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

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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

https://flic.kr/p/5iWKS3
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
• 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
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

Charts show dummy data
» 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

Charts show dummy data
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 through spreadsheets (nightmare)
• It’s a game changer in Usage Analysis – very valuable to us
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.
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
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
» 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
JUSP: [http://jusp.jisc.ac.uk](http://jusp.jisc.ac.uk)
  » Case studies: [https://jusp.jisc.ac.uk/case-studies/](https://jusp.jisc.ac.uk/case-studies/)
  » Use cases: [https://jusp.jisc.ac.uk/use-cases/](https://jusp.jisc.ac.uk/use-cases/)

IRUS: [http://irus.mimas.ac.uk](http://irus.mimas.ac.uk)

Jisc: [https://www.jisc.ac.uk/](https://www.jisc.ac.uk/)

COUNTER: [https://www.projectcounter.org](https://www.projectcounter.org)