WHO interacts with usage data

Press Director

ACTIVITIES that need usage data (What/Why)

Understand impacts of OA funding provided by a specific funder / grant

Provide funders with usage stats.

Show compliance with federal agency OA dissemination mandates

Understand OA impact (+/-) on sales revenues

support a case for OA on equity and justice grounds

Understand impact after titles become OA

Suggest/understand which titles should become OA

Understand OA content usage patterns

Analyzing/benchmarking OA books

Understand and report on how OA books are used in parts of the world, or in underserved communities that wouldn't otherwise have access

Understand impact/use of OA books compared to similar non-OA

Understanding ROI: Impact of institutional funding of OA

Provide authors with usage stats/reports

CHALLENGES/FRUSTRATIONS

Different OA success metrics compared to traditional books

no agreed-upon definitions of what we're measuring: views, engagements, downloads, impressions

Need better measurement and reporting tools

Different timeframes of available platform usage data: real-time, monthly, quarterly, semi-annual

usage reports come in multiple formats: dashboards, csv files, webpage widgets

It's very difficult to pull OA ebook usage stats

obstacles to compiling and expressing usage are currently very high

unclear how to consolidate platform usage stats

Data compilation is too resource intensive

Aggregation and normalization of usage data is a pain

SOLUTIONS / NEEDS

What is needed? (Reports, tools, data, etc.)