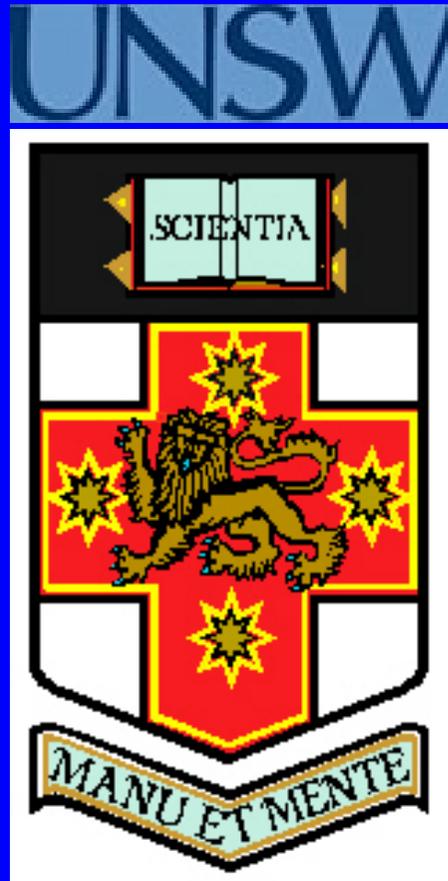


Journal Reading In Universities: Comparing the U.S. and Australia (A Case Study)

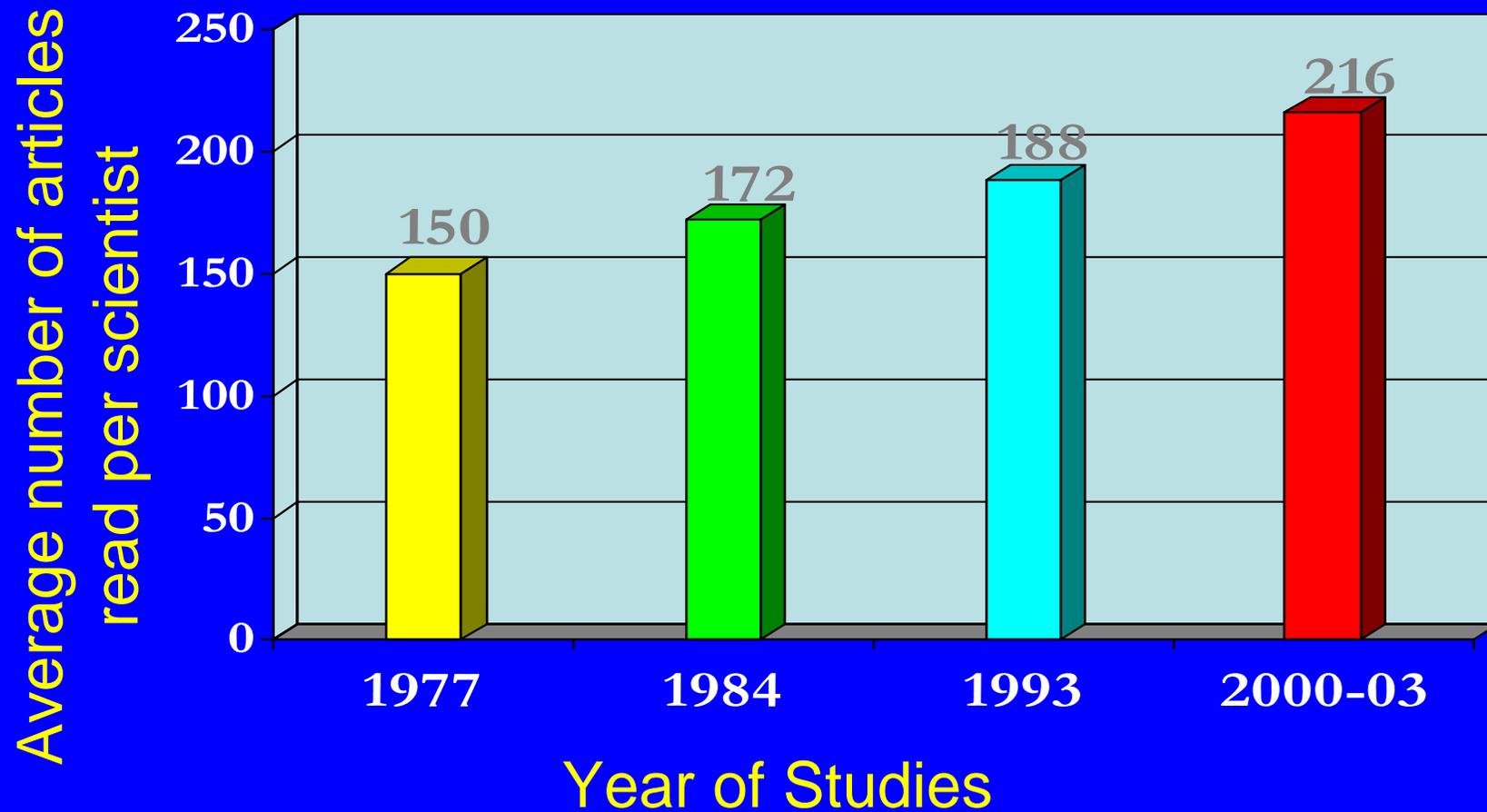
Carol Tenopir
University of Tennessee
ctenopir@utk.edu

Tenopir & King Data From:

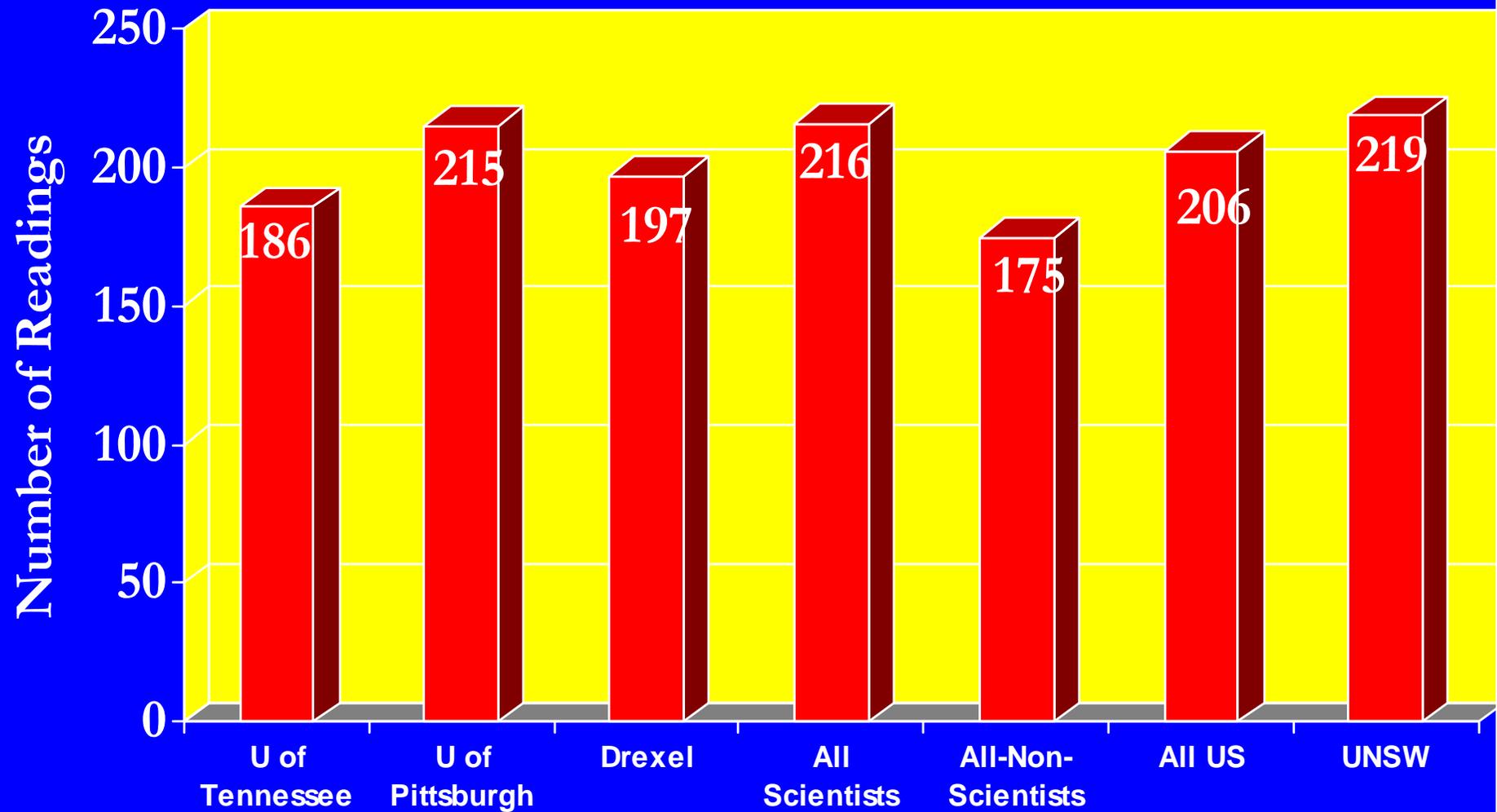
- 25,000+ scientists, engineers, physicians, and social scientists
- 1977 to the present
- University and non-university settings
- Mostly North America
- Recent surveys at 3 U.S. universities, pediatricians, astronomers
- UNSW staff and students in 2004, UQ 2005



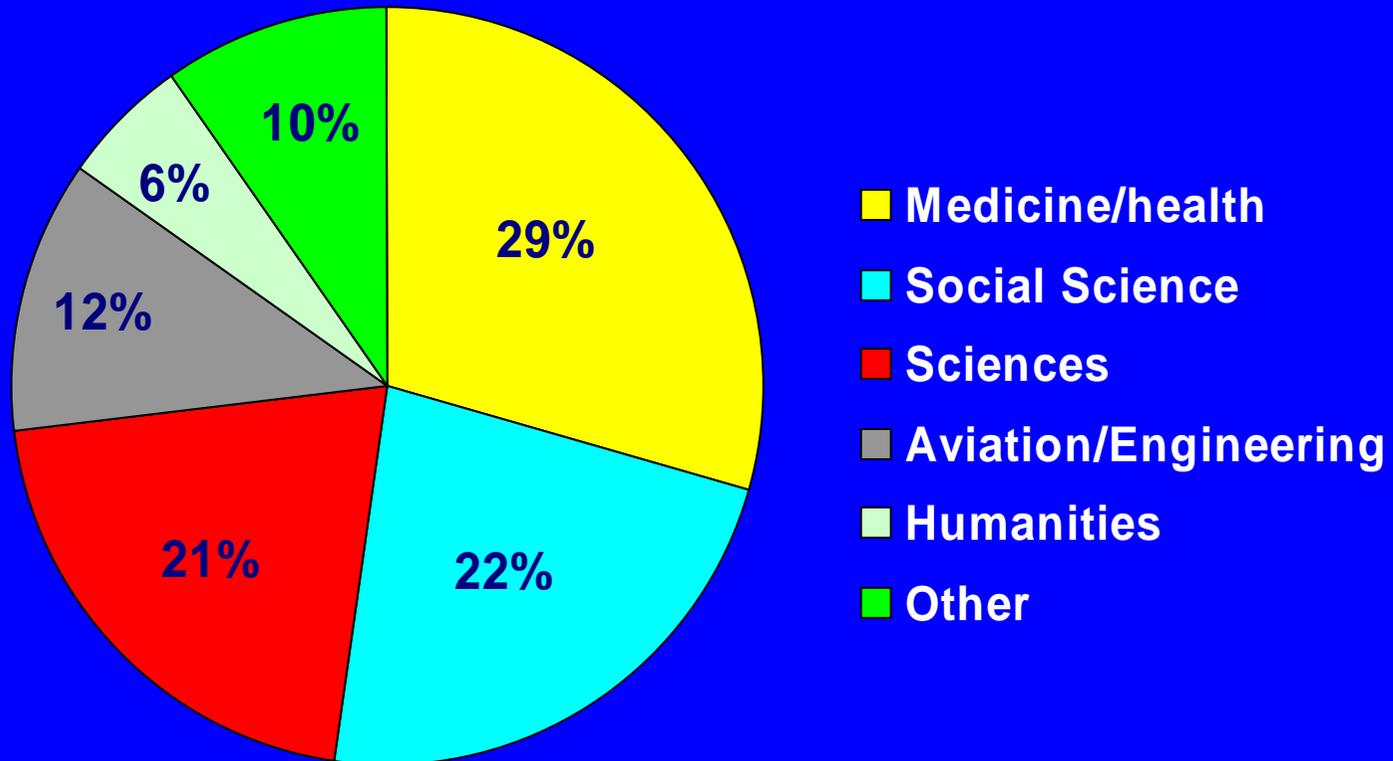
Ave. Articles Read per Univ. Scientist



Average Reading per Faculty member



UNSW Respondents



Reading Varies by Subject Discipline and workplace

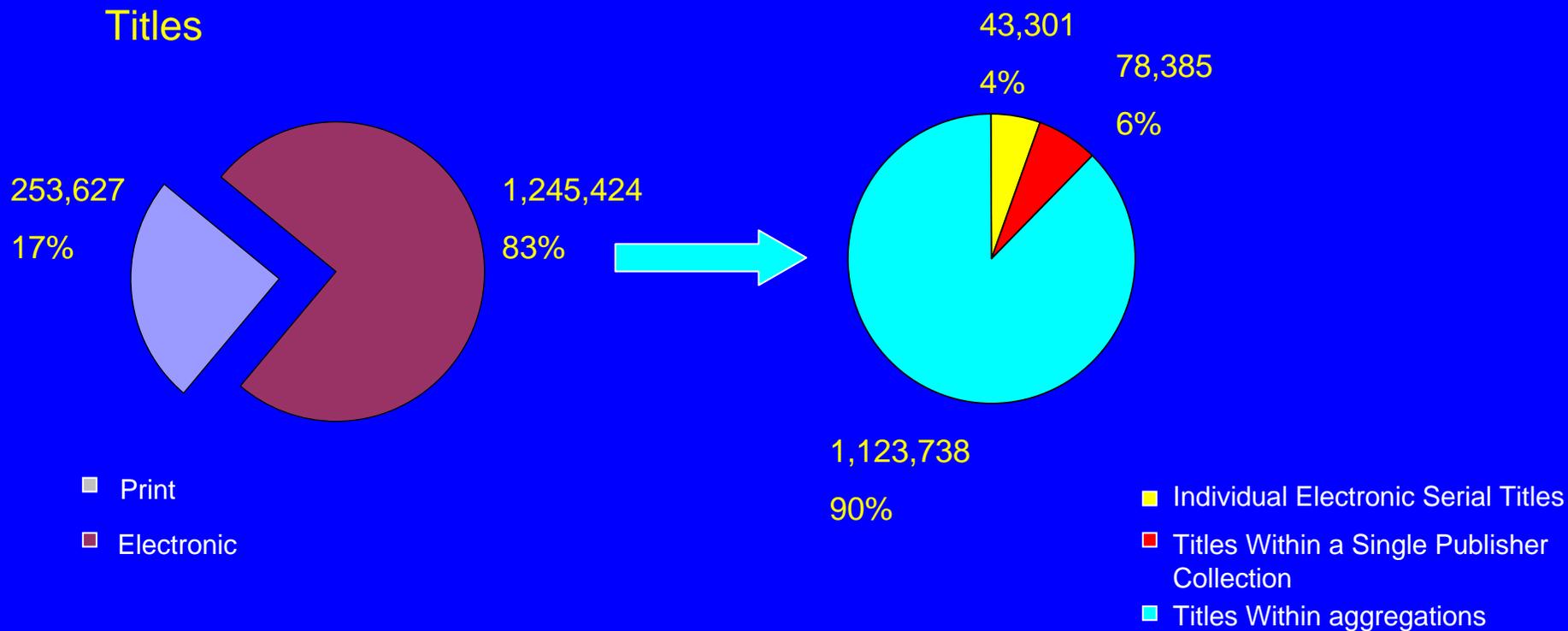
- Univ. medical
 - Pediatricians
 - Univ Scientists
 - All Scientists
 - Soc Sci/Psych
 - Engineers
- ~322 articles/year
 - ~180 articles/year
 - ~216 articles/year
 - ~130 articles/year
 - ~191 articles/year
 - ~111 articles/year

UNSW Reading by Subject

- Medical/Health • ~265
- Engineering/Aviation • ~238
- Sciences • ~248
- Social Sciences • ~206
- Humanities • ~128

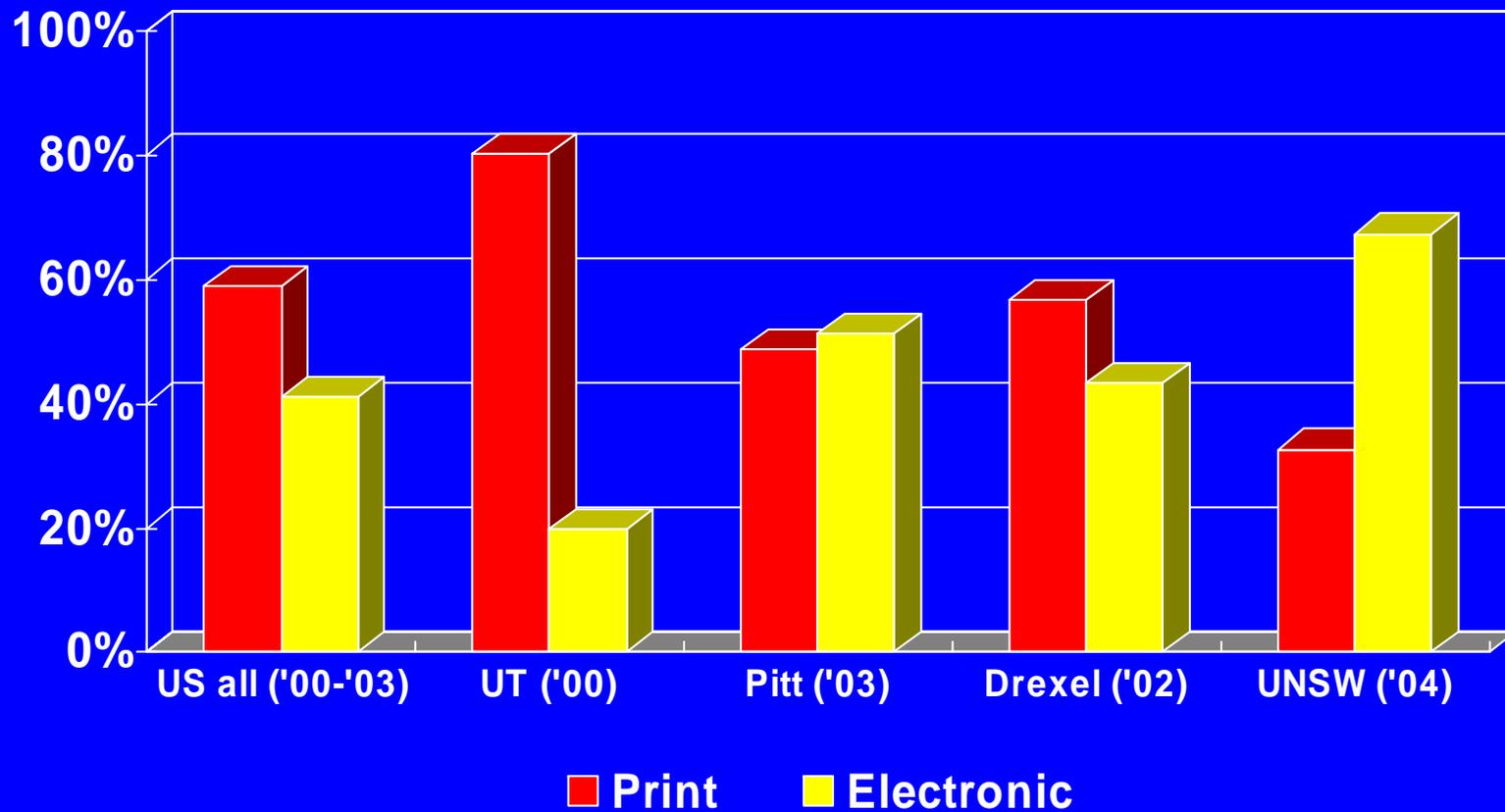
Print & Electronic Serial Titles in Australian and New Zealand Academic Libraries

Print and Electronic Titles



Source: CAUL Statistics <http://www.caul.edu.au/stats/caul2002-pub.xls>

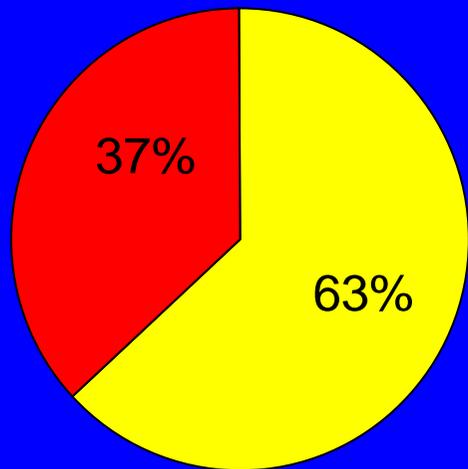
Reading from Print or Electronic



UNSW Readings: 67.3% Electronic

- 18% of these are read on the screen
- 82% are printed out on paper for reading

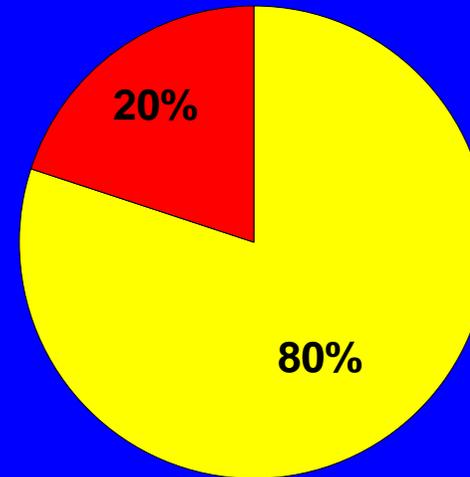
Print or Electronic



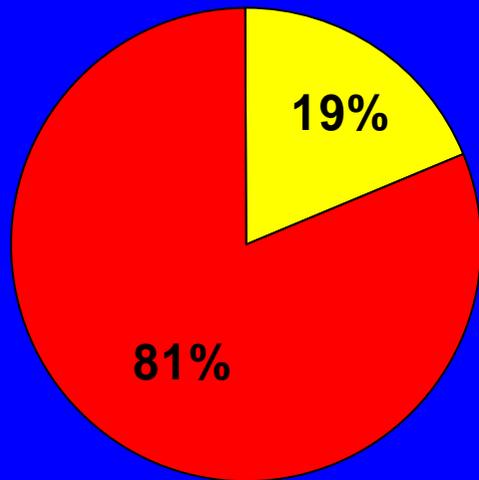
University Science

■ Electronic

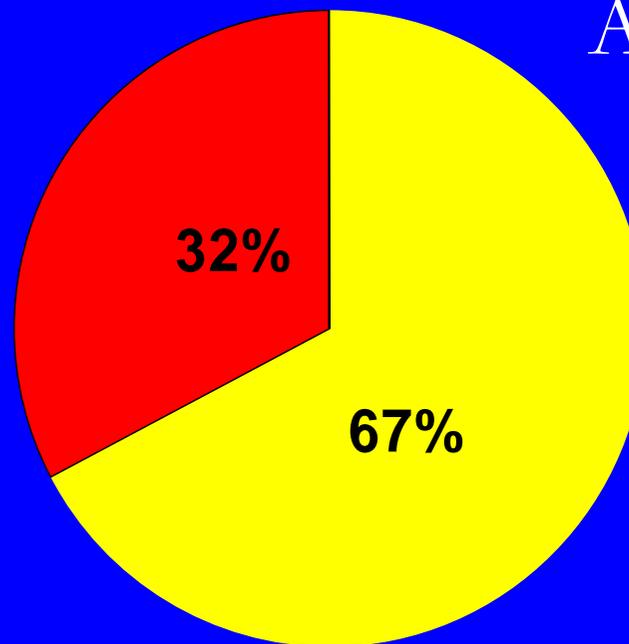
■ Print



Astronomers

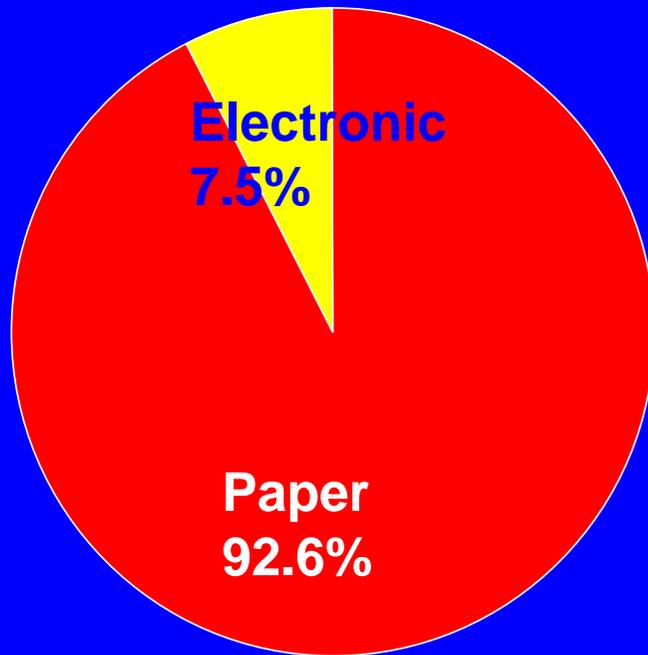


Pediatricians

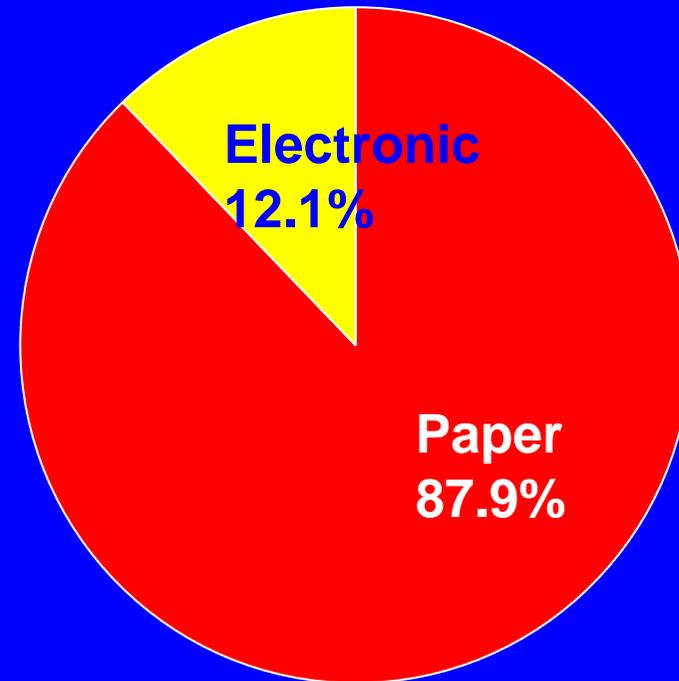


UNSW

Form of Final Reading



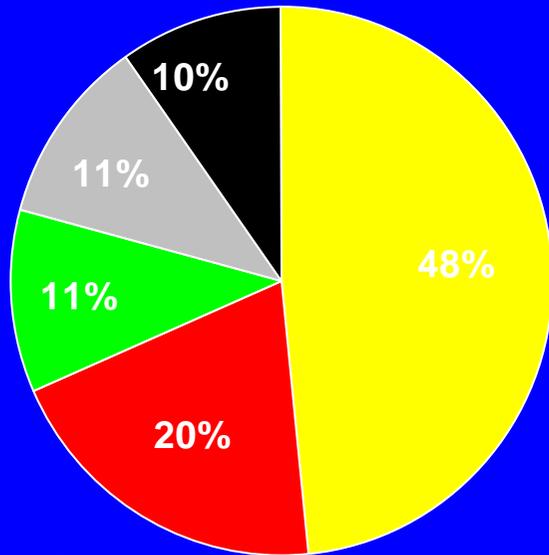
Pediatricians



UNSW

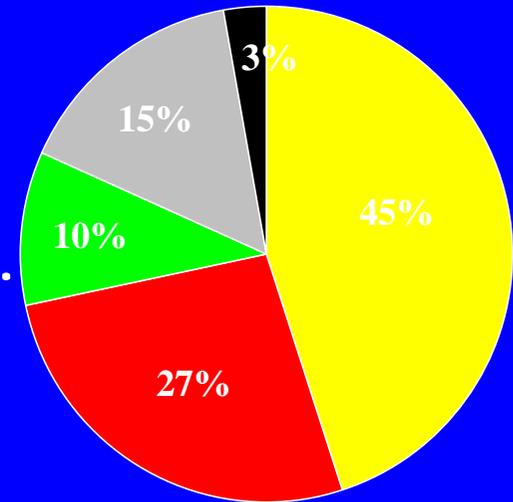
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Method of Article Discovery

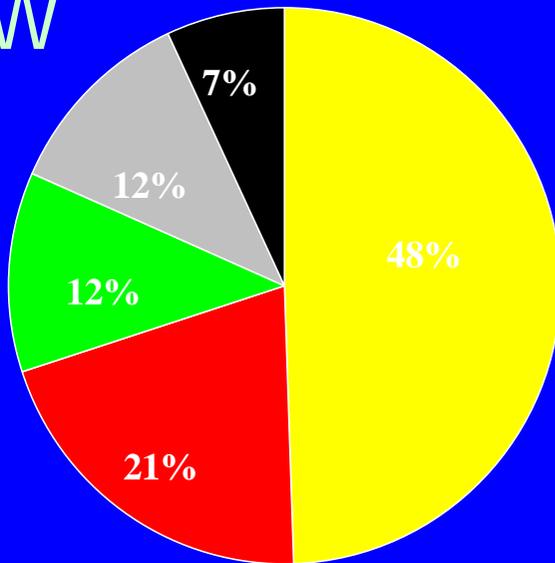


UNSW

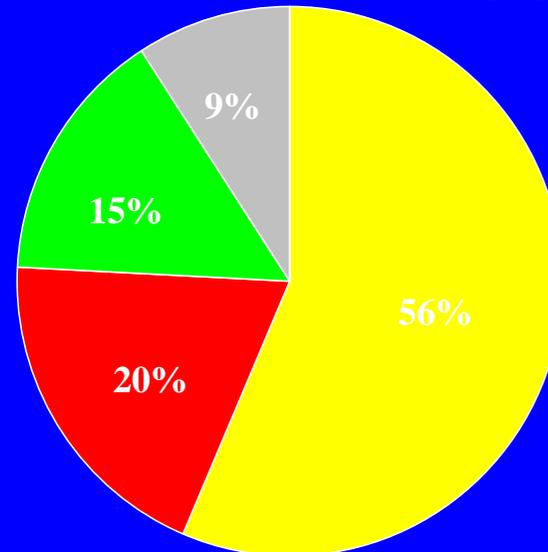
- Browsing
- Online Searching
- Cited in Other Pub.
- Another Person
- Other



Pittsburgh

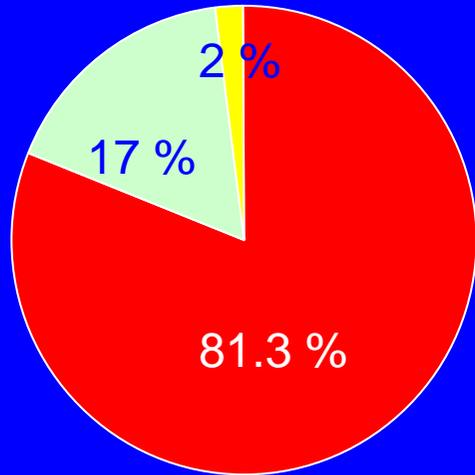


Tennessee

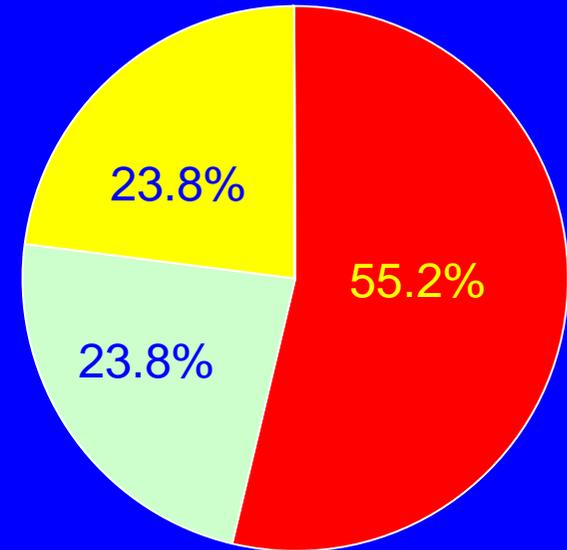
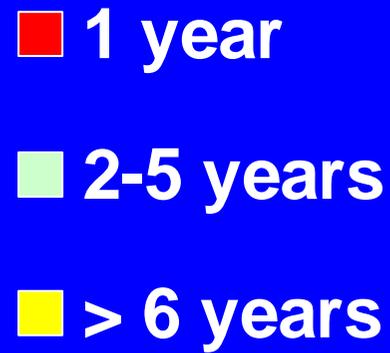


Drexel

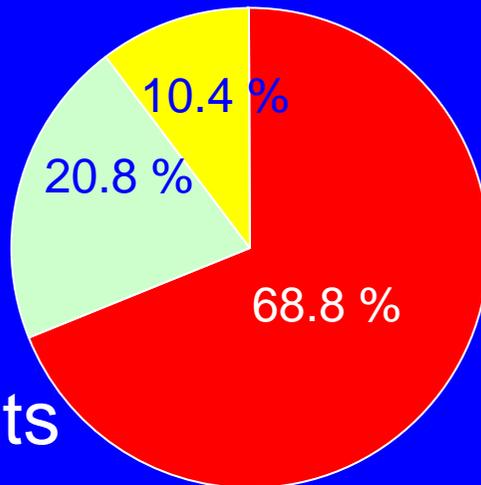
Year of Articles



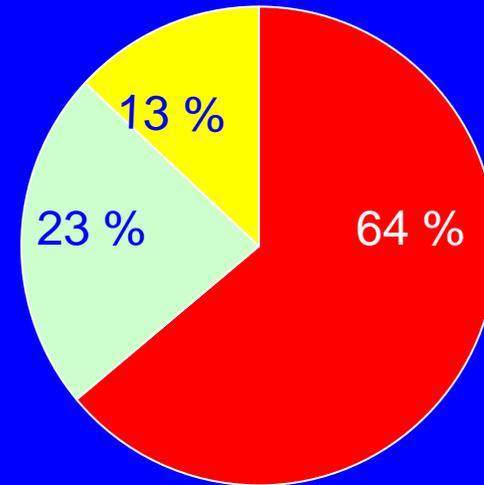
Pediatricians



UNSW



Scientists



Astronomers

Principal Purpose of Reading: Pittsburgh

Research	50%
Current Awareness	22%
Teaching	18%
Writing	10%

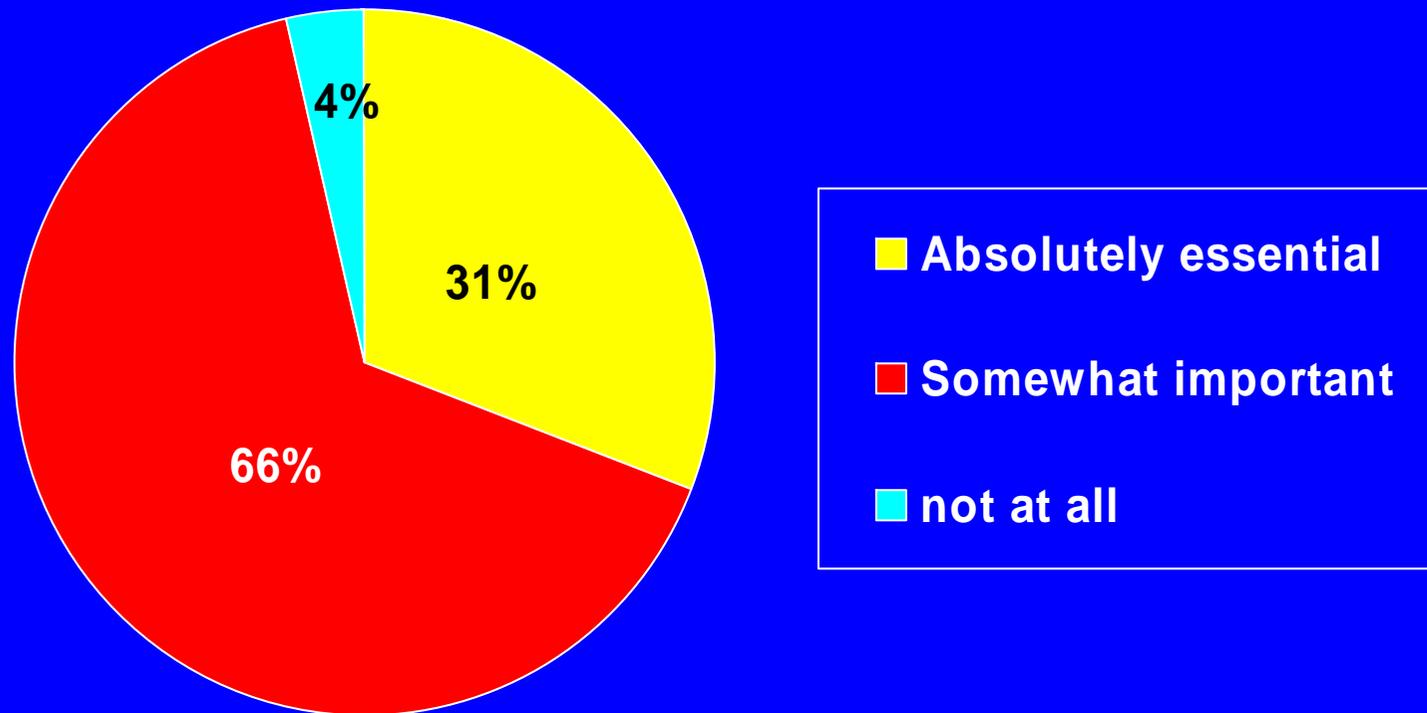
Principal Purpose of Reading: UNSW

Research	55%
Teaching	16%
Writing Proposals	14%
Current Awareness	11%

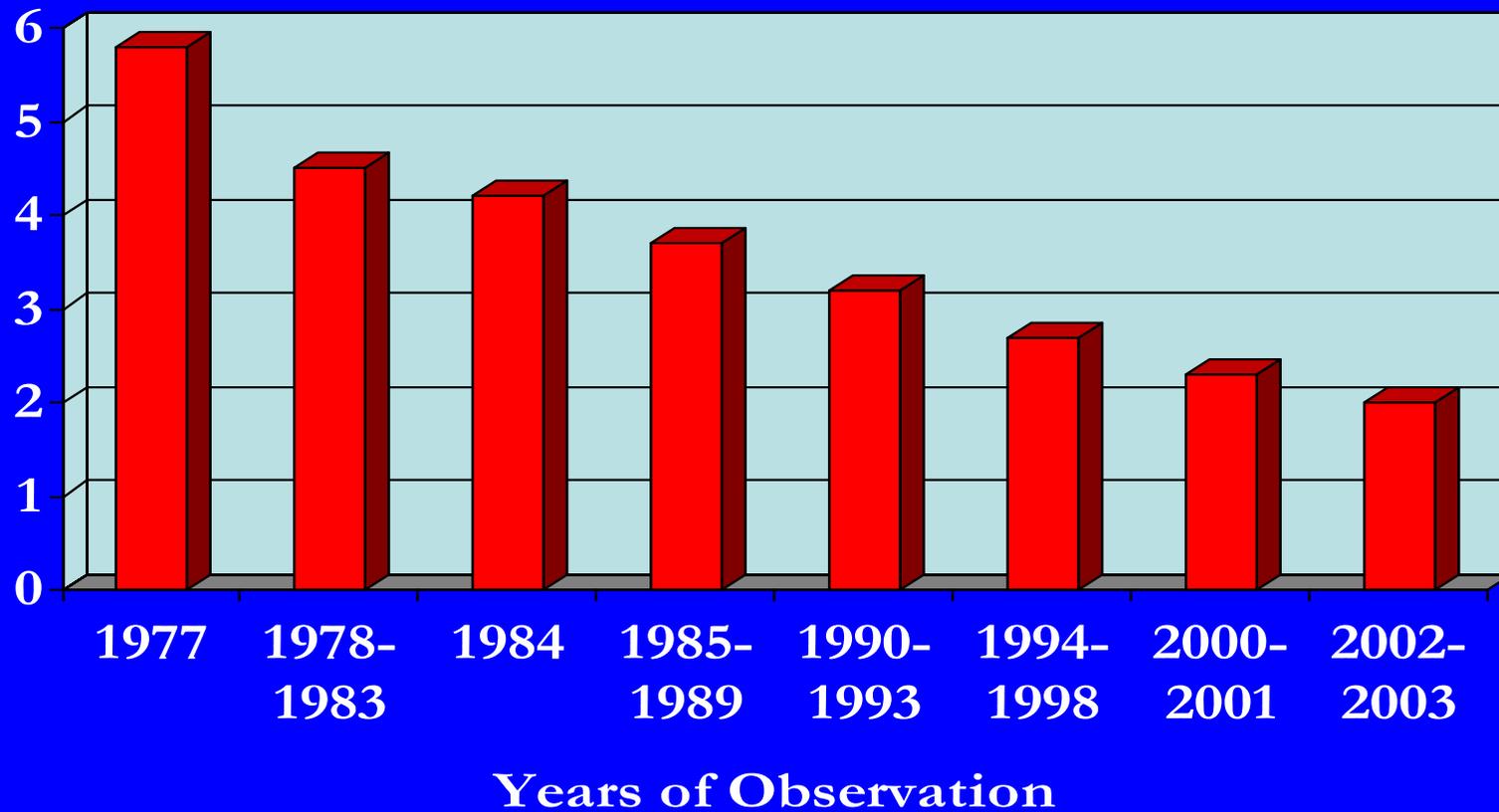
UNSW Value of Reading

- Inspired new thinking 41.7%
- Improved the result 32.2%
- Narrowed the focus 25.2%

UNSW Readings Judged To Be...



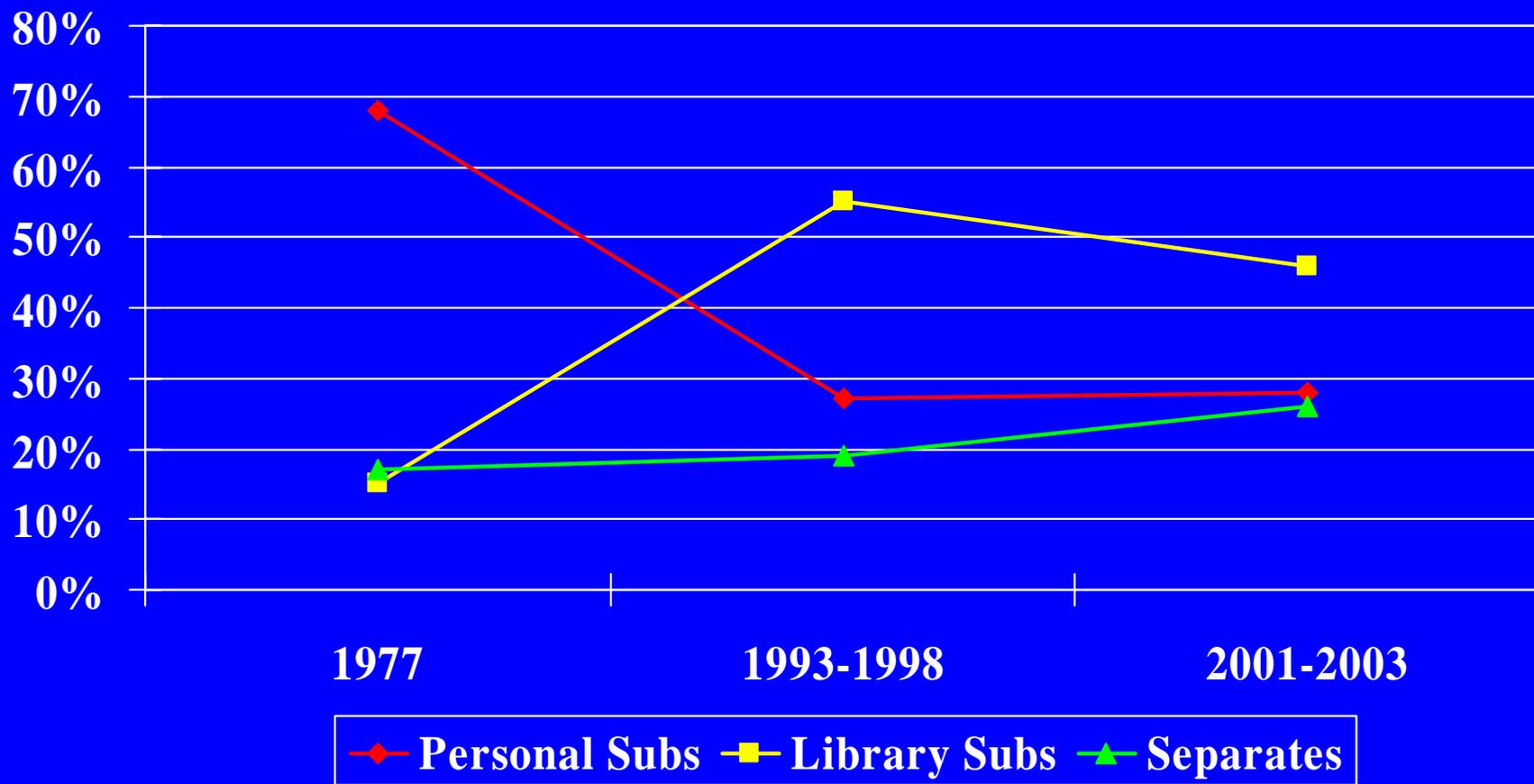
Average Number of Personal Subscriptions to Scholarly Journals



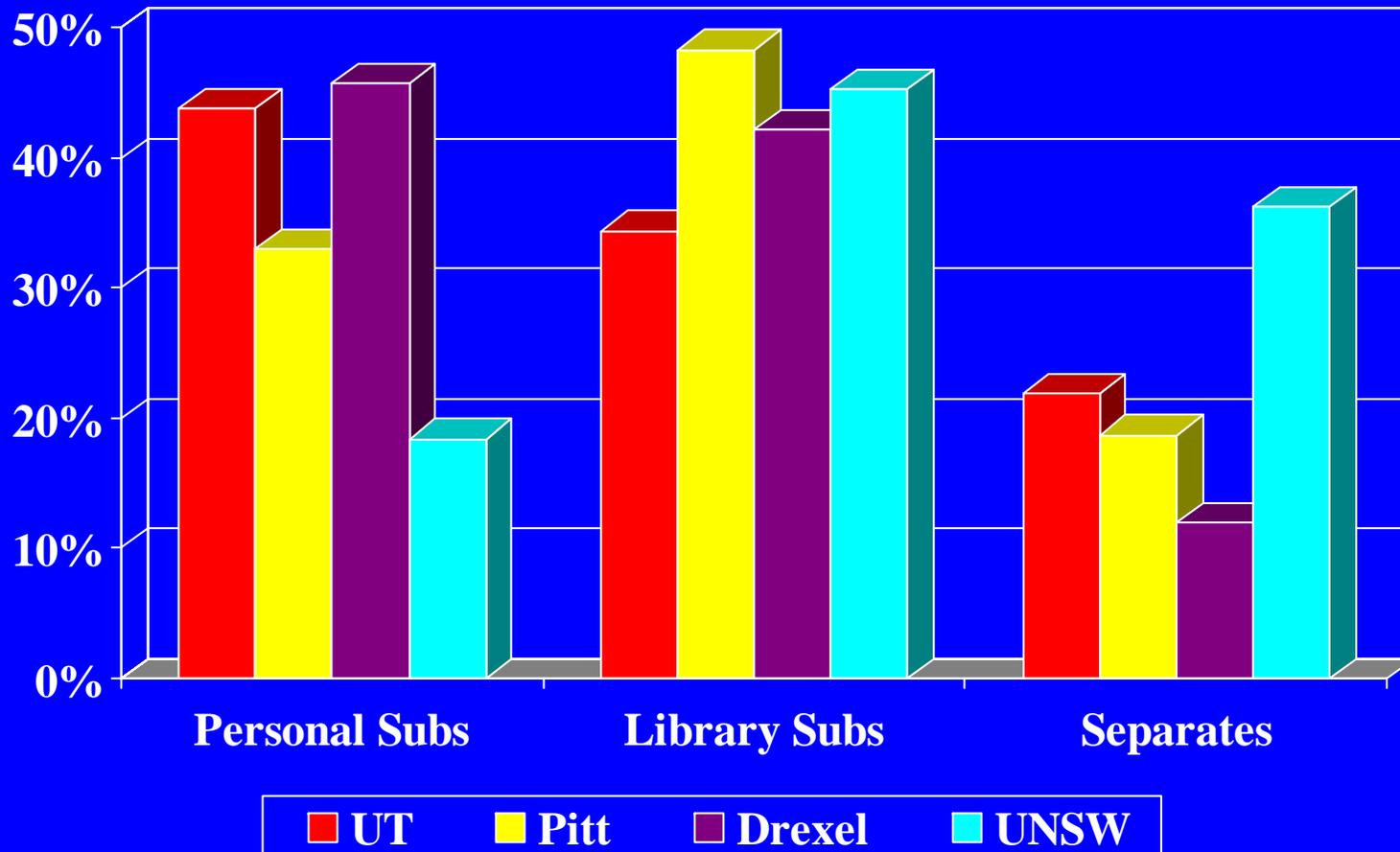
Personal Subscriptions

- All studies average under 2
- U.S. science faculty average 3.6
- Medical faculty and pediatricians average 5-6
- UNSW average 2

Sources of Readings of Scholarly Articles Overtime



Sources of Readings of Scholarly Articles in Universities



U.S. and Australian academics:

- Read for many reasons, research is #1
- Use many ways to find articles
- Use whatever is most convenient
- Prefer print for personal subscriptions, electronic for library subscriptions
- Patterns vary by subject discipline

But Australians...

- Rely more on electronic journals
- Read more older articles
- Browse more
- Use alerts more