The Story Behind the Numbers: Measuring the Impact of Networked Electronic Services (MINES) and the Assessment of the Ontario Council of University Libraries’ Scholars Portal

Brinley Franklin, Martha Kyrillidou, and Toni Olshen

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Presentation Overview

• Ontario Council of University Libraries (OCUL) and the OCUL Scholars Portal – Toni Olshen

• ARL’s MINES for Libraries™ – Brinley Franklin

• OCUL Scholars Portal Usage as Surveyed by ARL’s MINES for Libraries™ – Martha Kyrillidou
OCUL is a consortium of twenty university libraries in the Canadian province of Ontario, serving more than 350,000 FTEs, including more than 300,000 undergraduate students, 35,000 graduate students and 12,500 faculty members.

OCUL’s member libraries cooperate to enhance information services through resource sharing, collective purchasing, document delivery, and other related activities.

OCUL Member Libraries
- Brock University
- Carleton University
- Guelph, University of
- Lakehead University
- Laurentian University
- McMaster University
- Nipissing University
- Ontario College of Art & Design
- Ontario Institute of Technology, University of
- Ottawa, University of
- Queen's University
- Royal Military College of Canada
- Ryerson University
- Toronto, University of
- Trent University
- Waterloo, University of
- Western Ontario, University of
- Wilfrid Laurier University
- Windsor, University of
- York University
Initiated in 2001, with $7.6 million in funding from the Ontario Innovation Trust (OIT), the OCUL Scholars Portal offers a unique set of shared information resources and services.

As of July 2005, the Scholars Portal contains 8.2 million articles from 7,219 full-text journals published by 16 academic publishers.

Coverage of most disciplines, with a concentration in the sciences, but growing social sciences and humanities offerings.

The OCUL Scholars Portal is one of the largest collections of electronic journals available to researchers anywhere.
Scholars Portal Resources

- Academic Press
- American Psychological Association
- American Chemical Society
- Berkeley Electronic Press
- Blackwell Publishing
- Cambridge University Press
- Emerald Publishing
- Elsevier Science (Elsevier Science, Harcourt Health Sciences)
- IEEE Publication
- Oxford University Press
- Project MUSE
- Sage Publications
- Springer-Verlag
- Taylor and Francis
- John Wiley & Sons
Scholars Portal – Project Goals

• Centrally mount and deliver information resources acquired through OCUL consortia purchases to ensure rapid and reliable access

• Provide for the long term, secure archiving of resources to ensure continued availability
Evaluating the OCUL Scholars Portal’s Success

- A successful search was redefined as connecting the user to an article of interest for viewing, downloading or printing.

- This definition is unique to Scholars Portal because of consortial server setup and archiving of content.

- Employ a mix of quantitative and qualitative tools for a richer assessment: journal/publisher usage data, MINES survey, student and faculty focus groups, staff survey.
ARL New Measures

- E-Metrics
- LibQual+™
- DigiQual™
- DD/ILL Study
- SAILS
- Learning Outcomes
- MINES for Libraries™
What is MINES?

- MINES is a transaction-based research methodology consisting of a web-based survey form and a random moments sampling plan.

- MINES typically measures who is using electronic resources, where users are located at the time of use, and their purpose of use.

- MINES was adopted by the Association of Research Libraries (ARL) as part of the “New Measures” toolkit in May, 2003.

- MINES is different from other electronic resource usage measures that quantify total usage (e.g., Project COUNTER, E-Metrics) or measure how well a library makes electronic resources accessible (LibQual+™).
Questions Addressed By MINES for Libraries™ for the OCUL Scholars Portal

• How extensively do sponsored researchers use OCUL’s Scholars Portal? How much usage is for non-funded research, instruction/education, student research papers, and course work?

• Are researchers more likely to use the Scholars Portal from inside or outside the library? What about other classifications of users?

• Are there differences in Scholars Portal usage based on the user’s location (e.g., in the library; on-campus, but not in the library; or off-campus)?

• Could MINES, combined with usage counts, provide an infrastructure to make Scholars Portal usage studies routine, robust, and easily integrated into OCUL’s administrative decision-making process for assessing networked electronic resources?
OCUL/MINES Methodological Considerations

• The sampling plan was determined at the outset. Surveys were conducted once a month for two hours a month between May, 2004 and April, 2005.

• The selection of the monthly survey periods were weighted based on usage counts by time of day and were chosen randomly.

• Participation was mandatory, negating non-respondent bias, was based on actual use in real-time, and was brief (to minimize user inconvenience).

• OCUL designed the local questions, mounted the survey, collected data and sent it to ARL for tabulation in aggregate and by individual institution.

• If more than one search was conducted by a user, the survey form was auto-populated with initial responses as the default.
• Each participating library explained the survey and its confidentiality provisions to their local constituency.

• Research ethics officers and/or Ethics Review Boards, where necessary, reviewed and approved the survey instrument and methodology.

• OCUL determined that individual institutions and their institution-specific data collected during the survey periods would not be disclosed. Individual data was anonymous.

• The mandatory nature of the survey required discussion on some campuses and caused one OCUL member library to withdraw from the study.

• Two institutions pre-tested the survey in January, 2004. Data collection programming and configurations/links had to be revised in February and March, 2004.

• After completing the survey, users were connected to their desired Scholars Portal networked electronic resource.
MINES for Libraries™ Survey Form
Five Questions and a Comment Box

Electronic Services Library User Survey

York University is participating in a province-wide survey of electronic services usage to evaluate how well Ontario University libraries are meeting your needs.

The survey will be conducted randomly for two hours a month from May 2004 through April 2005 reaching all users of the Ontario Scholars Portal over that two-hour period of time. All responses are anonymous.

After completing this form, you will be connected to the electronic journal you selected. For more information about this project or if you do not want to fill out the survey, please click here.

Thank you for your help.

Patron Status
Select Patron Status

Primary Disciplinary Affiliation or Major Field of Study
Select Affiliation

Location
Select Location

Primary Purpose for using this electronic journal
Select Purpose

Why did you choose this journal?
(You may select more than one option.)

- Important journal in my field
- Recommended by a professor/colleague
- Recommended by a librarian
- Reference/citation from another source
- Course reading list
- Other

Comments

http://scholarsportal.info/cgi-bin/survey/survey_form.cgi
MINES for Libraries™ Results - Survey Highlights 2004-2005

Presented below is an overall summary of the institutions that participated in the MINES for Libraries™ project in 2004-2005. For additional analysis by institution, view the "ALL OCUL Institutions" and "Analysis by Institution" sections under the Results tab.

<table>
<thead>
<tr>
<th>Institution</th>
<th>Frequency</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Brock University</td>
<td>1032</td>
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</tr>
<tr>
<td>Carleton University</td>
<td>960</td>
<td>4.2%</td>
</tr>
<tr>
<td>Lakehead University</td>
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<tr>
<td>Laurentian University</td>
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<td>McMaster University</td>
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<tr>
<td>Nipissing University</td>
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<td>0.3%</td>
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<td>Queen's University</td>
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<tr>
<td>Ryerson University</td>
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<td>2.8%</td>
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<td>Trent University</td>
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<td>4.5%</td>
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<tr>
<td>University of Guelph</td>
<td>2926</td>
<td>11.8%</td>
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<td>University of Ottawa</td>
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<td>University of Toronto</td>
<td>6467</td>
<td>28.6%</td>
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<td>University of Western Ontario</td>
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<td>University of Windsor</td>
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<tr>
<td>Wilfrid Laurier University</td>
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<td>York University</td>
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<td><strong>Total</strong></td>
<td><strong>22595</strong></td>
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**Frequency by Date**

<table>
<thead>
<tr>
<th>Date</th>
<th>Frequency</th>
<th>Percent</th>
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<td>May 2004</td>
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<td>Jun 2004</td>
<td>812</td>
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<td>Jul 2004</td>
<td>1688</td>
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</table>
OCUL Scholars Portal Usage
Affiliation

Frequency by Affiliation

Count

Applied Science
Business
Education
Environmental Science
Fine Arts
Humanities
Law
Medical Health
Other
Science
Social Science

MINES
Frequency by Location

- Library
- On-Campus
- Off-Campus

Legend:
- Orange: Library
- Brown: On-Campus
- Green: Off-Campus
## Affiliation by Purpose of Use

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>Coursework</th>
<th>Other Activities</th>
<th>Other Research</th>
<th>Patient Care</th>
<th>Sponsored</th>
<th>Teaching</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Applied Sciences</td>
<td>24.0%</td>
<td>7.6%</td>
<td>17.7%</td>
<td>0.6%</td>
<td>46.3%</td>
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<td>Business</td>
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<td>30.0%</td>
<td>0.9%</td>
<td>10.8%</td>
<td>16.0%</td>
<td>100.0%</td>
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<tr>
<td>Education</td>
<td>40.9%</td>
<td>5.4%</td>
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<td>Environmental Studies</td>
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<td>2.5%</td>
<td>24.0%</td>
<td>0.3%</td>
<td>23.3%</td>
<td>6.3%</td>
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<tr>
<td>Fine Arts</td>
<td>56.3%</td>
<td>6.9%</td>
<td>20.6%</td>
<td>1.3%</td>
<td>5.6%</td>
<td>9.4%</td>
<td>100.0%</td>
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<td>Humanities</td>
<td>51.5%</td>
<td>10.8%</td>
<td>21.0%</td>
<td>0.5%</td>
<td>9.5%</td>
<td>6.7%</td>
<td>100.0%</td>
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<tr>
<td>Law</td>
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<td>12.8%</td>
<td>0.9%</td>
<td>2.6%</td>
<td>9.4%</td>
<td>100.0%</td>
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<tr>
<td>Medical Health</td>
<td>29.7%</td>
<td>5.5%</td>
<td>18.4%</td>
<td>8.6%</td>
<td>32.0%</td>
<td>5.7%</td>
<td>100.0%</td>
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<tr>
<td>Other</td>
<td>51.9%</td>
<td>22.8%</td>
<td>10.9%</td>
<td>2.1%</td>
<td>7.4%</td>
<td>5.0%</td>
<td>100.0%</td>
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<tr>
<td>Sciences</td>
<td>44.6%</td>
<td>9.7%</td>
<td>11.1%</td>
<td>0.4%</td>
<td>31.8%</td>
<td>2.4%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>62.6%</td>
<td>4.5%</td>
<td>14.4%</td>
<td>0.7%</td>
<td>13.6%</td>
<td>4.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42.0%</strong></td>
<td><strong>7.5%</strong></td>
<td><strong>16.2%</strong></td>
<td><strong>2.4%</strong></td>
<td><strong>26.2%</strong></td>
<td><strong>5.6%</strong></td>
<td><strong>100.0%</strong></td>
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</tbody>
</table>
## User Status by Purpose of Use

<table>
<thead>
<tr>
<th>User Status</th>
<th>Coursework</th>
<th>Other Activities</th>
<th>Other Research</th>
<th>Patient Care</th>
<th>Sponsored</th>
<th>Teaching</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>1.5%</td>
<td>4.7%</td>
<td>21.2%</td>
<td>4.4%</td>
<td>42.6%</td>
<td>25.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Graduate Professional</td>
<td>19.5%</td>
<td>3.9%</td>
<td>25.5%</td>
<td>2.5%</td>
<td>45.4%</td>
<td>3.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Library Staff</td>
<td>23.5%</td>
<td>24.1%</td>
<td>13.1%</td>
<td>16.5%</td>
<td>17.7%</td>
<td>5.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Other</td>
<td>6.0%</td>
<td>35.2%</td>
<td>20.8%</td>
<td>8.7%</td>
<td>26.8%</td>
<td>2.5%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Staff</td>
<td>3.5%</td>
<td>9.5%</td>
<td>20.6%</td>
<td>2.1%</td>
<td>51.6%</td>
<td>12.7%</td>
<td>100.0%</td>
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<tr>
<td>Undergraduate</td>
<td>75.8%</td>
<td>7.8%</td>
<td>7.7%</td>
<td>0.9%</td>
<td>5.9%</td>
<td>1.9%</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42.0%</strong></td>
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<td><strong>26.2%</strong></td>
<td><strong>5.6%</strong></td>
<td><strong>100.0%</strong></td>
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## Location by Purpose of Use

<table>
<thead>
<tr>
<th>Location</th>
<th>Coursework</th>
<th>Other Activities</th>
<th>Other Research</th>
<th>Patient Care</th>
<th>Sponsored</th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>52.8%</td>
<td>14.9%</td>
<td>10.8%</td>
<td>1.2%</td>
<td>12.3%</td>
<td>7.9%</td>
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<tr>
<td>Off-campus</td>
<td>47.2%</td>
<td>7.0%</td>
<td>17.3%</td>
<td>4.1%</td>
<td>19.9%</td>
<td>4.6%</td>
<td>100.0%</td>
</tr>
<tr>
<td>On-campus</td>
<td>29.2%</td>
<td>4.0%</td>
<td>17.9%</td>
<td>0.9%</td>
<td>42.2%</td>
<td>5.7%</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42.0%</strong></td>
<td><strong>7.5%</strong></td>
<td><strong>16.2%</strong></td>
<td><strong>2.4%</strong></td>
<td><strong>26.2%</strong></td>
<td><strong>5.6%</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>
Issues for Further Discussion

• How do we allocate expenditures for electronic resources?
• How do we allocate indirect costs for electronic resources?
• What is the appropriate balance between electronic and print?
• What is the appropriate balance between centralized and distributed purchasing?