OvidSP Usage Statistics

Monitoring Content Usage with OvidSP WebStats

• Quickly and easily obtain industry-standard content usage statistical reports based on key criteria
• Track usage trends for a specific content resource
• Make well-informed purchasing decisions and manage user licenses with up-to-date usage data
• Identify which departments or groups of users (i.e., students, physicians, etc.) are using a particular resource
• Create awareness campaigns on key content based on statistical data evidenced in usage reports

With OvidSP WebStats, seamlessly track how often each resource you subscribe to was accessed—as well as how many times users attempted to access a particular resource and were unsuccessful because of too few user licenses.

Utilize these reports to help define usage patterns of your end users, determine what other content may be relevant for your site, and use this important data to help make expanded product coverage decisions at your institution.

About OvidSP WebStats

• OvidSP usage statistics reports are COUNTER (Counting Online Usage of Networked Electronic Resources) compliant—the highest industry standard set forth by the COUNTER organization (http://www.projectcounter.org/)
• Reports are no cost to you—they’re available as part of your Ovid subscription
• Reports are automatically generated for you—we’ll even notify you when they’re ready
• All OvidSP usage stats reports are available at the OvidSP WebStats interface (http://ovidspstats.ovid.com)

See page 2 for important explanations of key statistics.
What Usage Data Can I Track?

Get separate reports for journals, books, and databases, as well as archive content, to:

• Track stats on a monthly and year-to-date basis
• Track how many full-text views are logged for each journal and book that your institution subscribes to
• Track how many searches are conducted (a search is defined as each time a user enters a single search query)
• Track how many sessions are logged (a session is defined as each time a content resource is opened, even if this occurs multiple times during a single login)
• Track usage by individual user or user group
• Determine whether or not users are ‘turned away’ from a resource because of insufficient licenses
• Obtain reports in HTML, XML, text, and CSV formats

Key Stats Based on Content Type

Librarians and information managers face challenges every day in maintaining holdings, managing access, training users, and conducting research. See below for more information on key statistics based on content type that Ovid recommends.

**Databases – Sessions**

• Many of our customers routinely use Sessions as their key usage metric for measuring database usage (others have used Searches Conducted or both).
• To help minimize redundant searching and provide quick access to full text, inline abstracts, relevance sorting and filtered results have reduced the number of searches it takes to pinpoint finite results.

**Journals – Articles Viewed, Pages Viewed**

• Based on our data, continued enhancements to OvidSP’s search workflow show that Articles Viewed and Pages Viewed are increasing—meaning users are spending more time reviewing the actual articles and less time searching.

**Books – Pages Viewed**

• With OvidSP’s download MARC Records feature, which allows for easy card catalog integration, there is greater book content exposure that generally results in increased book page views.

For more information on generating reports and statistics, please contact your Ovid Account Representative or support@ovid.com.

Count on Ovid’s award-winning technical support team 24/7/365!