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NATIONAL REPRESENTATIVE SURVEY AMONG STUDENTS AND PROFESSORS

FEBRUARY 2014









Realized by:	Alpha Research
Developed for:	NALIS Foundation
Period of the study:	February 8 th – 27 th
Methodology	Quantitative study
Target group	✓ Students at Universities
	 Professors and researchers at Universities and the Bulgarian academy of sciences
Sample size	 ✓ N= 600 students ✓ N= 400 professors and research workers ✓ Scope – 15 Largest Universities (cover 2/3 of all students)
Sampling methodology	Stratified by academic units with quota based on the structure of the target groups
Method of interview	Combined methodology: • Face-to-face interviews • CAWI
Main research topics	 Academic research practices Awareness and Usage of NALIS Advantages and disadvantages of NALIS in comparison to other academic research engines

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TARGET GROUPS' STRUCTURE



BULGARIAN ACADEMIC FACILITIES

 \checkmark 37 state universities ✓ 14 private universities ✓ Bulgarian Academy of Sciences



≈ 262 000 STUDENTS 2% Ph.D. 98% Bachelor and Master



≈ 19 000 PROFESSORS 15% professors; 35% associate professors; 50% assistants; ≈ 3 200 RESEARCHERS

at Bulgarian Academy of Sciences



ACADEMIC SOCIETY ≈ 284 200





The analysis of the reading practices of the Bulgarian academic society shows that **students are a lot less active than professors and researchers** when it comes to frequency of reading for academic purposes. For example, 82% of Bulgarian professors and researchers read paper books, 73% read online materials, 70% read journals at least once a week, while among students the readers of paper books, online materials and journals with the same frequency are respectively: 51%, 45% and 26%.

✓ Professors/researchers and students in the field of medical studies are the most active readers of all kinds of materials for work/educational purposes. For example, 66% of them state they read paper books every day or almost every day.

While professors and researchers most commonly provide themselves with literature by using free e-editions (41%) and less frequently by visiting a library (34%), students, on the contrary, most often get the needed materials at the library (34%) and much more rarely through free e-editions (25%). Both professors/researchers and students rather rarely buy the necessary books (19%) by themselves. Thus, borrowing literature from a colleague/professor is a common practice (1/5 of the students).

- ✓ It is worth noting that NALIS users are a lot more active readers in comparative perspective 78% read paper books, 68% - online materials and 64% - journals, related to their work/education at least once a week.
- ✓ NALIS users are also more prone to use libraries to provide themselves with literature for work/educational purposes 43% compared to 34% in the total sample.
- ✓ Half of the professors/researchers and students in the field of medical sciences buy the books they need for work/educational purposes due to the fact that such literature is harder to be found at libraries or for free.



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READING PRACTICES





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LITERATURE PROVISION









LIBRARY USAGE



The majority of 4/5 of the academic society visits libraries. The most preferred ones are the closest and most convenient ones – 78% state they visit the library of their university/institute. The local/city library is the second most preferred option among the academic body – every 4th professor/researcher/student visits the local/city library. One in 10 visits other universities/institutes' libraries.

- ✓ The usage of libraries is quite similar among targeted groups professors/researcher/students, with the sole exception that the former are a lot more active when it comes to visiting other universities' libraries (24% compared to 9% among the students).
- The usage of the own university library is most common among students in their last year of BA education (84%) and among professors /as an academic title/(82%).
- ✓ As a whole, NALIS users are a lot more active regarding library usage 86% visit their university/institute's library, 44% visit the local/city library and 41% visit other universities' libraries.





The members of the academic society visit libraries with different frequency depending on the type of the library. The more visited the library is as a whole, the more frequently its users attend it. For example, the majority of those who visit their university library (79%) do it at least once a month or more often; 63% of the users of their city/local library visit it at least once a month or more often; and 54% of the users of other universities' libraries attend them with the same frequency.

- Professors/researchers who use their own university/institute's library, visit it more frequently than students. The vise versa is also true – students who attend the local library visit it a bit more frequently than professors. Those peculiarities might be influenced by the more online oriented research practices of the professors/researchers and the fact that students still search mostly specific, recommended literature.
- ✓ NALIS users, who use their academic libraries, are among the most frequent visitors 65% visit their libraries at least once a week or more often (compared to 39% for the total sample).

Generally, the **academic society is satisfied with the libraries** they use in terms of finding the bibliographic materials needed. 90% of the users of their own university/institute's library state that they usually/rather find what they are looking for (the shares indicating general satisfaction from finding materials among the users of local and other universities' libraries are respectively 84% and 79%).

- ✓ Students are a bit more satisfied than professors and researchers in terms of the library fund in their own university library (91%:83%). Such a conclusion is explainable by the fact that students are often directed by their professors to specific materials that are available at their academic libraries. The professors themselves often search additional (often foreign or not very common) literature that sometimes isn't provided at their university library.
- ✓ NALIS users are a lot more pleased with the extent at which they find the needed literature while using their academic library 65% express **maximum** satisfaction stating that they **usually** find what they are looking for (48% in the total sample).







FREQUENCY OF VISITS AND SEARCH SUCCESS/1









FREQUENCY OF VISITS AND SEARCH SUCCESS/2



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FREQUENCY OF VISITS AND SEARCH SUCCESS/3









FREQUENCY OF VISITS AND SEARCH SUCCESS /4





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It is a common practice for the users of their own academic libraries to use online resources to search literature that is not available in the university/institute facility (76% state that they look for such materials online). Given the level of usage of other libraries, the search of unavailable literature in the city/local library (21%) and in other universities/institutes' libraries (13%) is a lot less common experience. One in every 11 members of the academic body does not search elsewhere for the materials that were missing at their university library.

- ✓ When it comes to providing literature that is not available at the library of their university/institute professors and researcher turn to other academic facilities quite more often than students (32%:10%). That difference is clearly bounded with the fact that professors/researcher are more common users of other university libraries than students.
- ✓ All NALIS users implement alternative strategies to search for literature they haven't found at their university library. In such cases they also use online search (74%), but also actively target other university libraries (52%), as well as city ones (29%).







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Checking in online search engines (71%) and personal consultations by a colleague (68%) or library staff (57%) are the most common ways to find books and other bibliographic materials.

- Checking in online catalogues (of libraries or other online integrated catalogues) is not that common as a practice as the search done through search engines or personal consultations. Still, 1 in 5 members of the academic society uses the online catalogues of their university library to find books. This practice is more widespread among PhD students and university professors (39% and 30% respectively).
- BA students in their last year of education are very much online oriented as they are most actively using online search engines to find books (80%). This circumstance is a good prerequisite for targeting NALIS catalogue's concept and resources.

1/3 of the academic society does not have any difficulties searching for information about books and other bibliographic materials. Still, 64% face some issues in the process mostly concerning the lack of recently published titles (40%). Almost 1/4 of the academic society has difficulties finding the demanded book or journal in Bulgarian libraries and another 1/5 report the lack of integrated online catalog, combining those of Bulgarian libraries.

The lack of integrated online catalogue is being indicated as a problem by 1/3 of the Bulgarian professors and researchers. Although these groups are more aware about and use NALIS, there is still a large share among them who indicate the **need of such platform**, **but cannot recognize an existing one**.

Being the most preferred search engine for academic needs, Google clearly outbids competition (91%). Yet, Science Direct, Web of Knowledge and Scopus are the most preferred specialized search engines (respectively 10%, 5% and 4%).

It is worth noting that two of them are integrated in NALIS. Yet, Science Direct is more popular among students and professors than the integrated engine itself.

- ✓ The users of the three main specialized engines are from three to eight times more among professors/researchers 33% of that group uses Science Direct, 33% Scopus, 21% Web of knowledge. Given the fact that NALIS offers search opportunities in Scopus and Science Direct, it has high potential of expanding its share of users among Bulgarian professors and researchers.
- ✓ NALIS users are also actively using Science Direct (28%), but a bit less Web of knowledge (13%) and Scopus (9%).



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SEARCH PRACTICES









DIFFICULTIES WHILE SEARCHING









USAGE OF SEARCH ENGINES









Almost 1/5 of all Bulgarian professors/researchers and students claim that they have heard about the NALIS catalogue. The awareness, however, differs among the two main groups. Compared to students times more professors/researchers have heard about the system (47% of the three professors/researches and 16% of the students are aware of the existence of NALIS).

Half of those who have heard about NALIS have found out about its existence by the internet. 27% got the information by professors at the university, another 27% - by the library staff. The latter has served as a powerful information channel among professors and researcher, 38% of whom have become acquainted about NALIS by the library staff (compared to 24% for the student body). Значи ли, че библиотекарите не си комуникират достатъчно активно със студентите?

6% of Bulgarian professors/researchers and students have ever used the NALIS catalogue, which amounts to approximately 17 500 people. The share of users among professors/researchers is 4 times higher than the share of users among students (20%:5%). Still, as students represent 92% of the academic society, student user outnumber professor users in absolute values (13 000 : 4 500).

- ✓ The profile of NALIS users consists of 74% students, 22% professors and 4% researchers. The share of the PhD students is high - 7% (compared to 2% for the student body in general). This means they Ph. D. students more engaged in using the system than BA and MA students.
- ✓ NALIS users are mostly professors/researchers and students in social sciences (71%) and natural sciences (22%).

The majority of those who have heard about NALIS, but have not used it, state they would use such **product (87%).** Some of the reason for those not willing to use a catalogue like NALIS concern the lack of practice of using online catalogues (4%) or the lack of practice of using libraries (1%) in general.



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ARCH



AWARENESS AND USAGE OF NALIS



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AWARENESS ABOUT NALIS



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USAGE OF NALIS







The majority of the Bulgarian academic society uses NALIS with rather low frequency. Student users visit it more frequently than professors and researchers (36% of students use it once a month or more often, compared to 19% among the professors/researchers). The differences regarding usage frequency are bound with the circumstance that professors/researcher are several times more actively using other specialized searched engines like Scopus, Science Direct and Web of knowledge than students.

The **most popular** function of NALIS is the opportunity to check in which library a specific publication could be found – **56%** of the academic society uses the system with this purpose. Checking whether a certain publication is available at their university library is also a very common practice when searching by NALIS for half of the professors/researches and students. The third most used option is searching in databases (28%).

One of the functions, provided by NALIS, is still quite rarely used, especially among students – a mere 4% of the students and 9% of the professors and researcher use the system to look for photographs, archives and other options online.

The search practices of NALIS users **include all search options**, provided by the system. 57% usually search "by authors", 48% - "by keywords", 38% write down the whole title of the publication and 35% search "by topics/subjects".

✓ The purpose of use and type of search among students and professors/researcher differ given the altering research strategies of the two groups.

According to its users there are **several main advantages of NALIS compared to other similar catalogues:** the fact that it offers more search opportunities (38%), the option to see the location of searched materials (36%), the easier (20%) and more efficient search (19%). A mere 15% of NALIS users don't think it has any advantages in comparison with other online platforms.

- ✓ Students are to a greater extent caught by NALIS as offering an easier and more efficient search platform 25% of them think the search by NALIS is easier and 21% that it is more efficient. The shares of professors/researchers who express this opinion are respectively 7% and 12%.
- Professors and associate professors are more active NALIS users than assistants.
- Ph.D. students are a lot more engaged in using the system than BA and MA students.









PURPOSE AND TYPE OF USAGE OF NALIS /1

PRACTICES AMONG PROFESSORS AND RESEARCHERS

✓ More professors and researchers find NALIS useful for searching in databases (35%) and checking where to find a particular publication (62%).



✓ Searching by authors (72%) and keywords (72%) are the most common practices of online search among professors and researchers. The share of students prone to these search practices are significantly lower: 50% and 39% respectively.





PRACTICES AMONG STUDENTS

 ✓ Among students NALIS is much more often used for checking whether a specific publication is available at their university library (54%). This practice is common for a mere 1/3 of professors.



✓ Because they frequently look for specific recommended literature, students search by writing down the whole title of the publication twice more often than professors. (43%/22%)

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PURPOSE AND TYPE OF USAGE OF NALIS /2









NALIS IN COMPARATIVE PERSPECTIVE





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ADVANTAGES OF NALIS





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NALIS USERS' PROFILE



ALPHA





- **Online and paper book reading** go hand in hand concerning the work/education of students, professors and researchers in Bulgaria - they are almost equally preferred.
- Books providing practices differ among students and professors/researcher the former mostly \checkmark use library, while the latter – e-editions. Yet, the two groups use library to provide themselves with books to the same extent (34%).
- **NALIS users** are active readers this is equally true reading frequency of reading and library \checkmark usage.
- Those academic libraries that are located at the university/institute are the most \checkmark preferred/visited ones by the academic society (78%).
- **Traditional research practices** as academic and library consultation are still widespread, although online search platforms have become the most popular way of finding bibliographic materials. Professors and researchers are much more online oriented in their work, while personal consultations are widely preferred by the student body;
- Practiced by 76%, the online search is the most preferred alternative method of finding literature \checkmark which is not available at university libraries.
- The lack of integrated online catalogue concerns mostly a share of the professors/researcher, \checkmark who state that they need such resources, but do not recognize any existing ones.







- \checkmark 18% of the academic society is aware of the existence of NALIS, which includes almost 1/2 of all professors and researchers and 1/6 of all university students;
- ✓ 6% of Bulgarian professors and students have used the system. This amounts to approx. 17 500 **people** – the ratio between professors and students among them being **4:1**. In comparison, the databases provided by the Ministry of education and science are used by 14% of the academic society.
- \checkmark The greatest advantages of NALIS are associated with its main function providing information about the location of searched materials by libraries, on one hand, and with the search itself – providing more opportunities, on the other.
- \checkmark In comparison with the usage of databases provided by the Ministry of education and sciences, NALIS users explore more content and access the system from various locations, as provided databases are available at academic facilities only;
- ✓ Although higher share of the professors use NALIS, the profile of the system users is being **dominated by students** as their share within the academic society is 92%;
- ✓ NALIS users rarely see any disadvantages of the system. Nevertheless, some of the desired improvements mentioned by professors/researchers are:
 - more links to other bibliographic resources/foreign libraries;
 - opportunities for interlibrary loan (as they do not recognize existing ones);
 - simplified search;
 - eased access to materials' signatures;
 - options for browsing the contents/covers of books;
 - integration with city and university departments' libraries (like the National Library, the regional libraries, the department libraries of universities).







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