

A BRIEF INTRODUCTION TO COUNTER FOR OA

WHY MEASURE USAGE FOR OA?

Consistent

- Standardised methods

Credible

- Trusted reports

Comparable

- Like-for-like metrics

RETURN ON INVESTMENT

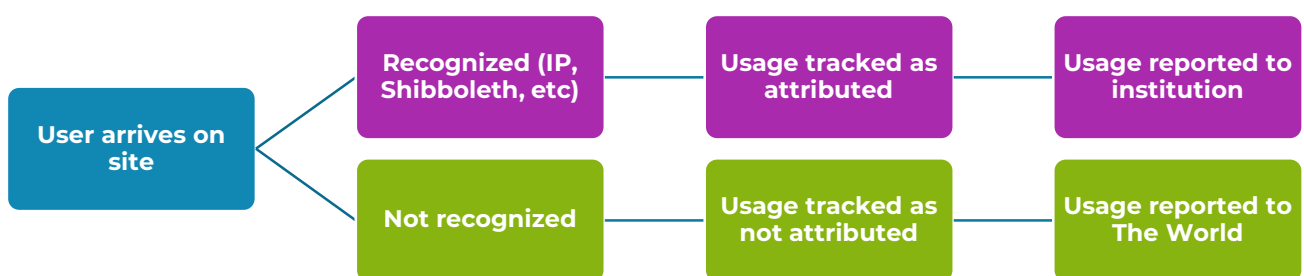
- ✓ **For subscription content:**
Subscription price ÷ Unique Item Requests = Cost per download
- ✓ **For OA content:**
Article processing charge ÷ Unique Item Requests = Cost per download

IMPACT

- ✓ **Citations:** direct interest in content, but take a long time to accrue
- ✓ **Altmetrics:** immediate, but fleeting attention not lasting impact
- ✓ **Usage:** reflects direct interest and accrues immediately – the missing measure of impact!

REPORTING TO THE WORLD

Attribution: linking usage to institutions



Global Item Reports: optimised for OA

- ✓ The Item Report – very granular, showing usage of each item on a platform.
- ✓ Combining usage linked to institutions and usage linked to ‘The World’