Use Statistics: The ASU Experience
Presenters

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ASU Libraries

- 300 Commercial Databases
- 15,000 Online Journals
- 6 Major Full Text Aggregators
- Proprietary Linking Services
USE DATA CHRONOLOGY

• First Database Vendor Reports: 1999
• Online Journals Reports: 2001
• ICOLC Standards
• Counter Compliant
E Resources Report

- Databases
- Online Journals—Searches & Articles
- Ebooks
- July, October, January, April
Data Elements

- Sessions
- Searches
- Records
- Connect Time
- Turnaways
- Articles
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Observations

- Big Indexes Receive Big Use
- Aggregated Databases High Use
- Aggregated Databases: 11 Cents (Use per Article)
- No Low Performers
Ebooks

- 24,000 Titles
- Very Low Use Until...
- Cataloged...Use Increased 100x after MARC Records
Observations

- Labor Intensive (Excel Hell)
- Procrustean: Round Peg, Square Hole
- Rows & Columns Blues...
Online Journal Reports

- New Game
- Unit Level: Journal Title (even articles?)
- 10,000+ data rows
- Reports on Demand for Immediate Decisions
Online Journal Reports: Decision Time

• Science Direct: Re-Deal the Big Deal?
• Kluwer: Any Clues?
• Wiley Interscience—Those Non-Sub, Subs
• Emerald: Subscription vs Pay per View
• Cost Use Ratios
Let Freedom Ring?

Science Direct Renewal
Freedom Package

- 3 Year
- Modest Yearly Increase
- Maintain Spend
- De-Duped Collection
- Freedom Premium
- Value: $232,000
Science Direct @ASU

- 612 Subscribed Titles
- 2002: 200,000+ Articles
- 2003: 500,000+ Articles
- 2004: 700,000+ Articles
- 37 Subscribed Titles Zero Use
- Value: 32,000
ScienceDirect@ASU: Non-Subs

- 1312 Non-Subscribed Titles
- 68 Non-Subscribed Titles Zero Use (articles)
- 684 Titles 100 or less Use (articles)
- 560 Titles +100 Use (articles)
Non-Subs Value

• ScienceDirect Value: + 1 Million
• $176.00 Per Title
• Value of Titles with > 200 articles: $681,000
• Value of Titles with > 300 articles: $564,000
Science Direct 2004

- 1600 per day
- 66 to 133 articles per hour
Kluwer Online

- AULC Libraries (UoA, NAU, ASU)
- Maintain Spend, Access to Common Titles
- Steady Increases in Article Downloads: > 25,000
- Low to Zero Use of Non-ASU Titles
Bets Off

- Kluwer now Springer
Wiley Non-Subscribed Zero Use (Articles)

• 2003 18 Titles Not Used
• Value: $3872
• 2004 14 Titles
• Value: $2500
• 8 Titles Repeat Zero Use
Consortium Decision

- 10 of 18 Libraries: Similar Non-subscribed Use
- Decision: Do Not Want to Lose Access to these Titles
Emerald: Subscriptions or Pay per View

- Retail: $128,000 for 100+ Titles
- Deal: Access to All Content
- Deal: $60,000+ to Maintain Spend
- Use: 9,123 Articles (12 Months)
- PPV: $228,000 for Non-Sub Titles
Cost Per Article

- **Science Direct 2002** $3.11
- **Science Direct 2003** $1.49
- **Ebsco EJS 2002** $9.37
- **Ebsco EJS 2003** $8.10
- **Synergy 2002** $9.59
- **Synergy 2003** $8.10
Cost Per Article

- Wiley 2002 $14.08
- Wiley 2003 $9.93
- Kluwer 2002 $17.40
- Kluwer 2003 $14.10
- Emerald 2002 $19.36
- Emerald 2003 $16.72
What We Know

• Online Journals: Popular in Print, Popular Online
• Online Journals: New Popularity
• Online Journals: Steady Increases…
• Overall: Cost Per Use Improves
More...What We Know

• STM Big Deals: Significant Use Over Most Titles
• STM Downloads: 2X Per Year
• Turnaways: Key Service Concern
• Little Pictures Preferred
Where We Are

- 80% Database Vendor Compliance
- 60% Online Journal Publisher Compliance
- Many Spreadsheets
- Data Rich Spreadsheets
- Some Answers
- Labor Intensive in Present Format
To Do

• **E Use Management System**
  – Decentralize Report and Analysis
  – Incorporate Numbers into Routine Decision Making

• **Organizational Agreement: What all this Means?**

• **ARL Supplementary Statistics: Slaying the Dragon?**
E-Metrics Management System

- Tracking Database
- Database of Databases
  - Tracks Costs
  - Tracks Use
- Report Database
  - Use Queries
  - Use+Cost Queries
Focus Groups

- Collection Development
- Collection Development Council
- Reference Teams
- Administration
Focus Findings

- Regular Turnaway Reports
- Total Sessions for Electronic Resources
- Turnaway by Database, Date, Time of day
- Article Downloads by Publisher
- Article Downloads by STM Deals
Focus Findings

• Open Access Title Downloads
• Connect Time, Searches, and Sessions
• Has Linking Increased Use?
• Libqual+
Focus Findings

- Regular Turnaway Reports
- Embargoed Title Turnaways
- Total Sessions for E Resources
- Turnaways by Database/Date/TOD
- Article Downloads by Publisher
- Article Downloads by STM Deals
Focus Findings

• Download Format Choice
• ISI Data, Costs, and Article Use
• Downloads of Faculty Articles
  – Subscriptions
  – Non-Subscriptions
• Free with Print Use vs. Shelf Edition
Focus Findings

• Zero Downloads over Time for Subscribed and Non-Subscribed
• Server Downtime
• Searches by Database
• Relationships of Searches, Sessions, Records Retrieved to Downloaded Articles
Focus Findings

- Use by IP Range
- Use by Remote Login
- Use by Borrower Classification
- Use by ASU vs Non-ASU
Focus Findings

• How Are Users Searching Publisher Sites?
• What Does Usage Mean?
Between the Lines

- Thoughtful Ideas
- Genuine Concerns
- Guarded Interest
- General Apathy
ARL Statistics

- Networked Electronic Resources
- Use of Networked Electronic Resources
  - Sessions
  - Queries
  - Items
- # Tracked
- Type Reported
ARL Statistics

- Seems to Require Recording Every Metric a Vendor Delivers
- Vendor-Supplied: Undercounts
- Library-Supplied: Overcounts
ARL Statistics

• Inevitable Reality: Collect, Record, Report Every Data Piece
• ARL Sets “Effort” Bar
Limitations, Cautions, and Caveats

• Two Numbers in a Ratio: A Relationship
  – Subscription “sunk” Cost
  – Activity Measure

• Numbers Reflect Activity, not Success

• Misleading Conclusions
  – lower cost per search not necessarily better

• Lack of Consistency
  – apples and oranges
Limitations, Cautions, and Caveats

• **Golden Rule of Data**
  – Do unto data before it does unto you!

• **Journal Use Vital Signs**
  – Retrieved for Use?
  – Cited?
  – Meeting Research/Teaching Demands?
  – Cost Relevant?
Challenges

- Managing Lots of Data
- Managing…Little Data
- Does It Mean Anything?
- Grasping Significance
- Comparability
Que fa?/Que vamos a hacer ahora?

- Eye on the Ball: Reduce Cost Per Use
- Integrate Data at all Levels of Decision Making
- Measure the User not the Use
We Conclude…

• Usage Statistics One More Complicated Aspect of Serials Management
Seriously…

- The Cost of Collecting and Evaluating Data
- Should not Exceed the Value of the Information to the Decision Making/assessment Process
And...

• While Working with What We Have…
• We Should Ask—of the Data and of Ourselves for More
• JD Powers Type Customer Satisfaction Research
• Is Lexis, a Lexus?
Thank You!