Experiences of COUNTER project library test sites – testing the data and using the data

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Presentation outline

• COUNTER project - introduction
• Role of pilot sites
• Compliancy issues
• COUNTER developments
• Using the data
  – Local
  – National
  – International
Background

• Goal: credible, compatible, consistent publisher/vendor-generated statistics for the global information community

• Libraries and consortia need online usage statistics
  – To assess the value of different online products/services
  – To support collection development
  – To plan infrastructure

• Publishers need online usage statistics
  – To experiment with new pricing models
  – To assess the relative importance of the different channels by which information reaches the market
  – To provide editorial support
  – To plan infrastructure
COUNTER reports

- **JR1** = Journal Report 1: Number of Successful Full-Text Article Requests by Month and Journal
- **JR2** = Journal Report 2: Turnaways by Month and Journal

- **DB1** = Database Report 1: Total Searches and Sessions by Month and Database
- **DB2** = Database Report 2: Turnaways by Month and Database
- **DB3** = Database Report 3: Total Searches and Sessions by Month and Service

- **JR3** = Number of Successful Item Requests and Turnaways by Month, Journal and Page Type
- **JR4** = Total Searches Run by Month and Service
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### 1a. Number of Successful Full-Text Article Requests by Month and Journal

**Related Reports:**
- 1a. Number of Successful Full-Text Article Requests by Month and Journal
- 1b. Number of Successful Full-Text Article Requests by Entitlement, Month and Journal
- 1c. Number of Successful Requests for Full-Text Articles by Month and Journal
- 1d. Number of Successful Requests for Non-Full-Text Articles by Month and Journal
- 1e. Number of Successful Article Views for Non-Subscribed Articles by Month for Journals
- 1f. Number of Successful Requests for Full-Text Chapters by Month and Major Reference Work
- 1g. Number of Successful Requests for Full-Text Articles by Month and Book Series

**Quicklinks:**
- Additives for Polymers
- Acute Pain
- Ad Hoc Networks
- Addictive Behaviors
- Acta Metallurgica et Materialia
- Acta Oecologia
- Acta Psychologica
- Acta Tropica
- Acta Astronautica
- Acta Histochemica
- ACTG Clinical Review
- Academic Radiology
- ACC Current Journal Review
- Accident Analysis & Prevention
- Accident and Emergency Nursing
- Accounting, Management and Information Technologies
- Accounting, Organizations and Society
- Journals

#### Journal

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Role of pilot sites

1. Definitions of terms used in the COUNTER Code of Practice
   • Clear, appropriate, omissions

2. Usage reports
   • Merging, content, format, delivery, additional reports

3. Pilot sites
   • Cornell; Cranfield; Leicester; Univ. California; GlaxoSmithKline; VIVA
Pilot sites (2)

Format & delivery
- Definitions: do the terms used in the usage reports work for you?
- Are the vendors adhering to these definitions?
- Format: do they conform exactly to the specification of the Code of Practice?
- Delivery: are the reports available on a password-controlled website and in an appropriate format?
- Frequency: are the reports updated monthly? Are the updates available within four weeks of the end of the reporting period?
- Alerting: are you offered an email alert when the new monthly report is available?

Ease of manipulation
- What do you use the reports for?
- Is it easy to extract and analyse data from the reports?
- How easy is it to merge data from the same report from different vendors?
What the testing has told us

Library test sites

- Monitor compliant vendors and highlight problems. Results include:-
  - Some differences between compliant submitted reports and actual ones (e.g. different number of columns, ISSNs with leading zeros missing)
  - Difficulties locating and identifying COUNTER reports amongst others
  - Lack of historical data for comparison limits usefulness initially
  - Problem of knowing when compliant data starts. Add “Compliant from” column to the register

- Suggest ‘product’ rather than ‘vendor’ be ‘compliant’
COUNTER COP Release 2

- Published April 2004 in draft and placed on the website for six months for comment
- Specific questions asked in an introduction
  - Should the definition of ‘turnaways’ be broadened?
  - More prescriptive re formatting
  - Make changes minimal cost as far as possible
  - A new Journal Report 1a, which reports usage statistics for html and PDF full-text requests separately, but with “health warning”.
  - A Table of terms and definitions specifically relevant to the Usage Reports contained in Release 2.
Using COUNTER data

• Selection of new journals
• Continuing ‘big deals’
• Cost per use of packages
• Management reporting
Projects 1

• E-measures project
  – Project led by evidence base at UCE, UK
  – To develop a new set of current statistical and performance indicators for EIS and work with SCONUL to pilot, refine and roll them out to the sector as standard performance indicators for EIS
  – Only meaningful where COUNTER stats exist
Projects 2

- Nesli usage project
- Invitation to tender
  - JISC
  - Current charging model
  - Future charging models
    - Need for data to be robust & trustworthy
    - Study will inform consortia negotiations for 2005 and 2006
- Internationally applicable results?
- Applicable to consortia?
Current and future priorities

• Publish draft of Release 2
• Solicit feedback on Release 2 draft
• Implement auditing
• Publish e-Books draft COP
• Encourage and assist growth in compliance
• Reach target of 150 members
COUNTER Membership

• Member Categories and Annual Fees
  – Publishers/intermediaries: £500
  – Library Consortia: £333
  – Libraries: £250
  – Industry organization: £250
  – Library affiliate: £100 (non-voting member)

• Benefits of full membership
  – Owner of COUNTER with voting rights at annual general meeting, etc.
  – Regular bulletins on progress
  – Opportunity to receive advice on implementation
Questions

http://www.projectcounter.org

Acknowledgements: thanks to Peter Shepherd (Project Director)