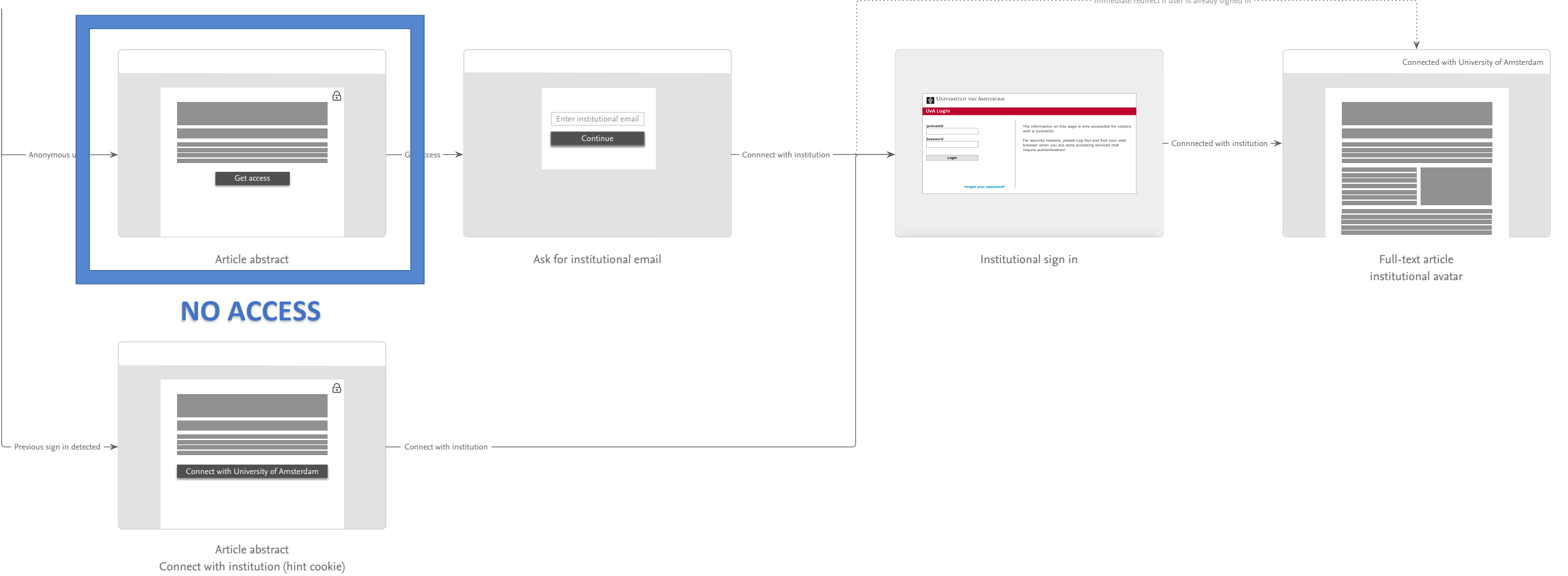


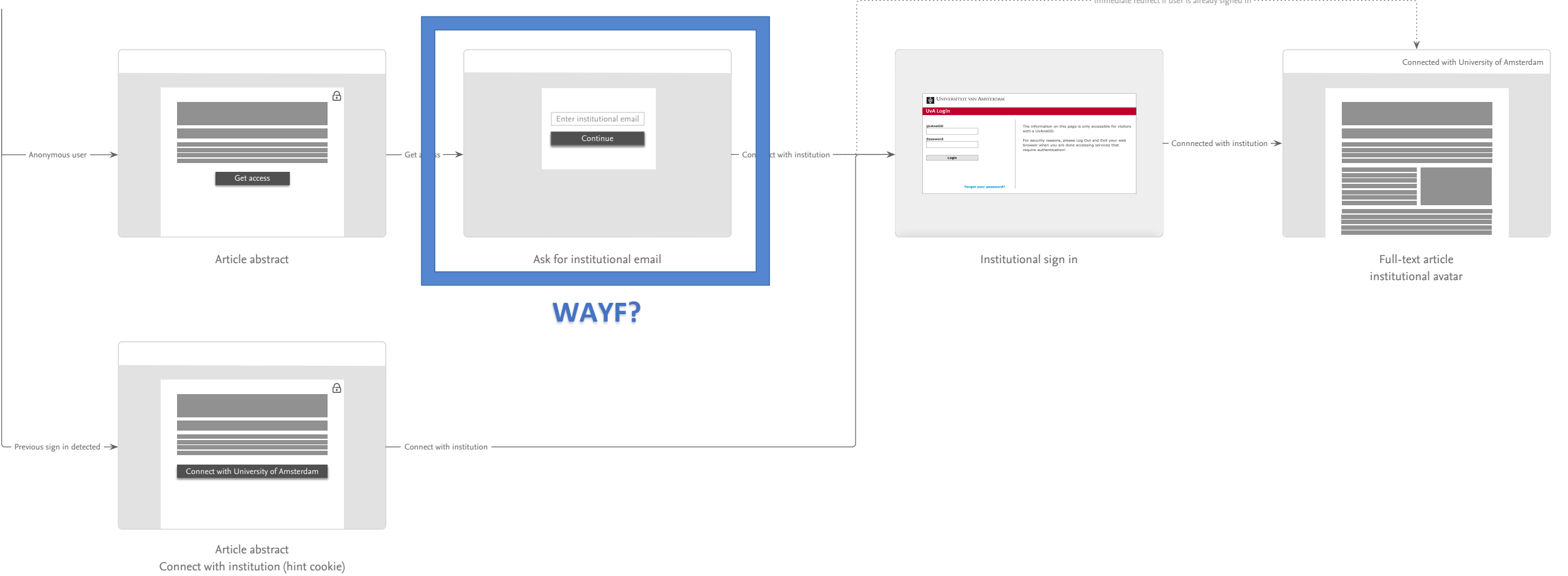
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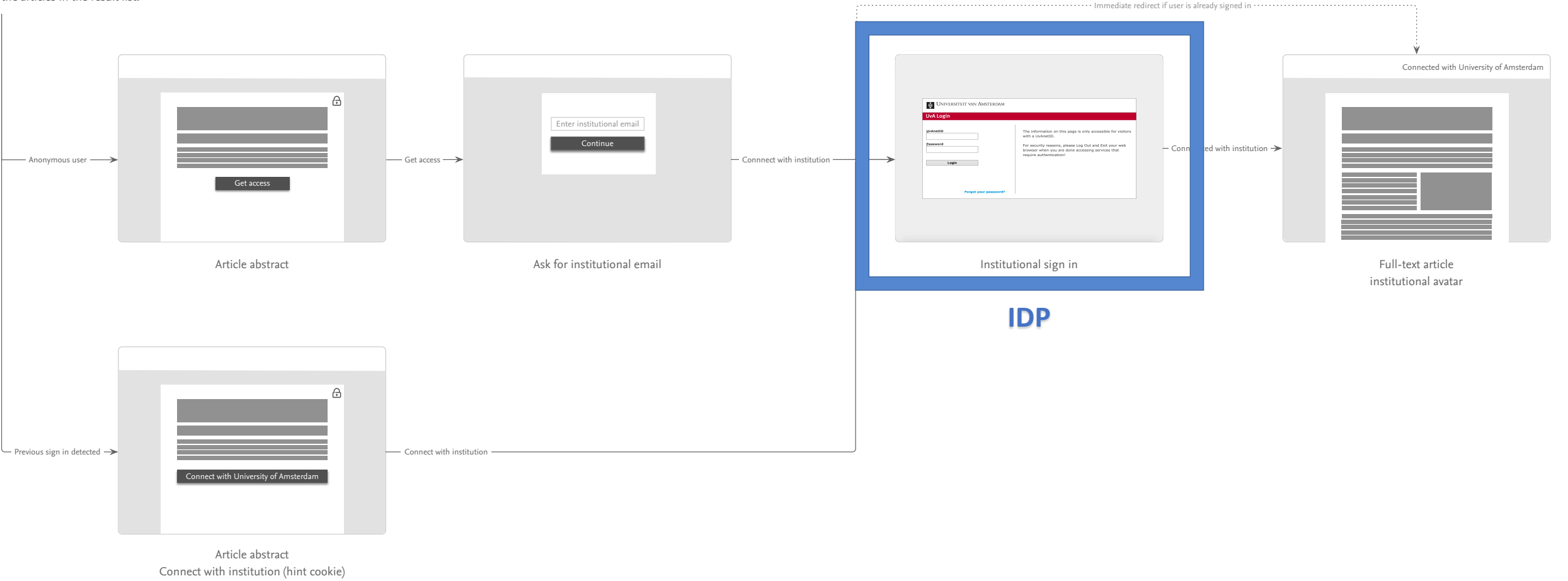
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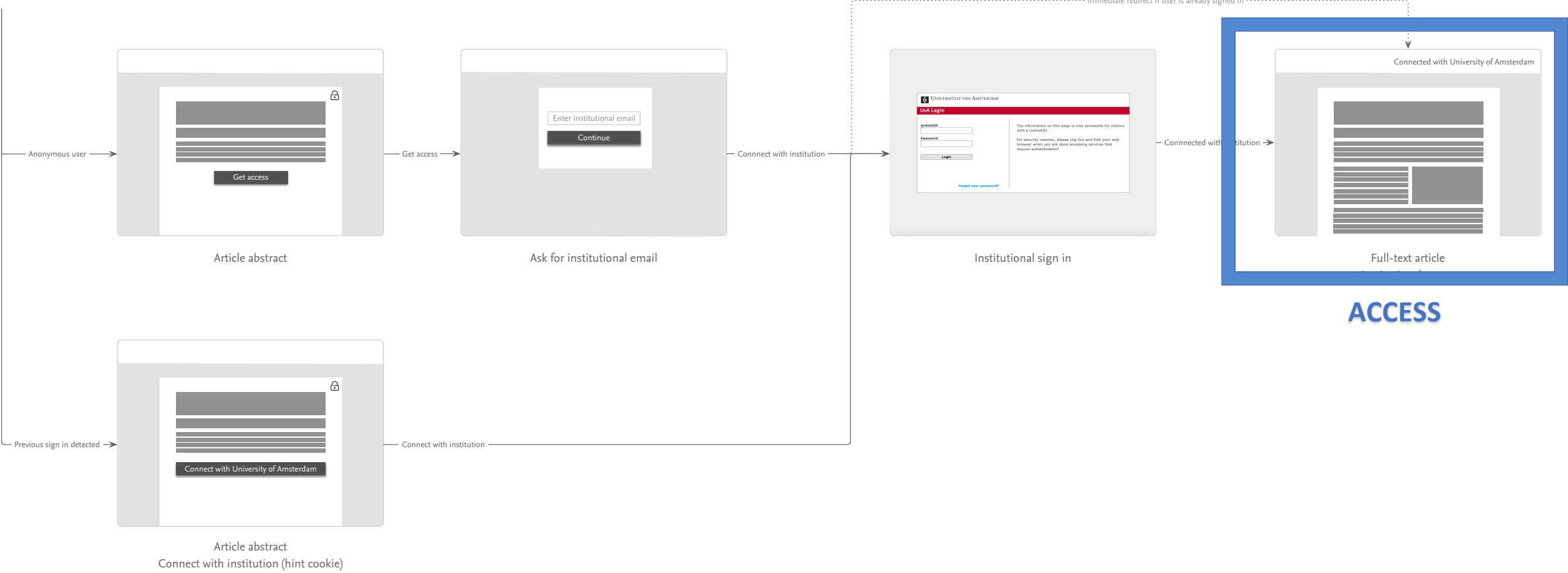
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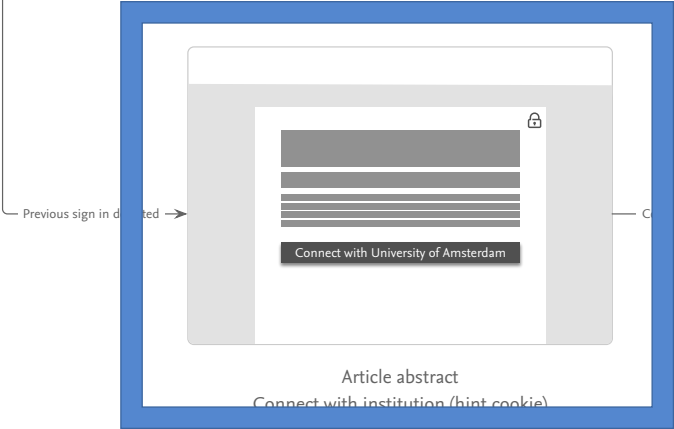
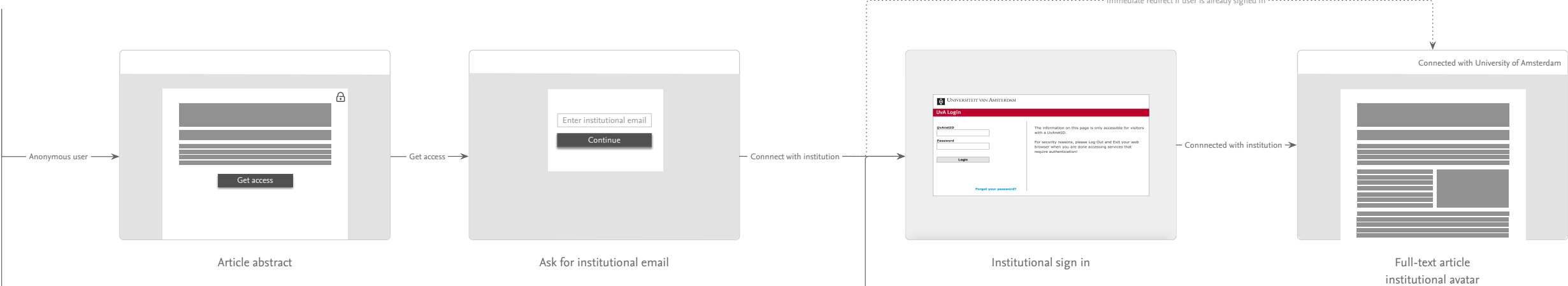
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User does an article search on Google Scholar and clicks on one of the articles in the result list.

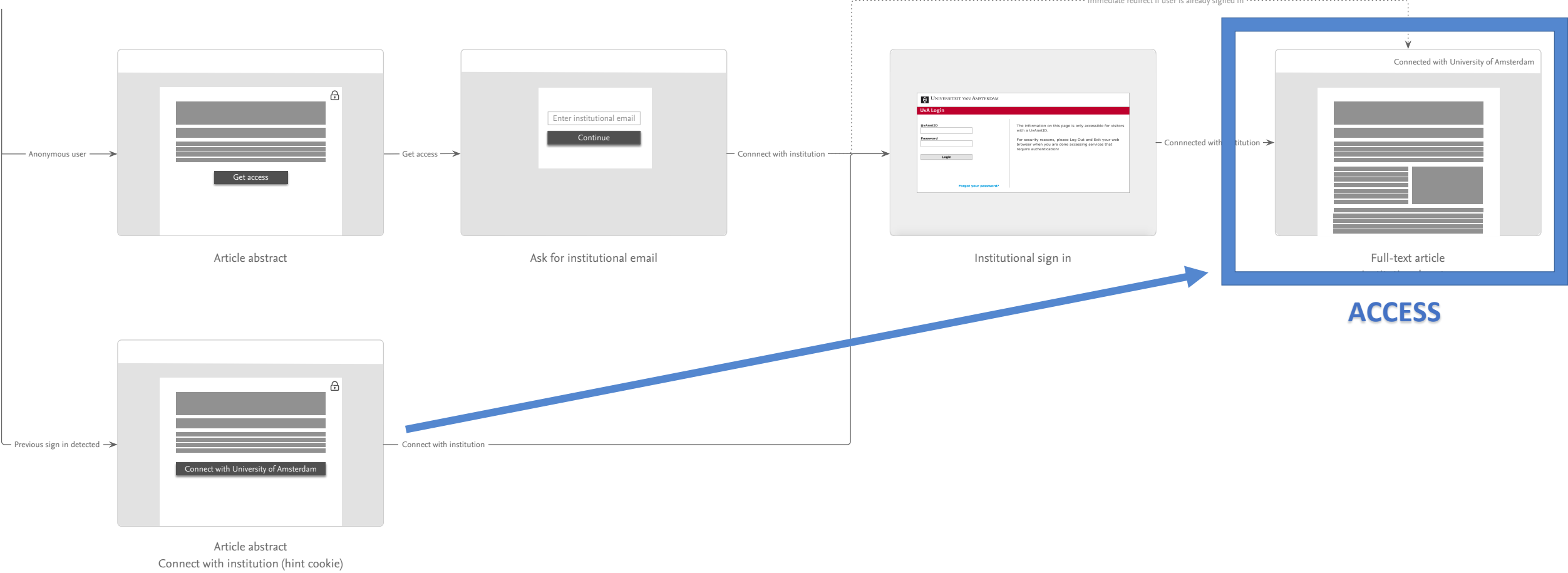


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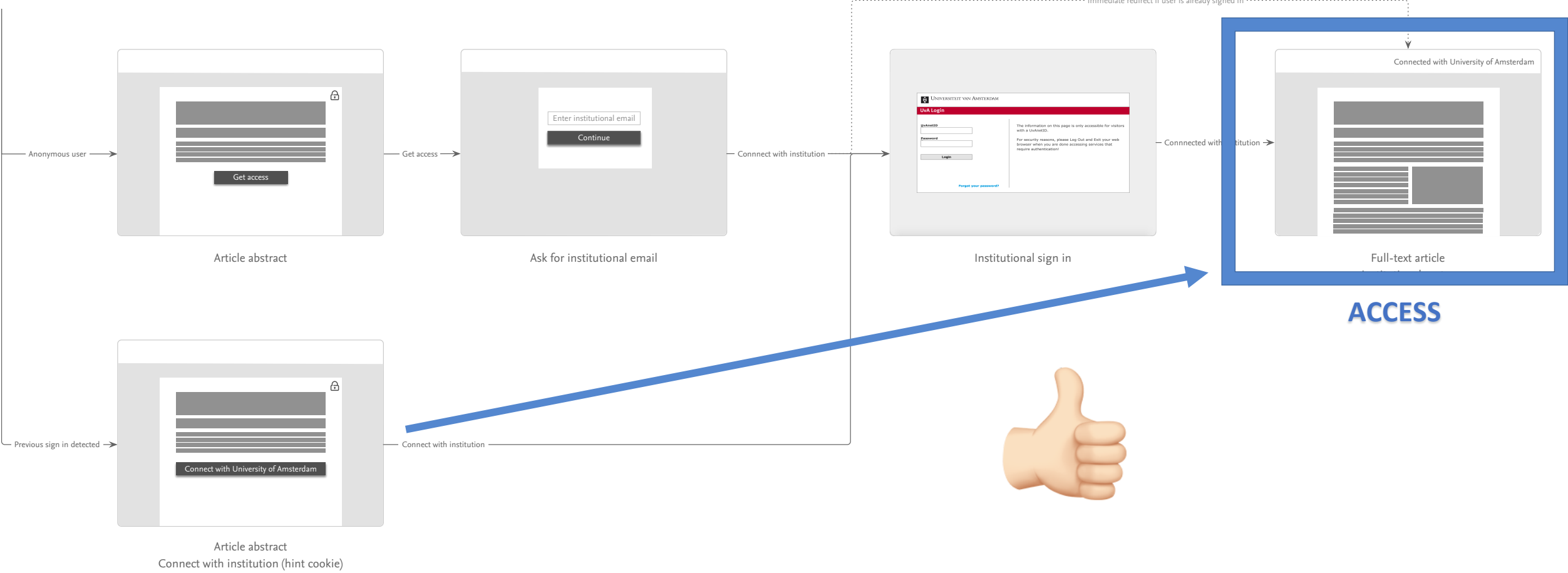


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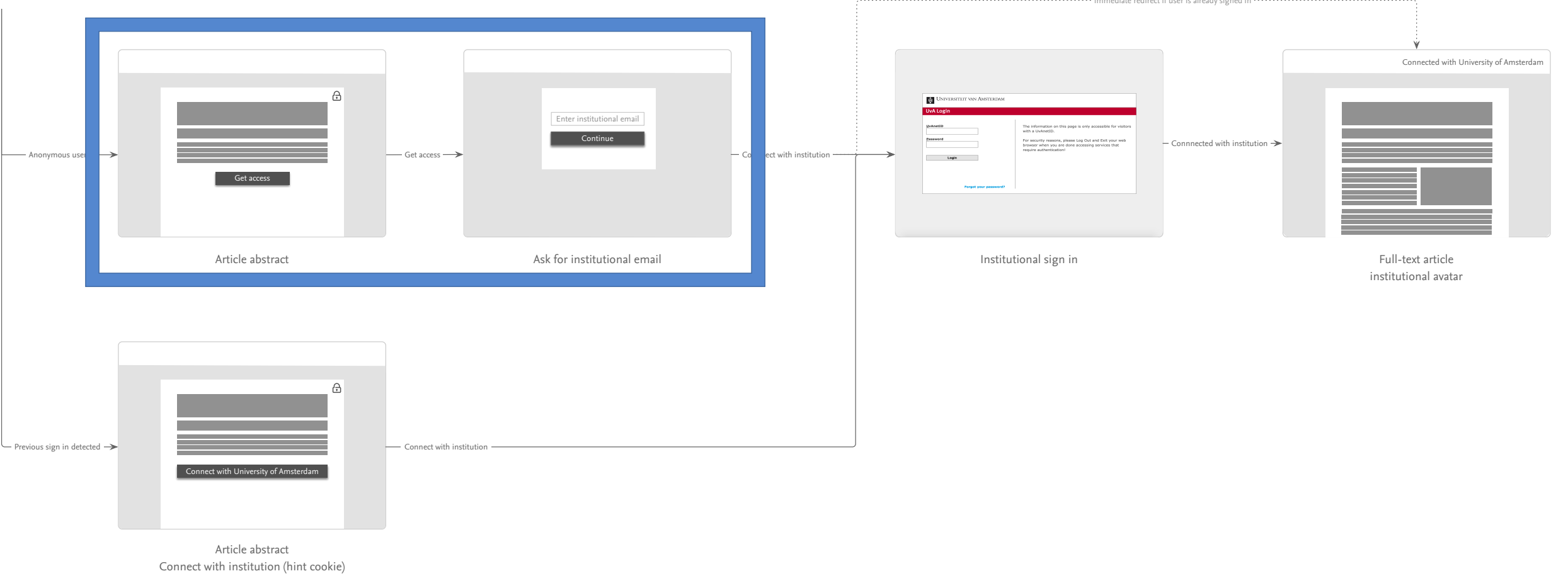
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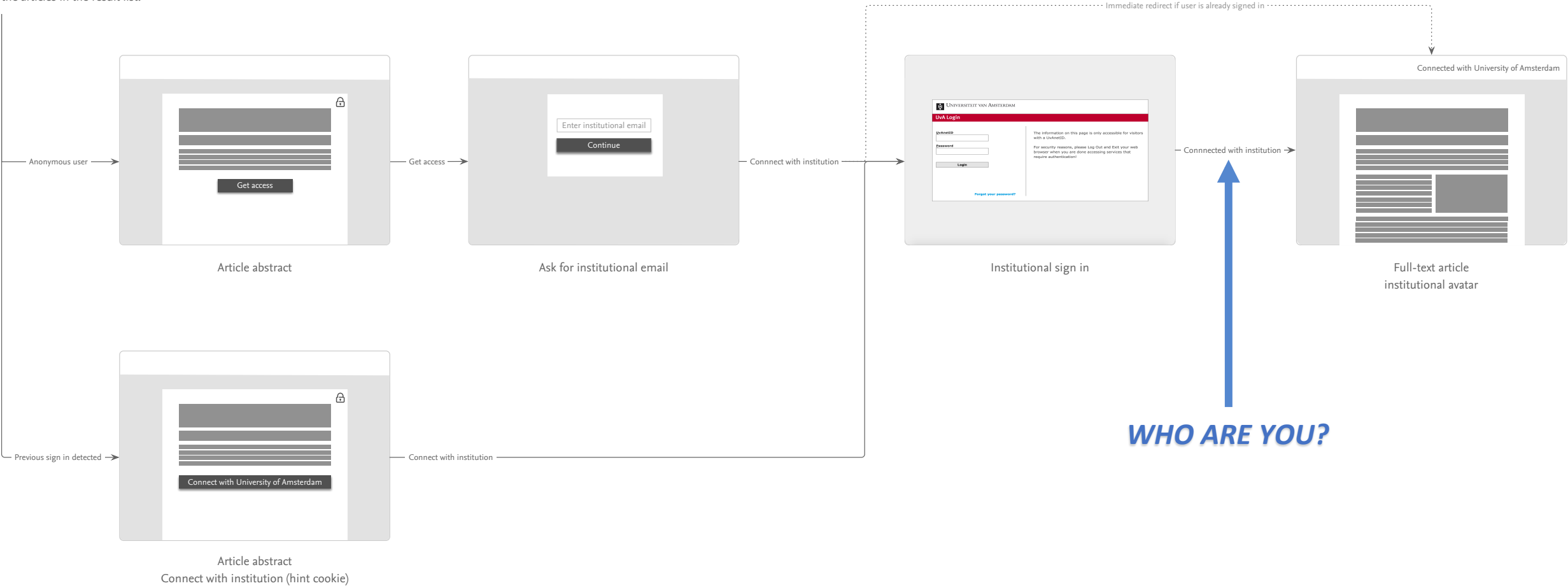
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User does an article search on Google Scholar and clicks on one of the articles in the result list.



User does an article search on Google Scholar and clicks on one of the articles in the result list.



An example...

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28 May 2016

Non-Triple Helical Form of Type IV Collagen $\alpha 1$ Chain

Hiroaki Sugiyama, Kazuhiro Tokunaka, Toshihiko Hayashi, Yasutata Imamura, Masayuki Yamato*

Abstract

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Introduction

Results

Discussion

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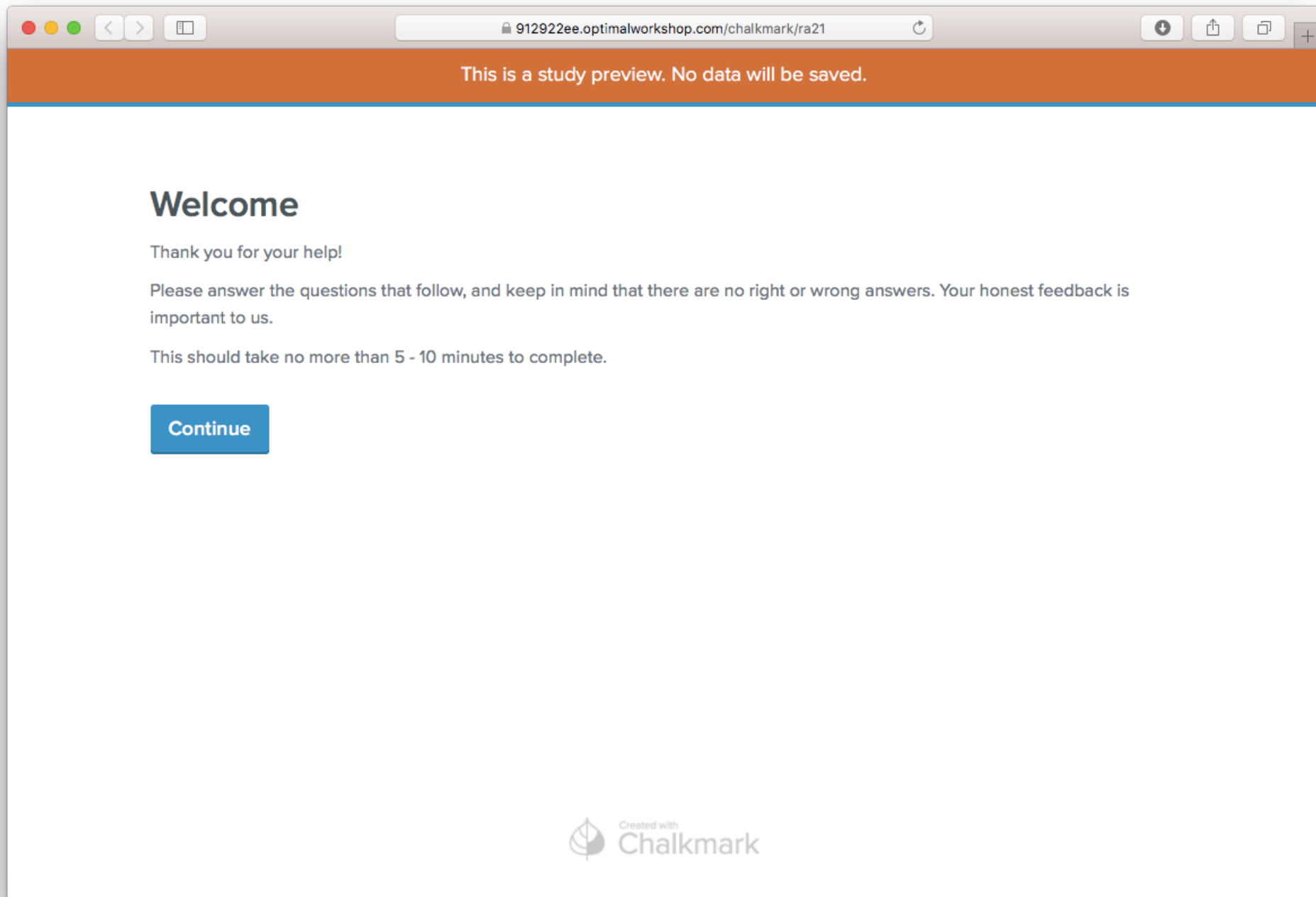
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Testing with real people...



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Welcome

Thank you for your help!

Please answer the questions that follow, and keep in mind that there are no right or wrong answers. Your honest feedback is important to us.

This should take no more than 5 - 10 minutes to complete.

Continue

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A quick question before we begin

How often do you download the full text of a journal article? *

☐

Never/Rarely

☐

At least once a year

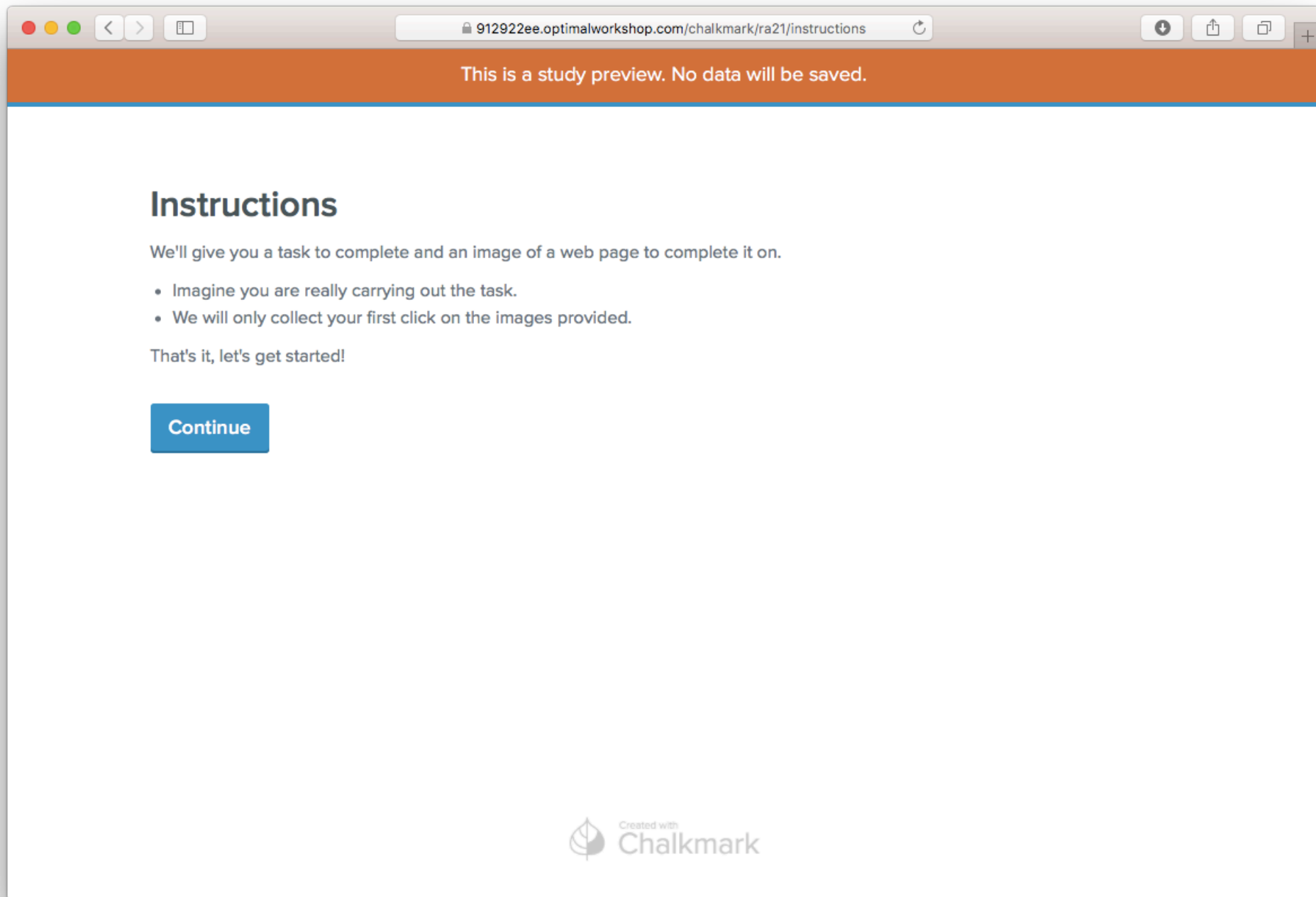
☐

At least once a month☐☐

Continue

** indicates required fields*

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Instructions

We'll give you a task to complete and an image of a web page to complete it on.

- Imagine you are really carrying out the task.
- We will only collect your first click on the images provided.

That's it, let's get started!

Continue

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Task 1 of 4

Imagine you want to get the full text for this article but you are not sure if your company subscribes to this journal. Where would you click to find out?

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Task 2 of 4

Next, you have the option to enter either your institutional email or institution name. Assume you typed in one of those options.
(Please click the Check Access button below to continue.)

Check access

Enter your institutional email or institution name

Check access

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Task 2 of 4

Next, you have the option to enter either your institutional email or institution name. Assume you typed in one of those options.
(Please click the Check Access button below to continue.)

Which method would you prefer for checking access? *

☐

Strongly Prefer
Using Institutional
Email

☐

Somewhat Prefer
Using Institutional
Email

☐

Neutral

☐

Somewhat Prefer
Using Institution
Name

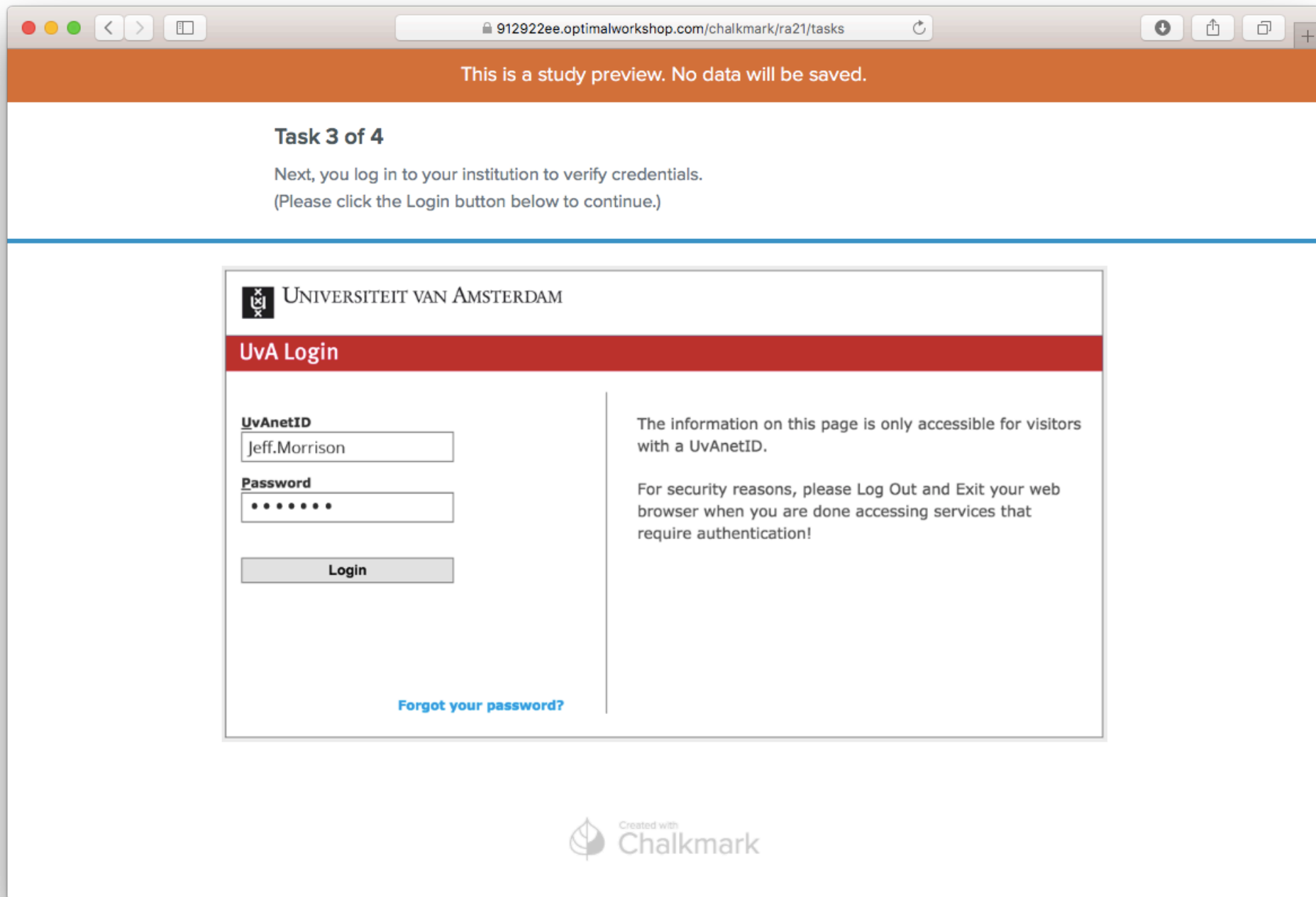
☐

Strongly Prefer
Using Institution
Name

Why?

Continue

* indicates required fields





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Task 4 of 4

Finally, you are returned to the publisher's page to download the full text.
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Do you have any thoughts or concerns about this process for getting access to the full text of an article?

If you could create an account with a publisher in order to go straight to the full text for future downloads, would you be willing to do that? *

☐

Definitely Would Not

☐

Possibly Would Not

☐

Neutral

☐

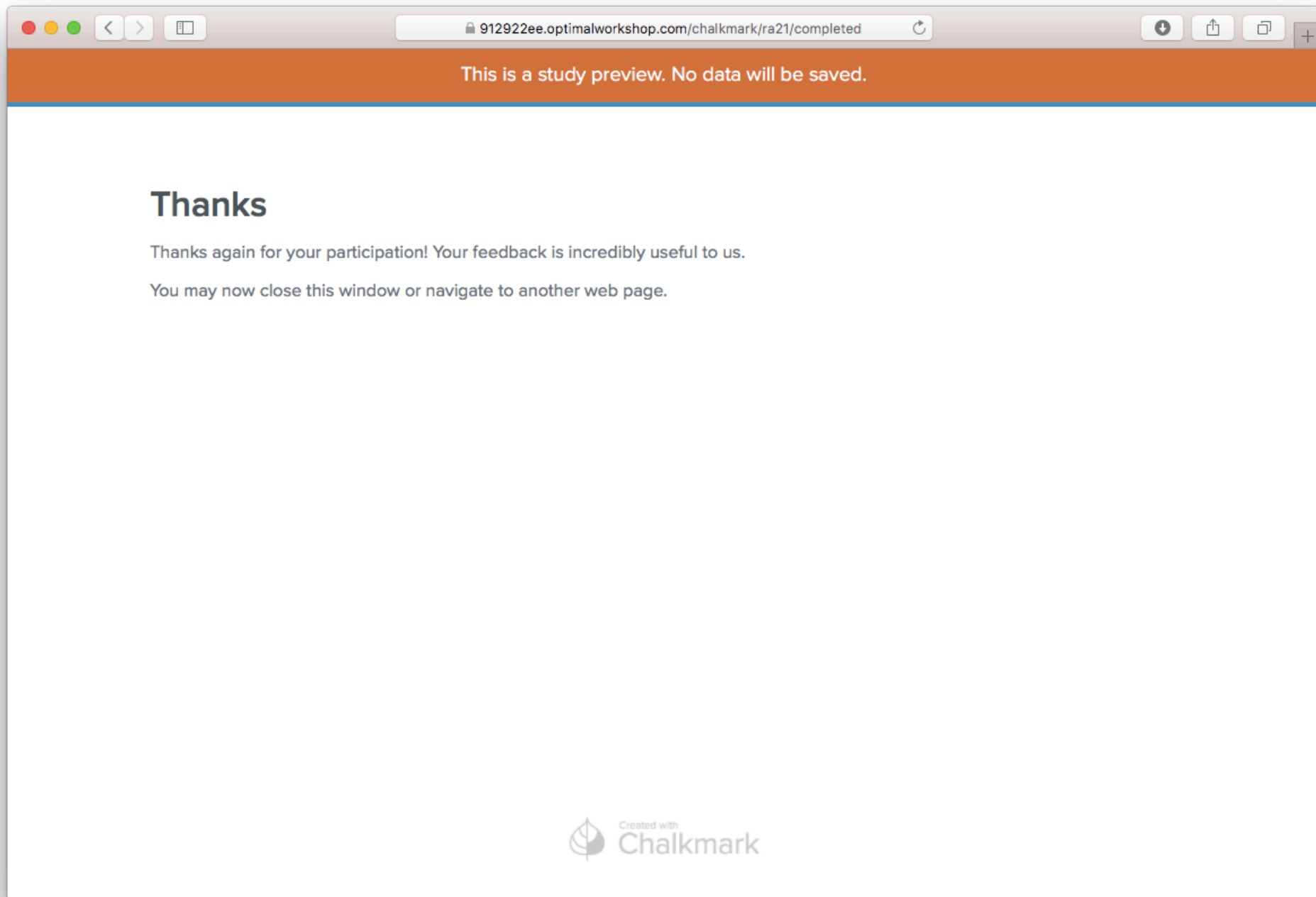
Possibly Would

☐

Definitely Would

What is your name? *

What is your company name? *



Thanks

Thanks again for your participation! Your feedback is incredibly useful to us.

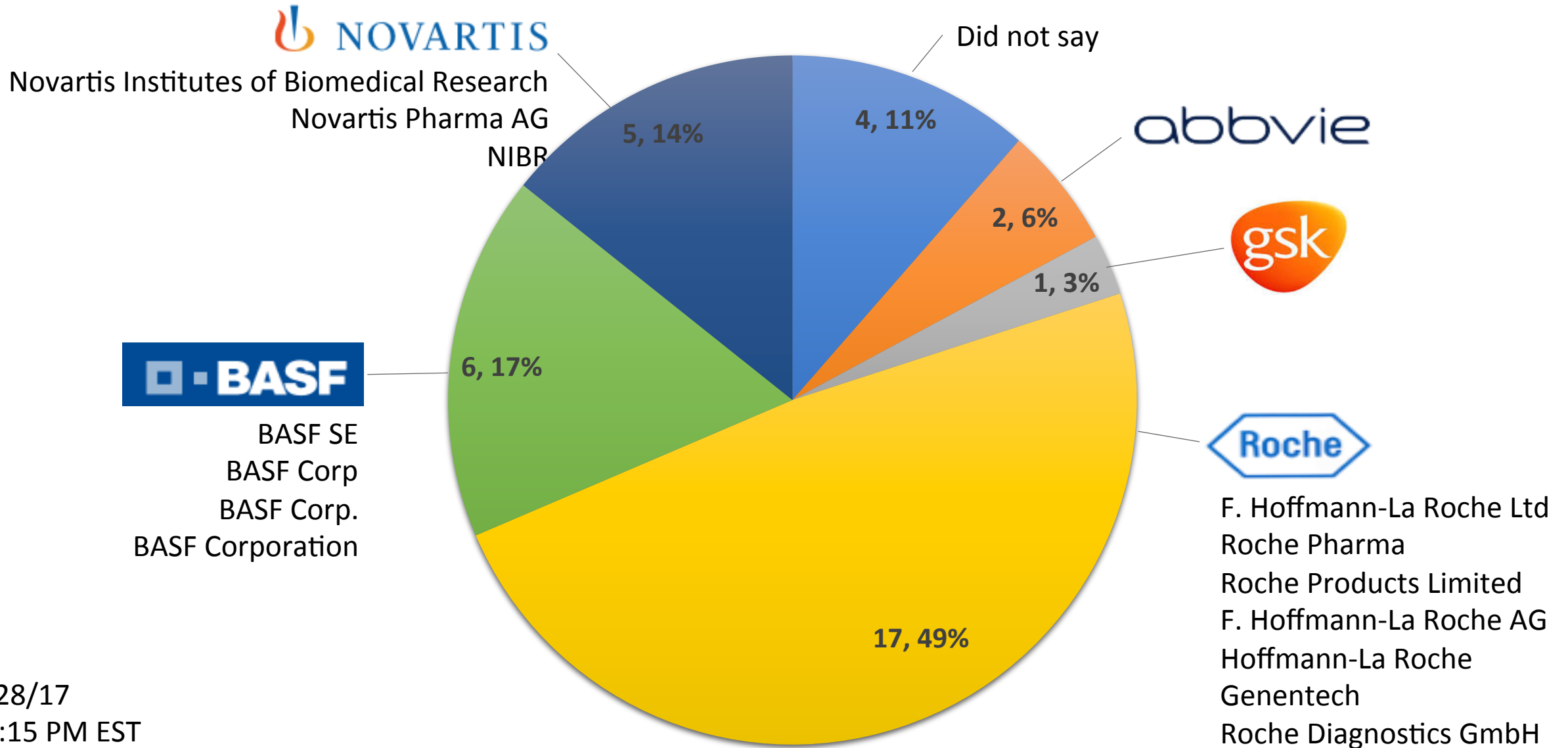
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- Implementation survey with member of the Pharma Documentation Ring

abbvie

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Participant Distribution



Implementation Survey Key Takeaways

General Access

- Viewed as an acceptable way to access publications
 - Assumption is that its not going to be overly repetitive (e.g., I don't want to authenticate 10x for one session)

Institution Email

- Privacy concerns around using email address that will need to be managed
 - Perceived individual information is collected

Institution Name

- Confusion around variety of names for institution
 - Which of the various names for my company should I use?

Registration

- Registration is more valuable for frequent users but might be seen as a privacy issue for some, and for those that don't access full text that often

Check access

Enter institutional email or Search institution

Check access

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Which method would you prefer for checking access? *



Strongly Prefer
Using Institutional
Email



Somewhat Prefer
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Neutral

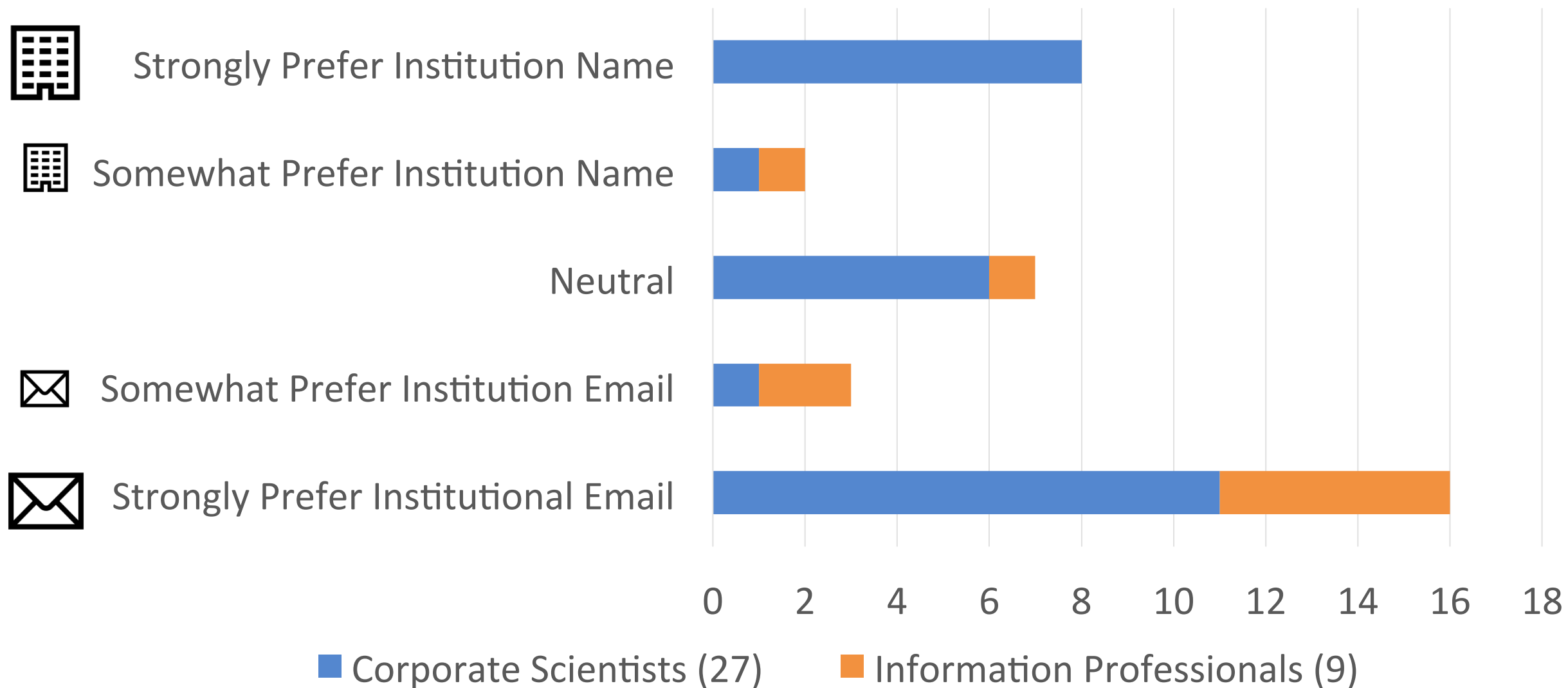


Somewhat Prefer
Using Institution
Name



Strongly Prefer
Using Institution
Name

Which method would you prefer for checking access?





Comments for Institutional Email

Users shared pros, cons and concerns of using institutional email.

Pros

- Consistent (8)
 - Email address is the same company-wide
 - Easy to remember
- More personal (3)
- Shorter (2)
- Unique (4)

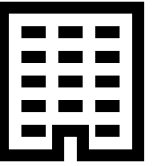
Cons

- Privacy and Confidentiality (5)
 - Problems with data privacy and protection
 - Metrics on individual level are possible
- Have to remember password (1)

Concerns

- How secure is it? (1)
 - Check with compliance departments

“An institutional eMail is from my point of view more easy to recognize and clearly defined. Other systems (e.g. Microsoft SharePoint etc. use the same to give access to the company portal).”



Comments for Institutional Name

Users shared the pros and cons of using institutional name.

Pros

- Simpler (2)
- Privacy (2)
 - More anonymous
- Shorter than email address (3)

“Using the Institution name allows you to stay more anonymous as individual user. User BASF1245 is not as easy to track back as name@basf.com combined with your profile from LinkedIn, Xing, conference reports, patent or literature publications might lead to confidentiality issues.”

Cons

- Various names representing the same institution* (10)
 - Vary by affiliate
 - Different legal names in different countries
 - Not standardized
- Hard to remember (2)
 - Changes frequently
 - Not well-defined

“I would Not use the Institution Name. What is it? F. Hoffmann-La Roche AG / F. Hoffmann-La Roche Ltd /Genentech/ Roche Diagnostics... Would all these names be recognized?”

*See slide 2 for various names representing the participants

Comments about the process

Users shared pros, cons and concerns about this process for getting access to the full text of an article.

Pros

- Increased security (1)
 - Good way to increase security without burdening users
- Easy and quick (2)
- Off network access (2)
 - Log in is great for field-based colleagues, who often are not on the institution network
 - Reduce inquiries about remote access

Cons

- Cumbersome (10)
 - Time consuming
 - Too many steps
 - No improvement compared to current process
- Repetitive (5)
 - Going through the whole process/login for each article when there are 10 articles of interest [with different publishers] at the same time

Concerns

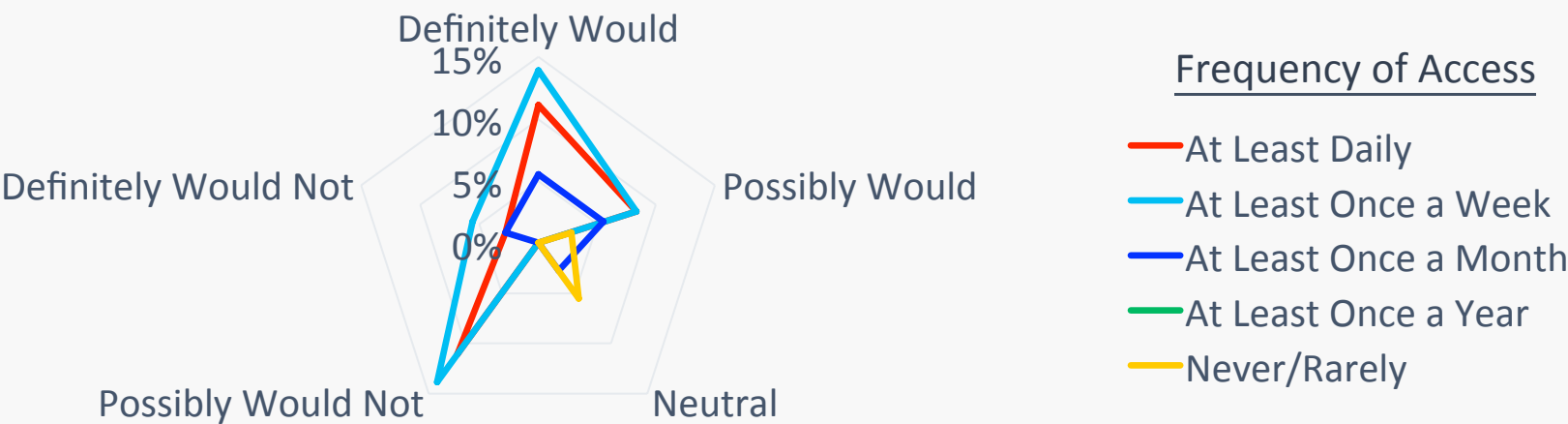
- Data privacy (2)
 - publisher and Roche will possibly be able to evaluate user habits in individual base
- Access restriction (2)
 - Should work on any web browser and auto-fill during subsequent access.
 - Will this work when I am using my personal (non-institution) tablet/device?
- Additional password/registration on the provider's website required (3)
- Inconsistent experience if not all publishers change to this method (1)

If you could create an account with a publisher in order to go straight to full text for future downloads, would you be willing to do that?

41% of frequent users would create an account (register) with a publisher while **34%** would not.

9% of users that rarely access full text are either neutral or possibly would register with a publisher.

	Frequency of Access				
	At Least Daily	At Least Once a Week	At Least Once a Month	At Least Once a Year	Never/Rarely
Definitely Would	4, 11%	5, 14%	2, 6%	0, 0%	0, 0%
Possibly Would	3, 8%	3, 8%	2, 6%	0, 0%	1, 3%
Neutral	0, 0%	0, 0%	1, 3%	0, 0%	2, 6%
Possibly Would Not	4, 11%	5, 14%	0, 0%	0, 0%	0, 0%
Definitely Would Not	1, 3%	2, 6%	1, 3%	0, 0%	0, 0%



Comments about Registration

Users shared pros, cons and concerns for creating an account with a publisher.

Pros

- Speeds up access (3)
 - Seamless workflow
 - Simplify workflow
- Convenient (1)
- Great for high usage users (1)

Cons

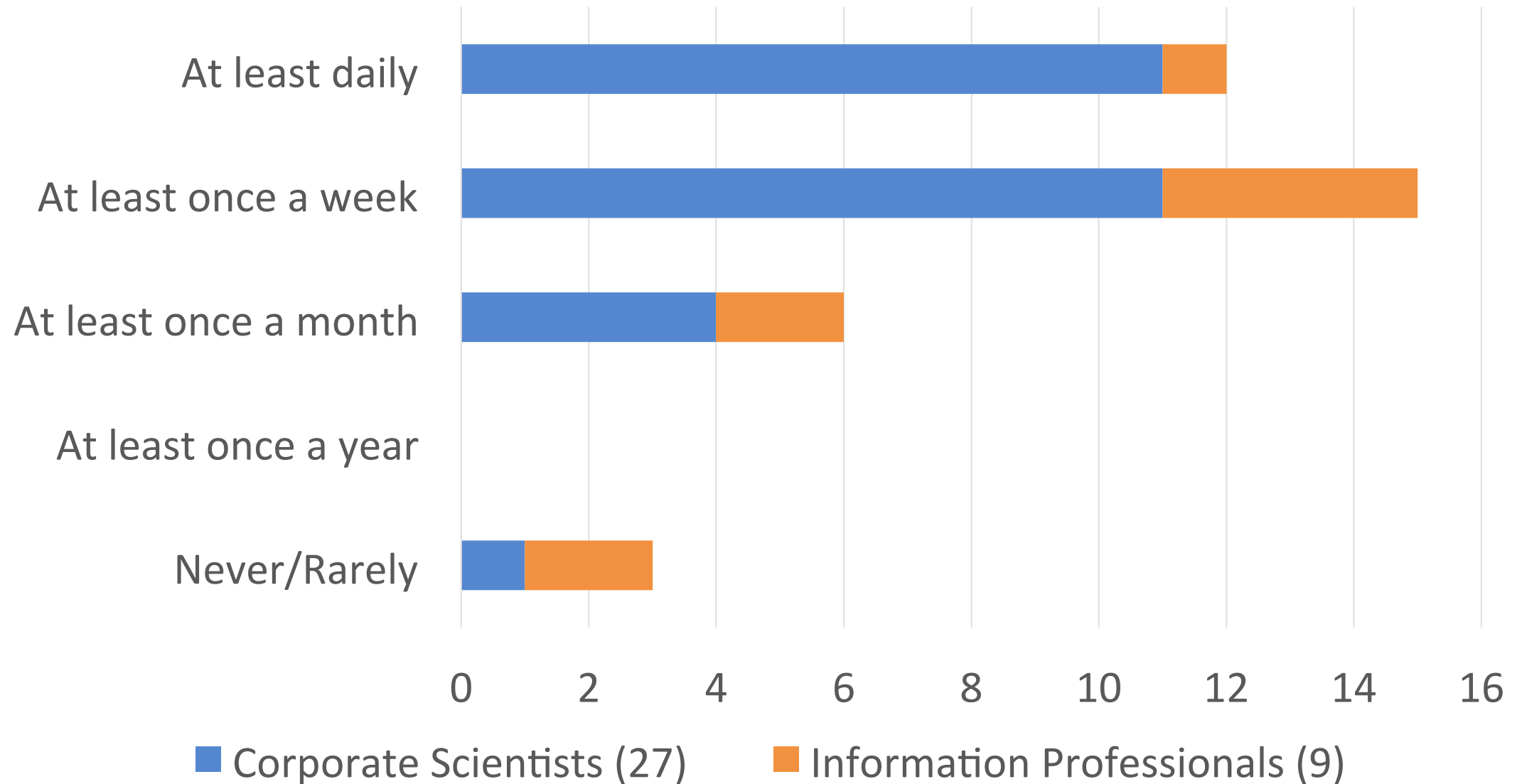
- Cumbersome to manage passwords (4)
- Spam from publishers (4)
 - receive more irrelevant information/advertisement/publications

Concerns

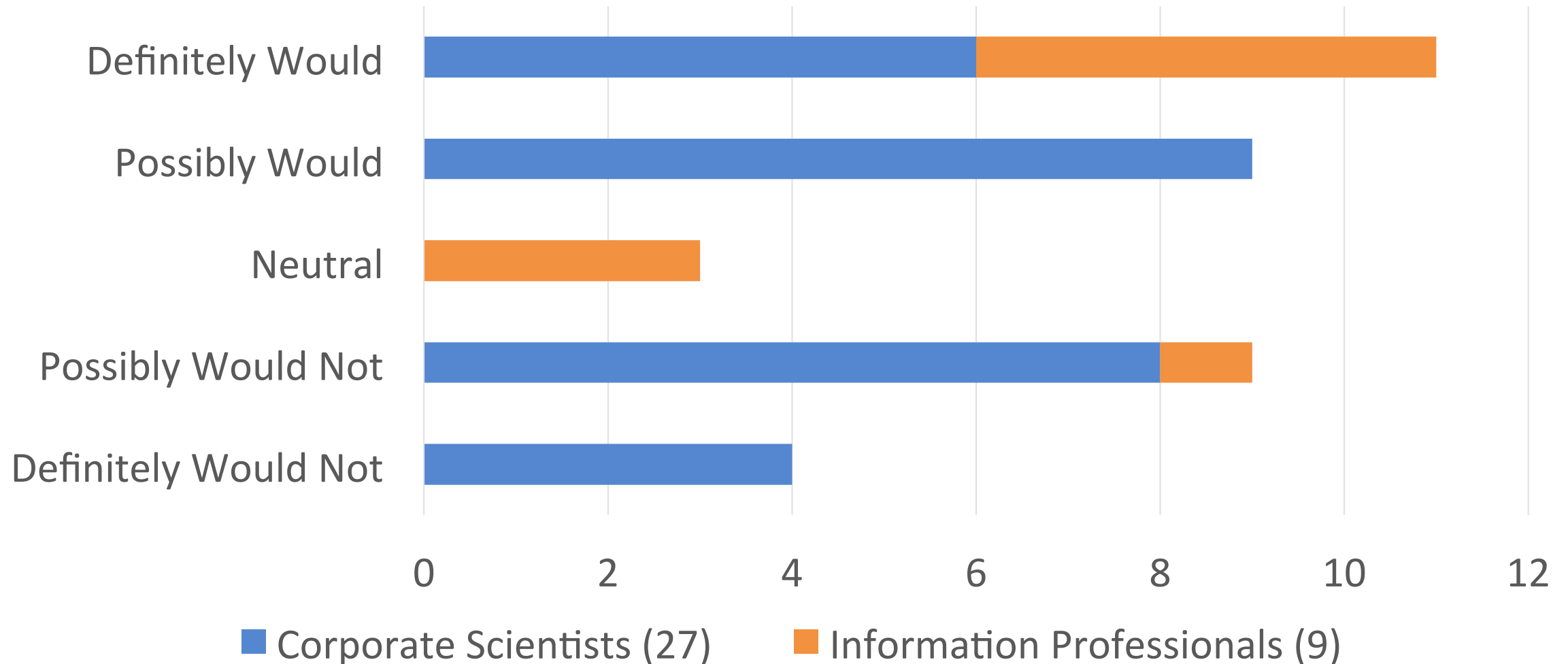
- How many publishers would I need to register/ establish a login process? (3)
 - Tedious to set up
- Confidentiality (3)
 - Directly linked to individuals
 - Personal data for public use
- Security (2)
 - Give information away to too many publishers
- Yet another username/password (3)

End

How often do you download the full text of a journal article?



If you could create an account with a publisher in order to go straight to full text for future downloads, would you be willing to do that?



What's next?

- More prototyping and testing
 - Unify and refine experiences to address both corporate and academic users and use cases
 - User studies with interactive prototypes as part of (leveraging academic pilot)
- Focus groups
 - Discuss findings and evolution of designs with small librarian focus groups
- Best practices
 - Draft best practice recommendations
 - Review with libraries participating in the pilot

Discuss...

Thank you