


Metrics Matter

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What is COUNTER?

Counting Online Usage of NeTworked Electronic Resources


Goal: credible, compatible, consistent publisher/vendor-generated statistics for the global information community

Result: in 5 years, 10,000 journals, 70 vendors




Project COUNTER Members

- ◆ **Sample Publishers**
 - ❑ ACM (Assoc of Computing Machinists)
 - ❑ APA (Amer. Psychological Assoc.)
 - ❑ Elsevier
 - ❑ Gale Cengage
 - ❑ SpringerVerlag
 - ❑ Taylor & Francis
 - ❑ Thomson Scientific
 - ❑ Wiley
- ◆ **Sample Corp Libraries**
 - ❑ Abbott Labs
 - ❑ AstraZeneca
 - ❑ Bristol Myers Squibb
 - ❑ Daimler Chrysler
 - ❑ Eli Lilly
 - ❑ GlaxoSmithKline
 - ❑ Novartis
 - ❑ Pfizer
 - ❑ Schering AG
 - ❑ Solvay




Why COUNTER?

- ◆ Definitions of terms used
- ◆ Specifications for Usage Reports
- ◆ Data processing guidelines
- ◆ Auditing
- ◆ Compliance
- ◆ Maintenance and development of the Code of Practice



Project COUNTER Benefits

- ◆ **Librarians**
 - ❑ Compare data from different vendors
 - ❑ Derive cost-per-use metrics
 - ❑ Make informed purchase decisions
 - ❑ Plan infrastructure more effectively
- ◆ **Publishers**
 - ❑ Experiment with new pricing models
 - ❑ Compare relative usage of different delivery channels
 - ❑ Provide editorial support
 - ❑ Plan infrastructure



Journals and Databases


Release 2 April 2005

Journal Report

1. Full text article requests by month and journal
2. Turnaways by month and journal

Database Report

1. Total searches and sessions by month and database
2. Turnaways by month and database
3. Searches and sessions by month and service



Journal Report 1

Full text article requests by journal

A	B	C	D	E	F	G	H	I	J	K	
1	Journal Report 1 (R2)	Number of Successful Full-Text Article Requests by Month and Journal									
2	<Criteria>										
3	Date run:										
4	2005-04-05										
5		Publisher	Platform	Print ISSN	Online ISSN	Jan-2005	Feb-2005	Mar-2005	YTD Total	YTD HTML	YTD PDF
6	Total for all journals		EBSCOhost			3542	10066	11053	25411	15776	9259
7	Harvard Business Review	Harvard Business	EBSCOhost	0017-8012		1117	707	702	2526	1591	939
8	Scientific American	Scientific American	EBSCOhost	0036-8733		92	230	221	543	342	201
9	Reading Teacher	International Read	EBSCOhost	0034-4561		11	190	179	380	239	141
10	Economist	Economist News	EBSCOhost	0013-4613		33	95	151	283	179	109
11	Child Development	Blackwell Publish	EBSCOhost	0009-3920		32	68	103	203	129	79
12	American Journal of Public Hea	American Public	EBSCOhost	0090-0036		59	48	80	187	119	69
13	Journal of Marriage & Family	Blackwell Publish	EBSCOhost	0022-2445		32	68	195	295	186	109
14	Explicator	Haldel Publication	EBSCOhost	0014-4340		12	196	188	396	249	147
15	Sports Marketing Quarterly		EBSCOhost	1061-6934		10	121	32	163	103	60
16	Journal of Learning Disabilities	PRO-ED	EBSCOhost	0022-2194		24	122	142	288	181	107

Book and Reference Works

Release 1 March 2006

Book Report

- Number of successful requests by month and title
- Number of successful section requests by month and title
- Turnaways by month and title
- Turnaways by month and service
- Total searches and sessions by month and title
- Total searches and sessions by month and service

Book Report 2

Section requests by title

A	B	C	D	E	F	G	H	I		
1	Book Report 2 (R1)	Number of Successful Section Requests by Month and Title								
2	<Criteria>									
3	Date run:									
4	yyyy-mm-dd									
5		Publisher	Platform	ISBN	ISSN	Jan-2006	Feb-2006	Mar-2006	YTD Total	
6	Total for all titles		Platform Z			772	972	1163	2908	
7	Title AA	Publisher X	Platform Z	9-787543-690548		496	521	665	1642	
8	Title BB	Publisher X	Platform Z	9-783924-691539		203	251	275	729	
9	Title CC	Publisher Y	Platform Z	9-786432-690267	0154-1521	0	0	0	0	
10	Title DD	Publisher Y	Platform Z	9-781945-693446		113	200	225	538	
11										
12										

COUNTER Audit

- Independent audit required within 18 months of compliance, and annually thereafter
- Audit is online, using scripts provided in the Code of Practice
- Auditor can be:
 - Any Chartered Accountant
 - Another COUNTER-approved auditor
- ABCE is the first COUNTER-approved auditor
 - Industry-owned, not-for-profit, independent and impartial
 - Part of ABC (Audit Bureau of Circulations)
 - Providing website traffic audits for over 150 companies and certifying over 1400 domains
 - Have successfully completed first batch of vendor audits

What We've Learned

- PDFs preferred over HTML for online print journal articles
- Usage data informs renewal decisions
- Publishers are developing usage based pricing models (ACS, IEEE, Project MUSE)
- Implementation often resulted in drop in usage statistics
- Cost-per-use better than document delivery
- Automatic handling of metrics NISO –SUSHI
http://www.niso.org/committees/SUSHI/SUSHI_comm.html

COUNTER Filter Project

- Goal
 - Concern for duplicate counting –HTML, PDFs
 - Consider
 - Unwanted html filter
 - Unique article filter
- Conclusions
 - Include UAF in the next Release
 - Recommend increased consistency of UAI

Usage Factors Study

- ◆ Goal
 - ❑ Create global usage data to complement
 - ◆ Impact factor = author behavior
 - ◆ usage factor = reader behavior
- ◆ Conclusions
 - ❑ Wide support for concept
 - ❑ Definitions (total usage, specified period, # articles published online)
 - ❑ Usage Factor = # uses / # articles published
 - ❑ Full report at <http://www.ukag.org/usagefactors/ftsa/>
 - ❑ Next step: project to test concept with real vendor usage data



Future Objectives

- ◆ Improve/extend the Codes of Practice
 - ❑ Reliability (audit, federated searches, prefetching)
 - ❑ Usability (number of compliant vendors, XML format, additional usage reports)
 - ❑ Additional data (year of publication, article level reports)
 - ❑ Categories of content (Institutional Repository content)
- ◆ Deriving metrics from the Codes of Practice
 - ❑ Journals (cost per use, Usage Factor)
 - ❑ Databases?
 - ❑ Books?

