

# Applications of usage statistics

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# About HighWire



- A division of Stanford University Libraries
- Started in 1995 to help scholarly publishers use the internet to distribute their content
- 975 journals from over 150 publishers
- 71 of the 200 most-frequently-cited journals
- Ongoing mission to conduct research and education for our publishing community

# HighWire's history with usage stats

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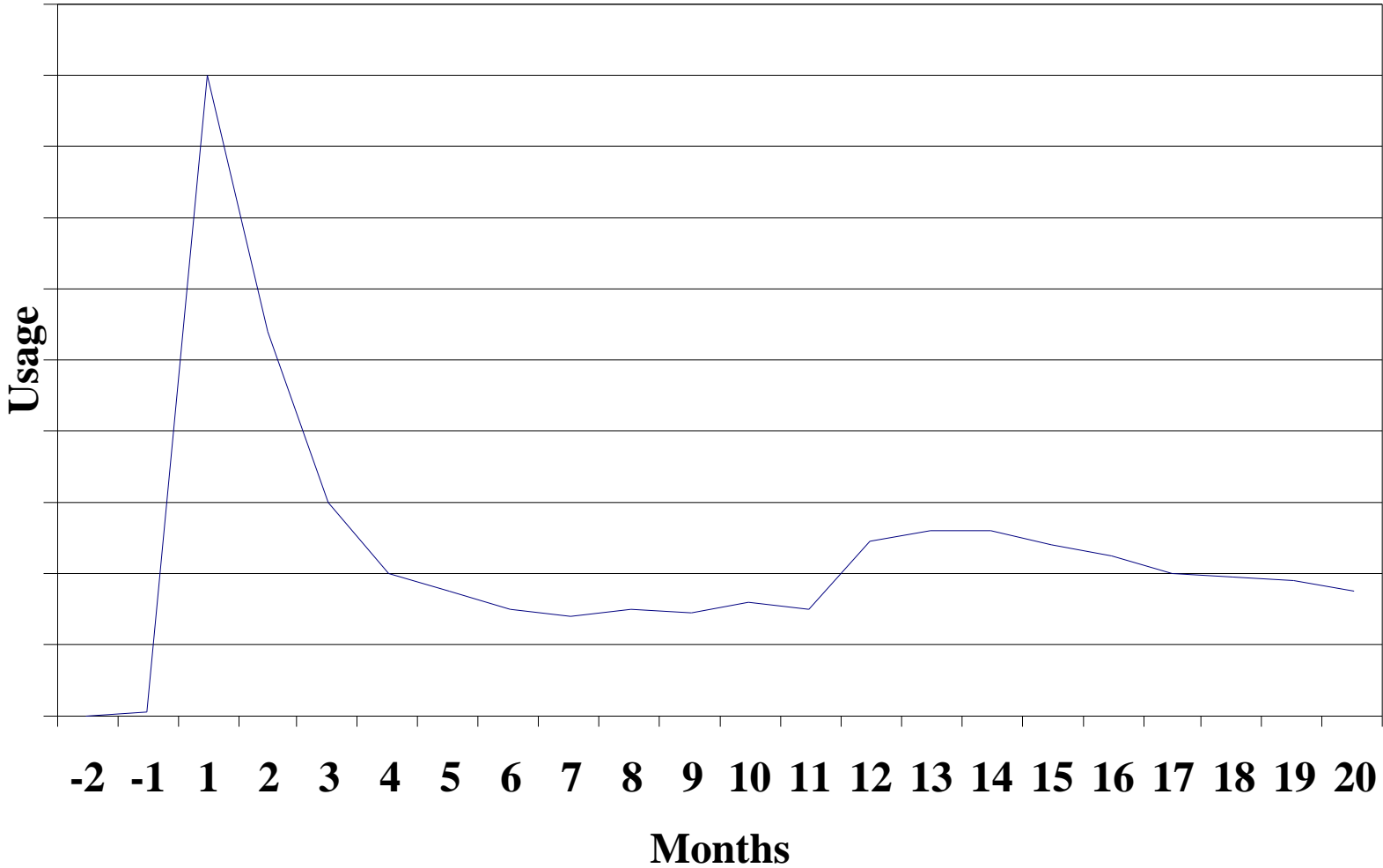
- In 2002, when COUNTER was first introduced, HighWire had already been collecting and applying usage statistics for years
- These were basically already COUNTER compliant
- COUNTER gave us the standard and the guidelines on how to manage usage statistics
- HighWire and its publisher partners have undertaken a number of studies using statistics

# Tracking the article decay curve



- The question:
  - How does usage of an article change over time?
- The method:
  - Tracked large set of single articles from date of online publication for one year
- The result:
  - Found that there is a sharp decline in usage within days of publication

# Typical biomedical article decay curve

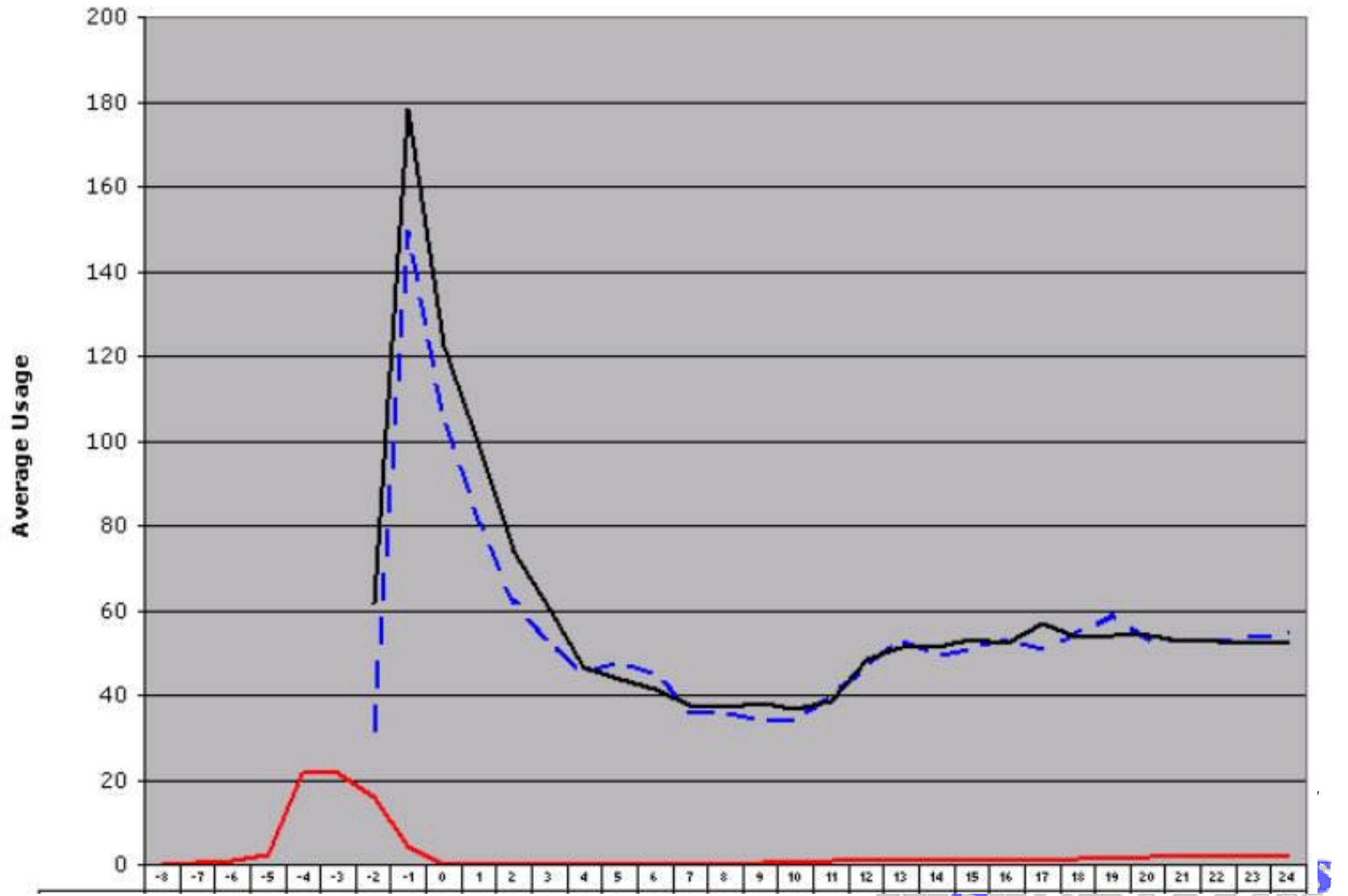


# Publish-ahead-of-print usage



- The question:
  - Do early versions of articles diminish usage of final version?
- The method:
  - Compare decay curves
- The results:
  - Very little measurable difference in overall usage

## Typical publish ahead of print decay curve



# Referrer information



- The question:
  - Where are users coming from?
- The method:
  - Track URLs last visited by users
- The results:
  - Google = 5x PubMed
  - Google Scholar almost = PubMed
  - Microsoft on the rise

# Non-subscriber usage reports



- The question:
  - What is the institutional usage on non-subscribed journals?
- The method:
  - Show publishers usage on journals that customers don't subscribe to
- The result:
  - More targeted sales activity

**Non-Subscriber Institutional Content-request statistics for  
Journal of  
January 2005 through March 2005**

Institution:	Home Page	Current issue TOC	All TOCS	Searches	Abstracts	Full text HTML Requests (SignIn Requests)	PDF Requests (SignIn Requests)	IP addresses in use
<b>Average Institutional Subscriber Total Requests</b>	150	22	101	123	172	546	650	
<b>Flinders Medical Centre</b>	FMC.SA.GOV.AU	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	14,067	1,538	6,760	16,631	19,644	47,785 (1,800)	61,235 (1,610)	
<b>Library Acquisitions</b>	CFARLIBRARY.COM	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	5,589	449	2,715	8,853	8,982	23,327 (843)	34,828 (784)	
<b>COMEXAN</b>	MEDINET.NET.MX	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	3,525	316	2,211	5,308	9,085	24,534 (491)	17,625 (409)	
<b>INSERM U.450 - Gerontologie</b>	INFOBIOGEN.FR	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	122	23	401	158	23,234	23,525 (8)	1,462 (9)	
<b>Library of Dept. of Geosystem Engineering of the School of Eng.,the Univ. of Tokyo</b>	U-TOKYO.AC.JP	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	1,526	161	499	1,120	4,596	14,377 (834)	14,416 (496)	
<b>Libr Chemical Abstracts Svc</b>	CAS.ORG	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	29	4	35	47	24	16,455 (6)	16,442 (4)	
<b>Chungnam Natl Univ LibWill Journal Inc</b>	CNU.AC.KR	<a href="#">[Detail Report]</a>	<a href="#">[Institutional Administrator(s)]</a>					
Total Requests	2,060	206	736	2,274	1,202	11,176 (620)	16,222 (610)	

## Institutional Non-subscription Usage for **platter.edu**

- ▶ [What's this?](#)
- ▶ [Subscriptions administered at your institution<sup>1</sup>](#)
- ▶ [Subscriptions accessible at your workstation<sup>2</sup>](#)
- ▶ [IP address management](#)
- ▶ [Register additional email addresses to your account](#)
- ▶ [Alert me when my subscriptions expire](#)

View a single-month summary usage report for all your subscriptions:

Choose Month

View a year-to-date COUNTER usage report for all your subscriptions:

Choose Year

[View a custom multiple-month](#) summary usage report.

View usage of journals to which you do not subscribe:

Choose Month

### Non-subscriber Usage Statistics:

A [tab-delimited version](#) of this report is also available, as well as [instructions](#) on how to import the report into a spreadsheet.

Journal Title and Institution Domain Information	Usage Month	Home Page	Current Issue TOC	All TOCs	Searches	Abstracts	Full text HTML	PDF's	Unique IP addresses in use	Additional Information
<a href="#">Journal of Better Nutrition</a> Online ISSN: 1234-5678 Print ISSN: 0002-1234 Domain: platter.edu	September 2005 IP Based Access	64	7	19	9	37	103	102	8	For this title: <a href="#">Subscription Info</a> <a href="#">Year-to-date Usage</a>
<a href="#">Journal of Typical Research</a> Online ISSN: 2345-6789 Print ISSN: 0003-3456 Domain: platter.edu	September 2005 IP Based Access	46	8	16	26	25	80	131	6	For this title: <a href="#">Subscription Info</a> <a href="#">Year-to-date Usage</a>
<a href="#">Clinical Unknown Research</a> Online ISSN: 9876-5432 Print ISSN: 0000-5678	September 2005 IP Based	35	5	11	22	18	63	102	4	For this title: <a href="#">Subscription Info</a> <a href="#">Year-to-date Usage</a>

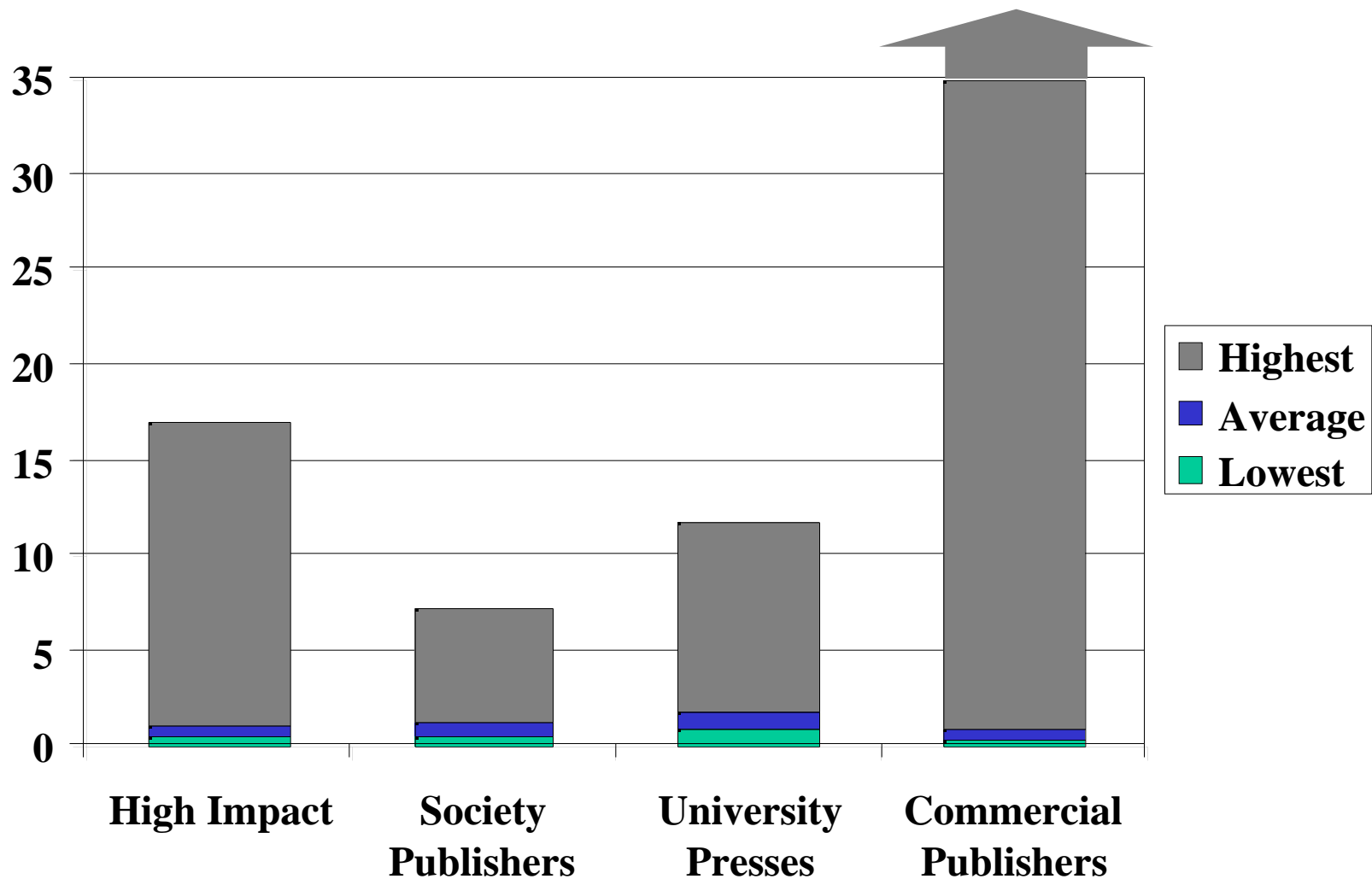
# Library cost-per-use metrics

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- The question:
  - How can publishers understand the metrics that drive librarians' collections decisions?
- The method:
  - evaluate institutional subscription pricing versus the institutional usage
- The result:
  - Publishers vary

## Cost-per-use comparisons



# Analytics tools



- Coremetrics for Scholarly Publishing
  - Combines web analytics with COUNTER-based usage statistics
  - Allows for sophisticated database querying
- Google Analytics
  - Uses web analytics data and provides marketing tools to track users and usage
  - Free

# Future thoughts



- Cross-library comparisons
- Tracking funding organizations
- Tracking the editorial process
- Capturing usage of dual-hosted content
- Understanding individual user behaviors
- Web 2.0 technologies and loss of usage data



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# Thank you!

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