Library Metrics for Selection Management

Key metrics

**Internal Requests**
- From faculty, students, researchers through feedback requests, surveys, consultation with course reading lists.
- Gaps in collection of relevance to end users.

**Inter library loans**
- Records of requests to and from other institutions.
- Gaps in collection of relevance to end users.

**Access denied**
- User hits publisher paywall.
- Publisher data: COUNTER.
- Gaps in collection of relevance to end users.

**Altmetrics**
- Tools such as ImpactStory, which provide up-to-the-minute data on what articles are being most read.
- Indication of impact with quicker turnaround than traditional measures.
- Insight into trends and new areas of popularity.

**Cost per use**
- Full text requests/ loans/reshelving divided by total cost over a time period.
- Balance of resource’s relevance to end users with its cost, indicates value and can be used for comparison.

**Cost**
- Cost of materials - annualized for effective comparison.
- How much is spent on what, how expenditure compares to budget. The bottom line on how much material is affordable.

**Impact**
- Algorithms using citation data and journal ranking factors, eg Thomson Reuters or SCImago.
- Importance of resources within the wider academic landscape.
- COUNTER - from publishers or aggregated with Swetswise. Loan plus reshelving data for print resources.

**Usage**
- How much resources are being used, which are the most popular, which are underused.
- Repository record usage, reports from eg Google Analytics or Omniture on pageviews, time on page etc.

**Repository Analytics (institutions’ proprietary repositories)**
- What resources are accessed, how often, and for how long.

**Cost per user**
- Size of department divided by total cost over a time period.
- Indicates value insight into balance of expenditure between subject areas.

**Actions & Outcomes**

- Add to collections
- Choose optimal purchase model
- Justify resource value
- Identify a cancellation opportunity

**What type of metric?**

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**What do they tell us?**

- One study showed that cost-per-use was 5.4 times less expensive for electronic than print versions.1
- One library estimated that using cost-per-use data saved $65,000 in two years.2

**Don’t ignore altmetrics!**

Twitter has been shown to predict highly cited articles within 3 days of publication!3


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