

GUIDELINES FOR STATISTICAL MEASURES OF USAGE OF WEB-BASED RESOURCES (August 1998)

ABSTRACTING & INDEXING SERVICES (e.g., EconLit and the A&I portion of a mixed database such as ABI/Inform) & **FULL TEXT DATABASES** (e.g., reference works like Britannica Online and journal providers like AP/IDEAL and JSTOR):

Each element defined below should be able to be delineated by the following subdivisions;

1. By each specific database of the provider
2. By each institutionally defined set of IP address / locator to subnet level
3. By total consortium
4. By special data element passed by subscriber(e.g., account or ID number)
5. By time period- vendor's system should, minimally, report by month, and maintain 24 months of historical data. Exceptions to this, where appropriate, are peak use of simultaneous users or sessions, if this is a factor in the provider's pricing. In this case daily, or even hourly tracking may be required although in these cases a shorter rolling period of recent history is required (e.g., last two months)

Usage Elements that must be provided are:

Number of queries (Searches) categorized as appropriate for the vendor's information. A search is intended to represent a unique intellectual inquiry. Typically a search is recorded each time a search from is sent/submitted to the server. Subsequent activities to review or browse among the records retrieved or the process of isolating the correct single item desired do not represent additional searches unless the parameter(s) defining the retrieval set is modified through resubmission of the search from, a combination of previous search sets, or some other similar technique. Number of sessions (Logins) or page hits may not be substituted.

Number of sessions (Logins) must be provided although it may or may not be meaningful to the consortium or its members. This will depend on the nature of local security, networking, and access

Number of turn-aways if relevant as a contract limits (e.g., requests exceed simultaneous user limit)

Number of items examined (i.e., viewed, marked or selected, downloaded, emailed, printed) to the extent these are recordable and controlled by the server rather than the browser :

1. Citations examined(for A&I databases)
2. Journals examined (for full text databases) broken down by title, ISSN with title listed, or other title identifier as appropriate
 - (1) Tables of Contents examined
 - (2) Abstracts examined
 - (3) Articles or essays, poems, chapters, etc., as appropriate, viewed (e.g., ASCII or HTML) or downloaded (e.g. PDF, email)
 - (4) Other (e.g., image / AV files, ads, reviews, etc., as appropriate)

See ICOLC guideline on Technical Performance of Web-based Services for reporting of system related parameters (e.g., downtime, response time0

2. **PRIVACY AND USER CONFIDENTIALITY:** Statistical reports or data that reveal confidential information about users must not be released by resource providers without permission. Providers do not have the right to release statistical usage information about institutions without permission.

3. **COMPARATIVE STATISTICS:** Resource providers should provide comparative statistics that give participants a context in which to analyze statistics for their institutions. A grouping for purposes of comparison might be compiled by the resource provider (e.g., statistics from an anonymous selection

of similar institutions), or it might be a grouping composed on demand (e.g., statistics from all campuses in a consortium, presented either anonymously or not, as desired by the participating institutions).

4. **ACCESS / DELIVERY MECHANISMS / REPORT FORMATS:** Access to statistical reports should be provided via web-based reporting systems and be restricted by IP address or another form of security such as passwords. Institutions should be able to allow access to their usage data by other institutions in the consortium if they desire.

Resource providers should maintain access to tabular statistical data through their website (updated monthly) which a participant can access, aggregate and manipulate on demand. When appropriate, these data also should be available in flat files containing specified data elements that can be downloaded and manipulated locally. Resource providers are also encouraged to present data as graphs and charts.

This ICOLC guideline draws heavily for its content from the guidelines developed by JSTOR Web Statistics Task Force: David Farrell, Berkeley, Chair; Jim Mullins, Villanova; Kimberly Parker, Yale; Dave Perkins, CSU-Northridge; Sue Phillips, Texas; Camille Wanat, Berkeley; Kristen Garlock, JSTOR, ex-officio