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Embracing the ebook to accelerate science

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Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

- P e n c Józef: *Kreatywne kierowanie*. Agencja Wydawnictwa PLACET, Warszawa 2000
- P e n c Józef: *Motywowanie w zarządzaniu*. Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1996
- P i o t r o w s k i Kazimierz, Ś w i ą t k o w s k i Marek: *Kierowanie zespołami ludzi*. "Bellona", Warszawa 2000
- P o d m o r o f f Dianna: *365 sposobów na codzienne motywowanie i nagradzanie pracowników*. Oficyna a Wolters Kluwer business, Warszawa 2010
- S c h u l t z Duane P., S c h u l t z Sydney E.: *Psychologia a wyzwania dzisiejszej pracy*. Państwowe Wydawnictwo Naukowe, Warszawa 2002
- S z e l e j e w s k a Edyta: *Rola motywacji w rozwoju zawodowym bibliotekarzy* [on-line]. [dostęp: 09 maja 2011]. Dostęp w Internecie: <<http://www.ebib.info/2010/114/a.php?szelejewska>>.
- W a j d a Augustyn: *Organizacja i zarządzanie*. Państwowe Wydawnictwo Ekonomiczne, Warszawa 2003
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- Z i m b a r d o Philip G., G e r r i a Richard J.: *Psychologia i życie*. Państwowe Wydawnictwo Naukowe, Warszawa 2009
- Z p r o b l e m a t y k i doradztwa personalnego/* red. Teresa Rzepa. Cz. 2. AMP Studio Paweł Majewski, Szczecin 2002

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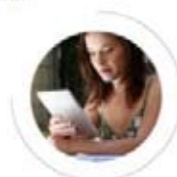
EMBRACING THE EBOOK TO ACCELERATE SCIENCE





Going Digital: What's on your Library's Agenda?

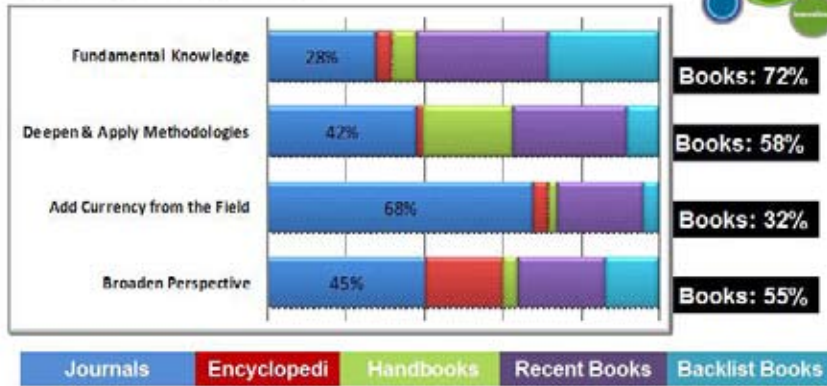
- The Value of Book Content to the research workflow
- eBooks Usage: Trends and Case Studies from Researchers & Libraries
- The Value of Publisher-Provided Content and Platform
- Going Mobile
- Flexible Purchase Models



The Value of Books to the Research Workflow



The Value of Book Content to the Research Workflow

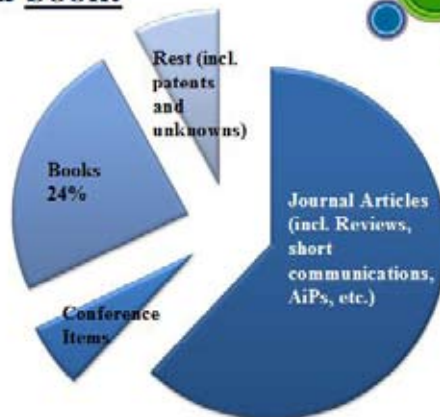


92% of researchers say they regularly perform cross-disciplinary research. Having access to Fundamental knowledge [Books] across diverse subjects is essential.

Source: global survey responses from 500 researchers & librarians, Elsevier & S.M.S. Research, 2009

It's No Wonder the Most Cited Item in SCOPUS is a book!

Cited Records in Scopus. Over 24% of all cited records in Scopus are books.



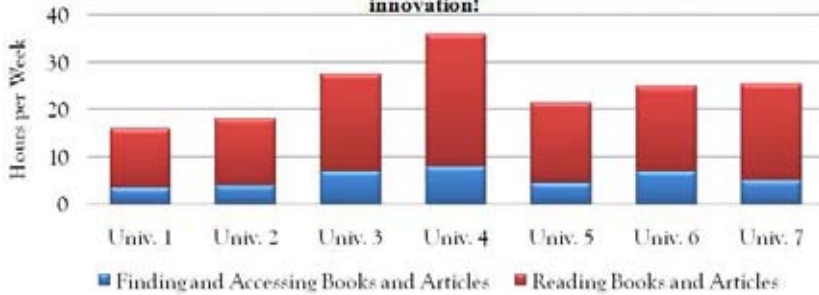
Most cited item in Scopus is a book:

Author(s)	Date	Source Title	Cited By
Sambrook, J., Fritsch, E.F., Maniatis, T.	1989	Molecular Cloning: A Laboratory Manual	106264

Access to Electronic Content Saves Researchers Approximately 2-4 Hours Per Use, Per Occasion



Less time searching for information equals more time using information to achieve innovation!



Key Finding: Respondents report that they spend at least 3.5 hours per week finding and accessing articles and books, and at least 9.8 hours reading articles/books.

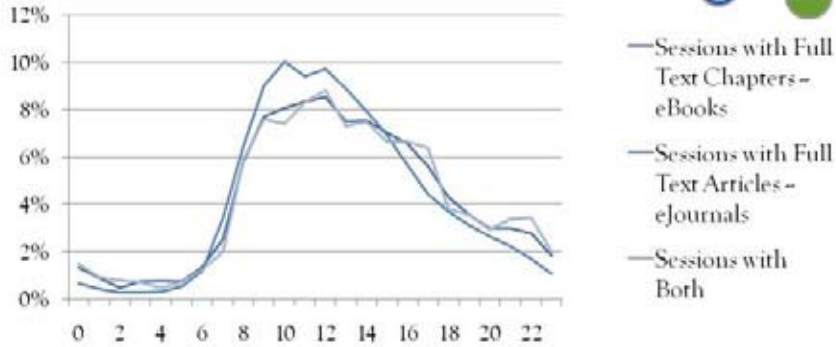
Source: University Investment in the Library, Phase II: An International Study of the Library's Value to the Grants Process, 2010, Elsevier and 8 academic partners



eBooks Usage: Trends and Case Studies from Researchers & Libraries



Average Daily Use: 24 Hour Usage (ScienceDirect Users)



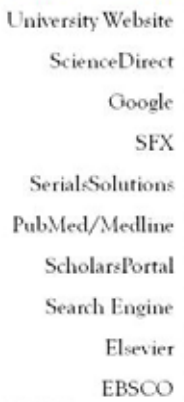
eBooks & eJournals are used almost at the same frequency, showing the value of integrated content that's discoverable and concurrently available.



Source: ScienceDirect usage data 2010. All users, all eBook (Monographs)

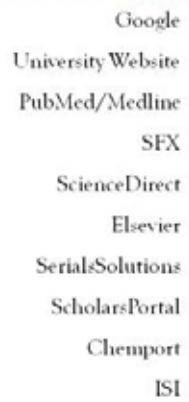
The Path Most Taken to eBooks & Journals

(Top 10) Navigating to eBooks



Main Entry Point?
For eBooks, it's The University Website.
For eJournals, it's Google.

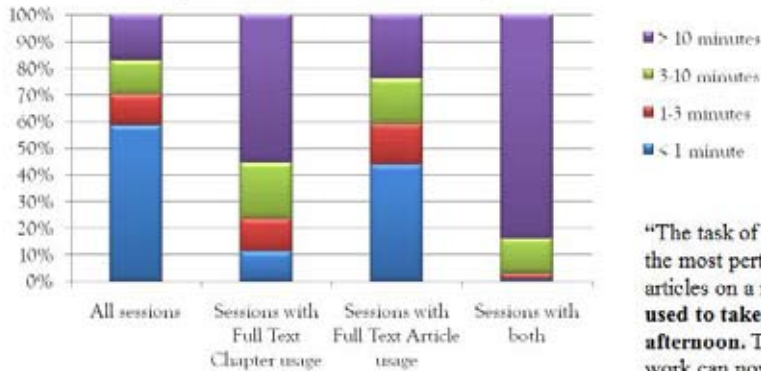
(Top 10) Navigating to eJournals



Source: ScienceDirect usage data 2010

Full Text Usage: eBook Chapter and eJournal Article

Sessions with eBooks last longer than sessions with eJournals

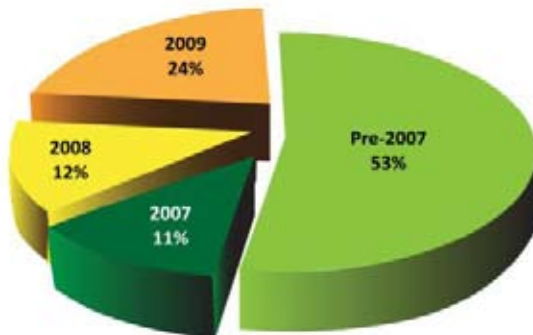


“The task of finding the most pertinent articles on a new topic used to take a full afternoon. The same work can now be completed in 15–30 minutes.”



Source: ScienceDirect usage data 2010

eBook (Monograph) Usage by Publication Year



More than half of eBooks usage occurs with back list titles (for trusted foundation knowledge)



Source: ScienceDirect usage data: All users, all eBook (Monographs)

Embracing the eBook Means Embracing Change



University of Cardiff, UK

Changing the Use of Cardiff's Libraries

These diagrams show the shift from the provision of physical services in Cardiff's libraries toward greater use of digital information sources. Visitor numbers remain consistently high, demonstrating that students value the conducive learning environment in the libraries.



Source: University of Cardiff Annual Report 2010



--- Book Sales (titles)
 --- Handbooks (titles)
 --- Reference Work (titles)
 --- eBook Chapters



"This data appears to indicate and suggest that our eBook collection adoption has been a success, but as we are only six months after purchase, we will be seeking further evidence to qualify and substantiate the findings."

Chris Banks, University Librarian, University of Aberdeen

Nearly Double the Usage in Year 2	% of the collection
Number of titles used 2009	28.50%
Number of titles used (2009, 2010)	50.81%
% 2009 titles re-used in 2010	51.58%



Stanford Engineering Library's Shelves: Nearly Bare!



"In the past 5 years, most engineering journals have moved online, making their print versions obsolete—books aren't doing much better!"

Helen Josephine, Stanford Engineering Librarian

In 2010, Stanford Engineering Library cleared its

shelves of pr

Almost all of Stanford's periodicals are available online only.

"The vast majority of printed books hadn't been taken off the shelf in years."

Michael Keller, Stanford Library Director



STANFORD
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A Global View of Migration



Rank	Country
1	United States
2	China
3	Australia
4	United Kingdom
5	Canada

Rank	Country
6	Brazil
7	Turkey
8	Germany
9	Spain
10	France

Rank	Country
11	India
12	Switzerland
13	Iran
14	Malaysia
15	Singapore

Source: ScienceDirect online book usage Data

Community



Publisher & Platform Advantage: From Quality Content to Customer Experience

Mobility



Interoperability

Looking back . . .



Looking ahead: The Platform Advantage

- ✓ Simultaneous, unlimited user access
- ✓ No DRM
- ✓ Search across books & journals
- ✓ 24/7 availability
- ✓ And now, more...



Platform advantage: Text mining options

The screenshot displays the ScienceDirect interface for a research article. The main content area shows the article's abstract and a section titled "Whereas of β-LG, α-LA and βSA". Below the text, there is a "summary graph" and a "Network graph" showing interactions between proteins. On the right side, there are sections for "Related Articles", "Relevant terms from this article", and "25 Genes & Proteins". The interface includes a search bar at the top and navigation links like "Home + Recent Actions", "Browse", "Search", "My settings", and "My alerts".

Platform advantage: Integrated search

The screenshot displays the ScienceDirect interface for integrated search. The search bar at the top is highlighted with a red arrow. Below the search bar, there are tabs for "All Sources", "Journals", "Books", "Reference Works", and "Images". The "All Sources" tab is selected, and a dropdown menu is open, showing search options like "Title", "All Fields", "Abstract, Title, Keywords", "Authors", "Specific Author", "Source Title", "Title", "Keywords", "Abstract", "References", "ISSN", "ISBN", "Affiliation", and "Full Text". The "Full Text" option is highlighted with a red arrow. The "Include" section shows "Journals" and "All Books" checked. The "Source" dropdown is set to "All sources". The "Subject" dropdown is set to "All Sciences".

Platform advantage: Supplementary files

The screenshot shows a journal article page with a navigation bar at the top. The main content area is divided into sections: Acknowledgements, Supplementary Files, and References. A grey arrow points from the 'Supplementary Files' section to a 'Download this File (2448 K)' link. To the right, a 'Windows Media Player' window is open, displaying a 3D model of a laboratory workstation with two computer monitors and a central console.

Recent Developments: Image searching

The screenshot shows a journal article page with a search bar at the top. The main content area is a grid of image thumbnails, each with a caption. A grey box labeled 'Image search' is overlaid on the right side of the grid. The thumbnails include various scientific images such as cell diagrams, graphs, and micrographs.

Recent Developments: Related Reference works

The screenshot displays the SciVerse interface for a book chapter. The main content area shows the chapter title "Chapter 5 - Casein micelle structure and stability" from the book "Milk Proteins: From Basics to Food". A callout box with an arrow points to the "Related reference work articles" sidebar, stating: "Direct links from Book & Journal direct to Related Reference Work articles". The sidebar lists several related articles, including "Structure and stability of casein micelles" and "Effect of casein micelle structure on stability".

Application gallery

The screenshot shows the SciVerse application gallery for the search term "milk proteins". The interface includes a search bar, a list of search results, and a sidebar with filters. The search results list includes:

- 101. Analisis per hiperresponsividad a la leche de vaca (PCV) en la breva casein micel... (Journal of Dairy Science, Volume 91, Issue 12, December 2008, Pages 4377-4384)
- 102. Comparative Study on Heat Stability and Functional Properties of Casein and Bovine Milk Whey Proteins. (Journal of Dairy Science, Volume 91, Issue 12, December 2008, Pages 4377-4384)
- 103. Tensile proteomic analysis of milk proteins in historical building materials (International Journal of Mass Spectrometry, Volume 254, Issue 1-2, July 2009, Pages 42-48)
- 104. Highly sensitive double-fluorescent dye staining on microchip electrophoresis for analysis of milk proteins (Electrophoresis, Volume 29, Issue 12, July 2008, Pages 2522-2528)

The sidebar on the right shows "My Applications" with a list of authors and a "Matching sentences" section indicating 764 paragraphs for the query "milk proteins".



eReader app on SciVerse ScienceDirect

The screenshot shows the SciVerse ScienceDirect interface. A grey box highlights the following features:

- Visible on SD article pages, for all XML articles/chapters
- Two alternative downloading options for the article: EPUB and MOBI
- Users Save and load file directly to their reader

An arrow points to the 'eReader format' dropdown menu in the article's download options, which lists 'EPUB' and 'MobiPocket'.



Going Digital, Going Mobile!



Going Digital, Going Mobile!



The University of
Adelaide will
provide iPads to
700 Science
students and
faculty in 2011



Stanford University:
Incoming Medical students
receiving iPads



Mobile Applications: iPhone, iPad

Recent Articles Based on Personal Alert Settings
Offline Library of Saved Article

SD Search

Easy and Offline access to favorite journals

Co-Branding with Library's Mobile Website Link

Developing Hybrid Apps Across Application Marketplaces
-- iPhone
-- iPad Application

Interactive Article with Quick Access Sections; Images Cover-Flow; High-Resolution Zoom In/Out

iPhone app available to users at subscribing institutes only.

eBook Collection	Pre-2007	2007	2008	2009	2010	2011	Total
Agriculture and Biological Sciences	211	15	25	20	11	12	302
Biochemistry, Genetics, and Molecular Biology	253	12	11	12	22	10	320
Business, Management, Hospitality, and Tourism	349	62	44	22	14	9	500
Chemical Engineering	429	40	24	36	24	19	572
Chemistry	412	36	24	5	4	11	492
Computer Science	468	116	88	51	54	44	821
Earth and Planetary Sciences	450	28	19	41	8	17	563
Finance	78	15	12	17	18	11	151
Forensics							14
Energy	31	4	9	4	10	11	69
Engineering	897	95	86	83	80	53	1277
Environmental Science	188	24	13	13	11	11	261
Immunology and Microbiology	106	6	15	7	n/a	4	140
Materials Science	219	23	27	21	7	12	309
Mathematics	916	25	12	12	7	15	987
Media Technology	n/a	n/a	n/a	79	80	82	241
Medicine and Dentistry	65	15	6	8	15	6	115
Neuroscience	101	19	22	15	12	9	178
Pharmacology, Toxicology, and Pharmaceutical Sc.	63	11	8	7	n/a	5	94
Physics and Astronomy	162	22	22	8	3	5	222
Psychology	201	15	15	7	19	11	340
Clinical Medicine	202		55	79	50	44	
Health Professions	214		27	39	27	31	
Veterinary Medicine	112		13	10	14	10	
Complete Collection	6219	383	560	612	490	462	8911

A Closer Look: eBook Collections (Monographs)

New
Clinical Dentistry 2000-2010
Spanish Collection 2004 - 2009

HS eBooks – now available on ScienceDirect

AVAILABLE HEALTH SCIENCES TITLES

	Health Professions	Clinical Medicine	Veterinary Medicine	Complete Package
2000-2007	214	202	112	528
2008	27	55	13	95
2009	39	79	18	136
2010	28	59	14	101
2011	24*	35*	9*	68*
Total	332	430	166	928

* subject to change

New Clinical Dentistry Collection Available!

A new Clinical Dentistry collection is now available on ScienceDirect. This collection features **24** handpicked titles with publication dates ranging from 2000 – 2010. Add this collection to your ScienceDirect holdings to get a powerful mix of trusted core titles and cutting-edge information.

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Books Series and Handbook Series	√ Backfiles	√	Subscription Includes current Year and 4 Years of Backfiles. Deep Backfiles Available as One-off.
eBooks	√		Available in Discounted Packages, Pick & Choose and Via the Evidence Based Model.

2010 eBooks -- Options



Option 1: Collections

eBook Subject Collections	Standard Collection Discount
2011	23.5%
2010	15%
2008-2009	15%
2007	15%
Pre-2007	60%

For multiple collection purchases (in one order), the following additional volume discounts apply:

- 5-9 Collections: 5%
- 10-14 Collections: 10%
- 15+ Collections: 15%



Option 2: Pick & Choose
(no minimum requirement)

Option 3: Evidence-Based Selection

Evidence-Based Selection: The Flexibility to Choose

- You define the most important collections for your institution and gain access to them for a full 12 months for a minimal, up-front fee determined by a percentage of 10–40% of the total value of content you choose
 - Free MARC Records, Statistics, and Marketing Initiatives included
 - No DRM Restrictions
- After 12 Months you choose the most valuable titles / collections based upon Evidence-Based statistics

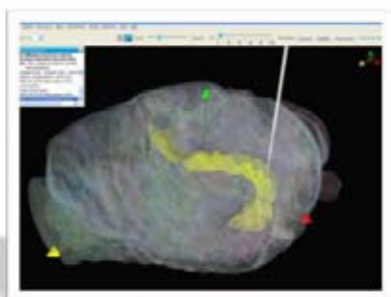
Library Welcome Kit

Introducing the ScienceDirect eBooks Library Welcome Kit



Increased Discoverability & Usage = Optimized Return on Investment

Brain Navigator – YES, this is the book as well:
View the brain like never before!



BrainNavigator is an online 2D & 3D brain map based on work from leading brain cartographers, George Paxinos and Charles Watson and developed in partnership with the Allen Institute for Brain Science

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81% of researchers agree:

“In the next several years, we will use knowledge networks (online groups of trusted peers) as a reliable source for filtering and viewing information...”