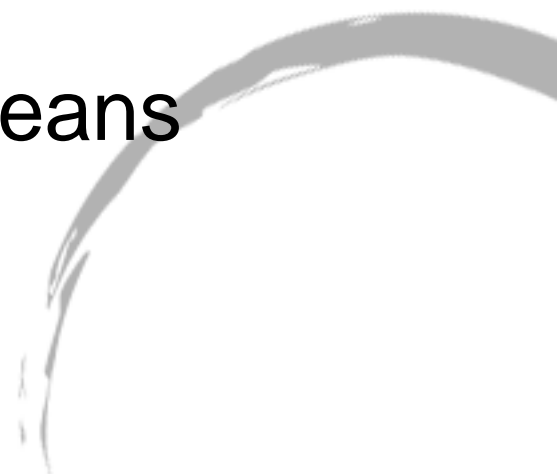




Starting from Scratch -- Part 2

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Why are statistics so hard to gather for e-journals?

The way we buy e-journals makes stats gathering difficult

Often not sold in packages so they are difficult to keep track of...

From a serials subscription service

From individual publishers

Online only

Print plus free online

Print plus online with up charge

Why are statistics so hard to gather for e-journals?

Standards are not always in place

Number of journal views

Number of article views

Number of downloads

Number of searches

By IP range

Can you exclude your own computer

Why are statistics so hard to gather for e-journals?

Volume

How many ejournals do you subscribe to?

How long does it take to retrieve each journals stats?

Why are statistics so hard to gather for e-journals?

Too many interfaces

Serials subscription service

Open URL interface

Publisher interface

Web statistics

Catalog statistics

....and how do print statistics figure in to the equation

Identifying the best statistics

What is the value of the subscription?

Only means of online access to a title?

Only means of access to the current year of a title?

Only means of access to a back file of a title?

Only stable access to a title?

Identifying the best statistics

What do the liaisons or subject specials need to know about the e-journal

Get involved in public services

- Learn how the journals are being used
- What information might be valuable to decision makers
- More likely to be notified when there are problems with access
- Public services will have a better understanding of the challenges you face

Identifying the best statistics

Provide the liaison or subject specialist with a full picture of access

Explain embargos

Explain the free-with-print/upcharge phenomenon

Explain pricing models for the number of users or delivery format (free with print, online only, etc.)

Let them know which publishers you would rather not have to deal with

Identifying the best statistics

Getting the collection in shape to gather statistics

Is access even setup?

What can print usage tell you?

Does your serials vendor offer an inexpensive or free product?

What stats can you retrieve from your link resolver?

Using your A-Z list

Last resorts—proxy logs, publisher provided stats

Stats in actions a case study of University of Chicago Press format changes

Recently many of us received new that
University of Chicago Press would no longer
offer a free online with print subscription.

We were offered :

print only

online only

print plus one concurrent user online

print plus unlimited concurrent users online

online with one concurrent user

online with unlimited concurrent users