



# Project Meerkat: The Publishing Analytics Data Alliance

sarah v. melton  
emory center for digital scholarship  
@svmelton

An

Invitation

# The beginning



[trianglesci.org](http://trianglesci.org)

# Co-Conveners

- Peter Berkery (AAUP)
- Christina Drummond (Educopia Institute)
- Martin Paul Eve (Birkbeck)
- Kevin Hawkins (UNT)
- Lucy Montgomery (Curtin University)
- Cameron Neylon (Curtin University)
- Lisa Schiff (CDL)
- Katherine Skinner (Educopia Institute)





**PROJECT**

**MEERKAT**

**Tools & protocols for the  
collection, aggregation,  
and dissemination of  
usage data about digital  
monograph publications**





# Data

## *About publications:*

- **purchasing data:** customer type, number of copies, how much they paid, when they purchased
- **licensing data:** who licenses, how much they pay
- **online usage data / web analytics:** number of hits or visits, demographics of users, types of use (search vs. browse vs. download, part vs. whole)
- **subject classification** of products

## *From institutions:*

- **Library data:** holdings, circulation, link resolver stats, subject classification
- **Structured productivity data** captured in a current research information system (CRIS) / faculty profile system / research profiling tool / research networking too

## *From third parties:*

- from **bibliometrics services:** journal-level metrics, article-level metrics, author-level metrics (including altmetrics)
- from **social networking sites:** Academia.edu, ResearchGate

**Data associated with scholarly communities is increasingly developed into products and services outside research institutions**

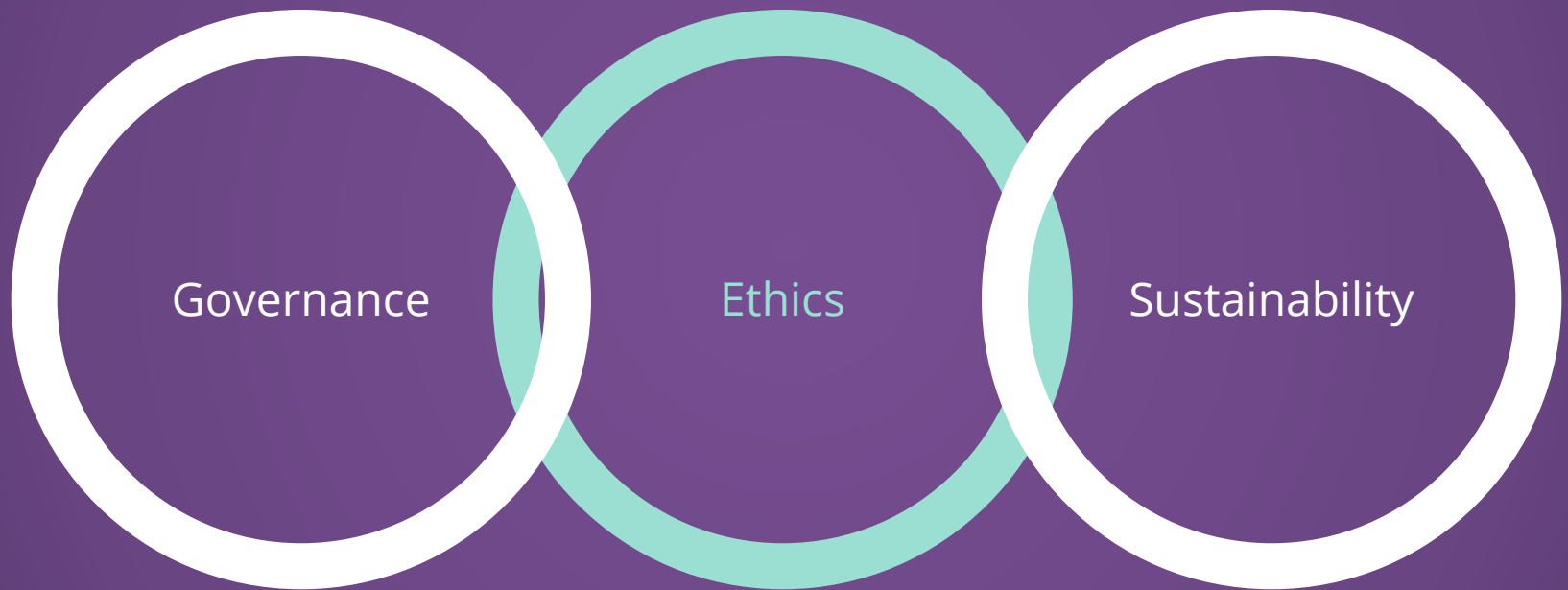






**We believe that the  
scholarly  
communications  
community should  
retain control over  
data and be able to  
influence how it's  
used.**

**Scholarly communications  
communities of practice can  
build structures for:**



# THANKS

<https://educopia.org/research/meerkat>

@svmelton  
smelton@emory.edu

## CREDITS

 Photos used:

- ◇ Bethan, <https://www.flickr.com/photos/beth19/4688258629/> (CC-NC-ND)
- ◇ Eric Fischer, <https://www.flickr.com/photos/walkingsf/4615247225/> (CC-BY)