

Managing and Utilizing Usage Statistics

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MIAMI UNIVERSITY LIBRARIES
APRIL 19, 2018

Ohionet Webinars – Usage Statistics

Session I – February 22, 2018

Understanding and Acquiring Usage Statistics

Session II – April 19, 2018

Managing and Utilizing Usage Statistics

Session II Objectives

- Manage & Share
- Analyze & Visualize
- Re-Purpose

Manage & Share

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

Manage & Share

FREE / LOW-COST

- Google Drive / Sites (15 GB)
- Microsoft OneDrive (5 GB)
- Dropbox (2 GB)
- Library/departmental server
- CORAL

COMMERCIAL - LIBRARY

- EBSCO Usage Consolidation
- Ex Libris Verde Ex Libris Ustat
- Harrassowitz E-Stats
- Innovative ERM
- MPS ScholarlyStats
- ProQuest 360 COUNTER
- RedLink Library Dashboard
- Springshare LibInsight/LibGuides
- WT Cox eStats

Manage - Spreadsheet

Journal Report 1 (R4)		Number of Successful Full-Text Article Requests by Month and Journal								
MIAMI UNIV LIBRARY										
Period covered by Report:										
2017-01-01 to 2017-01-31										
Date run:										
2/14/2017										
Journal	Publisher	Platform	Journal DOI	Proprieta	Print ISSN	Online ISSN	Reporting	Reportir	Reporting I	Jan-17
Total for all journals	MIT Press	MIT Press Journals					18	1	17	18
African Arts	MIT Press	MIT Press Journals	10.1162/afar.1000	afar	0001-9933	1937-2108	0	0	0	0
American Journal of Health Economics	MIT Press	MIT Press Journals	10.1162/ajhe	ajhe	2332-3493	2332-3507	0	0	0	0
Artificial Life	MIT Press	MIT Press Journals	10.1162/artl.1001	artl	1064-5462	1530-9185	0	0	0	0
ARTMargins	MIT Press	MIT Press Journals	10.1162/artm	artm	2162-2574	2162-2582	0	0	0	0
Asian Development Review	MIT Press	MIT Press Journals	10.1162/adev	adev	0116-1105	1996-7241	0	0	0	0
Asian Economic Papers	MIT Press	MIT Press Journals	10.1162/asep.1004	asep	1535-3516	1536-0083	0	0	0	0
Biological Theory	MIT Press	MIT Press Journals	10.1162/biot.1002	biot	1555-5542	1555-5550	0	0	0	0
Computational Linguistics	MIT Press	MIT Press Journals	10.1162/coli.1003	coli	0891-2017	1530-9312	0	0	0	0
Computational Psychiatry	MIT Press	MIT Press Journals	10.1162/cpsy	cpsy		2379-6227	0	0	0	0
Computer Music Journal	MIT Press	MIT Press Journals	10.1162/comj.1005	comj	0148-9267	1531-5169	0	0	0	0
Daedalus	MIT Press	MIT Press Journals	10.1162/daed.1006	daed	0011-5266	1548-6192	2	0	2	2
Design Issues	MIT Press	MIT Press Journals	10.1162/desi.1007	desi	0747-9360	1531-4790	1	0	1	1
Education Finance and Policy	MIT Press	MIT Press Journals	10.1162/edfp.1008	edfp	1557-3060	1557-3079	0	0	0	0
Evolutionary Computation	MIT Press	MIT Press Journals	10.1162/evco.1009	evco	1063-6560	1530-9304	0	0	0	0
Global Environmental Politics	MIT Press	MIT Press Journals	10.1162/glep.1010	glep	1526-3800	1536-0091	1	1	0	1
Grey Room	MIT Press	MIT Press Journals	10.1162/grey.1011	grey	1526-3819	1536-0105	3	0	3	3
Information Technologies and International Development	MIT Press	MIT Press Journals	10.1162/itid.1012	itid	1544-7529	1544-7537	0	0	0	0

Manage & Share - Google Drive

Google Drive

Search Drive

NEW

My Drive > ER Usage Stats > Combined

Name	Owner	Last modified
Choice Reviews	me	Feb 17, 2017 me
Knowledge Unlatched	me	Jan 24, 2017 me
NYT	me	Sep 15, 2016 me
ICPSR 2012-	me	Apr 10, 2015 me
WVO 2006-	me	Apr 10, 2015 me
JOSPT jr1 2013-	me	1:53 PM me
Liverpool jr1 2015-	me	1:52 PM me
Liebert jr1 2009-	me	1:32 PM me

My Drive

- batch loads
- Becky files
- brand marks
- E-Books
- ebrary deletes
- EDS
- ER Usage Stats
- EZProxy
- Forms & Responses
- Funds
- Gift Reports
- Gifts

Manage & Share - Google Sheets

ACS jr1 2009- ☆ tsmuohio@gmail.com

File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 days ago Comments Share

Journal Report 1 (R4)

	A	B	C	D	E	F	G	H
1	Journal Report 1 (R4)	Number of Successful Full-Text Article Requests by Month and Journal						
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	Journal DO				
9	Total for all journals	American Chemical Society	ACS Publications					
10	ACS Applied Materials & Interfaces	American Chemical Society	ACS Publications	10.1021/aan				
11	ACS Biomaterials Science & Engineering	American Chemical Society	ACS Publications	10.1021/abs				
12	ACS Catalysis	American Chemical Society	ACS Publications	10.1021/acc				
13	ACS Central Science	American Chemical Society	ACS Publications	10.1021/acs				
14	ACS Chemical Biology	American Chemical Society	ACS Publications	10.1021/acb				
15	ACS Chemical Neuroscience	American Chemical Society	ACS Publications	10.1021/acn				
16	ACS Combinatorial Science	American Chemical Society	ACS Publications	10.1021/acs				
17	ACS Infectious Diseases	American Chemical Society	ACS Publications	10.1021/aid				

Share with others

Get shareable link 

Link sharing on [Learn more](#)


Anyone with the link can view ▼

Copy link

<https://docs.google.com/spreadsheets/d/1...>

People

Enter names or email addresses...

 Can edit ▼

Shared with  Jennifer Bazeley

Done

Advanced

Manage & Share – Search Google Drive

The screenshot shows the Google Drive interface with a search bar containing the text "journal of the american veterinarian". A red arrow points to the search bar. The search results are displayed in a list view, showing several files related to technical services. The left sidebar shows the "My Drive" section with various folders, including "ER Usage Stats". The bottom of the screen shows "1 GB of 15 GB used".

Google Drive

NEW

My Drive

- batch loads
- Becky files
- brand marks
- E-Books
- ebrary deletes
- EDS
- ER Usage Stats**
 - Combined
 - E-Journals
 - experimental
- EZProxy

1 GB of 15 GB used

Search: journal of the american veterinarian

File 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	
TS libguide ER usage stats	May 5, 2017	

Manage & Share – LibInsight

ID	Dataset Name	Dataset Type	# of Recs
7869	Book Report 1	eBooks	89
7870	Book Report 2	eBooks	559
8522	Database Report 1	E-Journals/Databases	403
7871	Database Report 3	E-Journals/Databases	51
7832	Journal Report 1	E-Journals/Databases	1,130
7936	Platform Report 1	E-Journals/Databases	352

Journal Report 1: Record Data to ScienceDirect

Name: ScienceDirect Journals ([Additional Info](#))

Vendor: Elsevier

Internal Notes:

[Blurred internal notes]

[Usage Data](#)

[Cost Data](#)

[License Files](#)

[Uploads List](#)

There are 3 ways to record data in this platform:

Usage Data using manual entry allows you to record data by month and

Upload Usage Data using spreadsheet in CSV or Excel format. Accepted spreadsheets must contain one sheet only and will be converted to CSV

SUSHI Harvesting using web service of the SUSHI service providers you

Usage Data (using manual entry)

Upload Usage Data (using spreadsheet in CSV or Excel format)

SUSHI Harvesting

Manage & Share - LibGuides



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Technical Services: E-Resource Usage Stats

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[E-Resource Usage Stats](#)

[EZProxy](#)

[Link Resolver](#)

[EBSCO Discovery Service](#)

[Archived Content](#)

Caveats & Disclaimers

- **Some publishers exclude** owned/subscribed titles from their COUNTER reports if the title had no usage in the time period of the report. This varies by publisher (e.g., ebrary and EBSCO e-book reports do not include titles if they had no use in the time period of the report).
- **OhioLINK statistics** (OSearch databases, EJC, and EBC) are not COUNTER-compliant at this time.
- **Some vendors do not offer usage statistics**, which may be why you don't find a particular product in the lists on this page.
- **Reports are updated monthly** but note that many vendors are one to two months behind in updating usage statistics. If you need more recent statistics, contact Jennifer Bazeley to check for availability.
- **Links open in Google Docs** (spreadsheets), and can be downloaded from there as an Excel file.

Manage & Share - LibGuides

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

Databases

- Adam Matthew (2016-) DBR1
- AdSpender (2013-)
- Alexander Street Press (April 2009-) DBR1
- APA PsycInfo (2012-) DBR1
- ArtSTOR (June 2004-)
- Bibliography of Asian Studies (2009-2016) [*for 2016 forward, see EBSCO Database report*]
- Birds of North America (2014-)
- Business & Industry (Gale) (2009-2015)

E-Journals

- Accessible Archives (2009-) JR1
- ACM Digital Library (2009-) JR1
- Akademiai Kiado (2015-) JR1
- Alcohol Research Documentation [JSAD] (2017-) JR1
- Allen Press Journals (2010-2019) JR1
- Alliance for Children & Families (2015-) JR1
- Journal of the American Medical Association (2015-) JR1
- Journals) (2010-2019) JR1

E-Books

- ACLS Humanities E-Books (2008-2010) BR1
- ACS Symposium Series (2014-) BR2
- APA E-Books (2013-) BR2
- Brill E-Books (2007-) BR2 (2007-2014); BR1 (2015-)
- Business Expert Press (2015-) BR2
- Cambridge Books Online (2012-) BR2
- Cambridge Companions Online (2009-2014) BR2
- Chicago Manual of Style Online (2010-)
- Cooper Ornithological Society (2015-) BR2

Analyze & Visualize

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

Before You Begin

ANALYZE

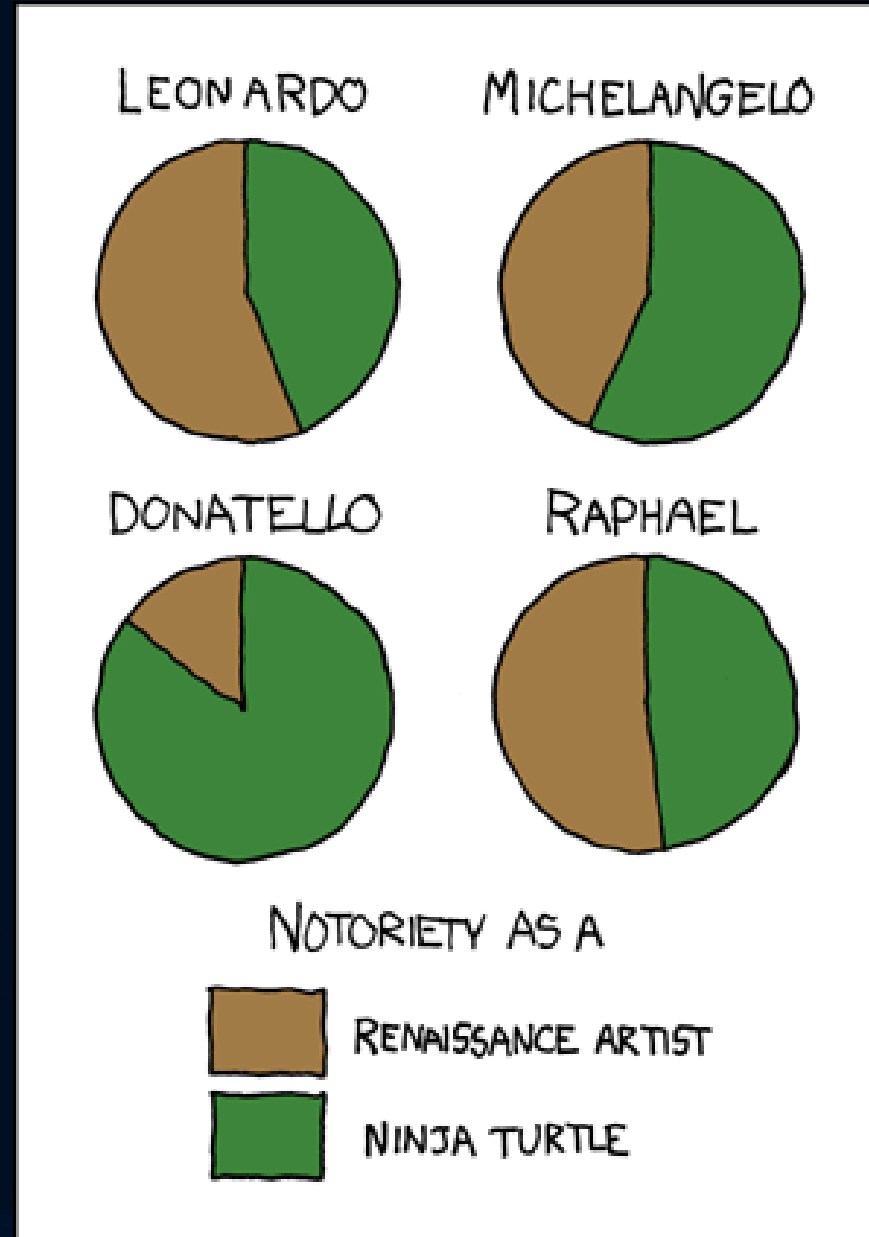
- Identify your audience
- Examine data & identify outliers/anomalies
- Clean up data
- Make a copy
- Document decisions
- Explore available tools
- Identify potential partners

VISUALIZE

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

Visualize

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



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 – Summarize & Manipulate (Pivot Table)



Approvals FY11-FY16 (totals as of 5/5/17)		
# 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
2011
2012
2013
2014
2015
2016

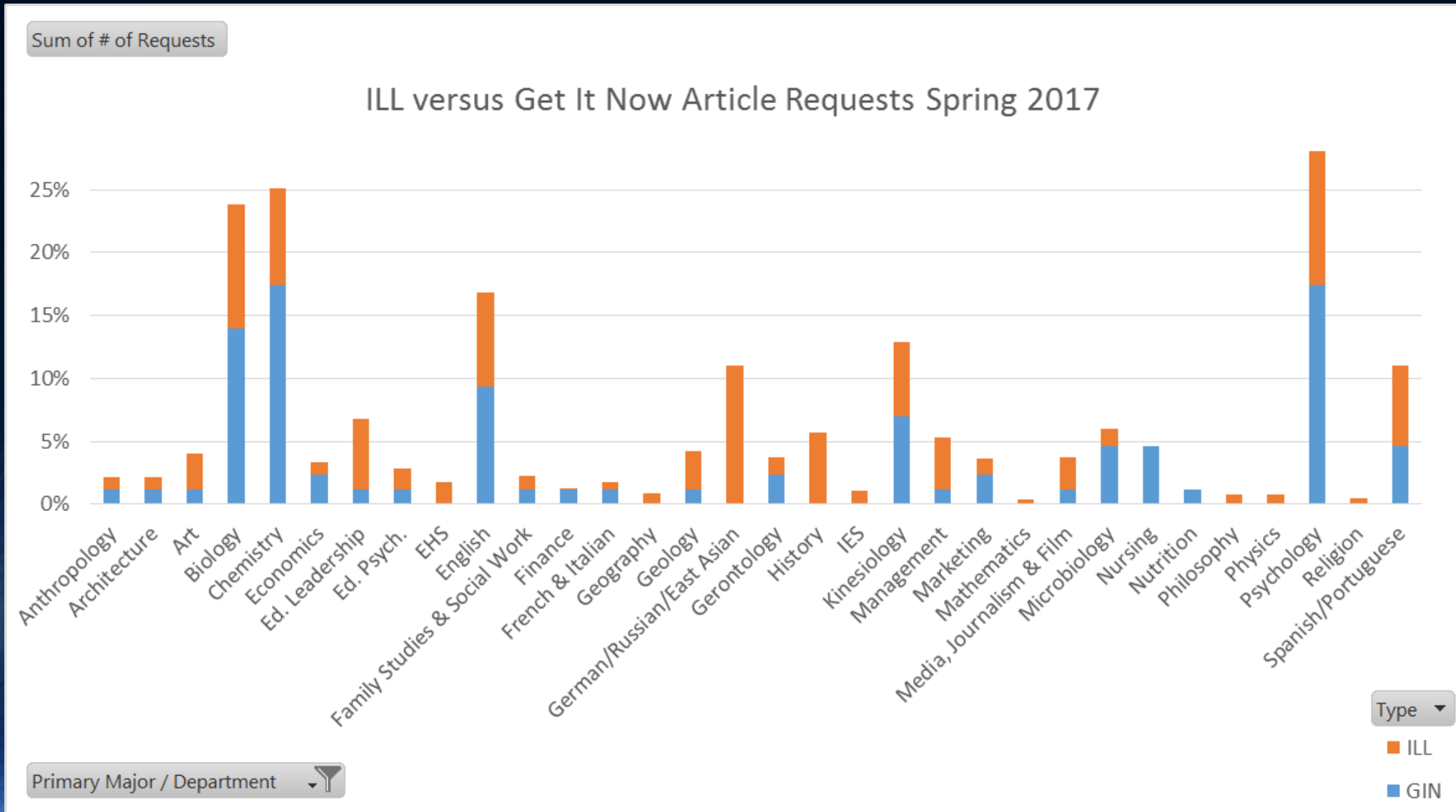
Status
Available
Billed
Bursar
In repair
In transit
Lib Use Only
Lost; Paid

Gen Location
Art/Arch
King
Music
Science
SWORD

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%

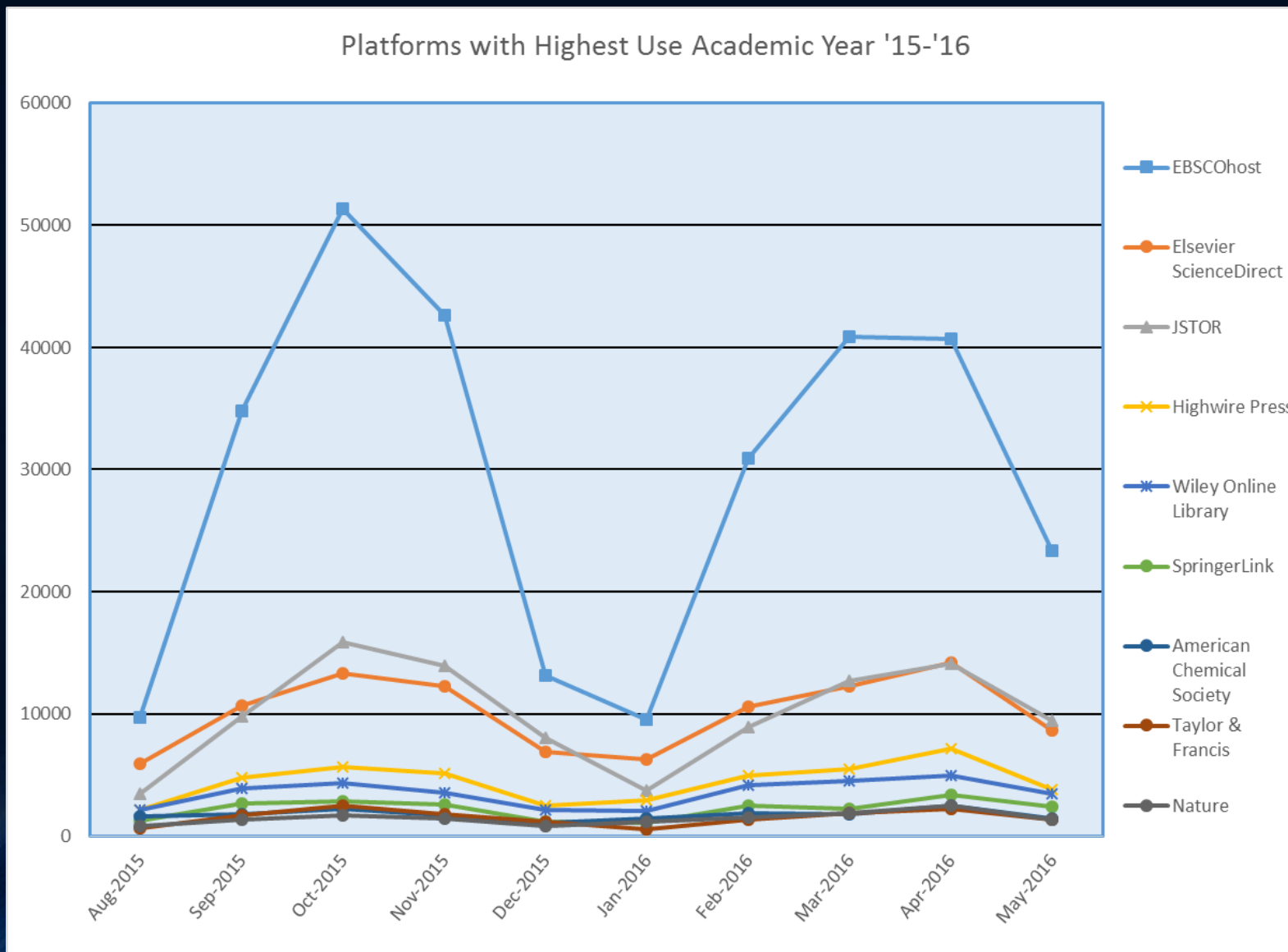
Visualize – Answer a Question (Pivot Chart)



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



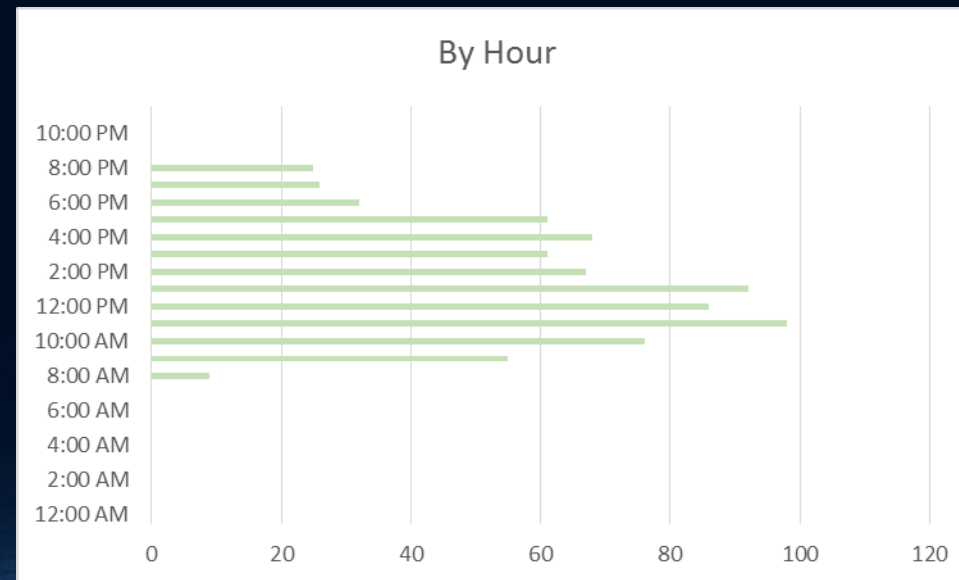
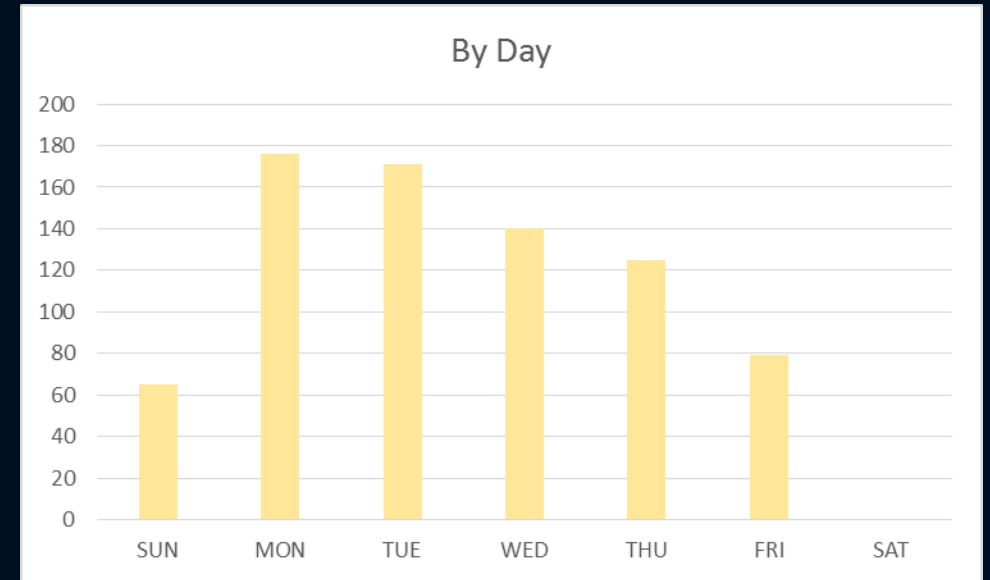
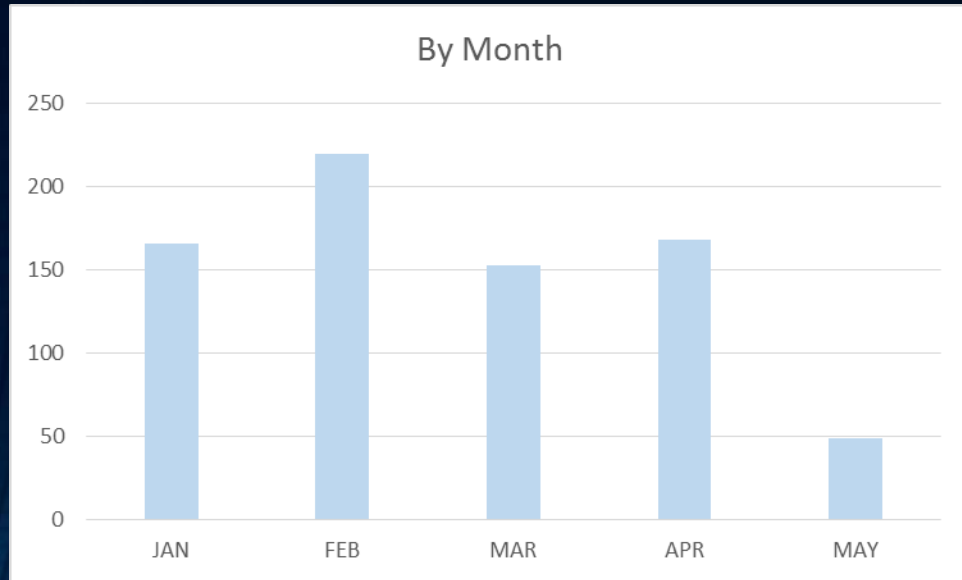
Analyze – Identify Patterns or Trends

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

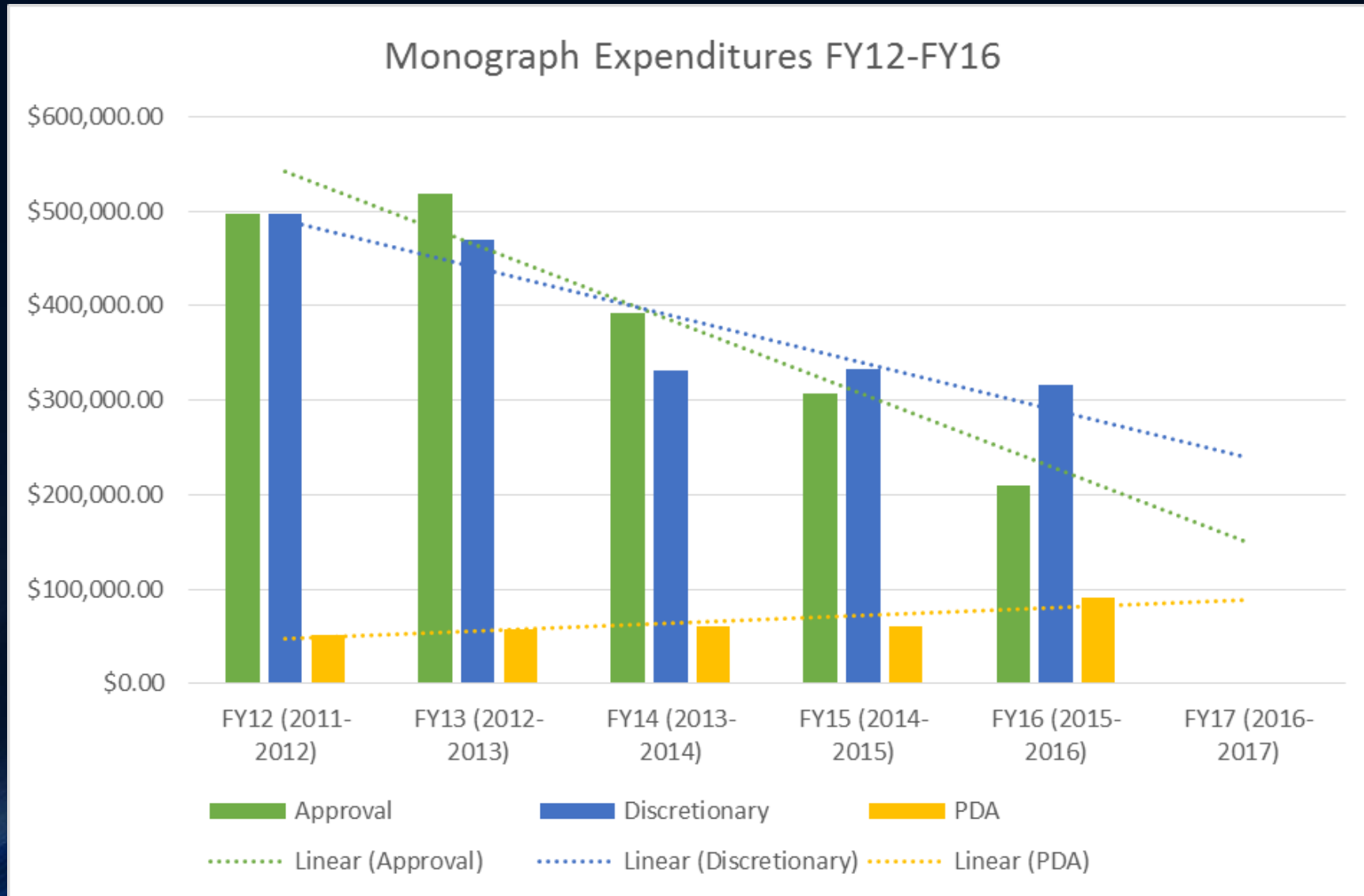
Visualize – Identify Patterns or Trends



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

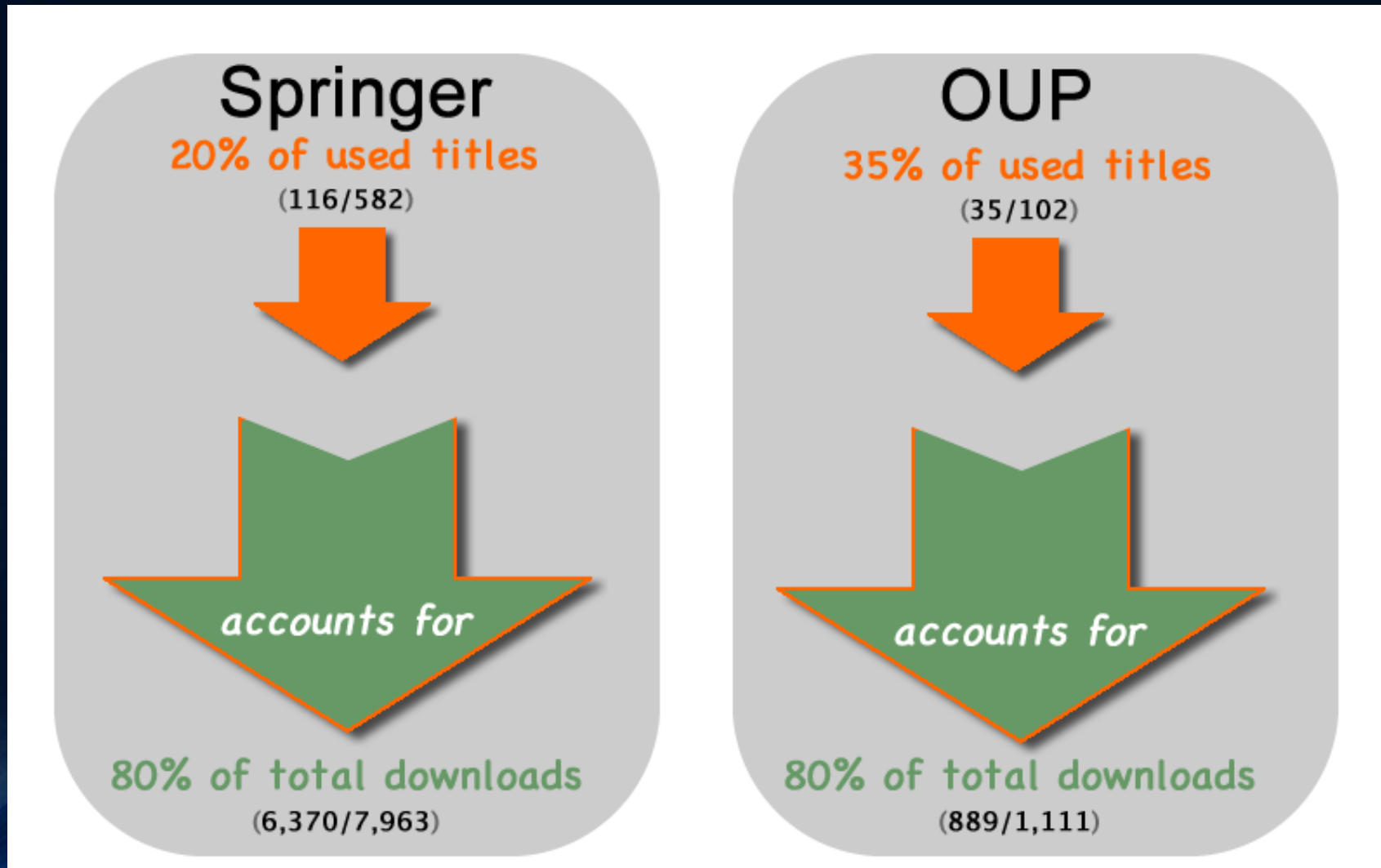


Analyze – Apply a Principle



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

Visualize – Apply a Principle



Analyze - Benchmark

IDENTIFY EXISTING ANALYSIS

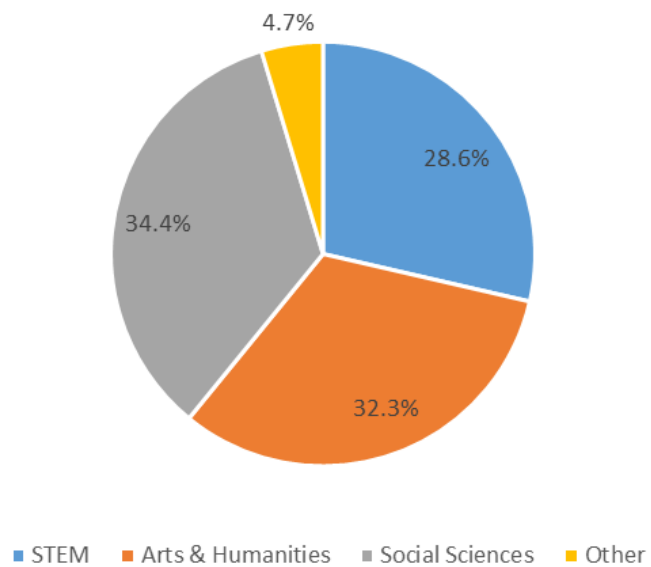
- Levine-Clark, M. (2015). E-Book Usage on a Global Scale: Patterns, Trends, and Opportunities. *Insights*, 28(2), 39-48.
- Ebrary titles used by discipline:
 - STEM: 28.6%
 - A&H: 32.3%
 - Soc Sci: 34.4%
 - Other: 4.7%

EXAMINE YOUR DATA IN SAME FRAMEWORK

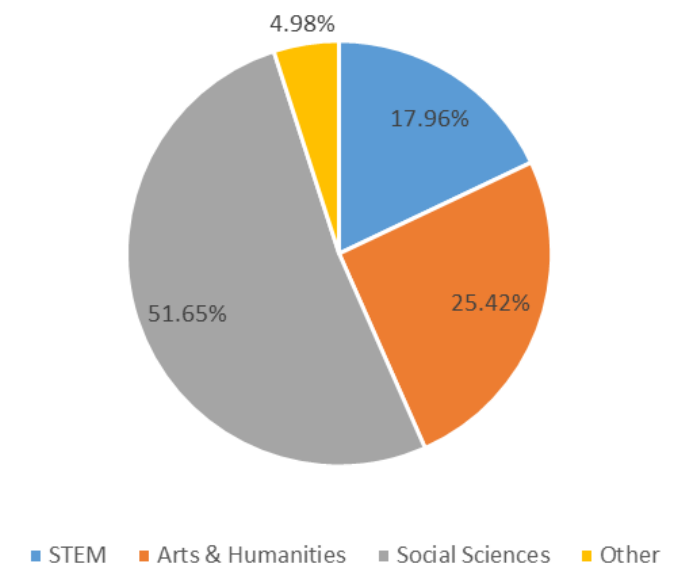
- MU ebrary titles used by discipline
 - STEM: 17.96%
 - A&H: 25.42%
 - Soc Sci: 51.65%
 - Other: 4.98%

Visualize - Benchmark

Global: Percentage Titles with 1 or More Sessions



Miami: Percentage Titles with 1 or More Sessions



Benchmark – Data Sources

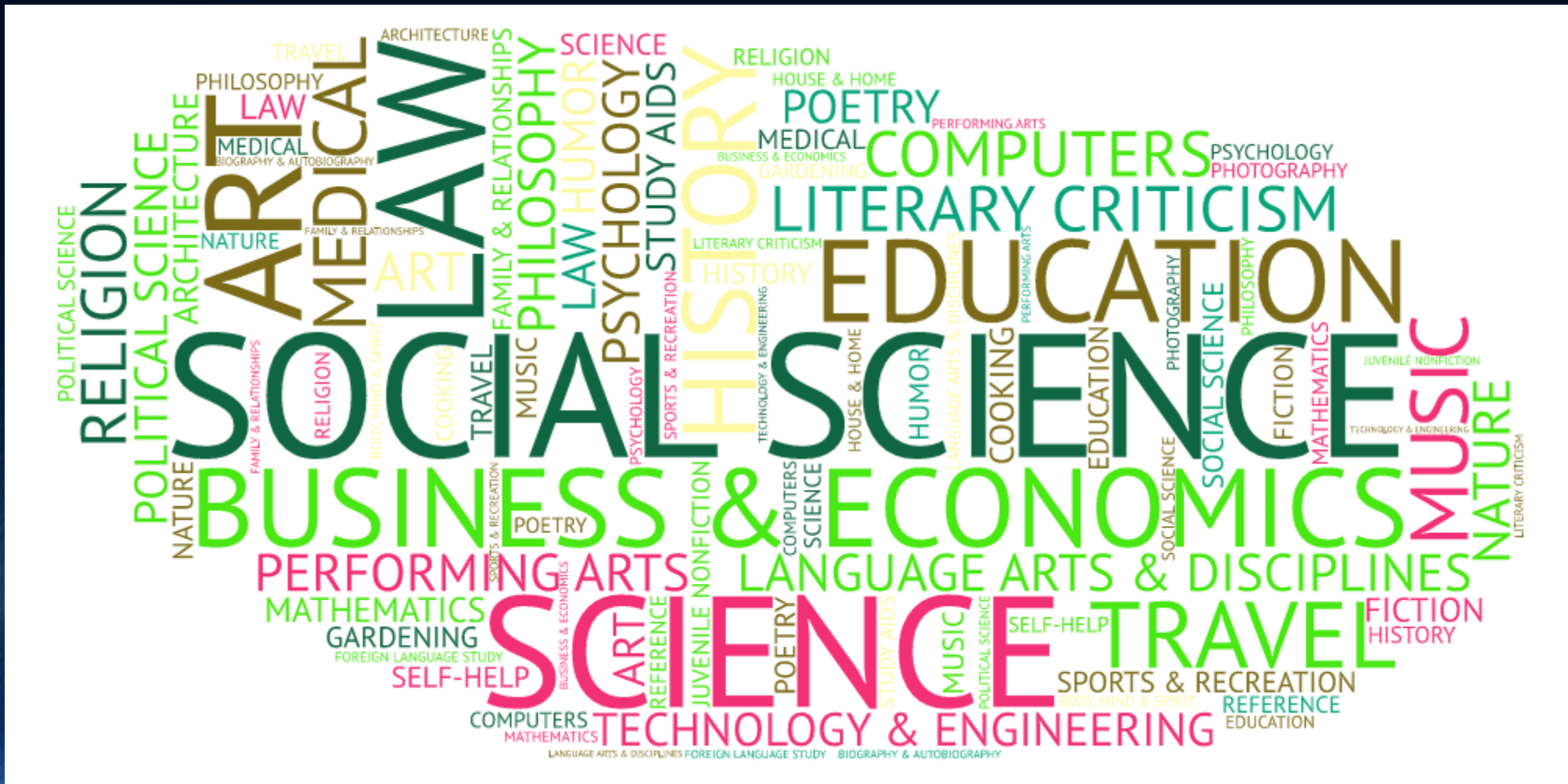
ACADEMIC

- Data from your library
- Published studies
- Institutional data
 - [ACRLMetrics](#) (subscription)
 - [NCES Library Statistics Program](#) (free; 1996-2012)
 - [IPEDS Data](#) (free; 2014-present)

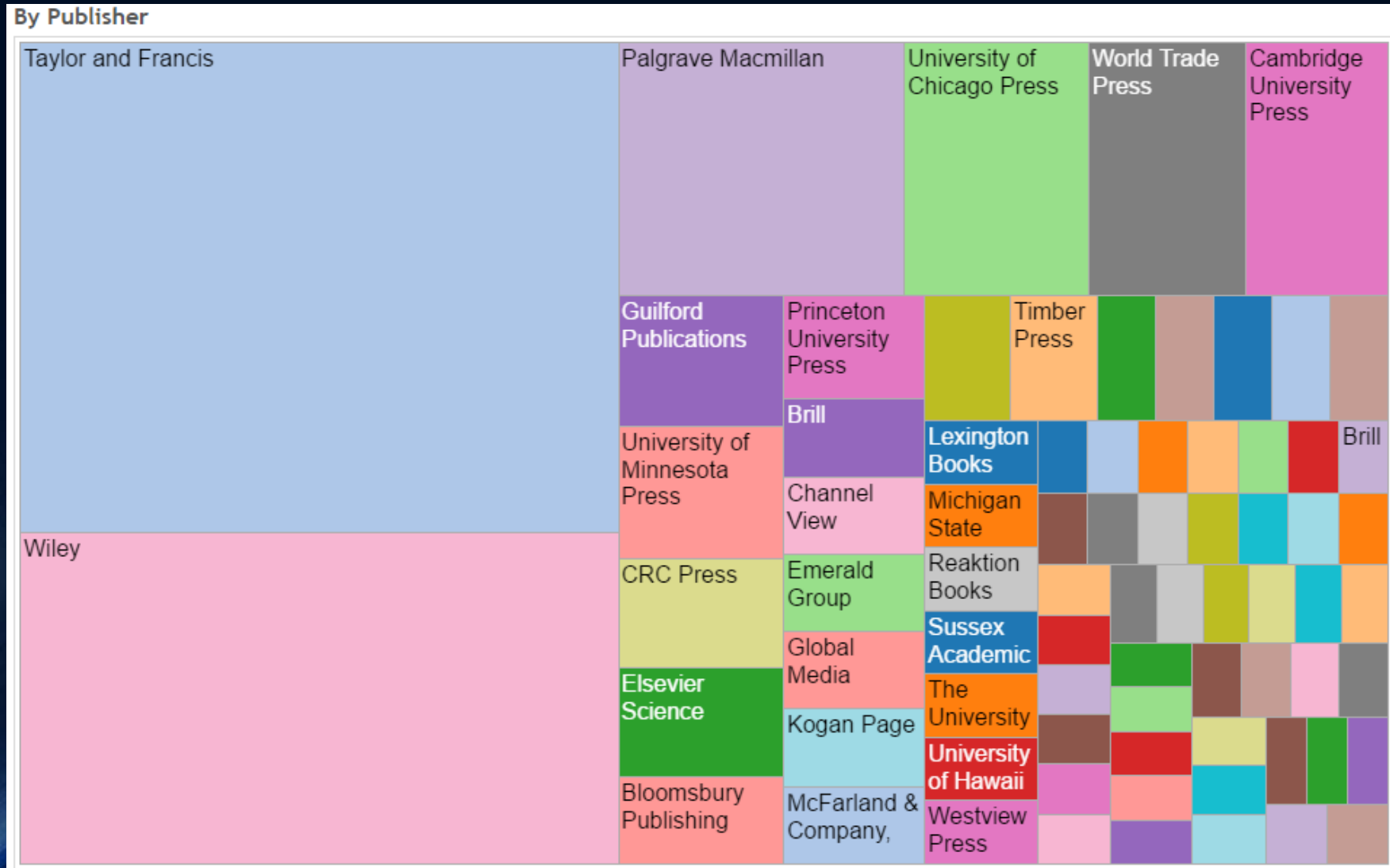
PUBLIC

- Data from your library
- Published studies
- Institutional data
 - [PLAmetrics](#) (subscription)
 - [IMLS Public Libraries Survey Data](#) (free; 2007-present)
 - [State Library Agencies Survey](#) (free; 1994-present)

Visualize - Word Cloud



Visualize – Tree Map



Visualize - Infographic



MIAMI UNIVERSITY

LIBRARIES



**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

Re-Purpose

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

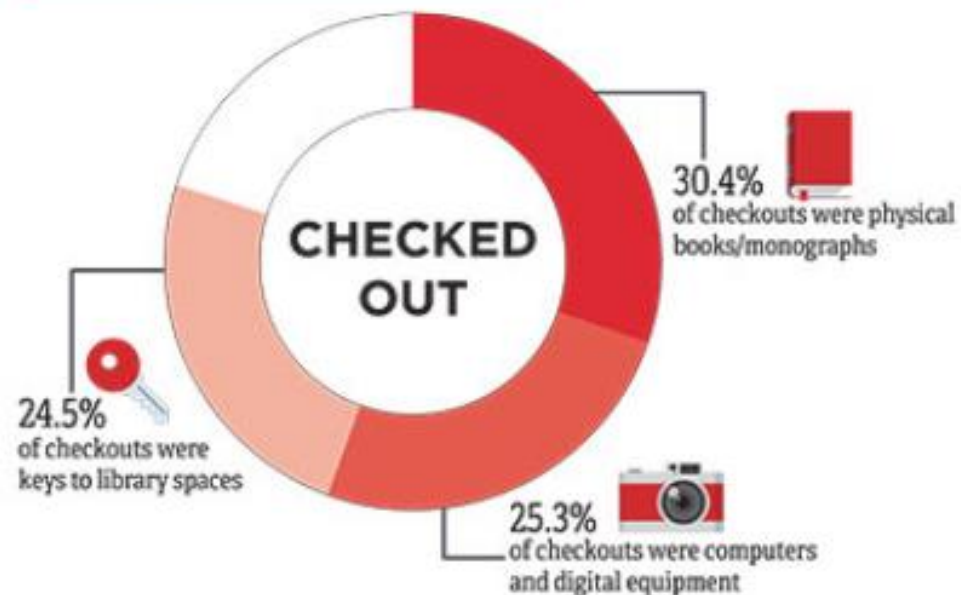
Re-Purpose

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

Re-Purpose

- **168,863 items** were checked out from Miami Libraries' Oxford locations in 2016;
- **30.4%** of checkouts were physical books/monographs;
- **25.3%** of checkouts were computers and digital equipment;
- **24.5%** of checkouts were keys to library study and group project rooms;
- **480 online databases** are available through the University Libraries to Miami students studying 24/7 anywhere in the world, covering subjects ranging from the hard sciences to poetry archives of a number of major newspapers.

168,863 items checked out **480** online databases



Useful Resources

- Crawford, W. (2001). Exceptional Institutions: Libraries and the Pareto Principle. *American Libraries*, 32(6), 72-74.
- Hernon, 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

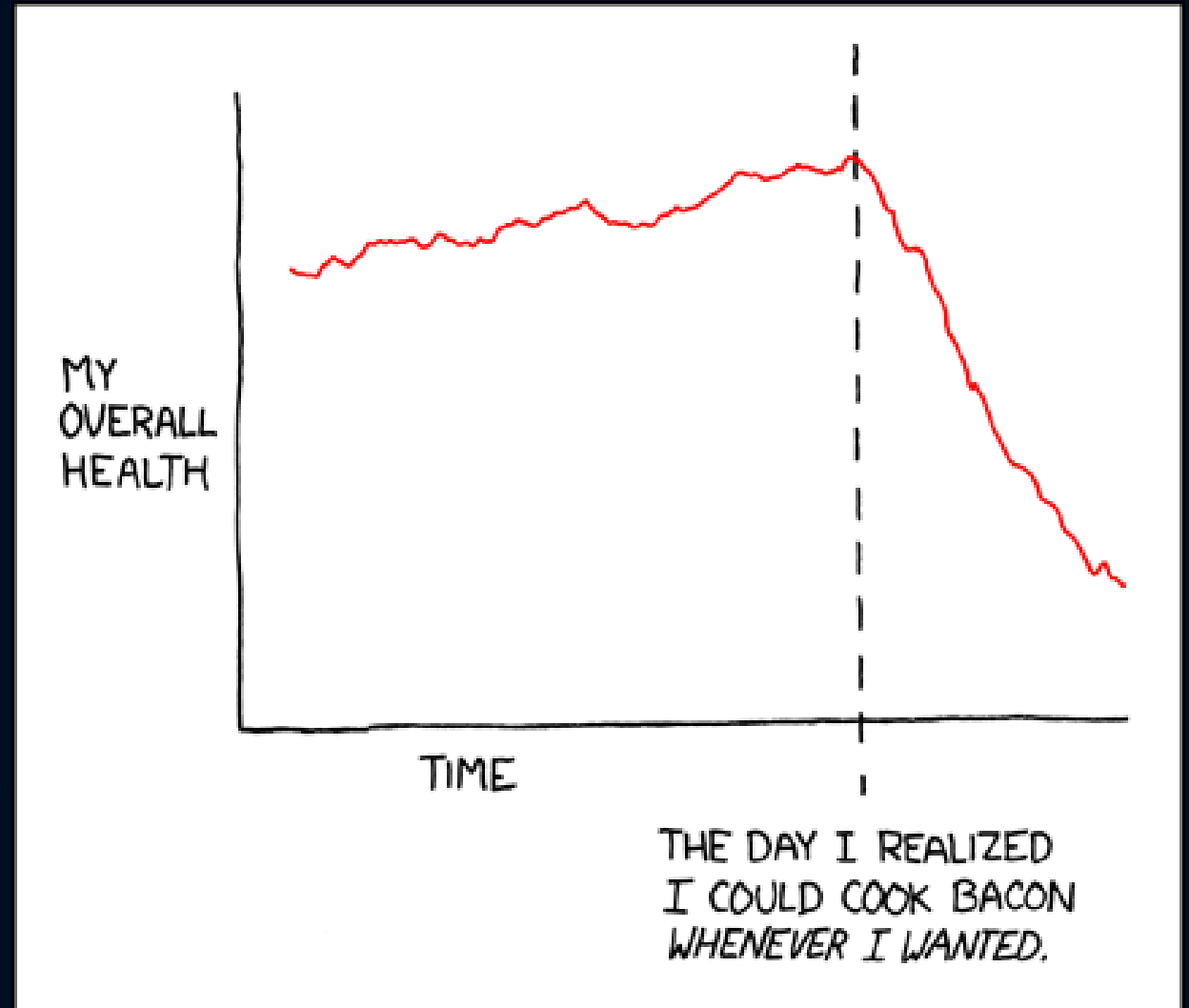
Questions?

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[xkcd stove ownership](#)