

# Taylor & Francis journals

## Canadian researcher survey 2010

### Executive summary

Canadian research is at a time of flux. There are pressures on funding and researchers' time, increasing emphasis on metrics such as Impact Factor and rapid technological change in the scholarly communication system. Against this backdrop, some considerations remain constant. Canadian researchers place great value on prompt, high quality peer review. Journal reputation is still the gold standard when deciding where to publish an article.

One area of change is international collaboration. Researchers in Canada face a conundrum familiar to scholars in many countries – how to retain local relevance whilst speaking clearly and directly to the global research community? French is viewed as important for navigating journal articles, but less so for writing them. Worldwide reach is essential, whilst publishing with a press located in Canada is not regarded as beneficial.

High quality production is still important, but matters more in online articles for researchers in Science, Technology and Medicine (STM) than those in Humanities and Social Science (HSS). There are other subject differences: STM researchers prioritise rapid online publication; HSS scholars value retaining copyright in their article. Most researchers use Google and library OPACs. STM researchers then visit Web of Science or Scopus, whilst HSS scholars are likely go to JSTOR.

Some findings of the survey are less intuitive. Researchers are generally keen that articles are available online at no charge, but deeply hostile to paying for this. Very few scholars know what the Synergies project is, and fewer still feel it meets their scholarly communication needs.

Taylor & Francis is in continuous dialogue with researchers to ensure that our journals evolve to fully meet their changing needs. Whilst the results of this survey tells us that we are already closely attuned to the requirements of Canadian researchers, we recognise the scope for further development and improvement. Our attention and industry now turn to that – to continuing to reduce publication times, streamline communication with authors and Editors, and accommodating French language requirements seamlessly. We thank everyone who participated in this survey for helping Taylor & Francis understand how we can best serve and support the Canadian research community in years to come. Merci pour votre attention!

### What did we do?

In July and June 2010 Taylor & Francis and Routledge surveyed 6,654 researchers in Canada. Invitations were sent by e-mail and the survey filled in online. Of those invited, 1,427 completed our survey, a 21% response rate. Ten per cent of e-mails sent bounced.

Respondents were from a range of subject areas, with the majority based in Humanities or Social Science departments, and representative of all levels of seniority. The most responses came from Ontario,

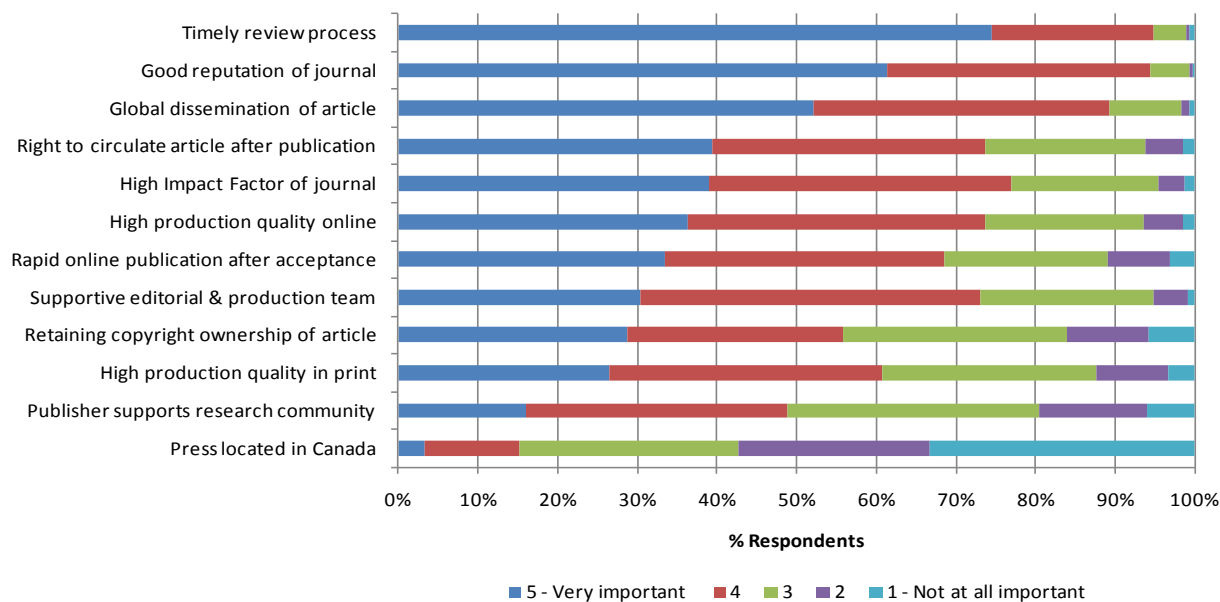
followed by Quebec, British Columbia, Alberta and Nova Scotia. 140 respondents (10%) identified French as their language of choice.

### Key considerations when publishing in a journal

Respondents were asked to identify how important different aspects of journal publication are to them. The results are shown in Figure 1.1 below.

As might be expected, timely review scores very highly, with 95% of respondents valuing it highly (Very Important or Important). A journal's good reputation scores almost as strongly (94%), with global dissemination not far behind (89%). Just under three-quarters of respondents (73%) rate the right to circulate their article after publication as important. A journal's Impact Factor trails reputation, with 77% of respondents agreeing that it is important.

**Figure 1.1 – How important are the following to you when publishing in a journal?**



Significant subject differences emerge on three criteria. Researchers in STM value high quality Production in online files more highly than their peers in Humanities and Social Sciences – 80% for STM against 71% for HSS. Likewise, STM researchers place more emphasis on rapid online publication – 78% for STM against 64% for HSS. In contrast, 60% of HSS researchers rate retaining copyright in their articles as important, compared to 47% for STM.

Highly quality Production in print is valued by 60% of researchers, with no substantial subject variation.

A supportive Editorial and Production team is deemed important by 72% of researchers. Perhaps unsurprisingly, this score declines with seniority. Sixty-six per cent of Professors rate support as important, compared to 83% of doctoral students and 78% of post-docs. One respondent explains their perspective clearly: ‘As an early career researcher it was extremely important to have the editor who was supporting and guiding with the process.’

Working with a publisher supportive of the research community is important for just under half of the respondents (49%). Publishing with a press located in Canada rates least important of all (15%).

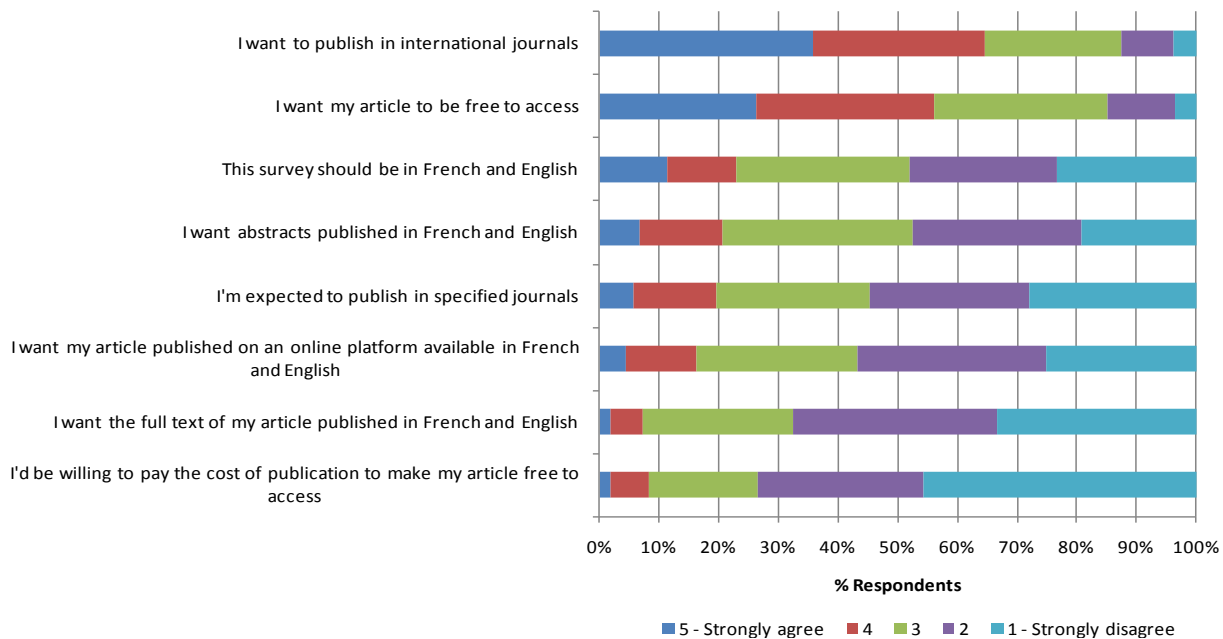
### The view from Canada

We asked a series of questions to explore Canadian researchers' views on broader issues than why they published in a specific journal. Figure 1.2 below shows details.

International exposure is generally viewed as positive, with 63% of respondents agreeing that they want to publish in international journals. Interestingly, 12% disagree that international reach was important.

Open Access produces a more mixed picture. A majority (56%) agree that they would like their article to be free to access after publication. A larger number (63%), however, are not willing to pay to make their article free access. It would seem that there is no such thing as a free lunch in Canadian research!

**Figure 1.2 – The view from Canada – How strongly do you agree with the following?**



Language also produces strong responses. More than a fifth of respondents want to see article abstracts published in French – twice the number whose primary language is French. Almost as many respondents want to publish on an online platform which operates in both English and French (17%). Interest in full text of articles published in French is more muted, with 8% of respondents valuing this. Indeed, just 3% of respondents from Quebec strongly agree that full text of articles should be published in French.

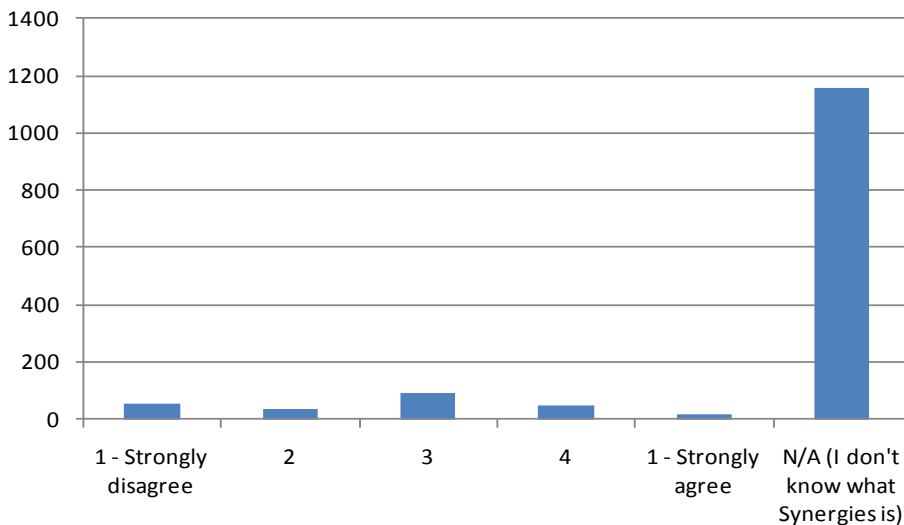
These views might be summarised as saying that both French and English are essential for navigating journal content, but not for deep reading. One respondent frames this neatly: 'If you want to focus on Canada and the Canadian academia, you should not forget that unlike USA or UK, it is an officially bilingual country and therefore there should be: 1 instructions in French for authors; 2 the possibility to include articles in French; 3 francophone scholars on editorial or advisory boards; 4 some journals in English and French, like *The European Legacy*, or *European Review of History*.'

## Does Synergies satisfy your online needs?

Synergies Canada ([www.http://synergiescanada.org](http://synergiescanada.org)) was established as a not-for-profit online publishing platform in 2009. It is aimed at Humanities and Social Science scholars, and has also garnered interest from STM researchers. Synergies currently hosts nearly 90,000 articles from 160 Canadian scholarly journals and more than 12,000 theses from partner institutions.

Awareness of Synergies is very low amongst our respondents, with 82% unaware of what Synergies is. Of those who have heard of the Synergies project, just under a quarter feel that Synergies meets their online publishing needs (24%).

**Figure 1.3 – Does Synergies satisfy your online needs?**

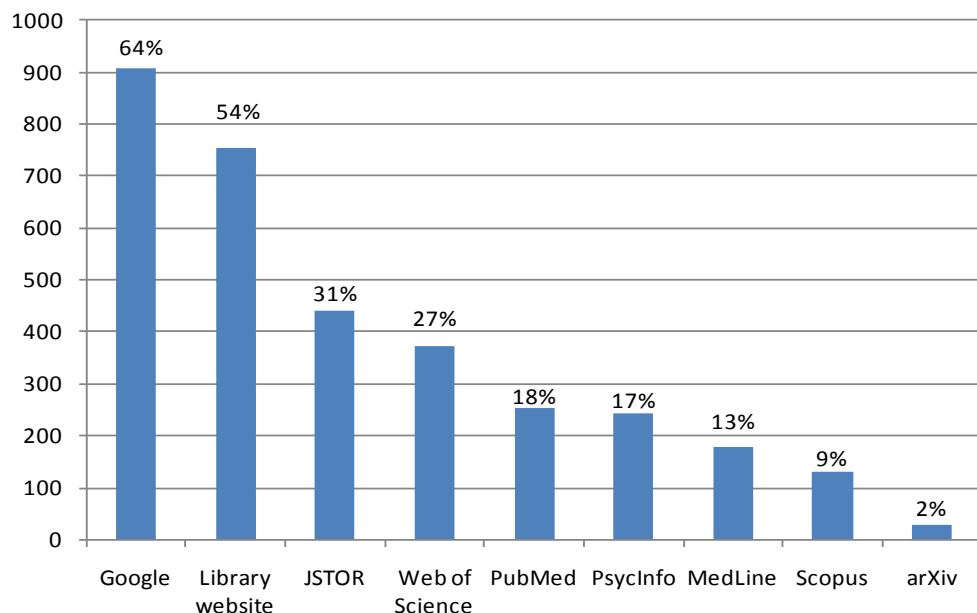


## Where do scholars start looking for research articles?

We have good news for librarians! Library websites and OPACs are the second most popular starting point for exploration of the research journal literature, with 54% of respondents using them on occasion. Google is, perhaps unsurprisingly, the most common place to begin, used by almost two-thirds of respondents (64%).

Next most popular are JSTOR and Web of Science. Here we see significant subjects differences emerge. Humanities and Social Science researchers are nearly three times as likely as their counterparts in STM to consult JSTOR (39% vs 14%). STM researchers heavily favour Web of Science (47% of respondents) and, to a lesser degree, Scopus (26%). Researchers in the Health Sciences rely on PubMed (59%), MedLine (42%) and PsycInfo (20%).

**Figure 1.4 – When you look for research articles, where do you start?**



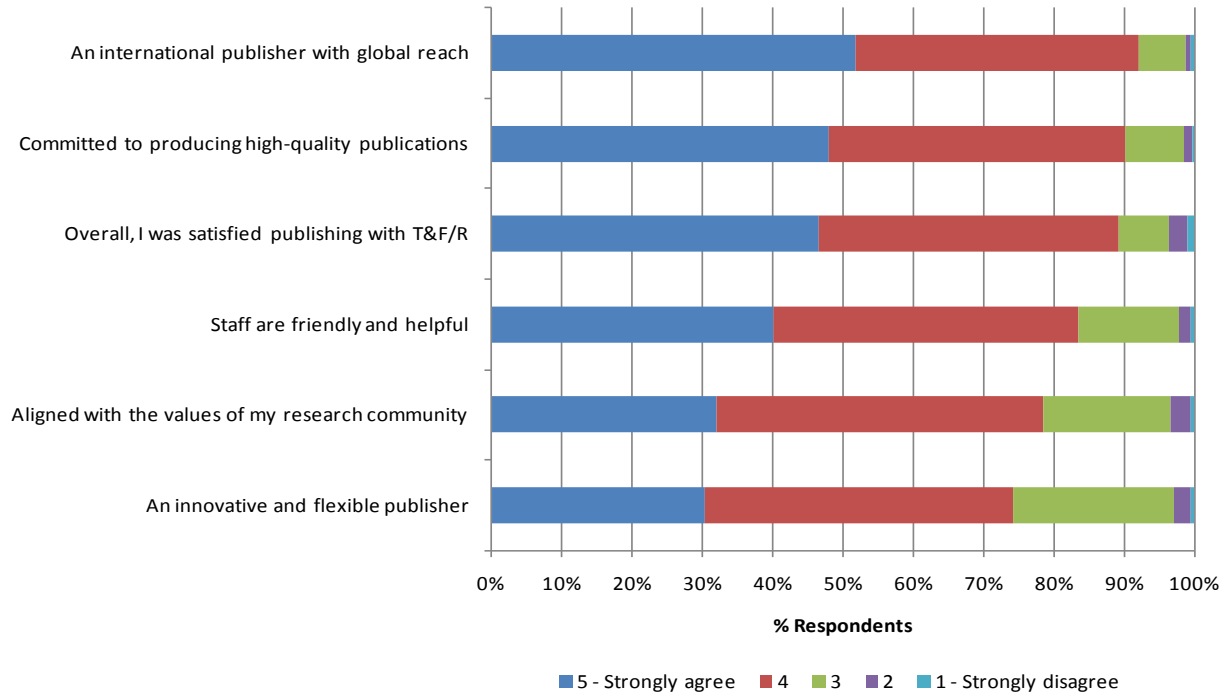
### How would you describe Taylor & Francis and Routledge?

In addition to surveying the research landscape, we asked a series of questions to explore how well Taylor & Francis and Routledge are serving the needs of Canadian researchers. The results are gratifying.

More than 90% of respondents agreed that Taylor & Francis and Routledge are international publishers with the ability to connect them to the global research community. Almost as strong is the belief that Taylor & Francis and Routledge produce high quality print and online publications (90%) and satisfaction with the experience of publishing in our journals (89%). As one researcher says: 'My experience was absolutely positive from initial contact with the guest editor to publication'.

Our staff are viewed as friendly and helpful by 83% of respondents, and 78% feel that Taylor & Francis and Routledge are aligned with the values of their research community. Nearly three-quarters of respondents regard Taylor & Francis and Routledge as innovative and flexible (74%).

**Figure 1.5 – How would you describe Taylor & Francis and Routledge?**

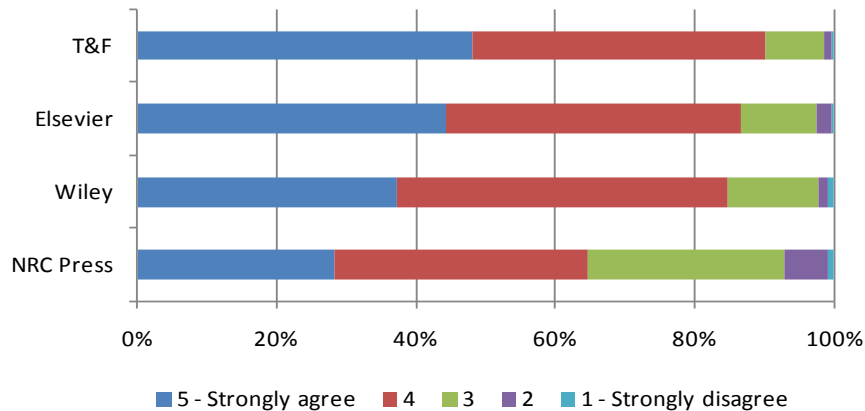


### How would you describe other publishers?

To benchmark the preceding questions, we asked about key dimensions of the services provided by Elsevier, Wiley and the National Research Centre Research Press (NRC).

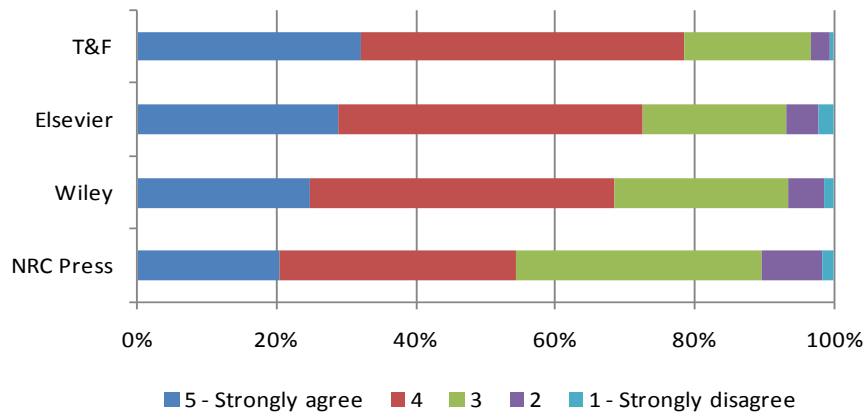
Respondents scored Taylor & Francis and Routledge highest on the quality of online and print publications (90%). Next are Elsevier (86%), followed by Wiley (84%) and finally NRC (65%).

**Figure 1.6 – How committed are these publishers to producing high quality publications?**



The pattern continues when respondents are asked about how well the different publishers are aligned with the values of the research community. Taylor & Francis and Routledge top-scored (78%), followed again by Elsevier (72%), Wiley (68%) and NRC (54%).

**Figure 1.7 – Are these publishers aligned with the values of the research community?**



We are pleased to learn that Taylor & Francis and Routledge are overwhelmingly viewed as the publishers of high quality print and online journals, and that our operations are firmly in tune with the values of the scholarly community.

### About Taylor & Francis and Routledge

Taylor & Francis is one of the world’s leading publishers of academic journals. We are dedicated to the dissemination of scholarly information, utilising skills and experience developed since we first began publishing learned journals in 1798. Taylor & Francis and its Routledge and Psychology Press imprints now publish 1,562 scholarly journals in association with 460 societies and institutions. We operate a network of 20 global offices, including Philadelphia, Oxford, Melbourne, Beijing, New Delhi, Johannesburg and Singapore.

Taylor & Francis and Routledge currently publish the journals of a range of Canadian learned societies and institutions, including the Canadian Phytopathological Society, the Norman Paterson School of International Affairs at Carleton University, Canadian Association for Leisure Studies, the Tropical Conservancy and the Canadian Meteorological and Oceanographic Society.