UNIVERSITY OF PITTSBURGH
UNIVERSITY LIBRARY SYSTEM
READERSHIP SURVEY

As you know, scholarly journals are rapidly migrating to electronic media and many journals are including value-added features such as backward and forward citation links and links to databases and images. The University Library System (ULS) plans on providing access to more journals in electronic form in the future. This is an appropriate time to examine current information seeking and reading patterns of faculty, students and staff to ensure that the ULS journal collection continues to meet the needs and requirements of readers. This survey is an important element toward achieving this objective.

The survey instrument is subdivided into four parts that are being sent to four independent samples, in order to keep the length of the survey short for every respondent. Some questions are common to all four questionnaires to provide needed cross-classifications. Pilot tests show that your questionnaire should take approximately four to eight minutes to complete. Because of the importance of the survey to the University community, we need a high response rate.

Some of the questions involve a “critical incident” method for establishing information seeking and reading patterns, in which we ask about the last article you read. This last reading may not be typical, but when combined with other responses, will give us the range and combination of patterns that exist and should be considered. This method provides a powerful decision-making tool that has been used by us with nearly 25,000 survey responses from scientists, other faculty and other professionals over the years.

Your answers are extremely important to the library and, ultimately, to you. Your responses will be kept confidential and reported only in an aggregated manner, although we have assigned you a unique identifier for follow-up clarification of answers as necessary.

If you have any questions or comments about the survey, please contact Donald King (4-9315) or survey staff at ulssurvey@sis.pitt.edu at the School of Information Sciences.

If you are interested in receiving general results and/or any references involving the survey please check here.  θ

Please return the completed questionnaire to the Sara Fine Institute located in the School of Information Sciences, 601 IS Building, 135 N. Bellefield Ave., Pittsburgh, PA 15260.
SECTION I: SCHOLARLY JOURNAL ARTICLE READING

1. In the past month (30 days), approximately how many scholarly articles have you read? Articles can include those found in journal issues, Web sites, or separate copies such as preprints, reprints, and other electronic or paper copies. Reading is defined as going beyond the table of contents, title, and abstract to the body of the article.

   Number of articles read/used in the past month: __________ articles

2. Do you ever read articles from electronic journals or other electronic sources?
   Yes …….1          No …….2

The following questions in this section refer to the SCHOLARLY ARTICLE YOU READ MOST RECENTLY, even if you had read the article previously. Note that this last reading may not be typical, but will help us establish the range of patterns in reading.

3. What is the title of the journal from which this last article was read or, if not from a journal, what is the topic of the article?

   Journal title ________________________________________________________
   or
   General topic of article: _______________________________________________

4. If this article was (or will be) published in a specific journal, approximately how many articles did you read from this journal in the last 12 months?

   Not published in a journal ………1          Articles read __________

5. Approximately what year was this article published/posted? _____________

6. How did you initially find out about this last article you read? Circle the best answer
   a. Found while browsing:  
      A personal print subscription……………………………………………………..1
      A personal electronic subscription………………………………………………….2
      A University Library System print subscription…………………………………3
      A University Library System electronic subscription…………………………4
      A print subscription copy in a school, department, unit, etc. collection……..5
      Other digital collection (please specify)____________________________________6
   b. Found while I (or someone on my behalf) was searching:
      An indexing/abstracting database (e.g., Web of Science, ProQuest, FirstSearch, SilverPlatter)…………………………………………………………..7
      Web search engine (e.g., Google, Yahoo, AltaVista, Excite, Netscape)……...8
      Online journal collections (e.g., HighWire, ScienceDirect)…………………..9
      A current awareness service (e.g., Current Contents)
       Print version………………………………………………………………………10
       Electronic version………………………………………………………………..11

(Continued on Next Page)
A preprint/e-print service................................................................. 12

c. Cited in another publication....................................................... 13
d. Another person (e.g., a colleague) told me about it...................... 14
e. Don’t know or other (please specify) ........................................... 15

7. From what source did you last read this article? Circle only the best answer
   a. A personal print subscription .................................................... 1
   b. A personal electronic subscription ............................................. 2
   c. A University Library System print subscription ............................ 3
   d. A University Library System electronic subscription ................. 4
   e. A free Web journal .................................................................. 5
   f. A print subscription located in a school, department unit, etc. collection...... 6
   g. A separate copy of an article:
      Preprint .............................................................................. 7
      Reprint .................................................................................. 8
      Personal copy ........................................................................ 9
      Copy from a colleague, author, etc. ........................................... 10
      Interlibrary loan ...................................................................... 11
      Document delivery service ....................................................... 12
      Author’s Web site .................................................................... 13
      Other Web site (please specify) ............................................... 14
   h. Other (please specify) ............................................................. 15

8. In what form was the article when last read? Circle only the best answer
   a. Print ................................................................................... 1
   b. Photocopy or facsimile copy ................................................... 2
   c. Computer display of e-text ........................................................ 3
   d. Printout of e-text ................................................................... 4
   e. Other (please specify) ............................................................. 5

9. If (c) or (d) above, was it from a saved electronic copy? Yes ......1 No ......2

10. If the last reading was from an electronic source, where were you or someone on your behalf when the article was obtained?

    Didn’t read from electronic source θ Go to Question 12

    In my office or lab ................................................................. 1
    At home ............................................................................... 3
    Campus Library (please specify) .............................................. 2
    Out of town ......................................................................... 4
    Elsewhere (please specify) .................................................... 5

11. Please indicate your best estimate of the time in minutes that you spent reading this article most recently. ________ minutes

12. Had you previously read this article, i.e. is this a re-reading? Yes ........1 No ........2

13. Prior to your first reading of this article, did you know about the information reported or discussed in this article? Yes ........1 No ........2
SECTION 2: AWARENESS, USE AND SATISFACTION WITH ELECTRONIC ARTICLE SERVICES AND ATTRIBUTES

This question deals with your awareness and use of some alternative electronic article services.

(A) If you were previously not aware that the service was available, but might have a need for it, circle 1. If you were previously not aware that the service was available, and would not have a need for it, circle 2.

(B) If you were aware of the service, but have never used it, circle 3. If you were aware of the service, and have used it, circle 4.

PLEASE ENTER AN ANSWER IN EITHER A OR B, BUT NOT BOTH.

(C) If you have used the service (you circled 4), please indicate the approximate number of uses in the last month.

(D) If you have used the service, please rate (i) the importance of the service or service attribute to you and (ii) your satisfaction with it.

IMPORTANCE: VERY LITTLE IMPORTANCE-1 to VERY IMPORTANT-5;
SATISFACTION: VERY DISSATISFIED-1 to VERY SATISFIED-5

<table>
<thead>
<tr>
<th>Service</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>(i) Importance Rating</th>
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<tbody>
<tr>
<td></td>
<td>Not aware of service</td>
<td>Aware of this service</td>
<td>Answer only if you have ever used the service</td>
<td>No. of Uses in the Last Month</td>
</tr>
<tr>
<td>1. Electronic Journals</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2. Preprint Archives</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3. Author Website</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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SECTION 3: DEMOGRAPHICS

1. Please indicate your department or your professional field (e.g., chemistry, history, law, engineering, etc.). _________________________________

2. Please specify your rank: Circle one
   Professor 1 Research 6
   Associate Professor 2 Librarian 7
   Assistant Professor 3 Administration 8
   Lecturer 4 Other (please specify) 9
   Instructor 5 _____________________ 9

3. Please indicate your highest degree earned: ______ Year received: ______

4. How many years have you been teaching? _______ Years

5. Gender: Male …….1 Female …….2

6. In the past two years, how many:
   a. Articles in refereed scholarly journals have you published? _____ articles
   b. Non-refereed articles have you published? _____ articles
   c. Chapters in books, proceedings, etc. have you published? _____ chapters
   d. Entire books have you published? _____ books

7. For the last refereed scholarly article that you published:
   a. How many co-authors did you have, if any? ______ co-authors
   b. How was the effort funded? Circle all that apply.
      Government grant 1 As part of my role at University
      Foundation grant 2 (not specifically funded) 5
      Industry grant/contract 3 Other (please specify)
      University-provided grant 4 _________________________ 6

8. In the past two years, have you received any awards or special recognition for your research or other profession-related contributions? Yes …..1 No ….2

9. How many personal subscriptions to professional journals do you receive, including those obtained as a member of a professional society? (Personal subscriptions are those which are personally addressed to you at your home, office, or lab.)
   a. Subscriptions paid myself ............................................................
   b. Free subscriptions ..........................................................................
   c. Subscriptions purchased by grant or other source for my personal use
   d. Subscriptions purchased by grant or other source for shared use
   How many of these are electronic subscriptions? ..............................

Please return to Sara Fine Institute, University of Pittsburgh School of Information Sciences, 601 IS Building, 135 Bellefield Ave., Pittsburgh, PA 15260. THANK YOU!!