

COUNTER

Counting **O**nline **U**sage of **N**eTworked **E**lectronic **R**esources

PIRUS

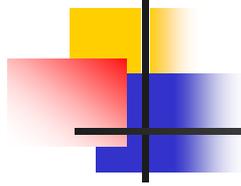
Publisher and **I**nstitutional **R**epository **U**sage **S**tatistics

Peter Shepherd

ICOLC Europe, Paris

27 October 2009

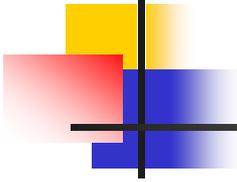
- **Sponsored by JISC**
 - UK Joint Information Systems Committee
- **PIRUS 1** completed in January 2009
 - Lead by COUNTER
 - Report available at:
http://www.jisc.ac.uk/media/documents/programmes/pals3/pirus_finalreport.pdf
- **PIRUS 2**, October 2009-December 2010
 - Lead by Mimas and Cranfield University
 - Primary project team members: Mimas, Cranfield, COUNTER, CrossRef, Oxford University Press



PIRUS: why now?

Increasing interest in article-level usage

- More journal articles hosted by Institutional and other Repositories
- Authors and funding agencies are increasingly interested in a reliable, global overview of usage of individual articles
- Online usage becoming an alternative, accepted measure of article and journal value
 - Knowledge Exchange report recommends developing standards for usage reporting at the individual article level
 - Usage-based metrics being considered as a tool for use in the UK Research Excellence Framework and elsewhere.



PIRUS: why now?

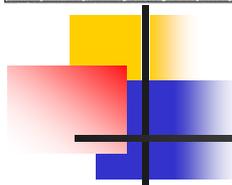
Article-level usage metrics now more practical

- Implementation by COUNTER of XML-based usage reports makes more granular reporting of usage a practical proposition
- Implementation by COUNTER of the SUSHI protocol facilitates the automated consolidation of usage data from different sources.

The challenge

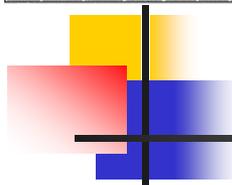
- An article may be available from:-
 - The main journal web site
 - Ovid
 - ProQuest
 - PubMed Central
 - Authors' local Institutional Repositories

- If we want to assess article impact by counting usage, how can we maximise the actual usage that we capture?



PIRUS Project Mission

- To develop a global standard to enable the recording, reporting and consolidation of online usage statistics for individual journal articles hosted by Institutional Repositories, Publishers and other entities



PIRUS Project Aims

- Develop COUNTER-compliant usage reports at the individual article level
- Create guidelines which, if implemented, would enable any entity that hosts online journal articles to produce these reports
- Propose ways in which these reports might be consolidated at a global level in a standard way.

PIRUS 1: stakeholder survey

- Survey of publishers, aggregators, and hosts by Peter Shepherd:-
 - American Chemical Society
 - American Institute of Physics
 - Atypon
 - BioMed Central
 - EBSCO
 - Elsevier
 - Informa
 - Ingenta
 - Institute of Physics Publishing
 - Nature
 - OUP
 - Ovid
 - Sage
 - Springer
 - Wiley-Blackwell

PIRUS 1: stakeholder survey

- Survey of Institutional Repositories by Paul Needham, covering these systems:-
 - DSpace
 - Eprints
 - Fedora
 - Digital Commons

PIRUS 1: publisher response

- Majority enthusiasm for concept
- All surveyed publishers use DOIs to identify all versions of a single published work
- Minority concern that article level reporting to institutional customers is our goal
 - It isn't
- Concern about size of any reports providing usage data at article level.
 - Not the intention of the project to recommend publishers produce reports relating to more than one article at a time

PIRUS 1: IR response

GOOD NEWS

- The overwhelming majority of respondents add DOIs to their records - where they are available.

BUT.....

- No standard process for allocating DOIs in IRs
- Great variation in the metadata element used to store them:-
 - dc.description
 - dc.identifier
 - dc.identifier type DOI
 - dc.identifier.citation
 - dc.relation.isreferencedby
 - dc.rights
 - DOI
 - relation

PIRUS 1: outputs

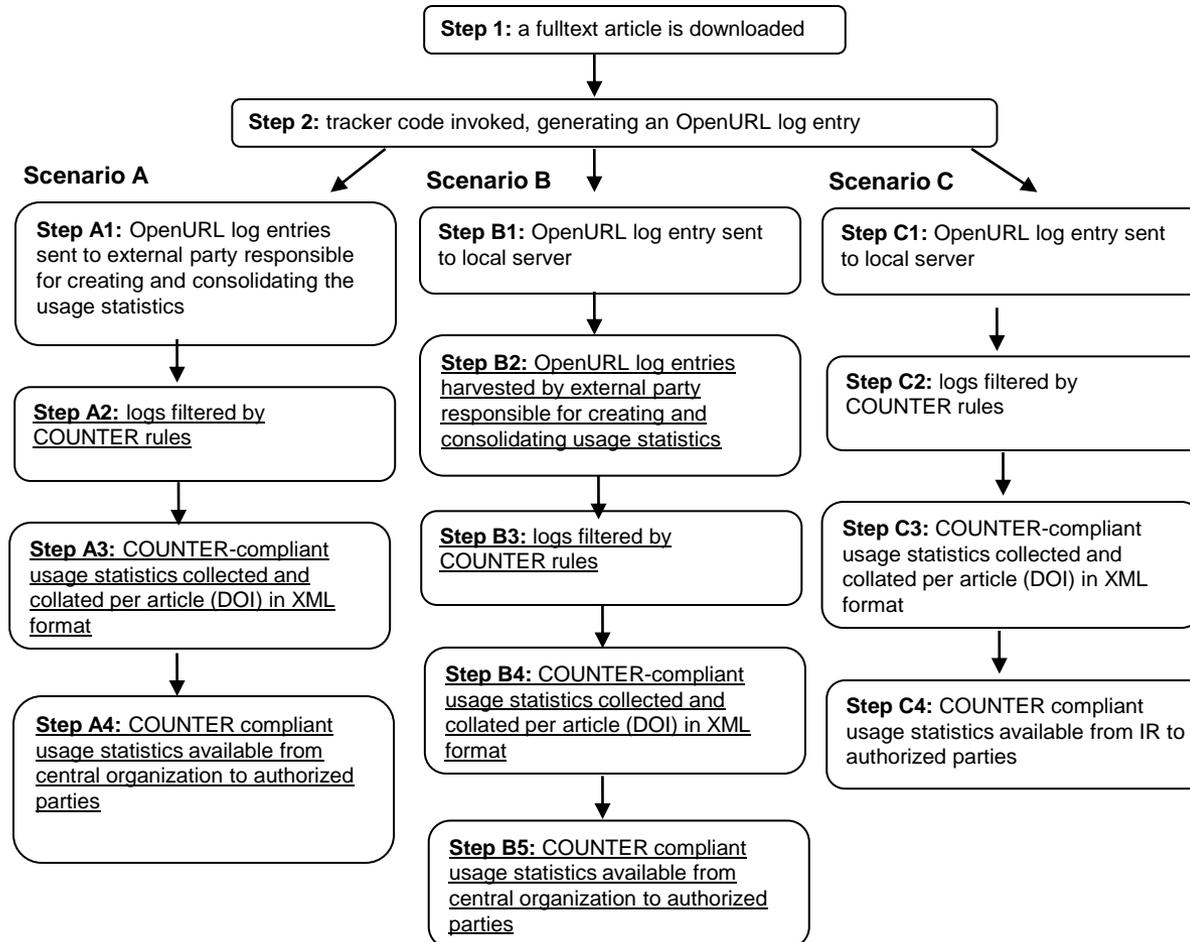
1. A proof-of-concept COUNTER-compliant XML prototype for an individual article usage report
 - Can be used by both repositories and publishers

PIRUS 1: outputs

2. A tracker code, to be implemented by repositories that sends usage data as OpenURL Context Objects to either:
 - an external party that is responsible for creating and consolidating usage statistics and for forwarding them to the relevant publisher for consolidation
 - The local repository server

PIRUS 1: outputs

3.



PIRUS 1: outputs

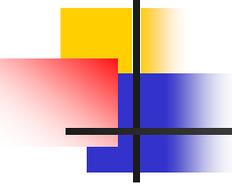
4. Specification for the criteria for a a central facility that will create the usage statistics where required or collect and consolidate the usage statistics

PIRUS 1: recommendations

- To JISC: PIRUS has demonstrated that it is *technically* feasible to create, record and consolidate usage statistics for individual articles using data from repositories and publishers. To translate this into a new, implementable COUNTER standard and protocol further research will be required into technical, organizational, economic and political aspects.

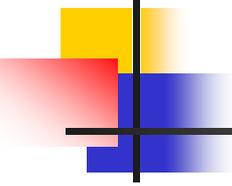
PIRUS 1: recommendations

- To COUNTER: expand the mission of COUNTER to include usage statistics from repositories; consider implementing the new Article Report 1 as an optional additional report; modify the existing independent COUNTER audit to cover new reports and processes.



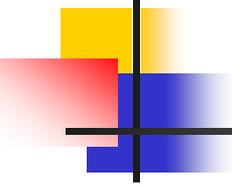
PIRUS 1: recommendations

- To Repositories: subject repositories to participate in the next stage of this project. All repositories should use standard data descriptions for article versions etc.



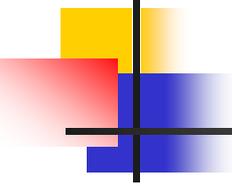
PIRUS 1: recommendations

- To publishers/vendors: accept, in principle, the desirability of providing credible usage statistics at the individual article level.



PIRUS 1: recommendations

- To publishers/vendors: accept, in principle, the desirability of providing credible usage statistics at the individual article level.



PIRUS 1: Project Team

- Richard Gedye Oxford University Press
- Ed Pentz CrossRef
- Ross MacIntyre MIMAS
- Tim Brody University of Southampton
- Sally Rumsey University of Oxford
- Paul Needham Cranfield University
- Peter Shepherd COUNTER
(Project Manager)

PIRUS 1: Final Report:

http://www.jisc.ac.uk/media/documents/programmes/pals3/pirus_finalreport.pdf

PIRUS: Next steps

- Stage 1 Report showed what is feasible and recommended a set of collection, collation, and reporting practices
- Now PIRUS has funding to undertake a larger project which will seek to define and build an infrastructure, available to all stakeholders, that could be used to make standardised article usage reporting a reality – **PIRUS 2**

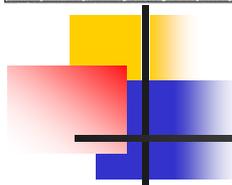
PIRUS 2: scope

Further research and development in the following areas:

- Technical: further tests, with a wider range of repositories and a larger volume of data
- Organizational: the nature and mission of the central clearing house(s) to be developed and candidate organizations identified and tested
- Economic: assess the costs for repositories and publishers of generating the required usage reports, the costs of any central clearing house(s), and investigate how these costs can be allocated among stakeholders
- Political: engage the major stakeholder groups (repositories, publishers, authors) and encourage their support

PIRUS 2: objectives

- Develop a suite of free, open access programmes to support the generation and sharing of COUNTER-compliant usage data and statistics that can be extended to cover any and all individual items in repositories
- Develop a prototype article-level publisher/repository usage statistics service
- Define a core set of standard useful statistical reports that repositories should produce for internal and external consumption



PIRUS 2: primary project team

- Ross MacIntyre (Mimas, Manchester University)
- Paul Needham (Cranfield University)
- Richard Gedye (Oxford University Press)
- Ed Pentz (CrossRef)
- Peter Shepherd (COUNTER)

PIRUS 2 : workplan

- Workpackage 1:Administration (Mimas)
- Workpackage 2: Project management (Cranfield)
- Workpackage 3: Dissemination and advocacy (COUNTER)
- Workpackage 4: Software, standards, protocols (Cranfield)
- Workpackage 5: Prototype service (COUNTER)
- Workpackage 6: Evaluation and exit strategy (COUNTER)

PIRUS 2 website is being set up in October 2009. There will be a link to it from the COUNTER website at:

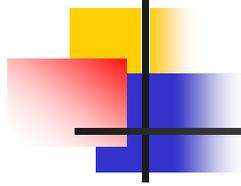
www.projectCounter.org

COUNTER Membership

- **Member Categories and Annual Fees (2010)**
(No increase in membership fees for 2010)
 - Publishers/intermediaries: £560/\$850
 - Library Consortia: £375/\$560
 - Libraries: £280/\$425
 - Industry organization: £280/\$425
 - Library affiliate: £113/\$170 (*non-voting member*)

- **Benefits of full membership**
 - Owner of COUNTER with voting rights at annual general meeting, etc.
 - Regular bulletins on progress
 - Opportunity to receive advice on implementation
 - Vendors: no compliance fee; reduced price audit fees

COUNTER



For more information.....

<http://www.projectcounter.org>

Thank you!

Peter Shepherd, COUNTER