

PIRUS 2

Hints & Clues

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

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ELSEVIER

PIRUS 2 Evaluation

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

simply is:

“Creating a common standard for measuring online usage of individual articles across publishers, who would submit their articles in one or more (institutional) repositories”

PIRUS 2 Evaluation

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.

PIRUS 2 Evaluation

- The initiative to use a central article-based Clearing House is courageous, but...as always, with a touch of, luckily controlled, megalomania.
- Even if the article-database is not on full coverage, it is recommended to get going.
- Setting up pilots 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.

PIRUS 2 Evaluation

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 led 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!).

* TULIP: The University Licensing Programme



PIRUS 2 Evaluation

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.

PIRUS 2 Evaluation

“ Always Look on the Bright Side of Life”

Thank you for your Attention!!