

No COUNTER, No Problem: Electronic resource assessment in the absence of COUNTER data.

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Introduction

Worried that you are failing to assess your non COUNTER compliant resources?

Here, we describe various ways to assess resources without COUNTER data.

Methods

Vendors often provide alternate types of usage data. You can also mine usage data from your library's website and catalog using Google Analytics and your IT department logs.

Examples of possible usage data include:

- Registered users
- Software downloads
- Library catalog page views
- Web page views
- Article views
- Unique visits
- Unique visitors
- Page clicks
- Streaming media - time viewed
- Resolver clicks

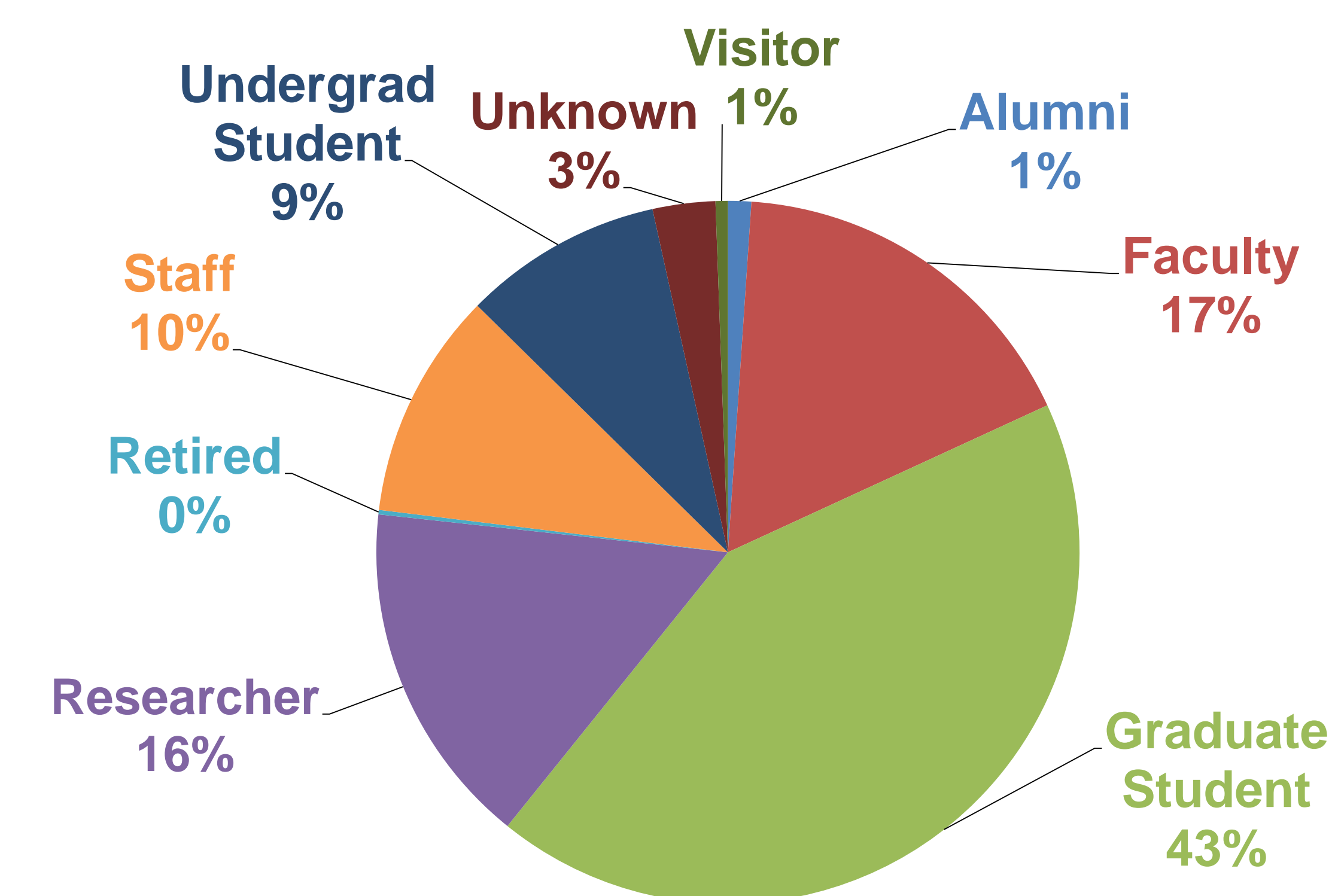
Results

Types of usage data available



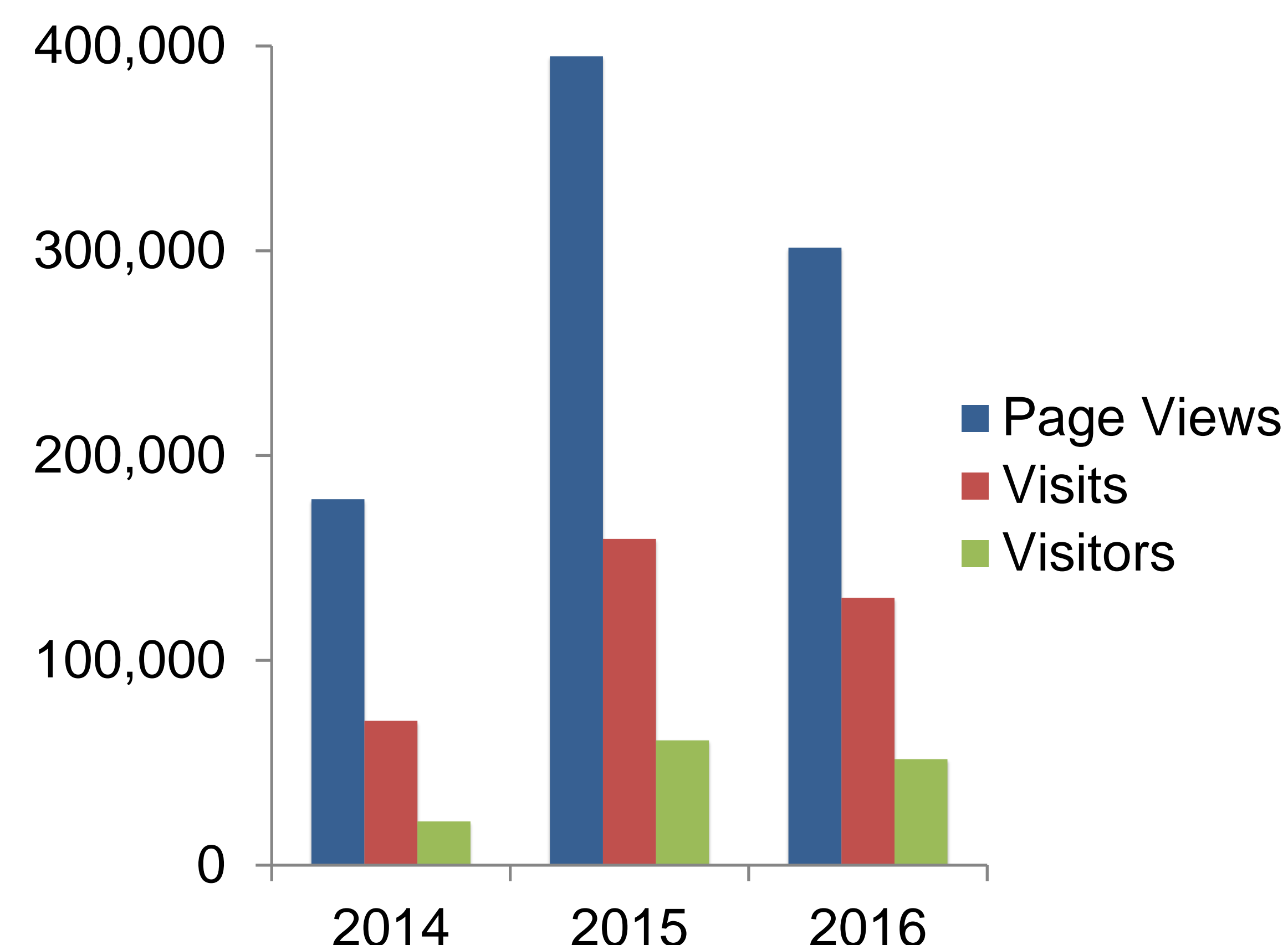
Prevalence of data availability is represented by word size. Larger words = more prevalent data.

EndNote downloads by patron status



Data obtained from library IT logs. Downloads were linked to patron's email address, allowing us to view patron status and department

The Economist.com usage data



Data obtained from the vendor.

Try to compare apples to apples NOT apples to oranges



Discussion

Each type of resource has different types of usage data available. Online magazines, for example, often have data such as page views, article views, clicks and visits. We recommend assessing usage with article views since they are most comparable to JR1 or BR2 data. Page views, because they count every viewed page, inflate usage.

To assess software usage, we recommend looking at number of downloads or registered users. You could also assess interest by counting page views in your catalog for the resource.

Best Practices

Try to collect the same type of usage data from similar resources to promote comparison.

We encourage vendors to provide COUNTER stats in order for libraries to have Consistent, Credible, Comparable data.