

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



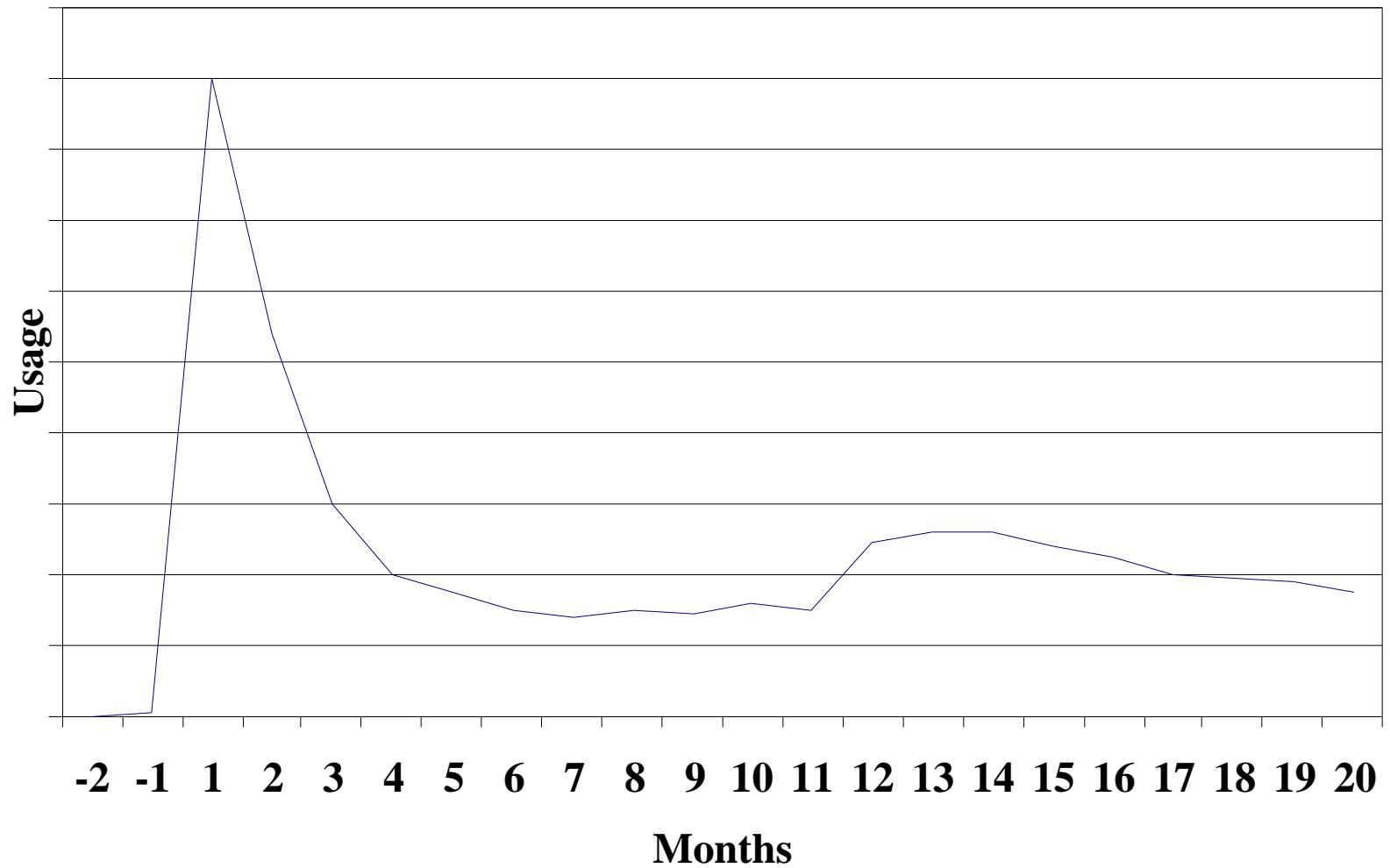
- In 2002, when COUNTER was first introduced, HighWire had already been collecting and applying usage statistics for years
- These were basically already COUNTER compliant
- COUNTER gave us the standard and the guidelines on how to manage usage statistics
- HighWire and its publisher partners have undertaken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

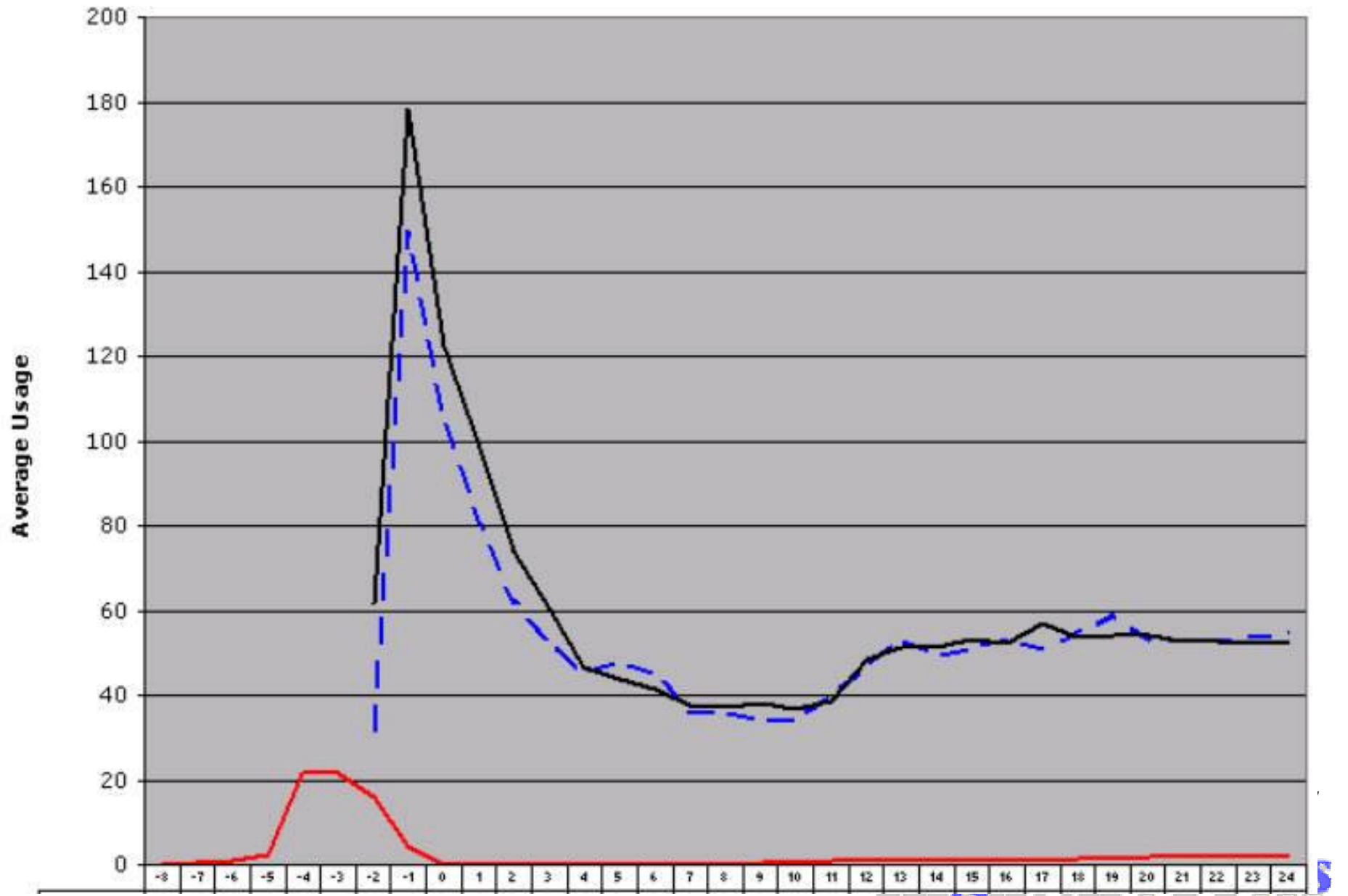


Publish-ahead-of-print usage



- 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
Average Institutional Subscriber Total Requests	150	22	101	123	172	546	650	
Flinders Medical Centre	FMC.SA.GOV.AU	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	14,067	1,538	6,760	16,631	19,644	47,785 (1,800)	61,235 (1,610)	
Library Acquisitions	CFARLIBRARY.COM	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	5,589	449	2,715	8,853	8,982	23,327 (843)	34,828 (784)	
COMEXAN	MEDINET.NET.MX	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	3,525	316	2,211	5,308	9,085	24,534 (491)	17,625 (409)	
INSERM U.450 - Gerontologie	INFOBIOGEN.FR	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	122	23	401	158	23,234	23,525 (8)	1,462 (9)	
Library of Dept. of Geosystem Engineering of the School of Eng.,the Univ. of Tokyo	U-TOKYO.AC.JP	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	1,526	161	499	1,120	4,596	14,377 (834)	14,416 (496)	
Libr Chemical Abstracts Svc	CAS.ORG	[Detail Report]	[Institutional Administrator(s)]					
Total Requests	29	4	35	47	24	16,455 (6)	16,442 (4)	
Chungnam Natl Univ LibWill Journal Inc	CNU.AC.KR	[Detail Report]	[Institutional Administrator(s)]					
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 institution¹](#)
- ▶ [Subscriptions accessible at your workstation²](#)
- ▶ [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 ▼

Generate Report

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

Choose Year ▼

Generate Report

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

View usage of journals to which you do not subscribe:

Choose Month ▼

Generate Report

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.

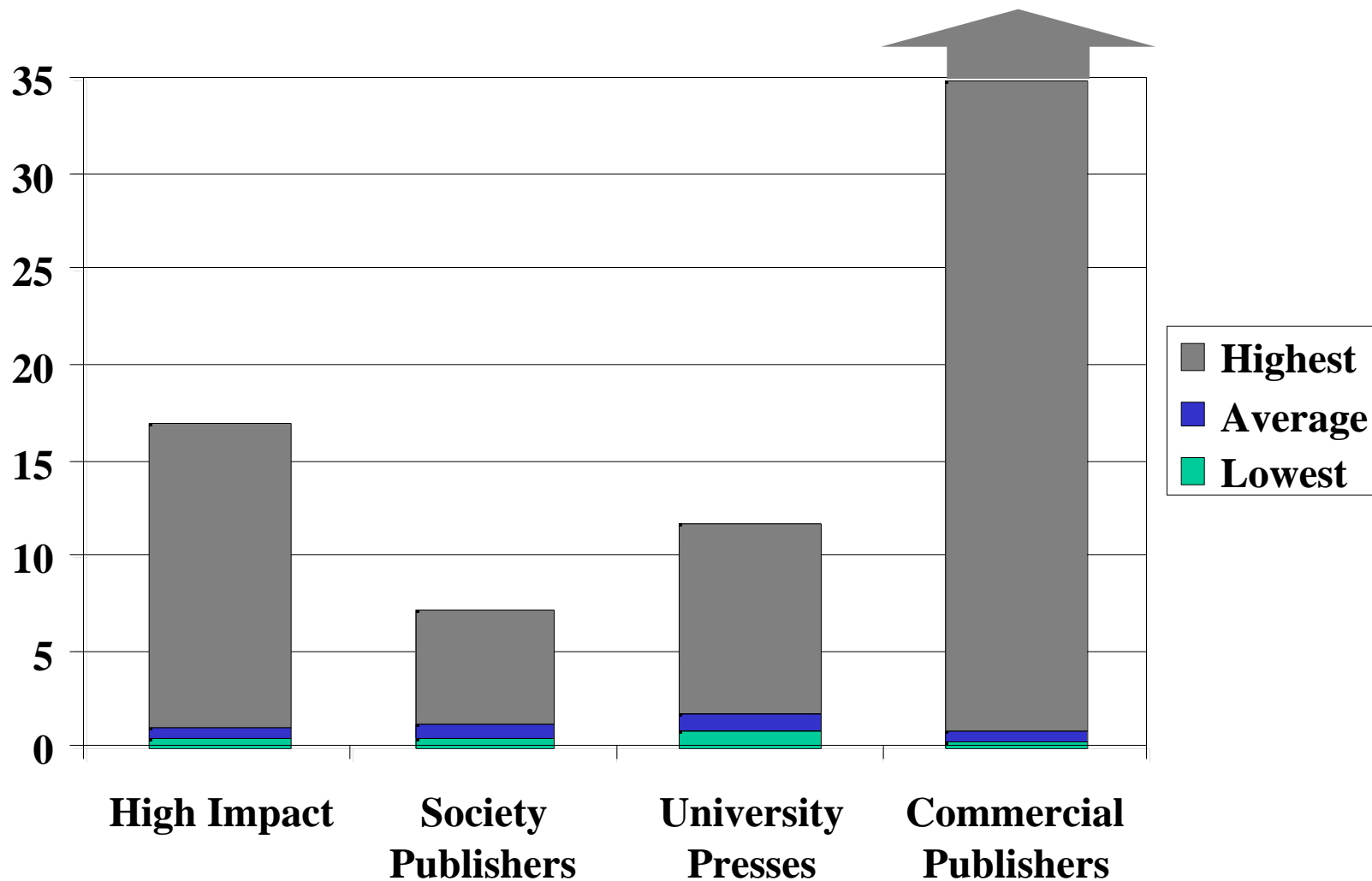
Journal Title and Institution Domain Information	Usage Month	Home Page	Current Issue TOC	All TOCs	Searches	Abstracts	Full text HTML	PDF's	Unique IP addresses in use	Additional Information
Journal of Better Nutrition Online ISSN: 1234-5678 Print ISSN: 0002-1234 Domain: platter.edu	September 2005 IP Based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

Library cost-per-use metrics



- 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



Thank you!

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16