

Recent Trends in Usage Reports (Wonsik "Jeff" Shim, Information Use Management and Policy Institute, Florida State University)

<<< Background

- February 2000 ARL Project Planning Session on Usage Measures for Electronic Information Resources (Scottsdale, AZ)
- 1. Usage Reports are not consistent, not comparable and not detailed.
- 2. The biggest problem is many vendors do not provide data at all.
- 3. Librarians are primarily concerned with licensing terms and user access.
- 4. There was a lot of suspicion about vendors' willingness to provide usage data.
- During ARL E-Metrics Project, 10 major vendors' reports were scrutinized in terms of data elements offered, data breakdown, report format & delivery. At the same time, librarians and vendor representatives continued talking to and listening to each other.

<<< Where it stands >>>

- Major initiatives in terms of standardization
- 1. ICOLC Guidelines on usage reports (revised in December 2001).
- 2. COUNTER Code of Practice Release 1 (December 2002).
- In August 2003, 18 vendor reports were compared in terms of data elements, report format and delivery (comparative table on the back).
- 1. Amount of data from individual vendors has grown significantly.
- 2. Web is the primary delivery vehicle.
- 3. Most vendors offer multiple data formats.
- 4. Many reports appear COUNTER ready.

Issues >>>

- Reliability and Validity of data remain problematic.
- Increased amount of data leads to complex interface.
- Lack of documentation and training for effective use of usage reports.
- Time and effort required collecting usage reports from several dozen content providers.
- The need for central location for usage report information and possibly one-stop retrieval of reports.
- Fee for report? Ingenta Select charges an annual fee of \$250 for advanced statistics.
- Outsourcing on the horizon? Kluwer usage report hosted by IBM and ScienceDirect (Elsevier) by MicroStrategy.

COMPARISON OF USAGE REPORT STATISTICS AND REPORT DELIVERY

	Sessions (Logins)	Queries (Searches)	Menu Selections	Full Content Units Accessed	Turn- Aways	Password controlled website	Separate login for usage reports	Report format(s)	Delivery Options
★ Content Aggregators									
Gale InfoTrac	Yes	Yes		Yes	Yes	Yes	No	HTML, Text	Email
EBSCOhost	Yes	Yes		Yes	n/a	Yes	No	HTML, text	Email
Lexis-Nexis		Yes		Yes	n/a	Yes	Yes	HTML, .Text	Download
OCLC(FirstSearch)	Yes	Yes		Yes	Yes	Yes	Yes	HTML	Display only
Ovid	Yes	Yes		Yes	n/a	Yes	Yes	Text	Display only
ProQuest		Yes	Yes	Yes	n/a	Yes	No	HTML, Text	Email
SilverPlatter	Yes	Yes		Yes	Yes	Yes	Yes	HTML, Text	Email
Web of Science	Yes	Yes		n/a	n/a	Yes	Yes	HTML, Text	Download
★ Full-text Journal Providers									
Blackwell Synergy	Yes	Yes	Yes	Yes	n/a	Yes	No	HTML, Text	Email
HighWire		Yes	Yes	Yes	n/a	Yes	No	HTML, Text	Download
IEEE Explorer				Yes	Yes	Yes	Yes	HTML, Text	Download
Ingenta Select	Yes	Yes		Yes	n/a	Yes	No	Flash, Text	Email only
JSTOR		Yes	Yes	Yes	n/a	No	n/a	HTML, Text	Display only
Kluwer		Yes	Yes	Yes	Yes	Yes	Yes	HTML, Text	Download
Oxford Univ. Press		Yes	Yes	Yes	n/a	Yes	Yes	HTML, Text	Download
Project MUSE		Yes		Yes	n/a	Yes	Yes	HTML, EXCEL	Download
ScienceDirect	Yes	Yes	Yes	Yes	n/a	Yes	Yes	HTML, Text, EXCEL	Download
Wiley InterScience	Yes	Yes	Yes	Yes	Yes	Yes	No	HTML, .Text	Download

n/a: not applicable and not available. Delivery option includes screen display unless otherwise noted.