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Usage Reports: Introduction to Digital Commons

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Usage Reports: Introduction to Digital Commons Reports

Version: 3.12
Available at http://digitalcommons.bepress.com/reference/19
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Overview

This document is designed to introduce IR administrators to the reports currently available for Digital Commons and suggest some practical applications and uses of the report data.
The reports described in this document are the following:

- Reports for IR administrators
- Reports for editors
- Reports for authors
- Reports for institutional stakeholders
- Google Analytics™

Reports for Repository Administrators

IR administrators can access the following on-demand reports from the “Usage Reports” tab in the administrative interface:

- Cover page hit reports
- Download reports
- Referral reports

Cover Page Hit Reports

A cover page hit report shows how often visitors have browsed to the metadata page for an item published on the repository. While most "hits" will come directly from full-text downloads, some readers interact with the repository by browsing and searching the site, typing a URL from a citation or clicking links in search results. Cover page hit reports are useful in gaining a sense of how many readers discover material in this way.

Cover page hit reports can be used to better understand the visibility of the repository on the web. They can be compared to download reports to get a sense of how many readers are visiting the IR, downloading a PDF, or both.

Download Reports

A download report (or “readership report”) shows the total number of downloads that a published article, or collection of articles, has received during a given time frame.

Download reports can be used to demonstrate the value of IR content to repository stakeholders such as individual scholars, the funders of a particular collection, deans and department heads, and the research office. Repository administrators can provide each department with an annual or semi-annual report on number of items uploaded and total downloads, or include the information in presentations and reports about the repository.

Referral Reports

Referral reports can provide two types of information about the origin of visitors to the repository:

• Information about the country from which visitors are accessing the IR
• Information about the external sites (URLs) that have directed visitors to the IR

The country report details the top-level country domain for repository visitors. The information in this report can be used to demonstrate the global reach of the repository and how readership breaks down by nation. Repository administrators can use this information to align the repository with an institutional goal to increase global visibility.

The URL report details the sites that have directed users to content. It is useful in understanding which external sites point to repository content. If there are few referring sites, or little variation, an IR manager may want to consider ways to increase external links to the repository. One easy way is to make sure the library website and departmental websites link to the IR.

It is often useful to look at these usage statistics over a specific period of time. For instance, examining the number of downloads per day in the weeks following a press release, news story or blog post that links to repository content can provide valuable data on how these actions affect traffic to the repository.

Reports for Editors

Publication Editor Report

An editor report is available for any individual publication, like a series or journal, from the sidebar of the “Manage Submissions” tab. Editor reports provide the data to assess acceptance rate, turn-around time, editor workload, and other information about all submissions to the publication. Editor reports are particularly useful for administrators of publications for which there are many participants and for editors of journals for which there are many associate editors and reviewers.

Reports for Authors

Author Dashboard

The Author Dashboard is a personalized reporting tool for authors in Digital Commons. The dashboard is available to all authors via their "My Account" page. The Author Dashboard allows

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authors to view download counts in real time at any time, learn which search terms were used to find their work, and discover which institutions their work was accessed from.

More information about the Author Dashboard can be found here:
http://digitalcommons.bepress.com/reference/54/

Automatic Monthly Author Readership Report

Monthly emails are delivered automatically to authors' inboxes. These reports detail combined download counts for all of the author's full-text articles published to the repository. Monthly Author Readership Reports also contain a link to the Author Dashboard, which contains detailed statistics about the author's published work. For an author to receive these emails, his or her email address must be included in the author metadata of the full-text object, and his or her paper needs to have been downloaded at least once in the month prior to the delivery of the email.

Adding author emails to publications in the repository is an easy way for an IR administrator to keep the repository on the faculty's radar and increase faculty engagement. IR administrators who routinely include author email addresses in article metadata observe interest in the IR increases once they begin receiving Author Readership Reports.

On-Demand Download Report

Authors have access to download reports via SelectedWorks™. In the "Reports" tab of the SelectedWorks account page, an author can find out the date of posting and the total downloads-to-date for articles listed on his or her SelectedWorks site.

Authors find these reports useful in tracking the real-time impact of newly posted articles as well as understanding the long-term impact of previously posted work. With these usage reports, authors can regularly assess the impact of their works by seeing how often the works are being accessed. Some find download numbers to be a useful additional metric to include in annual achievement reports.

Reports for Institutional Stakeholders

Digital Commons also provides a monthly reporting service for institutional stakeholders. Similar to our monthly Author Readership Report emails, the IR Activity Summary Email and the Publication Activity Summary Email are intended to deliver usage statistics and reports to stakeholders at the institution who might not interact with the repository directly and to encourage content growth by reminding stakeholders of the IR's monthly progress.

Department chairs, research center staff, deans, and people involved with funding are all good examples of stakeholders for whom these emails could provide a compelling snapshot of collection growth.

IR Activity Summary Email

This email report provides general information about site readership for the entire repository.

Publication Activity Summary Email

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This email report provides general information about site readership for individual publications within the repository.

Additional Options for Tracking Usage of Your Content

Google Analytics™

Google Analytics™ is implemented on every Digital Commons repository. The reports can be accessed by logging in at http://www.google.com/analytics/

Google Analytics™ complements Digital Commons usage reports. Digital Commons usage reports give administrators specific information about individual articles, and enable administrators to report on and track downloads over time. Google Analytics™ gives users information about traffic to repository pages and helps identify general trends in traffic over time. Google Analytics™ is useful for learning where repository visitors come from, which browsers they use, and which pages they visit.

Google™ support documents can aid IR administrators in the exploration of functionality. The bepress Client Services team can point users to those resources.

Bepress occasionally prepares tip sheets on using Google Analytics™ and maximizing repository traffic.

Please see “Usage Reports: Q&A on Tracking Readership of your Content,” available at http://digitalcommons.bepress.com/reference/11/.

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