

At your service!:
Getting set up to responsively
deliver actionable information
with your usage data

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Usage data and its uses

- E-Resource usage data is fundamental to assessment of electronic collections
- A major concern of personnel involved with e-resources management
- Helps provide answers to a range of common questions, for example:
 - Is this journal getting enough use to **justify a subscription**?
 - Are enough titles in this journal collection getting sufficient use to **justify subscribing to the package** as opposed to individual titles?
 - What have been our **most popular databases** over the past five years?
 - Are there **in-demand ebook titles** that our users have been trying unsuccessfully to access?
 - etc. ...

Approaches to Report Collection & Management

- Reactive:
 - Decentralized
 - Focused on ad hoc requirements
 - Reports retrieved on-demand
- Proactive:
 - Centrally managed program
 - Comprehensive coverage of the e-resource collection
 - Regularly updated
 - Monitored and documented

Vendor- vs. Library System-Generated Reports

- Vendor-generated usage reports:
 - Activity on servers identified as coming from the library's users
 - Typically based on IP address, or institutional credentials via single sign-on
- Library system-generated usage reports:
 - Clicks in catalog/A-Z list
 - Link resolver calls
 - Authentication system logs: EZProxy, Single Sign-On

What do you need to report about?

- Identify the online platforms where your users are accessing content
- Use your knowledge base:

Interface name	packageName
Accessible Archives	Accessible Archives Complete
Accessible Archives	African American Newspapers in the South, 1870-1926
ACLS Humanities eBook	ACLS Humanities eBook
ACM Digital Library	ACM Digital Library Complete
Adam Matthew Digital	Early Modern England
Adam Matthew Digital	East India Company Records III
AIP Publishing	AIP Journals Complete
Akademiai Kiado	Akademiai Kiado
AM (Adam Matthew)	African American Communities
AM (Adam Matthew)	Age of Exploration
...	...

- And/or a list of resource URLs:

Name	URL
Classical Music Library	https://search.alexanderstreet.com/clmu
Underground and Independent	https://search.alexanderstreet.com/comx
Docuseek2 Complete Collection	https://search.alexanderstreet.com/ds2e
American History in Video	https://video.alexanderstreet.com/channel/american-h
Opera in Video	https://video.alexanderstreet.com/channel/music-onlin
...	...

How do you get the reports?

- Administrator/usage reporting login
 - Try to avoid using personal email addresses!
- Email/web form requests
 - Contact points may change; be ready to be persistent
 - Be clear about the data and format you want
 - Re-use request emails for consistency
- Document anything potentially confusing about report access pathways

What type of reports are you collecting?

- Standard (COUNTER) or non-standard?
- Standard reports are preferable... but not always available
- COUNTER 5: Base reports, “views”, or both?
 - Base Reports (TR, DR, PR, IR) provide complete data
 - Views (e.g. TR_J1, TR_J3, TR_J4) may be easier to use
- Non-standard reports will all be different... document!

Resource	POL	Alma Vendor Record	Action	Metrics to report	Resource Type
Birds of the World	POL-xxxx	CORNELL LAB OF ORN	Download report; reformat data to show page views for desired period	Page views	Database
Chicago Manual of Style	POL-xyxx	UNIV OF CHICAGO PR	Copy-paste report information for previous fiscal year	Page views	Reference Work
Columbia Gazetteer	POL-xyyx	COLUMBIA UNIV PRE	Download SECTION REQUESTS report; only R2 Database reports available	Section Requests	Reference Work
D&B Hoovers	POL-xxxxy	MERGENT INC:	Under General Administration>Usage Reporting, change metric from "Site	Exclude event categories:	Database

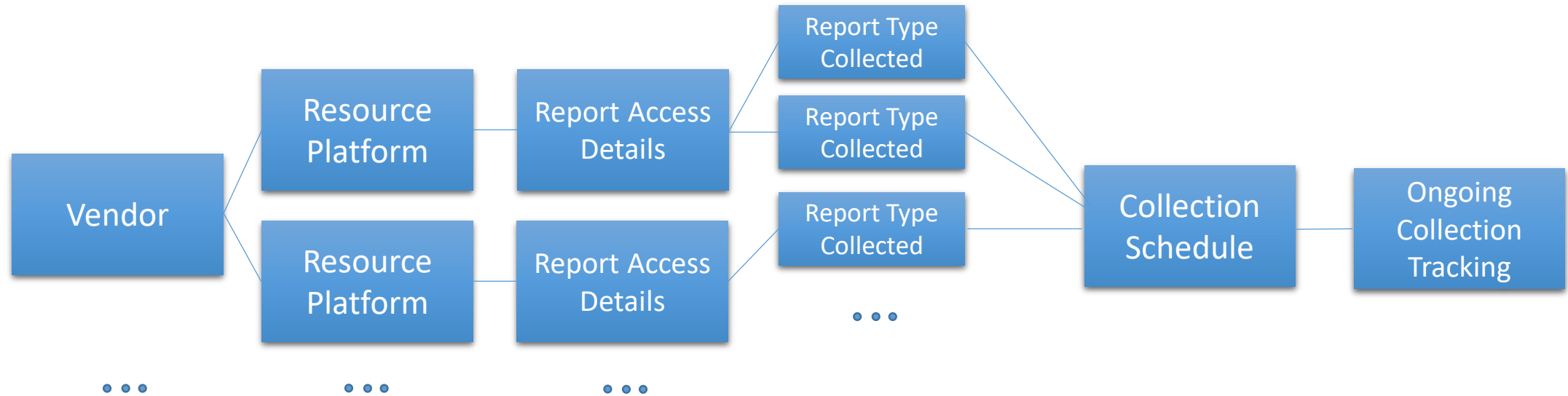
How often do you need to collect reports?

- What are your actual reporting requirements?
 - Fiscal year, calendar year, or more frequent?
- Develop a workable, consistent schedule for manual collection
 - Standardize reporting periods
 - Get data broken down by month if possible
- SUSHI harvest can run monthly - needs to be monitored

Document!

- Overview/rationale
- Detail of reports collected for providers/platforms, and method of collection
- Tracking of report collection

Document!



Thank you!