Building Bridges

Miles Conrad Lecture 2006
Carol Tenopir, University of Tennessee
cntenopir@utk.edu
Five Points

1. The more you know about traffic patterns, the better your bridge will be
2. Build lots of on-ramps
3. It will never be perfect for the traffic
4. The direct route may not be strongest
5. The fastest way isn’t always the best
1. The more you know about traffic patterns, the better your bridge will be.
Tenopir & King Reading surveys:

- 30,000+ scientists, engineers, physicians, and social scientists
- 1977 to the present
- University and non-university settings
- Recent surveys at U.S. and Australian universities, pediatricians, astronomers
Critical Incident (Last Reading)

- Measures details of last article reading
- Gives purpose and value
- Details such as age of reading, source of reading, time spent reading, etc.
- Supplemented by demographics and a few general questions
More Reading in Not Much More Time (ave # of articles/year and ave time/article)
Average Articles Read per year per University Faculty Member

Year of Studies

Average number of articles read per scientist

- 1977: 150
- 1984: 172
- 1993-98: 188
- 2000-03: 216
- 2004-06: 252
Average Minutes per Article by University Faculty Member

Average number of articles read per scientist

Year of Studies

1977: 48
1993-1998: 47
2000-2003: 36
2004-2006: 24

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Many Ways to Locate Information

- **Browsing** (through print or electronic journals; for current awareness and reading from core titles)
- **Searching** (in search engine, e-journals system, or index; for new topics; older articles; research and writing; favorite method for students)
- Following **citations** in print or electronic
- **Recommendation** from another person
- **Other**, including alerts, preprint services
Readers Still Use Many Ways to Locate Articles

U.S. Universities 2000-2003
- Browsing: 48%
- Online Searching: 21%
- Cited in Other Pub.: 12%
- Another Person: 12%
- Other: 7%

Australian Universities 2004-2005
- Browsing: 42%
- Online Searching: 22%
- Cited in Other Pub.: 14%
- Another Person: 10%
- Other: 12%
Readings of older materials may be increasing (university faculty)
Subject Discipline is a Major Source of Differences (2003-2005)
More Subject Differences

Pediatricians
- Browsing: 76%
- Online Searching: 8%
- Cited in Other Pub.: 3%
- Another Person: 5%
- Other: 3%

U.S. Universities
- Browsing: 48%
- Online Searching: 21%
- Cited in Other Pub.: 12%
- Another Person: 12%
- Other: 7%

Astronomers
- Browsing: 39%
- Online Searching: 21%
- Cited in Other Pub.: 16%
- Another Person: 21%
- Other: 3%
## Differences in Principal Purpose of Reading for Faculty and Pediatricians

<table>
<thead>
<tr>
<th>Purposes</th>
<th>Fac (%)</th>
<th>Ped (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Research</td>
<td>32%</td>
<td>5%</td>
</tr>
<tr>
<td>Current Awareness</td>
<td>22%</td>
<td>50%</td>
</tr>
<tr>
<td>Teaching</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Background/other</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Writing Proposals</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting/diagnosis/treatment</td>
<td>32%</td>
<td></td>
</tr>
</tbody>
</table>
2. Build Lots of Onramps
Personal e-mail on your phone—now easier than ever!

Download now:

Get the Greatest Hits of Summer on your Apple iPod

FREE Recipe Collection download! Store over 100 classic summer recipes on your Apple iPod. Featuring Kraft Kitchen’s best grilling ideas, desserts and more!

now on your iPod

Mobile Motion
Download and play highlights and clips from your favorite ESPN shows.
Learn more

now on your iPod

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3. The Bridge Will Never Be Big Enough for the Traffic It Attracts
Expectations evolve

● 50% of pediatricians have PDAs, 80% of medical students
● Use for personal, reference information
● Reading for current awareness
● Reading on the run
4. The Most Direct Route May Not Be the Strongest
“Excuse me, I’m lost. Can you direct me to the information superhighway?”
5. The Fastest Way to Get There Isn’t Always the Best
In the wake of the recent hurricane calamities, some Americans are questioning how the U.S. government can spend $2.5 trillion a year ($6.8 billion a day) and still not have enough money for disaster preparedness.

A Visit to The Bridge To Nowhere
BY DAVID WALLECHINSKY

The Diabetes Epidemic • The Best in CDs, DVDs, Books and Games • Actress Rosario Dawson

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