Discovering Journals and Books 2015

Thank you

Thank you for agreeing to participate in our survey which aims to help inform researchers, libraries and publishers about how readers find and access online journals and books. The survey is being carried out by Simon Inger and Tracy Gardner, consultants to the scholarly publishing community.

This survey follows on from work undertaken in 2005, 2008 and 2012 and will allow us to report the trends in reader behaviour. The survey findings will once again be made freely available. If you would like to read the free 2012 report, a link to it will be given at the end of the survey.

We know your time is precious and so this survey is designed to take you no more than 9 minutes to complete. All your responses are given anonymously.

At the end of the survey you will be redirected to a separate site where you can optionally enter our prize draw for the chance to win one of three $100 Amazon vouchers and optionally elect to receive by email a copy of the findings of this survey.

This survey has been kindly supported by the following organisations and you will have been invited to take this survey by one or more of them:

Annual Reviews
American Theological Library Association (ATLA)
The Bone & Joint Journal
Brill
Cambridge University Press
The IET
The JAMA Network/American Medical Association (AMA)
OECD
Publishing Technology
SAGE
Wiley

Discovering Journals and Books 2015

About you - 10% of survey completed

In which country are you currently located?

[▲▼]

Which of the following best describes the sector you work in?

○ Academic

○ Corporate

○ Charity/NGO

○ Government

○ International Organisation

○ Medical

○ Other

Which of the following best describes your job role?

◯ Professor

◯ Researcher

◯ Librarian / Information Manager

◯ Educator / Teacher

◯ Lecturer

◯ Marketing

◯ Manager / Director

◯ Undergraduate Student

◯ Masters Student

◯ PhD Student

◯ Post-doctoral Student

◯ Statistician

If none of the above describes your role, please specify below:

Which of the following best describes your job role?

◯ Researcher   ◯ Practitioner

◯ Consultant   ◯ Engineer

◯ Lobbyist   ◯ Manager / Director

◯ Librarian / Information Manager   ◯ Masters Student

◯ Journalist   ◯ PhD Student

◯ Educator / Teacher   ◯ Post-doctoral Student

◯ Marketing

If none of the above describes your role, please specify below:

[   ]

Which of the following best describes your job role?

◯ Researcher / Policy shaper

◯ Consultant

◯ Librarian / Information Manager

◯ Journalist / Communication / Marketing

◯ Educator / Teacher

◯ Practitioner

◯ Engineer

◯ Manager / Director / Ambassador

◯ Masters student

◯ PhD Student

◯ Post-doctoral student

If none of the above describes your role, please specify below:

[   ]

Which of the following best describes your job role?

◯ Researcher / Policy Shaper

◯ Consultant

◯ Librarian / Information Manager

◯ Journalist / Marketing / Communication

◯ Educator / Teacher

◯ Practitioner

◯ Engineer

◯ Manager / Director / Ambassador

◯ Politician

◯ Statistician

If none of the above describes your role, please specify below:

Discovering Journals and Books 2015

Job role - 15% of survey completed

Which of the following best describes your job role?

○ Economist/Research/policy analyst   ○ Assistant

○ Advisor/Councellor   ○ Communication / Marketing

○ Project manager   ○ Librarian / Information Manager

○ Country desk   ○ Administration (HR/IT/Budget)

○ Statistician

If none of the above describes your role, please specify below:

[   ]

Which of the following best describes your job role?

○ Professor

○ Researcher

○ Librarian / Information Manager

○ Journalist

○ Educator / Teacher

○ Lecturer

○ Marketing

○ Clinician

○ Nurse

○ Manager / Director

○ Undergraduate Student

○ Masters Student

○ PhD Student

○ Post-doctoral Student

If none of the above describes your role, please specify below:

Discovering Journals and Books 2015

Subject area - 20% of survey completed

Which of the following best describes the subject area of your primary expertise?

- ( ) Agriculture
- ( ) Business/Economics/Accounting/Finance
- ( ) Chemistry
- ( ) Computer Science
- ( ) Earth Science
- ( ) Education Research
- ( ) Engineering & Technology
- ( ) Environmental Science
- ( ) Humanities
- ( ) Law

- ( ) Life Sciences
- ( ) Materials Science
- ( ) Mathematics
- ( ) Medical
- ( ) Physics & Astronomy
- ( ) Psychology
- ( ) Religion or Theology
- ( ) Social & Political Science
- ( ) Other

Discovering Journals and Books 2015

Please define your medical specialism

◯ Anaesthetics

◯ General Practice

◯ Medicine

◯ Obstetrics and Gynaecology

◯ Ophthalmology

◯ Orthopaedics

◯ Paediatrics and Child Health

◯ Pathology

◯ Psychiatry

◯ Radiology

◯ Surgery

◯ Dentistry

◯ Nursing

◯ Veterinary

Other (please specify)

[   ]

Discovering Journals and Books 2015

Journals use

Do you use academic journals in your work or study?

○ Yes

○ No

Discovering Journals and Books 2015

When you need to find a specific online journal article and you already have a reference or citation, where do you start your search? Please rate each option in terms of its importance to you:

	Very important	Somewhat important	Neutral	Somewhat unimportant	Unimportant
A specialist bibliographic database: *(For example: Web of Science, Scopus, PubMed, Psychinfo, CAS, Inspec, ERIC, Biosis, CAB Abstracts, British Humanities Index, Econlit, Current Contents, ATLA Religion Database)*	○	○	○	○	○
Library web pages, library discovery tools, library search engines	○	○	○	○	○
A journal collection such as EBSCO, ProQuest, ingentaconnect, Cengage and JStor	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, and including Mendeley	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Journals Online, SAGE Journals	○	○	○	○	○
By searching through an archive of journal alerts	○	○	○	○	○
The journal's homepage	○	○	○	○	○
A general web search engine e.g. Google, Bing, Baidu	○	○	○	○	○
An academic search engine e.g. Google Scholar, Microsoft Academic Search	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

Discovering Journals and Books 2015

Latest journal articles - 40% of survey completed

When you wish to view the latest issues of your favourite online journals, how do you navigate to those journals? Please rate each option in terms of its importance to you:

	Very important	Somewhat important	Neutral	Somewhat unimportant	Unimportant
A specialist bibliographic database: *(For example: Web of Science, Scopus, PubMed, Psychinfo, CAS, Inspec, ERIC, Biosis, CAB Abstracts, British Humanities Index, Econlit, Current Contents, ATLA Religion Database)*	○	○	○	○	○
Library web pages, library discovery tools, library search engines	○	○	○	○	○
A journal collection such as EBSCO, ProQuest, ingentaconnect, Cengage and JStor	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, and including Mendeley	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Journals Online, SAGE Journals	○	○	○	○	○
By following links in journal alerts	○	○	○	○	○
The journal's homepage	○	○	○	○	○
A general web search engine e.g. Google, Bing, Baidu	○	○	○	○	○
An academic search engine e.g. Google Scholar, Microsoft Academic Search	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

Search - 45% of survey completed

When you need to do a search for articles on a specific subject, where on the web do you start that search? Please rate each option in terms of its importance to you:

	Very important	Somewhat important	Neutral	Somewhat unimportant	Unimportant
A specialist bibliographic database: *(For example: Web of Science, Scopus, PubMed, Psychinfo, CAS, Inspec, ERIC, Biosis, CAB Abstracts, British Humanities Index, Econlit, Current Contents, ATLA Religion Database)*	○	○	○	○	○
Library web pages, library discovery tools, library search engines	○	○	○	○	○
A journal collection such as EBSCO, ProQuest, ingentaconnect, Cengage and JStor	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, and including Mendeley	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Journals Online, SAGE Journals	○	○	○	○	○
By searching through an archive of journal alerts	○	○	○	○	○
The journal's homepage	○	○	○	○	○
A general web search engine e.g. Google, Bing, Baidu	○	○	○	○	○
An academic search engine e.g. Google Scholar, Microsoft Academic Search	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

Discovering Journals and Books 2015

Most recent article read - 50% of survey completed

For the last online journal article you accessed, were you:

○ Reading an article recommended to you on email?

○ Reading an article posted by a colleague on Twitter, Facebook, Mendeley, ResearchGate or other social networking site?

○ Reading an article in a journal you have bookmarked?

○ Following a link from a journal issue/topic alert?

○ Following a link from a saved search alert?

○ Searching for articles on a subject?

○ Following up an article citation from any other source, including Wikipedia and reading lists from a lecturer?

○ I can't remember (or not applicable)

Article delivery - 60% of survey completed

What proportion of the journal articles that you read do you access from each of the following resources?

	More than 70%	Between 30% and 70%	Less than 30%	None at all	I don't know
The publisher website, journal website, full-text aggregation or journal collection	◯	◯	◯	◯	◯
A free subject repository, such as arXiv, PubMedCentral, Social Science Research Network, or bioRxiv	◯	◯	◯	◯	◯
A university's institutional repository	◯	◯	◯	◯	◯
Researchgate, Mendeley, or other scientific social networking site	◯	◯	◯	◯	◯
A copy emailed by the author or colleague	◯	◯	◯	◯	◯

Comments:

Search engines - 70% of survey completed

If you use search engines to find journal articles, how often do you use each of the following?

	All the time	Most of the time	Some of the time	Very occasionally	Never
Google	○	○	○	○	○
Google Scholar	○	○	○	○	○
Microsoft Academic Search	○	○	○	○	○
Yahoo	○	○	○	○	○
Bing	○	○	○	○	○
Baidu	○	○	○	○	○

Discovering Journals and Books 2015

Use of mobile devices - 75% of survey completed

How often do you use each of the following device types to access online articles?

	All of the time	Most of the time	Some of the time	Very occasionally	Never
Desktop computer	○	○	○	○	○
Laptop computer	○	○	○	○	○
Tablet computer	○	○	○	○	○
Phone	○	○	○	○	○

Do you use Apps on your phone to find and read journals? (Tick all that apply)

☐ I don't have a phone that supports apps

☐ I don't use apps on my phone to find and read journals

☐ I use apps to view the latest issues of selected journals

☐ I use apps to search content in selected journals

☐ I use apps to read content when I'm offline

☐ I use apps to browse the articles of journals

Discovering Journals and Books 2015

Journal web site features - 80% of survey completed

What features do you find useful in publishers' journal web sites? (Tick all that apply)

☐ News

☐ Selected articles/editor's choice

☐ Citation alerts

☐ Table of Contents alerting

☐ Searching

☐ Saved Search and Saved Search alerts

☐ Related articles or related content searching

☐ "Cited By" forward citation linking

☐ Personalisation

☐ Downloadable images for use in PowerPoint presentations

☐ Manuscript submission

☐ Information for authors

☐ Reference linking

☐ Article-level metrics (such as Altmetrics)

☐ Links to supporting data

☐ Social media sharing

☐ PDF enhancement and reference management tools such as ReadCube, Colwiz

Use of academic or scholarly books

Do you use academic or scholarly books in your work or study?

◯ Yes

◯ No

Discovering Journals and Books 2015

Discovering books online - 85% of survey completed

When you need to do a search for _scholarly books_ on a specific subject, where on the web do you start that search? Please rate each option in terms of its importance to you:

	Very important	Somewhat important	Neutral	Somewhat unimportant	Unimportant
A specialist bibliographic database: (For example: Web of Science, Scopus, PubMed, Psychinfo, CAS, Inspec, ERIC, Biosis, CAB Abstracts, British Humanities Index, Econlit, Current Contents, ATLA Religion Database, and hundreds of others)	○	○	○	○	○
Library web pages, library discovery tools, library search engines	○	○	○	○	○
A book collection such as EBSCO, ProQuest, Cengage, EBL, and ebrary	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, and including Mendeley	○	○	○	○	○
Web pages managed by a key research group in your subject area	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Books Online	○	○	○	○	○
A general web search engine e.g. Google, Bing, Baidu	○	○	○	○	○
An online bookshop, e.g. Google Books, Amazon Kindle, iTunes, Barnes & Noble	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

Discovering Journals and Books 2015

Last book accessed - 90% of survey completed

For the last online scholarly book you accessed, were you:

◯ Reading a book recommended to you on email?

◯ Reading a book posted by a colleague on Twitter, Facebook, Mendeley, ResearchGate or other social networking site?

◯ Reading a book that you previously bookmarked or saved?

◯ Following a link from a subject alerting service?

◯ Searching for books on a subject?

◯ Following up a book citation from any other source, including Wikipedia and reading lists from a lecturer?

◯ I can't remember (or not applicable)

Use of mobile devices - 100% of survey completed

How often do you use each of the following device types to access online scholarly books?

	All of the time	Most of the time	Some of the time	Very occasionally	Never
Desktop computer	○	○	○	○	○
Laptop computer	○	○	○	○	○
Tablet computer	○	○	○	○	○
Phone	○	○	○	○	○

Discovering Journals and Books 2015

If you would like to add any further comments about how you discover scholarly content in books and journals, please do so here.

Thank you. You have now completed the survey. Please click "Done"