Jinfo
Empowering information strategy

Jinfo Subscription Report
June 2020

Jinfo survey - challenges facing information teams

Jinfo recently carried out a market research survey on behalf of Springer Nature designed to elicit the opinions of corporate information centres on open access materials, products and services and how they determine value.

This report provides analysis of user feedback from 108 respondents and includes five chapters:

"Survey respondents value trusted information brands more than open access journals. To better incorporate OA content into their portfolios, respondents would like to see more transparency of reliability, more integration with already purchased content, and good quality records that can be included in discovery software."

Robin Neidorf

Part 1 - introduction

This report is based on a market research survey performed by Jinfo for Springer Nature, in order to gauge the attitudes and beliefs of corporate information specialists in relation to open access (OA) materials, products and services, and what metrics they use to define value.

The report provides analysis of the survey data from 108 respondents, collected throughout February and March 2020. The different industry sectors represented by the respondents are shown in figure 1.

Of the respondents who provided their location information (70% of the total), just under 85% are from North America (47%) or Europe (38%), while the remainder are from Australasia/Pacific Basin (13%) or Middle East/Africa (2.6%), as shown in figure 2.

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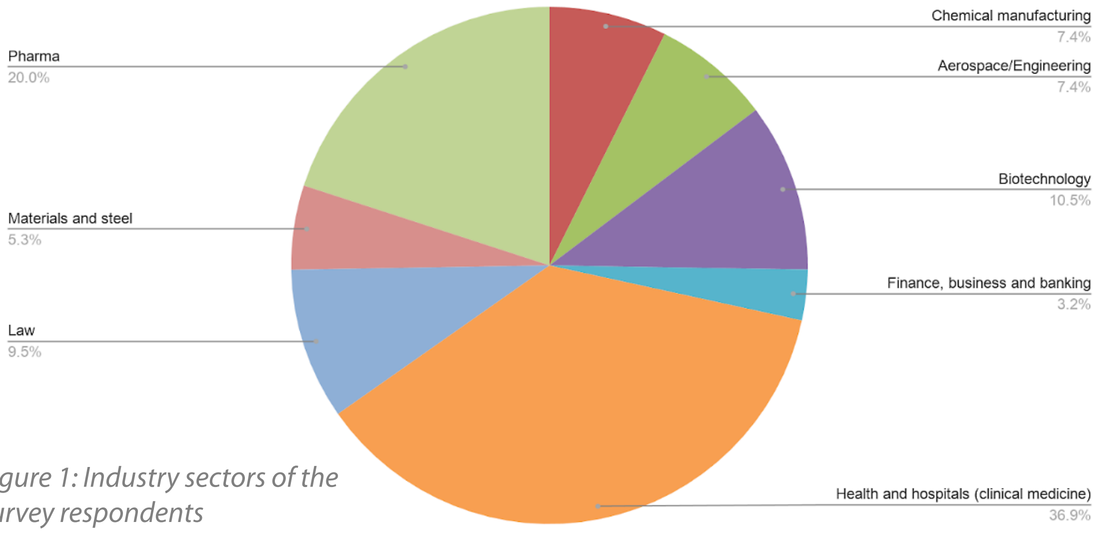

Figure 1: Industry sectors of the survey respondents

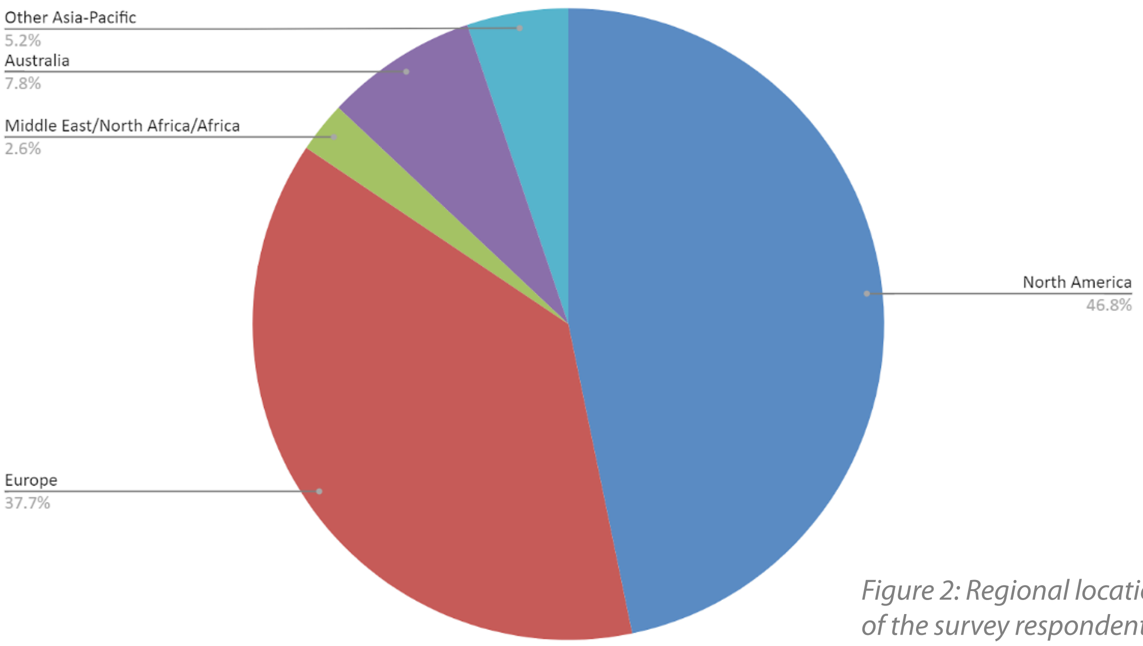

Figure 2: Regional location of the survey respondents

Part 1 - introduction

Respondents were also asked to comment on various aspects of their department's responsibilities and activities; figure 3 illustrates their selection of one or more of these from a list, which they felt were within their department's remit. Four key areas were common to over 75% of respondents.

Research services, which include:

- Responding to queries and supporting research projects
- End-user training and support
- Content and data licensing
- Access management.

In contrast, only 30% identified advising senior executives on matters of information risks and opportunities as one of their responsibilities.

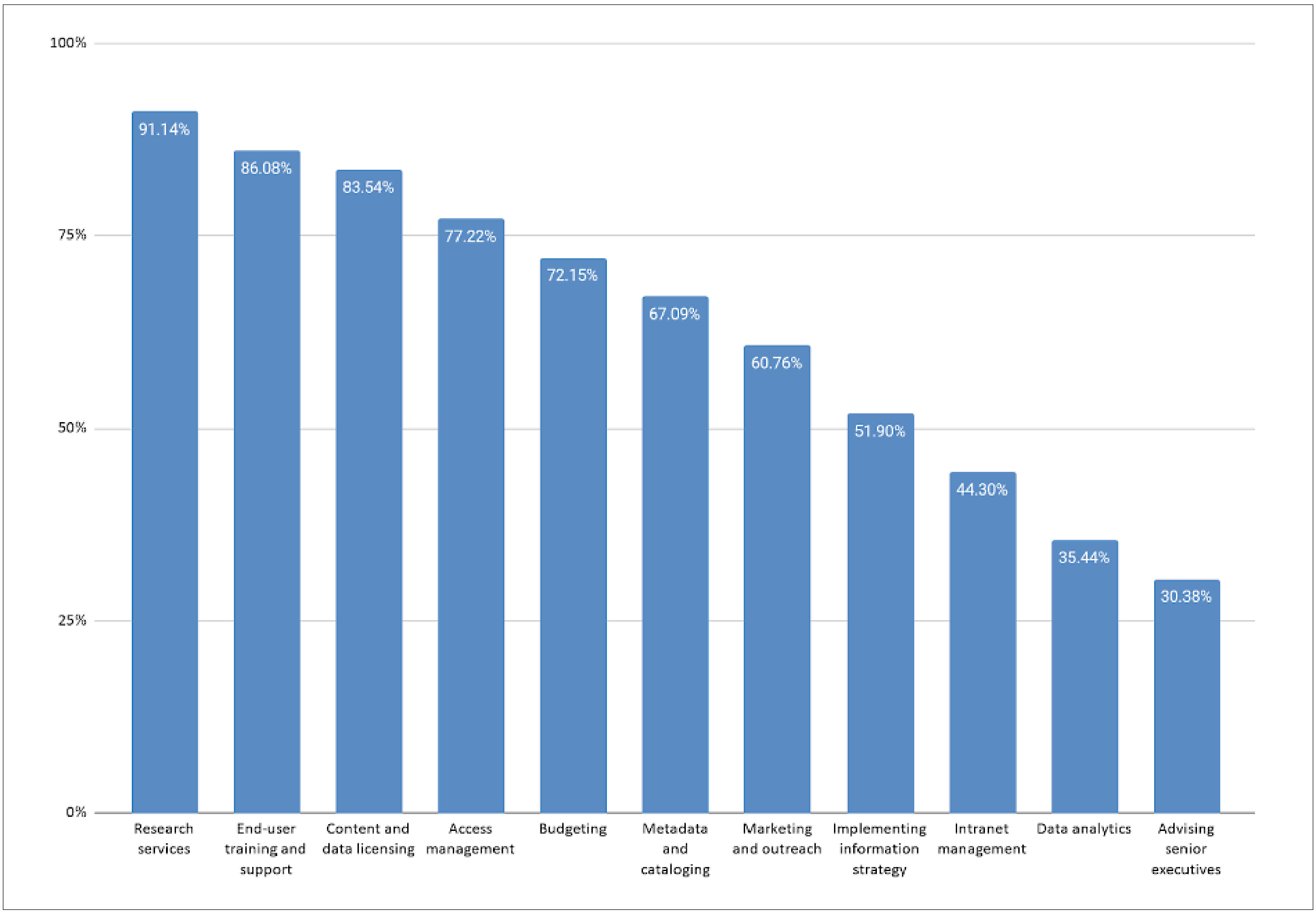

Figure 3: Responsibilities of the respondents' departments

Part 1 - introduction

Respondents were then asked to consider what other activities take up more than 10% of their team's capacity; the responses have been grouped together to reflect categories of other activities and services such as:

- Procedures and office management
- Collection management, which includes sourcing and licensing, and copyright management
- Specialised research
- Competitive intelligence and current awareness
- Training
- Newsletters.

These additional activities, in the order above, occupy from 24% down to 9% of a team's capacity as shown in figure 4.

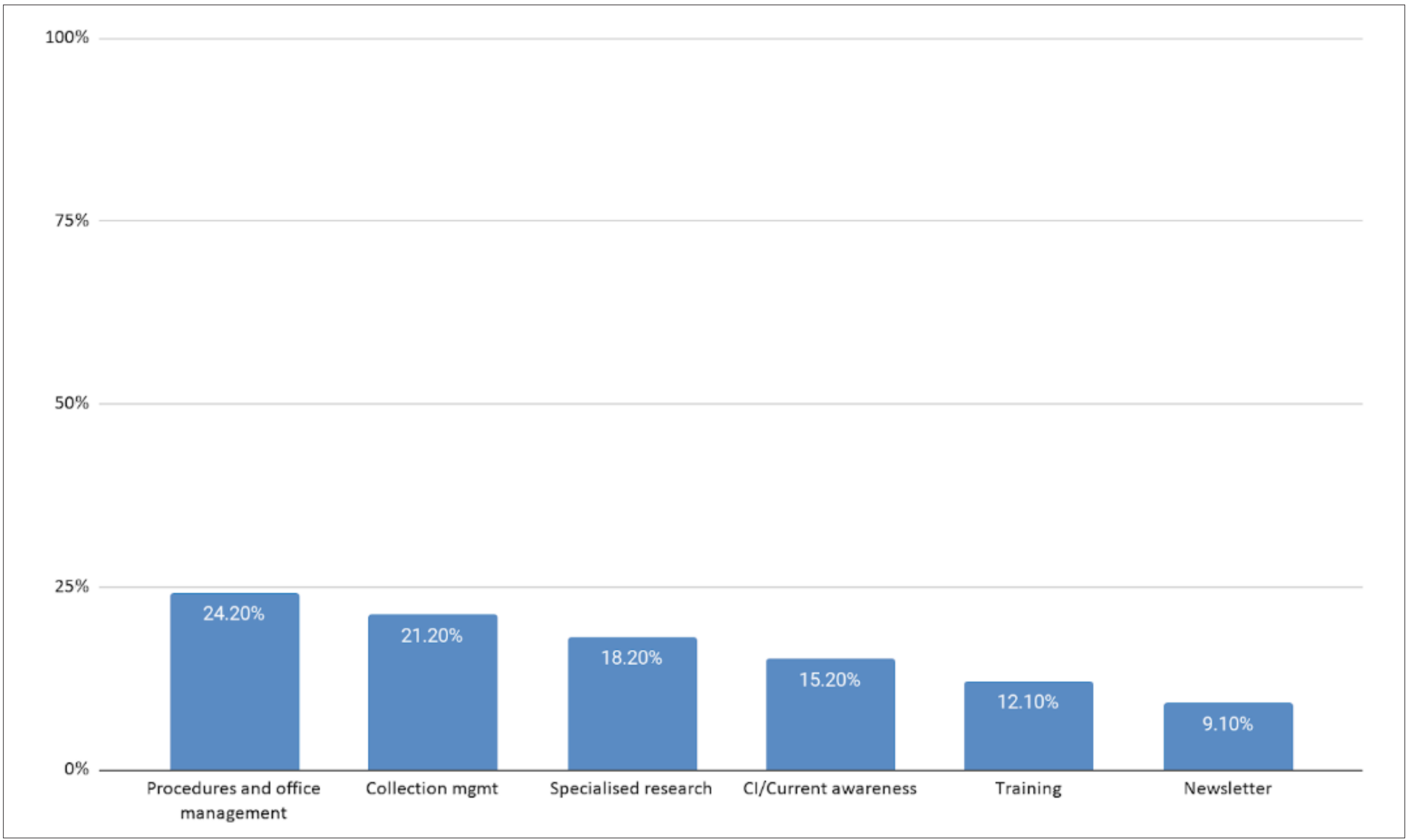

Figure 4: Activities taking up more than 10% of a team's capacity

Part 1 - introduction

Respondents (56% of the total) provided quantitative data on the FTEs within their information centres and their overall organisational headcount, as well as their target market headcount. These data were then analysed and are summarised in table 1.

Table 1: Capacity calculation

Number	FTEs in information centre	Organisational headcount	Target market headcount	FTEs per employee (000s)	FTEs per target market (000s)
Highest	800	120,000	60,000	1000	4000
Lowest	1	6	1	0.02	0.15
Average	20.50	18,321.96	6,377.82	41.80	138.01
Median	4	8,000	2,000	1	2

Two other dimensions are also provided in figures 5a and 5b, showing the respondents' job titles and scope of service areas; nearly half of respondents claimed librarian or information professional as their job title. Managers or heads of departments made up about a third of the job titles reported, while the smallest group of respondents was at director level and above. Over half of survey respondents serve a global clientele, while regional and local services areas were split evenly at nearly a quarter each of responses.

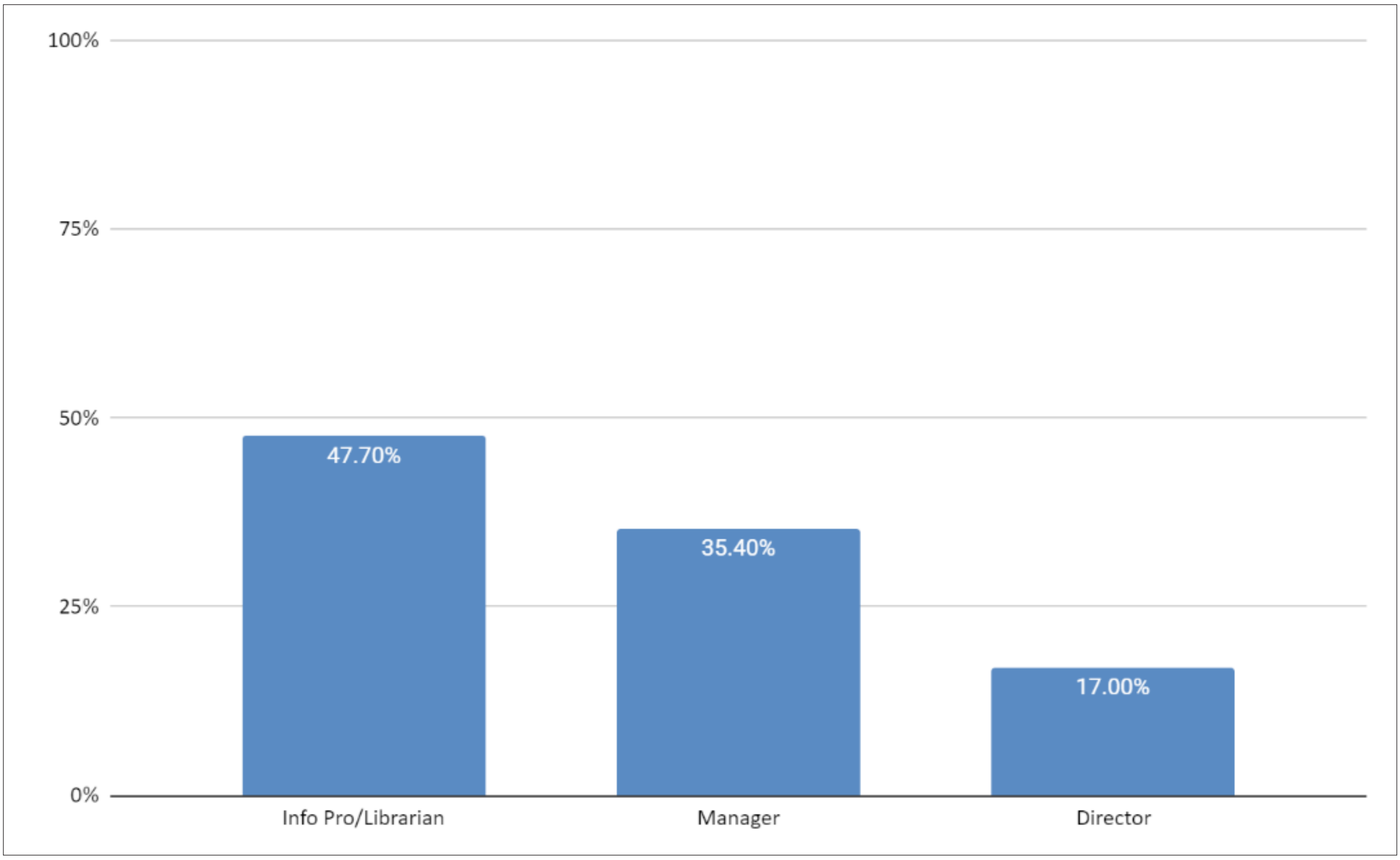

Figure 5a: Job titles

Part 1 - introduction

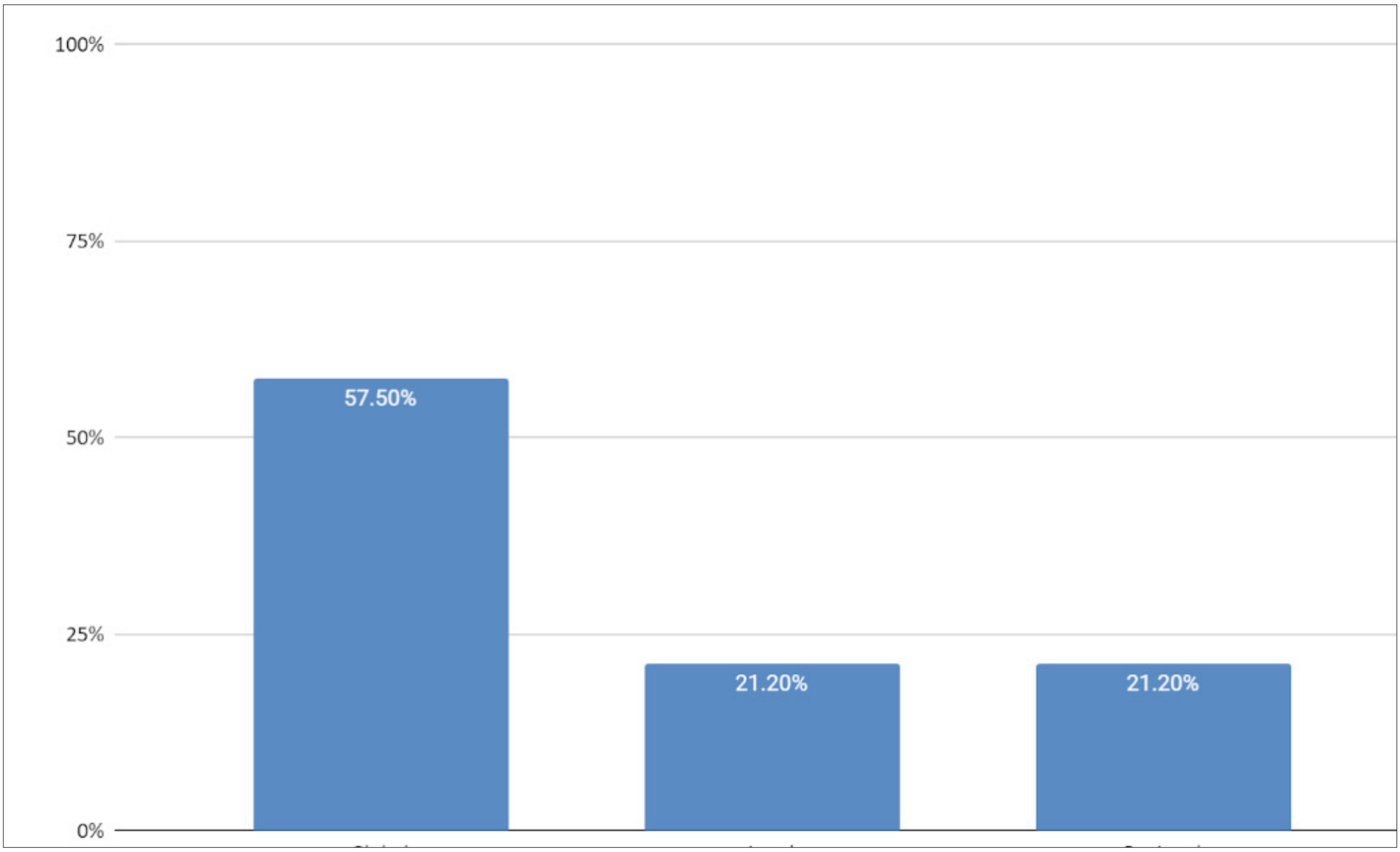

Figure 5b: Scope of service area

Continue to part 2

Part 2 - what are the biggest challenges?

The next series of questions delved more deeply into the challenges recognised by our respondents in both their relationships and organisations.

We asked respondents to first consider their relationships with their users and stakeholders and to identify how challenging each of the following scenarios are to achieve:

- Enabling executives and managers to understand the value of information skills and resources
- Clarifying the role of information services across the organisation
- Communicating effectively with executives and managers
- Helping users to understand the value of information skills and resources
- Determining the value of products to users in their workflows
- Communicating effectively with users.

With the range of scoring from "not at all challenging" (1) to "very challenging" (4), responses are summarised as a bar chart of weighted average ratings, displayed from highest to lowest, in figure 6.

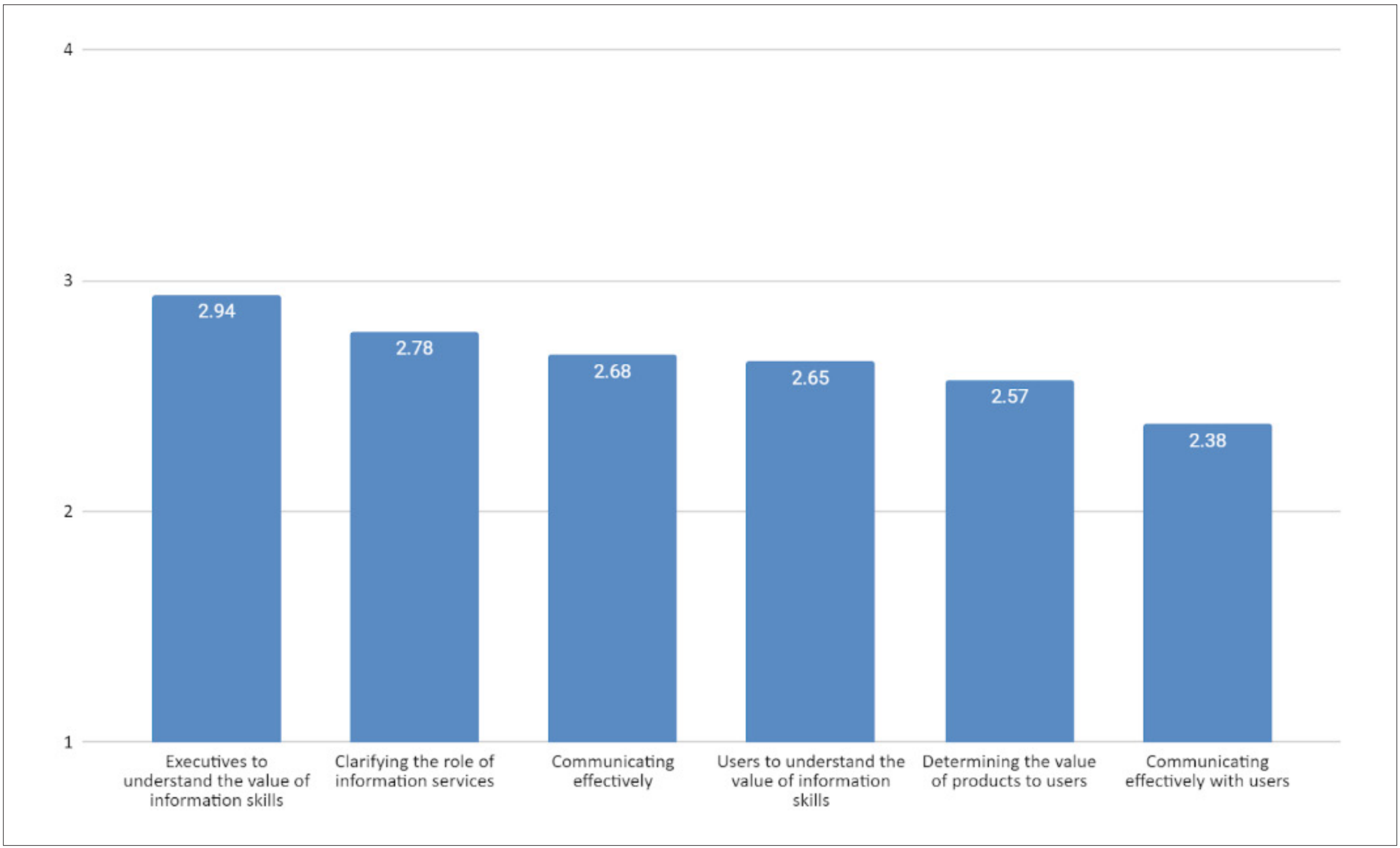

Figure 6: Challenging stakeholder and user scenarios

Part 2 - what are the biggest challenges?

To build on these, we asked what else about users and stakeholders is considered very challenging; the comments received have been grouped into three broad categories and are displayed in figure 7.

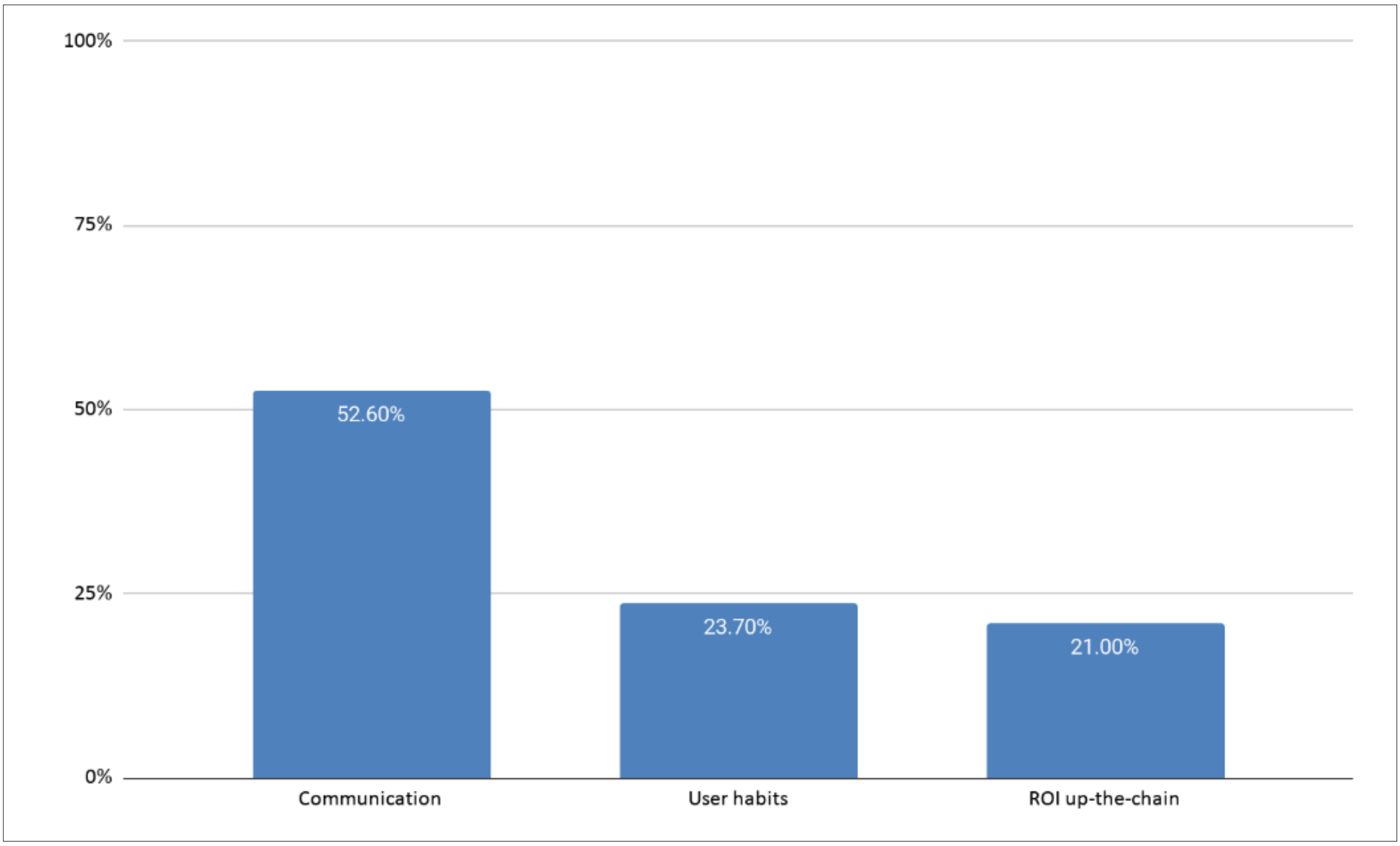

Figure 7: Further reflections on stakeholder challenges

Communication

Over half the respondents identified the broad topic of **communication** as a very challenging area; with users, it relates to keeping them informed in a way that helps them make the most of the resources and services offered:

- "Informing them of the resources available, purchased content and our capabilities"
- "How to make sure they know and understand our services despite their busy schedules and other information bombarding them".

In addition, information professionals desire more of a two-way engagement with users and other stakeholders providing quality input:

- "Getting stakeholders to participate in library content groups. My manager wants feedback from several different types of users, and users just want the resources without having to attend meetings and give feedback"
- "A recurring issue is getting valuable feedback for services/reports delivered".

Part 2 - what are the biggest challenges?

On a more general level, information centres are often disrupted by organisational changes which can impact their communication routes:

- “Breaking down silos when trying to push a new open communication culture in R&D”
- “Library keeps getting moved around so it’s difficult to maintain a stable service. Departments are very siloed; can be tough to connect”.

Particularly for those working in a global organisation, logistical challenges and different working practices can still be a barrier to effective communication and working:

- “Reaching and keeping a good contact with the entire target group globally”
- “Working with people across all time zones”
- “In many countries in Europe it is not common to have a corporate library and [people] do not see the value of it”
- “Adequate communication with clinical staff given organisational barriers regarding organisation-wide emails”
- “Any type of communication to stakeholders outside the immediate organisation, e.g. getting into the common communication stream of external organisations”.

For the remaining two categories, just under a quarter of respondents identified **user habits** as an additional challenge, while just over a fifth provide a similar assessment of **ROI up-the-chain**.

User habits

Responses under this topic reflect that some users still have perceptions and practices which limit them from gaining value from the information resources and services available to them via the information centre:

- “Getting users to be aware of the range of materials and services the library service provides”
- “Getting users to try new information products”
- “Sometimes they do not know exactly what they want and [we] need to help them in everything.”

Several respondents mentioned that users still have the misconception that all information is “free just because it is found on the internet,” requiring information professionals to explain the time and effort, and actual costs, involved.

Others highlight the continuing need to help users to become competent in using the range of resources available, recognising that for some users, “[they] often don’t have the time to become effective in research skills,” while others express frustration that “when we do [training], everyone is on their laptops checking email, [they] don’t learn anything, and we have to repeat ourselves”.

Part 2 - what are the biggest challenges?

ROI up the chain

Some respondents are still having to deal with a continued lack of appreciation of the value of information management skills and librarianship, and several also emphasised the continuing need to demonstrate return on investment to show the value and impact of information resources and services for the user community.

Many respondents are concerned about how to have more of a productive dialogue with users and other stakeholders, by building on existing relationships, which have sometimes changed but need to develop further:

- "Besides value, getting them to think about resources (breaking habits, appreciating differences, impact of AI on sources)"
- "Accurately determining stakeholder/user priority level for resource allocation"
- "Understanding what an ROI metric looks like to an exec, and how to communicate (meaningfully and concisely) qualitative data about information value"
- "Trying to identify total cost of ownership (Finance is always asking for cost savings – that's not generated on a regular basis)."

Adding to the complexity, several responses identify challenges arising from mismatches, in both perceptions and decisions, between users and management, and between different groups of users, as well as between users and the information centre:

- "Management believes in just-in-time information acquisition. Users believe everything is on Google"
- "Users and management understand the value of our information skills and resources but do not always prioritise the same"
- "Changing mindset and expectations as we try to shift digitally, we have a number of users who still prefer print"
- "Aligning views and needs across users from different departments"
- "Patrons have to use their own departmental budget for subject-specific information sources. They often do not purchase the niche market research reports that the Information Centre suggests they buy for projects and due diligences."

We then asked respondents about their management of organisational challenges, to establish how concerned they are about how the following challenges affect the value of information:

- Spending power of content budget
- Siloed information
- Availability of appropriate technology to support information goals
- Ability to collaborate with the right departments (e.g. IT, security, training, etc.)
- Digital information and knowledge management infrastructure
- Information literacy and research skills of users
- Access management/SSO.

Part 2 - what are the biggest challenges?

With the range of scoring from 1 (completely disagree) to 4 (completely agree), the results are again summarised as a bar chart of weighted average ratings, displayed from highest to lowest, in figure 8.

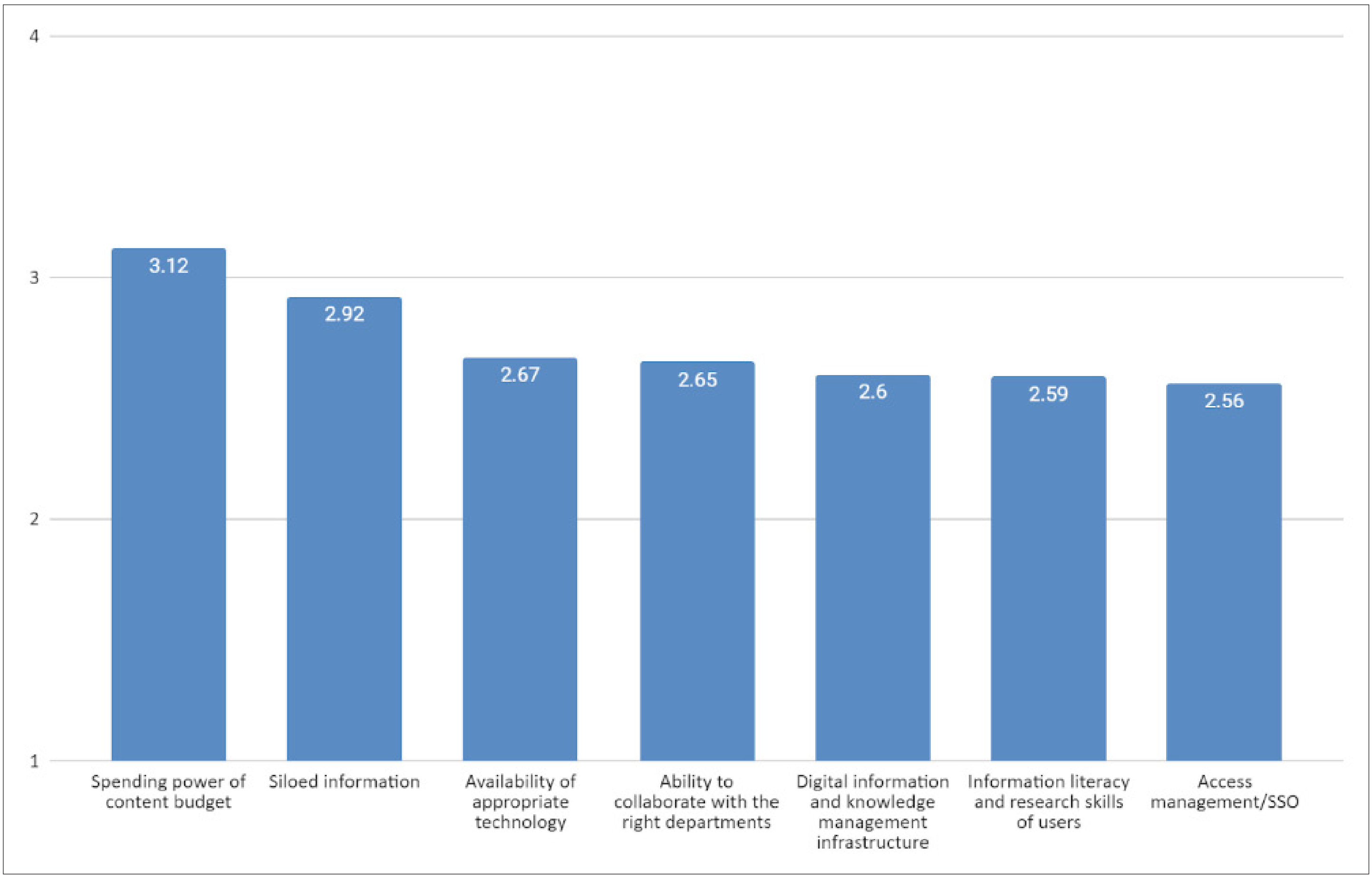

Figure 8: Organisational challenges

Part 2 - what are the biggest challenges?

Further, more detailed, comments arose for four areas when we asked respondents what else about their organisations is considered very challenging (see figure 9); 35% of respondents again identified **communication** as very challenging, while 30% said the same for **working with IT**; a quarter felt **budgets** to be a significant challenge, with a tenth flagging **information silos** as a key issue.

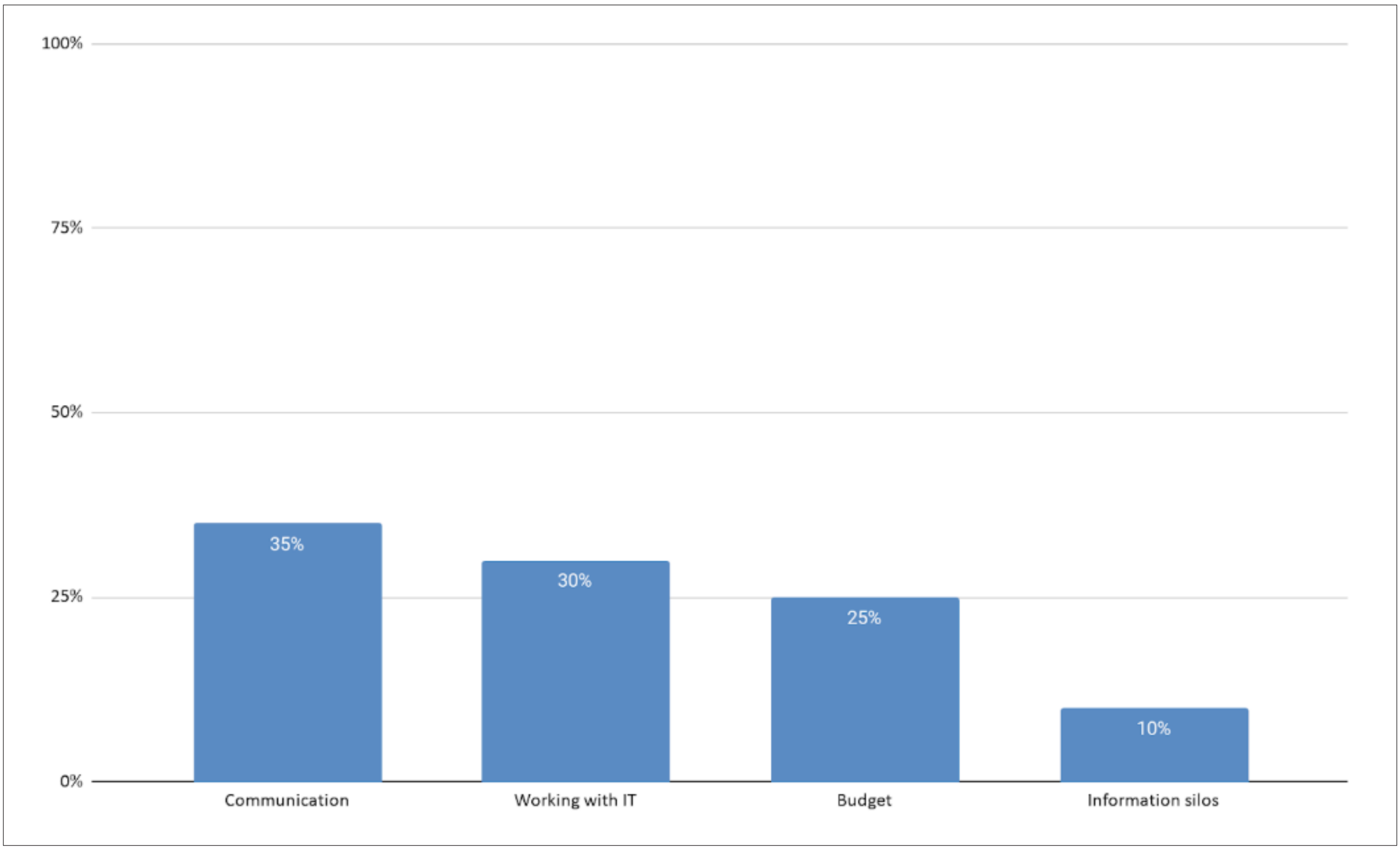

Figure 9: Further reflections on organisational challenges

Communication

In the context of organisational challenges, respondents highlighted:

- "[A lack of] transparency in decision-making"
- "[Difficulties in] communication with management."

So we can perhaps infer that some feel the information centre is not "in the loop" in important communication channels or decision-making processes.

Many corporations limit permissions to send out pan-organisation emails, and so the information centre may have no way to communicate with everyone; in many industry sectors, consolidation and mergers disrupt communication routes and again prevent easy access to larger or new audiences within the user and stakeholder communities.

Part 2 - what are the biggest challenges?

Working with IT

Several respondents give some quite specific examples of the organisational and operational challenges of working with IT departments:

- "Difficult to get IT to give our projects the importance they deserve if you don't have a senior stakeholder, despite the fact that they benefit the wider organisation"
- "Working with IT – finding access to someone with answers"
- "Working with an IT department where staff is constantly changing"
- "Getting IT to realise the impact their changes have on the library services [such as] changes to [the] firewall IP, changes to security features."

Budgets

A number of the responses highlight issues where the information centre may have a lack of influence on or awareness of activities which impact the library content budgets:

- "Management purchasing decisions"
- "Management of market research purchases."

Respondents also identify challenges for their departments of organisational processes which impact innovation and efficiency:

- "Supply chain internal processes discourage bringing in anything new"
- Budget constraints [on the] ability to do trials"
- "Competing departments (for CI), having to rely on other cost centres to fund the budget (we have 30!)."

Information silos

Respondents remarked on information silos in the context of communication challenges earlier in the survey; here they note the barriers created by information silos between departments (and thereby, co-workers); one respondent tellingly links them to the power dynamics within the organisation:

- "Information silos, departmental politics and institutional politics as a whole."

So the challenges encountered by information professionals in corporate information centres reflect the varied dimensions of their stakeholder and user communities and organisational structures.

Continue to part 3

Part 3 - managing your content portfolio

To gain a sense of the type of organisations they belong to, and where and how the respondents focus their work, we asked them to select all that apply from the sectors identified in the list below, where any entry represents at least 10% of the organisation's content collection:

- Pharma and/or biotech
- Computer science
- Professional and applied computing
- Electronics and engineering
- Chemistry and materials science
- Mathematics and statistics
- Clinical medicine (oncology, pharmacology, etc).

Figure 10 shows the responses from just over half (54%) of the total respondents; the numbers show that 60% of the respondents to this question have a strong emphasis on clinical medicine in their collection; 50% have pharma and/or biotech-focused content, while only 12% or respondents have content related to applied computing.

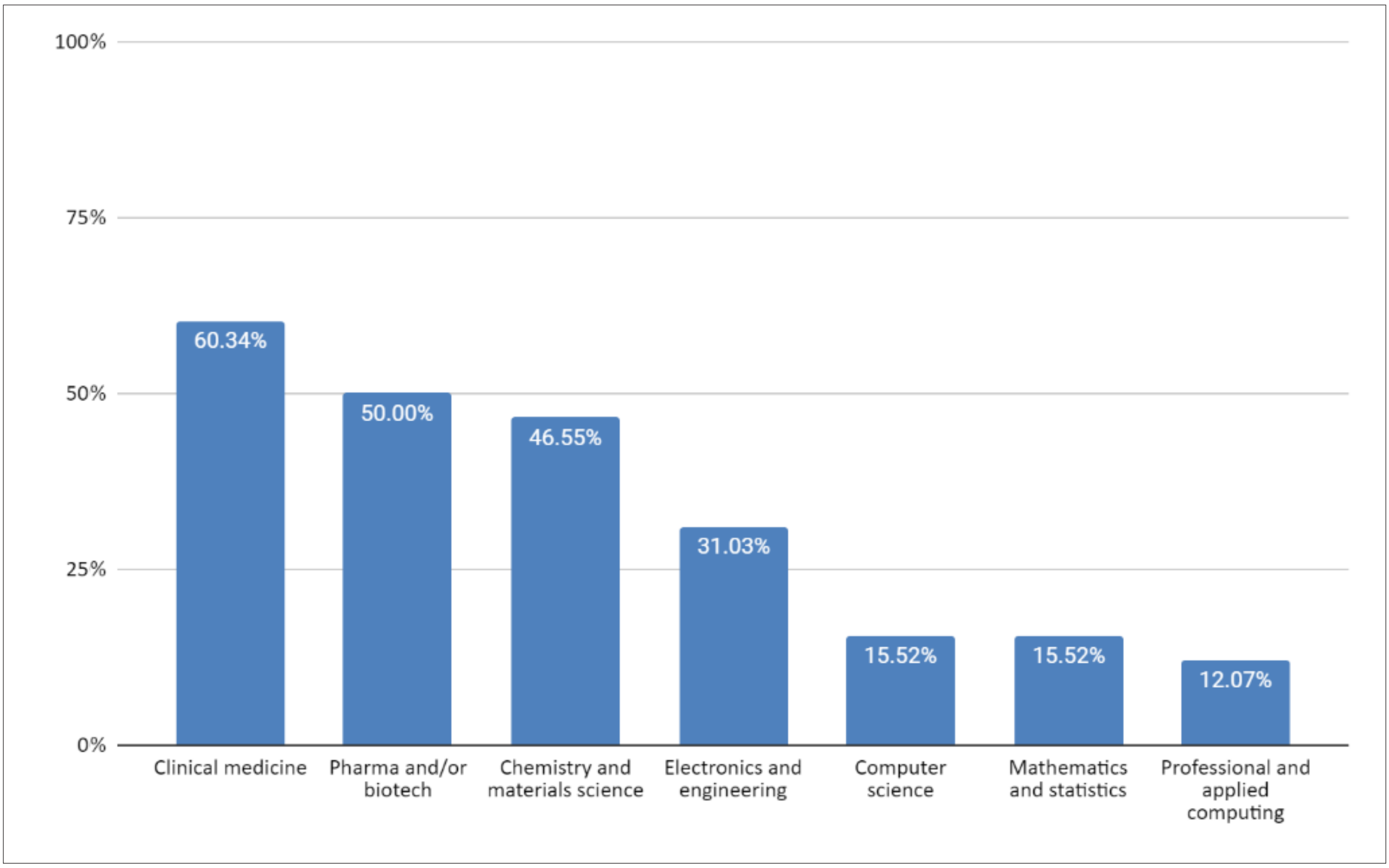

Figure 10: Composition of content collection

Part 3 - managing your content portfolio

Respondents were also asked about content in the form of:

- Databases
- Scientific journals
- ebooks
- Document delivery services
- Other industry publication subscriptions
- Data feeds/sets for text and data mining (TDM).

For the first of the five entries shown above in figure 11, at least 75% (and up to 94%) of respondents rely on information products in these forms.

A significantly lower percentage (21%) identified datasets or data feeds for TDM purposes as a key part of their portfolio of external information products. Other resources were called out specifically, and form the final category of "other" at only 13% of the overall response:

- Analytics
- Standards and specifications
- Print content
- Market research
- "Know your client" (KYC) information
- Patent information.

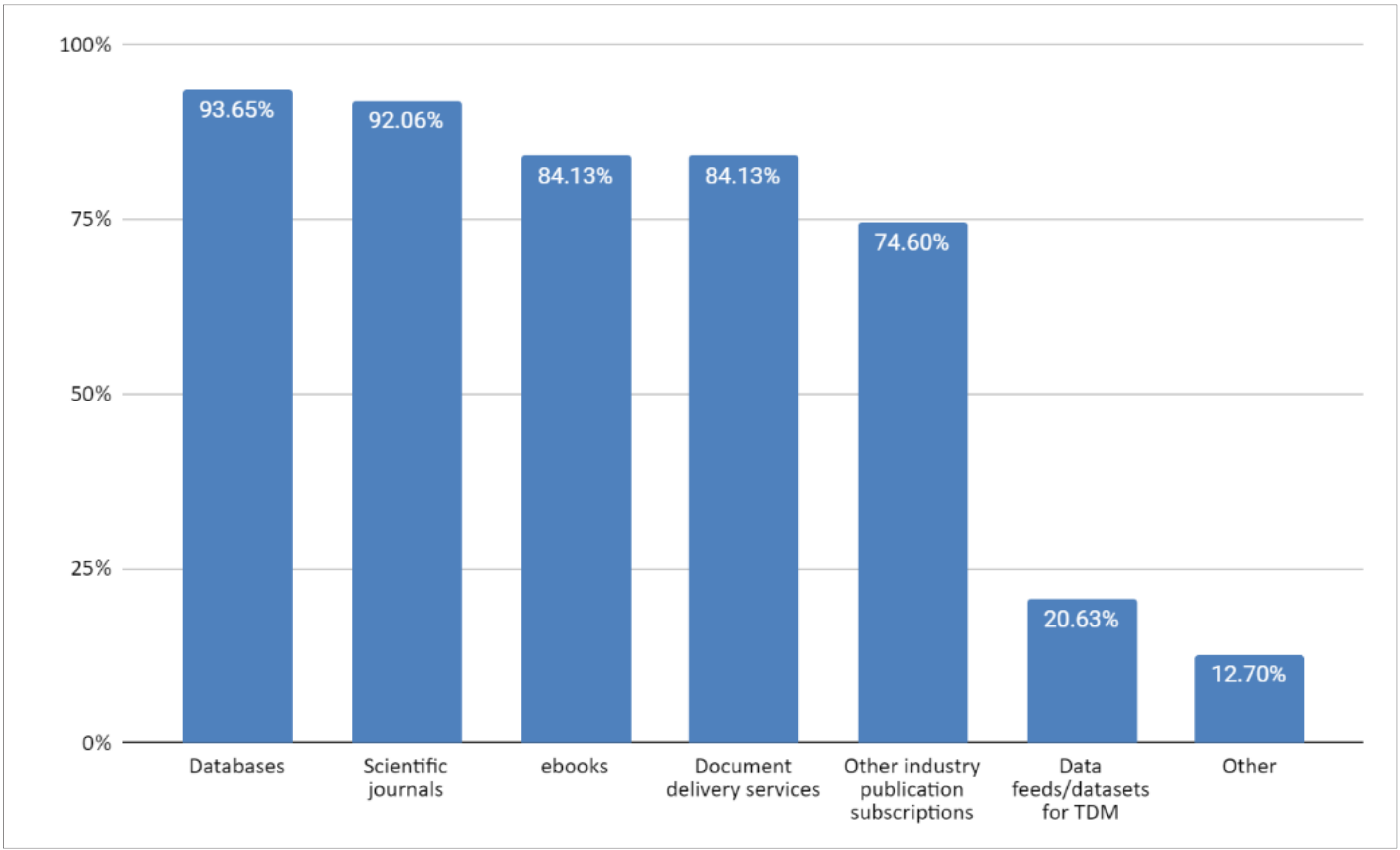

Figure 11: Portfolio of external information products

Part 3 - managing your content portfolio

We then explored how frequently respondents consider the following in evaluating products for renewal/repurchase:

- Cost per use
- Volume of content accessed
- Content usage/denials
- Number of logins
- Positive feedback from users
- Unique content
- Reputation of publisher
- Written internal business case
- Supplemental content like video or datasets
- Price stability
- Platform and functionality
- Access/single sign-on capability
- Interoperability with other tools/products
- OA component
- Availability of APIs
- TDM rights.

We asked respondents to consider allocating these to the following categories:

- Always: this is essential
- Usually: we prefer to meet criteria in this area
- Sometimes: depends on the product/need
- Rarely: can come up but not common
- Never: not part of our process.

Part 3 - managing your content portfolio

Figures 12-14 illustrate the responses, split over three charts for clarity.

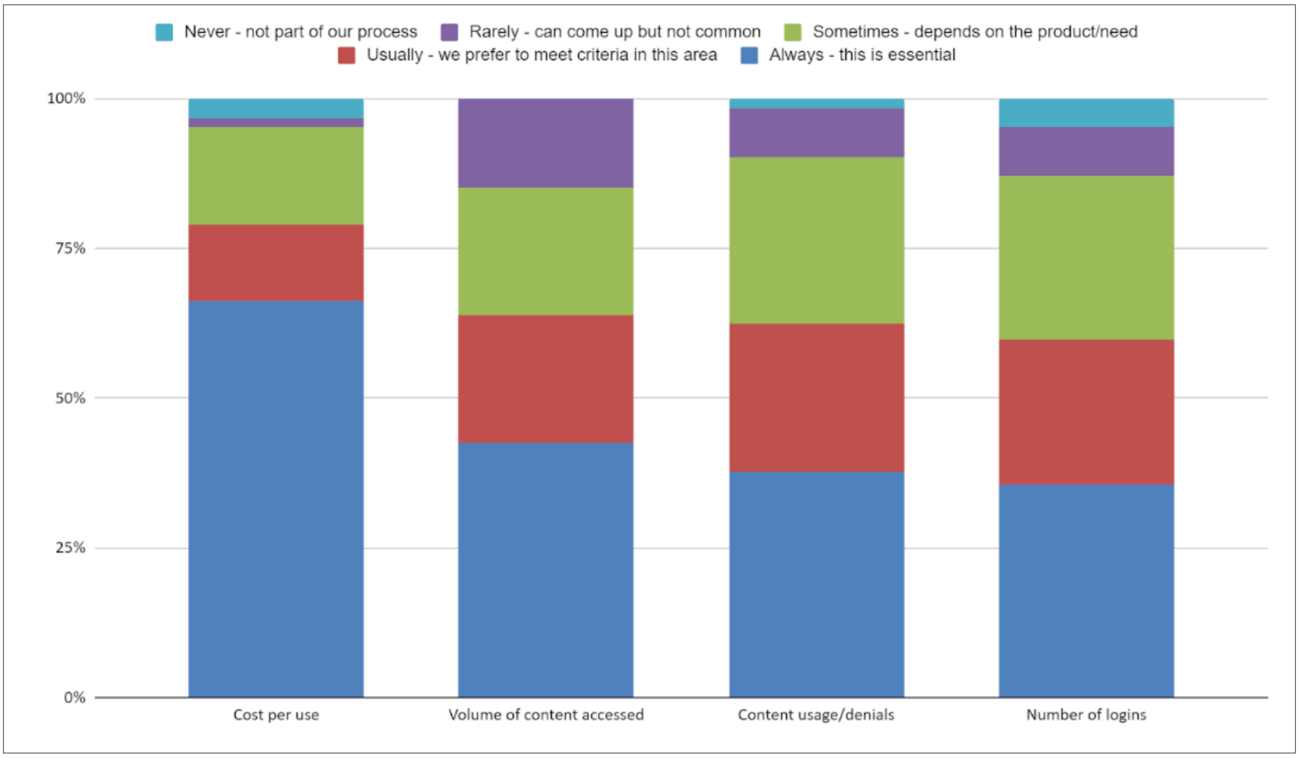

Figure 12: Factors under consideration in evaluating products for renewal/repurchase – cost per use; volume of content accessed; content usage/denials; number of logins

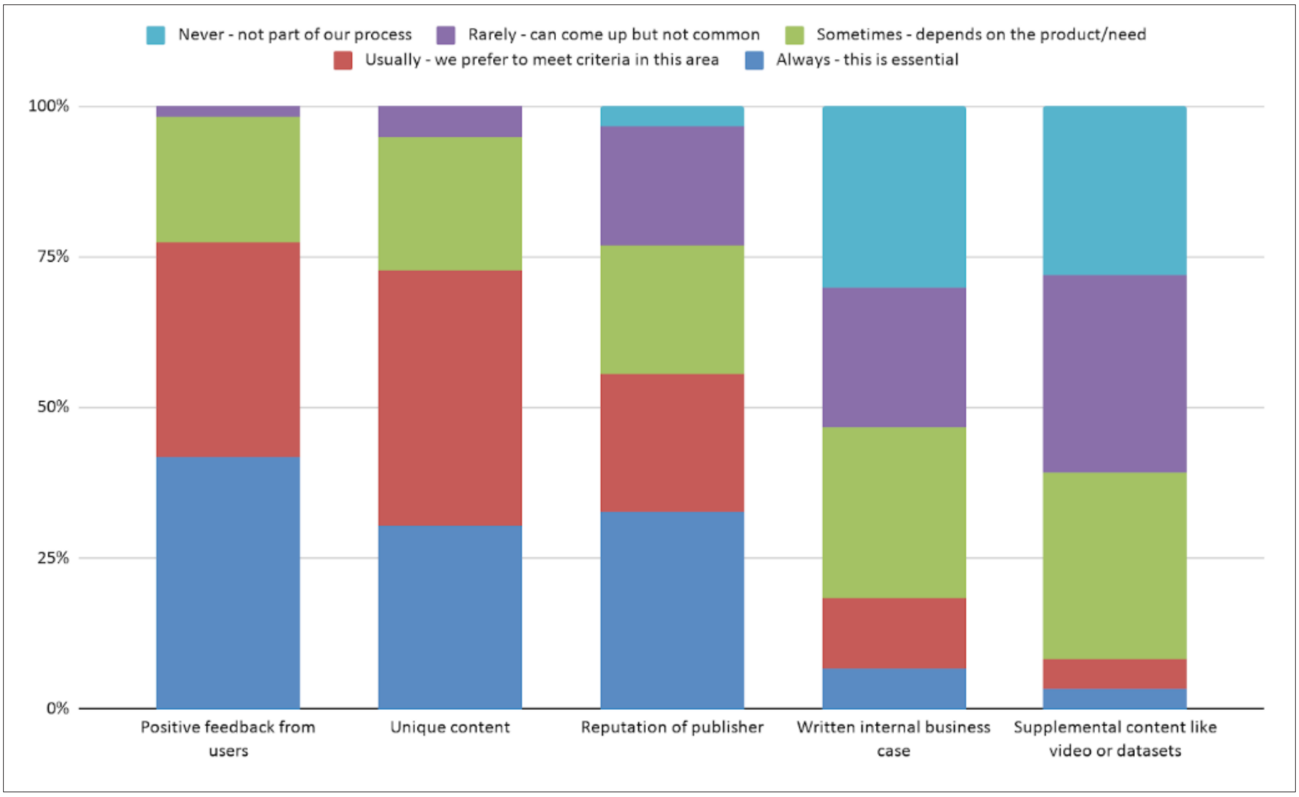

Figure 13: Factors under consideration in evaluating products for renewal/repurchase – positive feedback from users; unique content; reputation of publisher; written internal business case; supplemental content

Part 3 - managing your content portfolio

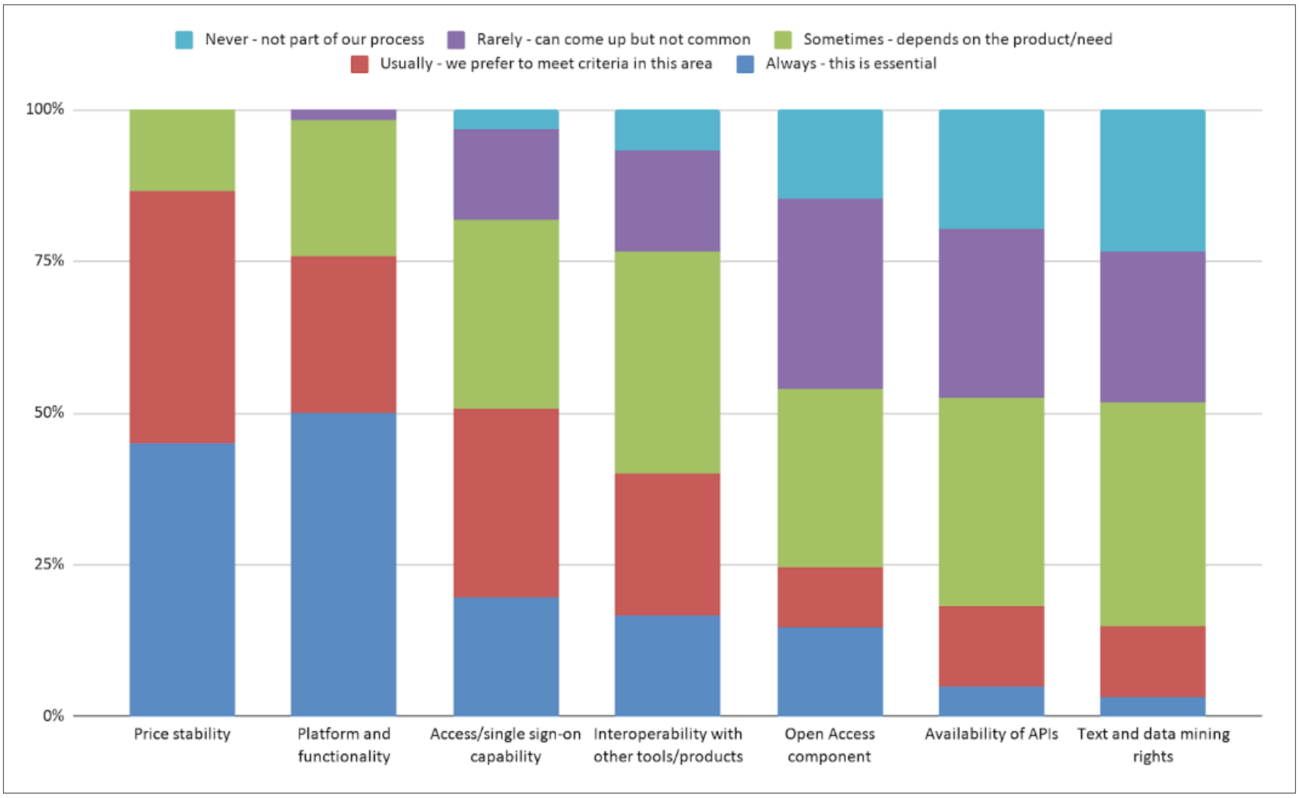

Figure 14: Factors under consideration in evaluating products for renewal/repurchase – price stability; platform and functionality; access/single sign-on capability; interoperability with other tools/products; OA component; availability of APIs; TDM rights

Significant entries, where the response was mostly positive (a factor is **essential** to always consider, or is **usually** included in the evaluation of products, together making up at least 75% of the bar on the chart) include: cost per use (see figure 12), positive feedback from users, and unique content (see figure 13); price stability, and platform and functionality (see figure 14).

The least likely factors for consideration include having a written business case, or the availability of supplementary content (see figure 13) or APIs, an OA component or TDM rights (see figure 14) – these factors were only **sometimes**, **rarely** or **never** taken into account (combined to 75% or more of the bar on the chart).

More equivocal are factors such as number of logins (see figure 12), the reputation of the publisher (see figure 13), or single sign-on capabilities (see figure 14) – the balance between these being essential or usual considerations for the respondents, and only sometimes, rarely or never considered factors is around 50:50.

We also wanted to know what other factors influence respondents' decisions to renew or repurchase content products; these range from global accessibility of the content, multi-year options and backfile access, with applicability to the broadest audience; through to whether the content is aligned to the company strategy or research trends. Some respondents also consider whether the content is relevant in supporting more specific purposes such as regulatory requirements or compliance activities.

Part 3 - managing your content portfolio

Looking beyond the content itself, some respondents consider how the product is differentiated from its competitors, if it is mobile-enabled, if it has the ability to allow collaboration with third parties.

Another aspect is the quality of customer service and the product support provided by the vendor. For others, budgets and costs are a deciding factor, including whether prices have increased, or if cost savings can be clearly demonstrated versus individual purchases.

We also asked respondents how frequently each of the following are considered as part of their process in selecting new products for acquisition:

- Fills a gap in existing available content
- Positive feedback from users in product testing
- Replaces another resource
- Written internal business case
- Platform and functionality
- Volume of requests/denials
- Reputation of publisher
- Interoperability with other tools/products
- OA component
- Availability of APIs
- TDM rights.

We again asked respondents to allocate these to the following categories:

- Always: this is essential
- Usually: we prefer to meet criteria in this area
- Sometimes: depends on the product/need
- Rarely: can come up but not common
- Never: not part of our process.

Part 3 - managing your content portfolio

Figures 15 and 16 illustrate the responses, split over two charts for clarity.

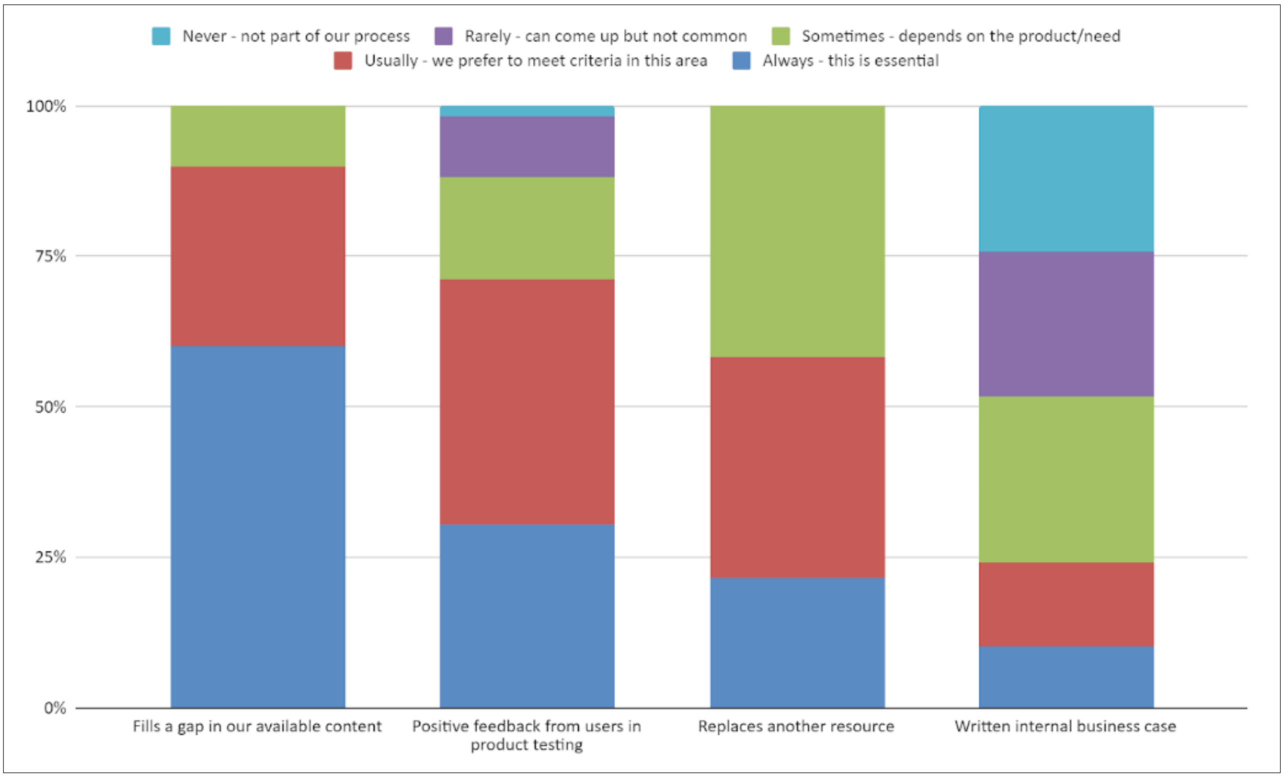

Figure 15: Factors under consideration when evaluating products for acquisition – fills a gap in existing available content; positive feedback from users in product testing; replaces another resource; written internal business case

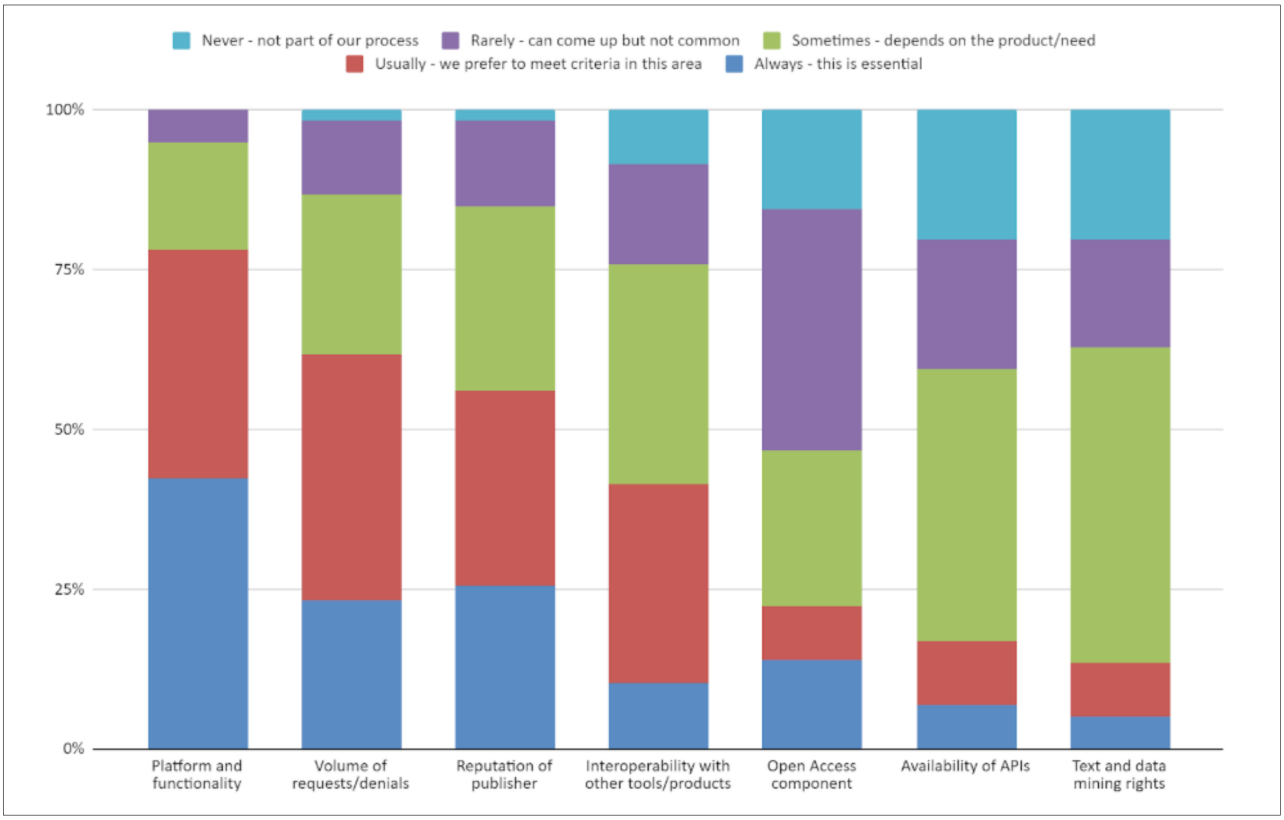

Figure 16: Factors under consideration when evaluating products for acquisition – platform and functionality; volume of requests/denials; reputation of publisher; interoperability with other tools/products; OA component; availability of APIs; TDM rights

Part 3 - managing your content portfolio

Significant entries, where the response was mostly positive (a factor is **essential** to always consider, or is **usually** included in the evaluation of products, together making up at least 75% of the bar on the chart) include: fills a gap in existing available content or positive feedback from users (see figure 15), and platform and functionality (see figure 16).

The least likely factors for consideration include having a written business case (see figure 15), or the availability of an OA component, APIs or TDM rights (see figure 16) – these factors were only **sometimes**, **rarely** or **never** considered (combined to 75% or more of the bar on the chart).

More equivocal are factors such as replacing another resource (see figure 15), the volume of requests/denials, the reputation of the publisher, or interoperability with other tools/products (see figure 16) – the balance between these being essential or usual considerations for the respondents and only sometimes, rarely or never considered factors is around 50:50.

Respondents also fed back on other factors which influence their decisions to acquire new content products; similarly to factors taken into consideration for renewals, these range from global accessibility of the content, with applicability to the broadest audience available, to whether the new product offers wider access than the previous product.

In the context of new products, stakeholder demand and user requests, particularly to meet needs across more than one department, are important factors; evaluation of the quality of the data (if it is updated regularly, etc), and if time is available to do an appropriate review of the product, are important additional aspects to take into account.

Again, for others, available budget and costs are deciding factors, as well as an assessment of the value of the product for its price.

Respondents also told us what tools they use to collect metrics; figure 17 shows the categories of tools used. As examples of third-party usage management platforms, respondents identified ResearchMonitor, Onelog, OpenAthens, DoctorDocs and ezPAARSE.

Part 3 - managing your content portfolio

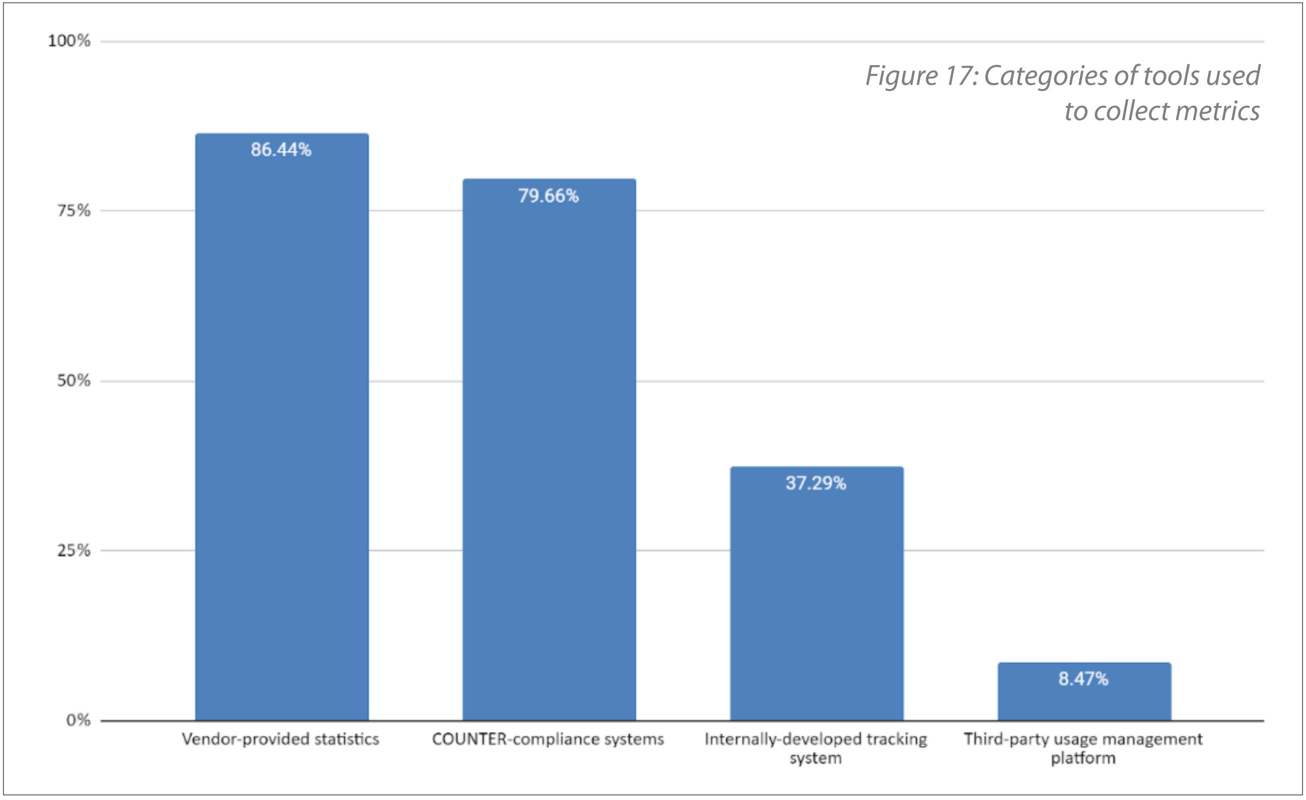

Figure 17: Categories of tools used to collect metrics

When asked what else information professionals do to measure value, respondents cited gathering user feedback as the main activity, with an assessment of cost and ease of use, and strategic fit also being used by respondents for the analysis (see figure 18).

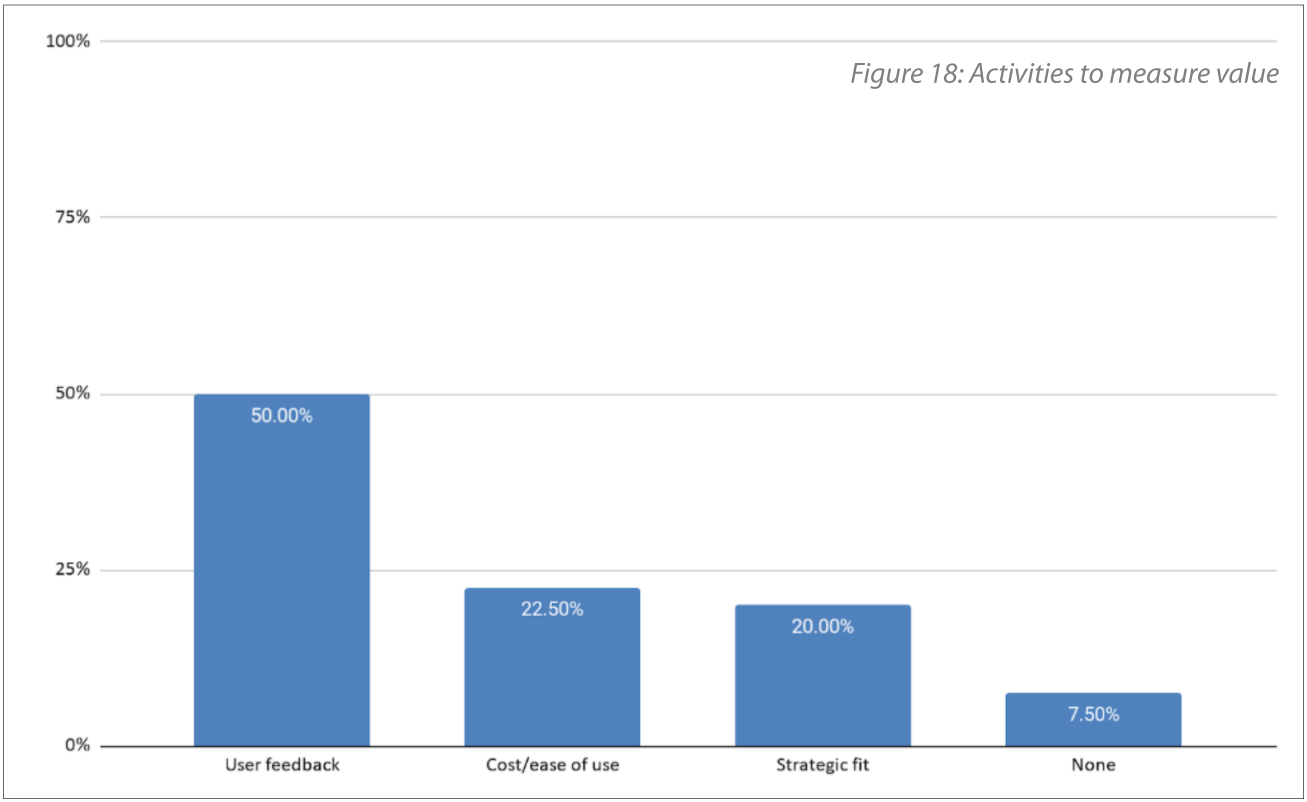

Figure 18: Activities to measure value

Part 3 - managing your content portfolio

Respondents gave some interesting examples of other ways to assess value: one person checks the content of the product for bibliographies of their institutional output; Yammer activity is monitored (which presumably gives insights on more spontaneous feedback, as well as potential recommendations and tips shared between users) in another organisation. However, a small, but significant proportion of respondents (8%) say that they do "nothing" to measure value – some of the comments are telling:

- "Not enough time so I don't really measure other than counter"
- "Nothing. No time"
- "Currently nothing beyond turn aways and usage."

When asked how they *would like* to evaluate products, respondents again cited gathering user feedback, alongside usage data, as the main activity, with an assessment of strategic fit also mentioned again, but respondents now also identify product trials as desirable, and to have more time for evaluations (see figure 19).

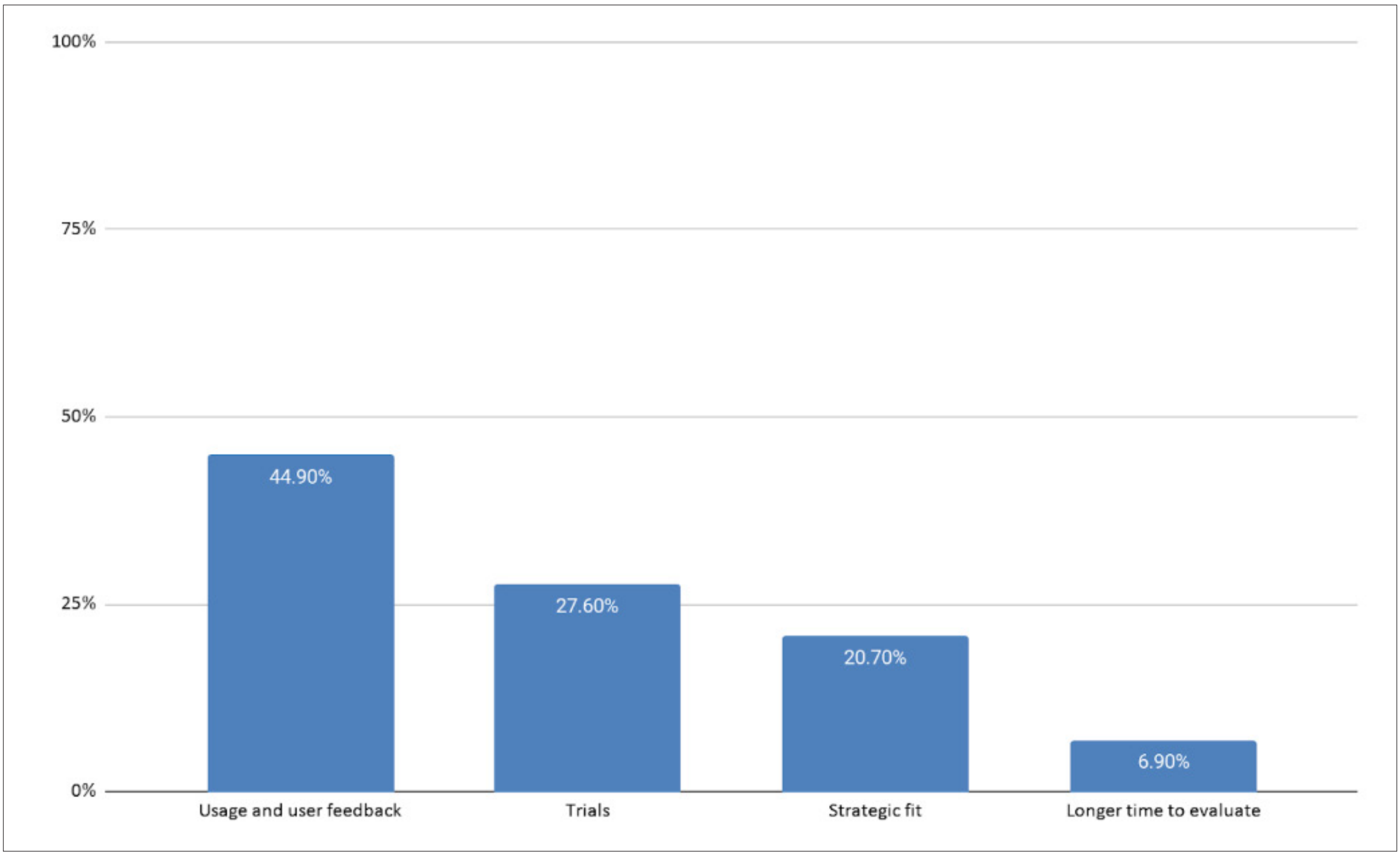

Figure 19: Desirable activities to evaluate products

Some respondents identified recognisable challenges in this process:

- "Difficult to compare cost of use types of information across platforms"
- "Possibly use surveys if people would respond."

Part 3 - managing your content portfolio

but also how doing things differently could be transformative:

- "Holistic context and truly comparing resources against each other; time/stakeholder demand does not always make that feasible"
- "Benchmark usage against similar organisations; use a product like RedLink that collates data and provides data visualisations"
- "I like demos and trial periods to evaluate whether a product is truly relevant to my company's needs"
- "We ask clinicians to let us know if information they get via the library caused them to rethink or change their clinical practice; we rarely get responses as this requires clinicians to spend their time telling us about it
- More customer feedback directly tied to value of information provided; currently we mainly look at the cost of a subscription versus the cost of purchasing content a la carte."

Several comments in answer to this question relate also to the next query, to identify what, if anything, publishers can do to make the evaluation of products easier:

- "I would like ALL vendors to use similar use statistics so comparisons can be made; not all vendors use COUNTER and that makes comparisons difficult"
- "A proper evaluation takes time (6-12 months). For completely new products/services a lower intro-price would be an advantage"
- "With constant access to an admin platform from where I can download all kinds of data"
- "Trials are a great way to evaluate new products. Trials that are long-term and where the vendor allows for more than one training and follow up session. That ensures success"
- "Product demonstrations and training, free trial periods, reviews from other users"
- "Altmetric usages as an additional measure, captured by the publisher, would be advantageous"
- "How does one resource compete with another (i.e. clinical trial data from Citeline vs taScan vs EvaluatePharma vs BioMedTracker); show me why you are better/ROI?"

Part 3 - managing your content portfolio

Respondents provided a lot of additional feedback to this question; the comments can be broadly grouped into the five categories identified in figure 20.

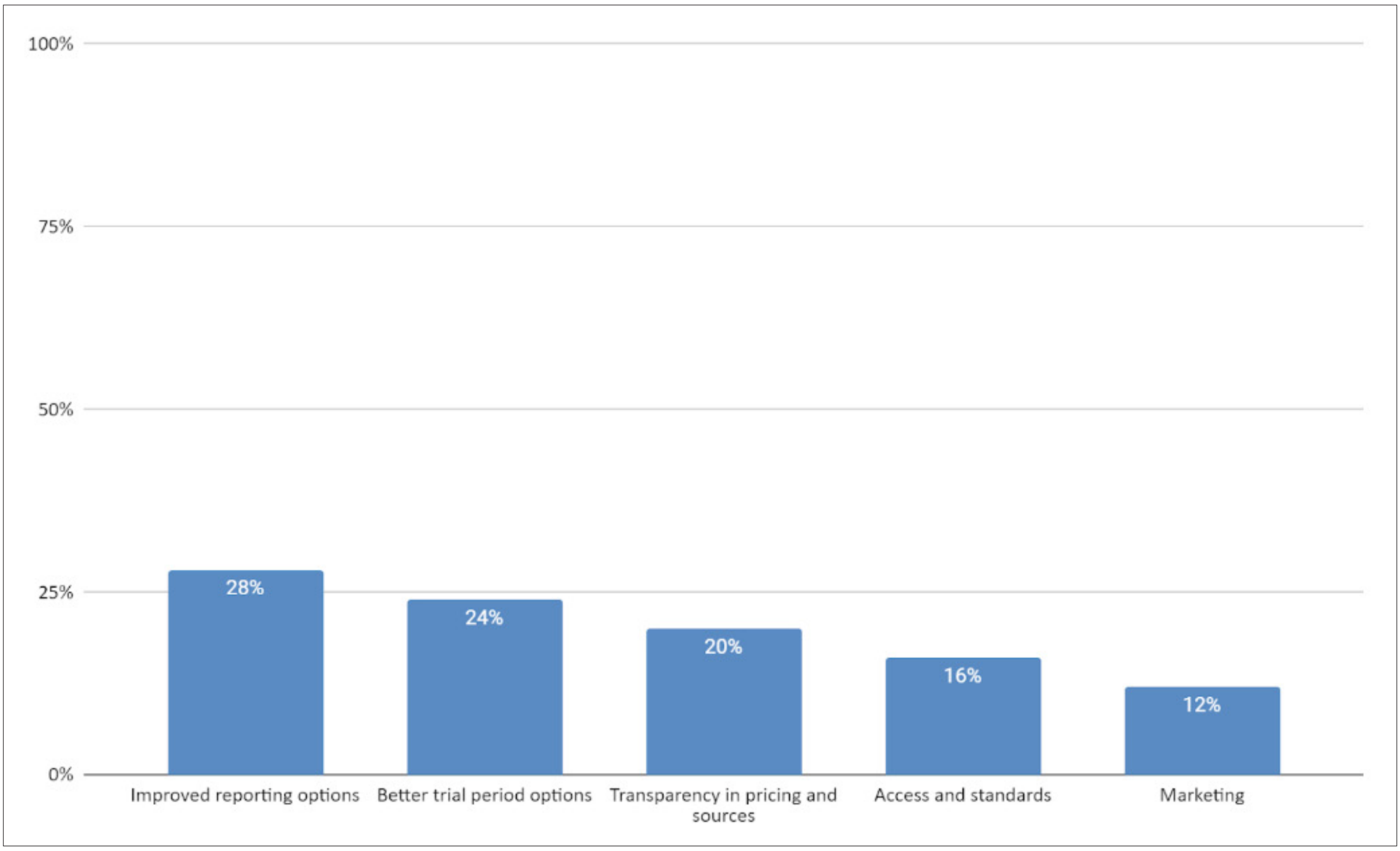

Figure 20: What can publishers do to make product evaluations easier?

Some further insights include:

- “As a corporation, it is difficult to see subscription costs for a resource because it is so dependent on factors they set that are not always clear. Making that process more transparent would help with evaluation and give confidence we are spending wisely”
- “Provide actual real pricing for each piece of content we buy”
- “Be more aware that many products now need to be integrated with other products/data. Often this also needs the help from expert third parties. Publishers should be open to this new way of working”
- “Provide me with an admin platform that I can collect data from easily”
- “Deeper user data (as available), impact of product on the bottom line (how can this tool improve our overall productivity so we can produce more value), relevant subject usage data (e.g., 24% of your used titles fall within this subject classification)”
- “Head to head comparisons of output for databases, real use-cases, proven ROI on time/cost savings”

Part 3 - managing your content portfolio

- “Help collect more customer feedback. More marketing to increase the awareness of quality information and information professionals - improve awareness that not everything is a simple Google search away and not everything is free”
- “Provide clear and customised presentations on why they think we could benefit from the product with a product demo and a free trial”
- “Have clearer marketing materials with samples of content not just full of jargon.”

Continue to part 4

Part 4 - open access

As mentioned in the introduction, this report was commissioned to assess the attitudes and beliefs of corporate information professionals about open access materials, products and services. A proportion of the overall number of respondents (see figure 21) answered in the affirmative when asked if OA is an important topic to them, and the subsequent details come from that sub-group.

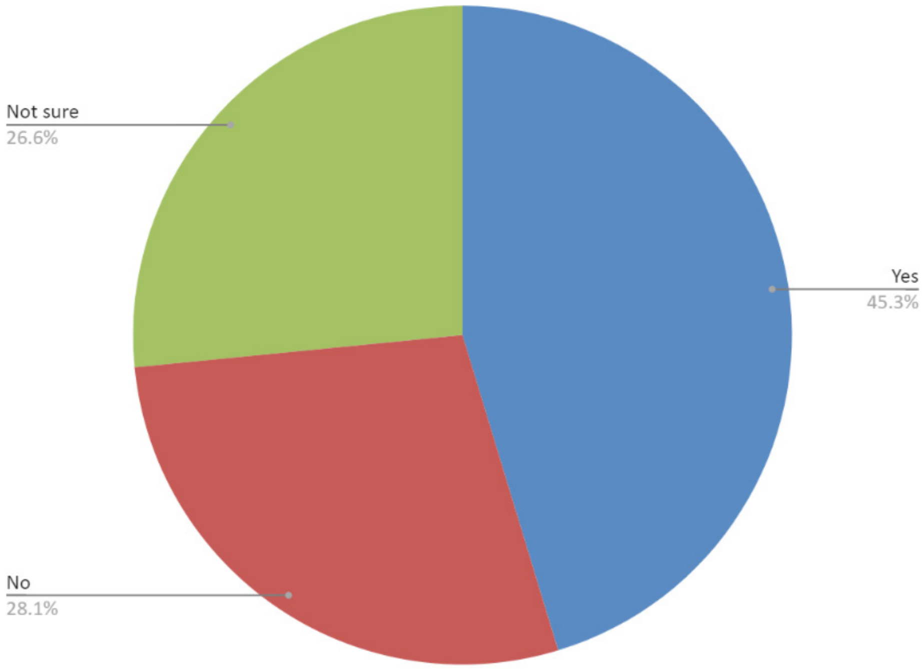

Figure 21: Open access is an important topic to me

These respondents were then asked to describe the role OA content has in their content portfolio strategy. This elicited a variety of comments, which are broadly categorised as in figure 22.

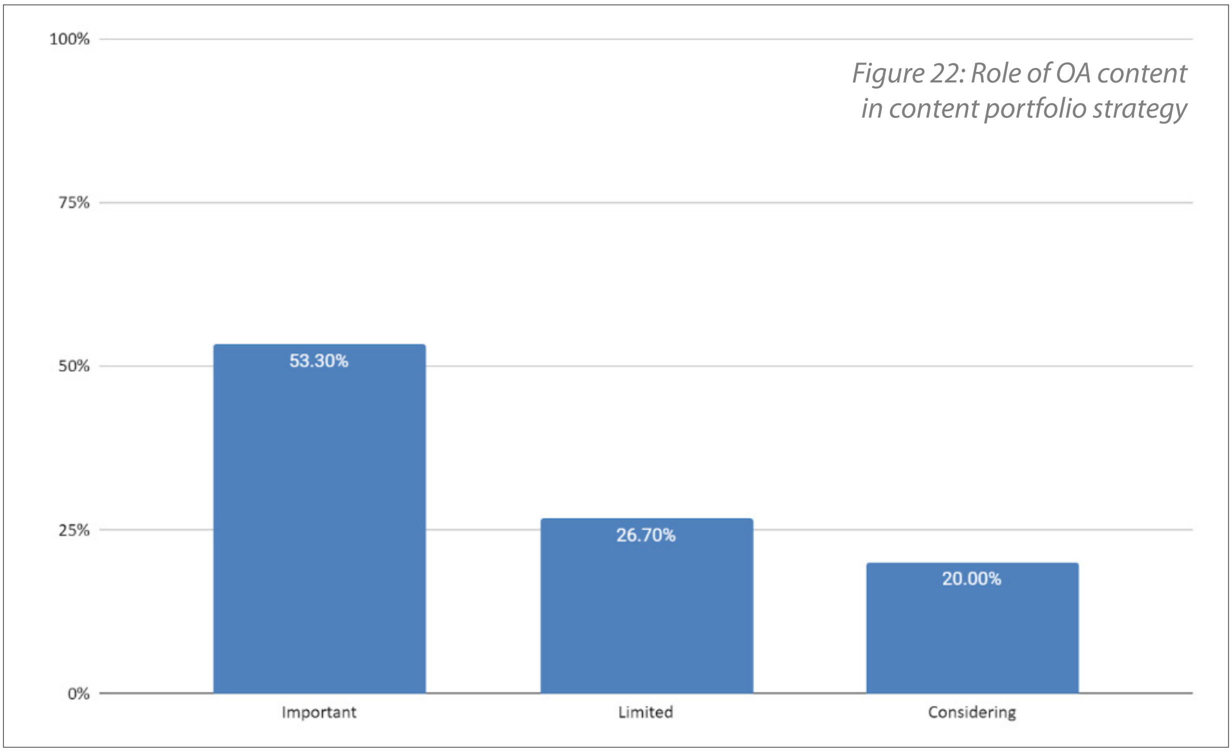

Figure 22: Role of OA content in content portfolio strategy

Part 4 - open access

Those that identify the role of OA content as important give the following reasons:

- “Very important to obtain electronic open access resources”
- “Open access content enhances our content portfolio. At the same time, supporting open access trends allows for supporting open sharing of scientific findings”
- “It stretches our budget further; open access gives us more sources than what we would have been able to afford”
- “I promote my researchers and their customers actively to publish OA. To share our research with customers it is essential to publish OA”
- “Essential as part of literature searching/reviews of scientific articles.”

For some, the positioning of OA content within their organisation’s content strategy is still developing, but information professionals are already seeing some potential:

- “At the moment not much but if it would help to keep costs down and create an ease of access for documents that would be great”
- “Currently small - the company has specific information needs so OA is less relevant, but company-produced content is growing so we are also interested in possibly publishing OA”
- “Anything we can get for free is helpful”
- “We constantly evaluate the percentage of journals that offer OA, as well as the number that our staff are publishing in”
- “Increasingly useful component; allows better targeting of budget on paid resources.”

Others are just considering its impact or usefulness:

- “National open access strategy in still not fixed, thus makes long-term planning difficult”
- “Will consider open access if not a major journal”
- “No current role but author fees may become an issue”
- “Nothing really as the OA content is still in the minority”
- “Doesn’t make a difference, but we do like OA.”

Part 4 - open access

As an emerging area, respondents confirmed that they can see a number of challenges with OA, and also a number of concerns about OA; figure 23 shows the key areas that are on their radar, particularly predatory journals (83% of respondents), how to have confidence in the content quality (75%), and user knowledge of the pros and cons of OA (67%).

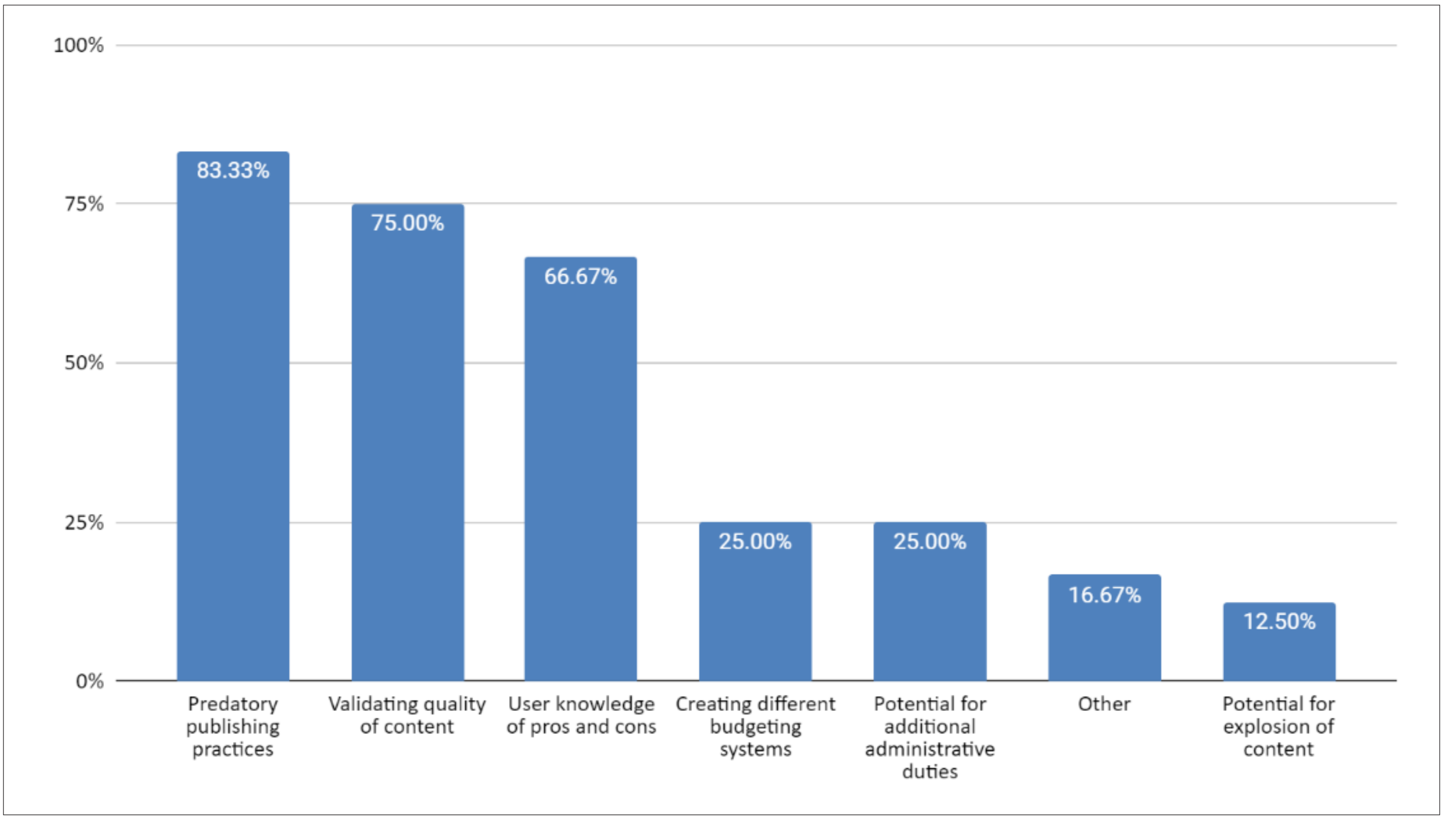

Figure 23: Challenges and concerns with OA

To explore this further, respondents were asked to rate their agreement with the following statements:

- Working with trusted information brands is an important part of managing the growth of OA content
- I am very familiar with the open access model for publication of primary research
- Papers in open access journals are likely to be lower quality/lack prestige.

Part 4 - open access

With the range of scoring from 1 (completely disagree) to 4 (completely agree), the results are summarised as a bar chart of weighted average ratings, displayed from highest to lowest, in figure 24.

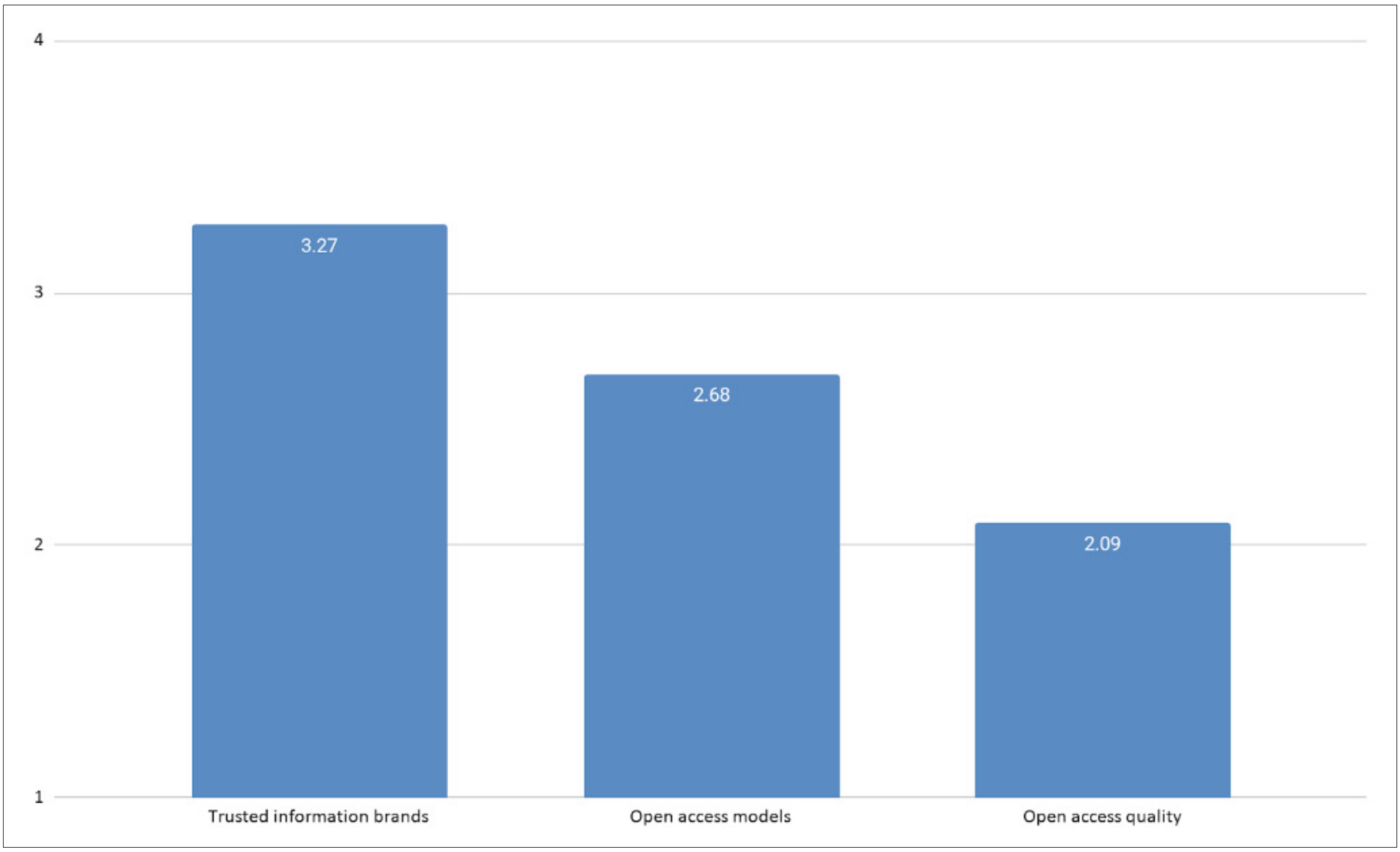

Figure 24: Agreement with statements on OA

Survey respondents value trusted information brands more than open access journals. Open access is a well known model; however, information professionals question the quality and validity of sources for primary research.

Finally in this section, people were asked to identify how OA publishers can better help them incorporate OA content into their portfolios. The six respondents to this question wanted to see more transparency of reliability, more integration with already purchased content, and good quality records that can be included in discovery software. Concerns were raised that budget lines would be impacted by experts publishing this way and that there might be predatory elements to submissions.

Continue to part 5

Part 5 - how can information professionals and suppliers have better partnerships?

Publishers contribute to industry knowledge through research, publications, workbooks, educational webinars, and dialogue with customers. For each of the following topics, all respondents were asked whether they would value publisher-produced resources and/or dialogue to further their knowledge and the development of the publishing sector:

- Standardisation
- Reporting
- Determining value
- Metadata and discovery
- Text and data mining - technology
- Text and data mining - licensing terms
- Open access.

The responses are summarised in figure 25, where a preference for publisher-produced resources for all of these topics is expressed, although people recognise dialogue is also important, particularly for determining value.

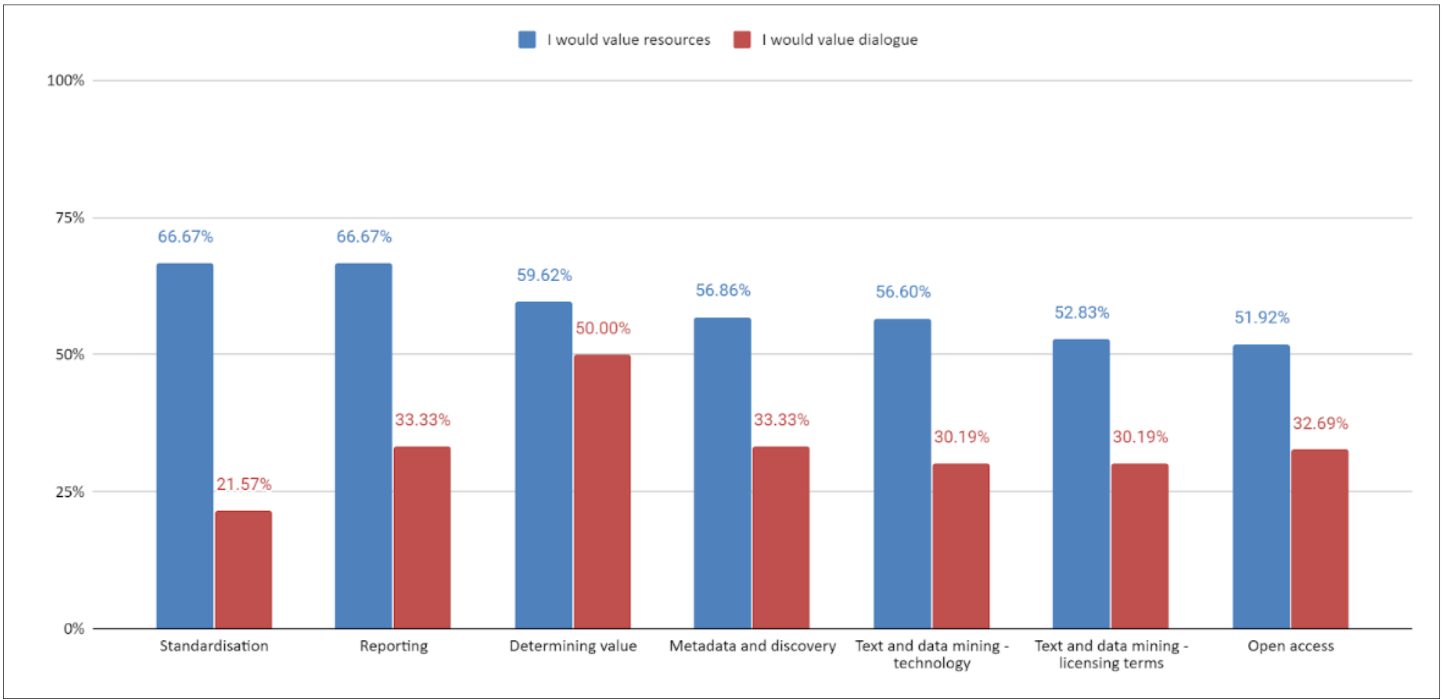

Figure 25: Value of publisher-produced resources and/or dialogue on publishing sector topics

Then respondents were asked about their preference for the following formats for the publisher-produced resources:

- White papers
- Infographics
- Short articles (such as blog items)

Part 5 - how can information professionals and suppliers have better partnerships?

- Webinars
- Video recordings
- Podcasts
- Case studies
- Workbooks
- Brochures or flyers
- "Virtual issues" - topic-based collections available at no cost for a limited time.

Figure 26 shows the preferences (categorised as either a "preferred format" or as "will use, but not preferred"):

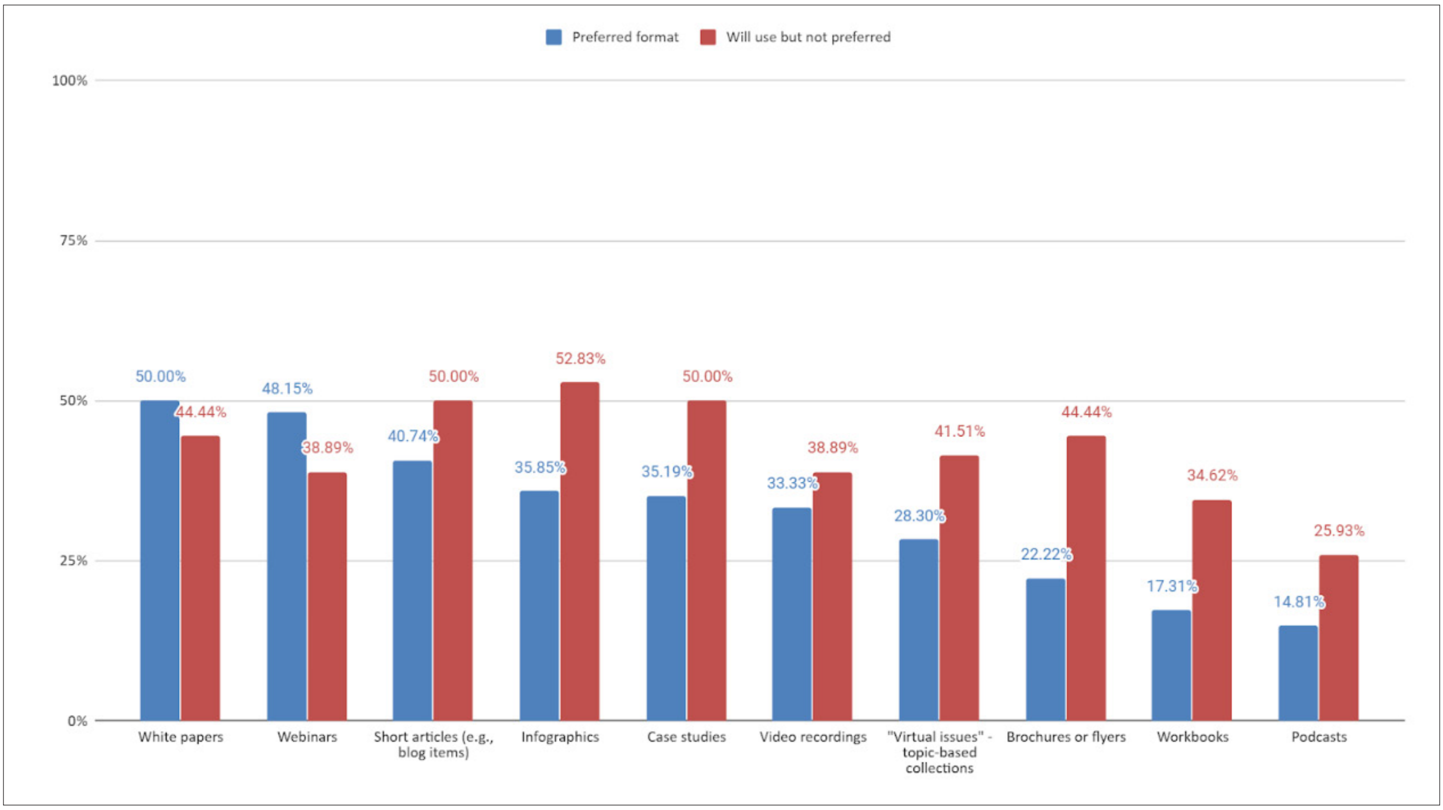

Figure 26: Preferences for formats of publisher-produced resources

Around 50% would use, but did not prefer, video recordings, virtual issues or brochures, preferred formats for the same proportion of respondents being white papers or webinars.

One respondent identified face-to-face meetings with publisher representatives as a format that they prefer to use for dialogue and knowledge exchange.

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