

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 THESES**

70%

use **WORKING PAPERS**

69%

use **CONFERENCE PROCEEDINGS**

Use of new media is exploding—ebooks and video are becoming essential

2014
69%

use ebooks

2017
80%

2014
39%

use video

2017
71%

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