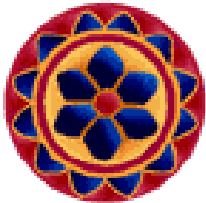


Designing Electronic Pages: Users' behaviors & their needs



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E-Journal User Study
Sponsored by Andrew Mellon Foundation

Overview

- Current E-Journal Usage: Online Features
- Problems/Frustration
- Reading preference: SCREEN vs. Print out
- Searching for articles online
- Aside: Membership/subscriptions

DATA

- Target population: email alert group of 39 scientific journals affiliated with HighWire Press (21 societies)
- Sample size: 10,217 unique responses
- Method: online survey (data collection period: NOV 26-DEC 21, 2001)
- Sample distribution:
 - Age
 - Occupation
 - Gender
 - Country of residence
 - Research Field

Online Features

	used,found it useful
Videos or animated graphics	31%
Hyperlinks from one article to a cited article in the same journal	85%
Hyperlinks from one article to a cited article in a different journal at no charge	75%
Hyperlinks from an article to a scientific database	59%
Hyperlinks from an article to an author's website	42%
Pay-per-view	12%
Electronic manuscript submission	57%
Online peer reviews	47%
Access to articles in press (pre-press)	54%

Features vs. Full-Text Retrieval

- Users value online features, such as hyperlinks, online access to articles in press, and electronic manuscript submission, other than full-text retrieval online.
- Most features are useful to users except pay-per-view.
- Hyperlinks to cited articles and scientific databases are top features found useful by users.

PAY-PER-VIEW

- Most survey respondents did not try or don't plan to try pay-per-view.
- Pay-per-view was used for an urgent need.

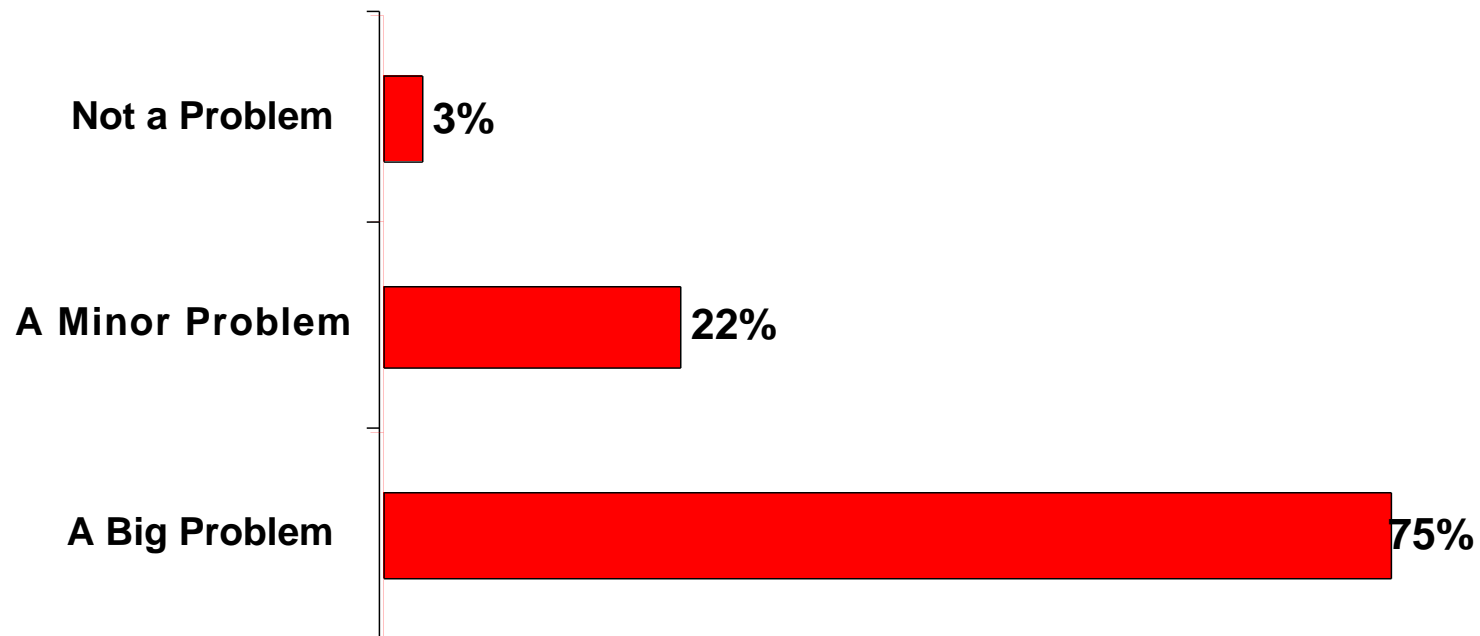
rank	users' experience/view of pay-per-view
1	I don't need pay-per-view because I already have access to whatever journal content I need through institutional or personal subscriptions.
2	I would not use pay-per-view under any circumstances.
3	I use pay-per-view only when I need an article urgently.

Problems

	A Big Problem	A Minor Problem	Not A Problem
Videos or animated graphics that play slowly or poorly	39%	49%	12%
Articles in PDF (portable document format) that load slowly	13%	50%	36%
Pictures in PDF that are too small to read clearly	33%	42%	25%
Pictures in HTML that load slowly	19%	58%	22%
Pictures in PDF that are in black-and-white instead of full color	21%	46%	33%
E-journals that don't provide hyperlinks to cited articles	23%	54%	23%

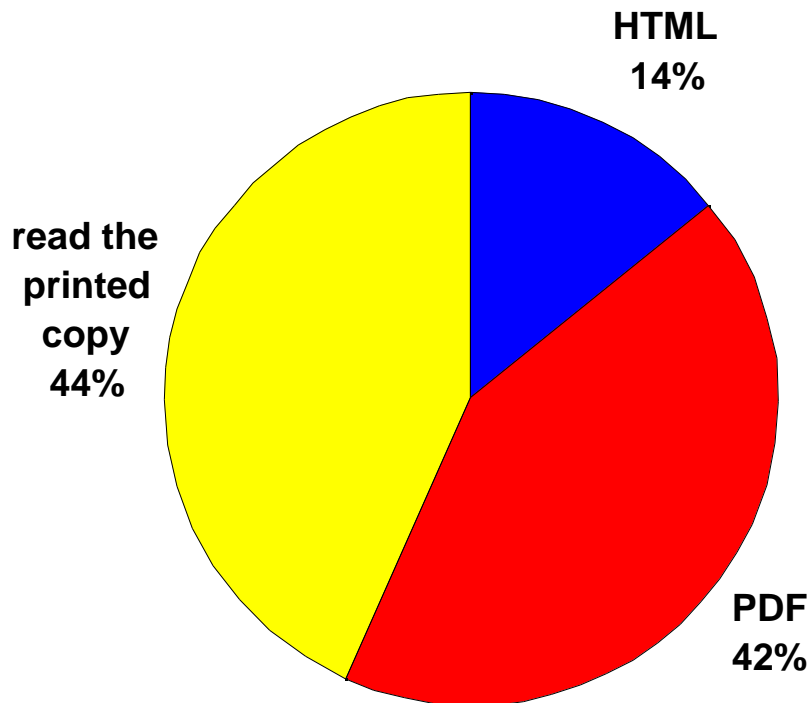
Lack of back issues is a big problem.

E-journals that don't provide access to older issues .



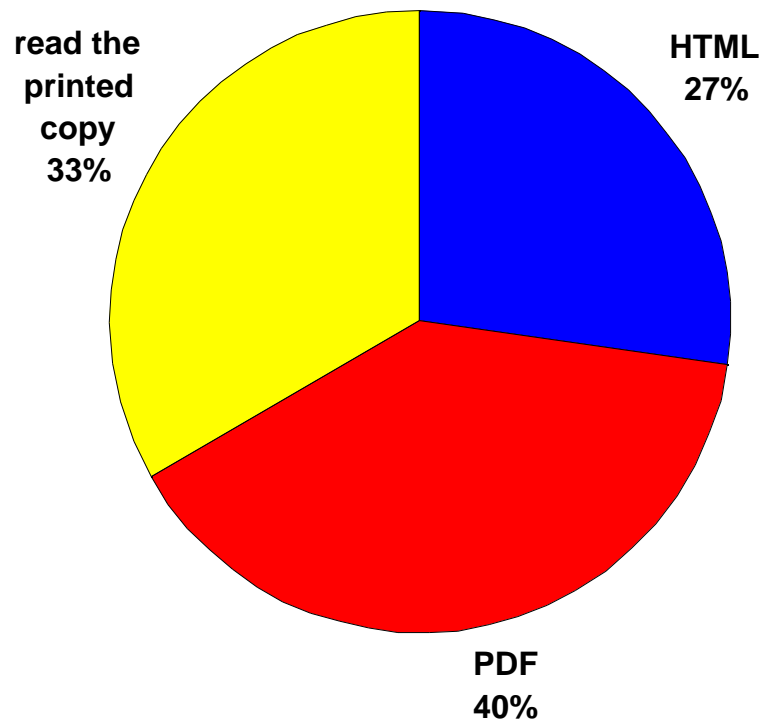
Reading Preference: Full-text articles

MOST preferred format for reading full-text journal articles ON THE SCREEN



HTML	14%
<hr/>	
PDF	42%
<hr/>	
Read the printed copy	43%

Reading Preference: Figures & Images



MOST preferred format for reading figures and images ON THE SCREEN

HTML	27%
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PDF	39%
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read the printed copy	33%
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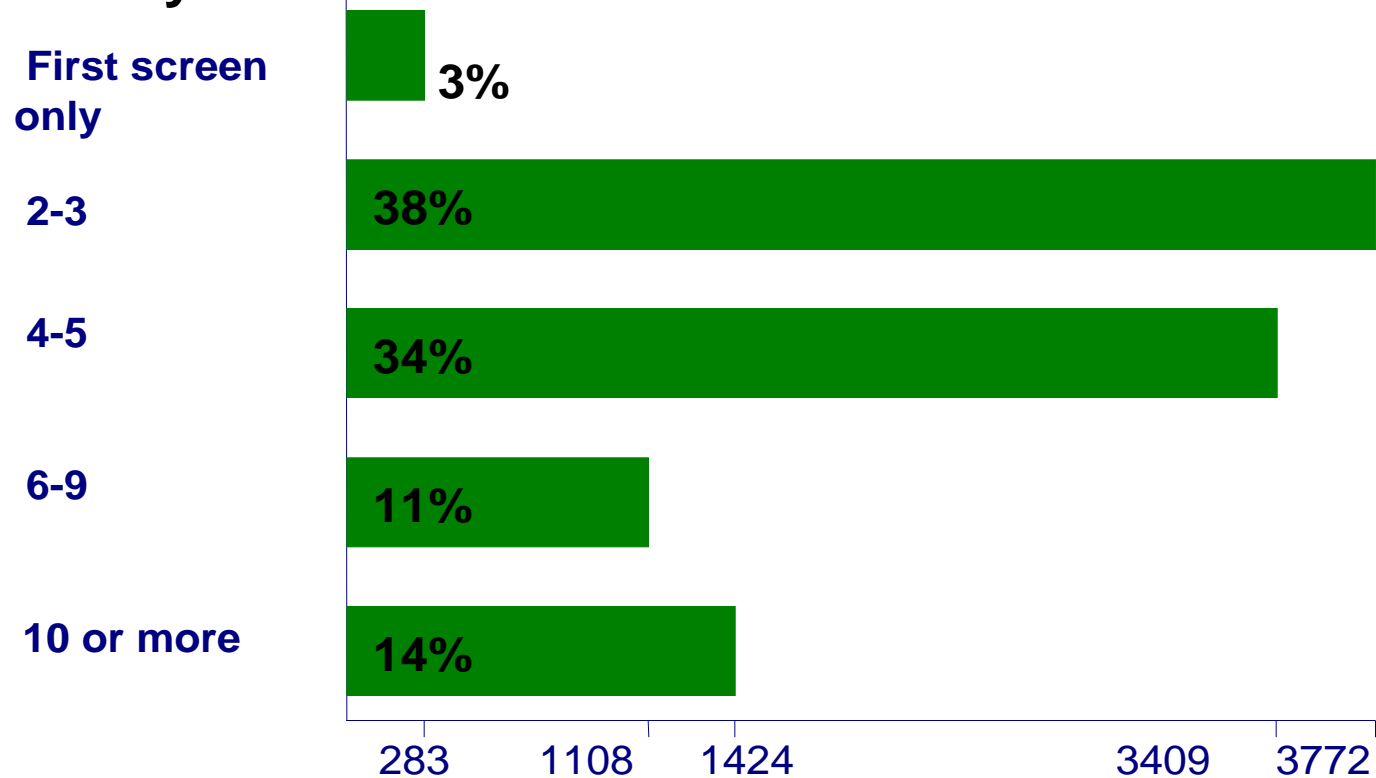
Searches: Information Displayed

- Information users want to see displayed immediately about articles their searches found

rank	rank
1 Title	5 Abstract
2 Author	6 Page Numbers
3 Journal Name	7 Whether There Will Be a Charge to View Full Text
4 Date of Publication	8 Form(s) of Linked Full Text Available (e.g., HTML, PDF, etc.)

Search Screen Viewed

In general, how many screens of search results do you look at?



Searches: Top Three Concerns

	Frequently	Occasionally	Never
Articles that are not available in full text online without paying a fee per view	67%	31%	2%
Results that are not very well sorted by relevance to my search criteria	41%	55%	4%
Too many results returned from a search	38%	56%	6%

Society Membership/ Individual Subscription

- 19% of respondents subscribed to new journals last year:

rank	Reasons for new journal subscriptions
1	I wanted more convenient access to the journal
2	The journal has been gaining importance in my field of research/practice
3	I wanted to take advantage of some features the journal had available online

Subscription

- Top reason for personal subscription cancellation (22% of respondents) is:
 - Price increased beyond my budget
- Motivations for joining societies: economic reasons

rank	
1	To support the society's mission
2	To attend conferences at a reduced rate
3	Journals come free or discounted with memberships

Conclusions

- Having older issues available online increases e-journal usage.
- Readers use e-journals not only for full-text article retrieval online but also for online specific features (e.g., hyperlinks, online manuscript submission, and access to articles in press).
- PDF is a popular format for reading articles on the screen and it needs to improve color resolution and details.

Suggestions:E-Journal Design

- Develop online specific features other than simply providing full-text articles online
- Deeper back issues available online
- Provide full text in PDF format
- Multi-journal search web needs to provide links to full text articles.

Project Information

Stanford E-Journal User Study

project website

<http://ejust.stanford.edu>