

I T H A K A

JSTOR | PORTICO | ITHAKA S+R

Faculty Attitudes on a Print to Electronic Transition for Scholarly Works

Roger Schonfeld
Ross Housewright

PAIG
ALA Annual 2010
6/25/2010

ITHAKA is a not-for-profit organization dedicated to helping the academic community take full advantage of rapidly advancing information and networking technologies. We serve scholars, researchers, and students by providing the content, tools, and services needed to preserve the scholarly record and to advance research and teaching in sustainable ways. We are committed to working in collaboration with other organizations to maximize benefits to our stakeholders.

Our Services



- **Ithaka S+R** works with initiatives and organizations to develop sustainable business models and conducts research and analysis on the impact of digital media on the academic community as a whole.



- **JSTOR** helps scholars, researchers, and students discover, use, and build upon a wide range of content in a trusted digital archive of over 1,000 academic journals and other content. JSTOR uses information technology and tools to increase productivity and facilitate new forms of scholarship.



PORTICO

- **Portico** preserves scholarly literature published in electronic form—more than 10,000 e-journals and 28,000 e-books—and ensures that these materials remains accessible to future scholars, researchers, and students.



Faculty Survey 2009: Background & Methodology

- Findings come from Ithaka S+R's 2009 survey of U.S. faculty members, building on previous studies in 2000, 2003, and 2006.
- In September of 2009, 35,184 surveys were mailed to academics at U.S. colleges and universities. We received 3,025 completed responses, for an 8.6% response rate
- Findings have consistency over time and are representative of the broader universe of faculty, but should be used to build hypotheses and not interpreted conclusively
- The respondents are faculty at U.S. higher education institutions
 - No graduate or undergraduate students
 - No international institutions or community colleges
 - Arts & sciences fields, education, law, engineering, and business, but no health sciences

About the faculty study

- **Faculty Survey 2009: Key Strategic Insights for Libraries, Publishers, and Societies**
 - <http://www.ithaka.org/ithaka-s-r/research/faculty-surveys-2000-2009/faculty-survey-2009>
- **Chapter 1: Discovery and the Evolving Role of the Library**
 - Basic scholarly information use practices have shifted rapidly in recent years and, as a result, the academic library is increasingly being disintermediated from the discovery process, presenting libraries with some key challenges but also the opportunity to reallocate resources to other priorities
- **Chapter 2: The Format Transition for Scholarly Works**
 - Faculty members' growing comfort relying exclusively on digital versions of scholarly materials opens new opportunities for libraries, new business models for publishers, and new challenges for preservation
- **Chapter 3: Scholarly Communications**
 - Publishers, scholarly societies, libraries, faculty members, and others have laid significant groundwork for reforming various aspects of the scholarly communications system, but faculty attitudes are driven by incentives and suggest the need for continued leadership.

- Current issues of scholarly journals
- Backfiles of scholarly journals
- Other content types, including electronic books
- Preservation
- Conclusions & discussion

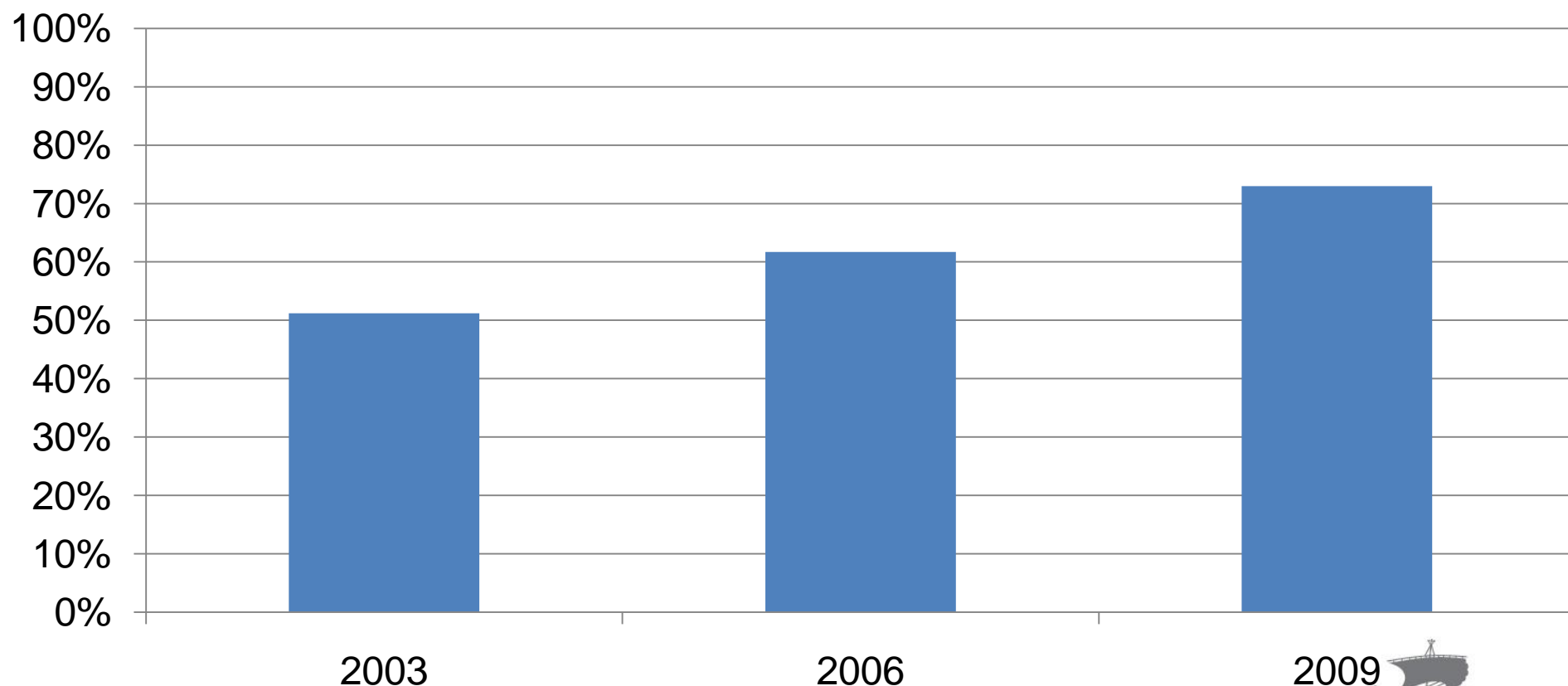
I T H A K A

JSTOR | PORTICO | ITHAKA S+R

Current issues of scholarly journals

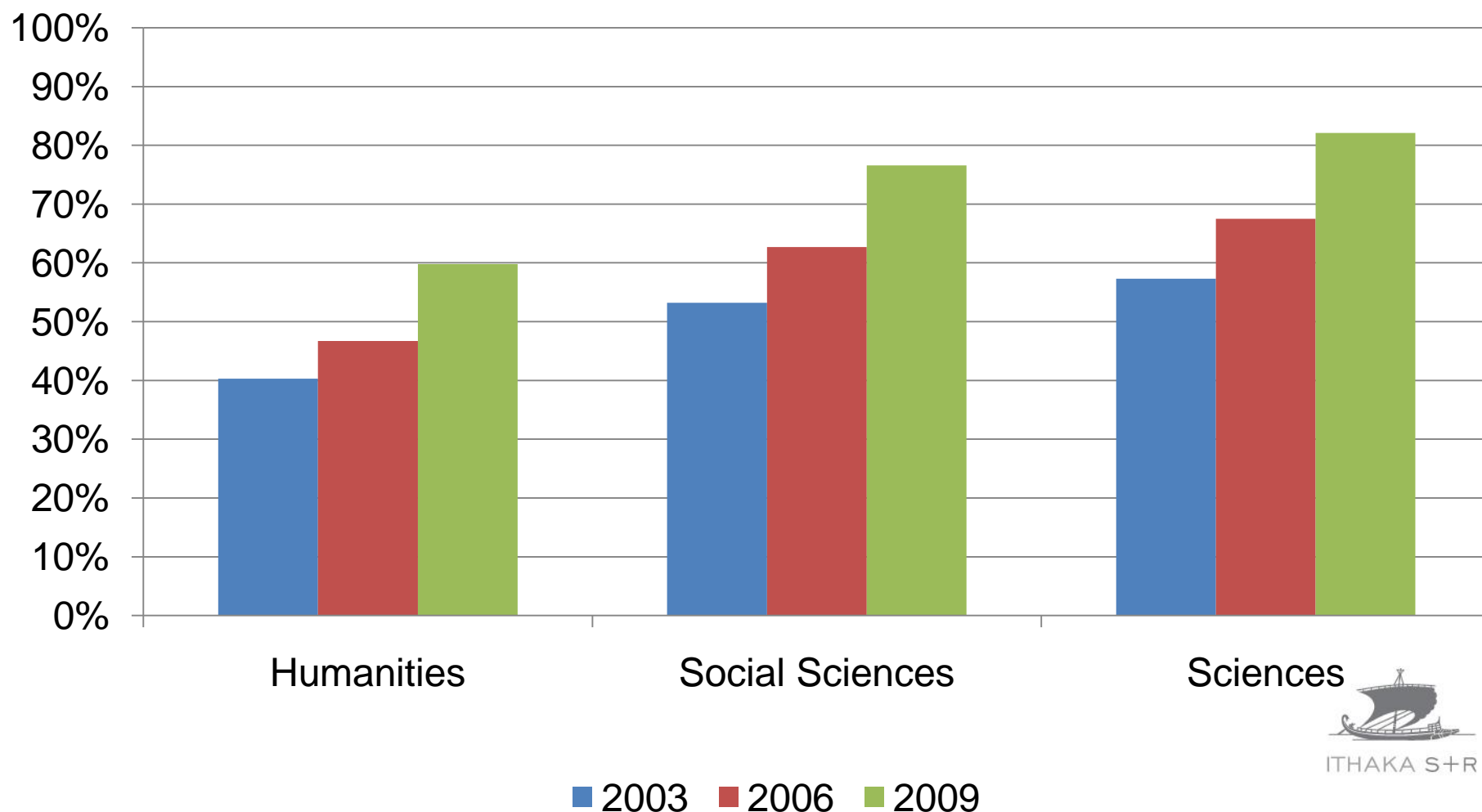
Support for cancelling print versions grows further

Strong agreement with statement:
“If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me.”



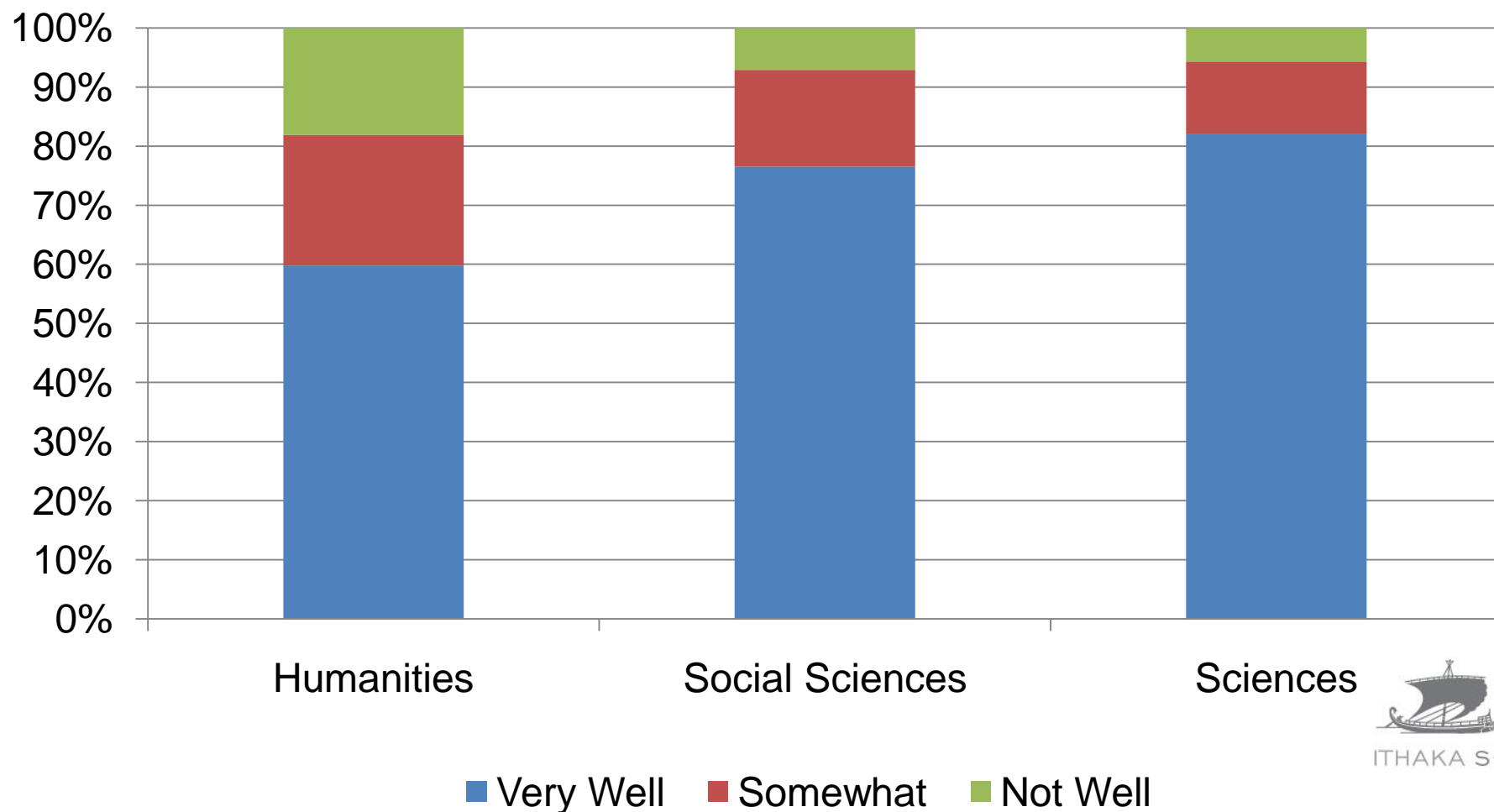
Support has grown across disciplines

Strong agreement with statement:
“If my library cancelled the current issues of a print version of a journal but
continued to make them available electronically,
that would be fine with me.”



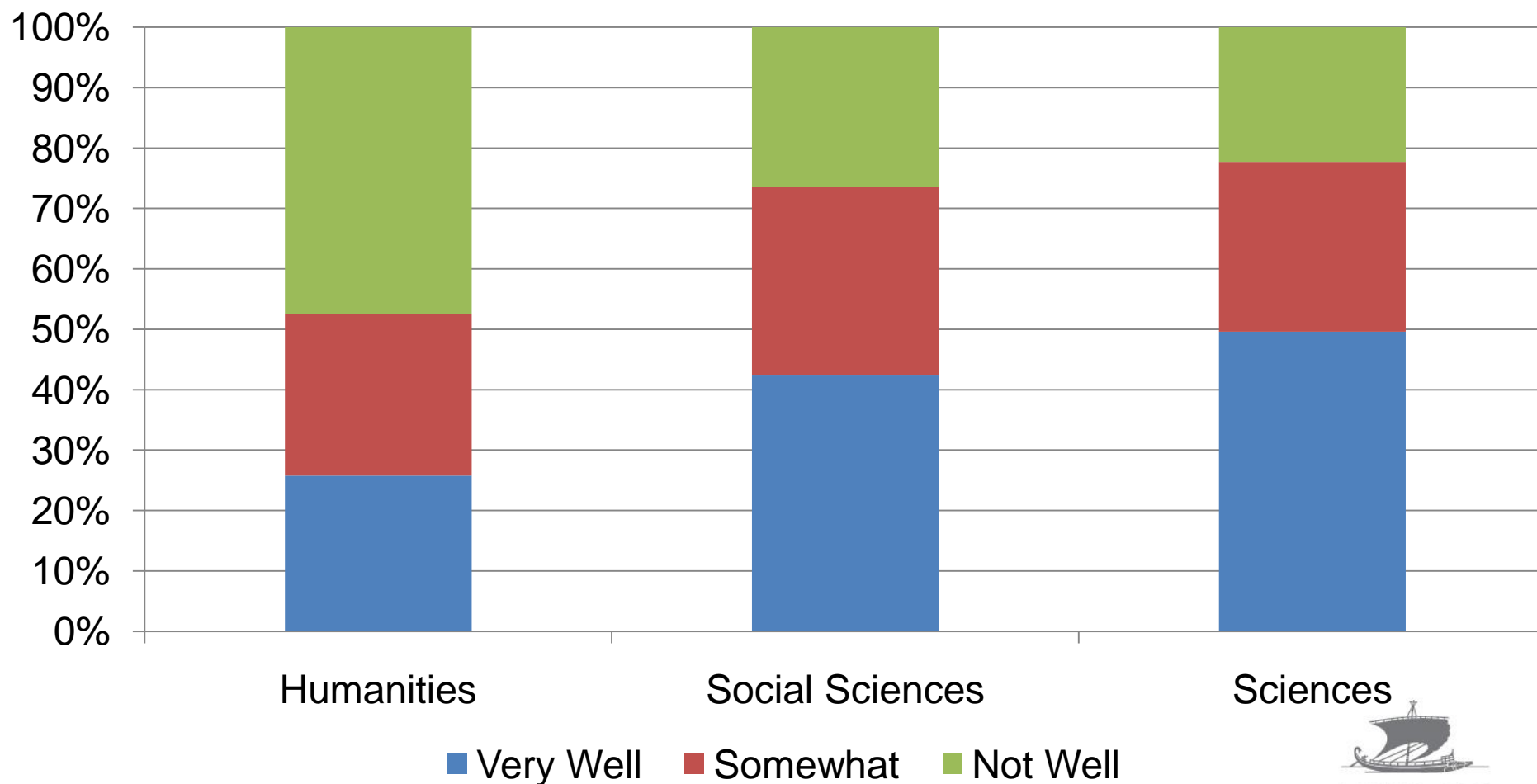
With only humanists holding any significant reservations

Extent to which respondents agree with the statement:
“If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me.”



But winding down print publishing is seen as a different issue

Extent to which respondents agree with the statement:
“I am completely comfortable with journals I use regularly ceasing print versions
and publishing in electronic-only form”



- Faculty in all disciplinary groupings are comfortable with the cancellation of print current issues in favor of digital version
- Faculty needs and perceptions on this topic differ from the “mainstream” in certain key disciplines such as art history and Asian Studies
- But faculty are significantly less comfortable seeing *publication* of print current issues cease entirely

I T H A K A

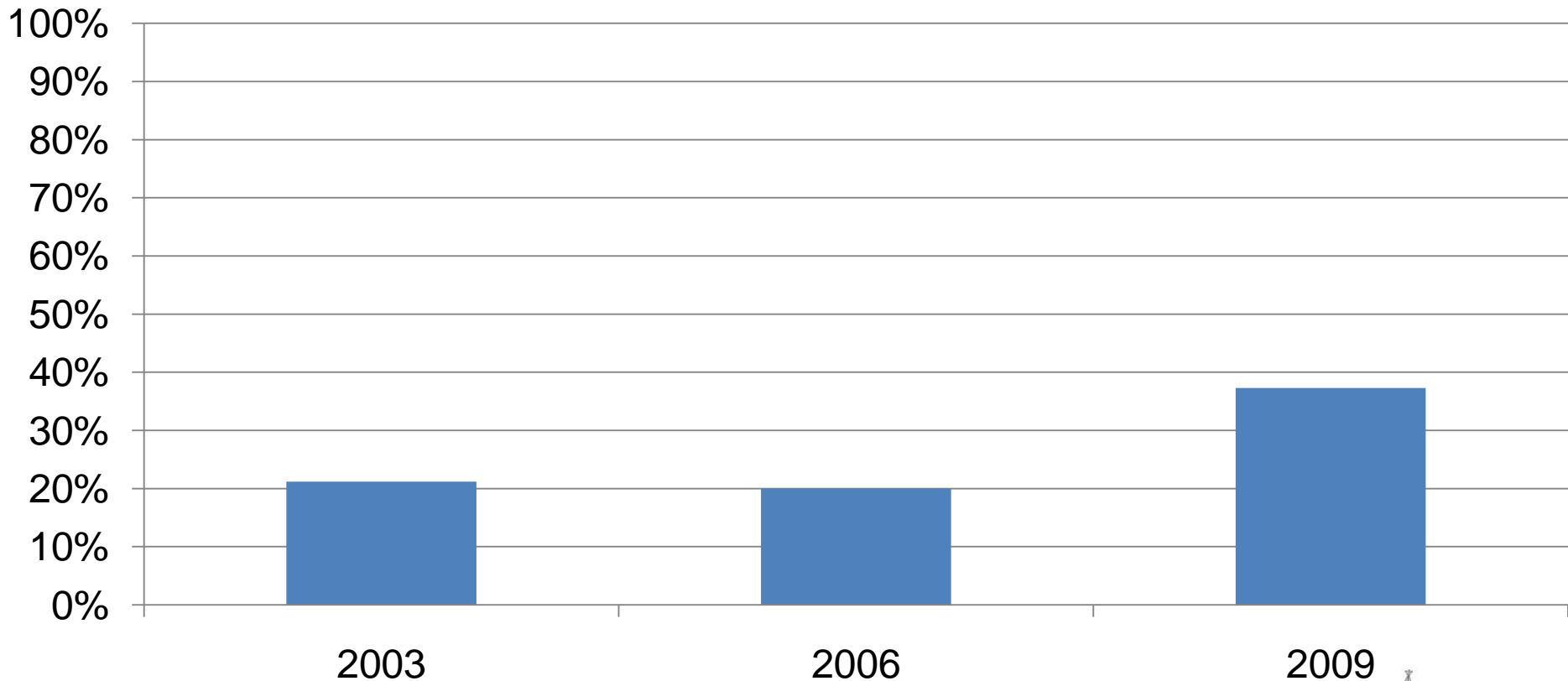
JSTOR | PORTICO | ITHAKA S+R

Scholarly Journal Backfiles

Attitudes on historical print collections are starting to shift

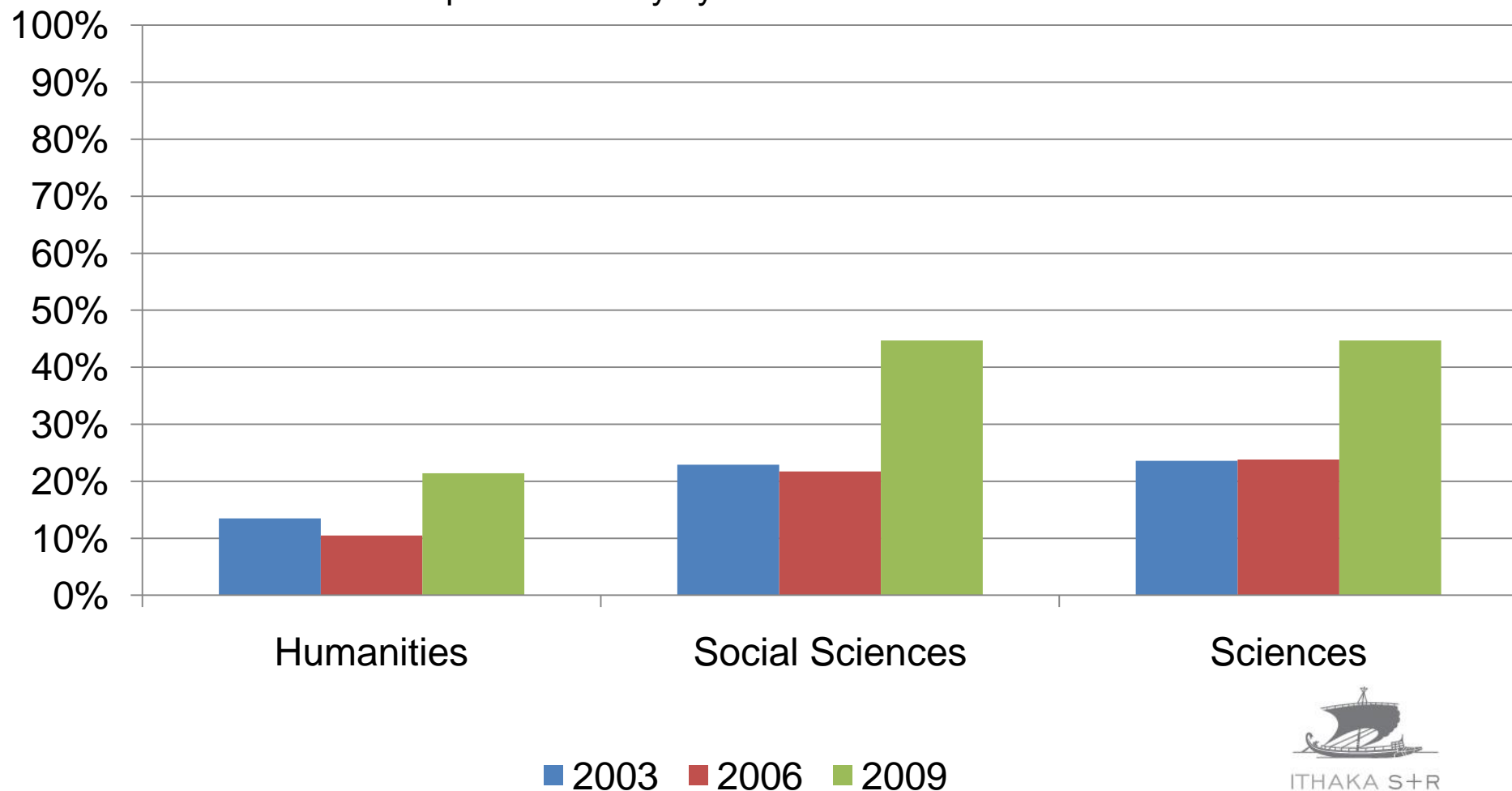
Strong agreement with the statement:

“Assuming that electronic collections of journals are proven to work well and are readily accessible, I would be happy to see hard-copy collections discarded and replaced entirely by electronic collections.”



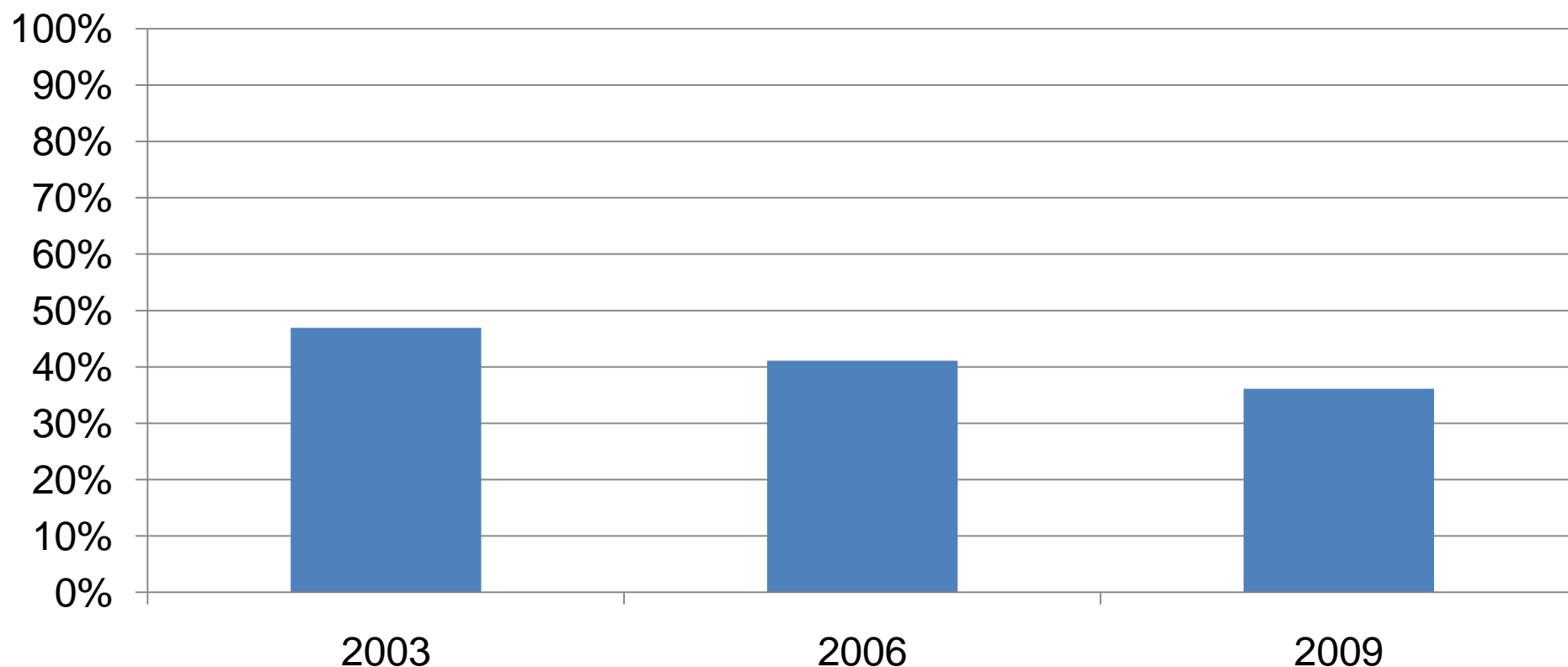
Support for discarding print backfiles nearly doubles

Strong agreement with the statement:
“Assuming that electronic collections of journals are proven to work well and are readily accessible, I would be happy to see hard-copy collections discarded and replaced entirely by electronic collections.”



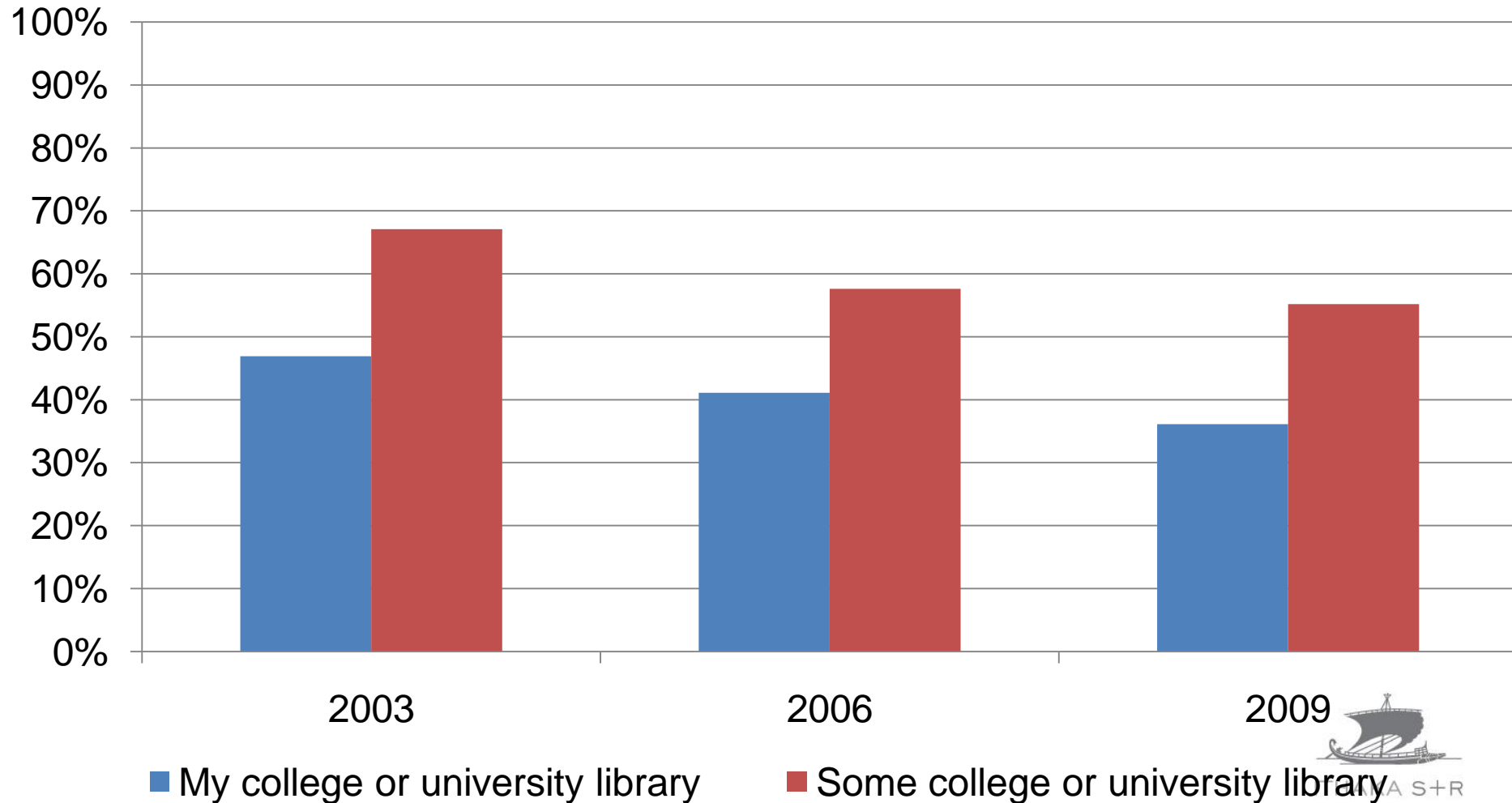
Declining interest in local print preservation

Strong agreement with the statements:
“Regardless of how reliable and safe electronic collections of journals are,
it will always be crucial for my college or university library to maintain
hard-copy collections of journals.”



Declining interest in print preservation, both local and remote

Strong agreement with the statements:
“Regardless of how reliable and safe electronic collections of journals are, it will
always be crucial for _____ to maintain hard-copy collections of journals.”



- Our question about the format transition for backfiles was worded to explore enthusiasm, not willingness or acceptance.
- A strong subset of science and social science faculty members are enthusiastic about seeing print backfiles deaccessioned in favor of electronic substitutes
- But faculty valuation of print collections – both local and remote – is in steady decline, raising complicated questions about long-term preservation

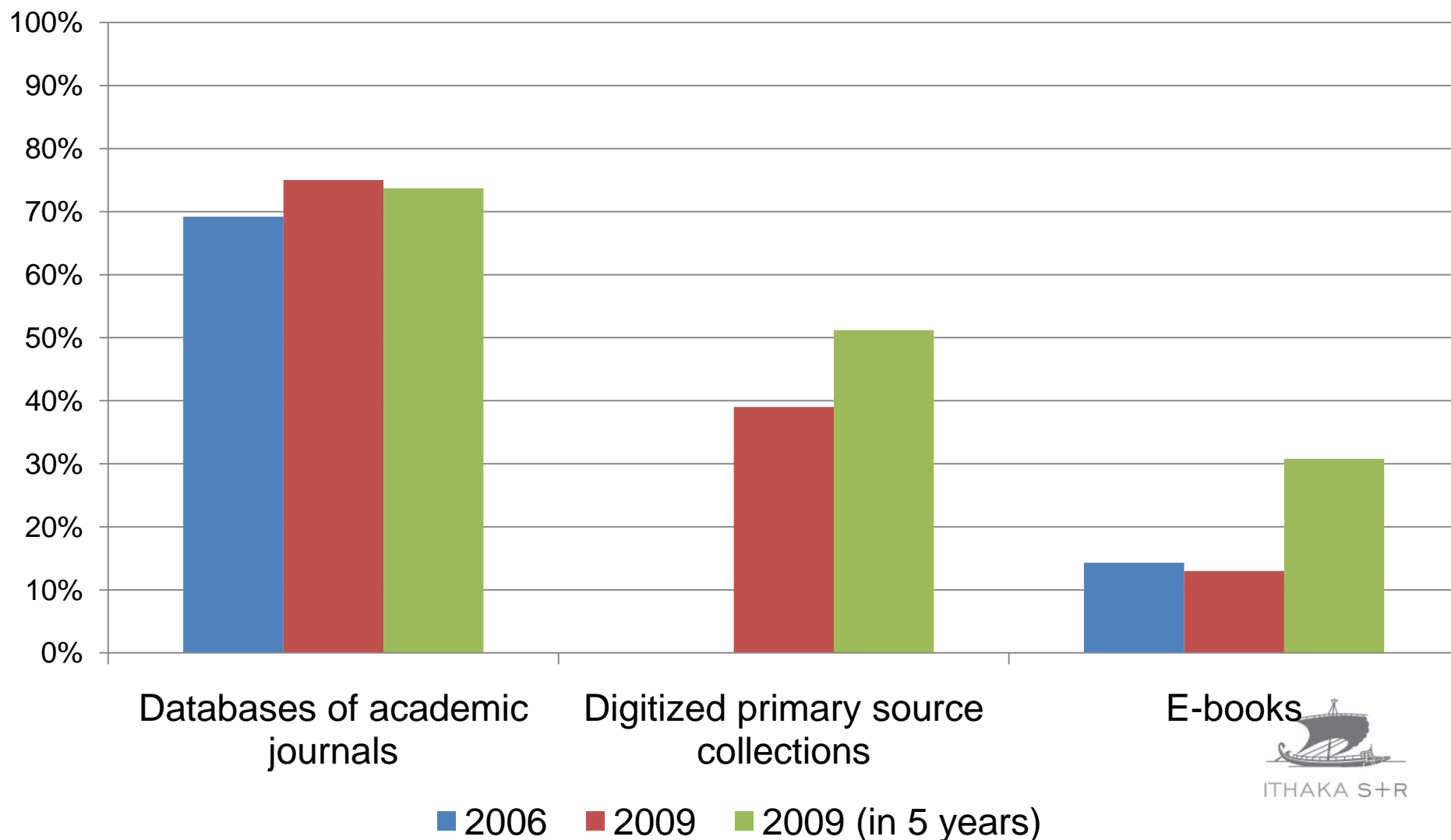
I T H A K A

JSTOR | PORTICO | ITHAKA S+R

**Other content types,
including electronic books**

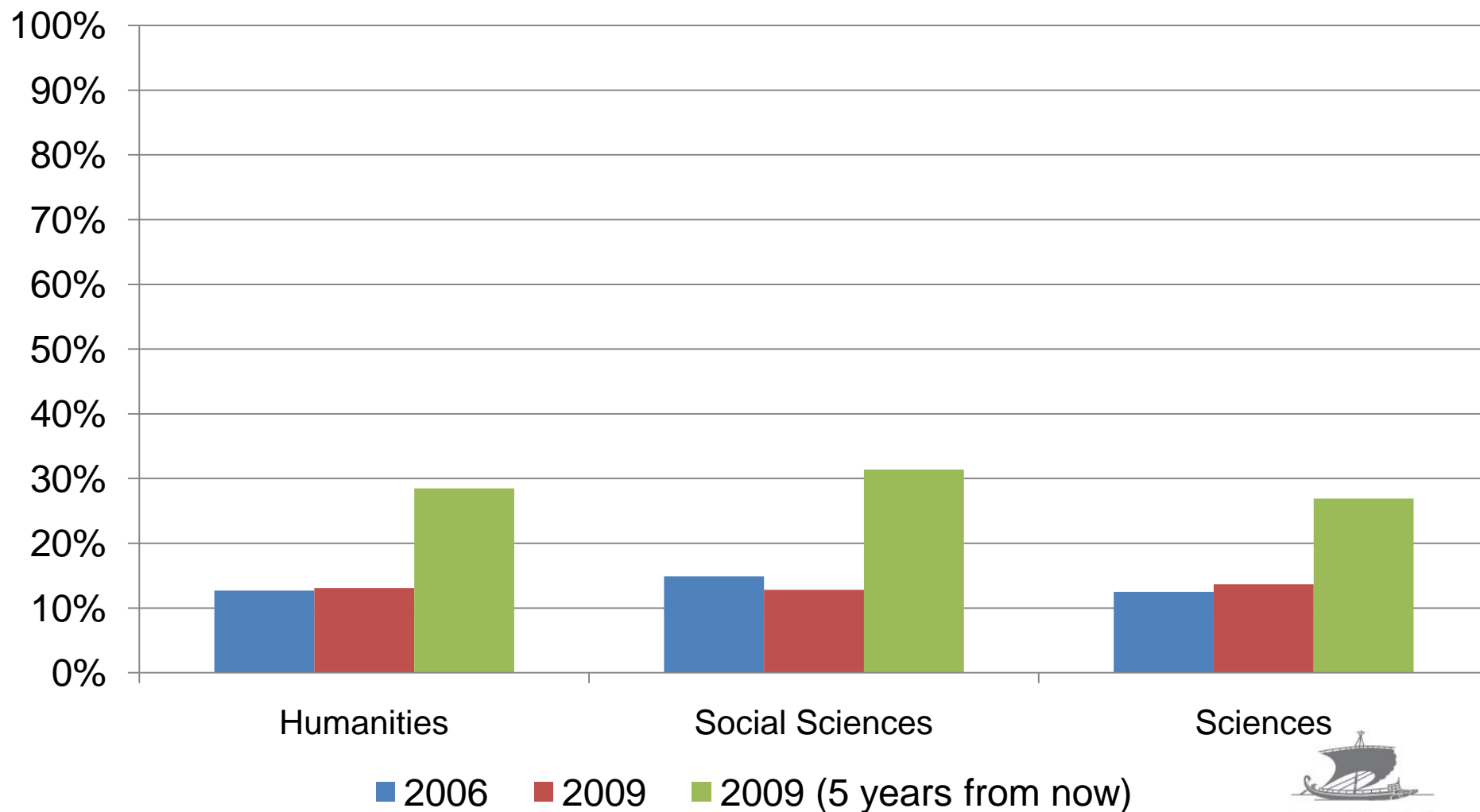
Relative perceived importance of digital content types

Percent of faculty indicating that each item is today (or will be in 5 years from now) very important to their research and teaching



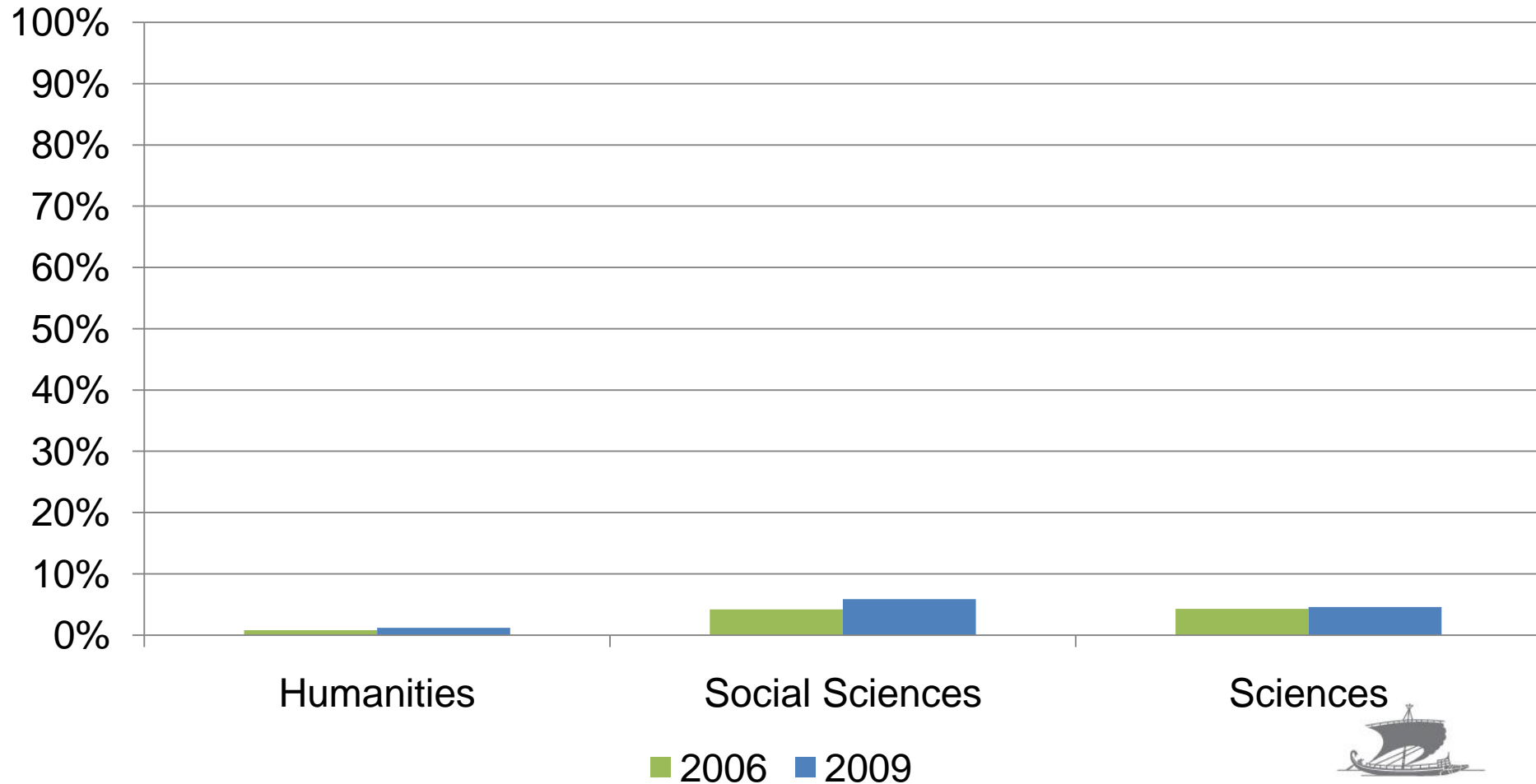
E-books held steady, but expected to grow in importance

Percent of faculty indicating that e-books are today (or will be in 5 years from now) very important to their research and teaching



But a p2e transition for books is not foreseen

Strong agreement with “Within the next five years, the use of e-books will be so prevalent among faculty and students that it will not be necessary to maintain library collections of hard-copy book.”



- The perceived importance of e-books has not grown, neither in the aggregate nor among any of the disciplinary groupings
- The share of respondents who expect e-books to be important to them in five years from now is nearly triple the share that see them as important today
- Still, faculty members do not believe that e-books are likely to replace print books.

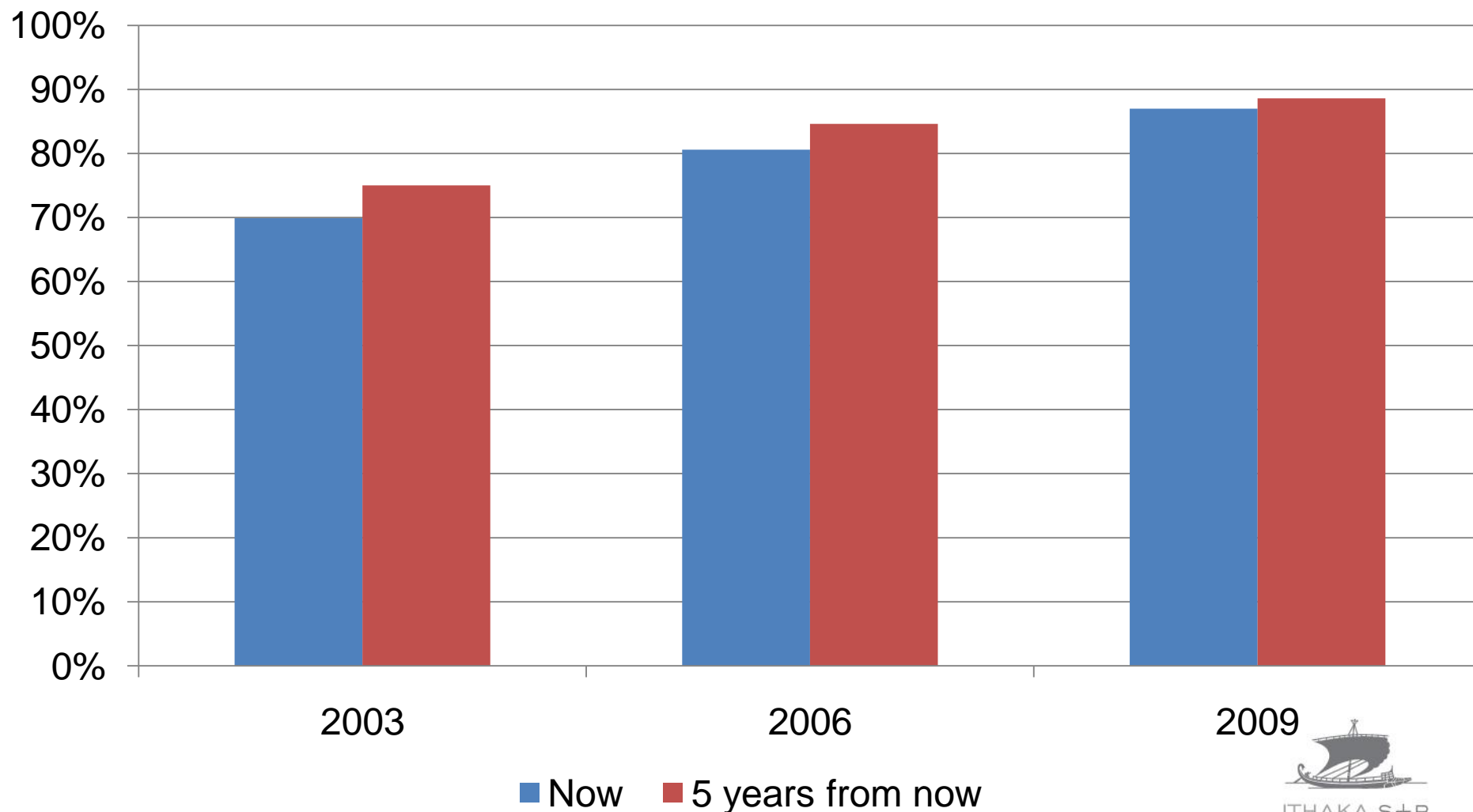
I T H A K A

JSTOR | PORTICO | ITHAKA S+R

Preservation

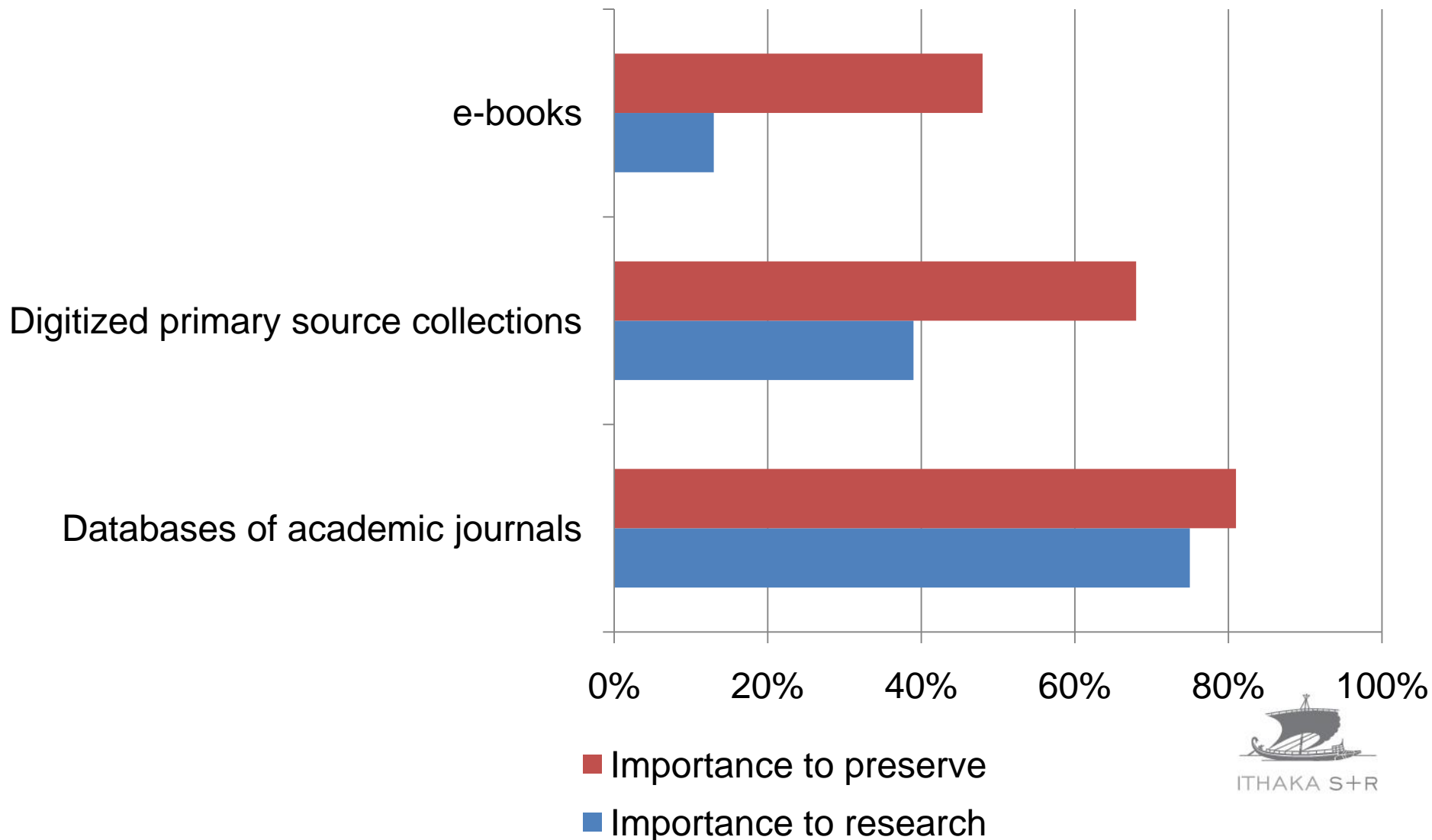
Preservation of e-journals is ubiquitously important

Percent answering very important in response to:
“How important is the long-term preservation of electronic journals to you?”



And faculty broadly value the preservation of electronic content

“How important is the long term preservation of each of the types of digital materials listed below?”



- Preservation of e-journals is uniformly seen as very important
- Preservation of digitized primary source collections and e-books is seen as far more important than their actual importance to teaching or research

I T H A K A

JSTOR | PORTICO | ITHAKA S+R

Discussion

- Faculty members are comfortable with libraries ceasing to collect most new journals in print, but not with publishers eliminating print publishing
 - Is this divergence functional, reputational, or sentimental?
 - Should libraries and publishers work to reduce print publishing?
- Faculty are increasingly “happy” to see print backfiles “discarded” and decreasingly value print preservation
 - How can the library find efficient and sustainable models to ensure the preservation of print artifacts?
- Divergence of support for print and digital preservation indicates a lack of strategic vision for long-term preservation of content among faculty
 - Can libraries build trust and support among faculty through a longer-term vision for the preservation of valuable content over time?
- E-books have yet to become of importance to very many faculty members.
 - Will they and if so will they come to replace or supplement print?

I T H A K A

JSTOR | PORTICO | ITHAKA S+R

Faculty Survey 2009

Contacts:

Roger Schonfeld

Ross Housewright

research@ithaka.org