

ITHAKA S+R

WHAT DO FACULTY THINK? NATIONAL & LOCAL PERSPECTIVES

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I T H A K A

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JSTOR is a not-for-profit digital library of academic journals, books, and primary sources.



Ithaka S+R is a not-for-profit research and consulting service that helps academic, cultural, and publishing communities thrive in the digital environment.



PORTICO

Portico is a not-for-profit preservation service for digital publications, including electronic journals, books, and historical collections.

ARTSTOR

Artstor provides 2+ million high-quality images and digital asset management software to enhance scholarship and teaching.

OVERVIEW

US FACULTY SURVEY

Examining the attitudes and behaviors of scholars at four-year colleges and universities on a triennial basis since 2000

Topics covered in 2015 cycle:

- Discovery
- Access
- Research topics and practices
- Research dissemination, including data management
- Instruction
- The role of the library

LOCAL SURVEY PARTICIPANTS

United States

American University

Auburn University

Baylor University

Bowling Green State University

California Polytechnic State
University

Claremont University
Consortium

College of William & Mary

Community College of Rhode
Island

DePaul University

Duke University

Harvard University

Indiana University

Iowa State University

John Carroll University

Lafayette College

Louisiana State University

Marquette University

Michigan Technological
University

Mississippi State University

Montana State University

Nevada State College

Northwestern University

Pennsylvania State University

Providence College

Rice University

Roger Williams University

Santa Clara University

Southwestern Oklahoma State
University

State University of New York at
Potsdam

Swarthmore College

Texas A&M University

Tulane University

University of California, Davis

LOCAL SURVEY PARTICIPANTS

United States

University of California, Los Angeles

University of California, Sacramento

University of California, San Diego

University of California, Santa Cruz

University of Central Florida

University of Chicago

University of Dayton

University of Florida

University of Illinois at Urbana-Champaign

University of Iowa

University of Nevada, Las Vegas

University of North Carolina at Chapel Hill

University of Northern Iowa

University of South Carolina

University of South Florida St. Petersburg

University of South Florida, Tampa

University of Southern California

University of Texas San Antonio

Virginia Commonwealth University

Washington University in St. Louis

LOCAL SURVEY PARTICIPANTS

Australia

Curtin University
University of Melbourne
University of New South Wales
University of Queensland
University of Sydney
University of Western Australia

New Zealand

Auckland University of
Technology

Canada

McMaster University
Memorial University of
Newfoundland
Ryerson University
Simon Fraser University
York University
University of Alberta
University of Guelph
Université de Montréal
University of New Brunswick
University of Ottawa
University of Windsor

China

Chinese University
Lingnan University
University of Hong Kong
University of Science and
Technology

POPULATION AND SAMPLE

- Population of faculty members in all colleges and universities that grant a bachelor's degree and higher
- All arts and sciences fields, plus many professions including medicine
- Sample size of 145,550

SURVEY ADMINISTRATION
BEST PRACTICES:
LESSONS LEARNED

CHANGES TO 2015 SURVEY METHODOLOGY & ADMINISTRATION

- Shortened length of questionnaire
- Additional reminder messages at varied times, with pre-tested subject lines
- Partnerships with learned societies and local survey participants
- *Continued from previous cycle:*
 - *Personalizing messages*
 - *Only sending targeted reminders to those who haven't completed survey*

INVITATIONS AND RESPONSE

- Survey fielded October – December 2015
- Invitations and reminders from Ithaca S+R, 12 learned societies, and 9 local survey participants
- Overall response rate: 6.3% (9,203 respondents)

KEY FINDINGS

DISCOVERY STARTING POINTS IN FLUX

DISCOVERY

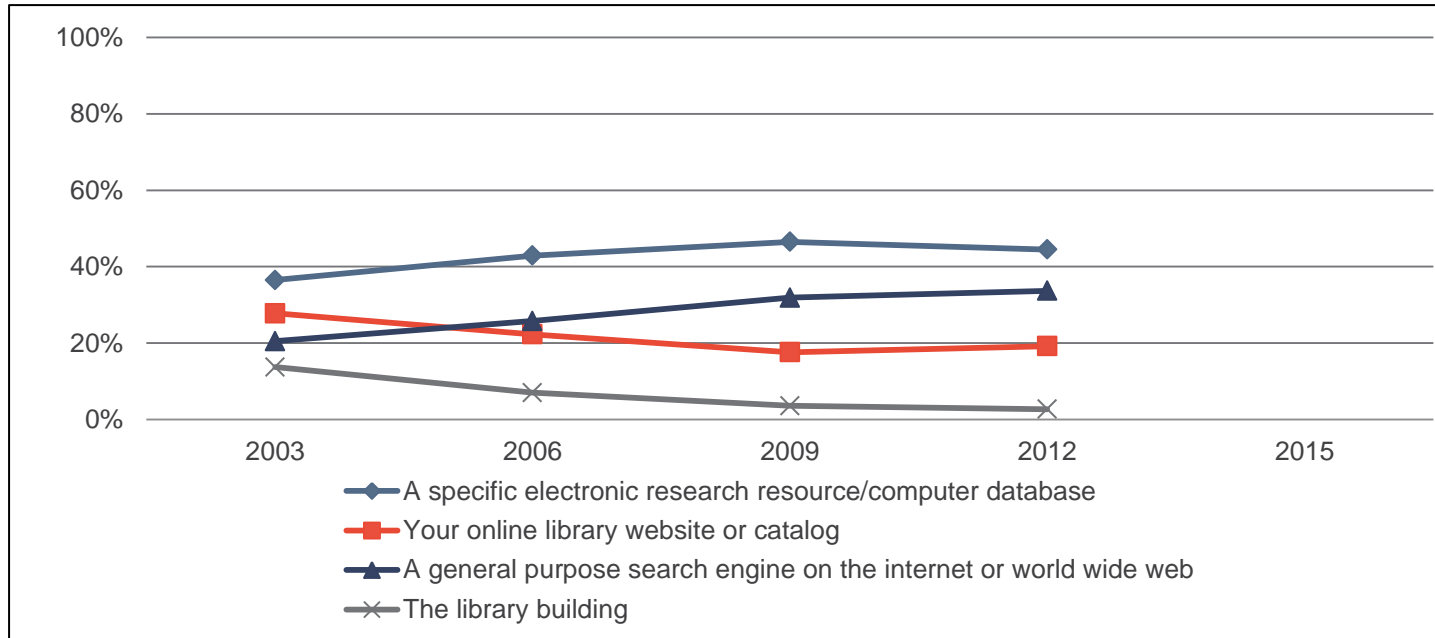
STARTING POINTS IN FLUX

Below are four possible starting points for research in academic literature. Typically, when you are conducting academic research, which of these four starting points do you use to begin locating information for your research?

- A specific electronic research resource/computer database
- Your online library website or catalog
- A general purpose search engine on the internet or world wide web
- The library building

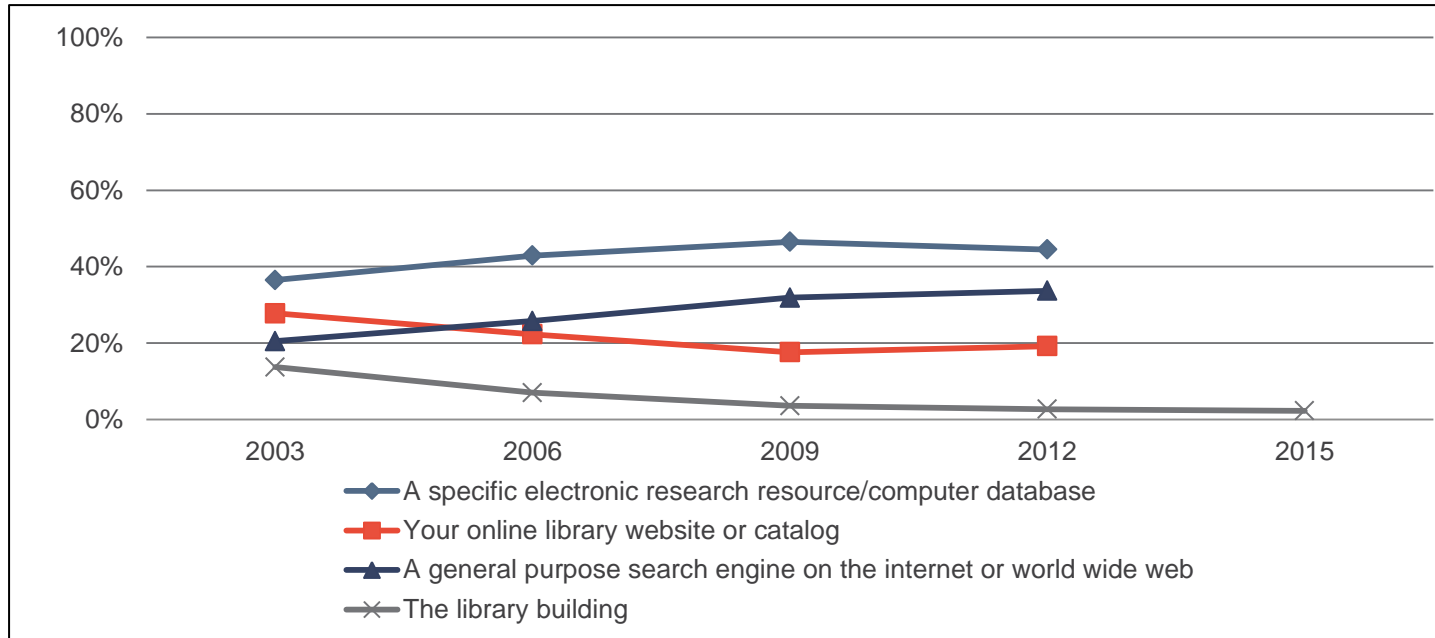
DISCOVERY STARTING POINTS IN FLUX

Percent of respondents who indicated that each option is the starting point for their research.



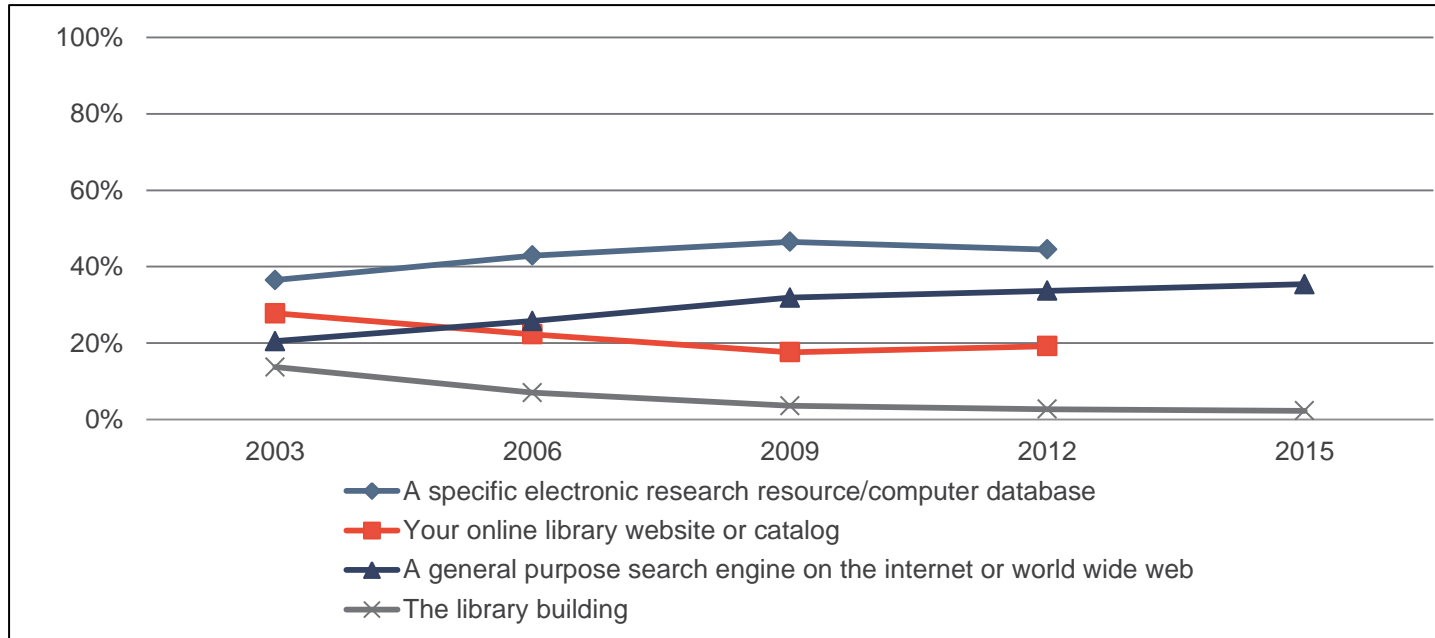
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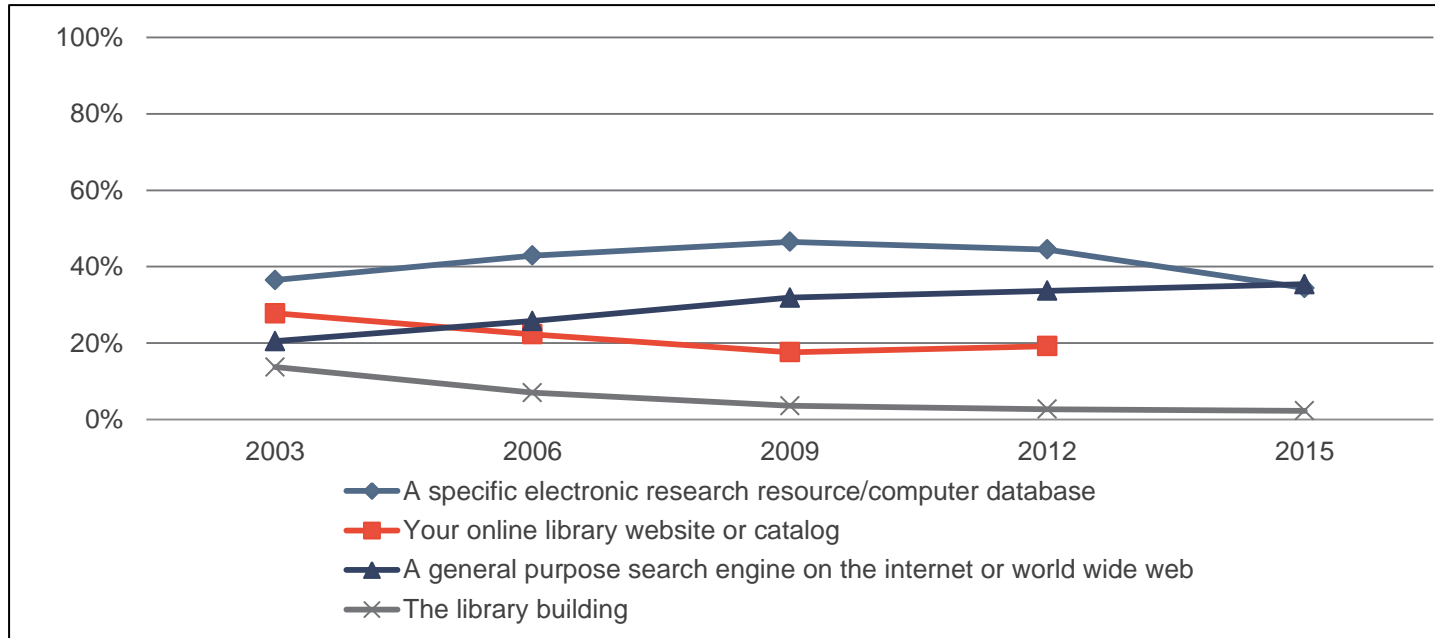
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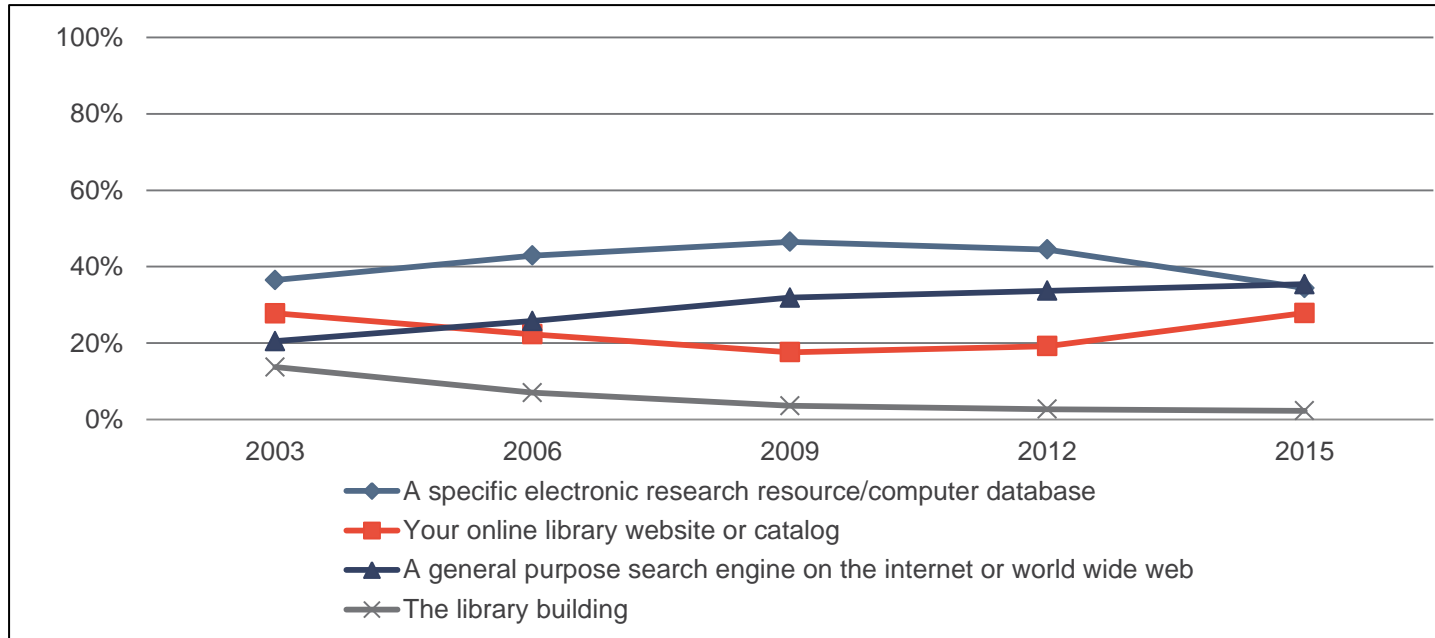
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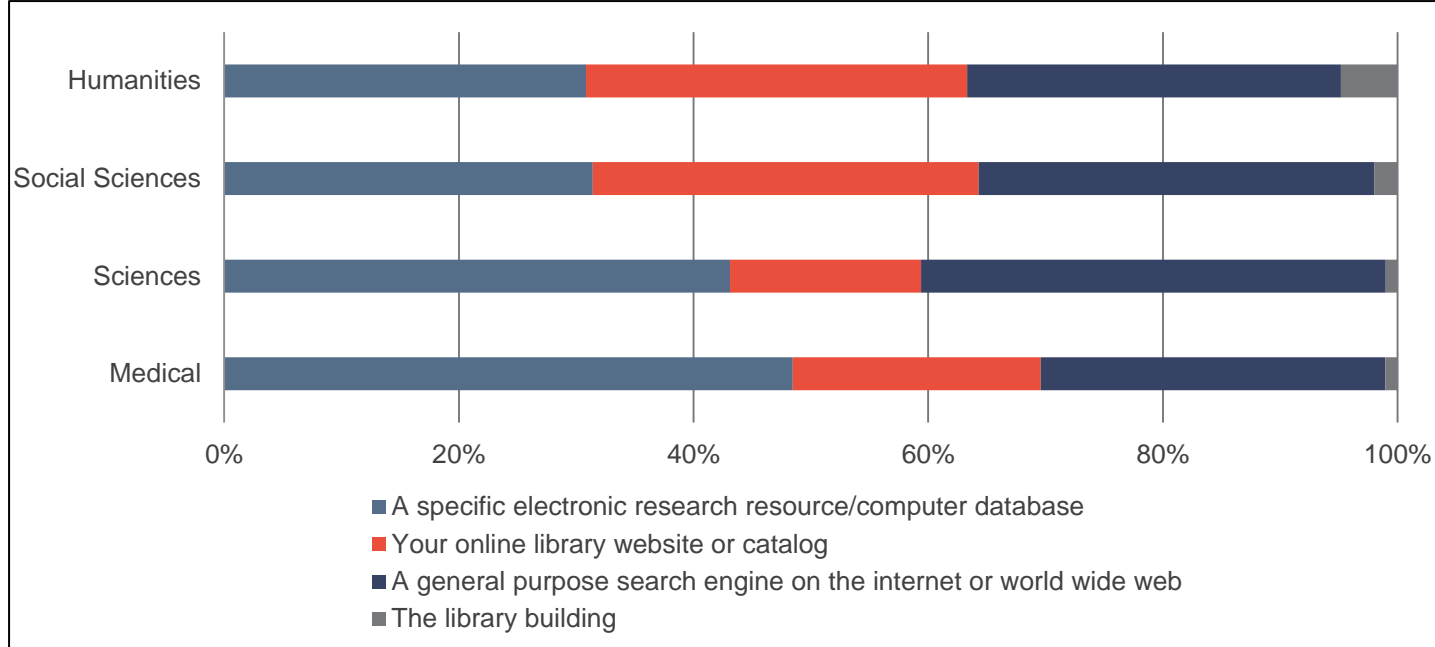
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INCREASED INTEREST
IN SUPPORTING
STUDENTS

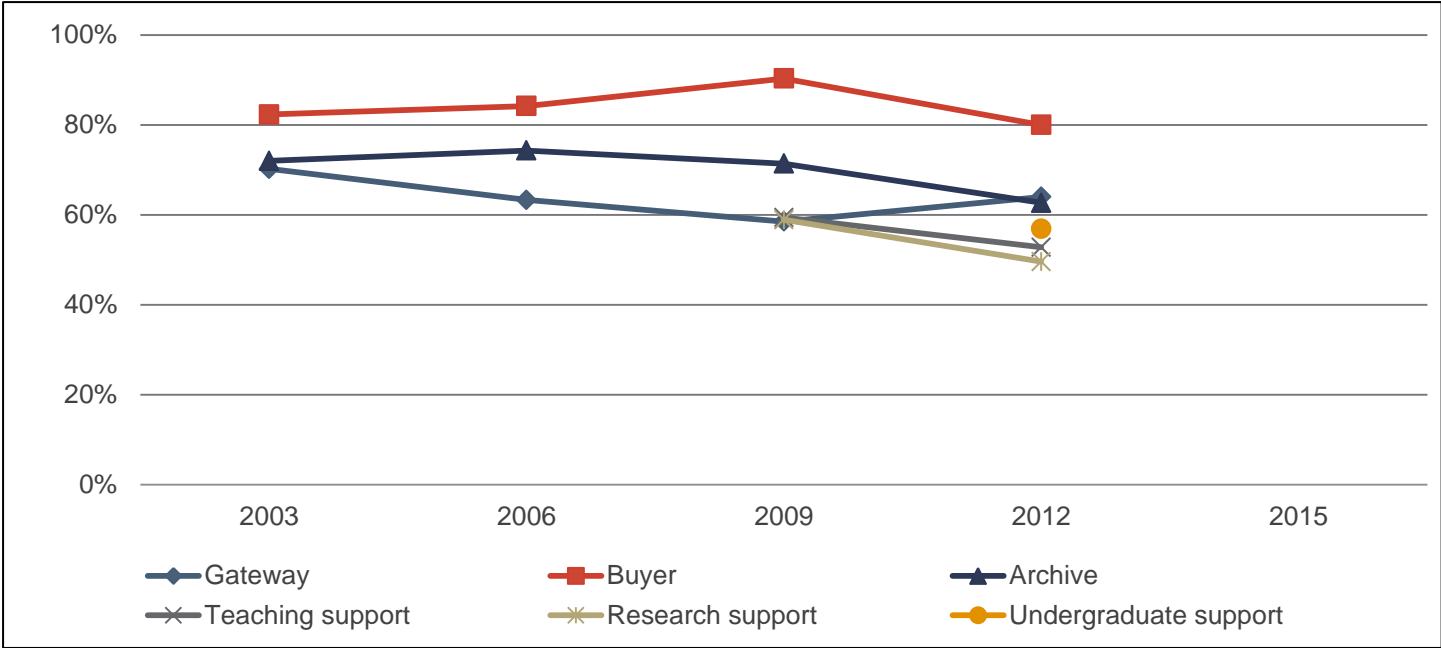
INCREASED INTEREST IN SUPPORTING STUDENTS

How important is it to you that your college or university library provides each of the functions below or serves in the capacity listed below?

- **Gateway:** The library serves as a starting point or “gateway” for locating information for my research
- **Buyer:** The library pays for resources I need, from academic journals to books to electronic databases
- **Archive:** The library serves as a repository of resources; in other words, it archives, preserves, and keeps track of resources
- **Teaching support:** The library supports and facilitates my teaching activities
- **Research support:** The library provides active support that helps to increase the productivity of my research and scholarship
- **Undergraduate support:** The library helps undergraduates develop research, critical analysis, and information literacy skills

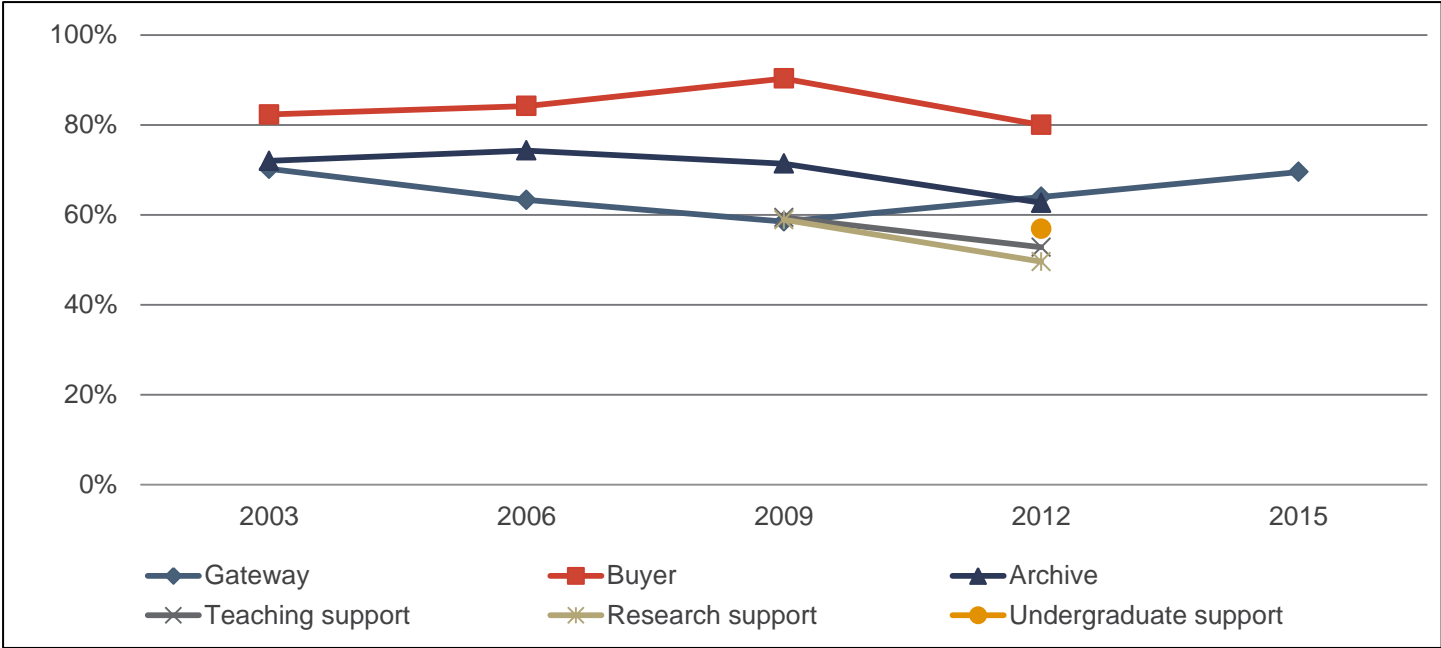
INCREASED INTEREST IN SUPPORTING STUDENTS

Percent of respondents who identified each function as highly important.



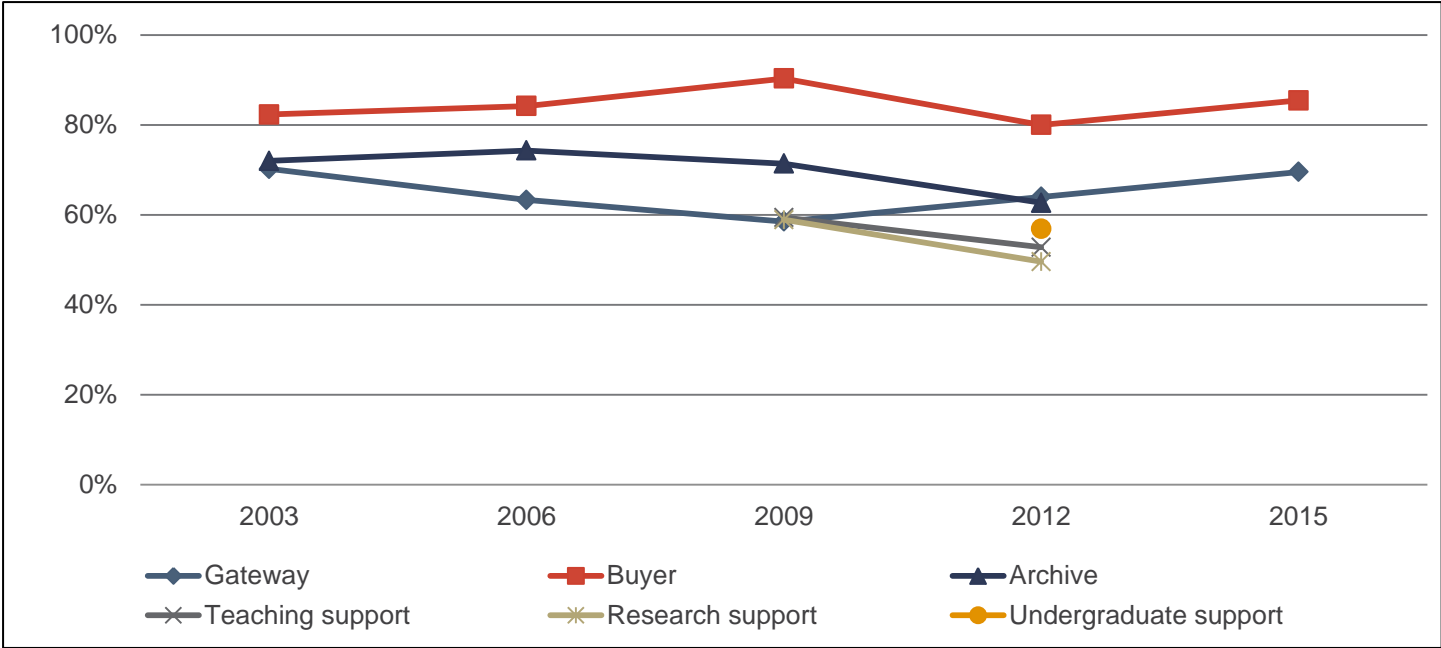
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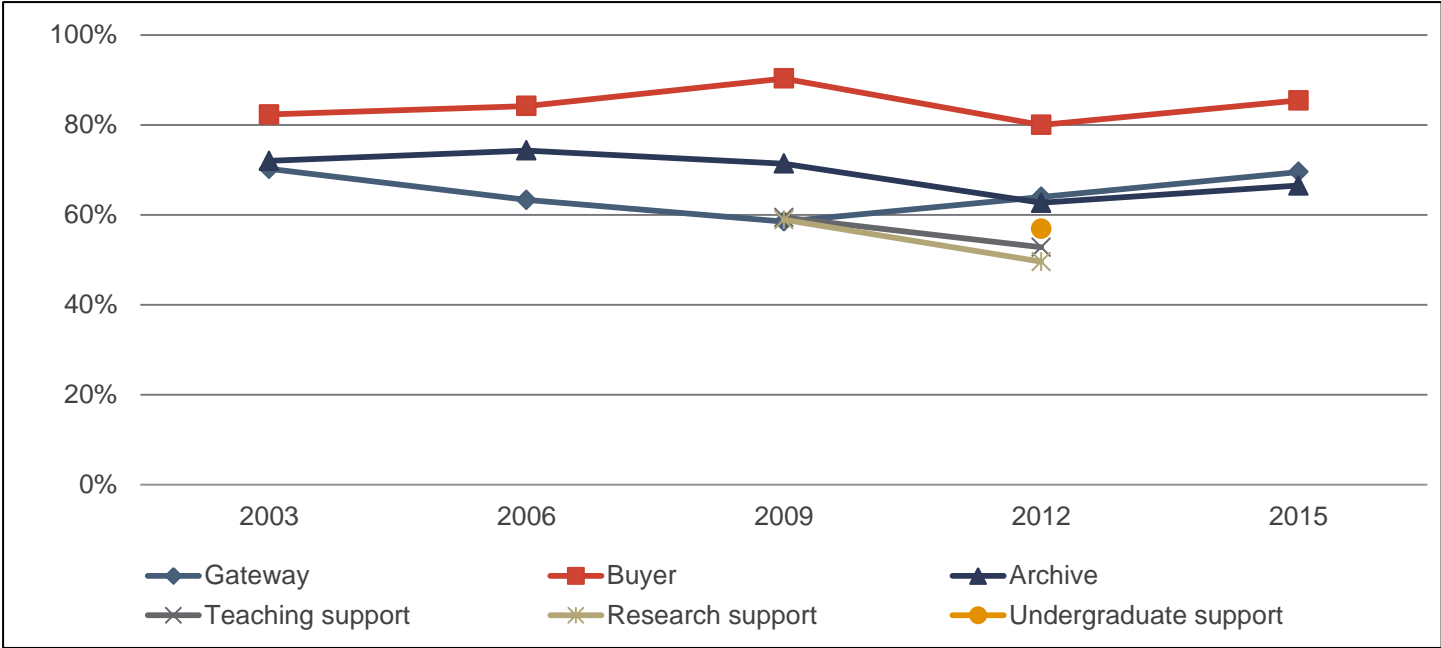
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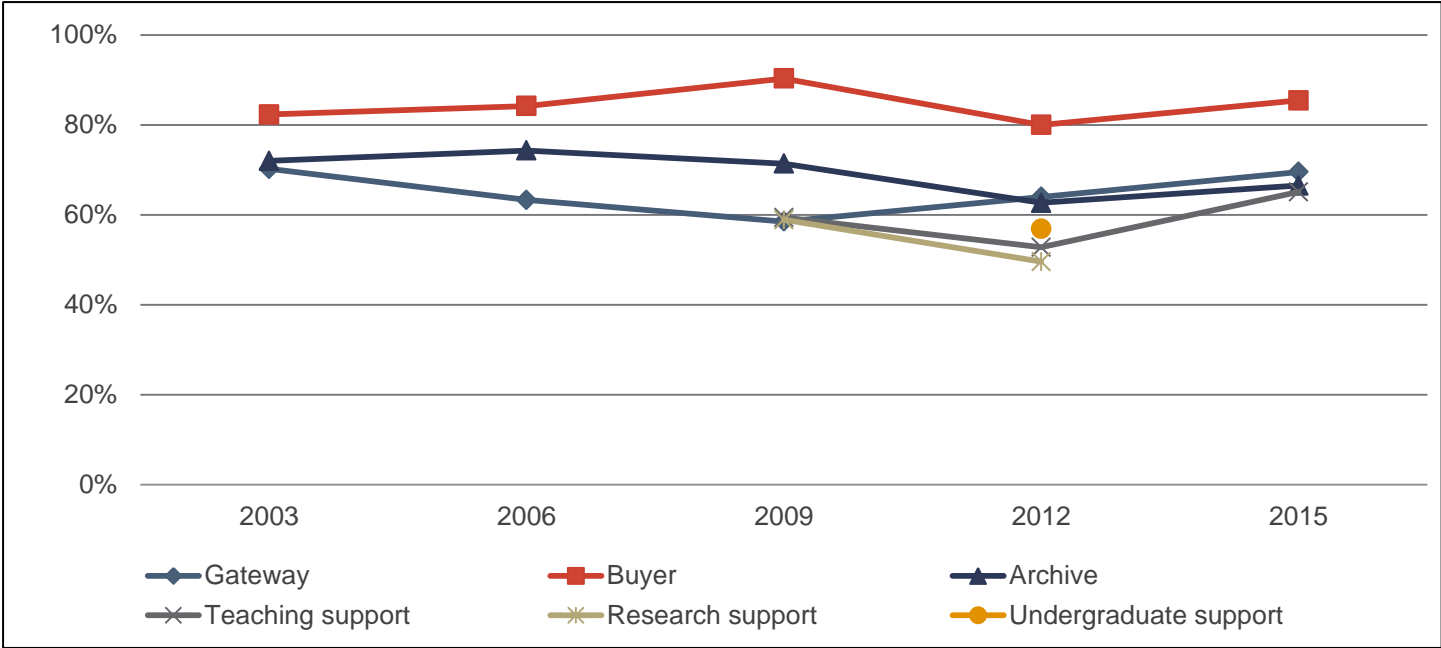
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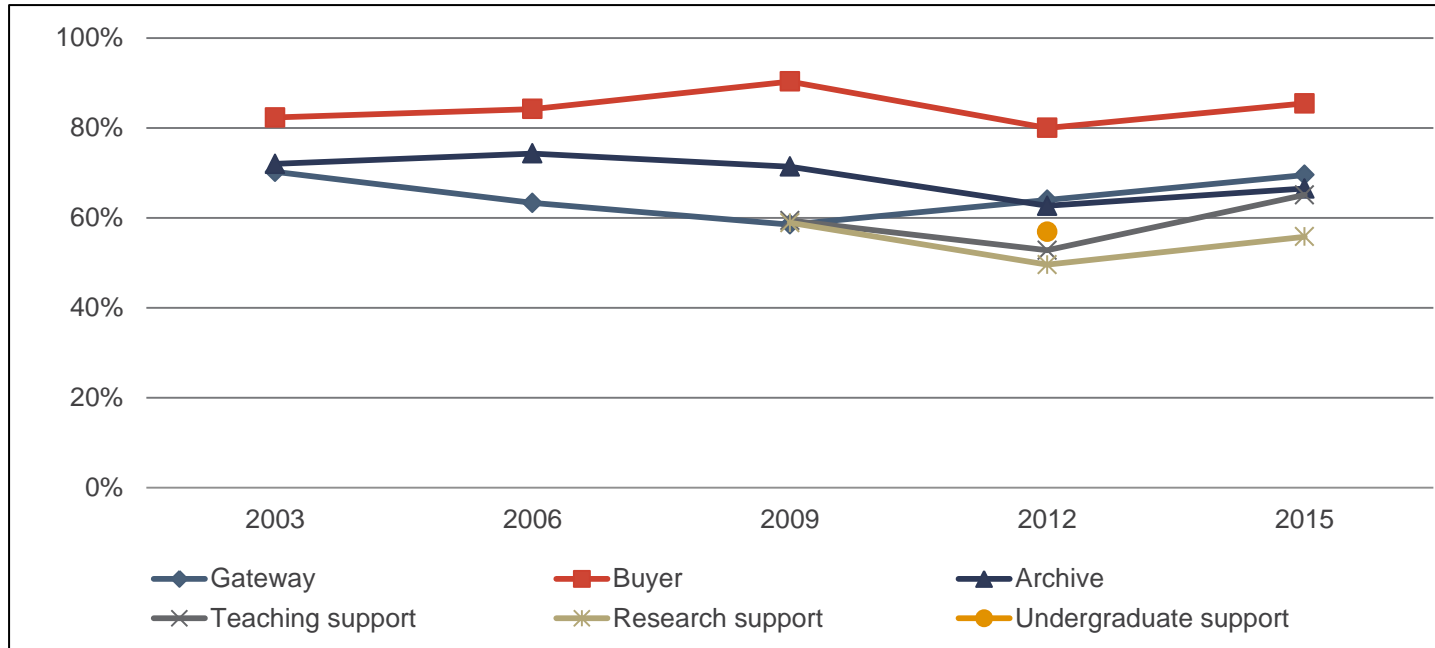
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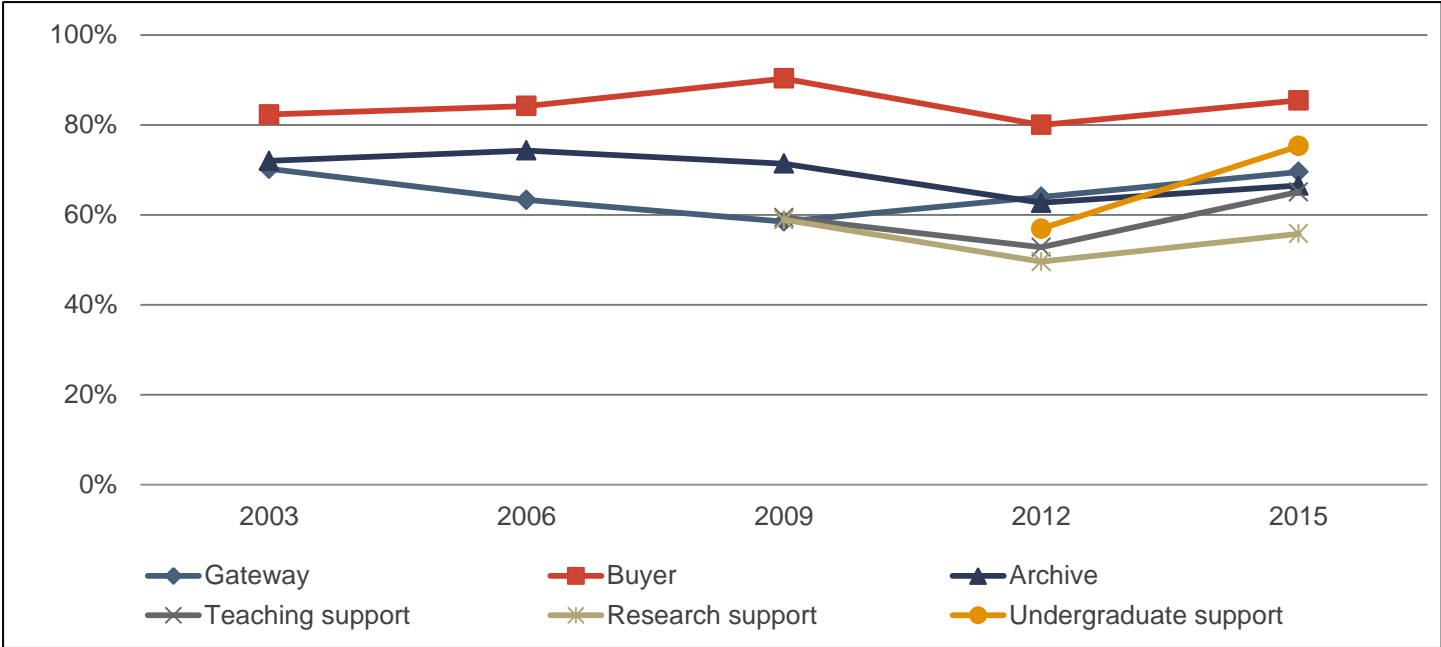
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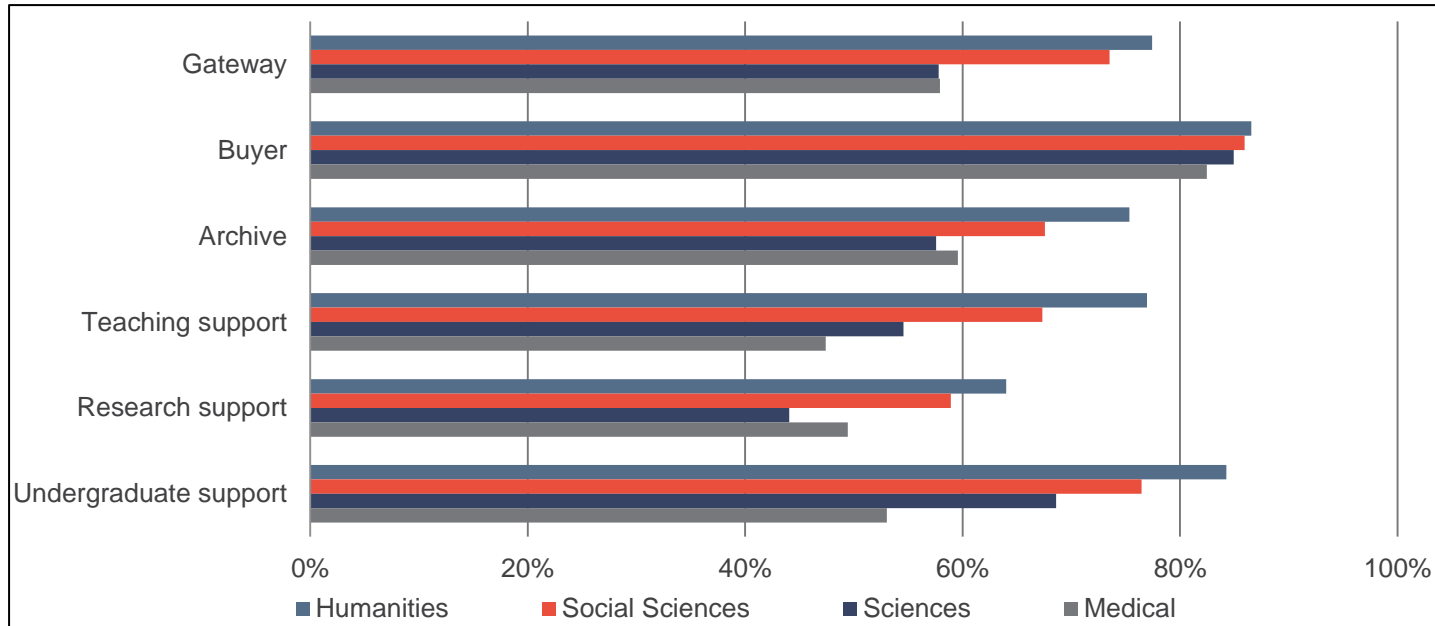
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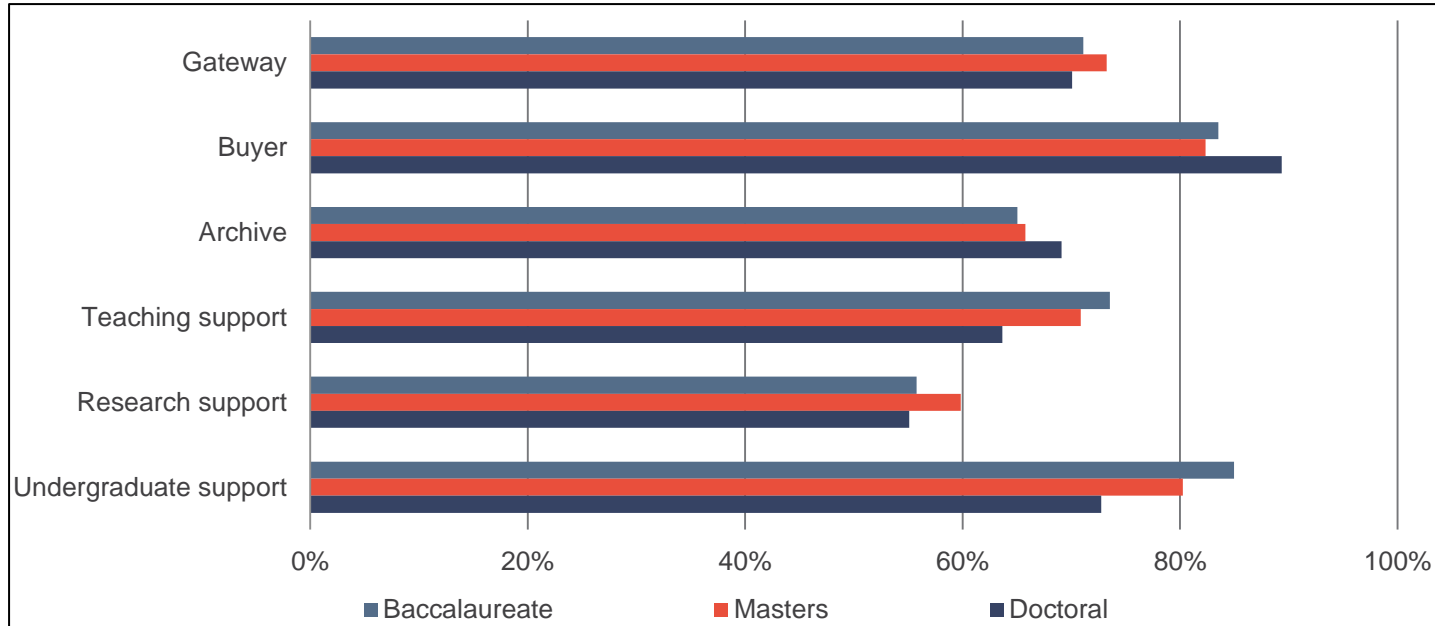
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FORMAT TRANSITION FOR MONOGRAPHS?

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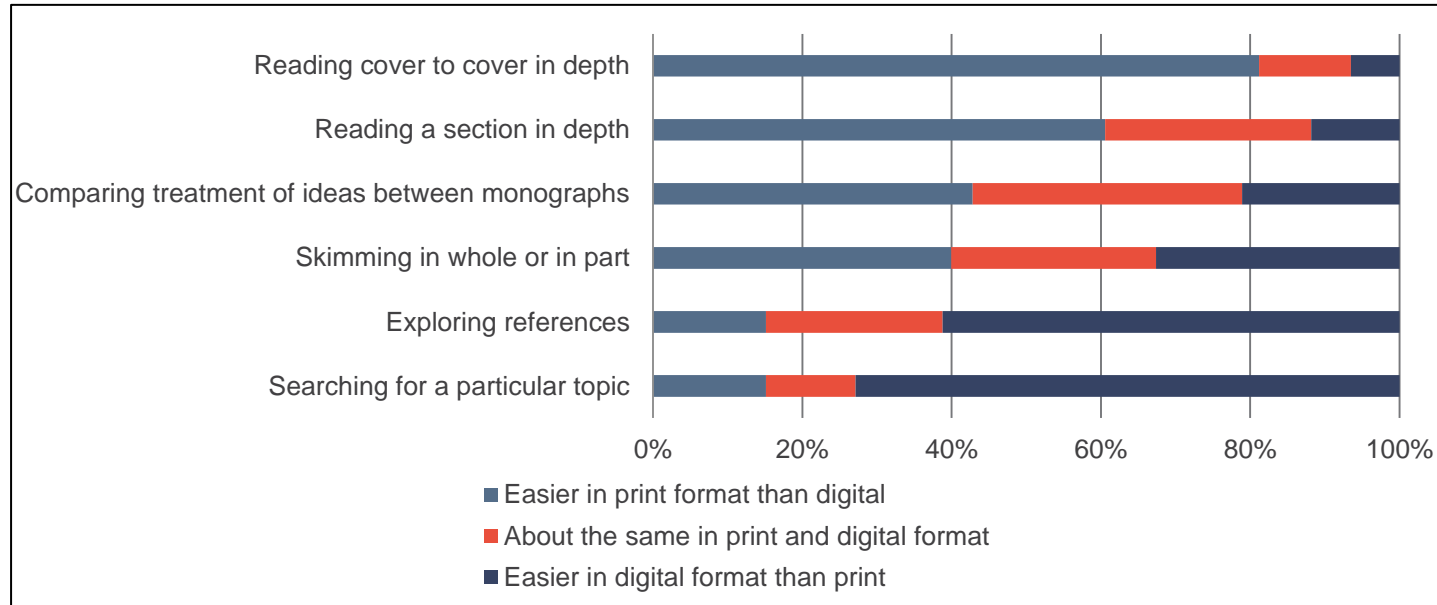
Please think about doing each of these things with a scholarly monograph in print format or in digital format, and use the scales below to indicate how much easier or harder is it to perform each activity in print or digital format.

- Reading cover to cover in depth
- Reading a section in depth
- Comparing treatment of ideas between monographs
- Skimming in whole or in part
- Exploring references
- Searching for a particular topic

FORMAT TRANSITION FOR MONOGRAPHS?

2012

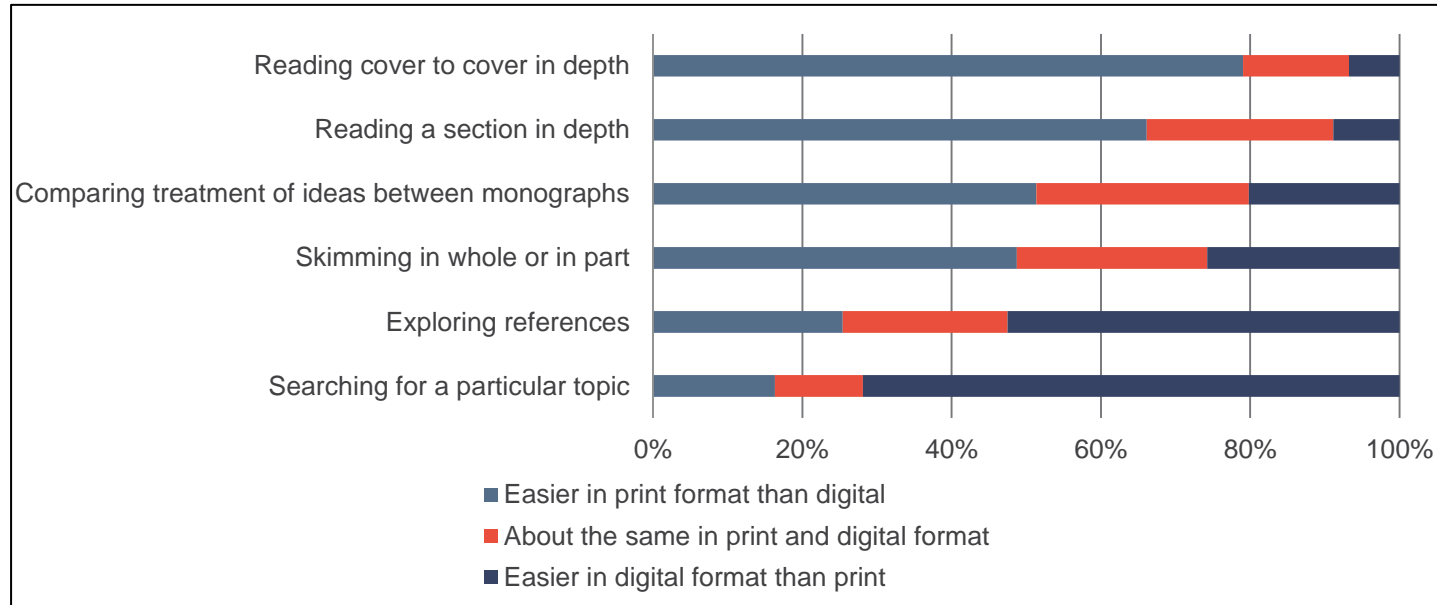
Percent of respondents who indicated that each of these practices is easier or harder in print or digital formats.



FORMAT TRANSITION FOR MONOGRAPHS?

2015

Percent of respondents who indicated that each of these practices is easier or harder in print or digital formats.



FORMAT TRANSITION FOR MONOGRAPHS?

Change in percentage points of respondents indicating how much easier or harder is it to perform each activity in print or digital format from 2012 to 2015.

	Easier in <u>print format</u> than digital	About the same in print and digital format	Easier in <u>digital format</u> than print
Reading cover to cover in depth	-2.18	1.89	0.29
Reading a section in depth	5.84	-2.53	-2.91
Comparing treatment of ideas between monographs	8.54	-7.65	-0.89
Skimming in whole or in part	8.82	-1.88	-6.83
Exploring references	10.29	-1.60	-8.70
Searching for a particular topic	1.20	-0.21	-0.99

Thank You



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