

Research4Life

User Experience Review 2010

The Research4Life 2010 User Experience Review

- Conducted by Edmond Gaible of the Natoma Group
- Online Surveys June 2010
 - Institutional Survey 1303 responses (typically from librarians)
 - General Survey 804 responses (from users or potential users)
- Site visits April/May 2010:-
 - 571 interviews at 58 institutions in:-

• Bangladesh	Cameroon
• Malawi	Moldova
• Nepal	Senegal
• Vietnam	Zambia
• Ecuador	Fiji
• Peru	Syria

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Overall Finding

- Research4Life is an effective and highly valued provider of access to research publications in subscribing institutions; Research4Life can reliably be characterized as the primary means of access to research publications in developing countries today.

The primary means of access to research.....

- More respondents (24%) cite HINARI as a source for life-science and medical research than cite any other source.
- More respondents (32%) cite HINARI as the source they use most frequently. PubMed is listed by 28%.
- More *General Survey* respondents (27%) cite AGORA as a source for agricultural and environmental information than cite any other source. OARE is cited by 14% of respondents.
- More respondents (54%) cite AGORA as the source they use most frequently. OARE is listed by 15%.

....despite low awareness

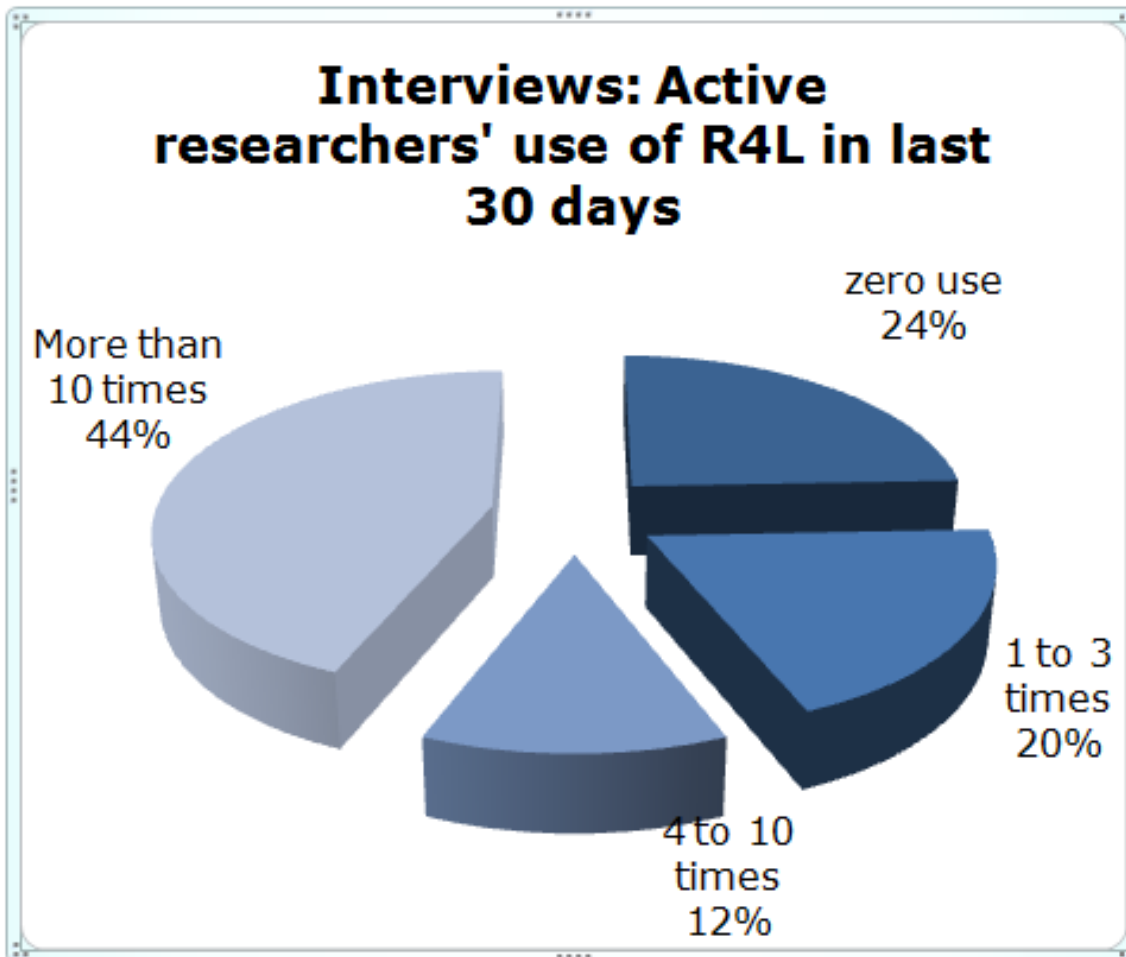
Yet paradoxically:-

- Only 30% of General Survey respondents were aware of Research4Life
- Even within subscribing institutions, awareness of R4L programmes is low. Almost 62% of respondents are unaware of their institutions' R4L registrations
- Many *General Survey* respondents who are *not* users of R4L state in comments that now that the survey has made them aware of R4L they will use it.

Those who try it, use it

- While overall levels of use of R4L are at best moderate (22.9 percent of *General Survey* respondents), researchers and others who try R4L tend to become regular users. Respondents who have been identified as researchers tend to become frequent users.

Those who use it, use it a lot



- 44% of active researchers interviewed have used R4L more than 10 times in the most recent 30-day period.
- 56% have used R4L four or more times in the most recent 30-day period.

Figure 5: Use of R4L within the last 30 days, Active Researchers (n=41)

How should we reach non-users?

Findings in relation to how users initially learned about R4L suggest more effective measures that can be taken to build awareness of the programme. General survey respondents who are aware of R4L report learning about the programme in the following ways:

“How did you become aware of R4L?”	
I attended training	25.9%
A colleague or friend told me about it	19.8%
A librarian told me about it	10.3%
I received email notification	44.1%
My institution performed other outreach activities	8.4%
Web browsing or search	38.4%

How should we reach non-users?

R4L has limited resources to spend on marketing and promotion, but clearly there is significant scope to raise awareness levels, both directly ourselves and also via the institutions with whom we collaborate to deliver the content:-

“In the past 2 years, has your organization conducted awareness-raising or outreach activities in relation to Research4Life?”	
No awareness-raising or outreach activities have been conducted	36.3%
Posters or signs	11.7%
Presentations, awareness-raising workshops, training	21.8%
Individual orientation sessions or individual training	22.6%
Email notification or Web-page announcements	18.4%
Not applicable	9.4%

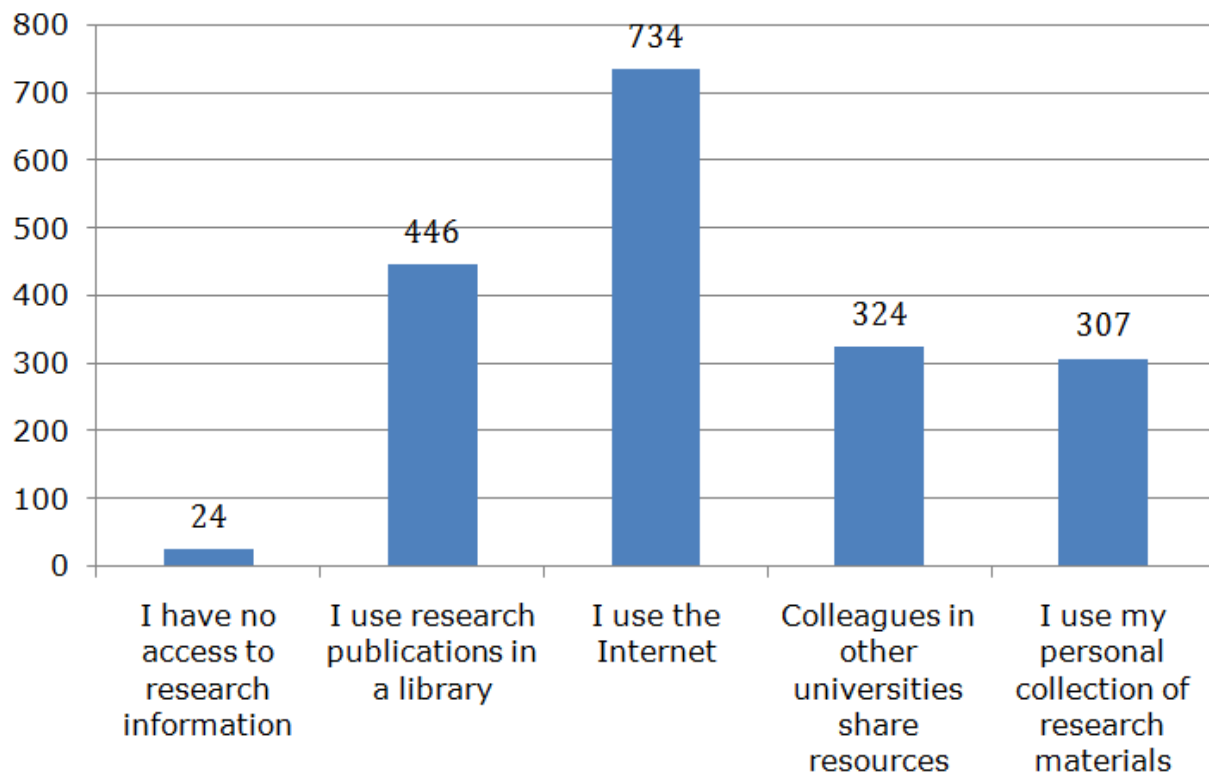
Table 6: Outreach and awareness raising activities, Institutional Survey

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Other Findings

Internet is #1 way of accessing research

Means of accessing research information

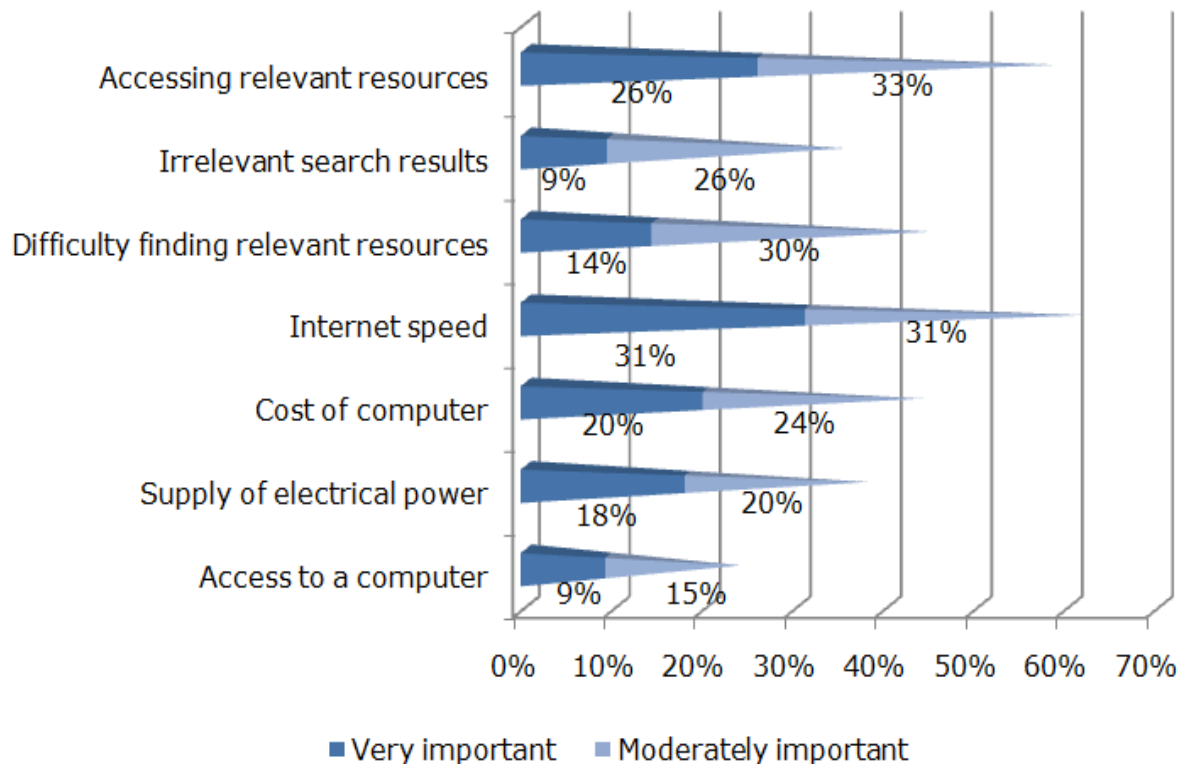


General survey respondents (804) of whom 240 were familiar with Research4Life

Figure 2: Means of accessing research, General Survey (n=804)

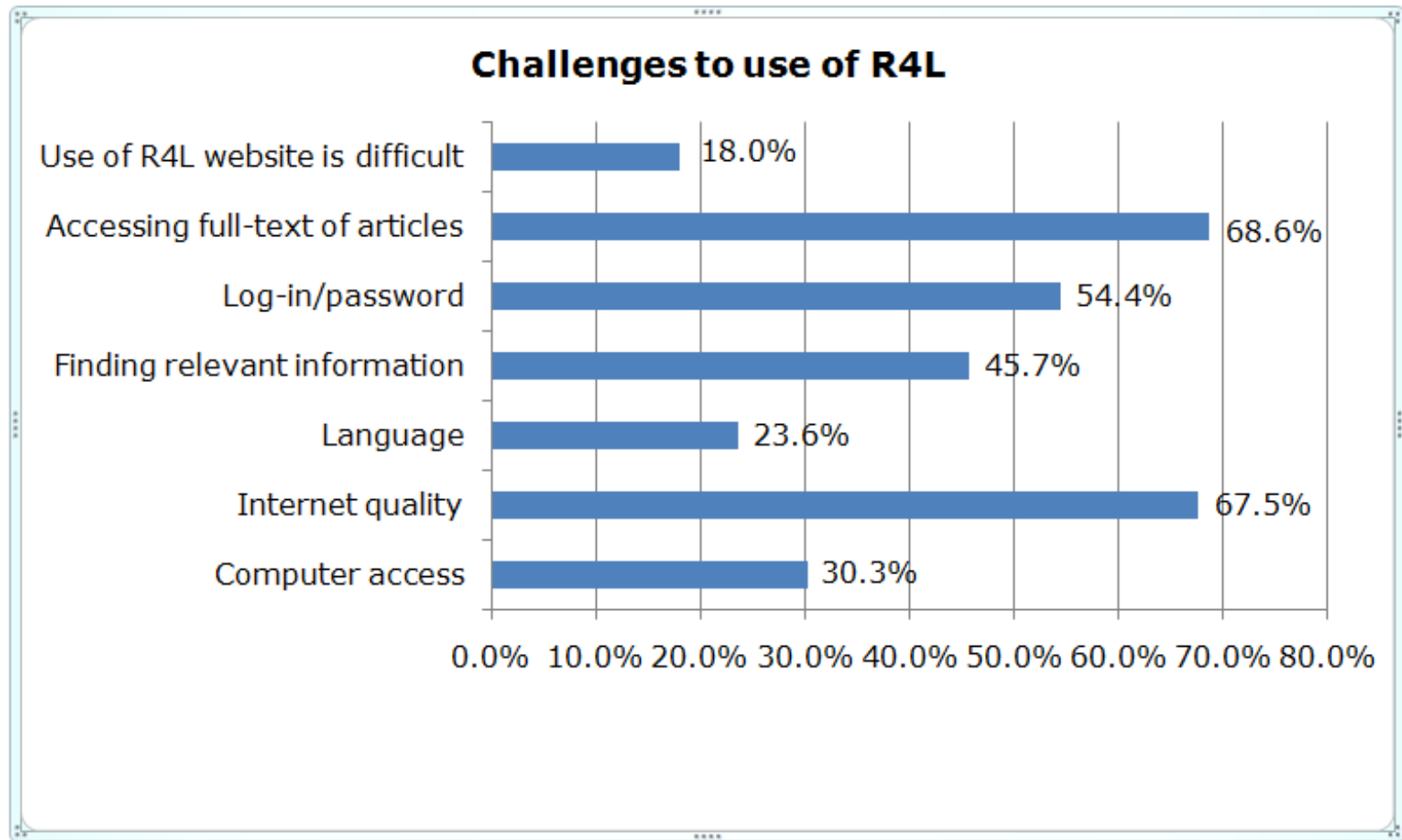
Challenges to research access using Internet

Challenges to research access using Internet



General survey respondents (804) of whom 240 were familiar with Research4Life

Challenges to use of Research4Life



Sample sizes for the responses displayed above range from 161 to 228

Ease of access to full text articles

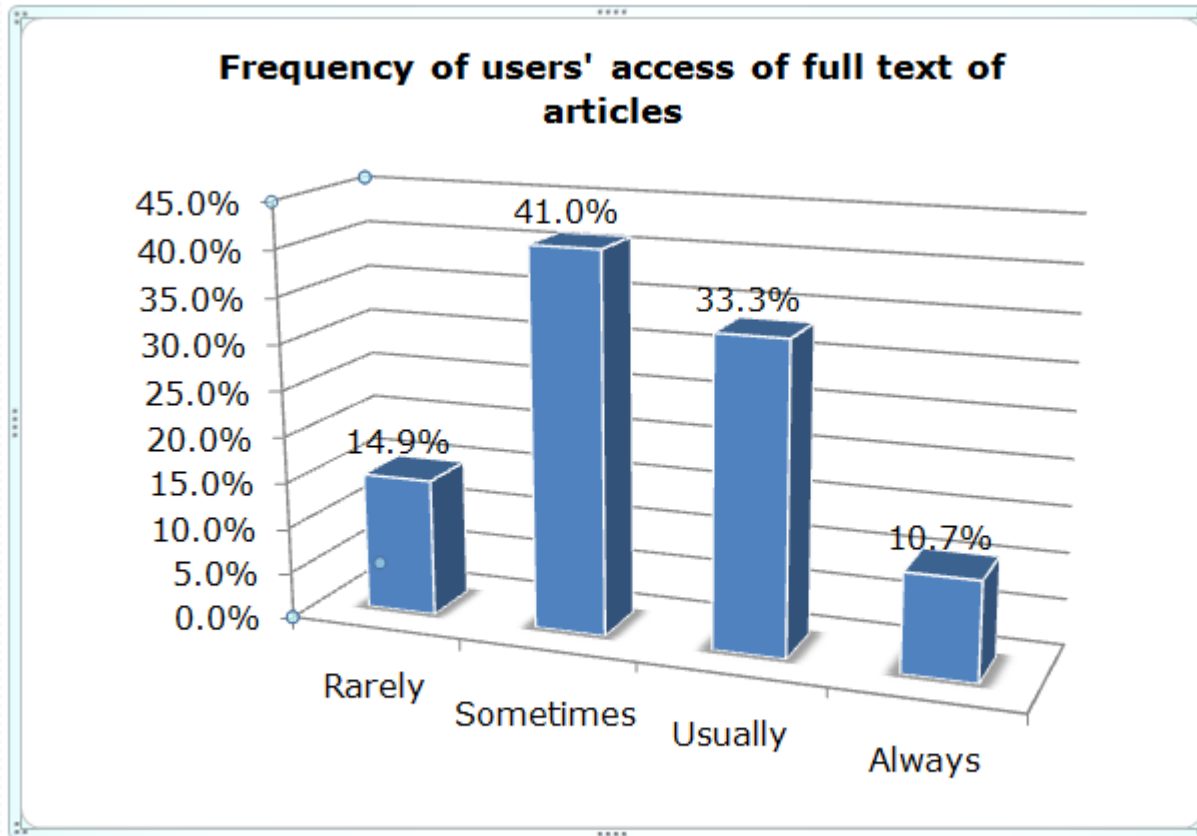


Figure 9: Frequency of R4L users' access to full text of articles, General Survey (n=262)

Note , however, that total survey respondents above exceed the number who claim familiarity with Research4Life and that not all access attempts may relate to articles available via Research4Life

Research4Life is valuable but hurdles remain

- The inference of these results is that subscriptions to R4L do not completely solve the problems researchers or others face in terms of access to research publications. And yet, R4L users demonstrate through their frequent use of the service that the programmes have value.

Sources of remaining access challenges

- There are three general causes of this anomaly:
 - Problems resulting from local telecommunications infrastructure and configuration
 - Problems resulting from the R4L web architecture
 - Publishers' policies in relation to access from specific countries.
- It is impossible, however, to accurately assess the separate impact of these three groups of factors

Addressing the remaining challenges

Actions we are taking to address the review's findings

- Communication with users
- Local telecommunications infrastructure and configuration
- R4L web architecture
- Publishers' policies in relation to access from specific countries

Addressing the remaining challenges

Actions we are taking to address the review's findings

- Communication with users

Communication with users

- Research4Life is developing a central 'customer relations management' (CRM) system common to all programmes, that will enable more efficient and effective administration of users inquiries, and allow a more targeted communication with users. The CRM system will also support bulk emailings to users regarding new offers and features.

Addressing the remaining challenges

Actions we are taking to address the review's findings

- Communication with users
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Addressing the remaining challenges

Actions we are taking to address the review's findings

- Local telecommunications infrastructure and configuration

Local telecommunications infrastructure and configuration

- Research4Life has launched an international initiative through Microsoft's Imagine Cup competition to develop a 'download manager' application which will allow users to queue files and resume downloads when transmission breaks occur.

Addressing the remaining challenges

Actions we are taking to address the review's findings

- Communication with users
- Local telecommunications infrastructure and configuration
- R4L web architecture
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Addressing the remaining challenges

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- R4L web architecture

Research4Life web architecture

- This is currently being upgraded with a new hybrid authentication system, a new, more effective search tool that will better communicate the availability of full-text articles, and a more intuitive and efficient user interface.

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Addressing the remaining challenges

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- Publishers' policies in relation to access from specific countries

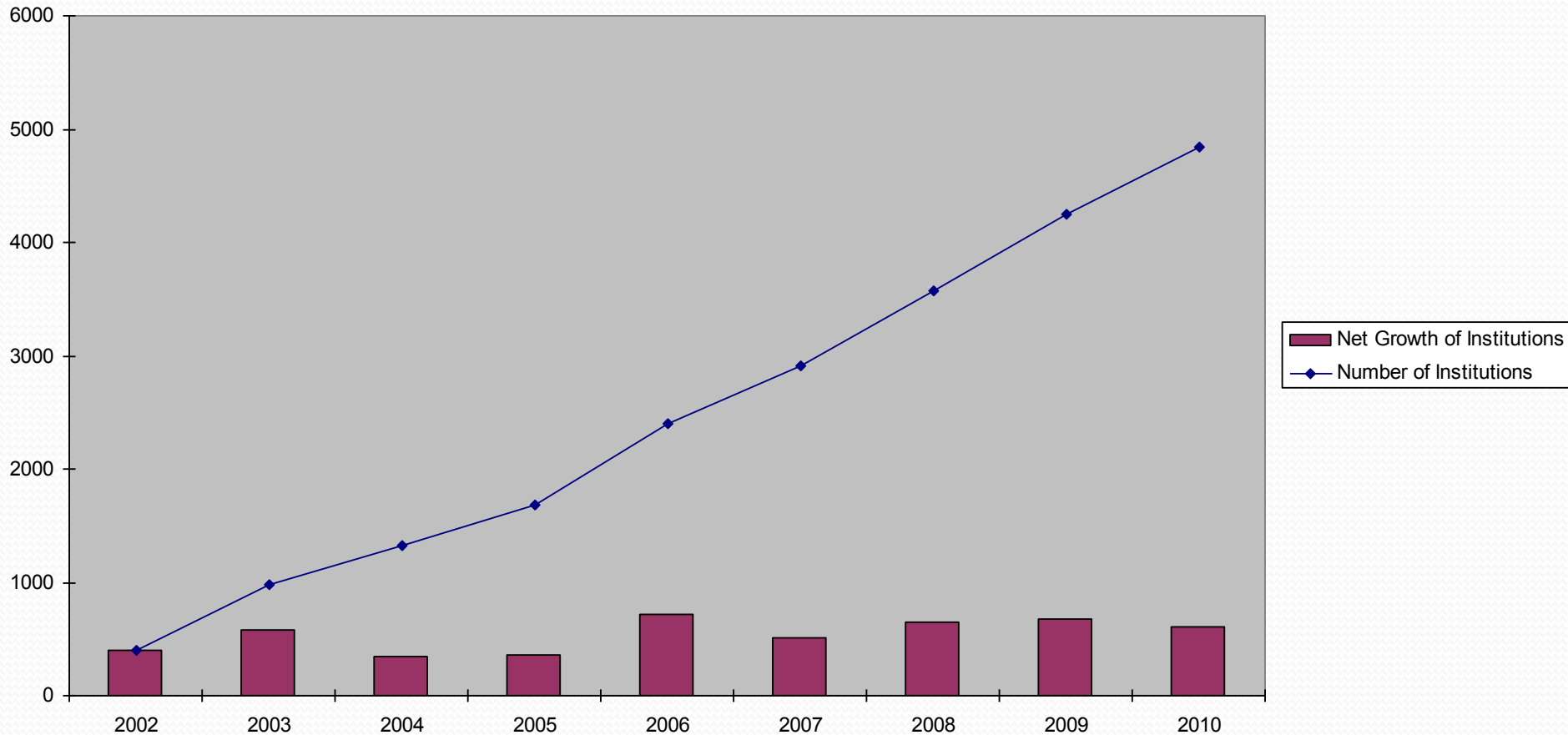
Publishers' policies in relation to access from specific countries

- From 2012 Research4Life is introducing:-
 - differentiation between types of institutions within countries, so that publishers can protect sales to key customers within a country while opening up access to currently excluded institutions in that country
 - methods to ensure that users have more accurate information on exclusions.

In conclusion.....

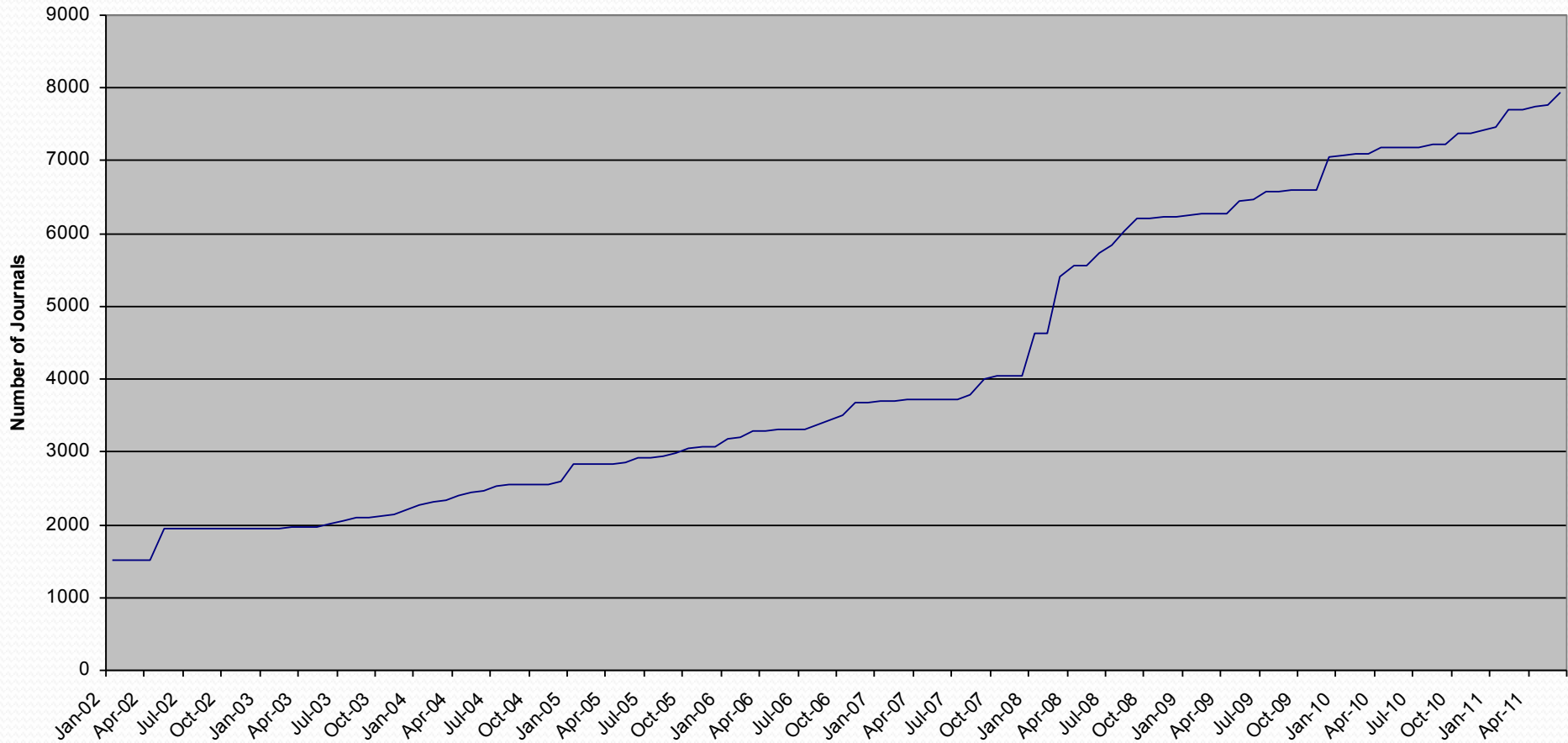
Research4Life has grown dramatically since its launch with the HINARI programme 10 years ago

HINARI Registered Institutions



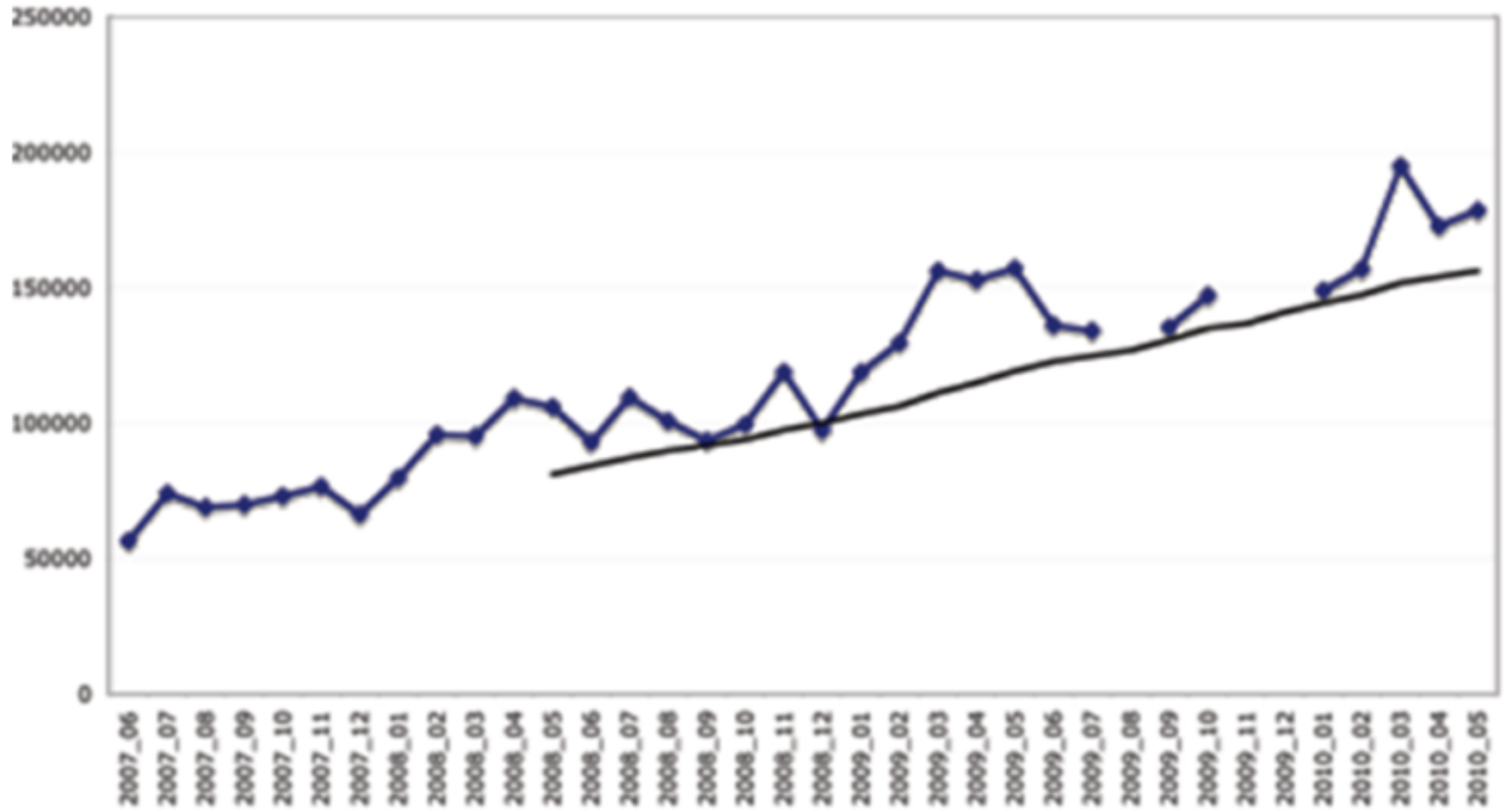
The growth in the numbers of registered institutions for each programme has been impressive. HINARI institutions have increased from 2400 in 2006 to 4800 in 2010. The rate of growth has continued at about 500 a year for the last 5 years.

HINARI Journal Growth



The journal coverage of the of the programmes has increased substantially since the last review. This is true even within HINARI which was well established in 2006 but has more than doubled it journal numbers since the last review, the large jumps in coverage were due to large publishers making available all or large portions of their lists.

HINARI logins



HINARI logins 2007-2010

- Our 2010 User Review has shown us the steps we need to take to build on that growth, with help from:-
 - Our content contributing partners
 - Our technology and infrastructure partners
 - Librarians at recipient institutions

Thank You!

If you would like to learn more about Research4Life and its programmes, go to <http://www.research4life.org/>