



The Value of (Electronic) Content for Research Productivity

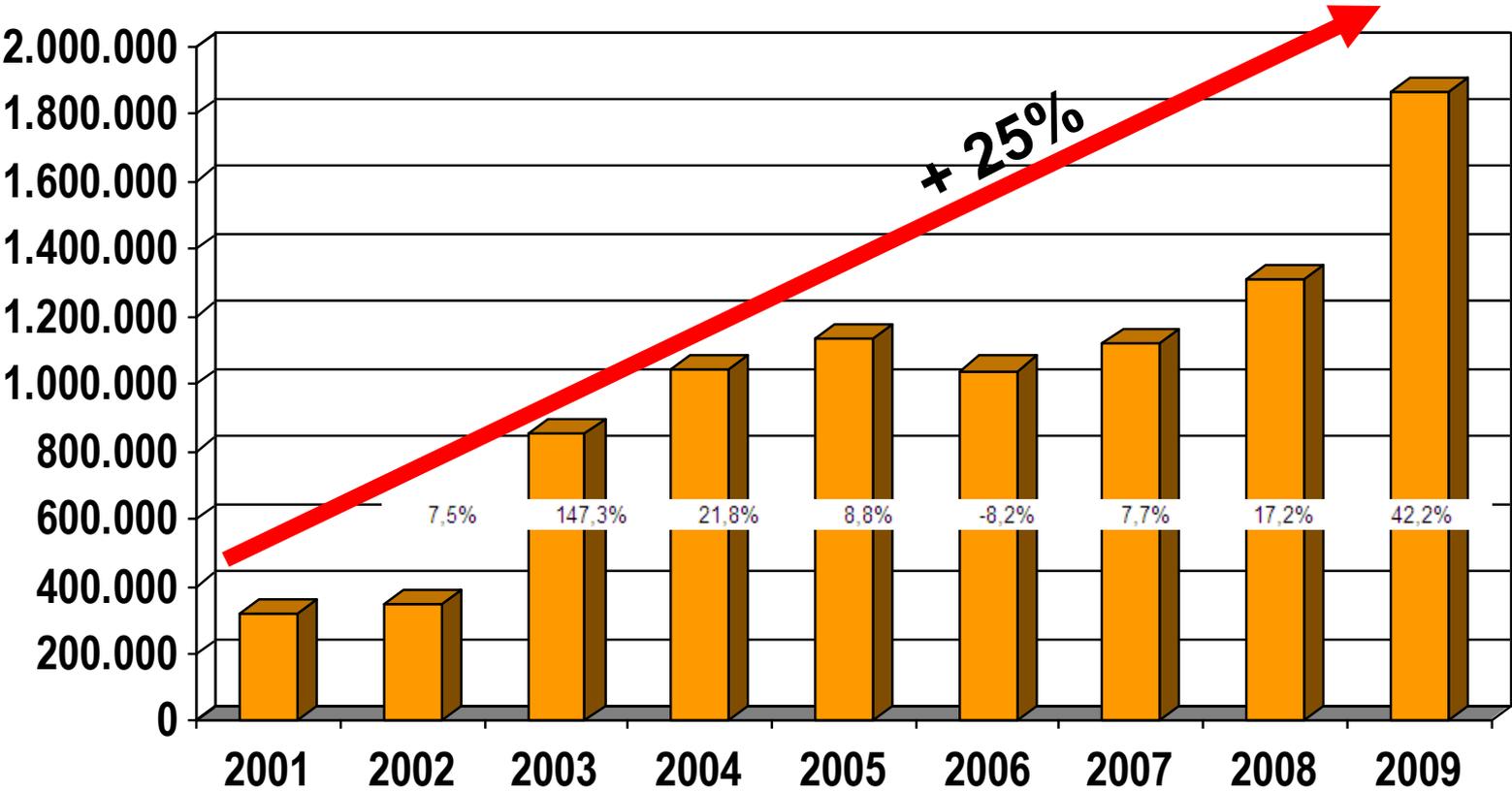
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The Value of (Electronic) Content for Research Productivity

1. Usage Perspective
2. Cost Perspective including Cost-Usage Ratio
3. Effectiveness and Efficiency: How does Electronic Content Influence Research Results?
4. Where is the Czech Republic in this regard?

Usage Perspective (1)

Total Usage per Year all inst. incl. corporates



The usage of Elsevier Journals is increasing. The main reasons are....

- 1) More users are switching to Elsevier's electronic journal content
 - because....it is the content they need
 - because....e-content is easier to find
 - because....e-content is easier to access (from home)
 - because....e-content has more features (linking, reference)
- 2) Existing users use content more extensively
- 3) More content in electronic format is available

Usage Perspective (3)

The usage of Elsevier Journals is increasing.

„Nice“

„The costs for accessing electronic content are also increasing.“

We need to look at the usage-cost ration!

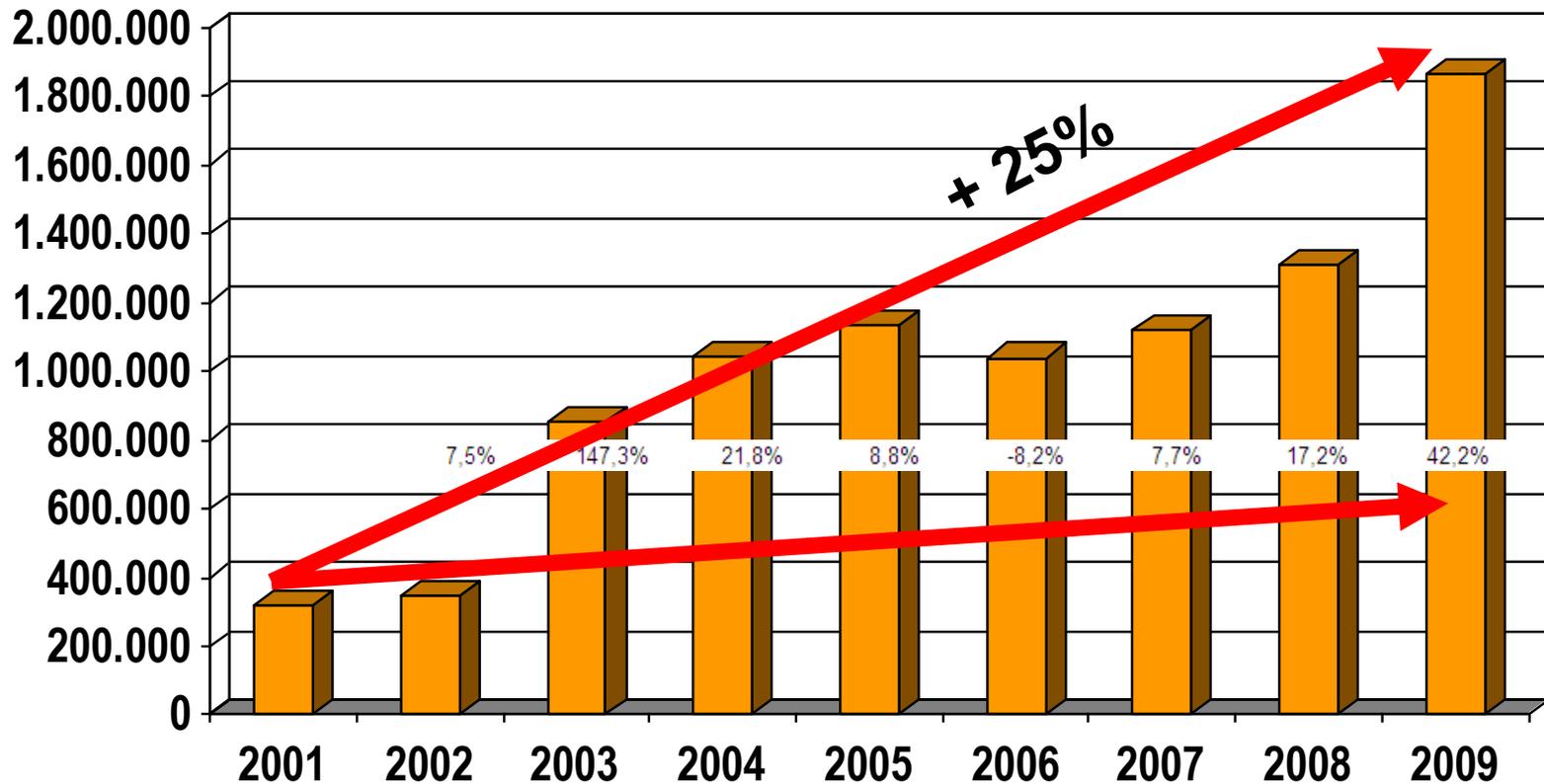


Cost per Article

Cost Perspective (1)



Total Usage per Year all institutions (incl. corporates)



Cost Perspective (2)

Summary:

- Usage is increasing in double digit percentages
- Journals are not getting cheaper
- Important is that the usage increase is higher than the cost increase.
= Cost per Article goes down

.....not to forget: development and CPA are important, but...

Cost Perspective (3)

University Example:

University „Smart“: € 638.000 per Year (all inclusive)

Access to all 2.000 Elsevier titles

partly access via subscriptions + package on top

= € 319,-- per title

for comparison

University „Full Payment“: Euro 3.100.000,--

2.000 Elsevier titles

= € 1.550,-- per title

Cost Perspective (4)

Costs per title – Example „Smart University“

Calculation No. 2:

University „Smart“: 320 titles ordered via subscription

Freedom Collection: 2.000 titles (means: + 1.680 Titles)

Costs for Freedom Collection: € 33.000,--

Cost per titel for Freedom Collection Titles: **below € 20,-**

Effectiveness and Efficiency: How does Electronic Content Influence Research Results?

To stay ahead of competition swimmer use innovative swimming gear....

WHAT DO RESEARCHERS NEED TO STAY AHEAD?



EVIDENCE: CIBER STUDY (COMMISSIONED BY Research Information Network, RIN)

Are super-users also super-producers?

CIBER institutional indicators

We have identified three groups of universities in terms of downloading volume: moderate, high and super users. In the table below, we match these usage groups with research outcome measures:

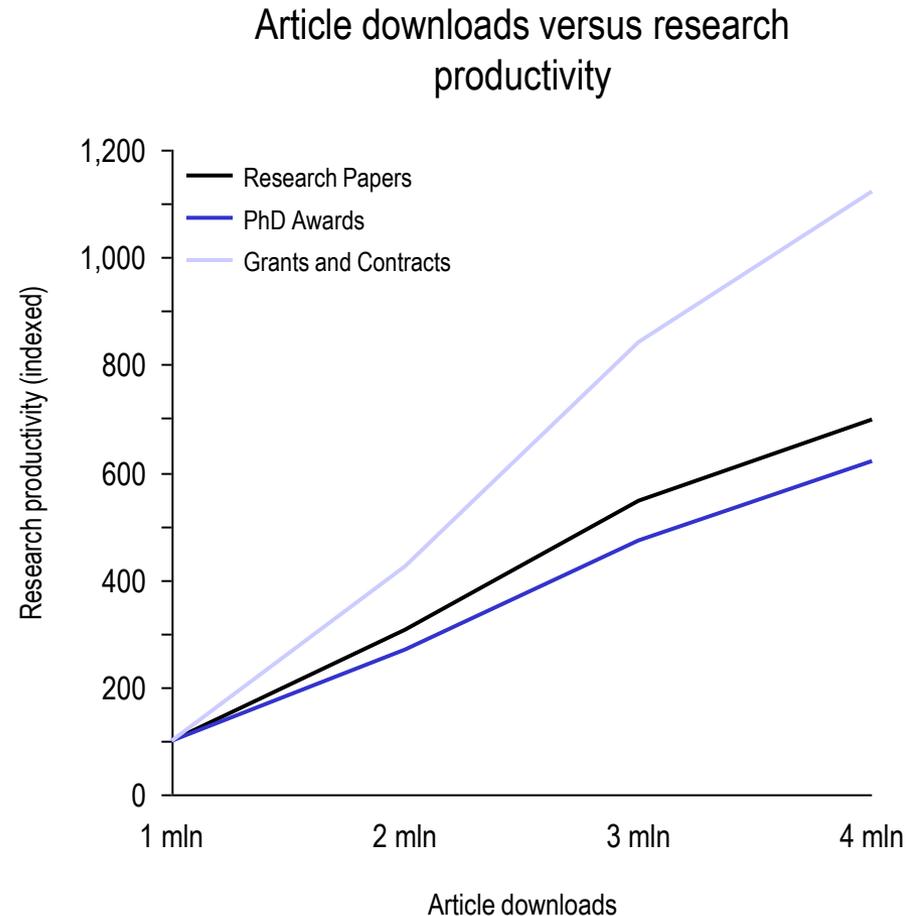
	Moderate users (n=80)	High users (n=25)	Super users (n=10)
Research papers per academic	0.4	0.8	1.0
Research grants and contracts per academic (£000s)	12.7	29.0	39.7
PhD awards per 100 academics	9.1	17.5	17.4

The evidence provided here suggests **a tentative link between e-journal consumption and research outcomes**. The differences between the three groups are statistically very significant with respect to research outcomes, but there is no such difference in terms of average cost per download.

“Electronic Journals: modeling journal spend, use and research outcomes”, Ian Rowlands, Ciber Group, University College London Academic Publishing in Europe (APE 2009), Berlin January 20th 2009

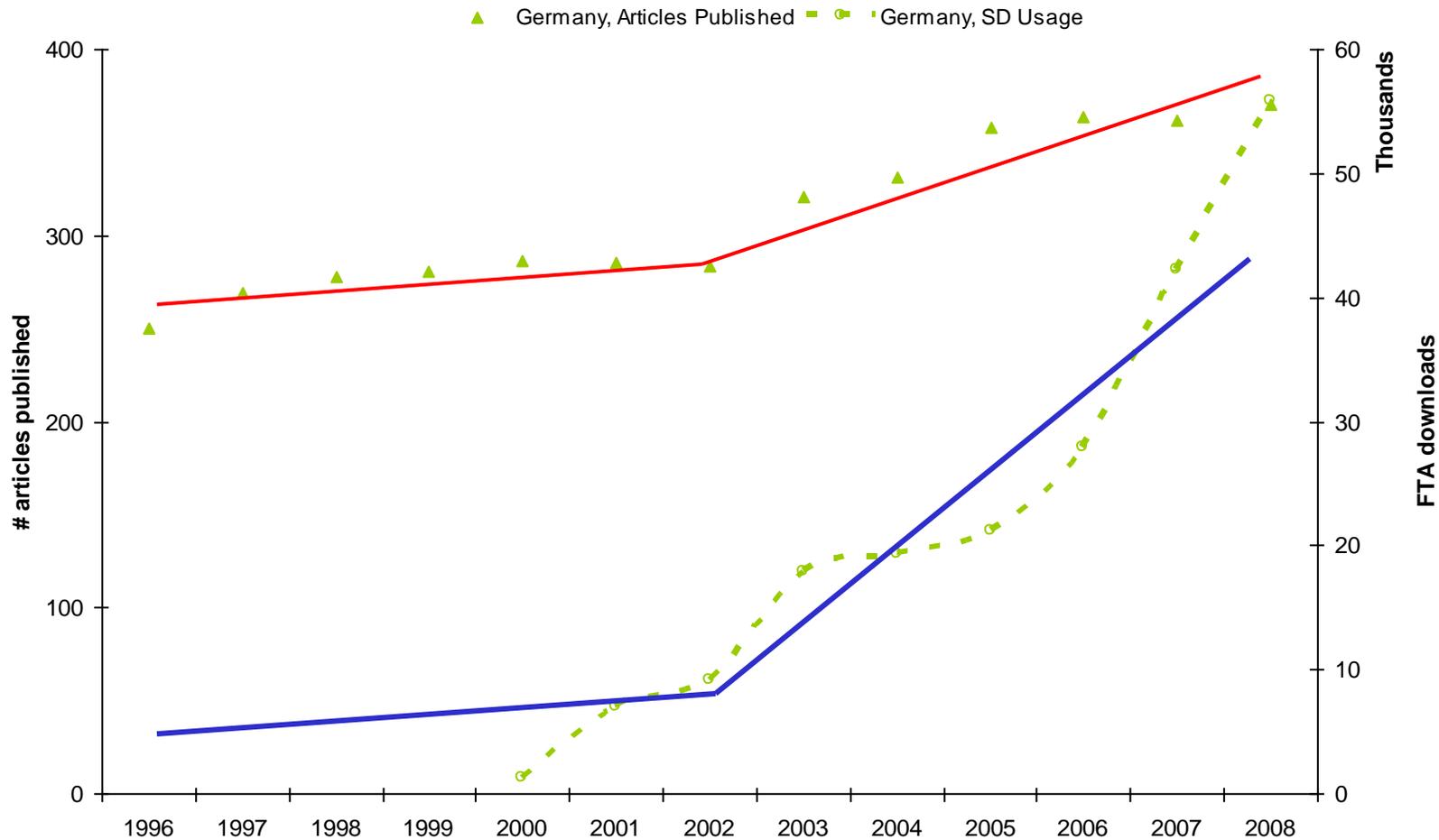
There is a strong correlation between the e-journal usage, research output and funding

- UCL research has investigated the correlation between content usage and research output and funding
- Doubling in downloads from 1 to 2 million, is statistically associated with dramatic – but not necessarily causal – increases in research productivity
 - Papers output up 207%
 - PhD awards up 168%
 - Research grants and contract income up 324%
- This positive correlation is even stronger by multiplying the article downloads by 4



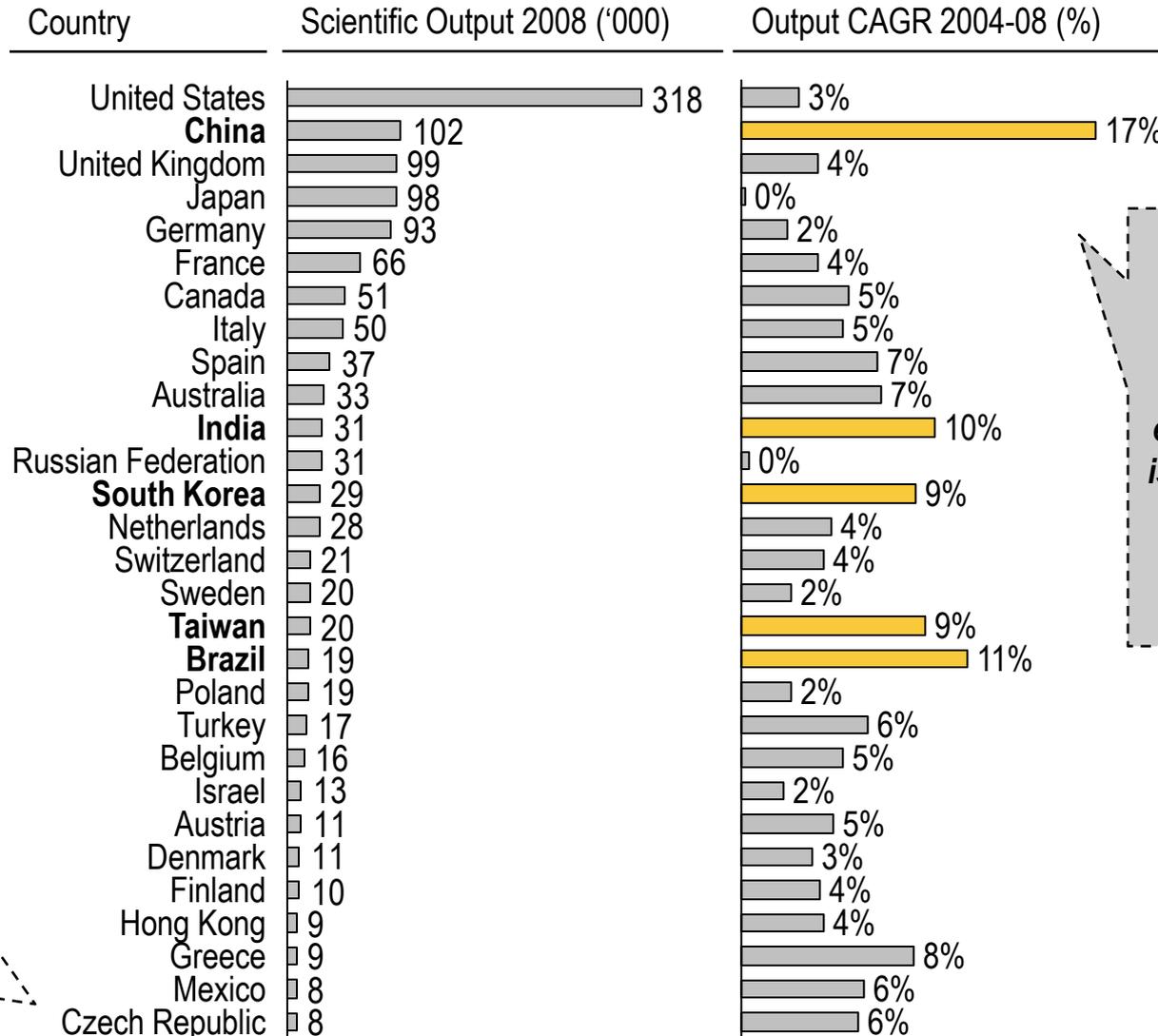
Source: "Electronic journals: their use, value and impact" – Research Information Network, University College London

RAPIDLY INCREASING SD USAGE FURTHER EXPLAINS THE INCREASE IN ARTICLES PUBLISHED*



* Normalized per 1000 Researchers

How is the Czech Republic doing?



“Today the dominant position of the US in the international research and education community is being challenged as never before” - American Academy of Arts and Sciences

In terms of article output, Czech Republic is in the global top 30

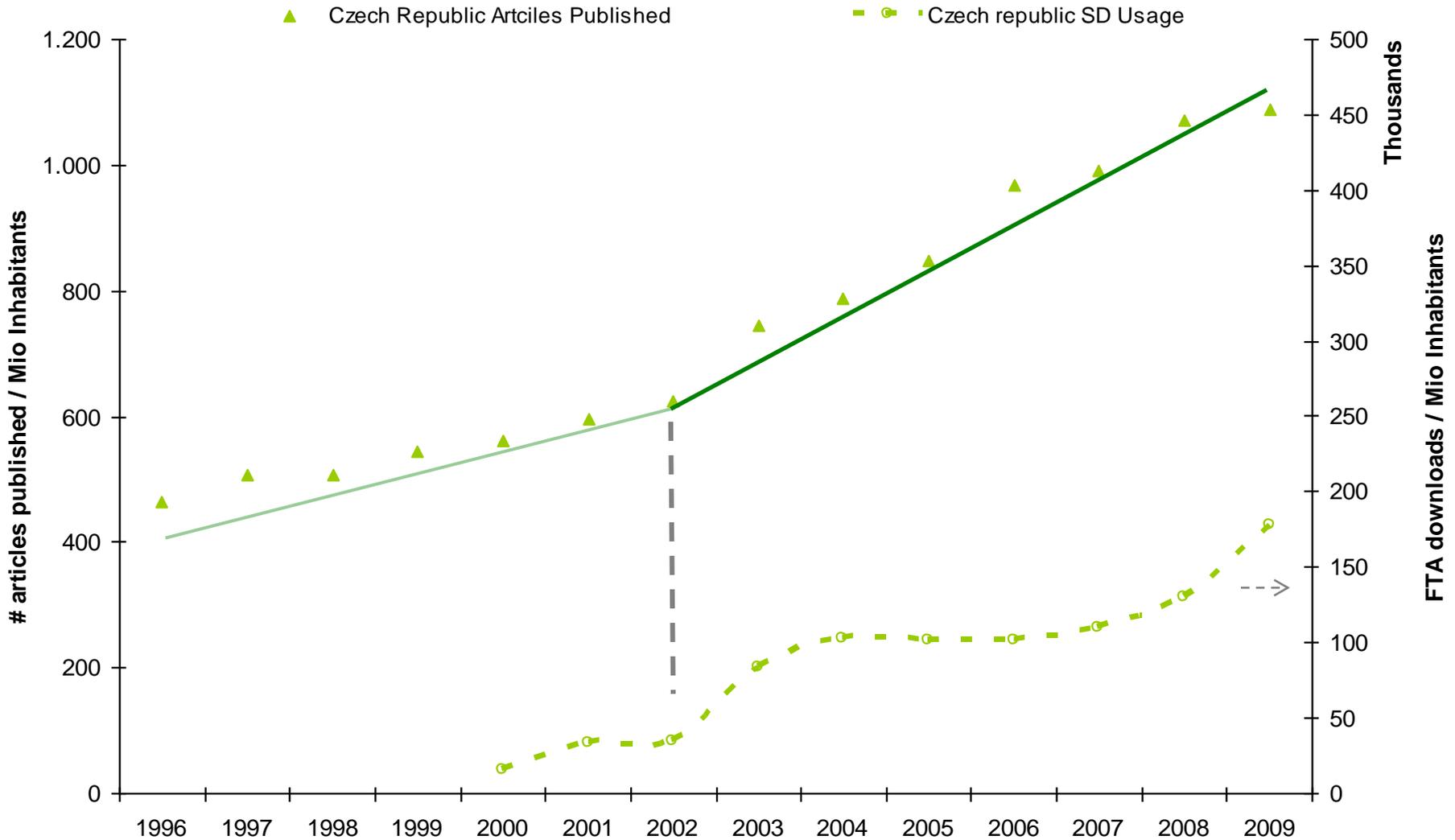
Source: SCImago

How is the Czech Republic doing? (2)



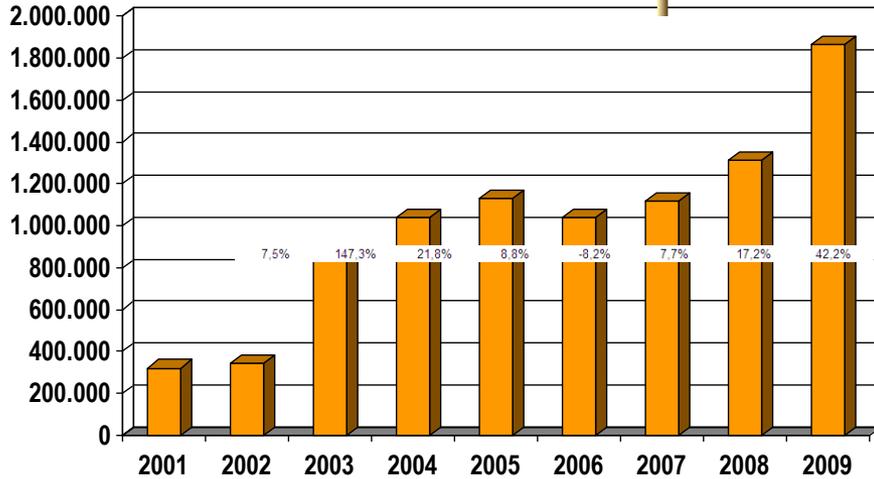
SCOPUS

ScienceDirect™
makes sense.

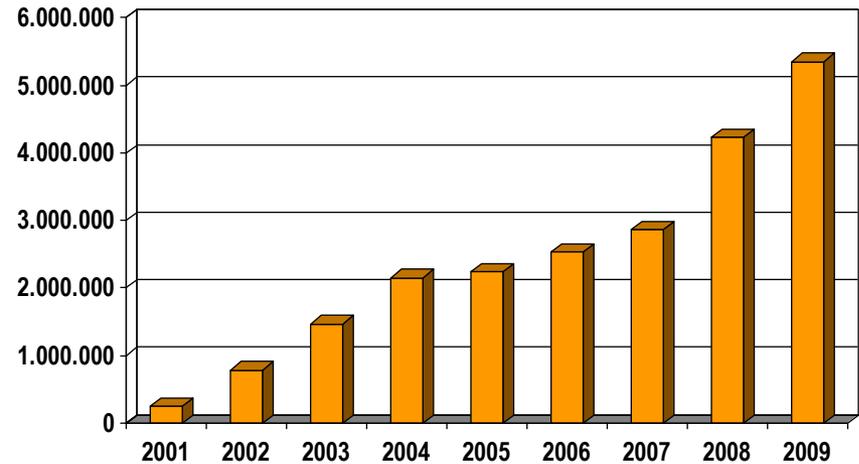


Comparison

Total Usage per Year



Usage per Year - Country Example



How is the Czech Republic doing? (3)



Usage development in the Czech Republic has been less dynamic than in some other countries.

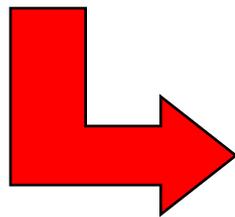
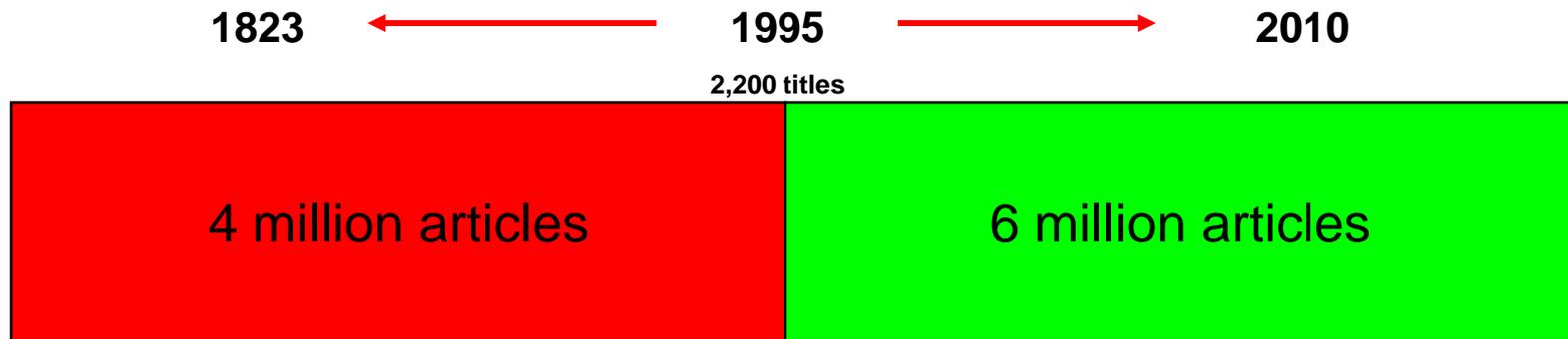
Main reasons:

- Important part of content is missing: Journal Backfiles
- Uptake on electronic books has been smaller than in other countries

How is the Czech Republic doing? (4)



- Important part of content is missing: **Journal Backfiles**



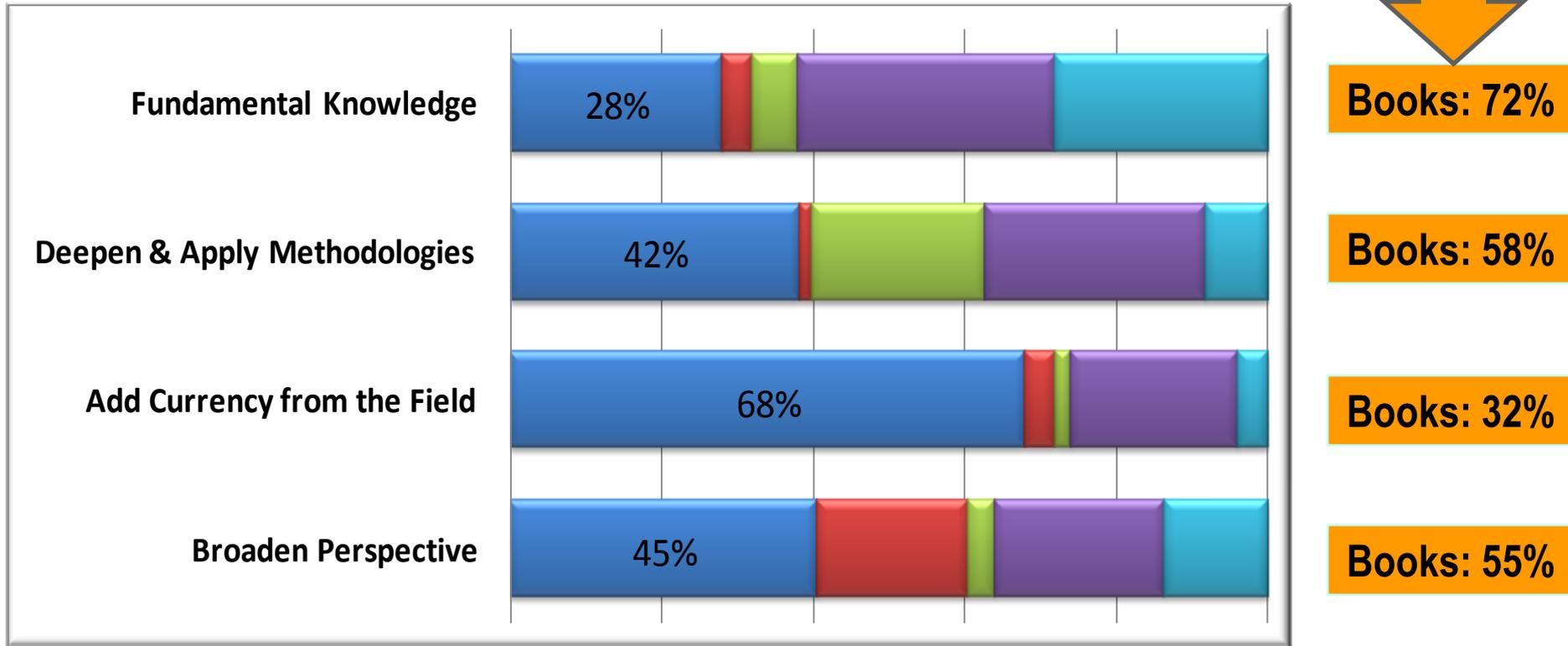
= No!

How is the Czech Republic doing? (5)



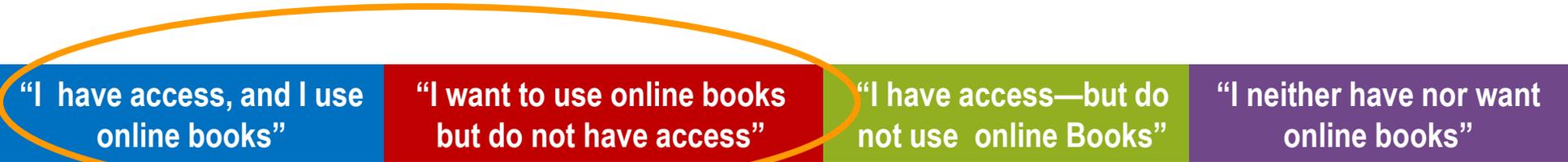
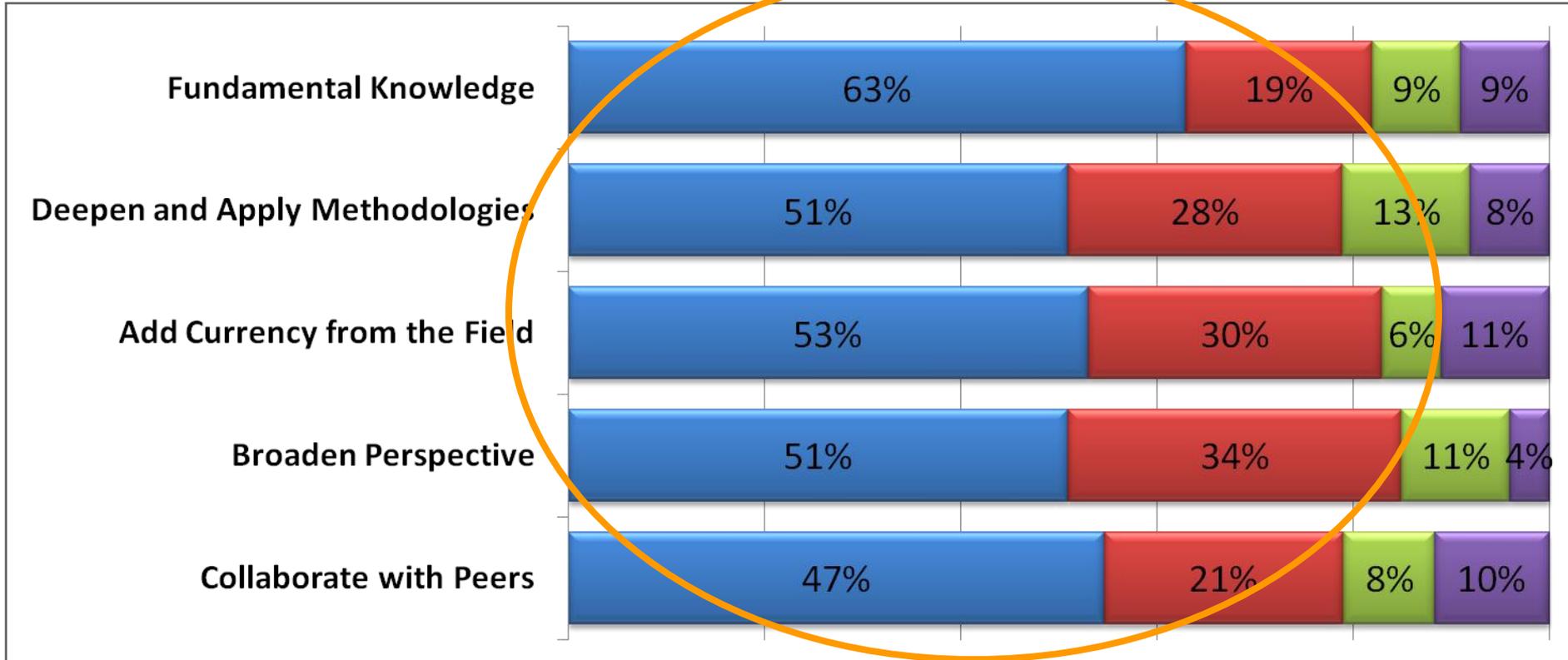
Uptake on electronic books has been smaller than in other countries....

The usage of Books in the Research Workflow



Source: Researcher responses to a global survey administered by S.M.S Research, 2009

Print or Electronic?



Source: Researcher responses to a global survey administered by S.M.S Research, 2009

Summary



- 1) Usage is increasing in double digit percentages
- 2) Cost per download go down
 - Electronic content makes (extra) content available on an excellent cost-benefit basis (packages)
- 3) Evidence that a correlation between article usage and article production does exist
- 4) Czech institutions are not yet making use of all content available:
 - backfiles
 - electronic books

Thank you!



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