



User Drop-Off Analysis Project

Budget: USD 14,300
 Timeframe: 3-4 months
 Sponsor: Hindawi



Objectives

- Create a study design to analyze incoming responses and data through interviews and surveys.
- Derive findings and submit reports for review.

Description

- The project will be carried out in collaboration with an external organization and will determine the reasons behind institutions showing reduced signs of usage. The study will involve video interview sessions with selected researchers and librarians followed by an online survey and focus groups or case studies to gather the information.
- Between 15-18 Research4Life eligible countries will be selected to be included in the study and 10-12 institutions within those countries. The countries will be selected through purposive sampling from all regions targeting high, medium and low user institutions and mixing types of institutions.

Commitment to the SDGs

"Access to information is not only a basic human right but also an important tool for promoting the rule of law and ensuring other rights as well as goals under the SDGs. It is, therefore, an enabler for sustainable development in areas such as health, environment, addressing poverty, and fighting corruption."
 — Inter-agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs) during its 10th meeting on 21-24 October 2019 in Addis Ababa, Ethiopia - UNESCO.

Through access to information, Research4Life is committed to reducing inequalities and ensuring equal opportunities for all in support of the Sustainable Development Goals (SDGs).

The partnership aims to increase participation from under-represented regions in working towards the SDGs, particularly those relating to hunger, good health, education, clean water and sanitation, affordable and clean energy, climate action, life on land and below water.

Research4Life's core activities play a vital infrastructural role in the development of evidence-based policies and investment priorities that will maximize the chances of the SDGs being realized. The partnership is focused on enhancing knowledge sharing and public-private collaboration, with the goal of building the capacity of institutions to improve take-up of research, evidence-based healthcare and policymaking.

Future plans

- The consolidated findings report documenting the reasons for drop off will support a strategic redirection, and the development of mitigation strategies to address these challenges.

Primary outcome

Through findings report from institutions on why users show reduced usage of Research4Life resources, revamp the Research4Life user experience strategy, and provide improved decision-making to facilitate access for thousands of users around the world.

Overview

In its strategy to 2030, Research4Life aims at increasing the usage its resources by member institutions by 70%. The most recent in-depth survey of Research4Life users conducted in 2020 determined that 97% of the user base agree with the fact that Research4Life plays a crucial role in advancing their career. But while Research4Life's activities have been user-driven since its beginning, the understanding of usage challenges has been anecdotal.

To ensure improvement to its offering and usage, Research4Life plans to undertake a direct survey, sponsored by Hindawi, of institutions that have dropped off to understand the reasons behind their disengagement. By gathering detailed information through surveys, structured interviews, and focus groups with researchers, administrators and librarians, Research4Life hopes to identify the root causes of the institutions' waning engagement. The project seeks to undertake a direct survey of institutions that have dropped off to understand the reasons for their disengagement — as well as of a small group of successful institutions to learn about the strategies employed. Ultimately, Research4Life aims understand how better it could support them and address the challenges they face through future projects.