

8 February 2011

Register by 17 February 2011 for early bird discount!

STM/COUNTER Workshop

Usage Statistics and Publishers: implementation and new insights

17 March 2011 10:30 – 15:30

Institute of Physics, 76 Portland Place, London, UK

Who should attend?

Anyone involved in the publishing, marketing and sales of online journals, books and databases who is interested in quantitative measures of product performance, impact and status.

Usage-based measures of value, status and impact

COUNTER usage reports are already well established among librarians as essential tools for assessing the value of the journals and other online products in their collections. But there is another, growing area of activity that is gaining in importance as the body of reliable, COUNTER-compliant usage data increases and as usage statistics feature more prominently in assessments of the value, status and impact of online publications. This area may be termed 'usage bibliometrics' and COUNTER is working actively with other organizations on the development of new, usage-based measures of value, status and impact. ISI's journal Impact Factors, based on citation data, have become generally accepted as a measure of the quality of scholarly journals, and are widely used by publishers, authors, funding agencies and librarians. There are, nevertheless, misgivings about an over-reliance on Impact Factor alone in this respect. The availability of the majority of significant scholarly journals online, combined with the availability of a growing body of reliable COUNTER-compliant online usage statistics, raises the possibility of a parallel usage-based measure of journal performance becoming a viable additional metric.

About the Workshop

This workshop will look at the usage-based metric tools already developed by COUNTER for measuring the performance of online publications as well as the potential of emerging usage-based tools to provide insights into research performance of individuals and institutions. Important questions the Workshop will address include:

What should we measure?

Technology continues its relentless march and the way the usage of online publications is recorded and reported must take this into account; what was a meaningful metric 5 years ago may no longer be meaningful in the emerging technology environment.

How much can we expect publishers to invest in recording and reporting usage?

We live in an age where our capacity to generate data is almost infinite, while our capacity to absorb and interpret data is limited by time and resources. Generating, collecting, processing and storing data is a costly process and all stakeholder groups involved must be convinced that the exercise is one in which the benefits justify the costs.

What performance metrics can be derived from usage statistics?

Many librarians already routinely calculate 'cost-per-download' and 'cost-per-FTE' and these have become helpful barometers of the value, or otherwise, of individual titles or collection of titles. There

are other, usage-based metrics that are also being considered. Journal Usage Factor is one. ISI's journal Impact Factors, based on citation data, have become generally accepted as a valid measure of the quality of scholarly journals, and are widely used by publishers, authors, funding agencies and librarians as measures of journal quality. There are, nevertheless, misgivings about an over-reliance on Impact Factor alone in this respect.

Programme

9:30 – 10:30	Registration & Coffee
10:30 – 11:00	Whence COUNTER? David Sommer Chair, COUNTER Executive Committee
11:00 – 11:30	New COUNTER-based metrics? The Journal Usage factor and other metrics based on COUNTER statistics Peter Shepherd , Director, COUNTER
11:30 – 12:00	COUNTER: a publisher perspective Brian Bishop , Springer
12:00 – 12:30	MPS Librarian Survey on Usage Statistics Laura Cox , Frontline GMS Ltd
12:30 – 1:15	Lunch
1:15 – 1:45	COUNTER: a librarian perspective 1: a strategic view Hazel Woodward , Cranfield University (Chair, COUNTER Board of Directors)
1:45 – 2:15	COUNTER: a librarian perspective 2: using the statistics Tansy Matthews , VIVA, the Virtual Library of Virginia
2:15 – 3:15	Whither COUNTER? Peter Shepherd & David Sommer This presentation will focus on the future directions that COUNTER could take and will invite an open discussion involving all participants.
3:15	Close

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REGISTRATION FORM

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For quick registration, register online

http://www.stm-assoc.org/event_register.php?event_id=63

Name _____

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Registration Fee

After 17 February 2011

Members: _____ €160 _____ €180

Non-Members: _____ €205 _____ €225

Payment

_____ Enclosed is a check, a bank draft or a postal order for € _____

(Please make payable to the International Association of STM Publishers)

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*Please note that due to higher AMEX credit card charges we will have to charge you an additional 4%.

Payment must be received in full at the time of registration. Cancellations must be made in writing up to 30 days before the seminar for a 50% refund. No phone cancellations or refunds will be accepted or made after that deadline. Substitutions may be made at any time.