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Tracy Gardner and Simon Inger invite supporters for *How Readers Discover Content in Scholarly Publications 2018*

Sign Up to be a Supporter for 2018 Discovery Research

Tracy Gardner and Simon Inger have announced they are seeking supporters for the 5th in their series of large scale research projects identifying how readers discover academic content.

Gardner and Inger have been undertaking major surveys on this topic since 2005 and have mapped the changing nature of how readers – from all over the world – find content. The 2015 research focussed on journal and book content discovery, with more than 40,000 respondents, and was supported by leading academic publishers, societies and intermediaries.

The latest research will take on the very contentious issue of measuring perceptions of SciHub and ResearchGate in discovery and delivery.

The 2018 research report will address the following questions:

- How do readers working and studying in STM and HSS discover content? How has this changed over time?
- What is the impact of SCNs (e.g. ResearchGate), repositories and Sci-hub on discovery and delivery?
- How much content is downloaded from “free” vs “fee” sites?
- What is the impact of social media on discovery?
- How important are the various routes to discovery to people working in different fields, sectors regions, and at different stages of their careers?
- What features do readers value on publisher websites?

Tracy Gardner commented, “Our research gives people working in the scholarly publishing community vital information about how people find content, and crucially showcases the differences in discovery behaviour across regions, sectors, subject areas and job roles. We can only carry out this research with the support of publishers, societies and intermediaries and are delighted that so much interest has been shown by people within our community already.”

Simon Inger said “Publishers face challenging times and maximising content discovery is crucial. We hope this research will help answer many questions posed to us by publishers, societies and intermediaries. Please come and talk to us about how you can support the 2018 research.”

About “How Readers Discover Content 2015”

Over 40,000 researchers, students, teachers, lecturers, professors, journalists, managers, clinicians, medics, librarians, government officials, and engineers, working across all sectors and in all regions responded to the survey in 2015.

The 2015 report is published under a CC-BY NC licence and can be downloaded from <https://goo.gl/oUk1hw>

The 2015 research concluded the following:

- More than half of all journal content delivery appears to be from free incarnations of articles. PubMedCentral is popular in the medical sector and SRNs appear to be a significant source of free articles in lower income countries.
- A&Is are in decline, but remain the most important starting point for search.
- Academic researchers in high income countries rate library discovery as highly as A&Is, and rate academic search engines as the most important discovery resource when searching
- Online book discovery varies significantly by sector.
- Publisher web sites have become more popular as a search resource.
- Google Scholar is used more than Google in the academia, but less than Google in all other sectors.
- Access to scholarly content by mobile phone accounts for only about 10% of the use.

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