

Simon Inger Consulting

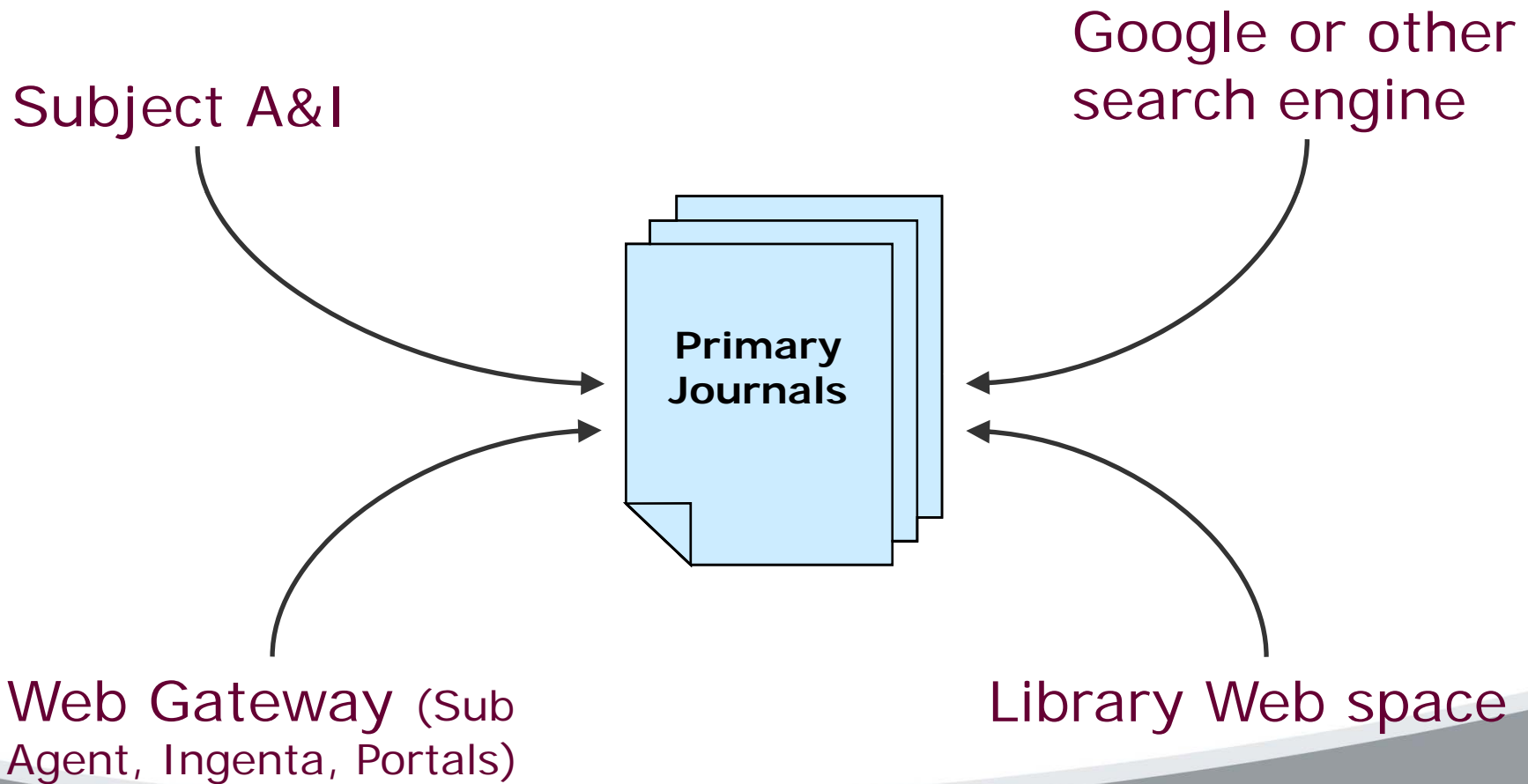


How Readers Navigate to Scholarly Content

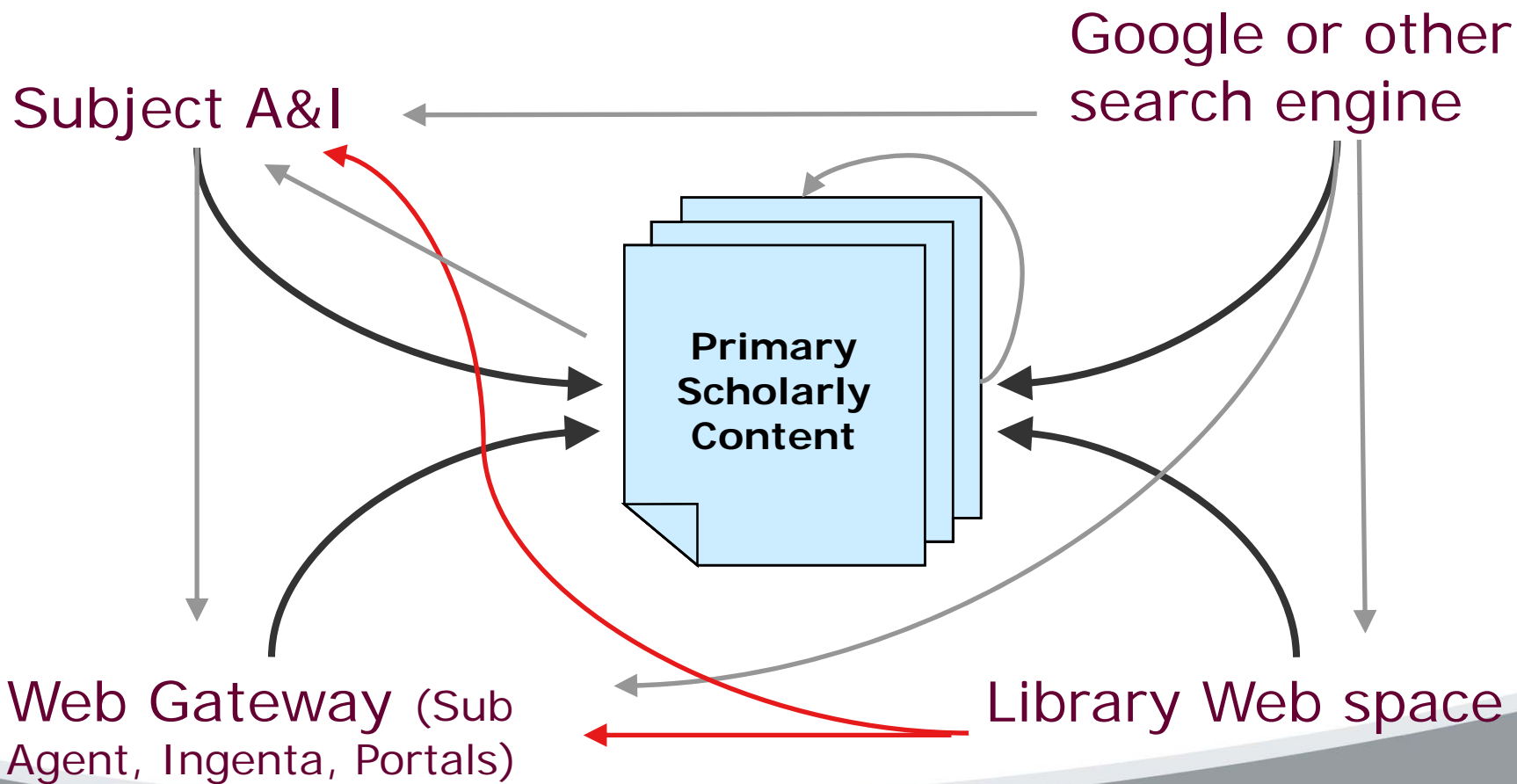
HighWire Publishers' Meeting
April 2009



Routes to Journals



Navigation is not predictable!



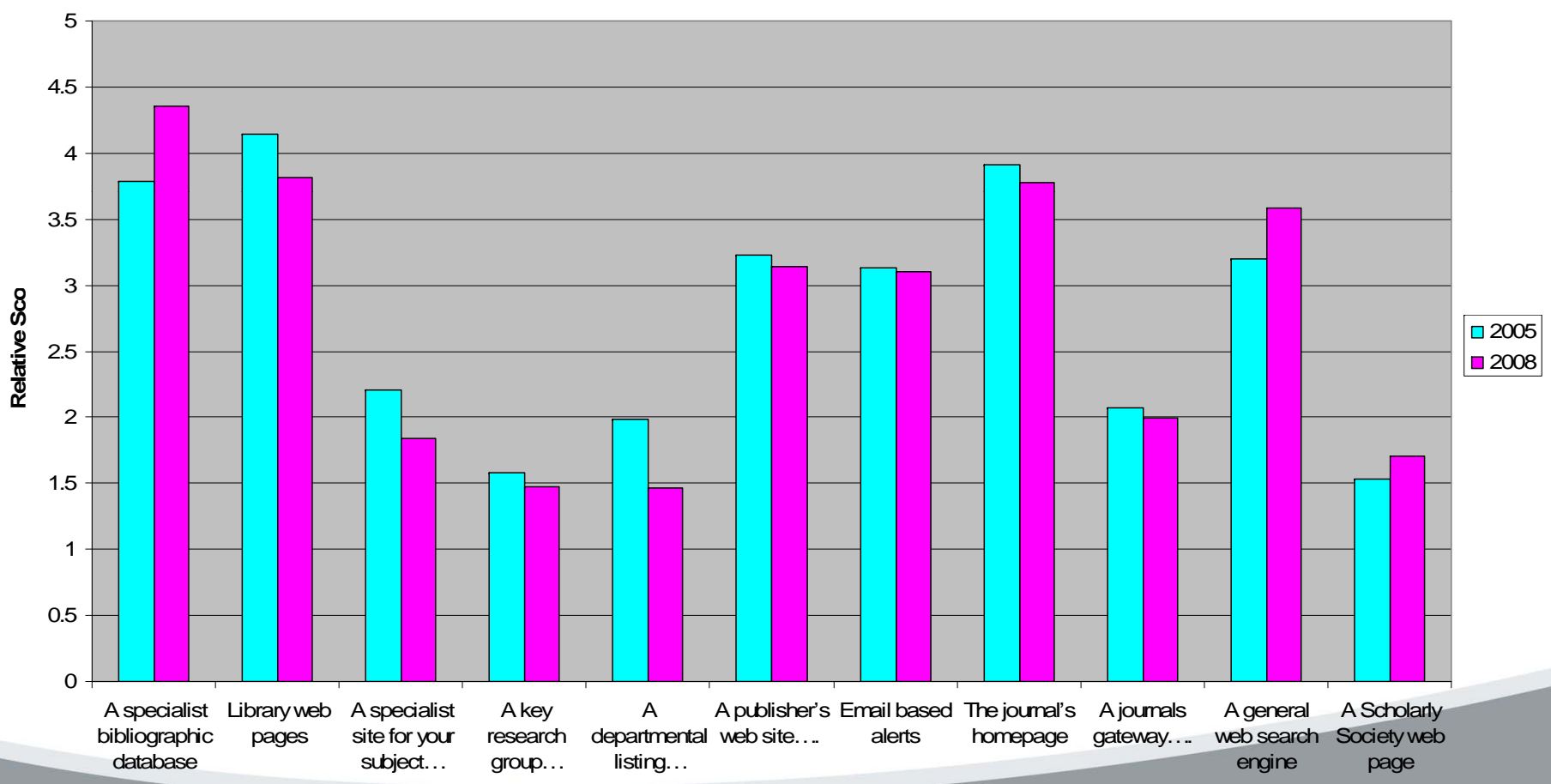


Survey Methodology

- Email and web based
- 832 respondents from ~20000 invitations
- Results biased towards North America and Europe and Life Sciences
- For comparative purposes 2008 demographics were down-sampled to 2005 levels

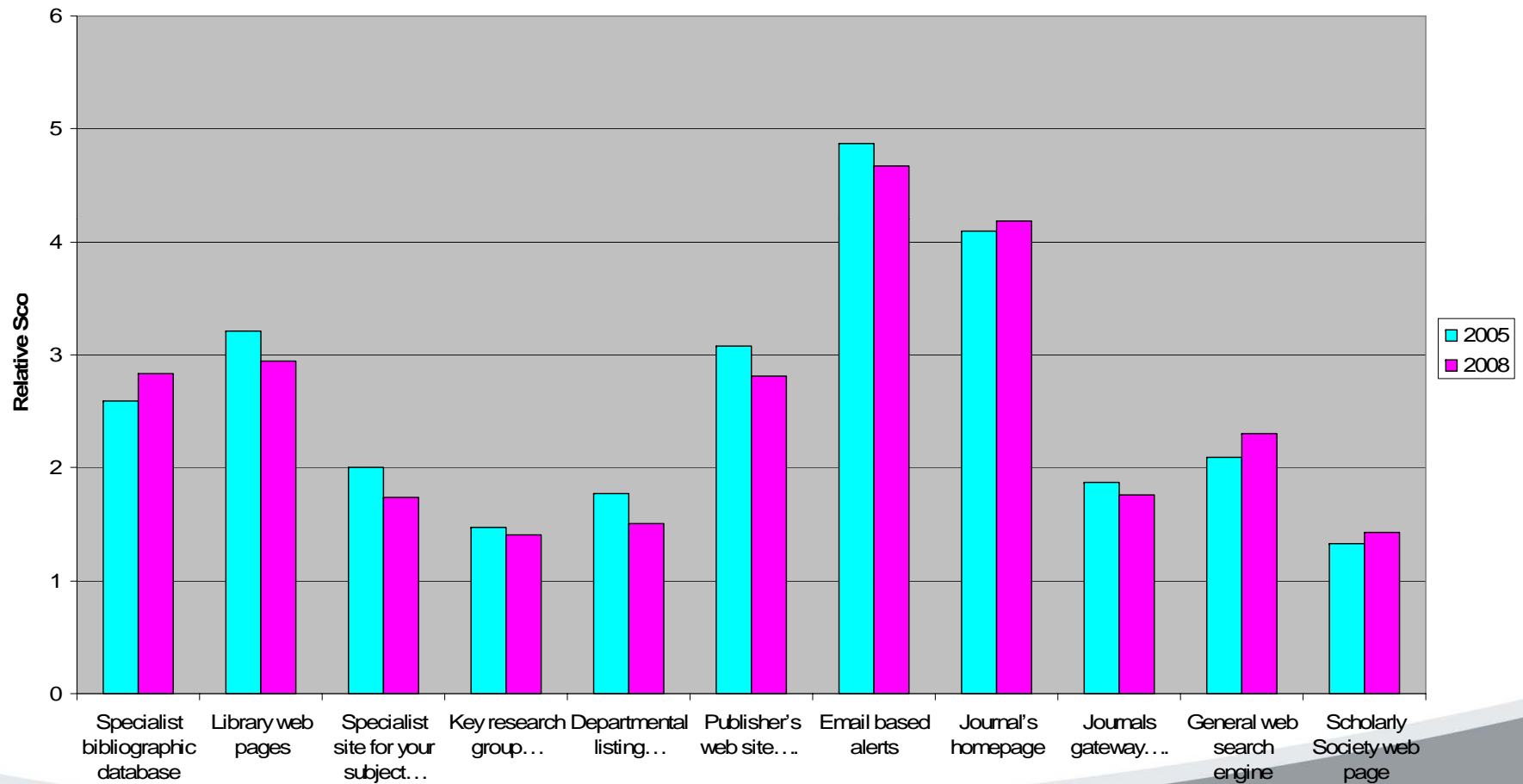
Behaviour 1 – Following a Citation

When you need to find a specific online journal article and when you already have a reference or citation where do you start your search?



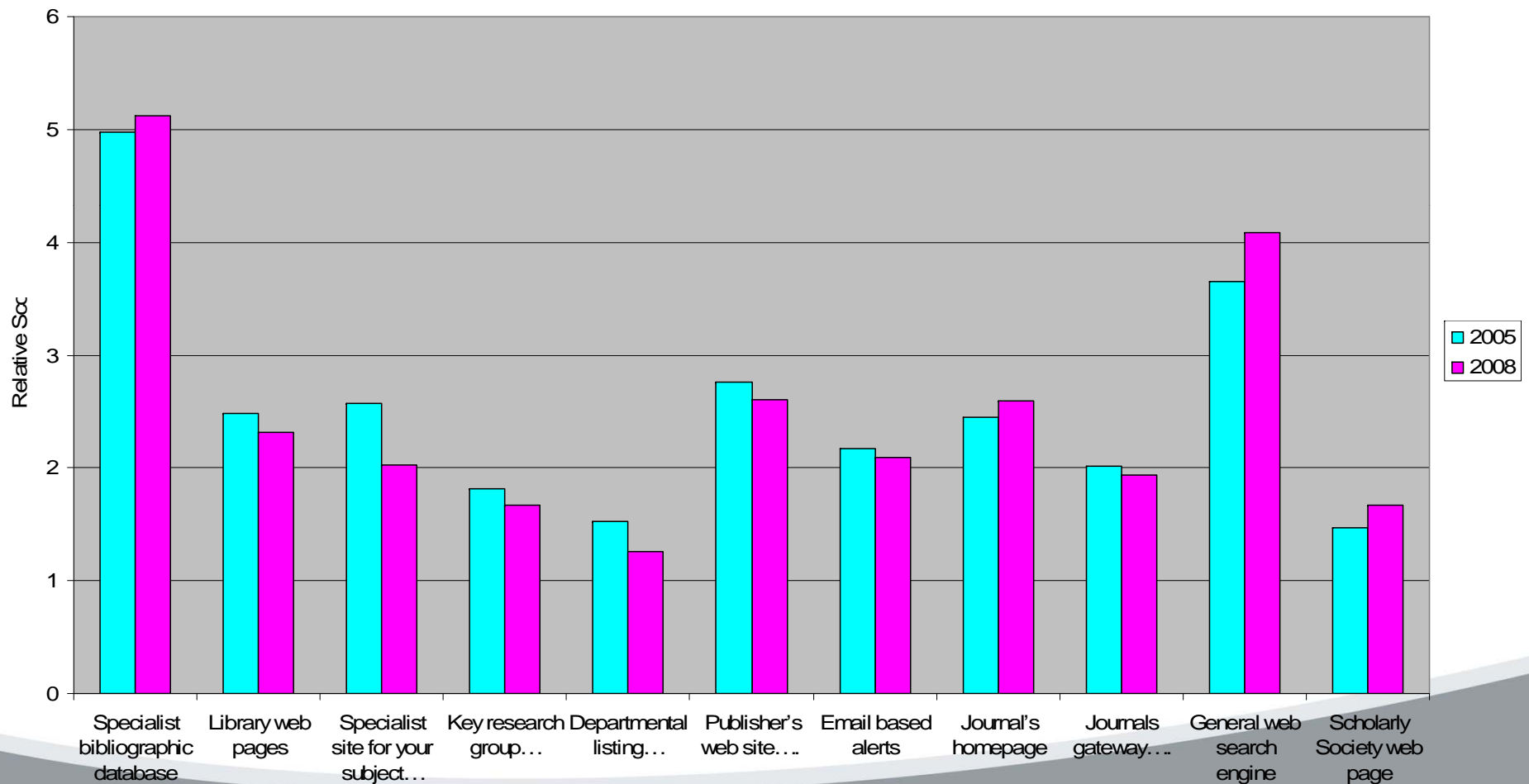
Behaviour 2 – Regular Reader

When you wish to view the latest issues of your core journals, how do you navigate on the web to those journals?



Behaviour 3 – Searching

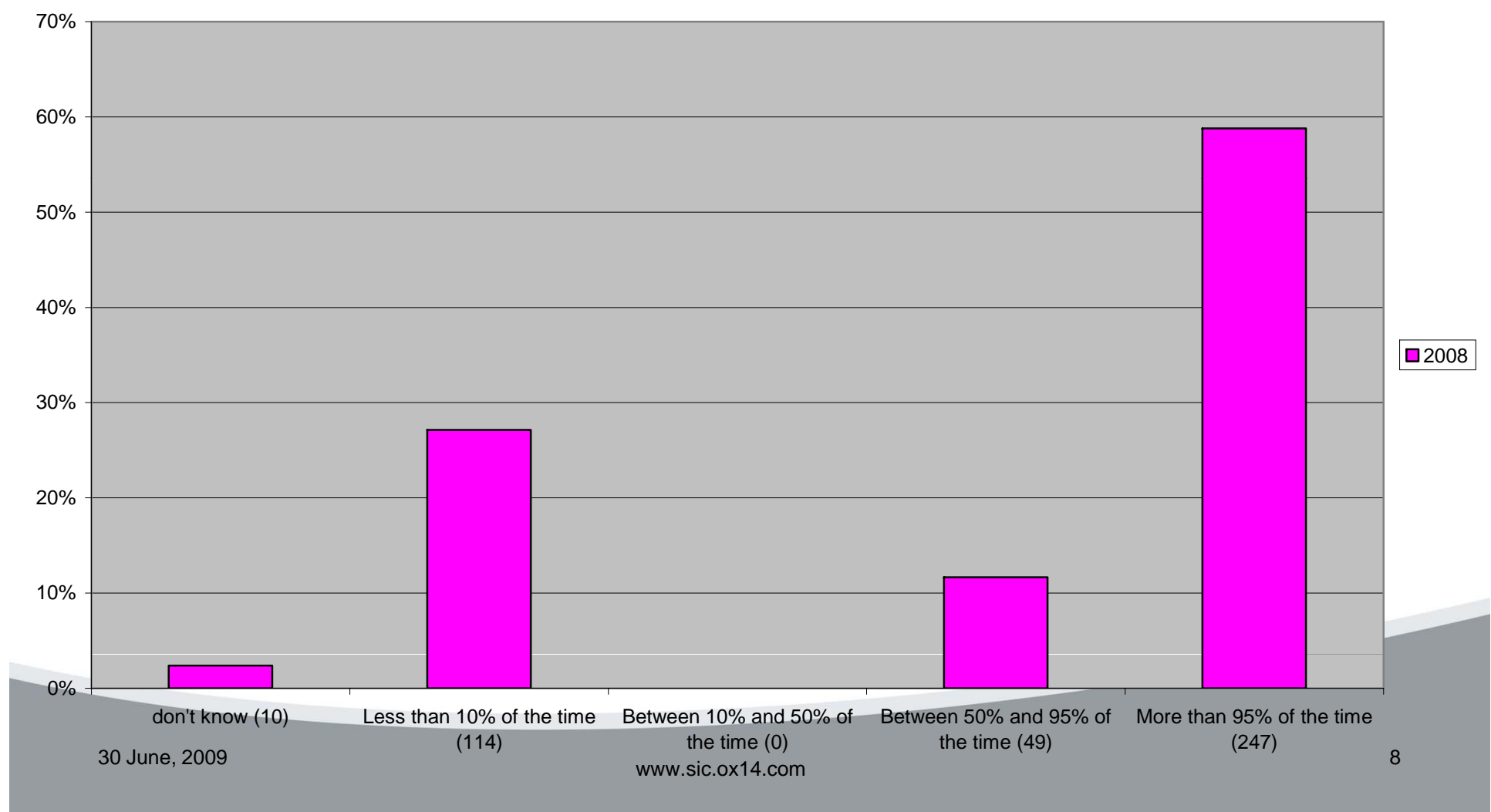
When you need to do a search for articles on a specific subject, where on the web do you start that search?





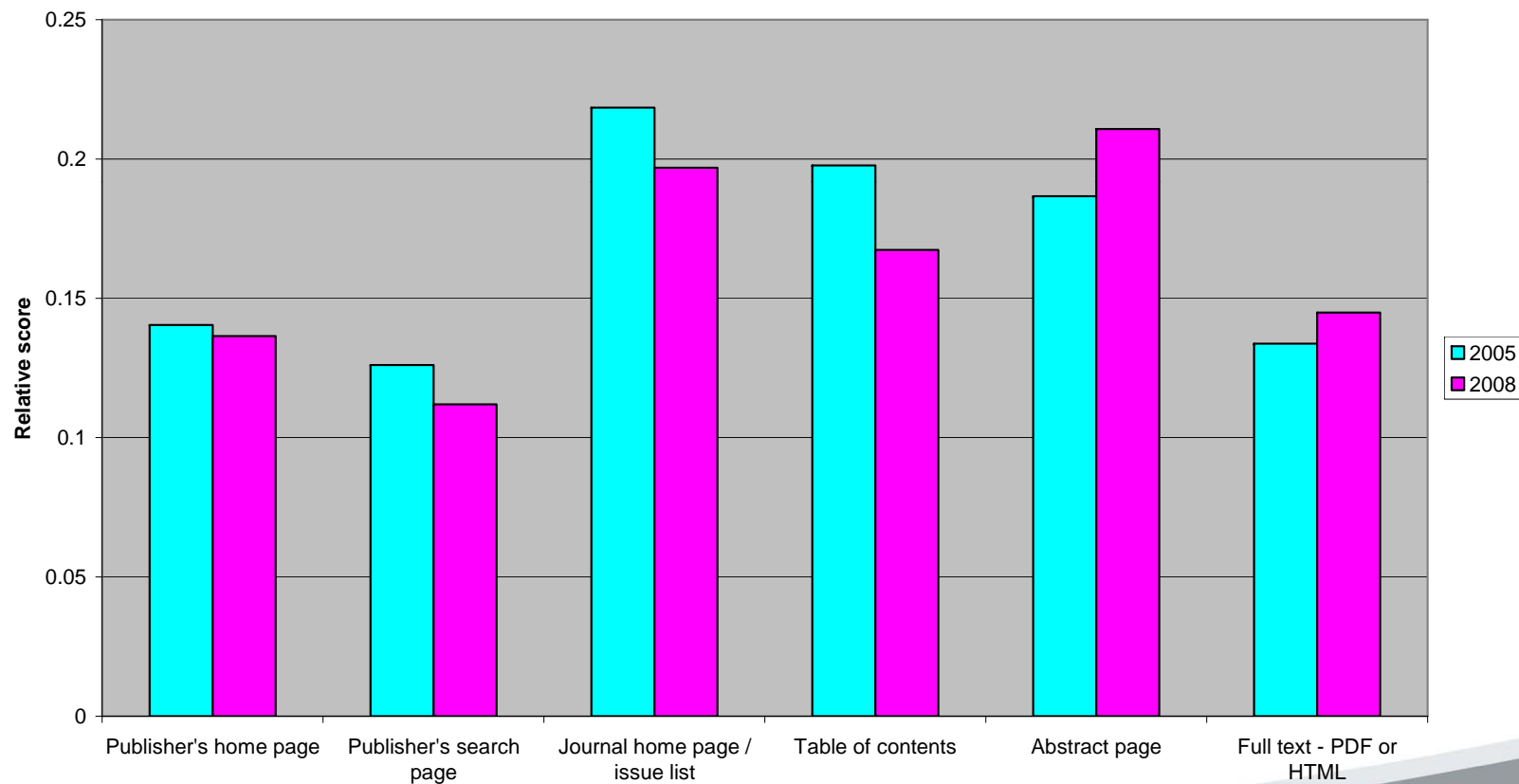
Library Technology in User Navigation

How often do you think that technology deployed by your institution's library affects how you navigate to e-journals?



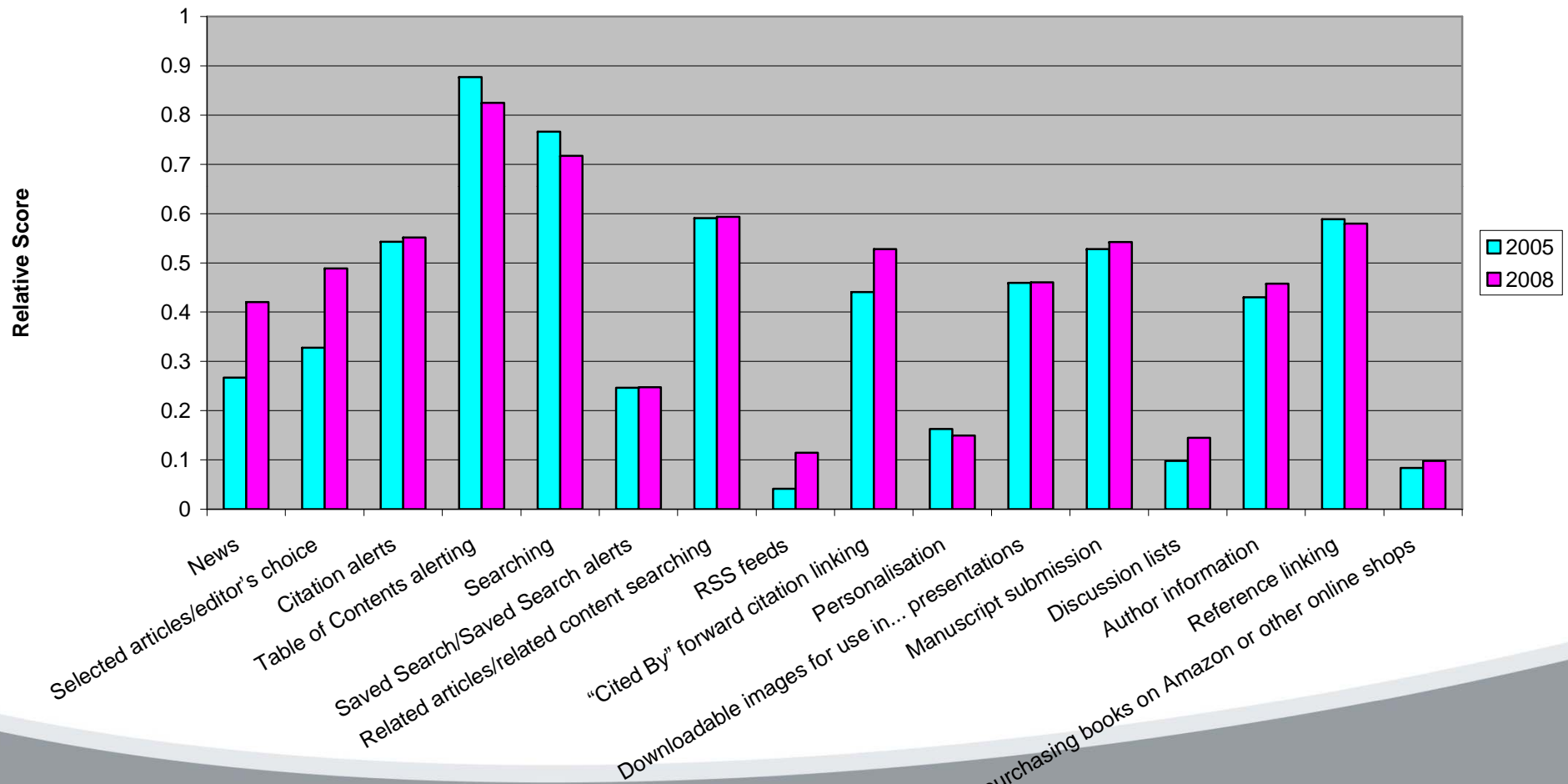
Landing Page

When you arrive at a publisher's electronic journal web site by following a link from another website or a bookmark, how often do you arrive at each of the following points in the web site?



Web Site Features

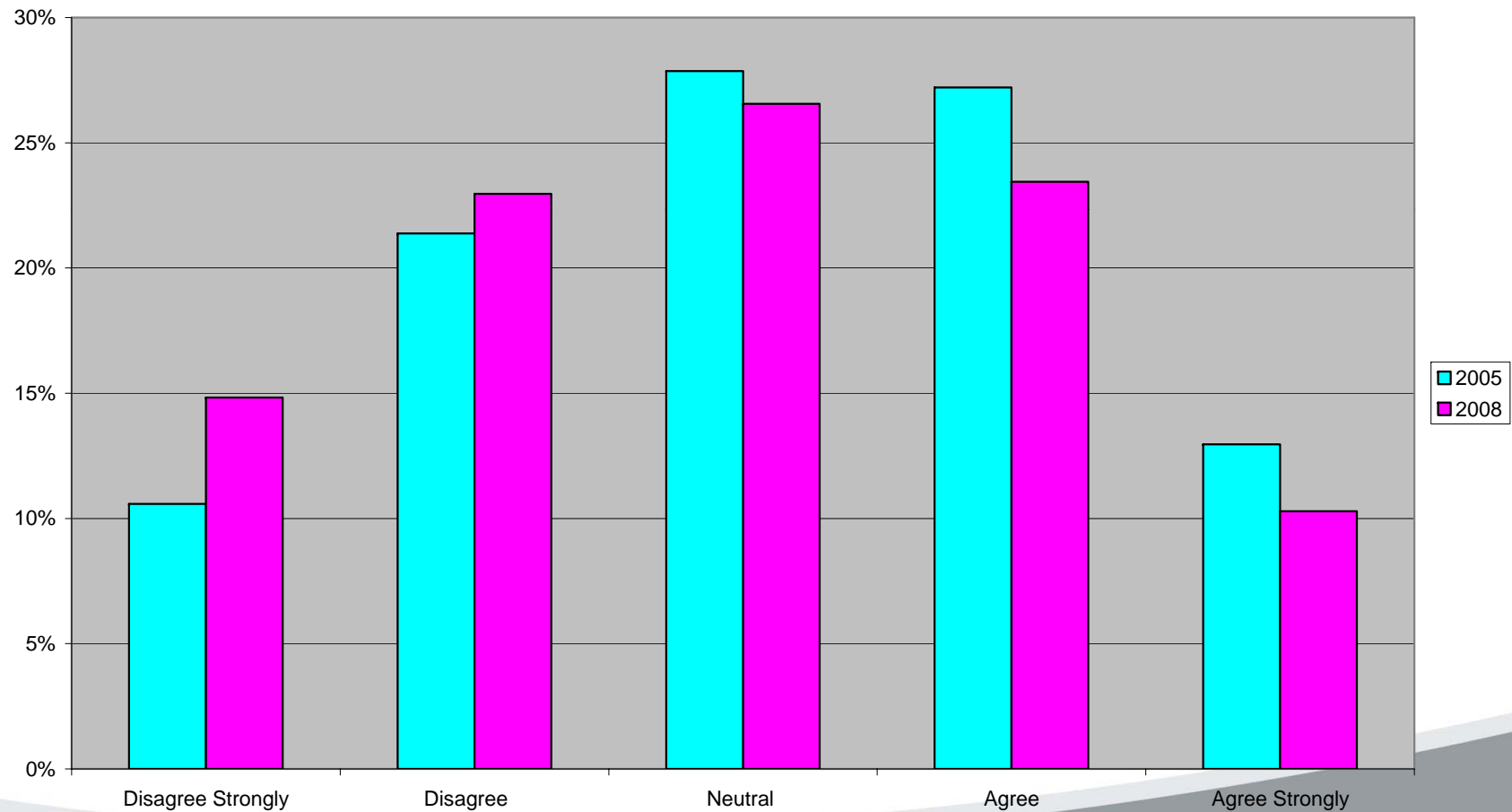
What features do you find useful in publishers' electronic journal web sites?





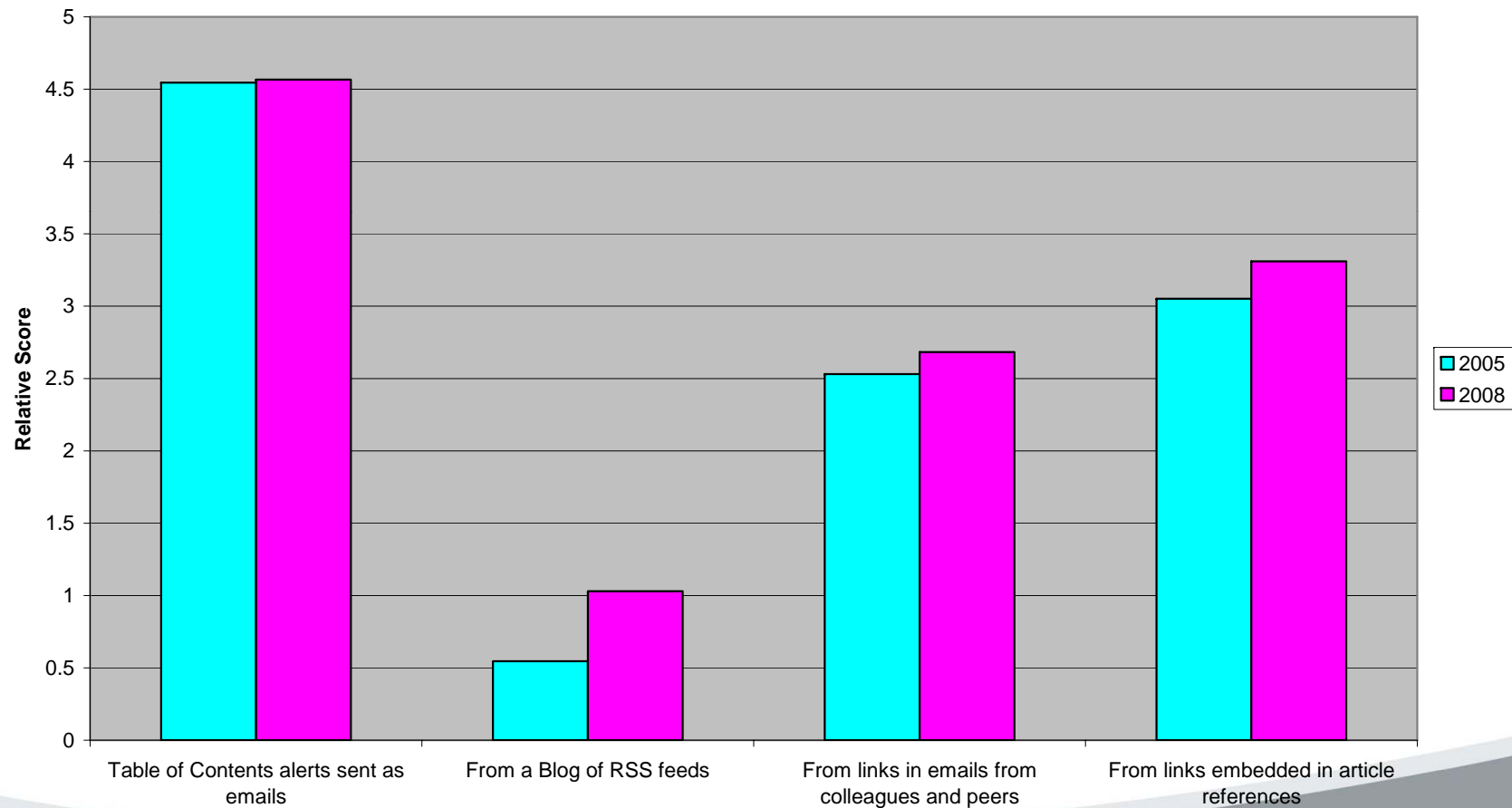
Personalisation Features

I use personalisation features on many publisher web sites



Linking In

How often do you follow links to a publisher's electronic journal web site from these starting points?





Conclusions

- Researchers use a variety of navigational routes to content and it is important that publishers work to support these!
- The landing page is increasingly the article page which must begin to include all the key functionality the publisher wishes to promote.
- Researchers don't always value the same features and functions as publishers' editorial boards do!