A BRIEF INTRODUCTION TO COUNTER FOR OA

Why measure OA usage?

**Return on investment**
- **For subscription content:** Subscription price ÷ Unique Item Requests = Cost per use
- **For OA content:** Article processing charge ÷ Unique Item Requests = Cost per use

**Research impact**
- **Citations:** direct interest in content, but take a long time to accrue
- **Altmetrics:** immediate, but fleeting attention not lasting impact
- **Usage:** reflects direct interest and accrues immediately – the missing measure of impact!

How to measure OA usage

**COUNTER’s Global Item Reports are optimised for OA:**
- Standardised method which means your OA metrics are credible and comparable with other publishers worldwide
- Based on our very granular Item Report, showing usage of each item on a platform.
- Attribution links usage to institutions – the Global Item report combines attributed usage from every institution with non-attributed usage linked to ‘The World’

User arrives on site → Recognized (IP, Shibboleth, etc) → Usage tracked as attributed → Usage reported to institution → Usage reported to The World

Not recognized → Usage tracked as not attributed

Want more? Visit countermetrics.org