

Seining the 'Net for Targeted Collections and Services



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Pre-Digital Metrics



- Gate/Head Counts
- Book/Journal Studies
- Reference Statistics
- Education Statistics

The Transition ...



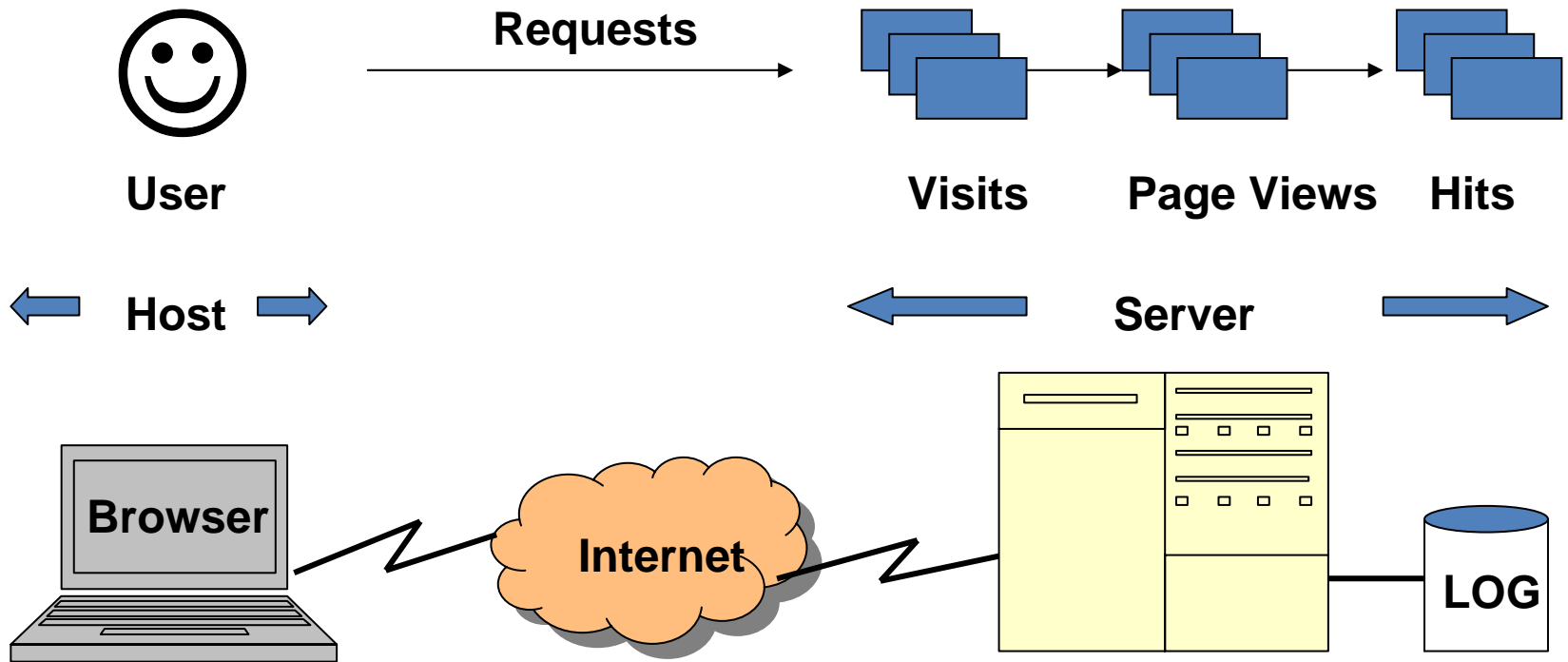
- Catalogs
 - Cards → Online Public Access Catalog
- Indices & Abstracts
 - Bound volumes → Searchable CD-ROM → Internet databases
- Journals
 - Bound volumes → Full-text HTML / PDF
- Books
 - Print copies → E-books

Paper access to Hyperlink access

What are E-Metrics?

1. The measurement of website visits
 - How many times a webpage is accessed
 - Volume of webpage views in a week
2. The measurement of activity and use of networked information
 - Number of uniquely identified website visitors
 - Total monthly searches for a keyword
 - Amount of online purchases for Widget X

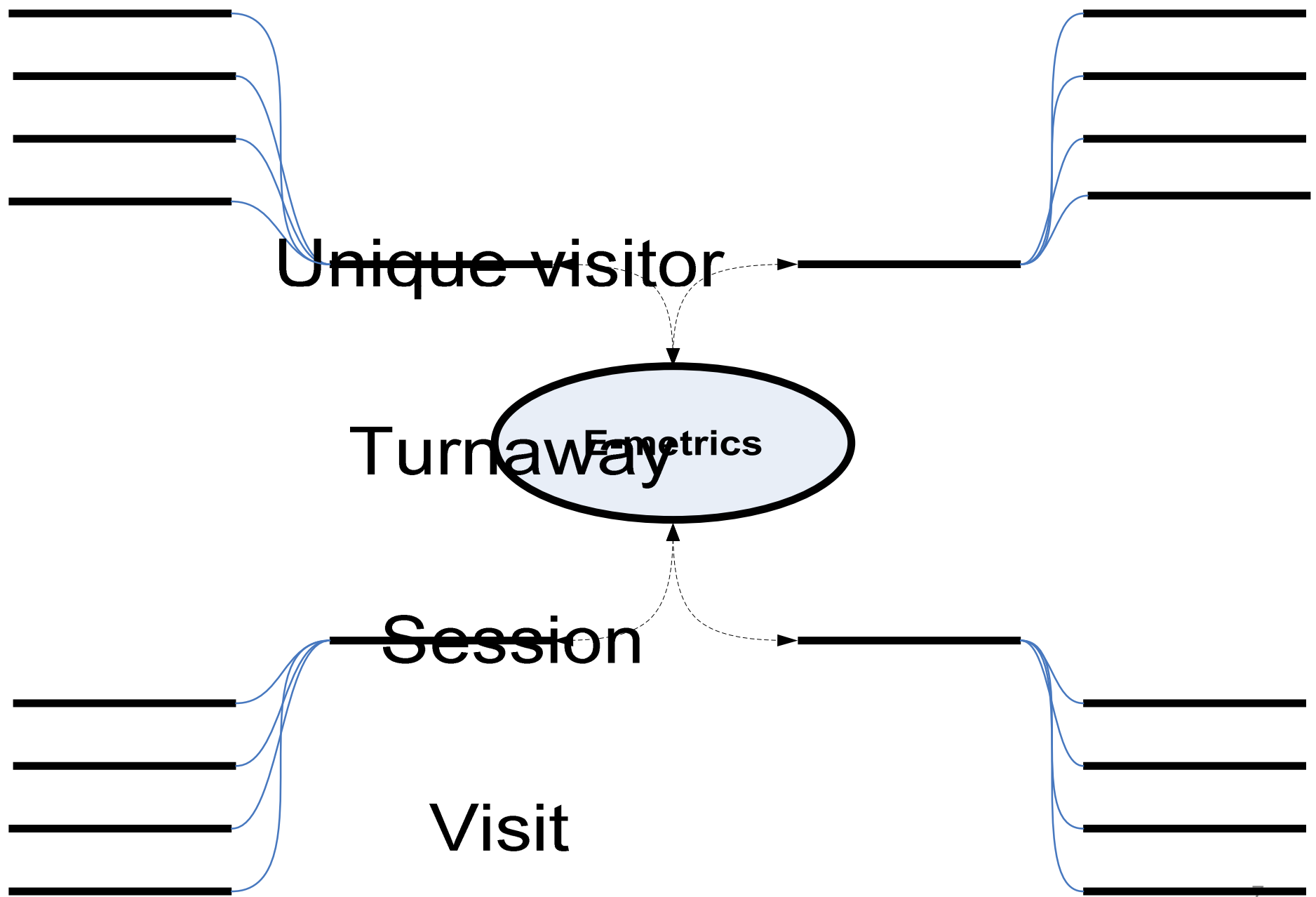
Web analytics framework



Why the need for Library E-Metrics?

- **Rising cost of content**
 - Value of subscriptions
 - True value of bundles
 - Duplication of titles
 - Print vs. Online usage
- **Collection Development**
 - Patron interests
 - Accreditation
 - Shrinking budgets
 - Cost Studies
- **Initiative Development**
 - Patron Interest/Need





Using Library E-Metrics for Comparable Print World Performance Measurements

- Service and Activity Measures
- Reporting Unit and Primary Target Population
- Physical Facilities
- Collection Resources
- Finances
- Human Resources





Library Metrics in the Digital World

- **Number of Sessions (Logins)**
- **Number of Queries (Searches)**
- **Number of virtual visits to the library website**
- **Number of documents downloaded**
- **Number of rejected sessions (Turnaways)**

Library profiles

Type	Likely Size	IT resources	Technical services structure
Basic (A)	Small	<ul style="list-style-type: none"> - Catalog and Web site servers in-house or externally hosted - Minimal technical support or outsourced 	Multi-function librarian
Intermediate (B)	Medium	<ul style="list-style-type: none"> - Locally hosted servers (catalog, web site, proxy ...) - Support mostly in-house - Some programming 	E-resource specialist in addition to traditional technical services
Advanced (C)	Large	<ul style="list-style-type: none"> - Locally hosted servers (catalog, Web site, proxy, file, print, database ...) - Support entirely In-house - Dedicated Systems department (administrators, programmers ...) 	E-resource section in addition to traditional technical services

COUNTER JR1 Report -- Number of Successful Full-Text Article Requests by Month and Journal

<i>Journal</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>
Academic Radiology	0	0	0	4	4	1
ACC Current Journal Review	0	0	41	0	0	0
Accident Analysis & Prevention	8	2	3	12	5	0
Accident and Emergency Nursing	0	2	1	1	3	0
Accounting, Management and Information Technologies	0	0	0	0	0	0
Accounting, Organizations and Society	0	0	0	1	0	0
Acta Materialia	118	97	119	78	94	110
Acta Metallurgica	0	0	0	0	0	0
Acta Metallurgica et Materialia	0	0	0	0	0	0
Acta Oecologica	3	13	28	1	1	0
Acta Psychologica	4	6	1	7	9	0

Elsevier Service Network Use -- Users, Network IP Addresses and Sessions

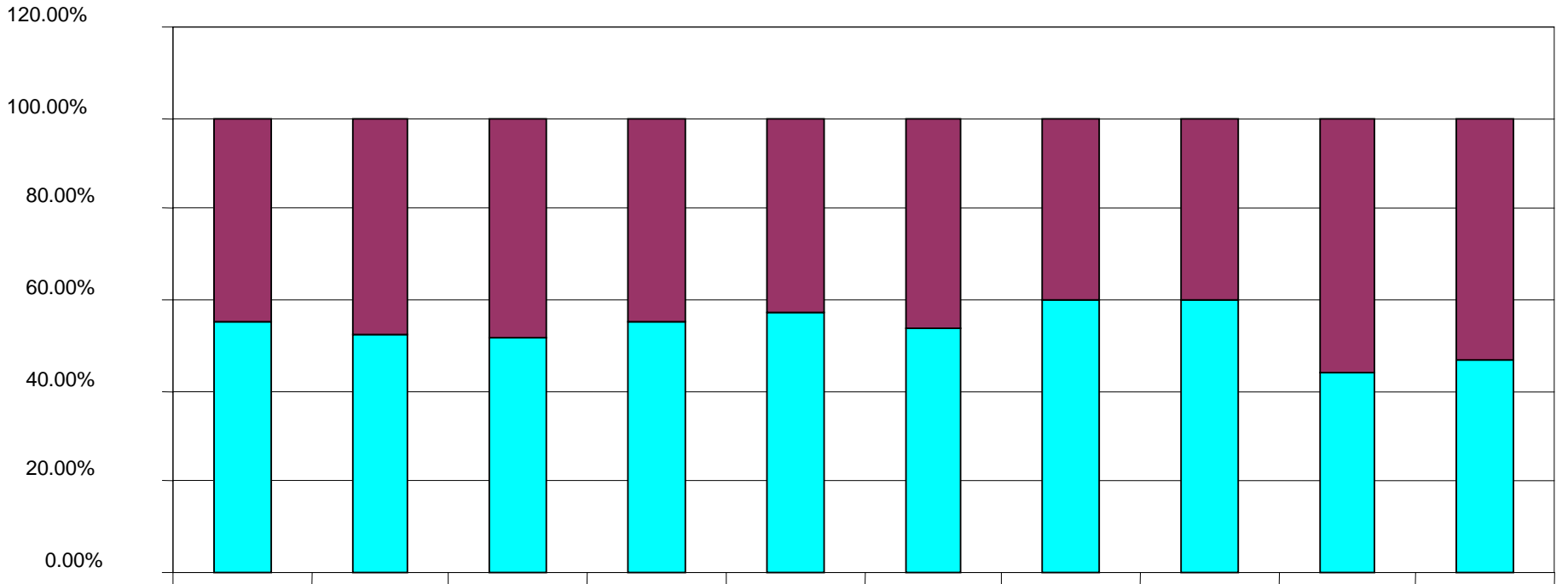
Metrics	Nov	Dec	Jan	Feb	Mar	Apr
	2003	2003	2004	2004	2004	2004
Number of users - detailed	3,821	3,626	3,169	4,406	4,670	4,023
Number of user sessions	9,552	8,645	8,650	11,269	12,018	10,323
Number of distinct IP's	1,651	1,545	1,404	1,925	2,003	1,837
Average session duration (hh:mm:ss)	0:06:33	0:06:36	0:06:06	0:06:15	0:06:17	0:05:55

Library B Most Accessed Web server pages

Pages		Views	% of Total Views	Visitor Sessions
1	Library B Home Page - http://www.libraryb.org/	53539	22.93%	27817
2	Electronic Journals - http://www.libraryb.org/resources/e-journals.html	22332	9.56%	12838
3	Research Databases - http://www.libraryb.org/resources/databases.html	7784	3.33%	5038
4	Electronic Books - http://www.libraryb.org/resources/e-books.html	1874	0.80%	1478
5	Library Services - http://www.libraryb.org/services/	739	0.31%	617
6	What's New? - http://www.libraryb.org/new.html	716	0.30%	582
7	Web Resources - http://www.libraryb.org/resources/web-resources.html	730	0.31%	575

% Usage from on-campus computers

% Usage from outside organization computers



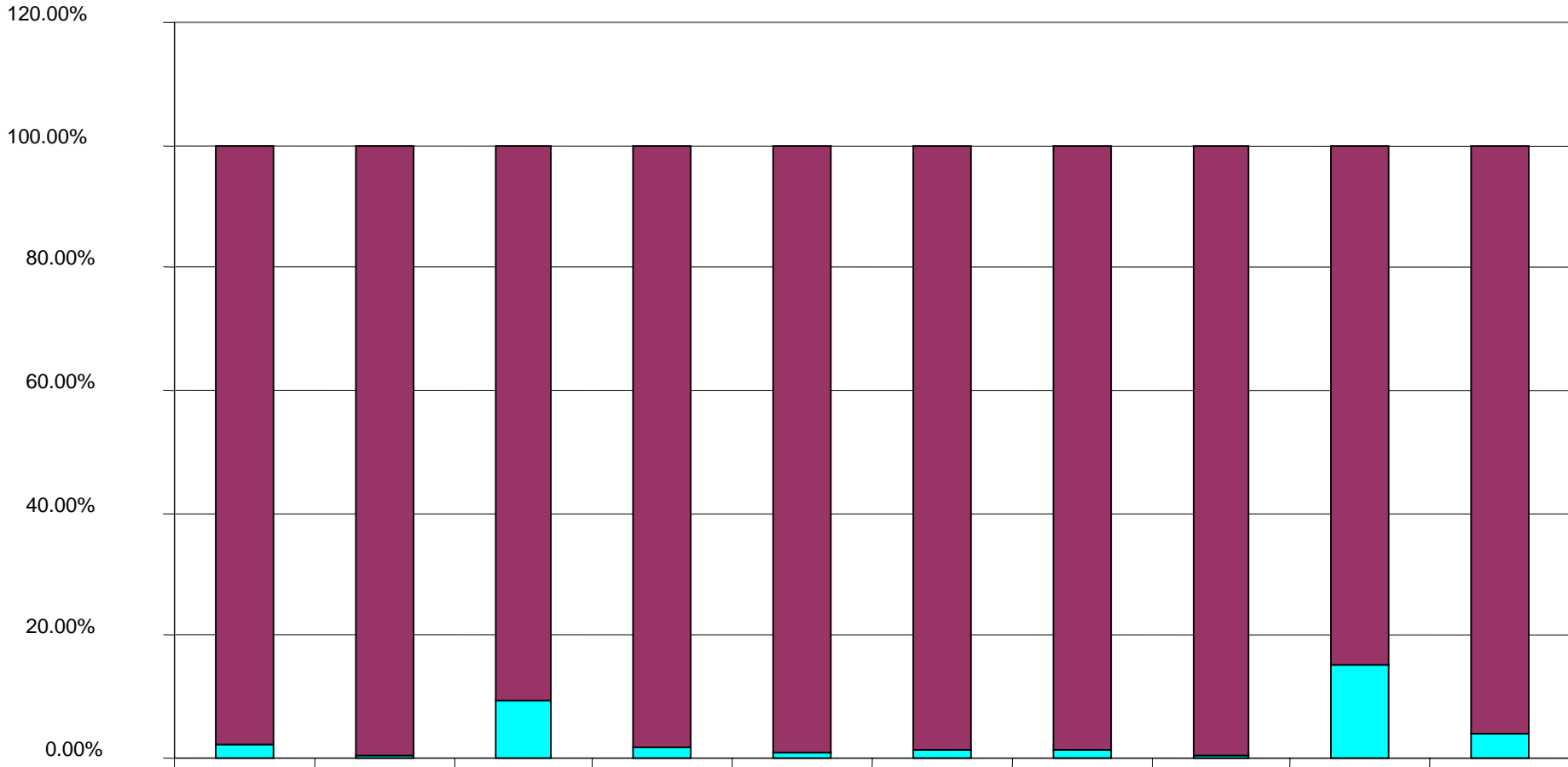
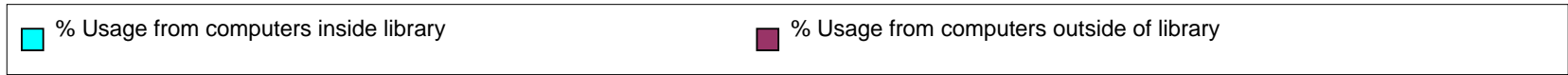
Nature

New England
Journal of Medicine

Proceedings of
the National
Academy of
Science

Biochemistry

JAMA



Nature

New England
Journal of Medicine

Proceedings of
the National
Academy of
Science

Biochemistry

JAMA

Instant Messaging Statistics

Week of 3/24/08 - 3/28/08					
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00am		1			
9:30am	2				
10:00am			1	1	
10:30am		1	1	1	
11:00am	1	1			
11:30am		1			
12:00pm			1	1	1
12:30pm	1	1			1
1:00pm		1			
1:30pm	2	1			
2:00pm					
2:30pm					
3:00pm	1		2		
3:30pm				1	
4:00pm					1
4:30pm		2	1		
Questions Running Total	7	9	6	4	3
Hours Running Total	7.5	5.5	7.5	7.5	6.5

Week Total Hours: 34.5

Week Total Questions: 29

Table 4-8 Examples of accessed sites from public workstations

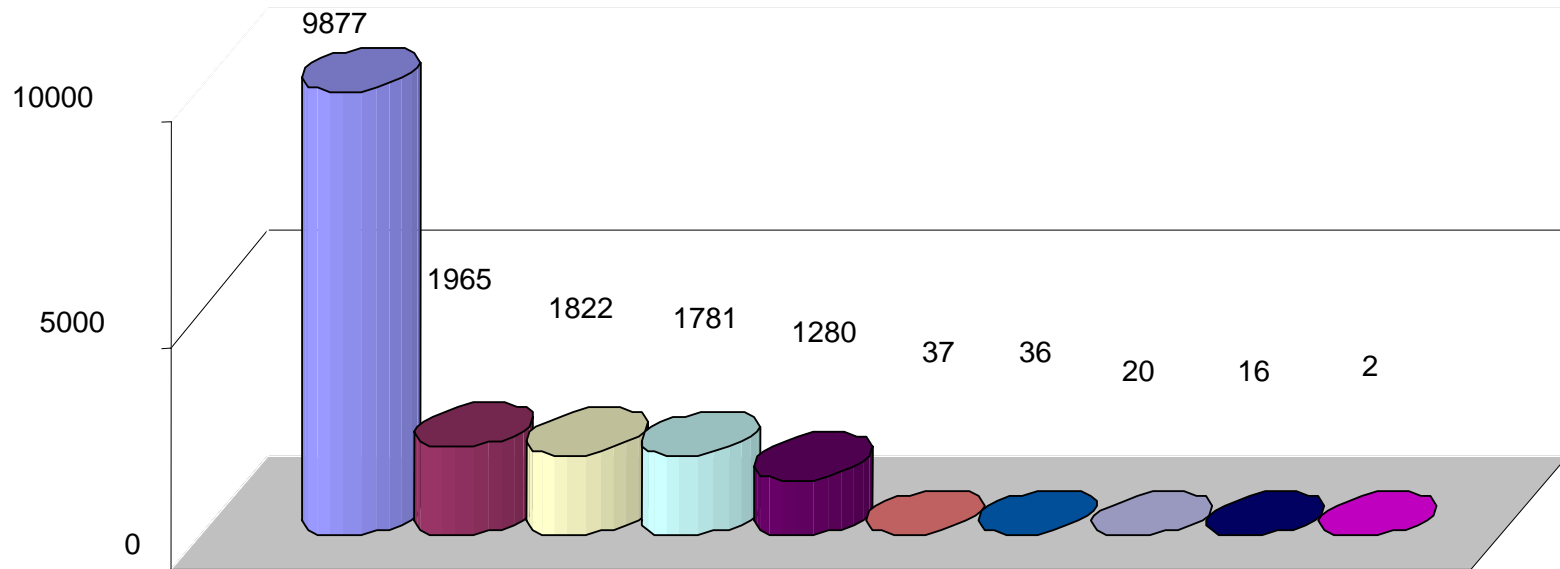
ACCESSED SITE	BYTES	TIME SPENT
www.libraryc.org	35.870.643	0:03:42
informatics.organizationc.org	29.781.478	22:39:28
catalog.libraryc.org	25.129.684	0:21:09
reports.organizationc.org	23.944.782	13:18:43
www.imdb.com	9.981.379	0:05:47
www.cnn.com	8.051.260	0:00:34
webmail.libaryc.org	7.702.053	0:28:50
blackboard.university.edu	7.023.942	0:09:07
thumbs.ebaystatic.com	6.664.795	0:08:49
cgi.ebay.com	6.201.724	0:14:49
www.university.edu	6.170.250	0:22:34
vip.rongshuxia.com	5.722.457	0:27:29
home.mdconsult.com	5.298.656	0:09:53
search.ebay.com	5.214.653	0:11:56
www.weather.com	5.171.756	0:01:29
gateway1.ovid.com	4.632.731	0:13:03
sports.espn.go.com	4.547.752	0:05:17
cache.unicast.com	4.309.952	0:00:59
www.bananarepublic.com	4.185.970	0:03:19
hospital.university.edu	4.156.851	1:36:17
www.google.com	4.102.193	0:03:15
image.weather.com	3.949.429	0:02:56
www.phonecards4sale.com	3.746.600	0:00:48
archopht.ama-assn.org	3.309.926	0:04:05
www.kaptest.com	3.291.462	0:01:23

Table 4-9 Examples of printouts from public workstations

<u>Workstation</u>	<u>Document Title</u>	<u>Pages</u>
04	Microsoft Word - mso6621B.doc	6
06	Microsoft Word - mso2B369.doc	5
06	Microsoft Word - msoC26EE.doc	9
06	Microsoft Word - msoD9ABB.doc	12
06	http://www.uhmc.university.edu/prevmed/mns/mcs/2/sched/Boundaries_S	2
06	http://www.uhmc.university.edu/prevmed/mns/mcs/2/sched/Boundaries_S	4
06	Microsoft Word - msoB28EA.doc	1
06	Microsoft Word - msoEBCD4.doc	1
01	Microsoft Word - Document in Microsoft Internet Explorer	1
01	Microsoft Word - Document in Microsoft Internet Explorer	2
01	Microsoft Word - Document in Microsoft Internet Explorer	2
07	http://www.iha.org/gloss.htm	4
07	http://www.ilru.org/mgdcare/consumerinfo.htm	16
07	http://www.halftheplanet.org/departments/health/marriage_penalt	2
01	http://catalog.medlibrary.university.edu:4350/ALEPH/6EJS6ED8I4IPTK	2
02	http://jama.ama-assn.org/pro.PDF	4
12	https://external1.nbme.org/ciw/servlet/usmle_application?action	2
12	https://external1.nbme.org/ciw/servlet/Step1Step2ApplicationSer	2
12	https://external1.nbme.org/ciw/servlet/Step1Step2ApplicationSer	2
12	https://external1.nbme.org/ciw/servlet/usmle_application?action	2

Expansion of the library operating hours with the shift from print to digital

<u>Title</u>	<u>Unique network addresses</u>	<u>% of use during open hours</u>	<u>% of use during closed hours</u>
Nature	1541	88.01%	11.99%
The Journal of Biological Chemistry	979	88.77%	11.23%
New England Journal of Medicine	1360	94.07%	5.93%
Cell	1084	85.52%	14.48%
Proceedings of the National Academy of Sciences of the United States of America	1010	89.16%	10.84%
Science	918	88.73%	11.27%
Biochemistry	516	89.58%	10.42%
Journal of Immunology	342	90.62%	9.38%
Journal of the American Medical Association	670	92.66%	7.34%
Lancet	594	91.60%	8.40%



- Nature
- Oncogene
- Nature Medicine
- Nature Cell Biology
- Nature Genetics
- Eye
- British Dental Journal
- Heredity
- International Journal of Impotence Research
- Evidence-Based Dentistry

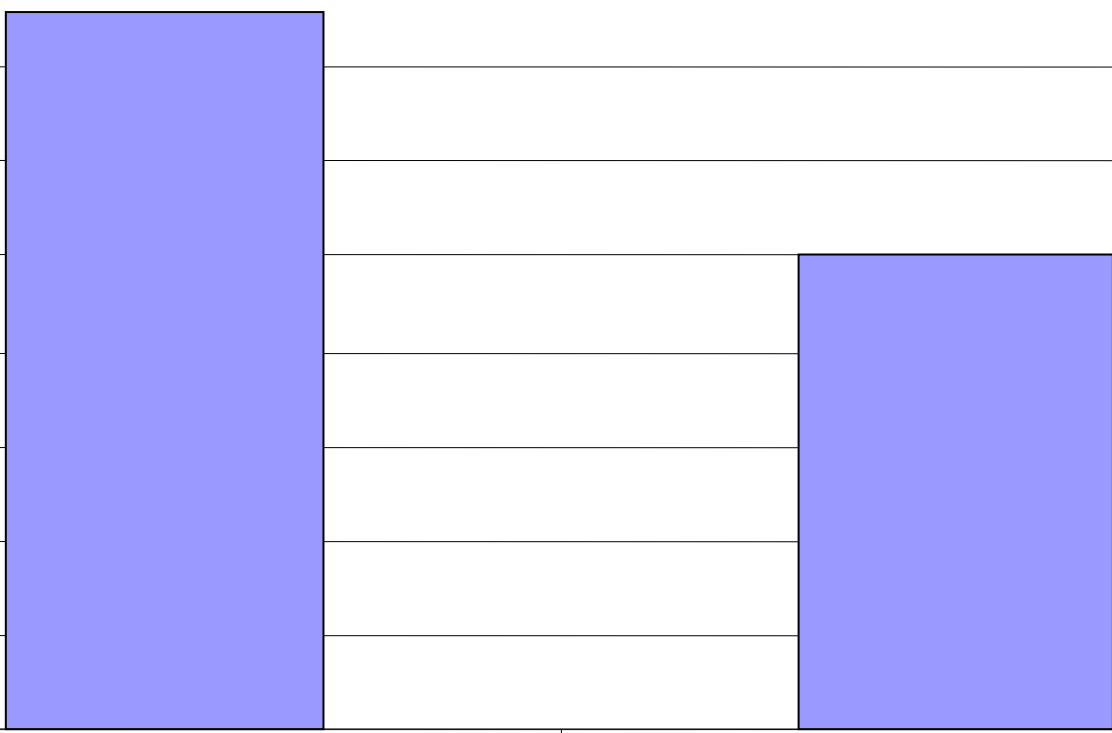
**# of
Visits**

40
35
30
25
20
15
10
5
0

U.S. News and World Report Inc

Galegroup

Total Visits to US News



Questions

