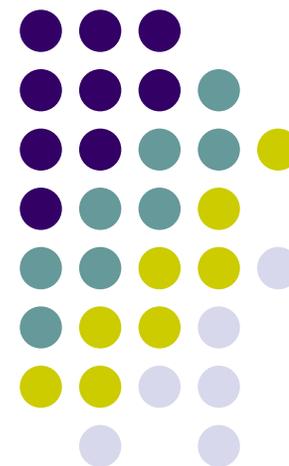


Usage of e-journals at CBUC libraries:
**What we know and what we know we
don't know**

Cristóbal Urbano & Àngel Borrego
Departament de Biblioteconomia i Documentació
Universitat de Barcelona

ICOLC Fall'04 - Barcelona



Why was this work undertaken?



- ✓ The interest of professors of the University of Barcelona's Facultat de Biblioteconomia i Documentació in the field of indirect user studies and the analysis of value of information
- ✓ A spirit of research that seeks to overcome the gap between “practitioners and academics”
- ✓ The offer on the part of CBUC for a joint study, in exchange for data that would be useful for their internal management.
- ✓ The need for practical experience in gathering and analysing e-journals metrics to increase professors' know-how.



What have the results been?

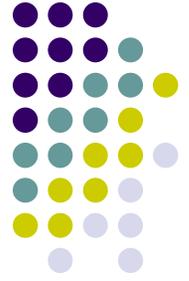
- A more robust environment for doctoral teaching and research activities.
- A greater understanding of usage for CBUC and the consortial institutions at a critical moment for evaluation and new licences
- Publications (in Catalan): a report available at http://www.cbuc.es/5digital/Informe_revistes_CBUC_amb_grafics.pdf
- Publications (in English): a paper in *D-Lib magazine* (June 2004 issue) available at <http://www.dlib.org/dlib/june04/anglada/06anglada.html>

What we know... about methods and standards



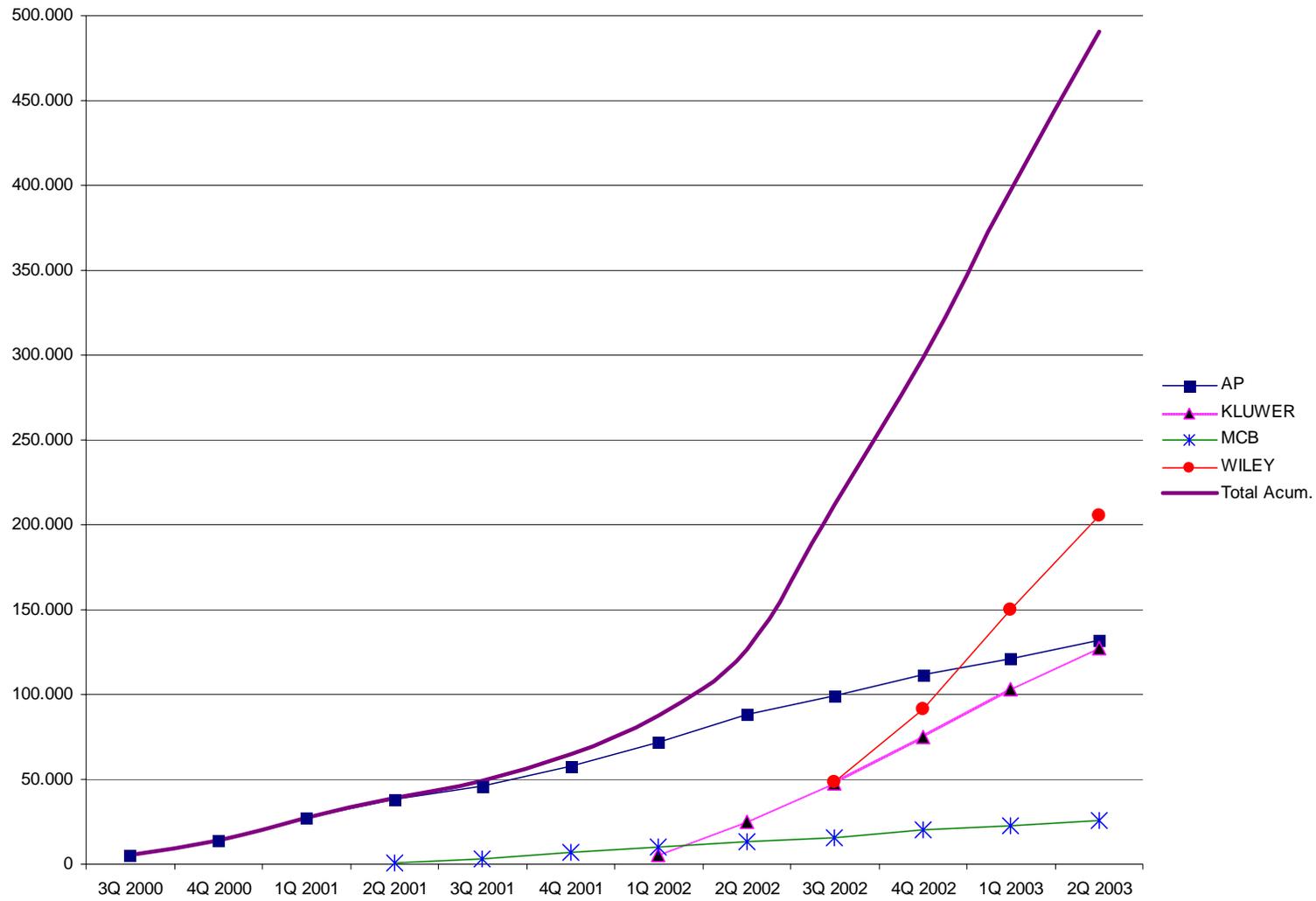
- Lack of standardisation and consistency among publishers and, over time, with data from a single publisher: working with a minimum of compatible data
- Evaluation of data provided as a result of emerging standards (ICOLC, COUNTER).
- Little compatibility among presentation formats: labourious efforts
- Difficulties in dealing with data distortion caused by proxy-caché servers
- Too much anonymous data...on the overall university level, without segmentation by user types or campus locations!

What we know... about CBUC's usage



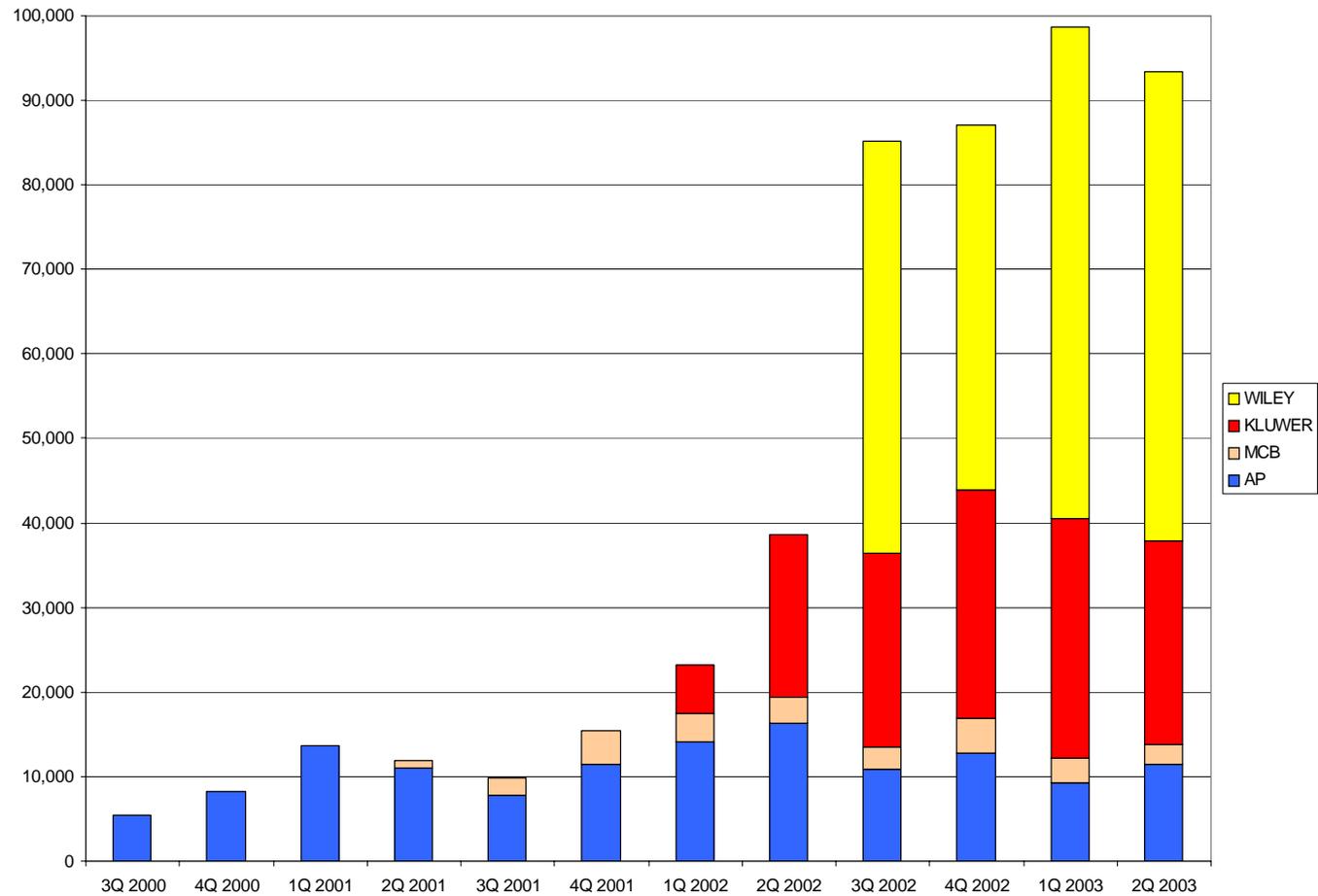
- The growth along years (2000-2003)
- The gain for the consortium
- The quota of participation of consortial institutions
- The dispersion of information consumption
- 4 packages with their respective usage core:
 - AP-Ideal
 - Kluwer
 - MCB-Emerald
 - Wiley

Evolution 2000-2003



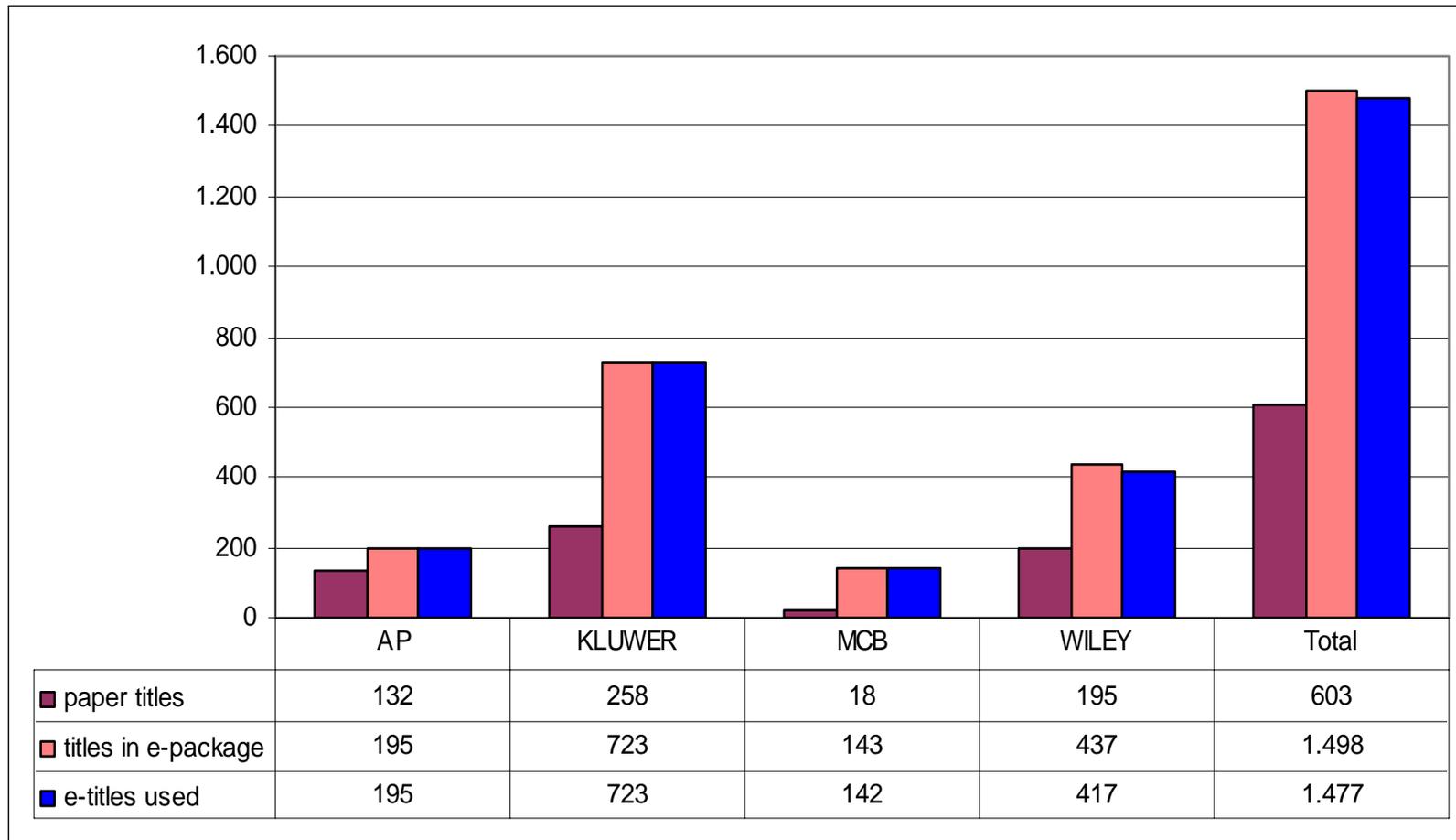
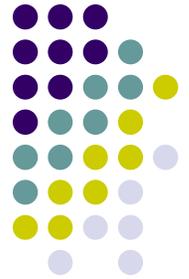
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Evolution 2000-2003



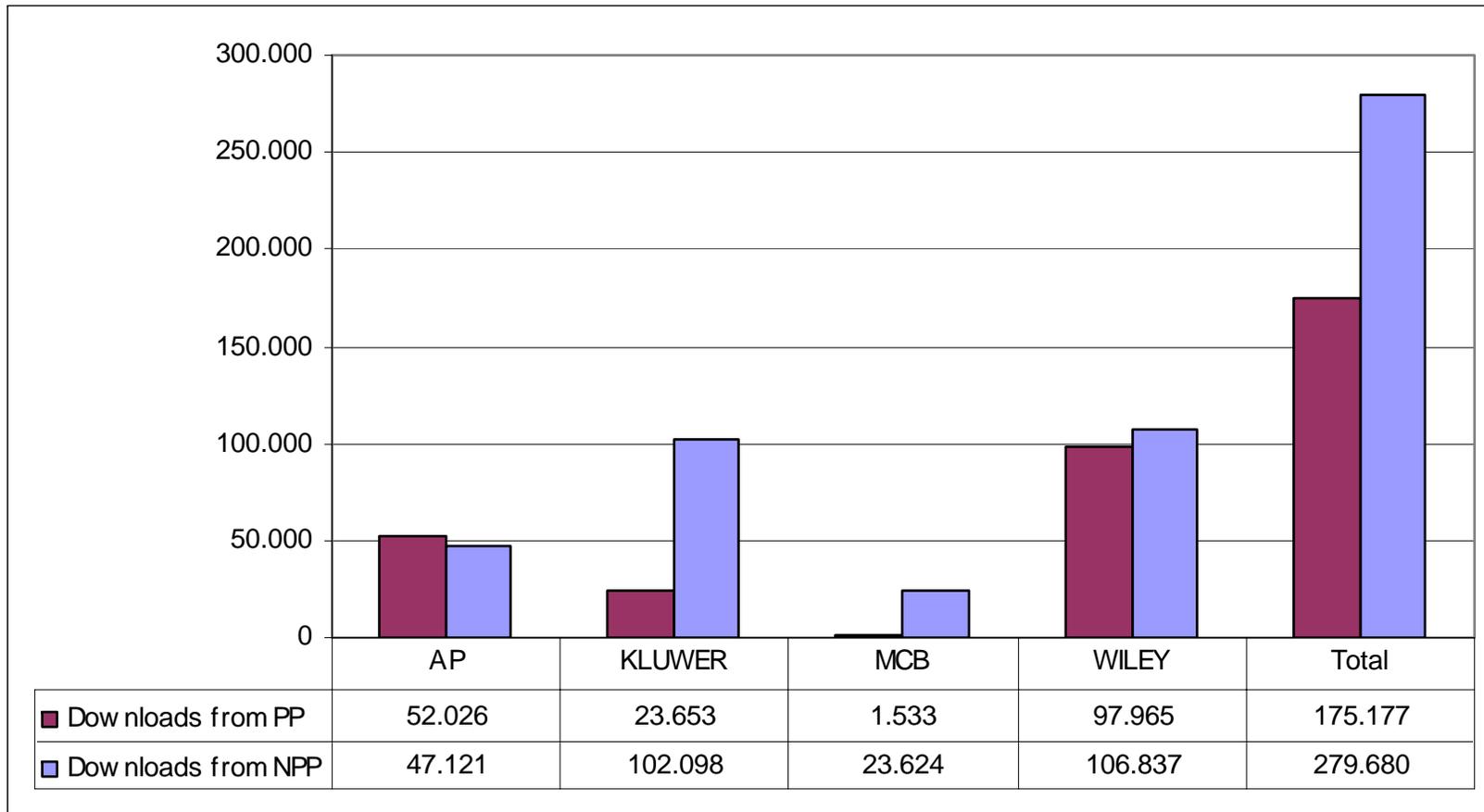
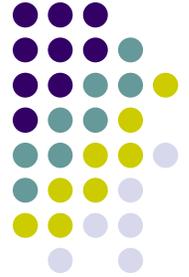
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Consortial gain (Titles used jointly by CBUC)

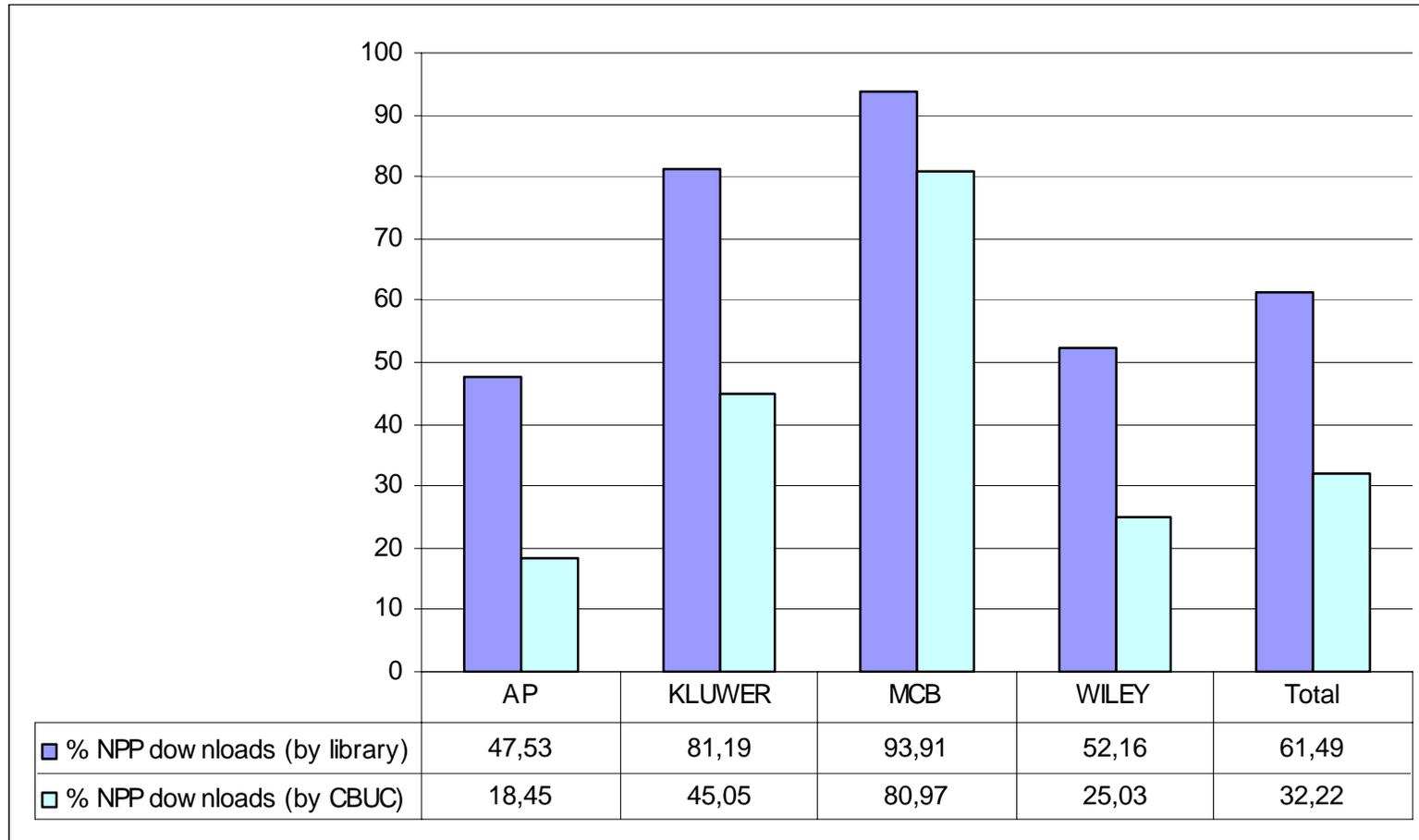


Consortial gain (by library)

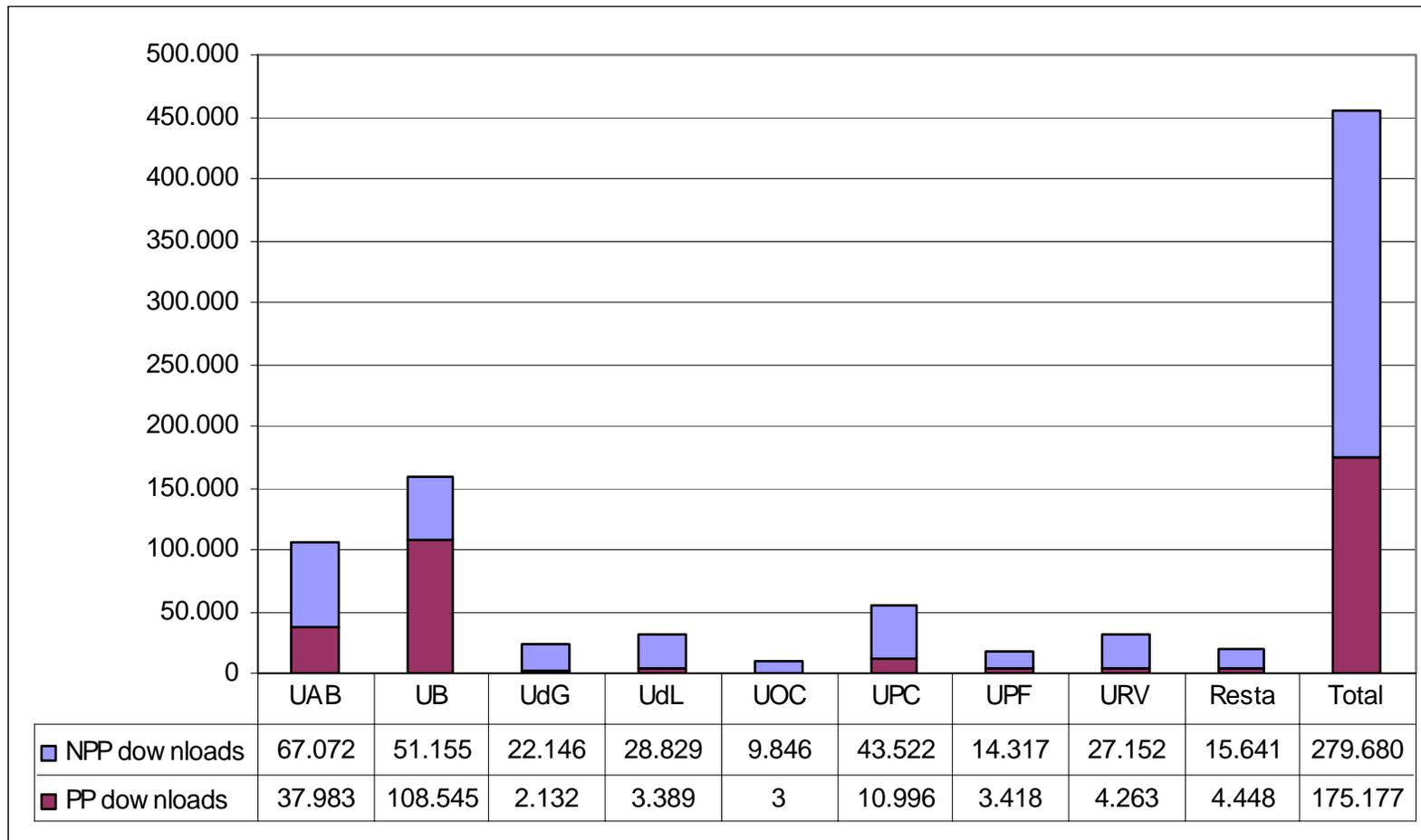
-new titles not previously subscribed to on paper (NPP) vs.
previously on paper (PP)-



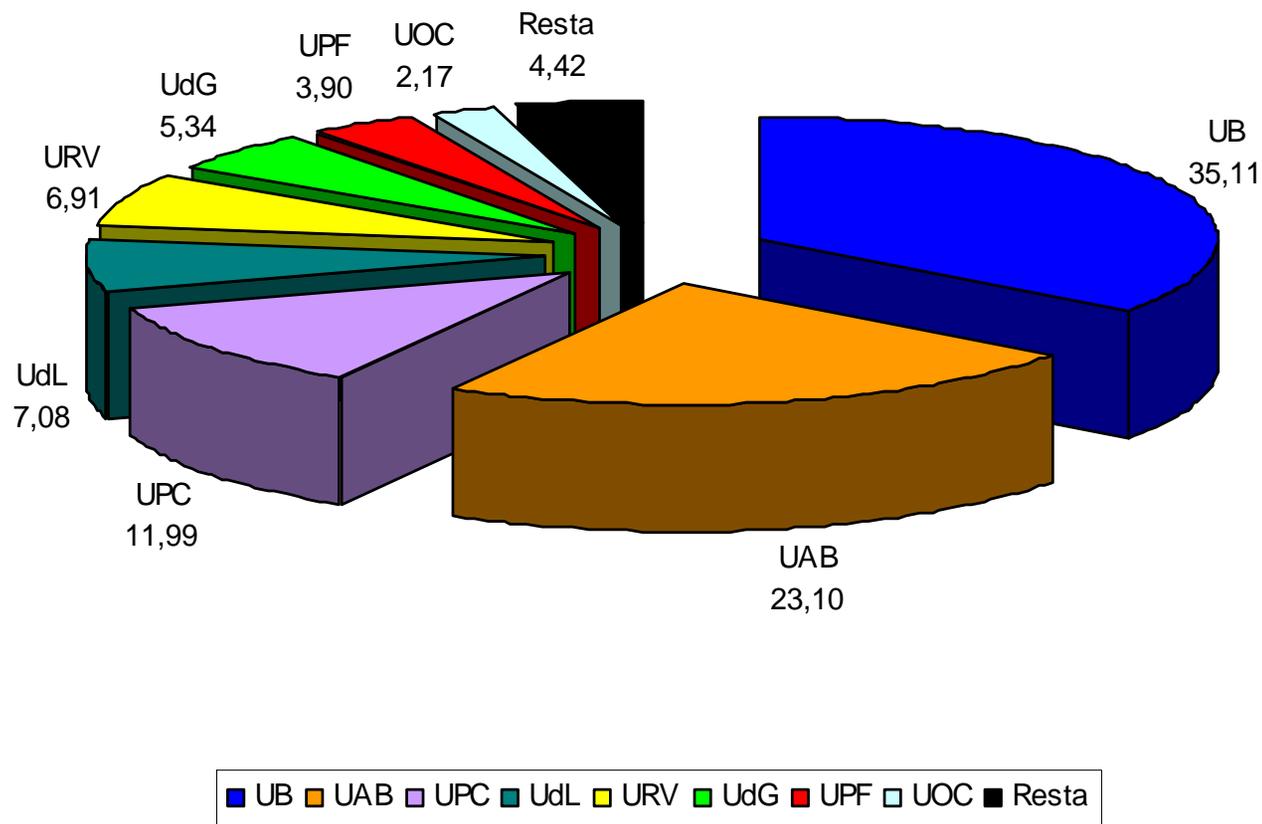
Consortial gain (by library as opposed to CBUC)



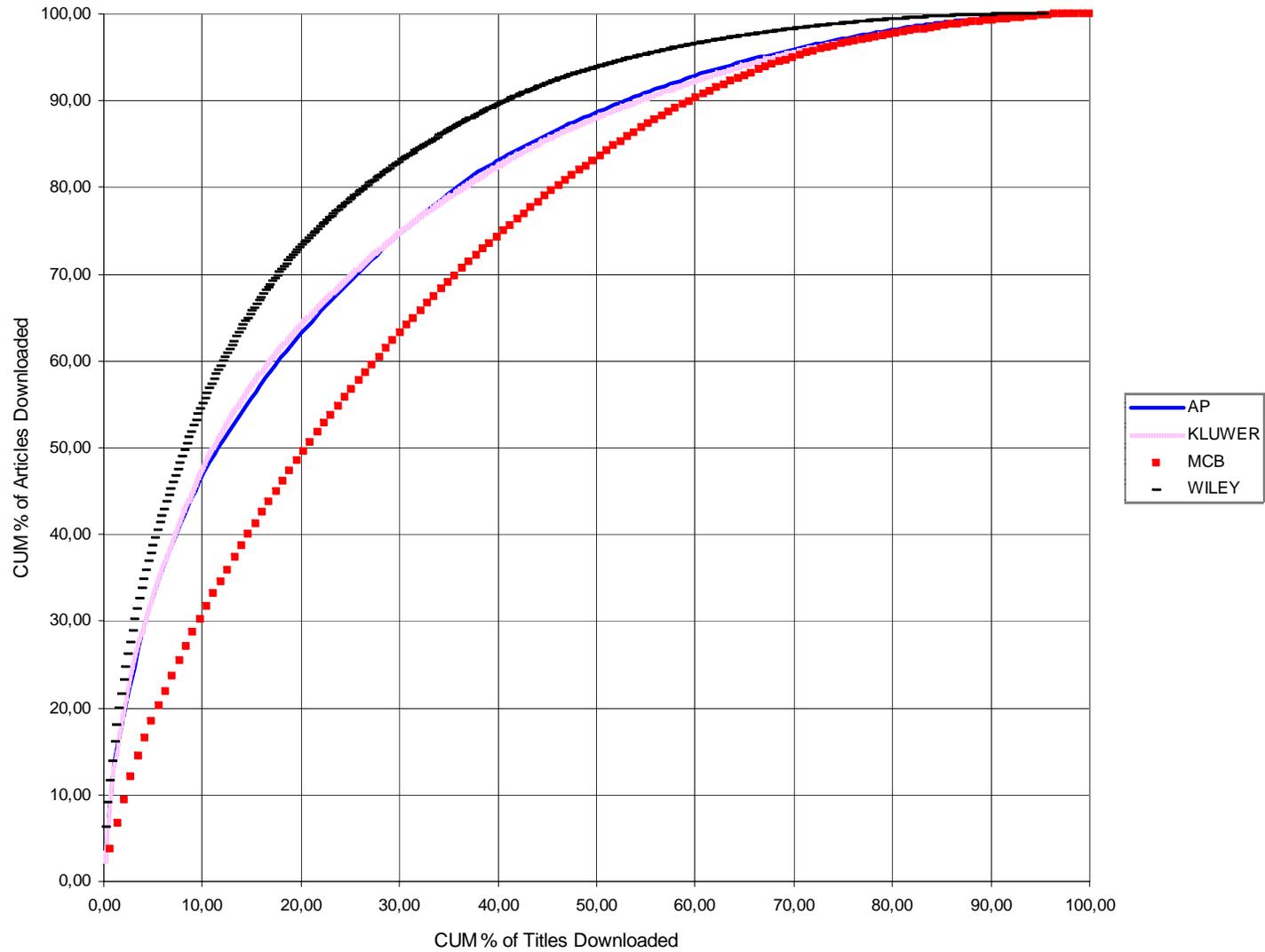
Distribution of use by institution



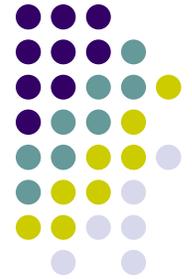
Distribution of use by institution



Use scattering



The core..... and title selection?



Package	Titles in package	NPP titles	% NPP titles	Titles in the core of 80% of downloads	% of titles used in this core	NPP titles in this core	% NPP titles in this core
AP	195	63	32,31	70	35,90	20	28,57
KLUWER	723	465	64,32	264	36,51	122	46,21
MCB	143	125	87,41	66	46,15	52	78,79
WILEY	437	242	55,38	116	26,54	29	25,00
Total	1.498	895	59,75	516*	34,45	223*	43,22



Advancing our knowledge

What we know that we don't understand...

- Can remain hidden under the “glow” of the volume and the apparent precision of the data (e-metrics through a mirage).
- Can remain hidden under a lack of discussion on practices and policies
- Can remain hidden by a lack of methods, standards and user surveys for putting indirect statistical data into context,...even for changes in standards (No Counter Compliant to Counter compliant).
- Can shift according to library policies and practices or market trends.



Advancing our knowledge

What we know that we don't understand...

- Can remain hiddenWe will to calculate the usage established before COUNTER?
- See the case of Wiley for one of the institutions of CBUC:

year 2003	User sessions	Searches	TOC	FTT	ABS	FTD
NO COUNTER	33.206	11.444	91.928	1.166	20.538	98.562
COUNTER	33.248	9.234	83.271	553	20.060	48.265

Advancing in e-metrics (1)



We need new studies and new methods...

- Comparison with true prior use of paper, of ILL and of personal collections.
- Types of users and usage habits: who, when, where, how?
- Collection of accounts and case studies on changing habits ...
“Where is the new item display case now?”
- Methods for projecting the number of users based on the number of downloaded articles.

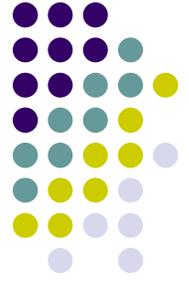


Advancing in e-metrics (2)

We need new studies and new methods...

- Methods for calibrating types of use (table of contents > abstract > article) (html vs. Pdf)...
- Transactional log analysis (how they arrive, what they do, how they exit)
- Analysis of unsatisfied demand (turnaways and searches on freely available articles)
- Relating use of paid journals against “open access”

Advancing in policies and practices (1)



Evaluative knowledge based on e-metrics

- The statistical data obtained must be studied in context in order to attain full benefits: indicators according to demographics, budget, research funding, subscription costs, bibliometrics of user published output.
- Now we have usage data ... but what model do we have for assigning costs?

Advancing in policies and practices (2)



Knowledge for re-engineering “the library” based on user and usage studies

For instance...

- What type of marketing as a consequence of usage data?
- How to train/inform users? (Each user must be helped to develop new habits of information seeking and retrieval)
- How to redefine the library *space* and the collection for providing user e-orientation? (Where are the shelves? Where is the library? Where are the collections?)
- How to improve the level of integration of the library’s e-resources into teaching materials?

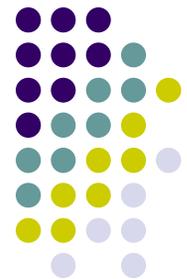
Advancing in policies and practices (3)



And last but not least... *Prospective knowledge for forecasting the trends in negotiations*

- The data collected work in the Big-Deal environment, but will they work under other purchase models? How will the gathered data affect renegotiations?
- The improvement in open-access e-metrics for academic tenure promotion... What impact will it have on new trends?

Breaking news for tenure promotion e-metrics?



“PHILADELPHIA & LONDON & PRINCETON, N.J.--(BUSINESS WIRE)--Feb. 25, 2004--Today, Thomson ISI and NEC Laboratories America (NEC) announced their collaboration to create a comprehensive, multidisciplinary citation index for Web-based scholarly resources. The new Web Citation Index(TM) will combine a suite of technologies developed by NEC, including "autonomous citation indexing" tools from NEC's CiteSeer environment, with the capabilities underlying ISI Web of Knowledge(SM). Thomson ISI editors will carefully monitor the quality of this new resource to ensure all indexed material meets the Thomson ISI high-quality standards. During 2004, Thomson ISI and NEC will operate a pilot of the new resource to receive feedback from the scientific and scholarly community. Full access to the index is projected for early 2005”.

“When fully operational, the new resource will be a unique content collection within ISI Web of Knowledge. It will complement the Thomson ISI Web of Science®, and provide researchers with a new gateway to discovery -- **using citation relationships among Web-based documents, such as pre-prints, proceedings, and "open access" research publications**”

- Source: *ISI Press room* (<http://www.isinet.com/press/2004/8217120>)



See you...

- In the full report (*catalan is a romance language, and tables and outlines are easy to read*):
http://www.cbuc.es/5digital/Informe_revistes_CBUC_amb_grafics.pdf
- in *D-Lib magazine* (June 2004 issue)
<http://www.dlib.org/dlib/june04/anglada/06anglada.html>
- In Departament BiD UB: <http://www.ub.es/dbd/>
- In CBUC: <http://www.cbuc.es/>

urbano@ub.edu borrego@ub.edu

Barcelona, 29 d'octubre de 2004