

Guide to Gathering Database Stats



Karen T. Parry

East Brunswick Public Library

kparry@ebpl.org

732-390-6764

Why are database statistics so important?

Statistics give us an accurate snapshot about how wisely our money is being spent on costly databases. Knowledge about how our customers are using our online services impacts our decision making for future purchases. Knowing "the numbers" gives us the power to:

- Distinguish popular/relevant databases from less popular and/or poorer quality ones, and subsequently make informed decisions about keeping or dropping each database. Ironically, it is our customers who ultimately decide what stays or goes by their usage.
- Justify the value of libraries during hard economic times to Library Boards, Municipal Leaders, funders, and concerned citizens.
- Hear the voices of our unseen customers - oftentimes, it is only through online stats that our remote users can speak to us. Without knowledge of their search patterns, they remain an unknown and untapped source for library advocacy.
- Gain knowledge about emergent and obsolete needs of customers - and refocus and retool our virtual collections so that we can consistently deliver exactly what our customers want as opposed to "second guessing."
- Build a strong analytical tool that can be used for identifying trends, marketing, and library advocacy.

How often should database statistics be pulled?

Statistics gathering for each database should ideally be done once per month, preferably during the first week, and maintained in an Excel

spreadsheet. Certain vendors have their statistics available "on demand," and can be viewed real-time anytime during the month. Other vendors make theirs available only after certain times each month. I have notated the delivery schedule for each vendor.

Is there one place to go for all Infolink database statistics?

No, unfortunately each database has its own URL string and will require that you obtain a Username and Password for each one. Some databases don't even have a URL and you must contact the vendor directly each month by phone or email. All databases have a Technical Support phone number and/or email address. **In these instructions, I provide the phone number or email to reach Technical Support for each database. In most cases, librarians must contact Technical Support first in order to obtain their Username and Password.** You should also call Technical Support whenever their systems are not functioning properly, which occasionally will happen.

What do I count as a search hit?

That's up to you. Just counting individual searches gives an idea of usage, but doesn't measure the full value of a database - such as how many records were viewed to answer a question. You may want to count searches and retrievals together to get the full picture of utilization.

Ancestry.com Library Edition (by Proquest)

Technical Support: 1-800-521-0600, Option 4

URL: <http://ancestrylibrary.proquest.com/localadminweb/aleusagereport/do/report>

This database requires no special set-up or password registration. You are automatically authenticated via your institution's IP address(es), as long as you retrieve the reports from an in-network computer.

Delivery schedule: Anytime you wish

Go to the URL; Choose **Report Type** Database Activity-Summary from the drop-down; then **Delivery Method** Display to Screen as Web Page; and enter your **Usage Period**.

Create a Usage Report **Scheduled Reports**

Create a Usage Report

Report Type

Database Activity Summary

Delivery Method

Display to screen as Web page

Show items with zero usage

Usage Period

From: Jan 2009 To: Jan 2009

CQ Press Electronic Library

Technical Support: webhelp@cqpress.com

URL: <http://www.cqel.com/reporting>.

Delivery schedule: Anytime you wish

(You must first send email to their Technical Support at webhelp@cqpress.com to obtain your Username and Password. **They ONLY accept technical questions via email**)

Go to the URL. Then enter Username and Password. It will look like this:

Please enter your username and password.

UserName:

Password:

Remember Me

Login

Next, select the type of report that you want to view the statistics:

- [-] Usage Reports
 - [-] Session Report
 - [-] Page View Report
 - [-] Document Report
 - [-] Search Report
 - [-] Access Violations Report

Ebsco

Technical Support: 1-800-758-5995

Call Technical Support first to obtain your User ID and Password.

URL: <http://eadmin.ebscohost.com>

Delivery schedule: Anytime you wish

Includes statistics on these EBSCO databases: Academic Search Premier; Automobile Repair Reference Center; Biography Collection Complete; Business Source Corporate; Business Source Elite; Business Source Premier; Columbia Encyclopedia; Consumer Health Complete; Consumer Health Information; EBSCO Animals; ERIC; Funk & Wagnall's New World Encyclopedia; GreenFILE; Health Source - Consumer Edition; Health Source - Nursing/Academic Edition; History Reference Center; Hobbies & Crafts Reference Center; Library, Information Science, & Technology Abstracts; Literary Reference Center; MAS Ultra - School Edition; MasterFILE Premier; McClatchy-Tribune Collection; Middle Search Plus; Newspaper Source; Novelist; Novelist Plus; Novelist Plus K-8; Points of View Reference Center; Primary Search; Professional Development Collection; Regional Business News; Salud en Espanol; Science Reference Center; Scientific American Archive Online; and TOPICsearch. - **DOES NOT INCLUDE** Eldercare Database.



Login [Forgot your Password?](#)

User ID

Password

Login

Click the **Reports & Statistics** tab on top blue tab.

EBSCO ADMIN [Change Password](#) | [EBSCO Admin Security](#)

Customize Services Authentication Local Collections **Reports & Statistics** Database Title Lists

Current Site: EAST BRUNSWICK PUBLIC LIBRARY (ebplinf) Current Group: Main User Group (main) ▼

Next, you will see this:

Select Option: Session Session By Hour Database Title IP Interface

Level: Site User Group Profile

Period to Show: Date Range: Through

Display by: Month Year

Fields to Show:

<input type="checkbox"/> Sessions	<input checked="" type="checkbox"/> PDF Full Text Requests	<input checked="" type="checkbox"/> CustomLink Requests
<input checked="" type="checkbox"/> Average Length of Sessions	<input checked="" type="checkbox"/> HTML Full Text Requests	<input checked="" type="checkbox"/> Abstract Requests
<input checked="" type="checkbox"/> Searches	<input checked="" type="checkbox"/> Image/Video Requests	
<input checked="" type="checkbox"/> Total Full Text Requests	<input checked="" type="checkbox"/> SmartLink Requests	

Sort Report by:

Select Option **Session**, then Level **User Group**. Next, choose your **Period to Show** from the drop-down and check off **Fields to Show**, and Sort by **Default Sort Order** to retrieve a report that lists grand totals for both MAIN and REMOTE users. Click **Show Report**.

To view usage statistics for each Ebsco database, Select Option **Database**, then Choose Level **Database**, then click Database **All**. Next, choose your **Period to Show** from the drop-down and check off **Fields to Show** that you want. Sort Report by **Default Sort Order**. Click **Show Report**.

Eldercare Database (by Ebsco)

Note: *Eldercare Database is not included along with the other Ebsco statistics because it is not an Ebsco-licensed database. You must send email to Ebsco, and they in turn will contact the vendor for your statistics and email you.*

Delivery schedule: **Send email after the first of the month** to eptech@ebSCOhost.com . Include your Ebsco Account Number, your email and phone number, and a deadline when you need the statistics. This process takes a day to receive a response back from EBSCO.

Electric Library & Historical Newspapers (by Proquest)

(stats for both databases are in the same report)

Technical Support: 1-800-521-0600, Option 4, and then Option 3 for Customer Service

Call Technical Support first to obtain your Username and Password.

URL: <http://elibrary.bigchalk.com/reports>

Delivery schedule: Anytime you wish

Go to the URL; enter your **Username** and **Password**.

Choose **Report Type** Database Activity-Summary from the drop-down; then **Delivery Method** Display to Screen as Web Page; and enter your **Usage Period**. This will retrieve Electric Library AND Historical Newspapers graphical interface statistics.

Create a Usage Report

Scheduled Reports

Create a Usage Report

Report Type

Database Activity Summary

Delivery Method

Display to screen as Web page

Show items with zero usage

Usage Period

From: Jan 2009 To: Jan 2009

Encyclopedia Britannica Online

Technical Support: 1-800-621-3900, Ext 7160, or edsupport@eb.com

Call Technical Support first to obtain your Username and Password. Tech Support will process the request and then will forward you an **individualized URL** for your library's statistics. Each library can tailor how they want their statistics to look as far as range of time, product subscribed to, sessions, document, hits, etc.

Delivery schedule: Anytime you wish

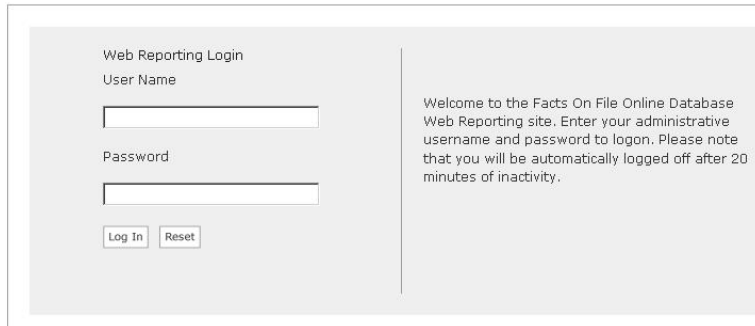
Facts on File (** includes Issues & Controversies, World News Digest, Today's Science, plus ALL Facts on File history databases)

Technical Support: 1-800-322-8755, Option 3

Call Technical Support first to obtain your Username and Password.

URL: <http://www.fofweb.com/reporting>

Here is what you will see. Enter your **Username** and **Password**.



Web Reporting Login

User Name

Password

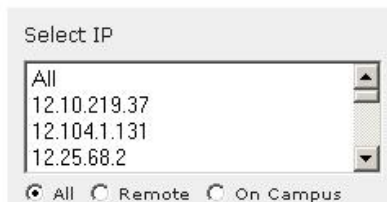
Welcome to the Facts On File Online Database Web Reporting site. Enter your administrative username and password to logon. Please note that you will be automatically logged off after 20 minutes of inactivity.

Choose from the following drop-downs: **Select Product, Select IP, and Statistics From.**



Select Product

- All
- African-American History Online
- American History Online
- American Indian History Online



Select IP

- All
- 12.10.219.37
- 12.104.1.131
- 12.25.68.2

All Remote On Campus



Statistics From

All (Jul 2007 - Mar 2009)

From

To

Scroll down to the month that you need.

Delivery schedule: Anytime you wish

Gale-Cengage

(Includes statistics for these databases: General Reference Center, Informe, Gale Virtual Reference Library (eBooks), Biography & Genealogy Master Index, Literature Resource Center, and Contemporary Authors)

Technical Support: 1-800-877-4253.

Call Technical Support first to obtain your Username and Password.

URL: <http://infotrac.galegroup.com/itconfig/infolink>

Delivery schedule: Anytime you wish

Go to the URL; Enter your Username and Password:

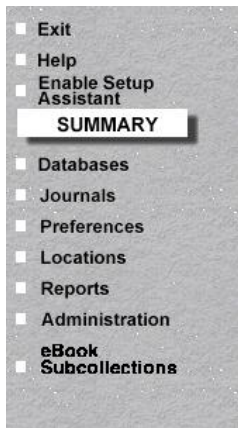
INFOLINK (NJ)

Please enter your Username and Password

Username
Password



Click **Reports** on the left-hand column.



Scroll down to your **location code** and click **View Now**.

Location

e72886

[View now](#)

[E-mail now: Gale Report](#)

[E-mail now: COUNTER Usage Report](#)

[Signed up monthly](#)

Next, check off the **Usage by Database** setting as per the example below.

INFOLINK (NJ)

View **LOCATION e72886** Usage and Retrievals Report

Period

Begin Date: Day: Month: Year:
1 February 2009

End Date : Day: Month: Year:
28 February 2009

Gale Standard Usage Reports*

- Usage Summary
- Usage by Database
- Time-of-Day / Day-of-Week

Get Report

HeritageQuest Online (by Proquest)

[Technical Support: 1-800-521-0600, Option 4](tel:1-800-521-0600)

This database requires no special set-up or password registration. You are automatically authenticated via your institution's IP address (es), as long as you retrieve the reports from an in-network computer.

URL: <http://persi.heritagequestonline.com/hqoreports>

Delivery schedule: Anytime you wish

Go to the URL; Choose **Report Type** Database Activity-Summary from the drop-down; then **Delivery Method** Display to Screen as Web Page; and enter your **Usage Period**.

Create a Usage Report

Scheduled Reports

Create a Usage Report

Report Type

Database Activity Summary

Delivery Method

Display to screen as Web page

Show items with zero usage

Usage Period

From: Jan 2009 To: Jan 2009

Historical Newspapers (by Proquest)

**** See Electric Library instructions because stats for both databases are combined in the same report. That report includes only the graphical interface of the Historical Newspapers database.**

For those libraries that also use the **non-graphical interface** of the Historical Newspapers, you need to also go to this link:

URL: <http://lad.proquest.com/lad>

Enter your Account name and Password:

Delivery schedule: Anytime you wish

Go to the URL; Choose **Report Type** Database Activity-Summary from the drop-down; then **Delivery Method** Display to Screen as Web Page; and enter your **Usage Period**.

Welcome! Please Enter Password

Account Name:

Password:

Connect 

Create a Usage Report

Scheduled Reports

Create a Usage Report

Report Type

Database Activity Summary

Delivery Method

Display to screen as Web page

Show items with zero usage

Usage Period

From: Jan 2009 To: Jan 2009

LearningExpress Library

[Technical Support: 1-800-295-9556, Option 2](tel:1-800-295-9556)

URL: www.learningexpresslibrary.com/reports

This page will prompt you for a Username and a Password. I have attached all the Usernames and Passwords. Since they are case sensitive, be sure to copy and paste them so as not to make a typing error.

CliftonPLMain	learnpassgo	Clifton Public Library
MontclairPLMain	learnpassgo	Montclair Free Public Library
SussexNJPLMain	learnpassgo	Sussex County Library
FortLeeFreePLmain	learningexpress	Fort Lee Free Public Library
MercerPLMain	learnpassgo	Mercer County-Lawrence Library
LindenNJPLMain	LearningExpress	Linden Free Public Library
CumberlandCountyPLMain	learnpassgo	Cumberland County Library
MonroeTownshipNJPLMain	learningexpress	Monroe Township Public Library2
MiddlesexPublicPL	learningexpress	Middlesex Public Library
WOrangePLMain	learnpassgo	West Orange Public Library

BerkeleyHeightsNJPLMain	learningexpress	Berkeley Heights Public Library
NewBrunswickPLMain	learnpassgo	New Brunswick Free Public Library
RahwayPLMain	learningexpress	Rahway Public Library
HunterdonNJPLMain	learnpassgo	Hunterdon County Library
MargateCityPLMain	learningexpress	Margate City Public Library
MiddletownNJPLMain	learnpassgo	Middletown Township Public Library
Morristown&MorrisTownshipPLMain	learningexpress	Morristown & Morris Township Library
AtlanticCityNJPLRMain	learnpassgo	Atlantic City Free Public Library
WDeptfordNJPLMain	learnpassgo	West Deptford Public Library
BernardsvilleNJPLMain	learningexpress	Bernardsville Library
PomptonLakesPLMain	learnpassgo	Pompton Lakes Free Public Library
LongBranchFreePLMain	learnpassgo	Long Branch Free Public Library
KearnyPLMain	learnpassgo	Kearny Free Public Library
WoodbridgePLmain	learnigexpresss	Woodbridge Public Library
JFKMemorialPLMain	learnpassgo	John F Kennedy Memorial Library
ClarkNJPLMain	learningexpress	Clark Public Library
FranklinTownshipNJSLMain	learnpassgo	Franklin Township Public Library
SBrunswichPLMain	learnpassgo	South Brunswick Public Library
MiddlesexPublicPLmain	learningexpress	Middlesex Public Library
MTLaurelPLMain	learnpassgo	Mt. Laurel Library
PatersonPLMain	learnpassgo	Paterson Public Library
WillingboroPLMain	learnpassgo	Willingboro Public Library
SomersetNJPLMain	learnpassgo	Somerset County Library
NewarkPLBranchBrook	learnpassgo	Newark Public Library2
MargaretHegganFreePLMain	learningexpress	Margaret Heggan Free Public Library
PennsaukenNJPLmain	learnpassgo	Pennsauken Free Public Library
CranfordPLMain	learnpassgo	Cranford Public Library
PalisadesParkPLmain	learningexpress	Palisades Park Public Library

SayrevilleFreePLmain	learningexpress	Sayreville Free Public Library
WayneNJPLMain	learnpassgo	Wayne Public Library
MountainsidePLMain	LearningExpress	Mountainside Public Library
ScotchPlainsPLMain	LearningExpress	Scotch Plains Public Library
CliftonPLMain	learnpassgo	Clifton Public Library
EastOrangePLMain	learningexpress	East Orange Public Library
BloomingtondalePLMain	learnpassgo	Bloomingtondale Public Library2
EdisonPLMain	learnpassgo	Edison Township Free Public Library
MatawanAberdeenPLMain	learningexpress	Matawan-Aberdeen Public Library
SussexNJPLMain	learnpassgo	Sussex County Library
NewProvidencememPLmain	learningexpress	New Providence Memorial Library
ParamusPLMain	learnpassgo	Paramus Public Library
OceanCityFreePLmain	learningexpress	Ocean City Free Public Library
SecaucusFPLNJMain	LearningExpress	Secaucus Free Public Library
FortLeeFreePLmain	learningexpress	Fort Lee Free Public Library
FlorhamParkPLmain	learningexpress	Florham Park Public Library
NorthBrunswickFreePLMain	learningexpress	North Brunswick Free Public Library
OceanNJPLMain	learnpassgo	Ocean County Library
PlainsboroPLMain	learnpassgo	Plainsboro Public Library
GloucesterCountyPLMain	learnpassgo	Gloucester County Library
NorthBergenFreePLmain	learningexpress	North Bergen Free Public Library
MontclairPLMain	learnpassgo	Montclair Free Public Library
RingwoodPLMain	learnpassgo	Ringwood Public Library
LindenNJPLMain	LearningExpress	Linden Free Public Library
FortLeeFreePLmain	learningexpress	Fort Lee Free Public Library
SouthPLMain	learningexpress	South River Public Library
CranfordPLMain	learnpassgo	Cranford Public Library
FlorhamParkPLmain	learningexpress	Florham Park Public Library

CLGSTEELIZABETHCLmain	learningexpress	College of Saint Elizabeth
WarrenCountySLMain	learnpassgo	Warren County Community College Library
RowanUnivLibraryServicesCLmain	learningexpress	Rowan University-Jerohn J Savitz Library
JFKMemorialPLMain	learnpassgo	John F Kennedy Memorial Library
WOrangePLMain	learnpassgo	West Orange Public Library

Here is an example:

Delivery schedule: Anytime you wish

Lexis/Nexis

Technical Support: Contact Jamie Holden, 1-800-227-9597, Ext. 56405.

URL: Send email to Jaime Holden at Jamie.holden@lexisnexis.com

Delivery schedule: Around the 15th of the following month. Jamie will email the stats back to you.

ListenNJ by OverDrive

Technical Support: (216) 573-6886 or support@libraryreserve.com

URL: <http://www.contentreserve.com>

**** NOTE: Browser Version must be Internet Explorer, unless your browser is Microsoft Internet Explorer 5.5 or higher.**

Delivery schedule: Anytime you wish

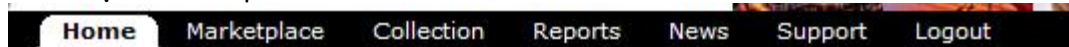
Go to the URL; Click **Login** on top bar, and then enter your Login ID and Password. Infolink can provide your login ID and password, or contact Overdrive's Technical Support.

Content Reserve Account Login

Login ID:

Password:

Click **Reports** on top bar.



Next, select **View Activity Charts** under **View Reports**:

View Activity Charts

View all download and borrowing activity.

Choose your library branch from the drop-down, and use all the same settings below:

Please select an activity chart type:

Chart:

Title Type:

Branches:
Educational Testing Service Library
Highland Park

Formats:
All Formats
OverDrive MP3 Audiobook

Start Date:

End Date:

Sort Order:

Morningstar

[Technical Support: \(312\) 424-4288, Option 2, and then Option 3](tel:3124244288)

URL: <http://library.morningstar.com/Tracking>

You will need to contact the Technical Support to obtain register your E-mail and obtain your password.

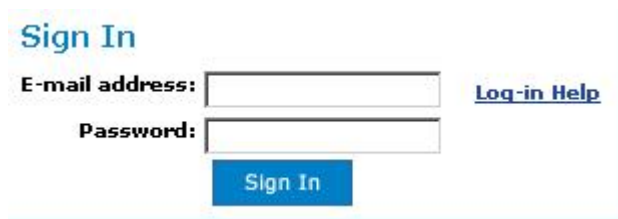
Delivery schedule: Available on the 6th of the following month.

World Book

Technical Support: 1-800-338-8382; ask for Technical Support

URL: <http://www.worldbookonline.com/myaccount>

Call Technical Support first to register your email address and obtain a password.



The image shows a 'Sign In' form for World Book Online. It features a title 'Sign In' in blue text. Below the title are two input fields: 'E-mail address:' and 'Password:'. To the right of the 'E-mail address:' field is a blue link labeled 'Log-in Help'. Below the 'Password:' field is a blue button labeled 'Sign In'. The entire form is enclosed in a thin blue border.

Delivery schedule: Anytime you wish