Is what's "trending" what's worth purchasing?:
Insights from a national study of collection development librarians
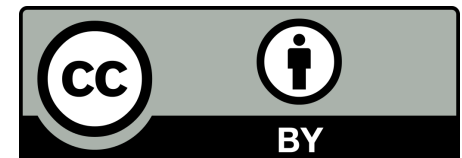
Sarah W. Sutton, Emporia State University SLIM (@sarahwws)

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June 2016
NASIG 2016, Albuquerque, NM

Traditional metrics -> Web-native metrics

- Journal impact factor
- Citation counts
- Usage statistics
- Altmetrics

What are altmetrics?

The **volume** and **nature of attention** that research receives online.

How often are people talking, what's being said, and who is saying it?

@jeandraws

Lots of speculation, little evidence

The Balance Point

Altmetrics: Rethinking the Wa...

Finbar Galligan [b], Sharon Dyas-Correia

[a] University of Toronto Libraries, 369 Huron Street, Toronto, Ontari...
[b] Swets Information Services, Inc., Swan House, Wyndyke Furlong, ...

ABS...

1. Introduction

This installment of the "Balance Point" examines t...
area of metrics called "altmetrics." When researching ...
umn editor was struck by how much of the dialog aro...
found in non-traditional places for academic disc...
wikis, Twitter, and various Web sites. It seemed fittin...
actively involved in the dialog to participate in wri...
and therefore the column editor invited Finbar Gall...
for Swets Information Services and blogs about i...
co-author the article. Galligan has written several t...
blogs on altmetrics and related subjects and has devel...

Collection Management Matters
from page 79

I finished with the list, I gave it to the Special Collections Librarian for review and she turned those books and others she thought should be transferred downward on the shelves, so that they would be easy to identify. The Senior Library Assistant in Collection Management agreed to remove the books from the shelves, but before she took them to cataloging, she verified them against the list created by the Systems Librarian. Although the area had been inventoried about three years ago, there were still items on the shelves that did not appear on the pull list.

As we got further along in the project, the Head of Special Collections became a woman possessed. She could not weed enough books! After the first round, she requested that I come up to the area for an evaluation. We did a walk-through of every shelf, and agreed on additional titles that were more aptly suited for other areas of the library. We did a second and third round where we weeded the science, photography, literature, performing arts, religion, sociology, psychology, business, criminal justice, and political science books.

When the dust settled, and there were many, many dusty books on those shelves, we had actually transferred 3,900 books, which went to Circulation, Reference, the Youth Collection, and the library on our **Avon Williams Campus**. Since I had made the effort to weed the E, F, and G sections before the transferred books started coming out of Cataloging, the Circulation Supervisor and the Stack Supervisor said nothing to me about not having space to shelve them. The Special Collections Librarian was able to bring some of her most popularly requested items out of the storage rooms and on to the shelves in her area.

This project was not successful just because we changed the semantics. All of the concerns of the stakeholders were taken into consideration and systematically addressed. Since this is my seventeenth year at the library, I think I have a pretty good feel for the motives and attitudes of the personalities involved, as well as a history of how past library projects had been facilitated. At bottom, everyone knew that there was a problem that needed to be fixed in the best interests of the students, but agreeing on a way forward was the sticking point. Some

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Analyze This: Altmetrics and Your Collection — S... Development

by **Andrea Michalek** (Plum Ana...
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Column Editor: **Kathleen McEv...**
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When there were only pri...
nals, managing your collec...
much simpler; you knew w...
subscribed to, who checked it out, ...
requested new journals. When journal...
online, the world became more com...
Often, the journals were part of datab...
the databases came from several ven...
all had their own way — or no way —...
ing usage to you. In 2002, an initiativ...
as **COUNTER (Counting Online U... Networked Electronic Resources)** fo...
standardize library usage statistics. Li...
publishers, and intermediaries cooperat...
this initiative and created standard ...
reporting usage. Now, over ten yea...
COUNTER statistics are still a goo...
assist librarians in managing their col...

Citation counts are another set of ...
important to research and research...
hence by extension librarians making...
tion decisions. In the 1960s, publis...
others developed a methodology th...
mined the impact of research based up...
citation counts. From this approach ca...
statistics, the most popular being **Th...**
Journal Impact Factor or JIF. There a...
complaints about statistics based up...
tions, including self-citation and sup...
citations. However, the biggest pro...
using JIF and others is that in today's...
landscape they are lagging indicators...

The world keeps changing. Over a decade ago, the great shift from print to online had been going on for some years and everyone was getting comfortable managing and purchasing online content. Now, there are other new great...

Special Section

New Opportunities for Repositories in the Age of Altmetrics

by Stacy Konkiel and Dave Scherer

Altmetrics: What, Why and Where?

EDITOR'S SUMMARY
For institutional repositories, alternative metrics reflecting online activity present valuable indicators of interest in their holdings that can supplement traditional usage statistics. A variable mix of built-in metrics is available through popular repository platforms: Digital Commons, DSpace and EPrints. These may include download counts at the collection and/or item level, search terms, total and unique visitors, page views and social media and bookmarking metrics; additional data may be available with special plug-ins. Data provide different types of information valuable for repository managers, university administrators and authors. They can reflect both scholarly and popular impact, show readership, reflect an institution's output, justify tenure and promotion and indicate direction for collection management. Practical considerations for implementing altmetrics include service costs, technical support, platform integration and user interest. Altmetrics should not be used for author ranking or comparison, and altmetrics sources should be regularly reevaluated for relevance.

KEYWORDS
altmetrics
digital repositories
impact of scholarly output
statistics
collection management
social web

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Dave Scherer is a scholarly repository specialist at the Purdue ePubs Repository. He can be reached at dscherer<at>purdue.edu.

University administrators are increasingly trying to find new ways to measure the impact of the scholarly output of their faculty, students and researchers through quantitative means. By reporting altmetrics (alternative metrics based on online activity) for their content, institutional repositories can add value to existing metrics – and prove their relevance and importance in an age of growing cutbacks to library services. This article will discuss the metrics that repositories currently deliver and how altmetrics can supplement existing usage statistics to provide a broader interpretation of research-output impact for the benefit of authors, library-based publishers and repository managers, and university administrators alike.

Metrics Repositories Currently Deliver

Many repository platforms measure usage statistics such as download counts and page views. Less often, repositories report citation counts and altmetrics culled from the social web for their holdings. Here, we will look at usage statistics that are commonly reported on the three most popular repository platforms in use today: Digital Commons, DSpace and EPrints.

Digital Commons. Digital Commons is a proprietary institutional repository and journal-publishing platform run by Bepress. Relying on proprietary, COUNTER-compliant download counts [1] and Google Analytics as a source for metrics on access, the platform records download counts, search terms and referral links for all content held in each repository. These metrics are communicated to repository managers, series administrators and authors via email. The platform provides metrics on publications available to date in each repository, downloads to date, and downloads during the lifetime of the repository. Authors also receive statistics on their deposits through a private Author Dashboard interface.

The platform also operates a federated search and discovery mechanism,

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Looking at alternative metrics can help your collection. By knowing in which journals your faculty publishes, you can ensure that you subscribe to these journals. Not only will your faculty be appreciative of this, but also

Study design

- Survey of **13,436 librarians** at 150 Carnegie-classified "R1" institutions in the US
  - Direct email (manually collected)
  - 707 respondents (5.3% response rate)
- Collected answers via Qualtrics
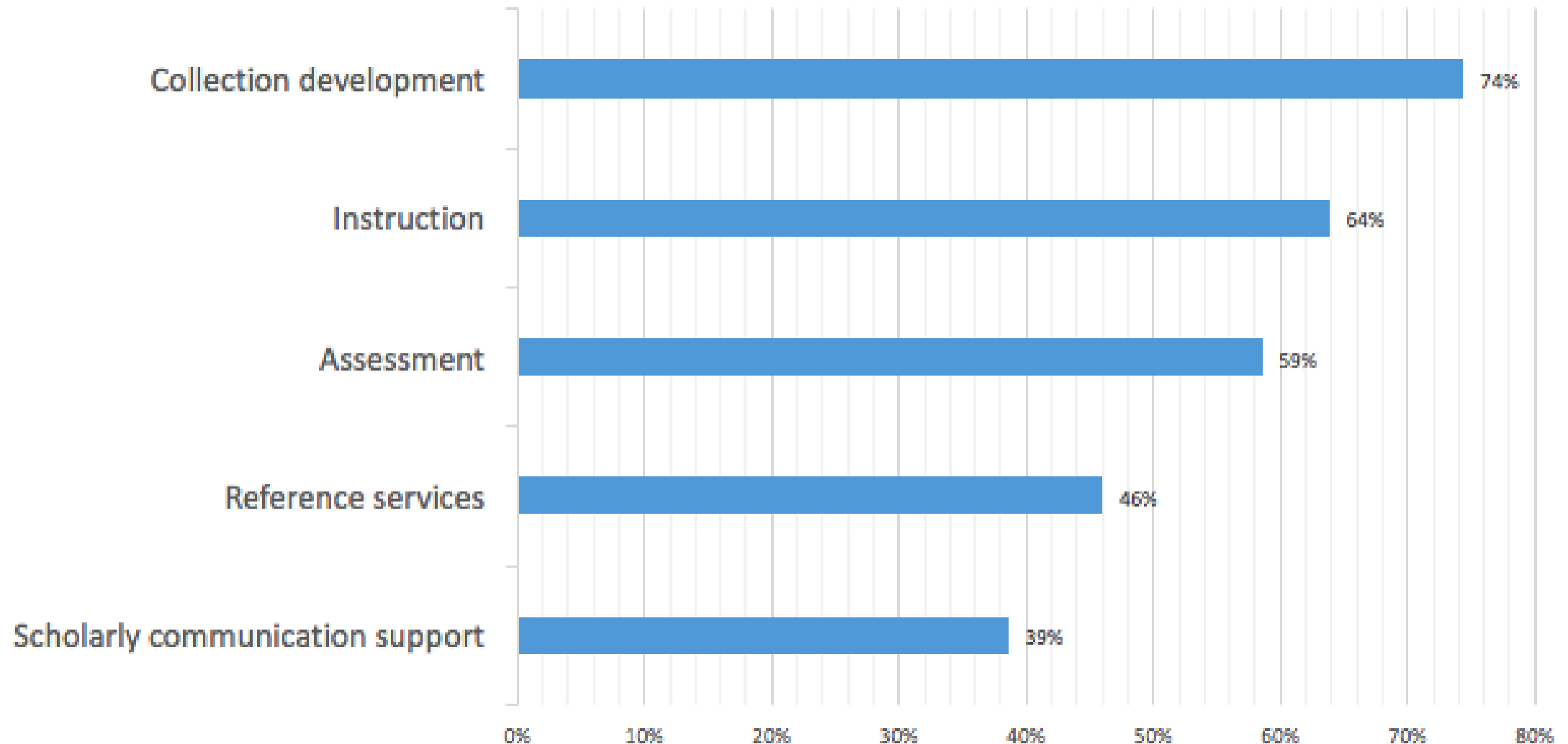- Data analysis via Qualtrics and SPSS

Demographics

Years on the job
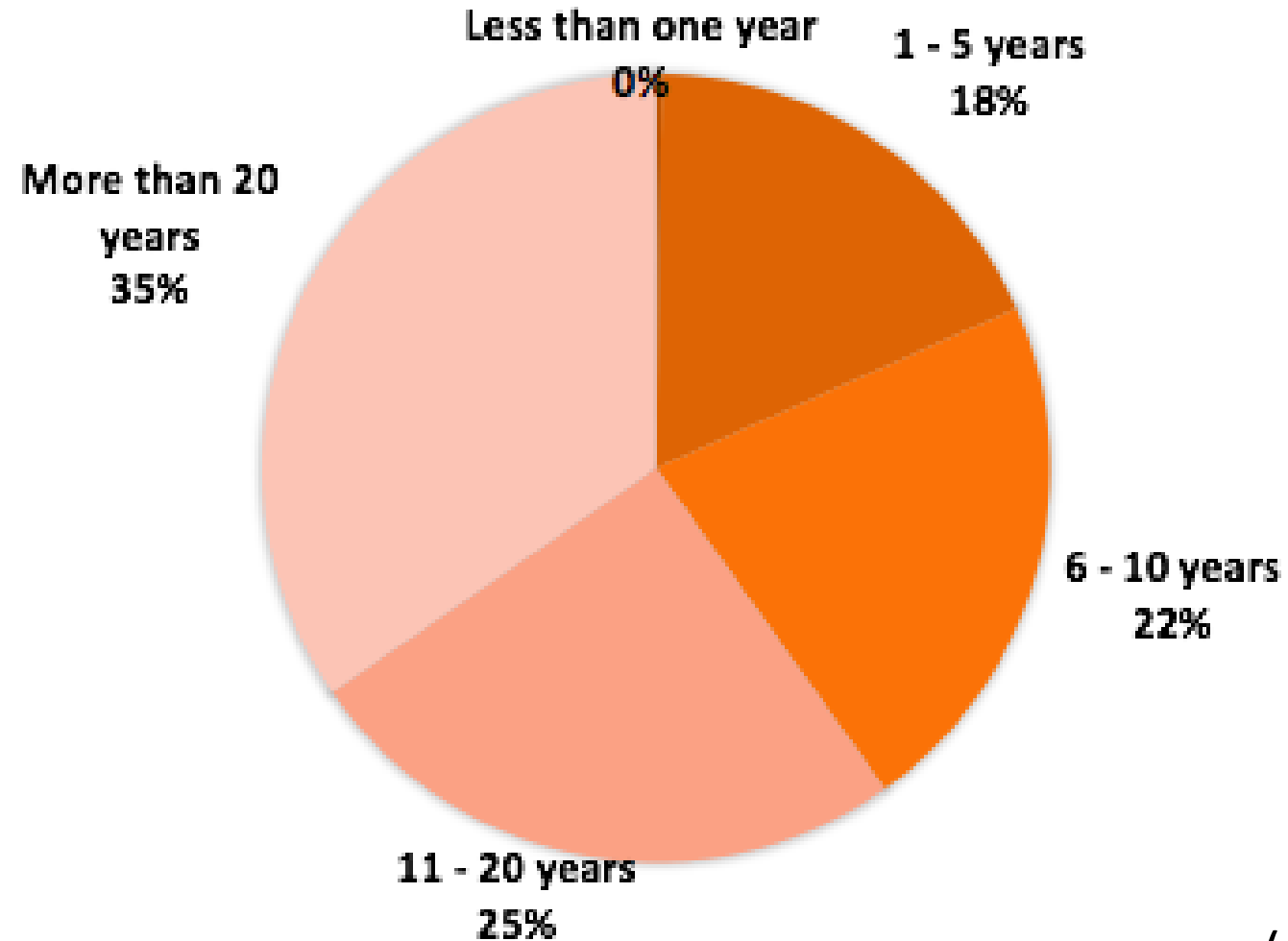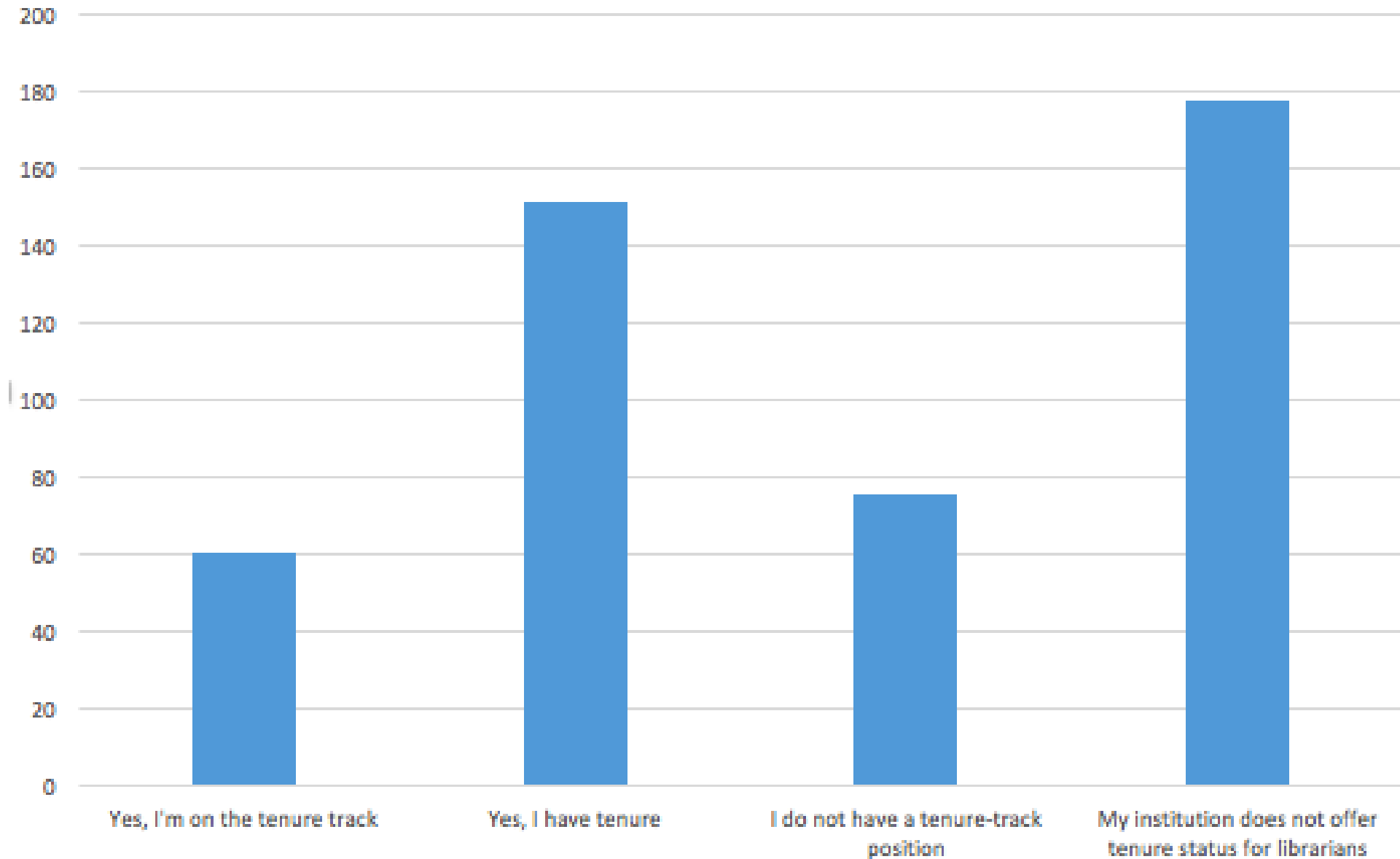

(n=438)

What sort of duties do you perform regularly (1x/month or more) for your job? Check all that apply. (n=511)

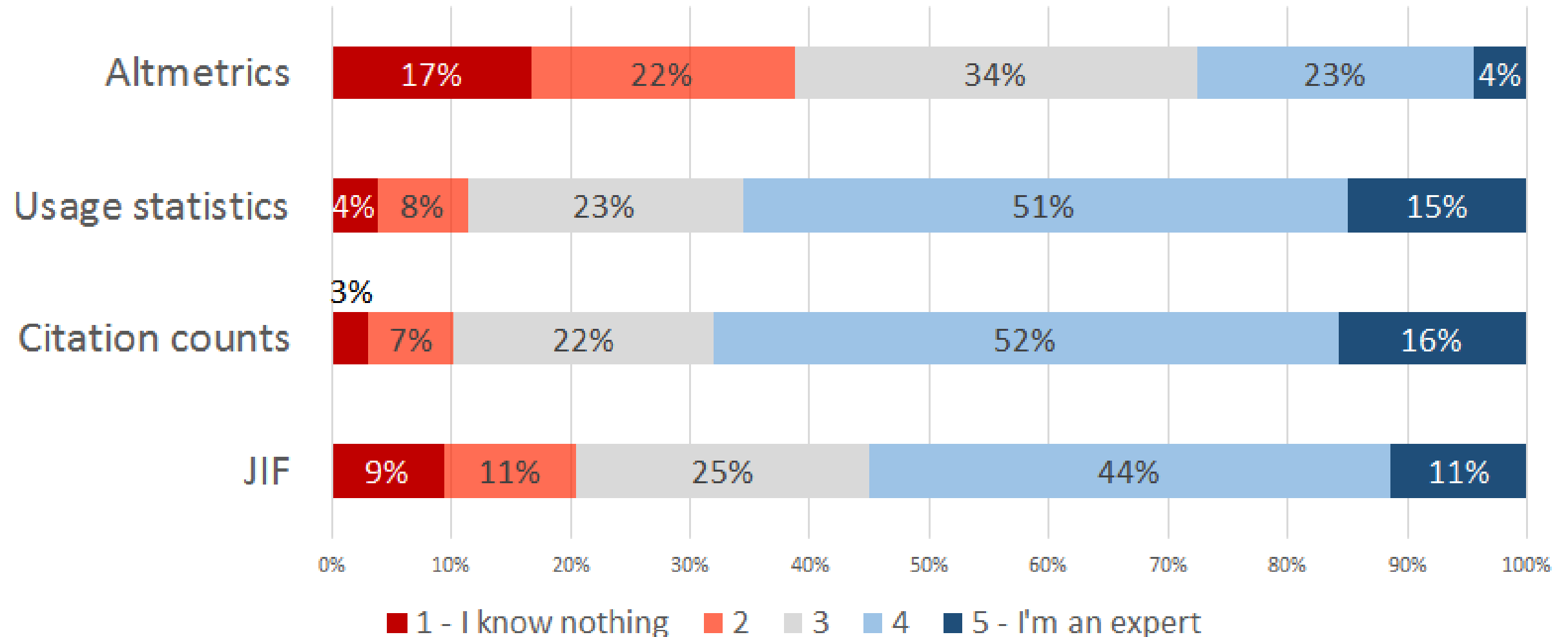| Duty	Percentage
Collection development	74%
Instruction	64%
Assessment	59%
Reference services	46%
Scholarly communication support	39%

Are you currently on the tenure track or do you have tenure? (n=463)

Familiarity with metrics

Among collection development librarians
    & as compared to those who aren't
Do years of experience affect familiarity?

Does tenure status affect familiarity?

How familiar are you with the following measures of article-level impact? (all librarians)

	1 - I know nothing	2	3	4	5 - I'm an expert
Altmetrics	17%	22%	34%	23%	4%
Usage statistics	4%	8%	23%	51%	15%
Citation counts	3%	7%	22%	52%	16%
JIF	9%	11%	25%	44%	11%

How familiar are you with the following measures of article-level impact? (by tenure option)

	1 - I know nothing	2	3	4	5 - I'm an expert
Altmetrics (nt)	18%	21%	36%	21%	4%
Altmetrics (t)	16%	20%	30%	30%	4%
Usage statistics (nt)	5%	8%	27%	48%	12%
Usage statistics (t)	1%	7%	16%	59%	17%
Citations (nt)	4%	8%	26%	46%	16%
Citations (t)	1%	6%	15%	62%	17%
JIF (nt)	10%	11%	29%	39%	11%
JIF (t)	4%	8%	18%	57%	13%
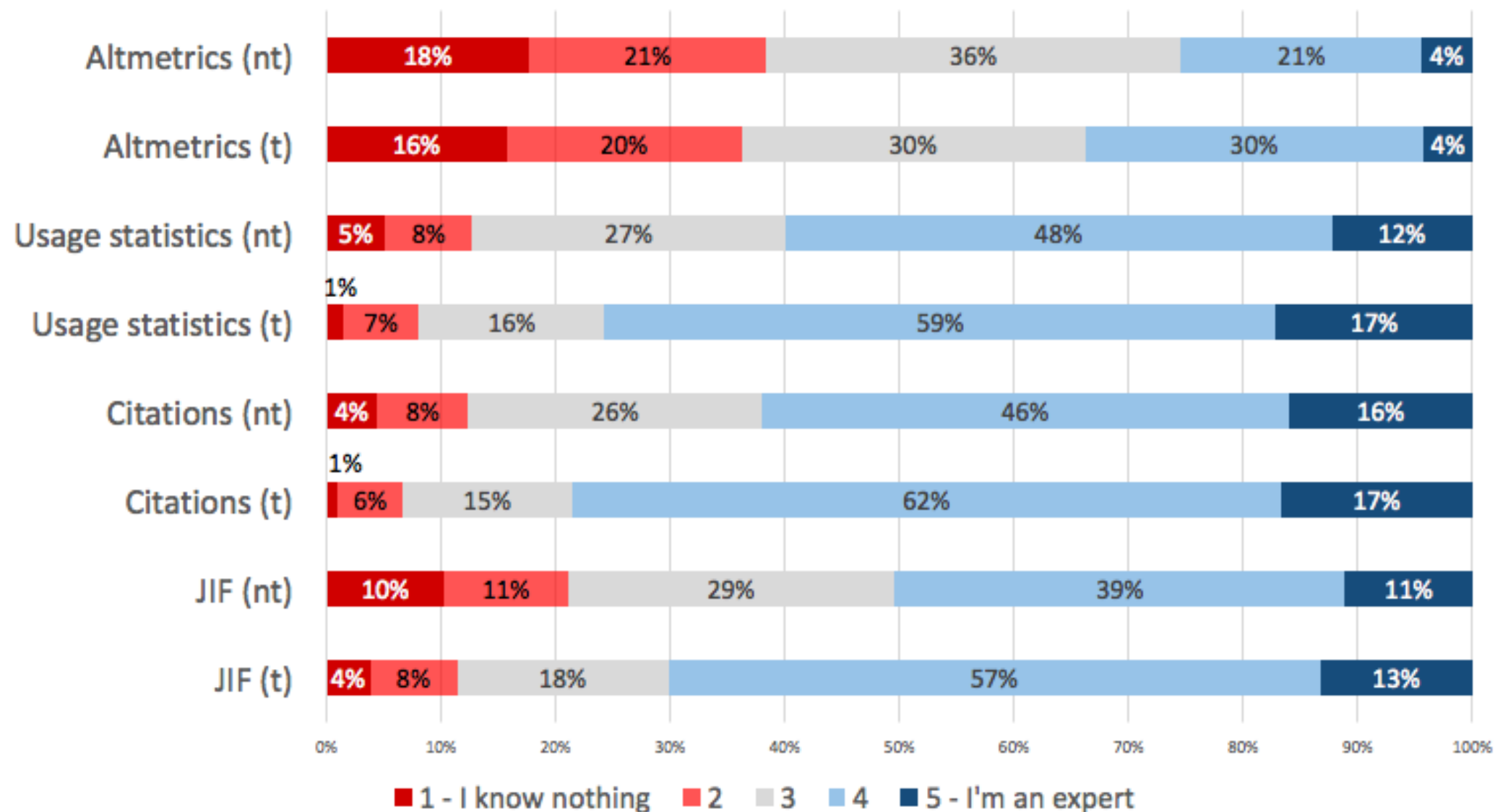
Relationships between familiarity with metrics and experience & tenure status

- Years of experience do not affect familiarity with metrics.

- Tenure status affects familiarity with usage statistics, citation counts, and Journal Impact Factor.

- Tenure status does not affect familiarity with altmetrics.
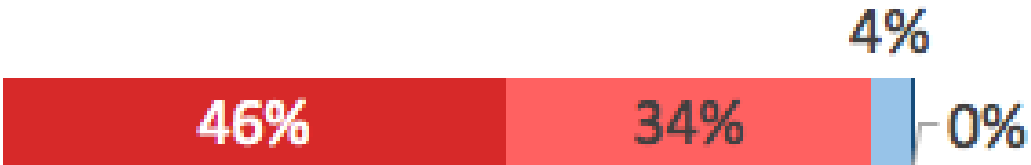
Use of metrics

For collection development

Factors affecting frequency of use

How often do you evaluate materials using the following indicators of research impact *in the context of your collection development duties?*

Legend: ■ Never ■ Rarely ■ Often ■ Very Often

Indicator	Never	Rarely	Often	Very Often
Altmetrics	46%	34%	4%	0%
Expert peer reviews	31%	27%	9%	3%
Usage statistics	19%	17%	22%	14%
Citation counts	23%	19%	18%	4%
Journal Usage Factor	14%	14%	29%	15%
Journal Impact Factor	20%	23%	16%	5%

Factors affecting the frequency of use of metrics

- Years of experience
- Tenure status
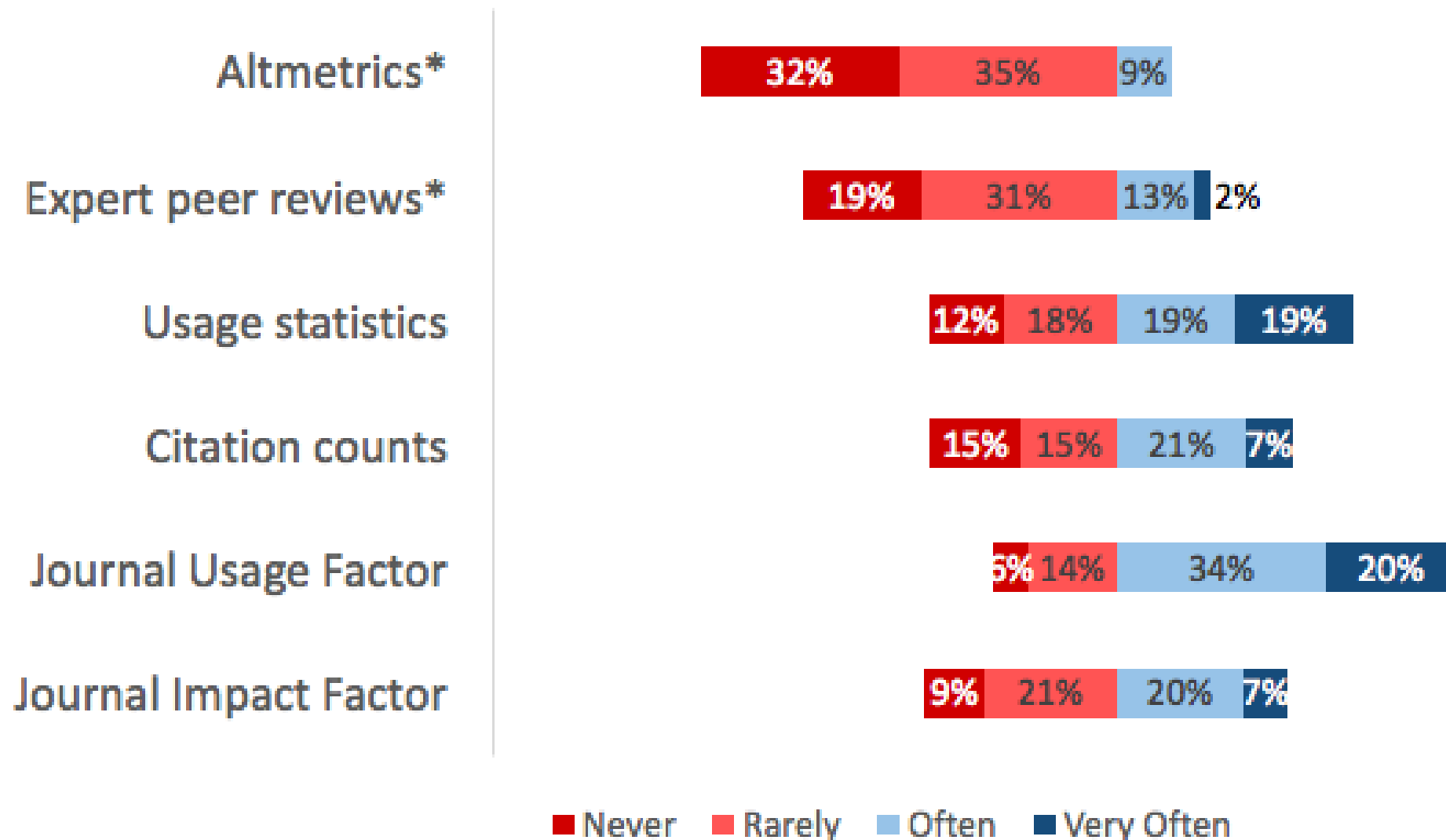- Job responsibilities

Frequency of use unaffected by...

- Tenure status
- Years of experience (unconfirmed)

Frequency of use is affected by...

- Regular scholarly communication support
duties
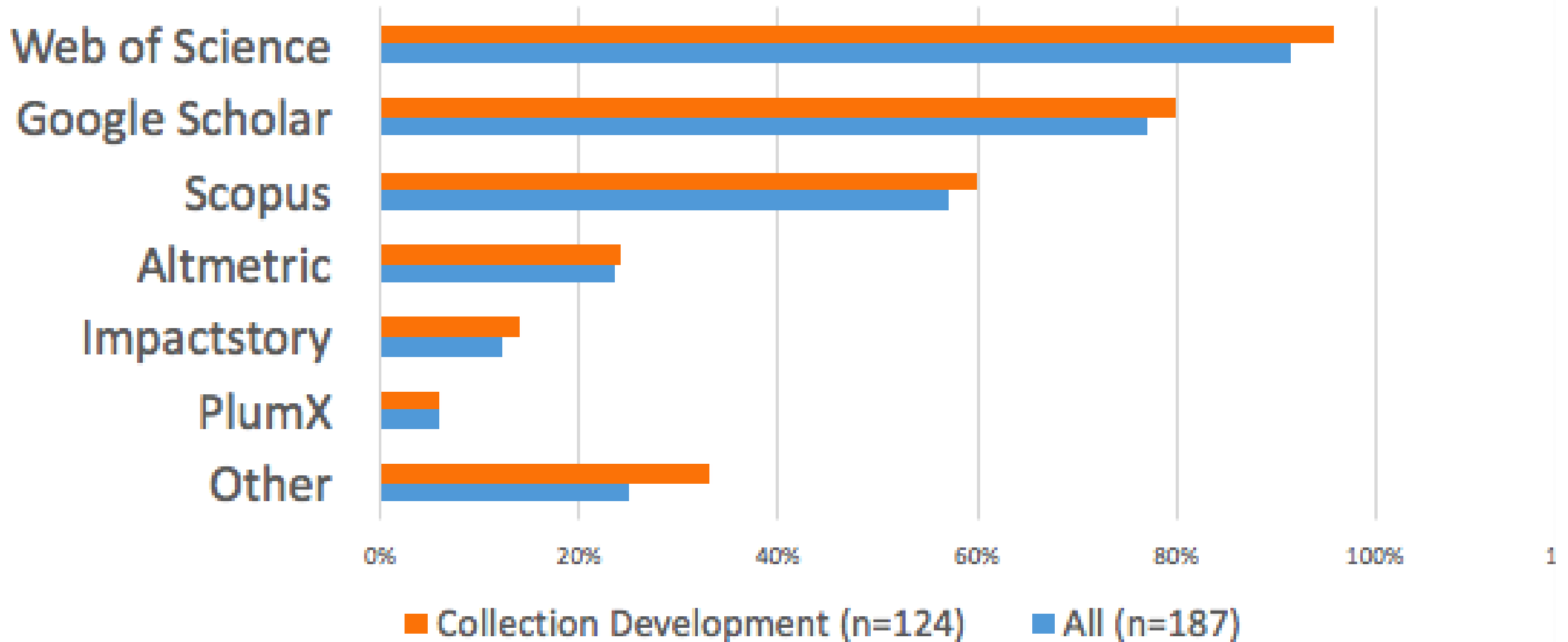- Having instruction duties (for usage statistics)

How often do you evaluate materials using the following indicators in the context of your collection development duties?

(librarians with regular scholcomm duties)

Indicator	Never	Rarely	Often	Very Often
Altmetrics*	32%	35%	9%	
Expert peer reviews*	19%	31%	13%	2%
Usage statistics	12%	18%	19%	19%
Citation counts	15%	15%	21%	7%
Journal Usage Factor	6%	14%	34%	20%
Journal Impact Factor	9%	21%	20%	7%

■ Never ■ Rarely ■ Often ■ Very Often

Tools for collecting metrics

Tools used in compiling impact evidence, all librarians vs. collection development librarians

Web of Science
Google Scholar
Scopus
Altmetric
Impactstory
PlumX
Other

0% 20% 40% 60% 80% 100%

■ Collection Development (n=124) ■ All (n=187)

Other websites or databases all librarians use to compile evidence of research impacts

Takeaways: Familiarity with metrics

- Familiarity with and use of metrics are linked.
- Librarians report greater familiarity with traditional metrics.
- No relationship between years of experience and familiarity with metrics.
- Familiarity with traditional metrics is related to tenure status.
- Familiarity with altmetrics is not related to tenure

Takeaways: Use of metrics

- Journal Usage Factor and usage statistics most likely to be used for collection development.
- Altmetrics least likely to be used for collection development.
- Use of metrics is related to having regular responsibilities for scholarly communication.
- Years of experience unrelated use of metrics.

Takeaways: Tools for collecting metrics

- WoS reigns supreme for citation metrics.

- Altmetric is most used tool for altmetrics.

Future work

- Additional surveys & interviews with US librarians
- Similar survey of librarians on an international scale
- Investigate relationships between Open Access and altmetrics
- Examine P&T documents

Thank you!

Questions?

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EMPORIA STATE
U N I V E R S I T Y ™
■ *School of* LIBRARY AND
INFORMATION MANAGEMENT

Altmetric

KANSAS STATE
U N I V E R S I T Y | Libraries
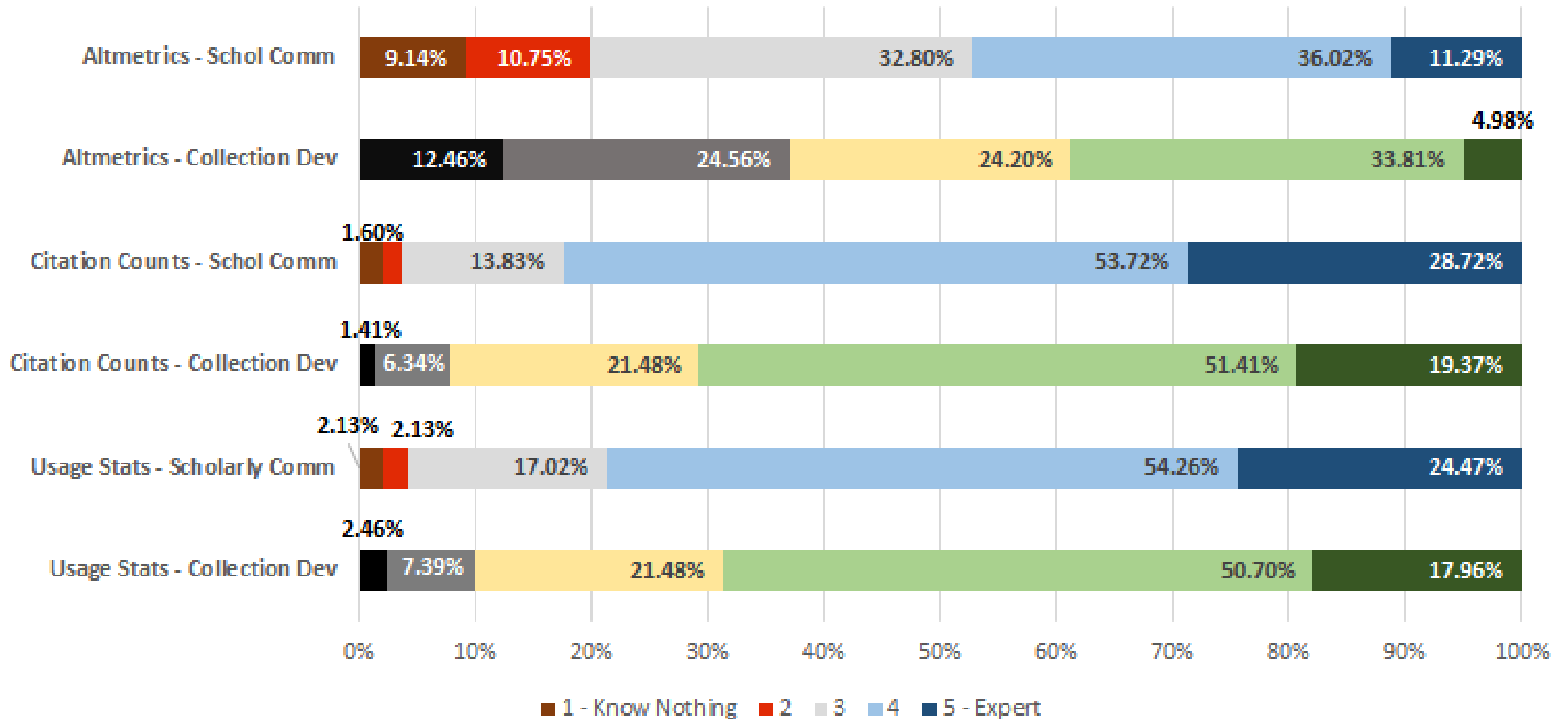
Years of experience

How often do you evaluate materials using the following indicators of research impact in the context of collection development?
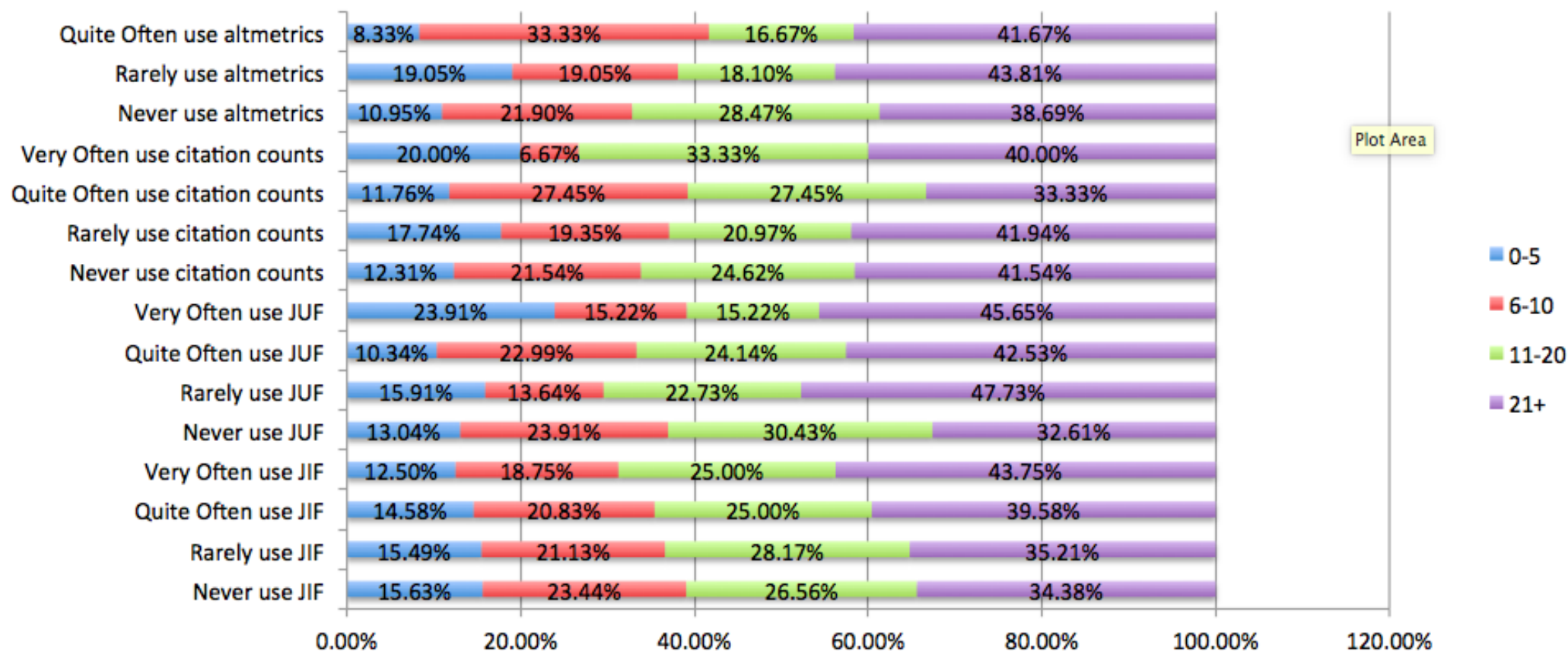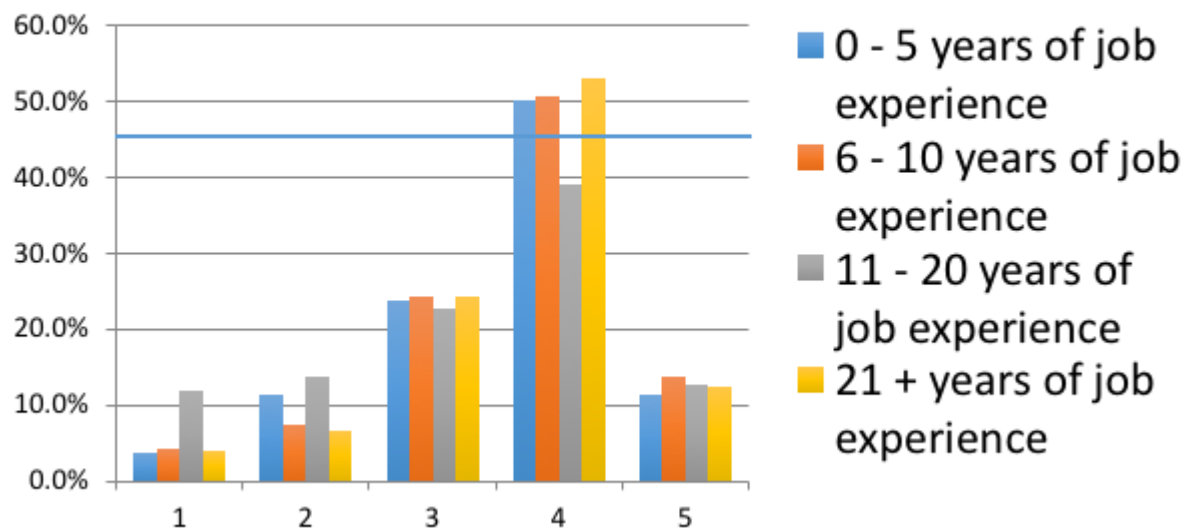
Tenure status

need a graph here of tenure status x frequency of use of indicators of RI

How familiar are you with the following measures of article level impact?

|	1 - Know Nothing	2	3	4	5 - Expert
Altmetrics - Schol Comm	9.14%	10.75%	32.80%	36.02%	11.29%
Altmetrics - Collection Dev	12.46%	24.56%	24.20%	33.81%	4.98%
Citation Counts - Schol Comm	1.60%		13.83%	53.72%	28.72%
Citation Counts - Collection Dev	1.41%	6.34%	21.48%	51.41%	19.37%
Usage Stats - Scholarly Comm	2.13%	2.13%	17.02%	54.26%	24.47%
Usage Stats - Collection Dev	2.46%	7.39%	21.48%	50.70%	17.96%

Librarians' familiarity with altmetrics

Librarians' familiarity with Journal Impact Factor
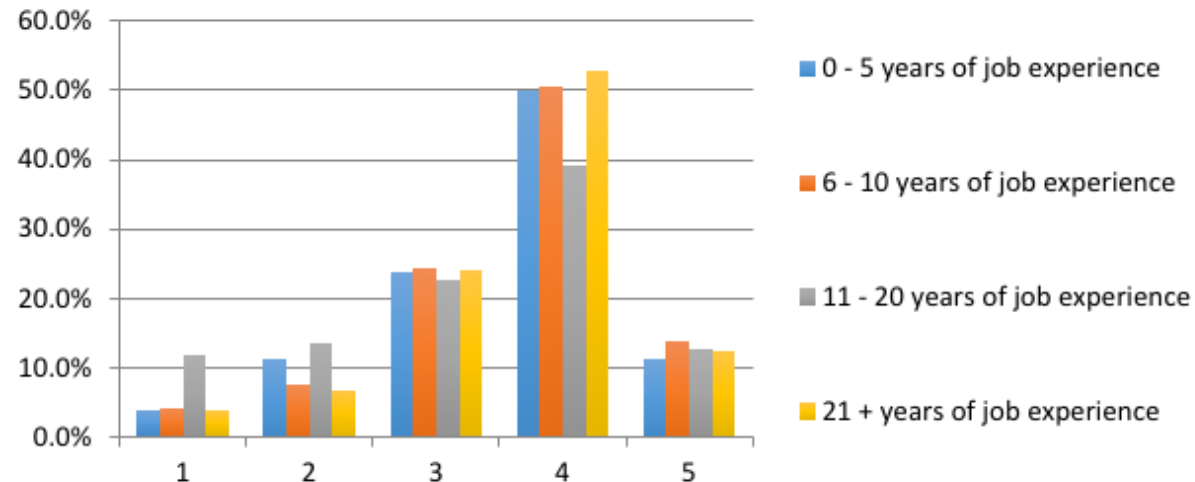
Librarians' familiarity with usage counts
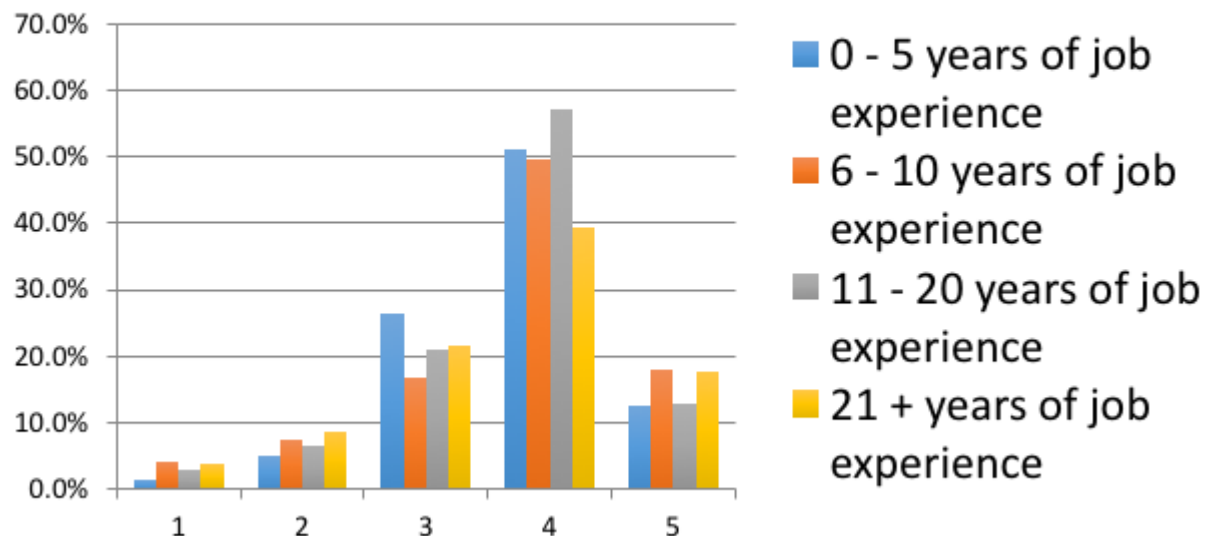
Librarians' familiarity with citations