

FOR IMMEDIATE RELEASE  
November 27, 2012

Contact: Krista Rafanello  
Library Journal  
646-380-0743  
[krafanello@mediasourceinc.com](mailto:krafanello@mediasourceinc.com)

## LIBRARY JOURNAL COMPLETES STUDY OF ACADEMIC LIBRARY USERS DETAILING ACADEMICS' NEEDS AND PREFERENCES REGARDING RESEARCH CONTENT AND SEARCHES

*Patron Profile report identifies:*

- *Most Prevalent Uses of Academic Libraries*
- *What Academic Patrons Understand About Library Services*
- *Student and Faculty Desires to Make Libraries More Useful and Relevant*

New York, N.Y. – *Library Journal*, in partnership with Bowker, has released a first-of-its kind research study to understand the role and future of academic libraries in relation to the needs of academic (higher education) faculty and students. The report is the first to focus solely on the academic library market to help better understand who uses libraries, why they use libraries, and how that use may change going forward.

More than 2,500 students and 750 faculty members responded to the study. Respondents were from the full range of academic institutions – both public and private institutions and student respondents at nearly every step in their academic career.

The study found that an increasing number of students and researchers are utilizing social media channels to better understand their library and to obtain the needed information about collections and services. Additionally, students are more likely to utilize on-line programs to get information about print resources availability. Interestingly, one of the main reasons that students still utilize the library is for its study space or its physical resources.

The study also found that undergraduate students experience a decrease in their assurance about the support and creative inspiration provided to them by the academic library over their course of study. While faculty encourage students to use the library, a better library/faculty partnership would be mutually beneficial.

Students are still looking to their academic libraries for peaceful study space and support achieving their academic goals and want support that helps them get good grades on assignments, and with “kindness”. This points to the need for increased positive “customer” interactions in the future.

When asked about their perceptions about the value of libraries on their campuses, both faculty and students remain positive – even with the growth of online and mobile research tools. Respondents appreciate friendly, successful and efficient academic library experiences, on-site and online. Relationships that foster creativity development and inspired research, as well as a culture that allows for experimentation and introduction of emerging technologies will add to and enhance the value of existing services.

“Of course, the role of academic libraries is changing on college campuses. Libraries are more than just rooms for research and study,” said *Academic Patron Profiles* editor Lisa Carlucci Thomas. “Understanding what academic users – both faculty and students -- are looking for is critical to our ability to create the spaces and services they need.”

Library Journal Patron Profiles: Academic Library Edition is the first Patron Profiles report exclusively designed for academic libraries. Building upon the model of the multi-part Patron Profiles for public libraries, this standalone report delivers an inside look at the changing needs and preferences of academic library users in the context of changing times and new technologies.

Patron Profiles is powered by Bowker PubTrack™ Consumer and sponsored at the Platinum level by SerialsSolutions, a ProQuest business, at the Gold level by SAGE and Credo Reference, and at the Silver level by Baker & Taylor and Collection HQ. Visit [www.patronprofiles.com](http://www.patronprofiles.com) for more information.

#### ABOUT *LIBRARY JOURNAL*

Founded in 1876, *Library Journal* is one of the oldest and most respected publications covering the library field. More than 100,000 library directors, administrators, and staff in public, academic, and special libraries read *LJ*. *Library Journal* reviews more than 8,000 books, audiobooks, videos, databases, and Web sites annually, and provides coverage of technology, management, policy, and other professional concerns. For more information, visit [www.libraryjournal.com](http://www.libraryjournal.com). *Library Journal* is a publication of Media Source Inc., which also owns *School Library Journal*, *The Horn Book Magazine*, and Junior Library Guild.

#### ABOUT BOWKER

Bowker is the world's leading provider of bibliographic information and management solutions designed to help publishers, booksellers, and libraries better serve their customers. Creators of products and services that make books easier for people to discover, evaluate, order, and experience, the company also generates research and resources for publishers, helping them understand and meet the interests of readers worldwide. Bowker, an affiliated business of ProQuest and the official ISBN Agency for the United States and its territories, is headquartered in New Providence, New Jersey with additional operations in England and Australia.