# PIRUS 2

**Hints & Clues** 

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Title: PIRUS 2: A Standard for Measuring Online Usage of Individual Articles

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The initial aim and challenge of "Publisher & Institutional Repository Article Usage Statistics" PIRUS

simply is:

"Creating a common standard for measuring online usage of <u>individual articles across publishers</u>, who would submit their articles in one or more (institutional) repositories"



#### The planning of the project:

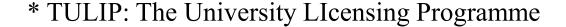
- Strong emphasis on (technical) development in an early stage of the project and also later in time (PIRUS 2)it is very much needed to keep things going forward.
- Eagerness to build targeted functionality, works very much towards convincing publishers. But keep it simple.
- Moreover, publishers may encounter query and reporting problems, because of the mere size of the data delivered.



- The initiative to use a central article-based Clearing House is <u>courageous</u>, but...as always, with a touch of, luckily controlled, <u>megalomania</u>.
- Even if the article-database is not on full coverage, it is recommended to get going.
- Setting up <u>pilots</u> with research staff and librarians is required to built buy-in.
- To be able to provide article reference and usage data to customers, quite a large system of entitlements needs to be maintained.
- When bringing the article-based usage data 'in-house', a lot of necessary and popular analyses and reports will be easily available. This will support the key functions used by the selected publishing companies and repositories.

#### How did Elsevier go about...the TULIP project (1):

- Incorporating Lexis-Nexis (L-N), an experienced database company in 1991.
- Development of the first version by L-N. This was rolled out and tested in the years 1995-1997.
- This lead to the TULIP\* Project, providing strong insights in functionality implemented at these selected universities.
- Building ScienceDirect and commercial roll out in 1998/1999 on a per journal basis (not on article level!).





How did Elsevier go about...the TULIP project (2):

#### Setting up pilots:

- Implementing TULIP software and hardware at 9 universities in the USA with connections to the TULIP database covering a selection of journals.
- Strong emphasis on marketing and providing information.
- These universities got quite a lot of attention and created curiosity and demand by other universities. They also became advisors to other universities in the USA.



"Always Look on the Bright Side of Life"



Thank you for your Attention!!

