

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**

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E Resources Report

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

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Data Elements

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

CUMULATIVE July 2003 - June 2004

DATABASE TITLE	PROVIDER	ACCESS	SEARCHES	RECORDS	SESSIONS	LOCKOUTS	ARTICLES	
	SilverPlatter	4 users	7,758	13,260	1,580	0	0	
	ABC-CLIO	5 users	0	0	492	0	0	
	ProQuest	8 users	99,782	0	0	0	39,333	
	ABSEES	Site	0	0	0	0	0	
	ACM	Site	0	0	0	0	0	
	SilverPlatter	4 users	6,773	18,048	980	5	0	
	SilverPlatter	10 users	3,675	6,960	416	0	0	
SPORT	Ebsco	14 users	1,958	0	0	0	1,733	
SOCIETY ONLINE	Amer Chem Society	Site	0	0	0	0	33,295	
SPORTS LIFE	ABC-CLIO	5 users	350	0	994	0	0	
PHYSICS ONLINE	Amer Inst Physics	Site	0	0	0	0	83,270	
TRACTS	CSA	Site	1,851	0	0	0	0	
LITERATURE *	RLG	Site	0	0	0	0	0	
TECHNOLOGY ABSTRACTS	SilverPlatter	8 users	27,636	25,632	1,206	0	0	
FISHERIES ABSTRACTS	SilverPlatter	4 users	5,386	1,263	628	1	0	
	C-H	Site	490	0	0	0	0	
	Arden	15 users	42	0	0	0	0	
	SilverPlatter	8 users	14,624	36,095	2,675	8	0	
MODERN	ABC-CLIO	5 users	974	0	0	0	0	
	Univ of Chicago	Site	0	0	0	0	0	
	SilverPlatter	4 users	10,519	748	829	0	0	
MODERN	Gale	4 users	1,023	0	0	0	0	
ANTHROPOLOGY	Athena Classical Myth	Site	21	0	0	0	0	
ANTHROPOLOGY	SilverPlatter	4 users	15,695	18,362	1,593	6	0	
STRUCTURAL PERIODICALS *	RLG	5 users	0	0	0	0	0	
HISTORY OF ART *	RLG	5 users	0	0	0	0	0	
THE NORTH AMERICANS	SilverPlatter	8 users	3,856	3,180	657	0	0	
GENEALOGY MASTER INDEX	Gale	4 users	5,346	0	0	0	0	
CULTURAL INDEX	SilverPlatter	8 users	10,017	11,918	1,902	10	0	
ARTS DATABASE	CSA	Site	2,820	0	0	0	0	
	Allen Press/Amigos	Site	0	0	0	0	2,804	
	SilverPlatter	Site	30,673	34,654	2,919	0	0	
	Twayne's	Site	0	0	32	0	0	
	Bowker	12 users	5,847	0	0	0	0	
INDUSTRY DATABASE	RDS	4 users	5,248	0	0	0	3,698	
MANAGEMENT PRACTICES	RDS	4 users	5,012	0	0	0	6,659	
	RDS	4 users	1,442	0	0	0	687	
	CAS	2 users	6,560	0	0	0	0	
	Catchword	Site	0	0	0	0	0	
WORK	CCH	20 users	12,748	0	0	0	0	
INDEX TO MUSIC PERIODICALS	C-H	Site	6,331	0	0	0	0	
	C-H	Site	24,254	0	0	0	0	
NEWS INDEX	C-H	Site	29,583	0	0	0	0	

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**

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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**

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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**

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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?**

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Between the Lines

- **Thoughtful Ideas**
- **Genuine Concerns**
- **Guarded Interest**
- **General Apathy**

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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: Over counts**

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!

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