



How Readers Discover Content in Scholarly Journals

The results from a large scale reader
survey (and a few other observations)

Simon Inger, May 2013

Survey on Reader Navigation

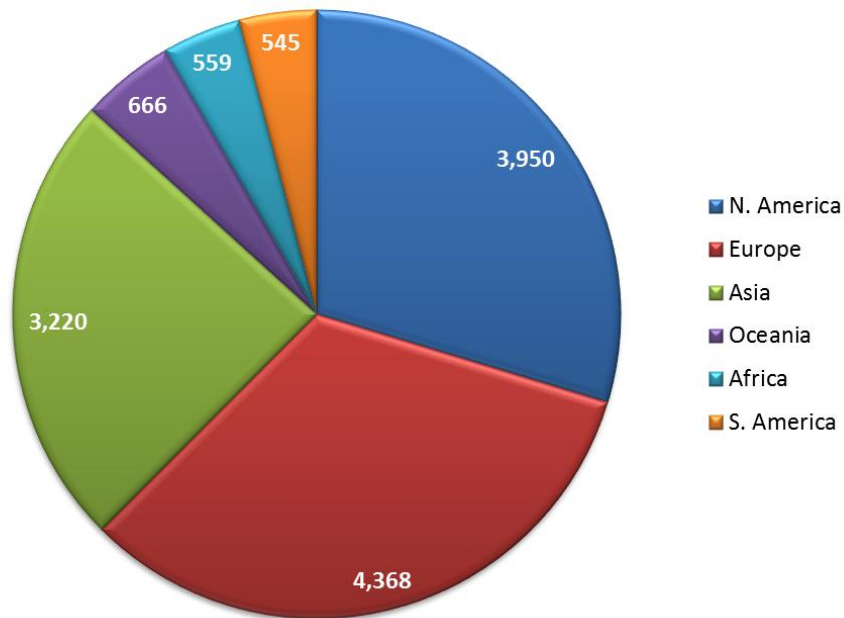
- Mission: Gain a measure of the relative importance of all of these channels to inform publishers and information buyers
- Survey of Readers following on from 2005 and 2008 studies
- Much larger, with over 19,000 respondents globally
- Over a year in planning, execution and analysis
- Thanks to all our supporters, studied multiple subject areas

Supporters

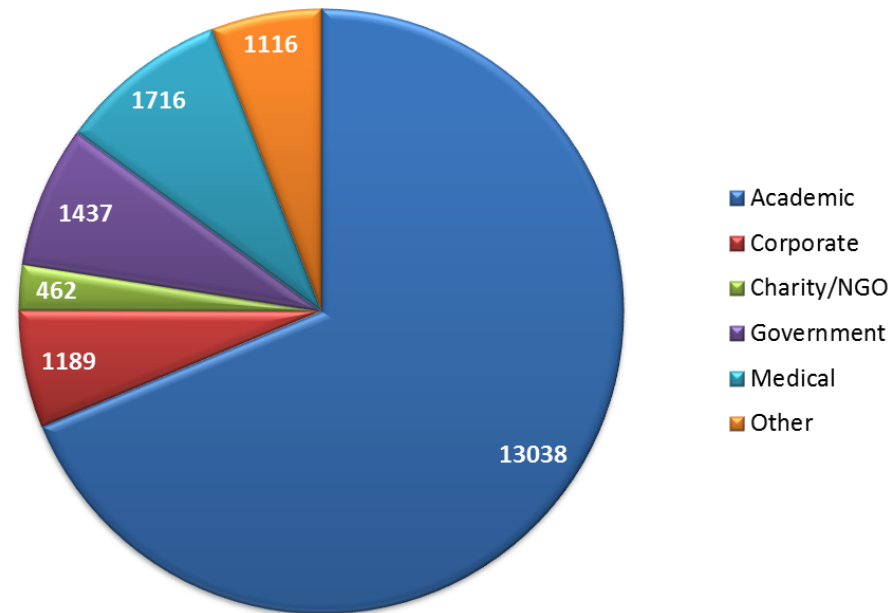
- BMJ Group
- CABI
- Cambridge University Press
- IOP Publishing
- Nature Publishing Group
- Palgrave Macmillan
- Publishing Technology
- RSC Publishing
- SAGE

(response rates between 1.7% and 6.4%)

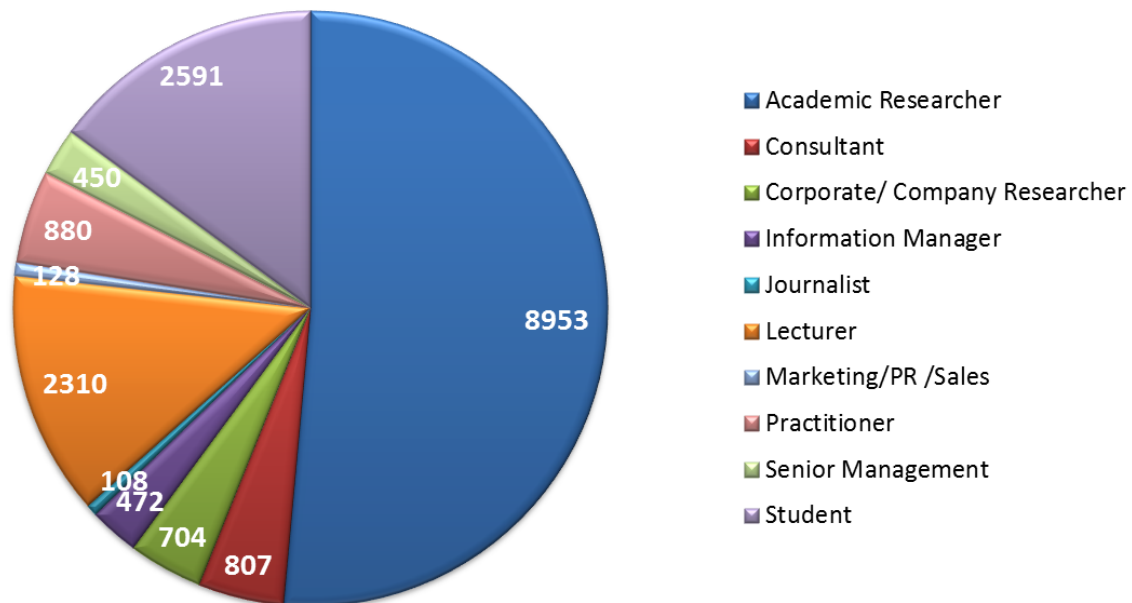
Response by Region



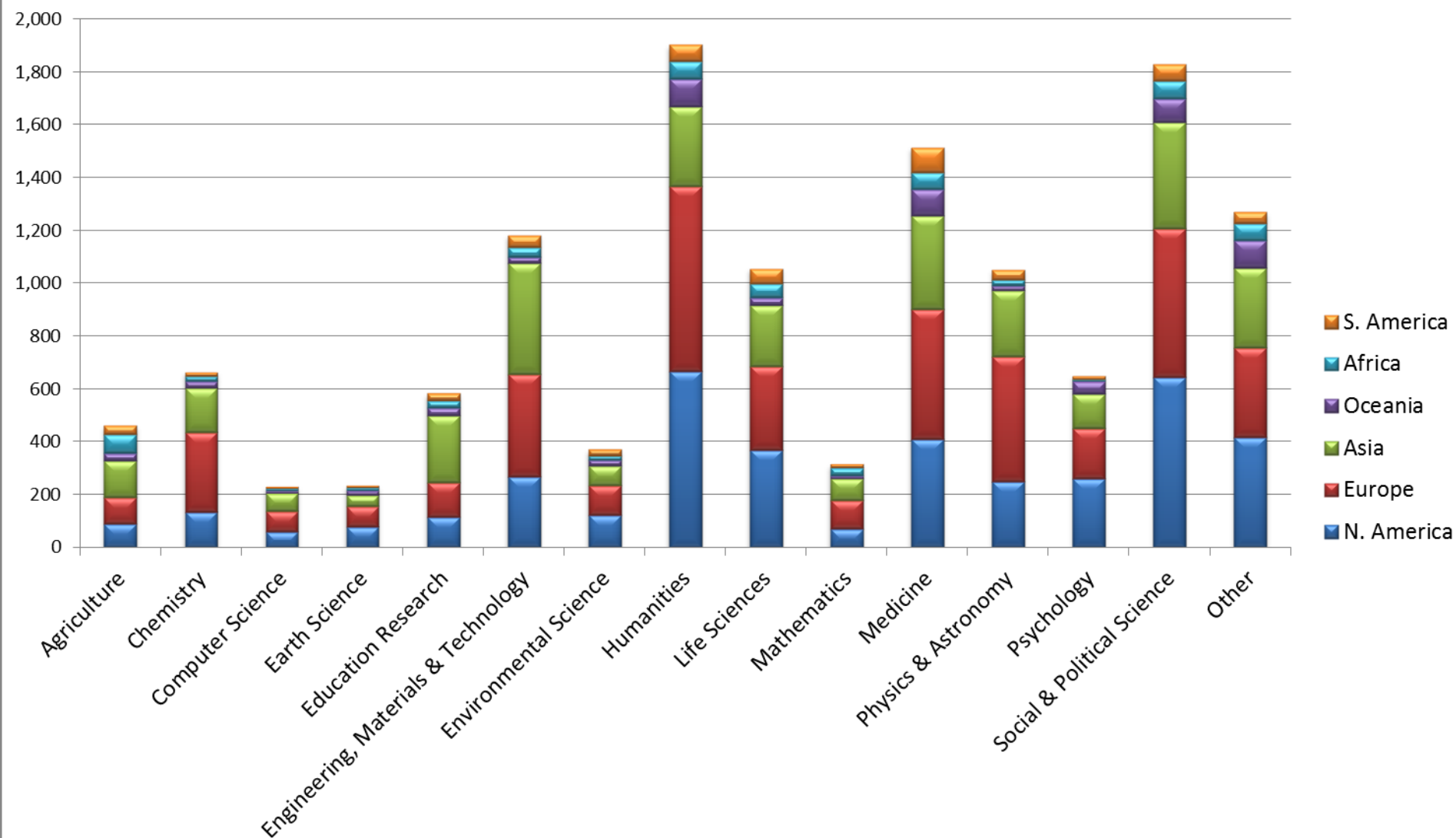
Response by Sector



Response by Job Role



Response by Region and Subject Area



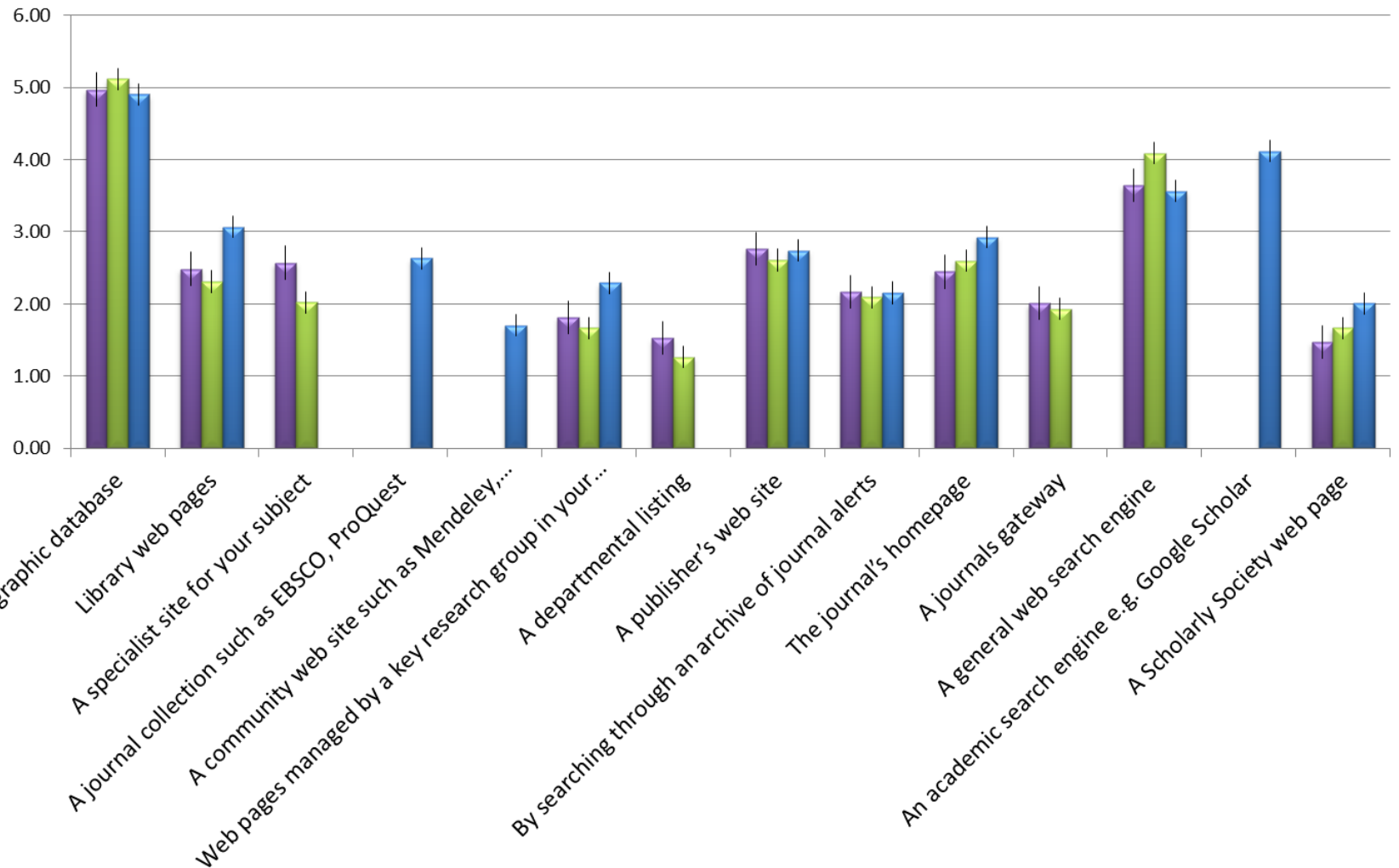
Limitations

- It's a survey
- Survey was only in English
- Survey used invitations from our supporters – not necessarily completely representative sample
- Due to data privacy/data protection rules, all those invited to the survey via email will be quite highly engaged with the publisher (“opted in”)

What was studied?

- Preference of discovery resources
 - Search engine preference
 - Device preference
 - App use
 - Publisher web site features
-
- all broken down by region, income, job role, subject area, sector

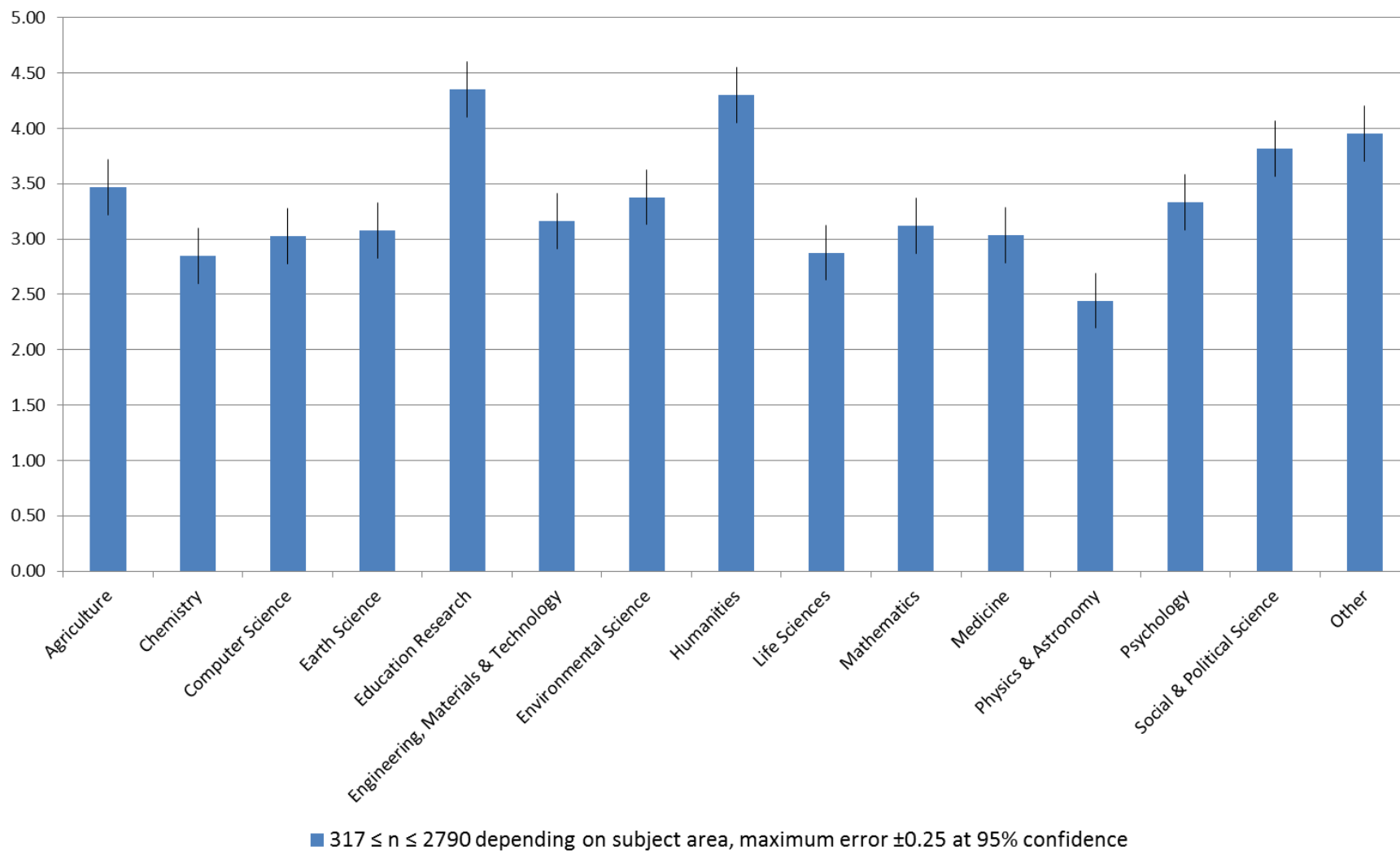
Starting Points for Searching for Articles - trend from 2005 to 2012



■ 2005, n=413, ± 0.20 at 95% confidence
 ■ 2008, n=762, ± 0.15 at 95% confidence
 ■ 2012, n=788, ± 0.15 at 95% confidence

To what extent do you want to support or even nurture some of these alternative discovery channels?

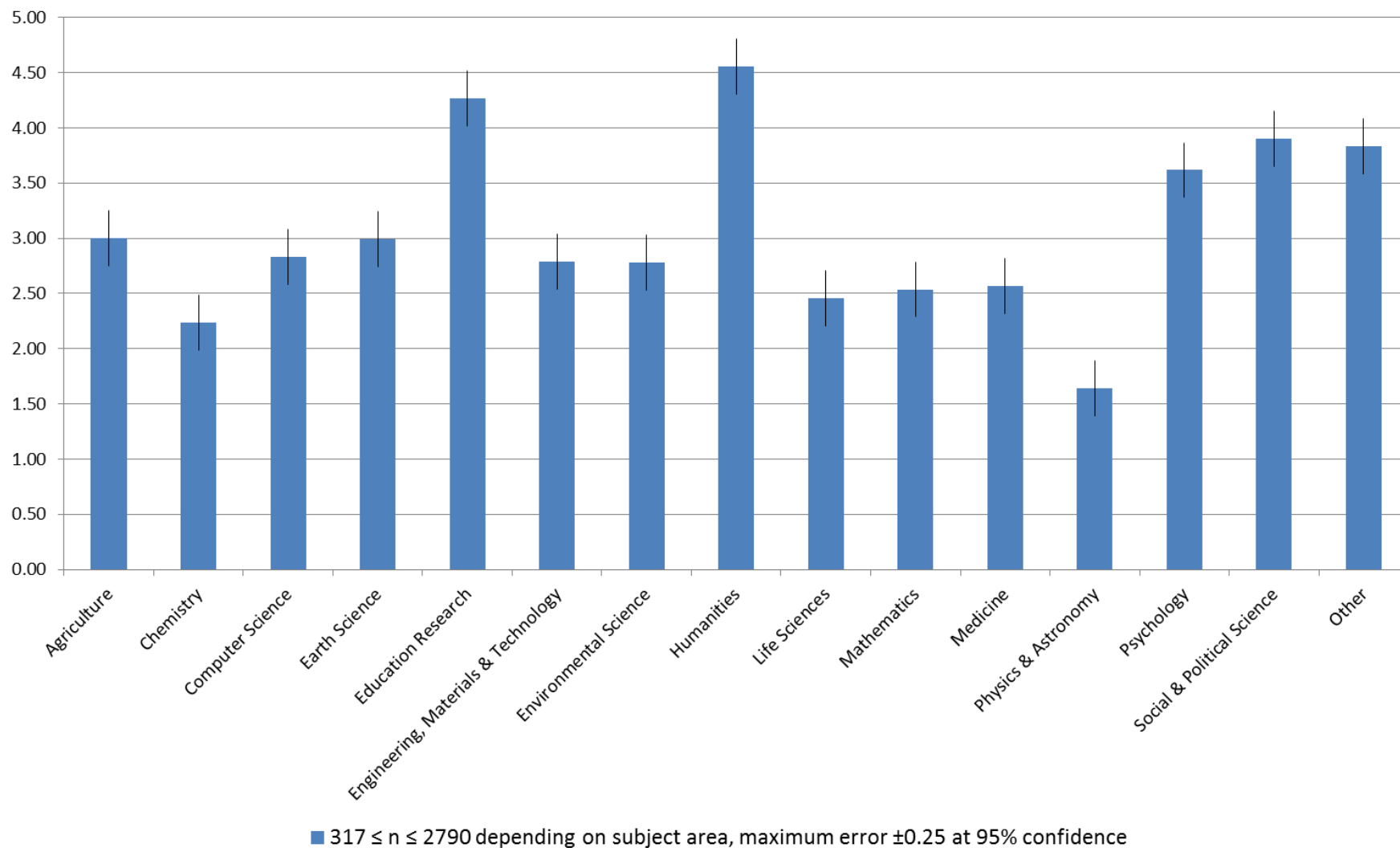
Relative Importance of Library Web Pages in Search by Subject Area



Is the increased reliance on library web pages for search in Humanities, Education Research and Social Sciences because these areas are less well funded and so cannot support A&Is?

What can publishers in these areas do to support and enhance content discovery?

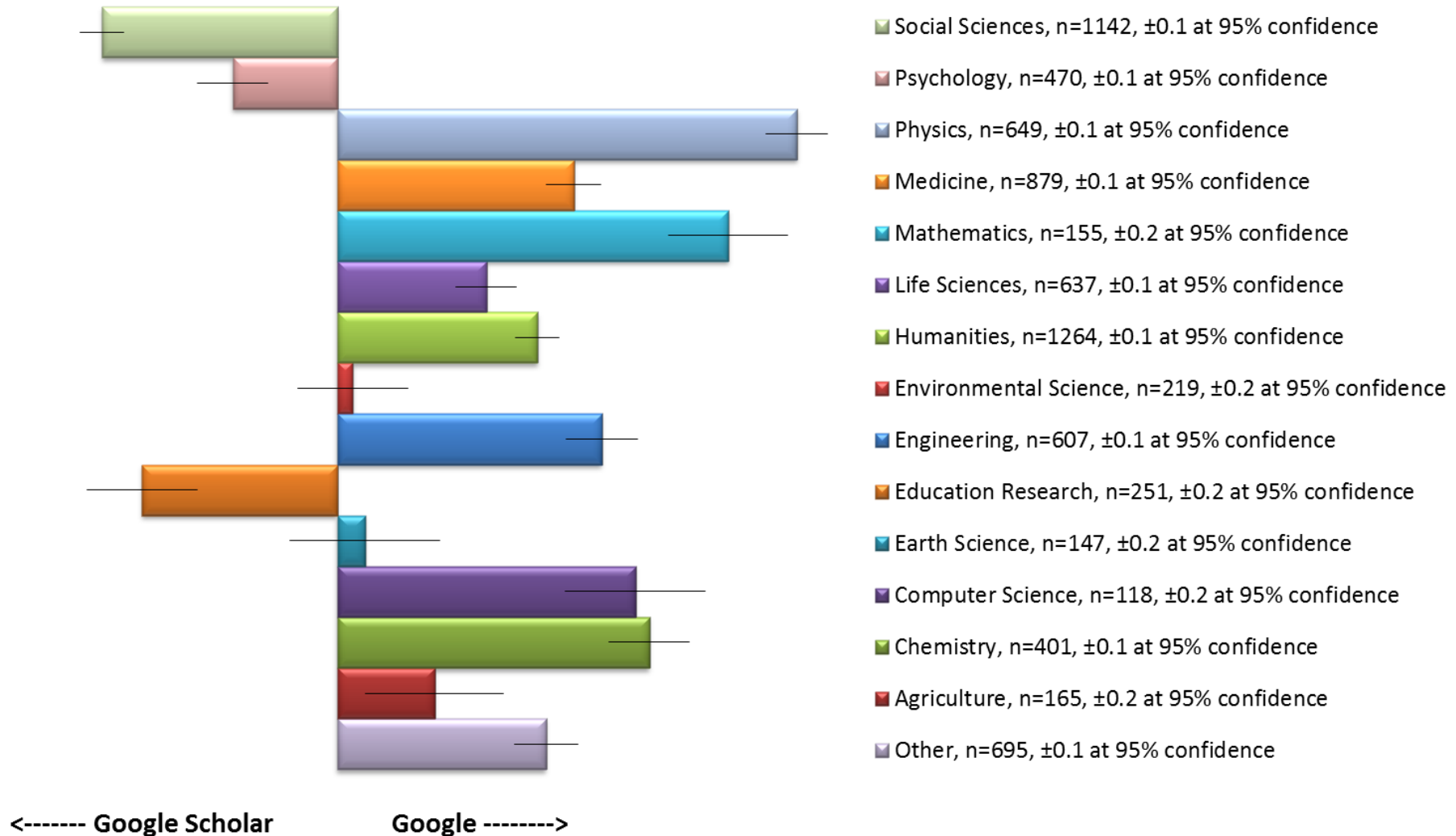
Relative Importance of Full-Text Aggregators in Search by Subject Area



Does this mean that physicists don't make as much use of aggregations as those in other subject areas because:

- a) ArXiv is a viable alternative?
- b) There isn't a critical mass of physics content in aggregations?
- c) Physicists want to search other content types at the same time?

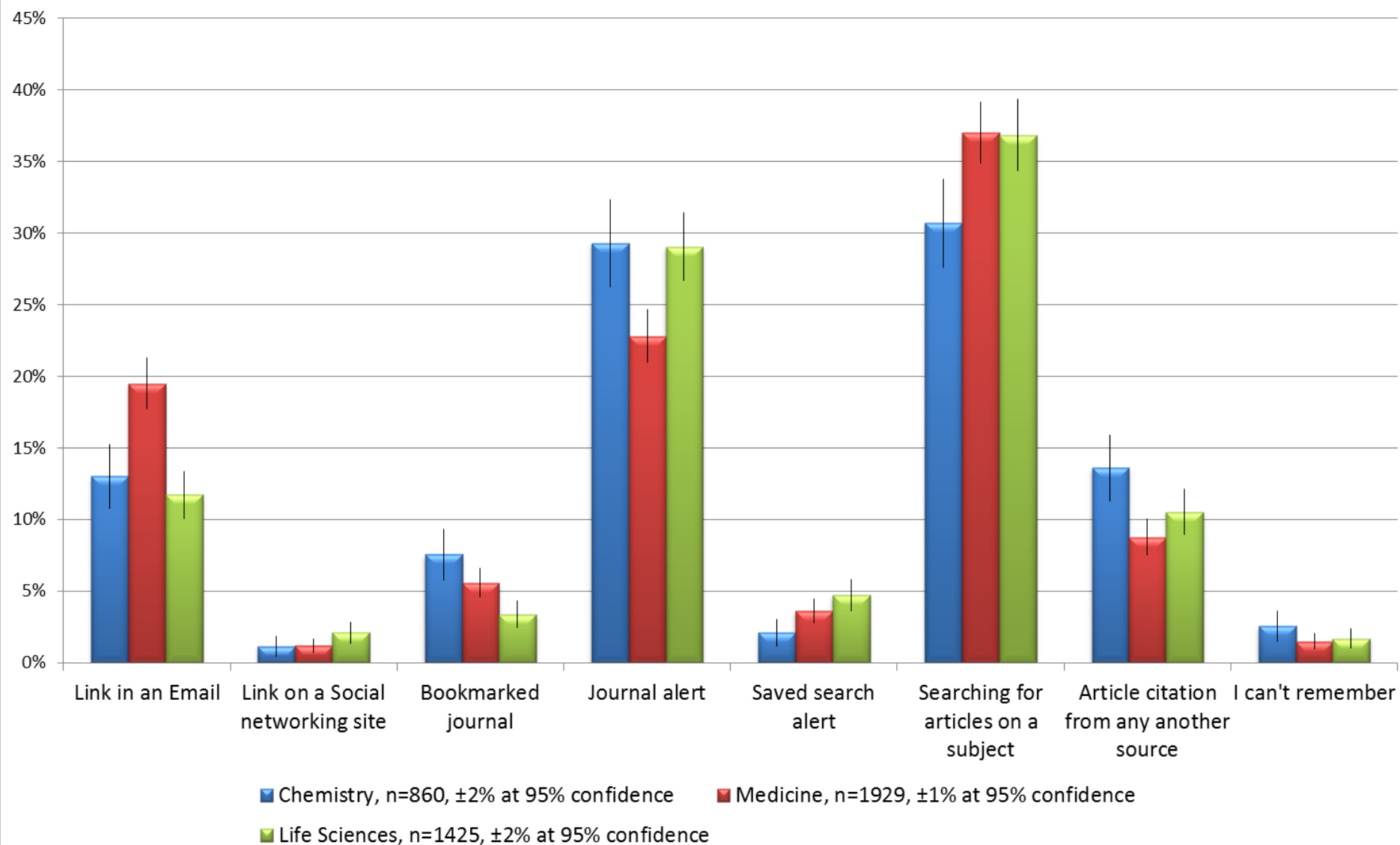
Relative Use of Google over Google Scholar by subject in higher income areas



Is this further evidence that physicists want to search other content types at the same time?

Is that also a valid reason for the difference in behaviour between social science and humanities?

Most recent article accessed. Comparing use by subject.



O2-UK

16:05
95%

ACS ASAPs

Filter

6 March 21, 2013

ACS Chem. Neurosci.

A Calcium-Relay Mechanism in Vertebrate Phototransduction

Karl-Wilhelm Koch and Daniele Dell'Orco

Decrease of $[Ca^{2+}]_i$

Diagram illustrating the calcium-relay mechanism in vertebrate phototransduction. The diagram shows three states of a G-protein coupled receptor (GPCR) and its associated G-protein. In the first state, the GPCR is bound to GTP and cGMP. A red arrow indicates a decrease in intracellular calcium concentration. In the second state, the GPCR is bound to GTP and cGMP, and the G-protein is bound to cGMP. In the third state, the GPCR is bound to GTP and cGMP, and the G-protein is bound to cGMP. The diagram shows the transition from the first state to the second state, and then to the third state.

6 days ago

ACS Chem. Neurosci.

The Molecular Basis of Memory. Part 2: Chemistry of the Tripartite Mechanism

Gerard Marx and Chaim Gilon

$$\begin{aligned}
 nECM + M^{+1} &\rightleftharpoons [nECM: M^{+1}] \xrightleftharpoons{M^{+2}} [nECM: M^{+2}] \\
 &\quad \text{unstable} \quad \quad \quad \text{more stable} \\
 &\quad \text{short term memory?} \quad \quad \quad \text{long term memory?}
 \end{aligned}$$

$cuinfo^w$ tagged
 $cuinfo^*$
 $cuinfo^{w*}$ x-link

ACS ASAPs

My ASAPs

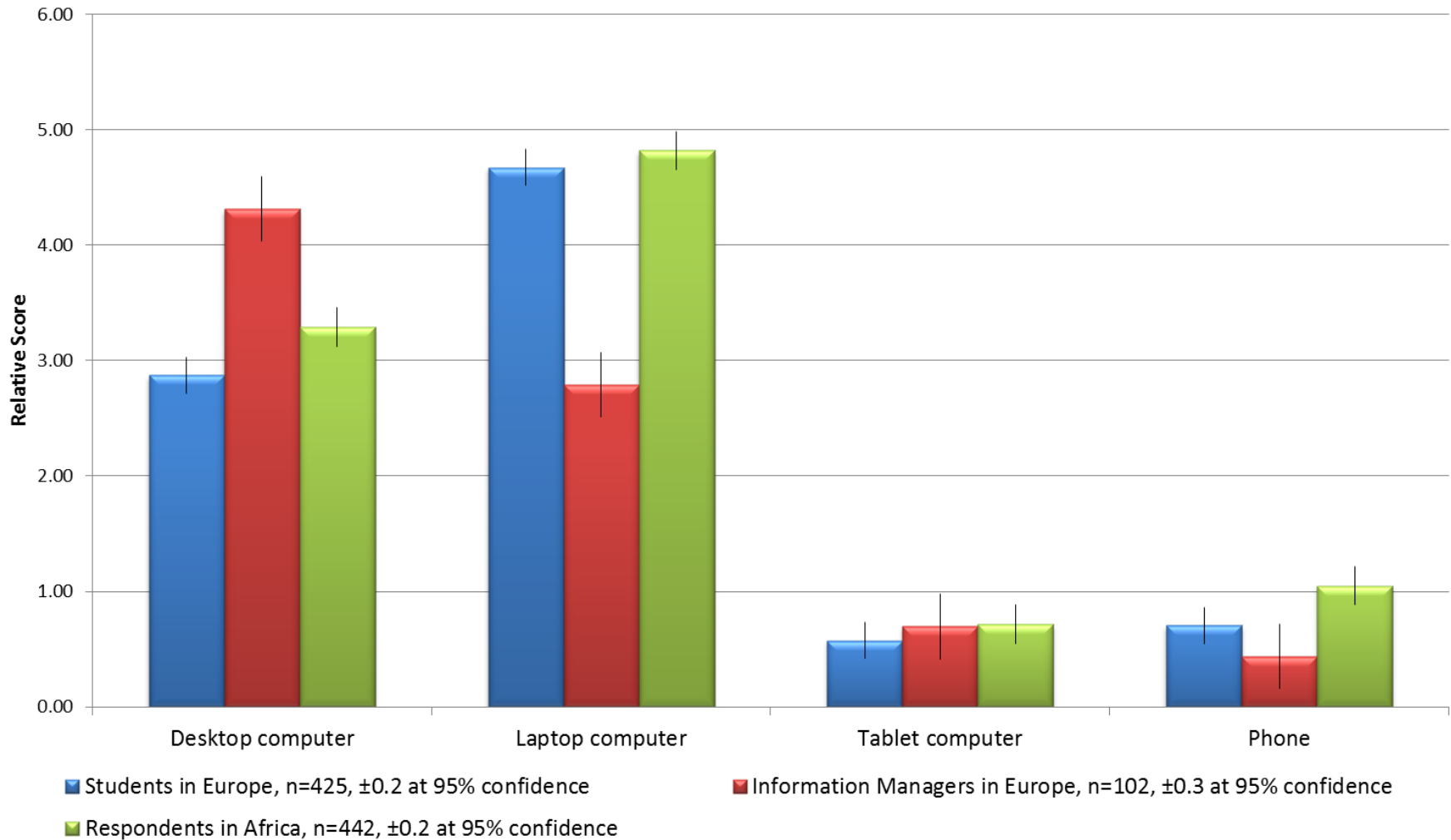
C&EN

Latest News

Search

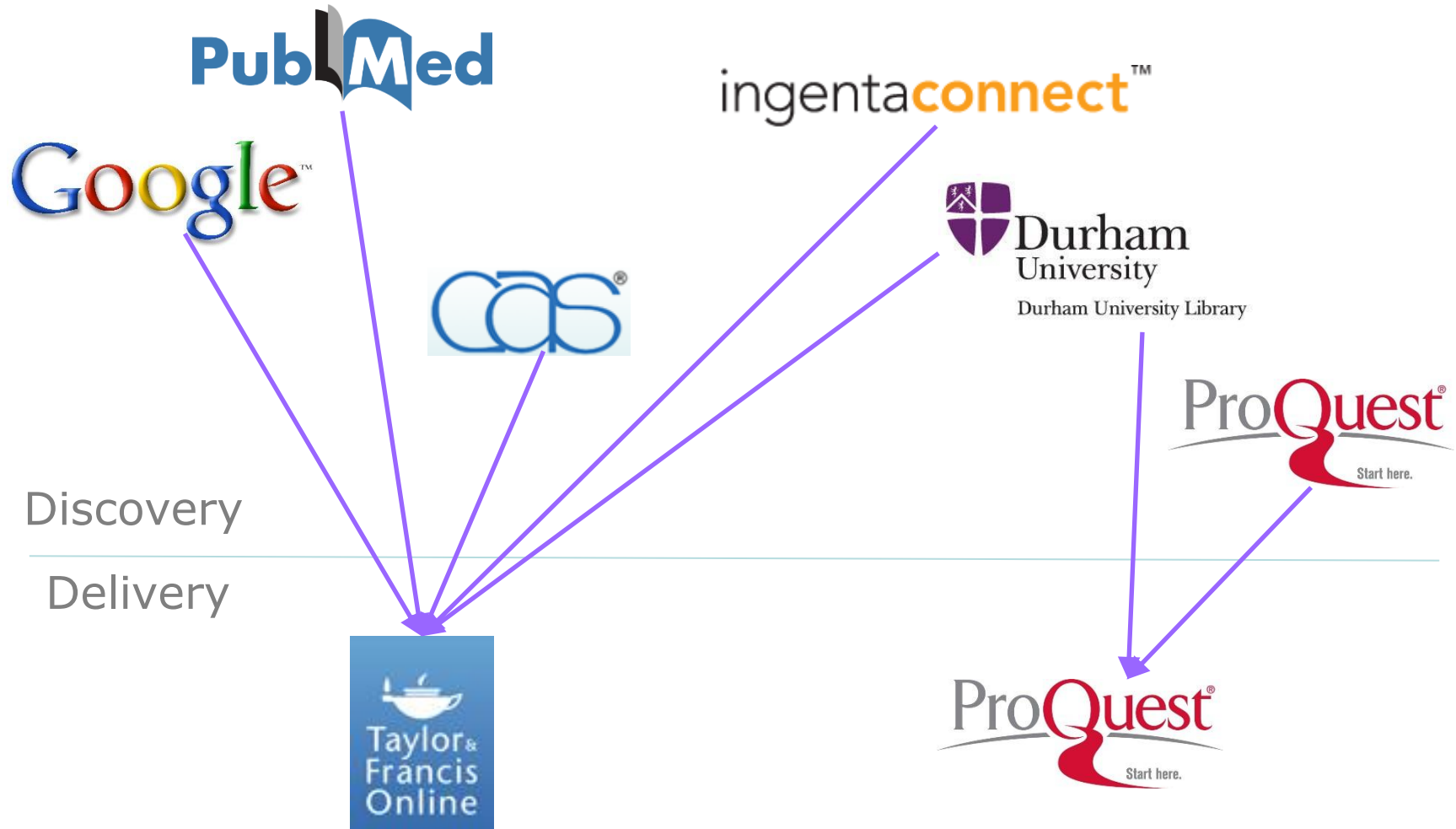
More

How often do you use each of the following device types to access online articles? Comparing preference for Europe vs Africa

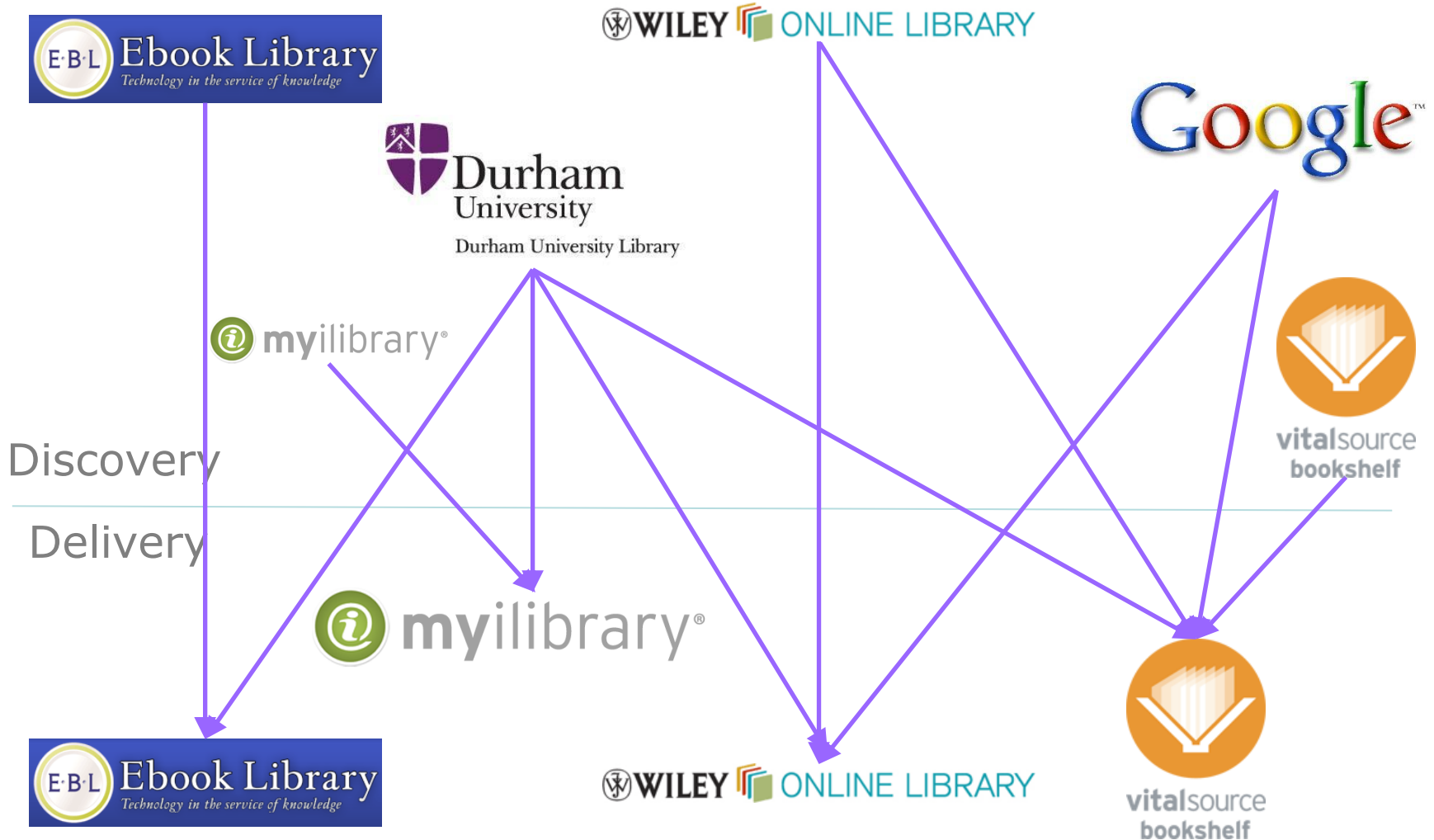


Other studies have also shown a preference for use of the mobile version of web sites over the full site for regions with lower quality internet connections. Should publishers de-clutter their web sites so readers can more quickly get to the thing they really want?

Discovery - journals

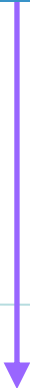


Discovery - books



Discovery - reference

Discovery
Delivery



How can the business models and delivery technology of eBooks change so that eBook discovery can be broadened and better integrated with the discovery of other content types?



See the full study at
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