Analytics to Insight: Getting More out of Project MUSE

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April 26, 2017

#musepubmtg17
Analytics to Insight

How can we get more out of Project MUSE?

• Understand the Corpus and Usage
• Improve Content Discoverability
• Understand and Invest in Open Access (OA)
• Increase Content Visibility
Project MUSE Annual Usage

<table>
<thead>
<tr>
<th>Year</th>
<th>Downloads</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>10,234,947</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>11,688,535</td>
<td>14.20%</td>
</tr>
<tr>
<td>2014</td>
<td>12,808,100</td>
<td>9.58%</td>
</tr>
<tr>
<td>2015</td>
<td>13,061,841</td>
<td>1.98%</td>
</tr>
<tr>
<td>2016</td>
<td>14,319,339</td>
<td>9.63%</td>
</tr>
</tbody>
</table>
Project MUSE Annual Usage
Books and Journals

<table>
<thead>
<tr>
<th>Year</th>
<th>Books</th>
<th>Journals</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2.0%</td>
<td>98.0%</td>
<td>10.0M</td>
<td>100%</td>
</tr>
<tr>
<td>2013</td>
<td>6.0%</td>
<td>94.0%</td>
<td>11.0M</td>
<td>90%</td>
</tr>
<tr>
<td>2014</td>
<td>8.8%</td>
<td>91.2%</td>
<td>11.7M</td>
<td>90%</td>
</tr>
<tr>
<td>2015</td>
<td>13.7%</td>
<td>86.3%</td>
<td>11.3M</td>
<td>90%</td>
</tr>
<tr>
<td>2016</td>
<td>13.2%</td>
<td>86.8%</td>
<td>12.4M</td>
<td>90%</td>
</tr>
</tbody>
</table>
Project MUSE Content
Books and Journals

<table>
<thead>
<tr>
<th>Year</th>
<th>Books</th>
<th>Journals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>97.3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>2012</td>
<td>43.0%</td>
<td>57.0%</td>
</tr>
<tr>
<td>2013</td>
<td>36.6%</td>
<td>63.4%</td>
</tr>
<tr>
<td>2014</td>
<td>33.7%</td>
<td>66.3%</td>
</tr>
<tr>
<td>2015</td>
<td>31.0%</td>
<td>69.0%</td>
</tr>
<tr>
<td>2016</td>
<td>29.5%</td>
<td>70.5%</td>
</tr>
</tbody>
</table>

Running Total of Articles and Chapters

muse.jhu.edu
Project MUSE Content and Usage

- Book Chapters: 70% of Usage
- Journal Articles: 30% of Usage

87% of Usage
Usage Analysis

Why do we measure and track usage?

• Customer renewal decisions
• Project MUSE Sales tool
• Publishers to prove value
• Project MUSE and Publishers to increase their value
2016 Authenticated Downloads & Denials

- Book Denials: 663K
- Journal Denials: 702K
- Book Downloads: 1.9M
- Journal Downloads: 12.4M
2016 Authenticated Downloads & Denials

Book Downloads
1.9M

Book & Journal Denials
1.4M
*Project MUSE Discovery*

How are researchers finding Project MUSE?

- Organic Search (unpaid search results)
- Link Referrals (publisher sites, MUSE linking partners, library portals, etc.)
- Direct Traffic (bookmarks, document links, entered URL, etc.)

*According to Google Analytics*
Google Analytics: How Users Found Project MUSE in 2016

12.2M Users

53% Organic
31% Referral
16% Direct

47% Google
4% Bing
2% Yahoo!
16% Other
11% G.Scholar
2% Ex Libris
1% EBSCO
1% Facebook

Bookmark
PDF Link
Typed URL
Other
Open Access Analysis
OA Journal Articles Case Study

Journal X has been publishing current issues with Project MUSE from 2000 to present day

• 45% of Journal X issues contain OA articles
• 11% of Journal X articles are OA
• Analysis of 2016 usage for all Journal X issues
Open Access Analysis
OA Journal Articles Case Study

The impact of OA articles on gated articles in the same issue for Journal X in 2016...

- Avg. gated article downloads with OA articles: 119
- Avg. gated article downloads without OA articles: 105
- Gated article download lift when OA is present: 13.3%
MUSEOpen

Open Access Monographs on Project MUSE

• Launching in Mid-2018
• Trusted, Valued Platform
• Connected to Open and Gated Content
• Visible, Discoverable, and Accessible
• New Market Opportunities
Abstract Analysis
Journal Articles Case Study

Journal Z has been publishing current issues with Project MUSE from 2007 to present day

• 50% of 2015 and 2016 articles have abstracts
• 0% of 2007 through 2014 articles have abstracts
• Analysis of usage 1 year after launch for articles launched 2012 through 2016
Abstract Analysis
Journal Articles Case Study

Launch Year

Issues without Abstracts
Issues with Abstracts

2012
2013
2014
2015
2016

Average Downloads per Article in Year 1

0 5 10 15 20 25 30 35 40 45 50

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Abstract Analysis
Journal Articles Case Study

~6 months of usage

Launch Year

2012
2013
2014
2015
2016

Issues without Abstracts
Issues with Abstracts

Average Downloads per Article in Year 1

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Chapter Abstracts

Chapter Abstract, Keyword Entry

Bulk Import

Manual Entry

Publisher: Brandeis University Press

Book: A Jewish Ceremony for Newborn Girls, The Torah's Covenant Affirmed (0781611844058)

Select Chapter: Show All Chapters

Unsaved Chapter IDs: None

Chapter ID: 1
Title: Cover (pg. C - C)
Sequence: 1

Language: English

Keywords

Abstract
What’s Next?

Focus for the Next Year

• Evaluating the Books Program
• Investigating Usage and Denials
• Continue Measuring the Reach and Value of Open Access for Journals and Books
• Investigating Information and Data Services for Publishers
Thank you!

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