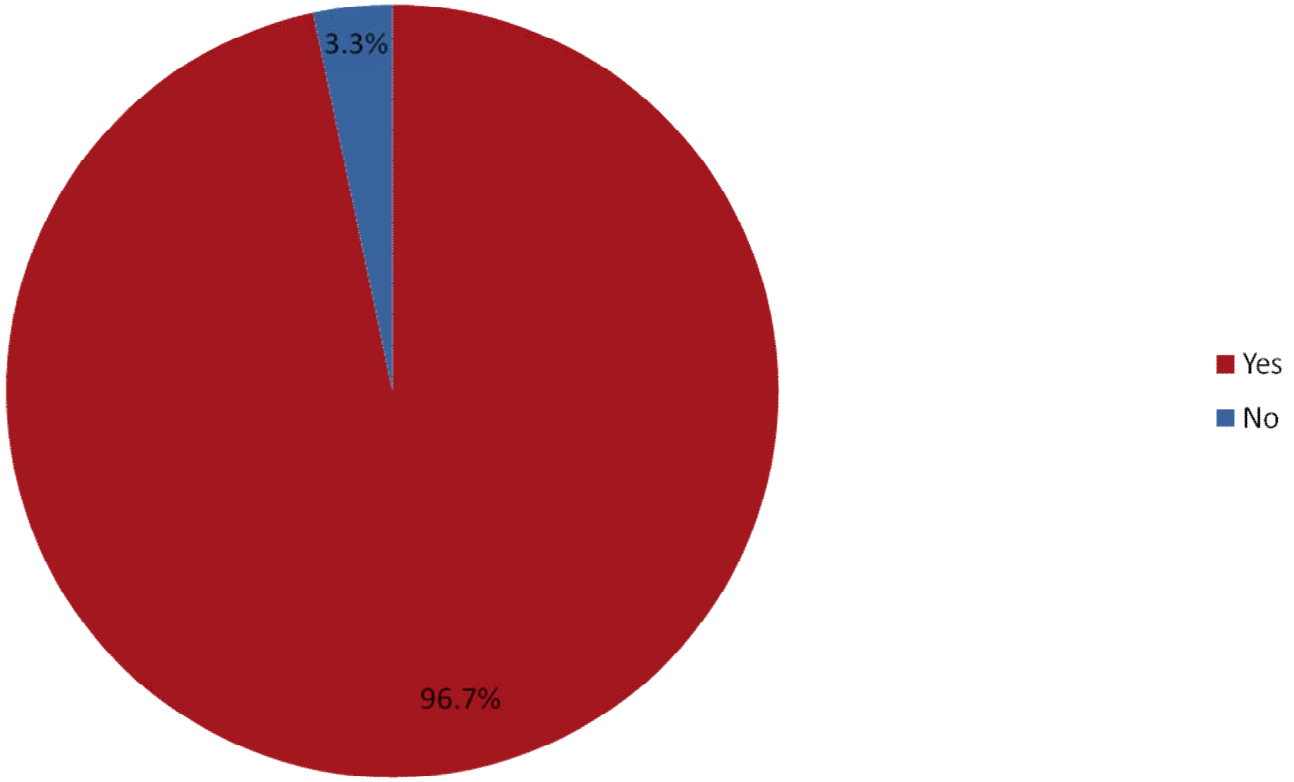
Direct responsibility for purchasing/cancellation decisions



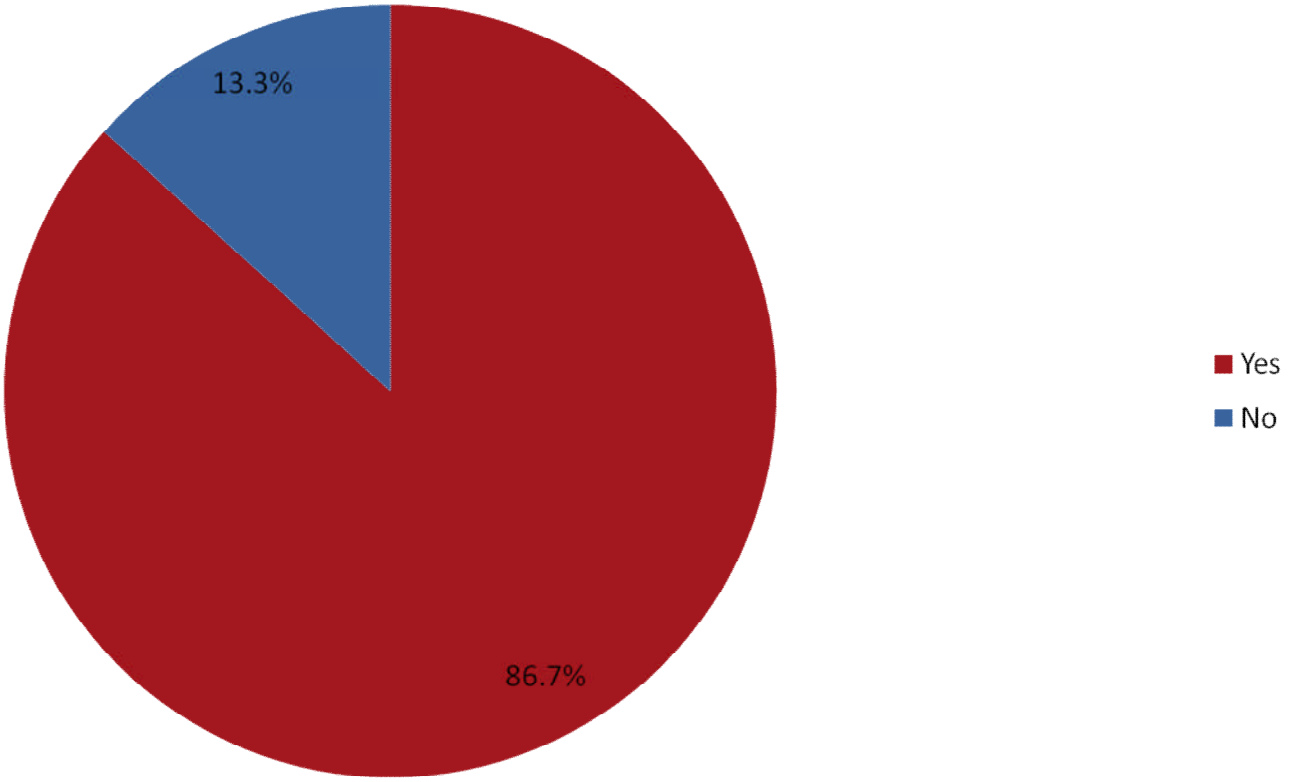
Area of responsibility for decisions



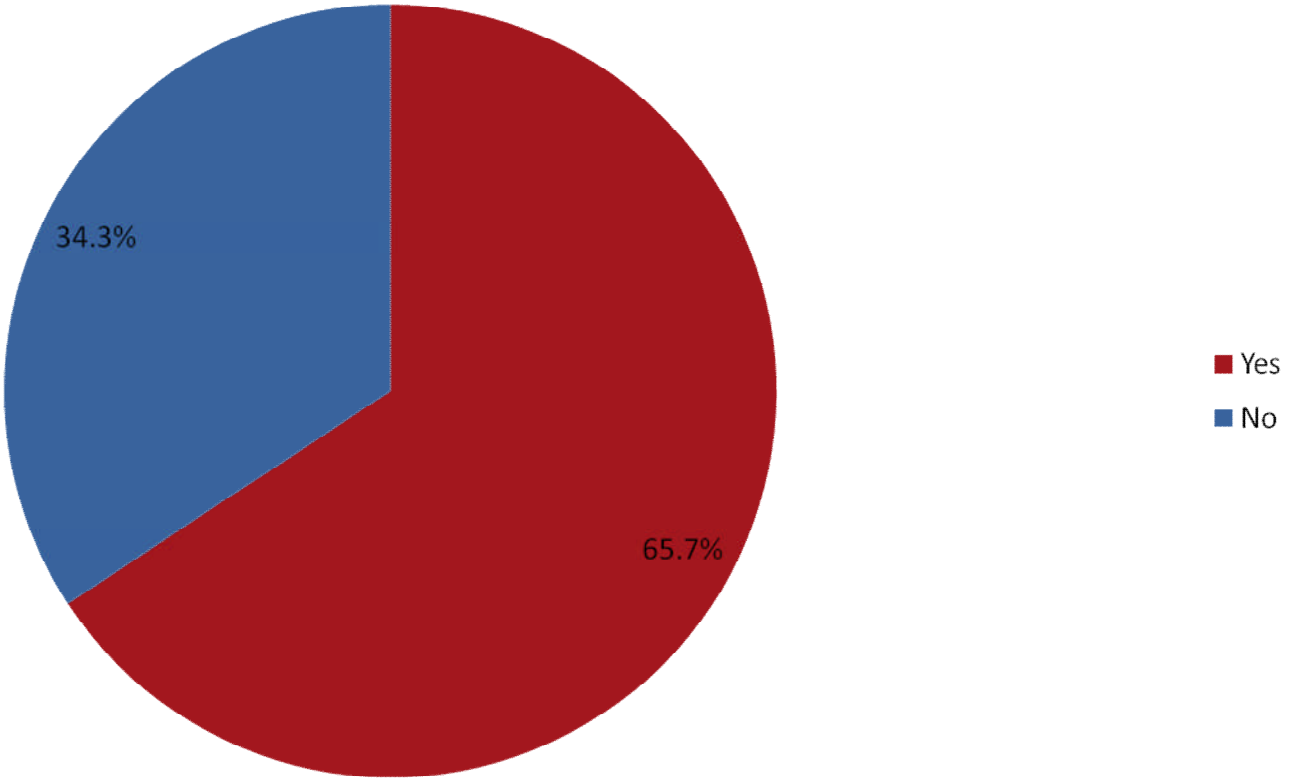
Librarians use usage statistics



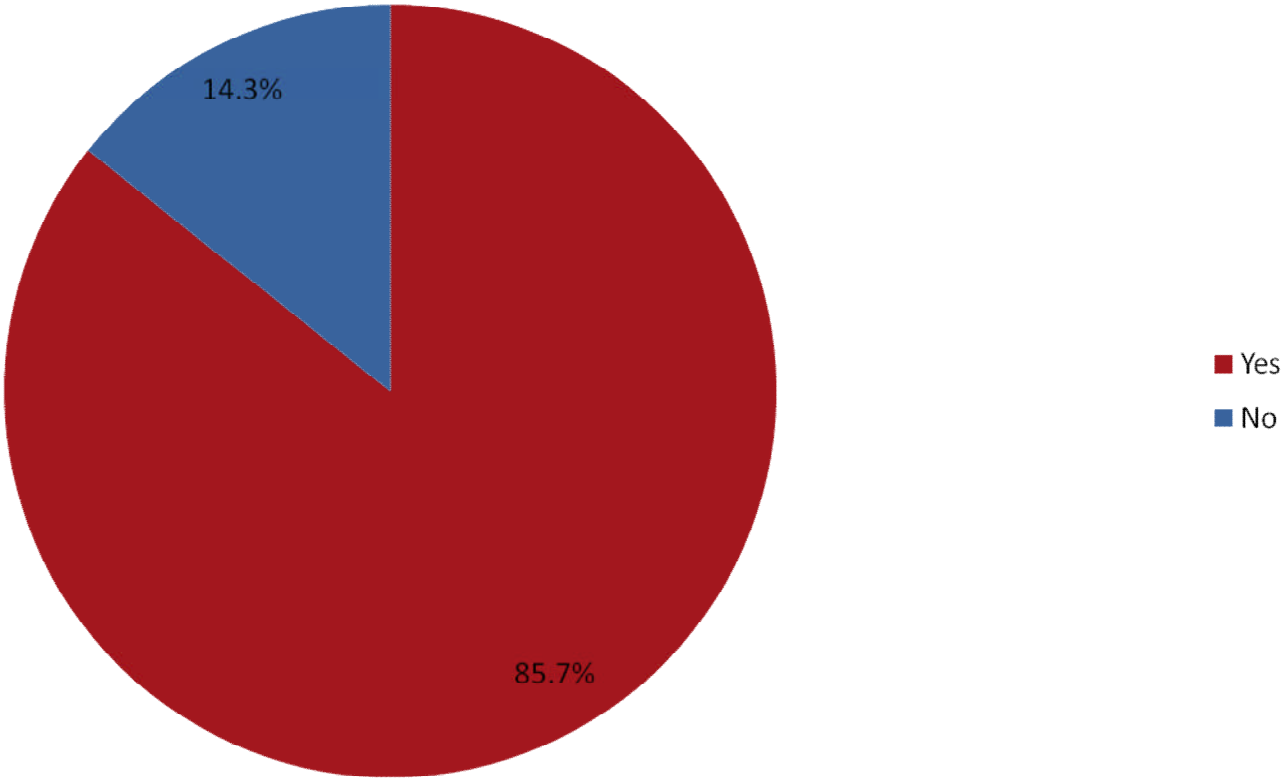
COUNTER for journal holdings



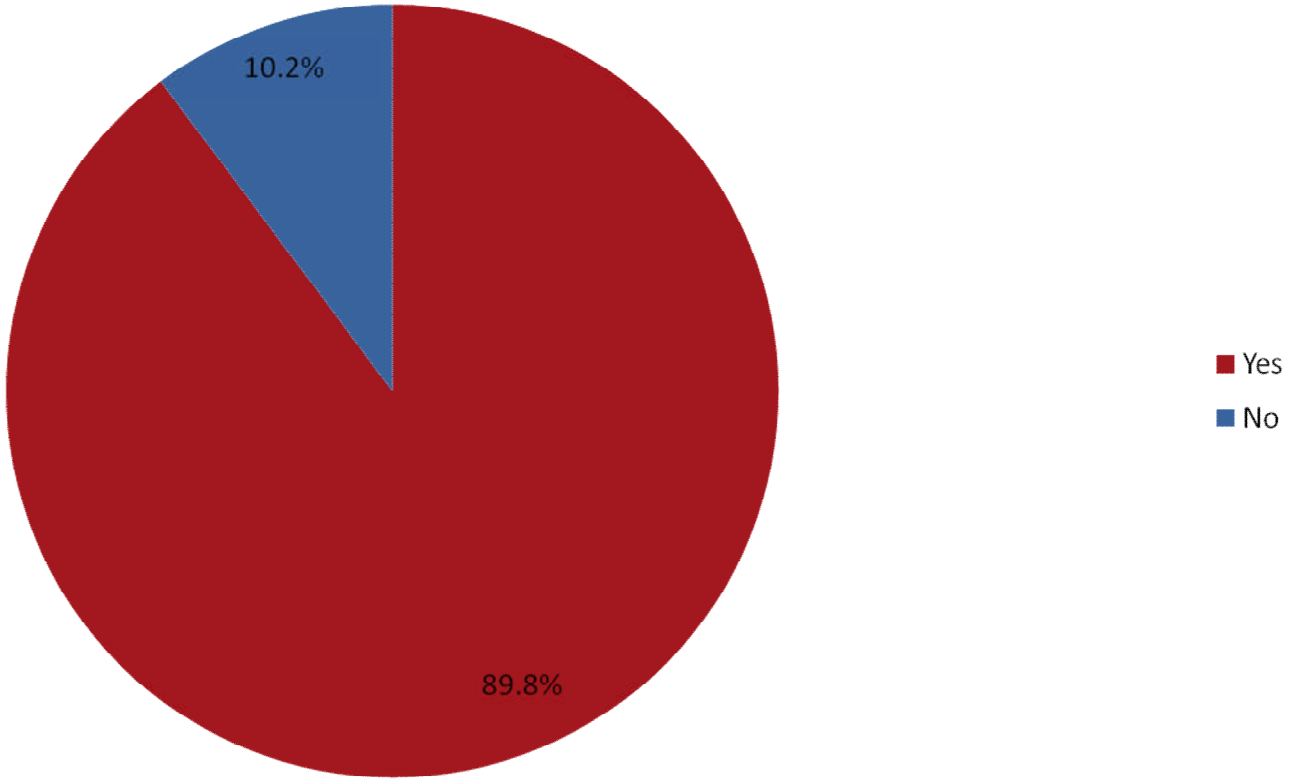
COUNTER for e-books



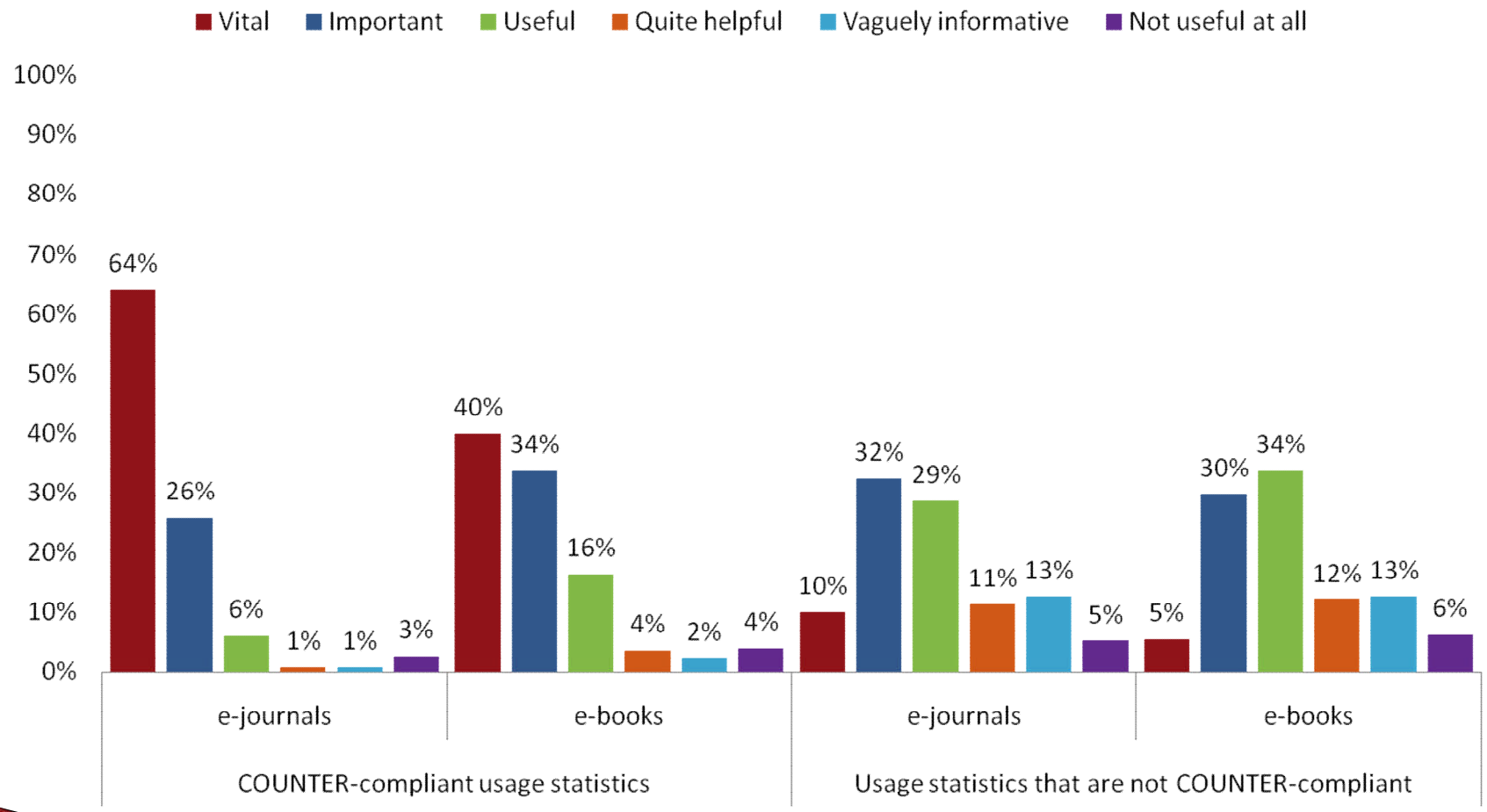
Influence on purchasing decisions



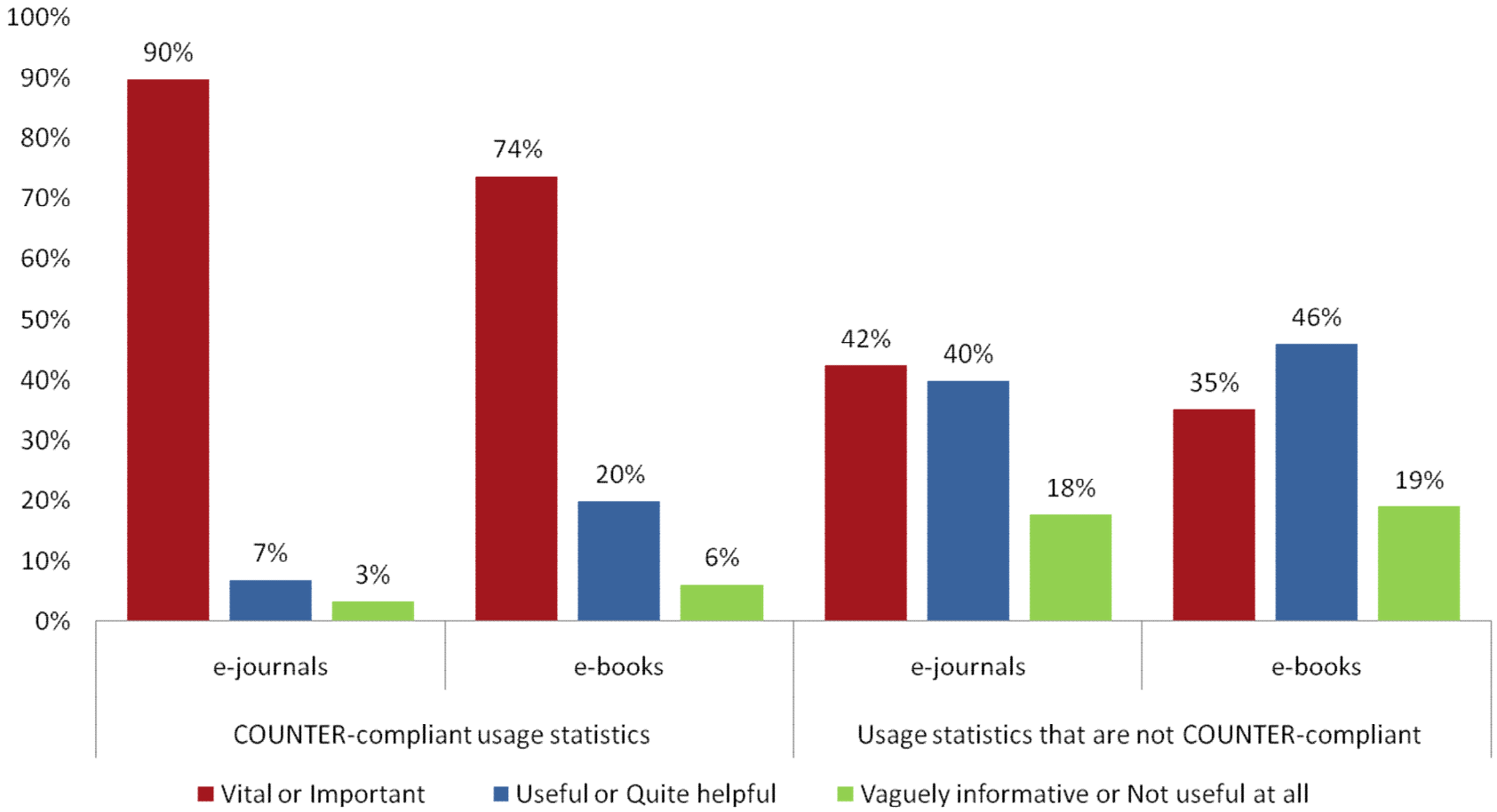
Influence on decision makers decisions



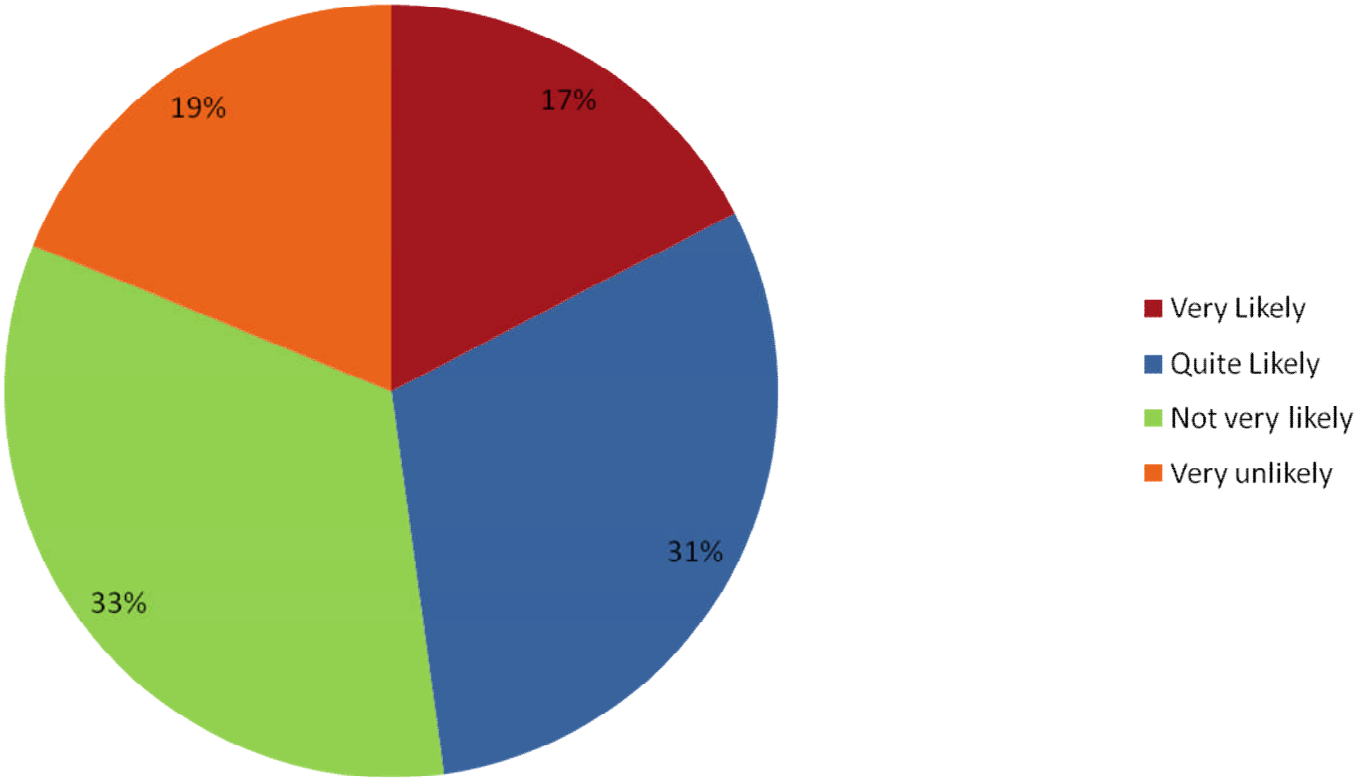
Librarian ratings of COUNTER vs. Non-COUNTER statistics



Librarian ratings consolidated



New users of COUNTER e-book statistics in the next year

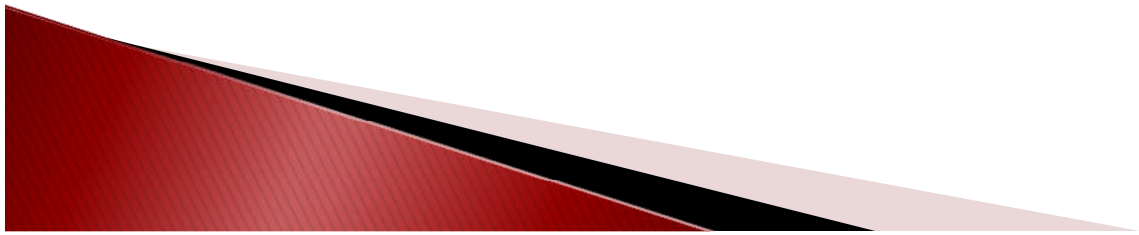


What does this tell us?

- Nearly all librarians use usage statistics
- Librarians need and want usage statistics and they strongly influence purchasing and cancellation decisions
- They are becoming more important for e-books and reference works
- COUNTER compliance is very important for librarians, non-compliant usage stats are not as highly valued

What doesn't this tell us

- What librarians are doing with usage statistics, other than making purchasing and cancellation decisions
- What other factors are considered in those decisions
- What difference there is in the use of usage statistics for journals and databases vs. e-books and reference works
- Whether a lack of usage statistics is in any way prohibitive to libraries purchasing or subscribing to certain content and whether that is changing



Other research of note

Hard to find recent research on librarians use of usage statistics, it is mainly assumed:

- Listserv discussions
- Librarian presentations at conferences
- Using usage statistics in research

So:

- Most research uses usage statistics analysis to provide evidence of success, failure or change within an institution or across the industry

Other applications for usage statistics

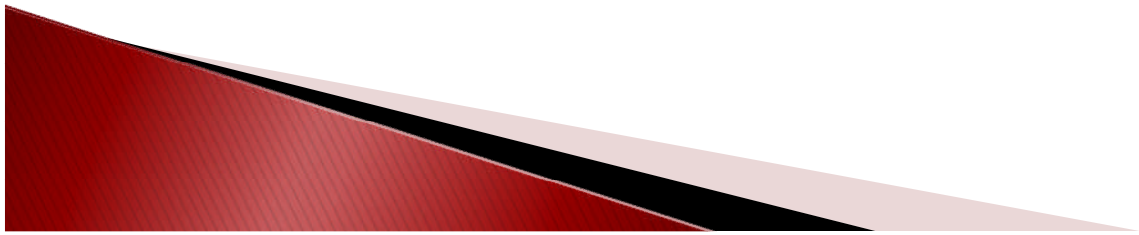
- Usage statistics enable us to better understand the growth of the market
- Cost-per-use
- Evaluate big deals
- Evaluate publishers success with customers
- Inform and drive sales and marketing to customers
- Learn about customers and inform customer service
- Inform the need for end-user marketing for libraries
- Monitoring resources use over time

Research based on usage statistics

Research always uses comparable statistics,

which is where COUNTER is invaluable:

- RIN report: E-Journals: their use, value and impact
- RIN/JISC report: One Year On: Evaluating the initial impact of the Scottish Higher Education Digital Library (SHEDL)
- Drexel Study: Comparing Library and User Related Costs of Print and Electronic Journal Collections



RIN report on e-journals

CIBER analysed usage statistics to gain the following picture:

On average, every registered library user (FTE) downloads 47 articles a year.

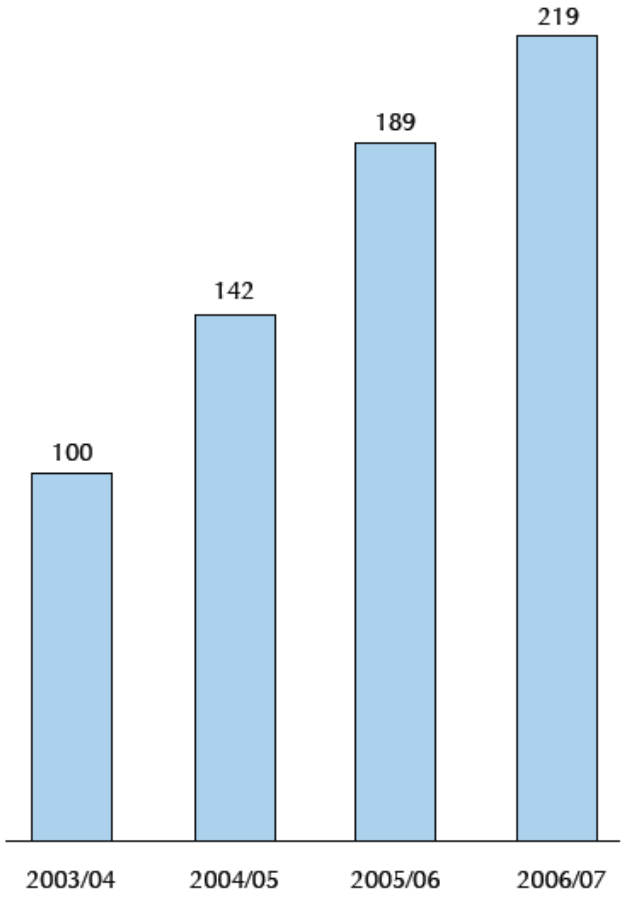
Nearly a quarter of Science Direct use is outside 9-5 working day, 15% is at the weekend.

In 3 years total use more than doubled, usage increases at a rate of 21.7% per year.

The growth in article downloads

n=67 UK universities

Source: Sconul 2008/COUNTER 2008



RIN report: phase two results

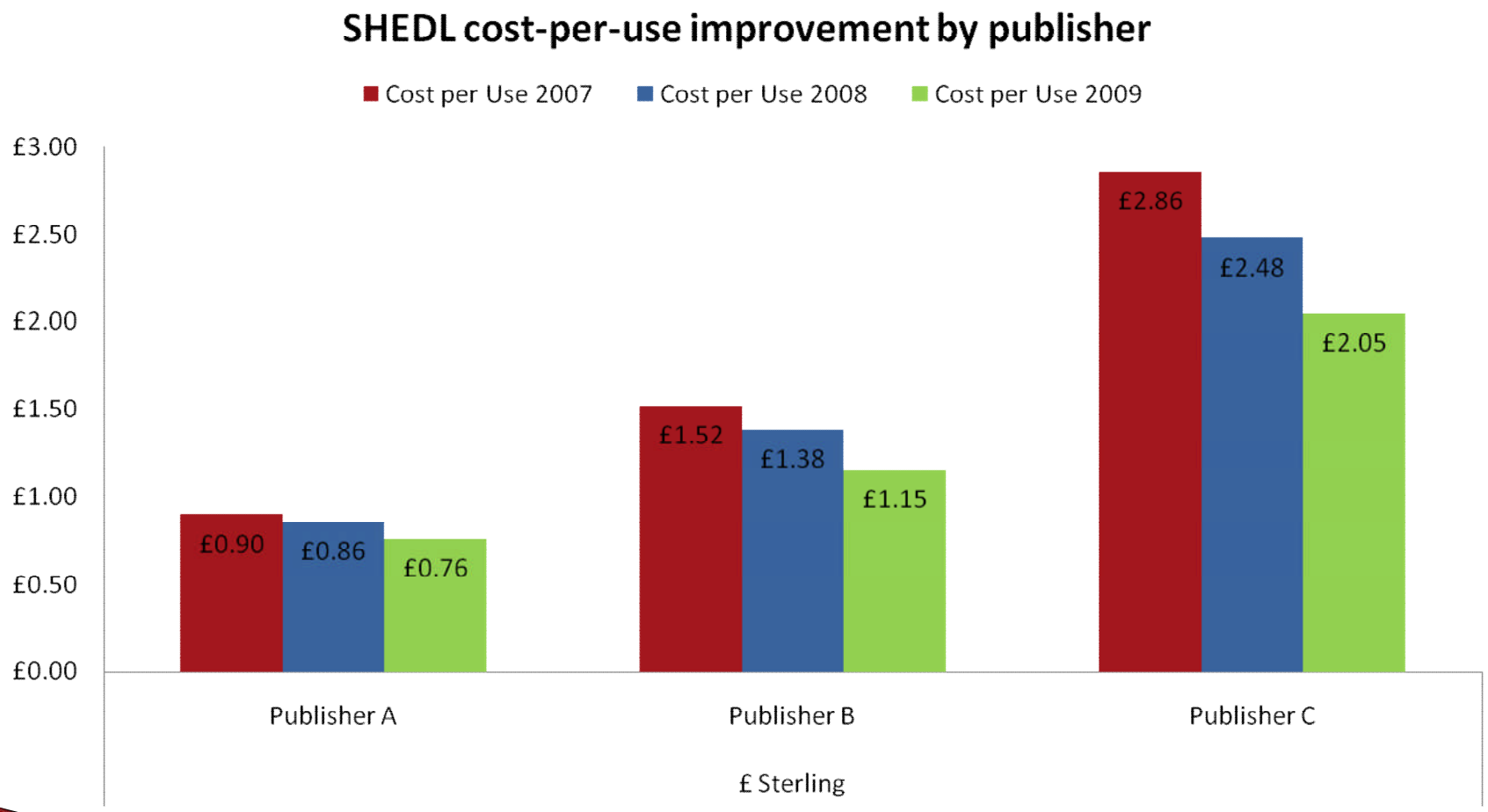
- Researchers at top institutions behave differently
- Researchers in different subjects behave differently
- Gateways account for a large proportion of e-journal traffic
- Usage is rising and cost-per-use is falling
- High levels of use are associated with high levels of use
- High levels of expenditure and high levels of use are associated with success in research outcomes

SHEDL evaluation

- Increase in SHEDL usage outperforms the average (21.7%)

	2007 Usage	2008 Usage	2009 Usage	Increase from 2007 to 2008	Percentage increase on 2007	Increase from 2008 to 2009	Percentage increase on 2008
ACS	201,207	222,749	307,620	21,542	**10.71%**	84,871	**38.10%**
CUP	100,240	115,333	152,357	15,093	**15.06%**	37,024	**32.10%**
Springer	266,707	341,331	499,825	74,624	**27.98%**	158,494	**46.43%**
TOTAL	568,154	679,413	959,802	111,259	**19.58%**	280,389	**41.27%**

SHEDL evaluation cont.



Drexel Study

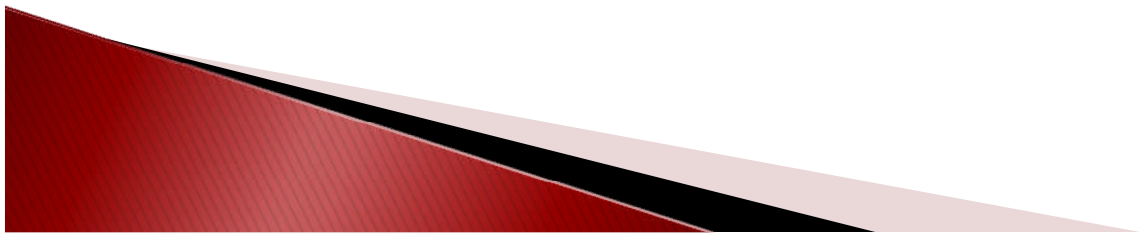
- Montgomery and King's often cited: Comparing Library and User Related Costs of Print and Electronic Journal Collections (D-Lib, October 2002)

Journal Type	Subscription Cost	Recorded Use	Subscription Cost per Use	Operational Cost per Use	Total Cost per Use
Electronic Journals					
Individual Subscriptions	$ 73,000	23,000	$3,20	$0.45	$4.00
Publisher's Packages	$304,000	134,000	$2.25	$0.45	$3.00
Aggregator Journals	$ 27,000	20,000	$1.35	$0.45	$2.00
Full-Text Database Journals	$ 59,000	159,000	$0.40	$0.45	$1.00
Total	$462,000	335,000	$1.40	**$0.45**	$2.00
Print Journals					
Current Journals	$38,000	15,000	$2.50	**$ 6.00**	$ 8.50
Bound Journals	NA	8,800	NA	**$30.00**	$30.00
Total	$38,000	24,000	$2.50	$15.00	$17.50

Other things to do with usage data

For publishers:

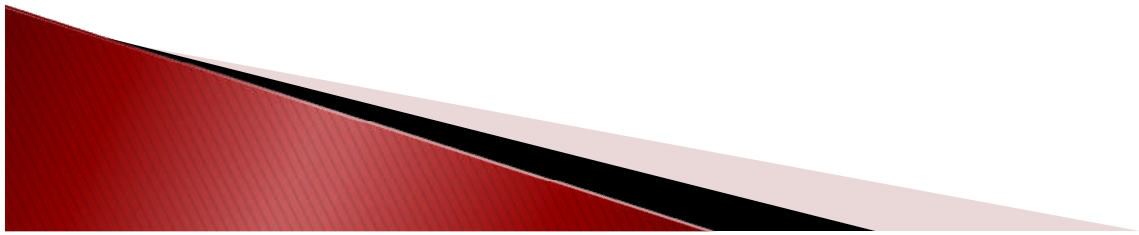
- Address declining usage
- Address zero usage
- Utilise increasing usage
- Trials
- Using usage data during (and after) renewal season
- Assess seasonal changes and times of use



The future is bright, the future is COUNTing

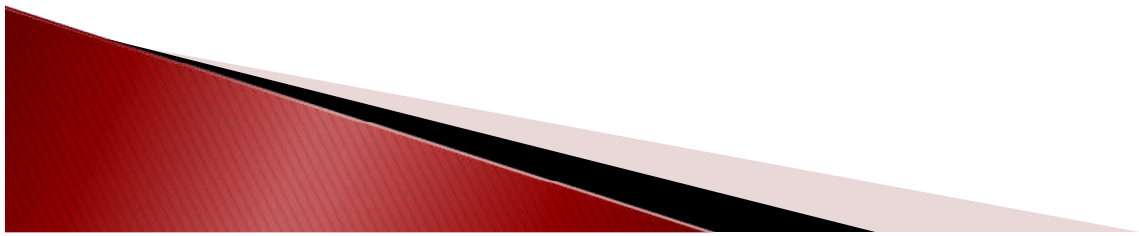
COUNTER usage data enables:

- Research into the industry and market
- Libraries to evaluate and manage resources, and to better understand their end-users
- Publishers to better understand and to better serve their customers
- Potentially as a new metric for journals (JUF)
- Most of all librarians, need and want COUNTER compliant usage statistics.



Other projects to look at:

- Journal Usage Statistics Portal (JISC) – a collection of the usage data for all institutions, from publishers involved in the NESLi2 consortium deal http://jusp.mimas.ac.uk/
- Standardized Usage Statistics Harvesting Initiative (SUSHI) – a standard, which is designed to work with COUNTER reports, to enable automatic retrieval of usage data in a standard format (COUNTER release 3) http://www.niso.org/workrooms/sushi



Thank you

- A report of the MPS survey findings will be published in the next issue of Learned Publishing.
- The slides will be available on the STM website.

Any questions?

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