

Collection Management Initiative User Preference Formative Interview

Objectives

The objectives of this phase of interviewing are to:

- *Test and refine interview and survey questions*; determine whether the questions as formulated are meaningful and answerable, and whether the responses are relevant to the purposes of the study; reformulate questions, eliminate questions, and formulate new questions based on interview experience.
- *Test and refine response categories*; determine whether the categories developed for categorical response questions are reasonably clear, exhaustive and exclusive; reformulate categories, eliminate categories, and formulate new categories based on interview experience.

Because the objectives of this interview phase are formative in nature, the interviewer should pursue opportunities for discussion with the interviewee that support these objectives.

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Interview Schedule

Introduction:

Hello I am John Vasi co-investigator for the Collection Management Initiative, a study of collection management strategies in a digital environment. Sarah Pritchard, the University Librarian here at Santa Barbara is the campus principal investigator for this Universitywide study.

Background:

We are conducting this interview to learn about the use of research journals in both the print and digital form. The study is interested in finding out about the characteristics of journals, the purpose of their use and the user environment that influence a user's choice to use digital or print journals. You have been asked to take part because you have used journals from the University library collection. The purpose of this study is to assess implications and strategies for the library in effectively managing research journal collections in a mixed print and digital environment.

Procedure:

This interview will take about thirty minutes. You will be asked a series of questions concerning your use of journals and your answers will be recorded anonymously. The interview is divided into three parts. The first section has questions that generally explore your use of journals; the second section asks you to describe your technical environment, the final section asks you to describe yourself and answer a few question specific to your role on campus

Informed Consent:

Participation in research is entirely voluntary. You may refuse to participate or withdraw at any time without jeopardy. -This study does not involve any drugs, devices, risks or discomforts and there may or may not be any direct benefit to you from participating. The investigator, however, may learn more about ways to generally improve library services and access to research journals. By giving your positive affirmation you are indicating that you voluntary agree to participate in this interview. If you have any questions at a later time or are interested in the outcome of this research you may visit www.ucop.edu/cmi where there is a comment form and where the results will be posted. Thank you for your time and interest.

Section 1 General Use journals

- 1. How often would you estimate you use journals in print form?**
[Prompt with; Daily, Weekly, Monthly, Seldom, Never]
- 2. How often would you estimate you use journals in their digital form?**
[Prompt with; Daily, Weekly, Monthly, Seldom, Never]
- 3. When was the last time you used a print journal from the library collection?**
- 4. When did you last retrieve, read, or download a digital journal article or abstract?**
[Prompt with; Yesterday or today, Within the last week, Within the last month, Longer than a month ago, Never]
- 5. Assuming that both print and digital formats of a journal of interest are readily available, under what circumstances would you prefer to use the print version?**
[If prompting ask about unique features of print that are important to the individual, uses for which print is particularly suited, library services that support the use of print or discourage the use of digital, academic activities that might require the use of print, cost and quality of print reproduction, or personal observations or assumptions about why print is a better choice than the digital counter part.]
- 6. Would your decision to use print change if you had to request the print journal from a storage location?**
[Although a Yes No answer listen for reasons this may or may not change the choice.]

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7. What are the reasons that you chose to use the digital version of a journal rather than the print version of the journal?

[If prompting ask about unique features of digital that are important to the individual, uses for which digital is particularly suited, library services that support the use of digital and discourage the use of print, academic activities that might require the use of digital, cost and quality of digital reproduction, or personal observations or perceptions about why digital is a better choice than print.]

8. Would your decision to use digital journals change if the print collection was closer at hand?

[Although a Yes No answer listen for reasons this may or may not change the choice.]

9. Have you found any barriers in using digital journals?

[If prompting ask about difficulty when accessing digital from different locations, sufficient training in searching and retrieving digital, adequate screen display, computer speed or printing equipment, comprehensiveness of digital coverage. This is a conversational question but try for specific answers.]

Is there any additional information or training that you feel would be helpful to you in making more effective use of digital journals?

10. As you may be aware, print and digital versions of the same journal may not be identical. For example, journals in digital format have features that may not be available in the print form such as key word searching of text. Publishers of digital journals also do not always include the same features in the digital as in the print form, such as professional announcements or letters to the editor. Are there any features that are important to you when choosing to use the journal in digital form?

[After the subject answers, prompt with specific questions not already mentioned]

**Are there any differences you have noticed in the articles themselves?
Text? Quality of graphics? Access to data not available in print form?**

**Are there any differences you have noticed in journal features? Letters to the editor? Professional announcements? Advertisements?
Timeliness of publication?**

Are there features of the digital format that you find more useful than those in print journals? Hypertext links? Full-text reference links? Access to multimedia data links? Ease of navigation within articles or journals?

11. If you have used a digital journal that was different than the print version of the journal are there features of the print that should be included in the digital version?

12. Are there particular circumstances in which you would prefer to use the digital version rather than the print version of a journal? For example, some library users prefer the digital version to quickly scan abstracts from several articles, or to prepare an online reading list for a course.

[If prompting ask about browsing, specific searches for journal article, exchanging journal content with others, citing others work, reading for pleasure or compare and contrast several articles.]

13. When you find an articles of interest in a digital journal, what do you do with it?

[If prompting ask about reading on the screen and book marking, or printing off for saving, or sending to another machine for storage.]

Examples of possible features

Journal reputation
Abstract quality
Ease of navigation with in journal issue or article
Ability to search across different journal titles
Critical mass of title (enough issues and volumes on-line)
Equivalence of the print to the digital issue (inclusion of supplements)
Timeliness of digital publication (before print publication)
Current Issue size (number of pages)
Bound volume size (to large for ease of use)
Quality of graphics
(Inclusion of color plates, fine line drawings, black and white photographs, graphs and charts)
Article length
Citation links
Professional announcements
Grant and funding opportunities
Advertisements
Position listings
Search capabilities
Hyper text links
Full text reference links
Inclusion of data sets
Inclusion of simulations
Inclusion of multimedia evidence
Recorded presentations
Compare/contrast capability

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Section 2 Technical Environment

- 1. What is your operating environment (at work?) (at home?)**
Mac/Windows/Unix
- 2. About how old is your computer (at work?) (at home?)**
- 3. From what location do you most often access the digital journal collections (e.g., work/home/library/computer lab)? What other locations do you use to access the digital journal collection?**
[Prompt for campus office, public computing labs, library terminals and print services, home office.]
- 4. When you print digital journal articles have you experienced problems? What type of problems have you experienced? What was your location when you experienced these problems?**

Section 3

- 1. In this section we would like you to briefly describe yourself**
Campus
Department
Age range (20 or under) (21-30) (31-40) (41-50) (51-60) (61-70) (71 or over)
Sex
Highest degree held
Year highest degree granted

Status
Undergraduate student
Graduate student
Academic Staff
Library Staff
Other UC Staff
Other UC
- 2. Is there anything pertinent to your experience with digital journals, or your views about them, that we have not discussed in this interview?**