“A picture is worth a thousand words”: using visualization techniques to get to grips with your user data

April 2010

James Culling, Client Director
DataSalon Ltd.
data visualization
data visualization
A Journal Publisher’s Customer Data

- Society Members
- Conference Attendees
- Marketing Campaign Data
- Content Platform Website Logs
- Library Web Environment
- Individual Subscriptions
- Institutional Subscriptions
- Content Usage Statistics
- Full Text Denials (‘Turnaways’)
- TOC Alert Recipients
- Pay-Per-View Purchasers
- Online Registrants
- Authors & Reviewers

Of interest to librarians
a lot of data!
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< ‘Time Poor’ image >

[Removed due to copyright restrictions]
data visualization
Data visualization
< ‘Three Views of the Earth’ visualization >

[Removed due to copyright restrictions]
< Dewey data visualization >

[Removed due to copyright restrictions]
< ‘Getting a Good Night’s Sleep’ visualization >

[Removed due to copyright restrictions]
more than just a pretty picture
comparison:

change:

proportion:

relationship:

overlap:

location:
but it’s not that easy!
The ‘Spider’ Drawing
Customer Data is Complicated

- **Identity**: The same customer crops up in different guises
- **Relationships**: Between individuals, organizations and consortia
KBART: Knowledge Bases And Related Tools working group

In early 2006, UKSG commissioned a research report (Link Resolvers and the Supply Chain) that identified and described a range of problems affecting the efficiency of OpenURL linking. The report recommended the creation of a group that would determine and promote “best practice” solutions for the overall community to improve the exchange of metadata with knowledge bases.

The KBART (Knowledge Bases And Related Tools) working group has been set up to progress the recommendations of the research report. The group is co-chaired by NISO and is working to improve the supply of data to link resolvers and knowledge bases, by:

1. developing and publishing guidelines for best practice to effect smoother interaction between members of the knowledge base supply chain. Knowledge base providers and their customers (including academic libraries) benefit from provision of higher quality data by content providers. Publishers benefit from accurate linking to their content and subsequently the possibility of increased usage.

   The first set of guidelines is now available (PDF) [HTML].

2. providing educational events that will address the roles of each relevant party in the supply chain, the functions each needs to carry out to improve supply of data to knowledge bases, and the value of doing so in each case. Content providers benefit from...
visualization examples
About MasterVision

• Customer data integration solution: web-based, fast and easy to use
• Product designed with high level of input from OUP and BMJ Group
MasterVision: Segmentation via Search
MasterVision Examples

Search A: 7,773 results
("Subscriptions: COUNT = 0") AND ("Newsletters: Journal" = "Aircraft Engineering and Aerospace Technology" AND "Newsletters: Alert type" = "Table of Contents")

Search B: 2,884 results
("Pay Per Article: COUNT > 0") AND ("Subscriptions: COUNT = 0") AND ("Pay Per Article: Journal" = "Aircraft Engineering and Aerospace Technology")

Search C: 127,505 results
("Subscriptions: COUNT = 0") AND ("Registrations: Email contact?" = "Yes")
MasterVision Examples [2]

Tracking Reports
All reports apply to your current search which has 2,884 matches.

Tracking Chart for PAY PER ARTICLE:PURCHASE DATE (2006)
This report shows counts of unique contacts.

Download this chart
MasterVision Examples [3]

Pie Chart Reports
All reports apply to your current search which has 166,882 matches.
MasterVision Examples [4]

Mapping Reports
All reports apply to your current search which has 50,924 matches.

USA Map
This map is based on the US State field. Note that some records may have more than one map location.
## Cross Tab Reports

All reports apply to your current search which has 166,002 matches.

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[Download this table]
library usage/ROI analysis
Ex Libris: UStat

Source: Robert Bley, Ex Libris (UK) Ltd.
Ex Libris: UStat [2]

Usage Statistics for Platform: HighWire

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Source: Robert Bley, Ex Libris (UK) Ltd.
Ex Libris: UStat [3]

Usage Statistics for Journal: Age and Ageing

Journal Details
- Title: Age and Ageing
- Publisher: Oxford Journals
- ISSN: 0002-0729
- e-ISSN: 1464-3834

Platforms

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Source: Robert Bley, Ex Libris (UK) Ltd.
Swets: SwetsWise Selection Support

(YTD) Usage over years - Top 20 Publishers/Collection Platforms

Source: Simon Litt, Swets Information Services Ltd.

Source: Simon Litt, Swets Information Services Ltd.
Swets: SwetsWise Selection Support [3]

Source: Simon Litt, Swets Information Services Ltd.
Serials Solutions: 360 Counter

Source: Susan Golden, Serials Solutions
Serials Solutions: 360 Counter [2]

Source: Susan Golden, Serials Solutions
Serials Solutions: 360 Counter [3]

Source: Susan Golden, Serials Solutions

UKSG 33rd Annual Conference and Exhibition
website usage
Google Analytics

Visitors Overview

157 people visited this site

- 232 Visits
- 157 Absolute Unique Visitors
- 958 Pageviews
- 4.13 Average Pageviews
- 00:02:26 Time on Site
Google Analytics [2]

232 visits came from 20 countries/territories
Google Analytics [3]

Traffic Sources Overview

Feb 13, 2010 - Mar 15, 2010

All traffic sources sent a total of 232 visits

- **35.34% Direct Traffic**
- **31.03% Referring Sites**
- **33.62% Search Engines**
‘trees and branches’
Hierarchy Viewer [2]
Hierarchy Viewer [3]
Hierarchy Viewer [4]
Hierarchy Viewer [5]
Hierarchy Viewer [6]
Hierarchy Viewer [7]
Hierarchy Viewer [8]
other applications
JISC ADAT Site

JISC Academic Database Assessment Tool (ADAT)

This site from JISC Collections aims to help libraries to make informed decisions about future subscriptions to bibliographic and full text databases. More information about the site's data sourcing and comparison method is available on the 'About' page.

- **Compare Journal Title Lists**: Search to compare title lists of major bibliographic and full text databases.
- **View Database Dashboards**: View visual dashboards showing charts and stats for each database.
- **Compare Database Platforms**: Generate tables comparing the key features of database platforms.
- **Compare eBook Platforms**: Compare and contrast the core functionality of eBook platforms.
- **Database Title List Updates**: Review dates that title lists in ADAT were last updated by suppliers.
- **Sign Up for Alerts**: Receive email alerts notifying you when suppliers update listings.

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- ebrary
- IBSS
- ProQuest
- Scopus, Engineering Village and EMBASE (Elsevier)
- Thomson Reuters

If you wish to find out more about sponsorship, please do not hesitate to get in touch.

www.jisc-adat.com (free resource)
JISC ADAT Site [2]

Database Comparisons
You may view the FULL TITLE LISTING for this search, or click on a number below to choose one of the specific databases or overlaps.

Titles from Each Individual Database

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<tr>
<td>Web of Science</td>
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Overlapping Titles: Combinations of TWO Databases
Note that combinations with no overlap are excluded from the table below.

www.jisc-adat.com (free resource)
JISC ADAT Site [3]

www.jisc-dat.com (free resource)
**JISC ADAT Site [4]**

### Date Coverage

A timeline of coverage start and end dates across all titles, where dates have been provided.

### Geographical Coverage

**World Map: Countries of Publication**

Worldwide distribution of the title list's countries of publication.

**Top 10 Countries**

The title list's most commonly occurring countries of publication.

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
<th>Count</th>
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[www.jisc-adat.com](http://www.jisc-adat.com) (free resource)
JISC ADAT Site [5]

Geographical Coverage

World Map: Countries of Publication

Worldwide distribution of the title list's countries of publication.

Top 10 Countries

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Top 10 Languages

The title list's most commonly occurring languages.

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Top 10 Publishers

The title list's most commonly occurring publishers.

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<td>Blackwell Publishing</td>
<td>2.89%</td>
<td>157</td>
</tr>
<tr>
<td>Sage Publications</td>
<td>2.65%</td>
<td>156</td>
</tr>
<tr>
<td>Routledge, Taylor and Francis Ltd</td>
<td>1.86%</td>
<td>109</td>
</tr>
</tbody>
</table>

www.jisc-adat.com (free resource)
ONIX for Publications Licenses (ONIX-PL)

Overview

ONIX for Licensing Terms
ONIX for Licensing Terms (OLT) is the generic name for the most recent addition to the ONIX family. Built on a consistent underlying model of rights and usages, OLT formats are specialised to the needs of different user group applications.

ONIX-PL
ONIX for Publications Licenses (ONIX-PL) is intended to support the licensing of electronic resources - such as online journals and ebooks - to academic and corporate libraries.

As the number of digital resources in library collections grows, libraries have increasing difficulty in managing, and ensuring compliance with, the correspondingly growing number of different licenses that
ONIX for Publications Licenses (ONIX-PL) [2]

www.nesli2.ac.uk/onix-pl/compare.html
data visualization
data visualization
data visualization
thank you

questions / discussion

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