How students engage with content?

- University library
  - Library portal
  - LMS

- Google
  - Search
  - Google Scholar

- Publisher’s website
  - In site search

- Video
- Images/Infographic
- Podcasts
The user journey – university campus

Search → Engage with the content → Write an academic paper
The user journey – off site from library portal

- **Login**
- **Search**
- **Engage with the content**
- **Write an academic paper**
The user journey – Google search

1. Search
2. Login
3. SAML
4. Proxy resource
5. Engage with the content
6. Write an academic paper
Niclas Sandin, CEO BookBeat
The Markets 2018 at the **Frankfurt Book Fair**
Meaningful experiences in PE for all students: an activist research approach

Background and purpose: The research literature in physical education (PE) is placing a growing focus on the need for research that can illuminate not only the challenges PE faces but also how we can develop PE to meet the needs of all students. The activist approach aims to study future possibilities in PE, and the goal is for all young people to learn to value a physically active life. The purpose of this article is to study how the activist research approach to PE can influence students’ meaningful PE experiences.

The study: The project was conducted in one PE among 15-year-old students (10th graders) in Norway in collaboration with teachers and students at that high school. The research group
“If I’m asked to log in, I don’t read the article.”
The user journey - students

Google search

Search → Login → Open Access → Write an academic paper
What prevents students from engaging with your online content?

1. Discoverability
2. Usability
3. Access
Discoverability
User trends

Open Access

Multiple devices

Rich content

Voice search

www.openathens.org
Usability
User research

FREE DRINK

UX

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FOR 15 min of your time
Access
RA21: Resource Access for the 21st Century

Thursday the 6th of December at 9:30am

www.ra21.org
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Ajay Bhalla, Mastercard

Mastercard and Microsoft join forces to advance digital identity innovations, 3-12-2018
Thank you.