

Introduction to COUNTER 5

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Agenda



A brief history of COUNTER 5

How did we get here? Standardizing usage stats for electronic resources.



COUNTER 5 Metrics

Overview of the new metrics in COUNTER 5



COUNTER 5 Reports

Overview of the new master reports and standard views in COUNTER 5



What's next?

Coming up in this series...



01 COUNTER 5

Why we need standardized usage
reports

In the beginning, providers all reported different metrics.

...
**Journal
publisher**
"I'm counting
downloads."

...

eBook vendor
"I can only tell you
the number of
pages read."

...

...
**Some weird
database**
"My site reports
the time spent on
page."

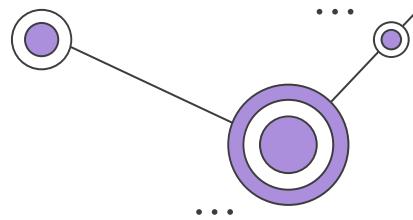




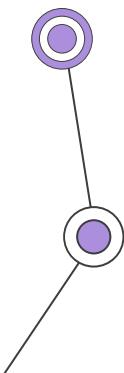
Project COUNTER

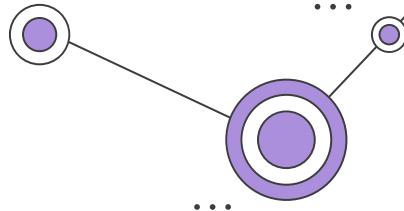
A non-profit collaboration of libraries and content providers who develop and publish a standard Code of Practice for logging, processing, and reporting electronic usage data.

Counting Online Usage of Networked Electronic Resources

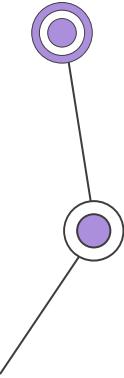


- Rules around logging data. E.g.: what is a successful download?
- Rules around processing data. E.g.: what is a double-click?
- Standardized template for reporting data, so data from different providers can be easily compared (or even merged).
- An audit (supposedly annual) to confirm that the provider is in fact following these practices.
- Libraries wanting consistent & comparable stats put pressure on vendors to become involved.





Some vocabulary...



- Project COUNTER: the organization running the show
- COUNTER Code of Practice (CoP): the document that dictates every aspect of the usage reporting journey
- Release (R): the version of the Code of Practice (currently on #5)
- COUNTER compliance: affirmation by Project COUNTER that a provider has passed an independent audit & the platform follows all the rules in the CoP

At first, COUNTER specified different standard reports and data processing rules for different kinds of platforms.



Journal Reports

The best-developed COUNTER reports.
Mostly tracking full-text access.
...



Book Reports

Complicated & confusing.
Different access methods were included on separate reports.



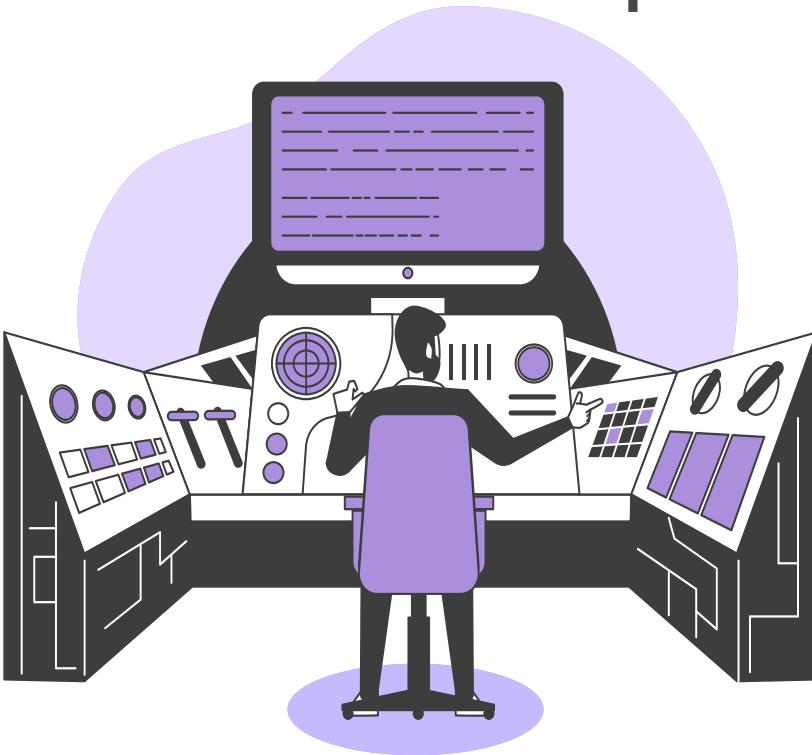
Database Reports

Primarily for databases without full-text access.
...

There were some problems with this!

- Even when counting the exact same way, vendor interface could impact the total—e.g. full-text HTML on landing page when most users download the PDF leads to double-counting
- Books reports were a MESS, especially with different access models, and some vendors took advantage to pad their stats
- Platforms that had multiple content types had to produce a bunch of different reports (and some content types weren't represented)
- Very little accountability between audits
- So, COUNTER decided to rethink everything, which leads us to...

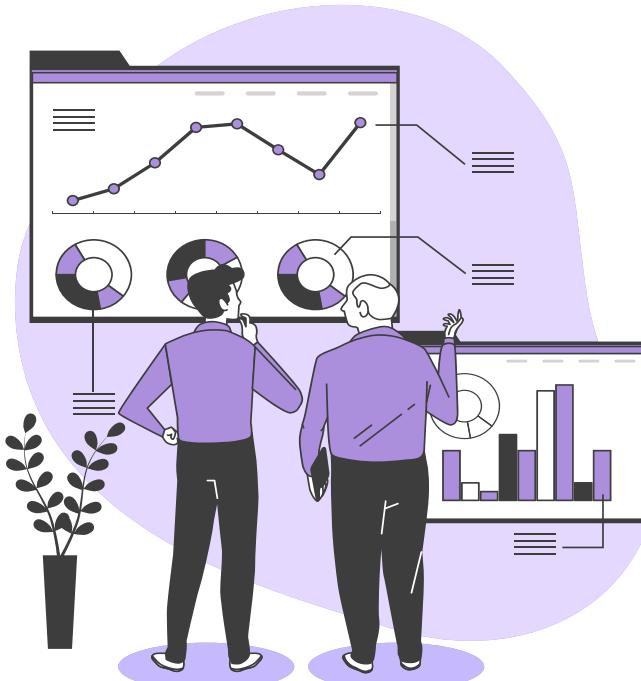
COUNTER 5: a major departure from previous releases



Some key differences:

- New concepts introduced to deal with variations in platform and access method
- Consistent vocabulary & metrics across content types
- Master Reports cover ALL content on a platform

Increasing accountability going forward



- After the upheaval of Release 4 to Release 5, COUNTER will be moving forward with smaller updates more frequently.
 - **Current release: 5.0.2**
 - **Coming late 2022 (???) : 5.1**
- COUNTER has also improved mechanisms to ensure compliance between audits.

02

New Metrics

COUNTER 5 involves a total re-thinking
of how metrics are defined and
reported.

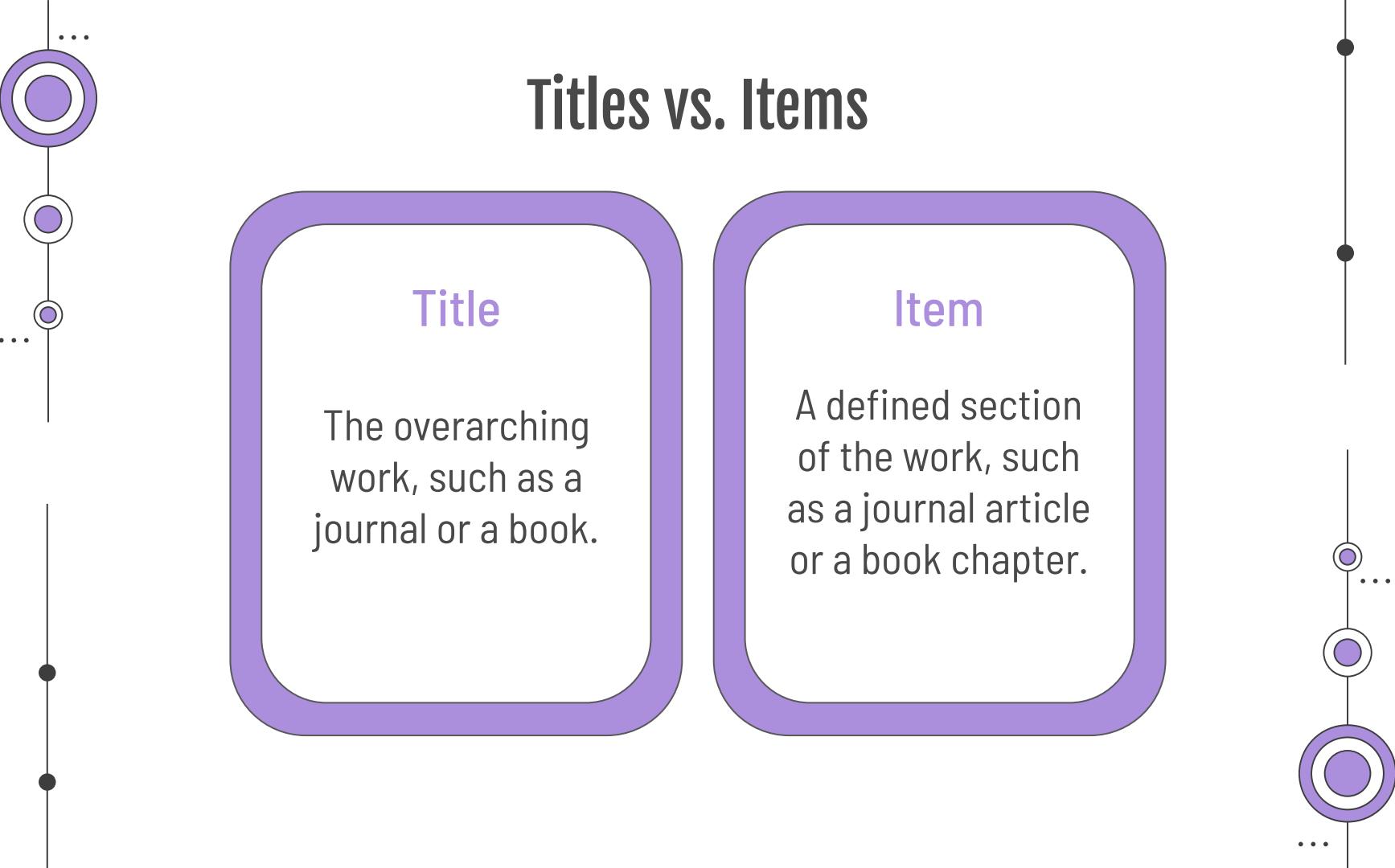
COUNTER 5
content metrics
have three parts:



Total or Unique

Title or Item

Request or
Investigation



Titles vs. Items

Title

The overarching work, such as a journal or a book.

Item

A defined section of the work, such as a journal article or a book chapter.



Requests vs. Investigations

Request

Accessing the full text of an item or a title

Investigation

Accessing the full text OR any other information (e.g. abstract) about an item or a title

Total vs. unique

Total

Every time a user
accesses a title or item.

Unique

Exclude when the **same**
user accesses the **same**
thing more than once

Identifying unique
users is not a perfect
science!





What does this look like on a real-live interface?



Environmental Politics / 25(3)

Clicking on the article brought us to the metadata, so landing here is an investigation.

This changes everything? Canadian climate policy and the 2015 election

Robert MacNeil, Matthew Paterson

May 2016, 25(3), p.553 - 557 - Environmental Politics

Cited 2

Downloaded

987

 9

 PDF Download

 Save Citation

Read the whole article here

Clicking for more information (like altmetrics, or the DOI to the publisher site) would also be an investigation.

URI https://resolver.scholarsportal.info/resolve/09644016/v25i0003/553_tceccpat2e.xml

DOI <https://doi.org/10.1080/09644016.2016.1140280>

PDF Download and Read Here both lead to full text, so they are requests. If you click on both, it would be two total requests (but only one unique request).

Movie Analytics: A Hollywood Introduction to Big Data

Haughton, Dominique; McLaughlin, Mark-David;
Mentzer, Kevin; Zhang, Changan
Springer International Publishing, 2015

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Front Matter

Front Matter

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[+ What Does "Big Data" Mean? The Data Scientist Point of View](#)

[PDF](#)

Clicking on the book brought us to the online reader, so landing here is a request.

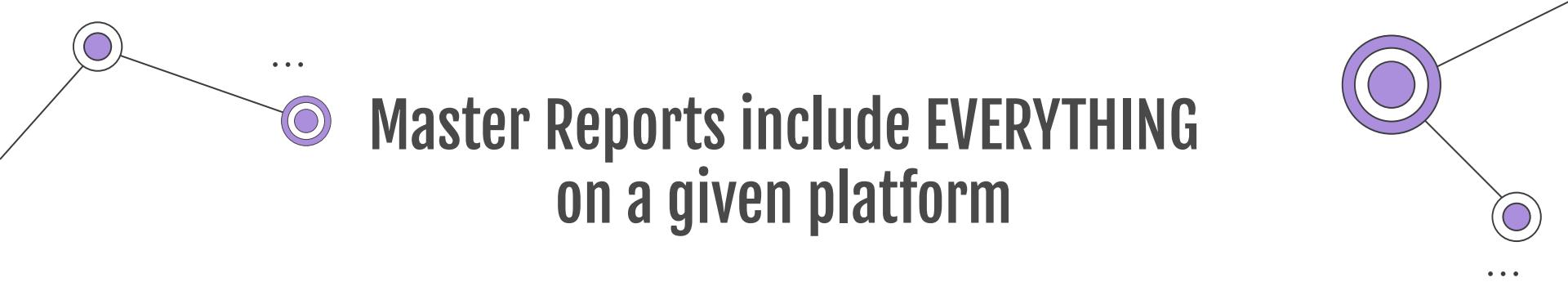
Dominique Haughton
Mark-David McLaughlin
Kevin Mentzer
Changan Zhang

Movie Analytics
A Hollywood
Introduction to Big
Data

Downloading PDFs of two different chapters would be two total item requests, but one unique title request.

03 COUNTER 5 Reports

Master Reports and Standard Views



Master Reports include **EVERYTHING** on a given platform

TR

Title Report (TR)

Reports on titles
(Journals and Books)

PR

Platform Report (PR)

Summary for the
whole platform—total
of searches,
downloads, etc.

IR

Item Report (IR)

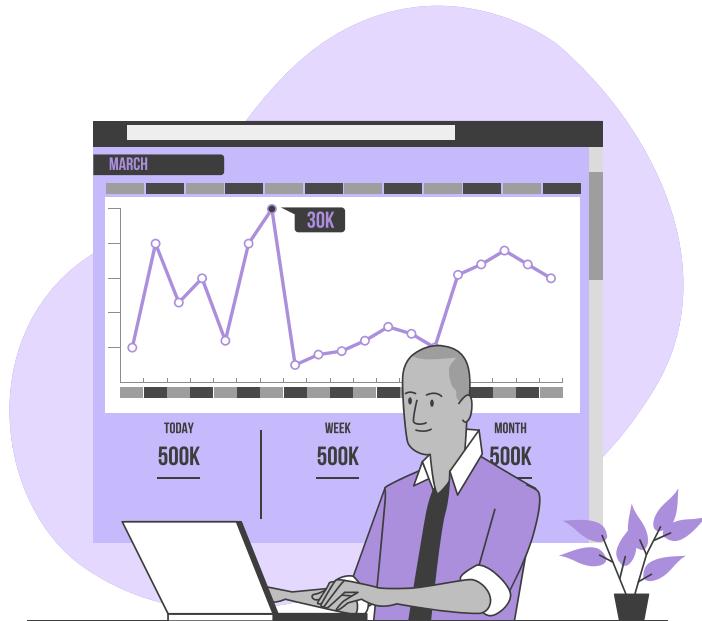
Reports on items
(articles, documents,
videos, datasets, etc...).
For repositories etc.

DR

Database Report (DR)

Reports on databases
and content sold as
pre-fixed packages

Standard Views



A standard view is a set, pre-filtered version of a Master Report, and most closely aligns with the reports from previous versions of COUNTER. Also, more user-friendly than Master Reports!

- TR_J1, TR_J3, TR_J4
- TR_B1, TR_B2, TR_B3
- PR_P1



Warning!

R5 Standard Views look a
lot like R4 Reports but don't
rely on the report
number!!!!

Standard Views for Journals



TR_J1

- Includes item requests but excludes OA
- R4 equivalent:
$$\text{total_item_requests} = \text{JR1} - \text{JR1GOA}$$



TR_J3

- Includes item requests & investigations for everything
- R4 equivalent:
$$\text{total_item_requests} = \text{JR1}$$



TR_J4

- Item requests by year of publication
- R4 equivalent:
$$\text{JR5}$$

...

...

...

Standard Views for Books



TR_B1

- Total item & unique title requests, excluding OA
- R4 equivalent: BR1/BR2; BR7 (minus OA)

...



TR_B2

- Turnaway report
- No_license = turnaway because you don't subscribe
- Limit_exceeded = turnaway because of seat limit



TR_B3

- Includes total & unique item & title requests & investigations for all books

...

Accessing reports & views

- Not all content providers offer all reports and views. It depends on what is applicable to their platform & content type.
- Reports must be available to download in Excel and TSV formats.
- COUNTER 5 standard views like TR_J1 are similar to COUNTER 4 reports like JR1, EXCEPT that every title now has two rows (for total and unique). Because of this, there is NO total row at the top of the report.



SUSHI harvesting

The COUNTER 5 implementation of the Standardized Usage Statistics Harvesting Initiative is a RESTful API allowing for automated harvesting of COUNTER reports. Usage stats tools like Alma Analytics use this process to automatically pull in usage data for content hosted on different platforms on a monthly basis.

04

What's next?

How can we actually use this sparkly
new data?



Supported reports

Database Report	<input type="button" value="x DR"/>	<input type="button" value="x DR_D1"/>	<input type="button" value="x DR_D2"/>
Item Report	<input type="button" value="x IR"/>	<input type="button" value="x IR_A1"/>	<input type="button" value="x IR_M1"/>
Platform Report	<input checked="" type="button" value="✓ PR"/>	<input checked="" type="button" value="✓ PR_P1"/>	
Title Report	<input checked="" type="button" value="✓ TR"/>	<input type="button" value="x TR_B1"/>	<input type="button" value="x TR_B2"/>
		<input type="button" value="x TR_B3"/>	<input checked="" type="button" value="✓ TR_J1"/>
			<input type="button" value="x TR_J2"/>
		<input type="button" value="x TR_J3"/>	<input type="button" value="x TR_J4"/>

Contact

SUSHI information

SUSHI server URL

<http://spud1.scholarsportal.info/sushi>

Customer ID info

Your Customer ID should be the same as your SPUD username (derived from the name of your school)

Requestor ID required



Ask Scholars Portal for your Requestor ID

Now that we have this new data, how should we actually use it?

...
"Make a pivot table
on unique item
requests!"

...
"Use total
requests for easy
comparison to
R4!"

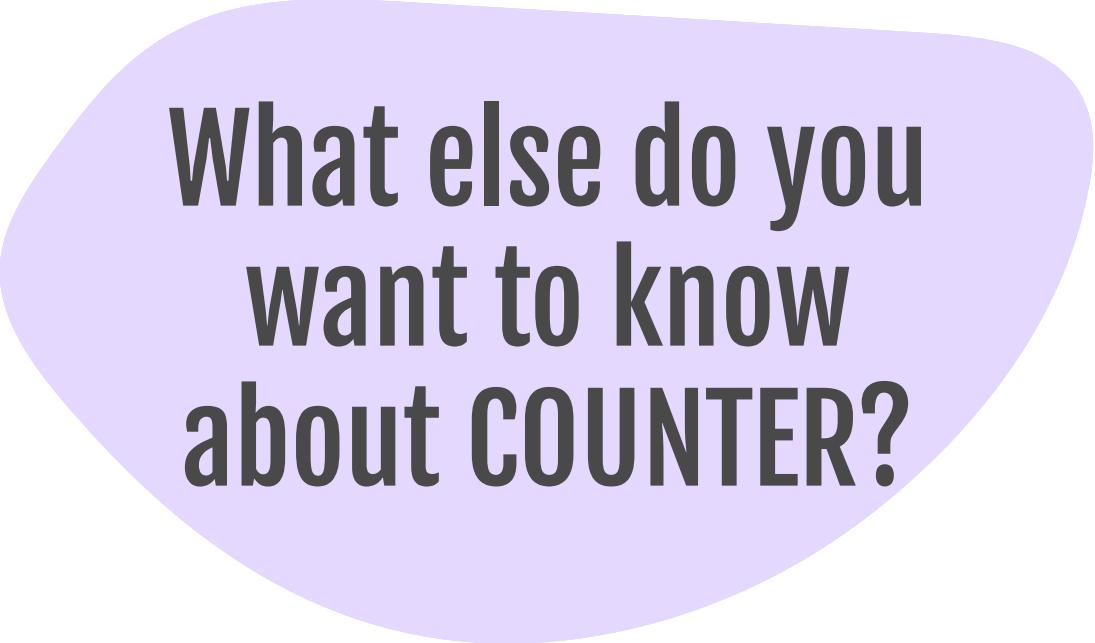
...
"Fools! The only correct
way to use this data is to
feed the title master
report JSON file directly
into my mega-algorithm
to predict user
behaviour!"



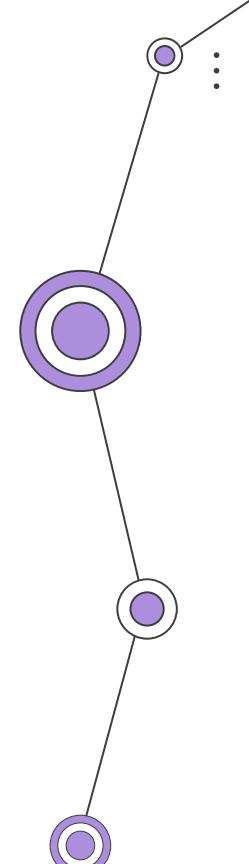
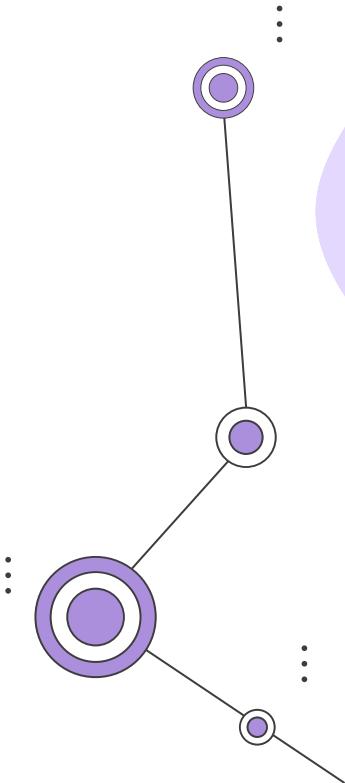
Upcoming webinar(s)

Case Studies: How do
you use COUNTER 5 in
your library?
University of Guelph
University of Windsor
December 10





What else do you
want to know
about COUNTER?

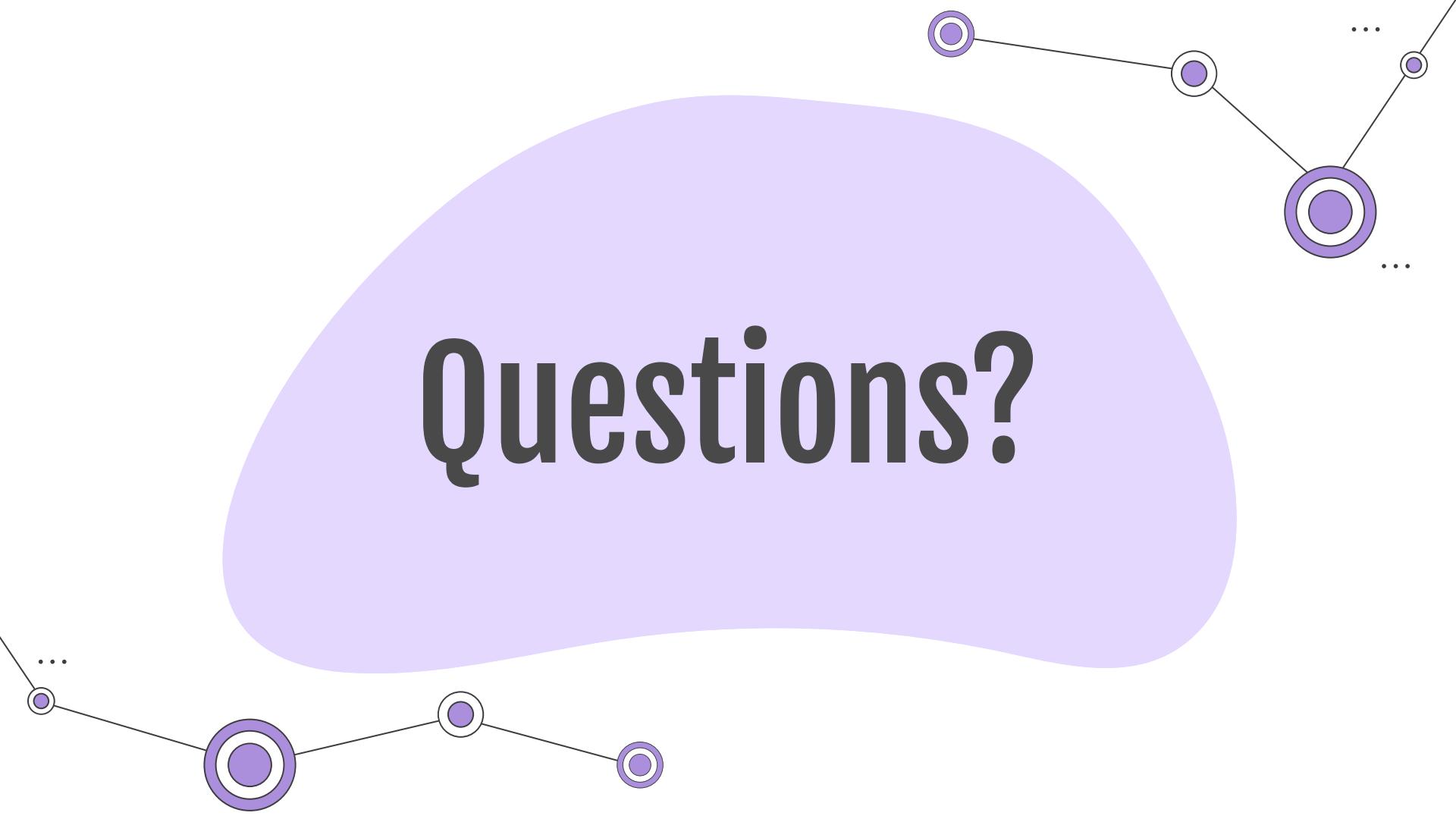


Suggest a
future webinar
topic!

Ask a question
on the OCUL
Assessment
Community
listserv!



Questions?



Thanks!

Sabina Pagotto

COUNTER 5:

<https://www.projectcounter.org/code-of-practice-five-sections/abstract/>

Technical Notes for Providers:

https://www.projectcounter.org/wp-content/uploads/2019/05/Release_5_TechNotes_PDFX_20190509-Revised.pdf

Registry of Compliance: <https://www.projectcounter.org/about/register/>

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