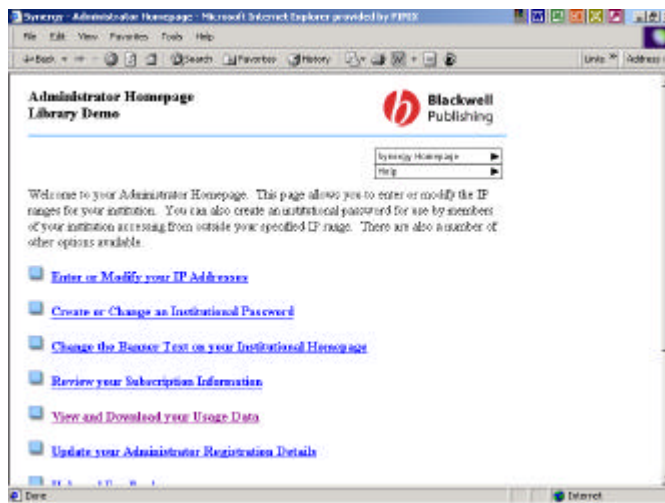


**Usage Data Now Available!**

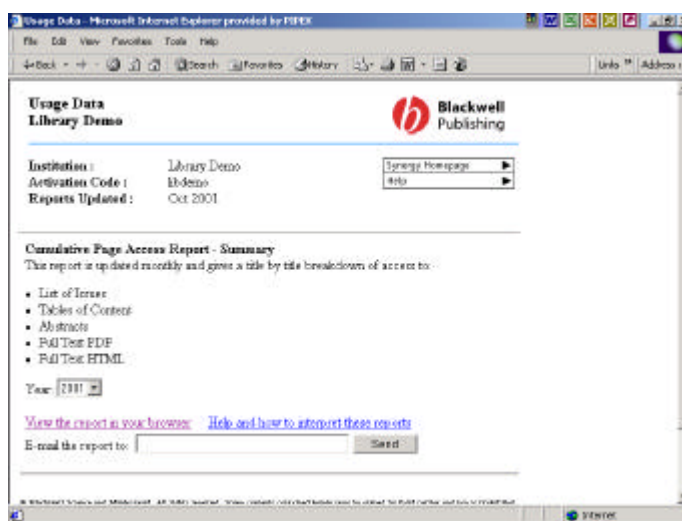
We are delighted to announce that self-service usage data reports are now available on the *Blackwell Synergy* Administrator Homepage. These include the number of accesses for each of the journals on *Blackwell Synergy* within your institution, and a cumulative count of all usage of our titles.

To access a report, please follow these instructions:

1. Go to your Administrator Homepage on *Blackwell Synergy* ([www.blackwell-synergy.com](http://www.blackwell-synergy.com)). If you do not know how to do this or have forgotten your username and password, let me know.
2. At your Administrator Homepage, click on 'View and Download your Usage Data'.



3. Select the year you wish to report on from the dropdown menu.
4. You can either choose to 'View the report in your browser' or enter the email address to which you would like the report to be sent (usually your own email address). Then click on 'Send'.



5. Click on 'Back' in your internet browser to return to the Administrator Homepage.
6. You can then choose to view the data in MS Excel.

Journal Title	Page Type	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01
<b>====Total for all titles====</b>										
Total for all titles LOI		1716	1784	2392	1998	2261	1743	1950	1847	135
Total for all titles TOC		1628	1690	2232	1993	2294	1643	2210	1993	153
Total for all titles Abstracts		1193	1177	1310	1367	1686	1080	1000	944	79
Total for all titles Full Text HTML		636	671	742	714	902	527	400	370	30
Total for all titles Full Text PDF		2677	3332	4491	5146	5841	4770	5260	4812	465
Total for all titles Full Text Total		4312	4003	5233	5860	6843	5307	5748	5182	495
<b>====Title by title data====</b>										
Acta Anaesthetia LOI		4	0	15	5	6	4	3	7	
Acta Anaesthetia TOC		0	7	7	3	8	5	8	4	
Acta Anaesthetia Abstracts		6	0	0	2	7	3	3	2	
Acta Anaesthetia Full Text HTML		0	3	3	1	3	0	4	6	
Acta Anaesthetia Full Text PDF		5	10	2	9	39	32	33	17	
Acta Anaesthetia Full Text Total		5	13	4	10	43	32	37	23	
Acta Chirurgica JLOI		0	1	0	1	1	0	2	0	

The report gives a breakdown of usage for the following pages:

- List of Issues
- Table of Contents
- Abstracts: available for non-subscribed journals as well as subscriptions.
- Full-text PDF: the full article in PDF format, mainly used for printing.
- Full-text HTML: the full article in HTML format, fully searchable and with embedded links.
- Full-text Total: combination of full-text PDF and full-text HTML accesses.

The data reported is an accurate reflection of the data recorded by *Blackwell Synergy*. However, it is important to take into consideration several factors that can both affect the data itself and your interpretation of it.

#### ***Factors Causing High Log Readings***

- Some users will double click on HTML links or buttons rather than single clicking. This causes 2 requests to the server not one and the server has no way of knowing if the user meant to click twice or not, so both are recorded.
- Some users click the REFRESH button or the browser Back and then Forward buttons. This causes additional counts.
- Some browsers actually make more than one request to the server for the same page even if the user only clicks once. This is particularly the case with Microsoft IE.
- We are logging requests for pages, not actual pages delivered. This means that if a user clicks on an article that they do not have access rights for this is counted as a use (although the user will not get access to the full-text). For our Collection customers who have full access rights to most of our online journals, this will not be an issue as requests will result in the full-text being delivered. We are working on a method of separating requests from pages delivered but in the meantime you may find this useful as a way of measuring demand for non-subscribed journals.

#### ***Factors Causing Low Log Readings***

- Caching is a process whereby some files (usually PDFs and graphics files) are stored locally, either within a library or by an internet service provider so that when these files are requested, they are served locally rather than from the publisher's server. This means that these files can be accessed faster and network traffic is reduced. If a local cache serves the file then *Blackwell Synergy* doesn't know about it and the access will not be counted.

We have improved the process for extracting hits from the raw data logs. This means that the data now supplied automatically may differ from previously supplied manual data, particularly the abstracts data. Please note that the automatically generated data now available is the most accurate version, bearing in mind the factors outlined above.

#### ***Comparing the Data***

Blackwell Publishing is actively involved in the JISC/PALS Usage Statistics Working Group ([www.usagestats.org](http://www.usagestats.org)). Involving publishers and librarians, this group is working to develop international standards for collecting, processing and reporting usage data. These will enable you to compare the usage of different journals in your collection and better understand your users' needs and behavior. Until these standards have been defined, you cannot directly compare the usage of journals on *Blackwell Synergy* against the usage of journals on other services.

We will continue to improve our usage data reporting and will match these international standards as soon as they become available. In the meantime, we hope you find these self-service reports a helpful guide to the usage of online journals on *Blackwell Synergy* within your

institution. If you have any questions, please feel free to contact me directly or email our helpdesk ([support.synergy@healthgate.com](mailto:support.synergy@healthgate.com)).

### **Join us at Online...**

Please drop by at the Blackwell Publishing stand #640, upstairs in the Gallery, at the Online Information 2001 Conference at London's Olympia, December 4<sup>th</sup> to 6<sup>th</sup>. You'll be able to enter our Raffle Competition and have a preview of new *Blackwell Synergy* features and functionality, due to launch in January 2002 (more details will appear in the December newsletter).

David Sommer, Product Manager for *Blackwell Synergy*, will also be demonstrating some of these new features on Wednesday, December 5<sup>th</sup> at 1.35pm in Theatre C. Let me know if you would like a complimentary exhibition ticket for Online Information 2001.

### **...and also at the Digital Libraries Conference in Bangalore!**

Blackwell Publishing will also have a stand at the International Conference for Asian Digital Libraries in Bangalore, India, December 10<sup>th</sup> to 12<sup>th</sup>. Emily Gillingham will be attending from Blackwell and will also be demonstrating *Blackwell Synergy*. If you would like to arrange a meeting with Emily at the conference to discuss our online journals collection and the purchasing options available to you, then please do contact her directly on [emily.gillingham@blacksci.co.uk](mailto:emily.gillingham@blacksci.co.uk)

### **Linguistics Abstracts Online – 30 day free trial available now**

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For institutions with a good linguistics or languages department, *Linguistics Abstracts Online* is ideal as a research and teaching tool. The service gives immediate access to more than 20,000 abstracts from nearly 300 linguistics journals published since 1985 and will enable your faculty and students to conduct quick, accurate and comprehensive research from their desktops.

*Linguistics Abstracts Online* is indispensable for writing papers, preparing reading lists, compiling bibliographies and checking references, and keeping up-to-date with emerging trends and important developments in the field. From next year, there will be an annual increase of content from 3,500 abstracts per year to 5,000 abstracts per year.

"This is a truly excellent way of keeping up with the literature in my area. I needed to know what had been published recently on the topic of a paper I am currently writing and was able to find several references I might otherwise have missed."  
*Peter Ladefoged, UCLA*

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- coverage of all the major aspects of linguistics
- a powerful search function, which means faster access to the information researchers really need
- the option to refine searches by any combination of journal title, subject, date, author or keyword for the most meaningful results
- an intuitive interface and comprehensive help facility making it really easy to use.

For more information on Linguistics Abstracts Online visit <http://labs.blackwellpublishers.co.uk> or contact Dulcie Watanabe on [dwatanabe@blackwellpublishers.co.uk](mailto:dwatanabe@blackwellpublishers.co.uk). She will be able to tell you more about the licensing terms available and the opportunity to take a 30 day free trial of the service.

### **Our Websites**

- Blackwell Synergy: <http://www.blackwell-synergy.com>
- Blackwell Publishing: <http://www.blackwellpublishing.com>
- For information on our social science and humanities books and journals: <http://www.blackwellpublishers.co.uk>
- For information on our science, medical and professional books and journals: <http://www.blackwell-science.com> and <http://www.munksgaard.dk>

### **Have you found this useful?**

Please let us know if you have any comments or suggestions for this newsletter.

*Opting Out* - If you would prefer not to receive these updates (which will be sent approximately monthly), then let me know by replying to this message. Feel free to forward it to any colleagues who you think may find it useful.

Many thanks and best wishes.