Florida Online Journals: Using Survey Data to Create User Resources

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Florida Online Journals (Florida OJ) is an online publishing platform hosted by the Florida Virtual Campus.

Uses:
- Supports electronic publication process for journals
- Hosts archive/back issues of electronic journal publications
- Can provide access to locally held licensed commercial journals
Research Goals

Create Client Satisfaction Survey to determine:

- How users utilize features of Florida OJ
- User experiences with the Florida OJ service team at the University of Florida
- What features have been most helpful to users
- Improvements Florida OJ users would like to see in the future

Creation of a new LibGuide for Florida OJ based on survey results
Creation of Survey

>Qualtrics

*15 Questions (multiple choice/open ended/ranking)

*Online/Mobile version

>Sent to a list of ~70 journal managers, editors, authors, and other users of Florida OJ

>2 week period for respondents to fill out the survey
Results

Respondent Demographics

- Editor: ~38%
- Journal Manager: ~38%
- Author
- Reviewer

Respondents Affiliated with University of Florida

- EDIS
- Arkivoc
- Delos
- FSHS
- Florida Entomologist
- Chemical Engineering Education
- Journal of Public Interest Communications
- Journal of Student Scholarship in Physical Therapy

~80%
Most common use of Florida OJ is accepting and managing submissions (30%) followed by hosting archive and back issues (26%)
Florida OJ users are most interested in learning more about digital object identifiers (doi) (22.73%)
Feedback

> “In changing web technology, this is an **excellent method of making published information available.**”

> “It’s a really **good way to organize a journal online**. Even using only part of the functionality is helpful, and the team is pretty flexible about how to use it.”

> “valuable resource”

> “Before we joined FL OJS, we struggled to find a digital sales/publishing platform that allowed us to regulate who could access current content. At the time, we did not even know the term "paywall," but that is what we needed, and UF OJS was able to give us a way to have a paywall for our current content ("subscription sales") in a manner that did not require us to sell out to a big publishing house that would gauge libraries and everyone else to make our content into their cash cow. It was a very challenging start as the support was spotty at first since we were at one time the only paywall journal at UF OJS. But through extensive self-education we persevered, and the platform has improved since then and we've found it a beneficial relationship. So I **would recommend it to any journal that needs a digital publishing platform with a paywall but wants to keep costs to its customers reasonable.**”

> “Nothing in it is **intuitive**. I would even go as far to say that it is archaic.”
Feedback

>“The system isn’t always the most user friendly, but overall it has served as a great host for our journal.”

>“I have found the library staff to be very helpful and the PKP platform easy to use.”

>“Simple interface that is easy to use.”
Challenges and Future Applications

> Small sample size

> Ideally this survey will become an annual method of evaluating Florida OJ user experience.

> Based on user survey responses and comments, resources can be improved in the future for journal authors, editors, managers, and others.
LibGuide for Florida OJ

>Goals:

- Outward facing website on Florida OJ for UF scholars
- Addressing the issues acknowledged in the survey responses
- Accessible resource for Florida OJ users
Personal Applications

>Why is this project relevant to me?

-Survey design and analysis

-Understanding the scholarly publishing process and its challenges

-Comparing library research to museum work

-Developing skills to apply in my future research and relating this knowledge in my coursework

-Expanding awareness of library resources for myself and others

-Interdisciplinary research experience
Questions and Comments?