Usage Statistics and Managing Expectations

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What Usage Does and Does not Tell Us

Tells Us:
• Full Text Downloads
• Searches
• Page Views
• Record Clicks
• Time on a page

Doesn’t tell Us
• What is downloaded or searched
• How much is downloaded or searched.
• Actual user behavior
How Usage Stats can be Used

• Help identify resources that are not being used to promote or cancel.
• Make the case to keep resources that have been proposed for cancellation.
• Provide administration with data to request funding for new resources.
Usage Data Limitations

• Usage data is only one factor when making decisions about resources.
• Usage data, although standardized, does not tell the whole story about a resource.
• Data can be interpreted one way or another to achieve the best result.
What’s good?

- Cost per use
- Usage data compared to size of academic program
- Usage data minimized or maximize by type of platform
Managing Expectations

• Use more than usage data to present decisions
  – Faculty feedback
  – Resource Reputation
  – Department needs
Ask for More!

- Vendors have all sorts of data.
- Vendors will work with you on gathering and analyzing internal data.