

Visualization of COUNTER5 data

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Agenda

- COUNTER5 Data Points
 - Metrics
 - Reports
- Types of Visualizations
 - Line Graphs
 - Stacked area
 - Bar Plots
 - Stacked Bar Plots
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- References



COUNTER5 Data Points





Metrics

Total_Item_Requests

A COUNTER Metric_Type that represents the number of times users requested the full content (i.e. full text) of an item. Requests may take the form of viewing, downloading, emailing, or printing content provided such actions can be tracked by the content provider's server.

Total_Item_Investigations

A COUNTER Metric_Type that represents the number of times users accessed the content (i.e. full text) of an item, or information describing that item (i.e. an abstract).

Unique_Item_Investigations

A COUNTER Metric Type that represents the number of unique content items investigated in a user-session. Examples of items are articles, book-chapters, and multimedia files

Unique_Item_Requests

A COUNTER Metric Type that represents the number of unique content items requested in a user-session. Examples of items are articles, book-chapters, multimedia files.

Unique_Title_Investigations

A COUNTER Metric Type that represents the number of unique titles investigated in a user-session. Examples of titles are journals and books.

Unique_Title_Requests

A COUNTER Metric Type that represents the number of unique titles requested in a user-session. Examples of titles are journals and books.



Reports – Number of uses

PR – Platform Master Report

PR_P1 – Platform Usage

DR – Database Master Report

DR_D1 – Database Search and Item Usage

DR_D2 – Database Access Denied (No Licence and Limit Exceeded)

TR – Title Master Report

TR_J1 – Journal Access (Excluding OA_Gold)

TR_J2 – Journal Accessed Denied (No Licence and Limit Exceeded)

TR_B1 – Book Requests (Excluding OA_Gold)

TR_B2 – Book Access Denied (No Licence and Limit Exceeded)

IR – Item Master Report

IR_A1 – Journal Article Request

IR_M1 – Multimedia Item Requests



Reports– Distinctions within uses

Access Type (OA_Gold or Controlled Access)

TR_B3 – Book Usage by Access Type

TR_J3 – Journal Usage by Access Type

TR_J4 – Journal Article Requests by YOP
(excluding OA_Gold)



Other Information

Across All Reports

Resource Title

Platform

Usage Date

Title level reports

Publisher

ISBN

ISSN

YOP



Types of Visualizations





What type of visualization should I use?

Number of uses

Evolution (Like uses over time)

Line Graph

Ranking Or categorical

Bar Plot

Stacked Bar Plot

Distinctions between uses

Part of a whole

(With evolution) – Stacked Area

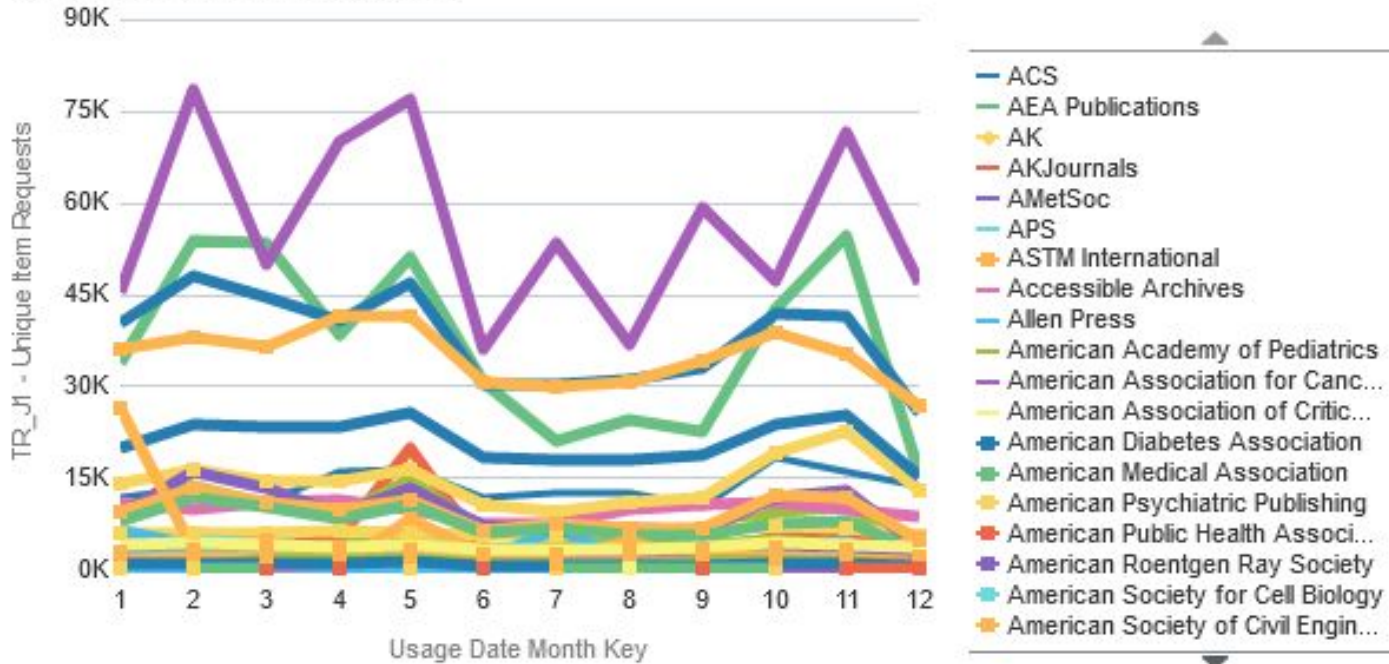
(With categories) – Stacked Bar Plot

Line Graphs

Line charts display the evolution of a variable (in our case the number of uses) often over time

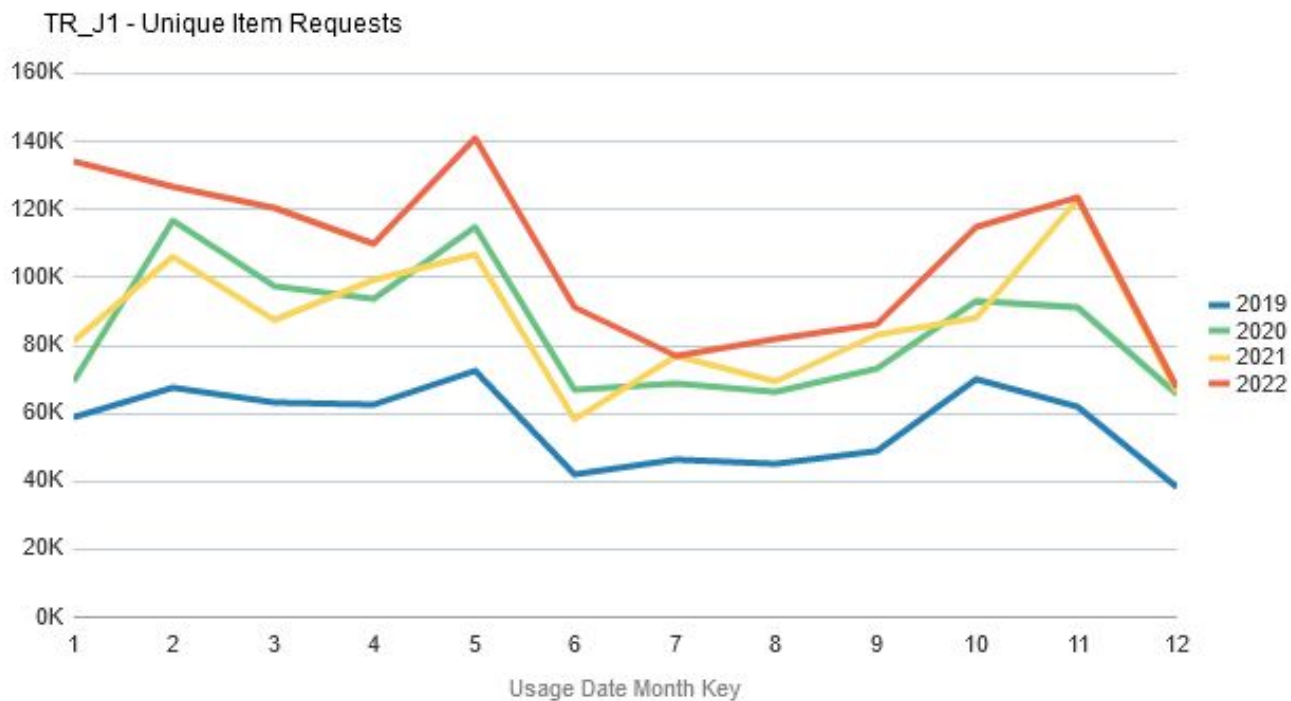
[Data to Viz](#)

TR_J1 - Unique Item Requests



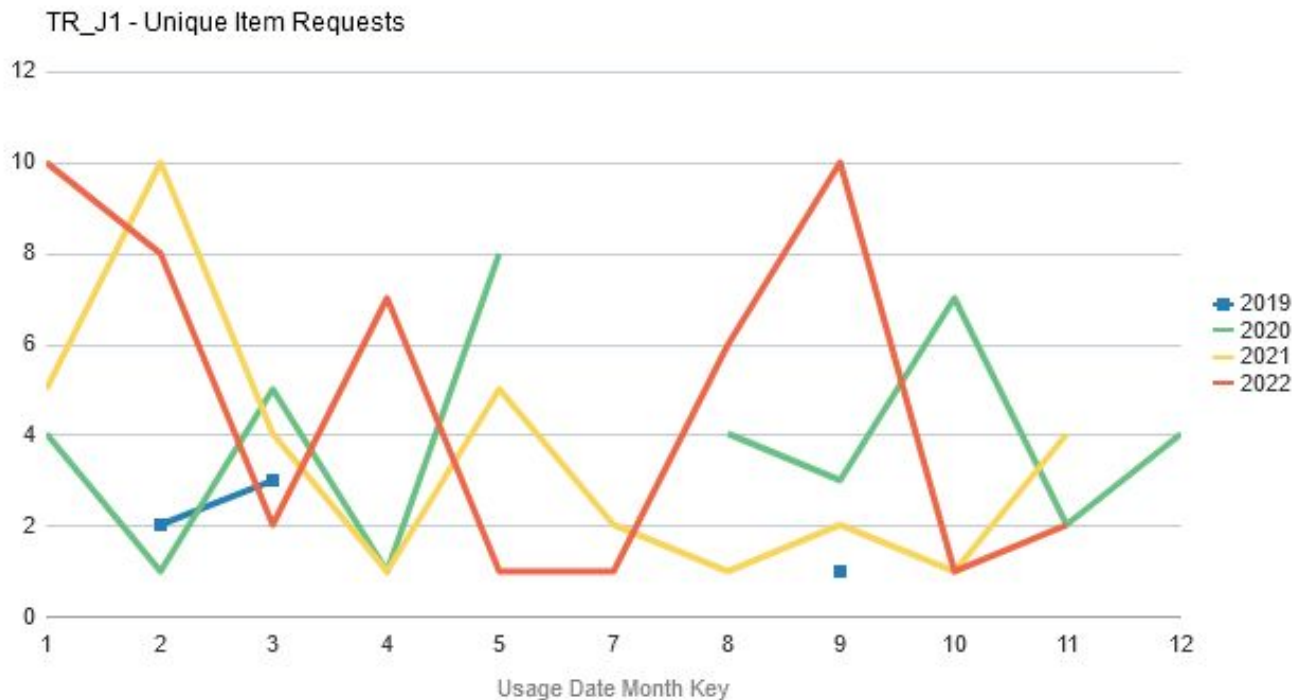
TR_J1 Usage by month by Platform

The number of unique requests across time.
Broken lines indicate no usage for that month.
Data for the most recent month provided may not be complete.



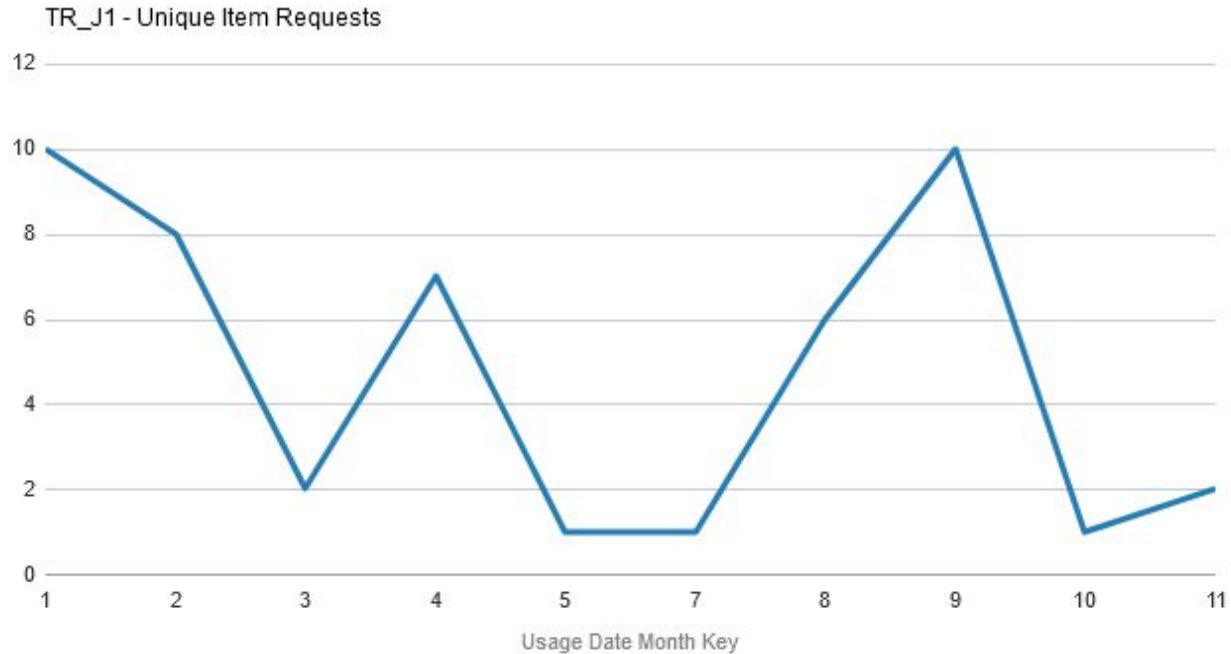
TR_J1 Usage by month and year

The number of unique requests across time.
Broken lines indicate no usage for that month.
Data for the most recent month provided may not be complete.



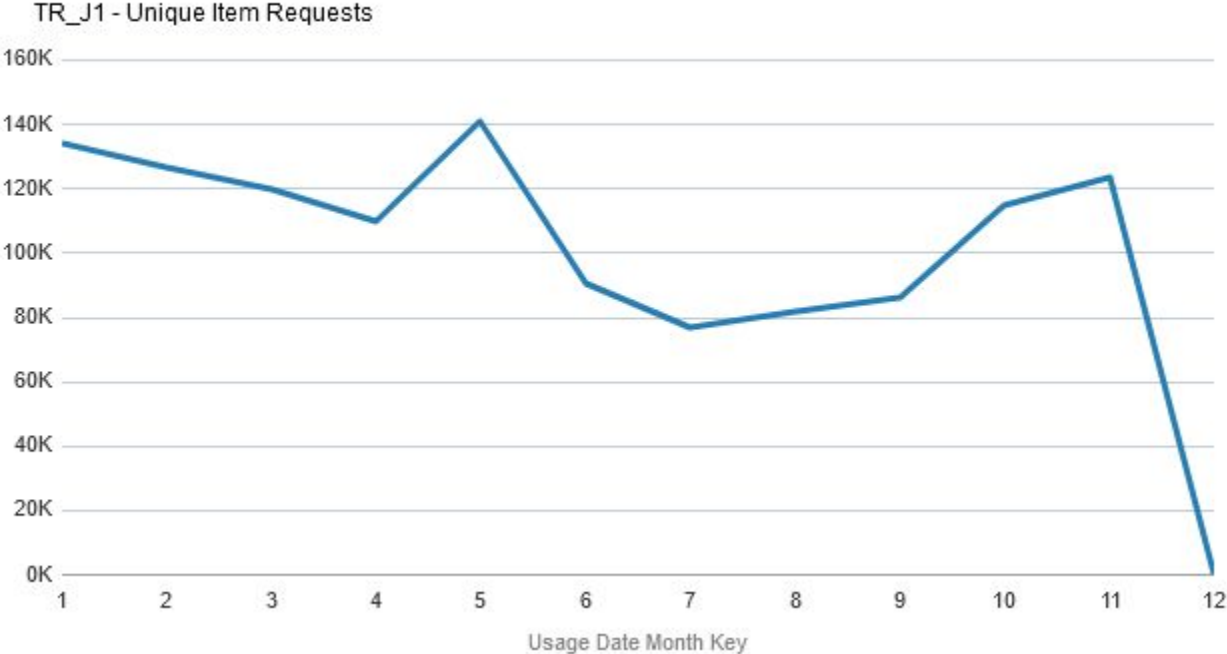
TR_J1 Usage by month and year – Limited to one title

The number of unique requests across time.
Broken lines indicate no usage for that month.
Data for the most recent month provided may not be complete.



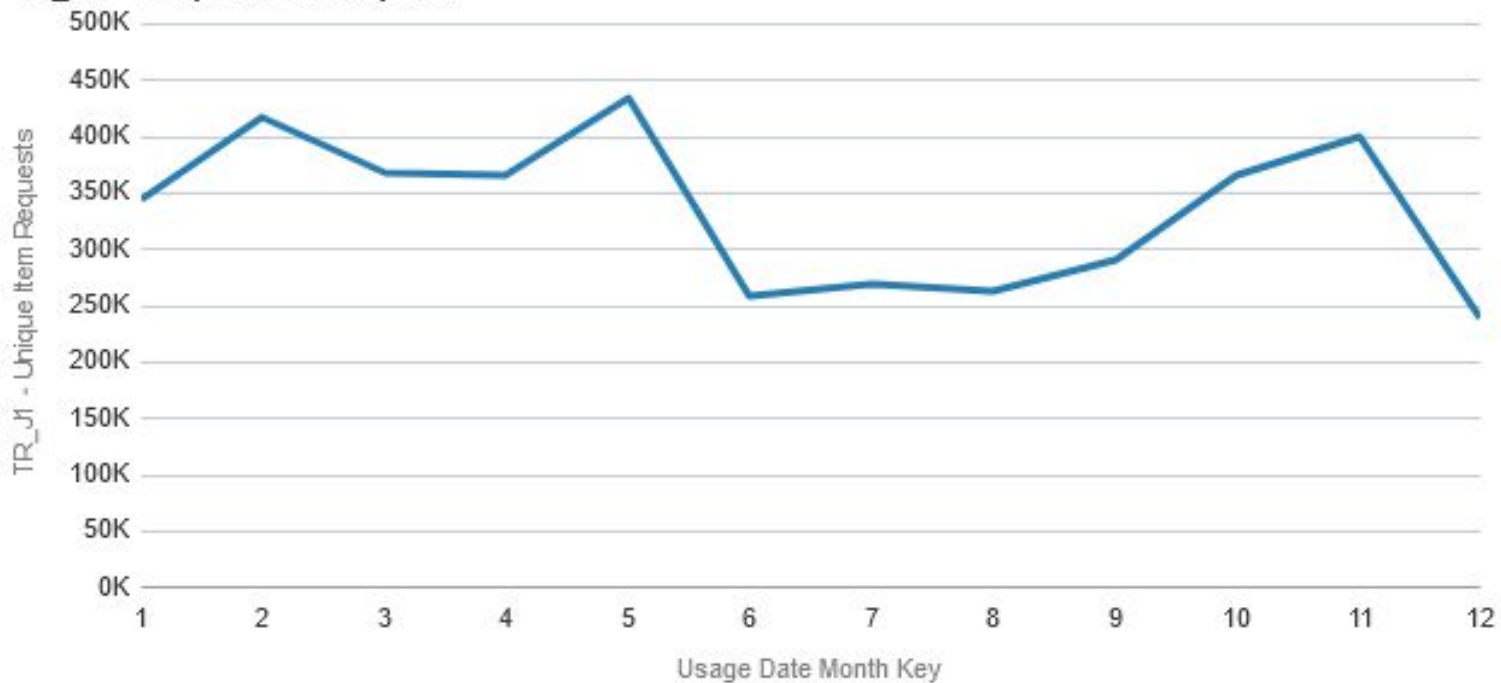
TR_J1 Usage by month over last year – Limited to one title

The number of unique requests across time.
Broken lines indicate no usage for that month.



TR_J1 Usage by month over last year

TR_J1 - Unique Item Requests



TR_J1 Usage by month

Pie charts

Pie charts are used to represent portions of a whole.

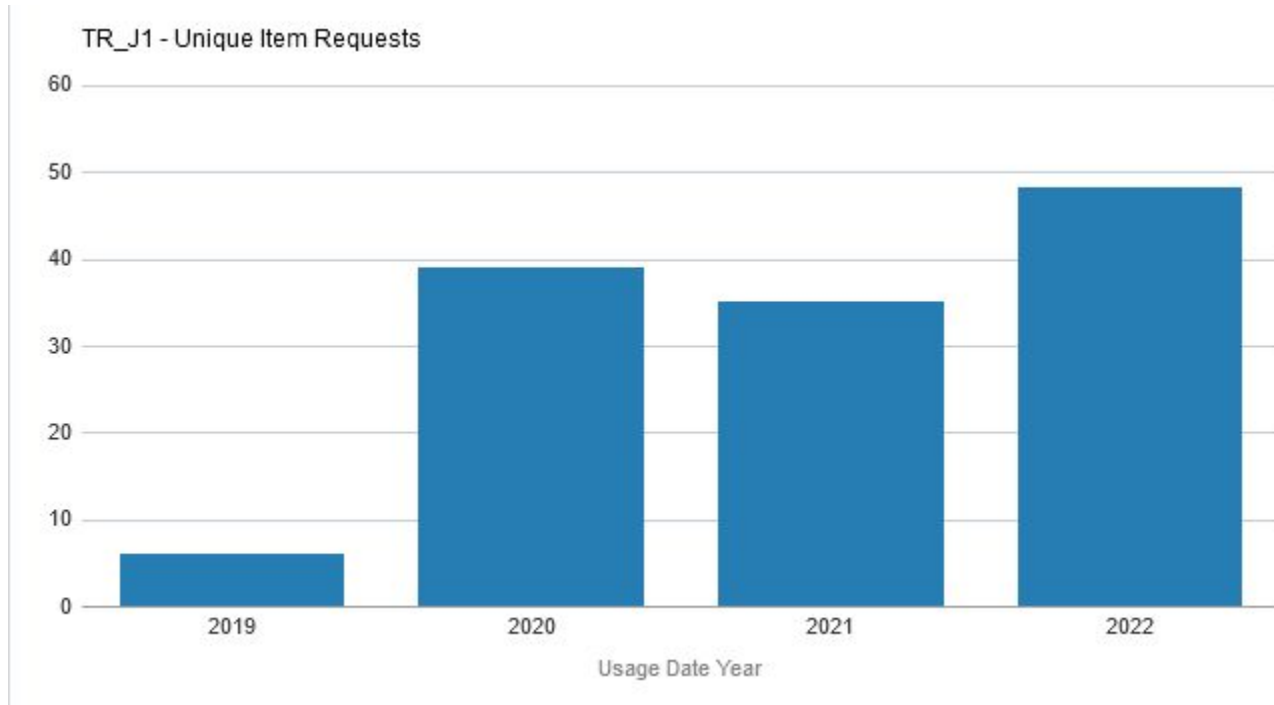
[From Data to Viz](#)

Bar Plots

Bar Plots show the numeric value of a category.

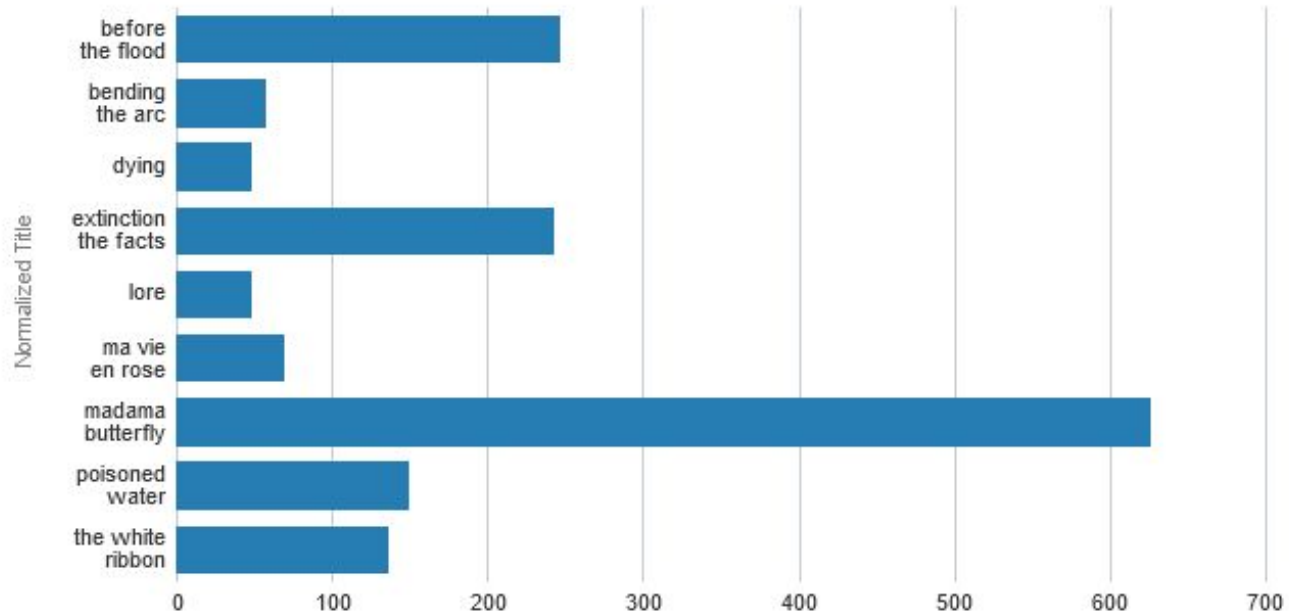
[From Data to Viz](#)

A decorative pattern at the bottom of the slide consisting of a series of vertical bars of varying heights, rendered in a lighter shade of teal against the darker teal background.



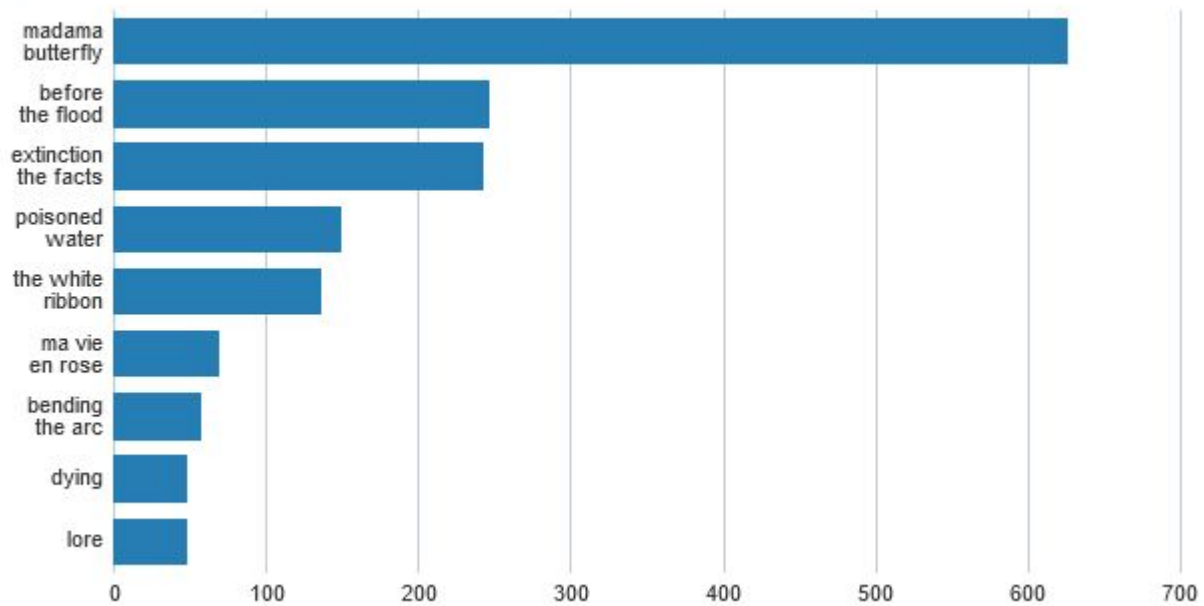
TRJ1 Bar by Year – limited to one title

Usage Date Year 2022 IR_M1 - Total Item Requests



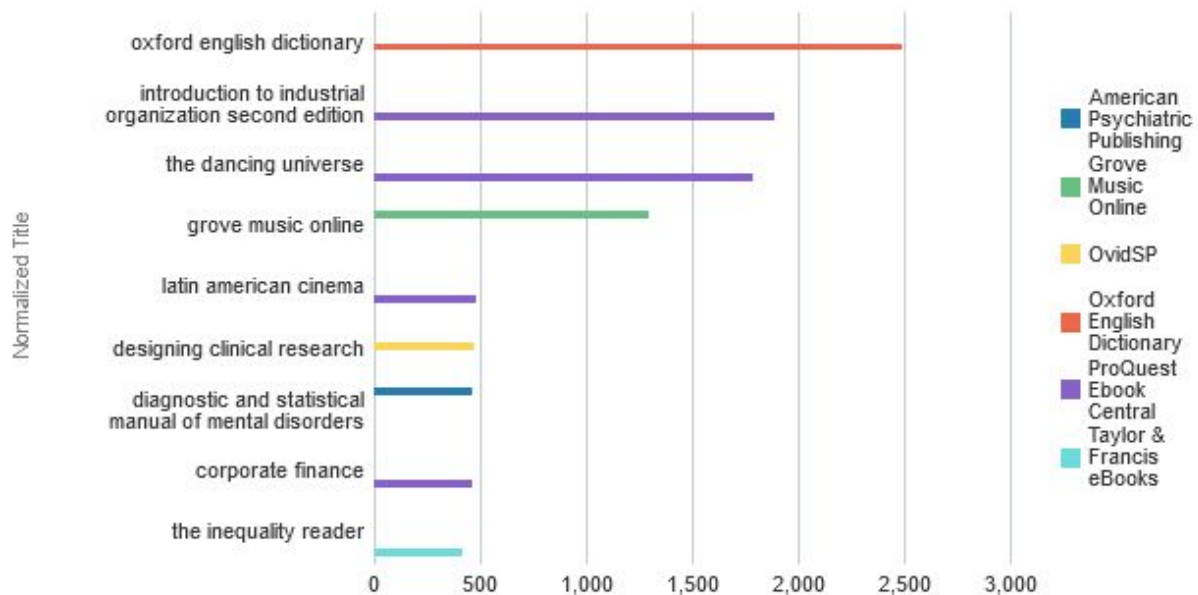
IRM1 Bar top ten by Title

sage Date Year 2022 IR_M1 - Total Item Requests



IRM1 Bar top ten by Title – Sorted

Usage Date Year 2022 TR_B1 - Unique Title Requests



TRB1 Bar top ten by Title

Stacked Bar

A stacked bar plot shows a secondary category within a bar plot.

[From Data to Viz](#)

The number of unique requests each year divided by platform.

Here it will be easy to compare usage for titles by direct publisher or aggregator site.

Common aggregators: EBSCO, ProQuest, and JSTOR.

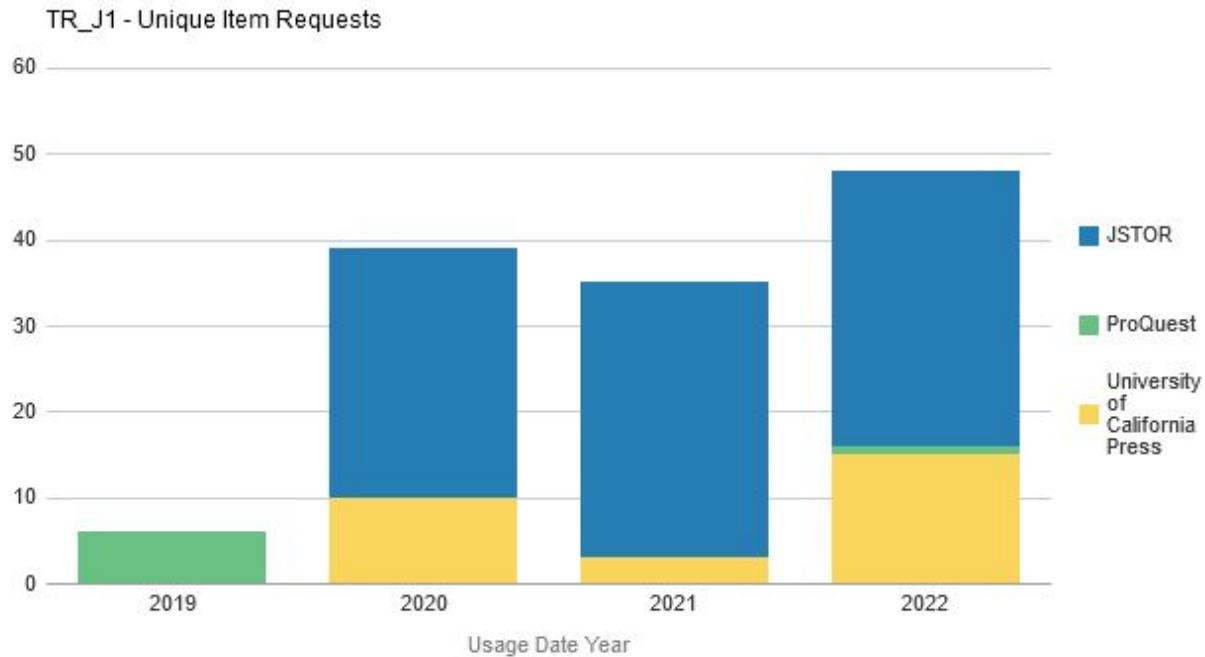


TRJ1 Bar colored by Platform -Overview

The number of unique requests each year divided by platform.

Here it will be easy to compare usage for titles by direct publisher or aggregator site.

Common aggregators: EBSCO, ProQuest, and JSTOR.



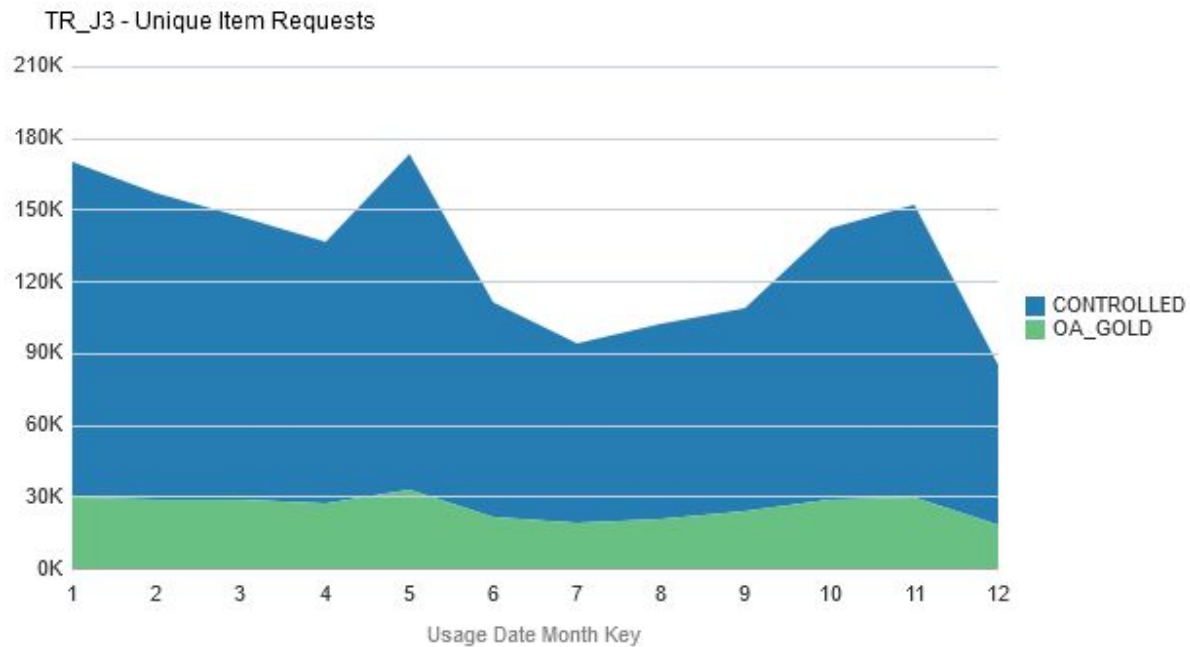
TRJ1 Bar colored by Platform – limited to one title

Stacked Area

A stacked area chart is similar to a line chart but the values will sit on top of each other. Therefore they are good for showing proportion (part of a whole)

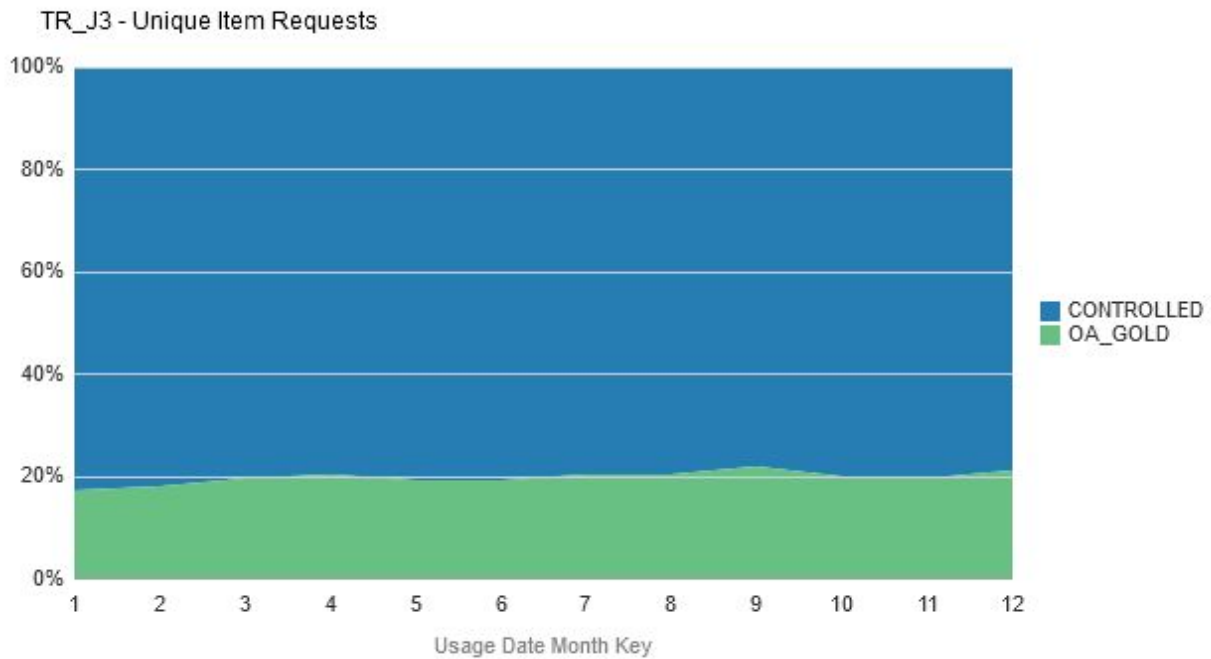
[From Data to Viz](#)

Usage Date Year 2022 ▼

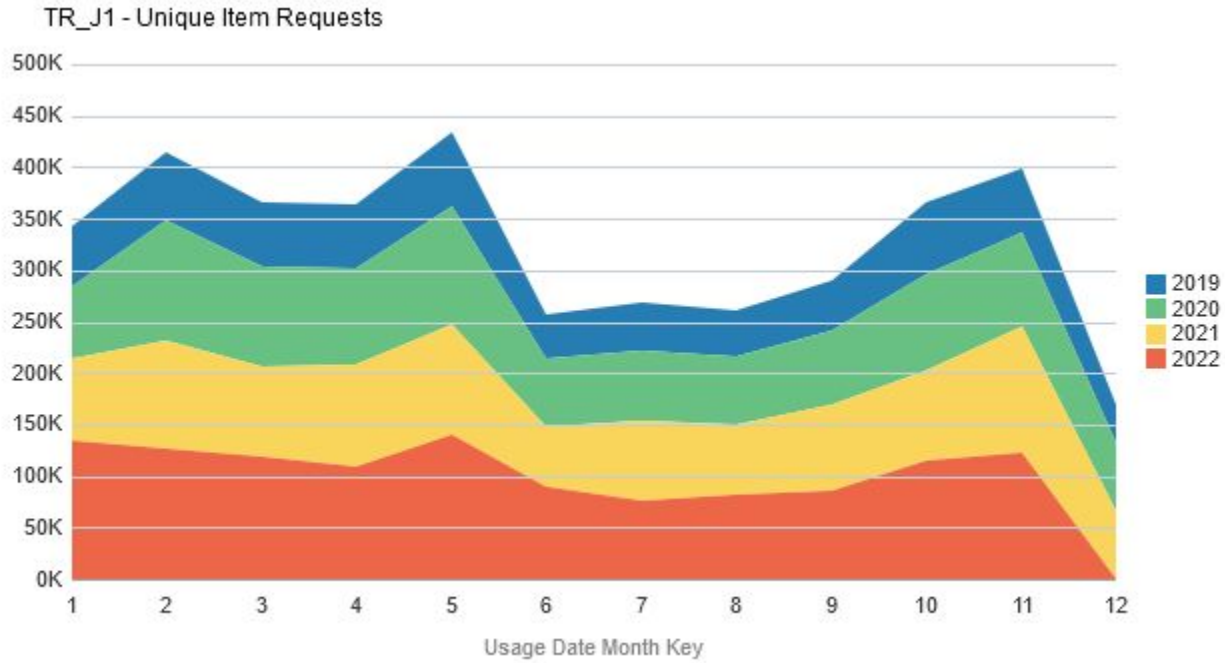


TRJ3 Stacked area by month and Access Type

Usage Date Year 2022 ▼



TRJ3 Stacked area by month and Access Type



TRJ1 Stacked area by month and year

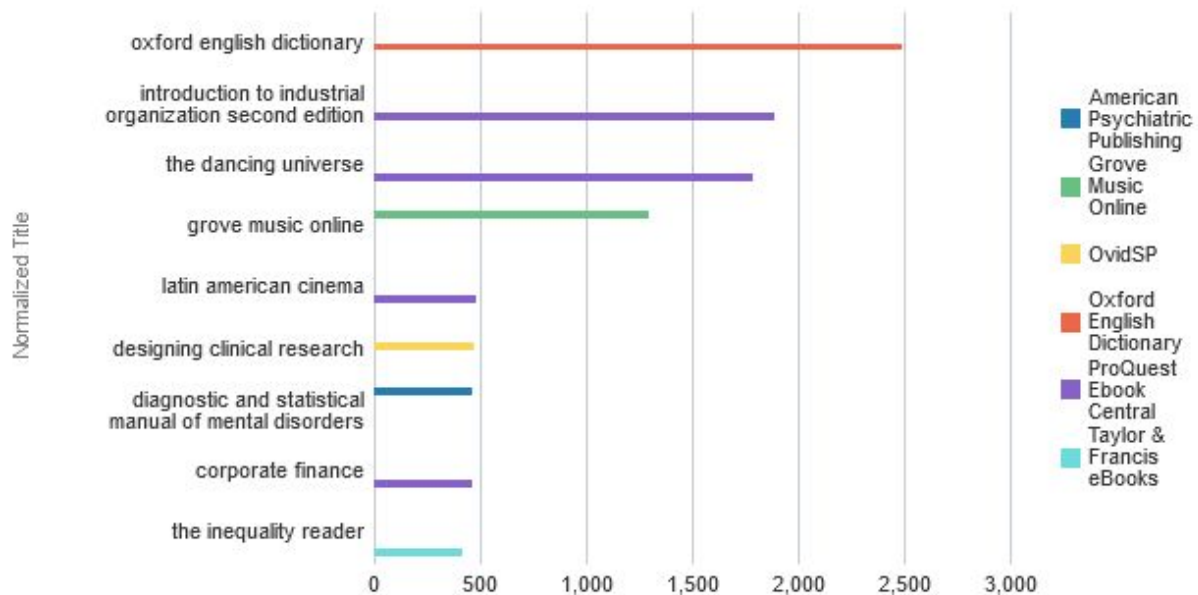


Descriptions

Who ever your audience is (even if its future you) knows less about COUNTER data and the purpose of the visualizations your creating than you do.

In addition, you want to make sure that your viewer has the **context** to understand the data that your showing. Doing this without leading the viewer to the conclusion you want them to make can be tricky but I find it is easiest if you explain what the data is rather than the graph itself.

Usage Date Year 2022 TR_B1 - Unique Title Requests



TRB1 Bar top ten by Title

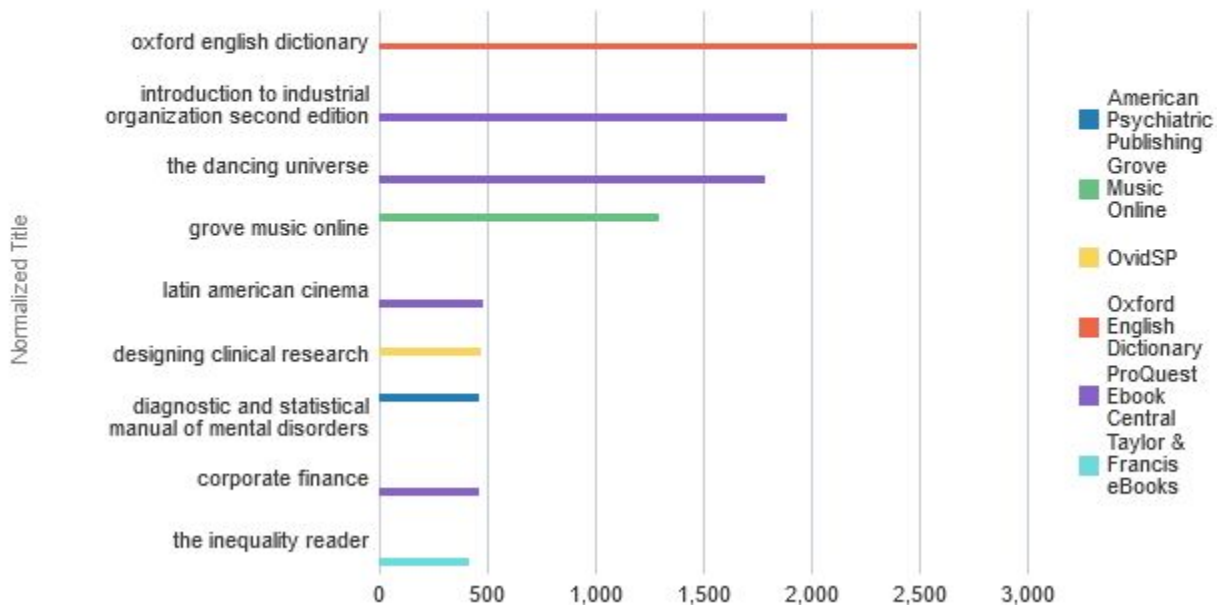
The top ten requested book titles for this year.

Bar colors are based on the platform these requests were made on.

Data does not combine uses for the same title on different platforms.

Usage Date Year 2022

TR_B1 - Unique Title Requests

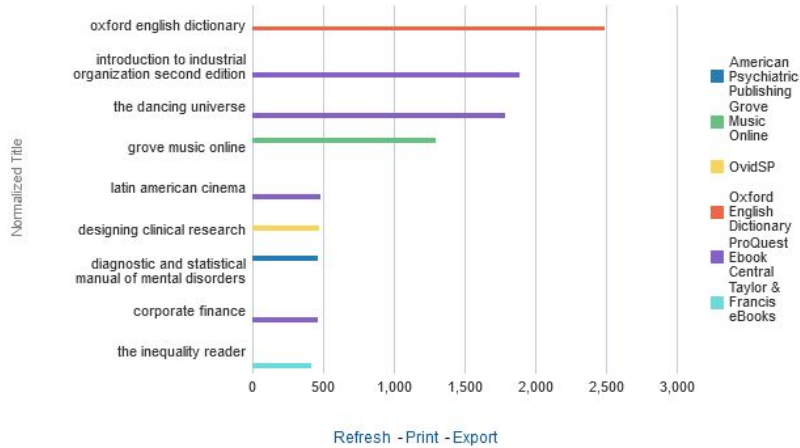


TRB1 Bar top ten by Title

The top ten requested book titles for this year.

Bar colors are based on the platform these requests were made on.
Data does not combine uses for the same title on different platforms.

Usage Date Year 2022 TR_B1 - Unique Title Requests



The top ten requested book titles for this year.

Use the platform filter to see the top ten book titles for an individual platform.

Normalized Title	Normalized ISBN	Platform	Publisher	Usage Date Year	TR_B1 - Unique Title Requests
corporate finance	9781260772388	ProQuest Ebook Central	McGraw-Hill US Higher Ed USE	2022	463
designing clinical research	9781975174408	OvidSP	Lippincott Williams & Wilkins (LWW)	2022	476
diagnostic and statistical manual of mental disorders	9780890425572	American Psychiatric Publishing	American Psychiatric Publishing	2022	464
grove music online	9781561592630	Grove Music Online	Oxford University Press	2022	1,296
introduction to industrial organization second edition	9780262035941	ProQuest Ebook Central	MIT Press	2022	1,892
latin american cinema	9780520288638	ProQuest Ebook Central	University of California Press	2022	483
oxford english dictionary	9780198605553	Oxford English Dictionary	Oxford University Press	2022	2,492
the dancing universe	9781584654667	ProQuest Ebook Central	Dartmouth College Press	2022	694
			University Press of New England	2022	1,095
the inequality reader	9780429494468	Taylor & Francis eBooks	Routledge	2022	419



TRB1 Bar top ten by Title – with table



References

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<https://cop5.projectcounter.org/en/5.0.2/00-foreword.html>

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Further Reading

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Questions?

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