Statistics Information for ULS Journals

Contents
Editorial Statistics ........................................................................................................................................... 3
Stats & Reports .............................................................................................................................................. 3
Journal Statistics .......................................................................................................................................... 3
Report Generator .......................................................................................................................................... 4
Google Analytics ........................................................................................................................................... 7
Site Usage Statistics ....................................................................................................................................... 7
Associating Your Non-Gmail Email with Google Analytics ................................................................. 7
Step 1: Open Google Analytics .................................................................................................................. 7
Step 2: Sign Up ............................................................................................................................................... 7
Step 3: Fill Out the Required Info .............................................................................................................. 8
Step 4: Account Verification ......................................................................................................................... 9
Finalizing your Google Analytics Account ............................................................................................... 9
Using and Reading Google Analytics ........................................................................................................ 10
Basic Overview of Google Analytics Reporting ....................................................................................... 10
PlumX ........................................................................................................................................................... 12
Journal Website – PlumX Plum Print ........................................................................................................ 12
Plu.mx – Journal View .................................................................................................................................. 13
Getting to the Journal Homepage ............................................................................................................... 13
The Journal Homepage ............................................................................................................................... 14
Artifact Summary .......................................................................................................................................... 15
Narrow by .................................................................................................................................................... 15
Impact by Type ............................................................................................................................................... 15
Article List .................................................................................................................................................. 16
Filter ............................................................................................................................................................. 16
Plu.mx – Article View .................................................................................................................................... 17
Usage ............................................................................................................................................................ 17
Captures ....................................................................................................................................................... 18
Social Media .................................................................................................................................................. 18
Mentions ....................................................................................................................................................... 18

This work by the Office of Scholarly Communication & Publishing, University Library System, University of Pittsburgh is licensed under a Creative Commons Attribution 4.0 International License.
Citations .............................................................................................................................................. 18
Plum.mx – Analytics via Login ............................................................................................................. 18
Getting to Analytics Reports ............................................................................................................. 18
Analytics Reports ............................................................................................................................. 19
Editorial Statistics

Open Journal Systems, the software used to support your journal, can provide statistics about your article submissions and editorial workflow. These statistics can be viewed and reports generated from the Journal Management Pages in the Stats & Reports section. You can sort these statistics about the number of submissions, the acceptance and decline percentages, etc. by year and also by the journal sections.

Stats & Reports

Journal Statistics

This report calculates statistics of the checkbox items marked for the sections selected in the top section. The “Record” button must be clicked to select particular sections prior to the “Record” button being selected for the checkbox items.

This report uses a calendar year feature for one year at a time. To look at a particular range of dates, you’ll need to use the Report Generator feature.
Report Generator

The Report Generator allows you to pull various pre-defined reports as well as generating a custom report. We find the “Generate custom report” to be the most useful feature in this section.

“Generate custom report" is found below the bulleted list.

Custom Report Template

The custom report involves two primary sections with an optional third section.

A look at the Custom Report. The two primary sections are visible with boxed outlines. The third is “Advanced Options.”

The first is the “Default report templates” which allows you to target the type of usage for which you want to generate a report and a number of choices for how you want the report to sort data.
Unselecting all options will report usage by article. Adding selection criteria will report first by that criteria and then by article.

The second primary section is “Select report range.” The default is set to report statistics for just the current month. To generate a report for a particular range (monthly, quarterly, annually), choose one of the buttons under “Or select range by:” to establish the parameters for the report.

The third, optional section is “Advanced Options” which is found by clicking the link below the second primary section. This allows you to define the fields the report will generate, filter the results to particular issues, articles, or object types, and to define the way you would like report to sort and order the content.
To clear advanced options selections, refresh the reports page.

*Custom Report Example - Article Downloads Report*

To generate a report of article downloads for the most recent calendar year you would select the following options for the report.

1. **Default report templates**
   a. Select “Article file downloads” from the drop down
   b. Uncheck all boxes under “Aggregate stats by:”

2. **Select report range**
   a. Select “Month” under “Or select by”
   b. Select the start year and month under “From”
   c. Select the end year and month under “Until”

3. **Optional:** Click on Advanced Options to define the way the report with order results
   a. Select “Count” from the “Columns” dropdown and “Descending” from the “Direction” dropdown to pre-sort the data.
   b. NOTE: It is easy to sort the data after downloading, just open the .csv file in Excel.

**REPORT GENERATOR**

![Default report templates](image)

![Select report range](image)

*Advanced Options: Customize columns, filter and ordering options. Changing any of these options might change the expected report template result.*

[Generate custom report](image)

*This is what the selections for “Article file downloads” for a calendar year would look like.*
Google Analytics

Site Usage Statistics
Each journal site is configured to make use of Google Analytics. We will provide you with documentation to assist you in associating your Google account to the journal analytics so that you can access these statistics (below). These statistics report the current measures provided by Google Analytics and may change over time. There are options for custom reporting in Google Analytics to evaluate your site usage based on your chosen parameters.

Associating Your Non-Gmail Email with Google Analytics
The following sections are for associating a non-Gmail account with Google Analytics. If you already have a Gmail account that you plan to use, please skip to the section “Finalizing Your Account”

Step 1: Open Google Analytics
Open a web browser and visit http://analytics.google.com.

Click the “Sign Up Now” link in the blue box:

Step 2: Sign Up
Click the “Sign Up” button in the upper right corner:
Step 3: Fill Out the Required Info

Google accounts

Create an Account
Your Google Account gives you access to Google Analytics and other Google services. If you already have a Google Account, you can sign in here.

Required information for Google account

Your current email address: YourName@YourSite.com
  e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:

Password strength: Strong

Minimum of 8 characters in length.

Re-enter password:

Get started with Google Analytics

Location:
United States

Birthday:
MM/DD/YYYY (e.g. “2/22/2012”)

Verify:

Type the characters you see in the picture below.

Terms of Service:

Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

By clicking on "I accept" below you are agreeing to the Terms of Service above and the Privacy Policy.

I accept. Create my account.
Step 4: Account Verification

Validation
In certain cases, Google may need to verify your account.

Choose your method and enter your number:

When you click “Send Verification Code,” Google will contact you using an automated system.

Verification
Google will send you a verification message to your email. Be sure to click the link to activate the account.

Enter the code from the email into the verification box and click “Verify:”

Finalizing your Google Analytics Account
If you already use a Gmail account or when you reach this page your email account is linked to Google:
At this point, your account is now ready to be linked to Analytics.

E-mail your analytics administrator (e-journals@mail.pitt.edu) with information about new Google-linked email address.

Using and Reading Google Analytics
Google Analytics provides a wealth of rich data about site usage statistics including information about the geographic distribution of your users, the types of devices users are on when accessing your site, and user frequency.

Google provides some excellent resources and training about using their reports online via their Analytics Academy. Available at https://analyticsacademy.withgoogle.com/.

Basic Overview of Google Analytics Reporting
Links to different reports are found in the left side-bar.

A look at the Analytics “My Dashboard” showing some of the available data as well as the left menu bar with all of your report options.

Dashboard
Your Dashboard will give you an overview of some key information including the number of new users, users, sessions by geographic location, sessions by browser, bounce rate, and the average session duration and pages per session for the last month.

To change the date range of your dashboard, click on the date range on the top right side.
Real-Time
This displays information about users on your site at the moment you are looking at the report.

Audience
Reports under the Audience heading will provide information about users on your site including information about their geographic and personal demographics, the systems they use, and their mobile devices.

The default for the overview and other reports is for a calendar month. To change the date range, select the dates from the date dropdown at the top right of the page.

Within the Audience reports, you may find the “Geo” reports most useful as they will provide information about the language preference of your users as well as their location.

Acquisition
Reports under the Acquisition heading relate to how users are getting to your site. “Referrals” are links from external websites, “organic search” includes users who found a link from a search feature, “direct” are links from an email, and “social” are links from social media sites.

The “Overview” is fairly comprehensive and allows clicking in for more detailed information. The “Users Flow” provides a diagram of how users are moving around your site.

Behavior
This category includes information about how users are interacting with your site. The “Overview” provides information about pageviews, time on site and the most viewed pages.

Please keep in mind that articles with a metadata (abstract) page will have two URLs, the one for the abstract and the one for the PDF. To get information about pageviews for both URLs together, you will need to download the report and manually add the data. An example would be adding page 2 and page 7 from the below screenshot.

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>% Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>/jas/index.php/jwsr</td>
<td>12,235</td>
</tr>
<tr>
<td>2.</td>
<td>/jas/index.php/jwsr/article/view/139</td>
<td>5,032</td>
</tr>
<tr>
<td>3.</td>
<td>/jas/index.php/jwsr/issue/archive</td>
<td>4,512</td>
</tr>
<tr>
<td>4.</td>
<td>/jas/index.php/jwsr/index</td>
<td>3,345</td>
</tr>
<tr>
<td>5.</td>
<td>/jas/index.php/jwsr/pages/view/fullpdf</td>
<td>2,993</td>
</tr>
<tr>
<td>6.</td>
<td>/jas/index.php/jwsr/user</td>
<td>2,060</td>
</tr>
<tr>
<td>7.</td>
<td>/jas/index.php/jwsr/article/view/139/151</td>
<td>2,209</td>
</tr>
<tr>
<td>8.</td>
<td>/jas/index.php/jwsr/article/view/609</td>
<td>1,576</td>
</tr>
<tr>
<td>9.</td>
<td>/jas/index.php/jwsr/issue/view/2</td>
<td>1,450</td>
</tr>
<tr>
<td>10.</td>
<td>/jas/index.php/jwsr/issue/view/64</td>
<td>1,380</td>
</tr>
</tbody>
</table>

Page 2 and page 7 from the above screenshot reflect the metadata pageviews and pdf pageviews, respectively, for the article with submission ID #139.

Clicking on the “view full report” link will allow you to see pageview data for additional pages.
PlumX

PlumX is a provider of alternative metrics or “altmetrics.” Altmetrics go beyond traditional measure of scholarly impact (citations counts) and also include a wide range of metrics available on the open Web that show how others are using and talking about the content of your journal. Altmetrics are tracked in real time and can begin to show results much earlier than traditional metrics. They also reflect scholarly work that increasingly takes place in a digital environment such as captures and bookmarking activity, downloads, mentions and sharing on online sites and discussion on social media platforms.

Through a special relationship with Plum Analytics, the University Library System is able to offer to our journal publishing partners several different views of the impact of your published content.

Journal Website – PlumX Plum Print

The Plum Print is a visualization of citations and altmetrics for each individual article on your journal website. The Plum Print is found on the metadata page for each published submission.

The Plum Print is a starburst-like like visualization of metrics about the article. Each of the five arms represent one category of metrics (Captures, Citations, Social Media, Mentions, and Usage). As metrics are captured, they increase the size of a colored dot within one of the arms representing the category the metric applies to resulting in a graphic visualization of the categories of impact for each article. ¹

In the above example, the article has the greatest Usage metrics, resulting in the largest dot on an arm being the green Usage dot. because there are no captures, the capture arm remains plum.

If you want further information, you can click on either the Plum Print or the “see details” link which will take you to the plu.mx page for the article and allow you to explore details about the captured metrics.

Details about using and interpreting the article metrics can be found in the section titled “Plu.mx – Article View.”

¹ Please do keep in mind, that any submissions that do not include any information in the abstract field will not generate the metadata page on which you can view this information. For submissions that do not require an abstract, we strongly encourage entering one of the following in the abstract field: none, not applicable, n/a.
Plu.mx – Journal View
As part of the University of Pittsburgh’s PlumX partnership, each of the ULS-published journals have a Plu.mx landing page.

Getting to the Journal Homepage
To get there go to https://plu.mx/pitt and select the “Journals” link from the Narrow by box.

From there, select the Journal from the list, again located in the Narrow by box. The list is organized alphabetically, to see the full list, select “Show All” at the end of the box to navigate to the complete list of journals.
Show All is located at the bottom of the Narrow by box.

You can also get to the journal page from an individual article page by clicking on the Journal Title under the “GROUPS” list which is located in the Article Summary.

The journal title is located under “GROUPS” in the Article Summary.

The Journal Homepage
The journal homepage provides a summary of information for all articles and published materials being tracked by PlumX.

PlumX is harvesting data from all over the Web, finding links, instances, and iterations. Statistics reported are generated based on digital identifiers and standard numbers, such as EISSN, ISSN, and DOIs.
A view of the journal homepage

Artifact Summary
The Artifact Summary in the blue box lists the total number of “artifacts” that PlumX is tracking for the journal.

Using the dots below the box or the arrows in the box (visible by hovering), you can view a summary of each of the metric categories for the journal with a list of the most used sub-classification types for each one.

Clicking on any category or sub-classification will generate a filter in the article list below.

Narrow by
Once again, there is a “Narrow by” box. This allows you to filter the article list below to a single volume (once in the volume page, you can narrow further to a single issue). Currently, there is a known bug in the sorting of this list whereby it sorts alphabetically rather than numerically. To see all volumes, click the “Show All” list at the bottom of the box.

Impact by Type
The Impact by Type section includes a bar graph for each artifact category. Clicking on any category will filter the article list to only articles that include 1 or more captures of that category of metrics.
When you have clicked on a category, it will alter the Impact by Type to graph the sub-classifications of that particular category. Clicking on a sub-classification will filter the article list to only articles with that sub-classification type.

The Impact by Type graph displaying the graph for Usage sub-classifications.

Article List
The article list defaults to sorted by year of publication from most recent to least recent. Clicking on the Year column will reverse the publication date sort.

The article list is also sortable by each of the category listings on the right hand side. A single click sorts from most to least and two clicks sorts least to most. Clicking on the ± below the category will filter the article list to only results in that category.

Filter
The filter button allows you to sort the article list by select metrics, artifact type, and publication years.

Clicking the Filter button, opens a window titled “Select Metrics.”

It is important to note that any time there is a check mark in the filter button, that indicates a filter has been applied.

To clear filters, select “All” from the “Impact by Type” heading or the “Return to default” from the Filter window (Select Metrics box).
Plu.mx – Article View

The article view at Plu.mx displays the Plum Print and detailed information about the article’s usage and other category data.

Each subcategory under the category title is clickable to provide further information about the source of the statistics.

Usage

The usage category includes full text and abstract views and links. The Full Text Views should translate to the total views from your journal site.
Captures
Captures will include any bookmarking done by researchers to save the article for later use. This may include Mendeley as well as other reader tools.

Social Media
Social Media will include social media sites. The most common two are Facebook and Twitter. If the article has tweets, there will also be a “Tweets” tab next to the article summary at the bottom of the page which will display all tweets related to the article.

Mentions
Mentions includes links to the article from various websites. The most notable of these will be Wikipedia links. If the article has Wikipedia links, there will also be a “Wikipedia” tab next to the article summary at the bottom of the page which will display all the pages citing the article.

Citations
Citations include all citations of the article in cases where the citation includes the DOI or URL.

Plum.mx – Analytics via Login
To login at https://plu.mx you must have an official University of Pittsburgh computer account. If you are an editor who works at the University of Pittsburgh, you already have a personal profile with Plum that is associated with your university ID and password. For non-University of Pittsburgh editors, please ask us to create an account for you.

Once logged in, you will now have access to additional analytics about your journal.

Getting to Analytics Reports
When a journal editor with advisor privileges is logged in, access to journal analytics will become available. Two new buttons appear on the journal homepage. The most noticeable is the green “Analytics” button next to the “Filter” button which will open to the Artifacts by Publication Year analytics reports. Additionally, a graph icon will appear in the “Narrow by” box that links directly to the Subgroups Overview in the analytics reports.
Analytics Reports
There are five different analytics reports available, including Artifacts by Publication Year, Subgroups Overview, Artifacts Overview, Productivity, and Sunburst.

All reports have a “Filter” button in the top left of the report screen allowing statistics generation based on the same selection criteria: metric categories, artifact type, and publication year. Please do keep in mind that selecting a year will give you a report for items published in that year, not items with statistics for that year.

Artifacts by Publication Year Report
This report provides a graphical representation of interactions by publication year for various metrics and second one for usage.

The Analytics button and Graph icon link to the analytics report page.
Hovering over the graph will provide the numerical data about each metric for the year.

The “Metrics by publication year” section of the report compares different categories of metrics over time. In particular, this is useful for showing citations over time and trends of other altmetrics and what that may mean for future citation counts.

The “Show tables” button to the right of the “Filter” button at the top of the report provides a bar graph of each category by year as well as the actual number the bar represents. It also includes the number of artifacts collected for each year to allow for a comparison of articles published each year which is not displayed on the initial graph.

The “Usage by publication year” section shows cumulative usage of articles within a publication year. Again, this is not a report of usage for each year, but rather of usage cumulatively for articles published within a particular publication year.

Again, “Show Tables” will provide the exact numbers for the bar representations as well as the number of articles that were used to create the report.

PlumX provides a few options for downloading this data. The Excel option is not working as expected and is only including the number of artifacts by publication year. Download as images will create a zipped folder with a separate image of each section or the report, including tables. Download as PDF will create a PDF with each section of the report on a separate page, including tables.

**Subgroups Overview Report**

This report displays graphical representations of statistics for each volume or issue (the subgroup) in a Pareto Graph format by metric category. Each metric category (usage, captures, mentions, social media, or citations) are sorted in descending order with the most metrics at the far left of the graph and the fewest at the far right.

A grey bar for the number of articles within the volume is also included for each volume on the graph. The scale for articles is on the right side of the graph (labeled Artifacts).

Hovering over the bar will replace the bar image with a vertical representation of the different sub-classifications for the category.
A look at the different graphs displayed in the Subgroups Overview report.

Using the “Show Tables” button will display additional information about the various sub-classifications within the metric category type that are not displayed on the graph.
The Subgroups Overview report showing tables for the Usage metrics.

The “Download as” again provides the options to download the data as Excel, as Images, or as PDF. The Excel file generates a spreadsheet with all of the table information for each metric category on a separate tab of the document. As Images and as PDF download in the same manner as the Artifacts by Publication Year report did.

Artifacts Overview Report
The Artifacts Overview report provides statistics about each metric category for different artifact types. Because most journals only publish articles, this report will just include all usage for all articles in a single bar graph. Hovering over the bar will replace the bar image with a vertical representation of the different sub-classifications for the category.

You may find the “Show Tables” data useful as it further distinguishes all metric category data into the various sub-classifications for that category. Using the “Download as Excel” option will generate the table information in an excel file.

Productivity Report
This report is geared towards personal profile usage rather than journal usage. It displays information about which subgroups (journal volumes) include the greatest number of artifacts.
The Productivity report.

**Sunburst Report**

This report is geared towards personal profile usage rather than journal usage. The display features a ring that moves from the center journal, to artifact type, to articles with the most usage, to sources of the usage.

The default display is of articles with the most impact. By clicking on type, the sunburst will realign to show all data.

Journal editors may find this report more useful by adding filters to limit by a particular metric or publication year.

The Sunburst report.