

COUNTER: a librarian's strategic view

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Why collect usage data?

“If value is our capacity to satisfy users’ needs, our library tries to measure it as follows:

1. **Monitoring if the information resources provided are used, because the most valuable library is one that’s used.**
2. Measuring users’ satisfaction with the systems and facilities we offer that provide access to information resources.”

Gerado Marraud, University Library Director, Universidad de Vigo, Spain

Source: Elsevier, Library Connect, No 12, 2010

Why collect usage data?

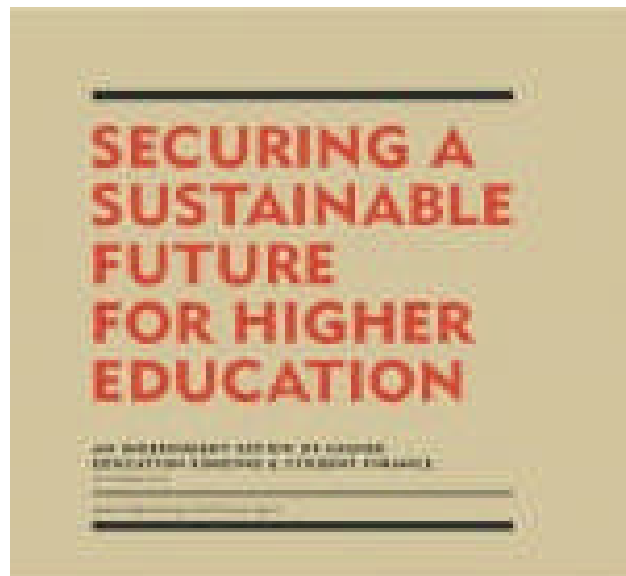


- To demonstrate to institutions that the library provides value for money
- To assist in strategic planning
 - budgeting (bidding for & allocating funds)
 - key performance indicators
- To assist in collection development, management & marketing
- To assist benchmarking
 - SCONUL statistics

Why is usage data even more important than ever?



Why is usage data even more important than ever?



- The funding of UK HE is changing
- Browne Report (Lord Browne of Madingley)
- Radical shake-up of HE in England
- “Student Finance Plan” – no student will pay anything until they graduate & are in work earning over £21K
- Current up-front fee of £3,290 removed
- Recommended level £6K p.a. from 2012/13
- Some universities already announced £9K



LOST

CONFUSED

UNSURE

UNCLEAR

PERPLEXED

DISORIENTED

BEWILDERED

The economic downturn & libraries

....the short-term outlook for libraries in all sectors is a challenging one, given the slow down in the economy in many parts of the world. It is clear that most libraries are feeling the pinch, with budget settlements for the current financial year that are either stand still or smaller than last year.

CIBER, The economic downturn & libraries, 2009



Looking further forward

Outlook for total library budget in two years' time compared with today, ignoring inflation: column percentages

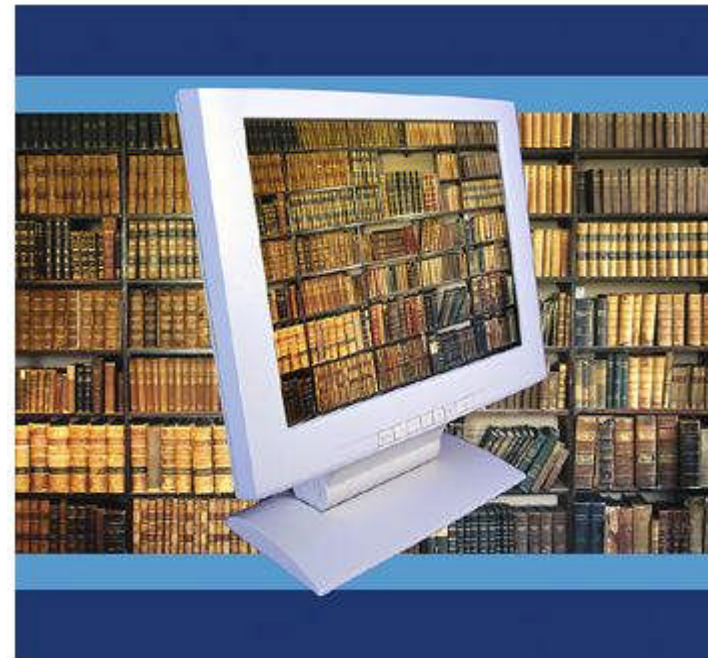
	Academic	Public sector and government	Corporate
<i>More than 10% down</i>	6.9	13.6	7.6
<i>Less than 10% down</i>	27.4	13.5	11.5
<i>About the same</i>	37.4	43.2	50.0
<i>Less than 10% up</i>	20.6	19.3	15.3
<i>More than 10% up</i>	7.9	12.4	15.4

The short term outlook for a sizeable minority of libraries is likely to go beyond efficiency savings into real cuts.

Impact on library budgets

- “Much of the shortfall will be absorbed through reduced spending on **information content**, with 69.1% of respondentsexpecting to spend the same or less than they do today in absolute terms. Since ‘publisher inflation’ has historically been running at a higher level than general retail inflation, this suggests some big changes”

[CIBER]



What's at risk? Journals & the 'big deals'?

- impact of the big deal with year-on-year price increases
- e-journal big deals are consuming an ever increasing proportion of the acquisition budget
- lack of flexibility to break up the big deals
- likelihood of big deal cancellations
- journals usage statistics of paramount importance



What e-journal big deal metrics do we use?

- **Basic metric**

- number of titles
- total annual full-text downloads
- downloads per FTE student/staff/total
- number and % of titles in usage groups zero/low/medium/high
- top 20 titles as % of total downloads

- **Value metrics**

- average number of requests per title
- total cost as % of information provision expenditure
- average cost per title
- cost per full-text download
- average cost per FTE student/staff/total

What e-journal big deal metrics matter?



- Average cost per title?
- Cost per download
- Number of titles with high use?
- Percentage of zero use titles – the long tail?
- Cost to replace the highly used titles?
- ILL equivalent costs if titles were not taken?

Metrics for individual e-journals

- Value metrics

- average number of requests for the title
- average cost per title
- cost per full-text download
- average cost per FTE student/staff/total

- Journal Usage Factor (JUF)

- an additional measure of journal quality/value launched in 2007 by UKSG & COUNTER
- **total usage (COUNTER JR1 data for a specified period)** divided by **total number of articles published online (during a specified period)**
- report on Stage 2 of the project due to be published shortly
- <http://www.uksg.org/usagefactors>

Metrics for decision making

- all of them tell a story about the resource
- danger of relying just on cost-per-use
- e.g. Cranfield: highest c-p-u had 2nd highest usage
- Usage statistics are only 2 dimensional – they should never be used in isolation
- Other factors that must be used in decision making process includes qualitative local knowledge e.g.
 - Local academic's 'top journal' for their discipline
 - Small (but income generating @ research areas
 - Groundbreaking research information needs

EXECUTIVE DECISION MAKING SYSTEM



Making strategic decisions

- The majority of academic libraries have problems with space
- Clearing back issues of journals from shelves and replacing with digitised back files may be a solution
- What is the role of usage data?
- May be able to point to usage of existing back files to encourage university to invest further
- COUNTER Journals CoP Release 3 - back files usage must be separated from current usage



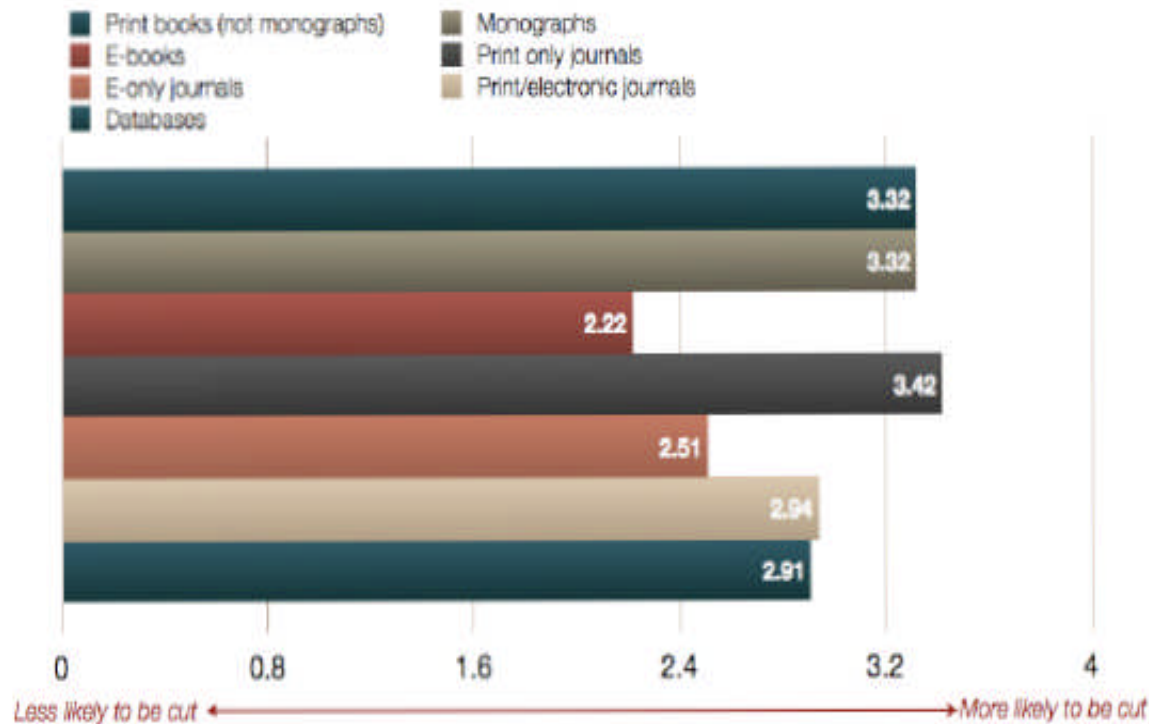
What's at risk? Books?



- library book purchasing has decreased over a number of years
- many librarians think it is time to reverse the slide
- is it time for a radical re-think? (Kent study: 40% of printed books had never circulated during 6 year period)
- are e-books the future?
- customer-driven e-book purchasing
- e-book usage statistics will help us resolve some of these issues
- 31 vendors/publishers compliant with COUNTER Books & Reference Works Release 1

Information resources in detail

How institutions plan to manage information resources cuts over the next two years



Notes

This question gauges the pressure on various types of information resource on a four-point scale where 4 is 'very likely' and 3 is 'likely'. Clearly, all formats are under pressure, especially print only journals and print books and monographs. Print formats appear to be slightly more protected in large libraries, although this is not statistically significant.

Journals in both formats and database subscriptions look fairly vulnerable, but the real story here is the position of e-books which are relatively sheltered from the coming storm, especially in corporate ($x=1.9$) and public sector libraries ($x=2.0$).

Print formats are highly vulnerable targets for cost savings; the outlook for e-books is strong.

What's at risk? E-databases?

- many libraries report cancellation of e-databases to protect primary resources (Jill Taylor-Roe, UKSG survey)
- retention/ cancellation decisions are taken on usage and subject coverage
- recognition that, specifically with e-databases, there can be inconsistencies with COUNTER/non-COUNTER statistics
- but.....reality is that research (CIBER, British Library) consistently demonstrates that internet search engines are the first port of call for students and researchers for information searching



Usage data & benchmarking



Society of College,
National and University
Libraries

- The competitive nature of HE means that librarians are often required to provide statistics which benchmark their collections & services against similar institutions
- SCONUL Annual Library Statistics
- Major changes for the better for 2009/10
 - Full-text article requests (COUNTER JR1) now includes ALL article requests, including serials collections (e.g. Science Direct) and aggregator databases (e.g. ABI/INFORM, JSTOR)
 - Section requests for e-books (COUNTER BR2)

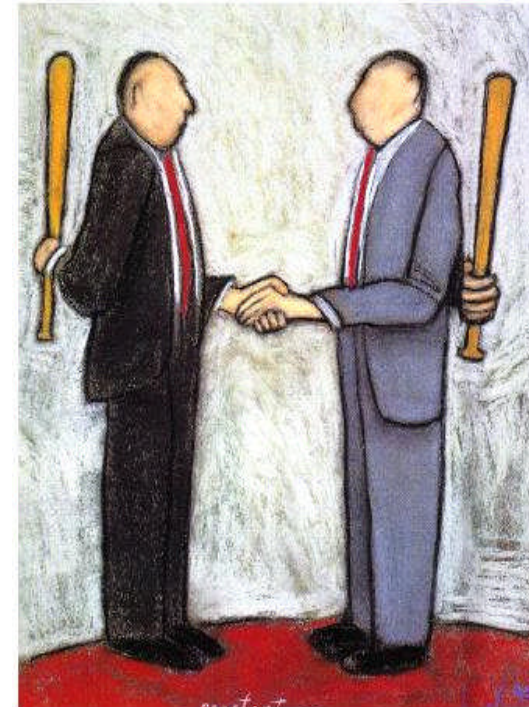
Journal Usage Statistics Portal (JUSP)

- JISC Collections in collaboration with Mimas, Evidence Base & Cranfield University
- A one-stop-shop to view and download usage reports from NESLi2 publishers
- 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
- Ability for libraries to view their use of titles in current NESLi2 deals separately from use of titles in a back file



National consortia & library usage statistics

- JUSP will provide a 'shared service' to libraries which:
 - Does the task of usage data collection once for many libraries
 - Is a huge time-saver & a huge effort saver for librarians
 - Does the task of implementing SUSHI* once for many libraries
 - Allows benchmarking
- JUSP will provide JISC Collections Negotiating Team with:
 - Aggregated usage statistics for specific NESLi2 deals
 - Average cost per download for deals
 - Zero, low medium high use within deals



SUSHI

A screenshot of the NISO SUSHI website. The page features the NISO logo at the top left, a search bar at the top right, and a navigation menu. The main content area is titled "Standardized Usage Statistics Harvesting Initiative (SUSHI)" and includes sections for "About SUSHI" and "About COUNTER".

How the information world CONNECTS

Hello! Sign In | Password Help

Search: Google Custom Search

Standards Topics Publications News & Events International Participate **Workrooms** About NISO

Active Groups Document Pages Login to Participate Public E-mail Lists

Home | Workrooms | Standardized Usage Statistics Harvesting Initiative (SUSHI)

Standardized Usage Statistics Harvesting Initiative (SUSHI)

- [About SUSHI](#)
- [Join the SUSHI Developers Email List!](#)
- [About COUNTER](#)

About SUSHI

The *Standardized Usage Statistics Harvesting Initiative (SUSHI) Protocol* standard ([ANSI/NISO Z39.93-2007](#)) defines an automated request and response model for the harvesting of electronic resource usage data utilizing a Web services framework. It is intended to replace the time-consuming user-mediated collection of usage data reports.

The protocol was designed to be both generalized and extensible, meaning it could be used to retrieve a variety of usage reports. An extension designed specifically to work with COUNTER reports is provided with the standard, as these are expected to be the most frequently retrieved usage reports.

The standard is built on SOAP (Simple Object Access Protocol) for transferring request and response messages. The *GetReport* method is used for transferring *ReportRequest* as the input message and returning *ReportResponse* as the output message.

The standard includes a versioned Web Services Description Language (WSDL), to describe the Web service namespace and operations, and a generalized XML schema with the syntax of the SUSHI protocol. Rules for report naming are outlined and complemented by an external reports registry, which provides for the definition of both COUNTER and non-COUNTER reports.

About COUNTER

Launched in March 2002, COUNTER (Counting Online Usage of Networked Electronic Resources) is an international initiative serving librarians, publishers and intermediaries by setting standards that facilitate the recording and reporting of online usage statistics in a consistent, credible and

[SUSHI Homepage](#)

- [SUSHI Standard \(Z39.93-2007\)](#)
- [Errata for Appendix G:](#)
- [Security Considerations](#)
- [SUSHI FAQs](#)
- [Getting Started](#)
- [SUSHI Tools](#)
- [SUSHI Schemas](#)
- [SUSHI Reports Registry](#)
- [SUSHI Server Registry](#)
- [SUSHI Press & Presentations](#)
- [SUSHI Committee Roster](#)
- [SUSHI Developers List](#)

Home - Journal Usage Statistics Portal - Windows Internet Explorer

http://jusp.mimas.ac.uk/

File Edit View Favorites Tools Help

Home - Journal Usage Statistics Portal

JISC collections
delivering resources online

Usage Statistics Portal


Home About the Statistics Portal Frequently Asked Questions Contact Us **Demonstrator [staff only]**

What is the Journal Usage Statistics Portal?




Electronic journals represent a significant and growing part of the academic library's offerings. In 2007, the academic community spent £80 million on e-journal licenses and collectively those purchases have yielded more than 102 million downloads. Increasingly it is important to have **reliable information with which to evaluate the impact of the increase in access and availability of online journal content**. However it has been difficult, if not impossible, for librarians to obtain meaningful usage data from publishers of electronic journals.

JISC Collections commissioned Evidence Base and Mimas to produce a technical design and prototype for a Journal Usage Statistics Portal (JUSP) to assist and support libraries in the analysis of NESLI2 usage statistics and the management of their e-journals collections.

[Read More](#)

 [Library Participation Agreement](#)

[Accessibility](#) | [Privacy Policy](#)

Internet 100%

start Schrödinger's ca... JUSP - Windows ... Home - Journal ... Demonstrator - ... UKSG 2 Microsoft Off... Inbox - Microsof... EN 12:19

Oxford Journals | For Librarians | Usage statistics

http://www.oxfordjournals.org/for_l

OUR JOURNALS FOR ALL

Oxford Journals > For Librarians

USAGE STATISTICS FOR INSTITUTIONS

COUNTER-compliant usage statistics for administrators. Select a link below as requested:

- [Consortia Administrator Login](#)
- [Institutional Administrator Login](#)

Reports for consortia and institutions

- Total downloads by journal by month
- Details of top articles and abstracts
- Summary of access by type (HTML, PDF, etc.)
- Summary by access method (Direct, etc.)
- Total access by year

New usage statistics interface
This autumn Oxford Journals are introducing a new interface. For more information see the new interface page.

New report launched
We are pleased to announce the launch of the Oxford Journals Digital Archive materials (HTML & PDF) from their original formats, as well as direct loading of the archive materials.

Improvements to existing reports
The summary report, showing...

Oxford Journals | My Account - Windows Internet Explorer

https://access.oxfordjournals.org/oup/system/checked

OUR JOURNALS ACCESS & PURCHASE

Oxford Journals > My Account

EXISTING USERS

If you are already registered with Oxford Journals, please log in using your username and password.

Username

Password

[Click here for help if you have forgotten your password](#)

NON-SUBSCRIBERS

If you don't have an Oxford Journals login, please contact your librarian as having any active online subscriptions.

OXFORD JOURNALS
OXFORD UNIVERSITY PRESS

Institutional Usage Statistics - Windows Internet Explorer

http://reports.oxfordjournals.org/usage/statistics?report=current&action=resource_year&year=2008

Institutional Usage Statistics

Institution University of Liverpool
Sydney Jones Library, University of Liverpool, PO Box 123
Liverpool
Merseyside
L69 3DA
United Kingdom

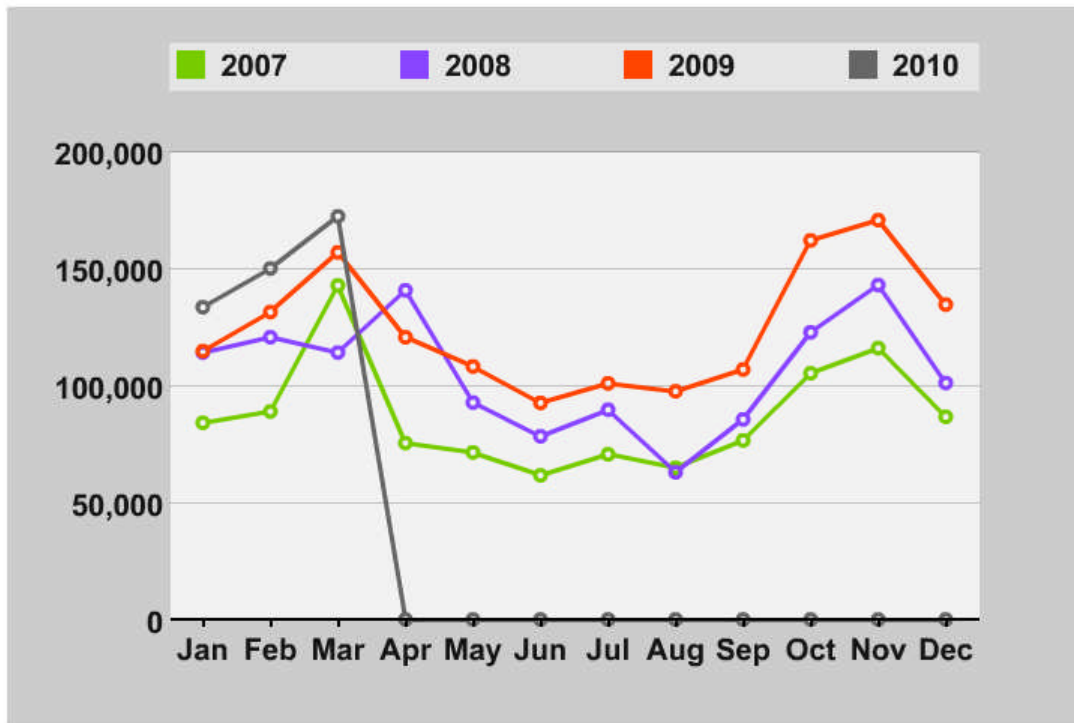
Contact Mr Terry Bucknell
0151 794 2692
t.d.bucknell@liverpool.ac.uk

Usage Reports for 2008

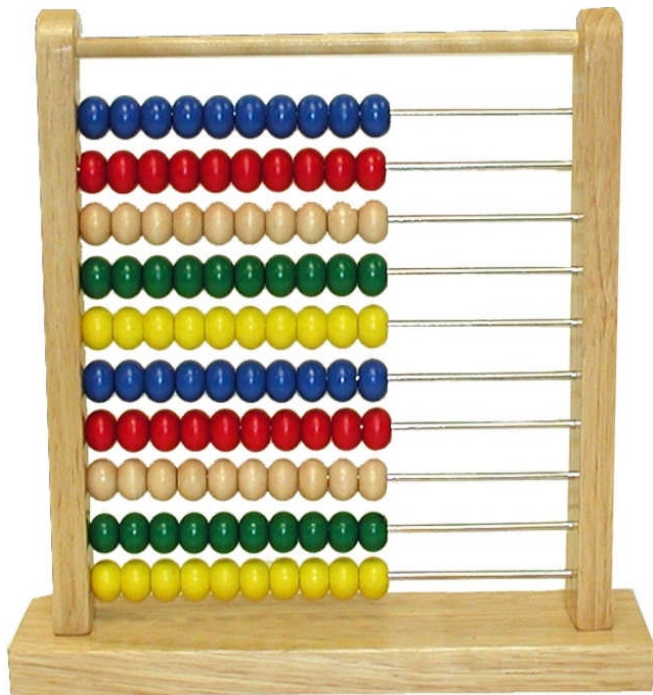
January	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
February	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
March	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
April	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
May	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
June	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
July	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
August	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
September	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
October	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
November	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
December	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
Cumulative Report	[By Journal]	[By Usage]	[CSV]	[Top Articles]	[Top Advanced Access]
COUNTER* JR1 Full-Text Report	[Tabular]	[Excel]	[CSV]		
COUNTER* JR1 Archive Only Report	[Tabular]	[Excel]	[CSV]		
Summary Report	[Tabular]		[CSV]		
Subscription Report	[HTML]				

The monthly usage of Elsevier journals at Dummy Institution for All years

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	83932	88841	142590	75382	71252	61535	70551	64782	76475	105138	115872	86534
2008	113936	120474	113991	140526	92617	78195	89500	62859	85441	122531	142841	100897
2009	114489	131283	156744	120509	108023	92390	100775	97350	106736	161870	170418	134479
2010	133256	149896	172149	0	0	0	0	0	0	0	0	0



In conclusion



- The COUNTER Codes of Practice have improved our ability to measure, and assess the value of, our e-collections
- COUNTER usage statistics are of vital importance to publishers and libraries
- SUSHI implementation will be a big leap forward
- COUNTER Board & Executive Committee understand that there is still lots of work to do