Serials Solutions
360 Counter

Assessment tools help libraries make better decisions

Susan Golden
Richard Levy
August 31st, 2007

Helping Your Library Be the Best Partner for Research
Gathering Statistics

Or ......

NFAIS – Philadelphia
October 27, 2006
Michele Newberry
Spreadsheet Hell!!!
Statistics hell

Hell as e-resource librarians know it today:

- Finding
- Downloading
- Standardizing
- Merging

Statistics from 200 different vendors’ Web sites that may or may not be COUNTER compliant.
TCR Surveys: Electronic Research Usage Statistics

- Challenges when collecting/gathering usage statistics
  - Time consuming
  - Keeping track of URLs and passwords
  - Publishers who are erratic about when and how they distribute stats
  - Manipulating data in Excel is tedious
TCR Surveys: Electronic Research Usage Statistics

- Challenges when analyzing statistics
  - Some publishers have “unique” interpretation of COUNTER standards
  - A graphical representation of usage statistics would be helpful
- When asked about Project COUNTER
  - Consistency of COUNTER reports have helped
  - COUNTER audits will make vendors more trustworthy and accurate
Publisher who will remain anonymous

• Pub Anon stats are VERY complicated to gather. Go to the admin URL: http://www.PubAnon.com/cgi/myaccount.cgi
• Login with the user ID and Password for each school.
• Copy the URL for each school’s report and paste into the browser to get an “Open” or “Save As…” popup window.
• Open the file in Excel, and make the following modifications:
  – Add a line above line one that says: Pub Anon Usage Report (Arial, 14 point)
  – Bold & Italicize & color purple the next line (Full-Text Downloads….)
  – Delete the usage data for each title up to January of the current year (these reports keep data from the creation of any given university’s account), and then move the data for the current year to the left so that the January data is in Column B.
  – Resize Column A so that the full title of each Journal is viewable
  – Merge & Center these two header lines over the width of the report
• Once finished, “Save As Web Page” naming by school & year, i.e. “famu_2005.html”
• Repeat for each school.
• Upload to FCLA website and transcribe total annual searches into the master spreadsheet.
Is there a solution?

- COUNTER Release 3 may require vendors to adopt SUSHI
- Until then:
  - Technology can solve the presentation aspects of the problem
  - Technology cannot solve all of the download and standardization problems
  - Scholarly Stats will solve the problem by hiring offshore manual labor
SUSHI

Simple request and response protocol

- Currently library staff must go to each individual publisher's website and retrieve stats
- Occasionally statistics are only available through a Web screen and cannot be downloaded, only printed
- SUSHI protocol automates the process
- Causes the publisher to put usage data into a standard format. (COUNTER XML)
360 Counter

Launching in October

• Offers the ability to merge usage statistics from vendors with subscription costs
• Make better collection development decisions
• Aggregate, normalize, and analyze Project COUNTER compliant statistics from multiple vendors
• Offers a cost-per-click view
• Supports decision-making

Helping Your Library Be the Best Partner for Research
Aggregates
- Remove roadblocks to managing and aggregating COUNTER reports
  - Aggregate data deliveries from Counter compliant vendors
  - Facilitates aggregation of data from non-Counter-compliant vendors

Normalizes
- Standardizes non-uniform journal titles into one normalized list.
  - Vendor A: JAMA searched X # of times
  - Vendor B: Journal of the American Medical Assoc. searched Y # of times
  - Normalization enables the knowledge that JAMA was used X + Y times
Workflow

Archive
• Offers a secure place to back-up usage statistics
• Prevents the possibility of them becoming lost or damaged.

Analyzes
• Provides comprehensive, authority-based system to perform serials analysis and cross-vendor comparisons by integrating with the Serials Solutions knowledgebase
• Integrated with Serials Solutions:
  – Knowledgebase
  – 360 Resource Manager’s Cost and Collection management features
Costs and Collection Management

• **ALL 360 Counter customers**, whether 360 Resource Manager customers or not, will be able to leverage Cost and Collection Management functionality.

• This will enable you to:
  - Attach fund codes
  - Attach value-based weight
  - Assign fiscal-year-subscription costs at all levels:
    – Collection
    – Vendor
    – Package and title
Go 360 Counter!

How will 360 Counter alleviate the pain?

- COUNTER import functionality will ease the spreadsheet standardization and aggregation problem
- Serials Solutions normalization process will equalize title variations
- Ability to create graphically sophisticated reports
- Serials Solutions will unite with libraries to encourage vendors to be COUNTER compliant and to adopt SUSHI
Benefits

- Analyze usage statistics quickly & easily
- Side-to-side comparison of stats from a variety of content providers
- Associate subscription costs with actual usage
- Enable more informed collection development decisions
- Easily build reports to disseminate to funders and decision makers
- Safely back-up archival reports
## Project COUNTER stats file as received from vendor

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
</tr>
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<tr>
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<td>Online ISSN</td>
<td>2005-April</td>
<td>2005-May</td>
<td>2005-June</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
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<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>1527-1978</td>
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<tr>
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<td>1565-2462</td>
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<td>0164-0178</td>
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<td>0</td>
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<tr>
<td>11</td>
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<tr>
<td>12</td>
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<tr>
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<tr>
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<td>0</td>
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<td>1527-2125</td>
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<td>1</td>
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<td>1080-5490</td>
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<td>American Speech</td>
<td>0003-1093</td>
<td>1527-2148</td>
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</table>
E-Resource Access and Management Services

Reports

Helping Your Library Be the Best Partner for Research

360 Counter Dashboard

[Image of 360 Counter Dashboard]

Filter: All Vendors

<table>
<thead>
<tr>
<th>Status</th>
<th>Vendor</th>
<th>Date Run</th>
<th>Report Code</th>
<th>Upload Time</th>
<th>Report State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Berkeley Journal</td>
<td>28 Apr 2007</td>
<td>DB1</td>
<td>15 Jun 2007 10:02 AM</td>
<td>*</td>
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<tr>
<td>✔</td>
<td>Berkeley Journal</td>
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<td>DB2</td>
<td>15 Jun 2007 8:02 AM</td>
<td>*</td>
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<tr>
<td>✔</td>
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<td>JR2</td>
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<td>JR3</td>
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<td>DB1</td>
<td>18 Jul 2007 8:02 PM</td>
<td>*</td>
</tr>
</tbody>
</table>
Upload page with note boxes
Report validation message

Really really bad UI. This will be redone

We could not upload 5 of your chosen 10 files for Vendor ProQuest.

The following file(s) are in the wrong format. We can currently process only .csv and .xls files.

- /Users/susan/Development/Counter/images/Logo_Sersol.gif

We could not determine the report date from the following files.

- /Users/susan/Development/Counter/Reports/PQCounterJournalReport2.xls

We could not determine the report code from the following files.

- /Users/susan/Development/Counter/Reports/Berkeley-counter_jr1_user.edit.xls
- /Users/susan/Development/Counter/Reports/Berkeley-counter_jr2_user.edit.xls

We are already processing this report.

- /Users/susan/Development/Counter/Reports/PQCounterJournalReport2.xls

< Return to Upload
Proceed to Vendor Statistics >
### Summary View

**Vendor** | **Feb 07** | **Mar 07** | **Apr 07** | **May 07** | **Jun 07** | **Jul 07**
---|---|---|---|---|---|---
Berkeley Journal | 6 | 6 | 6 | 6 | 6 | 5
ProQuest | 4 | 4 | 4 | 3 | 4 | 2
Vendor A | 0 | 0 | 5 | 5 | 5 | 4
Expanded Summary View

<table>
<thead>
<tr>
<th>Status</th>
<th>Vendor</th>
<th>Date Run</th>
<th>Report Code</th>
<th>Upload Time</th>
<th>Report State</th>
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<td>Berkeley Journal</td>
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<td>Berkeley Journal</td>
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<td>15 Jul 2007 10:02 AM</td>
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<td>2 Jul 2007</td>
<td>JR2</td>
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</table>
Report details page

Mouse over the cells outlined in red and a dialog box opens up explaining the formatting error in the cell.

<table>
<thead>
<tr>
<th>Journal</th>
<th>Publisher</th>
<th>Platform</th>
<th>Print ISSN</th>
<th>Online ISSN</th>
<th>Page type</th>
<th>Jan-07</th>
<th>Feb-07</th>
<th>Mar-07</th>
<th>Apr-07</th>
<th>YTD Total</th>
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<tbody>
<tr>
<td>Journal of AA</td>
<td>ProQuest</td>
<td>ProQuest</td>
<td>1234-5678</td>
<td>1234-5679</td>
<td>Full-text Turnaways</td>
<td>-7</td>
<td>10</td>
<td>823</td>
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<tr>
<td>Journal of BB</td>
<td>ProQuest</td>
<td>ProQuest</td>
<td><strong>1234-5688</strong></td>
<td>1234-5689</td>
<td>Full-text Turnaways</td>
<td>823</td>
<td>10</td>
<td>1000</td>
<td>1840</td>
<td></td>
</tr>
</tbody>
</table>
Report details page – normalization in process
### Database usage cost comparison

<table>
<thead>
<tr>
<th>Database Name</th>
<th>Apr 2005</th>
<th></th>
<th>Cost per Use</th>
<th>May 2005</th>
<th></th>
<th>Cost per Use</th>
<th>Jun 2005</th>
<th></th>
<th>Cost per Use</th>
<th>Grand total</th>
<th></th>
<th>Cost per Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>ScienceDirect Elsevier Science Journals</td>
<td>8,229</td>
<td>10,070</td>
<td>$0.82</td>
<td>8,229</td>
<td>7,088</td>
<td>$1.16</td>
<td>8,229</td>
<td>9,081</td>
<td>$0.91</td>
<td>24,688</td>
<td>26,239</td>
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<tr>
<td>America's Newspaper</td>
<td>608</td>
<td>421</td>
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<td>608</td>
<td>166</td>
<td>$3.66</td>
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<td>526</td>
<td>$1.16</td>
<td>1,825</td>
<td>1,113</td>
<td>$1.16</td>
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<tr>
<td>American Chemical Society Web Editions</td>
<td>1,854</td>
<td>793</td>
<td>$2.34</td>
<td>1,854</td>
<td>744</td>
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<td>$2.62</td>
<td>5,563</td>
<td>2,246</td>
<td>$2.62</td>
</tr>
<tr>
<td>Wiley InterScience Journals</td>
<td>10,490</td>
<td>2,264</td>
<td>$4.63</td>
<td>10,490</td>
<td>1,512</td>
<td>$6.94</td>
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<td>$5.03</td>
<td>31,470</td>
<td>5,861</td>
<td>$5.03</td>
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<tr>
<td>MD Consult Core Collection</td>
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<td>$6.72</td>
<td>2,770</td>
<td>337</td>
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<td>323</td>
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<td>Grand total</td>
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<td>12,724</td>
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<td>71,866</td>
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### Journal usage cost comparison

<table>
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<tr>
<th>Journal Name</th>
<th>Count (uses)</th>
<th>Cost per Use</th>
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</thead>
<tbody>
<tr>
<td>Lancet (British edition)</td>
<td>651</td>
<td>$0.03</td>
</tr>
<tr>
<td>Social science &amp; medicine (1982)</td>
<td>355</td>
<td>$0.05</td>
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<tr>
<td>Tetrahedron letters</td>
<td>288</td>
<td>$0.06</td>
</tr>
<tr>
<td>Cell (Cambridge)</td>
<td>330</td>
<td>$0.06</td>
</tr>
<tr>
<td>Brain research</td>
<td>238</td>
<td>$0.06</td>
</tr>
<tr>
<td>Journal of the American College of Cardiology</td>
<td>272</td>
<td>$0.06</td>
</tr>
<tr>
<td>Archives of physical medicine and rehabilitation</td>
<td>281</td>
<td>$0.07</td>
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</tbody>
</table>
Reports

Future look and feel
360 Counter will allow you to answer following questions at budget review time:

- What are the top 10 subscriptions that I want to protect at all costs?
- What are the ones that can be let go?
- What are the reasons for the above?
- What is the dollar impact?
Serials Solutions is committed to bringing customers new and enhanced tools to track and analyze collection usage.

- **Today reports include**
  - Click-throughs by database, journal holdings and journal type
  - Search types
  - Subject searches

- **Coming in August**
  - Link usage reports
  - Search usage reporting

- **October – 360 Counter**
Thank you

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