

EXECUTIVE SUMMARY

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Scientific and Medical Journals on the Web

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Overview

Our study *Scientific and Medical Journals on the Web* has evolved since 1998. Originally, it addressed whether or not Scientific, Technical and Medical (STM) publishers needed to have an online version of their journal, while in 2001 it shifted to what form that online journal should take, focusing on usability. This year's report now explores how readers' expectations have changed as well as new developments that are threatening the foundation on which traditional scholarly publishing rests.

The Internet is a very different place than it was just a couple of years ago, and readers' expectations are constantly evolving. As the features of online journals grow in complexity, it is even more critical for publishers to design

Web sites that create value. This 2005 report will help you determine if your online journal has kept pace and where tactical upgrades can be made.

Based on a 33-question survey of more than 1,900 scientific and medical professionals, this report re-examines readers' expectations, preferences and needs as they relate to the use of Web-based journals. It reveals trends in the ways online journals are found and accessed, readers' perceptions of the most important features, and the most acceptable ways to pay for access to online journals—from commercial advertising to various subscription levels. It also details readers' satisfaction with 5 leading journals in terms of types of content, information features and searching capabilities. These benchmarks will help publishers identify those core elements that contribute positively to the leading journals' overall brand perception and understand where they are performing relative to both their competitors and customer expectations. Additionally, by providing insights into why readers submit articles to specific journals, this report will also help you attract authors.

Since 2001, new developments such as open access publishing have raised even more questions for publishers. In order to facilitate broader dissemination of information, open access publishing would eliminate subscription fees collected by publishers and instead require authors to pay publishing costs. As a result, the report includes discussions of this alternative model from the author's perspective—including whether authors should be expected to pay a fee to publish their work, the effect of receiving payments on open access publishers' acceptance rates and copyright issues. It also examines other business models such as a pay-per-view option for users who are interested in downloading only a particular article and do not want to pay for a long-term subscription, and technological initiatives like CrossRef—a service that allows researchers to navigate online literature at the article level.

Overall, the results of this study indicate that STM publishers can gain a competitive advantage in the online journal market by focusing on customer value, and this report will be an invaluable step for them to gain a better understanding of their readers.

Report Highlights

Scientific and Medical Journals on the Web contains over **100 charts and/or tables** and more than **20 cross-tabulations** for the 33 survey questions (see Page 4). Below is a glimpse of the key findings derived from just a few of the survey questions:

- Scientific and medical professionals typically learn about new online journals from citations in other journals (50%), searching bibliographic databases (46%) and entering keywords into a search engine (46%). (Question 3)
- More than half of the survey respondents make it a point to read or browse between two and five journals each month. (Question 5)
- Approximately one-quarter of the scientific and medical professionals surveyed believe that it is *not at all* important to receive the print edition of a journal if they have access to the online version. (Question 8)
- When asked about open access publishing, more than a quarter of the respondents indicated that they *strongly* believe that the general public should be allowed to download, copy, redistribute or view a given work without restrictions. (Question 16)
- 36% of survey respondents are *not at all* familiar with CrossRef, although many believe it would be useful in their research. (Question 23 and 24)
- **Nature, Science, Proceedings of the National Academy of Science, Journal of Biological Chemistry and New England Journal of Medicine** are the online journals most frequently read by scientific and medical professionals. (Question 25)



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Each profile includes:

- Satisfaction with the quality of *specific* types of content in the journal
- Overall satisfaction with content in the journal
- Satisfaction with *specific* information features in the journal
- Overall satisfaction with information features in the journal
- Satisfaction with *specific* search features in the journal
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Methodology

1,935 scientists completed a 33-question survey conducted by BioInformatics, LLC (Arlington, Virginia, USA) between February 23 and March 6, 2005.

The electronic questionnaire was fielded to registered members of **The Science Advisory Board**. BioInformatics sponsors **The Science Advisory Board**, an online community of nearly 25,000 scientists, physicians and healthcare professionals from around the world. **The Science Advisory Board** is divided into two panels (Research and Clinical) and “convenes” regularly via the World Wide Web (www.scienceboard.net) to voice their opinions on a wide variety of issues relating to biomedical research and clinical technologies. These experts—representing all aspects of the life sciences and medicine—have agreed to make themselves available to participate in our online research activities. **The Science Advisory Board** members who participated in this study were drawn from the Board’s Research and Clinical Panels.

Objectives

The major objectives of this report are as follows:

1. Determine frequency of use and the ways in which scientists and clinicians find and access online journals.
2. Reveal the factors which scientists consider when deciding where to submit their papers.
3. Understand—from the user’s perspective—their level of satisfaction with various attributes associated with online journals.
4. Reveal the attributes of online journals deemed to be most important by scientists and clinicians.
5. Determine the most acceptable and effective ways to generate revenue from online journals through advertising and subscriptions.
6. Gain insights into how scientists and clinicians believe online journals should continue to evolve, including issues such as open access publishing and the use of CrossRef.
7. Benchmark leading online journals in terms of user experience.

Demographics

Market Segment

Respondents = 1,935

| | | |
|---|-----|------|
| Academic | 839 | 43% |
| Hospital or University Medical Center | 414 | 21% |
| Pharmaceutical/Biotechnology | 264 | 14% |
| Government | 155 | 8% |
| Private Research | 71 | 4% |
| Group/Private Practice | 62 | 3% |
| Contract Research | 45 | 2% |
| Healthcare Network/Facility | 44 | 2% |
| Medical Device/Diagnostics | 20 | 1% |
| Commercial Testing Lab | 16 | 1% |
| Managed Care | 4 | < 1% |
| Other | 1 | < 1% |

Job Position

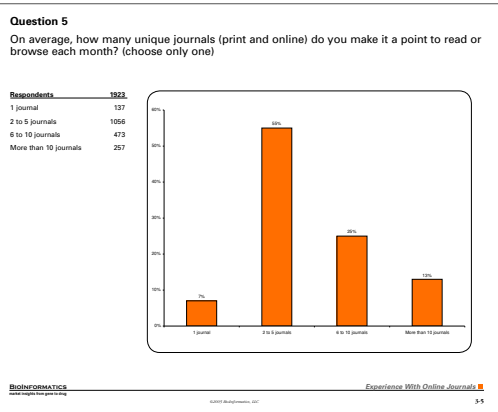
Respondents = 1,935

| | | |
|---|-----|------|
| Professor/Teacher | 317 | 16% |
| Principal Investigator | 291 | 15% |
| Staff Scientist | 285 | 15% |
| Lab Director/Supervisor/Coordinator | 223 | 12% |
| Post Doctoral Fellow | 204 | 11% |
| Graduate Student/Research Assistant | 188 | 10% |
| Physician | 181 | 9% |
| Department Head | 65 | 3% |
| Nurse/Nurse Practitioner | 56 | 3% |
| Laboratory Technician | 49 | 3% |
| Pharmacist | 17 | 1% |
| Administrator | 15 | 1% |
| Quality Assurance/Quality Control | 14 | 1% |
| Medical Technologist | 9 | < 1% |
| IS Manager/Specialist | 8 | < 1% |
| Production/Manufacturing | 8 | < 1% |
| Purchasing Agent/Buyer | 2 | < 1% |
| Bioengineer | 2 | < 1% |
| Materials Management/Purchasing | 1 | < 1% |

Geographic Region

Respondents = 1,935

| | | |
|---------------------------------|------|-----|
| North America | 1052 | 54% |
| Europe | 558 | 29% |
| Asia | 155 | 8% |
| Australasia/Pacific | 71 | 4% |
| Central/South America | 65 | 3% |
| Africa | 34 | 2% |



Questionnaire

For your reference and convenience, a copy of the survey used to conduct this study can be found on Pages 4–10.

Web Usage

0. How often do you read or browse online journals related to your profession? (choose only one)

- Never
- Rarely (once or twice a year)
- Occasionally (once a month)
- Frequently (more than once a month)
- Constantly (several times a week)

Only respondents who read online journals "occasionally", "frequently" or "constantly" answered the following questions.

1. Please estimate the amount of time that you spend at each of the following locations when using the Web to find information related to your profession. (please specify a percentage for each and make sure the total equals 100%)

| Location | Percent of Time |
|--|-----------------|
| Office or Lab | _____ |
| Library | _____ |
| Home | _____ |
| Wireless access outside of office, lab or home | _____ |
| Other (please specify) _____ | _____ |
| Total | 100% |

2. When searching the Web for information related to your profession, please indicate the browser you prefer to use. (choose only one)

- AOL
- Camino
- Firefox
- Microsoft Internet Explorer
- Mozilla
- Netscape
- Opera
- Safari
- Other (please specify) _____

Experience With Online Journals

3. How do you typically learn about new online journals? (check all that apply)

- Announcement in the printed version
- Citations in other journals
- Colleagues
- Conferences
- Direct mail from the publisher
- Display booth at professional meetings
- Email listserves
- Enter keywords into a search engine
- Follow links from other Web pages
- Newsgroups
- Print advertising
- Professional society/association
- Searching bibliographic databases
- Other (please specify) _____

4. **On average, how much time do you spend per week reading or browsing professional journals on the Web? (choose only one)**
- Less than 1 hour
 - 1 to 3 hours
 - 4 to 6 hours
 - 7 to 10 hours
 - More than 10 hours

5. **On average, how many unique journals (print and online) do you make it a point to read or browse each month? (choose only one)**
- 1 journal
 - 2 to 5 journals
 - 6 to 10 journals
 - More than 10 journals

6. **Considering all of the journals you make it a point to read or browse each month, how many of them have an online version? (choose only one)**
- None of them
 - 1 to 25%
 - 26 to 50%
 - 51 to 75%
 - 76 to 99%
 - All of them

7. **How many PERSONAL subscriptions to journals (either print or online) do you have? (choose only one)**
- 1 journal
 - 2 to 5 journals
 - 6 to 10 journals
 - More than 10 journals

8. **Generally speaking, if you have access to the online version of a journal, how important is it to also receive the print edition? (choose only one)**

| | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|
| Very Important | | | | | | | Not At All Important |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

9. **How important is it to review a full-text “sample issue” before subscribing to an online journal? (choose only one)**

| | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|
| Very Important | | | | | | | Not At All Important |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

10. **Do you believe that peer-reviewed articles should appear online as soon as they are ready instead of waiting for them to appear in print? (choose only one)**

- Yes
- No
- Only under certain circumstances (please specify) _____

11. **Do you believe that authors have a right to post their own articles on their personal Web sites even if the article has been published in a journal? (choose only one)**

- Yes
- No
- Only under certain circumstances (please specify) _____

12. Which of the following factors are MOST important in your decision of which journal to submit your paper? (choose only one for each)

- Most important factor [Pull-down menu]
 Second most important factor [Pull-down menu]
 Third most important factor [Pull-down menu]

Pull-down menu choices:

- Circulation of journal
- Does not charge an author fee
- Impact factor
- Journal's affiliation with a particular professional society
- Journal allows for additional information on its Web site (e.g., video)
- Journal has an online component
- Journal is published by a nonprofit society
- Journal publishes color images
- Lack of advertising in journal
- Open access journal
- Publishing costs
- Reputation of journal
- Subject matter of journal

13. What is your level of agreement with the following statements regarding online journals and publications? (choose only one for each)

| | Strongly Agree 7 | 6 | 5 | 4 | 3 | 2 | Strongly Disagree 1 |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| Electronic pre-print publication could provide scientists with inaccurate data because the papers have not been peer reviewed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Eliminating paper-based journals is the best way to decrease subscription costs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Online access to full-text articles should always be included in the price of a subscription to a print journal | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Paper-based journals will cease to exist within ten years | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The Internet will eventually enable authors to bypass traditional publishers and disseminate their findings directly to the scientific/medical community | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Internet technology should be used to make the peer review process faster and fairer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Electronic pre-print publication is the best way to ensure rapid dissemination of important findings | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Paper-based journals will always have greater prestige than those that only exist online | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Publishers must raise subscription fees and lower their dependence on corporate advertising to preserve their integrity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Paying for Online Journals

14. In your opinion, who should pay the cost of publishing online journals? (check all that apply)

- Authors should pay a fee to have papers published
- Commercial advertising
- Corporate grants to the publisher
- Professional/scholarly societies through membership dues
- Readers—by subscription (price is included in the subscription of the print journal)
- Readers—by subscription (price is separate from the subscription of the print journal)
- Readers—pay per view
- Other (please specify) _____

15. How do you typically pay for access to the online journals that you read most frequently? (choose only one)

- Corporate account
- Departmental funds
- Institutional license
- Personal funds
- Personal research grant
- Other (please specify) _____
- Not applicable, the online journals that I read most frequently are free to access

16. Open access publishing uses the Internet to give the public access to a large variety of online journals for free. The general principles of open access require that authors are willing to grant an irrevocable right for anybody to download, copy, redistribute and view a given work, and generally authors must pay a fee for their work to be published.

Please state your level of agreement with the following statements regarding open access publishing. (choose only one for each)

| | Strongly Agree | | | | | | Strongly Disagree | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| Authors should not be expected to pay a fee to publish their work | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Open access publishers who accept payments will increase their acceptance rate to increase revenues | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Researchers in the developing world will be unable to pay publication fees | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| The general public should not be allowed to download, copy, redistribute or view a given work unrestricted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

17. How much would you be willing to pay per page to have your work published using open access publishing? (please specify a number)

I would pay _____ in USD per page

18. Some publishers allow papers to be downloaded for a fee for readers who do not have a subscription to a particular online journal. What is a fair price to pay to view one paper in this manner? (please specify a number)

I would pay _____ in USD per paper

19. How do you/would you typically pay to view one article online? (choose only one)

- Corporate account
- Departmental funds
- Institutional funds
- Personal funds
- Personal research grant
- Other (please specify) _____

Searching Online Journals

20. If you need information on a product cited in an article (e.g., in the "Materials and Methods" section) what are the three most critical pieces of information you would want to see about the product? (check only THREE)

- Brief description of the company
- Brief description of the product
- Company contact information
- Distributor list
- Other articles where the product was cited
- Photograph of product
- Product price and catalog number
- Technical specifications
- Other (please specify) _____

21. If you were visiting a journal or publication's Web site and found a product advertisement that was of interest to you, what would be your preferred method for learning more about this product? (choose only one)
- Click on a link and be taken to the manufacturer's home page (i.e., you are no longer in the journal)
 - Click on a link and be taken to the product page within the manufacturer's Web site (i.e., you are no longer in the journal)
 - Click on a link to open a NEW window and be taken to the product page within the manufacturer's Web site
 - Complete a form and have the information sent by email
 - Complete a form and have the information sent by postal mail
 - Go to a third party Web site (e.g., Biocompare)
 - Other (please specify) _____

22. When you have limited knowledge of a subject, which of the following search techniques do you use MOST prefer to use? (choose only one)
- Enter keywords
 - Follow links of hierarchical categories
 - Select keywords from a menu of choices
 - Use a Boolean logic search string
 - Other (please specify) _____

23. CrossRef is a linking system developed by a consortium of leading journal publishers. CrossRef turns citations into hyperlinks, allowing researchers to navigate online literature at the article level. Searching the system is free and many full-text articles can be accessed from participating publishers for a pay-per-view fee. How familiar are you with CrossRef? (choose only one)

| Very Familiar | | | | | | Not At All Familiar | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

24. How useful do you feel that CrossRef or a similar service would be in your research? (choose only one)

| Very Useful | | | | | | Not At All Useful | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

Content of Online Journals

25. Which of the following scientific journals do you READ ONLINE and which one do you read online MOST OFTEN? (check all that apply and then choose only one)

| | Scientific journals read online | Scientific journal read online most often |
|--|---------------------------------|---|
| BioTechniques (www.biotechniques.com) | <input type="checkbox"/> | <input type="checkbox"/> |
| Cell (www.cell.com) | <input type="checkbox"/> | <input type="checkbox"/> |
| EMBO (www.emboj.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Genes & Development (www.genesdev.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Journal of the American Medical Association (www.jama.ama-assn.org/) | <input type="checkbox"/> | <input type="checkbox"/> |
| Journal of Biological Chemistry (www.jbc.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Journal of Cell Biology (www.jcb.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Journal of Experimental Medicine (www.jem.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Nature (www.nature.com) | <input type="checkbox"/> | <input type="checkbox"/> |
| Nature Genetics (www.nature.com/ng) | <input type="checkbox"/> | <input type="checkbox"/> |
| New England Journal of Medicine (www.content.nejm.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Proceedings of the National Academy of Science (www.pnas.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Public Library of Science (www.PLoS.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| Science (www.sciencemag.org) | <input type="checkbox"/> | <input type="checkbox"/> |
| The Lancet (www.thelancet.com/journal) | <input type="checkbox"/> | <input type="checkbox"/> |
| Other (please specify) _____ | <input type="checkbox"/> | <input type="checkbox"/> |

In the previous question, you indicated the journal you read MOST OFTEN. Please answer the following questions with regards to that journal.

26. How satisfied are you with the quality of the following content of [online journal]? (choose only one for each)

| | Very Satisfied | | | | | | Very Dissatisfied | | Not Applicable |
|-----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | |
| Abstracts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Book reviews | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Classified advertising | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Editorial comment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Full-text research articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Job announcements | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Letters to the Editor | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| New product descriptions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| News briefs & articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Short technical reports | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

27. Overall, how satisfied are you with the content of [online journal]? (choose only one)

| Very Satisfied | | | | Very Dissatisfied | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

28. How satisfied are you with the following additional information features of [online journal]? (choose only one for each)

| | Very Satisfied | | | | | | Very Dissatisfied | | Not Applicable |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | | |
| Contains email links to the authors | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Contains information on products cited in articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
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| Offers pay-per-view access to full-text articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
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| Online discussion forum | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Options to personalize Web site | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| Permits subscribers to download full-text articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

29. Overall, how satisfied are you with the collection of additional information features of [online journal]? (choose only one)

| Very Satisfied | | | | Very Dissatisfied | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

30. How satisfied are you with the following searching features of [online journal]? (choose only one for each)

| | Very Satisfied | | | | | Very Dissatisfied | | Not Applicable |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| Access to searchable sets of data within articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Allows for keyword searches of archived articles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Allows sorting of search results (e.g., by date, relevance, alphabetical, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Gateway to all relevant databases | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| News service alerting you to developments in your field (an email alert) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| References are hyperlinked to related online resources | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

31. Overall, how satisfied are you with the collection of search features of [online journal]? (choose only one)

| Very Satisfied | | | | | | | Very Dissatisfied | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 | | |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |

32. Does [online journal] fully support your preferred Web browser [browser]?

- Yes
- No

33. The NIH has adopted a policy in which they request that all papers published with research funding from the NIH be submitted to the NIH once the peer review process is complete. The papers would then appear in NIH's online public archive, PubMed Central, 6 months after they are published. Do you agree with this policy? Why or why not?

-OT-

Imagine a scenario in which you subscribe to an online journal and for an extra monthly fee, you could subsidize an online subscription for a scientist in a developing nation. Would you be willing to support another scientist in this manner? If so, how much extra per month would you be willing to pay? Why or why not?

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