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Making Usage Stats Usable: Evaluating Usage Stat Tools and Maximizing Excel/Pivot Tables

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Making Usage Stats Usable:

Evaluating Usage Stat Tools
and Maximizing Excel/Pivot
Tables

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Usage Statistics Overview

- Broad definition:
 - A means of “tracking, managing, analysing and reporting information resource usage”
(Zhao, 1995)
- Why are they important?
 - Evidence-based collections decision making
- Publishers in the past have provided various types and formats of usage
 - Librarians need to be able to compare ‘apples to apples and not oranges’ for fair analysis

COUNTER - What is it?

- COUNTER is a non-profit organization supported by a global community of library, publisher and vendor members (Project Counter, 2018)
 - Launched in 2002
- Project COUNTER Code of Practice:
 - Facilitate the recording, exchange and interpretation of online usage data
- COUNTER usage reports examples:
 - JR1
 - DB1
 - BR2

Our Development Journey at Western

- Phase 1 - Needs Assessment (July – November 2016)
- Phase 2 - Environmental Scan (December 2016 – February 2017)
- Phase 3 - Data Collection & Implementation (March – August 2017)

Phase 1: Needs Assessment

Past experience:

- Intota Assessment
- SUSHI (Standardized Usage Statistics Harvesting Initiative)

Required capabilities of tool selected:

- Consistency & accuracy
- Interoperability with existing tools
- Capacity to store usage statistics for all e-resources
- Cost effectiveness

Phase 2: Environmental Scan

- Surveying the usage statistics tools available from vendors
- Surveyed what usage statistics tools other institutions were using
- We evaluated 4 vendor products, 3 open source products, and 3 homegrown tools from other institutions

Why these tools did not meet our needs:

- Lacking in currency flexibility
- No customized fields
- No bulk uploading of usage reports
- Inability to work with our knowledgebase
- Extensive IT support
- Cost

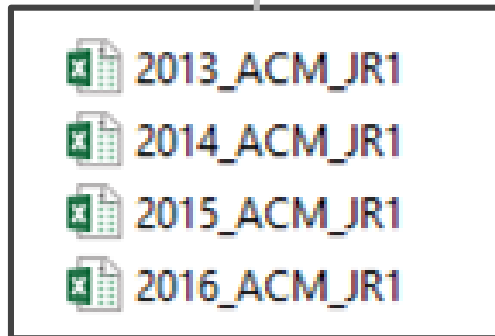


The Evolution of Our Homegrown Tool



- Reports saved in network drive
- Organized by publisher
- ~240 sub-folders

Usage Stats Archive



Name	Date modified
ACLS_Michigan	2016-02-07 2:09 AM
ACM Digital Library	2017-05-09 5:18 PM
ACUP	2017-05-10 3:45 PM
Adam Matthew	2017-04-18 3:56 PM
Alexander Street Press	2017-08-04 11:18 ...
Allen Press	2017-06-01 1:53 PM
American Academy of Periodontology	2017-06-01 1:53 PM
American Association for Cancer Researc...	2017-08-03 11:42 ...
American Association for the Advancem...	2017-08-08 10:34 ...
American Association of Neurological Su...	2017-06-01 1:59 PM
American Chemical Society	2017-06-01 10:47 ...
American College of Physicians	2017-06-01 2:00 PM
American Economic Association	2017-05-04 3:53 PM
American Geophysical Union (AGU)	2017-07-25 11:33 ...
American Institute of Aeronautics and As...	2017-05-05 2:24 PM
American Institute of Physics	2017-08-11 2:19 PM
American Mathematical Society	2017-06-01 2:02 PM
American Medical Association (JAMA)	2017-06-01 2:03 PM
American Meteorological Society	2017-06-01 2:03 PM
American Physical Society Journals	2017-04-11 5:28 PM
American Physiological Society	2017-08-03 10:31 ...
American Phytopathological Society	2017-07-25 11:24 ...

Western Libraries

Usage Statistics Index

Provider	Database/Journal	Report	Fund	Order Record #	Currency	2013 Usage	2013 Cost	2013 Cost/	2014 Usage
ACM	ACM Digital Library - OCUL	JR1	vtays	o11655318	USD	11468	#####	#####	9929
AIP Publishing	AIP Publishing	JR1	vtays	o1522952x	USD	12895	#####	#####	19327
Allen Press/Earthquake Eng	Earthquake Spectra	JR1	ttays	o12271202	USD	83	#####	#####	80
American Medical Associati	JAMA Titles	JR1	vtays	o11863122	USD	32089	#####	#####	33901
American Physiological Soci	American Physiological Society Jou	JR1	vtays	o12569136	USD	24095	#####	#####	23716
American Phytopathologica	Various Titles	JR1				447			398
American Phytopathologica	Molecular Plant-Microbe Interactio	JR1	vtays	o10146568	USD	145	#####	#####	232
American Phytopathologica	Phytopathology	JR1	vtays	o10173237	USD	200	#####	#####	89
American Phytopathologica	Plant Disease	JR1	vtays	o10138791	USD	102	#####	#####	77
American Roentgen Ray Soc	American Journal of Roentgenolog	JR1	vtays	o10122746	USD	1468	#####	#####	1087
American Society for Bioch	Journal of Biological Chemistry, Jou	JR1	vtays	o12579932	USD	23403	#####	#####	22434
American Society for Micro	Various Titles	JR1	vtays	o12539910	USD	13013	#####	#####	14820
American Society of Animal	Agronomy Journal, Journal of Envir	JR1	vtays		USD	728	#####	#####	402
American Thoracic Society	Various Titles	JR1	vtays			937	#####	#####	1345

Journal Report 1(R4)		Number of Successful Full-text Article Requests by Month and Journal								
University of Western Ontario										
Period covered by Report:										
2013-01-01 to 2013-12-31										
Date run:										
2017-01-04										
Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	Reporting Period Total			
3C ON-LINE	ACM	ACM Digital			1078-2192		3			
ACM Communications in Comp	ACM	ACM Digital			1932-2240		15			
ACM Computing Surveys (CSUR)	ACM	ACM Digital			0360-0300	1557-7341	151			
ACM Inroads	ACM	ACM Digital			2153-2184	2153-2192	9			
ACM Journal of Computer Docu	ACM	ACM Digital			1527-6805	1557-9441	1			
ACM Journal on Emerging Techr	ACM	ACM Digital			1550-4832	1550-4840	13			
ACM Letters on Programming La	ACM	ACM Digital			1057-4514	1557-7384	4			
ACM Proceedings	ACM	ACM Digital				2168-4081	7402			
ACM SIGACCESS Accessibility ar	ACM	ACM Digital			1558-2337	1558-1187	17			
ACM SIGACT News	ACM	ACM Digital			0163-5700		15			
ACM SIGAda Ada Letters	ACM	ACM Digital			1094-3641		13			
ACM SIGAPL APL Quote Quad	ACM	ACM Digital			0163-6006		7			
ACM SIGAPP Applied Computin	ACM	ACM Digital			1559-6915	1931-0161	5			
ACM SIGARCH Computer Archite	ACM	ACM Digital			0163-5964		54			
ACM SIGART Bulletin	ACM	ACM Digital			0163-5719		6			
ACM SIGBED Review	ACM	ACM Digital				1551-3688	4			
ACM SIGBIO Newsletter	ACM	ACM Digital			0163-5697		3			
ACM SIGCAPH Computers and th	ACM	ACM Digital			0163-5727		7			
ACM SIGCAS Computers and Soc	ACM	ACM Digital			0095-2737		30			
ACM SIGCHI Bulletin	ACM	ACM Digital			0736-6906		18			
ACM SIGCHI Bulletin - a suppl	ACM	ACM Digital			0736-6906	1558-1217	3			

E-book Usage Index

[Click here to learn more about COUNTER Book Report Types](#)

Provider	Year	Report Type
ACM Digital	2014	BR1
ACM Digital	2015	BR1
ACM Digital	2016	BR1
ASME	2014	BR2
ASME	2014	BR3
ASME	2014	PR1
ASME	2015	BR2
ASME	2015	BR3
ASME	2015	PR1
ASME	2016	BR2
ASME	2016	BR3
ASME	2016	PR1
Brill	2014	BR1
Brill	2014	BR2
Brill	2015	BR1
Brill	2015	BR2
Brill	2016	BR1
Brill	2016	BR2
Business Source Complete	2015 & 2016	Full Text Download
CAB International	2014	BR1
CAB International	2014	BR2
CAB International	2015	BR1
CAB International	2015	BR2

Journal and Database Usage Reports (Vendor) Data

```
graph TD; A[Journal and Database Usage Reports (Vendor) Data] --> B[Source Data_Databases]; A --> C[Source Data_Journals]; B --> D[DatabaseUsageTool]; C --> E[JournalUsageTool];
```

Source Data_Databases

DatabaseUsageTool

Source Data_Journals

JournalUsageTool

Formula_Combine Subject	UWO Subject Code(s)	Report Type	Usage Type
Mathematics & Statistics	Mathematics & Statistics	JR1	Full Text Download
Economics	Economics	JR1	Full Text Download
		JR1	Full Text Download
Mathematics & Statistics	Mathematics & Statistics	JR1	Full Text Download
Clinical MedicineBasic Medical Science	Clinical MedicineBasic Medical Science	JR1	Full Text Download
Linguistics	Linguistics	JR1	Full Text Download
Mathematics & Statistics	Mathematics & Statistics	JR1	Full Text Download
Biology	Biology	JR1	Full Text Download
		JR1	Full Text Download
		JR1	Full Text Download
History	History	JR1	Full Text Download
Music	Music	JR1	Full Text Download
		JR1	Full Text Download
Biology	Biology	JR1	Full Text Download
EconomicsBusiness	EconomicsBusiness	JR1	Full Text Download
Biology	Biology	JR1	Full Text Download
PhilosophyMathematics & Statistics	PhilosophyMathematics & Statistics	JR1	Full Text Download
Linguistics	Linguistics	JR1	Full Text Download

2016-SP	2016-Platform	2016 Total Use
2	5	7
16	1	17
	0	0
1	4	5
247	102	349
23	2	25
7	2	9
44	10	54
	0	0
	0	0
28	6	34
63	3	66
	0	0
23	6	29
	3	3
380	6	386
	63	63
16	10	26
117	19	136
169	52	221

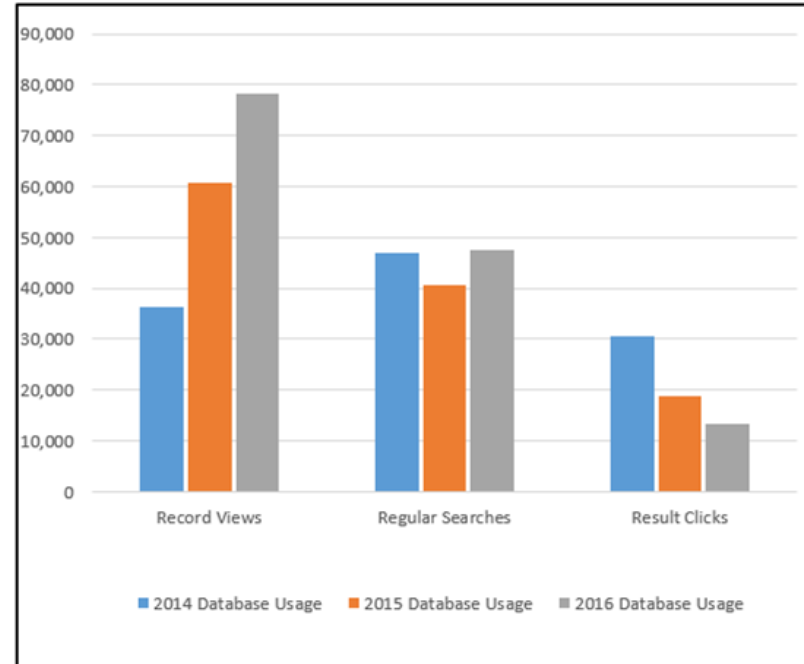
2016 Currency	2016 FOR CURR	2016 CDN Cost	2016 CPU (CDN)
USD	\$ 210.00	\$ 262.50	\$ -
USD	\$ 133.00	\$ 166.25	\$ 166.25
USD	\$ 559.03	\$ 698.79	\$ -
CDN	\$ 539.46	\$ 539.46	\$ 49.04
USD	\$ 94.00	\$ 117.50	\$ 0.34
USD	\$ 445.00	\$ 556.25	\$ 15.45

Usage by Individual Title

This search displays all the types of usage data available for a given Database. Type the Database title in the search box below.

Search by Database Title by double-clicking here ->

Type of Usage	2014 Database Usage	2015 Database Usage	2016 Database Usage
Record Views	36228	60,757	78,331
Regular Searches	47018	40,485	47,556
Result Clicks	30503	18,677	13,215

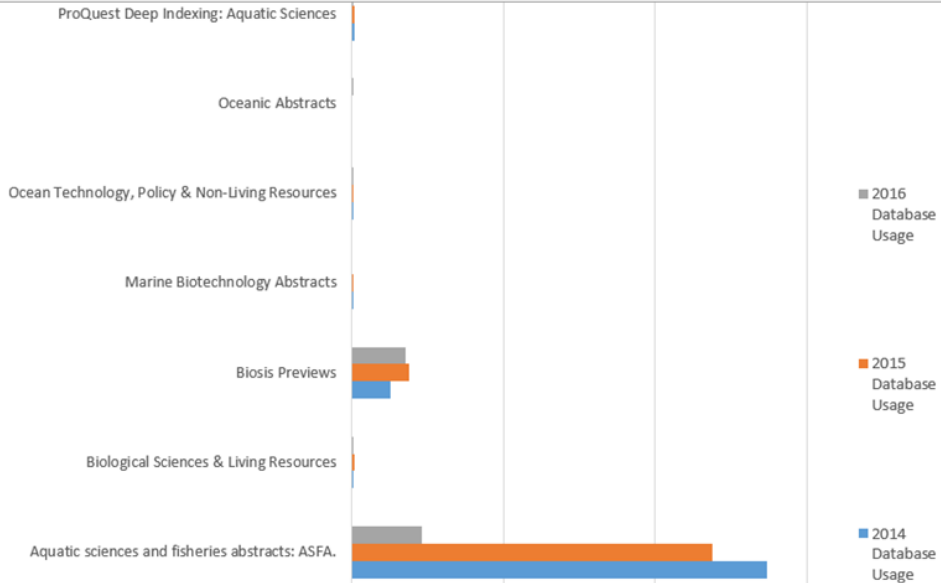


Usage by Subject

This search displays Record Views for all databases associated with a given subject, as determined by *on behalf of codes* in the order records. Type the subject in the search box below and all relevant subject combinations will automatically be selected.

Search by Subject by double-clicking here ->

Type of Usage	2014 Database Usage	2015 Database Usage	2016 Database Usage
Biological Sciences & Living Resources	449	764	413
Biosis Previews	12,744	18,708	17,755
Marine Biotechnology Abstracts	2	1	-
Ocean Technology, Policy & Non-Living Resources	111	140	197
Oceanic Abstracts	0	0	4
ProQuest Deep Indexing: Aquatic Sciences	809	812	33



Fuzzy Demonstration

<https://www.microsoft.com/en-ca/download/details.aspx?id=15011>

Next Steps

- How the tool is being used today
- CRKN Journal Usage Project & subject codes = JIM
- Annual updating, task time tracking

- Great leap forward?: LSP that includes a customizable, flexible usage tool

Tips & Tricks Google Doc: <https://docs.google.com/document/d/1gzR-bl3eZzJvfAHhrs8zf41g-4HzLgQVJTAduzz2c6w/edit?usp=sharing>

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Miller, A. (2014). Introduction to Using Excel®Pivot Tables and Pivot Charts to Increase Efficiency in Library Data Analysis and Illustration. *Journal of Library Administration*, 54(2), 94-106. doi:10.1080/01930826.2014.903365

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Questions?

Tips & Tricks Google Doc:

<https://docs.google.com/document/d/1gzR-bl3eZzJvfAHhrs8zf41g-4HzLgQVJTAduzz2c6w/edit?usp=sharing>