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Strength in Numbers: collaborative approaches to extending Jisc's library analytics services

24th Annual Conference & Exhibition of the SLA/AGC

6-8 March 2018

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Context

- Rising cost of e-resources vs institutional and consortial budget constraints
- Data for:
  - Assessing ROI
  - Evaluation and analysis
  - Reporting
  - Demonstrating impact
  - Marketing & promotion
  - Understanding usage patterns and trend forecasting

Challenges

- Access - data collection and collation is time consuming
- Analysis - data is inaccurate, unreliable or incomparable
- Reporting – supplying reports in a timely manner
- Effective (& automated) tools required to streamline work processes and optimise people time

Journal Usage Statistics Portal (JUSP)

›**Access:** Quality assured, COUNTER-compliant usage data presented via simple, intuitive reports with export options for further analysis

›**Analyse:** Track usage, analyse trends over time, compare & benchmark

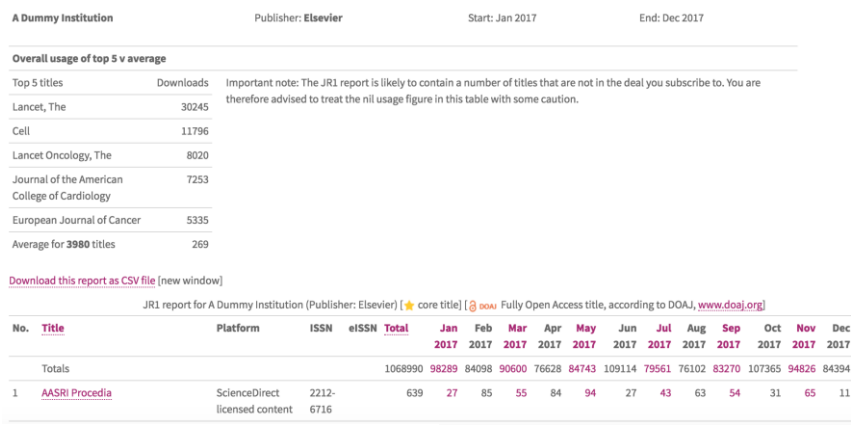
›**Report:** Create reports to monitor and communicate performance and ROI at the touch of a button

Publishers and data

- Approx. 90 participating publishers and intermediaries http://jusp.jisc.ac.uk/participants/
- Data
  - Gathered via SUSHI
  - Quality checked for standards compliance
  - Aggregated & presented via portal

Data ingest & output

- COUNTER reports
  - JR1, JR1a, JR1 GOA, JR2, JR5
  - BR1, BR2, BR3
  - DB1, DB2, PR1,
  - MR1 (future)
- Presentation
  - Journal level & summary reports
  - Book level & summary reports
  - Database and platform reports
  - Usage profiling reports
  - Data visualisations



A Dummy Institution Publisher: **Elsevier** Start: Jan 2017 End: Dec 2017

Overall usage of top 5 v average

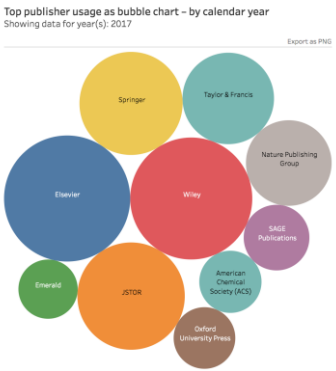
Top 5 titles	Downloads
Lancet, The	30245
Cell	11796
Lancet Oncology, The	8020
Journal of the American College of Cardiology	7253
European Journal of Cancer	5335
Average for **3980** titles	269

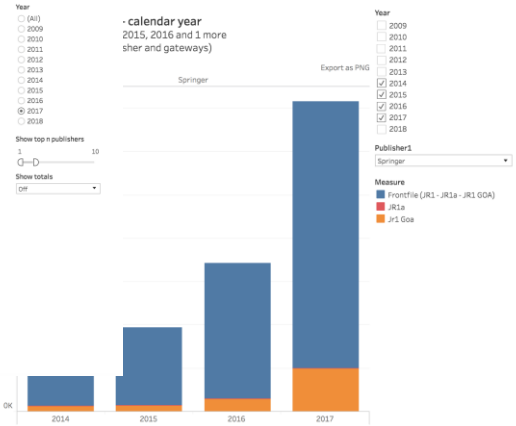
Important note: The JR1 report is likely to contain a number of titles that are not in the deal you subscribe to. You are therefore advised to treat the nil usage figure in this table with some caution.

Download this report as CSV file [new window]

JR1 report for A Dummy Institution (Publisher: Elsevier) [★ core title] [DOAJ Fully Open Access title, according to DOAJ, www.doaj.org]

No.	Title	Platform	ISSN	eISSN	Total	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017
	Totals				1068990	98289	84098	90600	76628	84743	109114	79561	76102	83270	107365	94826	84394
1	AASRI Procedia	ScienceDirect licensed content	2212-6716		639	27	85	55	84	94	27	43	63	54	31	65	11





Charts show dummy data

JUSP: data to support new insights

- **Rationale**
  - Libraries increasingly data-driven
  - Data vis used to support broader understanding and analysis
  - Previous visualisations limited flexibility and functionality
  - Opportunities to support HEI processes
- **Initial feedback**
  - Alternative means of querying data
  - Engaging new audiences
  - Interactive and flexible

Individual publisher usage - calendar year

Individual publisher usage - academic year

Individual publisher usage by month - sliding date ranges

Individual publisher usage trends – by month and calendar year

Individual publisher usage trends – by month and academic year

Combined calendar year and monthly trends for individual publisher

Combined academic year and monthly trends for individual publisher

Top publisher usage as bubble chart – calendar year

Top publisher usage as tree diagram – calendar year

Publisher usage by year showing direct accesses and access through gateways

Trends in direct publisher v gateway usage

All publisher usage – by publisher and academic year (SCONUL return)

Gold Open Access (GOA) usage - by publisher and calendar year

Compare your site with others in your Jisc Band

Compare your site with others in your peer groups

Charts show dummy data

Collaborative projects

NISO
How the information world CONNECTS

Usus
a community website on usage

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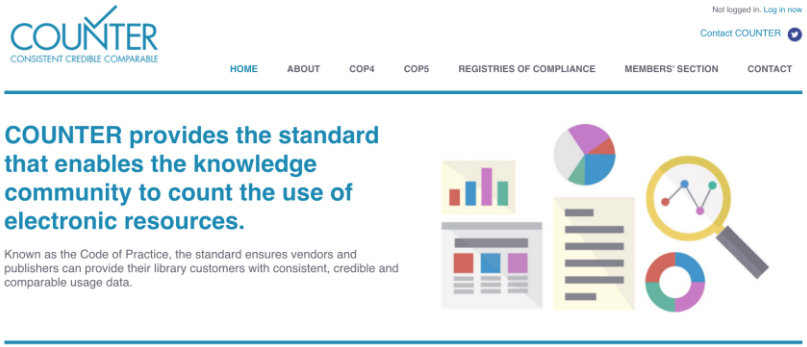
King Abdullah University of Science and Technology



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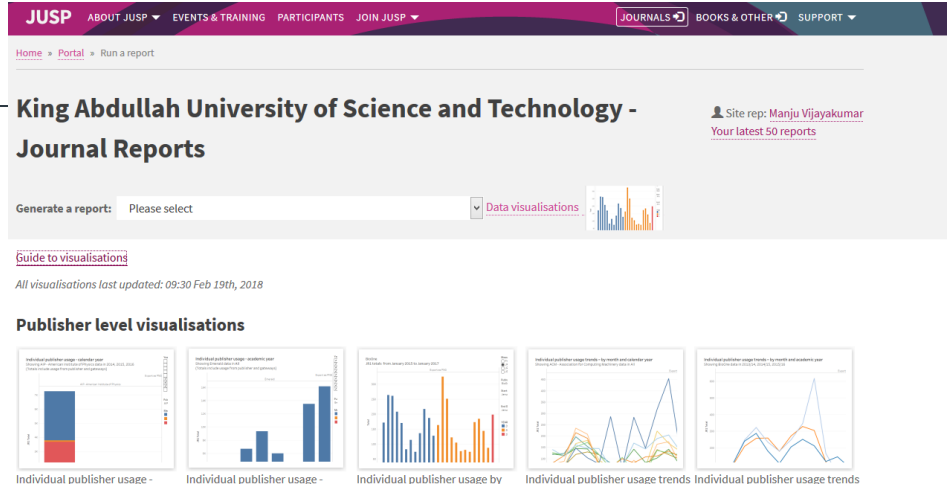
JUSP at KAUST



- Took one month to establish the portal
- Very easy to work with JUSP team
- JUSP has working relationship with around 80% of our Publishers
- No need to download stats by Publisher/Year/Collection
- All stats are collected by JUSP, and made available on the platform
- Many visualization options, many different reports and comparisons – hard to get though spreadsheets (nightmare)
- It's a game changer in Usage Analysis – very valuable to us

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Some uses at KAUST

- Library Director was able to share a chart for the Deans to show ACS has the second largest usage on the Campus. The visual was a click away for him to produce.

- Publishers annual increase percentage proposals can be negotiated down with relative usage increase compared to other Publishers.

- **Visual removed for purpose of circulation**

Institutional Repository Usage Statistics (IRUS-UK)

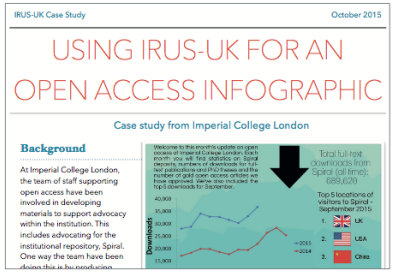
- A national aggregation service, enabling IRs to share/expose usage statistics at the individual item level, based on a global standard – COUNTER
- Collect raw download data from IRs for all item types within repositories
- Process those raw data into COUNTER-conformant statistics

IRUS-UK

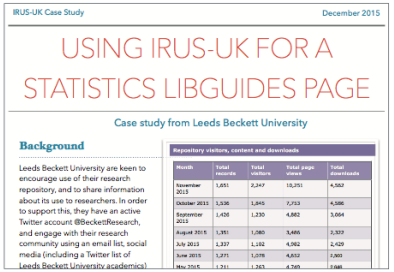
Case studies: available in IRUS-UK Support Materials (http://irus.mimas.ac.uk/help/support)

Apart from the advantages for individual institutions, IRUS-UK aggregates data to illustrate the combined usage of UK institutional repositories. This level of information provides an understanding of the ways in which UK IRs are used and provides organisations with statistics to use and exploit to support advocacy activities. Now that >90% of eligible UK IRs are using IRUS-UK, this participation provides opportunities. These are illustrated within several case studies.

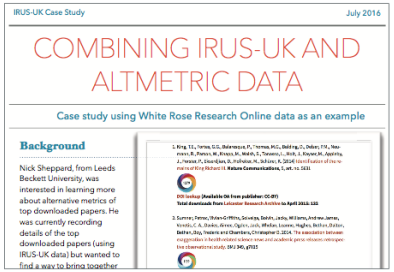
Imperial College London
Developing materials to support advocacy for their institutional repository, Spiral



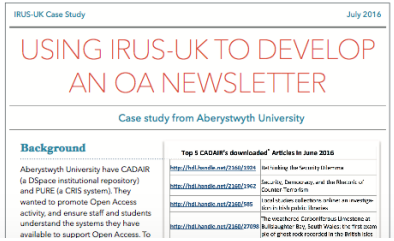
Leeds Beckett University
Encouraging use of their institutional repository



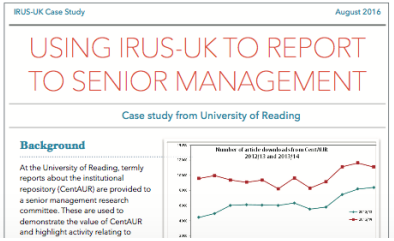
White Rose Research Online
Combining repository usage and Altmetric data (+ DIY guide for other IRs)



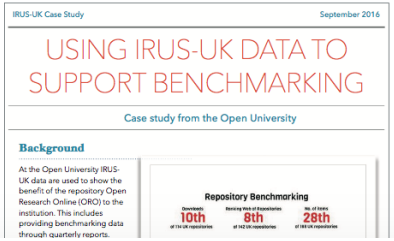
Aberystwyth University
Promoting Open Access activity and systems



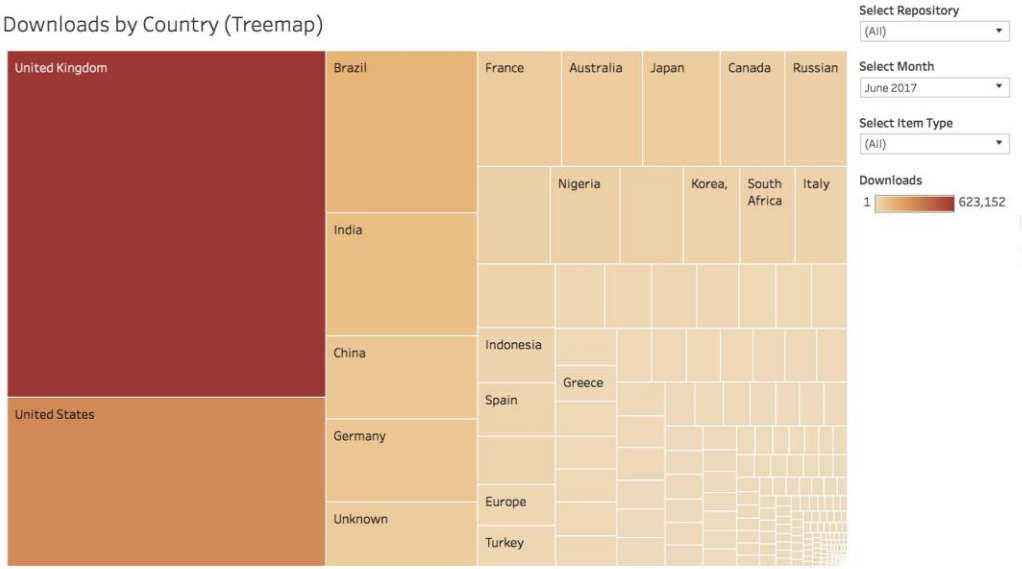
Reading University
Reporting to a senior management research committee

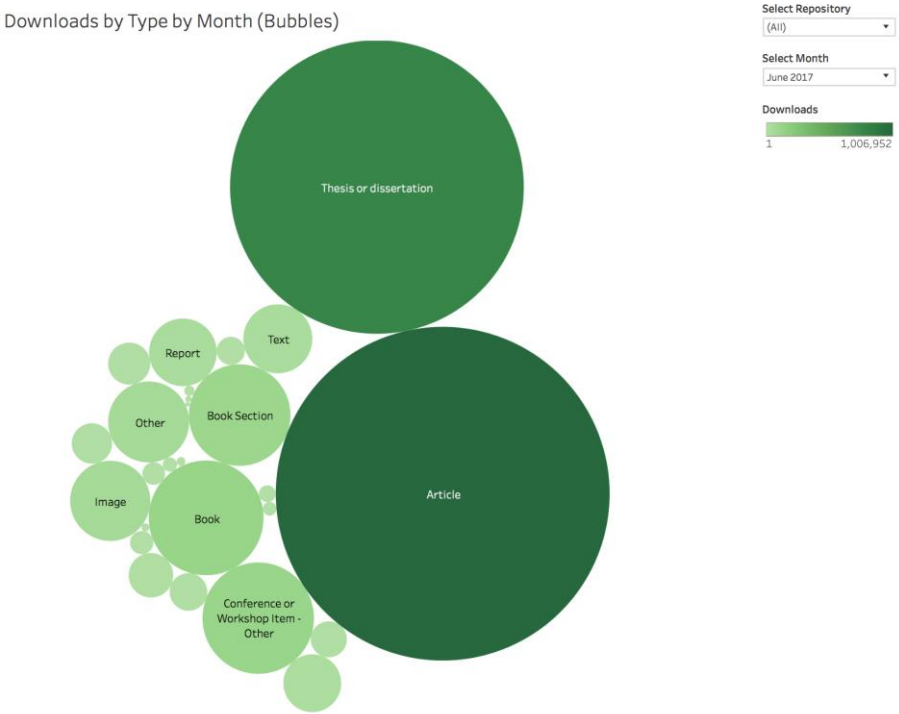


Open University
Promoting the benefits of their repository and benchmarking



IRUS: data to support new insights



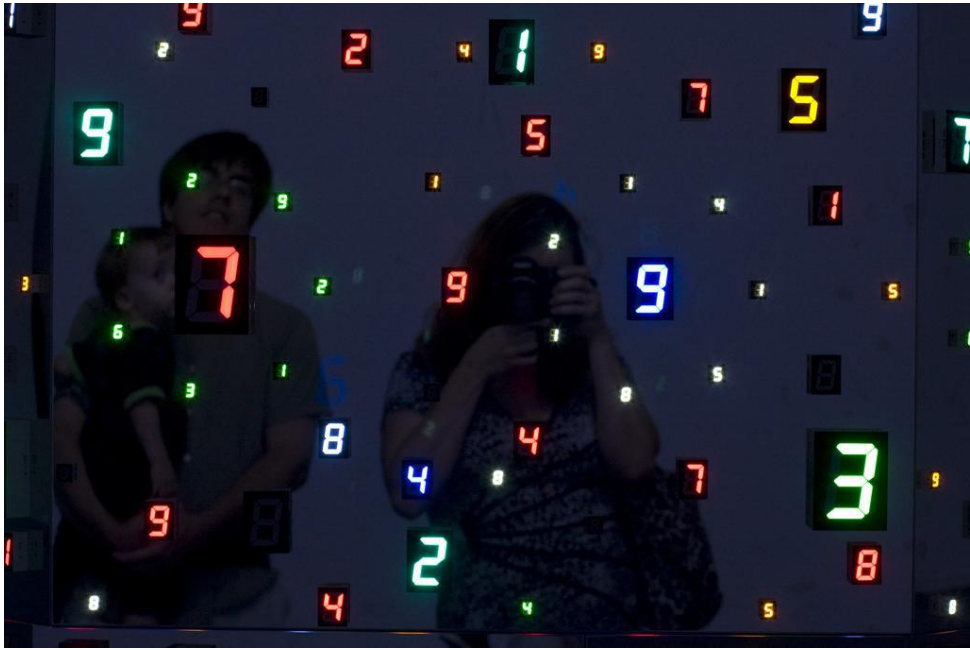


JUSP & IRUS

- Time & cost efficiencies
- Quality: data is rigorously checked, assured and maintained
- Data aggregation and profiling: supports comparison for defined groups or users
- Community and shared approaches to development
- Workflow mirrors common tasks
- Reporting: can support both institutional and national reporting requirements
- Standards: Lobbies for adherence to standards
- Interoperability: supports data export via manual/automated methods for further analysis
- Impartial: services delivered by established & trusted organisation
- Expertise: team has extensive knowledge and expertise and established networks

Benefits of collaboration

- Enhanced or improved data
- New datasets, offering new insights
- Greater efficiencies
- New tools or functionality
- New partnerships & collaborations offer new ideas and insights



Links

JUSP: http://jusp.jisc.ac.uk
»Case studies: https://jusp.jisc.ac.uk/case-studies/
»Use cases: https://jusp.jisc.ac.uk/use-cases/

IRUS: http://irus.mimas.ac.uk

Jisc: https://www.jisc.ac.uk/

COUNTER: https://www.projectcounter.org

Questions