



Copernicus Publications

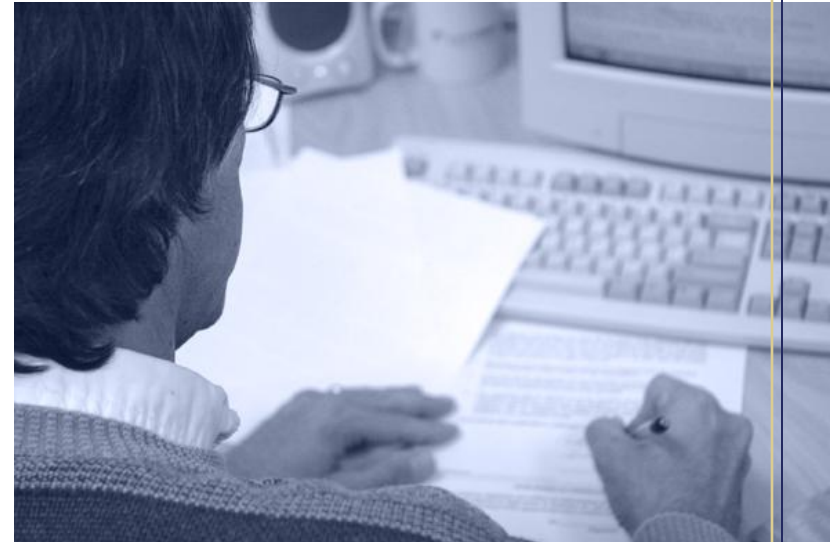
The Innovative Open Access Publisher

Open Access Publishing

Public Peer-Review

Two-Stage Publication Process

Worldwide Archiving + Indexing



Demands on services for the analysis of usage statistics

An OA publisher's perspective

Martin Rasmussen | Copernicus Publications

OA Statistic Workshop | SUB Göttingen | 12 September 2012

Content

- Why does a publisher care about usage?
- Different kinds of usage
- The OA sources problem
- Vision: The global data set
- Challenge I: Standards for data collection
- Challenge II: Standards for data provision
- Challenge III: Standards for metrics
- Demands on services for usage analysis



Why does a publisher care about usage?

- Publishers aim to generate reputation
- Usage as a measurement for the relevance of a title
- Usage as a measurement for the relevance of an author's work
- Usage to learn more about the community needs
 - Who? – My target group
 - What? – Formats, supplementary material, related works
 - How? – Linkage, devices



Different kinds of usage

- Citation of an article – standard metrics
 - Impact measured through further citations
 - Author-centred and delayed
 - Impact of titles (IF) or authors (h-index), not for objects
- Download of an article – alternative metrics
 - Impact measured through downloads
 - Reader-centred and immediate
 - Impact of objects



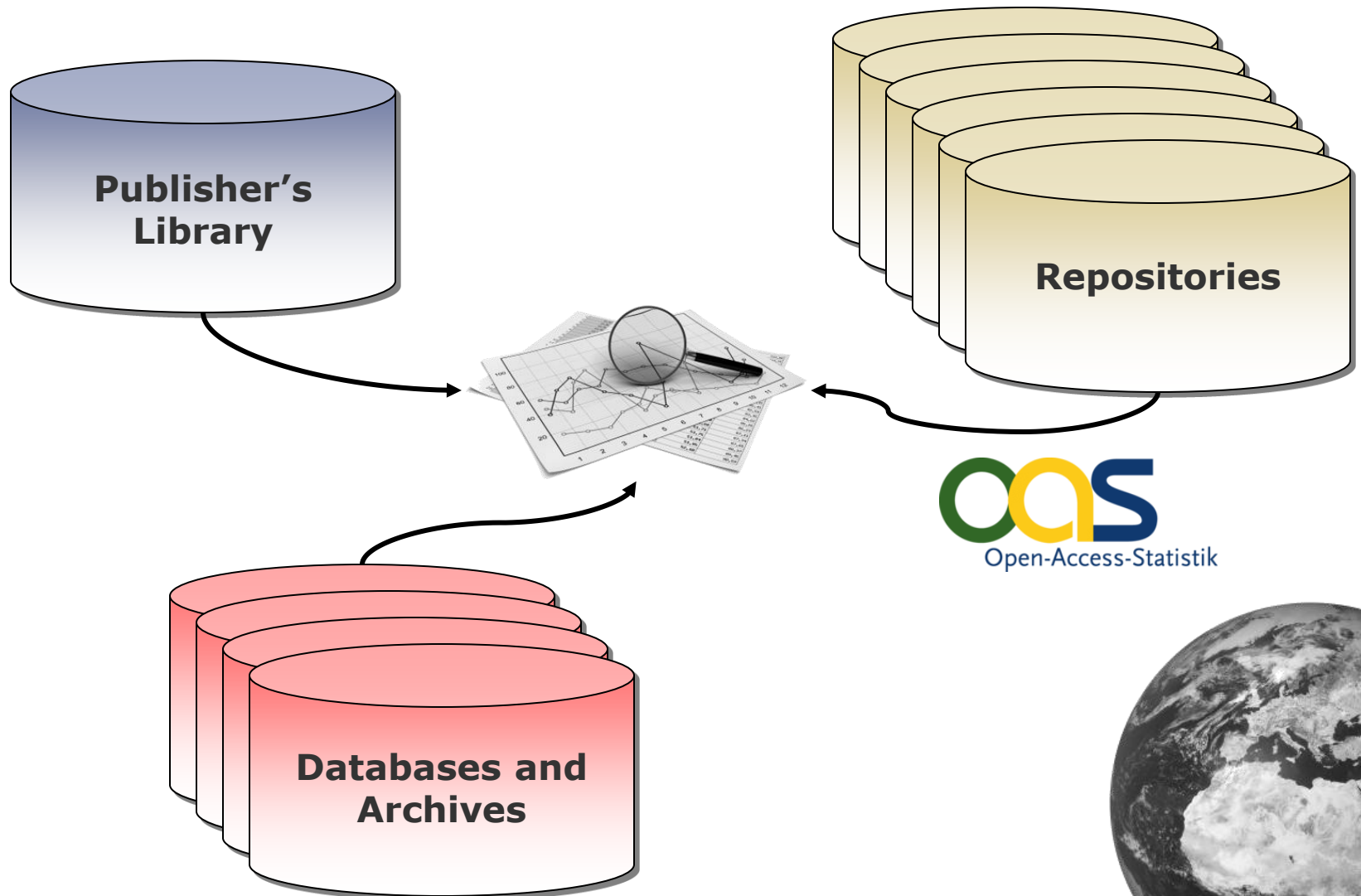
The OA sources problem

- Closed access publishing
 - Primary source is publisher's infrastructure
 - Other full text access on non-publisher versions only
- Open access publishing
 - Publication on publisher's infrastructure
 - Invitation for copying and distribution | CC-BY
 - LOCKSS and transfer of metadata + full texts
 - **Various full text access to publisher's version**

Great achievement – where is the data?

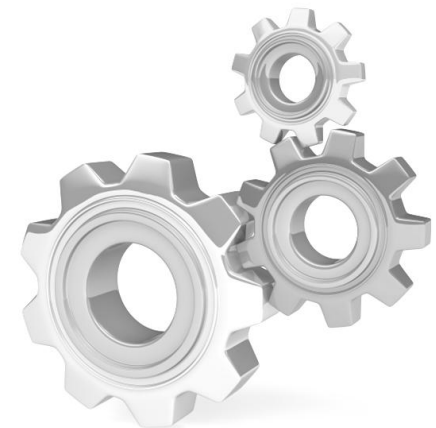


Vision: The global data set



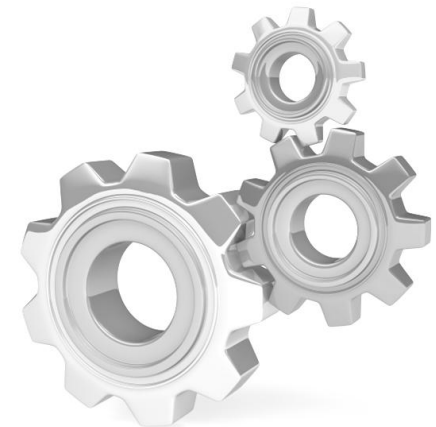
Challenge I: Standards for data collection

- Harvester – elimination of data through COUNTER
- Patterns of re-visits – standardised elimination
- Aggregation of data – Mapping and multi-sources



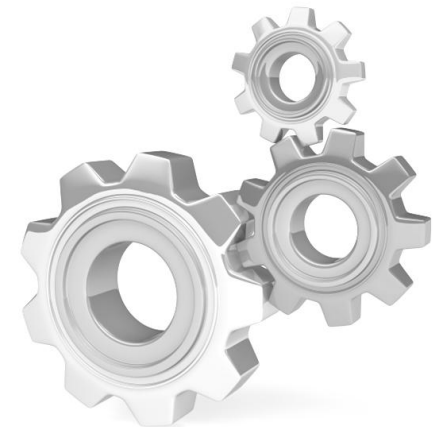
Challenge II: Standards for data provision

- Interfaces and protocols
- Formats (XML/DTD)
- Information/content
- Only raw data or also data products (statistics, parameters, graphs)



Challenge III: Standards for metrics

- Great achievements of PLoS
- See the bigger picture – inter-publisher comparability
- Standardised calculation and parameters



Demands on services for usage analysis

- Normalized data
- Information on sources and observation period
- Data interfaces – easy to integrate, universal usability
- Widgets for real-time visualisation



Thank you very much
for your attention!

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