Midwinter Online Conference 2023

Questions from Session 3: Visualization of COUNTER 5 data, by Bridgett Bonar (Dartmouth College)

Q1: Did you ever consider calculating the cost per usage for journals in order to justify keeping subscriptions? You divide annual number of downloads into the subscription cost.

I thought alot about calculating cost per use for this. Obviously, it's a very helpful metric for renewal decisions but due to the limits of data matching and calculations in Oracle Analytics, we decided that it was not worth the time that it would take to set up at this point and continue to use our manual process for calculating cost per use.

Q2: What is your process for extracting & loading data?

For this, I was utilizing SUSHI harvested data. Since I was using Oracle Analytics, which automatically ingests data from Alma I did not have to do any extracting or loading beyond the initial SUSHI setup.

Q3: What tool(s) do you use for your visualizations?

I used Oracle analytics-- the analytics function connected to Alma

Q4: Top 10 ebook format / paired charts is excellent -- did you create that layout or was it requested by admin/collections person? or is that you too?

It actually started as a space filler! I wanted to separate my dashboard into pages based on individual COUNTER reports and ended up with nearly blank pages to lead into each format type. I wanted to put something visual there, and the top ten seemed like something I could do easily and would not be repetitive. They ended up being my favorite of all the ones I created for this.

Q5: Great talk! Thanks. Do you know of other publications/resources/presentations about visualizing COUNTER data? I am working with students to develop a FOS app for visualizing COUNTER data and want to get as much background as possible.

I don't know about anything else specifically related to visualizing COUNTER data-- all the resources I used for this were about visualizations in general (I especially like Data to Viz for talking about visualization types). I know there are a lot of people doing this work, and many people creating Oracle dashboards like mine (Including Heidi Webb and Joy Lui of SUNY Upstate Medical University and Ben Andrus, Matt Gallagher, and Mary Tuttle and Binghamton University whose presentations I attended last fall at ENUG 2022 -- which might be good for examples even if the presentations are focused on the program), but I am unaware of much discussion. I love the idea of an open-source app for this though-- and wish you luck!

Data to Viz: https://www.data-to-viz.com/#portfolio
ENUG 2022 slides: http://e-nug.org/enug-2022/full-details/

Q6: How do you manage platforms that aren't SUSHI compliant?

For this project, I don't. The dashboard I created is only effective for COUNTER-compliant data and is only fed SUSHI-harvested data on top of that. This is only our first foray into Visualizing our usage data, so I went for the largest group that could be done at one time. (In a broader response, we still deal with non-COUNTER-compliant data on an individual basis)

Q7: How do you report usage that is not included in ALMA?

For this project, I don't. We report non-COUNTER-compliant data (as well as COUNTER-compliant data) individually as part of our renewal communications via email and/or google sheet.

Q8: Were there other options besides color to make designations like platform when looking at ebook titles? I know color alone might not be enough for that designation e.g. colorblind individuals

Yes! You could use multiple bars (one for each platform) within each year segment or you could cut the year part entirely and use bars based on platforms alone. Or you could choose colorblind-friendly colors (thank you to Kristin Calvert in the chat for reminding me of these) -- these use both different shades and colors that appear different to common part colorblind people. And thank you for reminding me to think more inclusively about my visualizations.

Some examples of color blind friendly colors:
https://davidmathlogic.com/colorblind/#%23D81B60-%231E88E5-%23FFC107-%23004D40

Resources/insights shared by attendees in chat:

- It took our ERM Librarian a lot of work and finagling to get Alma Analytics cost per usage to work correctly. It was worth it but be prepared to work at it. We had to open several tickets before we got it "right" - email me and I'll put you in touch with our ERM Librarian. Elizabeth.holmes@usnwc.edu
- I have been putting a lot of work into setting up SUSHI harvesting and building a report in Analytics that would generate all the info I need to make renewal decisions. I think the report is ready to go. I also just went through an Optimize session to confirm its functionality. Feel free to email me also battagliah1@southernct.edu