A BRIEF INTRODUCTION TO
COUNTER METRICS

Three types of metric

Usage
• What’s being used and when

Denials
• Determine what to license

Search
• Assess the value of discovery

Usage metrics: Investigations and Requests

Investigations:
☑ All user interactions with content
☑ Includes interactions with metadata and links
☑ Example: video thumbnail

Requests
☑ Subset of investigations
☑ Interactions with full content only
☑ Example: full video

Total Item metrics count all actions

Unique Item metrics deduplicate actions in a session

Unique Title metrics roll up chapter actions to books

Searches

☑ Searches Platform: search activity across a whole site
☑ Searches Regular: search activity within a database (user can select a database)
☑ Searches Automated: search activity within a database (user can’t select a database)
☑ Searches Federated: search activity from outside the platform

Denials

☑ No License: access denied: the content is not licensed for use
☑ Limit Exceeded: access denied: the cap on the number of users has been exceeded

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