Beyond Vendor Solutions: Homegrown COUNTER Usage Statistics Reports and Analysis

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ER Usage Statistics 101

- COUNTER
  - JR1 (Journals)
  - DB1 (Databases)
  - BR1/BR2 (ebooks)

- Non-COUNTER

- SUSHI protocol (for automated retrieval)
Vendor options vs. DIY

Pros
- Usually involve SUSHI retrieval and *hopefully* acquisitions data integration
- Saves time spent otherwise manually retrieving usage reports
- Enables some reporting and visuals

Cons
- $$$
- Still have to configure SUSHI accounts for EVERY vendor
- Sometimes, still have to retrieve usage reports manually and upload
- Acquisitions integration is not always reliable, especially in a “mixed” shop
- Available report options often not adequate or customizable
Homegrown Usage Reports: Some assembly required

- COUNTER reports
- Acquisitions cost data (ILS, Vendor Pricelist, etc.)
- Package titlelist (for Big Deal journal packages)

**ALL** of these will come in the form of spreadsheets (.xlsx, .csv, .tsv, KBART)
<table>
<thead>
<tr>
<th>Package Title</th>
<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>JR1</td>
<td></td>
</tr>
</tbody>
</table>
Database reports

- Ebsco, ProQuest, Gale
- COUNTER reports (DB1s) are NOT that useful
- Non-COUNTER reports contain full-text download statistics

FULL-TEXT DOWNLOADS ARE GOLD!!!!!!
Journal Package Reports

- Elsevier ScienceDirect, Sage Premier, society packages like American Physical Society
- COUNTER JR1 reports for multiple years (ex. 2014-2016)
- Utilize cost data from a generic publisher titlelist, not from ILS
  - Looking at what cost-per-use would be if subscribing to journals individually instead of in a “Big Deal”
  - These lists can often be found on publisher sites or through an internet search
- Utilize a list of what journal titles your library is entitled to in the package in the given year
Excel Formulas: VLOOKUP and IFERROR

- **VLOOKUP** – allows you to look for the value of a cell (e.g., Title X in A2) in a column or array (multiple columns) such as B:D; if a match is found, it will print the value from the column specified (NOT NECESSARILY THE VALUE MATCHED)
  - Allows us to take a JR1 and a pricelist, look for matches between the two utilizing ISSN as a matchpoint, and produce a JR1 list of title usage with cost added into it.
- **IFERROR** – allows you to utilize multiple VLOOKUPs, allowing you to utilize multiple matchpoints.
  - If your first VLOOKUP utilizes a unique ID and doesn’t find a match, IFERROR gives you the chance to utilize a second VLOOKUP on ISSN or title.
VLOOKUP

=VLOOKUP(A2,'Ebsco Usage 2015'!A:D,4,FALSE) (From Ebsco_DatabaseUsage report spreadsheet)

Looking for Academic Search Premier in the Ebsco Usage 2015 tab in column array A-D. If a match is found, return the value found in the 4th column (D).
=IFERROR(VLOOKUP(B2,'Sage JR1 2013'!D:R,15,FALSE),IFERROR(VLOOKUP(C2,'Sage JR1 2013'!E:R,14,FALSE),"No stats")) (From Sage Premier report)

- If the first VLOOKUP checking for a match on the Sage JR1 2013 tab does NOT find a match via Print ISSN column, do another VLOOKUP for a match in the Online ISSN column. If the second VLOOKUP does NOT find a match, do another VLOOKUP in the title column. If no match is found, print “No stats”.
Extras

- Conditional formatting
  - Graphical visualization of which titles have high or low usage or CPU

- Pivot tables
  - Depending on extra information provided in base title list, you can show usage by journal subject (see Sage Premier report as example)
Sage Premier – Multi-year usage with conditional formatting
Sage Premier Pivot Chart – Usage by subject

- Arts and Humanities
- Business Management
- Communication & Media Studies
- Criminology & Criminal Justice
- Education
- Engineering and Material Sciences
- Health Sciences
- Politics & International Relations
- Psychology
- Science, Technology and Medicine
- Sociology
- (Other)

Sum of 2013 Usage
Sum of 2014 Usage
Sum of 2015 Usage
Questions?

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