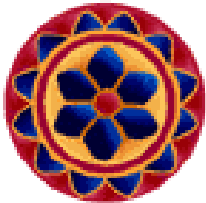


# Electronic Journals & Scholarly Communication

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E-Journal User Study  
Sponsored by Andrew Mellon Foundation

# Project Goals and Objectives

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- Understand
  - Users' behaviors and attitudes towards e-journal usage
  - Evolving role and significance of e-journals for scientific scholarly communication
- Inform future decisions about
  - E-journal content, format, technical features
  - Appropriate response/service from research libraries
- Explore and evaluate
  - New business models for e-publication

# Research Methods

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- Three data sets
  - In-depth interviews
  - Web based surveys
  - Access log data
- Qualitative Analysis
  - In-depth interviews
- Quantitative Analysis
  - Online Surveys
  - Access Log Data Mining

# Data

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- **Online Survey 1:** May 2001, n=12,465, members of mostly American scientific societies in the life sciences (74% located in the U.S. and Canada)
- **Online Survey 2:** November 2002, n=10,086, users of email Table of Contents or citation alert services from lists of alert subscribers for life sciences journals (58% located *outside* the U.S. and Canada)

# Overview

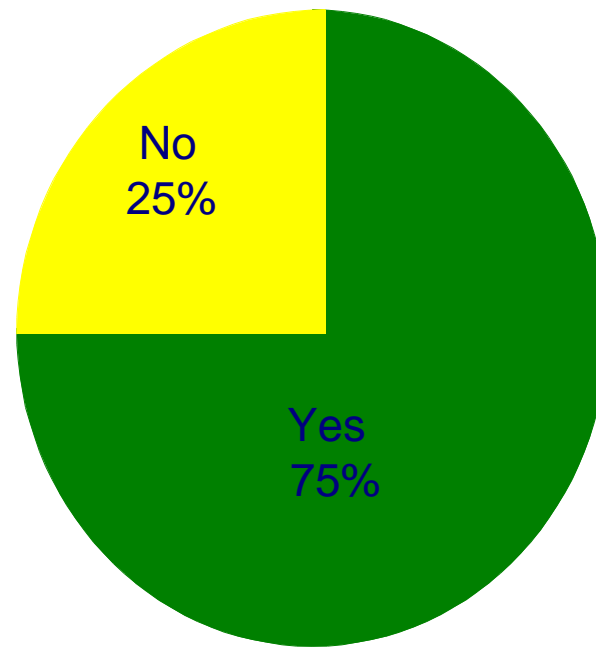
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- User data
  - Usage and preference over format
  - Problems/frustration
  - Subscription behaviors
- Users' perceived impact on Scholarly practices
- Impact on Libraries
- Implications and suggestions

# Printed vs. Electronic editions

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- Electronic version is the preferred format (75%).
- Physical convenience is the driver of online journals usage. (95% strongly agreed)

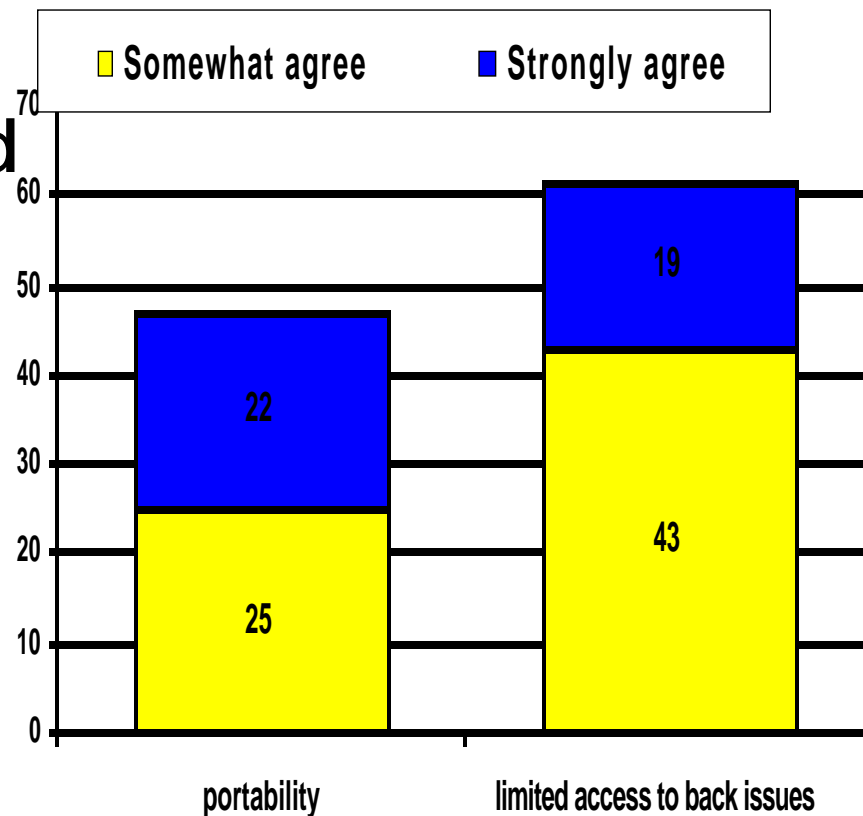


# Electronic and printed editions will co-exist for a while.

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- Portability is a big advantage of printed edition.

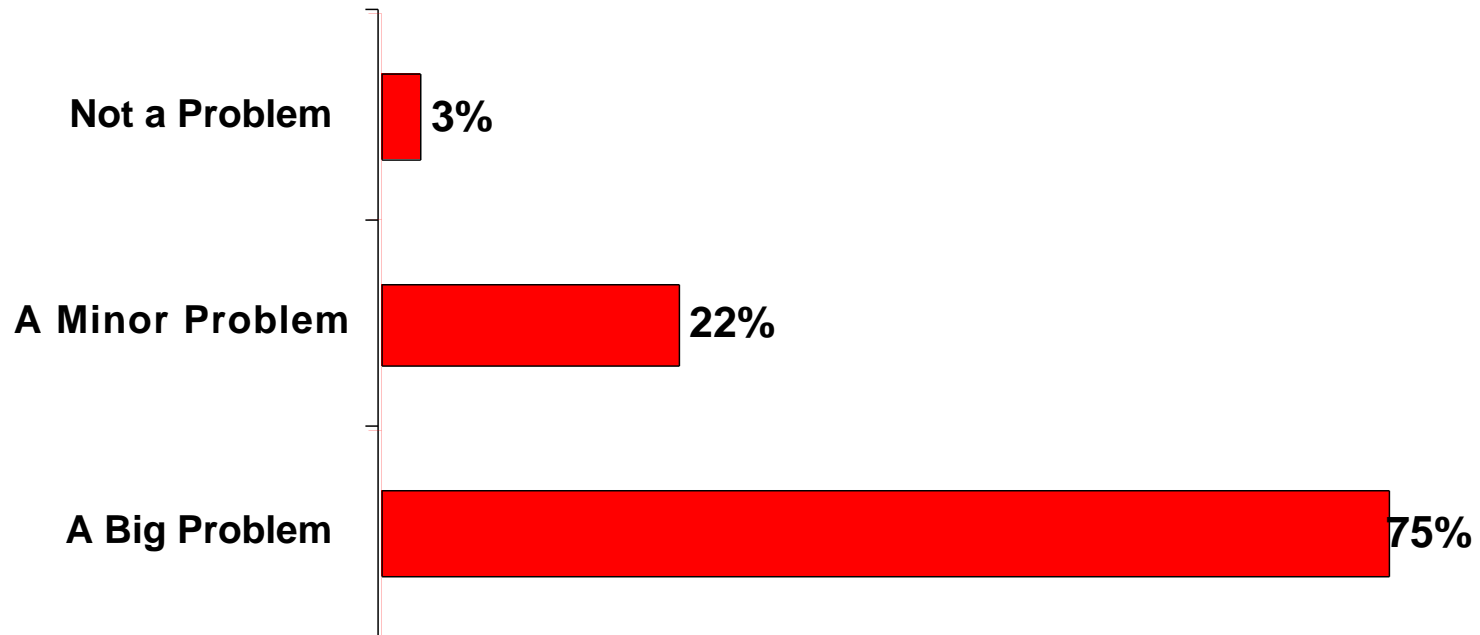
- More back issues online will boost online journal usage.



# Lack of back issues is a big problem.

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





# Features vs. Full-Text Retrieval

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- Users value online features, such as hyperlinks, online access to articles in press, and electronic manuscript submission, other than full-text retrieval online.
- Hyperlinks to cited articles and scientific databases are top features found useful by users.
- Email alerts are perceived as very useful services to stay current in own fields.

# 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%

# PAY-PER-VIEW

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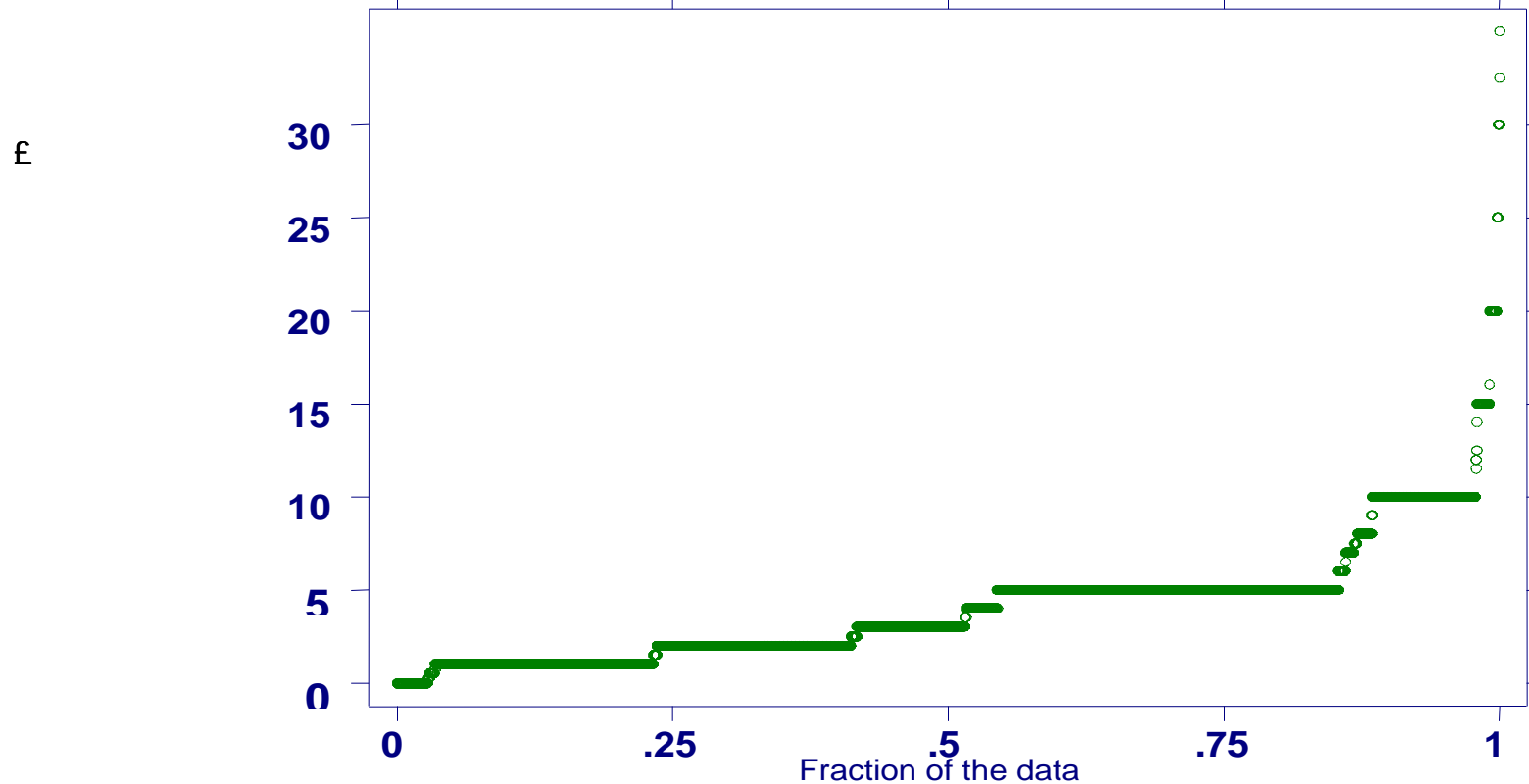
- Most survey respondents did not try or don't plan to try pay-per-view.
- Pay-per-view was used for an urgent need.

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.

# Willingness to pay for Pay-Per-View

	23%	50%	85%	97.5%
Price	US\$1	US \$3	US \$5	US \$10

Reasonable price for pay-per-view



# Individual Subscription

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- 22% of respondents cancelled personal subscriptions last year.
  - Top reason for cancellation is:
    - Price increased beyond the budget
- 19% of respondents subscribed to new journals last year.
  - Top reason for a NEW personal subscription is:
    - To have more convenient access to the journal

# Searches: Information Displayed

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- 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.)

# Searches: Top Three Concerns

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	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%

# The Impact of E-journals on Scholarly Practice

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- Positive Impact on research routines
  - Shortening library visits (99% agreed)
  - saving time on information retrieval (98% agreed)
- Little perceived impact on quality of research
  - The number of publications (42% agreed)
  - Organization of articles for future reference (52% agreed)
- The availability of journals online is NOT a top criterion for selecting a journal in which to publish their articles



# The Impact of E-journals on Libraries

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- Libraries need to provide online access to journals.
  - Cost?
- Does library continue to provide printed edition in addition to online access to journals?
  - Online only vs. both online and printed

# Cost and benefit analysis of providing online edition

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- How to measure cost
  - Subscription cost
  - Staff time (substituted services)
  - Maintenance/equipment
- Estimated Benefit
  - (Average personal expenses to have online access) X (number of users)
  - On average, US \$355 per year (~3,000: follow-up survey)

# Transition to online only

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- Does library continue to provide print version?
  - Archival need
  - Budget
  - Space
- Will users stop visiting library?
  - 52% visit library if they can't get journals online
  - 33% visit library regardless of..
  - 15% don't visit library any more.

# Conclusions

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- The impact on scholarly practice
  - Research routines
  - Less perceived impact on number of publications (core factor in scholarly communication)
- The impact on libraries
  - Online access to journals
  - Other online features (link to scientific data base)
  - Full text linked search engine

# Implications and Suggestions

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- Deeper back issues available online will help library's transition from traditional printed edition to online edition
- Multi-journal search web linked to full text articles.
- Online surveys recommended to know your users (for cost and benefit analysis) before making decisions (e.g., giving up printed edition).

# Project Information

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Stanford E-Journal User Study  
project website

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