

Evaluating the Value of the Next Generation Databases
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Why is it important to understand usage data?

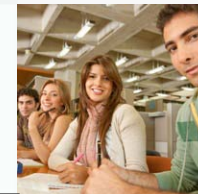
- Assists in the evaluation of the investment that libraries are making
- Assists in the evaluation of the satisfaction of users
- Assists in the assessment of the value of the library in the academic setting



What information is tracked today?

Driven by COUNTER Requirements

- Number of sessions
- Number of searches
- Number of downloaded / viewed citations / abstracts
- Number of downloaded / viewed full text
- Number of federated searches

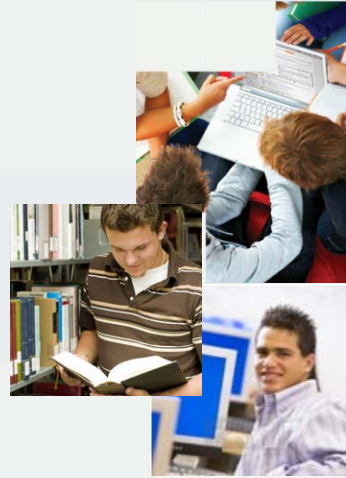


Discussion of COUNTER statistics

- Developed for content that is dominant today in proprietary subscription databases
 - 2003 – Developed for journal content and databases
 - 2006 – Developed for e-books and reference works
- Developed to support how users search and retrieve information prior to Web 2.0

What is changing in next generation databases?

- Increased use of PDFs
- New types of content
 - Rich media (images, maps, audio, video, interactives)
- More browse capabilities
- More post-search manipulation/filtering
- Ability to tag content / make comments
- Ability to store citations in personal workspace/folder



Need to consider user behavior

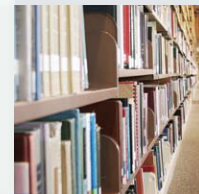


- Users are browsing more
- Users enter in fewer search terms – expect to filter later
- Users are tagging / commenting on content
- Users are sharing content
- Users are creating their own content (i.e. video clips)
- This means users are searching less

Is what we are measuring today truly reflective of value?

New value indicators?

- Time spent browsing / interacting with site – “stickiness”
- Number of times article tagged
- Number of hard-coded links to / from article
- Amount of traffic into site via links
- Amount of traffic out of site via links (A&I)
- Number of bookmarks
- Number of alerts, RSS feeds
- Number of incoming queries from mobile devices
- Number of “My Research” accounts



What else do we want to measure?

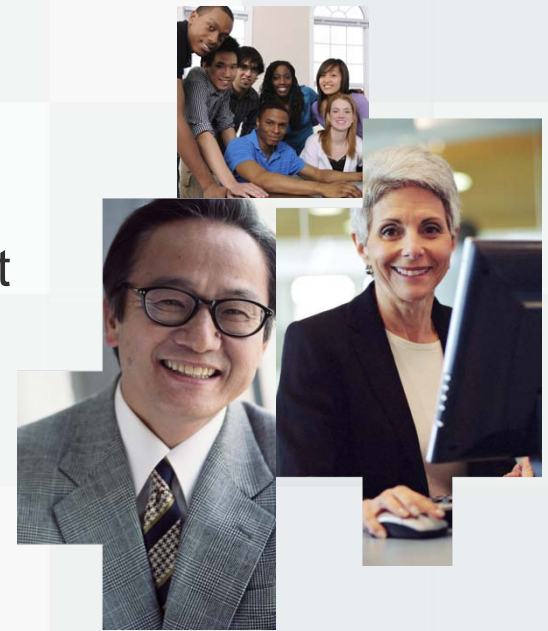
- User satisfaction (difficult to measure but essential qualities of an internet experience today...)
 - Are users able to accomplish tasks efficiently?
 - Is the research task experience engaging? (Essential to holding the attention of users so they are not too bored to complete a task)
 - Did they find what they need?
 - Do they come back to this database time after time for their research?



What else do we want to measure?

➤ Need to consider types of users / databases

- Undergrad vs. Grad Students
- Sciences vs. Humanities Users
- General Reference vs. Specialized Content





THANK YOU!

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