Scholarly Publications in the Worklife of Researchers

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University of Tennessee

First…
A bit about me…

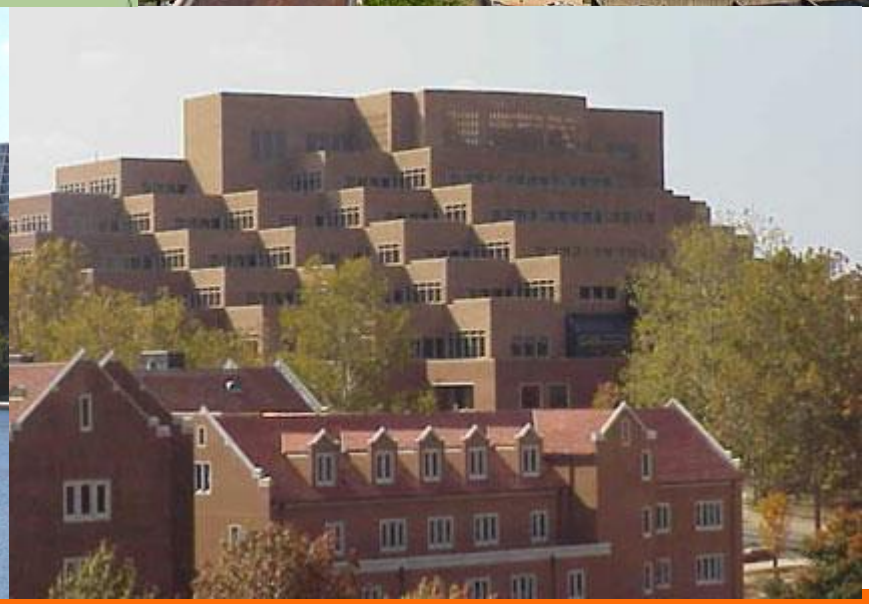
Academic Year 2016-2017

HANKEN

FULBRIGHT

Nokia Foundation

University of Tennessee, Knoxville



Tennessee

INDIANA
ILLINOIS
OHIO
WEST VIRGINIA
KENTUCKY
Ft. Donelson Nat'l. Battlefield
APPALACHIAN MTS.
VIRGINIA
MISSOURI
Cumberland
Bristol
Clarksville
NASHVILLE
Kingsport
Greeneville
Johnson City
Oak Ridge
Mississippi
TENNESSEE
Knoxville
Murfreesboro
NORTH CAROLINA
Jackson
Memphis
Tennessee
Cleveland
Chattanooga
Great Smoky Mts. Nat'l. Pk.
SOUTH CAROLINA
ARKANSAS
APPALACHIAN MTS.
MISSISSIPPI
ALABAMA
GEORGIA

My Ongoing Research Questions

- How do researchers access, read, and use scholarly publications in their work?
  - What is the value of reading to their work? How does the library contribute?
  - What has changed and what may change in the future?

Finland Reading Study

- Online survey sent to Finnish scholars
- 528 total respondents (although the number for any one question may vary)
- Replicates and expands on a 2007 survey in Finland (e-reading only)and Tenopir-King surveys in many countries for 4 decades

Background

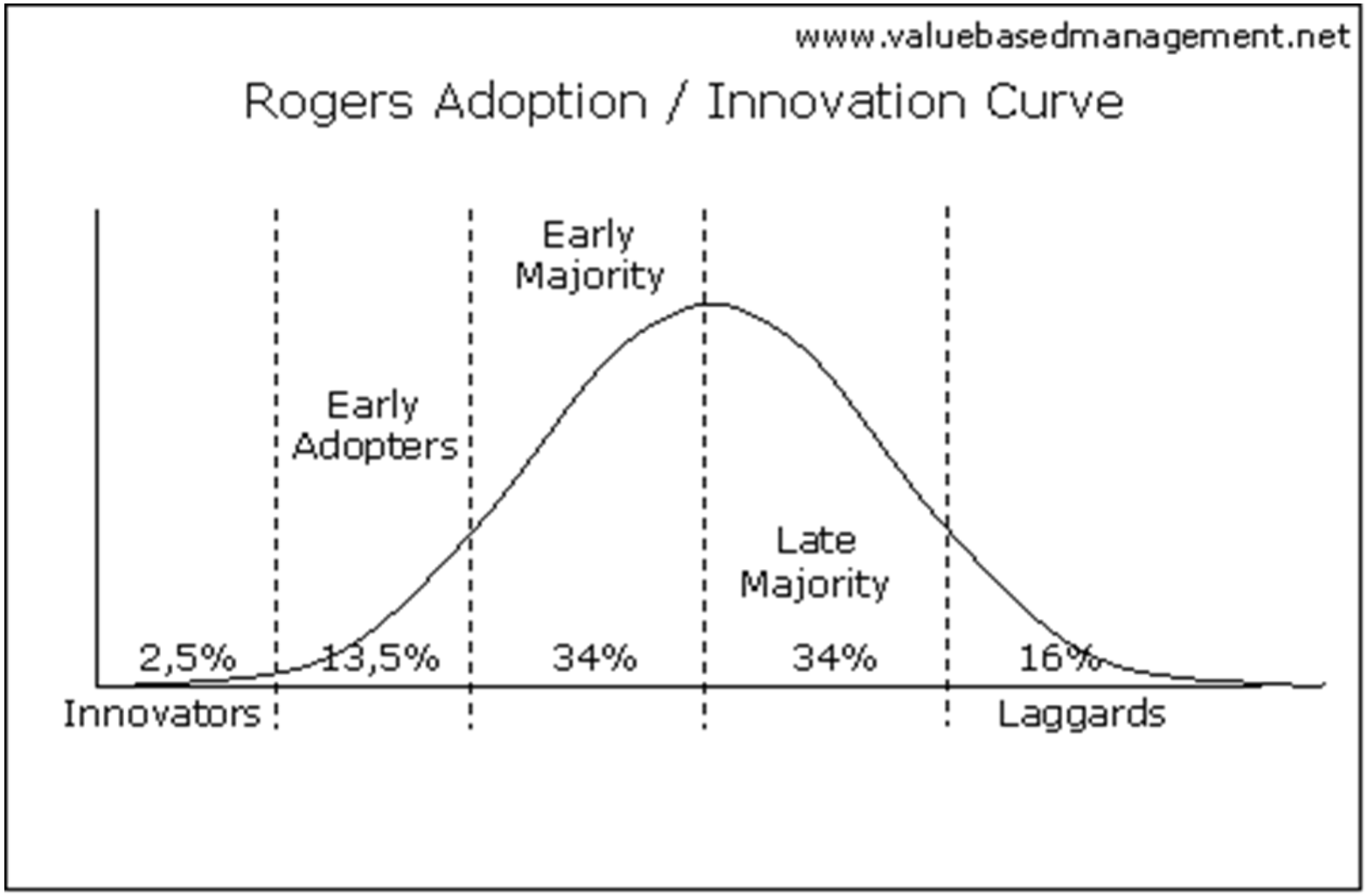
- Some underlying theories and principles
- Types of questions asked

In the information context economist Machlup described 2 types of value:

1. purchase or exchange value: what one is willing to pay for information in money and/or time, and

2. use value: the favorable consequences derived from reading and using the information.

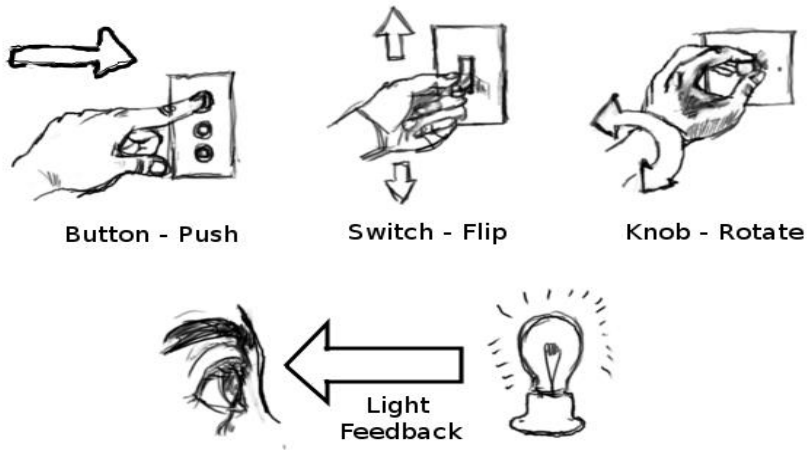
Rogers: Diffusion of Innovations



Gibson's Affordance Theory

https://www.learning-theories.com/affordance-theory-gibson.html

"…the world is perceived not only in terms of object shapes and spatial relationships but also in terms of object possibilities for action (*affordances*) — perception drives action."



4 types of questions

1. Demographic
2. Recollection
3. Critical Incident
4. Comments

Therefore, insights into both READERS and READINGS

Critical incident of last reading

The following questions in this section refer to the SCHOLARLY ARTICLE YOU READ MOST RECENTLY, even if you had read it previously. Note that this last reading may not be typical, but will help us establish the range of patterns in reading.

Critical incident of last reading

The following questions in this section refer to the OTHER ITEM FROM WHICH YOU READ MOST RECENTLY, even if you had read it previously. Note that this last reading may not be typical, but will help us establish the range of patterns in reading.

A few preliminary findings…

1. Scholarly articles are important for academic work
2. Many, but not all, readings come from the library
3. Not every reader is the same
4. Some things have changed
5. Some things should change

1. Scholarly articles are important for academic work

Researchers read a lot …article readings per month

20 readings per month on average by Finnish researchers

X

12 months per year =

240 article readings/year

2016, Finland

And they spend time reading

42 minutes per article reading
x 20 readings per month = 14 hours/month
X 12 months/year = 168 hours/year
OR 21 8-hour work days

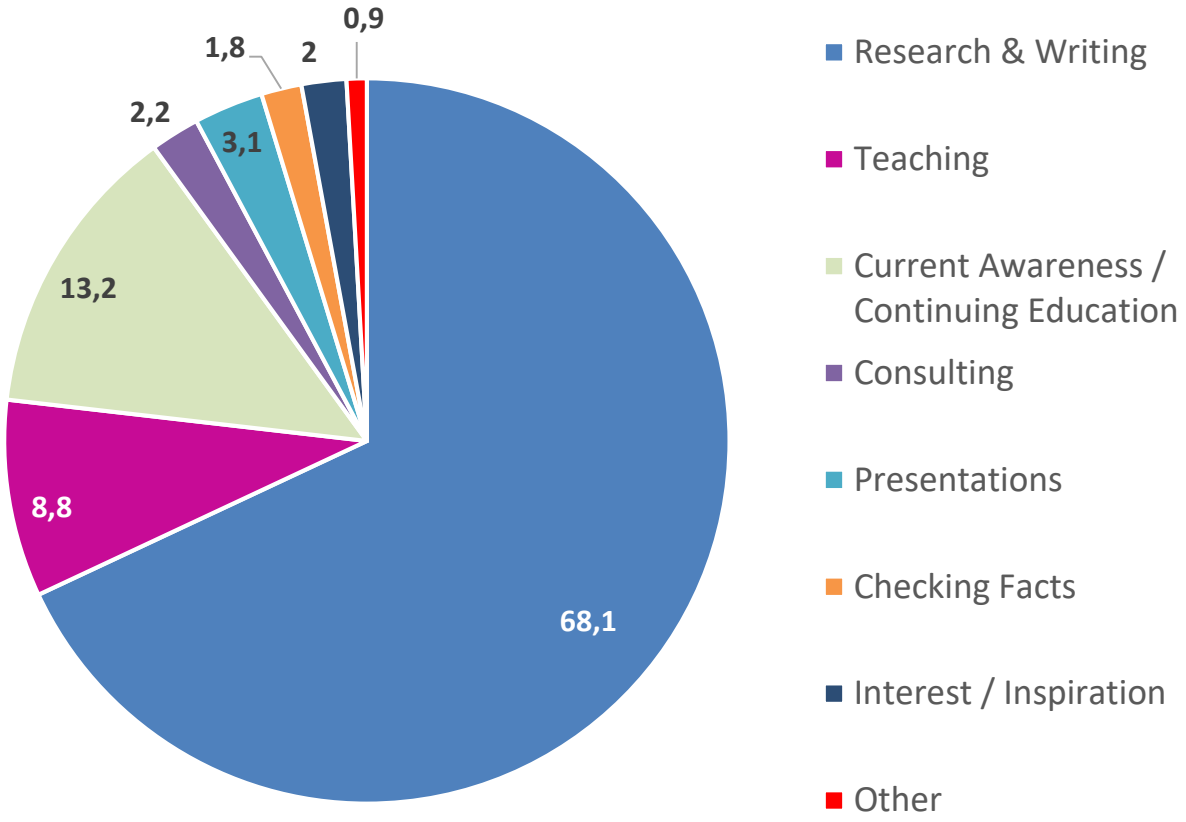
2016, Finland

Outcomes of article readings

#1 Inspire new thinking or ideas (54%)
#2 Helped justify my work (47%)
#3 Improved the results (21%)
#4 Narrowed/broadened/changed focus (17%)
#5 Saved time or other resources (10%)
….

#10 Wasted my time (1%)

They read articles for many different purposes…



n=454, 2016, Finland

Reading of other publications (M=69/month)

News articles	48.6
Magazine or trade journal	8.6
Blogs	4.3
Scholarly books / book chapters	2.9
Govt. documents / technical or research reports	2.5
Conference proceeding articles	2.4
Fiction	1.1
Other	1.1
Other Non-fiction	0.8

CURRENT AWARENESS

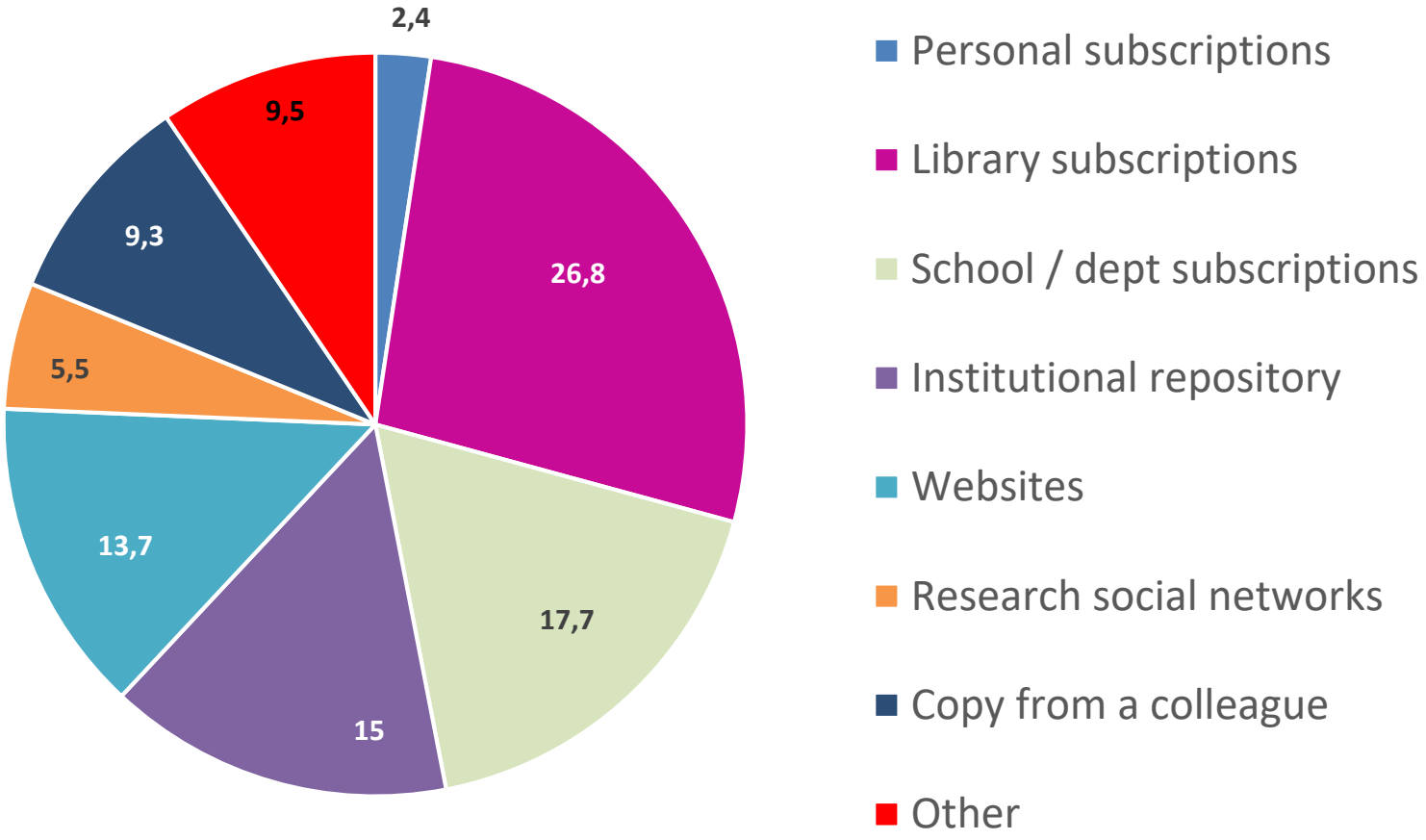
RESEARCH/WRITING

PERSONAL/PLEASURE

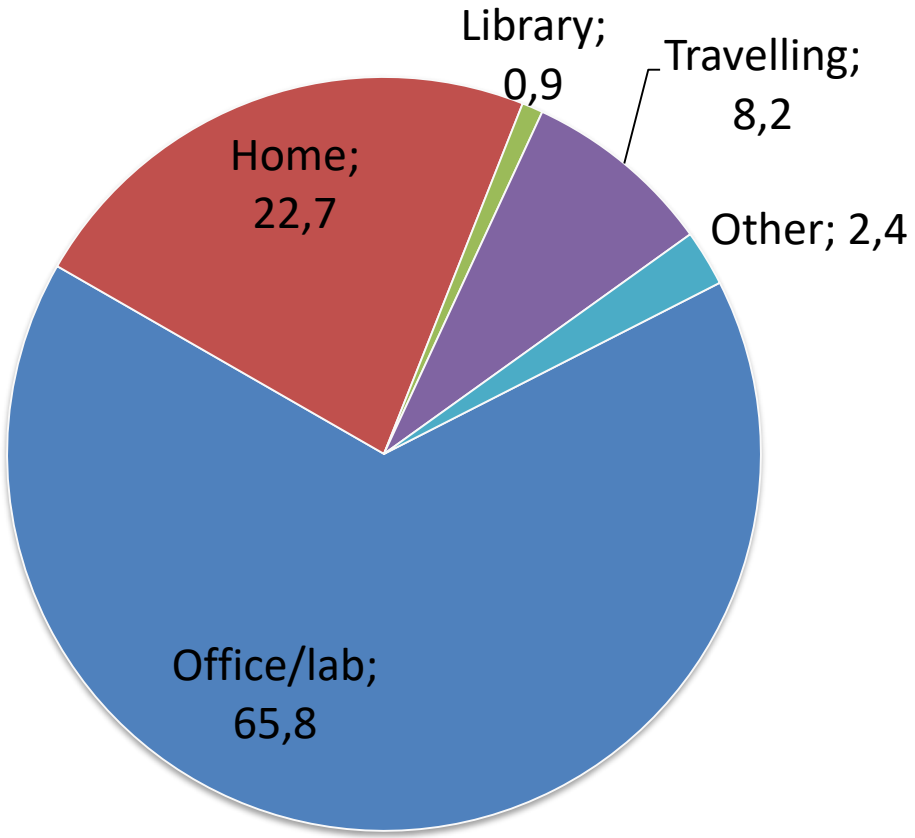
n=454, 2016, Finland

2. Many readings come from the library (but not all)

Source of article readings (for all purposes)



Just because they read articles *from* the library (all article readings)…



n=453, Finland, 2016

Library provided articles are…

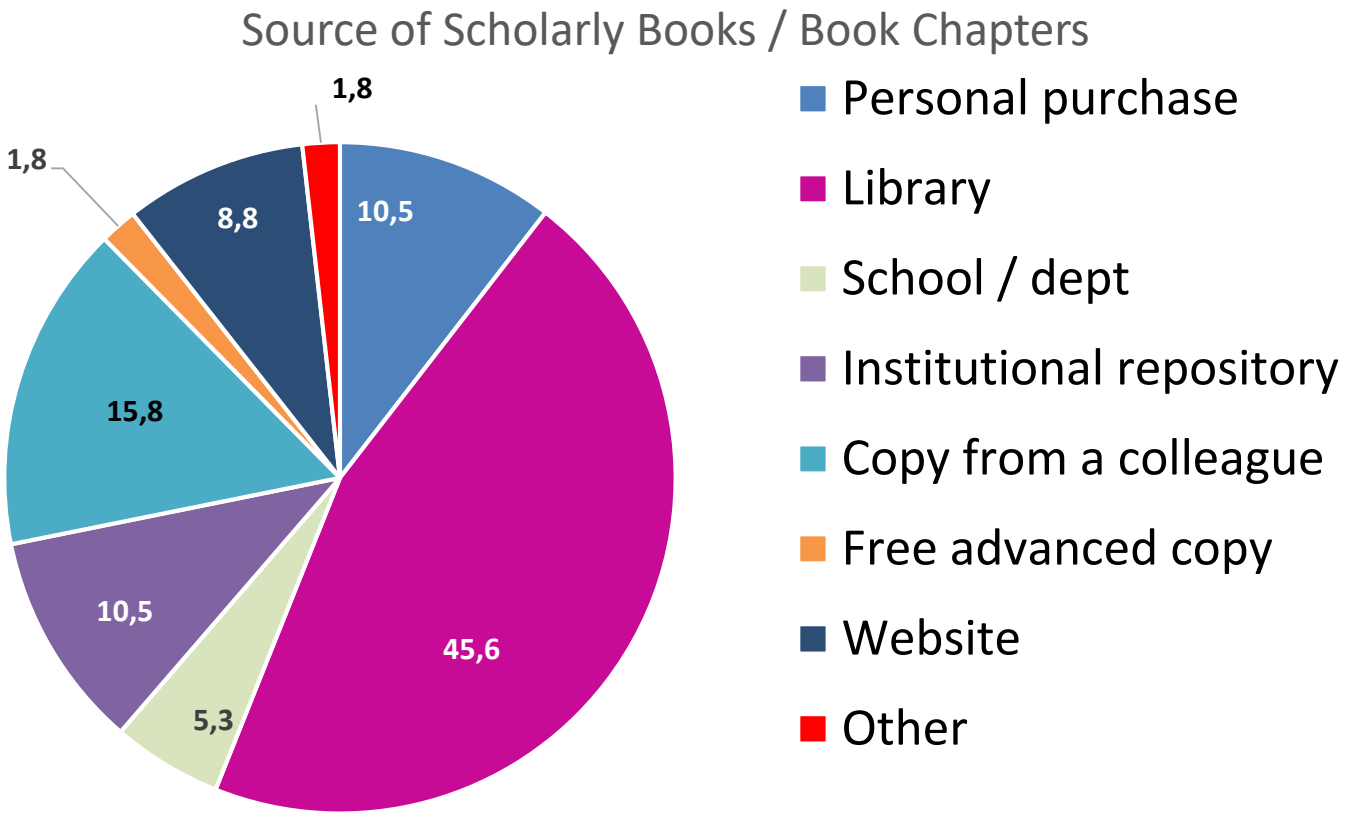
…most often for research or writing

…more important to principal purpose

…more likely to be read in e-format

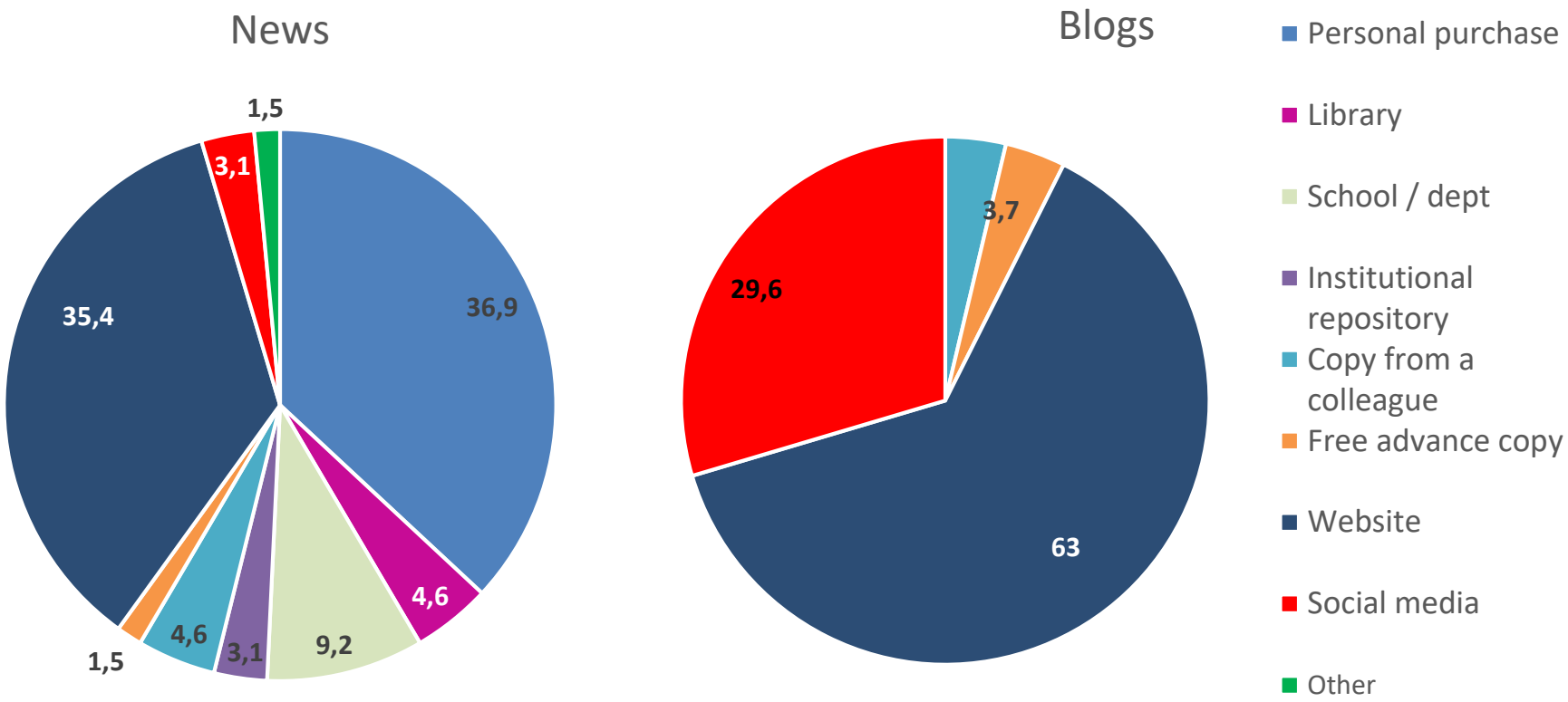
…more likely to be cited (already or in the future)

Book readings come from the library…



n=451, 2016, Finland

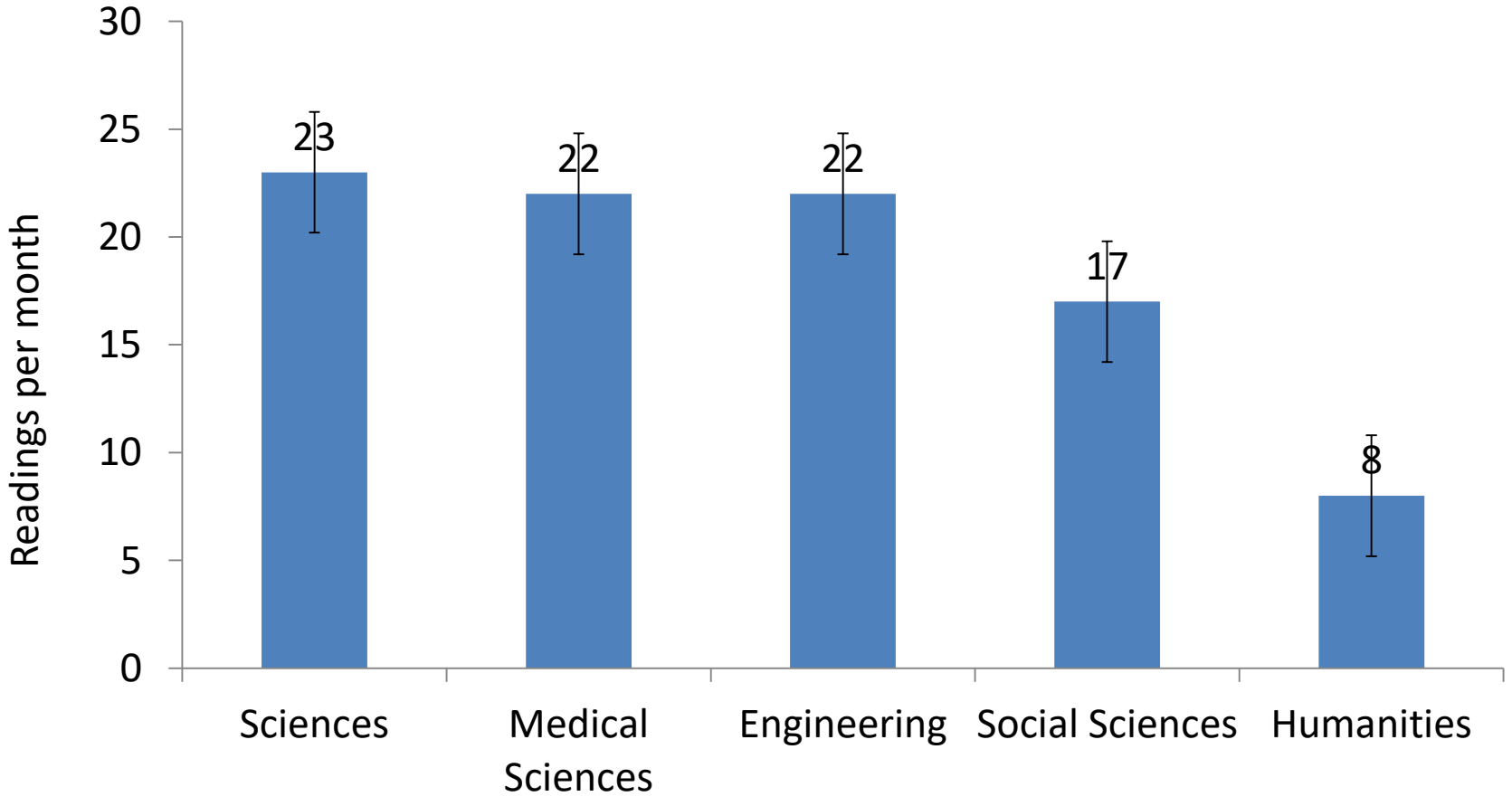
Some readings do not…



n=451, 2016, Finland

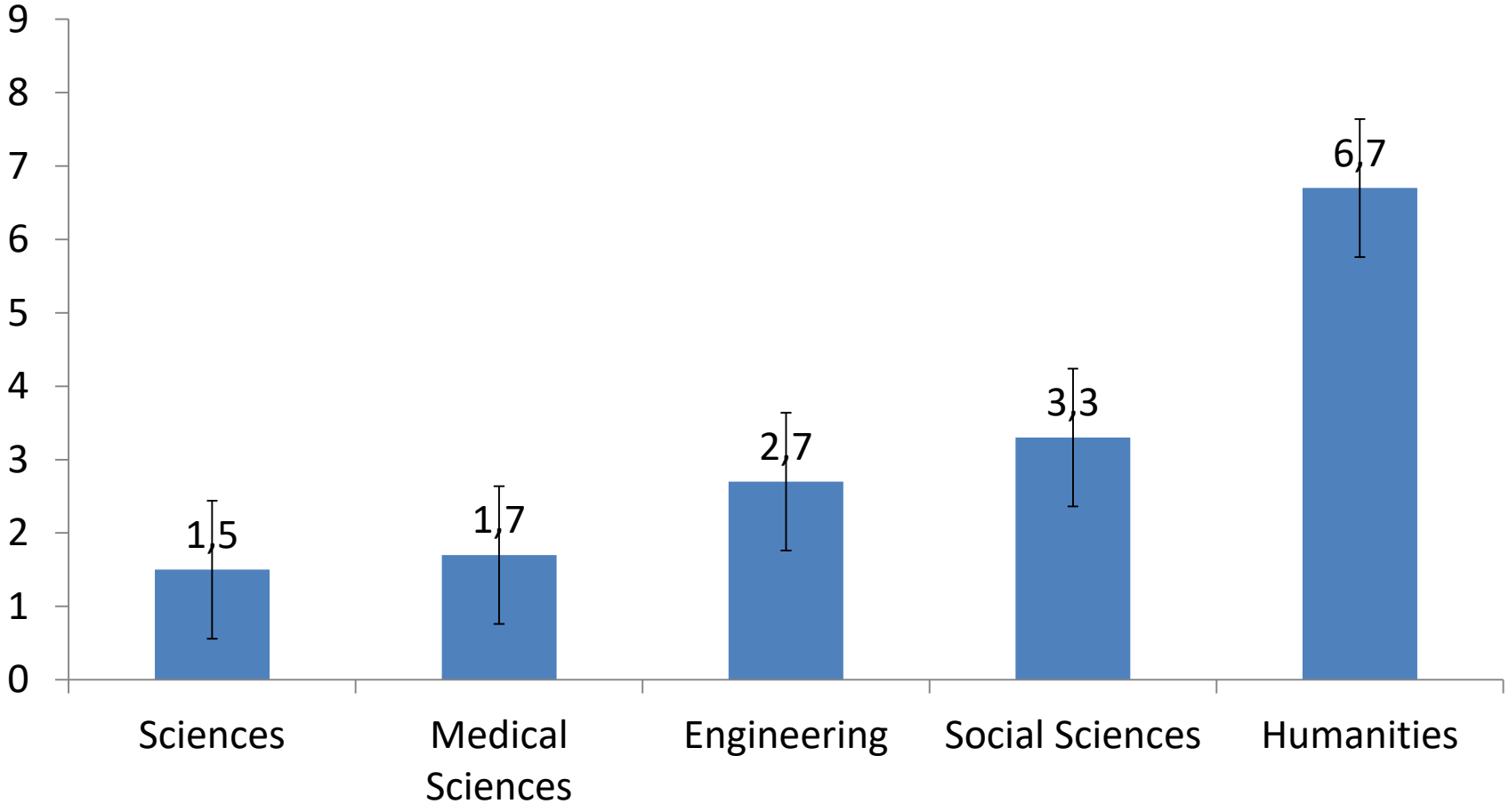
3. Not every reader is the same

Article Readings differ by discipline
(average per month)



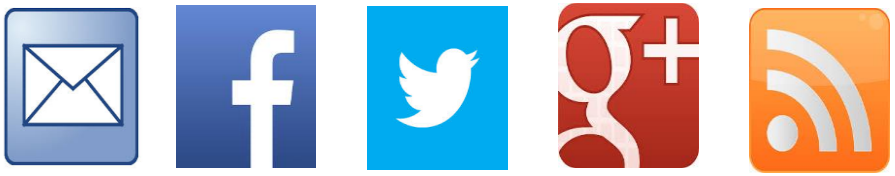
n=439, Finland, 2016

Book or chapter readings differ by discipline (average per month)



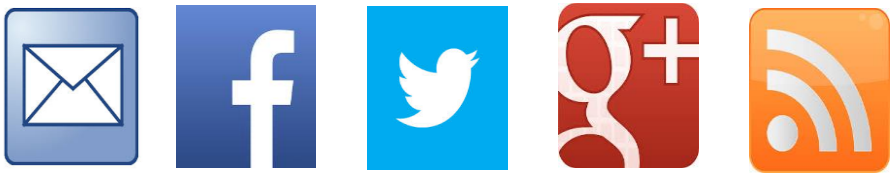
n=450, Finland, 2016

Does age of reader matter?



Does age of reader matter?

There is no age difference in use of social media based on age



Age sometimes matters…

- **30 and under compared to others:**
  - Read more often at the office
  - Spend more time per article reading
  - More often get readings from colleagues
- **61+ compared to others:**
  - Read more books/book chapters
  - Read more from print
  - Read more in Finnish or Swedish

Portrait of a ‘successful’ academic who has…

- …won an award in the last two years.
- …published about 9 works in the last two years.

Reading characteristics of a ‘successful’ academic:

- Reads a greater variety of materials.
- Spends more time per reading.
- Uses the library for articles, but not as much for other types of publications.
- Considers listservs, cloud services, research social networks, and collaborative authoring platforms to be important to work.

4. Some things have changed

Estimated e-article reading

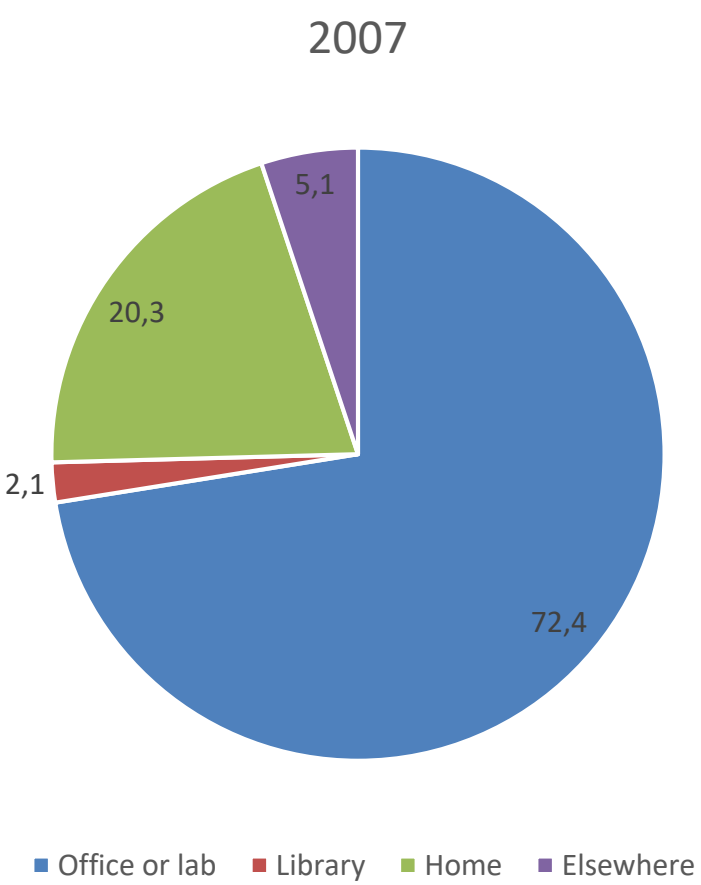
2007 15 electronic articles/month average

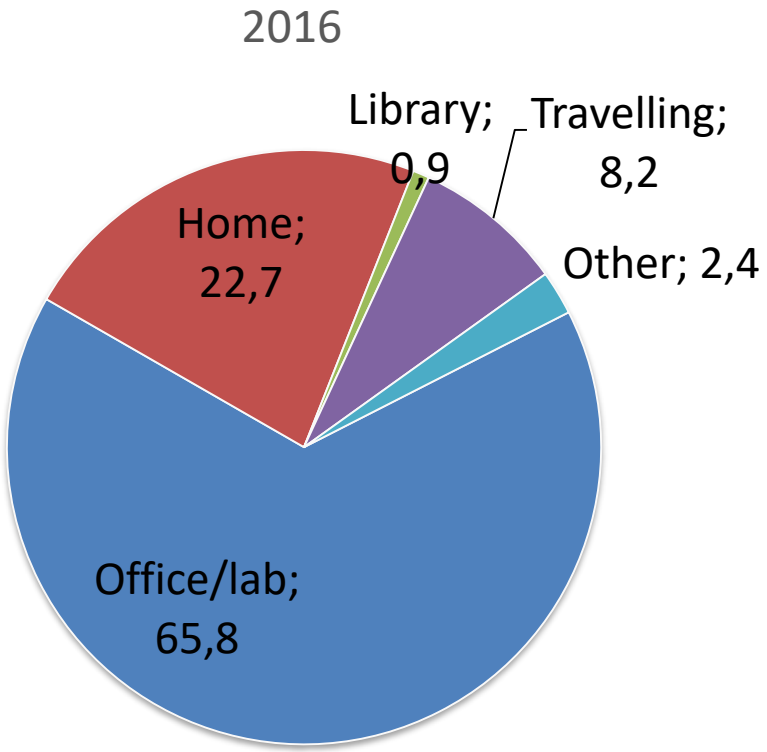
- 180 e-articles per year

2017 17 electronic articles/month average

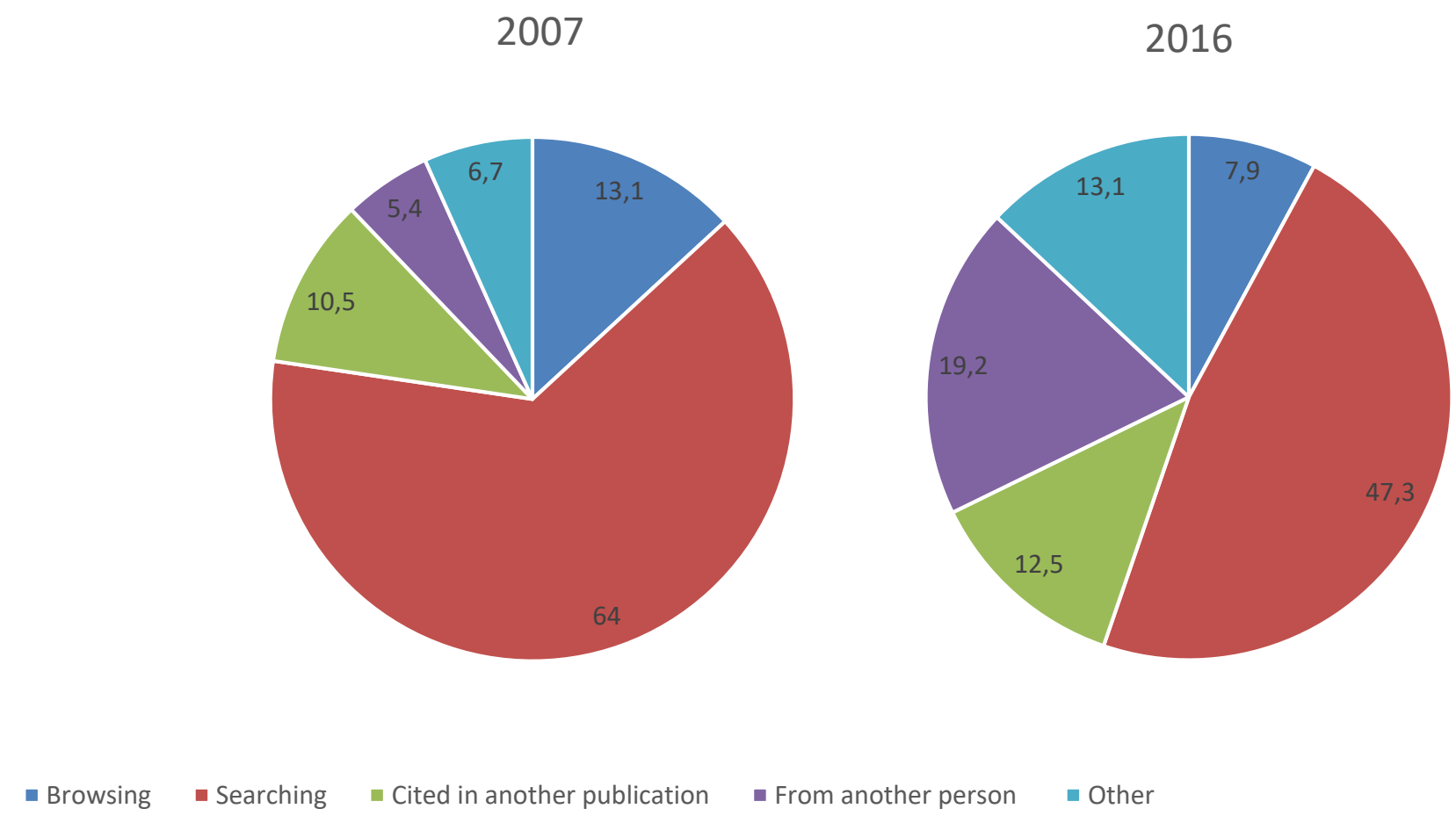
- 204 e-articles per year (83% of total readings)

Where were you when reading the last e-article?





How did you become aware of the last e-article you read?



Finding articles has changed:

“I find many more papers as a result of being on Twitter.”

“I read more working papers and early versions that are freely available on the web.”

“The search services available in the Web are completely sufficient for finding materials so there is no need for special search services provided by the library.“

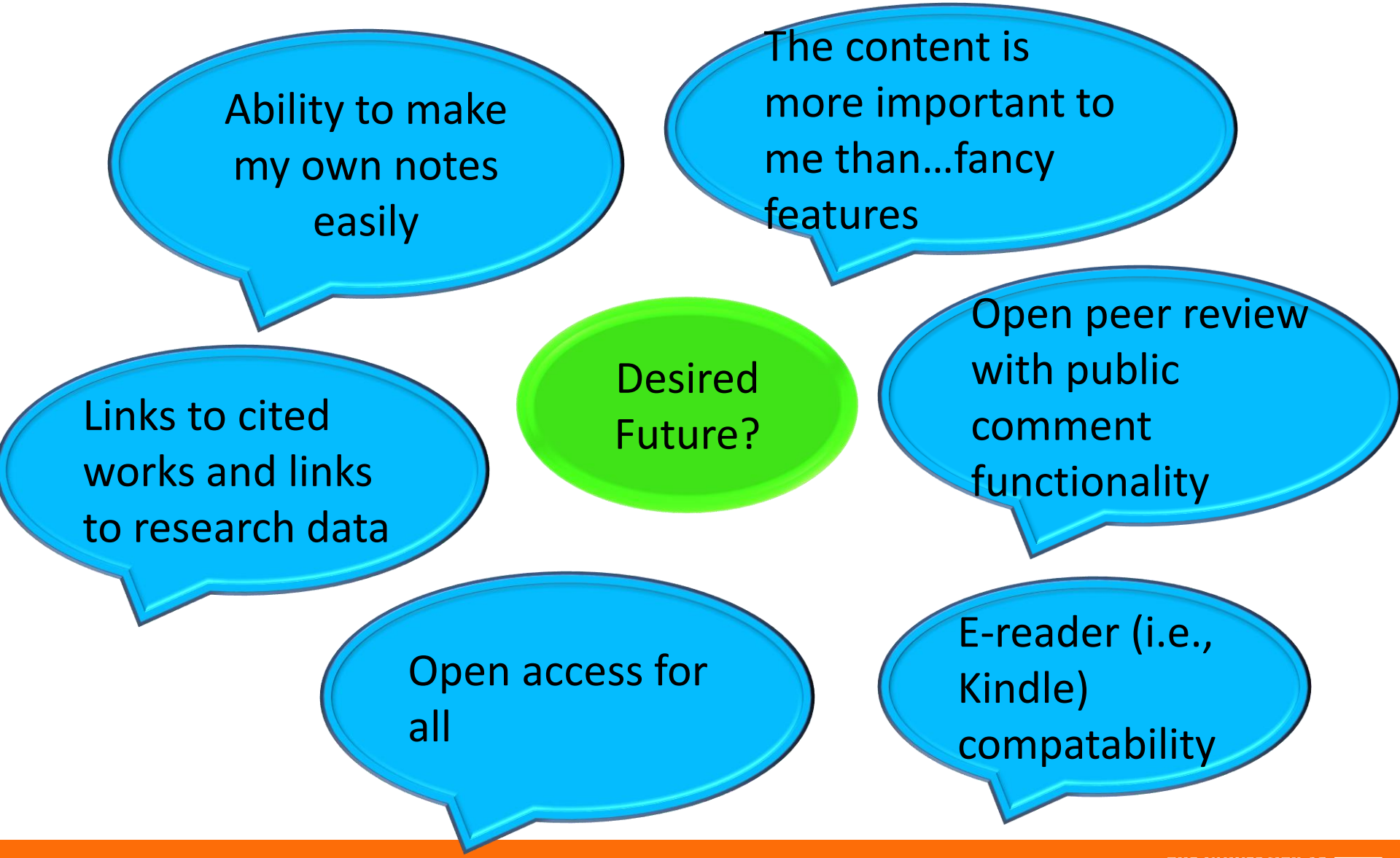
Reading has changed for most:

*"I've mainly moved onto electronic publications, because they are easy to **save and share**."*

"I read more because I can read on the phone and other smart devices." (Although only 2.6% of article readings on a handheld device.)

"Because of haste and time pressures, it's necessary to only browse through articles and pick up the necessary things. There's no time to read the full article in peace."

5. Some things need to change (and some shouldn’t)


Ability to make my own notes easily
The content is more important to me than…fancy features
Desired Future?
Links to cited works and links to research data
Open peer review with public comment functionality
Open access for all
E-reader (i.e., Kindle) compatability

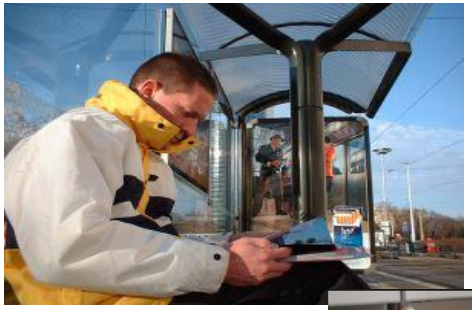
Any changes must…

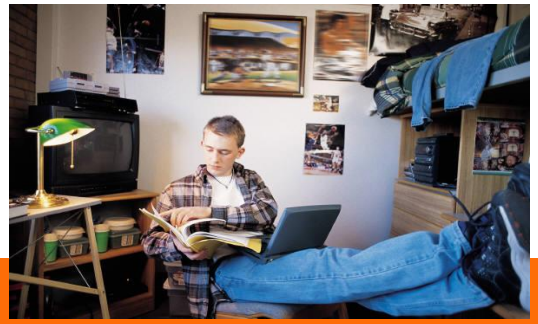
…Fit with work patterns

…Be easier than current ways

...Recognize need for quality

…Fit a range of behaviors and devices





Thank you!

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Publication plans

1. Analysis of open ended comments using affordance theory to provide insights into reading behavior and how articles and journals should change in the future.
2. Characteristics of reading of all types of scholarly resources, plus differences in reading based on demographic factors such as subject discipline, rank, work responsibilities.
3. The value and benefit of reading scholarly articles and books and how libraries contribute to that value, using Machlup's types of value/benefits
4. Changes in article reading, including age differences, and social media use, influence by diffusion of innovations.