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: article abstract, video thumbnail

Requests

✔ Subset of investigations
✔ Interactions with full content only
✔ Example: full-text article, play 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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