Research and Teaching Rely on Content Diversity

Peer-reviewed journals are only part of the story for today’s faculty and student

ProQuest 2017 Survey of 410 graduate level through faculty researchers probed the types of information they use in their research and the information to which they direct their students.

Faculty use multiple content types in their research
- 72% use newspapers
- 80% use print books
- 69% use market & industry reports

They like sources that reveal emerging trends and emerging voices
- 73% use DISSERTATIONS and THESSES
- 70% use WORKING PAPERS
- 69% use CONFERENCE PROCEEDINGS

Use of new media is exploding—ebooks and video are becoming essential
- 69% use ebooks in 2014 vs. 80% in 2017
- 39% use video in 2014 vs. 71% in 2017

Faculty are embedding the requirement for content diversity in student workflows
- 87% recommend NEWSPAPERS to students
- 96% recommend BOOKS to students
- 71% recommend MARKET and INDUSTRY REPORTS to students
- 83% recommend DISSERTATIONS to students

Libraries can align collections with research and learning trends:
- Incorporate print and ebooks – the backbone of non-journal content
- Include newspapers for context and substance
- Add video collections to meet researcher demands for vetted, multimedia content
- Provide access to emerging research and voices with dissertations and working papers
- Ensure access to company, industry and market reports