Online Resources from Oxford
Librarian Handbook

Contents

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.
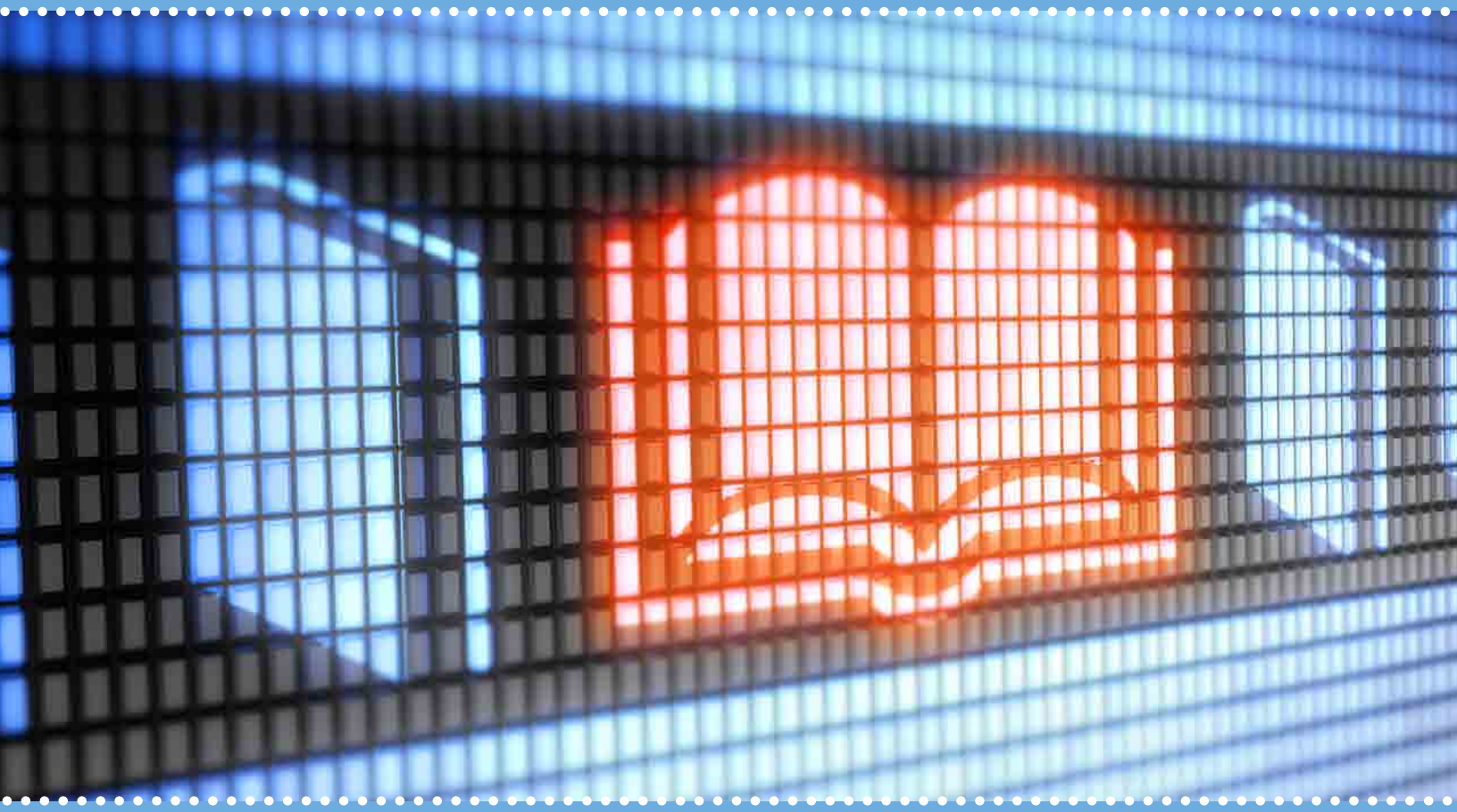
Your questions answered

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 at **oxfordonline@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.

Find out more at the Librarian Resource Center **www.oup.com/online/librarians**

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 **oxfordonline@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 **oxfordonline@oup.com**.

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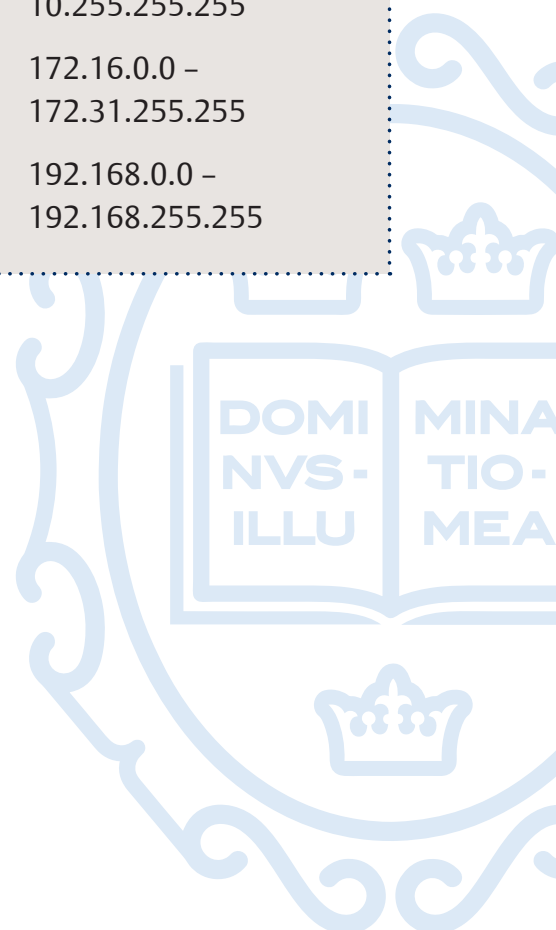
Internal IP addresses

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

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 URL for any of your Oxford University Press online resources. 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 login to 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 **oxfordonline@oup.com** for assistance.

Subscriber services

Subscriber Services can be found at
https://subscriberservices.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.

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.

License Agreements

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

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

Online Sales Department
Oxford University Press
2001 Evans Road
Cary, NC 27513
USA

and retaining the other for your records.

The license 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

As usage of our digital products increase, so to do the demands we have for a deep understanding of how they are being used. To meet these demands we are pleased to offer usage reporting 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 and will also show you content that your users are interested in but don't have access to.

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 the following Oxford University Press online resources:
- American National Biography
- Social Explorer

They are presented in accordance with the guidelines of the International Coalition of Library Consortia (ICOLC) http://www.library.yale.edu/consortia

COUNTER Reports

The majority of Oxford University Press online resources are now COUNTER compliant. These 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.

Recognized as the industry standard, COUNTER reports allow the usage of online information products and services to be measured in a credible, consistent and compatible way. http://www.projectcounter.org

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 or via the Librarian Resource Center.

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

COUNTER reports

COUNTER reports are available through the Subscriber Services site. **You can choose 3 different reports:**

1. COUNTER BR2 (Section Requests)
The equivalent of the 'Full Content Units' of the ICOLC reports, this option will show you every piece of full text content (e.g. chapter, article, book) accessed within the timescale given – this will be broken down by month.

2. COUNTER BR4 (Turnaways)
The turnaway report lists content that users have encountered where they either exceeded a concurrency limit or have tried to access content outside of your purchased collection – this can help you to make informed purchasing decisions based on popular demand.

3. COUNTER PR1 (Searches)
Lists your institution's collective search information, including the number of searches performed, browse data, and content selected from search results pages.

SUSHI

We are pleased to continue supporting Standardized Usage Statistics Harvesting Initiative (SUSHI) as a method of automatically retrieving usage statistics.

Further information

For further details on COUNTER usage statistics, please go to 'Help' within the COUNTER Reports window or read our FAQs at **http://www.oup.com/uk/academic/online/librarians/ usagestats**.

PLEASE NOTE!

The Sessions metric (which was previously counted for every unique visit that included either a search or a section request) has been removed under the new COUNTER 4 standard. OUP will soon be providing a customized 'Page Visits' report as a means by which to continue reporting on the number of unique visitors to the site

A new COUNTER BR3 report is coming soon for use by Title by Title purchasers of *Oxford Scholarship Online*.

In order to use SUSHI harvesting to retrieve OUP usage statistics, you may be required to update your settings, you can find out more information through our FAQs below.

Social Explorer: The Premier Demographic Online Research Tool

www.oup.com/**online**/**librarians**

Librarian Resource Center

Our Librarian Resource Center 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 Center. Our product specialists 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

To help you promote and encourage usage of your Oxford online resources in your library, we provide a range of printed promotional materials including flyers, bookmarks, and posters, and shelf tags for products with a print equivalent.

Visit the Librarian Resource Center to download relevant print materials for use in your library.

For more information, contact your OUP representative or email **library.marketing@oup.com**.

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: **http://global.oup.com/academic/subscribe/**

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 Center for use on your institution's website.

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?

MAchine-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' fi les 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 *University Press Scholarship Online* you can download records for the complete collection or by subject module and recently added titles.

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:o so/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 oxfordonline@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 oxfordonline@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 **library.sales@oup.com.**

5. Frequently Asked Questions

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

Our standard License 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 **oxfordonline@oup.com.**

5. 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.

6. 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.

7. 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 **http://global.oup.com/academic/subscribe/**.

8. Where can I find pricing information?

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

9. 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.

10. 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 **library.sales@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:…………………………………………………………

LIBRARIAN RESOURCE CENTER
www.oup.com/online/librarians

Resources for Librarians ...

We provide a number of tools and resources to help encourage discoverability and usage of our online products at your institution.

- Print materials
- HTML email templates
- Logos and artwork
- Branding toolkits
- Search boxes and widgets

- Digital monitor tools
- Press release templates
- MARC records
- Training resources

Contact details

Customer support and technical assistance

Email: oxfordonline@oup.com
Library Sales Phone: 1.800.624.0153
For technical assistance, please call
1-800-334-4249 ext. 6484

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 **library.sales@oup.com**.

You can also sign up for free trials on our website **library.sales@oup.com**.

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