


Counting What Matters

Judy Luther
Informed Strategies LLC
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Customer Driven Market

- ◆ Libraries
 - AUL Collections > AUL Assessment
 - Use based selection decisions
 - User perception
- ◆ Publishers
 - Reports by title > reports by customer
 - Customer relationship management
 - Dashboard – monitor data elements



Evolution of Measurement

- ◆ Input (Resources) - ownership
 - Lib: Content acquired
 - Pub: Content sold
- ◆ Output (Services) - activity
 - Lib: Usage statistics - downloads
 - Pub: Usage statistics – downloads
- ◆ Outcomes (Performance) - value
 - Lib: Satisfaction indicators
 - Pub: Citation rank




Library Applications

- ◆ Demonstrate value to funding agencies – meaningful measures
- ◆ Manage acquisitions decisions
- ◆ Planning tool to meet demands of users in rapidly changing market




Publisher Applications

- ◆ Manage content - editorial decisions
- ◆ Determine discoverability factors – increase demand
- ◆ Assess usage – customer service
- ◆ Denial of access - sales



What to Measure

- ◆ Searches (bibliographic data)
- ◆ Sessions
- ◆ Article requests (full text)
 - Journal articles
 - Ebooks and sections
- ◆ Turnaways (users)



Audit for Clean Data

- ◆ Accuracy of data
 - Robot / spider contamination
 - Unique article filter (UAF)
 - Log files – double clicks, images
- ◆ Report layout, format, delivery

Relevance of Data

Devil is in the denominator

- ◆ Time – same period, prior year
- ◆ Cost – per use, per user
- ◆ Total - as percent of whole (proportion)
- ◆ Benchmarks – peer institutions

Tools - Libraries

- ◆ LibQUAL
 - Staff service
 - Access to information
 - Library as place
- ◆ MINES
 - Demographics of user
 - Purpose of use
 - Location of user

Tools – Publishers

- ◆ Web Analytics Association
- ◆ Web data
 - Top articles
 - Table of contents alerting
 - Stickiness: page views & time
 - Referral page
 - Navigation

Issues

- ◆ User behavior with HTML & PDF
- ◆ Separately priced archive
- ◆ Partial Open Access
- ◆ Varying size of content related to usage

UKSG

Usage Factor = usage/# articles

- ◆ Interviews
- ◆ Survey
- ◆ Results – Spring 2007

*Usage = reader behavior
Citations = author behavior*