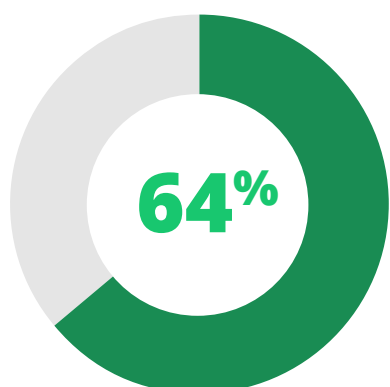


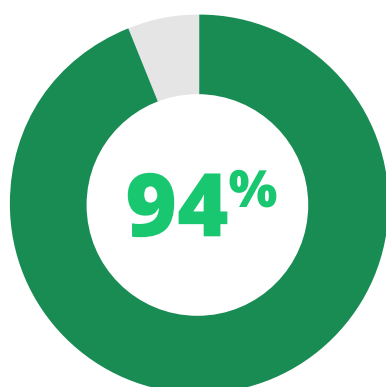
# The Evolving Content Habits and Preferences of Researchers:

A Wiley survey of 610 science researchers

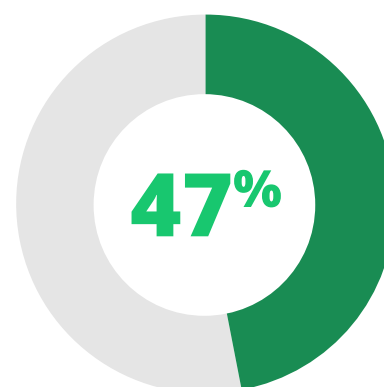
Science researchers actively seek information relevant to their expertise



engage with scientific or scholarly research every day



of researchers read a journal article in the past 12 months



of articles read are in open access journals



## Content preferences

Review articles

84%

Articles and article collections

83%

Webinars

46%

# 78%

of researchers identify peer-reviewed articles as a key source to stay up to date



Peer-reviewed journal articles are most trusted



## Challenges

Access to published articles

52%

Time to read

50%

Assessing credibility of content

34%



## Digital, virtual and social media on the rise

Using more digital platforms to access information

45%

Increased reliance on virtual collaboration

40%

Stay up to date through social media

24%

**Wiley Corporate Solutions helps you share your message with research audiences that value credibility.** Whether it is article collections or article discovery packages, webinars or virtual events, we help you identify and create the type of content that researchers are looking for and value.

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