



## **PRESS RELEASE: January 15<sup>th</sup> 2018**

### **Renew Publishing Consultants announce supporter list for “*How Readers Discover Content in Scholarly Publications, 2018*”.**

Renew Publishing Consultants are delighted to announce that 13 organisations have agreed to support their latest research identifying how readers across the world discover academic content. This will be the 5th large-scale research project Tracy Gardner and Simon Inger have carried out on this topic since 2004. The 2015 research focussed on journal and book content discovery, with more than 40,000 respondents, and was supported by leading academic publishers, societies, and intermediaries. The latest research will take on the very contentious issue of measuring perceptions of Sci-Hub and ResearchGate in discovery and delivery, and will also ask about how readers discover academic video content.

Supporters of the research are:

- American Institute of Aeronautics and Astronautics (AIAA)
- American Psychological Association
- Annual Reviews
- Cambridge University Press
- OECD
- Public Library of Science (PLOS)
- Royal Society of Chemistry
- SAGE Publishing
- The Company of Biologists
- The Institution of Engineering and Technology (IET)
- The JAMA Network/American Medical Association (AMA)
- TrendMD
- Wiley

Tracy Gardner said “We are delighted there has been such a lot of interest in our research. We have welcomed back a number of publishers who supported our previous work but are also looking forward to working with publishers who haven’t been involved before. We would not be able to carry out this work without their support.”

Simon Inger said “Discovery is still one of the major issues facing the research community. Key to overcoming some of the challenges we face is understanding in detail how readers discover academic content. This research aims to plug some of the gaps in our knowledge and we look forward to publishing our work later on in the year.”

The research report and the research data will be made freely available to the community. There is still time to get involved if you would like to take part. The 2015 report can be found [here](#).

## About Renew Publishing Consultants

We provide strategic consultancy to organisations involved in scholarly communications: publishers large and small, societies, intermediaries, and libraries. Our work helps our clients understand the fast-changing landscape of our industry, and helps them articulate, plan and deliver their vision for the future. Between us we provide unrivalled and completely independent comprehensive knowledge of the entire publishing process, from author and funder right the way through to the reader.

## About “How Readers Discover Content 2015”

Over 40,000 researchers, students, teachers, lecturers, professors, journalists, managers, clinicians, medics, librarians, government officials, and engineers, working across all sectors and in all regions responded to the survey in 2015.

The 2015 report is published under a CC-BY NC licence and can be downloaded from [here](#).

The 2015 research concluded the following:

- More than half of all journal content delivery appears to be from free incarnations of articles. PubMedCentral is popular in the medical sector and SRNs appear to be a significant source of free articles in lower income countries.
- A&Is are in decline, but remain the most important starting point for search.
- Academic researchers in high income countries rate library discovery as highly as A&Is, and rate academic search engines as the most important discovery resource when searching
- Online book discovery varies significantly by sector.
- Publisher web sites have become more popular as a search resource.
- Google Scholar is used more than Google in the academia, but less than Google in all other sectors.
- Access to scholarly content by mobile phone accounts for only about 10% of use.

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