

Measuring Use of Licensed Electronic Resources: A Second Iteration of the MINES for Libraries® Survey on Scholars Portal and Other Resources for the Ontario Council of University Libraries

PROVING VALUE IN CHALLENGING TIMES
9TH NORTHUMBRIA INTERNATIONAL CONFERENCE ON
PERFORMANCE MEASUREMENT IN LIBRARIES AND INFORMATION
SERVICES

August 23rd, 2011

Catherine Davidson, York University
Dana Thomas, Scholars Portal
Martha Kyrillidou, Association of Research Libraries
Terry Plum, Simmons College

Overview

Why measure digital content use?

What is MINES for Libraries®?

Ontario Council for University Libraries & Scholars Portal

MINES 2004/05 survey vs 2010-11

SFX as delivery mechanism

Practical implications and value

Key findings

Next steps

Why measure digital content use?

- **Almost 60%** of the library materials expenditures in major research libraries is spent on **electronic resources**
- This proportion is **even higher** for smaller college and university libraries

(from ARL Statistics 2008-09)

Source: <http://www.arl.org/stats/annualsurveys/arlstats/arlstats09.shtml> (page 21)

Why measure digital content use?

The most popular current method of measuring usage of electronic resources by libraries is not through web-based usage surveys, but through vendor supplied data of library patron usage or transaction usage.

Web-based usage surveys are increasingly relevant in the collection of usage data to make collection development and service decisions, to document evidence of usage by certain patron populations, and to collect and analyze performance outputs.

Brinley Franklin and Terry Plum, "Successful Web Survey Methodologies for Measuring the Impact of Networked Electronic Services (MINES for Libraries™)" *IFLA Journal* 32 (1) March, 2006



StatsQUAL®

A gateway to library assessment tools that describe the role, character, and impact of physical and digital libraries

ARL Statistics™



ARL Statistics™ is a series of annual publications that describe the collections, expenditures, staffing, and service activities for Association of Research Libraries (ARL) member libraries.

LibQUAL+®



LibQUAL+® is a rigorously tested Web-based survey that libraries use to solicit, track, understand, and act upon users' opinions of service quality.

DigiQUAL®



The DigiQUAL® online survey designed for users of digital libraries that measures reliability and trustworthiness of Web sites. DigiQUAL® is an adaptation of LibQUAL+® in the digital environment.

MINES for Libraries®



Measuring the Impact of Networked Electronic Resources (MINES) is an online transaction-based survey that collects data on the purpose of use of electronic resources and the demographics of users.

ClimateQUAL®



ClimateQUAL®: Organizational Climate and Diversity Assessment is an online survey that measures staff perceptions about: (a) the library's commitment to the principles of diversity, (b) organizational policies and procedures, and (c) staff attitudes.

MINES for Libraries®



.. Is a short web-based survey that intercepts a user as they attempt to access an electronic resource and asks the following:

Patron status: faculty, grad, undergrad

Affiliation: department

Location: in library, on campus, off campus

Purpose of use: funded/non-funded research,
teaching, coursework

Why they chose: important resource, recommended,
reading list

MINES for Libraries®



Electronic Resources Library User

Your feedback matters!

- This survey has only **five questions**
- Takes **less than a minute** to complete
- Responses are anonymous and will help us better

Thank you for your time.

Algoma University is participating in a province-wide survey to determine how well Ontario University libraries are meeting your needs.

For more information about this survey or if you do not wish to participate, click [here](#).

1. Patron Status

- ☐ Undergraduate Student
- ☐ Graduate/Professional Student
- ☐ Faculty
- ☐ Staff
- ☐ Library Staff
- ☐ Other:

2. What is your primary disciplinary affiliation or major field of study?

Choose one of the following answers

- ☐ Applied Science and Engineering
- ☐ Business
- ☐ Education
- ☐ Environmental Studies
- ☐ Fine Arts
- ☐ Humanities
- ☐ Law
- ☐ Medical/Health Sciences
- ☐ Sciences
- ☐ Social Sciences
- ☐ Other:

3. Location

Choose one of the following answers

- ☐ In the Library
- ☐ On-campus but not in the library
- ☐ Off-campus

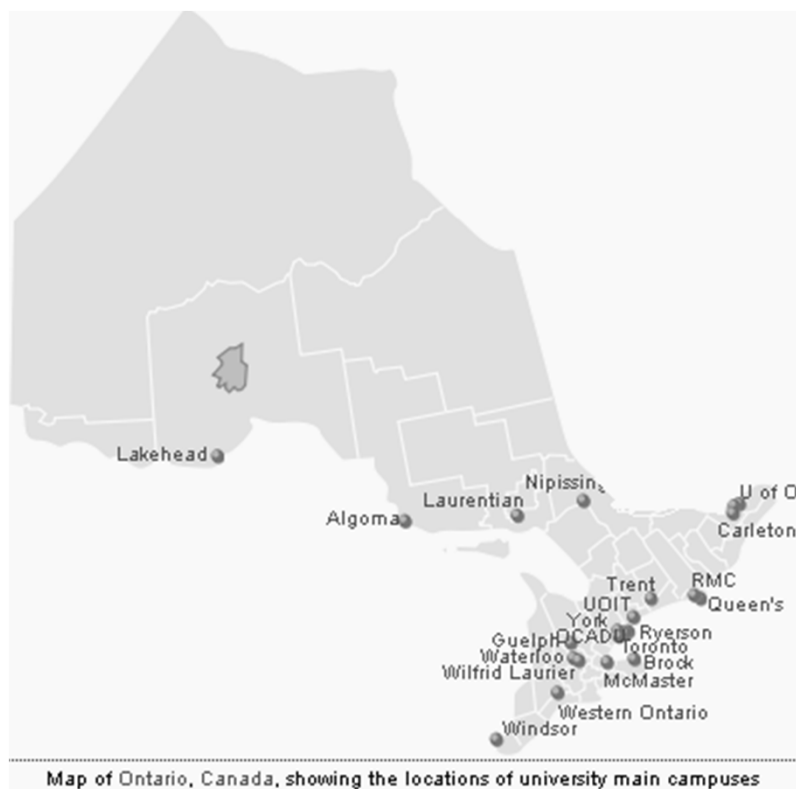
4. Primary Purpose for using this electronic resource

- ☐ Sponsored (Funded) Research (For Faculty, Graduate Students, Staff)
- ☐ Other (Non-funded) Research (For Faculty, Graduate Students, Staff)
- ☐ Teaching
- ☐ Coursework/Assignment
- ☐ Patient Care
- ☐ Other Activities including General Interest

5. Why did you choose this resource? (You may select more than one option.)

- ☐ Important resource in my field
- ☐ Recommended by a professor/colleague
- ☐ Recommended by a librarian
- ☐ Reference/citation from another source
- ☐ Course reading list
- ☐ Other:

Ontario Council of University Libraries



| Institutions | FTE |
|-----------------|----------------|
| Algoma | 870 |
| Brock | 14,557 |
| Carleton | 20,743 |
| Guelph | 21,452 |
| Lakehead | 7,583 |
| Laurentian | 7,630 |
| McMaster | 24,944 |
| Nipissing | 5,535 |
| OCAD | 3,010 |
| UOIT | 5,147 |
| Ottawa | 32,230 |
| Queen's | 20,751 |
| RMC | 1,792 |
| Ryerson | 26,841 |
| Toronto | 68,334 |
| Trent | 7,030 |
| Waterloo | 27,674 |
| Western | 33,119 |
| Wilfrid Laurier | 14,054 |
| Windsor | 14,419 |
| York | 45,235 |
| Total | 402,950 |

Scholars Portal



Scholars Portal is a project of the Ontario Council of University Libraries. Founded in 2002, Scholars Portal provides a shared technology infrastructure and shared collections for all 21 university libraries in the province.

YOUR Portal
TO RESEARCH
AND LEARNING



News

Scholars Portal Usage Reports Complete Final Stage of COUNTER Compliance Audit

Scholars Portal has successfully completed the final stage of our external audit for COUNTER compliance. This certification is valid as of July 15, 2011 and can be maintained by conducting annual audits of the SPUD <http://spud.scholarsportal.info/> reports. We were unable to produce ...

Preservation Update Webinar - August 10, 12 pm

Join us on August 10th at 12 p.m. for an update webinar on OCUL's preservation initiatives. Steve Marks, Digital Preservation Librarian, will give an overview of how the Scholars Portal digital preservation initiative is progressing. Steve will be discussing ...

UTP Journals added to E-Journals

We are pleased to announce that University of Toronto Press journals are now available on the Scholars Portal E-Journals site <http://journals.scholarsportal.info>. The full text of 16 UTP journals have been loaded on SP and a full title list can be viewed by clicking ...

Welcome to Klara Maidenberg, Scholars Portal VR Services Librarian

Klara Maidenberg has joined the Scholars Portal team as the Virtual Reference Services librarian. She will coordinate the new collaborative VR service that will launch in September. Klara will work with an advisory team to establish governance and policy guidelines and workflow procedures ...

Services

Interlibrary loan **RACER**
Research management **RefWorks**
Research management **WizFolio**
Digital content **Journals**
Digital content **Books**
Link server **SFX**
Statistics data **ODESI**

Why OCUL turned to MINES®

- To capture in-library and remote web usage of the OCUL Libraries resources
- To identify the demographic differences between in-house library users as compared to remote users
- To identify users' purposes for accessing OCUL's electronic services
- To develop an evaluation infrastructure to make studies of patron usage of networked electronic resources routine, robust, and integrated into the decision-making process.

Timeline

| | |
|--------------|---|
| Fall 2009: | Collect data from institutional contacts (e.g. disciplinary affiliations) Surveys constructed in Limesurvey |
| Feb 2010: | MINES is launched |
| Jun 2010: | Captured snapshot of data from which preliminary findings were extracted |
| Feb 2011: | MINES survey concludes |
| Mar 2011 - : | Complete data responses analyzed, ARL presents findings and reports (aggregated & individualized) to project participants |

OCUL MINES 2004 vs 2010

OCUL I : 2004

- Randomly selected 2 hour periods each month for a year
- Mandatory

OCUL II: 2010

- SFX as delivery mechanism
- Systematic sampling (every *n*th)
- Mandatory and optional versions
- Additional question: contact pool

Content Types Being Measured

| 2004/05 | 2010/11 |
|---|--|
| <p>e-journals locally loaded on Scholars Portal</p> <p>Academic Press American Psychological Association American Chemical Society Berkeley Electronic Press Blackwell Publishing Cambridge University Press Emerald Publishing Elsevier Science (Elsevier Science, Harcourt Health Sciences) IEEE Publication Kluwer Oxford University Press Project MUSE Sage Publications Springer-Verlag Taylor and Francis John Wiley & Sons</p> | <p>e-journals abstracts and indexes e-books dissertations library catalogues reference materials institutional repositories other services (e.g. interlibrary loan, Ulrichs, JCR – Journal Citation Reports, Refworks)</p> |

And the responses are in!

A total of **34,776** complete responses were collected across all OCUL institutions by the close of the survey in February, 2011.

Mandatory responses = 4,255

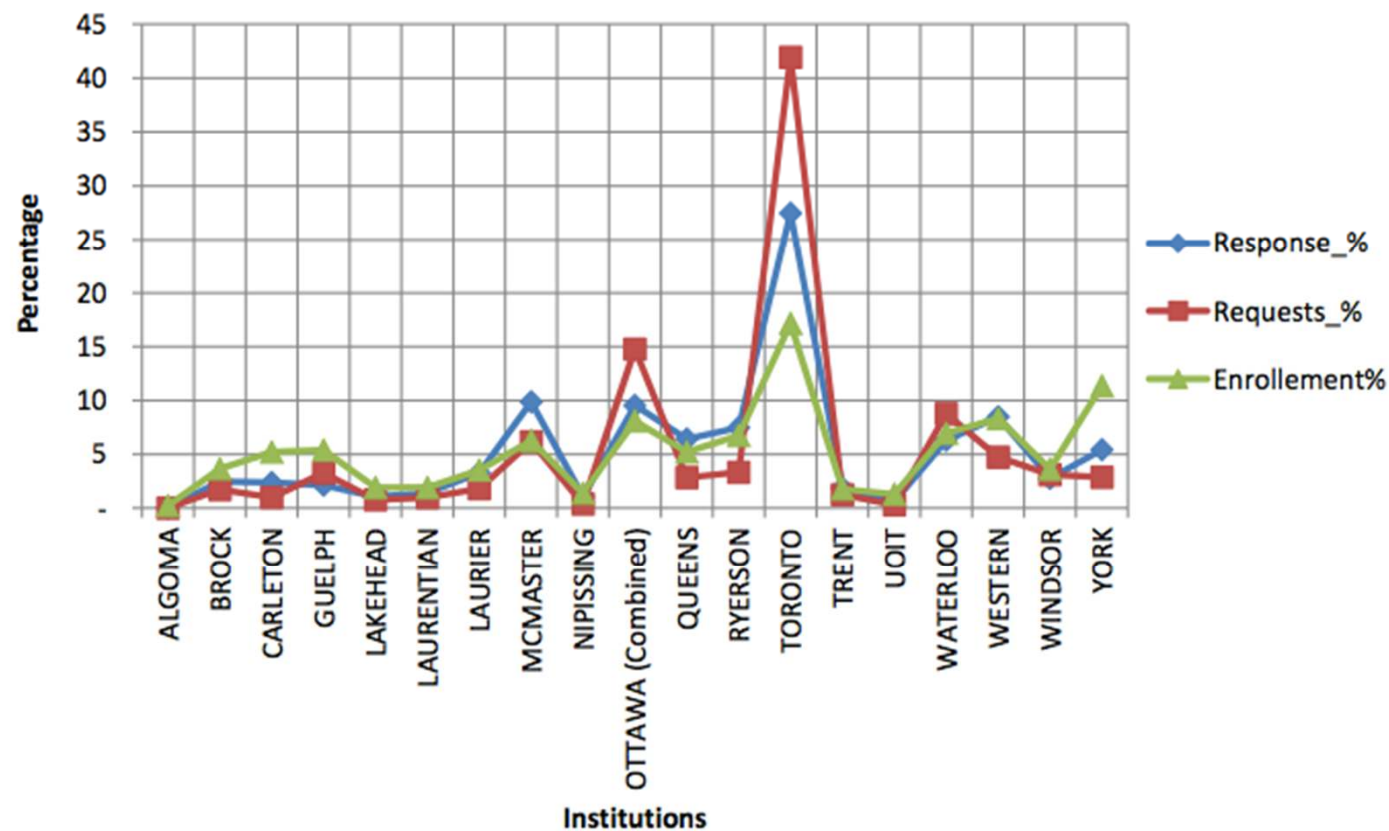
Optional responses = 30,521

ARL Analysis of OCUL data

- Continuing support for Scholars Portal as well as additional institutional resources provides the ability to both leverage cooperation and meet specialized needs of local users
- The 2010-11 MINES for Libraries® implementation at OCUL included 19 separate survey implementations, leveraging a common technology and assessment infrastructure
- As a result the 2010-11 survey implementations are addressing local needs with customized discipline categories and consortial needs by mapping the local categories to a generalizable discipline schema similar to the one used in 2004-05
- Variations in SFX implementation across institutions impose limitations regarding comparisons of the findings across institutions
- The SFX implementation in 2010-11 is sufficiently different from the Scholars Portal implementation for 2004-05 that care should be used when comparing the findings

Enrollment, Responses and SFX stats

(Feb 16, 2010- Feb 17, 2011)



Variations in SFX as delivery mechanism

| Institution | Uses az list? | SFX from OPAC? | Google Scholar? | Citation linker? | bx? | PRIMO?/ Discovery layer? |
|---------------|---------------|----------------|-----------------|------------------|-----|--------------------------|
| ALGOMA | | | | | | |
| BROCK | YES | NO | YES | YES | | |
| CARLETON | NO | NO | YES | YES | YES | |
| DURHAM | | | | | | |
| GUELPH | YES | NO | YES | YES | YES | YES |
| LAKEHEAD | YES | YES | YES | YES | YES | NO |
| LAURENTIAN | YES | YES | YES | YES | NO | NO |
| LAURIER | YES | NO | YES | YES | YES | YES |
| MCMASTER | YES | YES | YES | YES | YES | NO |
| NIPISSING | YES | NO | YES | YES | YES | NO |
| OCAD | YES | NO | NO | YES | NO | NO |
| OTTAWA | YES | NO | YES | YES | NO | NO |
| QUEENS | NO | NO | YES | YES | NO | YES |
| RMC | | | | | | |
| RYERSON | YES | YES | YES | YES | NO | NO |
| TORONTO | YES | NO | YES | YES | YES | NO |
| TRENT | YES | NO | YES | YES | NO | NO |
| UOIT | NO | NO | YES | YES | NO | NO |
| WATERLOO | YES | YES | YES | YES | YES | YES |
| WESTERN | YES | YES | YES | YES | YES | NO |
| WINDSOR | YES | YES | YES | YES | YES | NO |
| YORK | NO | NO | YES | YES | NO | NO |

Practical Implications/Value

- What are the implications of running the survey in mandatory and optional modes?
- How does the use of consortial products compare to that individually-licensed content?
- What conclusions can be drawn about the efficacy of surveying users via an open-URL resolver?
- How will MINES fit into the overall assessment program for OCUL?

MINES Results – Martha's placeholder

MINES: Optional and Mandatory

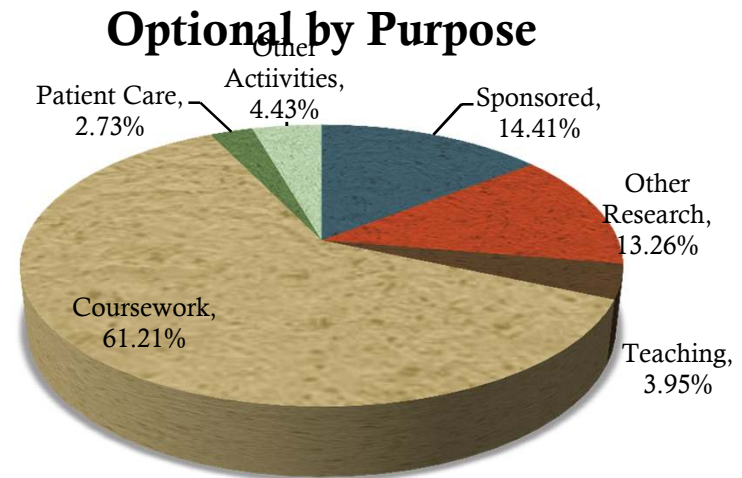
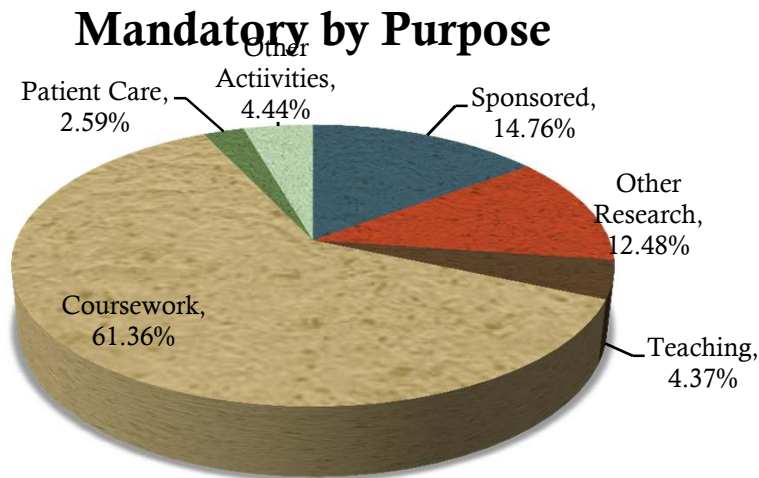
| Partner Institutions | FTE , July 2010 | OCUL 1 - 2004/05 | OCUL 2 - 2010/11 |
|------------------------|-----------------|------------------|----------------------|
| Algoma | 870 | Not part of OCUL | Optional |
| Brock | 14,557 | Mandatory | Optional |
| Carleton | 20,743 | Mandatory | Optional & Mandatory |
| Guelph | 21,452 | Mandatory | Optional |
| Lakehead | 7,583 | Mandatory | Optional |
| Laurentian | 7,630 | Mandatory | Optional |
| McMaster | 24,944 | Mandatory | Optional |
| Nipissing | 5,535 | Mandatory | Optional & Mandatory |
| OCAD | 3,010 | Mandatory | Optional |
| UOIT | 5,147 | Mandatory | Optional & Mandatory |
| Ottawa | 32,230 | Mandatory | Optional |
| Queen's | 20,751 | Mandatory | Optional |
| Royal Military College | 1,792 | n/a | n/a |
| Ryerson | 26,841 | Mandatory | Optional & Mandatory |
| Toronto | 68,334 | Mandatory | Optional |
| Trent | 7,030 | Mandatory | Optional |
| Waterloo | 27,674 | n/a | Optional |
| Western Ontario | 33,119 | Mandatory | Optional & Mandatory |
| Wilfrid Laurier | 14,054 | Mandatory | Optional |
| Windsor | 14,419 | Mandatory | Optional |
| York | 45,235 | Mandatory | Optional |
| Total | 402,950 | | |

1

Mandatory v. Optional – Five Universities

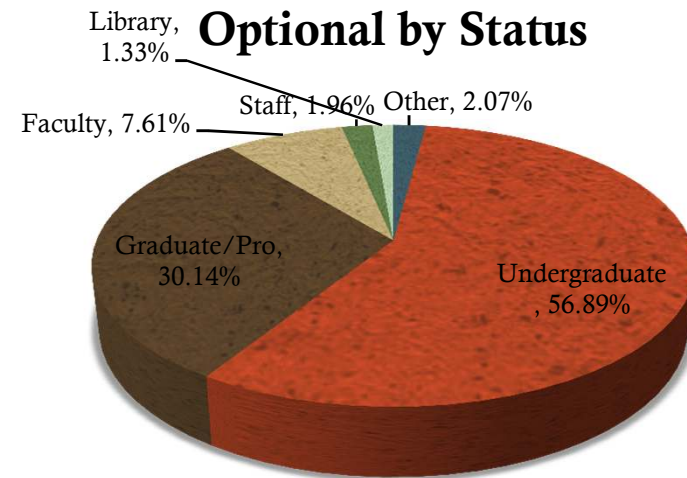
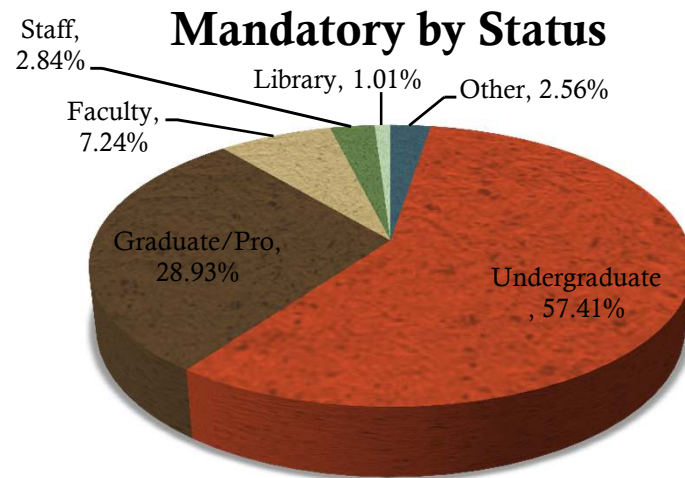
Purpose of Use

Carleton, Ryerson, Nipissing, UOIT, Western
 $n=6962$ mandatory=4255 optional=2707



Mandatory v. Optional – Five Universities Status

Carleton, Ryerson, Nipissing, UOIT, Western
 $n=6962$ mandatory=4255 optional=2707



MINES Results – TargetURLs

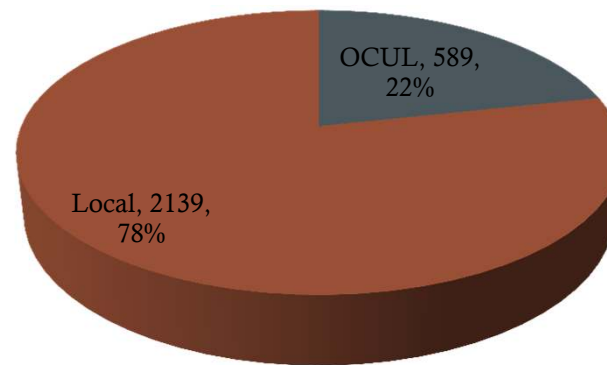
- Script used to automate parsing of fields from url:
 - ISSN/ISBN
 - Vendor
 - Volume, Issue, Article title
- Additional fields added, used excel formulae to work in batches:
 - Database Name
 - Item Type (ebook, ejournal, library catalogue)
 - Normalized Vendor Name

MINES Results – Target URLs

- Once coding is completed, we will be able to investigate numerous questions of interest including:
 - Purpose of use by database
 - Purpose of use by resource type (book, journal...)
 - Uses of resource types relative to size of those collections
 - Frequency of use relative to the size of a vendor/publisher collection
 - Uses by title for heavily-used titles (Nature, Science, etc)
 - Uses of resources by patron type and discipline
 - Others TBD

Sample Analysis Result - Ebsco

Frequency of Consortial vs. Local Uses

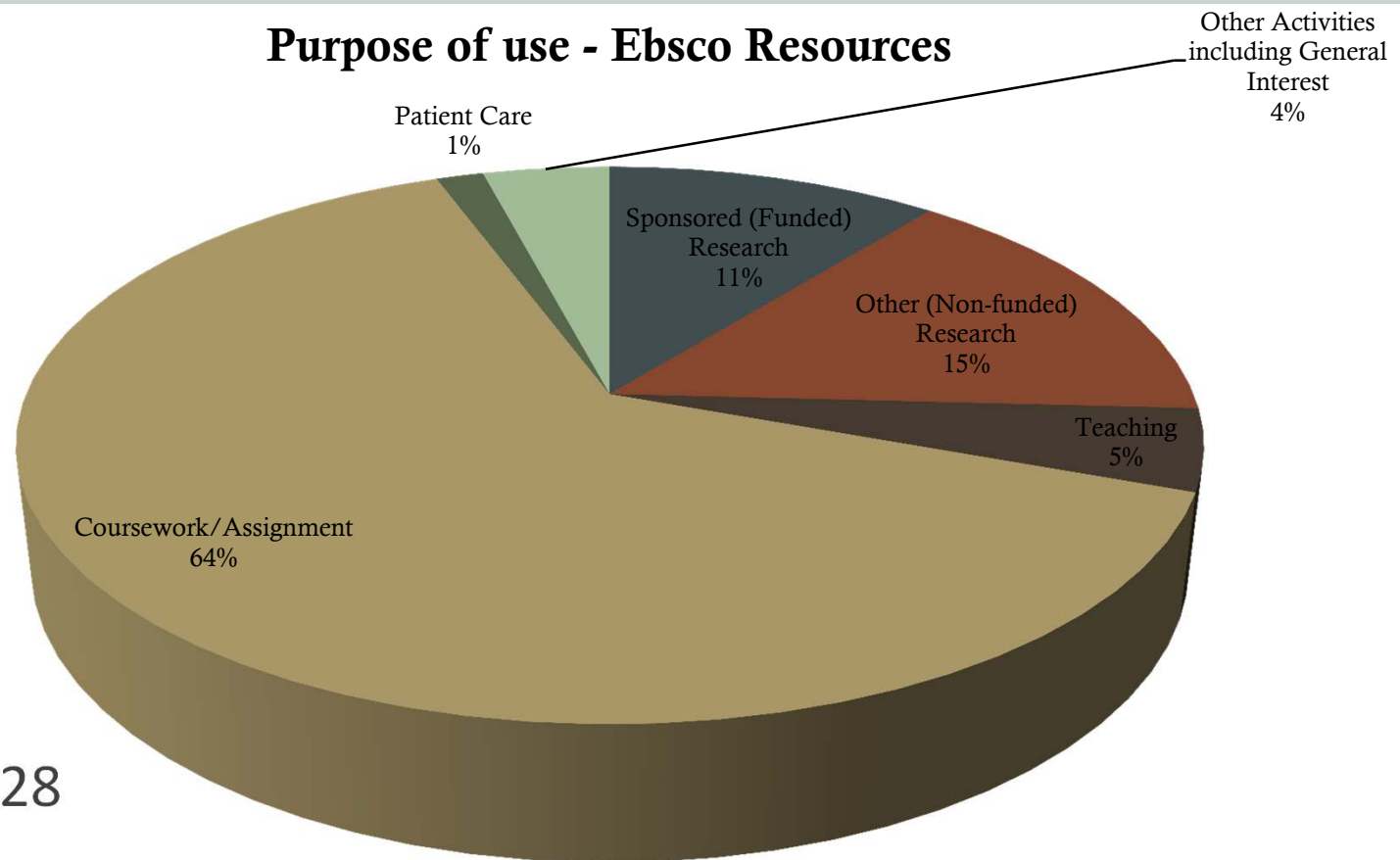


N= 2728

- There were 589 uses from OCUL licensed Ebsco products, 2139 from local ones

Sample Analysis Result - Ebsco

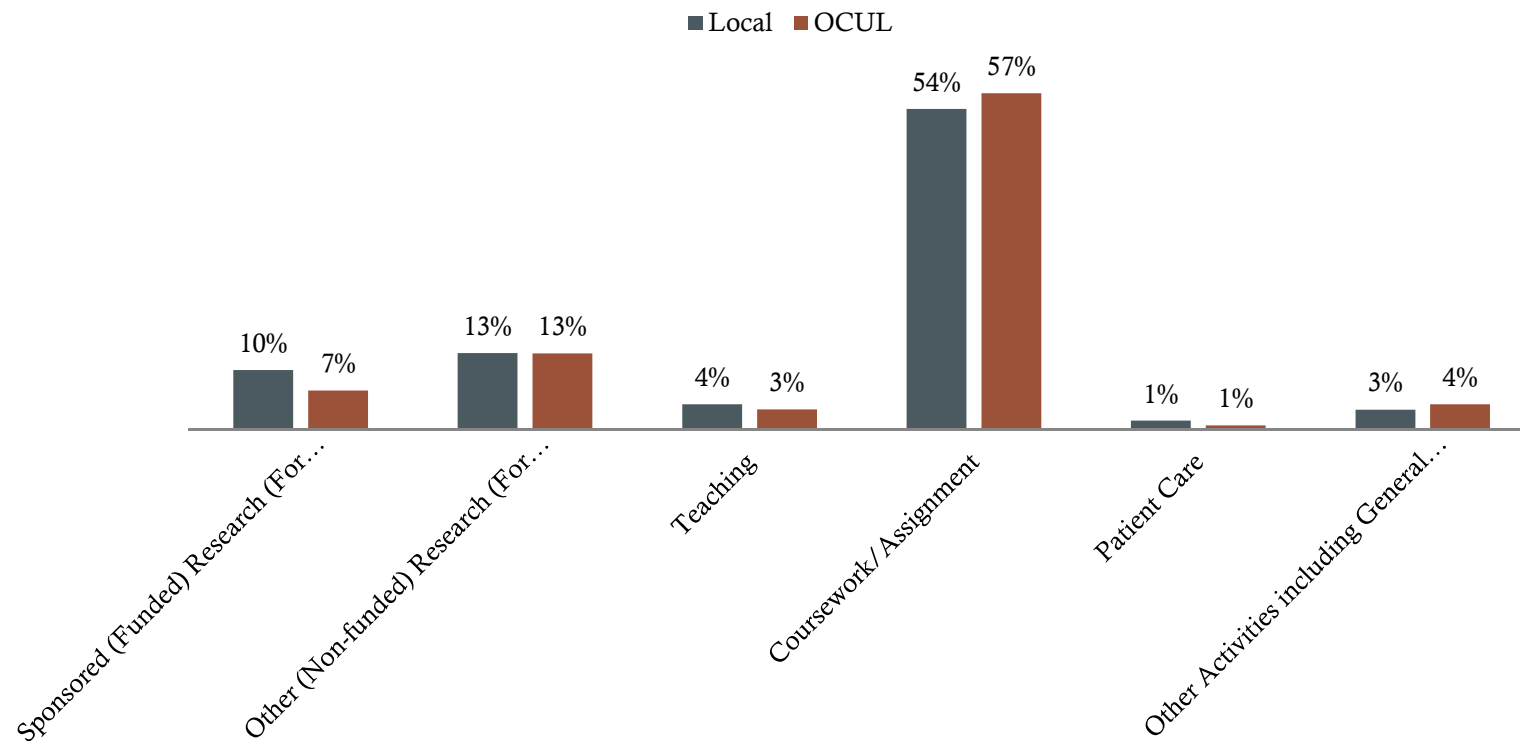
Purpose of use - Ebsco Resources



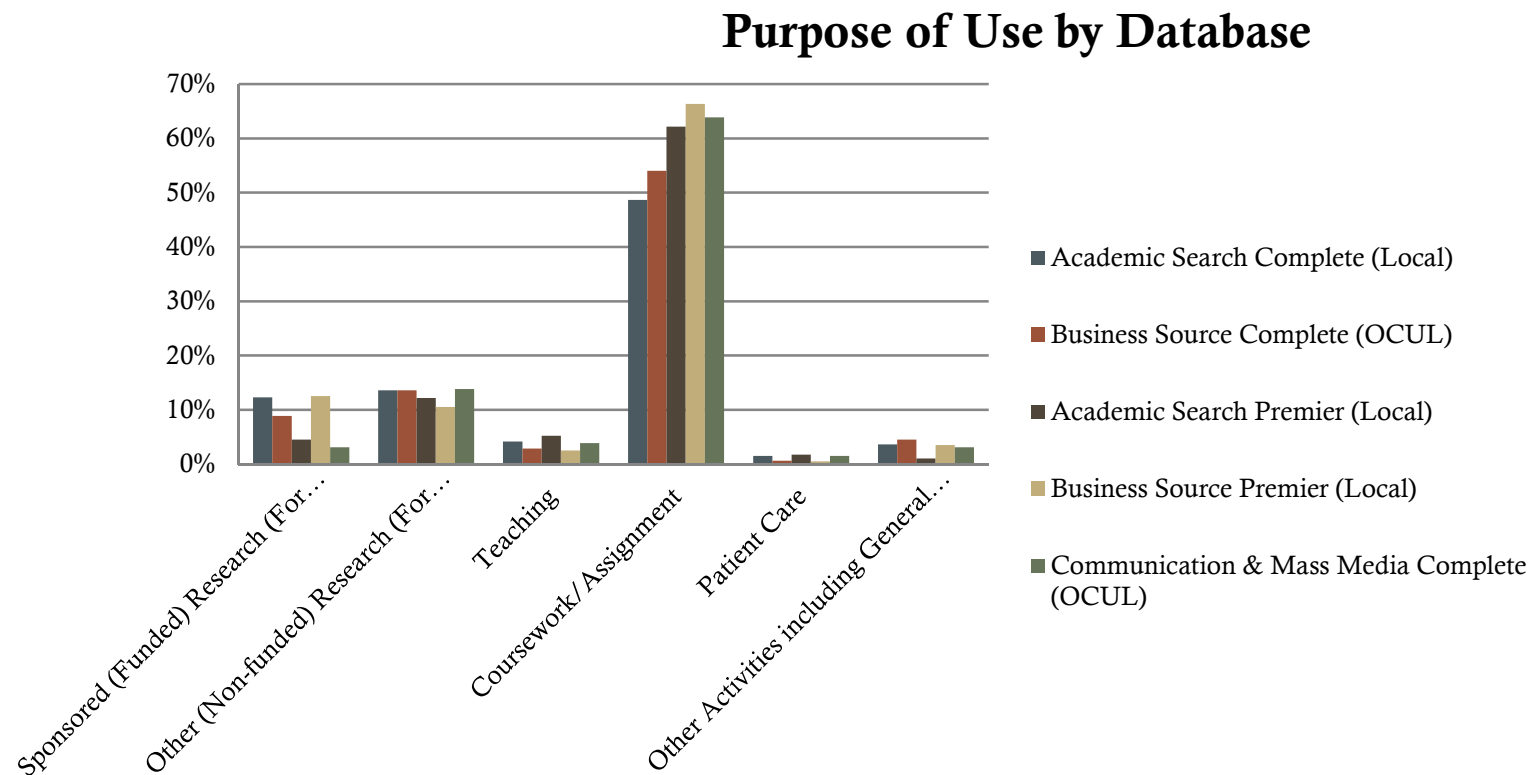
N= 2728

Sample Analysis Result - Ebsco

Purpose of Use Local vs. Consortial



Sample Analysis Result - Ebsco



Findings: Comment Code comparison

04/05:

- Annoyance with the survey accounts for 20.5% of the total comments and 76.1% of negative comment
- *n=748*

10/11:

- Annoyance is 12.8% of the total comments and 41.9% of the negative comments
- *n=1521*

More research queries to pursue

Further research required to arrive at a deeper understanding of issues such as:

- the relation between mandatory and optional survey methods
- informing collection development decisions,
- understanding the impact of open access, etc.

Dissemination of findings

- Library Assessment Conference, October 2010
- Northumbria in August 2011
- CNI in Dec 2011
- ARL Webinar in 2012
- Explore other frameworks for demonstrating the value of the library (LibValue work underway)
- Explore ways to link MINES and ROI work
- MINES for Libraries in 2015?

ARL Final Report

- Available at
http://www.libqual.org/documents/LibQual/publications/MINES_OCUL2011.pdf



Measuring the Impact of Networked Electronic Services
and the
Ontario Council of University Libraries' Scholars Portal

Final Report
2011

Thank you

Catherine Davidson

Associate University Librarian, Collections, York University cdavids@yorku.ca

Dana Thomas

Evaluation and Assessment Librarian, Scholars Portal dana.thomas@utoronto.ca

Martha Kyrillidou

Senior Director, Statistics and Service Quality Programs, Association of Research Libraries martha@arl.org

Terry Plum, Assistant Dean, Simmons Graduate School of Library and Information Science terry.plum@simmons.edu