

# Usage Statistics: A Publisher's Perspective

INFORUM , M ay 2008

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Central and Eastern Europe,  
Middle East & Africa

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# John Wiley & Sons Inc.

- Established 1807
- Still a family company
- H Q in New York
  - European Head Office is in U K

*Watch the 200 Birthday Video on Youtube!  
- search for 'Wiley Bicentennial'*

# Wiley-Blackwell

- Formed in February 2007
  - John Wiley & Sons bought Blackwell Publishing, Ltd
- Wiley's scientific, technical, medical and scholarly division

# Wiley InterScience

- 502 journals
  - > 1.8m articles
  - > 56,738 from 2007
- 5,000 books
- 81 major reference works
- 13 databases
- 15 Current Protocols
- COUNTER compliant (release 1 ) 2003-2005
- Release 2: planned for Jan. 2008

# Blackwell Synergy

- 946 journals
  - > 1.25m articles
  - > 70,327 from 2007
- 400 books
- 1 major reference work
- COUNTER compliant

## JOURNALS

[Home](#) / Journals

[SEARCH WILEY INTERSCIENCE](#)
**BROWSE BY TITLE AND SERIES**

 A1 
[ALL](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#)

 There are **89 Journals** be

 View: [1 - 25](#) | [26 - 50](#) | [51 - 75](#)
**Title**
[About Campus](#)
[Acta Biotechnologica](#)
[Acta Biotechnologica 1980-2000](#)
[Acta hydrochimica et hydrobiologica](#)
[Acta Hydrochimica et Hydrobiologica](#)
[Acta Polymerica](#)
[Acta Polymerica 1979 - 1997](#)
[Advanced Engineering Materials](#)
[Advanced Functional Materials](#)
[Advanced Materials](#)
[Advanced Materials 1989-1997](#)
[Advanced Materials for Optics](#)
[Advanced Materials for Optics](#)
[Advanced Synthesis & Catalysis](#)
[Advances in Chemical Physics](#)
[Advances in Enzymology - an](#)

	A	B	C	D	E	F	G	H
1	Journal Report 1 (R2)	Number of Successful Full-Text Article Requests by Month and Journal						
2	All Customers							
3	Date run:							
4	9/5/2007							
5		Publisher	Platform	Print ISSN	Online ISSN	Jan-2007	Feb-2007	Mar-2007
6	Total for all journals	Wiley	Wiley Inter			3336052	3137952	3820952
7	About Campus	Wiley	Wiley Inter	1086-4822	1536-0687	930	935	895
8	Acta Biotechnologica	Wiley	Wiley Inter	0138-4988	1521-3846	408	384	435
9	Acta Biotechnologica 1980-2000	Wiley	Wiley Inter	0138-4988	1521-3846	343	306	435
10	Acta hydrochimica et hydrobiologica	Wiley	Wiley Inter	0323-4320	1521-401X	1116	1117	1317
11	Acta Hydrochimica et Hydrobiologica 1973-1997	Wiley	Wiley Inter	0323-4320	1521-401X	12	29	60
12	Acta Polymerica	Wiley	Wiley Inter	0323-7648	1521-4044	512	418	595
13	Acta Polymerica 1979 - 1997	Wiley	Wiley Inter	0323-7648	1521-4044	672	749	775
14	Advanced Engineering Materials	Wiley	Wiley Inter	1438-1656	1527-2648	4286	4041	5241
15	Advanced Functional Materials	Wiley	Wiley Inter	1616-301X	1616-3028	34264	28158	35264
16	Advanced Materials	Wiley	Wiley Inter	0935-9648	1521-4095	103418	84058	114218
17	Advanced Materials 1989-1997	Wiley	Wiley Inter	0935-9648	1521-4095	1702	1538	1168
18	Advanced Materials for Optics and Electronics	Wiley	Wiley Inter	1057-9257	1099-0712	481	439	481
19	Advanced Materials for Optics and Electronics 1992-1997	Wiley	Wiley Inter	1057-9257	1099-0712	70	66	60
20	Advanced Synthesis & Catalysis	Wiley	Wiley Inter	1615-4150	1615-4169	22774	19993	24274
21	Advances in Polymer Technology	Wiley	Wiley Inter	0730-6679	1098-2329	1470	1176	1530
22	Advances in Polymer Technology 1981 - 1995	Wiley	Wiley Inter	0730-6679	1098-2329	256	353	230
23	Aggressive Behavior	Wiley	Wiley Inter	0096-140X	1098-2337	3284	4596	5974
24	Aggressive Behavior 1974-1995	Wiley	Wiley Inter	0096-140X	1098-2337	95	99	90
25	Agribusiness	Wiley	Wiley Inter	0742-4477	1520-6297	1431	1554	2431
26	Agribusiness 1985-1995	Wiley	Wiley Inter	0742-4477	1520-6297	31	41	30
27	AIChE Journal	Wiley	Wiley Inter	0001-1541	1547-5905	17409	17055	24609
28	AIChE Journal 1955-1997	Wiley	Wiley Inter	0001-1541	1547-5905	5811	6276	7381
29	Alcoholism & Drug Abuse Weekly	Wiley	Wiley Inter	1042-1394	1556-7591	100	121	150
30	Alternatives to the High Cost of Litigation	Wiley	Wiley Inter	1549-4373	1549-4381	219	80	190
31	American Journal of Hematology	Wiley	Wiley Inter	0361-8609	1096-8652	9010	10819	13710
32	American Journal of Hematology 1975-1997	Wiley	Wiley Inter	0361-8609	1096-8652	33	33	33

Fertig

Start



# Implications of going COUNTER compliant again



	A	B	C	D	E	F	G	H
1								
2								
3								
4	<b>Old:</b>	<b>Publisher</b>	<b>Platform</b>	<b>Print ISSN</b>	<b>Online ISSN</b>	<b>Content included</b>		
5								
6	The Journal of Pathology	Wiley	Wiley Interscience	0022-3417	1096-9896	1996-current		
7	The Journal of Pathology 1892-1995	Wiley	Wiley Interscience	0022-3417	1096-9896	1892-1995		
8								
9	<b>New</b>							
10	The Journal of Pathology	Wiley	Wiley Interscience	0022-3417	1096-9896	1969-current		
11	Investigative and Cell Pathology	Wiley	Wiley Interscience	0146-7611	xxxx-xxxx	1978-1980		
12	Diagnostic Histopathology	Wiley	Wiley Interscience	0272-7749	xxxx-xxxx	1981-1983		
13	The Journal of Pathology and Bacteriology	Wiley	Wiley Interscience	0368-3494	xxxx-xxxx	1893-1968		
14								
15								

1<sup>st</sup> July – Blackwell Synergy  
closing down – all Blackwell  
journals moving to  
Wiley InterScience



# Wiley InterScience - some basic facts

- Logfile size currently at 10 million records per weekday
- Processing 1 month takes several days
- 31 million different IP addresses in one year

# From logfile to reports

Basic components of a logfile:

- IP address
- Date/time
- Which page was accessed
- Successful?
- Referring page
- Browser / Platform
- Optional: Session IDs, User IDs

# What do publishers do with statistics?

- Check if everything is working
- Monitor general usage development, site functionality and specific features
- Check if customers are getting value for money
- Monitor individual products
- Identify new business opportunities
- Monitor linking arrangements and general referrals
- Monitor marketing and PR campaigns
- Monitor online advertising
- Spot abuse

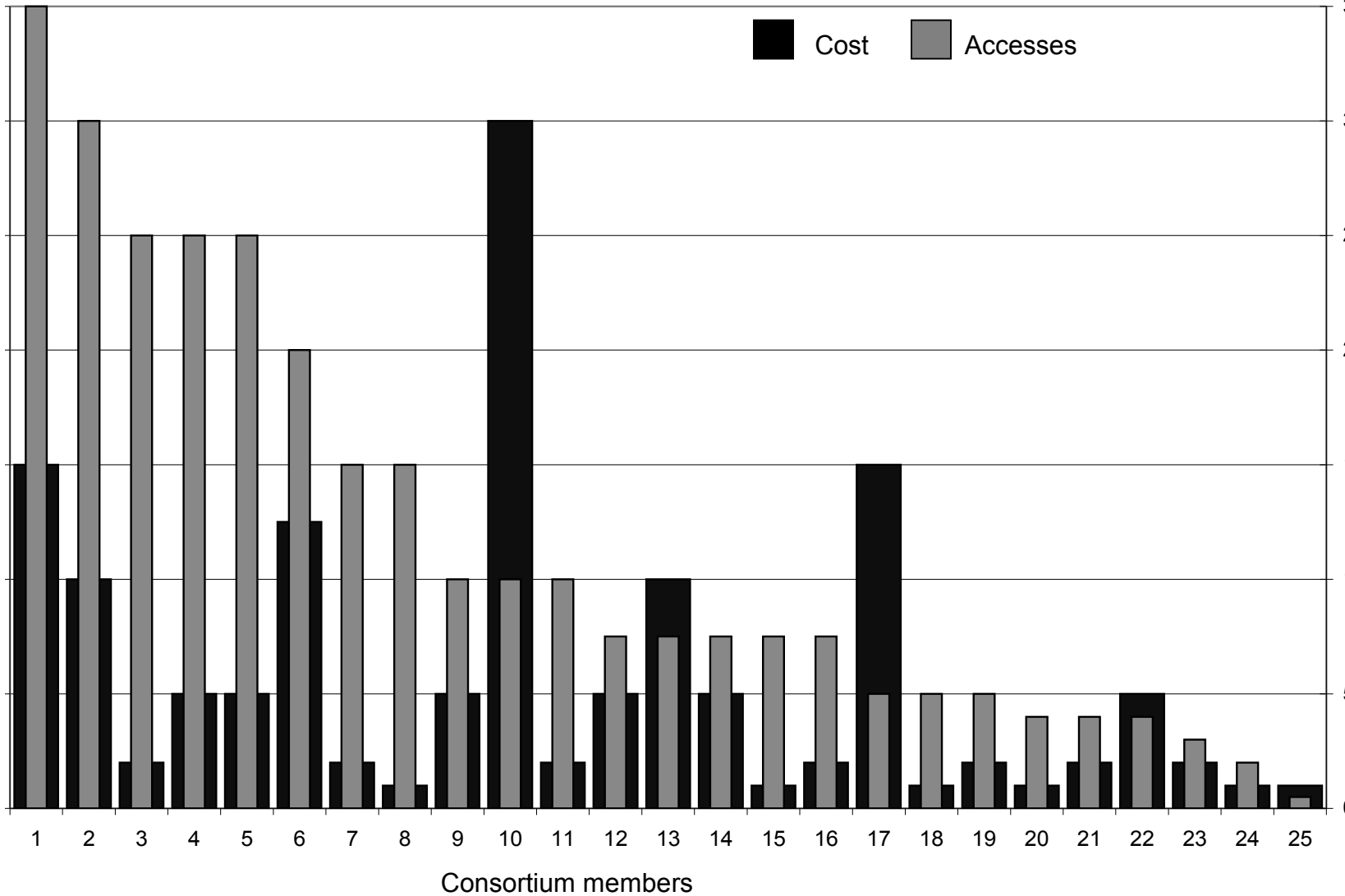
*All examples on the following pages are fictitious*

# „Value for Money“ - Cost and fulltext accesses

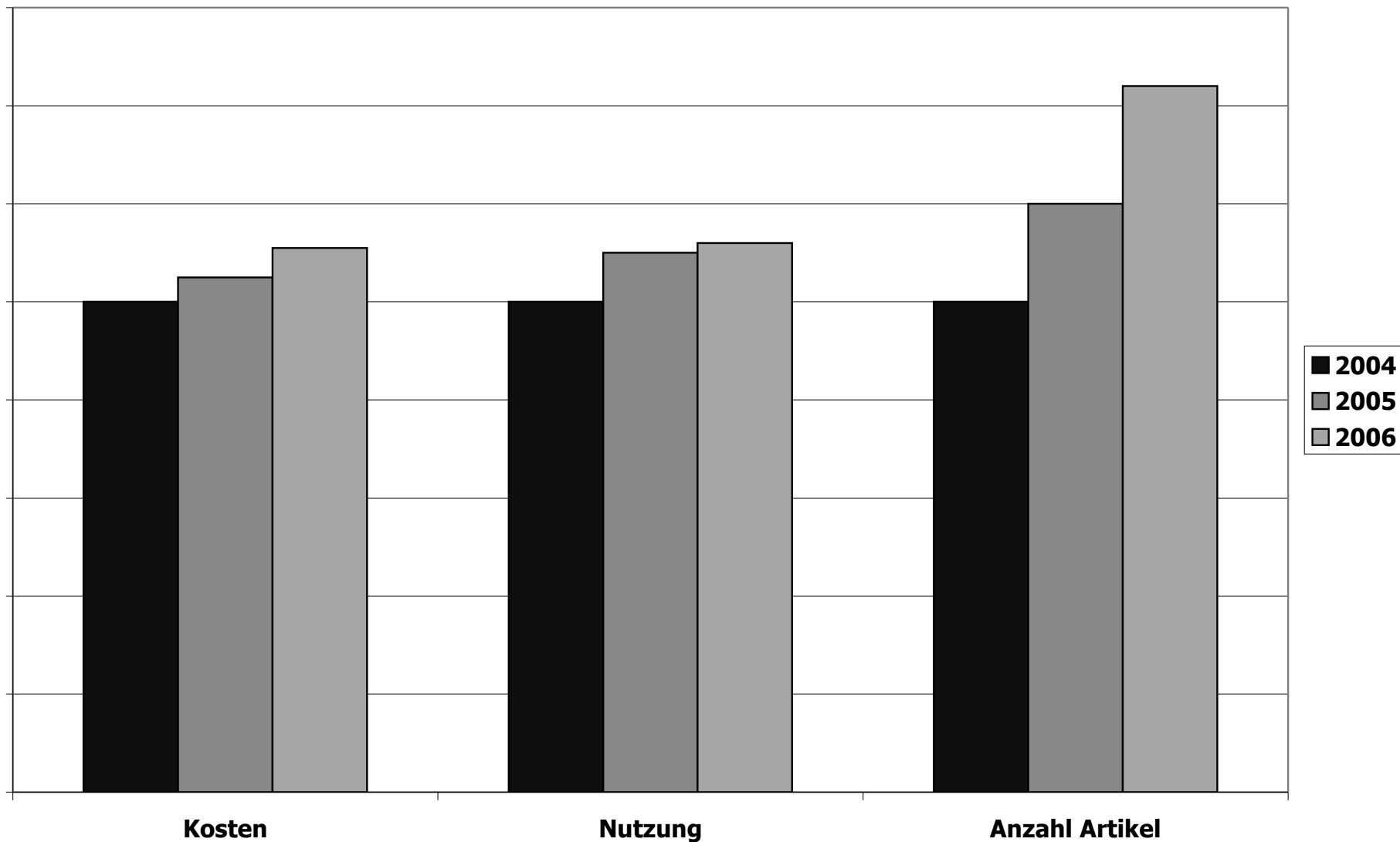
Thousands

Thousands

Full text accesses 2006



# „Value for Money“ - Usage development



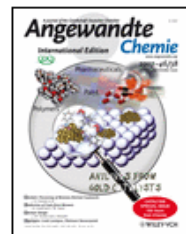
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Institution</b>	<b>Number of</b>	<b>Number of</b>	<b>Total full</b>	<b>Total</b>	<b>Cost per</b>	<b>Accesses</b>	<b>Cross-access titles</b>	<b>Accesses</b>				
2		<b>journals</b>	<b>journals</b>	<b>text</b>	<b>EAL fee</b>	<b>access</b>	<b>to own</b>	<b>(subscribed by at</b>	<b>to titles that</b>				
3		<b>subscribed</b>	<b>accessed</b>	<b>accesses</b>	<b>2005</b>	<b>(projected to</b>	<b>titles</b>	<b>least one consortium</b>	<b>no library</b>				
4				<b>Jan-May 05</b>		<b>12/05)</b>		<b>member but not in</b>	<b>had in their</b>				
5				<b>(excl.</b>				<b>own holdings)</b>	<b>holdings</b>				
6				<b>backfiles)</b>									
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26	19												
27	20												

# Cost per Access - things to consider

- Works best with annual subscription products
- In consortia, with shared access, does not work on the title level
- All accesses are treated the same
- Include cost of print?
- Looks precise but is not 100% precise

# All fulltext accesses are not the same

Home / Chemistry / Chemistry (general)



## Angewandte Chemie International Edition

What is RSS?

Volume 46, Issue 38, Pages 7164 - 7183

Published Online: 20 Jul 2007

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### Review

## Liquid-Phase Catalytic Processing of Biomass-Derived Carbohydrates and Chemicals

Juben N. Chheda<sup>1</sup>, George W. Huber, Prof.<sup>1,2</sup>, James A. Dumesic, Prof.<sup>1\*</sup>

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<sup>2</sup>Present address: Chemical Engineering Department, University of Massachusetts Lowell, Lowell, MA, USA

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### KEYWORDS

biofuels • biomass • carbohydrates • heterogeneous catalysis • sustainable chemistry

### ABSTRACT

Biomass has the potential to serve as a sustainable source of energy and organic chemicals. In this Review is to present an overview of chemical catalytic transformations of biomass (sugars and sugar-alcohols) in the liquid phase to value-added chemicals and fuels.

Home > List of Issues > Table of Contents > Article Abstract

## British Journal of Educational Studies

Volume 53 Issue 3 Page 290-305, September 2005

To cite this article: J. MARK HALSTEAD (2005)

TEACHING ABOUT LOVE

British Journal of Educational Studies 53 (3), 290-305.

doi:10.1111/j.1467-8527.2005.00296.x

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### Abstract

## TEACHING ABOUT LOVE

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Keywords: **love**, sex, family, values, moral education

### Abstract

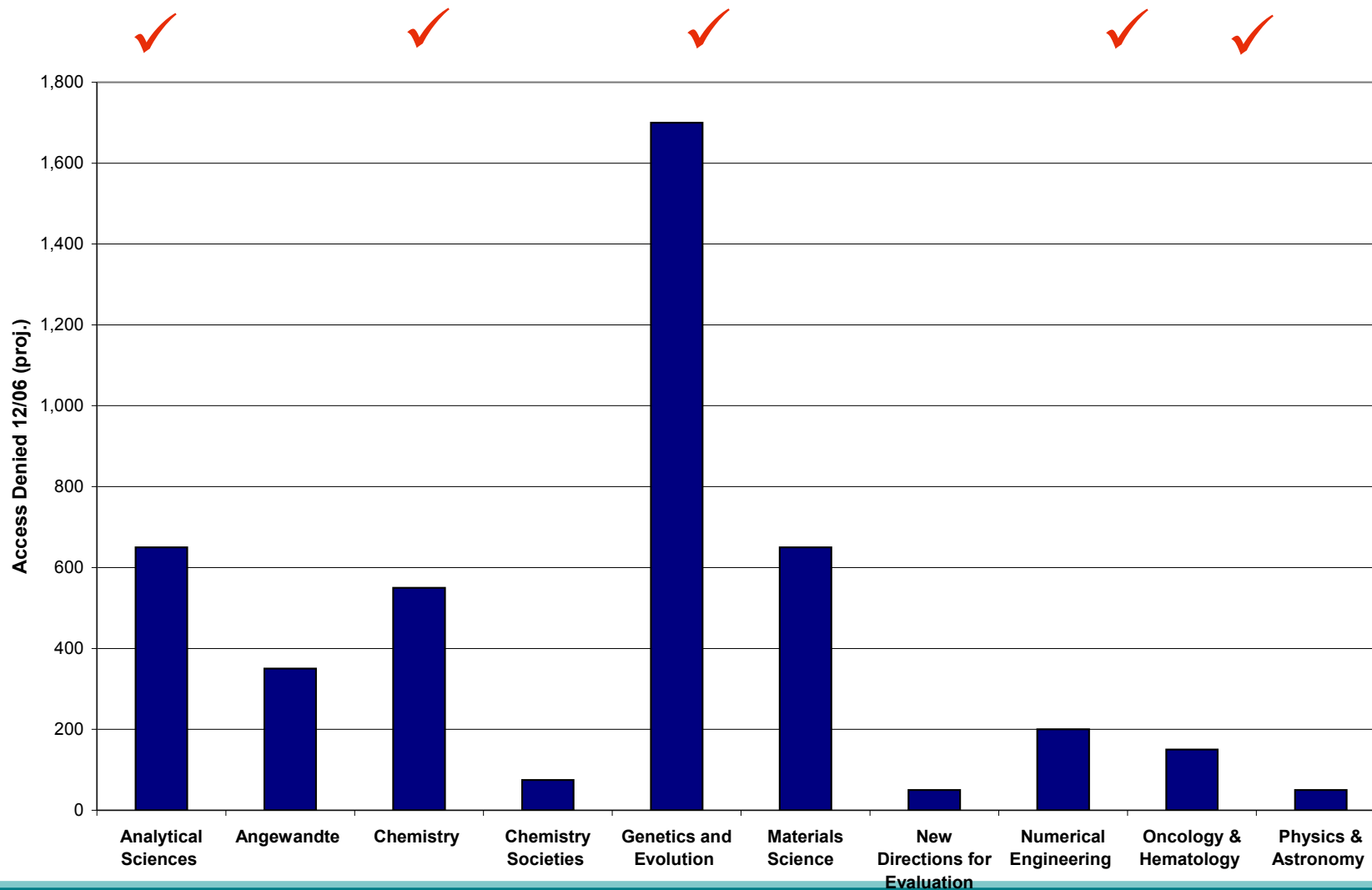
ABSTRACT: After a brief discussion of the concept of **love** and context, the article examines previously unpublished findings about children's **love**, using evidence drawn from a research project on the development of **love** in 10 year-old children. **Love** features extensively in their discussions of their worldview. They are aware of some of the complexities of **love**, and to discuss it further. The article concludes with a discussion of current possibilities in schools' provision.

References

Full Text PDF (90 KB)



# Identifying Business Opportunities



# Making Sales Recommendations

## New Journals

(added to Wiley InterScience Fall 2005 or later)

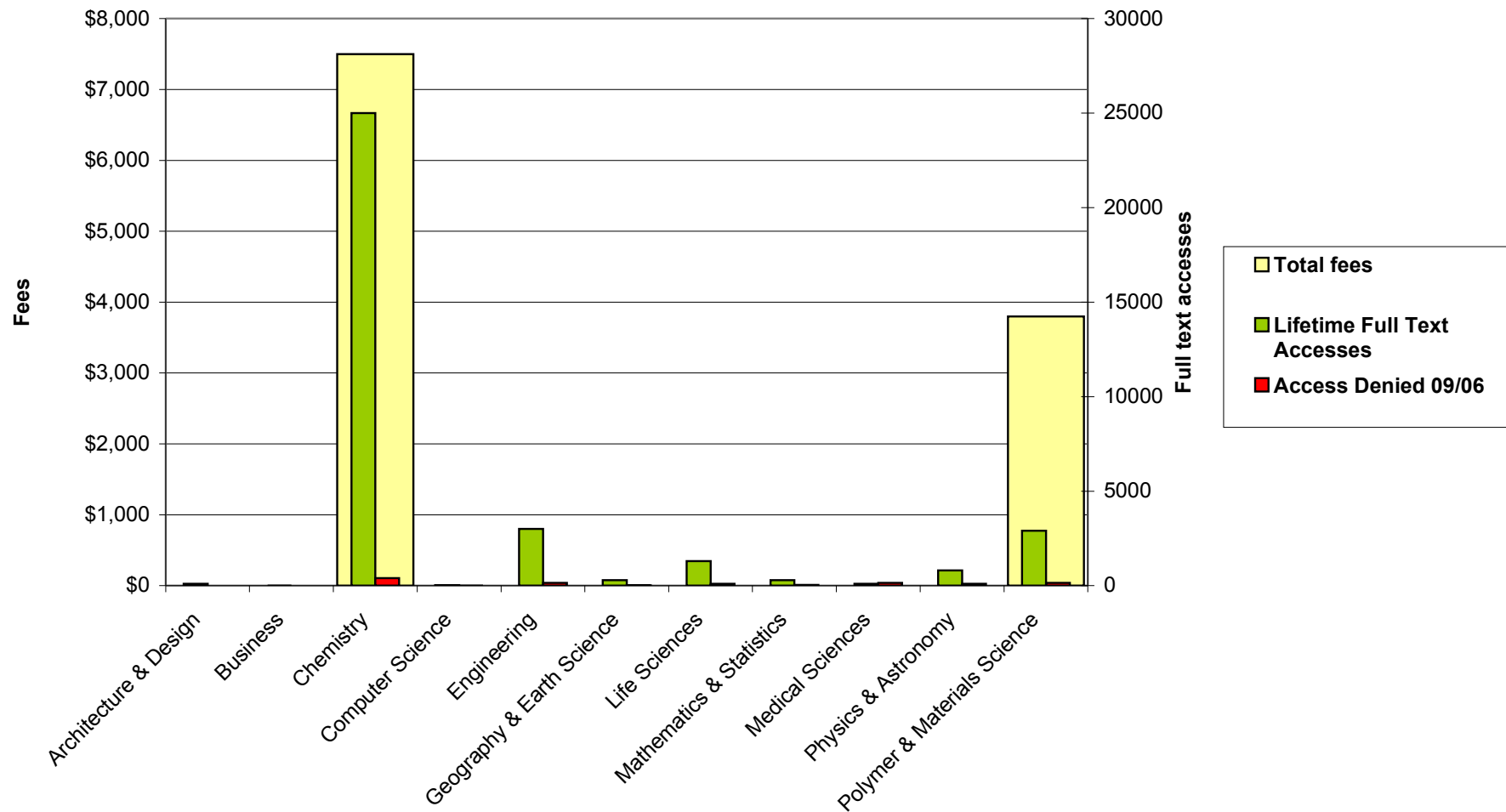
- [Journal of Orthopaedic Research](#)
- [ChemMedChem](#)
- [Chemistry - An Asian Journal](#)
- [Biotechnology Journal](#)
- [Journal of Hospital Medicine](#)
- [Physiotherapy Research International](#)
- [Occupational Therapy International](#)
- [Criminal Behaviour and Mental Health](#)
- [Dialysis & Transplantation](#)
- [Contemporary Hypnosis](#)
- [Contrast Media & Molecular Imaging](#)
- [Evidence-Based Child Health: A Cochrane Review Journal](#)
- [Deafness & Education International](#)

## Top 50 Journals overall

- [Angewandte Chemie International Edition](#)
- [Advanced Materials](#)
- [Cancer](#)
- [Chemistry - A European Journal](#)
- [Journal of Applied Polymer Science](#)
- [Hepatology](#)
- [International Journal of Cancer](#)
- [Arthritis & Rheumatism](#)
- [PROTEOMICS](#)
- [European Journal of Organic Chemistry](#)
- [European Journal of Immunology](#)
- [Biotechnology and Bioengineering](#)
- [Journal of Cellular Biochemistry](#)

# „Access Denied“ doesn't always work

OnlineBooks Usage



# Monitoring individual products

- Full text accesses, by license type
- Accesses per article
- Growth rate vs. last year
- Top articles read
- % of denied requests
- % of usage going to new content
- % of articles never accessed
- Income per access

# Geography

## Top Articles in the Cochrane Library, by Country

Article Author - Title	Rank World (full text accesses)	Rank UK	Rank USA	Rank Canada	Rank Australia	Rank Germany	Rank France	Rank Japan	Rank India (accesses + access)	Rank China (accesses + access)
LD Gillespie, WJ Gillespie, MC Robertson, SE Lam - Interventions for preventing falls in elderly people	1	1	2	2	1	28	18	6	111	1,633
CD Summerbell, E Waters, LD Edmunds, S Kelly, T - Interventions for preventing obesity in children	2	2	1	3	3	19	11	45	62	96
PC Gøtzsche, M Nielsen - Screening for breast cancer with mammography	3	21	3	14	35	2	5	96	12	1
TE Towheed, L Maxwell, TP Anastassiades, B Shea, - Glucosamine therapy for treating osteoarthritis	4	36	6	5	2	74	462	86	132	1,633
RB Haynes, X Yao, A Degani, S Kripalani, A Garg, - Interventions for enhancing medication adherence	5	8	4	17	10	14	167	86	581	1,633
JA Hayden, MW Tulder, A Malmivaara, BW Koes - Exercise therapy for treatment of non-specific low back pain	6	10	37	21	6	25	271	192	51	394
N Cullum, E McInnes, SEM Bell-Syer, R Legood - Support surfaces for pressure ulcer prevention	7	6	12	27	12	618	375	332	1,681	473
C Silagy, T Lancaster, L Stead, D Mant, G Fowler - Nicotine replacement therapy for smoking cessation	8	7	8	6	17	117	27	4	281	587
S Green, R Buchbinder, S Hetrick - Physiotherapy interventions for shoulder pain	9	20	21	20	5	397	1,794	866	33	473
PP Glasziou, CB Mar, SL Sanders, M Hayem - Antibiotics for acute otitis media in children	10	18	10	13	97	1	788	170	2,247	1,633
AD Furlan, MW Tulder, DC Cherkin, H Tsukayama, L - Acupuncture and dry-needling for low back pain	11	11	65	23	22	7	224	192	349	62

# Referrer Traffic

## Top Articles referred by Wikipedia

Article Author – Title	Demand (Full Text Accesses + Access Denied) 2006
Daniel M. Oppenheimer – Consequences of erudite vernacular utilized irrespective of necessity: problems with using long words needlessly	2,143
Hartmut C. Kolb, M. G. Finn, K. Barry Sharpless – Click Chemistry: Diverse Chemical Function from a Few Good Reactions	1,748
Martin Moskovits – Surface-enhanced Raman spectroscopy: a brief retrospective	1,400
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Thank you for listening.