

The background features a dark blue gradient with faint, glowing circular patterns and lines, some with numerical markings like 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, and 260. At the bottom, there is a silhouette of a mountain range under a starry night sky.

# WHAT COUNTS WHEN IT COMES TO COLLECTIONS? THE VARIOUS USES OF USAGE

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# WHAT IS COUNTER?

<https://www.projectcounter.org/>

COUNTER is a code of practice that enables publishers and vendors to report usage of their electronic resources in a consistent way.

The COUNTER Code of Practice helps librarians demonstrate the value of electronic resources by facilitating the recording and reporting of online resource usage stats in a consistent and credible way.

# WHERE DO YOU GET COUNTER REPORTS?

From the institutional admin login of your vendor and/or third party providers such as Atypon, Silverchair or Highwire.

Reports are available in XML, HTML or CSV formats.



# WHAT'S NEW IN COUNTER 5?

The new COUNTER 5 release contains major changes and additions to the kinds of usage data that can be gained.

- Platform Reports
- Database Reports
- Title Master Reports
- Item Master Reports

The various subsets of the Title Master report provide data on:

- Online book usage
- Online journal usage
- Online journal usage by year of publication
- Online journal usage by type of access (Gold open access or purchased)
- Access denied for books or journals



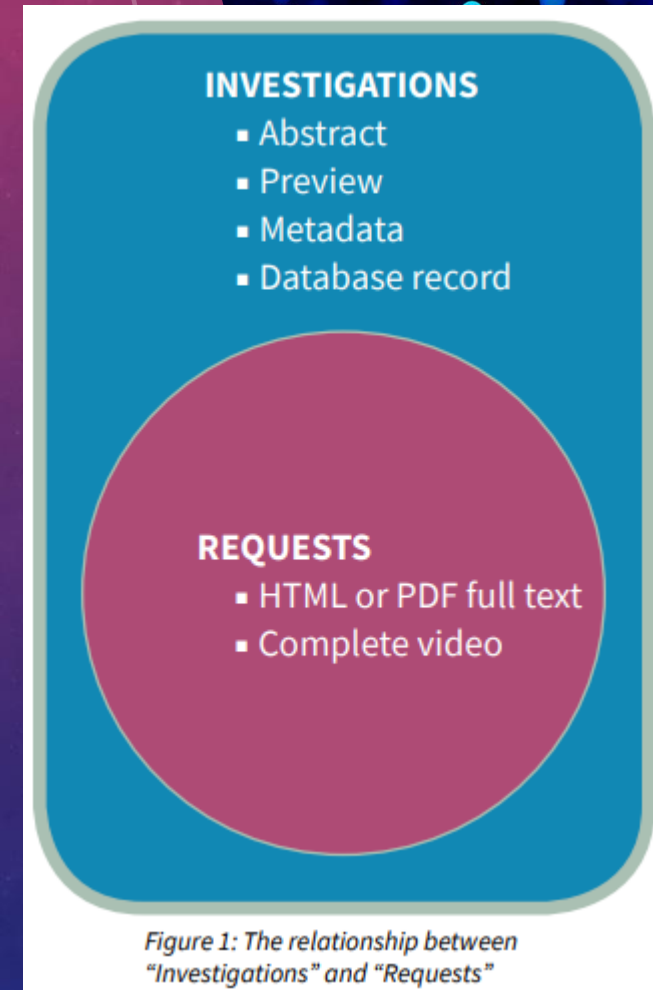


# INVESTIGATIONS AND REQUESTS

Up to COUNTER version 4, the usage of journals and books was registered as 'Full text html' or Full text pdf'.

In COUNTER 5 there are new terms for usage:

- Investigations – any action performed by a user in relation to a content item or title. These items can include abstracts, supplementary material, citations, downloads and references.
- Requests – where a user views or downloads the full text of a content item as either html or pdf, or watches video content.



# COMPARING COUNTER 4 TO COUNTER 5

‘Unique\_Item’ counts unique requests or investigations regardless of format. If a user does a full-text HTML view and a PDF download of an article in the same session this would only count as 1.

‘Total\_Item\_Requests’ is comparable to COUNTER 4 usage reports.

‘Unique\_Item\_Requests’ totals will be lower than ‘Total\_Item\_Requests’



# USES OF USAGE

The diagram is set against a dark blue background with a starry space pattern. It features several concentric circles. The innermost circle is a solid red color and contains the title 'USES OF USAGE'. Overlapping this central circle are four other red circles of varying sizes. The top-left circle is labeled 'Cost per use'. The top-right circle is labeled 'Usage by subject area'. The bottom-right circle is labeled 'Investigating client interests'. The bottom-left circle is labeled 'Subscription decisions'. There are also several small red dots scattered around the central area. On the right side, there is a curved scale with numbers ranging from 120 to 190.

**Cost per use**

**Subscription  
decisions**

**Usage by  
subject area**

**Investigating  
client  
interests**

# COST PER USE

The cost of a title or package over a period of time divided by usage over a period of time provides a cost-per-use.

- A high cost-per-use can be a red flag that prompts querying ongoing subscription or indicates promotion is needed.
- Cost-per-use should not be the sole determinant of value. Specialised subject areas may have low usage but the information may be valuable to that group.



# COST PER USE

Package	Cost 2019	Journal Titles	Book Titles	Usage July -Dec 2018	Usage Jan-June 2019	Total usage 2018/19	Cost per use 2019\$ usage 18/19	Use 2018	Cost per 2018 use	Cost per 2019 use
		6		1805	1869	3674	\$2.77	3466	\$2.94	\$5.45
		1		235	0	235	\$4.82	450	\$0.00	#DIV/0!
		677		4191	1159	5350	\$0.00	7220	\$0.00	\$0.00
		14		443	874	1317	\$7.13	919	\$10.21	\$10.74
		57		84	132	216	\$11.77	174	\$14.61	\$19.26
		18		228	229	457	\$2.31	394	\$2.68	\$4.61
		4		1112	717	1829	\$8.44	2040	\$7.57	\$21.53
		116		3553	3849	7402	\$3.00	7424	\$2.99	\$5.78
		5		985	1653	2638	\$1.36	1863	\$1.93	\$2.18
		1		4175	6201	10376	\$3.74	7732	\$0.00	\$6.26
		798		2318	2652	4970	\$2.06	4394	\$2.33	\$3.86
		6	0	3020	44	3064	\$9.42	6623	\$4.36	\$5.34
		185		1632	1566	3198	\$5.06	3092	\$5.23	\$10.33
			1152	4175	202	4377	\$0.00	3716	\$0.00	#DIV/0!
		0	4300	112	6265	6377	\$0.58	10747	\$0.40	\$0.59
		1888	0	28,068	27,412	55480	\$2.94	60,254	\$2.71	\$4.61
							\$4.76			
						44726				
						10754				
						Total 2019 cost per use	\$2.94		\$3.38	\$4.61
						Total 2019 J cost per use	\$3.57		\$2.68	\$5.89
						Total 2019 B cost per use	\$0.34		\$0.53	\$0.59

# SUBSCRIPTION DECISIONS

- ❖ **Use of Open Access Content** – if a large proportion of use of a title or package is from Gold open access content, do you need to subscribe to it?
- ❖ **Use by Year of Publication** – if most usage of a package or title is from years available freely from an archive, do you need to subscribe to it?
- ❖ **Access Denied** - large access denied numbers for a title may point to a journal you should subscribe to. Or if the journal is available on another platform 'access denied' may indicate that your clients are experiencing difficulty in finding the source available to them.



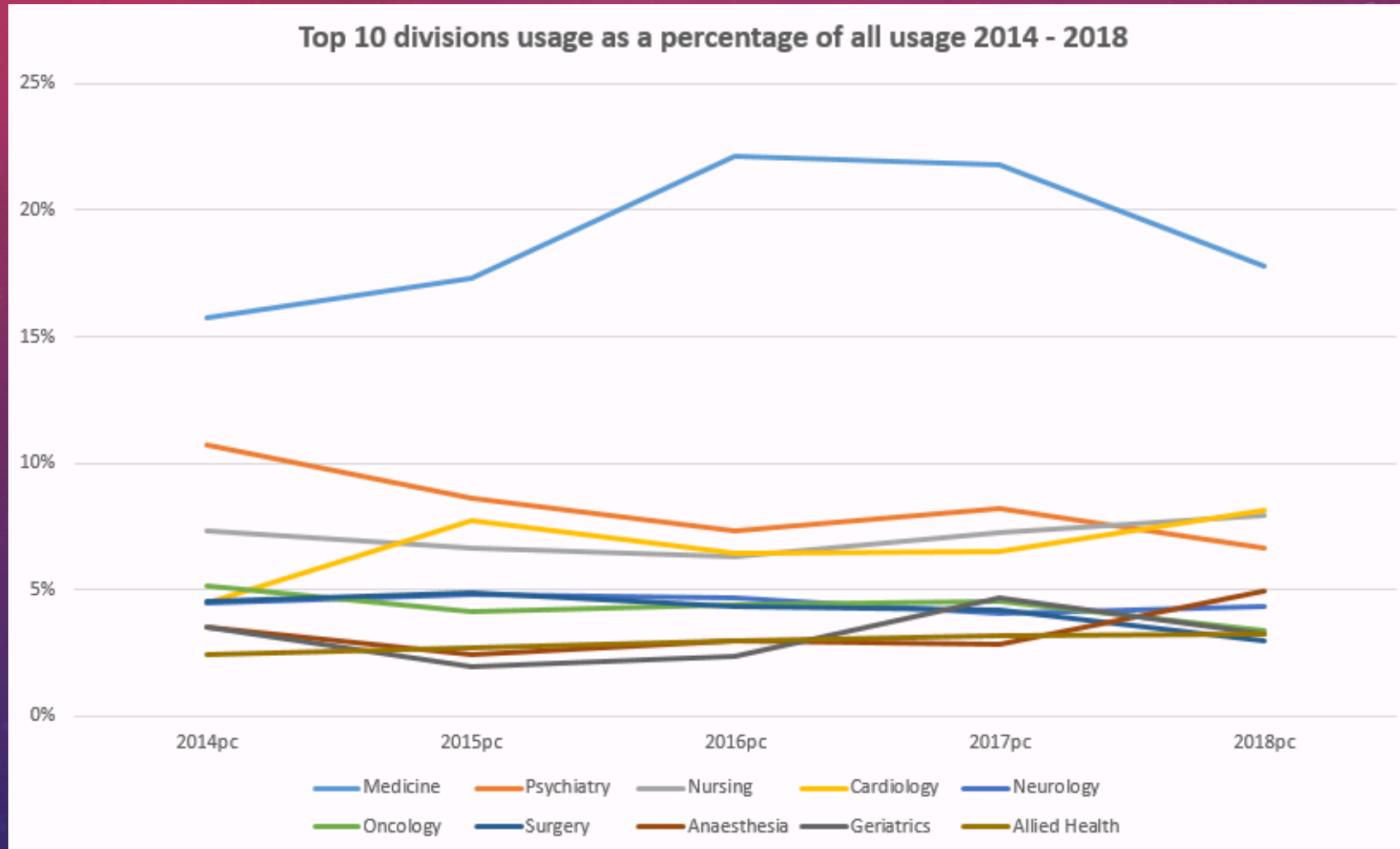
# USAGE BY SUBJECT AREA

Journal titles can be allocated one or more subjects. In my case, I allocate journals to 'Divisions' (currently 37) representing various areas of the hospital – Addiction Medicine, Anaesthesia, Nursing, Surgery etc.

Usage data is entered into an Access database.

This allows me to derive reports based on these subject areas, and gives some insight into the relative usage of journals across these areas, and also can flag any increase or decrease over time.

# USAGE BY SUBJECT AREA





# INVESTIGATING CLIENT INTERESTS

- ❑ Perusing COUNTER book usage reports can provide insights into what subject your clients are accessing, and the type of material they are looking for – eg. Textbooks, revision texts, atlases etc.
- ❑ Looking at article level usage - Journal Article Requests (IR\_A1) – can provide detailed insights to what clients are reading.
- I am hoping to eventually access article level data to assess how many people actually read the feature articles I include in my weekly bulletin. I know the hits on the bulletins themselves, but knowing which articles people go on to read can guide me as to the most popular subjects in my readership.
- You could utilise article level usage to investigate whether people inside your organisation read articles authored by staff of your institution.

The background is a gradient of deep purple and blue, filled with numerous out-of-focus circular light spots (bokeh) in various shades. Overlaid on the left side are several white, semi-transparent circular elements. These include concentric circles, dashed lines, and a prominent circular scale with tick marks and numerical labels ranging from 140 to 260. Some of these circles have small arrowheads pointing in different directions, suggesting a sense of motion or rotation.

THANK YOU!