



Research on Influencing Factors of Academic Potential Users' Intention to Use Archives

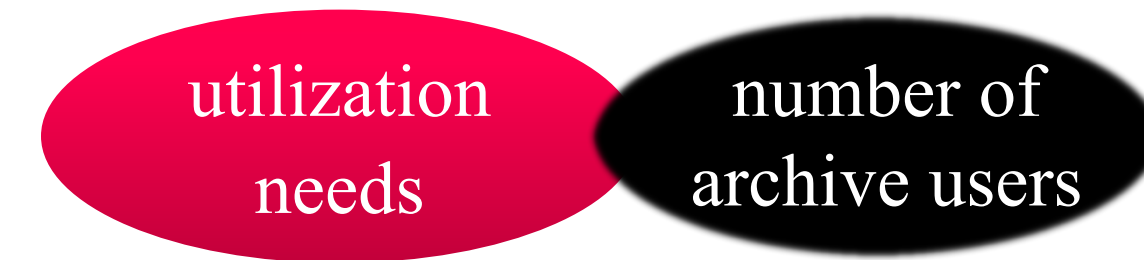
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Research Background

- Serviceability is one of the distinctive features of archival work. There is an urgent need to improve the service level through supply-side reform.



Academic potential users of archives:

- They have potential academic research needs for the archives.
- They tend to have high levels of learning ability and information literacy.
- They have or can quickly acquire basic knowledge of archives and use this knowledge to accurately express their needs for access.

Literature Review

Literature Review

- The research on potential archival users in academic are mainly divided into **two main categories**:
 - One is to explore the influencing factors based on a certain archive platform or archive system (Lwoga,2018)
 - The other involves the influencing factors of users' intention when conducting surveys on archives' service quality or satisfaction with archive systems (Dae-Hong et al., 2017).
- Archive awareness, experience of archive utilization or reasons for non-utilization of archives, requirements of potential users for archive utilization, and effective methods of archive promotion are the main aspects of research for university archive users (Jungeun, Lee & Kimeunsil, 2017).

Aims

- (1) It aims to summarize the model of factors **influencing the willingness** of potential archival users in academic to utilize the archives (Table1 & Figure1) and put forward relevant measures to improve the willingness of users to utilize the archives (Figure 2).
- (2) **Fill the gaps** in the research on potential archival users in academic and to provide certain references for related research.

Methodology

Research Design

- Considering the current domestic and international research landscape and the reliability of the influencing factors
- Gather data by the **semi-structured interview method**.
- Construct the model by **the grounded theory**.
- Analyze the data by the **Nvivo11 analysis tool** until the model reaches saturation.
- Continue process until the model achieves saturation.

Data Source:

- We focused on selecting interviewees with different specializations and finally **selected 35 interviewees** by taking into account the ratio of potential archival users in academic.
- They have a rich engagement with archives, including actual users of academic archives, potential users of academic archives, and users of non-academic archives.

Analysis

- The data obtained from the semi-structured interviews were **coded at three levels**:
Open coding—Correlation encoding—The final coding

Table 1. Selective coding results table

Main Category	High-Level Master Scope	Core Scope
B1 Archival Contents (A1-A5)	C1 Archival Resources	Factors Influencing Academic Potential Users' Intention to Use Archives
B2 Archival Forms (A6-A8)		
B3 Open Sharing (A9-A10)		
B4 Access Environment (A11-A14)	C2 Archiving Services	
B5 Utilization System(A15-A18)		
B6 Personnel Professionalism (A19-A22)		
B7 Service Mode (A23-A26)	C3 User Characteristics	
B8 Academic Background (A27-A28)		
B9 Archival Accessibility (A29-A33)		
B10 User Expectations (A34)	C4 Social Environment	
B11 Cost (A35-A36)		
B12 Academic Attitudes (A37)		
B13 Politics (A38-A39)		
B14 Social Archive Awareness (A40-A41)		
B15 Public Crisis (A42)		

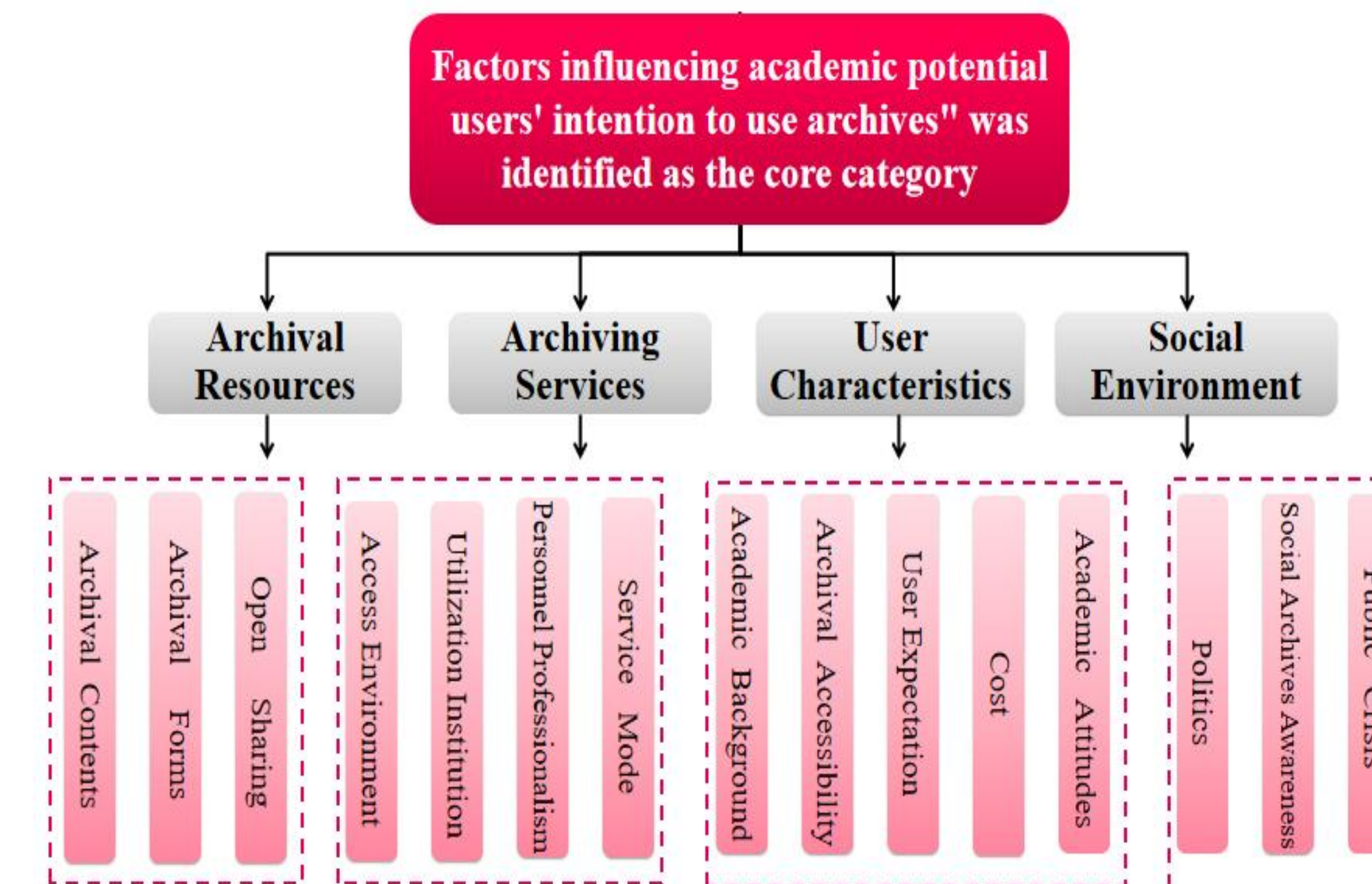


Figure.1 Factors influencing academic potential users' intention to use archives

All the interviewees mentioned archival resources and user characteristics, and **most of the interviewees said** that archival services are also an important influencing factor, and **nearly half of the interviewees thought** that the social environment also has an influence on the willingness of potential archival users in academic to use them.

Conclusion

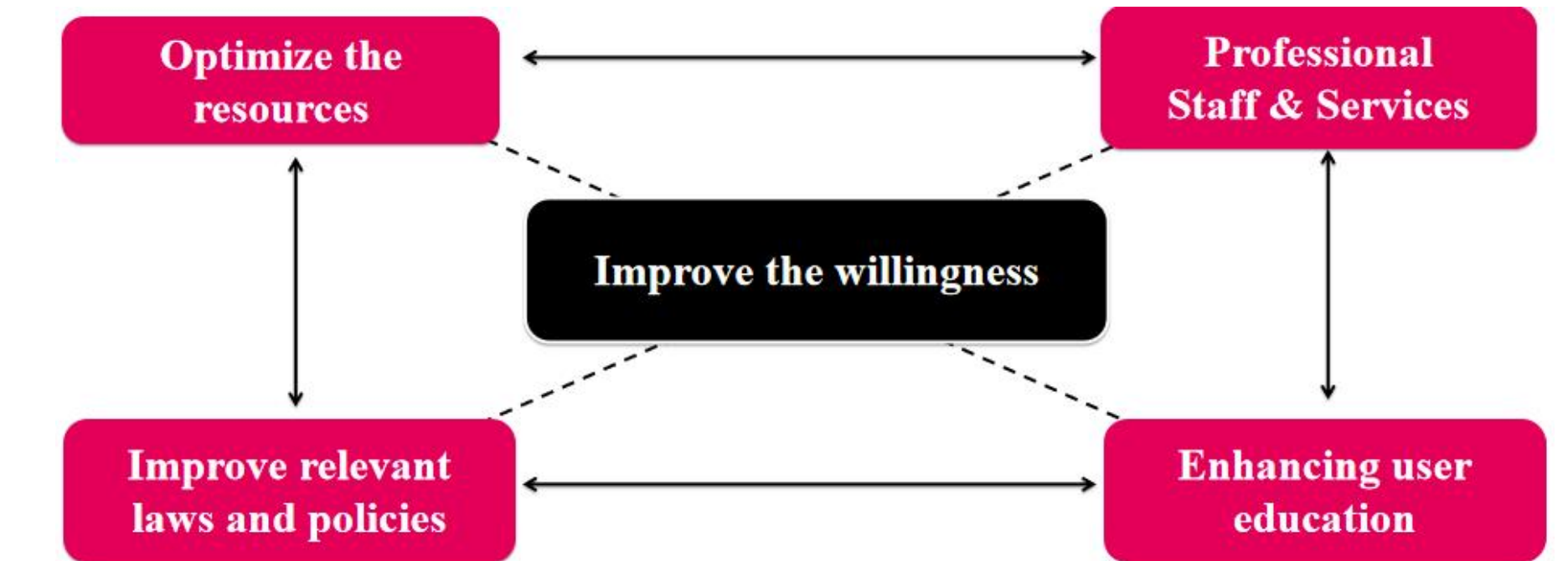


Figure.2 Relevant measures to improve the willingness of users to utilize the archives

- Archival institutions** should implement strict controls over archival processes to optimize the resources within the archives, ensuring the provision of comprehensive and high-quality academic materials to users. Additionally, these institutions should prioritize educating potential academic archive users, promoting basic archival access knowledge, and organizing training activities for users.
- The professionalism of **archivists** is crucial for academic users, as they can provide accurate analysis and guidance.
- Archival legal policy** significantly affects the willingness of potential users to access academic archives. It plays a guiding and restraining role in the behavior of users who use these academic resources.

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