

Making Use of Usage Statistics: A Case Study of Electronic Journal Statistics Analysis

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Introduction

- The purpose of the project
- Marie's role
- Adam's role

What we're going to talk about

- Literature review
- Methods
- Analysis
- What the data tell us

COUNTER statistics

- Before COUNTER statistics
 - No standardized definition of a “use” of a journal
 - No centralized place to go to get statistics

COUNTER statistics

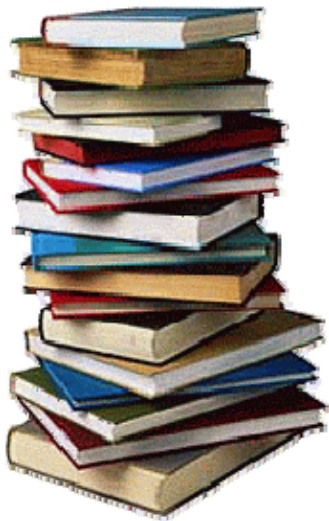
- After COUNTER statistics
 - A “use” is defined
 - Publishers provide usage statistics
 - Downloadable from publisher sites

COUNTER statistics

- In 2006 the Norris Medical Library begins gathering COUNTER statistics

Case study

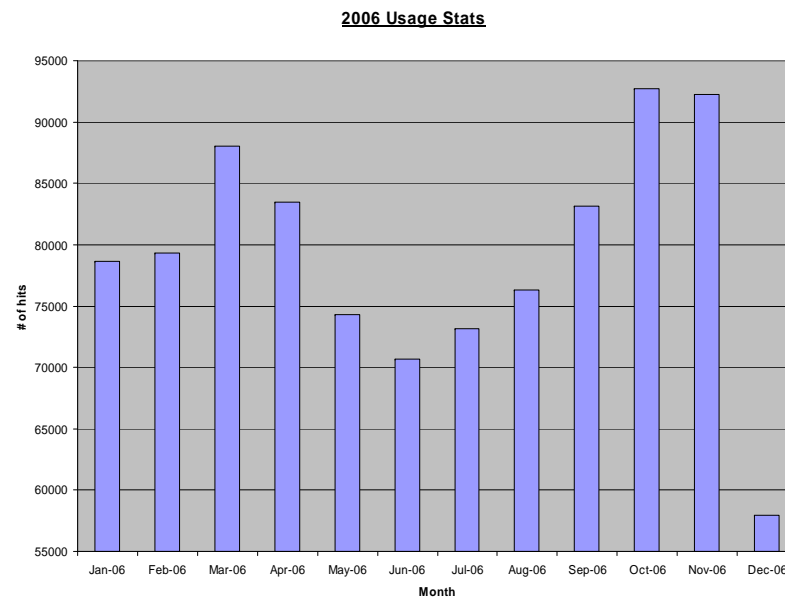
- Gathering data from journal providers
- Weeding out Health Sciences titles from all USC titles



- Placing all the stats into one spreadsheet and cleaning up the data.

What we found

- Sorting by # of hits
- Usage throughout the year
- Top 50 journals and publishers



Implications

- Budgeting effectively
- Understanding patron use of journals
- Staffing

What's next

- SUSHI
- Collection development statistics based on usage over time
- Encouraging providers that do not provide usage statistics to begin doing so

Conclusion

- A long process, but one that is essential to the collection development process
- Hopefully soon providers will supply their customers with this data.
- Performing this study at Norris has and will aid collection development decisions.

Questions / Comments?

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