

Online Resources from Oxford Librarian's Handbook



Your best research starts here.

OXFORD
UNIVERSITY PRESS

Contents

1. Why Oxford?

- Your questions answered 3
- Key features of Oxford resources 3

2. Your subscription

- Accessing your new subscription 4
- Subscriber services 7
- Licence agreements 8

3. Usage statistics

- Types of usage statistics 9
- How to run a report 9

4. Working with you to increase usage

- Training 12
- Promotional materials 13
- Information by email 14
- Linking to your Oxford resources 14
- Interactive website tools 14
- RSS feeds 14
- OpenURL 15
- MARC records 15
- DOIs 16

5. Frequently asked questions 17



Online resources from Oxford

Thank you for choosing an online resource from Oxford University Press. We hope this booklet will give you more information on how to get the most out of your resource and the support that Oxford University Press can provide.

Your questions answered

This handbook provides information on setting up and managing your online subscriptions, downloading usage statistics, and getting the most out of the content in which you have invested. We have included some definitions of key terms related to online resources throughout this handbook as well as answers to frequently asked questions which can be found towards the end.

General information about all of our resources and services can be found at **www.oup.com/online**. Our experienced and friendly Customer Support team will also be pleased to assist you should you experience any problems with online access, or have any other technical queries. They can be contacted on **onlinesubscriptions@oup.com**.

Key features of online resources from Oxford

- Remote access enables use within and beyond your institution
- OpenURL compliance allows users to query their library catalogue with bibliographic information
- Regular updates of both content and functionality keep Oxford resources relevant and reliable
- Technical support by phone or email from our support teams
- Detailed usage statistics allow you to track how often your users are accessing resources
- MARC records are available, where appropriate, to download free of charge to aid cataloguing and discoverability

2. Your subscription



Managing your access

The service we provide is as important to us as the content we publish. The following chapter explains how to set up access for your library users and explains some of the ways in which you can customize the resources to meet your requirements.

Accessing your new subscription

IP authentication

What is IP access?

IP (Internet Protocol) addresses are allocated to every computer that accesses the Internet, or the proxy server that accesses it on behalf of your network.

IP address authentication is the most popular method of access, allowing your users to search Oxford resources without the need to log in to the site first. IP access will allow users to log in whilst on site only. For remote access options, see the other access methods on pages 6–7.



How to find your IP range

IP addresses can be obtained easily from your Computing Officer/IT Department. However, if you require advice or further information, please consult your Customer Support contact or email onlinesubscriptions@oup.com.

The most basic format of an IP address would show 4 blocks of numbers with a minimum of 0.0.0.0 and a maximum of 255.255.255.255.

A typical IP address would look like this:

192.168.201.66

Or the above could appear as part of a range:

192.168.201.66-144

Or a larger range such as:

192.168.201-205.*

In this case a * represents 0-255

How to register your IP range

We can set up IP address access for institutions which have static IP address ranges that are registered specifically for their use. To notify us of your IP address information, or to discuss alternative access methods should you not have a static IP range, please consult your Customer Support contact or email onlinesubscriptions@oup.com.

You can view which IP addresses we have registered for your institution using the Account Update page in Subscriber Services.

Internal IP addresses

Please note that the following IP address ranges are internal IP addresses which we cannot register:

10.0.0.0 –
10.255.255.255

172.16.0.0 –
172.31.255.255

192.168.0.0 –
192.168.255.255



PLEASE NOTE!

We are only able to set up referring URL from 'http' websites, not 'https' websites. Also, the referring URL must be set up in a member protected or password protected area, not on a public site where it could potentially allow access to all Internet users. You will also need to let us know if you change the URL of the pages where your links are placed, so that we can update the information we have on our system.

Referring URL

A referring URL will give users internal or remote access to your Oxford University Press online resource seamlessly. If you have a password protected website, library portal, or an intranet site that can only be accessed by members, we will be happy to set this up for you.

Setting up referring URL access

A referring URL works in a similar way to any normal hyperlink on a webpage. The Customer Support team can provide a special URL for each Oxford University Press online resource you need to link to. You can then set up a hyperlink behind your password protected website or intranet.

You will need to provide us with the URLs of the pages that hold the links to the resources. We will register these URLs in our access system and, as a result, our servers will recognize the location your users are coming from, and will grant access.

Library card

Library members can use their individual library barcode to access Oxford University Press online resources remotely, as well as from within libraries. If you have a library card range that is unique and contains a constant element, we will be able to register it on our systems. If your library card range is not unique or does not contain a constant element, we can prefix it with a word or code that will enable us to register it. Your readers can then log into the resources by entering this prefix followed by their library card number.

How to register your library card ranges

To register a library card range, we will need to know how many digits are in the range and which parts of the range are static. Please consult your Customer Support contact or email onlinesubscriptions@oup.com for assistance.





What can you do in subscriber services?

View your subscription status

As well as viewing the status of your subscriptions, you can also view the contact and access information we hold for your institution. If you ever need to update the information you see here, please use the Contact Us form and we will be happy to update your account.

View and download your usage statistics

Please see the next chapter dedicated to usage statistics for further information.

Update your account preferences

Use the Account Preferences page to view or change some of your account settings. This includes OpenURL options, linking to your institution's catalogue, setting preferences for viewing mathematical equations, and more. By updating these settings, Oxford University Press online resources can be personalized to meet user needs more closely.

Upload your library logo*

If you upload your library logo, this can act as a hyperlink back to your own institutional pages directly from each of your Oxford University Press online resources.

*selected resources only

Access technical support

Subscriber Services FAQs and Help pages will help you find the information you need as quickly and easily as possible. These pages cover all aspects of Subscriber Services, Usage Statistics, Account Update, and much more.

Athens & Shibboleth

Most of our resources offer remote access via alternative means such as Athens and Shibboleth. To set up access via either of these methods, please consult your Customer Support contact or email onlinesubscriptions@oup.com to determine whether it is available for your resources. You will need to provide either your Athens account ID or Shibboleth entity ID in order for us to set up your access.

Please note that Shibboleth access is currently only available for members of the UK Access Management Federation. We hope to support additional federations soon.

Subscriber services

Subscriber Services can be found at <https://subscriber.services.sams.oup.com>

Simply log in using your administrator username and password, which you can find in your subscription activation email. You may wish to record these log in details in the space provided at the back of this handbook.

Licence agreements

When you subscribe to or purchase an Oxford University Press online resource, you will be provided with a licence agreement for that resource. This may be held by your consortium or agent, where relevant.

Please read through the licence agreement and sign two copies of the agreement, returning one to us at:

**Online Product Support
Room E212
Oxford University Press
Great Clarendon Street
Oxford OX2 6DP
United Kingdom**

and retaining the other for your records.

The licence agreement states the details and terms of your access to the online resource, including guidelines on usage. For more information about usage guidelines, please visit the FAQs page of each resource website. Links to these pages can also be found on the FAQs page of Subscriber Services.



Usage statistics

Usage statistics are available to institutional subscribers for all of the Oxford University Press online resources. You can see how well your subscriptions are being used for each resource and also monitor turn away figures — this is useful if you have limited concurrent user access rather than unlimited user access.

The statistics for each resource can be displayed in your browser, downloaded in different formats, or emailed.

Types of usage statistics

ICOLC Reports

These reports show usage statistics for all Oxford University Press online Resources from November 2003 onwards and are presented in accordance with the guidelines of the International Coalition of Library Consortia (ICOLC)

<http://www.library.yale.edu/consortia>.

COUNTER Reports

OUP is gradually introducing COUNTER compliancy to its online resources in response to customer demand, having first been introduced for *Oxford Scholarship Online* statistics in May 2008. The method to obtain COUNTER statistics changed in 2011, and further details of this can be found later in the chapter. COUNTER reports are presented in accordance with the guidelines of the Counting Online Usage of Networked Electronic Resources (COUNTER) Code of Practice for Books and Reference Works

<http://www.projectcounter.org>.

For more information on which resources are COUNTER compliant, or for details of when a resource will be made COUNTER compliant, please contact us at onlinesubscriptions@oup.com.

How to run a report

Go to <https://subscriberservices.sams.oup.com> and enter your administrator username and password to enter the site. Please see the section in Chapter 2 for more information on accessing Subscriber Services. You can also link through to the site through the Customer Service or Subscriber Services section of each individual resource.

Please contact onlinesubscriptions@oup.com if you need a reminder of your password.*

*These login details will be the same for all of your Oxford University Press resources except the *American National Biography*. Subscribers to this title will have been provided with additional login details in their activation email to enable them to access usage statistics specific to this resource. Please contact us on the above email if you are unable to locate these details



For Library consortia

Normally, just the name of your own organization will appear in the drop down list, so you will not need to enter anything here. If you are a library consortium, you have the option to select a member organization. Alternatively, if you want to view statistics for all your member organizations, you should leave the 'member organizations' field blank.

ICOLC reports

You can choose 3 different types of report:

Single Period Breakdown

Allows you to view one set of statistics per resource for a set period of time e.g. June 2009 – May 2010, rather than a monthly breakdown.

Monthly Breakdown

Reports on usage for each resource per month for any chosen period.

Access Types Breakdown

Provides breakdown per resource by access type (e.g. IP Address, Username, Referrer, Library Card, Athens ID) for any chosen single period.

And for each report type you can choose:

1. Current

Gives usage for the most recent 3 months. Allows you to enter a period by date, e.g. 15 March 2011 – 15 April 2011.

OR

2. Archive

Provides full usage history back to November 2003 where applicable, with the option to restrict the period to a date range.

Once you have chosen your report type and range, you can shape your report with further criteria:

Period Commencing

Period Ending

Site name (select one resource or leave blank to retrieve data for all resources).

You can also choose how you would like your results to be displayed:

- HTML, CSV or XLS formats
- Download File, Display on Screen or Email delivery types.

COUNTER reports

We have been introducing COUNTER compliant statistics across all of our resources since 2008. In December 2010 we launched a new reporting tool to access these statistics. To do so, follow the link to 'View COUNTER reports'. This will open a new window from which you can run a number of report options.

You can choose 3 different reports:

1. COUNTER BR2 (Section Requests)

The equivalent of the 'Full Content Units' of the ICOLC reports, this will break down your usage by title for resources, such as *Oxford Scholarship Online*.

2. COUNTER BR4 (Turnaways)

Turnaways in a COUNTER report are only listed when a concurrency limit has been exceeded.

3. COUNTER BR6 (Searches & Sessions)

The number of searches & sessions at site level.

Once you have chosen your report type and range, you can shape your report with further criteria:

- Start Date
- End Date
- Site (BR2 Report only).

Once the report is run on screen you can then choose to export the file into the following formats:

- XLS
- PDF
- RTF
- XML
- CSV.

PLEASE NOTE!

For *Oxford Handbooks Online* or *Oxford Scholarship Online* statistics (before March 2011), the tool found below the 'View COUNTER Reports' button should be used.

Please note that only COUNTER reports R2, R3, R5, and R6 will provide results for *Oxford Handbooks Online* and *Oxford Scholarship Online*.

Further information

For further details on COUNTER usage statistics, please go to 'Help' within the COUNTER Reports window or visit

<http://www.oup.com/uk/academic/online/librarians/usagestats>.

Additional information on ICOLC reports (including a glossary of ICOLC report terminology) can be found on the Subscriber Services FAQ page at:

<https://subscriberservices.sams.oup.com/views/faqs.html>.

You will need to log in with your administrator username and password if you have not done so already.

Please note that statistics for the Oceana suite of products are not currently accessible via our Subscriber Services area. Please contact us for this information.



www.oup.com/online/librarians

Librarian Resource Centre

Our Librarian Resource Centre provides a wealth of material to help you get the most out of your online resources. Further information about everything outlined in this chapter can be found there.

Training

We offer a range of training, from recorded and live product demonstrations, to quizzes and training scripts at our Librarian Resource Centre. Our trainers offer support in several ways depending on the size and location of your institution. These include:

- demonstrating resources to you at a conference
- visiting your institution
- access to tailored PowerPoint guides
- answering your questions by email or telephone
- training you and your colleagues by WebEx™.

What is WebEx?

WebEx™ is a way of web conferencing. This is an easy way for you to talk to a team member while they demonstrate a resource. You can simply watch on your computer, or try for yourself while they guide you. All you need is an Internet browser, and we will do the rest!

Promotional materials

Our marketing department will be able to provide you with a range of promotional materials for your library. We have a variety of materials for each resource, including bookmarks, posters, and pens.

We are happy to post these to you free of charge, subject to availability. For orders or more information, visit the Librarian Resource Centre, contact your OUP Representative or email onlinemarketing@oup.com.

"Art does not reproduce the visible; rather, it makes visible"
Pablo Picasso

Getve Art Online

postcard, n.
A card designed to be carried by post without an envelope...

1869 Stamp-collector's Mag. 1 Sept. 1402 "The New Free Press of Victoria," says our contemporary LA Times/paper, signifies a partial immersion in the creation of post-cards, destined in some way for travel by correspondence the advantage which already exists in respect of postage more modest terms.

1910 E. M. Forster *Howards End* 238. 256 Helen, seizes an extraordinary postcard from the shores of the Lake of Garda, saying that her plans were uncertain and had better be ignored.

1928 *Ames Home* Jan. 643 (adv.). It's the most interesting driver taking ever since? Send at once one coupon below, or postcard if worse.

1983 1983 *Richard Long* 1967-79 (adv.). Three lines on a postcard from him said more than thirty a week could see his a long time.

OED | Oxford English Dictionary
The authoritative record of the English language

www.ukwhoswho.com

WHO'S WHO

Anyone who is, or was, anyone... in their own words

Who's Who and Who Was Who

Unrivalled online access to over 120,000 people who have made their mark on British public life...

WHO'S WHO

www.ukwhoswho.com

Oxford Dictionary of National Biography

Who would you like to meet today?

More than 58,000 biographies

Online and in 61 volumes

120,000 entries

2,500 years of British history

www.oxforddnb.com

OXFORD
UNIVERSITY PRESS

Information by email

You can receive a variety of information about your subscriptions by email.

Look out for our monthly newsletters which give key information about product updates, new marketing material, and technical issues. We send these as a matter of course to the key administrative contact at subscribing institutions.

Occasionally we will also send vital customer service information by email about performance issues or site changes.

In addition you can sign up to individual product newsletters, which are sent to you after every product update, and are open to all users of the site:

www.oup.com/online/emailnews

These will give fuller information about the product update. You can unsubscribe at any time if you no longer wish to hear from us.

A variety of our sites also offer 'of the day' emails, which deliver a daily entry straight to your inbox.

Linking to your Oxford online resources

For short descriptions of each of our resources, which you may like to use on your own webpages, visit our online catalogue at **www.oup.com/online**. Clickable icons are available to download from our Librarian Resource Centre for use on your institution's website. Some of the banners available include animated picture strips or static logos.

Interactive website tools

An alternative way to advertise the online resources is to add an interactive feature, which will also link to the online resource and capture the interest of your users. For example:



a search box for the *Oxford Dictionary of National Biography* to place on your website



or a search button for your browser toolbar that allows quick linking no matter where you are on the Internet.

RSS feeds



What is an RSS feed?

RSS stands for 'really simple syndication' and is a type of web feed. A web feed is a way for a web site to send you fresh content: the headlines from the site, delivered straight to you. If the headline looks interesting, click on it to read the whole article. For example, an RSS feed is available for the *Oxford English Dictionary*, providing 'word of the day' updates. (See **www.oed.com**.)

Set up your own RSS feeds

Check the resource sites to see which of them have RSS feeds, and how to subscribe.



Twitter



A growing number of our sites also have Twitter accounts, another way of offering timely short information updates directly to you. Why not retweet them to your users? Check the product sites for availability.

OpenURL

What is OpenURL?

OpenURL is a means of including metadata in a standard URL (web link). For Oxford University Press online resources, this metadata is bibliographic information.

If your library is operating an OpenURL resolver, then titles cited in the bibliography of an Oxford resource will contain an OpenURL link. When clicked, this OpenURL link will display availability of that title through your institution's library catalogue.

Activate OpenURL for your online resources

To activate the OpenURL function you will need to register your resolver details in the Subscriber Services area at <https://subscriberservices.sams.oup.com>.

MARC records

What is a MARC record?

MARc-Readable Cataloguing records (MARC) are available for library professionals to download for selected Oxford resources and contain bibliographic information to aid cataloguing. By downloading the MARC records, libraries can ensure that every title is visible to users through their electronic catalogue. This drives usage from the library catalogue directly to the relevant resource.

Download MARC records

You will require MARC record reader/loader software to add these '.mrc' files to your library system. If you have this, visit the relevant Oxford resource and select which files you would like to download. For example, with *Oxford Scholarship Online* you can download records for the complete collection or by subject module and recently added titles.

PLEASE NOTE!

The features and functionality listed in this chapter are available for selected resources only. Please refer to each individual resource for details.

DOIs

What is a DOI?

The Digital Object Identifier (DOI) scheme is a system for identifying content objects in the digital environment. The DOIs are a reliable and useful way of citing and linking to electronic documents.

Information about a digital object may change over time, including where to find it, but its DOI name will not change, making this feature a useful tool for long term referencing. The International DOI Foundation (IDF), which developed this technology, provides further information at **www.doi.org**.

How to use DOIs with Oxford resources

Selected Oxford resources will have a DOI at the bottom of each article or on a title homepage, depending on the level of linking available.

A DOI may look something like this:

10.1093/acprof:oso/9780199208784.003.0001

Once you have found a title or article that you would like to revisit, make a note of the DOI. Next time you would like to revisit the title or article webpage, enter the following prefix into the address bar of your Internet browser:

<http://dx.doi.org/>

This should be immediately followed by the DOI reference for the article. So for this example the full address would be:

<http://dx.doi.org/10.1093/acprof:oso/9780199208784.003.0001>

Once you have entered the full DOI address as above and hit enter, you will be taken straight to the title or article page without having to navigate through the resource first.

DOIs in practice

Try using DOIs in online course packs and reading lists for reliable direct linking to online material.



1. I am having trouble accessing my Oxford resources, what should I do?

For any access issues you should contact **onlinesubscriptions@oup.com**, providing as much detail of browsers, operating systems, and access methods as possible. If your subscriptions are set up via IP authentication, you should first contact your IT department for an updated list of your current external IP addresses in case they have changed. Please then contact **onlinesubscriptions@oup.com**, informing us of your access problems, and give your current IP range.

2. How do I activate OpenURL?

For OpenURL you will need to register your resolver details at our Subscriber Services site. For more information please visit the FAQ section of the Subscriber Services site.

3. How do I check the concurrent user limit of an Oxford resource I subscribe to?

If your subscription is limited to a set number of simultaneous users, you can view this concurrency limit in Subscriber Services in the Account Update section. If your subscription includes a concurrent user limit and users are sometimes turned away, you may wish to consider increasing the concurrent user limit of your subscription. To discuss this further please contact **onlineproducts@oup.com**.

4. I can't see usage statistics for my *American National Biography* subscription?

Access to the *American National Biography* is controlled separately to other Oxford Online resources so you will have been provided with a separate administrator username and password to access Subscriber Services for the *American National Biography*. Please contact **onlinesubscriptions@oup.com** if you need a reminder of your login details.

5. Am I allowed to print or save documents from my Oxford resources?

Our standard Licence Agreement states that:

- Users may electronically save portions of the Licensed works and print out single copies of portions of the Licensed works.
- Users may not systematically make printed or electronic copies of multiple extracts of the Licensed works for any purpose or display or distribute any part of the Licensed works on any electronic network, including without limitation the Internet and World Wide Web, other than a secure network.

More specific guidelines for individual resources can be found on the FAQ pages of each resource. If in doubt, please contact onlinesubscriptions@oup.com.

6. Can we purchase permanent access to our subscribed content?

Yes. Perpetual access purchase options are available for selected resources. For more information, please contact your OUP Representative.

7. How will I be informed of changes to my Oxford resources?

We will email our primary contact person at your institution with important information regarding your Oxford resources. Please inform us if these messages are not being received.

8. How can I keep up to date with new developments to Oxford resources?

If you are interested in receiving further information, please sign-up to our e-mailing lists at www.oup.com/online/emailnews.

9. Where can I find pricing information?

For information on pricing options, please contact your Sales Representative or email onlineproducts@oup.com.

10. What happens at the end of my subscription period?

You will be contacted before your subscription expires about renewing for another period. You may be contacted by your consortium or subscription agent if you do not subscribe directly with Oxford University Press.

11. If I have comments about an Oxford University Press online resource, who should I contact?

We always want to hear what our users think about the resources, whether it is content, design or anything else! You can either use the feedback forms on each resource website or send your comments to onlineproducts@oup.com.

Your details

Why not keep a note of your customer number and login details for easy access to Subscriber Services?

Customer number:

Subscriber Services login details

Username:.....

Password:.....

Subscriber Services login details for *American National Biography* only

Username:.....

Password:.....



LIBRARIAN RESOURCE CENTRE

www.oup.com/online/librarians



Working with
you to increase
usage ...

Our Librarian Resource Centre provides a wealth of information to help you get the most out of your online products.

- Email alerts
- Logos and clickable banners
- MARC records
- Promotional material
- Training resources
- Usage stats

Contact details

Customer support and
technical assistance

Email: onlinesubscriptions@oup.com
Telephone: +44 (0)1865 353705

OXFORD
UNIVERSITY PRESS

Sales and free trials enquiries

If you are interested in options for upgrading your subscription, or adding other resources to your online collection, please contact your OUP Representative or email onlineproducts@oup.com.

You can also sign up for free trials on our website <http://www.oup.com/online/freetrials/restofworld>.