

### Welcome

This issue focuses on online books, and I'm delighted to offer a few words of welcome for you, our readers.

Within the next five years, Elsevier's Science & Technology Books division will go from having less than 5% of our list available in an electronic format to over 80% of our front and backlist titles available online. This huge shift comes directly from the demands of our customers who, having seen the benefits of e-formats for journal articles, now want those same benefits in longer consolidated information formats delivered exactly the same way.

Indeed, the very concept of a "book" is radically shifting away from the traditional view of a bound tome sitting on a shelf to a large database of consolidated, thematic content. This year at Elsevier in the S&T division we will be experimenting with this format and plan on releasing a series of high-level academic "books" in electronic format only. These books will be available on our ScienceDirect platform and to selected third-party content suppliers. We will of course be very interested in this format and how it works for you.

In addition, we will launch a series of interactive "learning products" that contain information delivered by traditional books but in an online format developed specifically for the professional training market. I look forward to sharing our progress with these initiatives in the near future.

I hope you enjoy this new issue of Library Connect and look forward to your feedback in the coming months.

Best regards,

Jim Donohue, Managing Director, Science & Technology Books, Elsevier, Oxford, UK

### Q & A Snapshot with Jim Donohue

**Q:** What were you doing before you joined Elsevier in May 2006?

**A:** I have held a variety of senior management positions at places like Simon and Schuster, Times Mirror, NetDoctor, Oxford University Press and most recently Augsburg Fortress, a well known academic theological press. I have worked in the US, the UK and Denmark and have traveled extensively in Europe, Africa and South America.

**Q:** What industry trends are you watching?

**A:** I am watching and hopefully responding to the development of electronic delivery of content and e-learning, particularly in North America.

**Q:** What's the best part of your job?

**A:** The people I work with and the customers I work for.



Jim Donohue

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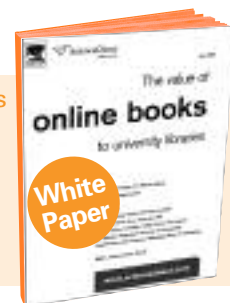
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#### ScienceDirect Online Books White Paper

"The Value of Online Books to University Libraries," the white paper mailed with this newsletter issue, is available at [www.elsevier.com/librarians](http://www.elsevier.com/librarians)



**Q:** What is your favorite book?

**A:** *To Kill a Mockingbird* by Harper Lee. When I was a teen I read this book (the first novel I ever read), and it has resonated with me all my life.

**Q:** What are you reading now?

**A:** *The Piano Tuner*, the first novel from Daniel Mason, a young American writer. It is set in Southeast Asia and involves a physical as well as emotional journey. I guess because I like to travel so much and know how profoundly travel changes everything about how you see yourself and others, I was really drawn to this novel.

## CrossRef, DOIs and E-books

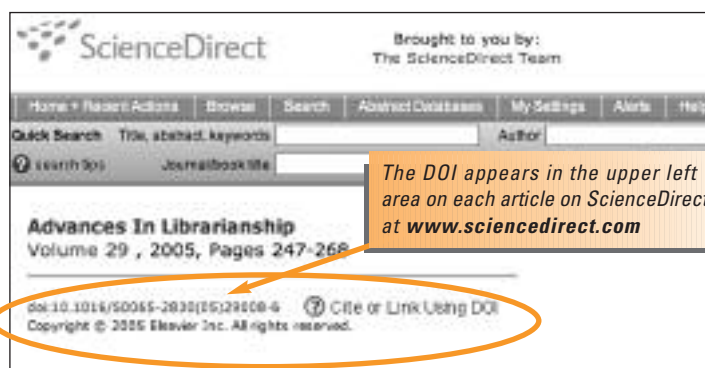
By Amy Brand, PhD, Director of Business Development, CrossRef/PILA, Lynnfield, MA, USA

CrossRef, a publisher-run organization, allows scholarly and professional publishers to work together to improve the online research experience. In the six years since CrossRef launched its citation-linking network, it has grown well beyond the STM journal sphere to encompass various content types from highly diverse content producers.

Though book publishers have been slower to adopt the DOI than journal publishers, among the 22 million or so content items registered in CrossRef are more than 500,000 digital object identifiers (DOIs) assigned to monographs, major reference works, edited volumes and chapters within these works.

### How CrossRef and DOIs Basically Work

The DOI, a NISO standard, is a unique alphanumeric label for digital content. The DOI is paired with an object's URL in a central updatable directory and is intended to be published in place of the URL to prevent broken links if and when the content moves. CrossRef is the only DOI registration agency maintaining a DOI look-up system that renders our DOIs discoverable for linking on an automated basis by other participating publishers, libraries, researchers and vendors. CrossRef is also the only agency whose DOIs integrate with the OpenURL for appropriate linking.



CrossRef strives to be as inclusive as possible in terms of academic publishers eligible for membership and types of content supported. CrossRef's annual membership fee is tiered based on publishing revenue, so content producers are asked to pay only what they can afford. There are also small per-DOI fees for deposit of archival content and more granular content, such as book chapters. On the technical side, CrossRef's XML deposit schema has been expanded over the years to support metadata for a wide range of content types, including conference proceedings, standards, dissertations, working papers, technical reports, scientific databases, components and of course e-books.

### How CrossRef Works in Terms of E-books

Publishers who have registered books with CrossRef thus far include Elsevier, Humana Press, Oxford University Press,

Springer-Verlag, Taylor & Francis, the American Psychological Association, Wiley and a handful of others. Because e-book platforms are still PDF-based for the most part, CrossRef does not require that references in registered books link out they way do in journal articles. But all the functionality CrossRef now offers can apply equally well to books.



Amy Brand


CrossRef's newer services include several benefiting researchers accessing online content and benefiting e-book publishers. Following are a few details.

- Stored Query Alerts inform querying parties via email when DOIs searched for but not found eventually get registered.
- Web Deposit, for manual deposit of DOIs and metadata, makes it easier for publishers without an XML workflow to register their content.
- Free-Text Query provides a simple alternative to XML query via a cut-and-paste form that accepts text-based references and returns DOIs for matched citations.
- Multiple Resolution presents a user clicking on a DOI with a menu of publisher-supplied options, such as alternative sites and different formats for a publication. Multiple Resolution (MR) also allows the user to view related resources, drill up or down within a publication, access associated metadata, get more information about the author, and purchase or acquire rights to the content.

E-book applications for MR are especially compelling. Publishers can use MR to offer links to related titles, author information and online purchasing options for books. For example, publishers working with secondary e-book platforms can through MR offer links to content on these services. Though this may appear to be redundant with local link resolvers, in fact, OpenURL link servers can use the publisher-controlled links to augment their existing knowledgebases for display to library users. At the same time, MR enables more robust linking options for users without OpenURL-compliant link resolvers, a group still in the majority.

### CrossRef and Publishers Continue to Work Together

To serve the research community directly, CrossRef maintains a freely available OpenURL resolver allowing users to enter an OpenURL and be directed to registered content. We have also recently opened to the public our free-text query service to allow scholars to use the tool in an editorial capacity, to check references and to pull DOIs into manuscripts prepublication. These are just a few of the many ways in which publishers working together through CrossRef help the global research community.

We at CrossRef expect to see e-book registration and linking grow significantly in the next several years. Making citations to the full range of scholarly content types linkable clearly improves the user experience. 

➔ [www.crossref.org](http://www.crossref.org)

## Biomedical Library Director Dott. Gabriele Mazzitelli Talks About Online Books

*In 2005, the Università degli Studi di Roma "Tor Vergata" licensed the entire collection of Elsevier Books on ScienceDirect. Recently Elsevier Account Manager Claudio Colaiacomo spoke with the university's Biomedical Library Director Dott. Gabriele Mazzitelli, to get his thoughts on the acquisition and online books in general.*



Gabriele Mazzitelli

### *What led your library to license the entire collection of Books on ScienceDirect?*

Choosing the collection was part of a wider project of renovation our library is undertaking. We are building a new library and thought it important to start off with plenty of brand-new electronic content useful to a broad community of faculty, researchers and students. Also, choosing

the collection delivered a strong sign of innovation: The acquisition has brought up-to-date content which is constantly updated and enriched.

### *Was space savings a factor that led to your licensing the collection?*

Of course it was, even though our new building assures plenty of room. We'd rather have our precious space used for computer or reading rooms than stacking it with books.

### *What was your library's experience with online books previously?*

We were aware of them but did not have in-depth experience with them. Now, I feel we are moving toward an all-digital era especially in the science area.

### *How are you gauging impacts of the collection?*

We're using usage statistics available from ScienceDirect.

### *How have librarians, students and other researchers reacted to the collection?*

Very positive feedback has been received from our professors and researchers. At this time we are still struggling to reach out to our students.

### *What has been the faculty's reaction overall to the ScienceDirect books collection?*

Very good. However we don't have any feedback yet on whether faculty are incorporating the books on ScienceDirect into their course readings or assignments. The collection has only been available to us since last fall, and I feel it takes some time for professors to change their habits.

### *Do you know if books on ScienceDirect have benefited your users' work?*

I have received specific positive feedback from biochemistry faculty and researchers. *Methods in Enzymology* online is a

fantastic resource for them! Now they can read the articles from their labs and offices and be assured of getting the most current material. This is something every researcher is aiming for.


### *So are you seeing on the horizon a time when academic libraries will be e-only, at least when it comes to STM resources?*

Well, 100% digitalization is probably far away. We come from centuries of paper libraries and replacing it all with electronic content is unlikely. Moreover some users are very attached to paper journals even if they are learning to satisfy their need by printing electronic resources. Nevertheless we are definitely moving toward a massive digital library.

I personally feel that despite the nature of resources (print or electronic), it is always important to have a physical place for students and researchers to come to. A sort of place to socialize and find a study-friendly environment. I don't really believe libraries will ever disappear in the future.

*“Now they can read the articles from their labs and offices and be assured of getting the most current material. This is something every researcher is aiming for.”*

### *What are your personal thoughts on online books?*

Having all the Elsevier online books available to our library gives our users a great way to access reference material that would otherwise be difficult to access. Moreover we are guaranteed to have up-to-date resources without worrying about checked-out volumes or missing updates. On the other hand user education is a key factor to determine the success of such a resource. Users are used to digital journals but may not be used to digital reference material. This is especially true for students who are not aware of the amount of information they could be accessing from any PC on campus rather than Google! That said, I still wish to see more and more digital books available online. I envision a time when even textbooks will be available online and students can do their readings from computers on campus or in reading rooms of an all-digital library, with a real roof and real walls though. 

➤ <http://biomedicaweb.uniroma2.it>

### Books on ScienceDirect Quick Facts

- Book Series: Now more than 150 titles including *Advances in Cell Aging and Gerontology* and *Methods in Enzymology*
- Handbooks: Now more than 30 titles including *Comprehensive Analytical Chemistry* and *Handbook on the Physics and Chemistry of Rare Earths*
- Reference Works: Now more than 50 titles including *Encyclopedia of Language & Linguistics* and *Treatise on Geochemistry*
- In 2007, Books on ScienceDirect is adding more than 4,000 new titles (see page 10)
- Want to know more?
  - Contact an Elsevier account manager: <http://contacts.elsevier.com/>
  - Visit the ScienceDirect Info site: [www.info.sciencedirect.com](http://www.info.sciencedirect.com)

## Searching Overtakes Browsing

By Ammy Vogtlander, Director of Search, Elsevier, Amsterdam, The Netherlands



Ammy Vogtlander

Search has played an important role in improving scholarly communications and has increased visibility of published journal content on the Web. The technology underlying search has improved significantly over the past few years, contributing to its popularity. Searches on ScienceDirect and external search platforms such as PubMed that serve as referrers to ScienceDirect have exploded in recent years, with growth of over 110% per year from 2001 to 2004.

It is therefore not surprising that searching has overtaken journal browsing as a means of finding relevant content and has become the main driver of journal article use on ScienceDirect. User path analysis conducted on ScienceDirect confirms users are finding searching more effective than browsing. Starting from a search platform, users on average download 2.4 full-text articles per session compared to 1.9 per session when starting from a journal homepage.

Search now also plays a role in dissemination of book content. The fact that books are now being made accessible in electronic searchable format is having a tremendous impact on their discoverability. Where users used to have to rely on the print index of a specific book, they can now search through the entire text of the book across collections, while using multiple keywords or other sophisticated search strings to specify information needs. As default, the ScienceDirect Search feature searches across journals and books both, providing users with an overview of all relevant content. Book use on ScienceDirect over the past several years has grown significantly.

*“As part of Elsevier's commitment to making our authors' contributions highly visible, we have made book content searchable through a number of external search platforms.”*

As part of Elsevier's commitment to making our authors' contributions highly visible and to take advantage of users now preferring search, we have made book content searchable through a number of external search platforms. Elsevier is participating in and experimenting with Amazon's Search Inside! and Google Book Search, two programs encompassing over 4,000 Elsevier books. Both platforms include books among general search results. As a result users who may otherwise not have considered specific books are alerted to their relevance. As a further help to users, soon Elsevier book results in Google Book Search will include library links enabling users to easily obtain the books via their institutes. <sup>LC</sup>


☞ [www.sciencedirect.com](http://www.sciencedirect.com)

4 [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)

## Digital Medical Reference Works and Textbooks Lighten Load for Nurses and Nursing Students

By Mike Smith, Group Segment Marketing Manager, Institutions, Health Sciences, Elsevier, St. Louis, MO, USA

Launched in January 2006, Mosby's Nursing Consult has been well received by nursing organizations in hospitals throughout the US. This online resource consolidates the profession's leading books and journals, drug information, patient handouts, news and evidence-based articles into a service for clinical nurses, nurse administrators and nursing faculty. The currently included 30 textbooks can be browsed by table of contents or searched by keywords. A search engine allows searching of the entire Nursing Consult site.

During development of Nursing Consult,  an advisory board helped select a collection of industry-leading reference works as well as nursing titles available online for the first time. Said Pain Management and Clinical Consultant Chris Pasero, a member of the Elsevier Nursing Advisory Board: "Having these resources readily available in the nursing unit will make a significant difference to how quickly nurses find the information they need to deliver safe quality care."

Mosby's Nursing Consult is available via subscription to institutions. Customers already include Children's Hospital in Oakland, California and the United States Army Medical Command, among others.



Another Elsevier product, Evolve Select, offers a

digital textbook collection for nursing students. Evolve Select allows students to conduct searches, take notes and highlight text electronically. Evolve Select also provides electronic access to illustrations, figure legends and bibliographic information. Students can color code highlighted information and create folders to store selected content. A unique, digital, integrated study system, Evolve Select is not tied to a website; students can access it even when they don't have access to the Internet.

Nursing schools that have adopted Evolve Select include Brigham Young in Utah, Jacksonville University in Florida and Idaho State University. Holly Martin, a student at Patty Hanks Shelton School of Nursing (another licensed school), commented, "When I go to the library now, I just take my laptop, and I have access to all of my books. I don't have to cart those big books anymore, and that's great."

Evolve Select is available for purchase by individual students also purchasing print textbooks. Anyone wanting more information on Evolve Select or Nursing Consult can speak with an Elsevier account manager (locatable through Contacts Finder at <http://contacts.elsevier.com>) or visit websites listed below. <sup>LC</sup>

☞ [www.NursingConsult.com](http://www.NursingConsult.com)

☞ <http://evolveselect.elsevier.com>

## Advances in Librarianship Marks 30th Anniversary

This year brings the 30th anniversary of the book series *Advances in Librarianship*.




Volume 30 of this title is appearing in the fall of 2006. Regarding the theme for the volume, *Advances in Librarianship* Editors Eileen G. Abels and Danuta A. Nitecki commented, "This theme was easy to identify because we wanted to focus on advances over three decades and commemorate the title's history."

Further, the editors noted: "This volume marks three decades of a monographic series that has highlighted key trends and issues in librarianship. Each volume has done so by giving a snapshot of current research and activities, documented by

excellent literature reviews and presented through chapters that experts contribute."

Established in 1969 and published at approximately yearly intervals, the series provides a permanent digest of developments in the field. Articles published in the series have won national awards and are frequently cited. In the articles, experts engaged in the practice of librarianship, in teaching and in research provide critical analysis relating to issues and trends affecting libraries at public, college, university, primary and secondary schools, as well as special libraries.

*Advances in Librarianship* is available online, back to Volume 24 (2000), on ScienceDirect. 

 [www.sciencedirect.com](http://www.sciencedirect.com)

## Multiple Book Sales Channels Offer Customers Choice

By Jon Clayborne, Senior Library Sales Manager Science & Technology Books, North America, Elsevier, New York, NY, USA

Currently Elsevier publishes about 2,000 new books annually. Among fields covered by these titles, readers of this newsletter likely are most interested in scientific, technical and medical areas including forensics, engineering and neuroscience. Among the types of books represented, readers may be most interested in reference works, handbooks, book series and textbooks.

At Elsevier it's not just about selling books, it's about meeting customers' needs. Because we recognize that customers have different budget cycles and purchasing preferences, we sell our books through multiple channels. Among these are chain and independent bookstores, college bookstores, library wholesalers and online sites.

Retail outlets such as Amazon, Barnes & Noble and Borders, plus Follett College Stores and Bookpool, LLC, sell our books. You can find Elsevier books on these outlets' websites as well as at their brick and mortar stores. Library wholesalers selling our books include Baker & Taylor/YBP/Majors, Blackwell's, Coutts, Ingram and EBSCO.

Elsevier books are also available via two company websites readers of this newsletter no doubt are familiar with:

- Our corporate website, where you can place orders for print books.
- The ScienceDirect Info site, which you can use as a starting place to order online reference books, handbooks and book series.

But did you know about Textbooks.Elsevier.com or VirtualE Library — two other Elsevier websites offering books and helpful to librarians?


Textbooks.Elsevier.com is a site that can help librarians wishing to order textbooks or learn more about specific textbooks including German-language titles. This site, while aimed primarily at faculty



considering adopting textbooks published by Elsevier, is a worthwhile stop for information professionals wanting details on textbooks in subject areas including social sciences as well as "hard" sciences. Subject areas covered include library and information science, marketing, biomedical sciences, engineering and life sciences. This easy-to-navigate site (which does require registration) makes ordering a breeze.



VirtualE Library is designed around librarians' needs. This site can help you find and order Elsevier science, technology and health science book products. Here you can search or browse for titles, set up e-alerts to notify you when new titles matching your criteria are published, create wish lists to share with colleagues or submit to your acquisitions department for purchase, read professional or peer reviews of Elsevier books and sign up for the free VirtualE Newsletter.

We hope you'll agree that given Elsevier's multiple channels for book sales, building your collection is easier than ever. If you have questions, please feel free to contact me at [j.clayborne@elsevier.com](mailto:j.clayborne@elsevier.com). 

### Explore More

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 Textbooks.Elsevier.com: [www.textbooks.elsevier.com](http://www.textbooks.elsevier.com)  
 VirtualE Library: [www.virtualelibrary.com](http://www.virtualelibrary.com)

## The Blue Library in the Green Building

By Richard Dumont, Library Director, and Marc Hiller, Collection Development Head, École Polytechnique, Montréal, Canada

Founded in 1873, École Polytechnique de Montréal ranks among Canada's leading engineering institutions. Polytechnique provides instruction in 11 programs and carries out more than one-quarter of university research in engineering in Québec. The school has 220 professors and nearly 6,000 students.

### From Bulging at the Seams to Earning Gold

For several years, Polytechnique's main building bulged at the seams and some departments and services had to be located in rented facilities off-campus. Construction of a second facility — the Lassonde buildings, two structures joined by an atrium — began in 2002.

From the start the new facility was intended to be an "environmentally responsible, profitable and healthy place to live and work" and hence a "green building" as defined by the US Green Building Council. In 2005, the new facility received the USGBC Gold Certification after scoring 46 — the highest score ever earned by a Canadian building — on the Leadership in Energy and Environmental Design scale. Polytechnique is the first Canadian university to obtain this prestigious certification. The energy performance of the Lassonde buildings is 60% better than the standard set by Canada's Model National Energy Code for Buildings.

The library occupies the top two floors of the Lassonde buildings, located on a hillside on Montréal's Mount Royal. A passageway over the atrium links the library's two main areas. Almost all library spaces are bathed in natural light through the atrium or windows. The dominant color of the floors and some walls is a deep bright blue, hence the title of this article. The panoramic view extends northward to the Laurentian mountain range.

### Innovating to Meet Needs of Patrons and Staff

Of course the library benefits from the new facility's green features, but the "new library" committee went even farther in ensuring the well-being of staff and patrons. Witness the nearly 17% of additional floor space in the new premises that has been given over to public space, not collections. Major weeding projects completed the previous year allowed for collection growth within existing collection space.

Interestingly, acquisition of online books didn't figure at all into the new library being able to control space for collections. E-books we now have were acquired well before we moved to the new library. For us the determining factor for e-books hasn't been saving space, but rather getting more books with the same money and providing improved access to patrons.

But let us return to innovations of the new library itself. Overall seating for patrons more than doubled. An ergonomist designed carrels that meet three spatial needs: computer space, reading space and writing space. Students tested and approved the carrel design which allows use of notepads in a

networked environment. Environmentally friendly materials were used as far as feasible for all new furniture.

Polytechnique in 2005 launched a new undergraduate curriculum emphasizing teamwork, and our new library supports this focus. Our library now offers three times as many group study rooms as formerly available, as well as work booths, much like restaurant booths, in some open areas.



The library's passageway over the atrium. Photo by ©Productions punch inc.




One of the library's new work booths. Photo by ©Productions punch inc.

Equipped with large flat-screen monitors, electrical outlets and network ports, the booths take up less space than study rooms.

Library staff received much attention during the planning. A design challenge we successfully met centered on equitable division of natural light between staff and patrons. The design process additionally allowed staff in offices to choose between height-adjustable desktops and adjustable keyboard trays. Also the circulation desk is height-adjustable.

### An Agreeable Atmosphere Conducive to New Ideas

This is only an overview of distinguishing characteristics of École Polytechnique's new green building including our new library. We sought to create a dynamic and stimulating intellectual environment, and an agreeable atmosphere. And that's what we've got! 

➔ [www.polymtl.ca/biblio/apropos/albums/bibliotheque](http://www.polymtl.ca/biblio/apropos/albums/bibliotheque)

#### Lassonde Buildings: Features at a Glance

- Heat recovered from chimneys of adjacent facilities provides 66% of the heating.
- Interior sensors control lights and air conditioning in peripheral areas.
- Paint, coverings, furnishings and doors emit little or no volatile organic compounds or urea formaldehyde.
- The sanitation system re-uses rainwater and drainage water and infrared sensors control double-flush toilets, urinals and sinks — resulting in a 92% reduction in consumption of city water.
- The garage reserves 66% of spaces for car-poolers and offers six spaces equipped for recharging hybrid vehicles.

Dumont, R. (2006). Cultivating intelligence: École Polytechnique de Montréal's new library. 27th Annual IATUL Conference, May 22–25, 2006, Porto, Portugal. [www.polymtl.ca/biblio/apropos/presentations/iatul-2006-paper.pdf](http://www.polymtl.ca/biblio/apropos/presentations/iatul-2006-paper.pdf)



## Student Ambassadors Increase Awareness of Library Resource

During spring 2006, doctoral students Aldara Pan and Beatriz Soto worked part-time as Scopus Student Ambassadors at the University of Vigo in Spain. During that time they spoke with professors and lecturers as well as fellow students, sent mailings and generally increased the profile of Scopus at their institution.

**SCOPUS**™ On their own initiative, these students translated Scopus facts and figures into Spanish and produced a placemat for serving trays at their campus cafeteria. Their hard work — reaching about 10,000 university community members — paid off, as indicated by a large increase in Scopus usage at the university while they served as ambassadors.



Aldara Pan and Beatriz Soto

Aldara and Beatriz found the experience with Scopus valuable. In terms of their own research, they found Scopus made it quick and easy to locate relevant, high-quality information and saved them time.

What part of their experience as Scopus Student Ambassadors did they find most rewarding? According

to Aldara, "Our outreach put us in touch with many departments, faculties and students. So besides improving our research skills, through our efforts to help connect researchers with Scopus we improved our communication skills too. We realize this opportunity benefited our librarian and university, but we think most of all this opportunity benefited us!" <sup>LC</sup>

➔ [www.uvigo.es/indice/index.gl.htm](http://www.uvigo.es/indice/index.gl.htm)

➔ [www.scopus.com](http://www.scopus.com)

## Librarians Talk About Scirus Indexing Their Institutional Repositories

### University Librarian Dr. Samson Soong, Hong Kong University of Science and Technology:

The HKUST Institutional Repository collects, preserves and makes accessible the university's scholarly output and is the first IR in Asia that supports archiving of scholarly documents in English as well as in Chinese. It can be accessed via standard searching and harvesting protocols, not only Open Archives Initiative Protocol for Metadata Harvesting but also Search/Retrieve Web/URL Service. Content recruitment for the repository has been the biggest challenge. We continue to make efforts to help authors or owners of content recognize its benefits to them, the university and the scholarly community.

We realized being indexed by Scirus would help make scholarly content in our repository more accessible or more visible worldwide. Scirus' comprehensive indexing of the full text and metadata of our content and Scirus' full-text searching feature are helping searchers get more relevant results from our repository. We think Scirus has done a very good job indexing the content of our repository.

### PhD Student Ulrich Herb, Saarland University and State Library, Germany:

As part of the special collections program of the Deutsche Forschungsgemeinschaft (German Research Foundation), our library is responsible for the psychology special collection. PsyDok is the repository we've created for scientific documents from German psychologists and is an open access platform. The biggest challenges in creating PsyDok were and are making it known as a premium open access server, collecting content and disseminating the content in important retrieval systems.

As Scirus is one of the most famous scientific search engines, it was important for us that PsyDok be added to its index as a preferred Web source. Furthermore several studies prove that enhanced visibility of a repository's documents causes higher download rates and higher citation counts for the documents.

Scirus offered several advantages for us. One was the option to use its index to run our local search. But more important was that Scirus exclusively offers scientific content, which is an inestimable factor when comparing it with the usual search engines. Scirus has a much higher significance than other retrieval systems.

Integrating PsyDok into the Scirus index was easy. We just sent the URL of PsyDok's OAI-PMH to Scirus' technical staff. Soon the Scirus team delivered test results that were perfect. Implementing the Scirus index into our local PsyDok search was a little more work, but the Scirus team gave us great support.

**SCIRUS**

Now that Scirus has indexed PsyDok, its documents can be found in one of the best scientific search engines, and we are using the Scirus index of PsyDok as our "simple search" and "enhanced search" within PsyDok.

Regarding the future of institutional repositories, the biggest challenge will be development of extra services, which must be established at a superordinate level. These include citation parsing and counting, implementation of impact metrics and development of specific interfaces at OAI service providers, which for instance allow producers of disciplinary databases to gather relevant documents. <sup>LC</sup>

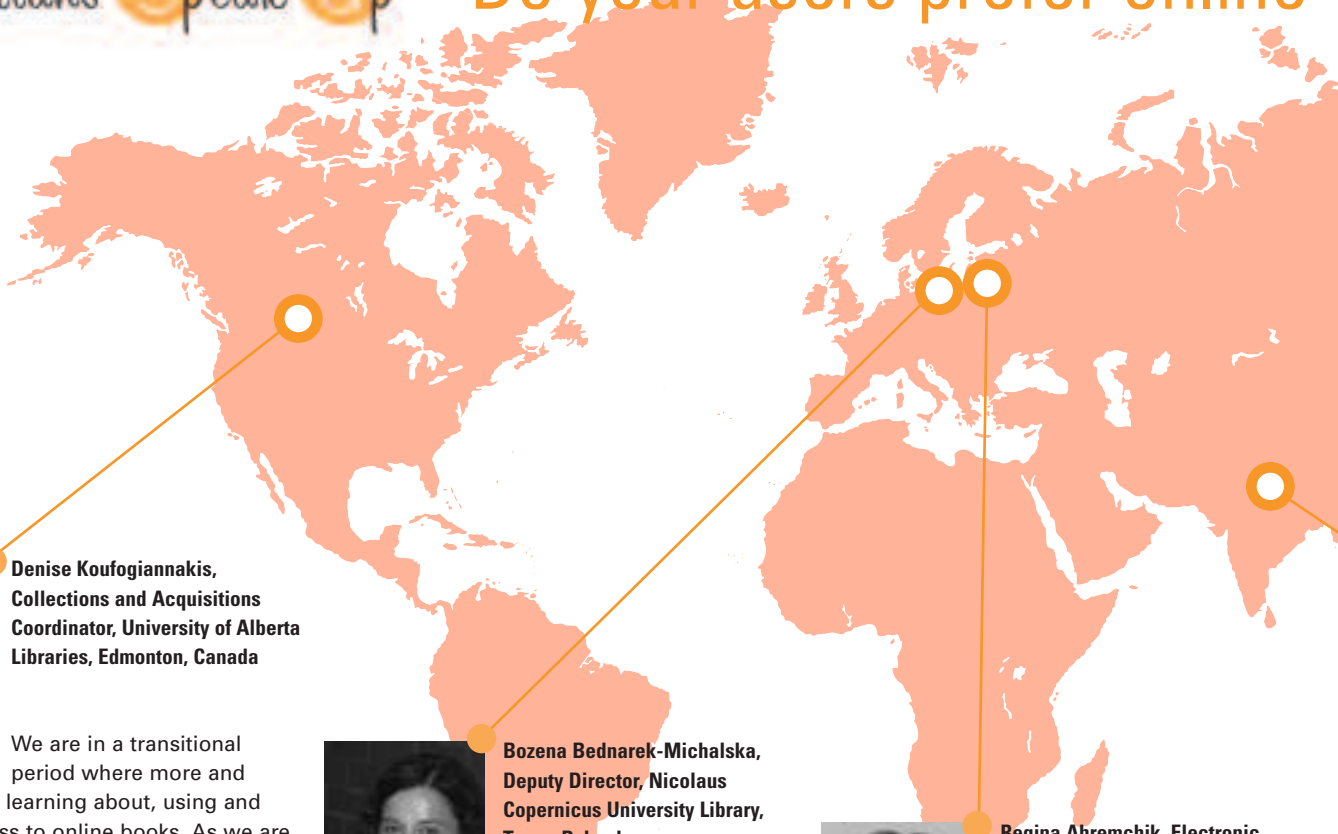
### "Selected Sources" on Scopus Offers Institutional Resources

Scopus, the world's largest abstract and citation database of research information and Web sources, now encompasses institutional repositories and subject-specific archives. Its new Selected Sources feature allows librarians to choose from institutional resources indexed by Scirus and offer them to users under a separate tab. Already included are 19 complete institutional repositories, with the University of Toronto's T-Space and Caltech's collection of open digital archives among them. Anyone wishing details on getting an institutional resource indexed by Scirus and into Scopus may contact [feedback@scirus.com](mailto:feedback@scirus.com).



Librarians Speak Up

# “Do your users prefer online



**Denise Koufogiannakis,**  
Collections and Acquisitions  
Coordinator, University of Alberta  
Libraries, Edmonton, Canada

We are in a transitional period where more and more people are learning about, using and demanding access to online books. As we are a large academic research library, print books are still vital to our collection and community of users. However, many students are now telling us they prefer books in an electronic format for certain activities such as searching within the text and quick reference information. Above all, students like e-books due to the convenience of being able to use the books where and when needed.

*“Libraries need to embrace e-books to keep up with changing needs of our users.”*

With many high-use materials such as books in a reserve collection, we see that print and electronic books are being well used by our students and that sometimes both print and electronic versions of a book are needed.

Libraries need to embrace e-books to keep up with changing needs of our users, but we also need to develop flexible collection management strategies meeting our users’ needs, regardless of format.

☞ [www.library.ualberta.ca](http://www.library.ualberta.ca)



**Bozena Bednarek-Michalska,**  
Deputy Director, Nicolaus  
Copernicus University Library,  
Torun, Poland

Online books are becoming more and more popular in Poland. The number of available items increases constantly, thanks to development of digital libraries and digitization of old collections.

In my opinion the increasing popularity of electronic media is mostly due to the facility of access they offer, and e-access may become the major way to reach readers in the near future.

The comfort of reading from a computer screen, however, is a separate issue. It is still obviously less tiring to read a traditional printed book than to stretch one’s neck and irritate one’s eyes for a prolonged time in front of a computer display. New technologies will most likely find a remedy for that within the next few years.

*“E-books are our future.”*

E-books are our future: Everyone understands that, librarians in particular. We are aware there is no other way for libraries and archives than to keep up with new technologies and adapt them to benefit readers.

☞ [www.bu.uni.torun.pl/en](http://www.bu.uni.torun.pl/en)



**Regina Ahremchik, Electronic  
Resources Department Head,  
Yakub Kolas Central Scientific  
Library, National Academy of  
Sciences of Belarus, Minsk, Belarus**

Requests from our users for online books are increasing and, according to our users’ opinions, the benefits of e-books are obvious. These include unique functionalities (search and navigation tools) which are unavailable and inapplicable to the print version.

*“Requests from our users for online books are increasing.”*

Benefits noted by our users also include the availability of content for many people at the same time, as well as availability of content for remote users (researchers or scientists who work all over the country, at their institutes or in their remote labs).

Benefits especially noted by our staff include the long terms of use. For example, popular encyclopedias in print become frayed very soon. In future we’re going to continue our practice of subscribing to e-books and extend the list of subscribed e-books.

☞ [www.ac.by/organizations/library.html](http://www.ac.by/organizations/library.html)

# books to print?"




**Dr. Jagdish Arora, Librarian, IIT Delhi & National Coordinator, INDEST-AICTE Consortium, Indian Institute of Technology, Delhi, India**

Having had access to ScienceDirect over the past few years (our license started in 1999), our users started using books on the platform right away. Since the platform facilitates integrated searching on all document types (including full-text journals and books), users started getting chapters from books along with articles from journals. While books give background material on the topic of a search, current journals provide the users with contemporary research on the topic making this an ideal situation for researchers at our institute.

*“In general, researchers are very happy with online books.”*

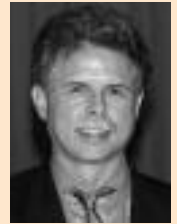
In general, researchers are very happy with online books, considering the fact that online books overcome problems peculiar to print collections. Moreover, searching in online books can be far more comprehensive and extends to full text, unlike searching in an OPAC where only book titles are searchable.

We are indeed happy with our experiment with e-books and would like to go for more such collections. We are keenly watching the growth in this segment of scholarly publishing and are looking forward to newer models of pricing and content for e-books. 

[www.iitd.ernet.in/library](http://www.iitd.ernet.in/library)

## Five Quick Questions

With Warren Holder, Electronic Resources Coordinator, University of Toronto Libraries, Canada



### 1. How have online books impacted your library?

We don't know yet but we plan to find out. To that end, we intend to undertake a pilot project with a critical mass of e-books, from as many publishers as we can afford, with the intent of ascertaining how users discover e-books, how they use e-books and what they do after accessing e-books. For the purposes of these questions, I am defining e-books to mean current academic monographs as opposed to collections. Give us a year to 18 months and then ask me the same question, and I will be able to give you a more complete answer.

Warren Holder

### 2. What have your users said about online books?

We have not had much direct feedback but our users seem to be speaking with their clicks. My library has purchased several thousand e-books and has access to many more — about 5,000 titles — as a consequence of a consortium deal. Recently we determined which of these titles have also been available in our library in print, and then through our circulation module pulled out the number of times each print copy circulated. Then we compared the print circulation to the number of times the e-version had been accessed. In most cases the e-usage was much higher than print usage. Of all the titles, 89.3% were accessed at least once electronically. In those cases where we had access to both versions, the print exceeded the e-usage in 40% of the cases. Of the total usage, print accounted for 29.5% while electronic accounted for 70.5%. We are anxious to continue this analysis with a larger critical mass of say 30,000 or 40,000 e-books.

### 3. Do usage statistics help when you're deciding about purchase of online books?

Absolutely.

### 4. How has your library let your users know about online books?

This is an intriguing part. I don't believe we've done a very good job of this. Yes, we have an A to Z listing on our Electronic Information Resources page where a user can search for a known item and yes we put MARC records in our OPAC. Also, I post updates on our e-book collections to a listserv of our librarians, but that is about it.

### 5. Does your library plan more extensive promotion of online books?

Our intent is to become far more innovative in our promotion of e-books in particular but all e-resources in general. We are investigating plasma screens where one could imagine flashing thousands of book covers for online books along with the possibility of including photographs, audio of readings, reviews and so on. And where do iPods fit in? But when all is said and done, we believe it is when faculty include links to e-books from course pages that usage will really take off and that is probably the best promotion possible.

 <http://main.library.utoronto.ca>

## Pricing Online Books: Customers Get Options

**By Karen Steele, Global Senior Product Sales Manager,  
Online Books, Elsevier, Colorado Springs, CO, USA**

Setting prices for Elsevier's Books on ScienceDirect has seen its share of twists and turns since the first title, *Comprehensive Clinical Psychology*, appeared on ScienceDirect in 2001. Given the relative infancy of the online book channel, price setting for online books will continue to see change as we adapt to and address customers' purchase behaviors and preferences.

### No Stone Left Unturned

In the early days, within Elsevier and Academic Press several pricing approaches for online books were piloted: (1) buy print, receive online free; (2) buy online and receive a discount on print or vice versa; (3) buy print and receive online free for 10 years! The list goes on. Across publishers, no pricing stone has been left unturned.

In 2003 and 2004, Elsevier introduced in earnest our online books, comprising



multivolume reference works, book series and handbooks. Prior to launching the books, we conducted market research and focus groups to solicit how customers wished to purchase and under which models. The result was introduction of a scheme based on a subscription model to provide for a smooth and predictable purchase pattern. The pricing was deliberately divorced from the print commodity for simplicity in messaging and transaction, and true choice of print, online or both. The subscription value proposition accommodated planned content updates and new volumes added to content each year. The subscription price was significantly lower than for the print equivalent and an approximate print-to-online payback period was calculated to be about five years depending on an institute's size.

But guess what? About 50% of customers voiced that they also wanted the option to purchase nonserial online book products such as reference books in a one-time fashion. In response, in late 2005 Elsevier introduced One-Time Pricing, an option that, depending on an institute's size, offers approximately four to eight times the print price and offers a payback period similar to the timing of a new edition in the print world. (Every four to eight years Elsevier typically used to publish a revised multivolume reference work.)

### Offering Purchase Options to Meet Customers' Needs

So now, for our existing nonserial online book products including reference books, Elsevier offers subscription pricing to help customers needing predictability and One-Time Pricing to help customers administering one-time budgets.

In the online pricing crystal ball, one can envisage as part of the mix: pay-per-view; course licensing; time-based or

user-based access; and usage, subscription and one-time payments. Elsevier pricing for books is continuously reviewed and refined to address needs of our customers and their users. Customer feedback drives this refinement. Please feel free to write to me at [k.steele@elsevier.com](mailto:k.steele@elsevier.com).

## Books on ScienceDirect Expansion Arriving in 2007

**By Gertrude Hoogendoorn, Head of Marketing, ScienceDirect,  
Elsevier, Amsterdam, The Netherlands**

Books on ScienceDirect gives users a broader perspective. The availability of quality monographs published in all fields of science, in addition to handbooks and reference works, offers significantly expanded full-text information.

In addition to an extensive range of authoritative reference works, handbooks, book series and a quarter of the world's STM journal articles, ScienceDirect as of September 2007 will offer more than 4,000 additional books online. These books cover a wide range of scientific disciplines and will be fully integrated with the existing book and journal information on ScienceDirect.

The expansion will include almost all of Elsevier's academic book types such as:

- Professional reference books
- Text reference books
- Monographs
- Closed handbook series
- Closed book series
- Conference proceedings

*“ScienceDirect as of September 2007 will offer more than 4,000 additional books online.”*

Trials can be set up by Elsevier account managers and will run from April to September 2007. During the trial period, promotional and training materials will be made available to help users make the most of Books on ScienceDirect. Usage will be tracked over the trial content, per institute, so librarians can review the trial results at the end of the trial period.

From September 2007, libraries can choose to purchase relevant collections of titles from the additional 4,000-plus books being added to ScienceDirect.

Approximately 500–750 new books will be added online each year following 2007. This means about 50 new books will be added to ScienceDirect every month, making its coverage even broader and more up-to-date.

For more information, please contact an Elsevier account manager or visit the ScienceDirect Info site.

- ☞ <http://contacts.elsevier.com>
- ☞ [www.info.sciencedirect.com](http://www.info.sciencedirect.com)

## The Scopus Author Identifier Disambiguates Author Names

By Yan Cheng, Library Connect Marketing Intern, Elsevier, San Diego, CA, USA, and MBA Student, San Diego State University

How do you distinguish between articles belonging to one author and those belonging to other authors with similar names? How can you be confident that your search has captured all results for an author when her or his name is recorded in different ways? And, can you be sure that names with unusual characters such as accents have been included?

The Scopus Author Identifier, a new, recently launched and innovative tool, is helping disambiguate author names and has been drawing positive feedback. This new tool automatically matches variations of an author's name, even when a name includes unusual characters, and distinguishes between authors with the same name. Using advanced algorithms, this tool disambiguates author names throughout the comprehensive body of data inside Scopus.


The algorithms behind the Author Identifier assign a unique identifier number to each author whose published articles are covered by Scopus. By using these numbers and associated sophisticated technology, the algorithms review all variants of authors' names and are able to match authors' names with 99% accuracy.

*“This new tool automatically matches variations of an author's name, even when a name includes unusual characters, and distinguishes between authors with the same name.”*

To help authors further, Scopus assigns an Author Details page to each author whose publications are covered by Scopus. This page gives users an overview of data associated with that author.

A feedback link allows the author to check her or his details and tell the Scopus team if information needs to be adjusted.

Despite recent improvements, most A&I **SCOPUS** databases still burden searchers with identifying and selecting name variations. On Scopus, researchers can leave the hard work to the Author Identifier, the only available tool that takes the guesswork out of author searching on such a large scale.

By taking advantage of the Scopus Author Identifier, researchers can be very confident in the accuracy of their results even if they don't know exactly how an author's name is formatted; make sure they've found the right author without having to check each individual full-text article; and quickly and easily access a one-page overview of all of an author's publications, citations and co-authors. 

➡ [www.scopus.com](http://www.scopus.com) ➡ [www.info.scopus.com](http://www.info.scopus.com)

### Explore More

Bennett, D. B., & Williams, P. (2006). Name authority challenges for indexing and abstracting databases. *Evidence Based Library and Information Practice*, 1(1), 37-57.

## COUNTER Code of Practice for Books and Reference Works

By Marthyn Borghuis, Senior Manager Usage Research, Elsevier, Amsterdam, The Netherlands

Launched in 2003, COUNTER (Counting Online Usage of Networked Electronic Resources) was developed to provide a set of international, extendible codes of practice allowing usage of online information products and services to be measured in a credible, consistent and compatible way using vendor-generated data. During development of each COUNTER Code of Practice, vendors, librarians and intermediaries provide input.

In March 2006, COUNTER released its Code of Practice for Books and Reference Works. This code specifies data elements to be measured; definitions of these elements; usage report content, format, frequency and methods of delivery; and protocols for combining usage reports from direct use and from use via intermediaries. This code also provides guidelines for data processing by vendors and auditing protocols.




Relating to this code, COUNTER requires:

- Monthly usage reports covering all book types — stand-alone books, book series, handbooks, reference works and encyclopedias.
- Usage for books without sections or chapters to be reported via the book titles only.
- Usage for books consisting of sections or chapters to be reported per title and per full-text chapter or section.

This code provides for additional reports on searches per book and turnaways, the latter applying to an access model based on concurrent users. Finally, if a vendor maintains a separate Internet site for books, searches and sessions for the book platform must be measured.

The Code of Practice for Books and Reference Works requires application of the same filtering mechanisms prescribed in the COUNTER Code of Practice for Journals and Databases. By the end of 2006, Elsevier aims to achieve COUNTER compliance for reports on book usage on the ScienceDirect platform.

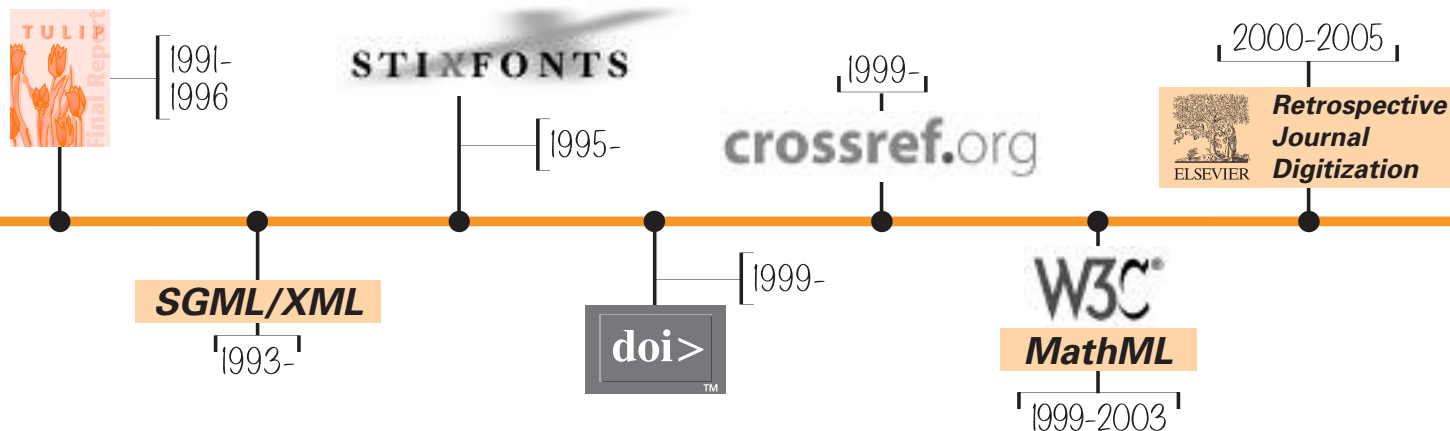
If you need further information about ScienceDirect or Scopus usage reports, write to [Usage.Research@Elsevier.com](mailto:Usage.Research@Elsevier.com). 

➡ [www.projectcounter.org](http://www.projectcounter.org)

➡ <http://usagereports.elsevier.com>

Technology	What is it?	What role has Elsevier played?	When
<b>TULIP</b>	Seminal early 1990s cooperative research project in conjunction with nine universities to test systems for networked delivery and use of journals on the user's desktop <a href="http://www.elsevier.com/locate/tulip">www.elsevier.com/locate/tulip</a>	<ul style="list-style-type: none"> <li>We were the first publisher to make local library hosting of journal content possible with ScienceServer software (now succeeded by Journals Onsite) and ScienceDirect onsite deliveries.</li> <li>There is still no real equivalent of ScienceServer / JOS from anyone else.</li> </ul>	1991 – 1996
<b>SGML / XML</b>	Standard Generalized Markup Language and eXtensible Markup Language — standards for adding syntactical and semantic markup to text	<ul style="list-style-type: none"> <li>We were an early adopter of SGML, and were one of the first publishers to commit to a workflow completely based on SGML.</li> <li>We were the first to develop a comprehensive DTD (Document Type Definition) for scientific journal articles which was published to the world, allowing anyone to use it, modify it and distribute modified versions. Very many scientific publishers have since re-used or modified our DTD.</li> </ul>	1993 –
<b>STIX</b>	Scientific and Technical Information eXchange project to develop a free set of fonts for scientific and technical publishing <a href="http://www.stixfonts.org/">www.stixfonts.org/</a>	<ul style="list-style-type: none"> <li>We were among initiators of the STIX initiative.</li> <li>Our participation was based on the Elsevier Science grid of scientific and linguistic characters and on extensive analysis of usage of such symbols in our publications.</li> </ul>	1995 –
<b>Digital Object Identifier (DOI)</b>	System for identifying content objects in the digital environment <a href="http://www.doi.org">www.doi.org</a>	<ul style="list-style-type: none"> <li>We have led in article identification and cross-referencing and were instrumental in gathering support for both DOI and CrossRef.</li> <li>We have more DOIs assigned than any other publisher.</li> </ul>	1999 –
<b>CrossRef</b>	A cross-publisher citation linking system based on DOIs <a href="http://www.crossref.org">www.crossref.org</a>	<ul style="list-style-type: none"> <li>We were a founding member of CrossRef and among the first publishers to get CrossRef citation linking operational in our online products.</li> </ul>	
<b>MathML</b>	A specification for describing mathematics as a basis for machine-to-machine communication <a href="http://www.w3.org/Math/">www.w3.org/Math/</a>	<ul style="list-style-type: none"> <li>We were among early contributors to development of the MathML standard.</li> <li>We were an early large-scale adopter of this standard.</li> <li>In preparation of that adoption we again contributed to the MathML standard.</li> </ul>	1999 – 2003
<b>Retrospective Journal Digitization</b>	Elsevier's "backfiles" project to digitize all journal content back to volume 1, issue 1	<ul style="list-style-type: none"> <li>We were the first commercial scientific publisher who started doing this.</li> <li>We pushed the boundaries for large-scale digitization projects.</li> <li>We set a trend that many other publishers are now emulating.</li> </ul>	2000 – 2005

Technology	What is it?
<b>OpenURL</b>	A syntax to create Web-transportable packages of metadata and / or identifiers about an information object <a href="http://www.niso.org/standards/standard_detail.cfm?std_id=783">www.niso.org/standards/standard_detail.cfm?std_id=783</a>
<b>Shibboleth</b>	Standards-based, open source software providing federated access control to online services across or within organizational boundaries <a href="http://shibboleth.internet2.edu/">http://shibboleth.internet2.edu/</a>
<b>NISO MetaSearch Initiative</b>	Definition of industry standards for searching across multiple databases, sources, platforms, protocols and vendors at one time <a href="http://www.niso.org/committees/MS_initiative.html">www.niso.org/committees/MS_initiative.html</a>
<b>ISSN</b>	International Standard Serial Number <a href="http://www.issn.org">www.issn.org</a>
<b>MedBiquitous</b>	Organization creating a technology blueprint for professional health care education based on XML and Web services standards <a href="http://www.medbiq.org">www.medbiq.org</a>
<b>TEK</b>	Time Equals Knowledge, an MIT project to build a low-bandwidth search engine for use in developing countries <a href="http://tek.sourceforge.net/">http://tek.sourceforge.net/</a>
<b>XQuery</b>	A standard XML-based query language <a href="http://www.w3.org/TR/xquery/">www.w3.org/TR/xquery/</a>



What role has Elsevier played?	When
<ul style="list-style-type: none"> <li>Endeavor and members of Elsevier's Advanced Technology Group have contributed to OpenURL via membership in the NISO OpenURL committee.</li> </ul>	2001 – 2004
<ul style="list-style-type: none"> <li>Elsevier has served as an early adopter of Shibboleth within the STM publisher community.</li> <li>We were the first vendor to support the US-based InCommon Shibboleth federation in production.</li> <li>We have contributed to community discussions on best practice for multifederation user interface design.</li> </ul>	2002 –
<ul style="list-style-type: none"> <li>Endeavor is contributing to this standard as co-chair of the search and retrieval task group.</li> </ul>	2003 –
<ul style="list-style-type: none"> <li>We are contributing to the effort to revise the ISSN standard.</li> </ul>	2004 –
<ul style="list-style-type: none"> <li>We have participated in helping define standards.</li> <li>Darin McBeath, with Elsevier's Advanced Technology Group, is an XML architect and has served as a member of the MedBiquitous Technical Steering Committee.</li> <li>Elsevier developed XML Schema Guidelines and other artifacts for this organization.</li> </ul>	2002 – 2006
<ul style="list-style-type: none"> <li>Elsevier is collaborating to make Scirus available via TEK technology.</li> <li>This collaborative project is called "Search Scirus with TEK."</li> </ul>	2005 –
<ul style="list-style-type: none"> <li>We participated in development of W3C XQuery.</li> <li>We developed XQuery Style Conventions for the XQuery community.</li> <li>We initiated and continue to lead the open source xqDoc project (www.xqdoc.org).</li> </ul>	2005 –

## Technology Innovation: Where Elsevier Has Led and Contributed

By Chris Shillum, Vice President, Product Technology, Elsevier, New York, NY, USA




Chris Shillum

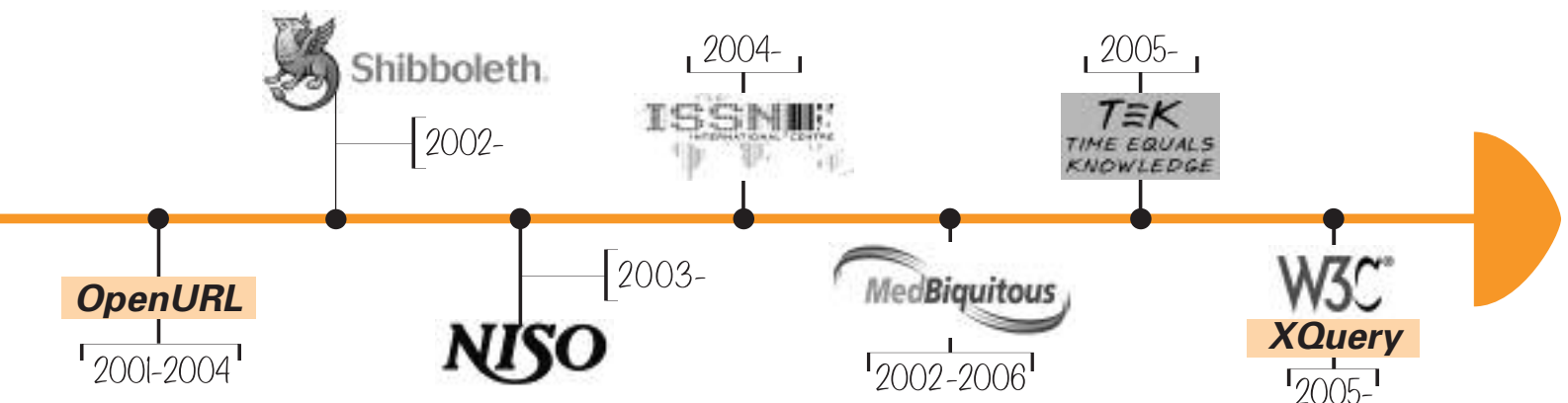
Through our leadership and participation in technological innovations, Elsevier has played a significant role in the advent and continuing development of online publishing. On a more micro level, technological innovation has been at the core of our enterprise as we've developed best-in-class electronic resources — helping make life easier and more productive for librarians, scholars and practitioners worldwide.

*“The impacts of our investment in technological innovation may best be told by the success of our products and the success of our authors, editors and customers.”*

No two ways about it, the continuum that is technological innovation and our involvement in it have driven our ability to publish online journals and books such as on ScienceDirect, and to create other online products including EMBASE.com, Engineering Village and MD Consult. Further, the experience we gained as innovators and early adopters has enabled us to develop Scopus and within it functionality not available anywhere else, i.e., the Citation Tool and Author Identifier.

References to Elsevier's leadership in publishing technology occur fairly often across Elsevier websites and publications, including this one. Yet, while librarians and users may easily find lists of Elsevier's e-products (see www.elsevier.com), it may be more challenging to tick off technological innovations we've helped develop — as a creator, contributor or early adopter. Hence, I've created the table on these pages.

Overall, the impacts of our investment in technological innovation may best be told by the success of our products and the success of our authors, editors and customers. 



## Around the World in 80 Days (More or Less) Reveals Trend to “Get Scopused”

Scopus keeps wowing crowds across the globe. During the Australian Society of Microbiology conference on the Gold Coast in July, some delegates were so pleased with Scopus that they went around telling colleagues to “Get Scopused.” Is this the beginning of “Scopus” being used as a verb for determining and analyzing citation records?

In May, a Scopus best practices contest drew from institutions involved in usage-driving activities. As the Overall Winner with the highest Scopus usage growth, the Universiti Putra Malaysia team clinched an Elsevier-sponsored trip to attend IFLA in



(Clockwise) Puan Salmah Abdullah (standing to the left of the monitor), Puan Azizah Zainal Abidin and Puan Fatimah Zahrah at Universiti Putra Malaysia celebrate their winning website.

Seoul. “Once users got to know what Scopus could do for them, usage just picked up,” said team leader **Salmah Abdullah**. The Northern Malaysia University team designed their own “Scopus Explore Race” race and won the Innovative Award. Inspired by the contest, South Korea and Pakistan are rolling out nationwide competitions too.

A Scopus seminar at the Kuwait Institute for Scientific Research in April drew around 25 researchers and information specialists who discussed the research output of institutes in Kuwait as compared to that of KISR and the Gulf countries. Elsevier Middle East Product Sales Manager **Lorenzo Fabbri** and Account Development Manager **Olivier Diesnis** found participating researchers regard Scopus as a very valuable tool for research.

But not everything’s all about Scopus. In fact, Elsevier keeps putting Scopus into its rightful place, in the context of bibliometrics and the literature research process. The Bibliometrics Seminar in August right after IFLA revealed much interest in all aspects of bibliometrics.



KISR information specialists and researchers at the Scopus event in Kuwait included the institute’s Information Services Department Manager Mrs. Eiman Al-Awadhi, pictured in the middle of the first row.

About 100 academics and 30 librarians attended the event co-sponsored by Elsevier and the Korea Research Foundation, the main South Korean government agency responsible for researchers’ performance evaluation. Presenters included Science & Technology Policy Institute representative **Mr. Hwang Seok Won** speaking on “Current Research Performance Evaluation System in South Korea” as well as Elsevier’s Scopus Product Manager **Helen de Mooij** and Rutgers University Associate Dean **Tefko Saracevic**.

Also looking at the big picture, at three recent Library Connect Seminars in Japan and Korea, California Digital Library User Services Architect **Roy Tennant** spoke on “Turning Search into Find: Strategies for Libraries” and Elsevier’s Head of Scopus Product Management **Niels Weertman** spoke about Scopus and Scirus. More than 220 librarians attended the Tokyo



(Left to right) Samsung Electronics R&D Center Librarian Mr. Hee-Eun Park, KESLI Consortium Director Mr. Ho-Nam Choi and California Digital Library User Services Architect Roy Tennant at the Library Connect Seminar in Muju, South Korea.

and Osaka seminars, co-sponsored by the National Institute of Informatics. At the seminar in Muju, South Korea, librarians enjoyed hearing from Electronics & Telecomm Research Institute Librarian **Ms. Kay-Sook Park** speaking on “What Do Users Want from A&I Databases?” and **Mr. Jae-Kwang Lee** speaking on “Koreans’ Information Search Pattern and NAVER’s Information Service.” (NAVER is Korea’s equivalent of Google.)

With “Embedding Libraries in Learning and Research” as its theme, the 27th annual conference of the International Association of Technological University Libraries in May at the University of Porto found Elsevier participating as the sole platinum sponsor. The British Library’s Head of Higher Education **Jan Wilkinson** and **José Fernandes**, director of the Portuguese portal B-on, delivered keynotes.

Sooner or later we all have to get back down to basics. In Taiwan, at the recent workshop “Scholarly Communication and Electronic Journals Management” co-sponsored by Elsevier and the Chinese Association of Library and Information Science Education, Elsevier’s Senior Manager Usage Research **Marthyn Borghuis** got a workout answering librarians’ queries about usage reports and COUNTER standards. And in India, an essay competition organized by Elsevier Account Development Manager **Padma Muralidharan** drew the winning entry, “Library Marketing: Rolling Out E-resources in Central Library, IIT Bombay” from **Mr. D. Jotwani** with the Indian Institute of Technology, Bombay. A sponsored trip to IFLA was his reward.

Sometimes Elsevier and librarians assemble just to have fun. Posh and pleasant with perfect jazz was the verdict at an evening party at the Orioles’ baseball stadium, Camden Yards, during the Special Libraries Association Conference in Baltimore in June. Offered tours of the ballpark, guests were so enthusiastic that additional tours were added. Boston Scientific Librarian **Elizabeth Dilworth** won the raffled baseball signed by star Cal Ripkin, but for all there were Baltimore Orioles caps festooned on the back with the Scopus logo. (So we fibbed: Everything is about Scopus!)

Though space doesn’t allow for reports about all Elsevier events, here we can say “Thank you!” to all librarians working with us to make the most of opportunities when we get together.



Arjan Huisman of Elsevier's Customer Service Focus Project Reports from Amsterdam

**Q:** How is Elsevier providing support to Scopus users?

**A:** Since the introduction of Scopus in 2004, Elsevier staff have worked in close cooperation with its users to make this exciting product a success. Besides giving support in the usual ways like providing FAQs, E-Helpdesk and sales managers have been looking for new ways to support researchers using Scopus.

Hence this October is bringing a new option: Live Chat. With Live Chat, Scopus users can access online technical support via a chat style environment (much like MSN messenger). At the time of this writing, we believe we are the first among our competitors to offer this level of live support.

We have been trialing LiveChat with a number of Scopus customers since January 2006, and received some very good feedback. For example, users have told us:

*"Wonderful service."*

— Israeli end-user, May 2006

*"Everything was perfect, I am very satisfied."*

— Hungarian end-user, August 2006

*"Absolutely wonderful service."*

— UK end-user, August 2006



Now LiveChat is being rolled out to Scopus customers globally. LiveChat is being offered via collaboration between Elsevier's E-Helpdesks in Singapore, Amsterdam and New York, meaning we are offering 24-hour technical support to Scopus users around the world, Monday to Friday!

LiveChat takes our customer response time from hours to just seconds, and helps put Elsevier at the forefront of customer service innovation. If you have questions on the use of Scopus, please click on the LiveChat button located on each page throughout Scopus.

➔ [www.scopus.com](http://www.scopus.com)

Arjan Huisman is the manager of Elsevier's Customer Service Focus Project initiative and team. From his position



Arjan oversees various projects to improve customer satisfaction. He holds a master's degree in business administration from Erasmus University Rotterdam in The Netherlands and before joining Elsevier this summer worked as a business consultant for LogicaCMG. From now on each Library Connect Newsletter will feature this column written by Arjan and discussing ways Elsevier is improving customer service for librarians and researchers — indeed for all our customers.



Tom Noonan of Elsevier's User Centered Design Group Answers Your Usability Questions

**Q:** When I test the usability of my library website, who do I recruit as test participants and what do I need to keep in mind?

**A:** Identifying users to participate in usability testing involves a straightforward process. First you must identify your types of users. Almost every website has multiple audiences who want to use the site in different ways. Different users have different needs and expectations. Concentrate on the tasks that you have designed your site to enable. What types of users most need to accomplish the tasks? For example, are these tasks that library staff, undergraduates or experienced researchers perform?

Once you have identified types of users, select a variety of users from the primary user groups. Try to sample a reasonable cross section of the user groups. Don't limit your test to co-workers or those anxious to be test participants.

Now that you have your users lined up, keep the following in mind:

- Keep the test short. People are more willing to volunteer if the time required is short. If it isn't necessary that each person attempt each task, it's okay to have different users attempt subsets of the tasks.
- If feasible, test the site at a workstation near the users or in their offices. If you can test the site when and where it is convenient to them, you are more likely to get volunteers.

- When testing, don't be judgmental and have patience. Some people get nervous in such a situation and take some time to become comfortable. Be considerate. Remind them that you are testing the product, not them!
- If the test requires that you interact with or interview the user, try to have someone else take test notes. It's difficult to interact gracefully with a user and, at the same time, record your observations.
- Finally be polite and maybe they'll volunteer again. Remember they are helping you.

Tom Noonan earned his BA in psychology and an MA and PhD in experimental psychology, all from the University of Louisville. He began his career with IBM and has also worked with a start-up venture and with Circuit City, Inc. Holding the position of senior human factors engineer, Tom has since 2001 worked for Elsevier and led the ScienceDirect User Centered Design team.



**Explore More**

Kaufman, J. (2006). Practical usability testing. *Digital Web Magazine*. [www.digital-web.com](http://www.digital-web.com)

Rubin, J. (1994). *Handbook of usability testing: How to plan, design, and conduct effective tests*. New York: John Wiley & Sons, Inc.

## Elsevier @ IFLA 2006

If you were among the more than 2,000 delegates from around the world who attended the 72nd IFLA Conference in Seoul, you may have noticed the Elsevier booth was a busy place, with people finding out first-hand what's new with Scopus and ScienceDirect. The presentations "Tips on Marketing Library Resources" and "Keeping Content Useful and Users Content" drew large crowds, as did Elsevier Marketing Director Amanda Spiteri's talk "Design Rules: The Changing Face of Elsevier's Leading Web Products." During Elsevier's gala dinner for over 200 guests, a traditional Korean orchestra provided entertainment, and Elsevier's Vice Chairman Y.S. Chi spoke about the South Korean library sector and the future of Elsevier.



Korean information professionals at IFLA 2006 get excited about ScienceDirect's new look.



## New Scientist Comes to ScienceDirect

Since September 1, ScienceDirect has offered access to *New Scientist*, the leading scientific current affairs magazine covering news, ideas and innovations from every field. Because *New Scientist* is popular among younger audiences, this development may especially appeal to students and postgraduates. *New Scientist* is now available as part of the ScienceDirect College Edition, and is available as a stand-alone title. For existing College Edition subscribers, *New Scientist* will be added at no extra charge to their packages when they renew at the beginning of 2007. For further information, contact your local Elsevier representative or find out more on the ScienceDirect Info site.

☞ <http://contacts.elsevier.com> ☞ [www.info.sciencedirect.com](http://www.info.sciencedirect.com)

## Scopus Offers Copyright Permissioning

The Copyright Clearance Center, the world's largest provider of copyright licensing solutions, has teamed up with Elsevier to make life even easier for researchers. Since this past July, Scopus has included among search results a "Get Permissions" button when a document is available for licensing through CCC. Librarians control whether or not the button is displayed.



☞ [www.info.scopus.com](http://www.info.scopus.com)



## Updated Medical Atlas Benefits Anatomy Teaching and Practice

Elsevier recently enhanced its world-class health content portfolio with the publication of the fourth edition of the best-selling medical atlas, Netter's *Atlas of Human Anatomy*. Artwork by the late Frank H. Netter, MD, called "The Medical Michelangelo" by *The New York Times*, continues to make the atlas stand out from its peers. The work is available in two versions: a soft-cover version intended for students and a hard-cover version for practitioners. The student version comes with an online component making available more than 70 of the book's most important anatomy illustrations, as well as two interactive anatomy dissection modules from the University of North Carolina. The hard-cover version comes with an interactive CD.

☞ [www.elsevierhealth.com](http://www.elsevierhealth.com)

## Upcoming Events 2006

### Events listed here include:

- Library Connect events
- Industry events and conferences at which Elsevier will have a booth

### OCTOBER

- 8 – 11 LIANZA 2006, Wellington, New Zealand
- 9 – 12 International Association of Marine Science Libraries and Information Centers, Portland, OR, USA
- 17 – 18 Informatica Medica, Budapest, Hungary
- 18 – 19 **Nordic Library Directors Forum**  
Copenhagen, Denmark
- 18 – 20 Bibliocom, Rome, Italy
- 20 **Library Connect Event, Rome, Italy**
- 22 – 25 Chemical Information Exhibition, Nîmes, France
- 22 – 27 XIV Seminário Nacional de Bibliotecas Universitárias, Salvador, Brazil
- 23 – 25 Internet Librarian, Monterey, CA, USA
- 26 **Library Connect Corporate Event**  
San Francisco, CA, USA

### NOVEMBER

- 1 – 3 Pan Hellenic Conference, Patras, Greece
- 3 Hungarian Rector Conference, Budapest, Hungary
- 8 – 11 Charleston Conference, Charleston, SC, USA
- 17 **Library Connect Seminar, Taipei, Taiwan**
- 20 – 22 Library Fair 2006, Yokohama, Japan
- 28 – 30 Information Online, London, UK

### DECEMBER

- 1 – 2 ALIA New Librarians' Symposium, Sydney, Australia
- 1 **Library Connect Corporate Event, London, UK**
- 5 **Library Connect Corporate Event, Boston, MA, USA**
- 6 – 8 SEMICON Japan 2006, Chiba, Japan

### About Library Connect Events

Organized by Elsevier account development managers and Customer Marketing teams, Library Connect events bring together Elsevier colleagues and customers to discuss issues of concern for information professionals. Librarians play an active role in planning agendas for and giving presentations at Library Connect events, where frank discussion and sharing of ideas and experiences ensure participants get the most out of attending.

If you are interested in attending or organizing a Library Connect event, contact [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com)

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