

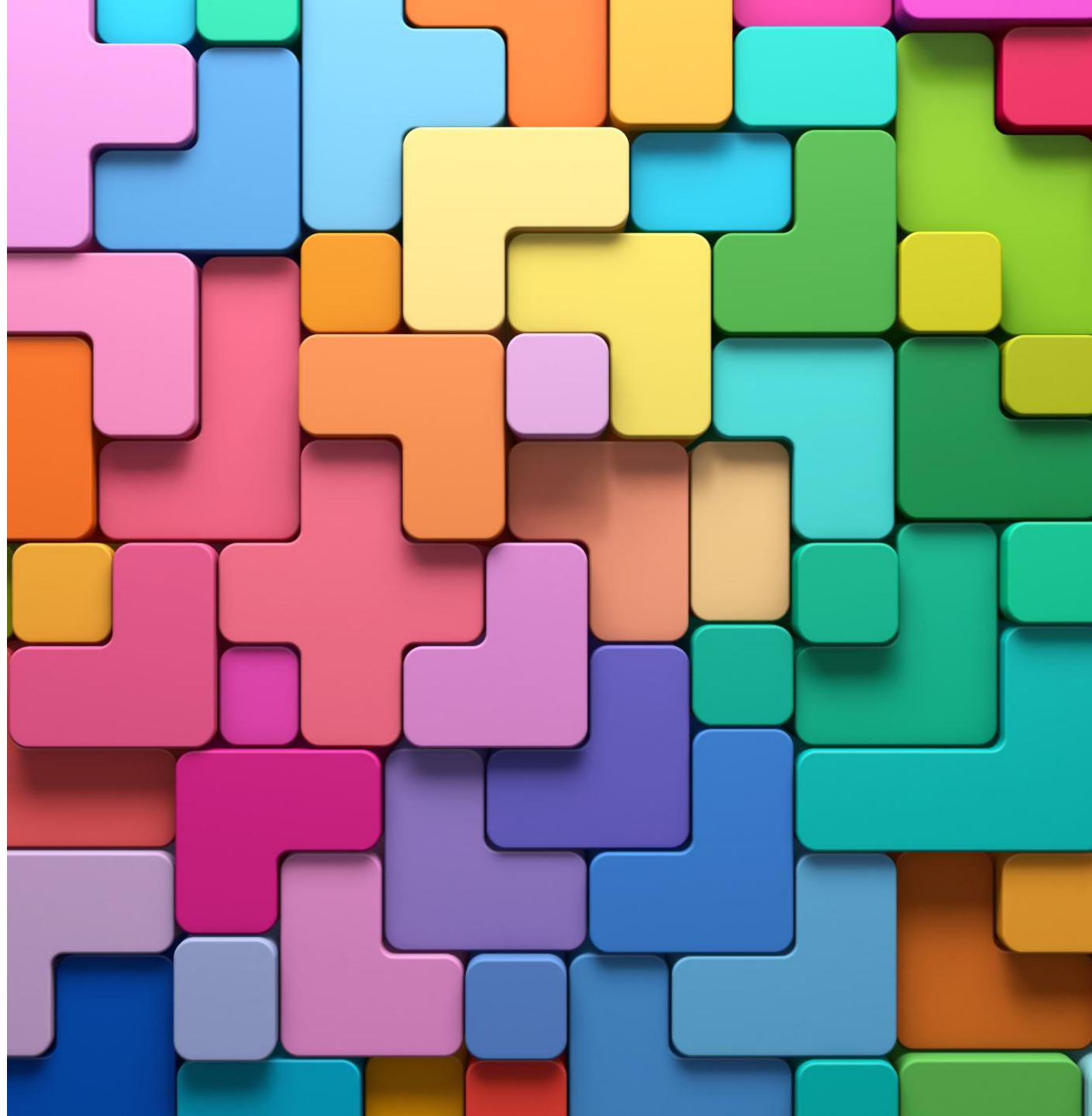


WASTE NOT WANT NOT

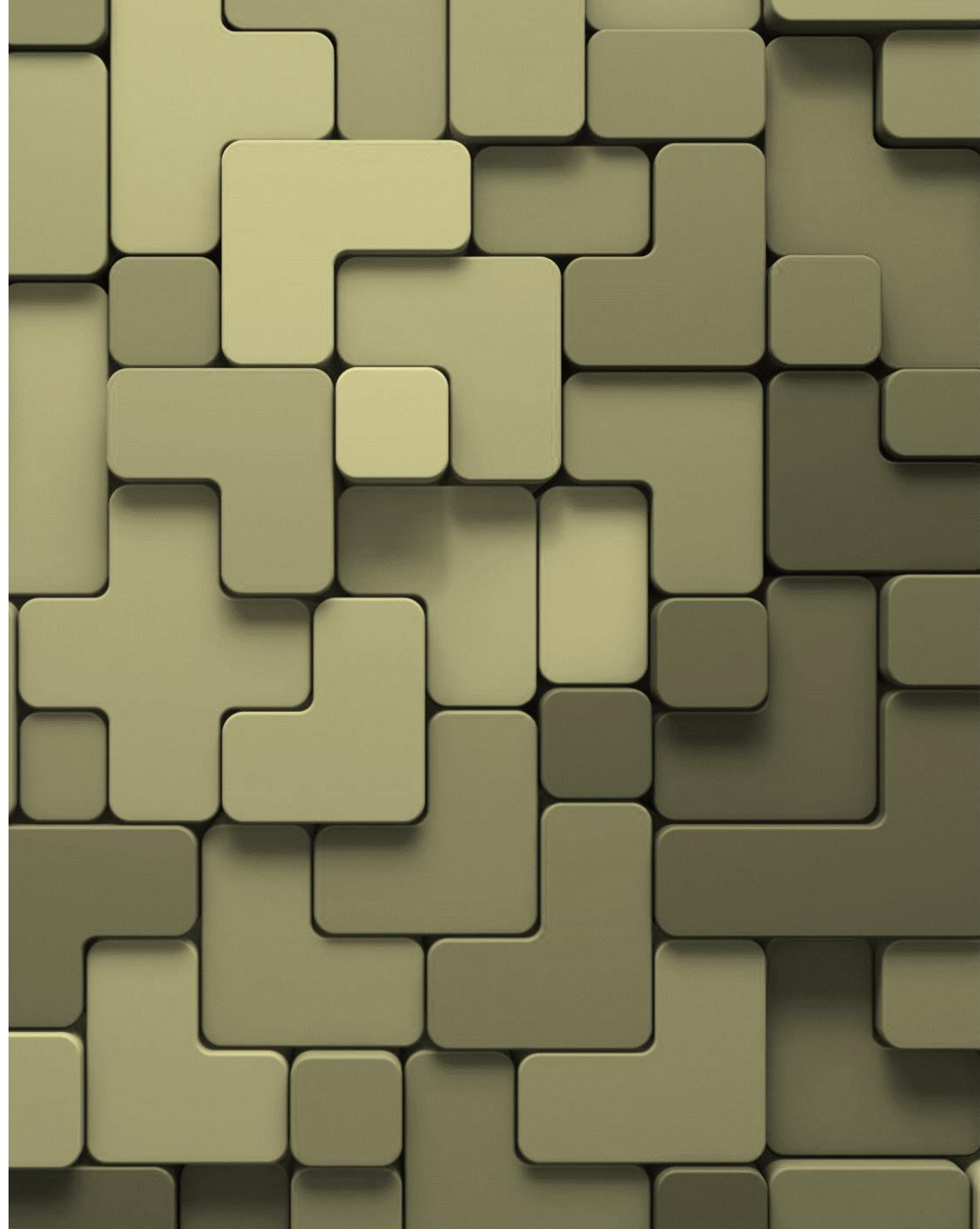
Using Usage Statistics in Etextbook Renewals and Negotiations

**Andrew Knight
Imperial College London**

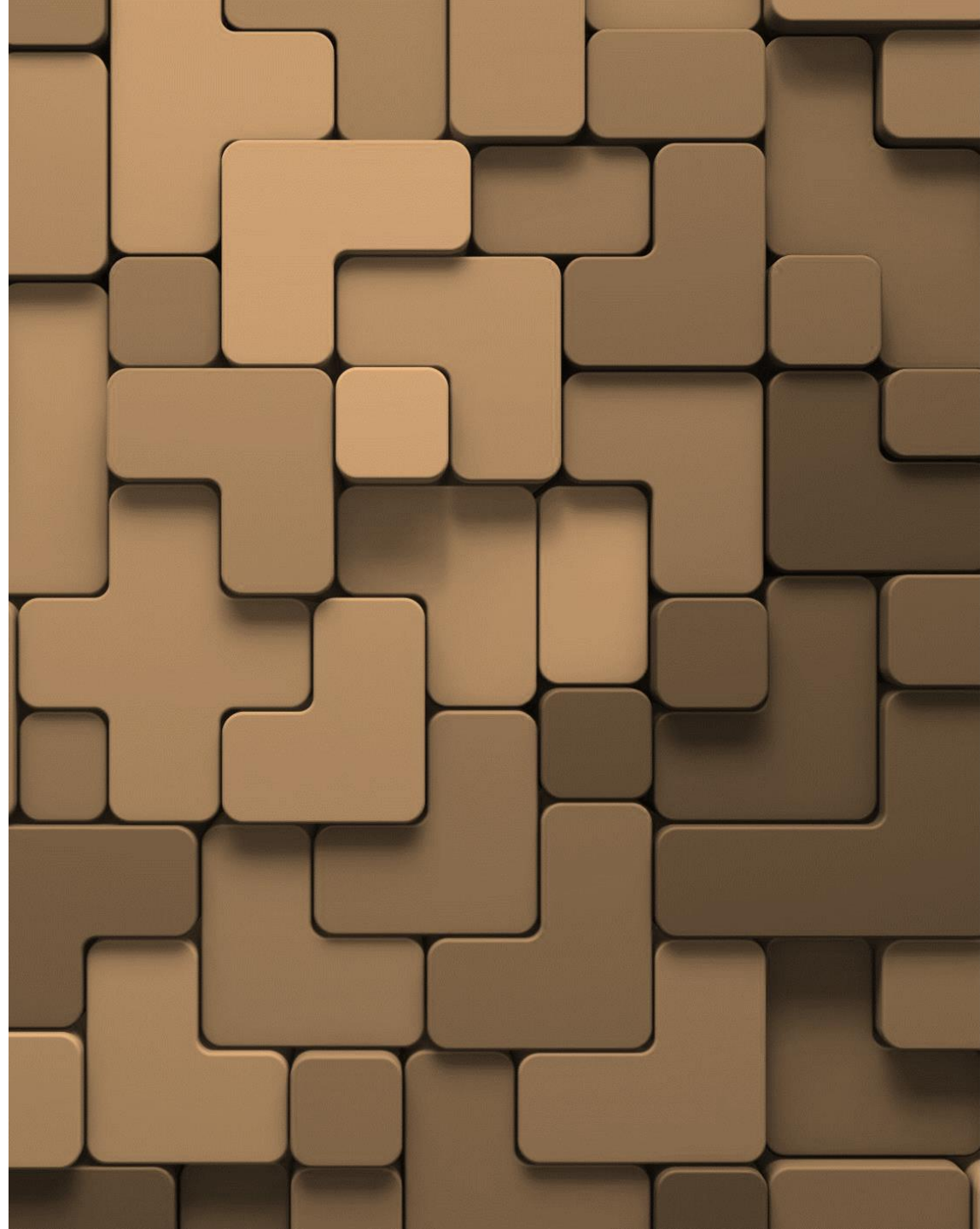
WHAT ISSUES ARE WE TRYING TO SOLVE?



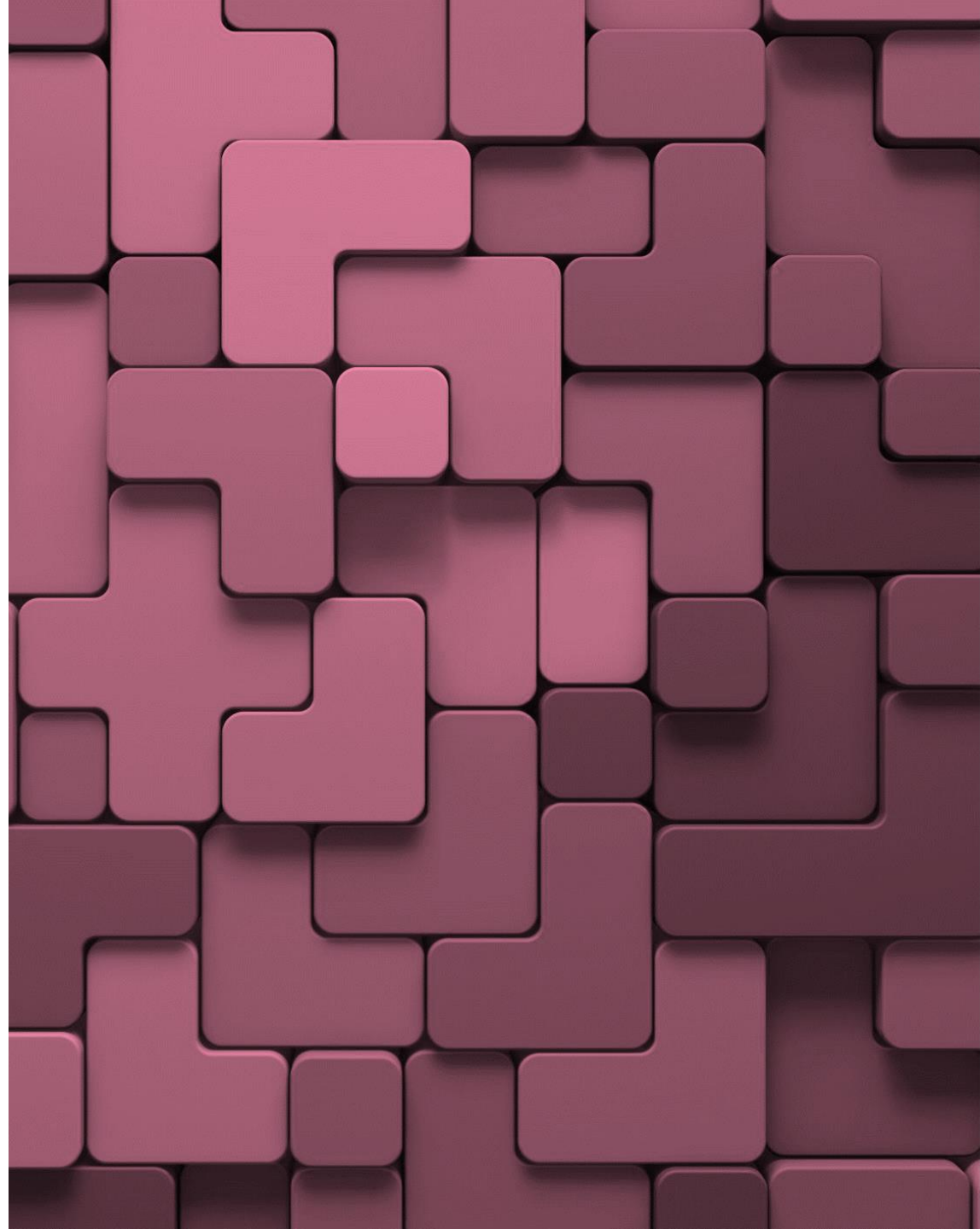
- **How accurate are FTE numbers?**



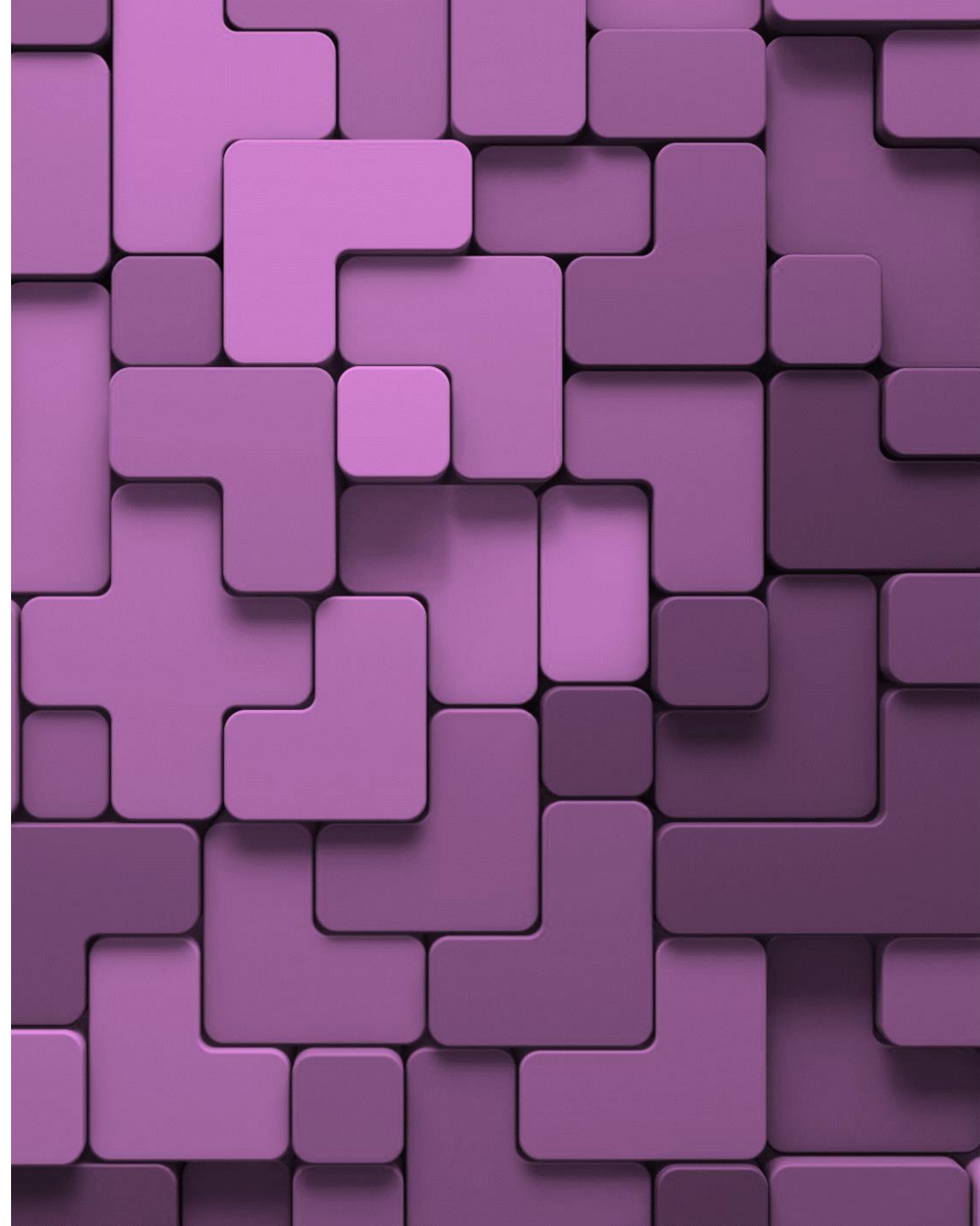
- **How accurate are FTE numbers?**
- **Why don't we use evidence?**



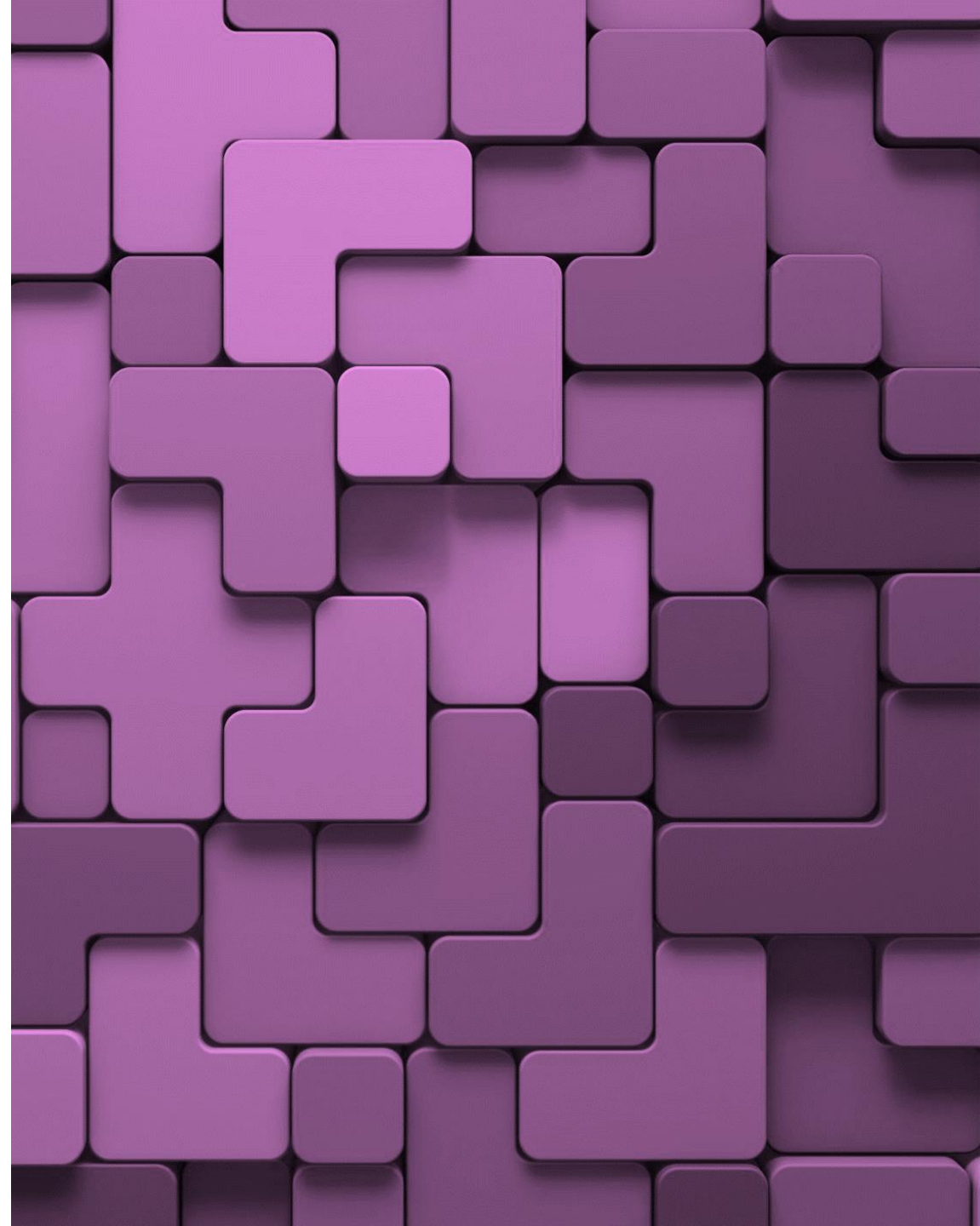
- **How accurate are FTE numbers?**
- **Why don't we use evidence?**
- **Why subscribe to a model with inbuilt wastage?**



- **How accurate are FTE numbers?**
- **Why don't we use evidence?**
- **Why subscribe to a model with inbuilt wastage?**
- **Do we know the cost of unused licences?**



- **How accurate are FTE numbers?**
- **Why don't we use evidence?**
- **Why subscribe to a model with inbuilt wastage?**
- **Do we know the cost of unused licences?**
 - **Number of licences purchased**
 - **How many licences were redeemed**
 - **% of licences redeemed**
 - **Cost per licence purchased**
 - **The *actual* cost per user**





WHAT APPROACHES HAVE WE TAKEN?

- **How can you utilise usage statistics?**

Usage statistics – analysis for 2021/22 all titles

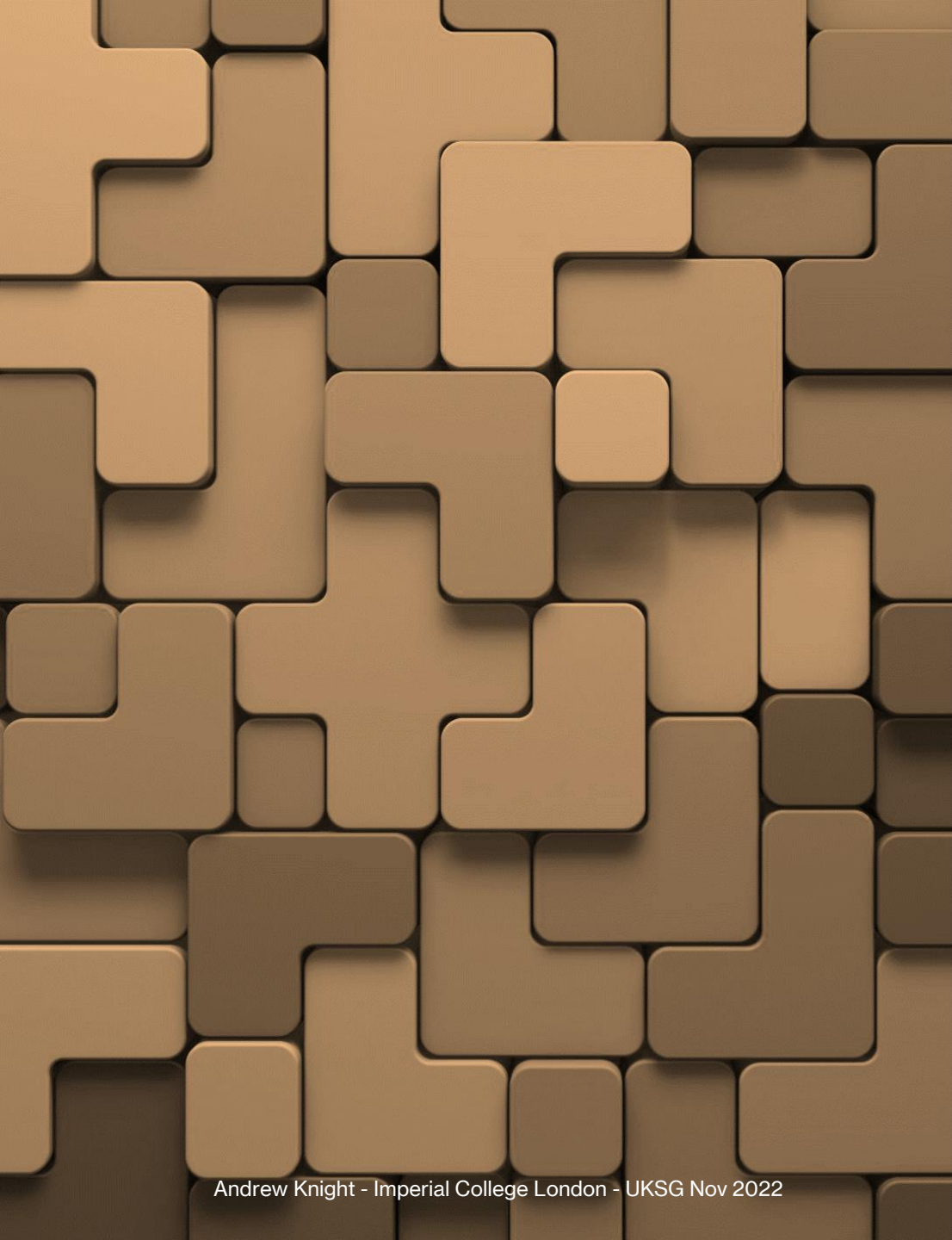
Renewals															
New titles in 21/22															
Title	Author	Ed.	Publisher	Term	FTE	Users	Visits	Mins/user	Download	Favourites	Highlights	% licences	Cost	£ per FTE	£ per user
A Miscellany of Oviposters	Snood	3rd	Colindale & Co	New	91	144	1,058	223min	8	3	1145	158	£3,458.00	£47.74	£24.01
And By This Point Who Cares	Attila	4th	Northwood Hills	Renewal	450	562	3,491	120min	142	134	386	125	£8,838.00	£19.64	£15.73
Bioethics for Beginners	Bonchance	2nd	Mornington Crescent	Renewal	400	341	3,724	425min	92	51	11,317	85	£14,109.76	£35.27	£41.38
Biosomething or Other	Luton	2020	Stepney Green	Term 1	90	26	97	89min	1	1	767	29	£2,969.10	£32.99	£114.20
Biosynthesis and Zits	Sidings	2016	Mornington Crescent	Renewal	540	737	3,237	130min	52	49	3,982	136	£15,419.38	£28.55	£20.92
Bornholm's Disease in Colour	Reggieperrin	3rd	Monument	Renewal	310	399	4,894	257min	201	153	3,569	129	£10,977.10	£35.41	£27.51
Bot Behaviour	Bovril	5th	Mornington Crescent	New	160	25	53	37min	0	1	0	16	£5,032.00	£31.45	£201.28
Cake Management	Muggingtton	12th	Mornington Crescent	Term 1	200	71	289	116min	5	6	89	36	£5,974.00	£29.87	£84.14
Cardboard and its Properties	Beguine	11th	Willesden Junction	Renewal	90	112	903	269min	19	16	114	124	£1,590.30	£17.67	£14.20
Common Phanerogams of Oceania	Chigley	8th	Monument	Term 1	170	90	464	126min	22	28	2	53	£5,710.30	£33.59	£63.45
Complimentary Therapy	Palmtree	4th	Mornington Crescent	Term 1	150	107	305	45min	40	40	2	71	£4,222.50	£28.15	£39.46
Cryptocrystalline Cryptanalysis	Bing	5th	Willesden Junction	Term 1	250	88	270	85min	7	24	19	35	£7,175.00	£28.70	£81.53
Depth Charges for Domestic Bathrooms	Mobius	7th	Mornington Crescent	Renewal	75	103	1,768	631min	30	16	783	137	£2,183.25	£29.11	£21.20
Dourocouli and their Habitats	Desmar	1st	Loughton	Term 1	25	12	16	7min	4	3	0	48	£638.75	£25.55	£53.23
Easy Quiz Questions About the Reaum	Broon	1st	Sudbury Town	Term 1	150	156	1001	132min	49	56	2,082	104	£5,824.50	£38.83	£37.34
Economics Made Easy	Arm	5th	West Kensington	Renewal	200	194	1,045	140min	79	63	362	97	£6,468.00	£32.34	£33.34
Electroconvulsive Therapy for the Hobb	Plum	4th	Mornington Crescent	Renewal	51	29	91	72min	1	5	12	57	£1,528.47	£29.97	£52.71
Encephalograms Made Easy	Clothcap	1st	Mornington Crescent	Renewal	100	94	422	123min	13	10	13	94	£3,359.44	£33.59	£35.74
Extra Yarn	Dint	2017	Upminster	New	90	39	99	41min	0	5	20	43	£3,285.00	£36.50	£84.23
Famous Phospholipids	Tuber	2nd	Hillingdon Westbound	Term 1	170	86	93	6min	14	28	28	51	£912.90	£5.37	£10.62

Usage statistics – analysis for 2021/22 NEW titles

Title	Author	Ed.	Publisher	Term	FTE	Users	Visits	Mins/user	Download	Favourites	Highlights	% licences used
A Miscellany of Oviposters	Snood	3rd	Colindale	New	91	144	1,058	223min	8	3	1145	158
Biosomething or Other	Luton	2020	Stepney G	New	90	26	97	89min	1	1	767	29
Bot Behaviour	Bovril	5th	Morningtc	New	160	25	53	37min	0	1	0	16
Cake Management	Muggingtt	12th	Morningtc	New	200	71	289	116min	5	6	89	36
Common Phanerogams of Oceania	Chigley	8th	Monumen	New	170	90	464	126min	22	28	2	53
Complimentary Therapy	Palmtree	4th	Morningtc	New	150	107	305	45min	40	40	2	71
Cryptocrystalline Cryptanalysis	Bing	5th	Willesden	New	250	88	270	85min	7	24	19	35
Dourocouli and their Habitats	Desmar	1st	Loughton	New	25	12	16	7min	4	3	0	48
Easy Quiz Questions About the Reaumur Scale	Broon	1st	Sudbury T	New	150	156	1001	132min	49	56	2,082	104
Extra Yarn	Dint	2017	Upminster	New	90	39	99	41min	0	5	20	43
Famous Phospholipids	Tuber	2nd	Hillingdon	New	170	86	93	6min	14	28	28	51
Ganesha's Metrology	Klimdt	2nd	Stepney G	New	20	40	108	47min	2	1	0	200
Goblinproofing Your Chicken Coop	Arkle	7th	Northwoo	New	100	56	448	283min	3	1	157	56
Gummidge's Almanac of Majolica	Pitchfork	33rd	Pinner	New	70	8	5	1min	1	3	0	11
Hapax Legomenon	Ikebana	1998	Colindale	New	125	22	27	16min	6	2	8	18
Hapax Legomenon	Yin	6th	Stepney G	New	15	16	76	131min	0	0	79	107
Hapax Legomenon	Bing	1st	Stepney G	New	40	3	7	?min	0	0	0	8
Hedgefunds for People Who Care	Grog	13th	Northwoo	New	40	16	23	2min	1	5	0	40
Hedgehog Self-dependence	Bachmann	1st	Northwoo	New	250	49	122	36min	4	5	0	20
IFC Yearbook 1974	Bon-Baign	12th	Surrey Qu	New	96	25	116	145min	5	8	5	26

Usage statistics – analysis for 2021/22 RENEWED titles

Title	Author	Ed.	Publisher	Term	FTE	Users	Visits	Mins/user	Download	Favourites	Highlights	% licences used
And By This Point Who Cares	Attila	4th	Northwoo	Renewal	450	562	3,491	120min	142	134	386	125
Bioethics for Beginners	Bonchance	2nd	Morningtc	Renewal	400	341	3,724	425min	92	51	11,317	85
Biosynthesis and Zits	Sidings	2016	Morningtc	Renewal	540	737	3,237	130min	52	49	3,982	136
Bornholm's Disease in Colour	Reggieper	3rd	Monumen	Renewal	310	399	4,894	257min	201	153	3,569	129
Cardboard and its Properties	Beguine	11th	Willesden	Renewal	90	112	903	269min	19	16	114	124
Depth Charges for Domestic Bathrooms	Mobius	7th	Morningtc	Renewal	75	103	1,768	631min	30	16	783	137
Economics Made Easy	Arm	5th	West Kens	Renewal	200	194	1,045	140min	79	63	362	97
Electroconvulsive Therapy for the Hobbyist	Plum	4th	Morningtc	Renewal	51	29	91	72min	1	5	12	57
Encelphalograms Made Easy	Clothcap	1st	Morningtc	Renewal	100	94	422	123min	13	10	13	94
Fiendishly Complicated Formulae	Smill	23rd	Tufnell Par	Renewal	50	53	208	73min	9	13	87	106
Games You Can Play With Your Budgie	Bryndle	2nd	Morningtc	Renewal	100	151	968	189min	40	26	1,001	151
Gesundheit, Herr Haploid	Arm	2019	Tufnell Par	Renewal	150	124	286	36min	30	45	3	83
Hangars of the Pacific	Clod	2nd	Northwoo	Renewal	120	191	497	73min	35	38	3	159
Hapax Legomenon	Plim	5th	West Kens	Renewal	40	86	601	367min	8	26	514	215
Haplography	Ampere	2012	Pinner	Renewal	120	215	304	19min	26	24	7	179
Happiness and Capitalism: A Very Short Introdu	Chigley	6th	Monumen	Renewal	150	80	278	108min	13	9	59	53
Hexapods in the Jurassic Period	Murgatroi	6th	Tufnell Par	Renewal	80	133	662	145min	15	20	30	166
High on Iodoforms	Pewter	2001	Willesden	Renewal	125	151	235	55min	23	17	59	121
How to Avoid Huge Ships	Drill	3rd	Willesden	Renewal	140	42	50	14min	14	6	0	30
Idees Recues	Mold	16th	Willesden	Renewal	550	251	1,714	250min	62	35	3,962	46

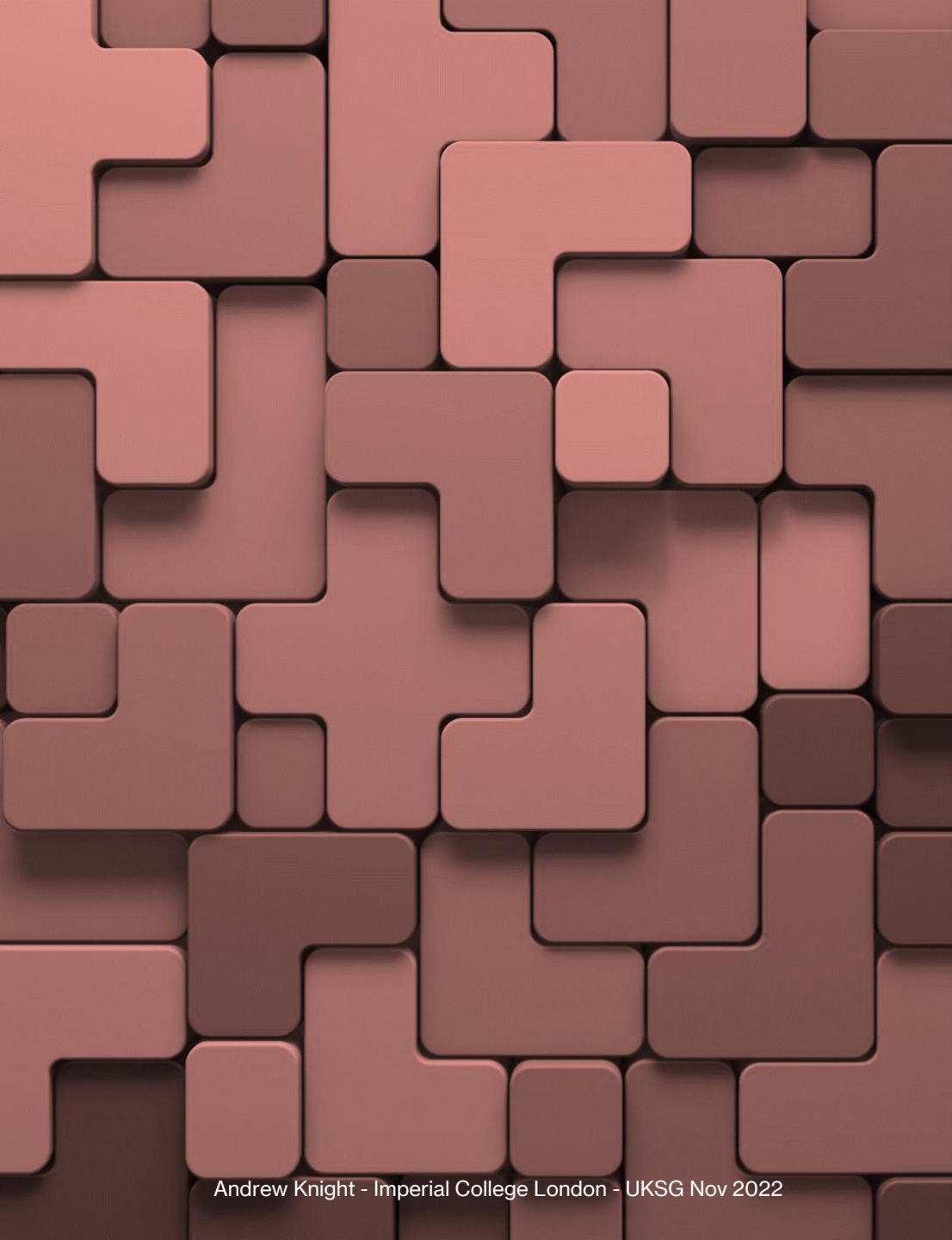
- 
- **How can you utilise usage statistics?**
 - **What adjustments can you make?**

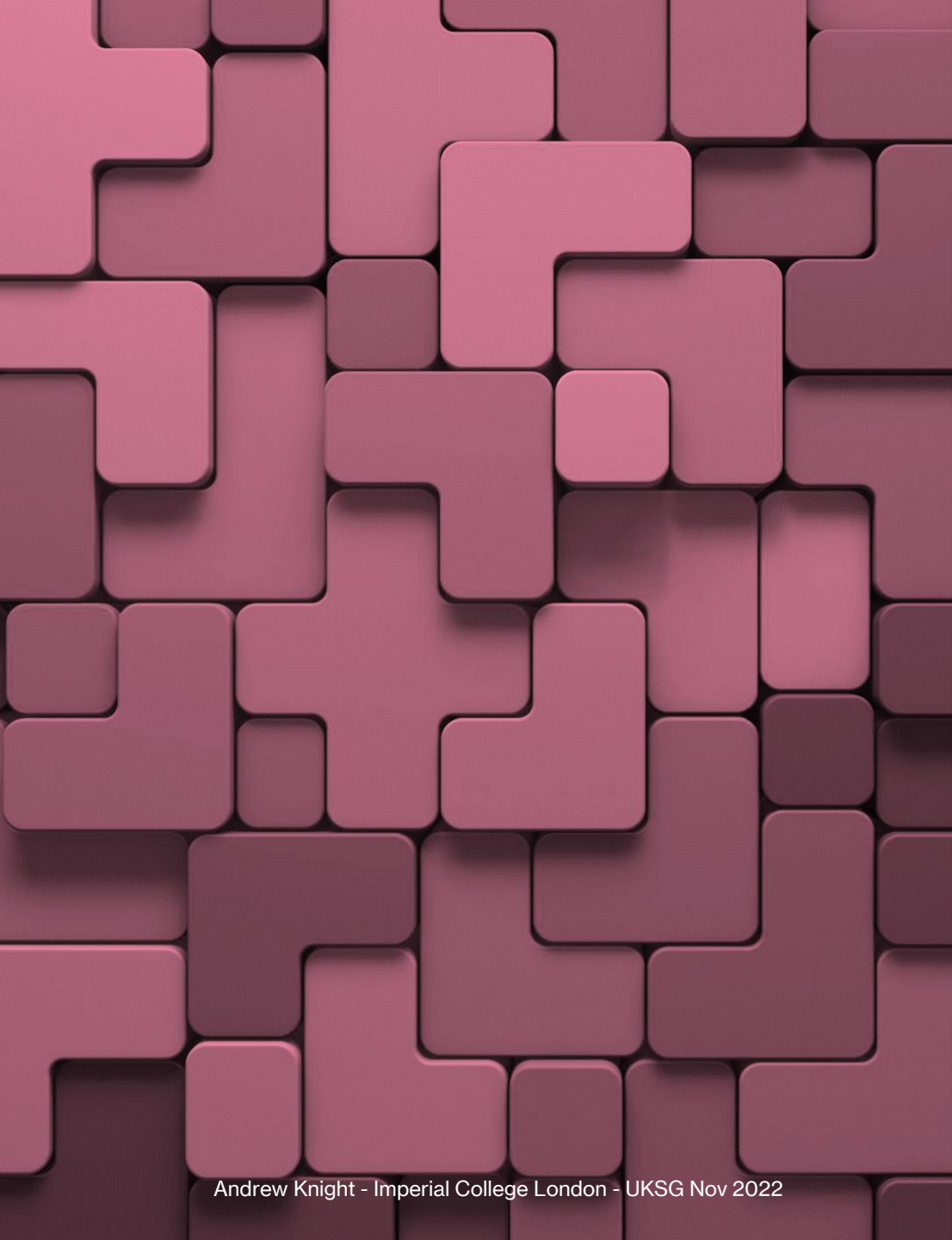
Adjustments year on year

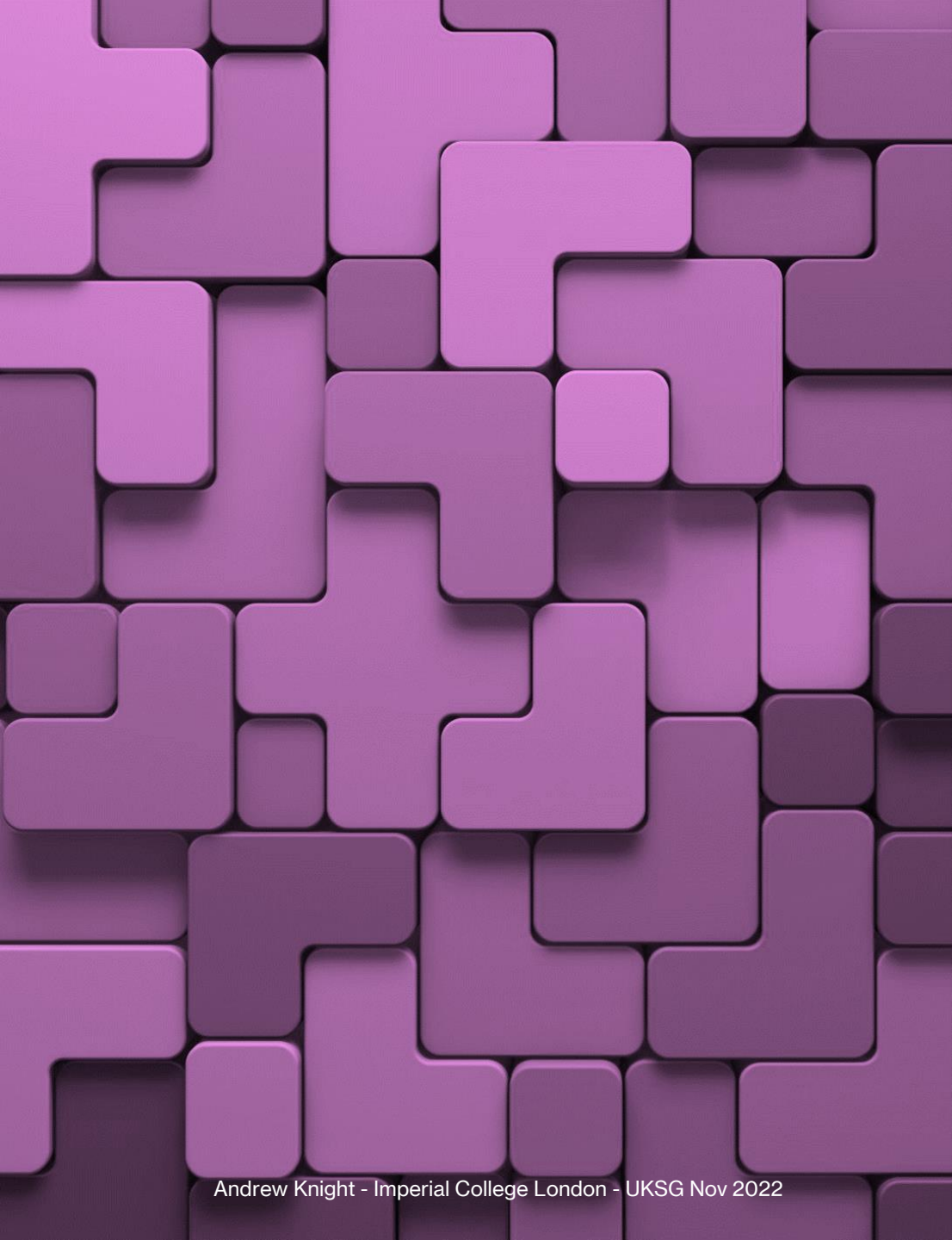
New titles v Renewals

20/21	+/-	21/22	+/-	22/23
		90	-60	30
		15	0	15
		96	-66	30
		40	-35	5
		50	+10	60
		70	-60	10
		20	+20	40
		31	0	31
		90	-40	50
		88	-78	10
		250	-160	90
		150	0	150

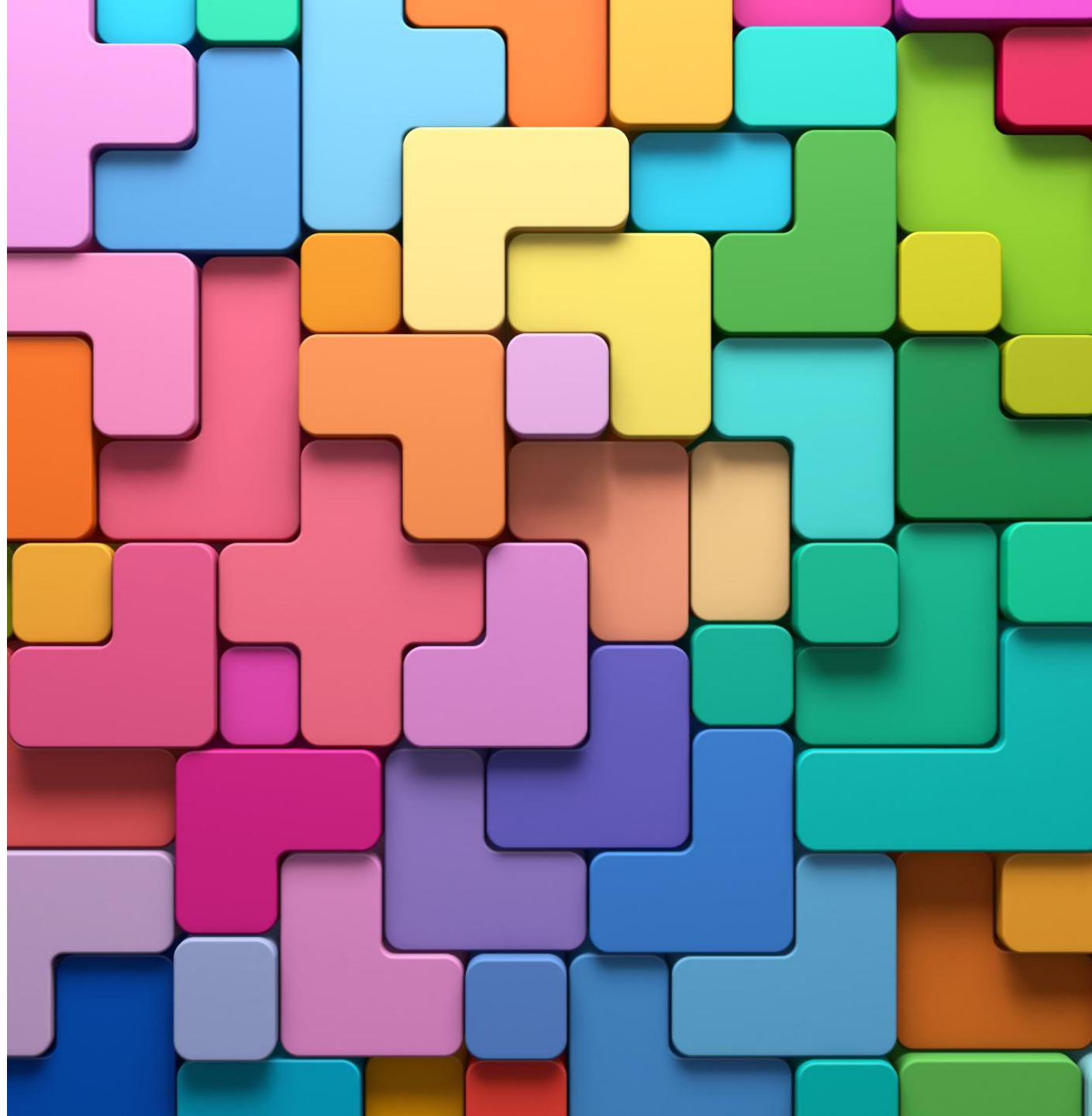
20/21	+/-	21/22	+/-	22/23
160	+40	200	0	200
120	+20	140	-90	50
140	+10	150	-25	125
900	0	900	+100	1000
165	-75	90	+10	100
550	0	550	-300	250
680	+20	700	+200	900
160	-110	50	-30	20
30	0	30	+20	50
450	0	450	-50	400
70	-30	40	+10	50
60	+60	120	+80	200
80	-60	20	0	20
125	+25	150	+50	200
225	-45	180	-30	150
125	0	125	+25	150
220	0	220	+30	250
165	0	165	-45	120
45	+5	50	0	50
95	-15	80	+45	125
85	-45	40	+45	40
65	0	65	+60	125

- 
- **How can you utilise usage statistics?**
 - **What adjustments can you make?**
 - **Do you save money?**

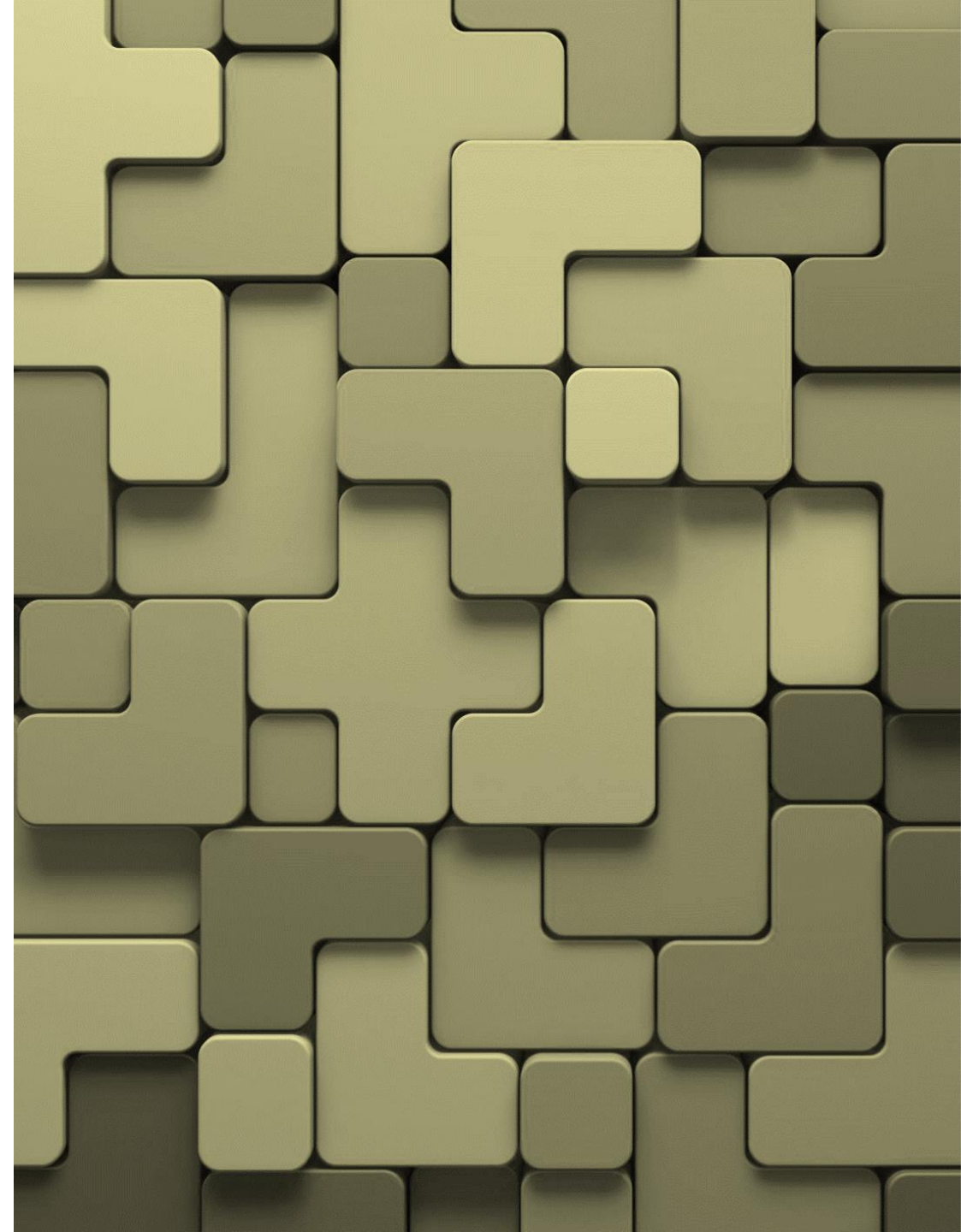
- 
- **How can you utilise usage statistics?**
 - **What adjustments can you make?**
 - **Do you save money?**
 - **Is it fair?**

- 
- **How can you utilise usage statistics?**
 - **What adjustments can you make?**
 - **Do you save money?**
 - **Is it fair?**
 - **What else do you need to have in place?**

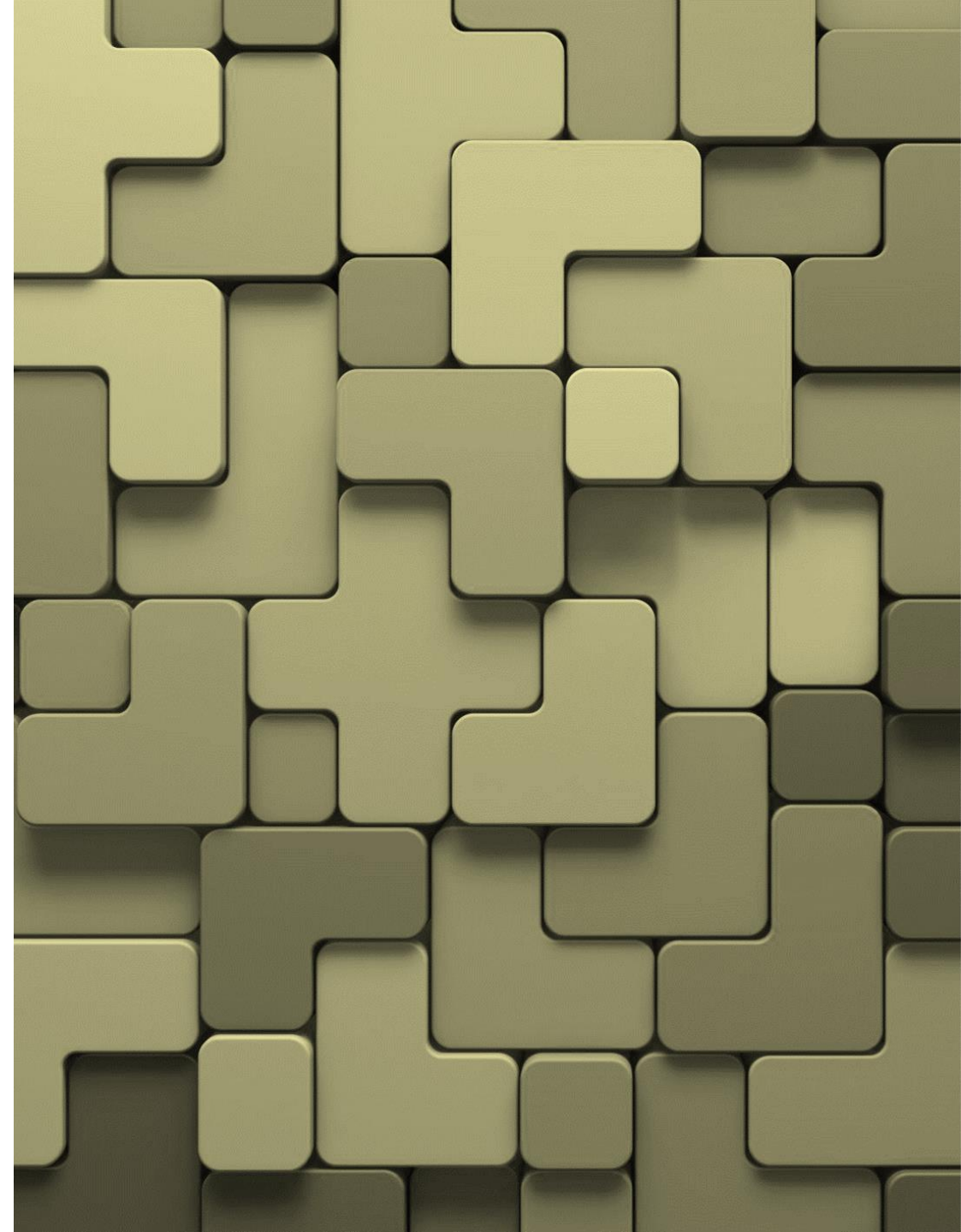
WHAT IMPACT HAS THIS HAD?



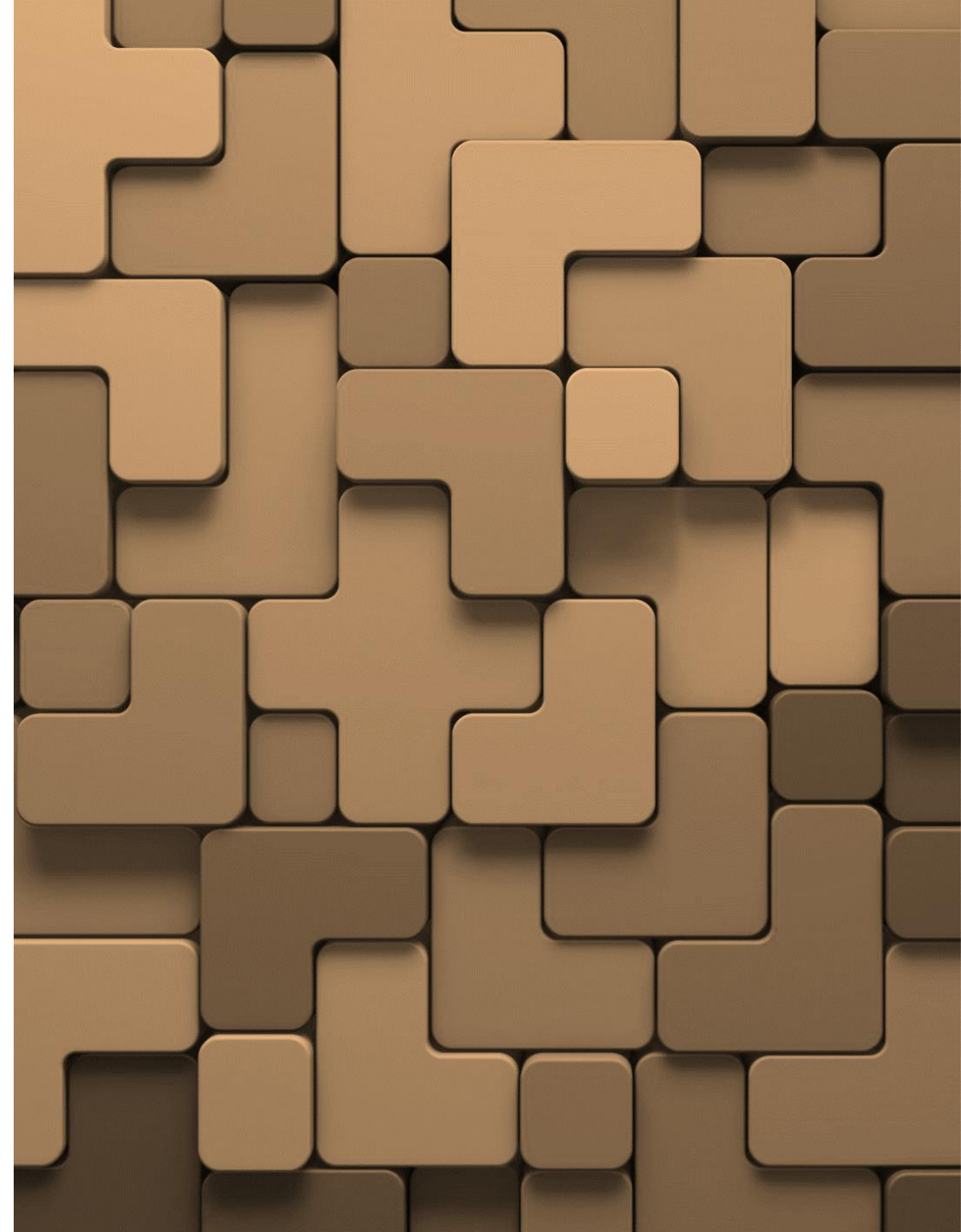
- **Licence numbers better match predicted user numbers**



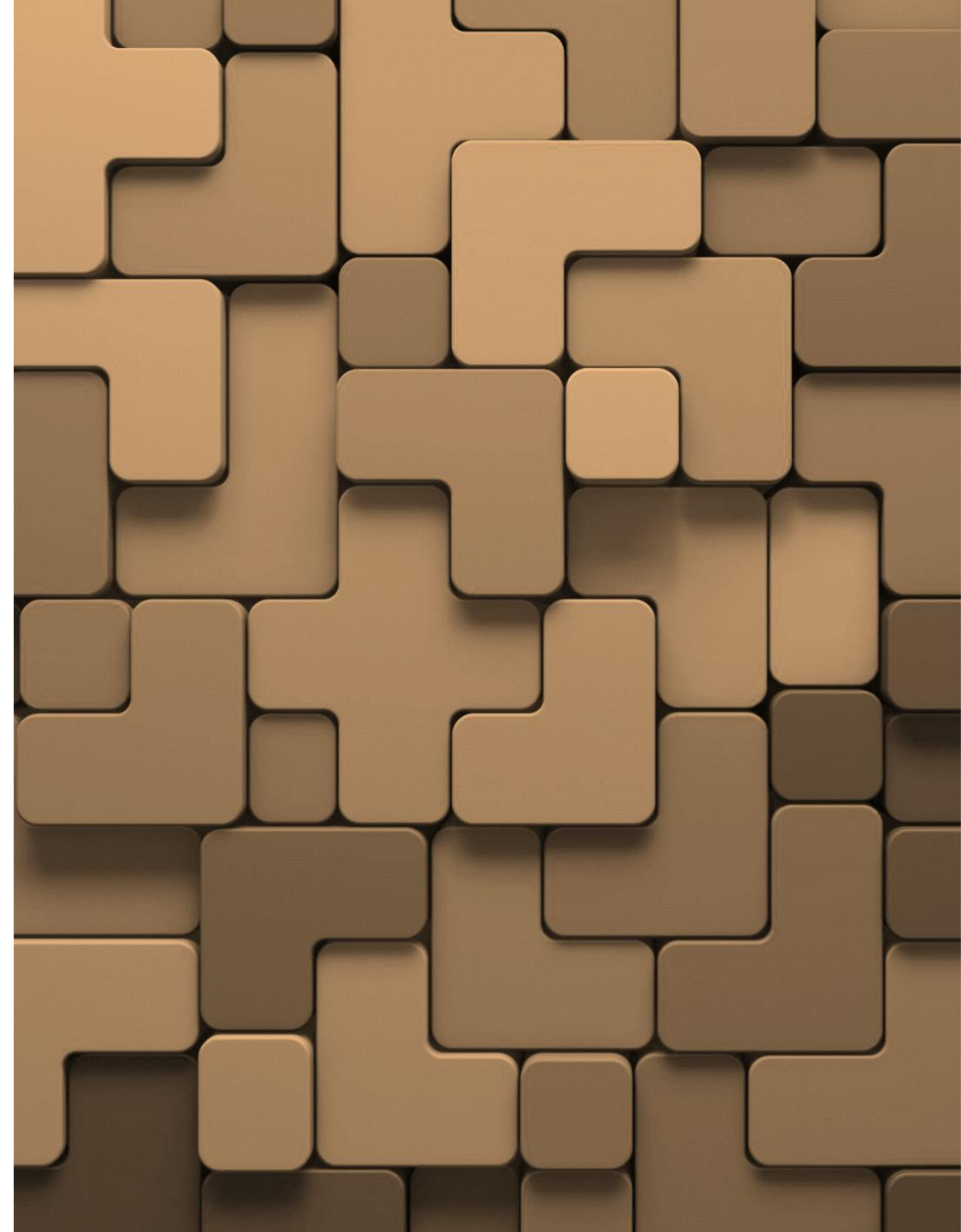
- Licence numbers better match predicted user numbers
 - Imperial had a redemption rate of 94% in 21/22:
 - Total orders: 13,340 FTE; 12,501 redeemed @ 94%
 - New orders: 4,084 FTE; 2,114 redeemed @ 52%
 - Renewals: 9,256 FTE; 10,387 redeemed @ 112%



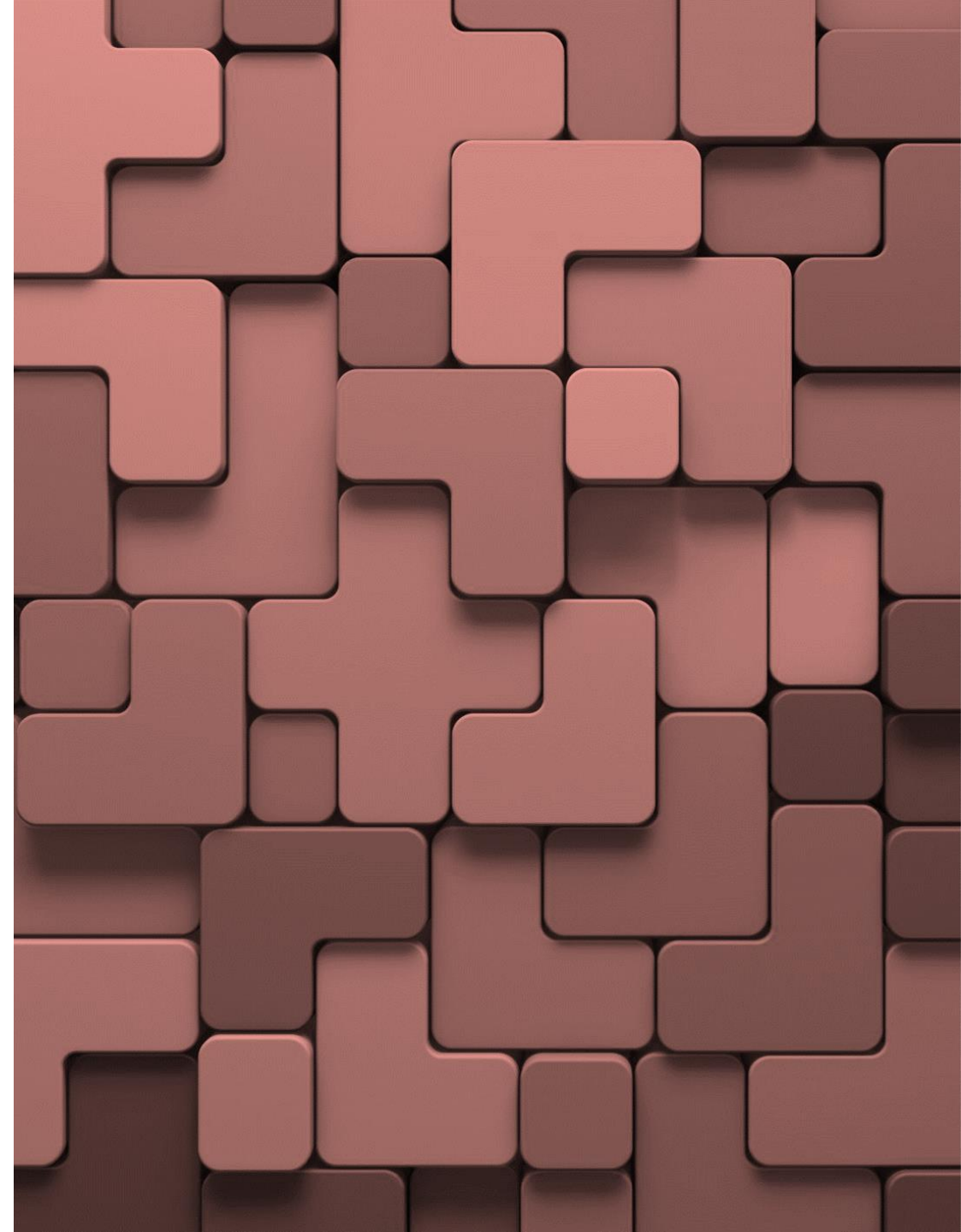
- **Licence numbers better match predicted user numbers**
- **Less wastage**



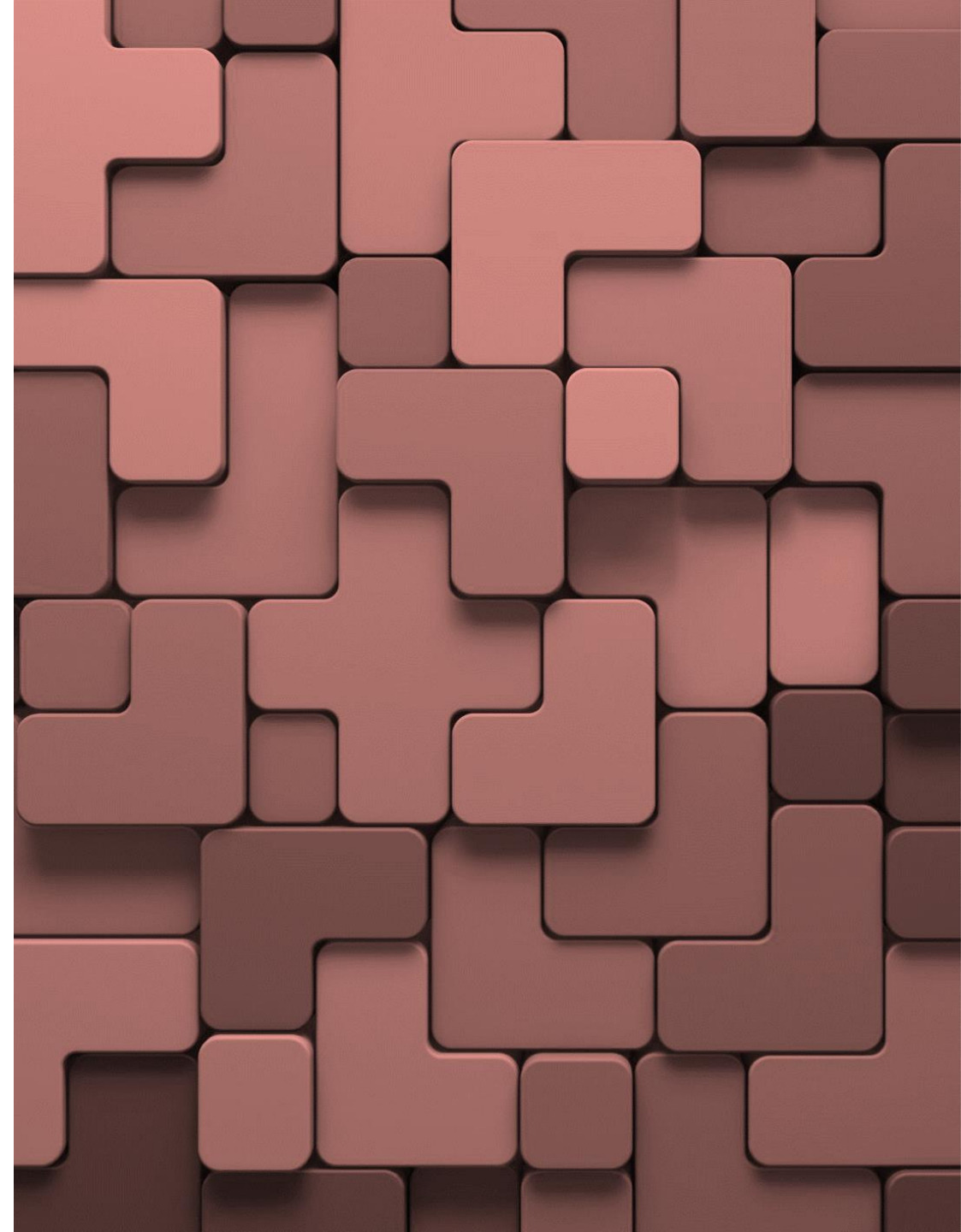
- Licence numbers better match predicted user numbers
- Less wastage
 - 21/22 new titles cost £130,000:
 - 52% redemption
 - £69,000 spent on unused licences



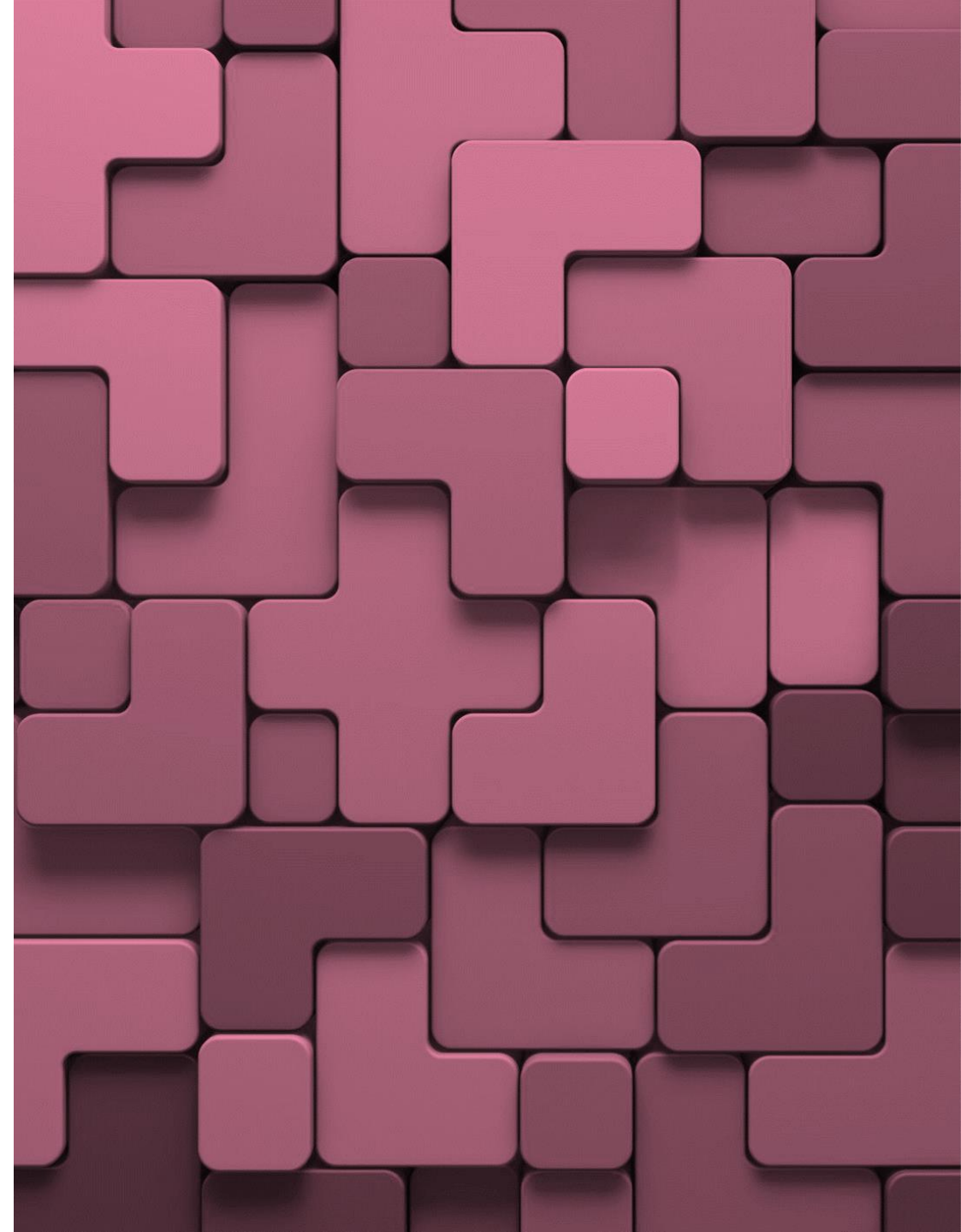
- **Licence numbers better match predicted user numbers**
- **Less wastage**
- **Better value for money**



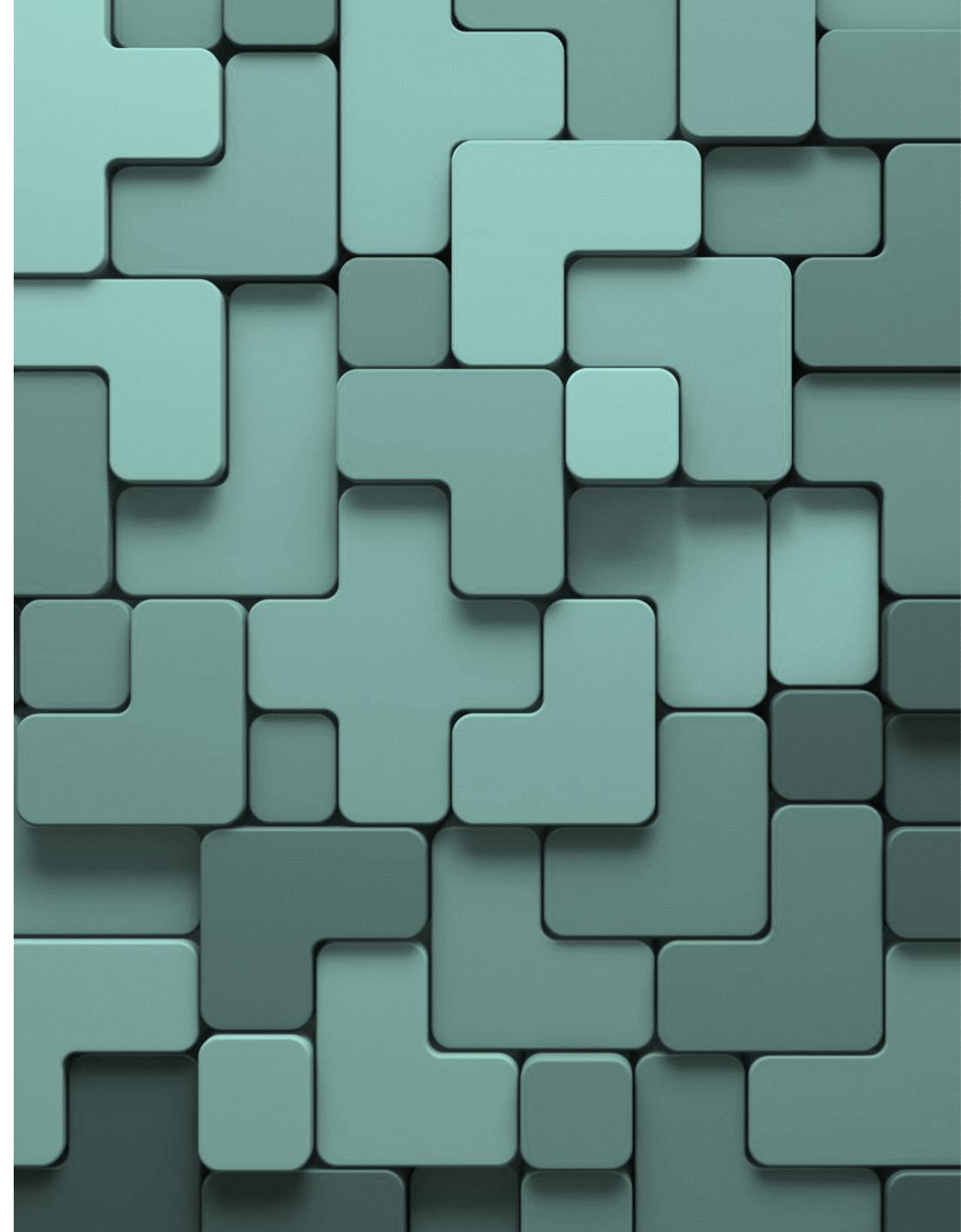
- Licence numbers better match predicted user numbers
- Less wastage
- Better value for money
 - New titles:
 - Average licence cost: **£31.85**
 - Average actual redemption cost: **£61.54**
 - Renewals:
 - Average licence cost: **£25.23**
 - Average actual redemption cost: **£22.49**



- **Licence numbers better match predicted user numbers**
- **Less wastage**
- **Better value for money**
- **Greater flexibility within the collection**



- **Licence numbers better match predicted user numbers**
- **Less wastage**
- **Better value for money**
- **Greater flexibility within the collection**
- **Demonstration of evidence usage**





QUESTIONS

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