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- W a j d a Augustyn: *Organizacja i zarządzanie*. Państwowe Wydawnictwo Ekonomiczne, Warszawa 2003
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- Z p r o b l e m a t y k i d o r a d z t w a p e r s o n a l n e g o / red. Teresa Rzepa. Cz. 2. AMP Studio Paweł Majewski, Szczecin 2002

*Mgr Piotr Gólkiewicz*  
*Wrocław - Elsevier*

## EMBRACING THE EBOOK TO ACCELERATE SCIENCE





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

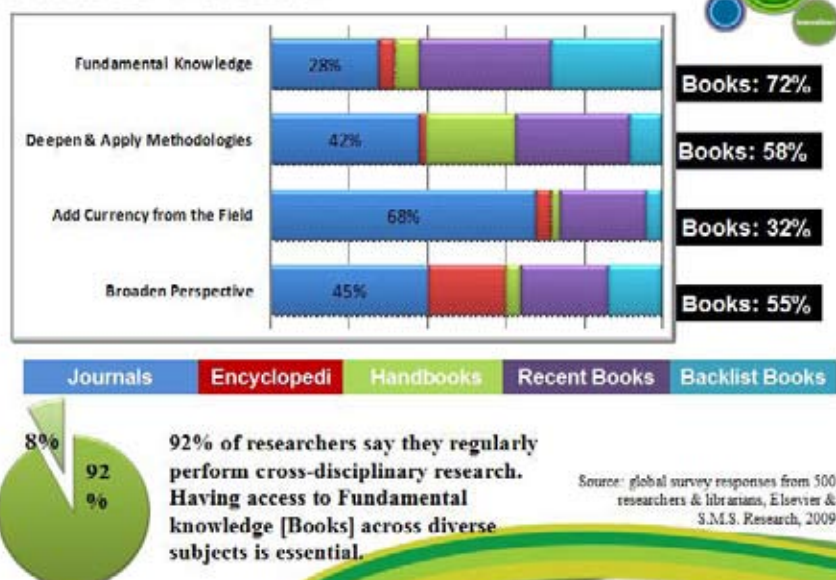
- The Value of Book Content to the research workflow
- eBooks Usage: Trends and Case Studies from Researchers & Libraries
- The Value of Publisher-Provided Content and Platform
- Going Mobile
- Flexible Purchase Models



## The Value of Books to the Research Workflow

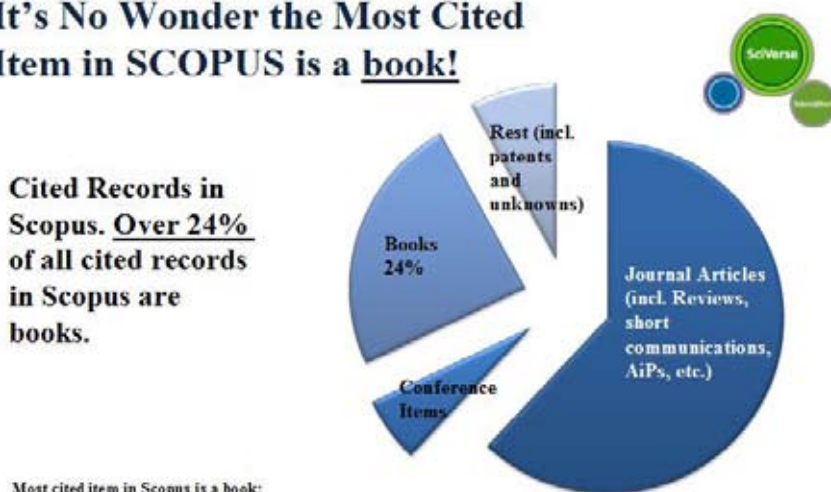


## The Value of Book Content to the Research Workflow



## 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.**



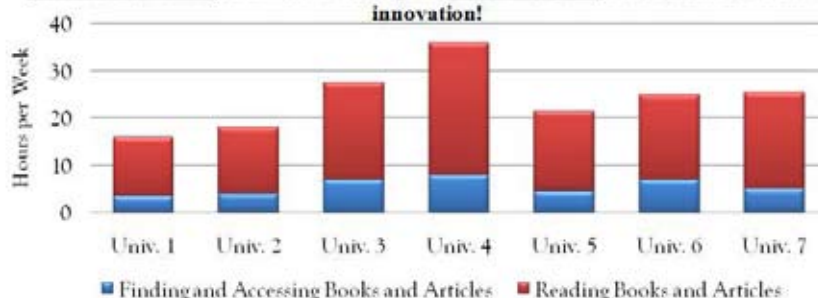
**Most cited item in Scopus is a book:**

| Author(s)                                 | Date | Source Title                           | Cited By |
|-------------------------------------------|------|----------------------------------------|----------|
| Gambrook, 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.

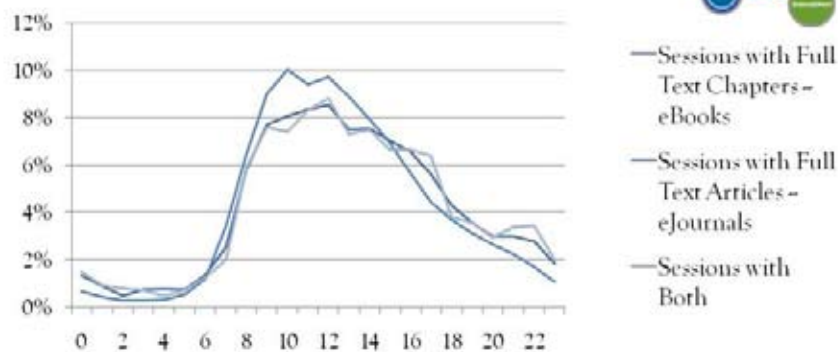
Source: University Investment in the Library, Phase II: An International Study of the Library's Value to the Grants Process, 2010, Elsevier and 8 academic partners



## 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)

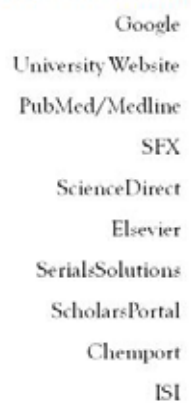
## The Path Most Taken to eBooks & Journals

### (Top 10) Navigating to eBooks



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

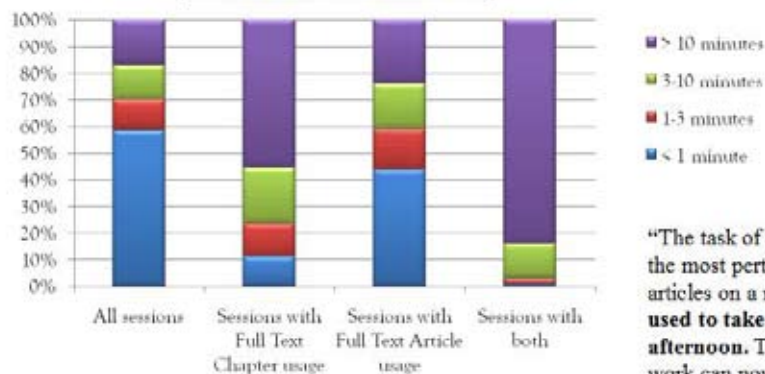
### (Top 10) Navigating to eJournals



Source: ScienceDirect usage data 2010

## Full Text Usage: eBook Chapter and eJournal Article

Sessions with eBooks last longer than sessions with eJournals

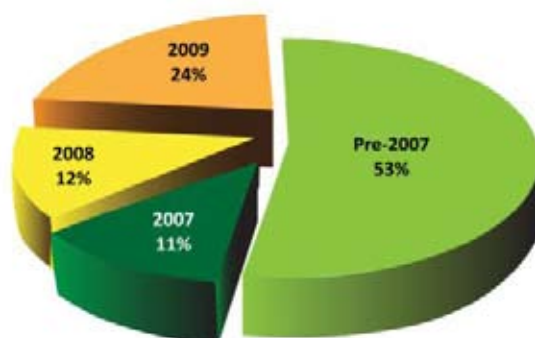


"The task of finding the most pertinent articles on a new topic used to take a full afternoon. The same work can now be completed in 15-30 minutes."



Source: ScienceDirect usage data 2010

## eBook (Monograph) Usage by Publication Year

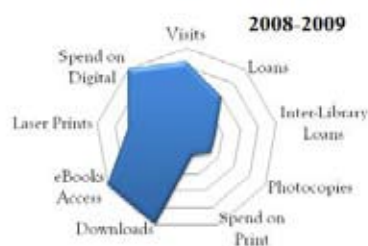


More than half of eBooks usage occurs with back list titles (for trusted foundation knowledge)



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



*"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  
UNIVERSITY



## 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 platform interface. The top navigation bar includes 'Home + Recent Actions', 'Browse', 'Search', 'My settings', and 'My alerts'. The main content area shows an article titled 'Effect of high pressure on the structure of BSA' with a summary and abstract. On the right side, there are several panels: 'Related Articles' with a list of articles, 'Relevant terms from this article' with a list of terms, and a 'Summary' panel with a list of terms. A diagram of a protein structure is also visible on the left side of the article text.

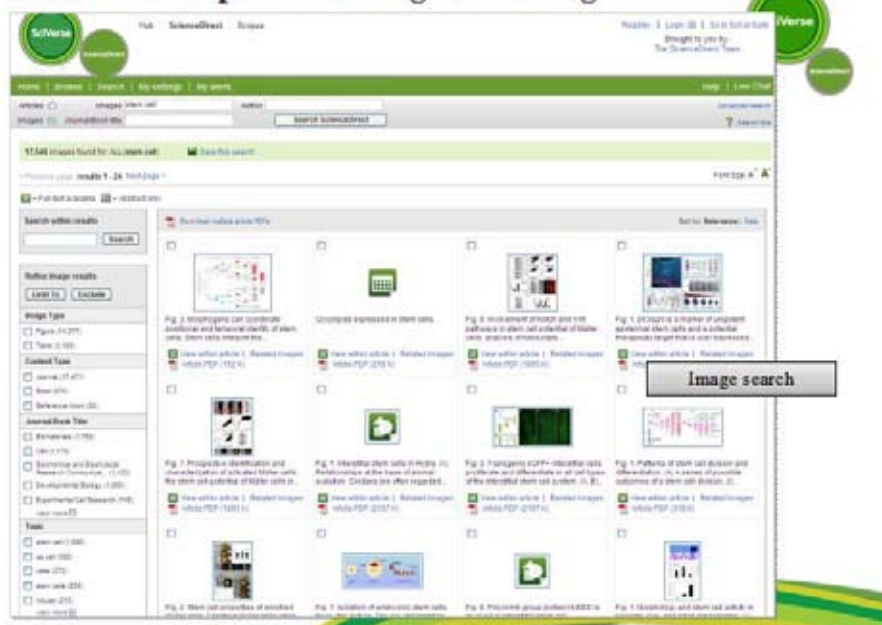
## Platform advantage: Integrated search

The screenshot displays the ScienceDirect platform interface. The top navigation bar includes 'Home + Recent Actions', 'Browse', 'Search', 'My settings', and 'My alerts'. The main content area shows the 'All Sources' section, which is expanded to show a list of sources. The 'Search' section is also expanded, showing a list of search criteria. The 'Advanced search' section is visible at the bottom.

## Platform advantage: Supplementary files



## Recent Developments: Image searching



## Recent Developments: Related Reference works

The screenshot displays the SciVerse ScienceDirect website. The main content area shows a book chapter titled "Chapter 5 - Casein micelle structure and stability" by David S. Horne. To the right, there are sections for "Related Articles" and "Related reference work articles". A text box with an arrow points to the "Related reference work articles" section, stating: "Direct links from Book & Journal direct to Related Reference Work articles".

## Application gallery

The screenshot shows the SciVerse application gallery. It features a search bar, a list of search results, and a sidebar with filters. The search results include a list of articles, such as "Análisis por hiperresolución 5 años" and "Comparative study on the stability and functionality of Casein and Bovine Milk Whey Protein". The sidebar on the right shows "My Applications" and "Public Authors".



and lymphoproliferative focus. It is suggested that the



## 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**

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

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

SciVerse

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         |
| Formica                                          |             |            |            |            |            | 14         |             |
| Energy                                           | 31          | 4          | 9          | 4          | 10         | 11         | 69          |
| Engineering                                      | 897         | 95         | 86         | 83         | 80         | 53         | 1277        |
| Environmental Science                            | 189         | 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         | 58         | 44         |             |
| Health Professions                               | 214         |            | 27         | 39         | 27         | 31         |             |
| Veterinary Medicine                              | 112         |            | 13         | 18         | 14         | 16         |             |
| <b>Complete Collection</b>                       | <b>6218</b> | <b>563</b> | <b>560</b> | <b>612</b> | <b>498</b> | <b>462</b> | <b>8911</b> |

**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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| Book Type                        | One-time Payment (Perpetual Access) | Subscription | Purchasing Details                                                                                                                            |
|----------------------------------|-------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
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| Books Series and Handbook Series | ✓<br>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%                          |

Option 2: Pick & Choose  
(no minimum requirement)

Option 3: Evidence-Based Selection

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

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



## Evidence-Based Selection: The Flexibility to Choose

### Library Welcome Kit

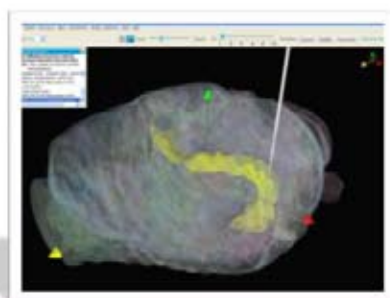
Introducing the ScienceDirect eBooks Library Welcome Kit

- 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



**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..."