



icsti

international council for scientific and technical information
conseil international pour l'information scientifique et technique

LIBRARY
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UNDERSTANDING USER BEHAVIOUR AND ITS METRICS

The needs of scholarly authors and researchers

**An international conference to be held at the British Library Conference Centre
on 22 January 2007**

Conventional business wisdom dictates that it is through an understanding of user behaviour – not just technology alone, nor administrative edicts, nor novel business models – one can determine whether information services geared towards the scholarly research world will be successful or relevant. Yet this powerful driver has been neglected by key stakeholders in the past, with only occasional forays by the few experts such as Donald King and Carol Tenopir into assessment of scholarly behaviour patterns and how they change over time.

However, in recent years there has been a greater focus on assessing how scholarly authors and researchers cope with the challenges created by information overload and what some critics have claimed to be a 'dysfunctional' market mechanism. This stems partly from more urgency being given to ensuring that the science base, key to the knowledge economy and economic wealth of the nation, is supported by an information service which relates to the needs of the users. Also, new metrics are emerging which, in a web environment, give the opportunity for measuring the impact of information services in a quantitative as well as a qualitative way.

The ICSTI Winter Conference in 2007, being held in London at the British Library's Conference Centre, will address the current state of studies in scholarly user behaviour, and provide a forum which evidence rather than assumptions will form the basis for a greater understanding of trends in this area.

Key Details

Date: 22 January, 2007

Time: 8.30am to 5.30pm

Venue: The Conference Centre, The British Library, 96 Euston Road, London, NW1 2DB

Registration Fee: £195.00

Organiser: International Council for Scientific and Technical Information

For more information: Elisabeth Maitre-Allain, ICSTI Secretariat, 51 boulevard de Montmorency, 75016 Paris, France. Email: icsti@icsti.org.

Preliminary Programme

November 2006

<i>Time</i>	<i>Topic</i>	<i>Presenter</i>
8.30 am	Registration and Coffee	
9.15 am	Welcome by the Chief Executive, the British Library	Lynne Brindley (The British Library)
9.20 am	Introduction by ICSTI Vice President, and Director-General, CISTI, Canada Setting the aims and objectives of the day	Bernard Dumouchel (Director-General, CISTI/CNR Canada)
USER BEHAVIOUR		
9.30 am	The Researcher and their Information Needs. An introduction into how researchers from different disciplines have adapted to the challenges of current information collection and assimilation	
	Biomedical information	Dr Sarah Coulthurst (Cambridge University)
	Chemical information	tbc
	Geological information	Dr Adrian Jones (UCL)
10.45am	What Researchers say they Want. Elsevier commissioned a major study, involving over 6,000 authors, of author requirements from an information system. The results will be summarised by the leader of the project	Michael Mabe (Chief Executive, STM)
11.30 am	Coffee Break	
11.50 am	Recent study on User Behaviour. RIN commissioned Rightscom in the UK to assess the current position of user behaviour. The author of this report will present the findings and comment on their relevance.	Hugh Look (Senior Consultant, RightsCom)
12.20 pm	How Publishers Monitor User Behaviour. In order to develop new information services a representative from Nature Publishing Group comments on how they assess user needs.	David Hoole (Marketing, NPG)
METRICS		
12.40 pm	Citations and Impact factors. The Traditional means for performance measurement within the scholarly information sector. Thomson Scientific (ISI) describes developments with this important metric	Jim Pringle (Senior VP, Thomson Scientific)
1.00 pm	Moving from Use to Users, and then on to Outcomes. The head of the CIBER unit and The Centre for Publishing at UCL describes Their pioneering work in this area.	Prof David Nicholas (CIBER and UCL)
1.30 pm	Lunch	

- 2.30 pm **Making Statistics Useful.** A cross-sector Collaboration seeks to ensure that consistent Provision and interpretation of statistics **Dr Peter Shepherd** can help libraries and publishers assess user needs. (Director, COUNTER)
- 3.00 pm **Customer Satisfaction and Performance Metrics.** A unique standardised survey methodology that benchmarks, in real time, user satisfaction and performance metrics. Impacts on design change and enterprise-wide services resulting from a large scale application of Medicine, USA) with science web sites will be reported. (National Library)
- FUNDING
- 3.20 pm **Providing Support for UK Biomedical authors And Users.** To coincide with the launch of UKPMC the vision which lay behind this project. **Richard Boulderstone** (eIS Director, The British Library)
- 3.40 pm **Tea Break**
- 4.00 pm **The Research Assessment Exercise and its Alternatives.** How different methods of assessment and funding act as drivers for authors, and how they impact on behaviour patterns both now and in the future (post 2008). **Bahram Bekhradnia** (Higher Education Policy Institute, Oxford) – (prov)
- 4.30 pm **Funding Agencies and their needs.** The focus will be on how difficult it is for funders to measure the impact of their funding - given the current bibliometric tools - as seen from a key charitable funding agency in the UK. **Liz Allen** (The Wellcome Trust)
- 5.00 pm **What is Missing?** What else needs to be done? Results from studies undertaken by EPS/Outsell will inform on what gaps remain in our understanding of user behaviour **David Worlock** (EPS/Outsell)
- 5.30 pm Discussion, summary and close **Bernard Dumouchel** (CISTI/ICSTI)

This conference will be of interest to STM publishers, research librarians, intermediaries, policy and administrators, researchers and authors. It is being held under the auspices of ICSTI, the International Council for Scientific and Technical Information.

Please contact ICSTI for Registration details

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What is ICSTI?

ICSTI, The International Council for Scientific and Technical Information, offers a unique forum for interaction between organizations that create, disseminate and use scientific and technical information. ICSTI's mission cuts across scientific and technical disciplines, as well as international borders, to give member organizations the benefit of a truly global community. ICSTI is a scientific associate of ICSU, the International Council for Science whose scientific unions are also ICSTI members.

ICSTI Mission Statement

ICSTI aims to:

- Provide leadership in promoting recognition of the value of scientific and technical information to the world's economic, research, scholarly and social progress,
- Enhance access to and delivery of information for all constituencies in business, industry, academia, government and the public through the exchange of information and the sharing of experience among international peers,
- Be a forum for interaction among ALL participants in information flow, including national STI centers, publishers and working scientists.

Why join ICSTI?

The world of scientific and technical information is changing; new technologies and economic models are reshaping the way information is processed, transferred and used, and are altering the way the various participants interact.

With a cadre of international information experts, ICSTI is able to react swiftly and cohesively to important events occurring in the world of scientific and technical information. Membership in ICSTI enables organizations to:

- Keep abreast of new technologies - their impact, costs and acceptability.
- Understand and anticipate the needs of users, and monitor the progress in addressing their needs.
- Learn from the experience of international peers in information exchange.
- Develop common approaches to international standards for information exchange and legal aspects of information management, including copyright.

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