



Jisc

# Journal Archives User Survey 17 Summary of findings

10/10/2018

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A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned at the top and bottom edges of the card, with the thumb and index finger visible. The card is held against a blurred background of a person in a dark suit. The text on the card is centered and reads "Background objectives and methodology".

## Background objectives and methodology

## Background

Journal Archives is a single platform providing access to over 600 journal backfiles from eight publishers' archives, alongside the feminist magazine Spare Rib.

Journal Archives is due to be reviewed as part of the Service Review process at Jisc. In order to feed into this, it was important up to date information was gathered from users on their experiences and current satisfaction with the service.

The last user survey was run in 2015 and so it was felt a new U&A survey was needed to provide this information.

## Business Objective

To inform the service review with up to date feedback from users on the Journal Archives Service

## Core Research Objectives

- » Understand the profile of users of the service and any difference in experience by user group (sample size permitting)
- » Explore frequency of use of the service and rational for use
- » Understand overall service satisfaction
- » Explore reactions to different service elements
- » Understand what is working well about the service and what could be improved
- » Test the attractiveness of potential enhancements to the service going forwards.

Whilst over half of those in our sample (54%) use Journal Archives once a week or more often, 27% of the sample are first time users, higher than in 2015. Where differences in response exist between first time and non first time users, these have been highlighted throughout.

10 minute online survey.....



**Survey In Field:**

31st October – 1st December 17

2015 n=48 completes  
(survey in field mid Jan- mid March)

Frequency use service	% of total completes	% 2015
Several times a week	32%	29%
Once a week	22%	25%
Once or twice a month	7%	17%
Less often	12%	8%
This is my first use	27%	21%

N.B the total base size for this survey is <50 and so caution should be applied when interpreting the results

A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned with the thumb at the bottom and four fingers at the top, gripping the edges of the card. The card is held against a blurred background of a person's dark clothing. The text 'Sample characteristics' is printed in a bold, dark blue font in the center of the card.

## Sample characteristics

The majority of the sample are those within HE institutions, however 1 FE college providing HE provision participated and 12% of the sample said they do not belong to an institution

**35** responses from 20 HE institutions:



International Institutions:



French institution

**1** response from 1 FE college:

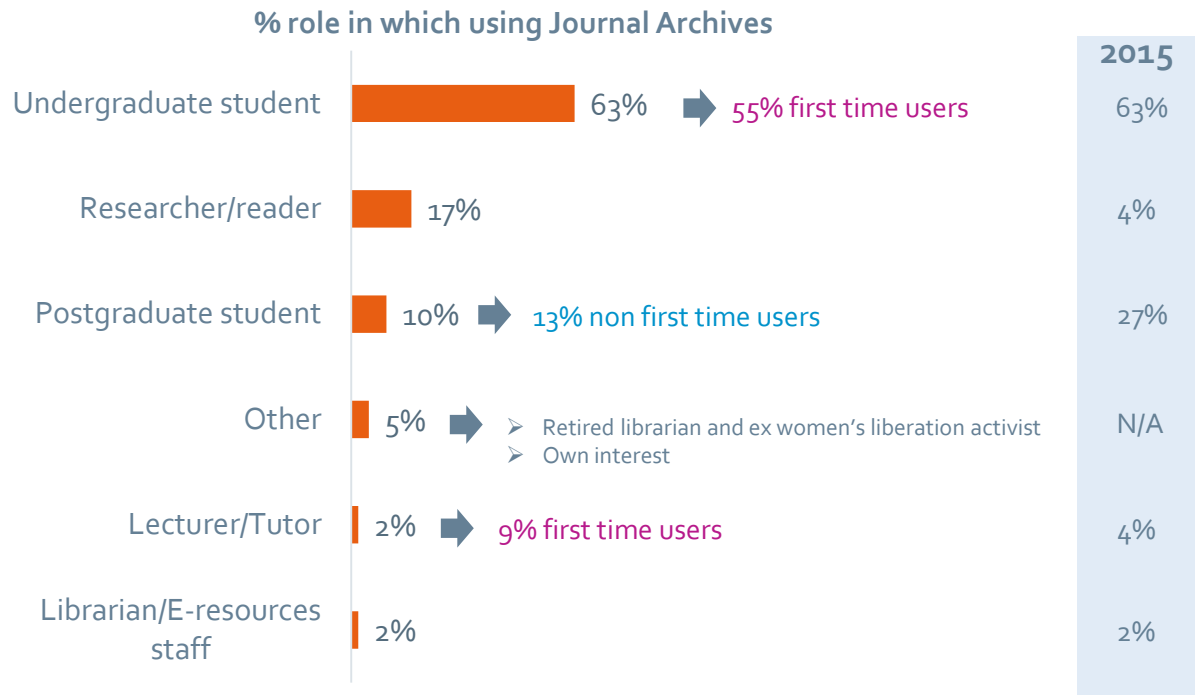
**PETROC™**

**12%** of the sample do not belong to an institution  
(not an answer option in 2015)

6 institutions from 2017 sample completed the 2015 survey



Similar to 2015, nearly two thirds of the sample are undergraduate students. There is a higher proportion of researchers/readers and a lower proportion of postgraduates in 2017 sample compared to 2015.



History is the most popular subject area for Journal Archive users with 27% selecting this, rising to 33% amongst non first time users. Other popular subject areas for users include education and research methods, English literature and social science and psychology.

Subject area of user (top 10)	%	Non first time users	First time users
History	27%	33%	9%
Education and research methods	15%	13%	18%
Other*	15%	17%	9%
English Literature	12%	7%	27%
Psychology	10%	13%	0%
Social sciences	10%	7%	18%
Business and management studies	5%	7%	0%
Geography and environment	5%	3%	9%
Law	5%	0%	18%
Political studies	5%	3%	9%

2015  
classifications  
not  
comparable

\*Material; drama; Fine Art; History and War; Criminology; Heritage, Museums, Tourism, Culture



A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned at the top and bottom edges of the card, with the thumb and index finger visible. The card is held against a blurred background of a person's torso and arm. The text 'Usage of Journal Archives' is printed in a bold, dark blue font on the card.

## Usage of Journal Archives

# Discovery of Journal Archives Usage

Library website and google searches are the most popular driving mechanisms to Journal Archives. As a discovery mechanism Google searches have seen the biggest jump with 15% of users in 2017 saying they discovered the service in this way compared to only 4% in 2015, indicating this is now an important discovery mechanism. Recommendations are also an important discovery mechanism, particularly those from librarians (12%).

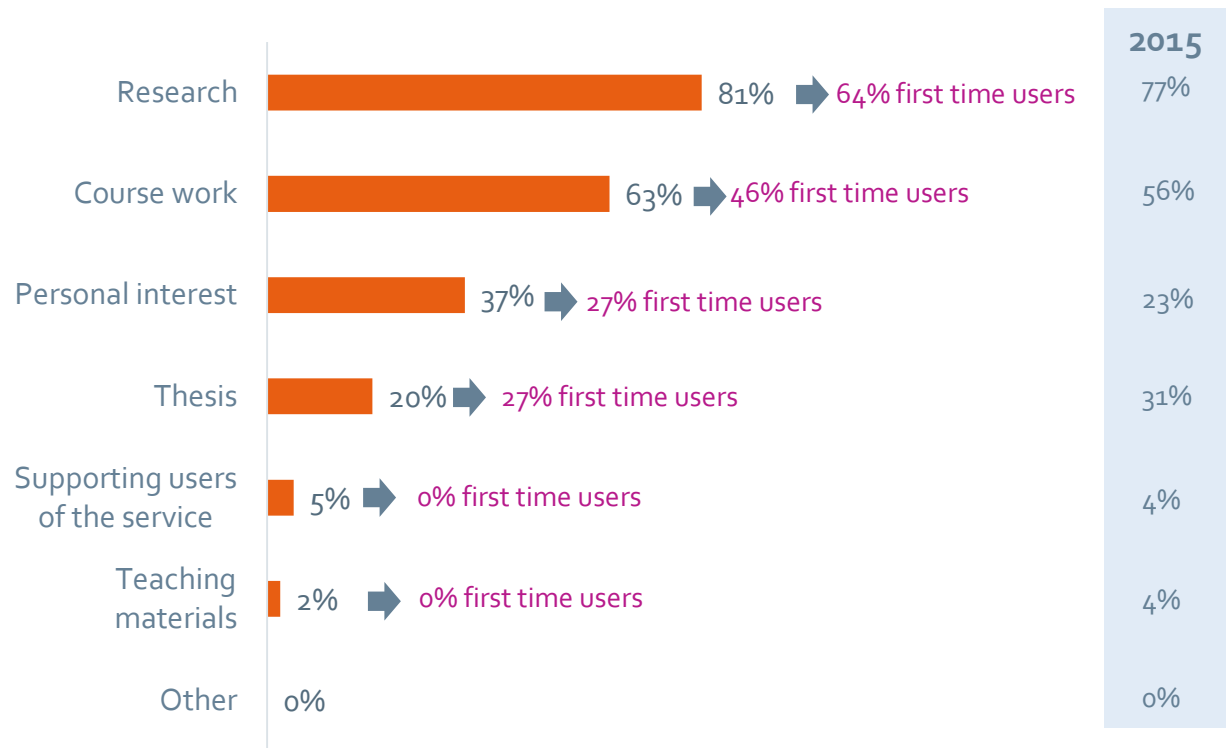
			2015
<i>Found on/discovered by...</i>	Library website	51%	69%
	Google search	15% (18% first time users)	4%
<i>Recommended by...</i>	Librarian	12%	8%
	Lecturer	7% (10% non first time users)	13%
	Colleague	5% (7% non first time users)	N/A
<i>Other...</i>	Other*	10% (27% first time users)	N/A

## 2015 additional answer options:

- College discover more facility 2%
- Multi-search via e-journals on college blackboard VLE learning system 2%
- Library discover more facility 2%

\*Via an article; Read in newspaper that Spare Rib was now online; Through a book recommends resource; Working at Jisc

Similar to 2015, research and coursework are the top reasons for using Journal Archives. Whilst 20% indicate their thesis is a reason to use the service, this now falls behind personal interest. This is likely to be driven by the lower proportion of postgraduates in the 2017 sample.



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## **Journal Archives evaluation**

Satisfaction with the Journal Archives is fairly high, with 66% indicating they are satisfied, rising to 77% amongst non first time users, but there is room for improvement.

### Satisfaction scores including DK



66%  
total satisfied

(36% first time users)  
(10% non first time users)

(36% first time users)  
(77% non first time users)

### Satisfaction scores excluding DK



79%  
total satisfied

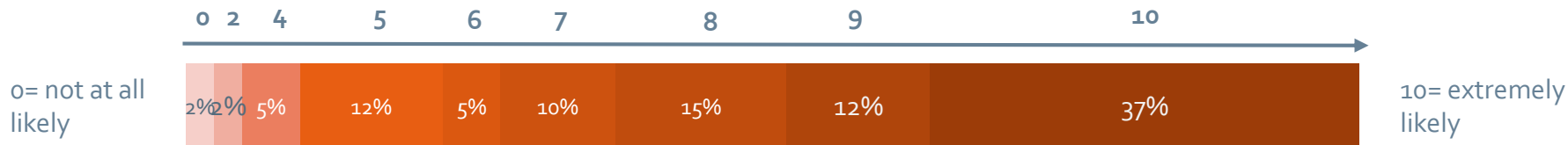


Question not asked in 2015

Only 5 respondents gave comments in relation to their satisfaction scores.

Don't know	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied
"Just started using it today"	No comments given		No comments given		"Found what I wanted"
"Not had a chance to use it yet"					"Found content that I was not expecting to be able to access"
					"Still work to do" (fairly satisfied)

Recommendation and NPS scores were high with over a third of users indicating they would be extremely likely to recommend the service to a colleague. An NPS score of +22 is a very positive result and shows the clear value of the service for users.



Mean score= 7.8

(7.2 first time users)

(8 non first time users)



(+18 first time users)

(+23 non first time users)

NPS score measures member advocacy, by asking them to rate how likely they are to recommend Jisc services on a scale of 0 to 10. Typically:

**Detractors (0-6)** are unhappy and will create negative word of mouth and may eventually leave

**Passives (7-8)** are not necessarily unhappy or dissatisfied but may use competitors

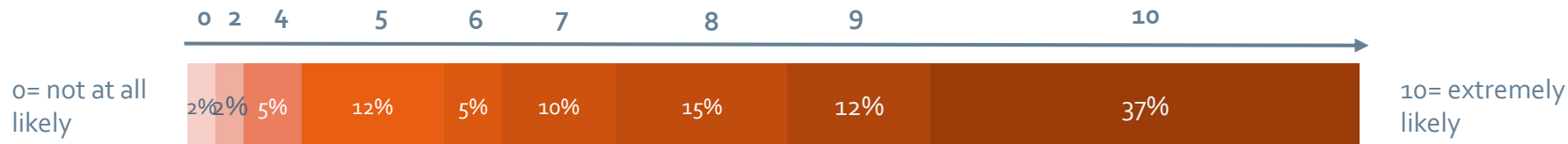
**Promoters (9-10)** are fully engaged, willing to spend more and try new services. Likely to attract other members through recommendation

The NPS score is calculated by deducting the detractors from the promoters

[ 1-10 scale used in 2015, so not comparable ]



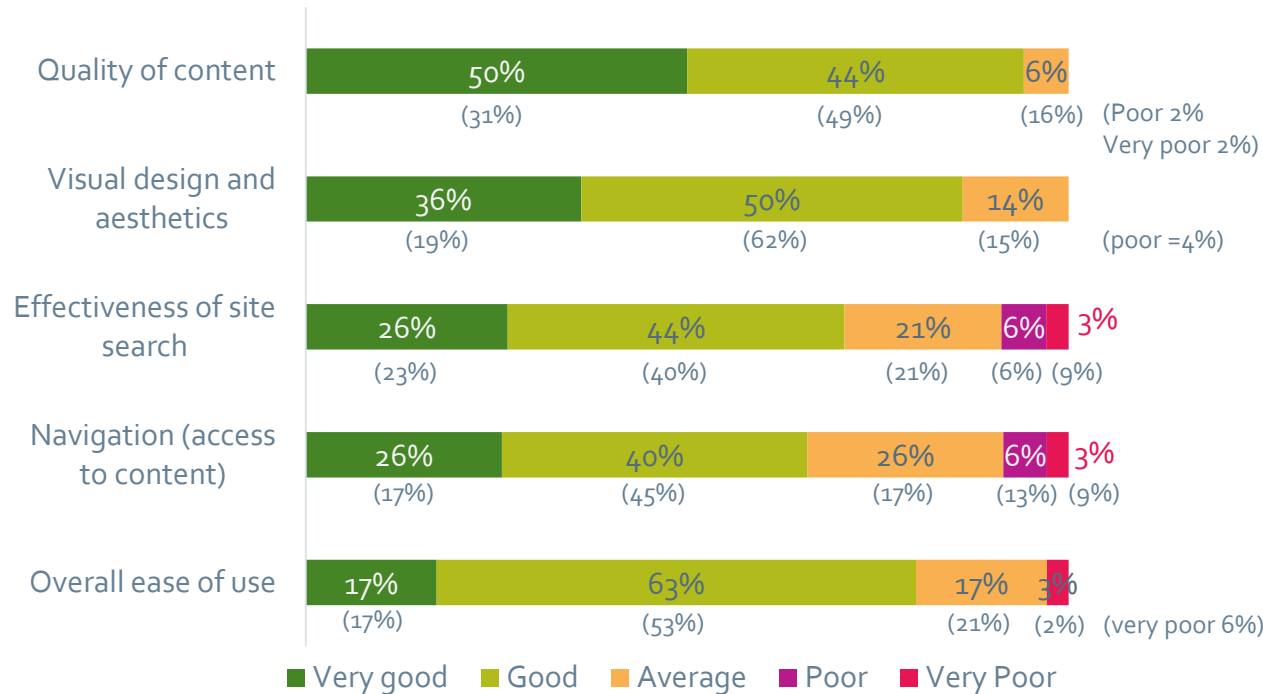
Whilst generally the service is considered fairly easy to use, some comments suggest that improvements could be made in this area, particularly around the site search.



Mean score= 7.8

Rationale detractors (0-6)	Rationale passives (7-8)	Rationale promoters (9-10)
"I have given a score of 5 as I feel the overall experience of using Journal Archives could be made a lot more simple to use for those who are not very computer orientated"	<p>"I would recommend because it is pretty useful but the search engine seems a little slow and doesn't offer options to restrict our search"</p> <p>"It's easy to use and has all the articles I could want on it"</p>	<p>"Easy to use"</p> <p>"It's got a great team looking after it"</p>

When asked about specific service elements the results were positive, particularly around the quality of the content and the overall design. However the site search facility and navigation were areas where higher proportions rated these areas as average, poor or very poor, indicating there is room for improvement here.



**N.B. Don't know scores removed**

Quality of content= 17%

Visual design and aesthetics= 12%

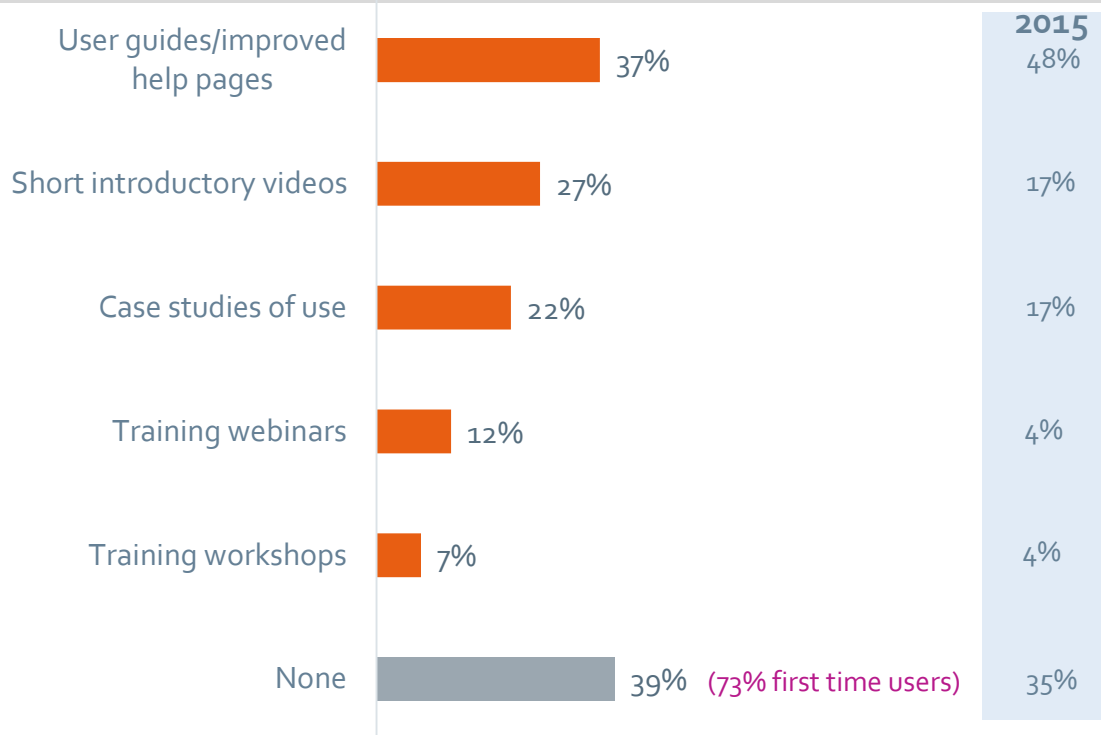
Effectiveness of site search= 17%

Navigation (access to content)= 15%

Overall ease of use=15%

(2015 results)

User guides/improved help pages remain the top selected support and training mechanism. However greater proportions of users compared to 2015 are interested in short introductory videos, highlighting the increased popularity of this format in addition to case studies. Interestingly amongst new users very high proportions do not feel any support and training is required, perhaps indicating that it is intuitive to get to grips with the basics initially.



Accessibility of the platform and the range of content are the key benefits associated with the service, suggesting the one stop shop nature of Journal Archives is most valued.

9 responses received, which fell into 3 broad categories.....

## Accessibility/ease of platform

4 responses

"Use from home through university website"

"Easily accessible"

"Easier way"

"It's easy to find where to download the PDF document, on some other sites the button can be hidden somewhere weird and it take a while to find it"

## Good content/range of content

4 responses

"A lot of good content"

"Offers a great amount of articles"

" Spare Rib"

" The Journals"

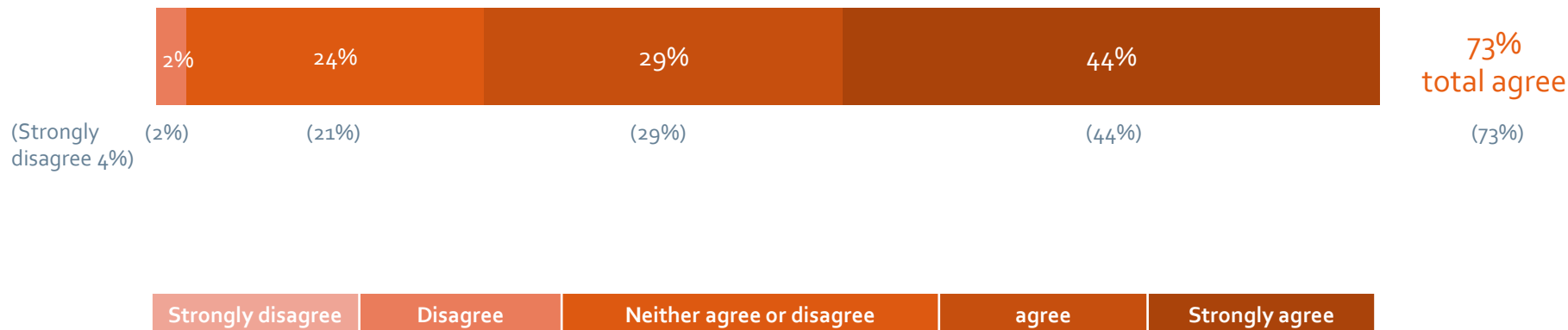
## Free service

1 response

"It appears to be free"

Linked to one stop shop nature of the platform, nearly two thirds of users (73%) agreed their work would take longer without Journal Archives, indicating this is a key benefit.

### My work would take longer if journal archives were not available.....



(2015 results)

In line with other verbatim feedback, improvements were focussed on usability, particularly around improving the search facility, which was not felt to be intelligent enough currently. Readability and interactivity were also felt to be areas for improvement.

8 responses received, which fell into 3 broad categories.....

## Poor search functionality/return

3 responses

"Search and browse is poor, making navigation tricky. Improve interactions with search engines, such as Summon, for article level discovery and linking"

"Simplify search conditions"

"The search engine seems a little slow, giving some searching options will be great too"

## Page navigation/readability doesn't work well

2 responses

"Make the pages more readable, sort of like a Google Play Book interface, rather than images"

"Some articles are spread over multiple pages and each page is a separate document, with different names that don't clearly show they are part of the same article"

## Other comments

3 response

"More illustrations"

"Make it on point"

"More journals"

In terms of future development of the service, when faced with the choice, the addition of more content as clearly preferred over the development of tools to utilise existing content (e.g visualisations/API's).

**70%**  
Adding  
more content

**30%**  
Developing more  
tools to use existing  
content (e.g.  
visualisations/APIs)

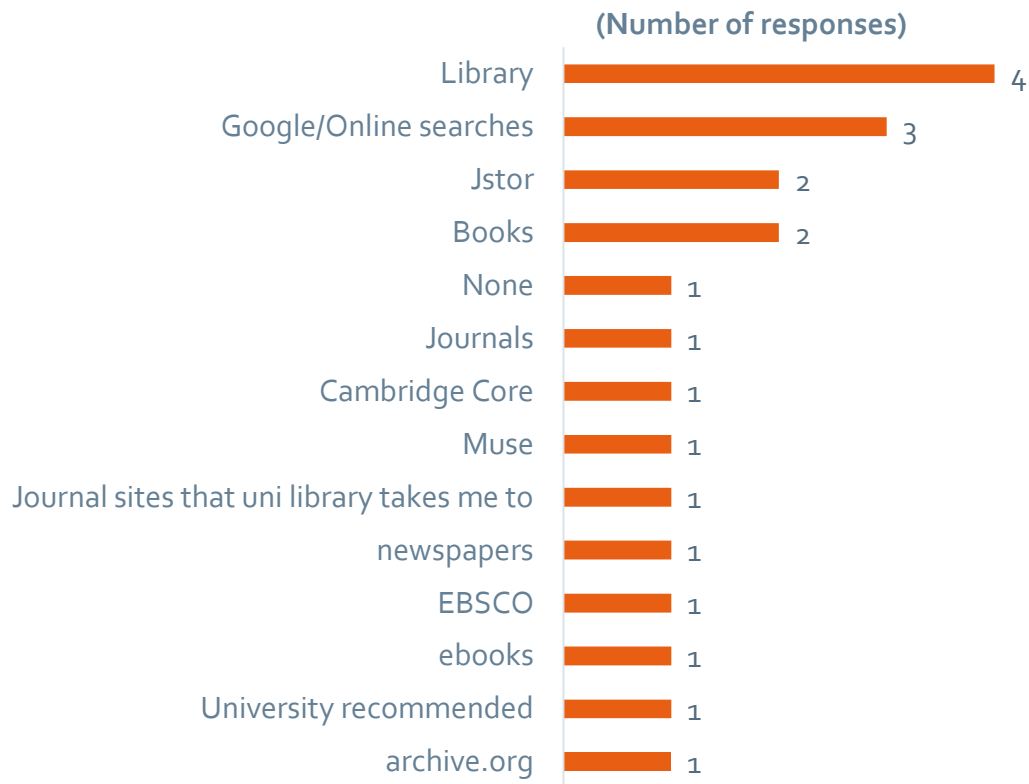


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**Other sources used**

# Other preferred sources/services used

A range of other sources and services are used, both more traditional and digital focussed with the most popular being the Library, Google/online searches, Jstor and books.



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## **Conclusions and recommendations**

## Journal Archives users and usage:

- Similar to 2015, nearly two thirds of Journal Archive users are undergraduate students. There is a higher proportion of researchers/readers and a lower proportion of postgraduates in the 2017 sample compared to 2015.
- History is the most popular subject area for Journal Archive users with 27% selecting this, rising to 33% amongst non first time users. Other popular subject areas for users include Education and Research Methods, English Literature and Social Sciences and Psychology.
- The library website and Google searches are the most popular driving mechanisms to Journal Archives. As a discovery mechanism Google searches have seen the biggest jump with 15% of users saying they discovered the service in this way in 2017 compared to only 4% in 2015. Consideration should be given to SEO in this space to ensure any strategy here is maximising search conversions.
- Similar to 2015, research and coursework are the top reasons for using Journal Archives.

## Evaluation of the service:

- Overall, results are positive and show the Journal Archives service is working well and valued by users:
  - Satisfaction with the Journal Archives is fairly high. 66% indicate they are satisfied, rising to 77% amongst non first time users.
  - Over a third of users indicate they would be extremely likely to recommend the service to a colleague. An NPS score of +22 is a very positive result and shows the service offers clear value for users.
  - Accessibility of the platform and the range of content are cited as the key benefits, suggesting the one stop shop nature of Journal Archives is most valued.
  - Linked to this, nearly two thirds of users (73%) agree their work would take longer without Journal Archives, highlighting a clear time saving benefit.

## Evaluation of the service continued:

- Whilst reactions were positive, there are some clear findings around areas for improvement:
  - The site search and navigation are areas with higher proportions rating these as average, poor or very poor. Verbatim comments suggest that users now have high expectations of the search facility (possibly driven by experiences with other web based services) and expect this to offer more intelligent functionality and better search filtering/settings. Further work should be done in this area to ensure the service does not fall behind the norm in this area and compromise content discoverability.
  - Better page linkage, navigation and interactivity is expected, and also likely to be driven by experiences elsewhere online. Improving this is likely to improve the user experience with the service.
- User guides/improved help pages remain the top selected support and training mechanisms. However greater proportions of users are interested in short introductory videos, compared to 2015, highlighting the increased popularity of this format and is something the team should consider introducing.
- In terms of future development of the service, when faced with the choice, the addition of more content as clearly preferred over the development of tools to utilise existing content (e.g. visualisations/API's).

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