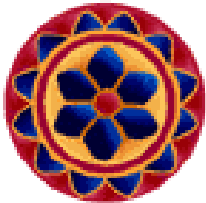


E-Journal User Study

Recent findings



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Overview

- Web Log Usage Data Mining
 - Findings
 - Conclusions/Implications
- Workshop & Interviews with Experts in E-publishing
 - Two E-Journal drivers
 - Implications for publishers
- Project Information

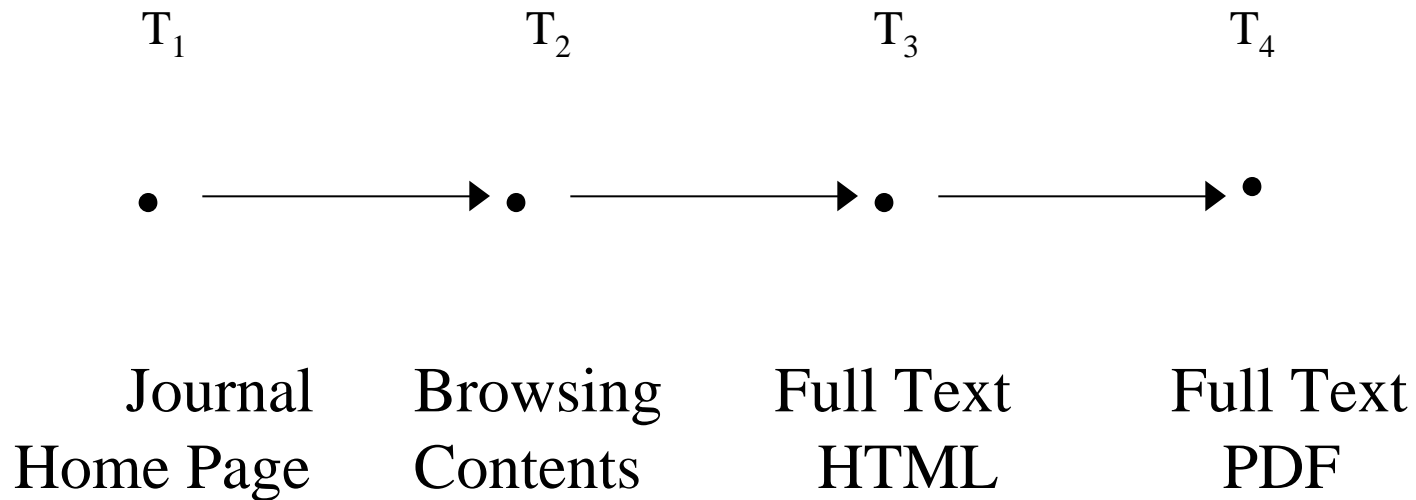
Web Log Analysis: Preliminary Findings

- Session definition
 - Session ends if there is no request within 60 min.
- Journals
 - 15 journals' logs analyzed
- Number of sessions
 - Average number of sessions per day
 - 1,300-20,000 sessions per day, varies by journal
- Collection period
 - February 2002
 - Journal issue circulation period—from a date of a new issue available online until the next issue online

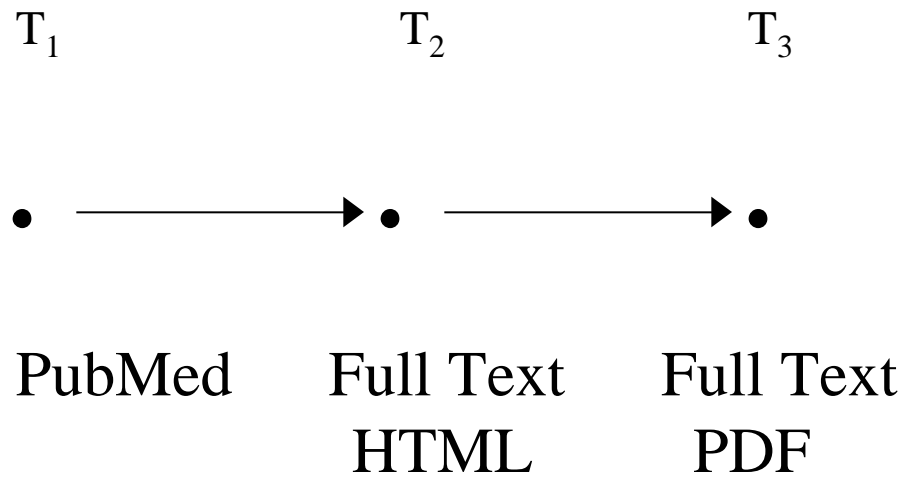
Traffic Timing

- On average, 5-7 requests (clicks) per session
- On average, 12-15 minutes between requests
 - 12-15 min. \pm 5 min.
- Traffic cycle per week
 - Traffic volumes reach their peak Monday-Tuesday then decrease until Friday. Weekends have low volumes...
 - First week after a new issue available online has higher traffic than the rest of the period.

Typical Pattern (1)



Typical Pattern (2)



Typical Sessions

- Journal Home Page
 - Visit home page leads to browse contents.
- Web visit from PubMed
 - End shortly after retrieval

Format Preference

- PDF vs. HTML for download/retrieval
 - PDF is used slightly more than HTML.
- 60% requested PDF after viewing HTML Full text
- Why use HTML?
 - Intermediate point
 - HTML is easy to read full text on the screen before print out
 - Hyperlinks

Feature Usage Is Limited...

- Cross reference link to non HighWire journals
 - On average 1-3% of total requests
 - Link to ISI/medline
- HighWire journal link
 - On average 1-2% (of total requests)
 - Link to Abstract/Full text
- Pre-press (Articles in Press)
 - On average 2% (of total requests)

...except when field-specific

- Links to field-specific resources/databases
 - e.g., **Nutrition info**: J of Nutrition 20-25%

Conclusions from log analysis

- Web visits lead to PDF
 - Print-outs
 - Redesign HTML to be print-friendly
- Multi-journal websites direct online traffic (PubMed)
 - 30%-60% of sessions
- Field-relevant online features (e.g., links to field-specific resources/databases) attract users.
 - Journal of Nutrition (Nutrition Info link)

Implications and Suggestions

- The more print-friendly, the better.
- Main purpose of e-journal use is still to retrieve full text: 50-60% of sessions end with full-text (PDF/HTML) download. (But 40-50% don't! so other features are also important...)
- Multi-journal search web sites are critical for e-journal use (drive e-journal traffic).
- Develop field-specific resources and databases online.

Broad Issues and Trends

Preliminary observations from workshop and interviews with key stakeholders

- Multiplicity of publishers
- Visibility and local control of libraries

Number, variety of publishers shape evolution of E-journals

- Sustainability of niche titles
- Users' local access to titles
- Publishers' flexibility to innovate business models
- Users' and libraries' choice in search and navigation tools
- Dissemination of scholarship

Extent of local library control affects evolution of E-journal

- Ability of publishers and service providers to understand and respond to diverse local needs:
 - Titles
 - Tools
 - Services
- Users' knowledge of and access to relevant and specialized materials

Experts are Worried

- *“...when it comes to libraries and publishers I think there's a high degree of passivity or reactivity...if libraries and publishers are left to their own without inducing something for change here, consolidation of publishing and decreased visibility of libraries is clearly the most likely scenario.”*
– digital librarian
- *“Libraries are going to have to cut serial titles to the core – this will affect commercial and non-profit publishers alike, and some will probably go out of business.”* --
scholarly communications researcher

Implications for Publishers

- Scholarly communication benefits from diverse publishing industry:
 - Raise visibility of non-profit publishers via branding that targets end-users
 - Offer a range of pricing and licensing alternatives to counter commercial publishing packages
- Develop stronger partnerships with libraries and library consortia.

Issues and Implications

More on issues, trends and implications from the stakeholder interviews will be integrated into the project final report, December 2002.

Project Information

Reports available now

- Interview Findings
 - Findings in brief
 - Full report
- Ethnographic analyses
 - Reflections on Branding and E-Journals
 - Core Scholarly Information Tasks and E-Journal Features
- First Survey
 - Highlights
 - Report
 - Questionnaire
 - Graphs/descriptive statistics
- Second Survey
 - Highlights
 - Questionnaire
 - Graphs/descriptive statistics
- Follow-up Survey *New!*
 - Highlights
 - Questionnaire
 - Graphs/descriptive statistics

Project Information

Upcoming reports (Nov-Dec)

- Follow-up (of first survey respondents)
Survey
- Web log data mining
- Final synthesis integrating interviews with experts in e-publishing & librarians

Stanford E-Journal User Study Project Website

<http://ejust.stanford.edu>