

# Importance of Evaluating Use

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# The Importance of Evaluating Use

- Usage Data and Open Access: What is the Opportunity?
- Why is it so important to understand how OA books are being used?
- What are the challenges?
- What is KU Research doing about it?

# The Opportunity

- Digital formats mean a growing volume of data relating to the uses of scholarly content is becoming available.
- New opportunities to understand how global communities are making, sharing and applying knowledge.
- Opportunities to map and explore the value that institutions add to these systems.

# The Opportunity

- Big Data
- Better tools and methodologies for understanding it
- As communities we can now begin asking (and answering) the big questions about OA
  - What are the effects of OA on who reads scholarly works?
  - What are the effects of OA on how scholarly works are being used and shared?

# Why is Evaluating Use important?

- Understanding use is an important first step in figuring out what works in scholarly communication.
- Feedback mechanisms for
  - Authors
  - Publishers
  - Libraries
  - Universities
  - Research Funders

# Why is Evaluating Use important?

- Tight budgets
- A rapidly changing landscape and many demands
- Demonstrating the impact of investments
  - In OA initiatives
  - In specific content

# What Are The Challenges?

- OA books are hosted in many locations
- And made available in many formats (online page readers, PDF, HTML etcb)
- OA books are easy to share
- And DRM free!
  - Anyone can access them
  - Via whichever platform is most convenient
  - No institutional logins are required

# Which Means...

- Use that occurs via *many* platforms must be captured
- Infrastructure for capturing the use of OA books is still developing
- ISBNs v DOIs...
- Comparability of usage data
  - Counter?
  - Downloads v page views v sessions?

# What is KU Doing About It?

- A serious program of critical research on understanding the uses of OA books
- Partnering with Curtin University (Australia) and University of Michigan Libraries
- Collaborating with platforms: HathiTrust and OAPEN
- Competitively funded research projects
- Intensive collaborations: UCL Press usage study

# Usage Reporting

- Usage **dashboards** for publishers
- Institution specific **usage reports for libraries**
  - IP address specific use
  - OAPEN platform only at this stage
- Benchmarking the performance of OA books
- Geographically specific usage data
- Contributing to the **development of open code and tools** for understanding use

