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Ithaka S+R's Faculty Survey 2009

**Presented by Nancy Maron
on behalf of Laura Brown
Research Manager Roger Schonfeld
Research Analyst Ross Housewright**

STM Meeting
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London

Our Mission

ITHAKA is a not-for-profit organization dedicated to helping the academic community take full advantage of rapidly advancing information and networking technologies. We serve scholars, researchers, and students by providing the content, tools, and services needed to preserve the scholarly record and to advance research and teaching in sustainable ways. We are committed to working in collaboration with other organizations to maximize benefits to our stakeholders.



Our Services



- **Ithaka S+R** works with initiatives and organizations to develop sustainable business models and conducts research and analysis on the impact of digital media on the academic community as a whole.



- **JSTOR** helps scholars, researchers, and students discover, use, and build upon a wide range of content in a trusted digital archive of over 1,000 academic journals and other content. JSTOR uses information technology and tools to increase productivity and facilitate new forms of scholarship.



PORTICO

- **Portico** preserves scholarly literature published in electronic form—more than 10,000 e-journals and 28,000 e-books—and ensures that these materials remains accessible to future scholars, researchers, and students.



Thought leadership in these thematic areas:

Scholarly Community Practices and Attitudes	Sustainability of Online Resources	University Publishing	The Changing Academic Library
<i>Faculty Survey 2009: Key Strategic Insights for Libraries, Publishers, and Societies</i>	<i>Sustaining Digital Resources: An On-the-Ground View of Projects Today (2009)</i>	<i>Unlocking the Gates: How and Why Leading Universities are Opening up Access to their Courses (2010)</i>	<i>Documents for a Digital Democracy (2010)</i>
<i>Studies of Key Stakeholders in the Digital Transformation in Higher Education (2006)</i>	<i>Sustainability and Revenue Models for Online Academic Resources (2008)</i>	<i>University Publishing in a Digital Age (2007)</i>	<i>What to Withdraw: Print Collections Management in the Wake of Digitization (2009)</i>



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Background & Methodology

Faculty Survey 2009: Key Insights for Libraries, Publishers, and Societies

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Discovery and the Evolving Role of the Library

The Format Transition for Scholarly Works

Scholarly Communications

The full report is available at:

<http://www.ithaka.org/ithaka-s-r/research/faculty-surveys-2000-2009/faculty-survey-2009>



Unique contributions of this study

- A broad base of information on the changing attitudes and behaviors of faculty across institutions and disciplines
- Ithaka S+R has conducted these surveys every three years since 2000, giving us powerful trend data tracking capabilities
- Findings are shared with the community to provide a shared knowledge base to support strategic decision-making
- Ithaka S+R has an independent, system-level perspective that does not privilege a particular point of view, and so can be valuable to libraries, publishers, and scholarly societies alike

Faculty Survey 2009: Background & Methodology

- Findings come from Ithaca S+R's 2009 survey of U.S. faculty members, building on previous studies in 2000, 2003, and 2006.
- In September of 2009, 35,184 surveys were mailed to academics at U.S. colleges and universities. We received 3,025 completed responses, for an 8.7% response rate
- Findings have consistency over time and can be used to build hypotheses but should not be interpreted conclusively
- The respondents are faculty at U.S. higher education institutions
 - No graduate or undergraduate students
 - No international institutions or community colleges
 - Arts & sciences fields, education, law, engineering, and business, but no health sciences

Agenda

- The print-to-electronic transition for scholarly journals
- Changing scholarly research practices
- Scholarly communications
- Implications for publishers

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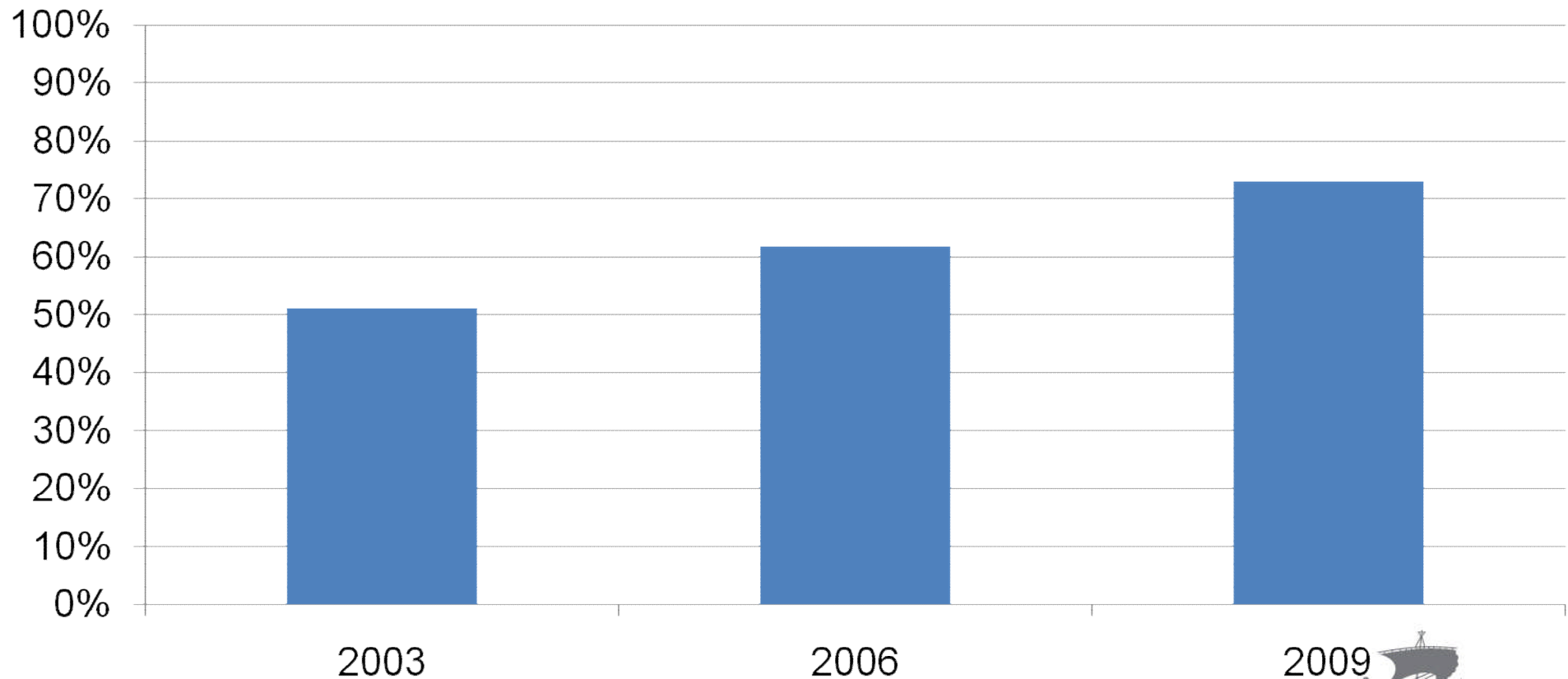
The print-to-electronic transition for scholarly journals

Faculty were asked....

How well does each statement describe your point of view?

Support for cancelling print versions grows further...

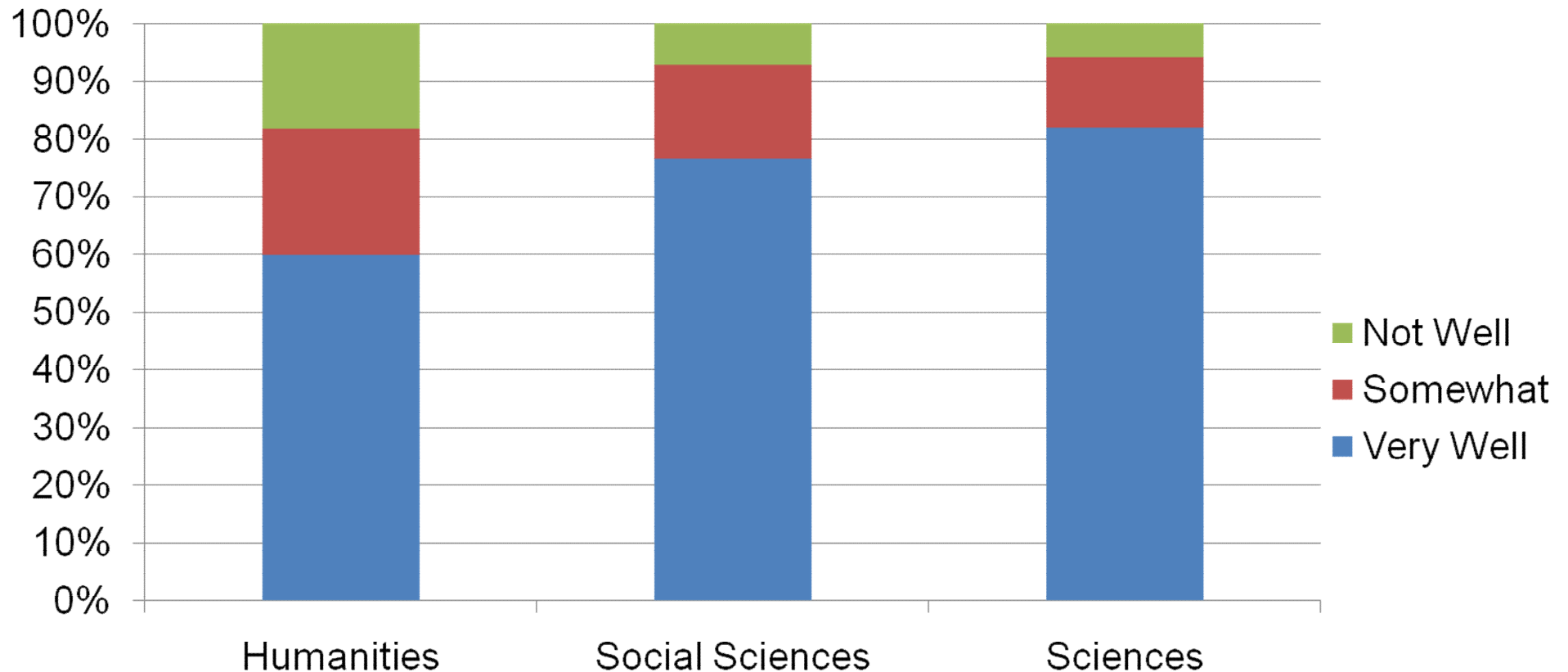
“If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me.”



Percentage of those indicating Strong agreement with this statement, 8-10 on a scale of 1-10.

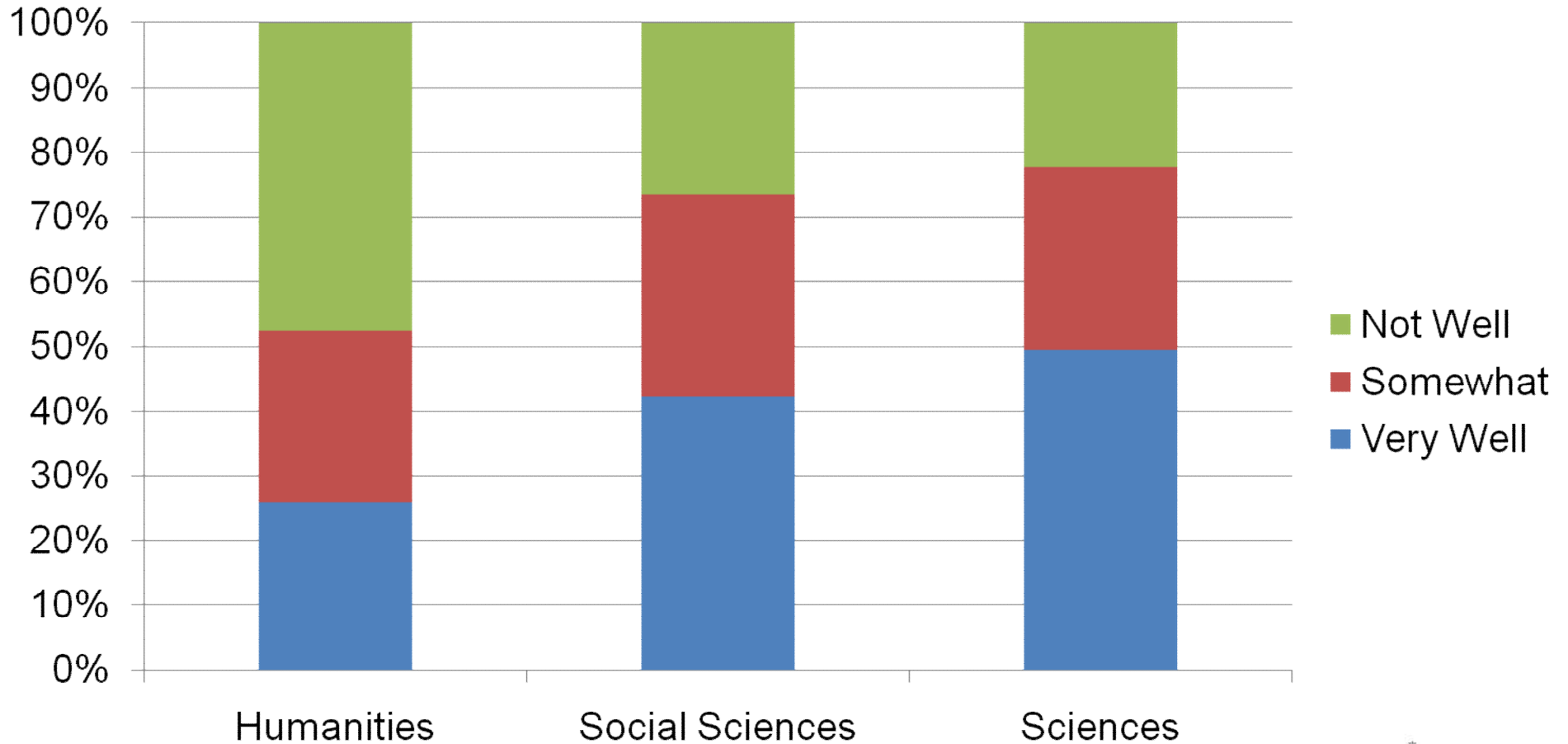
With all disciplinary groups favoring the transition...

“If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me.”



But not willing to entirely do away with print just yet.

“I am completely comfortable with journals I use regularly ceasing print versions and publishing in electronic-only form”



Summary and further questions

- Broad support across all disciplines for cancelling print versions of journals available digitally
- The winding down of print publishing will not be simple.
 - How will faculty attitudes have an impact on publishers' decisions to transition to e-first? Are there preservation or reputational initiatives that publishers can mount to help faculty gain comfort?
 - Or is there a short-run or print on demand solution?

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Changing scholarly research practices

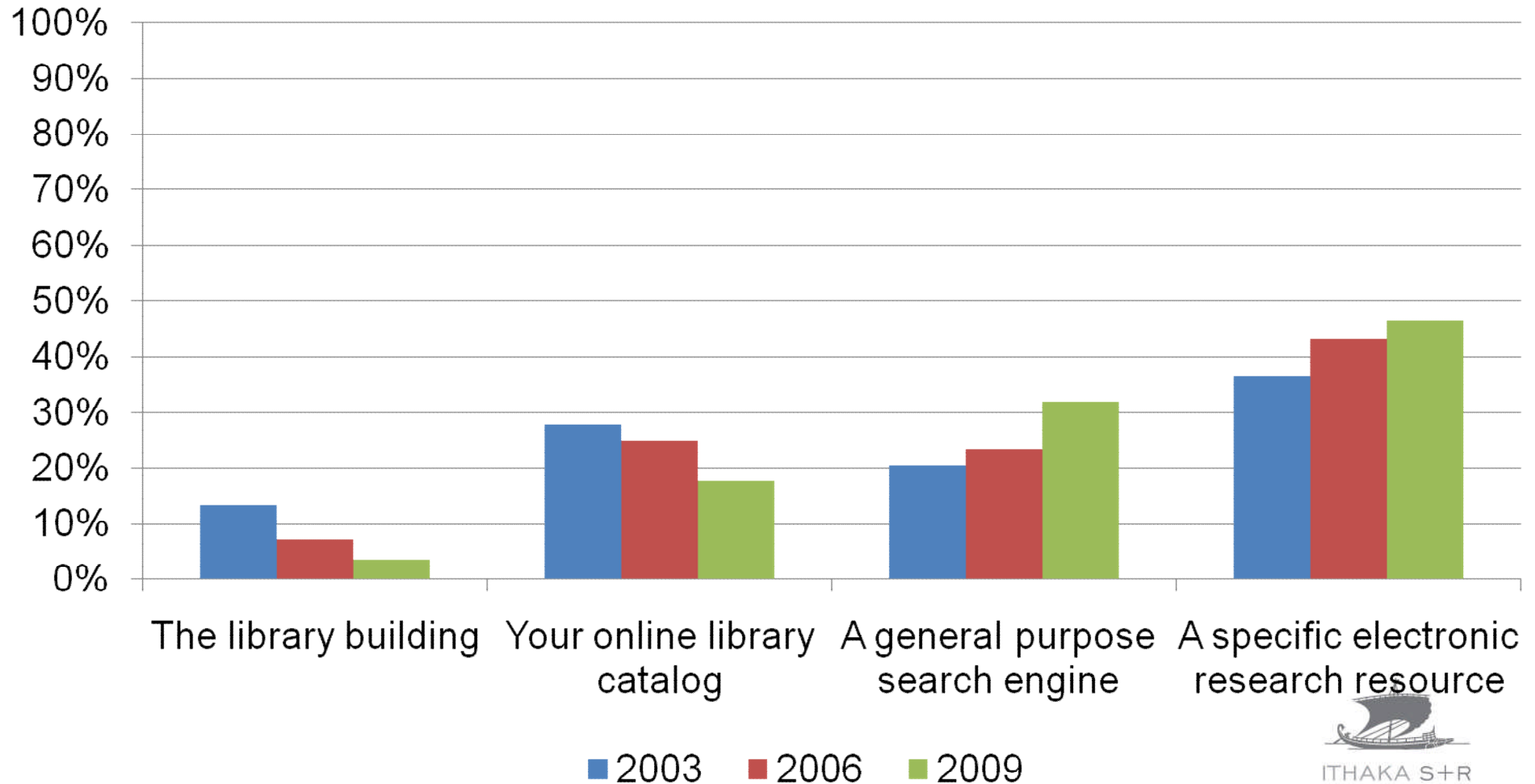
Starting points for research

Typically, when YOU are conducting academic research, which of these four starting points do you use to begin locating information for your research?

- The library building
- Your online library catalog
- A general purpose search engine on the World Wide Web such as Google or Yahoo
- A specific electronic research resource / computer database

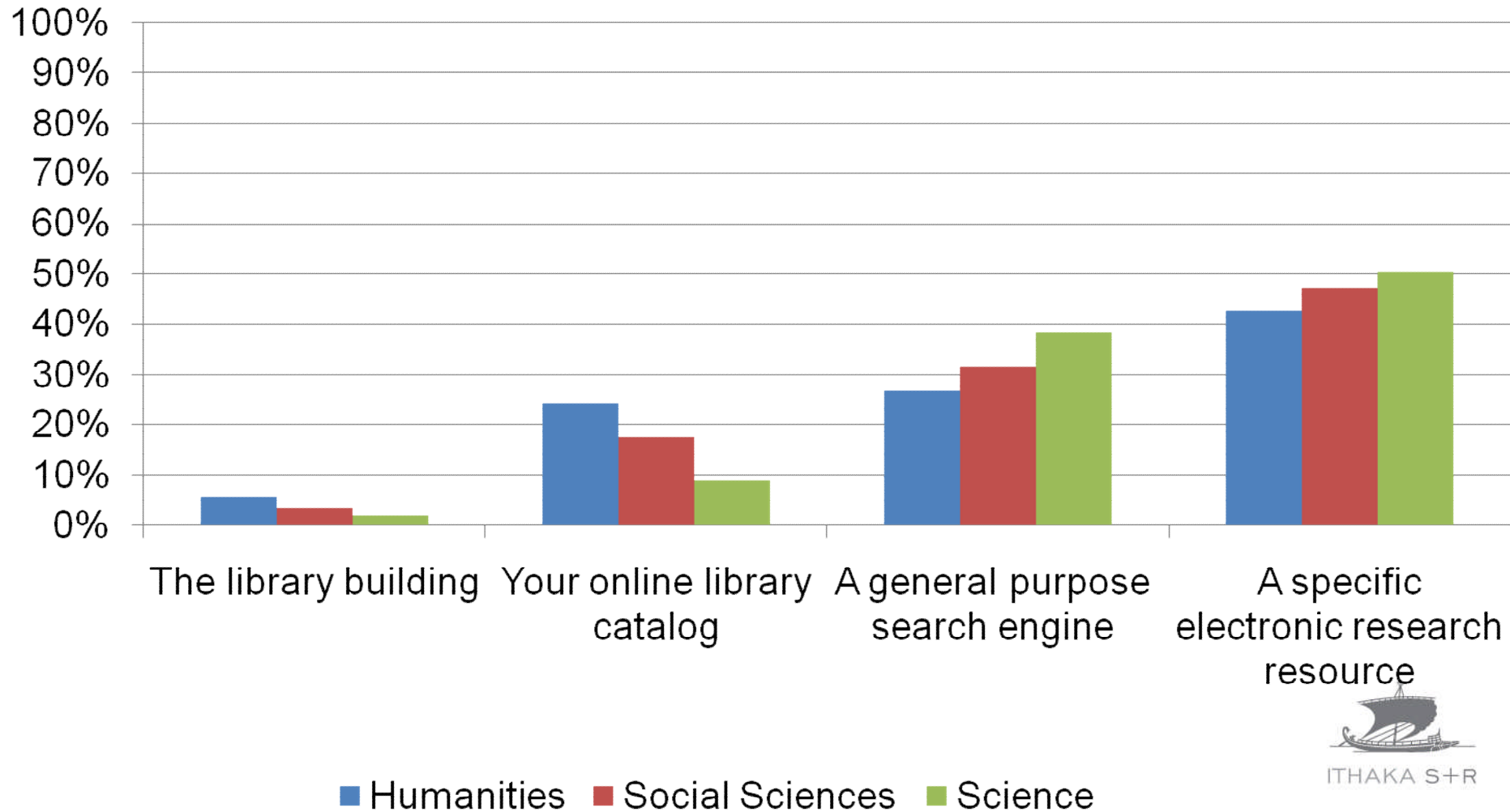
Network-level access roles perceived to be increasing

Starting point for research identified by faculty, in 2003, 2006, and 2009



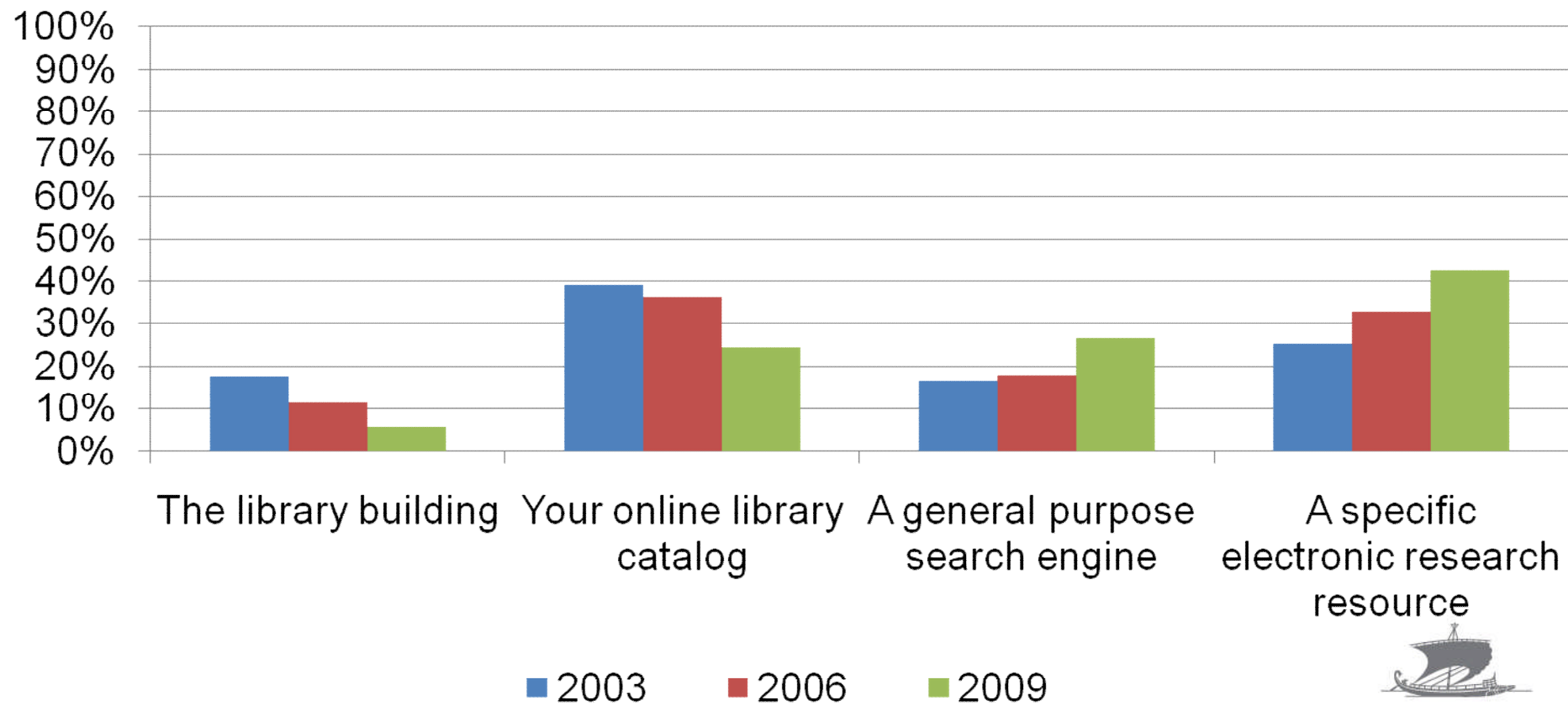
Some noteworthy disciplinary differences...

Starting point for research identified by faculty, by discipline



But even in the humanities, local gateways are declining

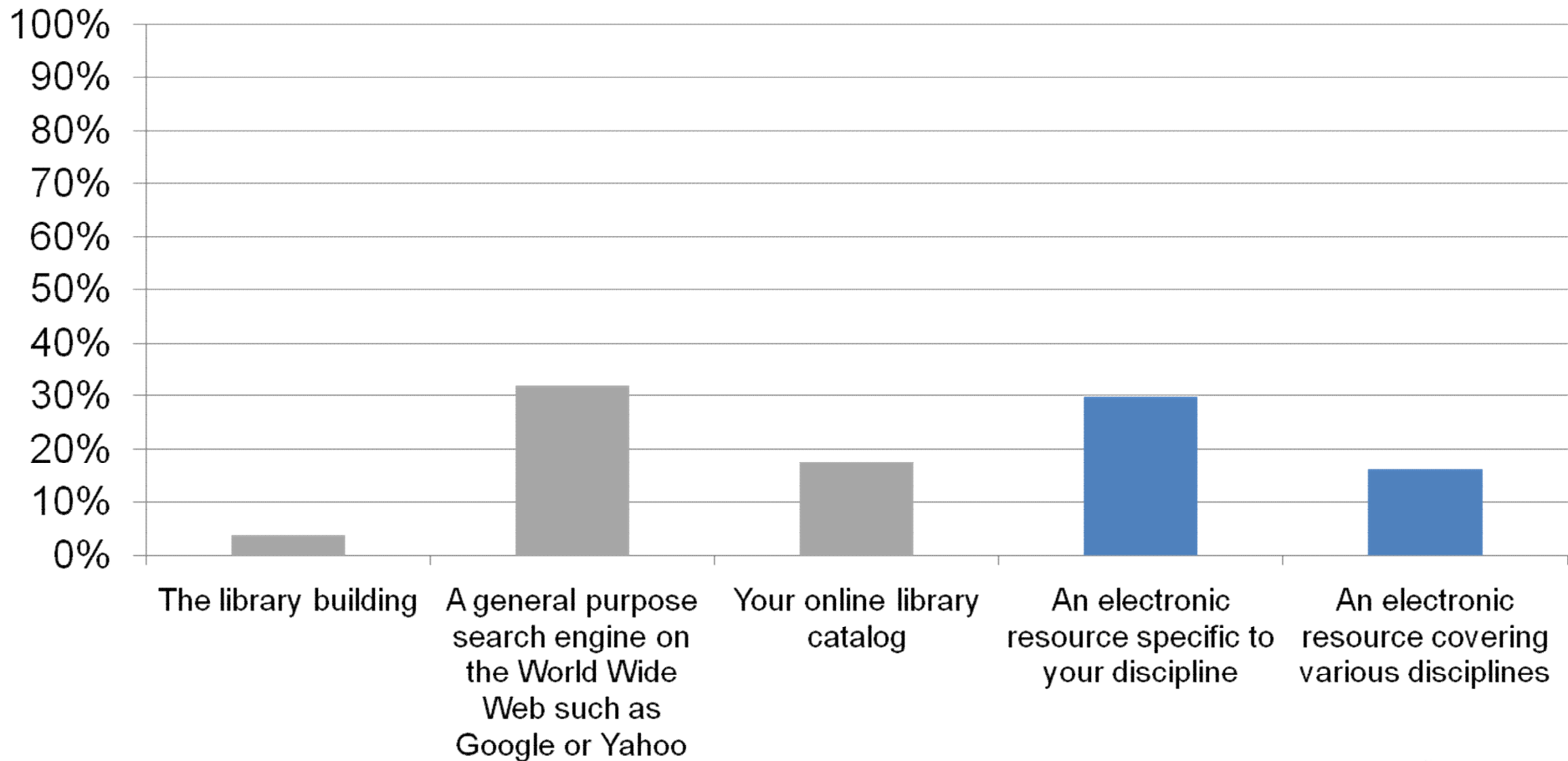
Starting point for research identified by humanities faculty, in 2003, 2006, and 2009



What kind of “specific electronic research resource” do you prefer?

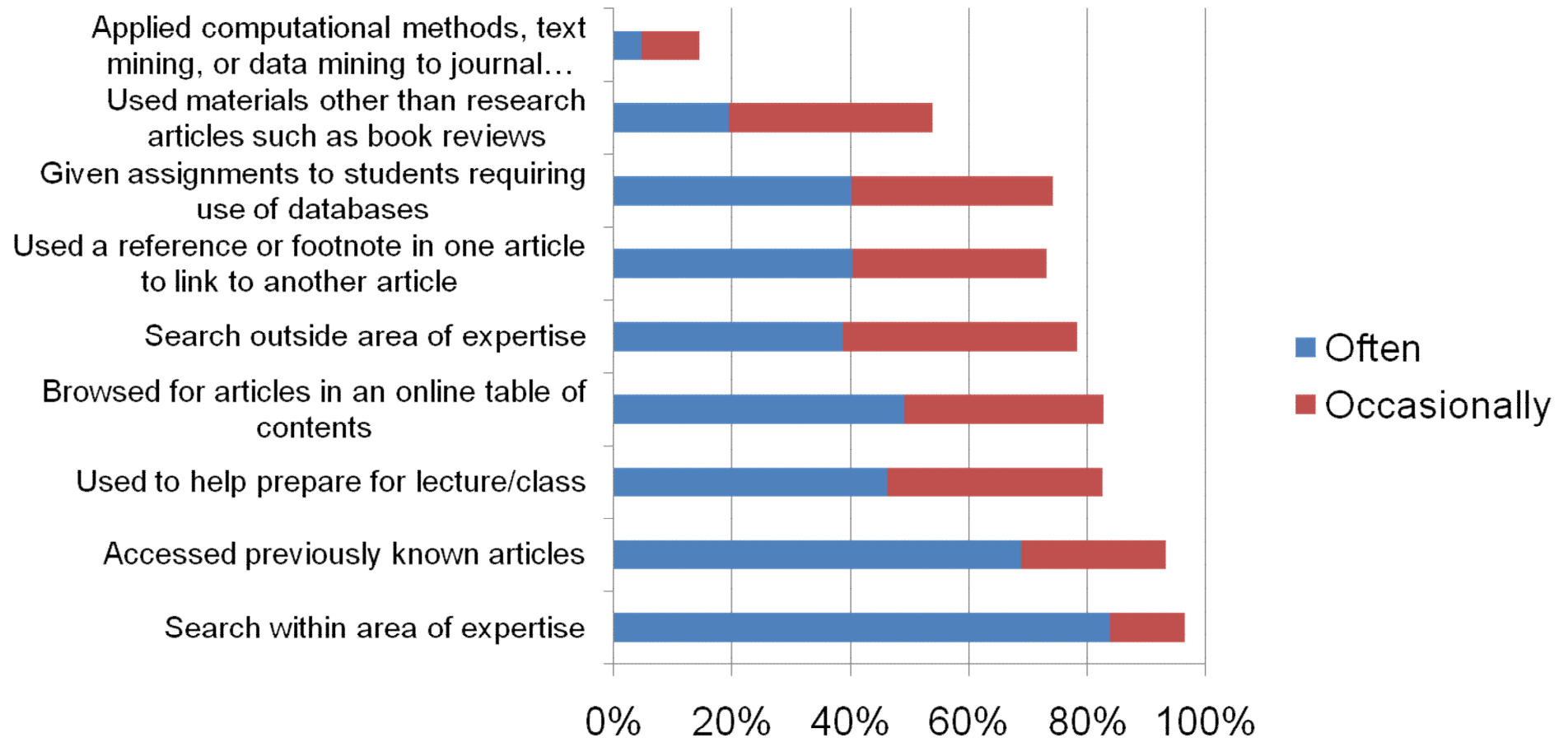
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Starting point for research



What activities are faculty engaging in most?

How often have you done each of these things with electronic collections of academic journals?



Findings and further questions

- Local gateways are declining in perceived importance, while network-level gateways continue their rise
- Even humanists, who still remain largely monograph-oriented, are shifting in their discovery practices
- Are their discovery needs adequately provided for today?

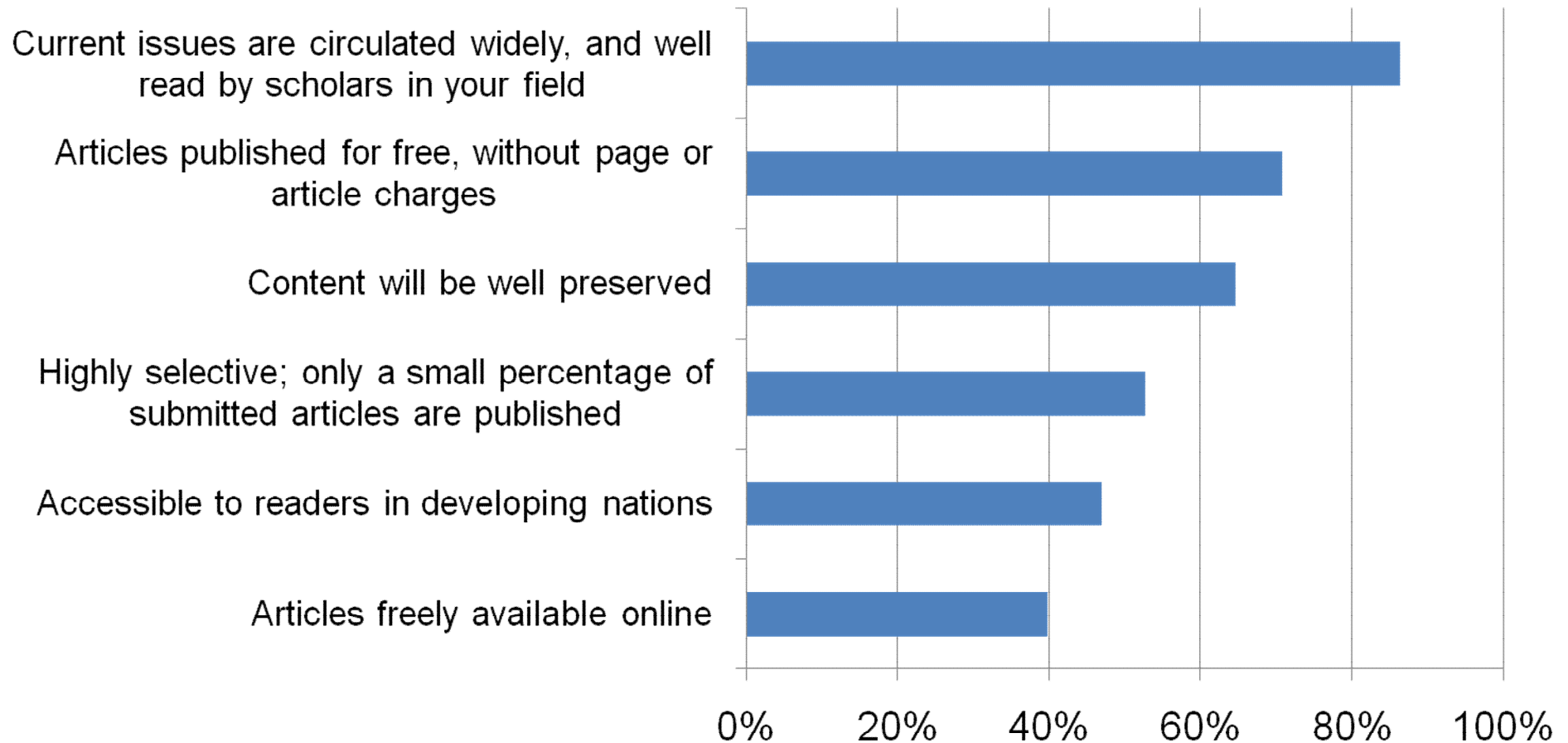
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Scholarly communication

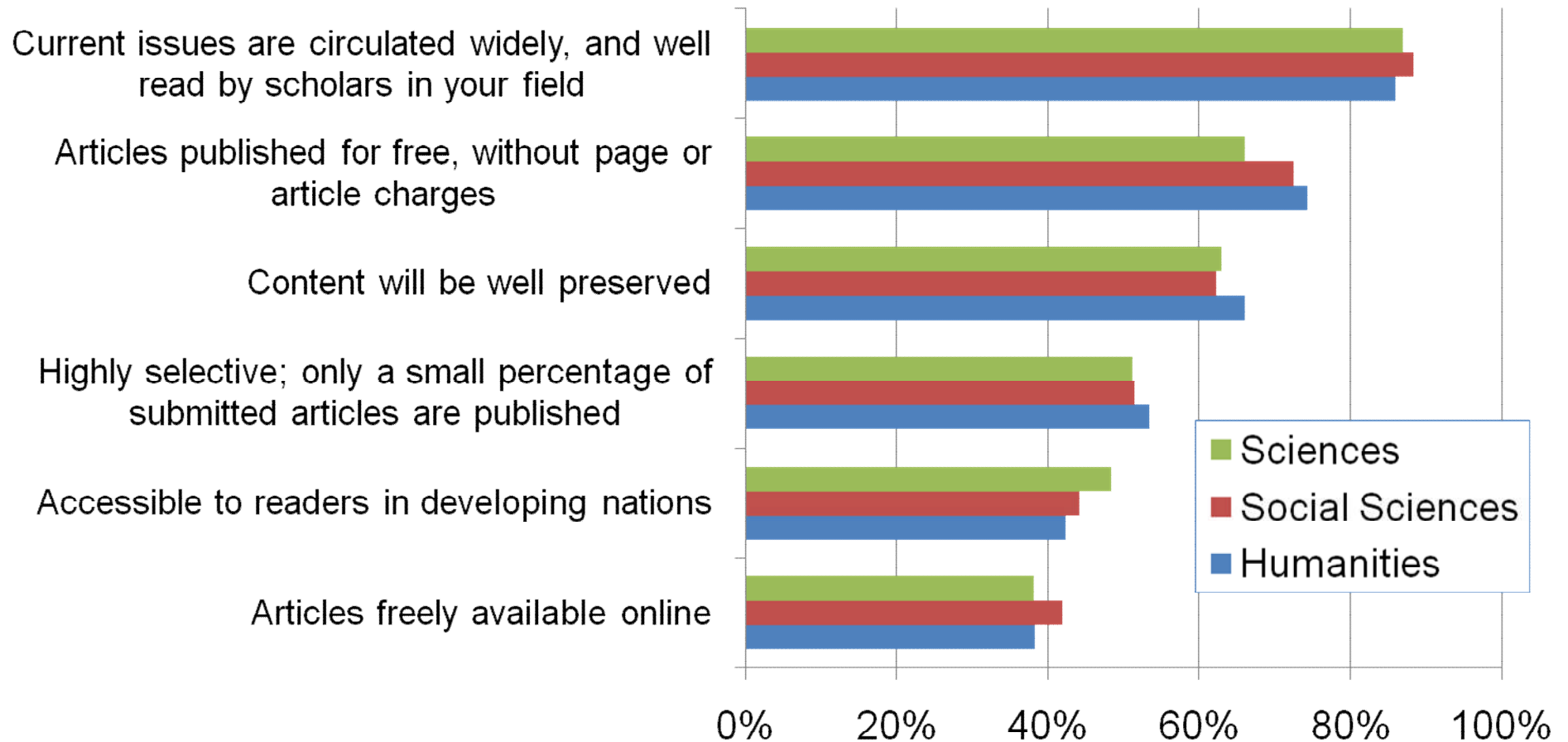
Visibility and impact are key in selecting where to publish...

As an author, what attributes of a scholarly journal are most important in informing your decision where to publish your articles?



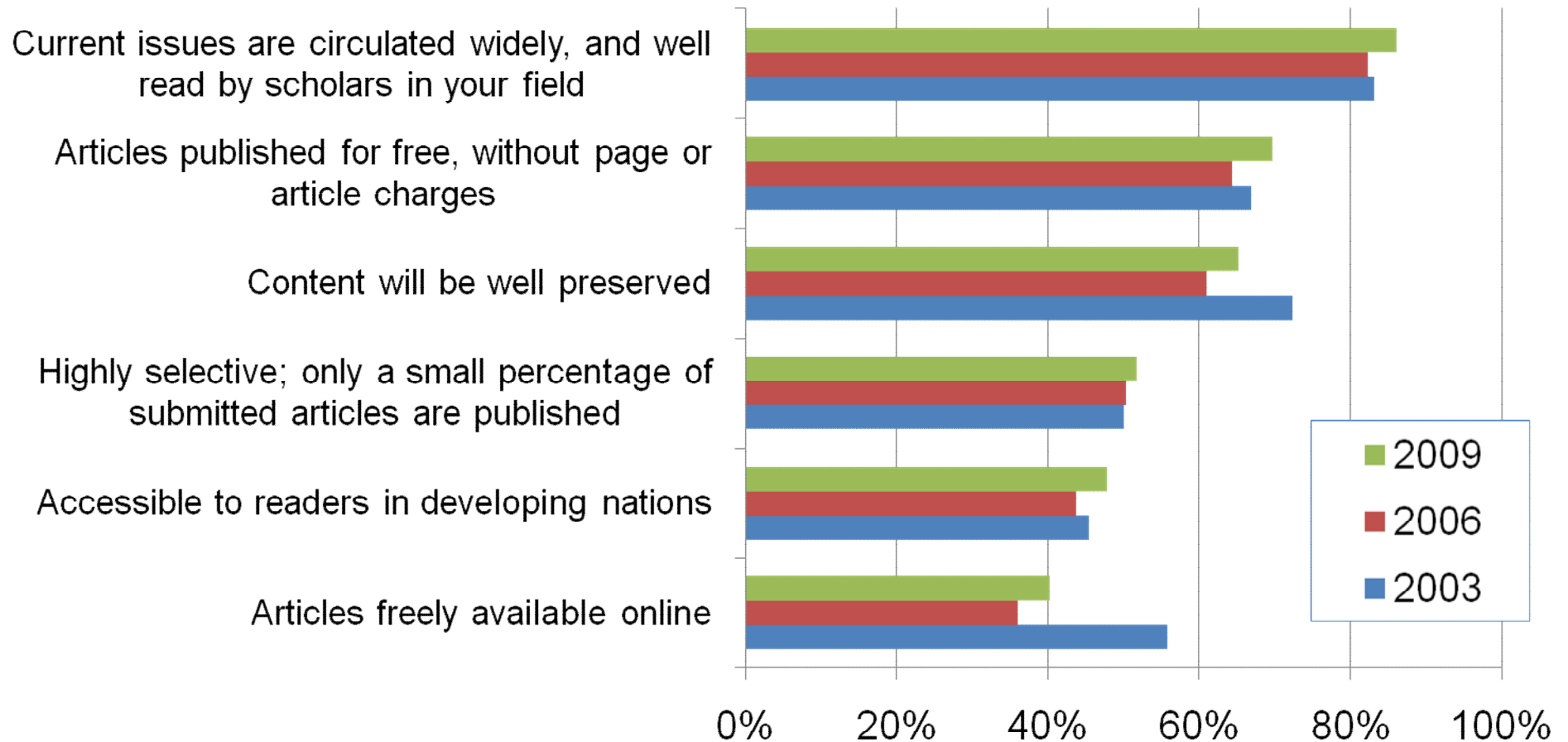
...among those in *all* disciplines

As an author, what attributes of a scholarly journal are most important in informing your decision where to publish your articles?



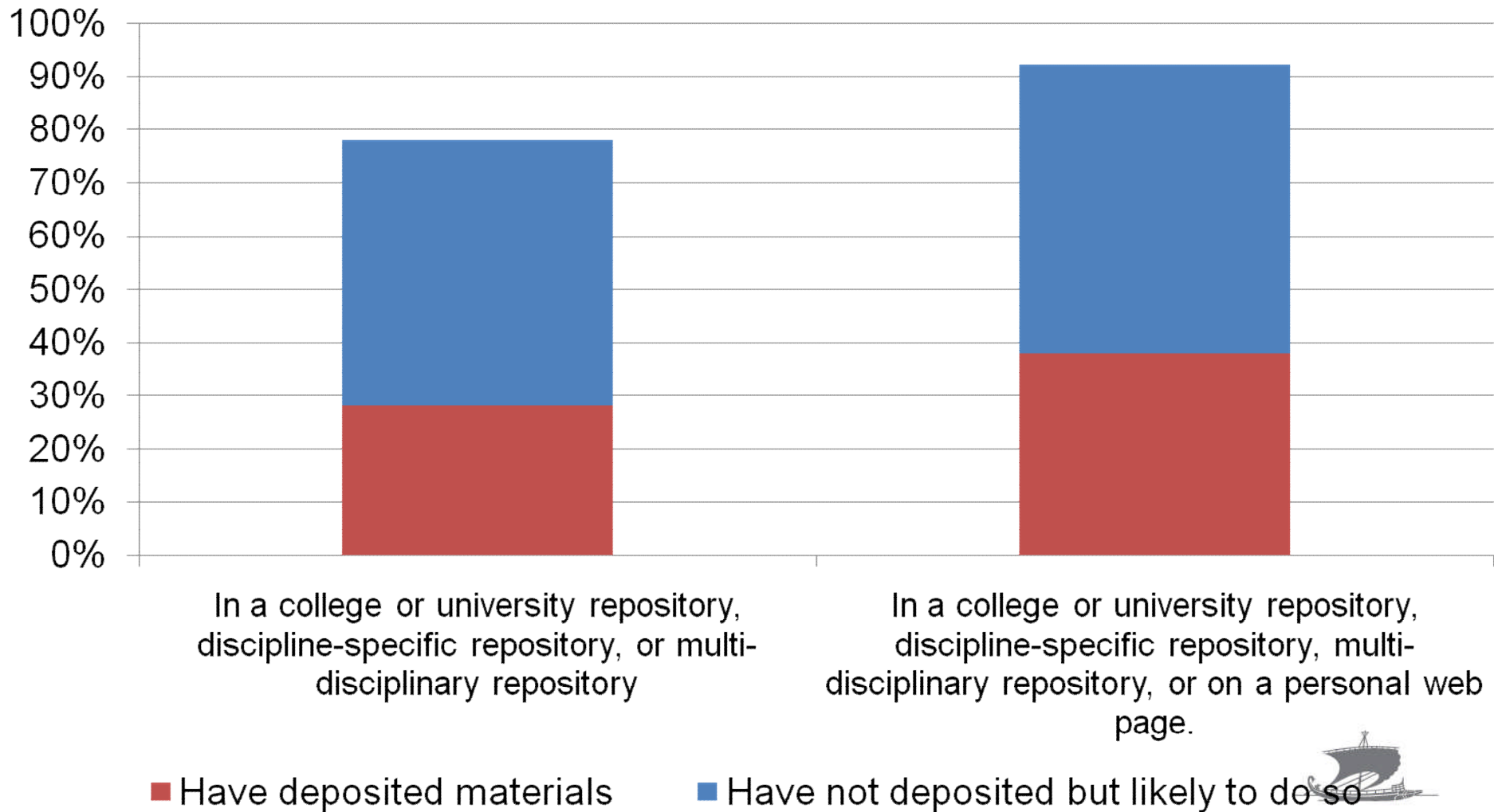
Relative stability over time

As an author, what attributes of a scholarly journal are most important in informing your decision where to publish your articles?



Deposit: More intention than activity

Cumulative measures – have you deposited materials into any sort of repository, or are you likely to?



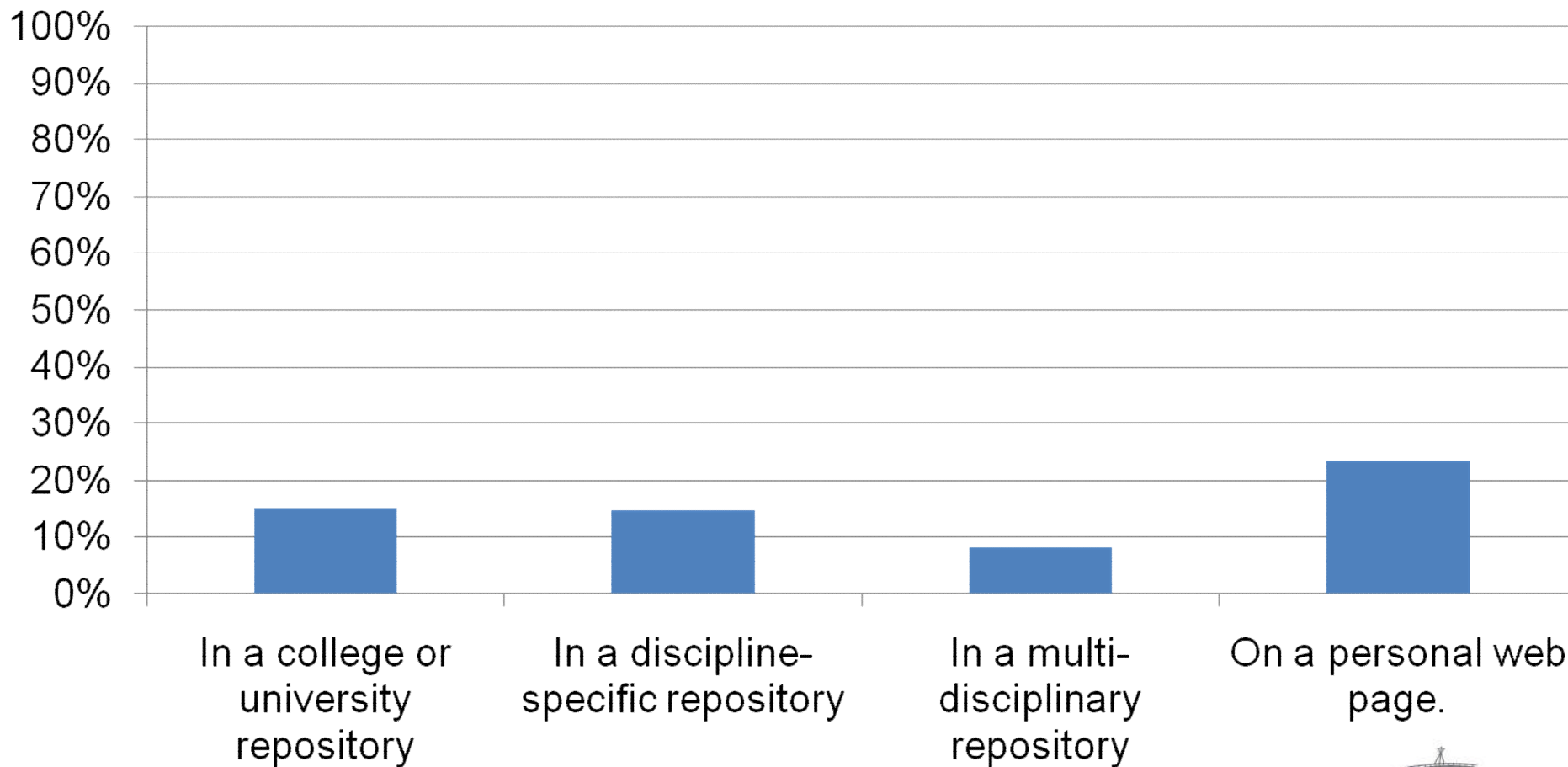
■ Have deposited materials

■ Have not deposited but likely to do so

And the winner of most popular “repository” is... personal web page?

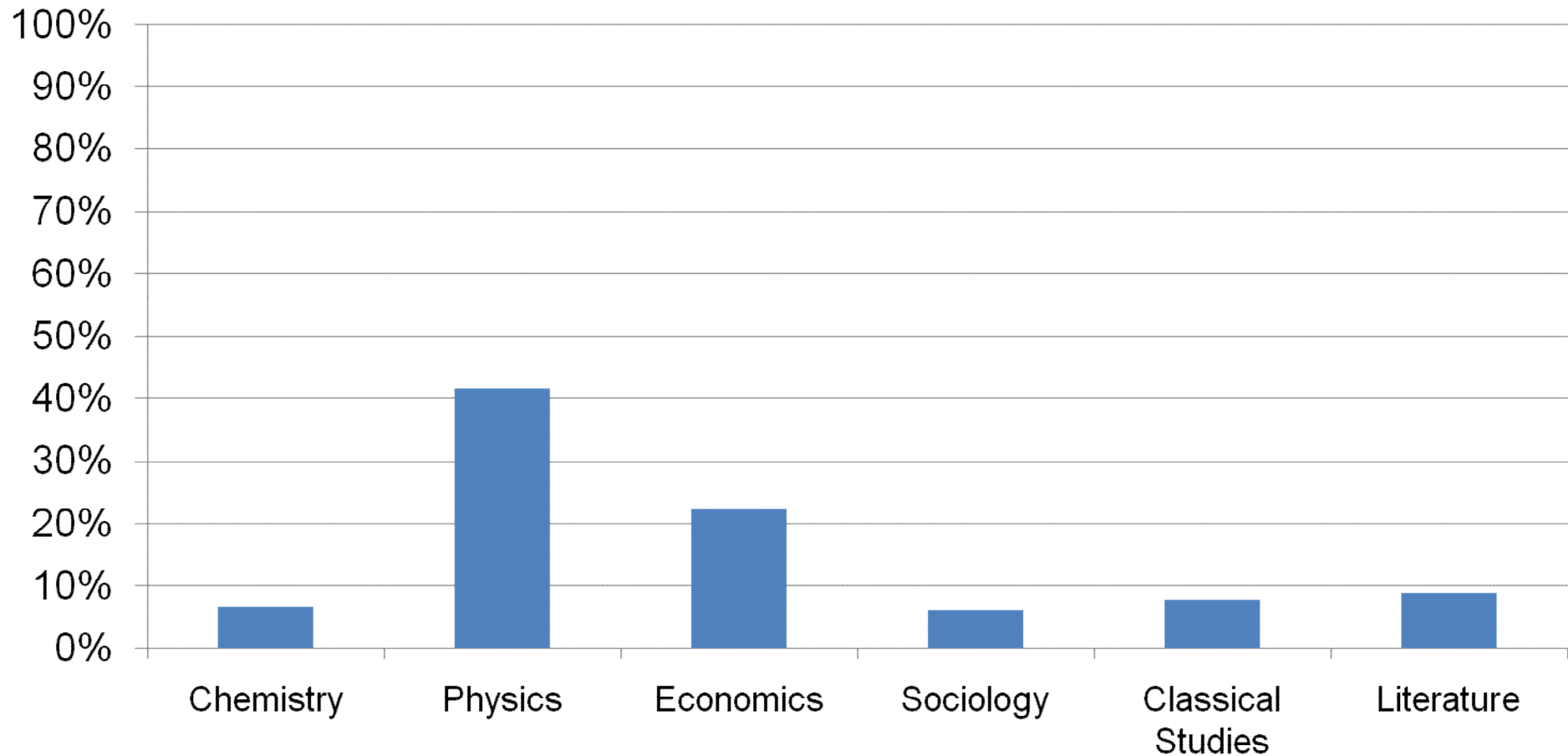
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Percent of faculty indicating they have deposited their research materials and scholarly outputs...



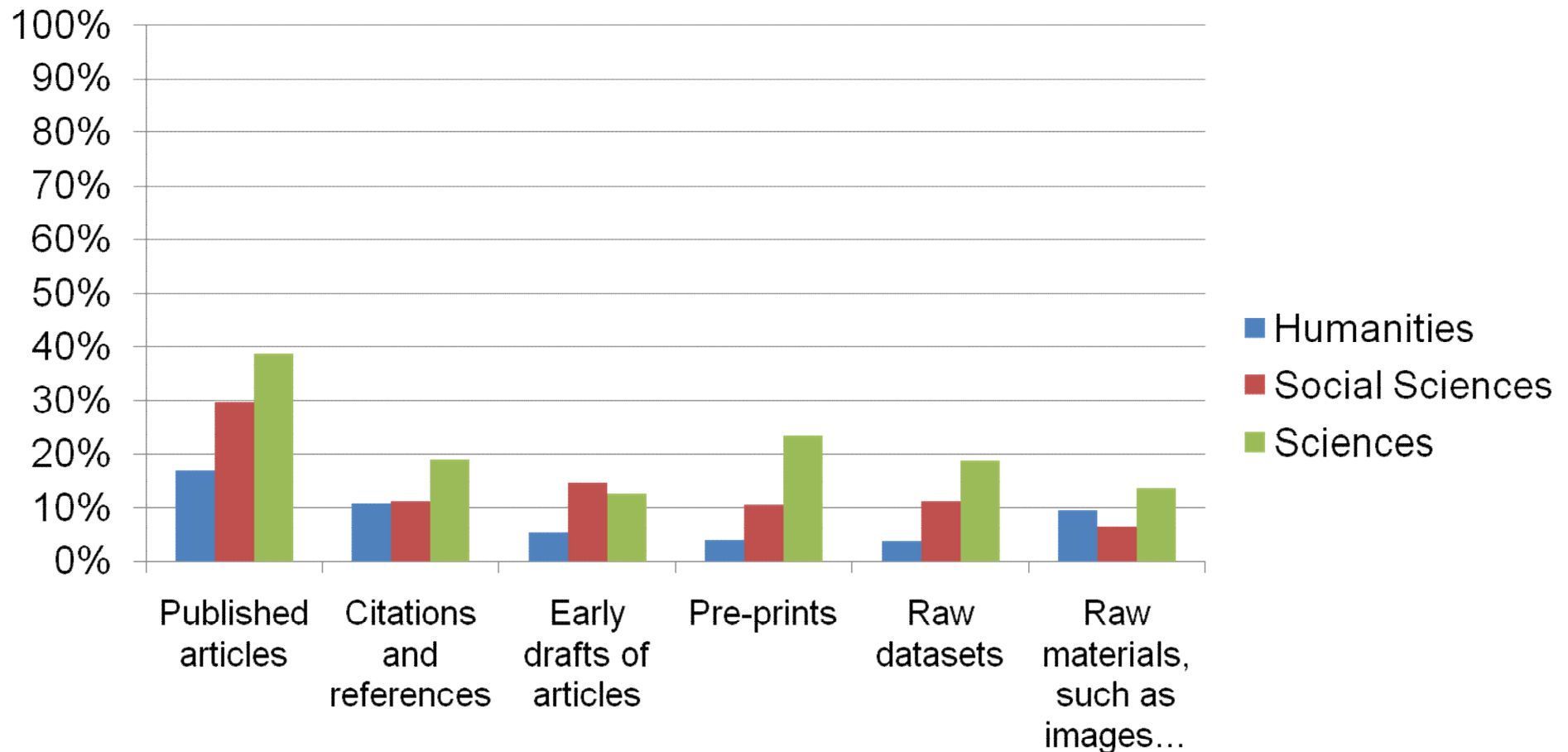
Some exceptions: Physics and Econ

Percent of faculty who have deposited materials in a repository specific to their discipline



What is being deposited: Published articles, pre-prints, and data

Percent of faculty who have deposited materials of each types



Findings and further questions

- Although faculty attitudes and behaviors on the research process are changing along a clear trajectory, opinions on scholarly communications and research *outputs* are far more static.
- Driven by professional incentives, faculty members value the visibility and impact of their research outputs far more than they do principles of open access.
- How have certain disciplines – notably physics and economics – broken this stasis? How much of this is due to their unique cultures, and how much due to the presence of appropriate tools like arXiv, SSRN, and RePEc?

Key Insights from the 2009 faculty survey

Basic scholarly research practices have shifted rapidly in recent years. As a result, academic libraries are increasingly being disintermediated from the discovery process, presenting challenges but also opportunities for libraries to reallocate resources to other priorities

Faculty members' growing comfort relying exclusively on digital versions of scholarly materials opens new opportunities for libraries, new business models for publishers, and new challenges for preservation

Publishers, scholarly societies, libraries, faculty members, and others have laid significant groundwork for innovating various aspects of the scholarly communications system, but faculty attitudes are driven by incentives routed in older models and not shifting quite so fast.

Looking forward...

Given the changes we do see, from the greater number of choices available to scholars in how and where to find and use content, to their greater willingness to use that content in digital form... how can publishers continue to add value to the creation of new scholarly works?

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