Discovering Journals, Books and Video 2018

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, books, and video. The survey is being carried out by Simon Inger and Tracy Gardner, from Renew Publishing Consultants.

This survey follows on from work undertaken in 2005, 2008, 2012 and 2015 and will allow us to report the trends in reader behaviour. The survey findings and the all the raw survey data will once again be made freely available. If you would like to read the free 2015 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 and a link to the raw data.

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:

American Institute of Aeronautics and Astronautics (AIAA)
American Psychological Association
Annual Reviews
Cambridge University Press
OECD
Public Library of Science (PLOS)
Royal Society of Chemistry
SAGE Publishing
The Company of Biologists
The Institution of Engineering and Technology (IET)
The JAMA Network/American Medical Association (AMA)
TrendMD
Wiley

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About you - 10% of survey completed

1. In which country are you currently located?

* 2. Which of the following best describes the sector you work in?

- ◯ Academic
- ◯ Corporate
- ◯ Charity/NGO
- ◯ Government
- ◯ International Organisation
- ◯ Medical
- ◯ Other

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Job role - 15% of survey completed

3. 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:

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Job role - 15% of survey completed

4. Which of the following best describes your job role?

- ◯ Researcher
- ◯ Consultant
- ◯ Lobbyist
- ◯ Librarian / Information Manager
- ◯ Journalist
- ◯ Educator / Teacher
- ◯ Marketing
- ◯ Practitioner
- ◯ Engineer
- ◯ Manager / Director
- ◯ Masters Student
- ◯ PhD Student
- ◯ Post-doctoral Student

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

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Job role - 15% of survey completed

5. 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:

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Job role - 15% of survey completed

6. Which of the following best describes your job role?

- ◯ Researcher / Policy Shaper
- ◯ Practitioner
- ◯ Consultant
- ◯ Engineer
- ◯ Librarian / Information Manager
- ◯ Manager / Director / Ambassador
- ◯ Journalist / Marketing / Communication
- ◯ Politician
- ◯ Educator / Teacher
- ◯ Statistician

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

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Job role - 15% of survey completed

7. 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:

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Job role - 15% of survey completed

8. 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:

[ ]

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Subject area - 20% of survey completed

* 9. 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

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Medical specialism - 25% of survey completed

10. 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)

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Journals use

11. Do you use academic journals in your work or study?

- ◯ Yes
- ◯ No --------- (move on to questions on video and books)

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Latest journal articles - 30% of survey completed

12. 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, Cengage, Ovid and JStor	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, academia.edu and Mendeley	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Core, 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	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

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Search - 35% of survey completed

13. 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, Cengage, Ovid and JStor	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, academia.edu and Mendeley	○	○	○	○	○
A publisher's web site such as Elsevier's ScienceDirect, Wiley Online Library, Cambridge Core, 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	○	○	○	○	○
A scholarly society web page	○	○	○	○	○

Other

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Most recent article read - 40% of survey completed

14. 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, academia.edu 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)

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Article delivery - 45% of survey completed

15. 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	◯	◯	◯	◯	◯
Sci-Hub	◯	◯	◯	◯	◯
A free subject repository, such as arXiv, PubMedCentral, Social Science Research Network, or bioRxiv	◯	◯	◯	◯	◯
A university's institutional repository	◯	◯	◯	◯	◯
Researchgate, Mendeley, academia.edu, or other scientific social networking site	◯	◯	◯	◯	◯
A copy emailed by the author or colleague	◯	◯	◯	◯	◯

Comments:

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Search engines - 50% of survey completed

16. 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	○	○	○	○	○
Yahoo	○	○	○	○	○
Bing	○	○	○	○	○
Baidu	○	○	○	○	○

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Use of mobile devices - 60% of survey completed

17. 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	○	○	○	○	○

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Journal web site features - 65% of survey completed

18. 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

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Video discovery

19. Do you use video content as part of your academic work or study?

- ( ) Yes ---------- (answer three questions on video)
- ( ) No ---------- (move onto two questions on books and exit to prize draw section)

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Video - starting points - 70% of survey completed

20. When you want to find video content for academic study 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
Library web pages, library discovery tools, library search engines	○	○	○	○	○
An academic video collection such as Academic Video Online (Alexander Street Press), SAGE Video, Kanopy	○	○	○	○	○
A social or professional networking site, such as ResearchGate, Facebook, Twitter, academia.edu and Mendeley	○	○	○	○	○
Television and news program archives	○	○	○	○	○
Other known archives or repositories for video on the web	○	○	○	○	○
A film distributor's web site	○	○	○	○	○
A general web search engine e.g. Google, Bing, Baidu	○	○	○	○	○
A general video platform such as YouTube, Vimeo	○	○	○	○	○
Websites suggested by my course textbook	○	○	○	○	○
A scholarly society web site	○	○	○	○	○

Other

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Video - last video accessed - 75% of survey completed

21. For the last academic video that you accessed, were you:

- ○ Watching a video that was part of a journal article?
- ○ Watching a video posted on Twitter, Facebook, Mendeley, ResearchGate, academia.edu or other social networking site?
- ○ Searching for videos on a subject?
- ○ Watching a video associated with a course textbook?
- ○ Using videos recommended on a reading list or a list prescribed by a lecturer or tutor?
- ○ Following a link on Wikipedia?
- ○ Watching a video recommended by a colleague?
- ○ I can't remember (or not applicable)

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Video device types - 80% of survey completed

22. How often do you use each of the following device types to access academic video content?

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

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Use of academic or scholarly books

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

◯ Yes ---------- (answer 2 questions on books discovery)

◯ No ---------- (exit to prize draw section)

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Discovering books online - 85% of survey completed

24. 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	○	○	○	○	○
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 Core	○	○	○	○	○
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

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Last book accessed - 90% of survey completed

25. 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)

Survey completed

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

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