TIME TO TAKE NEW MEASURES

Developing a Cost-Per-Cited-Reference Metric for the Assessment of E-Journal Collections
WHATS / WHYS OF CPCR

- CPCR = Cost-Per-Cited-Reference
- Based off dataset of unique cited references of institutionally-affiliated authors
- Need for quantitative measures beyond CPU and raw usage
- Greater emphasis on assessment and return on investment
PROS / CONS OF CPCR

- Quantitative measure of licensed content’s usefulness to an institution’s researchers
- Provides an additional metric to assist in evaluation of resources for cancellation
- CPCR can be artificially high or low depending upon variables in play for a particular title
- Does not connote value of the actual research in the journal
THE DEVIL IS IN THE DETAILS (I.E., DATA)
APPLICATION OF CPCR TO A SPRINGER BIG DEAL

- Examined ejournals in a Springer big deal shared by UNC, NCSU, and Duke
  - Shared ownership and access to all titles, but individual schools pay for unique title lists
  - Used 2013 and 2014 data and compared against data used for actual 2016 cancellations

- Comparison revealed that CPCR data supported most, but not all of our actual cancellation decisions

- CPCR has the potential to influence decisions about titles that are not immediately clear cancellations or retentions
WIRTSCHAFTSDIENST: THE CANCELLATION THAT MIGHT NOT HAVE BEEN

- Cancelled for 2016 based off of raw usage and CPU data
- 2013-2014 data
  - Mean CPU: $32.59
  - Mean CPCR: $28.04
- Number of unique cited references increased from 2013 to 2014
- CPCR might have saved this title from cancellation (at least for a few more years)
NEXT STEPS FOR CPCR

- Improve approach to data collection, clean-up, and storage
- Evaluate more years of Springer data
- Evaluate additional packages with more traditional big deal models, such as Wiley
THANKS!

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