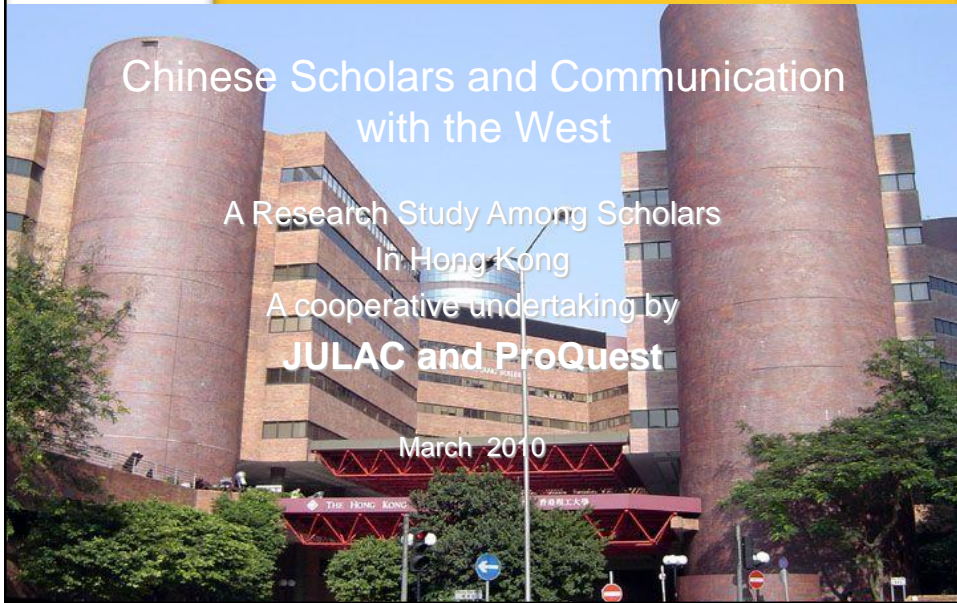


# Chinese Scholars and Communication with the West

A Research Study Among Scholars  
In Hong Kong  
A cooperative undertaking by  
**JULAC and ProQuest**

March 2010



## Presentation Topics

- Context of this presentation
- Survey participants
- Aspects of scholarly life
- Contact with scholars in the West
- Getting published in the USA
- Conferences and seminars
- Librarians
- Conclusions
- Q&A: Discussion

## Context of this presentation

- This presentation summarizes part of an ongoing worldwide endeavor by ProQuest to understand the informational needs of scholars, particularly faculty members and graduate students.
- Today we focus on Chinese speaking communities in mainland China, Taiwan and Hong Kong.
- Here we compare results from previous studies in the United States, including some participation from scholars in Europe and Australia, referred to as 'the West' – and Chinese scholars.
- This presentation is a summary of key findings. More detailed information is available from ProQuest, and from papers that have been and will be published on the research series.

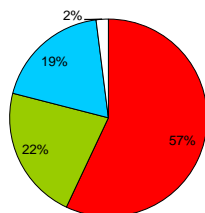
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## Survey participants: the West and Chinese scholars

### STUDY PARTICIPATION: CURRENT STATUS

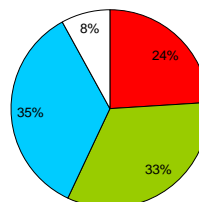
- *Proportion of faculty members was higher in Survey of West*

#### THE WEST (USA, AUS, EUR)



N = 926

#### CHINESE SCHOLARS (CN, TW, HK)



N = 2087

What is your current status...?

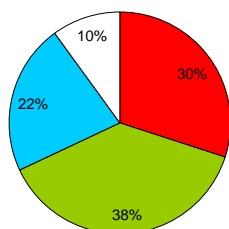
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## Survey participants

PARTICIPATION : HONG KONG (2009) Vs. UNITED STATES (2008)

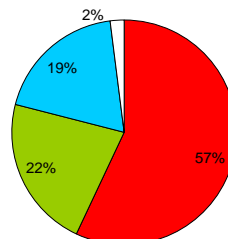
- *Even distribution of faculty members & doctoral candidates in HK*

### HONG KONG

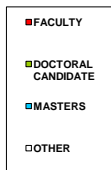


[N = 285]

### WEST



[N = 903]



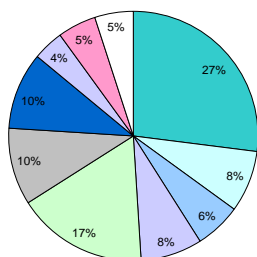
What is your current status...?

## Survey participants

PARTICIPATION: DISCIPLINE/FIELD OF STUDY

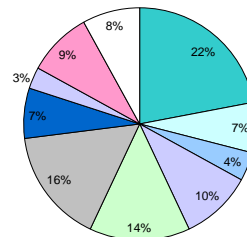
- *Social Science being the leading discipline in both sides of the world*

### WEST

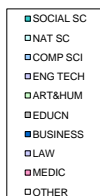


N = 925

### CHINESE SCHOLARS



N = 2087

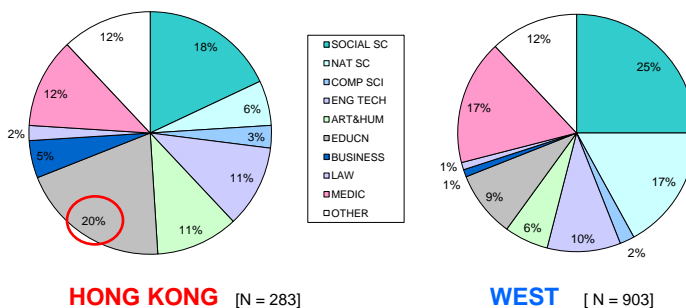


What is your discipline/field of study...?

## Survey participants

PARTICIPATION : FIELD OF STUDY – HONG KONG (2010) / USA (2008)

- Higher percentage (20%) of participants in Education field for Hong Kong Survey



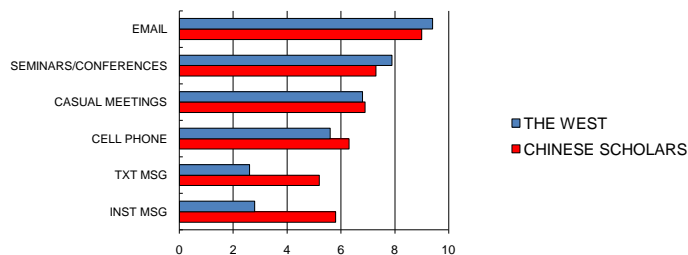
What is your discipline/field of study...?

## Aspects of scholarly life

### Keeping in touch

MOST IMPORTANT MEANS OF KEEPING IN TOUCH

- Instant messaging and text messaging are more popular among Chinese scholars



NOTE: TOP 6 IN EACH AREA SHOWN: 1 – 10 RATING SCALE WHERE 10 = MOST IMPORTANT

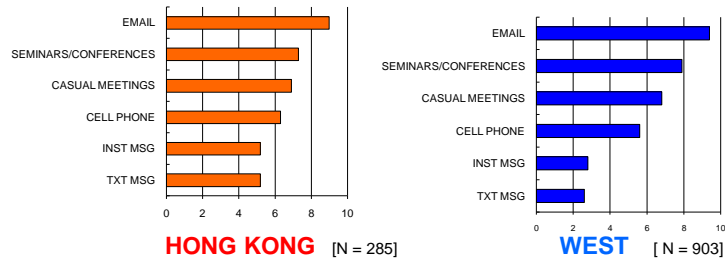
How important is each of these means of keeping in touch ...?

## Aspects of scholarly life

### Keeping in touch

MOST IMPORTANT MEANS OF KEEPING IN TOUCH: HONG KONG / WEST

- *Similar communication patterns were noted in West and Hong Kong;*
- *Instant messaging and text messaging were more popular in Hong Kong.*



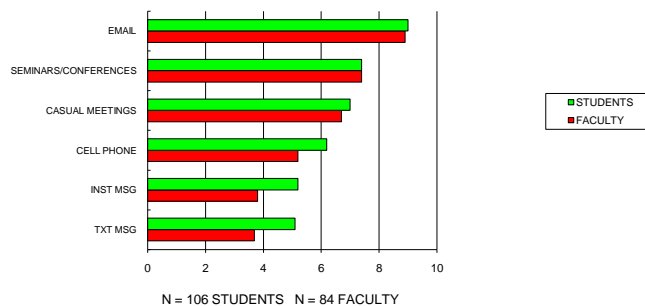
How important is each of these means of keeping in touch ...?

## Aspects of scholarly life

### Keeping in touch

MOST IMPORTANT MEANS OF KEEPING IN TOUCH: HK FACULTY / DOCTORAL STUDENTS

- *Students showed a higher instance to use instant messaging and text messaging*



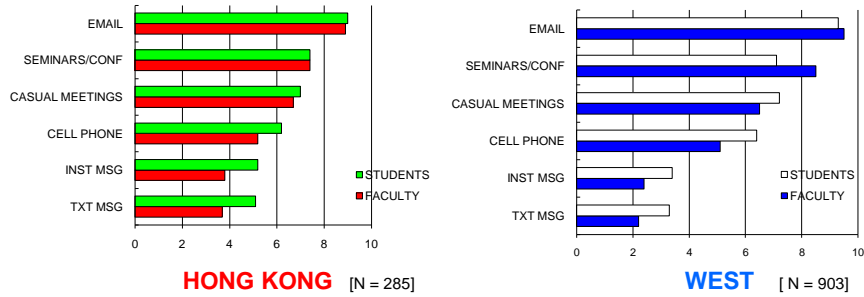
Note: All data about students refer to Doctoral Students in this presentation.

How important is each of these means of keeping in touch ...?

## Keeping in touch

MOST IMPORTANT MEANS OF KEEPING IN TOUCH: STUDENTS/FACULTY

- Faculty in Hong Kong and West had similar (lower) usage patterns of instant messaging and text messaging

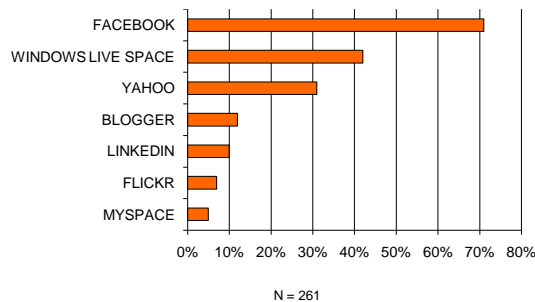


How important is each of these means of keeping in touch ...?

## Social networking

MOST FREQUENTLY USED SOCIAL NETWORKING RESOURCES: HONG KONG

- Facebook and Windows Live Space were frequently used

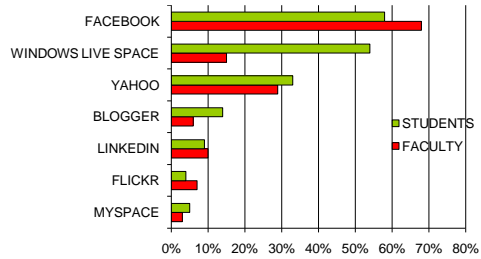


Which social networking resources do you use...?

## Social networking

MOST FREQUENTLY USED SOCIAL NETWORKING RESOURCES: HK STUDENTS /FACULTY

- *Students were more likely to use Windows Live Space than Faculty*



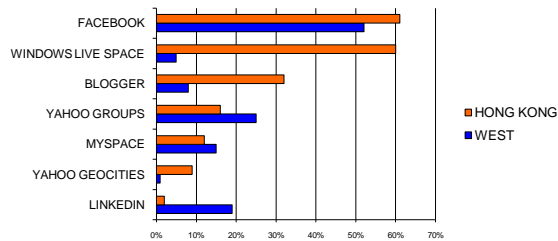
N = 101 STUDENTS N = 69 FACULTY

Which social networking resources do you use...?

## Social networking

MOST FREQUENTLY USED SOCIAL NETWORKING RESOURCES: HK Vs. WEST

- *Facebook was both popular in HK and USA, while Windows Live Space was frequently used in HK*



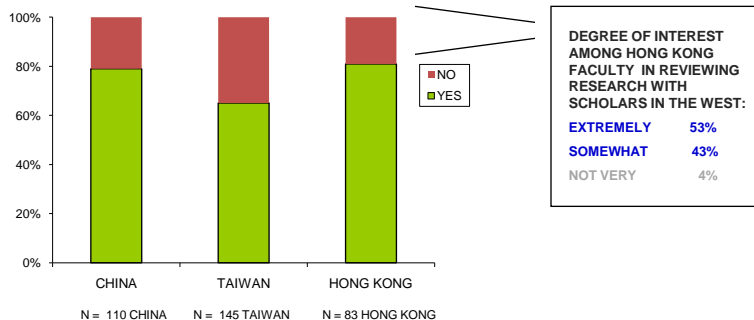
N = 261 HONG KONG N = 455 WEST

Which social networking resources do you use...?

## Contact with scholars in the West

### CHINESE FACULTY CONTACT WITH THE WEST

- About 80% of Faculties in Hong Kong and China had contacted /worked with Western scholars; corresponding figure for Taiwan scholars was 65%.
- Those had not do so, expressed strong interest to contact Western scholars

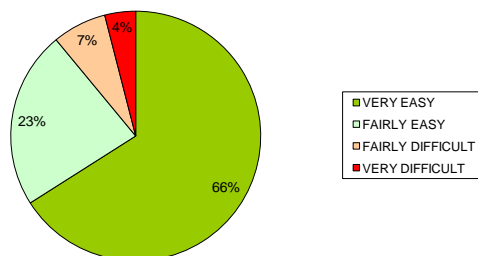


Have you contacted or worked with scholars in the West...?

## Contact with scholars in the West

### HONG KONG FACULTY EXPERIENCE OF CONTACT WITH THE WEST

- A great majority of faculty in HK said that contacting the West scholars were easy



N = 67 FACULTY CONTACT WITH THE WEST

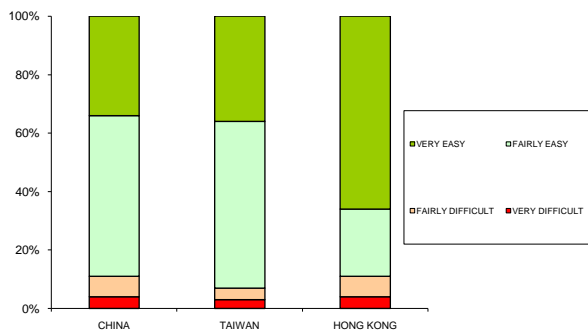
How easy or difficult have you found contacting scholars in the West...?



## Contact with scholars in the West

### CHINESE SCHOLARS' EXPERIENCE OF CONTACT WITH THE WEST

- *Contacting with Western scholars was easy among Chinese scholars; It was even very easy for most HK scholars*



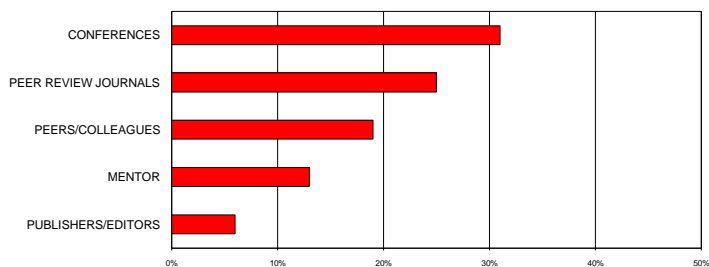
BASE CONTACTED SCHOLARS IN WEST N = 110 CNINA N = 145 TAIWAN N = 73 HONG KONG

How easy or difficult have you found contacting scholars ... in the West?

## Contact with scholars in the West

### MOST HELPFUL INFLUENCES FOR HONG KONG FACULTY IN CONTACTING THE WEST

- *Conferences and Peer Review Journals were most helpful*



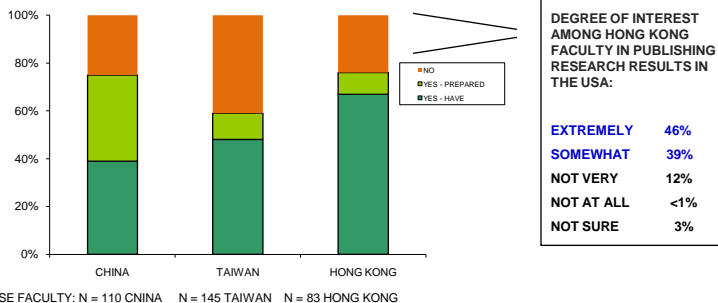
BASE N = 71 FACULTY CONTACTED WEST. TOP FIVE (> 5%) INFLUENCES INDICATED

Who or what was the most helpful in your contact with the West...?

## Getting published in the USA

### CHINESE FACULTY GETTING PUBLISHED IN THE USA

- Two thirds of HK faculty members have published in the USA, higher proportion than those of Taiwan (48%) and mainland China (39%);
- Those HK faculty members not yet published in the USA had strong interest to do so

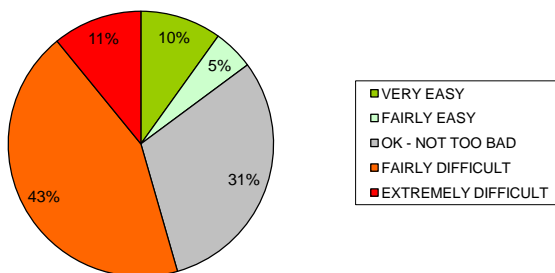


Have you published/prepared to publish articles/papers in peer-review journals in the United States...?

## Getting published in the USA

### HONG KONG FACULTY EXPERIENCE OF GETTING PUBLISHED IN USA

- It was not easy for the HK faculty members to get published in the USA (54%)



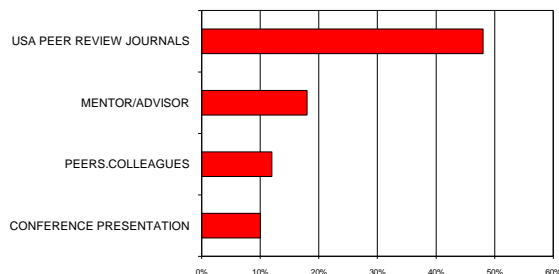
BASE HONG KONG FACULTY PUBLISHED IN THE USA N = 64

How did you find the process of getting published in the USA...?

## Getting published in the USA

FIRST SOURCE OF HELP IN GETTING PUBLISHED IN THE USA

*- Editors and publishers of Peer Review Journals were the first "port of call"*



BASE HONG KONG FACULTY PUBLISHED IN THE USA N = 64 TOP FOUR (>5%) INDICATED

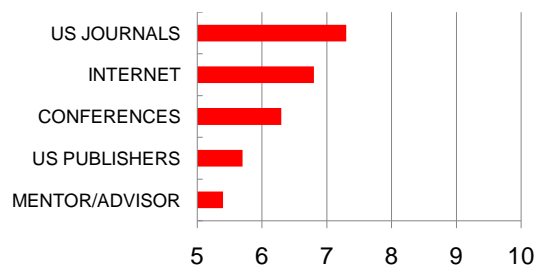
**Where did you go first for advice/help in publishing in the United States...?**

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## Getting published in the USA

HELPFULNESS TO HONG KONG FACULTY OF SOURCES IN GETTING PUBLISHED IN THE USA

*- US journals was helpful, followed by internet and conference attending*



1 - 10 RATING SCALE (10 EXTREMELY HELPFUL) N = 73 HONG KONG FACULTY PUBLISHED IN USA  
NOTE TOP FIVE (>5 RATING) INDICATED

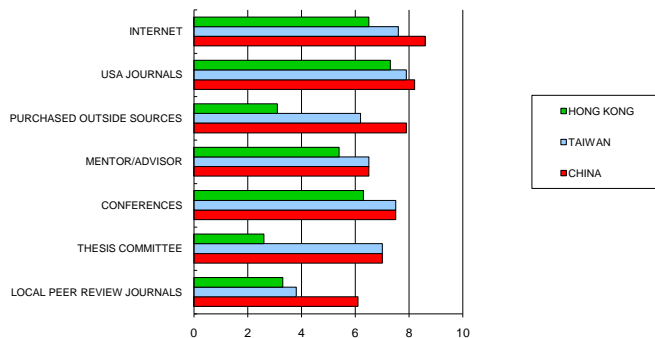
**How helpful was each source to you during the process...?**

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## Getting published in the USA

HELPLEFULNESS OF SOURCES IN GETTING PUBLISHED IN THE USA:  
COMPARISON BETWEEN CHINA, TAIWAN AND HONG KONG

*- HK faculty members rely less on Purchased outside sources and Thesis committee as compared with counterparts in China and Taiwan*



BASE FACULTY IN EACH AREA PUBLISHED IN USA: N = 71 CHINA N = 87 TAIWAN N = 61 HONG KONG

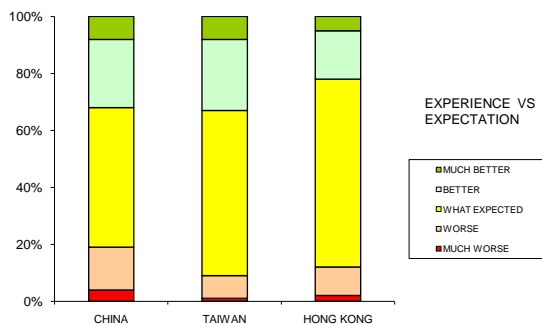
How helpful was each source to you during the process...?

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## Getting published in the USA

REACTIONS TO PAPERS PUBLISHED IN USA

*- Most of those published in the USA suggested reactions was expected, or a little better*



BASE FACULTY IN EACH AREA PUBLISHED IN USA: N = 68 CHINA N = 84 TAIWAN N = 59 HONG KONG

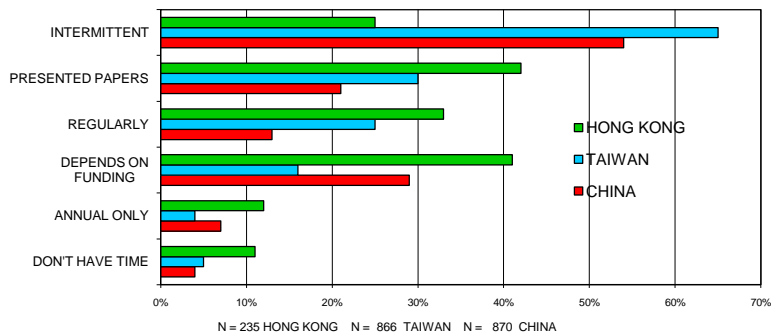
How has the reaction been to papers you have published in the USA...?

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## Conferences and seminars

### INVOLVEMENT IN ATTENDING CONFERENCES

- HK scholars were more likely to attend conference regularly /present papers

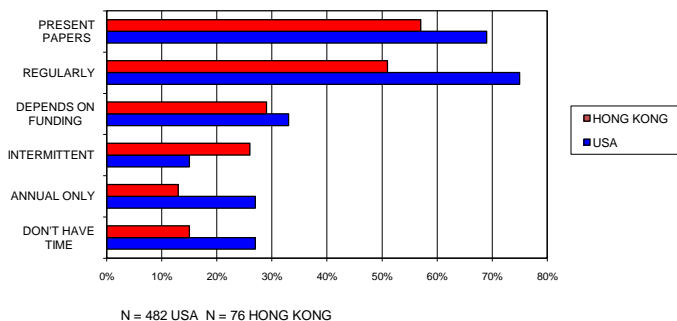


Do you go to conferences...?

## Conferences and seminars

### INVOLVEMENT IN ATTENDING CONFERENCES HONG KONG FACULTY COMPARED TO USA

- Comparing to the USA faculty, HK faculty members had attended less and presented less papers in conferences

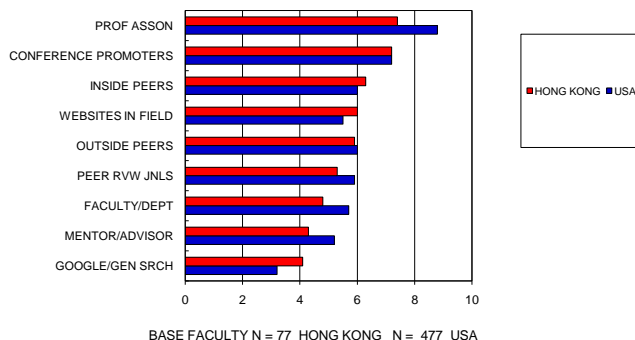


Do you go to conferences...?

## Conferences and seminars

### KEEPING INFORMED ABOUT CONFERENCES HONG KONG FACULTY COMPARED WITH USA

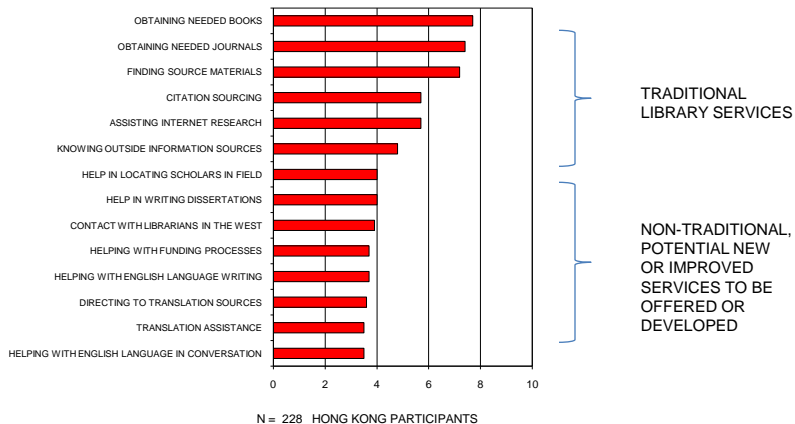
- Professional associations (esp. USA) & conference promoters were important sources



How important are each of these ways of keeping informed about conferences...?

## Librarians

### PERCEIVED VALUE OF SERVICES FROM LIBRARIANS : HONG KONG PARTICIPANTS

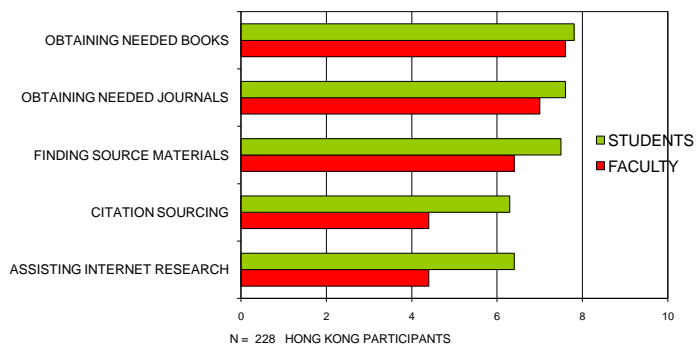


How useful have you found your librarians to be in each of the following aspects of your academic/professional life...?

# Librarians

## EVALUATION OF TRADITIONAL LIBRARY SERVICES : HONG KONG STUDENTS/ FACULTY

- Students in HK gave higher ratings to librarians on traditional services than faculty

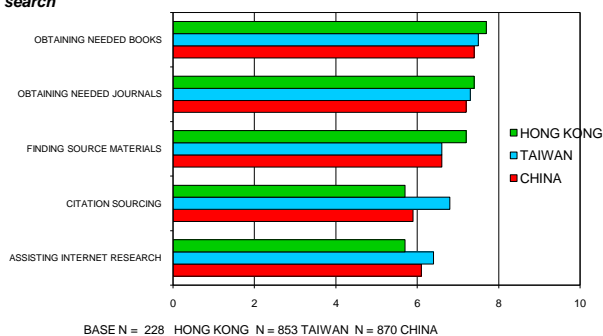


How useful have you found your librarians to be in each of the following aspects of your academic/professional life...?

# Librarians

## EVALUATION OF TRADITIONAL LIBRARY SERVICES BY REGIONS

- Similar for 3 Chinese regions;  
 - Taiwan scholars rated library more useful in citation sourcing and assisting internet search

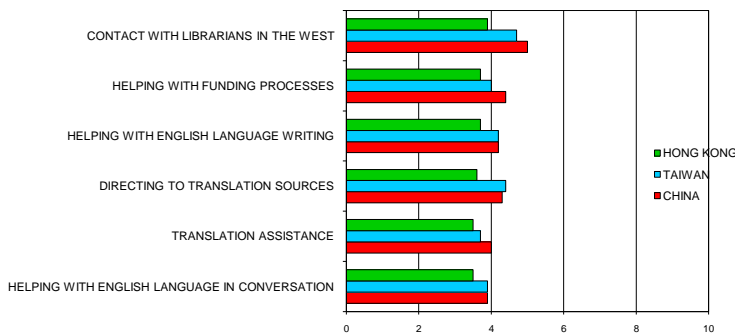


How useful have you found your librarians to be in each of the following aspects of your academic/professional life...?

## Librarians

### EVALUATION OF NON-TRADITIONAL LIBRARY SERVICES BY REGION

- Quite low in non-traditional service areas;
- HK Scholars gave lowest ratings in general



BASE N = 228 HONG KONG N = 853 TAIWAN N = 870 CHINA

How useful have you found your librarians to be in each of the following aspects of your academic/professional life...?

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## Areas of Improvement - 1

### SOME SUGGESTIONS FOR AREAS OF IMPROVEMENT:

- Our librarians are brilliant ! Yet they could be even better...
- Librarians might provide more face-to-face consultation;
- Have regular seminars and workshops about new databases purchased, and their differences from the old ones;
- More international database subscriptions;
- Regularly send out questionnaires for feedback;

How could librarians improve services they offer scholars such as yourself...?

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## Areas of Improvement - 2

SOME SUGGESTIONS FOR AREAS OF IMPROVEMENT:

- Buy more classical books;
- Librarians would be excellent if themselves be scholars;
- Make news and information available and clickable on the library website;
- Improve proficiency in English.

**How could librarians improve services they offer scholars such as yourself...?**

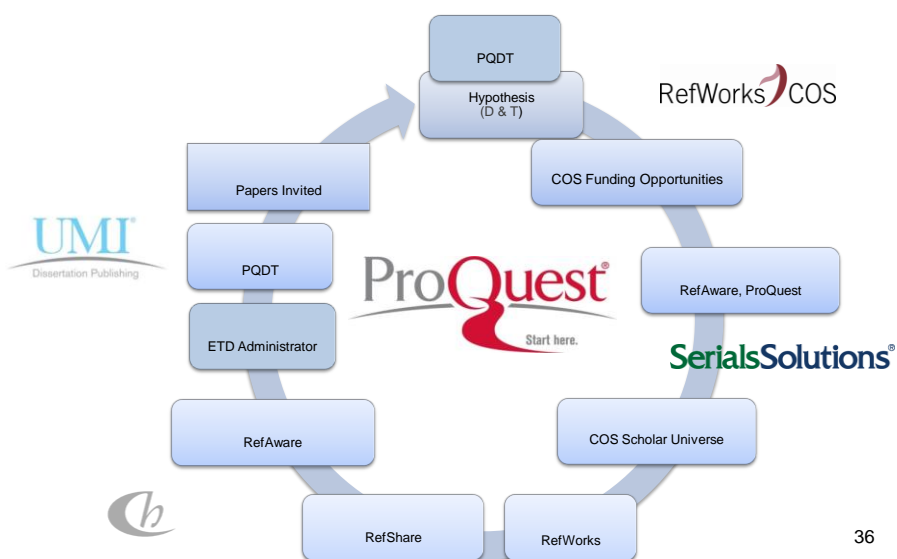
33

## Conclusions - 1

- Participation in this Hong Kong research project provides ample evidence for increasing international 'connectivity' in the global academic community.
- Chinese scholars in all three regions demonstrate remarkably consistency in their experiences of scholarly life, and in their positive attitudes toward their involvement with the West.
- Contact with scholars in the West is widespread – and generally 'easy'. Those who have not yet contacted scholars in the West are very enthusiastic to do so.
- Chinese scholars – especially Hong Kong faculty members - have considerable experience of getting their papers and articles published in the USA. Their peers who have yet to publish their work in the USA are very enthusiastic at the possibility of doing so.

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- Conferences provide excellent opportunities for Chinese scholars to meet their peers from other countries - and to expose their research by presenting papers.
- Scholars in China and Taiwan – rate libraries well on traditional services, but feel there is considerable room for improvement in services concerned broadly with using the English language.
- Librarian could build on their well-established reputation among scholars – both faculty and students – to deploy resources toward serving the international needs of their ‘clients’.



Thank you!

Q & A...

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