

Utilizing Usage Statistics

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MIAMI UNIVERSITY LIBRARIES
MAY 16, 2017

Ohionet Webinars – Usage Statistics

Session I - 3/28/17

Understanding, Acquiring & Managing Usage Statistics

Session II - 5/16/17

Utilizing Usage Statistics

Session III - 7/11/17

Understanding EBSCO Statistics

Session I Objectives

- Analyze & Visualize
- Share & Disseminate
- Re-Purpose

Analyze & Visualize

"OH, PEOPLE CAN COME UP WITH STATISTICS TO PROVE ANYTHING, KENT. 14% OF PEOPLE KNOW THAT."
– HOMER SIMPSON

Before You Begin

ANALYZE

- Identify your audience
- Examine data & identify outliers/anomalies
- Clean up data
- Make a copy
- Document decisions
- Explore available tools
- Identify potential partners

VISUALIZE

- Keep it simple
- Make a point
- Stay focused
- Check / cite sources

Visualize

- Charts & graphs
- Pivot tables & charts
- Word clouds
- Infographics



[xkcd ninja turtles](#)

Analyze & Visualize - Tools

- [Excel](#) / [Google Sheets](#) / [OpenOffice Calc](#) / [LibreOffice Calc](#) (clean-up, pivot tables, charts, graphs)
- [OpenRefine](#) (clean-up)
- [WordArt](#) (word clouds)
- [Piktochart](#) (infographics)
- [Tableau Public](#) (clean-up, charts, graphs, infographics, other)
- [Springshare LibInsight](#) (tables, charts, graphs)

Analyze – Getting Started

- Start simple
- Identify a problem / Answer a question
- Combine and/or compare

Analyze – Identify a Problem

The American Journal of the Medical Sciences

Chart Table Export ▾

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2017	24	122	0	3	0	0	0	0	0	0	0	0	149
2016	0	2	0	0	0	0	0	1	13	107	0	0	123


Analyze – Combine and Compare

Journal	Publisher	Platform	Print ISSN	Online ISSN	Reporting Period Total	
African Affairs	Oxford University Press	Oxford Journals	0001-9909	1468-2621	33	
African Affairs	Oxford University Press	Oxford Journals	0001-9909	1468-2621	1	Access denied: content item not licenced
Age and Ageing	Oxford University Press	Oxford Journals	0002-0729	1468-2834	136	
Age and Ageing	Oxford University Press	Oxford Journals	0002-0729	1468-2834	2	Access denied: content item not licenced
American Entomologist	Oxford University Press	Oxford Journals	1046-2821	2155-9902	11	
American Entomologist	Oxford University Press	Oxford Journals	1046-2821	2155-9902	2	Access denied: content item not licenced
American Journal of Agricultural Economics	Oxford University Press	Oxford Journals	0002-9092	1467-8276	2	
American Journal of Agricultural Economics	Oxford University Press	Oxford Journals	0002-9092	1467-8276	41	Access denied: content item not licenced
American Journal of Epidemiology	Oxford University Press	Oxford Journals	0002-9262	1476-6256	252	
American Journal of Epidemiology	Oxford University Press	Oxford Journals	0002-9262	1476-6256	23	Access denied: content item not licenced
American Literary History	Oxford University Press	Oxford Journals	0896-7148	1468-4365	19	
American Literary History	Oxford University Press	Oxford Journals	0896-7148	1468-4365	3	Access denied: content item not licenced
Analysis	Oxford University Press	Oxford Journals	0003-2638	1467-8284	4	
Analysis	Oxford University Press	Oxford Journals	0003-2638	1467-8284	4	Access denied: content item not licenced
Annals of Botany	Oxford University Press	Oxford Journals	0305-7364	1095-8290	209	
Annals of Botany	Oxford University Press	Oxford Journals	0305-7364	1095-8290	17	Access denied: content item not licenced

Analyze – Answer a Question

Description	Number
2016 Cost	\$22,764.49
2016 JR1 Reporting Period Total	4881
2016 JR1 Gold Open Access Reporting Period Total	844
2016 Reporting Period Total PAID (JR1 Total MINUS JR1 GOA Total)	4037
2016 Cost Per Use Including Gold Open Access	\$4.66
2016 Cost Per Use PAID	\$5.64

Analyze – Manipulate & Summarize (Pivot Table)



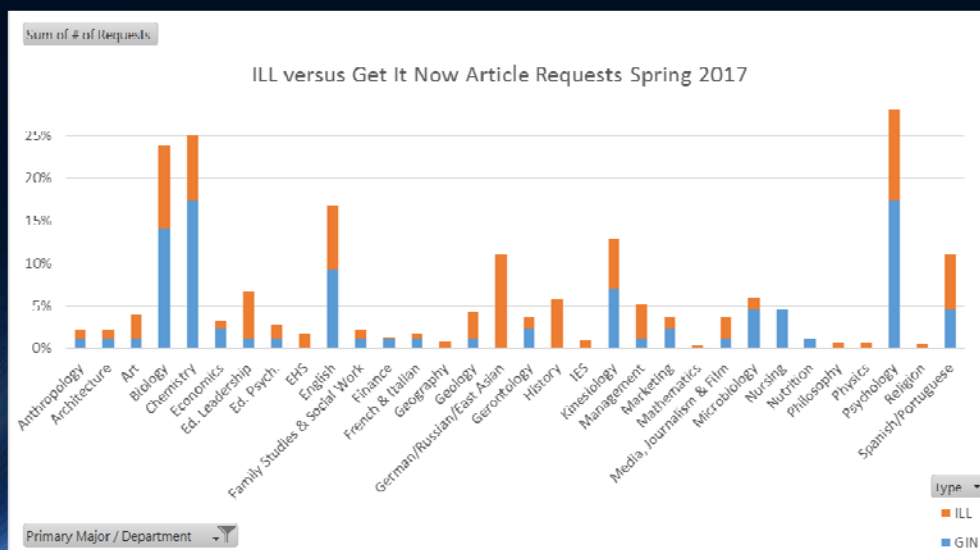
# of Total Uses	# of Items	% of Total Items
0 uses	22937	51.74%
1 use	11029	24.88%
2 uses	4963	11.20%
3 uses	2326	5.25%
4 uses	1134	2.56%
5 or more uses	1940	4.38%
Grand Total	44329	100.00%

Fiscal Year	Status	Gen Location
2011	Available	Art/Arch
2012	Billed	King
2013	Bursar	Music
2014	In repair	Science
2015	In transit	SWORD
2016	Lib Use Only	
	Lost; Paid	

Analyze – Answer a Question (Pivot Table)

Department	GIN	ILL
Anthropology	1.16%	0.97%
Architecture	1.16%	0.97%
Art	1.16%	2.91%
Biology	13.95%	9.86%
Chemistry	17.44%	7.62%
Economics	2.33%	1.05%
Ed. Leadership	1.16%	5.60%
Ed. Psych.	1.16%	1.64%
EHS	0.00%	1.79%
English	9.30%	7.54%
Family Studies & Social Work	1.16%	1.05%
Finance	1.16%	0.15%
French & Italian	1.16%	0.60%
Geography	0.00%	0.90%
Geology	1.16%	3.06%
German/Russian/East Asian	0.00%	10.98%
Gerontology	2.33%	1.42%
History	0.00%	5.68%
IES	0.00%	1.05%
Kinesiology	6.98%	5.90%

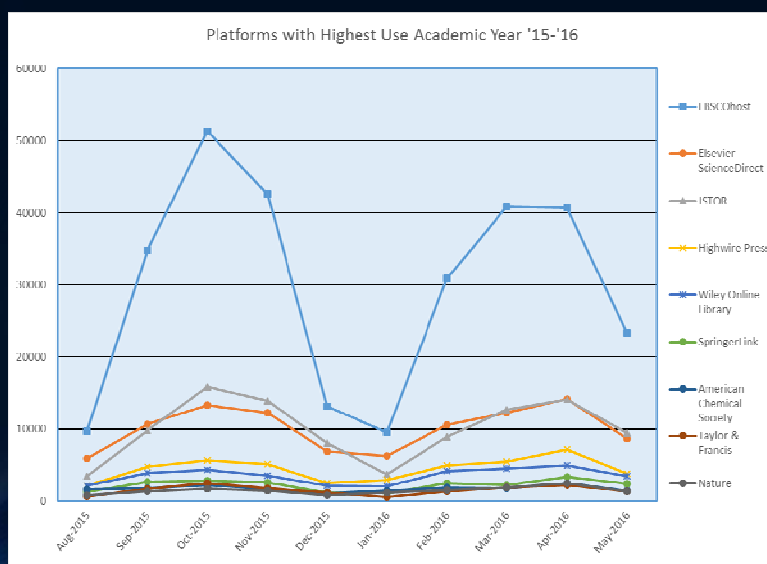
Visualize – Answer a Question (Pivot Chart)



Analyze – Combine and Compare

Platform	Aug-2015	Sep-2015	Oct-2015	Nov-2015	Dec-2015	Jan-2016	Feb-2016	Mar-2016	Apr-2016	May-2016
EBSCOhost	9667	34759	51404	42644	13144	9555	30912	40918	40707	23318
Elsevier ScienceDirect	5926	10704	13325	12247	6834	6258	10614	12207	14169	8633
JSTOR	3455	9801	15834	13956	8043	3682	8896	12699	14129	9421
Highwire Press	2079	4771	5647	5075	2503	2888	4980	5460	7135	3816
Wiley Online Library	2147	3865	4333	3558	2133	2003	4138	4502	4928	3450
SpringerLink	1205	2617	2813	2548	1192	1103	2435	2250	3318	2367
American Chemical Society	1570	1775	2180	1700	1052	1373	1836	1806	2437	1388
Taylor & Francis	661	1663	2429	1743	1118	558	1357	1887	2236	1358
Nature	785	1290	1702	1376	813	1132	1533	1864	2456	1288

Visualize – Combine and Compare



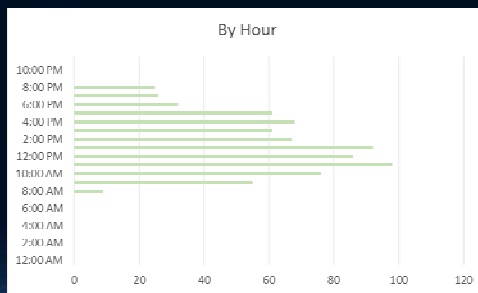
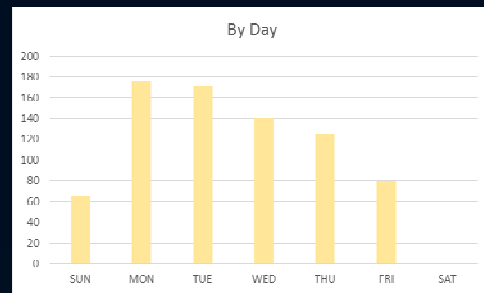
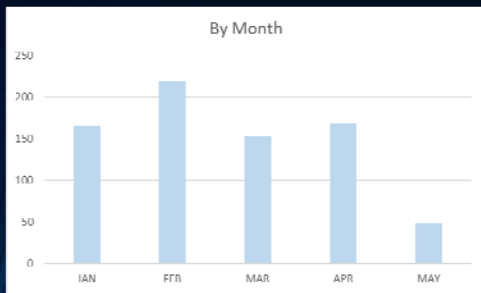
Analyze – Identify Patterns or Trends

BY MONTH	# Transactions
JAN	166
FEB	220
MAR	153
APR	168
MAY	49

BY DAY	# Transactions
SUN	65
MON	176
TUE	171
WED	140
THU	125
FRI	79
SAT	0

BY HOUR	# Transactions
12:00 AM	0
1:00 AM	0
2:00 AM	0
3:00 AM	0
4:00 AM	0
5:00 AM	0
6:00 AM	0
7:00 AM	0
8:00 AM	9
9:00 AM	55
10:00 AM	76
11:00 AM	98
12:00 PM	86
1:00 PM	92
2:00 PM	67
3:00 PM	61
4:00 PM	68
5:00 PM	61
6:00 PM	32
7:00 PM	26
8:00 PM	25
9:00 PM	0
10:00 PM	0
11:00 PM	0

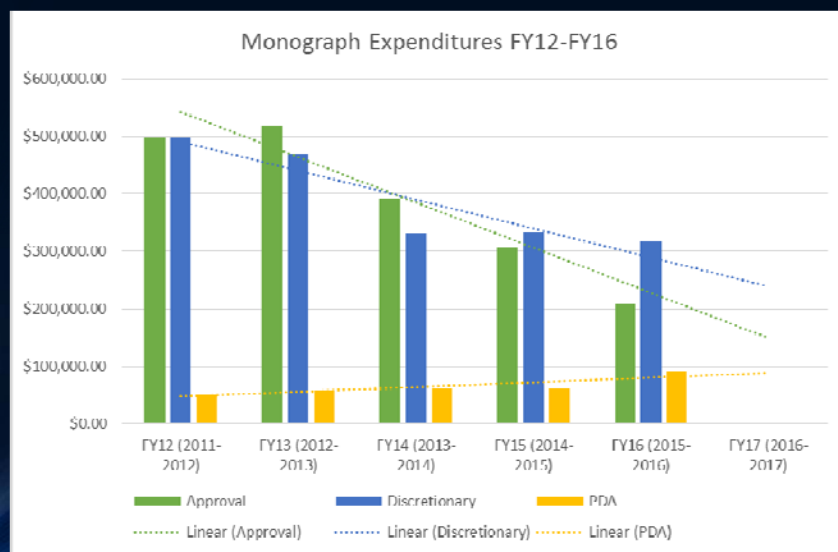
Visualize – Identify Patterns or Trends



Analyze – Predict

Monograph Expenditures			
Fiscal Year	Approval	Discretionary	PDA
FY12 (2011-2012)	\$497,159.23	\$497,115.09	\$51,510.93
FY13 (2012-2013)	\$518,000.00	\$470,268.54	\$57,261.21
FY14 (2013-2014)	\$392,637.25	\$331,694.38	\$60,942.87
FY15 (2014-2015)	\$307,575.15	\$332,998.73	\$61,161.58
FY16 (2015-2016)	\$210,225.67	\$315,762.61	\$90,399.59
FY17 (2016-2017)			

Visualize – Predict

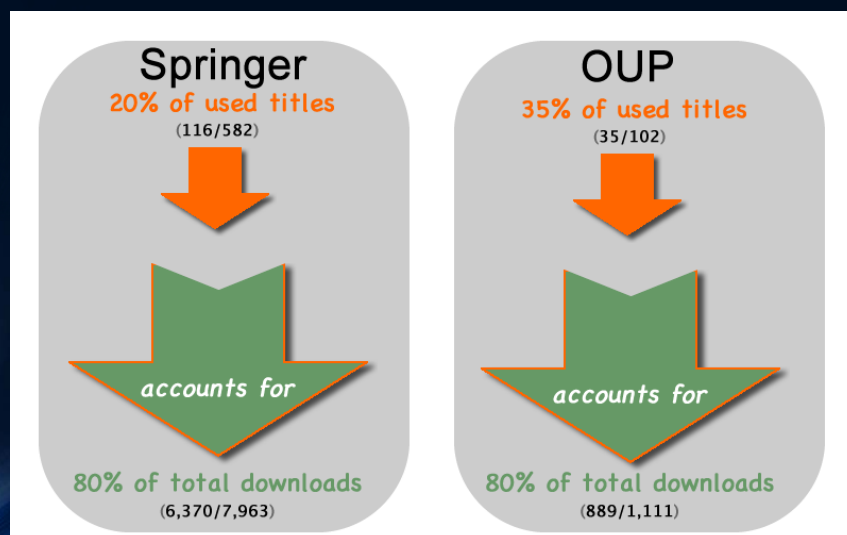


Analyze – Apply a Principle



[Pareto Principle Option 2](#) by sleepyvalley is licensed under CC BY-NC-ND 2.0

Visualize – Apply a Principle



Analyze - Benchmark

IDENTIFY EXISTING ANALYSIS

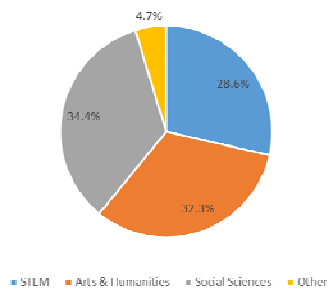
- Levine-Clark, M. (2015). E-Book Usage on a Global Scale: Patterns, Trends, and Opportunities. *Insights*, 28(2), 39-48.
- Ebrary titles used by discipline:
 - STEM: 28.6%
 - A&H: 32.3%
 - Soc Sci: 34.4%
 - Other: 4.7%

EXAMINE YOUR DATA IN SAME FRAMEWORK

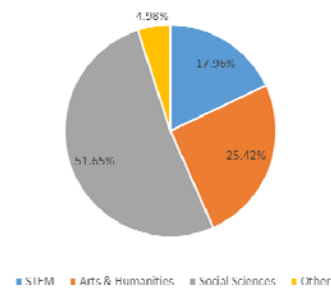
- MU ebrary titles used by discipline
 - STEM: 17.96%
 - A&H: 25.42%
 - Soc Sci: 51.65%
 - Other: 4.98%

Visualize - Benchmark

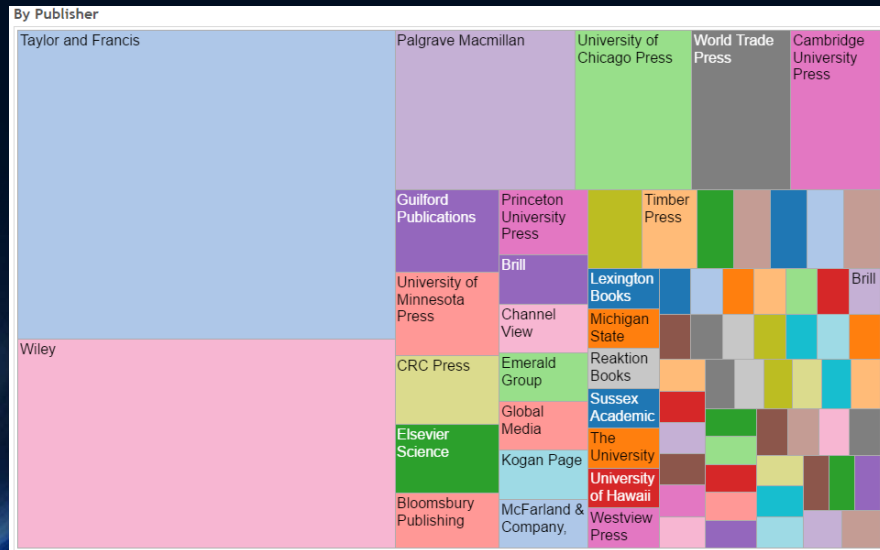
Global: Percentage Titles with 1 or More Sessions



Miami: Percentage Titles with 1 or More Sessions



Visualize – Tree Map



<https://goo.gl/Q53UuY>

Visualize - Infographic



ANSWER RESEARCH QUERIES

26,750

Questions answered by librarians in person, via chat or through email



CREATE ONLINE CONTENT

40,632

Number of visits to the 77 online and subject course guides created by librarians



INSTRUCT IN THE CLASSROOM

10,608

Number of students and faculty reached by 446 course sessions and workshops instructed by librarians



CIRCULATE MATERIALS

168,863

Items checked out:
30.4% physical books/monographs
25.3% computers & digital equipment
24.5% keys to library study & group project rooms

Share & Disseminate

"WE ARE DROWNING IN INFORMATION AND STARVING FOR KNOWLEDGE." - RUTHERFORD D. ROGER

Share & Disseminate

FREE OR LOW COST

- Google Drive / Sites
- Dropbox
- Library/departmental server
- In-house dashboard
- Springshare LibGuides

COMMERCIAL - LIBRARY

- EBSCO Usage Consolidation
- Ex Libris Verde Ex Libris UStat
- Innovative ERM
- ProQuest 360 COUNTER
- ScholarlyStats
- Springshare LibInsight

Share - Google Drive

Drive My Drive > ER Usage Stats > Combined

Name ↑	Owner
ICPSR 2012-	me
WWO 2006-	me
Acc Arch jr1 2009-	me
ACLS br1 2008-2010	me
ACM dig lib jr1 2009-	me

Share – Search Google Drive

Google Drive journal of the american veterinarian

Name	Modified	File size
American Association of Zoo Veterinarians JR1 2015- Technical Services	Apr 17	
AVMA jr1 2011- Technical Services	Apr 17	
TS libguide ER usage stats	May 5	
Univ_Toronto_JR1_2015- Technical Services	Apr 19	
Wiley jr1 2009- Technical Services	Apr 19	
experimental	Jan 16, 2013	me
TS libguide ER usage stats	May 5, 2017	Jennifer Bazeley

1 GB of 15 GB Used

Share - Google Sheets

The screenshot shows a Google Sheet with the following data:

Journal Report 1 (R4)	A	B	C
1	Journal Report 1 (R4)	Number of Successful Full-Text Article Request	
2	MIAMI UNIV		
3			
4	Period covered by Report:		
5	2015-01-01 to 2015-12-31		
6	Date run:		
7	1/25/2016		
8	Journal	Publisher	Platform
9	Total for all journals	American Chemical Society	ACS Publications
10	ACS Applied Materials & Interfaces	American Chemical Society	ACS Publications
11	ACS Biomaterials Science & Engineering	American Chemical Society	ACS Publications
12	ACS Catalysis	American Chemical Society	ACS Publications
13	ACS Central Science	American Chemical Society	ACS Publications
14	ACS Chemical Biology	American Chemical Society	ACS Publications
15	ACS Chemical Neuroscience	American Chemical Society	ACS Publications
16	ACS Combinatorial Science	American Chemical Society	ACS Publications
17	ACS Infectious Diseases	American Chemical Society	ACS Publications

The sharing interface on the right shows the following options:

- Share with others
- Get shareable link
- Link sharing on [Learn more](#)
- Anyone with the link can view
- Copy link
- Link: <https://docs.google.com/spreadsheets/d/1...>
- People
- Enter names or email addresses...
- Can edit
- Shared with Jennifer Bazeley
- Done
- Advanced

Share - LibGuides



Miami University Libraries / LibGuides / Technical Services / E-Resource Usage Stats

Technical Services: E-Resource Usage Stats

Home Who's Who News & Updates Report Problems Request a List Acquisitions E-Book Platforms Databases Serials

E-Resource Usage Stats EZProxy Link Resolver EBSCO Discovery Service Archived Content

EBSCO Usage Consolidation Reports

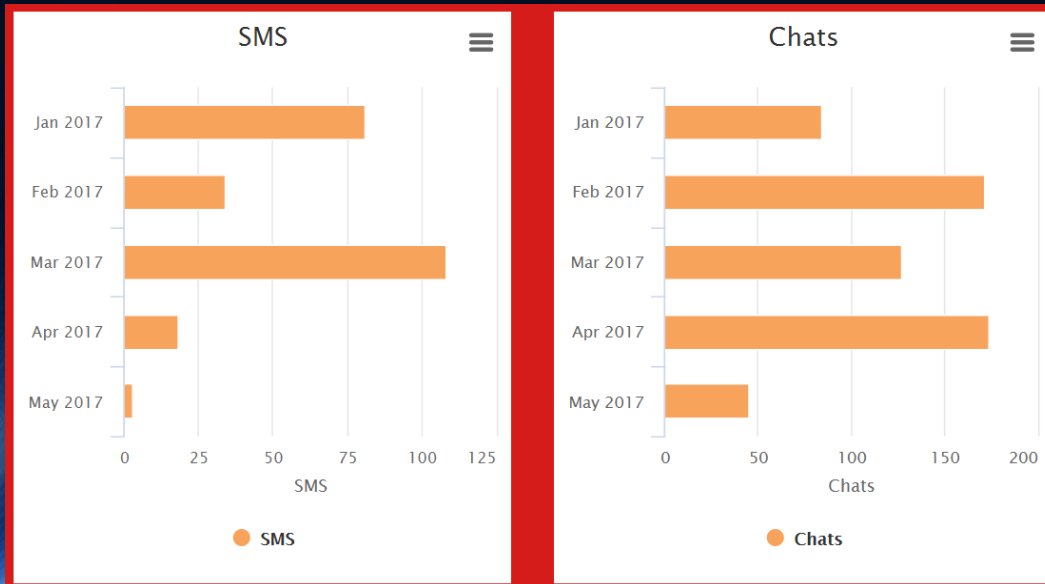
EBSCO Usage Consolidation software allows us to combine COUNTER-compliant reports from many vendors into one database and produce compilation reports.

- Subscription Usage Details (Cost Per Use for EBSCO Subscription Titles) 2012
- Subscription Usage Details (Cost Per Use for EBSCO Subscription Titles) 2013
- Subscription Usage Details (Cost Per Use for EBSCO Subscription Titles) 2014
- Subscription Usage Details (Cost Per Use for EBSCO Subscription Titles) 2015
- Subscription Usage Details (Cost Per Use for EBSCO Subscription Titles) 2016

E-Journals

Accessible Archives (2009-) JR1
 ACM Digital Library (2009-) JR1
 Akademiai Kiado (2015-) JR1
 Alcohol Research Documentation [JSAD] (2017-) JR1
 Allen Press Journals (2010-2016) JR1
 Alliance for Children and Families (2015-) JR1 (for pre-2015, see Allen Press Journals)

Share – LibInsight



Re-Purpose

"DO NOT TRUST ANY STATISTICS YOU DID NOT FAKE YOURSELF." – WINSTON CHURCHILL

Re-Purpose

- ACRL/NCES/IPEDS/PLDS
- Academic accreditation
- Barron's, Peterson's, etc.
- Serial reviews
- Annual budget allocation/expenditure reports
- Staff and/or library annual reports

Useful Resources

- Bucknell, T. (2012). Garbage In, Gospel Out: Twelve Reasons Why Librarians Should Not Accept Cost-per-Download Figures at Face Value. *The Serials Librarian*, 63(2), 192-212. doi:10.1080/0361526X.2012.680687
- Crawford, W. (2001). Exceptional Institutions: Libraries and the Pareto Principle. *American Libraries*, 32(6), 72-74.
- Herson, P., Dugan, R. E., & Matthews, J. R. (2015). *Managing with data : using ACRLMetrics and PLAMetrics*. Chicago, Illinois : ALA Editions, an imprint of the American Library Association, 2015.
- Miller, A. (2014). Introduction to Using Excel Pivot Tables and Pivot Charts to Increase Efficiency in Library Data Analysis and Illustration. *Journal of Library Administration*, 54(2), 94-106. doi:10.1080/01930826.2014.903365
- Tucker, C. (2009). Benchmarking Usage Statistics in Collection Management Decisions for Serials. *Journal of Electronic Resources Librarianship*, 21(1), 48-61. doi:10.1080/19411260902858581

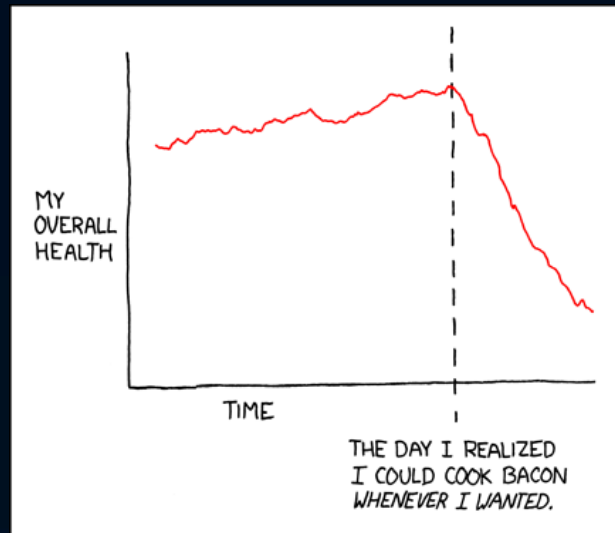
Questions?

Jennifer Bazeley

Coordinator

Collection Access & Acquisitions

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[xkcd stove ownership](#)