Counting Connections with COUNTER: Measuring Your E-Resource Usage

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TLA Annual Conference • Austin, TX • April 16, 2019
Introductions

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Measuring Use

• Which question do you want answered?
  – How many people used the electronic resources last month?
  – How many e-books were downloaded?
  – Which titles are used the most?

Example: Number of Resources Provided to Persons Through Shared Services

<table>
<thead>
<tr>
<th>Definition</th>
<th>The number of resources provided to persons through TexShare, TexQuest...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose / Importance</td>
<td>The measure illustrates the impact of these cooperative programs. ...</td>
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<tr>
<td>Source / Collection of Data</td>
<td>Instances of electronic content use are measured when a person interacts with a project-sponsored resource. ...</td>
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<tr>
<td>Method of Calculation</td>
<td>Vendor reported (monthly). Combine Record Views (COUNTER R4 Database Report) with Total Full-Text Requests (Vendor Standard Report).</td>
</tr>
</tbody>
</table>
Measures Change...

Pre-FY2016:
Sessions, Searches, Documents (Full-text)

FY2016-17:
COUNTER R4 Record Views

FY2018-19:
COUNTER R4 Record Views + Full-text

FY2020-21:
COUNTER R5 Total Investigations
Standards Change...

COUNTER R4

Quick Guide: Result Clicks Record Views

**Record Views**
- Report the number of times the detailed metadata of records within the database are viewed, irrespective of whether those records are reached from a set of search/browse results from the platform or from a link in from an external source.
- Record Views are not views of the actual item (e.g., Full Text), but represent a view of the detailed metadata display.
- Typical examples of Record Views counted in COUNTER Database Reports are abstracts views, descriptive data on molecular structures, and chemical reactions.

**Result Clicks**
- Report the number of times that users click on results from a given database from the result list displayed by a search or browse action on that platform.
- The Result Click is counted irrespective of whether it takes the user to an internal record within the database searched (e.g., Full Text) or an abstract/detailed display, or to an external resource (e.g., an OpenURL link such as "Read@library", a document delivery form).

COUNTER R5

**INVESTIGATIONS**
- View abstract
- Link to Link Resolver
- View cited references
- Link to Inter-Library Loan form

**REQUESTS**
- View HTML full text
- View PDF full text
- Watch whole video
- View article preview
...but sometimes it all works out.
Collecting Your Data

• Vendor Interfaces
  – COUNTER & non-COUNTER reports
  – Admin account required
  – Instructions for TexShare Databases: https://www.tsl.texas.gov/texshare/statsvend.html

• SUSHI
  – Automated method to harvest COUNTER reports
  – Built in to some Electronic Resource Management Systems (ERMS)
Resources

• The Friendly Guide to Release 5 for Librarians

• Foundation Classes
  1. Metric Types
  2. Master Reports
  3. Putting It Together
  4. Attributes and Elements (Advanced)