

Since so much money, time and energy are expended on journals, it is important to understand how they are actually being used. Report (see: http://www.rin.ac.uk/files/E-journals_use_value_impact_Report_April2009.pdf) viewed as Stage 1 of a perhaps multi-stage reporting process to establish measurable data – where possible- that can help further elucidate the following study objectives:

- Investigate researchers' behavior, in terms of levels and patterns of usage, content viewed, navigational preferences, and routes used to access e-journal content
- Ascertain how researchers' behaviors vary by subjects and disciplines, and in relation to the universities and other institutions in which they work
- Gather and analyze any evidence of relationships between researchers' behaviors and usage, and institutional expenditure on e-journals, and
- Gather and analyze any evidence of relationships between researchers' behaviors on the one hand and research productivity, outputs and outcomes on the other, including such measures as numbers of publications produced, citations attracted, and the results of research evaluations.

This initial study was based on usage at 10 different UK research institutions of Science Direct (Elsevier 1,400 journal 500K visits in 4 months) and Oxford Online (OUP 61 journals 250K visits in 12 months).

Initial findings pose the following questions (among others) to be followed up:

1. Undergraduate students appear to be using e-journals very extensively now that they have access to them - but their pattern of usage is different from postgraduates – what are the implications of this finding to publishers and librarians?
2. Researchers at research intensive institutions spend much less time searching online than others; their search is focused, fast and effective. How important is training and support in using e-journals?
3. Where library expenditure and use of e-journals is greatest, there is the greatest number of awards of PhD's, research grants and contracts. Which way around is this cause and effect?
4. Life sciences researchers appear to be the heaviest users of e-journals – but this finding needs further quantifying.
5. The majority of users come into a publisher's site from a 'gateway' site such as Google, Google Scholar or Plumbed and by-pass advanced search and other carefully crafted discovery systems. (One third of traffic to Science Direct's physics journals enter via Google.) *The advanced search facility is used rarely and hardly at all by users at research intensive institutions.* What are the implications of this to future strategy on e-journal provision?

For example, on average, in chemistry and physics:

- One session in 22 includes use of the publisher's basic search facility
- One session in 400 includes use of the publisher's advanced search facility.

A short podcast of the event is at <http://www.rin.ac.uk/ejournals-podcast> and the speakers' presentations are also available via this link.