

A 'Joined-Up' Electronic Journal Service: User Attitudes and Behaviour

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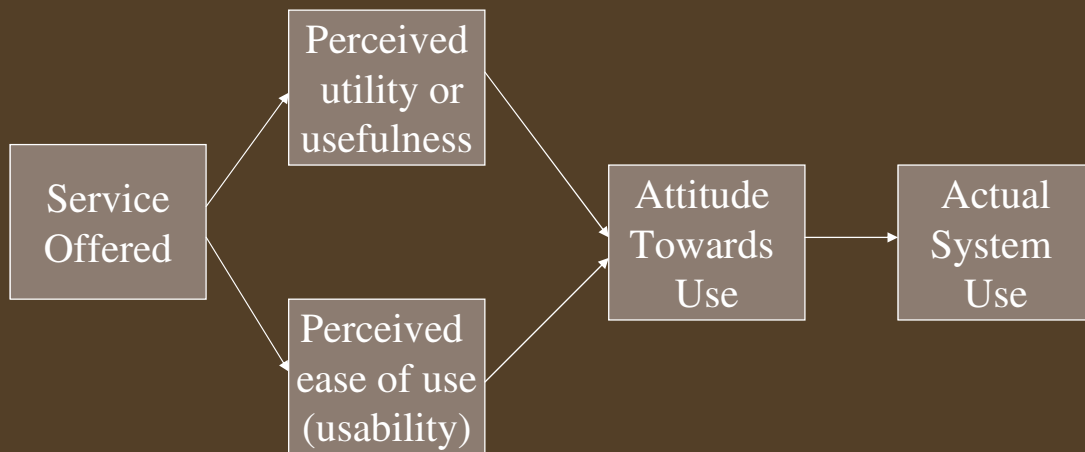
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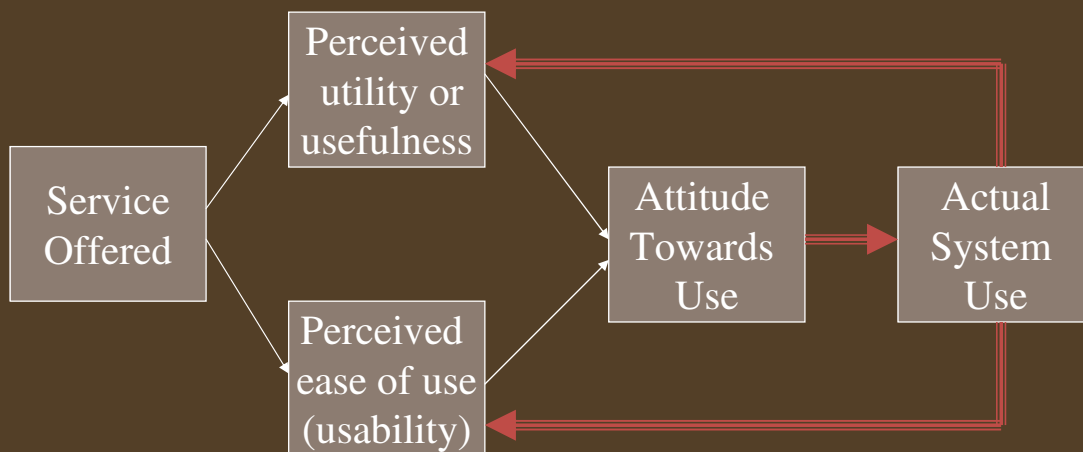
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User Attitudes and User Behaviour
The Technology Acceptance Model (TAM)
Davis (1993)



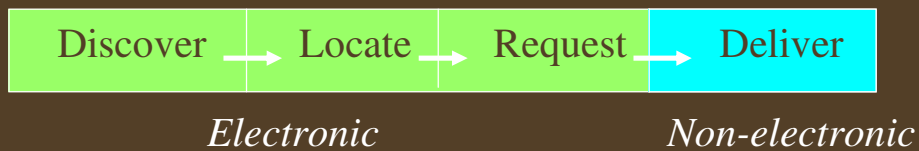
User Attitudes and User Behaviour

The Effect of Usage on Attitude



The Zetoc Service

- Zetoc: web based Table of Contents service
- Database of 25 million records of the British Library
- Search facilities and an email alerting service
- Hosted by MIMAS, Manchester University
- Launched 2000
- Free to UK Universities and Colleges (JISC)
- Non-electronic delivery of full text articles e.g. ILL



Usage of Zetoc

Usage Statistics: May 2002

- 13,000 alert users
- 20,000 journal alerts
- 40,000 searches per month

User Attitudes

- Easy to use way of keeping up-to-date
- *Want electronic 'join up' - direct access to electronic full text*

Electronic Questionnaire

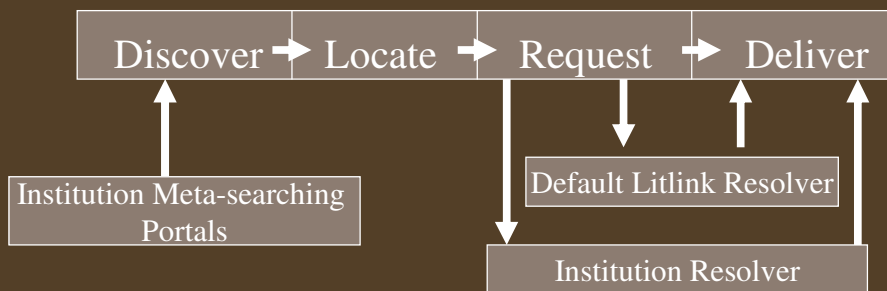
655 responses, >100 institutions

Usage Patterns

- Zetoc offered 22 features
- 75% set journal alerts (av.13 journals)
- 50% had searched the database
- Very few used delivery services
- 83% used 1 to 5 features (Passive Users)
- 17% used 6 to 18 features (Active Integrators)

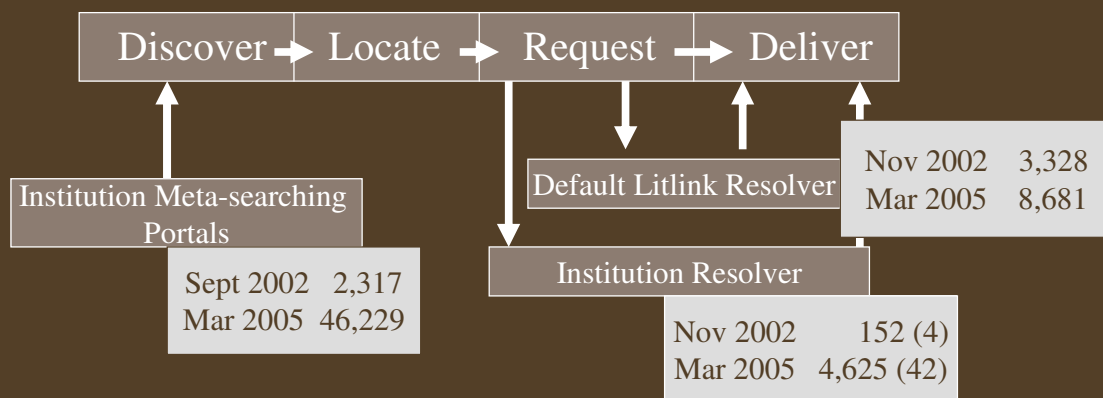
Zetoc enhancements

2002 Zetoc as an OpenURL source



Usage of OpenURL Version of Zetoc

2002- 2005 Usage Statistics



Evaluation of the enhanced service

Questionnaire Survey: 196 respondents

Attitudes

- Keep up-to-date with wide range of journals using Zetoc
- Want electronic full text at the desktop

Evaluation of OpenURL facilities

- 118 (61%) had used them
- 79 (67%) 'better'; 34 (29%) 'same'; 5 (4%) 'worse'
- 93% of users at 'resolver' universities said 'better'
- 81% of users at older, established universities said 'better'
- 53% of users at new universities without 'resolvers' said 'same' or 'worse'

User Strategies from Discovery to Delivery: An Interview Study

The Story Behind the Statistics:
Unstructured Interviews with 26 Zetoc Users

University	No.	No. of Users	Average Zetoc score
With Resolver	3	16	7.6
Without Resolver	3	10	5.9
Total	6	26	6.9

User Strategies from Discovery to Delivery: Non-Electronic Delivery

Strategy 1 : Passive, Ad Hoc			Description: Set Alerts: 'haunted by them': hope to follow-up sometime by any means that is known. Have not used Zetoc Open URLs
University	Users	zetoc score	
With resolver	2	1.8	Users and Context: Mostly faculty: all kinds of institutions
Without resolver	3	1.7	
Total	5	1.7	

Strategy 2 : Passive, Traditional			Description: Organised current practice; set alerts and planned follow-up to locate printed versions. Known practice okay. Have not used Zetoc OpenURLs
University	Users	zetoc score	
With resolver	1	7.0	Users and Context Faculty and researchers mostly in institutions with limited electronic journals
Without resolver	3	6.1	
Total	4	6.5	

User Strategies from Discovery to Delivery: Electronic Delivery

Strategy 3: Active, Fragmented			Description: Using electronic delivery from other websites as well. Some unhappy experiences when Using ZetocOpenURLs
University	Users	Zetoc score	
With resolver	7	7.5	Users and Contexts: Research students and researchers in a range of institutions
Without resolver	4	5.5	
Total	11	6.5	
Strategy 4: Active, Integrated			Description: Zetoc OpenURLs as first choice strategy to get electronic full text
University	Users	Zetoc score	
With resolver	6	10.0	Users: Research students and librarians in electronic journal rich institutions with resolvers
Without resolver	0	0	
Total	6	10.0	

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‘A joined-up service’ Utility and Barriers

Utility

- Users wanted ‘seamless join-up’; full text ‘in a few clicks’
- OpenURL technology provides a means to achieve it
- Some users are achieving an excellent service

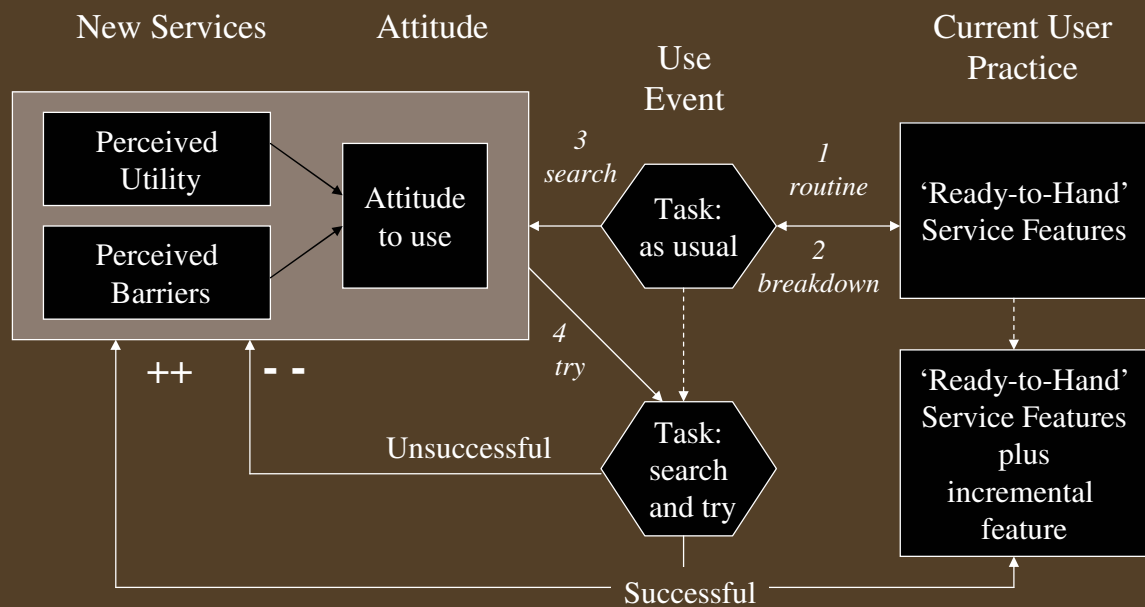
Barrier One: The Dominance of Current Practice

- The majority continue with current practice
- Needs ‘breakdowns’ and individual ‘high benefit/low effort (cost)’ ratio to change/ develop current practice

Barrier Two: Institutional readiness and join-up

- Successful service requires good electronic journal ‘stocks’ and join-up

Towards a dynamic model of user attitudes and behaviour



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Conclusions

- Methodology: to understand the user, start with the user and their context
- Attitudes and behaviour: positive attitudes help and
- Some users study new services systematically but...
- Current practice dominates: most users learn through 'breakdowns' and incremental evaluation
- 'Joined-up' services need all the integrated services to be effective for the user
- Attitudes become specific with usage and success/lack of success modifies attitudes and usage patterns in current practice