

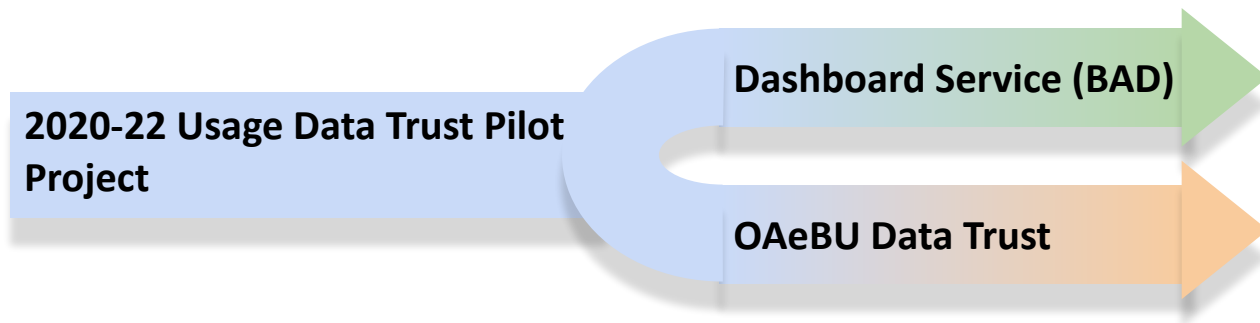
Book Analytics Dashboard Demonstration (BAD) Project (2022-2025)

OA Book Usage Analytics for Diverse Communities - A Demonstration
Project: 2022-2025



Background and Context

The Book Analytics Dashboard project is building on an earlier Mellon-funded initiative: **Developing a Pilot Data Trust for OA eBook Usage (2020 – 2022)**.



Moving from a Pilot to a Service

The 2020 - 2022 Pilot Project was an opportunity to explore technical possibilities and the needs of people engaging with usage data.

Our challenge is now to use what we learned to develop a transparent, trusted + community-controlled analytics service that supports OA Books.

The 2022 - 2025 **Book Analytics Dashboard project must:**

- **Scale** dashboard infrastructure and workflows
- Develop a dashboard **service**, including customer support
- Explore + implement a long-term plan for housing, maintenance and funding

2020 - 2022 Pilot Design Priorities

Emphasis on working with a small number of partners to explore how usage data could be made useful

Where are partners already getting usage data from?

How are they using that data? How do they want to use the data?

Which data sources are suitable for integration into a **scalable community infrastructure?**

- Integration eg: JSTOR - scales easily, Google Analytics is very bespoke

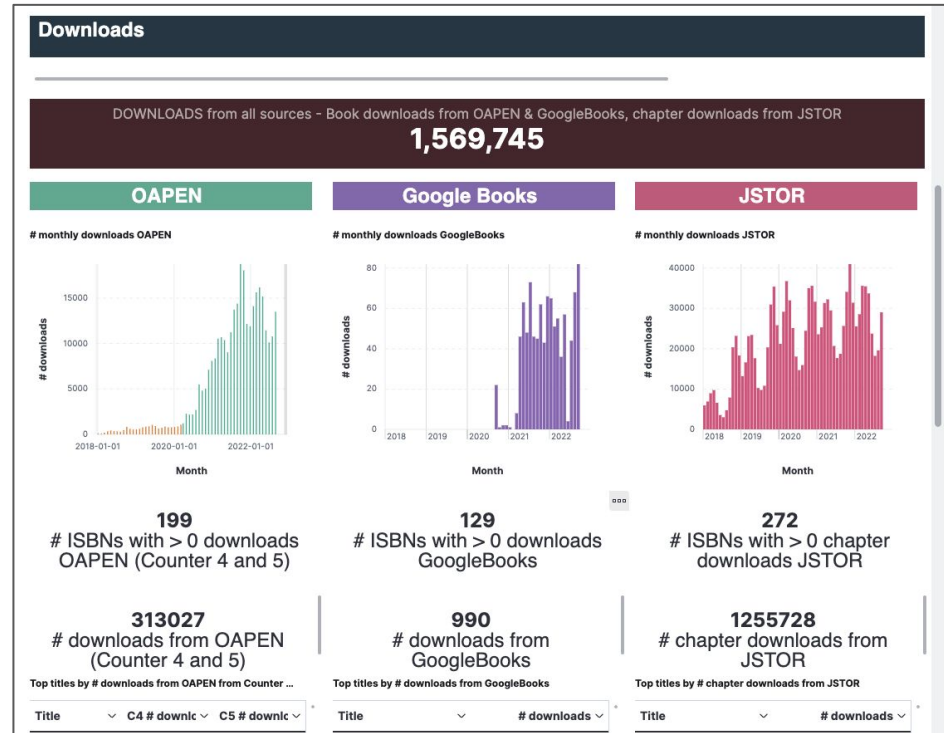
Identifying useful filters, visualisations and functionality

- Design & look/feel not the main focus

2020 - 2022 Pilot Design Priorities

Best Practice data handling and hygiene

- Keeping data sources separate (not aggregating data from different sources into a single bucket)
- Making information about data provenance and processing visible



2020 - 2022 Pilot Design Priorities

Book ISBNs page
Usage data for book ISBN(s)
Usage data is from September 2020 for GoogleBooks
Usage data is from January 2018 onwards for JSTOR
Usage data is from January 2018 to March 2020 for OAPEN (Counter 4), and from April 2020 for OAPEN (Counter 5)
Event data is from May 2018 onwards for CrossrefEvents

277
ISBNs with
usage data

Select Title(s)
Select ISBN(s)
Select Author

Summary

ISBNs per month with usage data

ISBNs per year with usage data

Downloads

- Overview
- Book ISBNs
- Countries and Territories
- Institutions
- Mentions & Events
- Author/Volune Editor
- Subjects - BISAC
- Data Quality

Manual data uploads

- Fulcrum
- MUSE
- EBSCO

Information about

- Data provenance
- Data update frequency
- Start dates of clean data

Book ISBNs page

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Event data is from May 2018 onwards for CrossrefEvents

2020 - 2022 Pilot Design Priorities

Not just open source code

- High quality documentation
- A codebase that others can re-implement, build on and contribute to

Developing a Pilot Data Trust for Open Access Ebook Usage (2020-2022) Project

Overview

- Pilot Project Background
- How the Pilot Project Works
- Pilot Project Dashboard Partner Data Sources
- Public Data Sources

User Guides

- Overview Dashboard
 - Summary ONIX data
 - Number of unique ISBNs
 - List of all titles in the ONIX feed
 - Summary Usage data
 - ISBN summary
 - Downloads from all sources
 - Views from all sources
 - Events from all sources
- Book ISBNs Dashboard
 - Filters

Book Usage Data Workflows

Search docs

Developing a Pilot Data Trust for Open Access Ebook Usage (2020-2022) Project

Overview

User Guides

- Overview Dashboard
- Book ISBNs Dashboard
- Countries and Territories Dashboard
- Institutions Dashboard
- Mentions and Events Dashboard
- Authors and Volume Editors Dashboard
- BISAC Subjects Dashboard
- Data Quality Dashboard
- Fulcrum Dashboard
- MUSE Dashboard
- EBSCO Dashboard

Help

Book Usage Data Workflows

Read the Docs v. latest

Filters

A filter is a way to narrow a search and look for more specific information.

Tip

Only one filter can be used at a time - 'Select Country(s)/Territory(s)' OR 'Select Title(s)' OR 'Select ISBN(s)'.

If you select a filter then add a second filter, the first filter will be automatically removed. For example, if you 'Select Country(s)/Territory(s)', then 'Select Title(s)', the 'Select Country(s)/Territory(s)' filter will be automatically removed.

Three filters can be used in this dashboard:

- 'Select Country(s)/Territory(s)' - filter for downloads from one or multiple countries and territories OR
- 'Select Title(s)' - filter for downloads of one or multiple Titles across countries and territories OR
- 'Select ISBN(s)' - filter for downloads for one or multiple ISBNs across countries and territories

Select one value in a filter

Use the dropdown option in any filter field to choose a value e.g. a Title in the 'Select Title(s)' field, or start typing in a filter field to search all values by specific text. There is no search button to click, and the rest of the dashboard will automatically update.

Select multiple values in a filter

To select multiple values in a specific filter field, keep selecting values one by one. This can be either via the dropdown OR by typing directly in the field and selecting from the matches.

Remove value/values from a filter

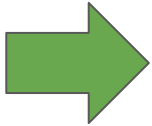
The Next Dashboard Iteration...

- Moving from individualised dashboards and exploring data with partners towards standardised dashboards and onboarding
- Greater emphasis on look and feel
- Reducing complexity
- Improving visual impact

2022 - 2023 - Use case focus

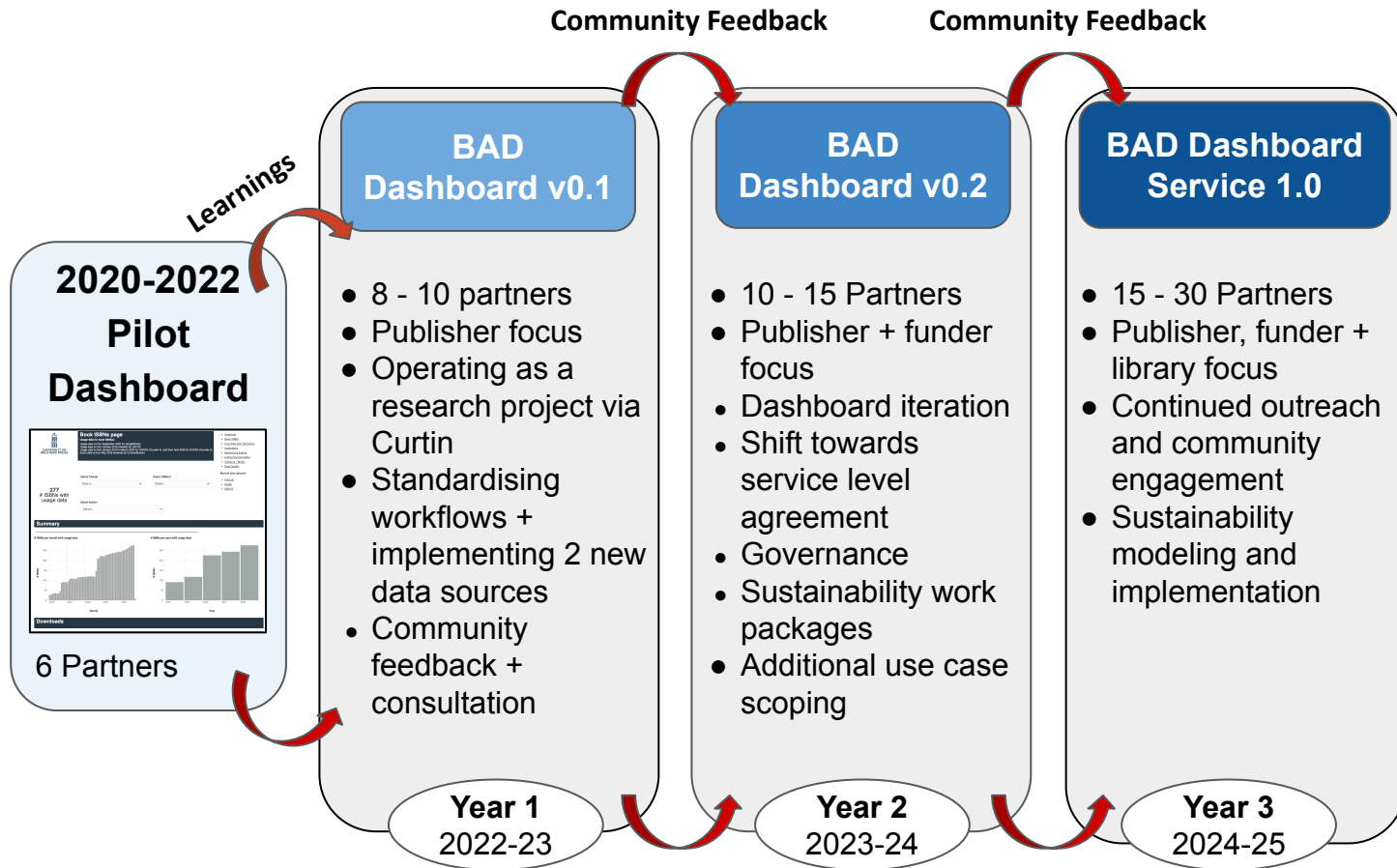
In the first instance we are focussing on delivering data workflows and visualisation tools that support **small to medium presses** publishing open access books; as well as **research funders**.

Additional use-cases (eg. libraries) will be scoped and explored in 2024/25.



Our technical workflows assume that partners can provide a validatable ONIX feed for the books to be included in the dashboard.

A potential role for metadata management services - eg. [Thoth](#) in lowering barriers for diverse partners



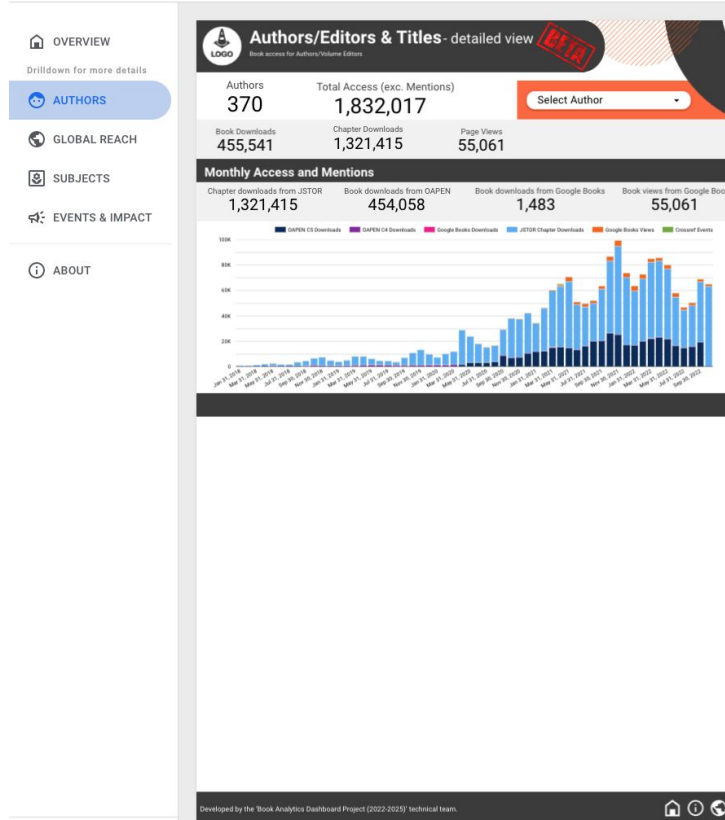
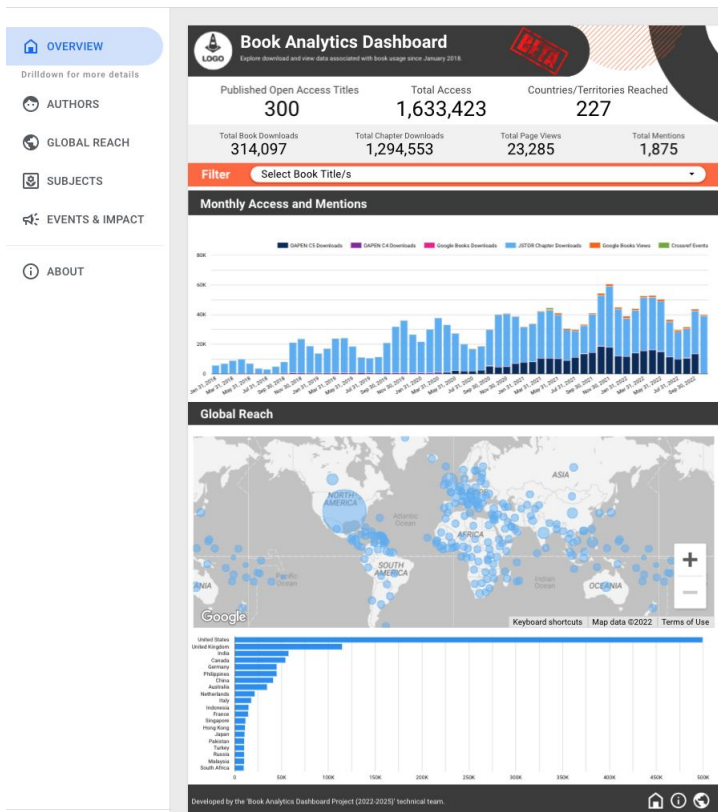
More Information

- Visit the BAD Project website: <http://book-analytics.org>
- Follow the BAD Project on Twitter [@BookAnalytics](#)
- [Click here](#) to join the BAD Project mailing list
- Visit the BAD Project Zenodo community [here](#)

- The BAD demonstration dashboard from the University of Michigan Press is [here](#) and embedded on their e-book site [here](#)

- Our book-focussed GitHub Repository is available [here](#), with [Technical Documentation](#) available via Read the Docs

Latest Prototype Walkthrough



Global Reach - Countries, Institutions & Cities

Overview: 227 Countries/Territories Reached, 1,547,034 Total Access (exc. Mentions)

Book Downloads: 297,523 | Chapter Downloads: 1,249,511

Access by Countries

Country/Territory	Total Access
United States	2,247,625
United Kingdom	511,458
India	319,849
Philippines	249,690
Canada	248,148
Germany	215,680
China	183,265
Australia	161,945
Netherlands	101,346
Indonesia	89,315

Access by Institutions

Institution	Access from JSTOR
University of Toronto, Toronto	3,322
INFLIBNET as administrator of eShodhSindhu Consortium - ESS Office	3,306
New York University	3,179
King's College, London	3,000
Columbia University	2,876
University of Exeter	2,790
Macquarie University	2,589
University of Edinburgh	2,578
University of Bristol	2,525

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OVERVIEW

Drilldown for more details

AUTHORS

GLOBAL REACH

SUBJECTS

EVENTS & IMPACT

ABOUT



Access by Subjects - detailed view

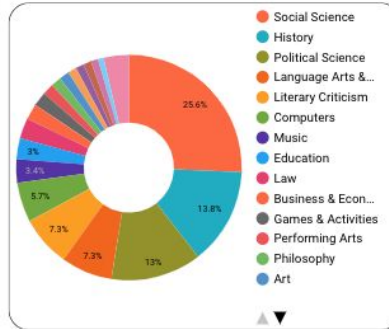
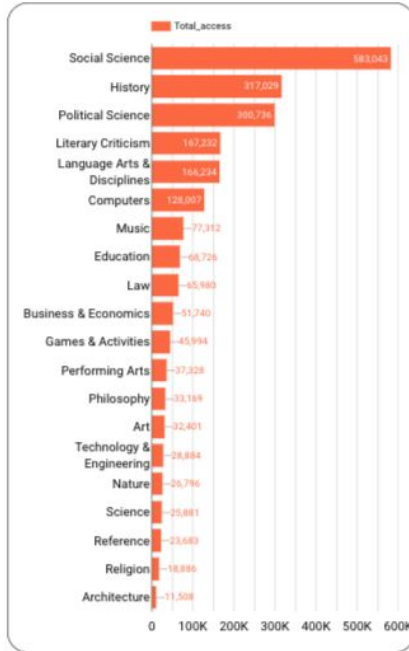
BISAC Subjects

33

Total Access (exc. Mentions)

2,281,745

Select Subject



BISAC Subject	Total Access
Social Science	2,273,799
History	1,226,774
Political Science	1,153,212
Language Arts & Disciplines	651,079
Literary Criticism	650,532
Computers	502,266
Music	297,696
Education	267,538
Law	257,467
Business & Economics	201,963

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Developed by the 'Book Analytics Dashboard Project (2022-2025)' technical team.

OVERVIEW

Drilldown for more details

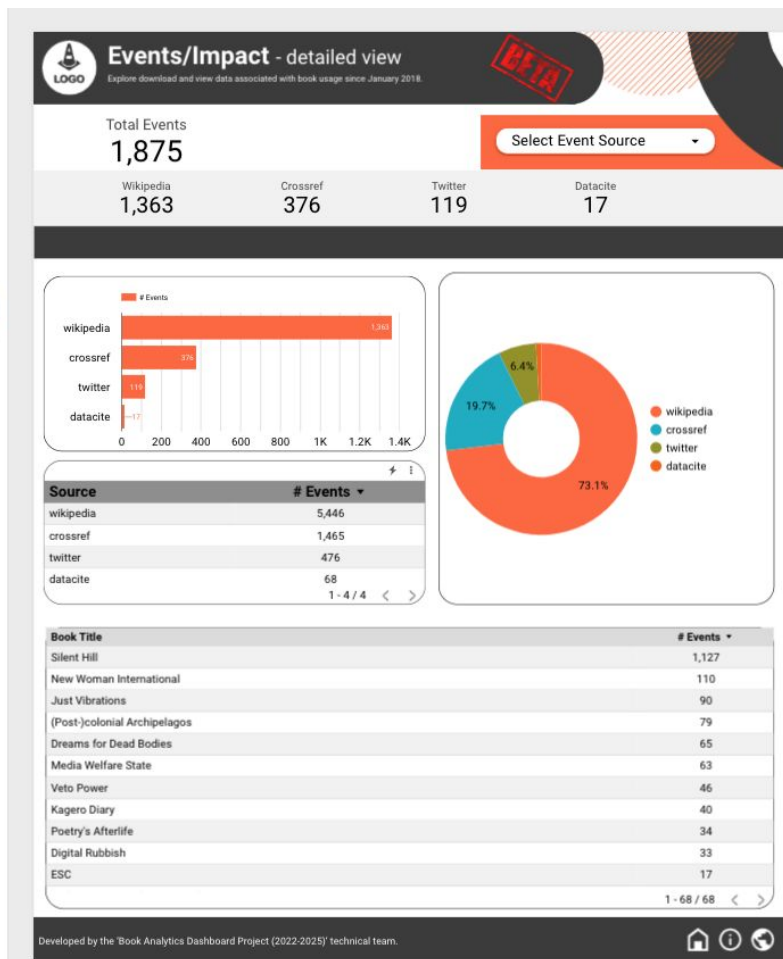
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Drilldown for more details

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 ABOUT



About the BAD dashboards

Information about the data displayed in the dashboards and the BAD Project

Project Details

More details of this project can be found on the ['Book Analytics Dashboard Project \(2022-2025\)' project page](#).

The Book Analytics Dashboard Project (2022-2025) is focused on creating a sustainable OA Book focused analytics service. This service is needed to safeguard and support diversity in the voices, perspectives, geographies, topics and languages made visible through OA Books. Funded by the [Mellon Foundation](#), the Book Analytics Dashboard project is building on an earlier Mellon-funded initiative: [Developing a Pilot Data Trust for OA eBook Usage \(2020 - 2022\)](#).

In addition to scaling workflows, infrastructure and customer support, the Demonstration Project is developing a long-term plan for housing, maintenance and funding of the analytics service as a sustainable community infrastructure.

Data Sources

Data from ONIX feeds and matched with partner data from OAPEN, JSTOR, Google Books, Crossref Events, and other data sources.

ONIX data is from 2006 onwards

GoogleBooks usage data is from September 2020 onwards

JSTOR usage data is from January 2018 onwards

OAPEN usage data is from January 2018 to March 2020 for Counter 4 data, and from April 2020 for counter 5 data

Crossref Events data is from May 2018 onwards

Most recent data provenance information is available from the [GitHub repository](#).

For detailed documentation about the data Workflows see the [BAD Workflows on Read-the-Docs](#).

Developed by the 'Book Analytics Dashboard Project (2022-2025)' technical team.

