

EVENTOS

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DE CALIDAD Y BIBLIOTECAS

2010

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ONLINE BOOKS:
DETERMINING VALUE AND QUALITY



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REBIUN

Online Books: Determining Value And Quality



Jonathan Bunkell
VP Online Book Sales
Elsevier

Discussion topics

- Online books – what's out there?
- What factors are important to librarians and users
- Quality measures for online books
- Making online books more useful (useable)
- ROI
- Case studies
- Online books – a peak at the future

Nothing new...

“It is certainly impossible for any person who wishes to devote a portion of his time to [research], to read all the books and papers that are published in connection with his pursuit; their number is immense, and the labour of winnowing out the few [of interest], is such that most persons who try [...], pass by what is really good.”

Date: 1826

Online Books: What's out there?

Institutional access

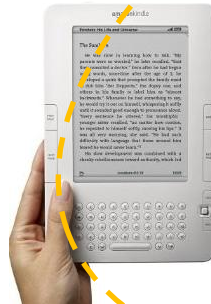


Specialist aggregators



iPad is here.

Individual download



Mobile platforms



What factors are important?

To researchers:

Accessibility – Anytime...Anywhere

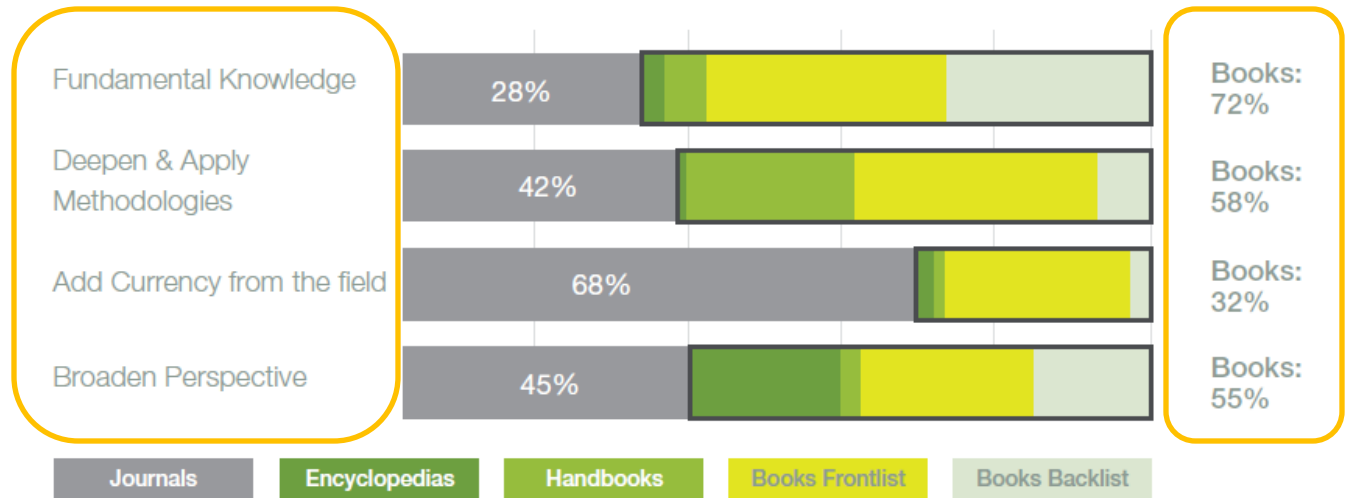
Flexibility – Direct links to full text (pdf or HTML), multiple and simultaneous users, capability to download or print, no digital rights management restrictions

Searchability – Faster retrieval of information compared to searching the shelves during library hours, finding relevant information that they were not specifically searching for when content is presented contextually, brief abstracts or previews to assess relevancy

Convenience – Integrated book and journal content and citation tools across a diverse range of subjects

And why is access to books important to researchers?

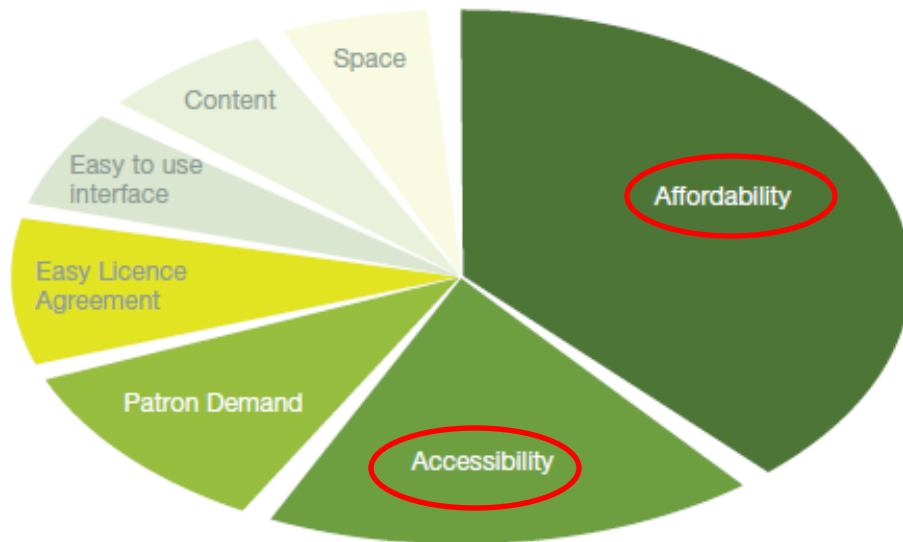
The Value of Content to the Research Workflow



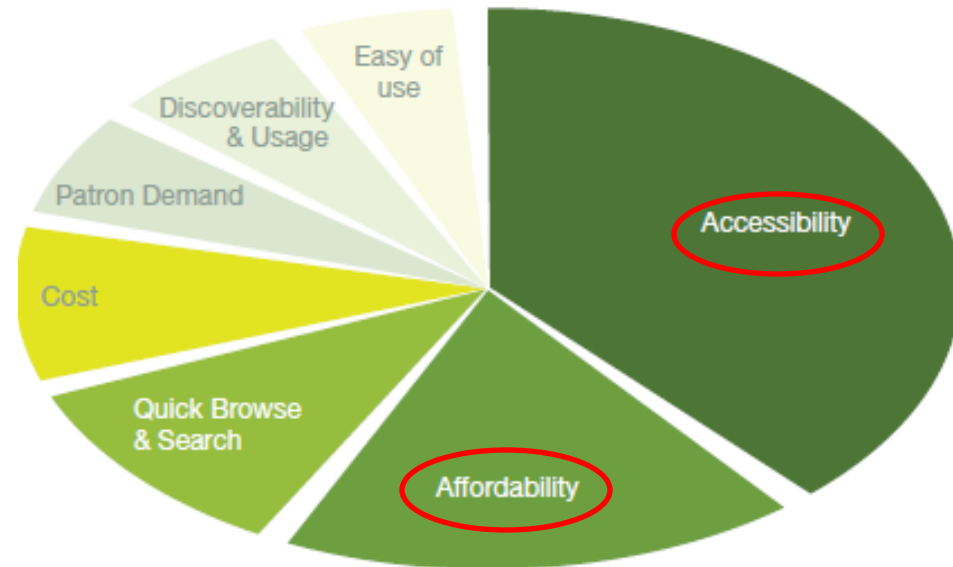
What factors are important

To librarians investing in online books

Before investing



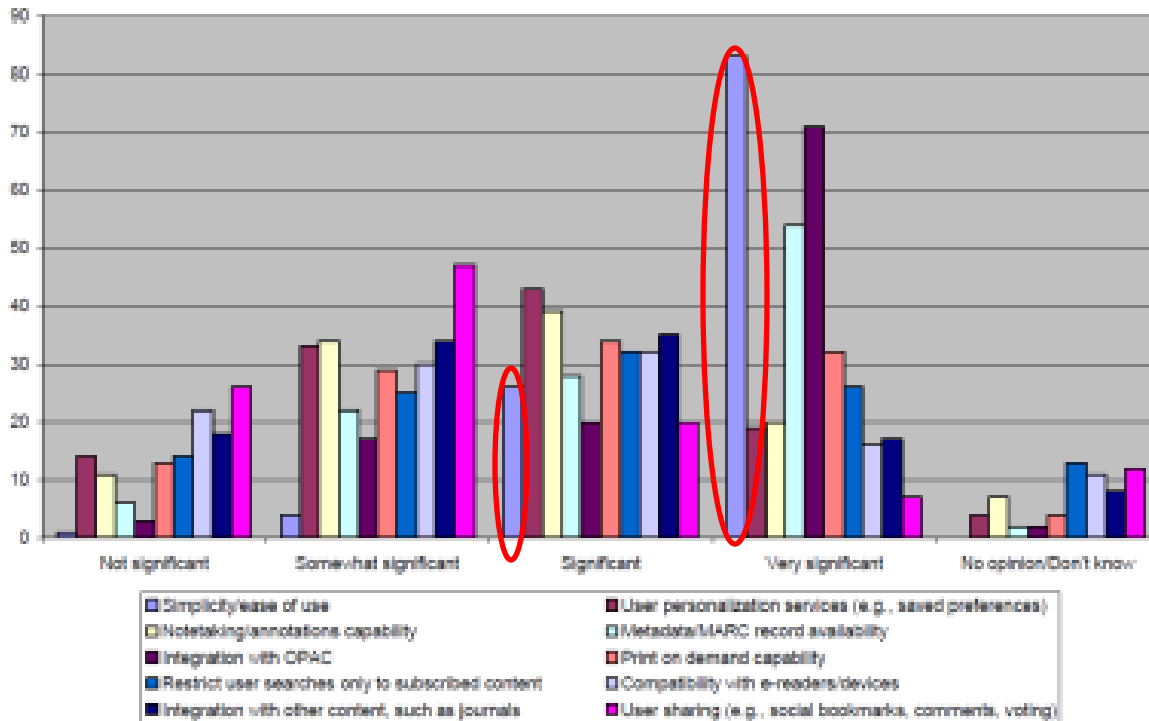
After investing



Source: SMS (Satisfaction Management Systems)/Elsevier Survey Responses from 450 Librarians Worldwide, 2009

Other findings:

From Highwire Survey of librarians:



+95% of librarians highlight simplicity/ease of use as a very significant or significant factor in ebook purchasing decisions

<http://highwire.stanford.edu/PR/HighWireEBookSurvey2010.pdf>

“It used to be that the way you put together a library budget was to look at like institutions and then argue for a little more. Now my provost is saying to me, “If I give you x dollars, what is the return on investment to the University?””

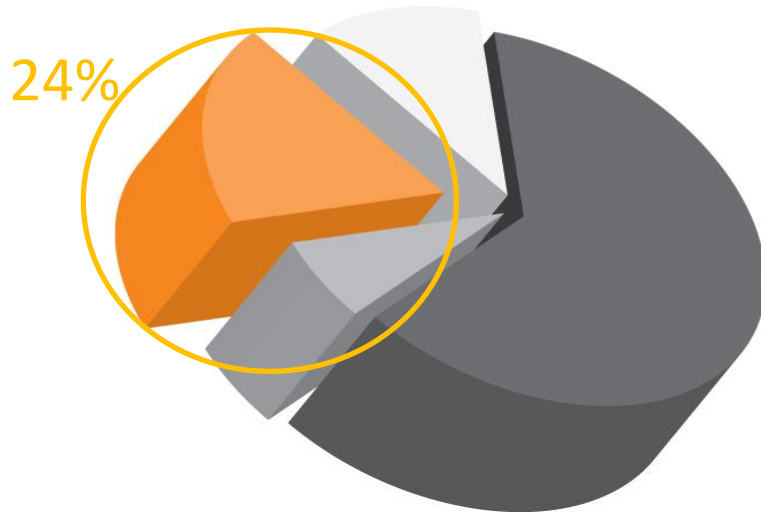
—T. Scott Plutchak, Librarian, University of Alabama at Birmingham

Quality measures for online books

If we take quantifiable metrics like citations...
very little exists for online books:

Cited Records in Scopus

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



- 91 million records in Scopus
- 22 million book records

- Journal Articles (incl. Reviews, short communications, AIPs, etc)
- Conference Items
- Books
- Rest (incl. patents and unknowns)

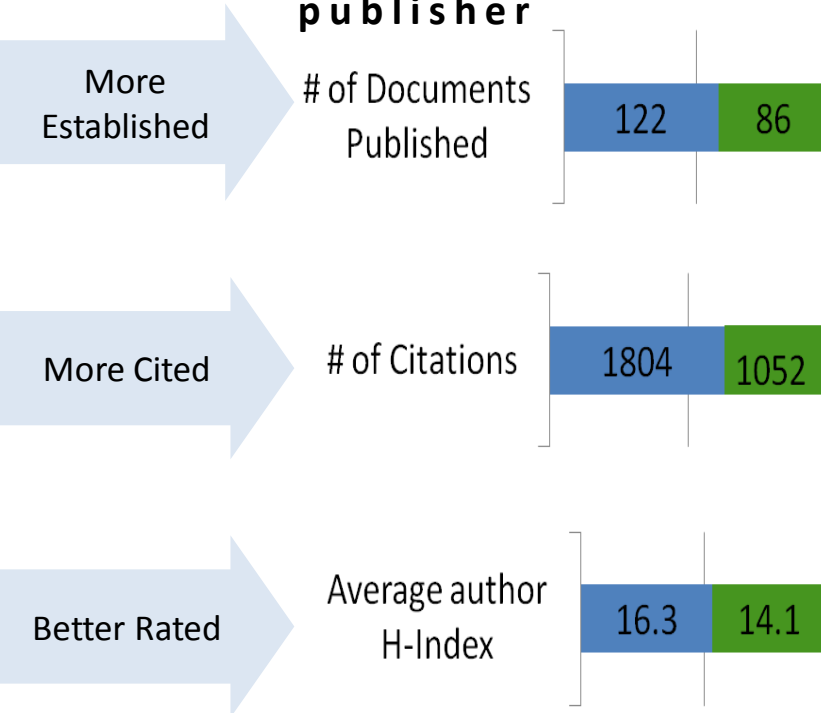
Most cited item in Scopus is a book

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

Books are not systematically indexed for citations like journals

Other Existing Data

A comparison between 900 book authors who published with Elsevier vs. another major publisher



LIBRARY JOURNAL.COM

- Nobel Laureate in Economic Sciences 2005**
Robert Aumann - *Handbooks in Economics Series*
- Choice 2004-2005 Outstanding Academic Titles Awards**
Encyclopedia of Energy
Encyclopedia of Forest Sciences
- Library Journal Best Reference 2005**
Encyclopedia of Geology
- Library Journal Best Reference (pre-2005)**
Encyclopedia of Atmospheric Sciences
Encyclopedia of Cancer
- Choice Outstanding Academic Titles Award**
Encyclopedia of Human Nutrition
- Winner of Geoscience Information Society (GISIS) Mary B. Ansari Best Reference Work Award**
Treatise on Geochemistry
- Outstanding Reference Source from ALA's Reference & User Services Assoc**
Encyclopedia of Biodiversity
- Commended Title in the Mental Health category by the BMA**
Encyclopedia of Stress
- Highly Commended title in Basic and Clinical Sciences from the BMA**
Encyclopedia of Virology
- Commended Title in the Basic and Clinical Sciences category by the BMA**
Encyclopedia of Ocean Sciences
- Library Journal Best Reference**
Encyclopedia of Ocean Sciences

CHOICE Outstanding Academic Titles

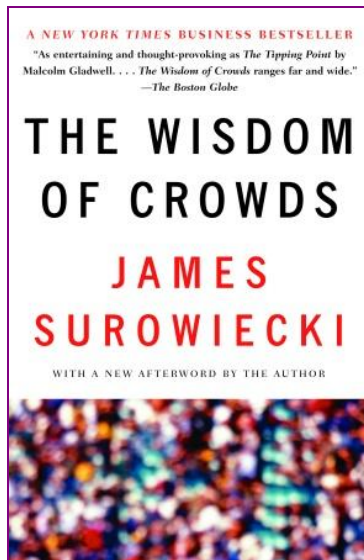


Elsevier Authors
Other Major Publisher Authors

Usage as measure of quality...

In the future, PageRank, not the ISI's IF, may very well start representing our perception of article and journal status.

Bollen, J., Rodriguez, M. A., and Van de Sompel, H. (2006). Journal status. *Scientometrics*, 69, (arxiv.org:cs.DL/0601030)



Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future.

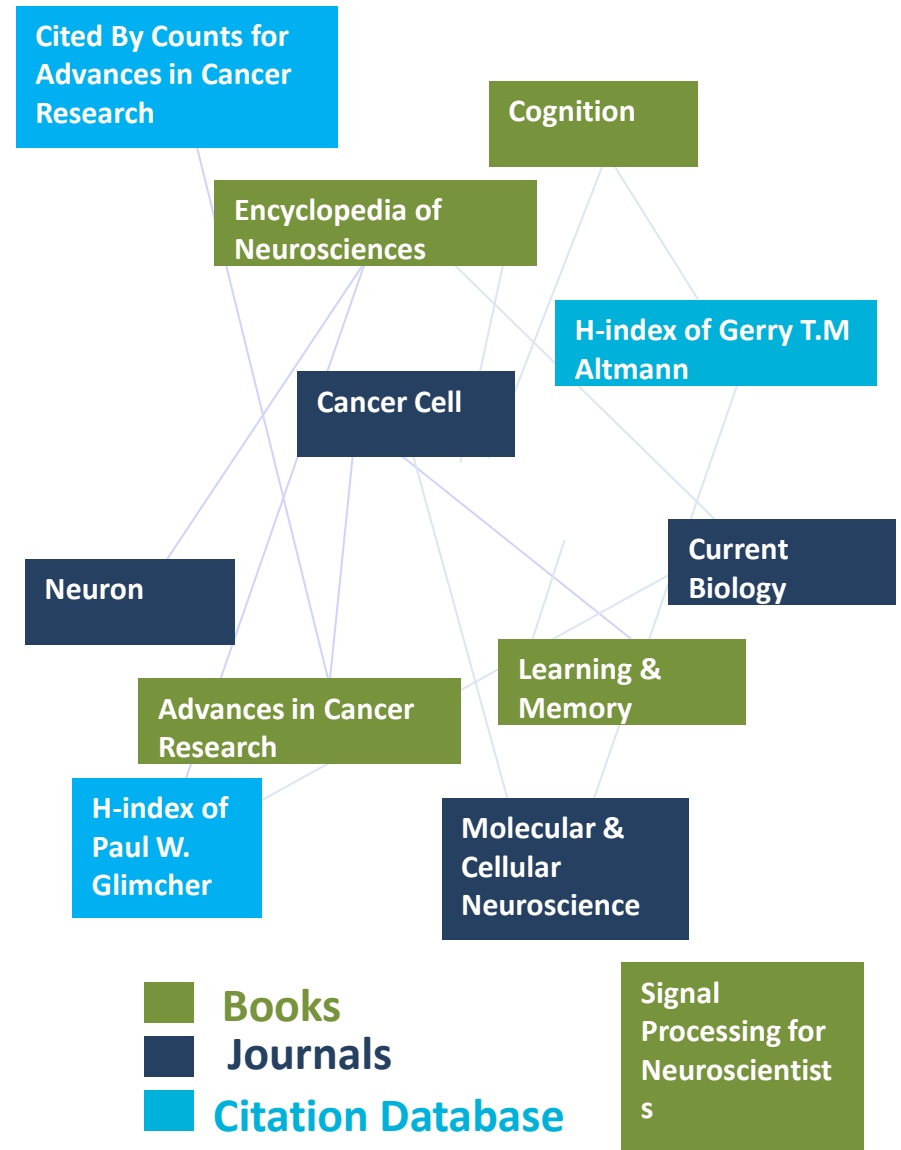
Usage data and cost-per-use data are widely available for online books



A number of online books are COUNTER compliant including ScienceDirect books

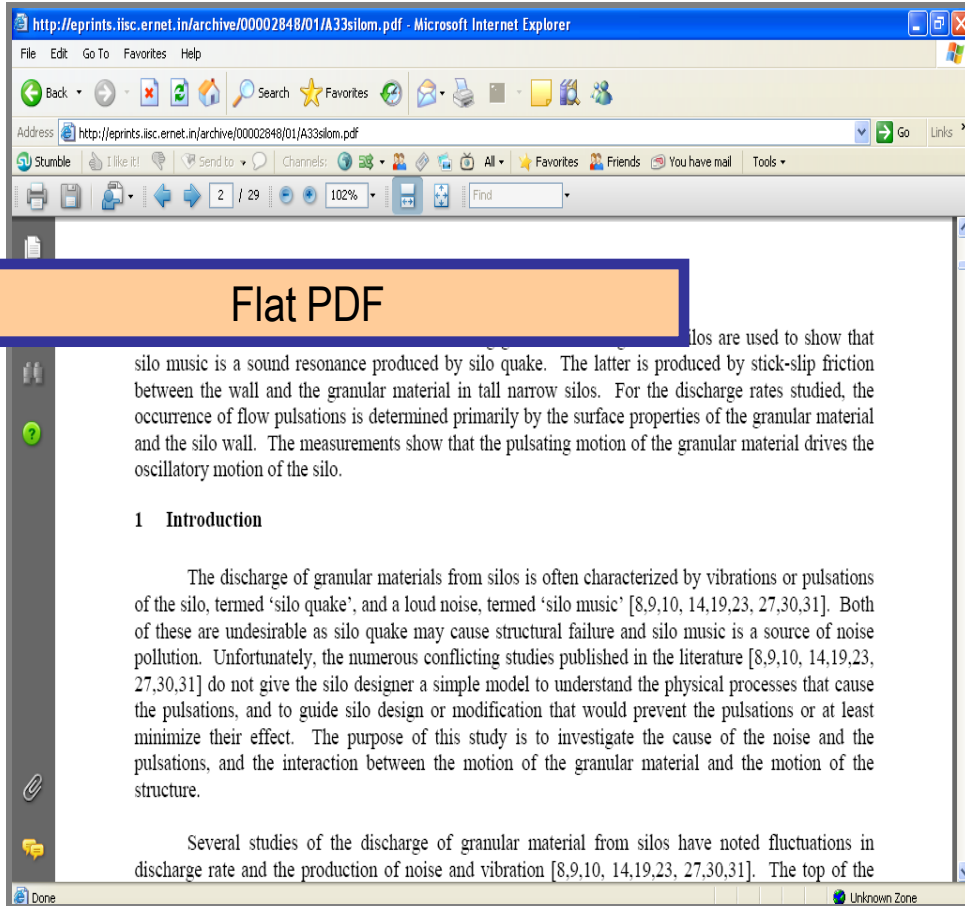
Making online books more useful (useable)

- 1. Electronic books** – anytime, anywhere; increased productivity (searching more information)
- 2. Reference linking** to full text of cited articles (CrossRef)
- 3. Tools for data-mining**, visualization; geographical coordinates
- 4. Advanced searching** (e.g. chemical structure searching)
- 5. Federated searching** and integration of a broad range of information types (e.g., including patents)
- 6. Collaborative tools**
 - a. Nature's Connotea, Elsevier's 2collab
 - b. Broader world of web 2.0



From scientific content...

or



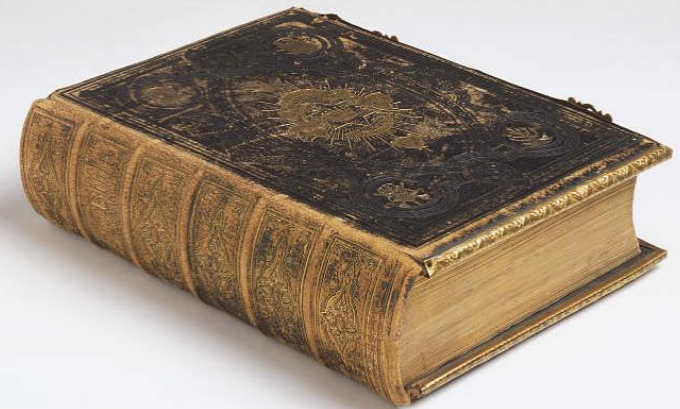
Flat PDF

Silos are used to show that silo music is a sound resonance produced by silo quake. The latter is produced by stick-slip friction between the wall and the granular material in tall narrow silos. For the discharge rates studied, the occurrence of flow pulsations is determined primarily by the surface properties of the granular material and the silo wall. The measurements show that the pulsating motion of the granular material drives the oscillatory motion of the silo.

1 Introduction

The discharge of granular materials from silos is often characterized by vibrations or pulsations of the silo, termed 'silo quake', and a loud noise, termed 'silo music' [8,9,10, 14,19,23, 27,30,31]. Both of these are undesirable as silo quake may cause structural failure and silo music is a source of noise pollution. Unfortunately, the numerous conflicting studies published in the literature [8,9,10, 14,19,23, 27,30,31] do not give the silo designer a simple model to understand the physical processes that cause the pulsations, and to guide silo design or modification that would prevent the pulsations or at least minimize their effect. The purpose of this study is to investigate the cause of the noise and the pulsations, and the interaction between the motion of the granular material and the motion of the structure.

Several studies of the discharge of granular material from silos have noted fluctuations in discharge rate and the production of noise and vibration [8,9,10, 14,19,23, 27,30,31]. The top of the



To scientific content-based experience

The image shows a screenshot of a scientific article page from ScienceDirect. The article title is "Silo music and silo quake: granular flow-induced vibration". The authors listed are Benson K. Muite, Shandon F. Quinn, Sankaran Sundaresan, and K. Kesava Rao. The page includes a navigation bar with options like "SummaryPlus", "Full Text + Links", and "PDF (696 K)". Below the navigation bar are various utility icons such as "Add to my Quick Links", "Cited By", "E-mail Article", "Save as Citation Alert", "Export Citation", and "Citation Feed". The article abstract is visible, starting with "Acceleration and sound measurements during granular discharge...". On the right side, there is a "Related Articles in ScienceDirect" section listing several related papers. At the bottom right, there are buttons for "Add to 2collab" and "Request Permission", along with "View Record in Scopus" and "Cited By in Scopus (2)".

Links to other chapters in same book

Link to articles which cite this one

View related articles

Send chapter to friend

Email the author

Share with other researchers via 2Collab

Scopus integration

Platform can be important in adding value

From earlier in presentation:

Accessibility – Anytime...Anywhere

Flexibility – Direct links to full text (pdf or HTML), multiple and simultaneous users, capability to download or print, no digital rights management restrictions

Searchability – Faster retrieval of information compared to searching the shelves during library hours, finding relevant information that they were not specifically searching for when content is presented contextually, brief abstracts or previews to assess relevancy

Convenience – Integrated book and journal content and citation tools across a diverse range of subjects

What's next?

- Access on mobile devices
- More tools
- Discovery tools...

Stay tuned!

E.g. NextBio integration
(screen grab from ScienceDirect)

The screenshot shows a NextBio widget titled "Relevant terms from this article" with a "NEW" badge. Below the title, it says "Click for Data Correlations, Clinical Trials and more". The widget lists four categories of terms:

- 7 Diseases**: malaria, african sleeping sickness, chagas disease, infections. Includes a "View more..." link.
- 5 Compounds**: chloroquine, nitrogen, dihydroergotamine, pimozide. Includes a "View more..." link.
- 2 Tissues & Cells**: red blood cells, blood cells.
- 5 Organisms**: humans, parasitic, plasmodium falciparum, ducks. Includes a "View more..." link.

At the bottom, it says "Powered by NextBio" and "What is this?"

R.O.I.

Demonstrating the value of the library:

ROI for Libraries Remains High



By Roger Strouse
August 29, 2007

The latest Outsell research on information end-users shows that those with access to an enterprise library reap substantial benefits. By using their organizations' libraries, on average users reduce their time spent on information tasks by nine hours per interaction and save \$2,218 in direct costs. Two-thirds say that library-provided information helped them to make a major decision.

<http://www.outsellinc.com/store/insights/3538>

Outsell's research and survey findings provide some guidance for information managers needing to establish the value proposition for STM content in electronic formats. Across a broad group of R & D and technical end-users surveyed, electronic content was found to be increasingly relied upon with the right source and type of information essential to users now actively searching for required information on a daily basis. Outsell found a large majority of end-users surveyed reporting:

- A heavy reliance upon STM content,
- an average time savings of 2-4 hours per user per occasion,
- associated cost savings in the form of faster information identification and elimination of redundant work, and
- a clear role for e-content in effectively supporting business decisions such as technologies to pursue and projects to select

<http://www.springer.com/librarians/solutions+for+industry?SGWID=1-40475-12-700104-0>

University of Illinois at Urbana–Champaign

...the model produces a **return of \$4.38** in grant income to the university **for every dollar invested in the library in 2006**

UIUC model – 2006 data		
No. of tenure system faculty	2,045	
No. of principal investigators	1,700	*Survey Q11: 94% of faculty use citations in grant proposals
A = % of faculty using citations in grant proposals*	78.14%	(1700x94%)/2045
No. of grant proposals	2,897	**Survey Q12: 94% of proposals include citations that are obtained via campus network
No. of grant awards	1,456	**Survey Q10: 95% of faculty state citations important or essential in grant awards
B = % proposals incorporating citations obtained through library**	50.79%	(1456x95%) / (2897x94%)
Average size of grant	\$63,923	
C = Proportion of grant secured using library materials	\$25,369	(78.14%x50.79%x\$63,923)
No. of grants (expended) in year	6,232	
D = Proportion of grant income using library materials	\$158,099,608	(\$25,369x6232)
Total library budget	\$36,102,613	
E = University return in grant money on library	\$4.38	(\$158,099,608/\$36,102,613)

<http://libraryconnect.elsevier.com/whitepapers/0108/lcwp0101.pdf>

Case Study: Monash University

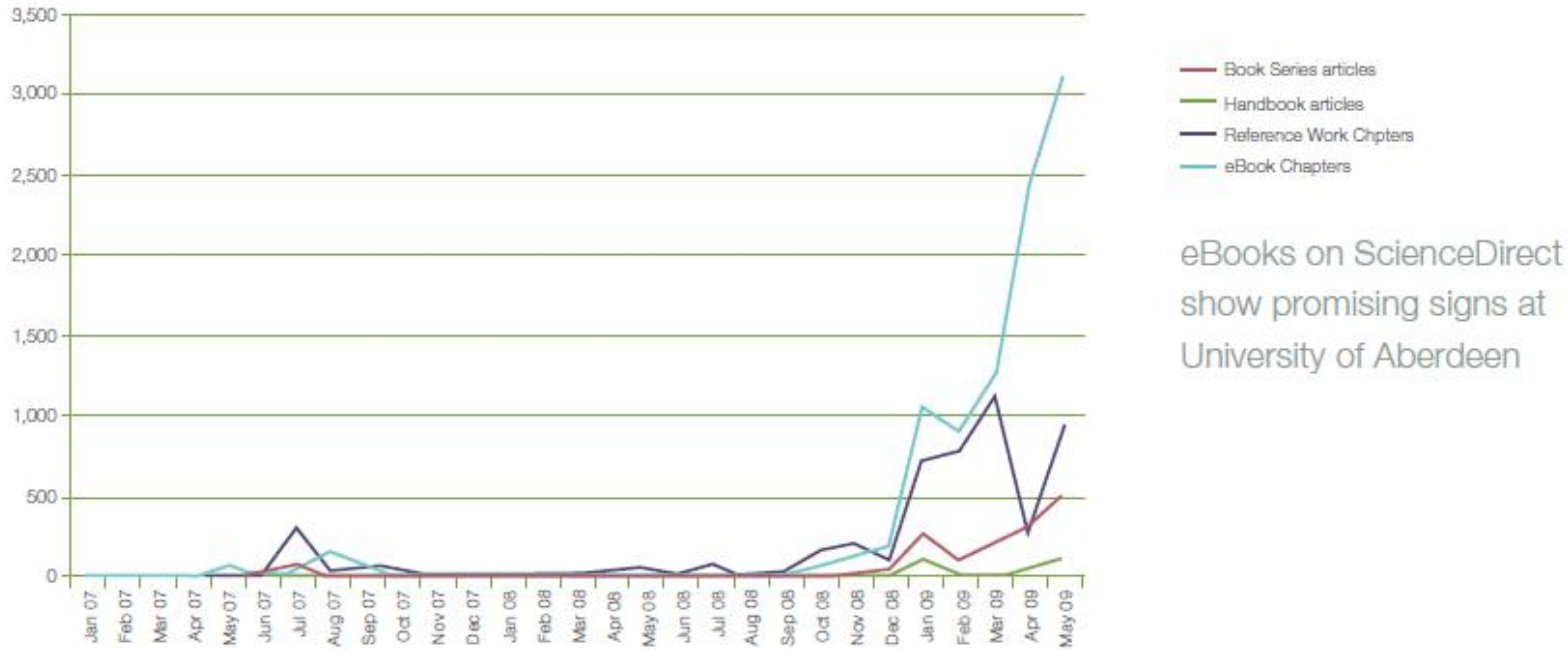
“Ebooks and associated electronically-generated cataloging records make it **easier and quicker for staff** to acquire, promote and “lend” books – and **the cost per use is lower compared to print**. It cuts down the space required to house the collection, **reduces the need for physical handling** and results in a “greener” information resource. **Cost, space and time savings can be redirected to other priorities**, like efforts designed to make the library a more inviting place and increase the role it plays on campus. **Door counts have increased significantly. More floor space** translated into more group study areas, more tolerant policies regarding noise and food and beverage were instituted and wireless Internet access was installed.”

“Today’s patrons want and need ready access to the content they need, when they need it—
in and out of their own area of expertise.”

Robert Thomas, Library Manager
Hargrave-Andrew Library, Monash University—Australia



Case study – University of Aberdeen



"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

What's Next?



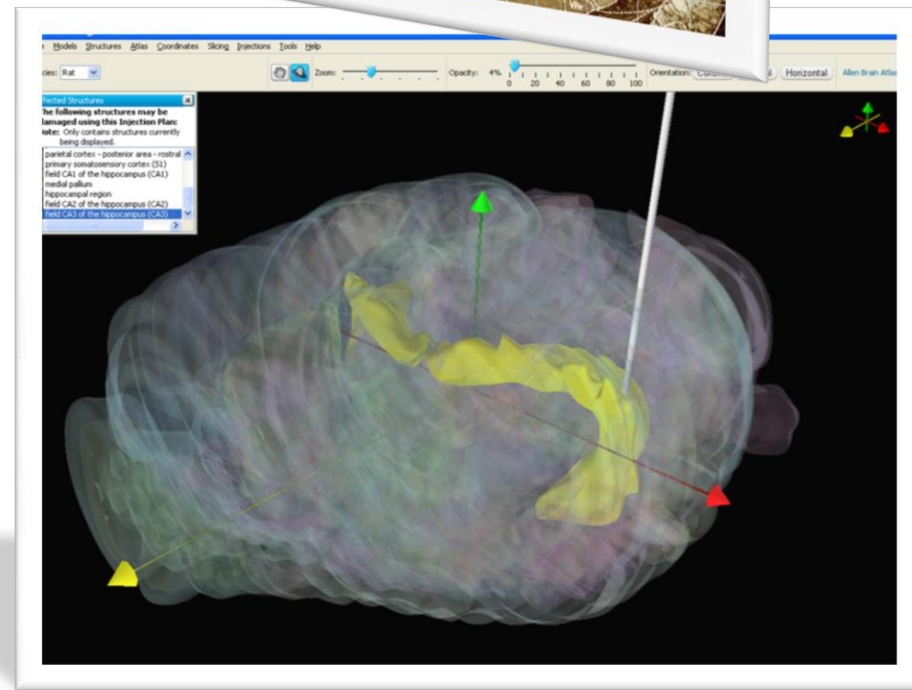
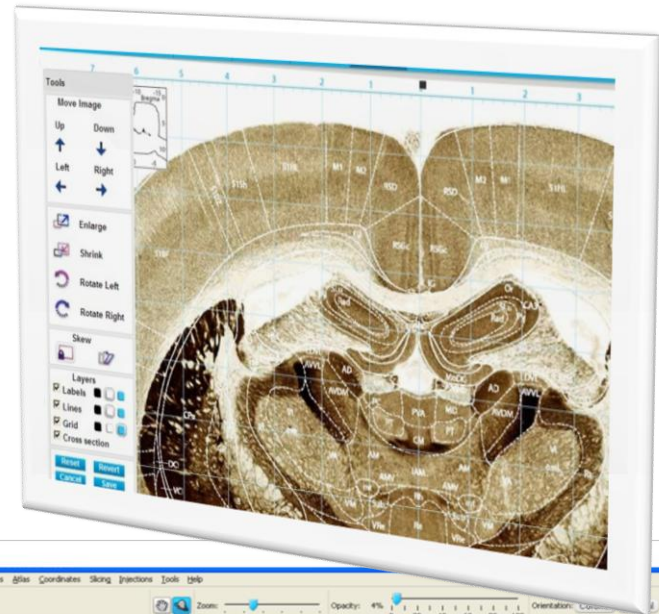
BrainNavigator

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

Using BrainNavigator neuroscientists

- Improve research efficiency and accuracy
- Save time spent on research
- Reduce costs
- Minimize laboratory errors



Learn more: www.brainnav.com/info

Muchas gracias!

"There is no path. **The path is made by walking.**"

Antonio Machado (1875–1939)
Spanish poet

**Are you
ready?**

Librarians:

58% say they are actively migrating

Researchers:

82% say they are actively migrating (or ready to migrate!)