

Welcome

Over a decade ago, researchers, clinicians and information providers worldwide were enthusiastically embracing online access to information as a revolution in STM publishing. Indeed, Web access to STM literature was hailed as a revolution on the order of Gutenberg's invention of the printing press.

Today we're in the midst of a fascinating new phase of what clearly is the ongoing evolution of dissemination of scholarly content. We need just one word to sum up this new phase: mobile.

The main point I'd like to make, in my welcome to this issue on "mobile access," is that mobile is here and it's here to stay. Apart from that sweeping generalization, I have the same questions about mobility that we all have.

Addressing diverse aspects of mobility are this issue's authors, who include:

- Doyle Friskney on how mobility is challenging academic libraries
- Jay Katzen on the impact of mobile technology in the research workflow
- Mike Takats on putting clinical medical content into the pockets of physicians
- Wan Wee Pin, Liao Yi Chin and Chua Lay Lian on making the library truly accessible anytime, anywhere
- Lisa Carlucci Thomas and Joe Murphy on strategies to help academic libraries meet their patrons' demand for mobile access
- Chad Carpenter and Scott Plumlee on how libraries can get started on the road to going mobile.

Reading this issue, I thought about how hard it is to predict the future of STM information access. Our technology and our zeal to improve our lives through technology have raced ahead during the past decade, since MD Consult's launch in 1997 and ScienceDirect's launch in 1999.

Where will the next decade take us, as mobile devices become more pervasive and powerful? How will mobility of content change the way we learn, conduct research, treat patients and provide information access? We can't know for sure. We can simply continue to experiment, and collaborate with our customers to meet their changing needs. And, through publications such as this, built by many kind contributors, we'll continue to share the results with each other.

Sincerely,

Randy Charles, Managing Director, Global Clinical Reference Group
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Randy Charles

Theme: Mobile Access

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[See an expanded version of Doyle's interview!]

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Elsevier helps with patent applications in developing countries

By Daviess Menefee, Global Director for Institutional Relations, Elsevier, New York, NY, USA

In July, in Geneva, Switzerland, the UN World Information Property Organization launched the "Access to Research for Development and Innovation" or aRDi initiative. Participating in the program along with other publishers, Elsevier is providing the content from 28 journals. Eventually aRDi will offer 150 journals made available by STM publishers.

aRDi aims to raise the level of information in the patent offices of developing countries so patent applications can be searched and validated.

The program is modeled after the successful Research4Life initiatives (HINARI, AGORA and OARE) also sponsored under the UN.

At the outset, 50 developing countries are eligible for aRDi and plans are to extend it to another 57 countries at a small fee. All revenue is returned to the program for training and support, as is the case for the Research4Life initiatives. aRDi is running at least for the time span of the UN's Millennium Development Goals (until 2015). **LC**

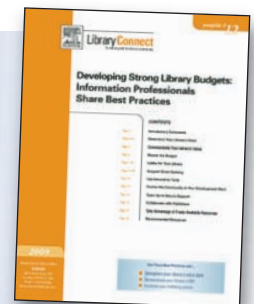
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aRDi

ACCESS TO RESEARCH FOR DEVELOPMENT AND INNOVATION

New pamphlet is now available

Developing Strong Library Budgets: Information Professionals Share Best Practices has been mailed with this issue and is now available at www.elsevier.com/libraryconnect.



Would you like a print copy of the new pamphlet? If so, please write to libraryconnect@elsevier.com

Talking with Doyle Friskney about how mobility is challenging academic libraries

During the 2009 SLA Annual Conference, Doyle Friskney, the associate vice president of information technology and the chief technology officer at the University of Kentucky, gave the talk "Commons, Chaos and Clouds in My CIs: Implications for Higher Education" about smartphones and cloud computing and ramifications in universities. Here, Doyle follows up on that talk and gives additional thoughts about how mobile access is changing the role of academic libraries.

— Lisa Layton, Account Manager, Elsevier, New York, NY, USA



Doyle Friskney

How is mobility impacting university libraries?

Mobility is bringing academic libraries enormous challenges. Today's typical mobile device has enough storage to hold the equivalent of an entire library collection. Also, consumerization of technology is transforming computing everywhere, from the largest public universities to the smallest rural libraries. At one time, an organization could pick and choose the technologies to support and when to introduce them to customers. No longer, thanks to the decreasing costs of flat screen TVs, netbooks and smartphones. The public wants library and university content delivered the same way as entertainment. And Google has forever changed how we find information. Questions once reserved for the local librarian are now answered by the Google search box, often with amazing success. Google's efforts to digitize the great university libraries will bring unimaginable resources to the most remote areas through the use of smartphones. Cloud computing is furthering this transformation to digital access.

What exactly is cloud computing?

From a university perspective, the simplest definition is information technology resources located off campus and supported by third parties. Google apps and Microsoft's Live services are good examples of cloud computing. A promising project underway is the OCLC Web-Scale Management Services.

How does cloud computing tie into the issue of mobility?

Gartner and others agree that there are 42.8 million mobile cloud computing subscribers today and there will be over 998 million by 2014 (Snol, 2009). In the next 5 years, cloud computing subscribers will increase from 1% of all mobile

subscribers to over 19%, using notebook computers, netbooks, music players, electronic books and smartphones, all more robust than mainframes of the past. Thanks to the power of cloud computing, Google is challenging Microsoft, Apple has changed the playing field forever with the iPod and iPhone, and Amazon's Kindle has excited interest in eBook readers. We're living in a transformational era of personal portable libraries in the hands of people rather than organizations.

Are mobility and cloud computing affecting the relationship between IT and libraries?

Yes. Academic libraries and information technology departments must build a transparent system that just works. The day of IT and libraries living in self-contained worlds is unacceptable. Faculty and students want to use mobile technologies to meet the demands of university life. A student expects campus systems to always be available; this includes accessing library resources from an iPhone. Also, universities can't afford duplicate staffing and computer resources. Demands from faculty and students will force libraries and IT departments to move past the service and support systems of yesterday.

"We're living in a transformational era of personal portable libraries in the hands of people rather than organizations."

Is mobility affecting the academic library as an organization?

Yes. Past practices of following traditional organizational guidelines are no longer acceptable to the patron. The practice of asking students and faculty to follow too many rules is being challenged, and demands to access information by using

devices of choice are becoming commonplace. The academic library is undergoing demanding challenges to its organizational ethos and its staff.

"Past practices of following traditional organizational guidelines are no longer acceptable to the patron."

How can academic libraries become better prepared to deal with mobility?

The library has recognized the need for change and has introduced information commons to support students, but must modify further its own organizational structure to meet users' evolving needs. A partnership between the library and IT will be productive. A blend of information commons and student labs makes sense, but only one organization — whether it's the library or IT — should be the first touch. Further, as students expect support from wherever they are conducting research, library staff must become comfortable with social networking and collaboration tools.

What does all this mean to the academic library today?

Mobility, search and social networks have changed how the university accesses information. If you feel comfortable in a controlled environment and like in-person, one-on-one visits with patrons, your era of comfort is coming to an end. Today's society favors a quick online answer over a visit to the local library. The result is today's academic library needs to change to ensure it remains a relevant resource. The library is at a crossroads of choices to make in responding to the same mobile society. **LC**

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Online Extra

Want to read more from Doyle Friskney? See his complete interview, including questions and answers not included on this page, at www.elsevier.com/libraryconnect.

Developing MD Consult Mobile: Getting a library of medical content into users' pockets

By Mike Takats, Vice President and General Manager, MD Consult, Elsevier, Philadelphia, PA, USA

MD Consult is the flagship online reference service from Elsevier's Health Sciences division. Originally a joint venture between W.B. Saunders, Mosby and Lippincott, MD Consult brings reference books, journal articles, Clinics, drug monographs and patient handouts together into one convenient online service — delivering trusted medical information to help physicians make better treatment decisions and improve patient care. This fall we're extending the service and launching MD Consult Mobile.

According to a 2009 report by Manhattan Research, nearly two out of three physicians are now using smartphones. Doctors have long required portable information that they could reach at any time or any place. In the past, physicians carried dog-eared copies of trusted handbooks in their coat pockets; with MD Consult Mobile, the same act of reaching into the pocket will give a doctor access to a myriad of medical content across the full spectrum of specialties. Online quick reference resources often deliver partial solutions in particular specialties relevant to specific groups, but MDC Mobile with its extensive collection of reference content is uniquely able to support the needs of all specialists.

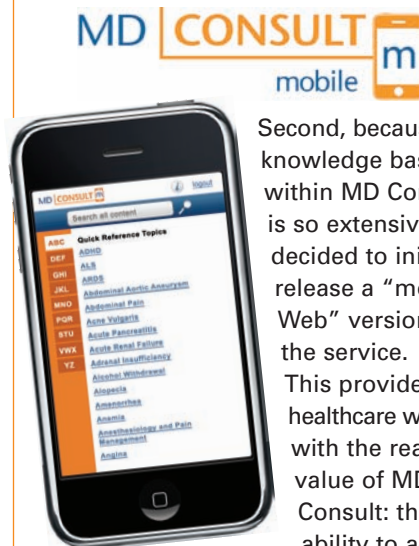
Starting this month, in October 2009, physicians can use the iPhone, BlackBerry, Treo and other smartphones to reach MD Consult in a new interface optimized for a small screen.

MD Consult Mobile users can:

- Browse directly to content via Quick Reference links that cover a growing list of medical topics with preorganized resources;
- Search books, Clinics, journals, PubMed and practice guidelines;
- View fulltext chapters and journal articles plus images of all searchable content; and
- Email content links, to themselves for later review or to colleagues.

All for one or one for all?

The first decision in the development of MD Consult Mobile involved some debate. Should we develop an iPhone "app" that is sold in the iTunes store and installed on iPhones, or should we create something that works on all devices? We decided on the latter for two reasons. First, in the US, the iPhone has taken a strong lead in physician smartphone use, but because MD Consult has a large non-US subscriber base, we wanted to make sure we had a solution from which the broadest set of users could get value.



Second, because the knowledge base within MD Consult is so extensive, we decided to initially release a "mobile Web" version of the service. This provides healthcare workers with the real value of MD Consult: the ability to access a wealth of medical content.

Everyone acquainted with MD Consult will recognize its authoritative sources such as *Cecil Medicine*, *Braunwald's Heart Disease*, *Sabiston Textbook of Surgery*, *Nelson Textbook of Pediatrics*, *The Harriet Lane Handbook*, *Ferri's Clinical Advisor 2010*, the *Clinics of North America*, leading clinical journals, practice guidelines from professional medical societies and many more. To access the content, a subscriber simply has to open a phone's Internet browser and type in www.mdconsult.com.

Answering the users' call

As with all MD Consult initiatives, MD Consult Mobile was developed in consultation with potential users and after extensive usability testing. "A key goal of our design has been to support a range of smartphone devices so that most members

of an organization offering MD Consult can have mobile access," commented Jack Bellis, a usability expert at Elsevier. MD Consult Mobile extends the reach and value of MD Consult, enabling additional users to connect in diverse ways as needs require, and increasing the usability and adaptability of this essential service.



Mike Takats

What's next

In a space as dynamic as mobile phones, one can never call a version "final," so our first MD Consult Mobile release is considered to be beta. The competition and innovation in the smartphone devices themselves make this a rapidly evolving landscape. The popularity of smartphones and mobile access to clinical information are expected to continue to grow with our users, so we're already thinking about how to make the mobile version of MD Consult more efficient and useful. Additional personalization for an individual or for a particular specialty on which a user wants to focus is something the development team is paying a lot of attention to now.

Starting this month, physicians can use smartphones to reach MD Consult in a new interface optimized for a small screen.

Next year, we plan to launch an iPhone app that allows users to save some information offline and eliminates the need for a connection to access the most commonly used information sources. This application will follow the successful lead of the Netter anatomy and Procedures Consult iPhone apps already available to customers. **LC**

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Reference

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Jumping into the brave new world of delivering content to mobile devices:

By Paul Temme, Senior Acquisitions Editor, Focal Press, and Rob Shea, Senior e-Learning Marketing Manager, Professional Learning Group, Elsevier, Burlington, MA, USA



Paul Temme

A veritable mountain of 50,000 tools and toys is available for the 25 million iPhone users worldwide. And the number rises every day. Among the hottest of these new tools are applications that turn the iPhone into an e-book reader. Since their introduction in 2008, e-books have risen to the third most popular category of downloads behind games and entertainment.

This means expanding markets for Elsevier, which is jumping into the brave new world of delivering content to mobile devices with two new ventures: one from Focal Press and the other from Syngress.

Visualizing the Web book series is coming to an iPhone near you

As part of producing the new book series *Visualizing the Web*, Focal Press is serializing the series' content and making it available via the iPhone. Content from the series' first book,

Building HTML 5 Sites, will be serialized for sale in the 5 months before the publication of the physical book in July 2010.

Each serialized component will be approximately 30 pages in length, with a list price of \$5.95. The print book will contain value-added content including expanded discourse, demonstrations and tutorials, and a companion site exclusively available to buyers of the book will contain additional resources in diverse media such as video. Production processes for the content are the same as for any book. A third-party vendor will convert the final XML files to the various formats needed, including the format needed for the iPhone.



For 70 years, Focal Press has been publishing media technology books. Focal Press publications offer practical and expert assistance to professionals and students working in areas including film and digital video production, photography, digital imaging, graphics, animation and new media, broadcast and media distribution technologies, music recording and production, mass communications and theatre technology. *Visualizing the Web* is the first Focal Press title to be produced in iPhone-friendly format.

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Talking with Keren Mills about academic libraries and development of mobile services

What was the Information Use on the Move project?

In 2007, Library Services at the Open University was already developing mobile services, including a mobile-friendly website and version of our online information literacy tutorial, Safari. When Library Services at the Open University cohosted with Athabasca University the 1st International M-Libraries Conference in 2007, I noticed that though libraries had begun to develop m-library services, none reported asking users what services they might want. When I heard the Arcadia Programme at Cambridge University Library was offering research fellowships for projects to increase libraries' capabilities to provide users with services appropriate to a networked world, I leapt at the chance to undertake some user-requirements gathering.

Why did the project focus on mobile phones?

My aim was to find out whether users were likely to try to access library services on the move, and which aspects of the services they wanted mobile access to. I



Keren Mills

Examining new technologies that could help improve library services is a particular calling for Keren Mills, the innovations officer in the Research and Innovations Team in the Library & Learning Resources Centre of the Open University, headquartered in Milton Keynes in the UK. Responsible for running the Digilab, a staff development resource in the Open University Library, she recently turned her attention to "m-libraries" or mobile libraries. Here she shares with us some of her thoughts following the recent publication of *M-Libraries: Information Use on the Move*, a report she wrote as part of research funded by the Arcadia Programme at the University of Cambridge.

— Chris James, Account Development Manager Northern Europe, Elsevier, Amsterdam, The Netherlands

knew from our experience of developing the mobile-friendly library website, and from literature reviews, that most Web-based services work on larger mobile devices, such as laptops and handheld game consoles, without needing to be specially developed for them. Mobile phones, on the other hand, use diverse browsers without a common set of standards and require development to enable content to be accessible across a broad range of devices.

How was the project conducted?

Having only 10 weeks in which to conduct the project, I used an online survey to conduct my research. As mobile library services are such a new area, rather than asking about library services, I asked people how they use, or would like to use, mobile phones to access and interact with

information. The survey went to staff and students at the University of Cambridge via library mailing lists, blogs and websites. It went to staff at the Open University through similar methods and was emailed to a sample of 2,000 Open University students.

What trends did your research identify regarding how people use mobile phones to interact with information?

The project identified that the majority of mobile phone users in the UK are more comfortable with using SMS-based services to access information than with using the mobile Internet. The idea of SMS alerts and reference services was popular. Respondents at both universities were keen to have mobile access to OPACs and information such as library hours and location and contact details [see the graph].

Elsevier is launching two new ventures

<< 4

Looking for test preparation to go? Get out your iPhone and connect to Syngress

Syngress also is revving up to deliver content via the iPhone. On November 1, 2009, Syngress is launching a free iPhone application available to anyone who registers for a free trial of any Syngress Microsoft Certified IT Professional (MCITP) test preparation product. This is the first MCITP test preparation tool developed specifically for the iPhone.

The SyngressExpress MCITP iPhone App will allow users to test their knowledge on over 200 realistic exam questions and, with detailed explanations of correct and incorrect answers, will go well beyond drill and practice.



A provider of computer security books in the information technology market, Syngress offers diverse resources focusing on building and deploying essential security tools for network infrastructures and applications development. The SyngressExpress MCITP iPhone App marks Syngress' first foray into offering content that's mobile-friendly.

Smartphone readers abound

Reading on smartphones has taken off in the last 18 months. The free Stanza e-reader, developed by Lexcycle and recently acquired by Amazon, was among the first in the space that now includes Amazon's Kindle App for iPhone, among several others. More than 2 million users have downloaded Stanza since its launch in July 2008. Stanza, unlike the Kindle App, enables users to purchase books from an assortment of retailers including Barnes & Noble and the Stanza store. iPhone users have downloaded over 12 million Stanza books in the past 15 months.

Not carrying an iPhone? No worries

Other mobile device manufacturers are following Apple's lead. Research In Motion, Google, Microsoft and others have created application stores to offer competitive services including e-readers. While Apple and its loyal audience have forged the way, it is likely that reading on mobile devices will be more broadly adopted.

Naturally, as users demand mobile access to books and other types of resources, publishers including Elsevier are experimenting more and more with offerings suited to mobile delivery. **LC**

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Why do you think only about 30% of respondents indicated interest in using mobile phones to access journal articles?

Numerous respondents commented about reading articles or eBooks on phone screens. One respondent wrote, "Mobile phone screens are just too small ... I use my laptop instead." Others commented that their phones lacked the capacity to display e-texts, that they didn't know how to access e-texts or that they would do it if they had better phones. For some, the cost of mobile Internet browsing was an issue, but many simply prefer using laptops or reading print.

Your report mentions seeing clients use phones to take pictures of the library catalog?

Yes. In the survey, I included questions about mobile access to OPAC interfaces because of such observations. And based on the high number of respondents who stated they would use such a service, the report recommends that libraries offer mobile-friendly OPACs.

What other key recommendations does the report make?

Here are a few:

- Pilot text alerting services: Per the survey results, at least a third of library users are likely to sign up for notifications by text message, email or both.
- Pilot a text reference service: Add this additional communication channel to your reference desk.
- Ensure that the library website will resize to smaller screens: Get ready for an increase in the numbers of netbook users and mobile Internet users over the next few years.

Remember, though, that these recommendations are based on particular

sample populations. National and organizational cultures may influence people's needs and the way they interact with technology. So libraries may wish to undertake their own research.

"National and organizational cultures may influence people's needs and the way they interact with technology."

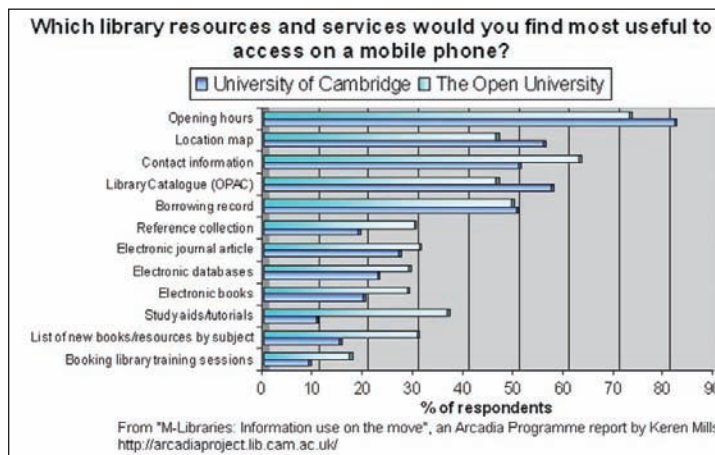
What mobile services do the libraries of the University of Cambridge and the Open University offer?

At present, the Open University Library Services offers in mobile-friendly format its full website and revision modules from our free online Safari tutorial. Both services utilize Auto-Detect and Reformat software developed by Athabasca University in Canada. Cambridge University Library is planning to offer SMS alerting services and a mobile OPAC. The two libraries plan to collaborate on future developments. **LC**

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Survey respondents at the University of Cambridge and the Open University recently indicated a strong interest in using mobile phones to access library opening hours, location maps, contact information and OPACs.

The Library in Your Pocket: Making the library truly accessible anytime, anywhere

By Wan Wee Pin, Liao Yi Chin and
Chua Lay Lian, National Library Board, Singapore

While libraries have been inundated with talk of Web 2.0 technology, social media and the Internet, we've failed to notice the mobile revolution taking place. According to Taiwan's Market Intelligence Center (MIC), the number of global mobile users hit 2.3 billion in 2006 and will reach 3 billion by 2010.

This statistic suggests wireless technology and mobile phones are becoming an integral part of everyday life and are changing the ways we connect and interact with the world around us. In Singapore, a scan of mobile communication shows an increase in favorable factors such as a penetration rate over 100%, lower charges by service providers and better capabilities in new phone models.

How does mobile access benefit libraries?

From the library's perspective, there are two main implications.

1. Traditionally, people have accessed library services by visiting the physical library and obtaining information on-site, during opening hours. However, today's users demand information anytime, anywhere.
2. The library continues to see a demographic of "missing" younger patrons who have few loans with the library or don't visit it. With surfing the Internet on mobile phones becoming more popular, there is huge potential to engage the younger generation by providing mobile services such as catalog search, book reservation or the ability to download stories.

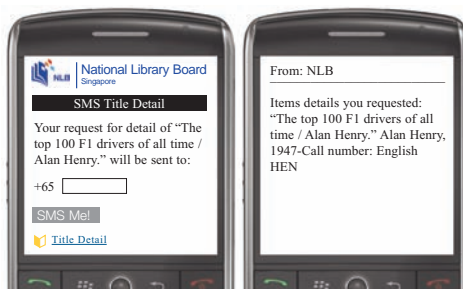
Mobile access represents a new channel the library can use to reach out to customers. At the National Library Board (NLB), we've introduced a comprehensive set of mobile services to exploit the potential of this phenomenon.

Experimenting with mobile services points the way

In the past, we've experimented with mobile initiatives including using 2D barcode technology. We've placed 2D "barcode squares" on posters and shelves; users could use phone cameras, take

All of our mobile services work on the same principle: We want to meet the needs of our patrons, no matter where they are.

photos of the squares and immediately access more information about the resources — e.g., programs or collections — publicized on the posters or housed on the shelves. This project failed because our patrons weren't ready; their understanding of library services was of the old paradigm. We realized that for our mobile services to be successful, we needed a rethink.



On the left, you can see what "SMS Me" looks like, when a mobile phone user accesses the NLB site. On the right, you can see what an NLB SMS message — containing a title, author and call number — looks like when received by a user.

The most difficult part of 2.0 librarianship is neither creating new services nor even convincing those in charge to let you try new ideas. No, the hardest part is often the reexamination of ideas (Casey & Stephens, 2008).

Using that as a philosophical guideline, we realized users didn't want new services but rather wanted to transact traditional library services through a mobile platform.

Assessing user needs factors into the development of our new mobile portal

To get on track, we conducted a user survey and identified services such as catalog search and account management to be included in a mobile portal.

Because we had observed customers jotting down catalog search results, a troublesome act when pen and paper weren't at hand, we decided to include, in the mobile portal, the "SMS Me" feature. It allows customers, while searching our catalog, to send book details in the form of SMS (Short Message Service) messages to their mobile phones. Then, they can

refer to the messages while searching for items on shelves. We also decided to include in the portal some reading material, library information and an inquiry service.

Also, to assess the technical feasibility of a mobile portal, we developed a proof of concept emphasizing the portal's usability and navigation. Besides conducting internal trials, we released a beta version for public access in early 2009.

The Library in Your Pocket proves a success

Then, in February 2009, we launched our mobile portal, the Library in Your Pocket. It provides mobile phone users with quick and convenient access to library information and services.

The Library in Your Pocket adds to other mobile library services we offer. The majority of these focus on SMS technology. For the last 2 years, we've run an SMS Research Inquiry service allowing patrons to send in queries. We've also allowed for SMS transmittal of voting and Q&A during our events (texted questions and answers are projected onto screens). This has been successful because most Singaporeans are not outspoken and prefer to have their questions or views posted anonymously.

To date, the Library in Your Pocket has attracted an average of 4,000 unique visitors, 26,000 page views and 4,000 transactions per month. Also, 800 comments have arrived, with most praising the portal. And, the New Jersey State Library and the local National Technological University have expressed interest.

All of our mobile services work on the same principle: We want to meet the needs of our patrons, no matter where they are. **LC**

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Go mobile: Use these strategies and increase your mobile literacy and your patrons' satisfaction

By Lisa Carlucci Thomas, Digital Collections Librarian, Yale University Library, and Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale Science Libraries, New Haven, CT, USA

Today's patrons expect information in the palm of the hand. Using cell phones as their primary interface, patrons expect university libraries to seamlessly meet their information needs on the go. Based on a poster we presented at the 2009 ALA Annual Conference, this article discusses leading strategies that innovative academic libraries are using to deliver services through mobile devices. As an example of how we walk the talk, through posting messages, images and slides to Twitter, Facebook and Flickr, we made our ALA poster mobile-accessible in real time.

We need to think forward, and think mobile, about library services. The strategies recommended here can help promote the relevance of traditional library service models in the modern mobile environment and advance the ability of librarians to embrace new mobile services. The future of information, and libraries, will be shaped by our ability to guide emerging communication trends. Thus, librarians need to see the value and roles of mobile technology and gain the skills, the mobile literacy, to create effective mobile services.



Lisa Carlucci Thomas and Joe Murphy

So, go mobile: Learn, adapt, prepare, expand and develop. Meet the tide of mobile devices, and take advantage of them as central access points to library information your patrons need. **LC**

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Reference

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www.flickr.com/photos/joeydigits/3695207552/



Top five mobile strategies for academic libraries

1. Text Message (SMS) Reference

Make your answer and assistance services available through SMS. Short Message Service, or text messaging, is the keystone of mobile information and crosses the divide between complex smartphones and basic cell phones. Interacting with patrons through text messaging now ranks among core competencies for librarians because SMS increasingly comprises a central channel for communicating library information. Mastering this competency entails understanding user expectations and making informed decisions about service considerations and technology choices.

2. Electronic Collections

Promote access to library collections via mobile devices and consider the evolving best practices for developing new digital projects with mobile interfaces. Smartphone technology provides people with the ability to read, search, save and excerpt articles at the point of need. News agencies such as the New York Times and NPR have created iPhone applications to facilitate access to content, and e-book distributors Kindle and Safari have also created mobile apps. The drive for mobile access will not be limited by hardware concerns, e.g., small screens or digital keyboards. Librarians must become familiar with mobile technologies, and work with vendors and IT experts to ensure that e-collections are mobile-friendly.

By Lisa Carlucci Thomas and Joe Murphy

3. Access Services

Ensure that patrons can use cell phones to interact with their library accounts. It's time for libraries to make all of their functions accessible via mobile devices by providing interactive account information. Patrons need to be able to access and manipulate their full library accounts from smartphone by mobile applications or SMS. This includes renewing checked-out items, making requests, checking blocks and paying fines.

4. Online Social Networks

Build community by providing services and resources on the leading social networking sites Facebook and Twitter. Social media is no longer a fringe effort; it's a central medium for mobile communication and exchange. These sites are now the first places many of us go to connect with each other and with information. It is imperative that libraries engage in these growing social media. Traditional library services, especially reference and instruction, are enhanced when delivered through online social networks with mobile platforms. Librarians need to keep Twitter and Facebook in mind when planning all new services.

5. Mobile Applications

Create mobile apps that serve as customizable interfaces and ensure full and seamless access to all library resources and services. The best bet for a powerful mobile gateway to information lies in mobile applications, downloadable software programs for iPhones and other smartphones.



Librarians Speak Up

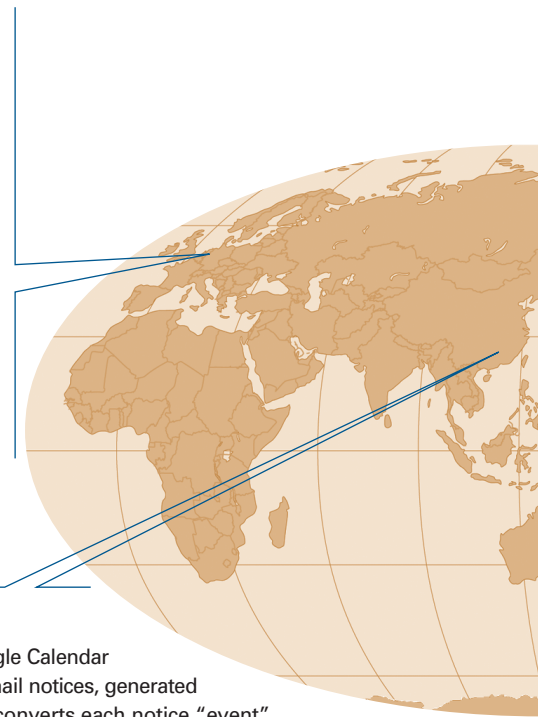
What mobile services does your library offer?



Corno Vromans, Library and IT Services, Tilburg University, The Netherlands

From a library perspective, we concentrate on unlocking information at any place, at any time. This probably sounds familiar, but, when considering providing mobile services, there are technical obstacles to overcome. How to give access to information that is normally only accessible when you're on campus (or simulate this with a VPN connection)? We need a solution that works in any Internet café or location where you can't install VPN software. If possible, we, at Tilburg University, implement federated access, where authorization is checked against university systems, so users can use the username/password combinations they use for all university services. This will also work on mobile phones, but is reading journals on mobile phones what our customers expect? To find out what mobile services our customers want, we recently conducted research which led to the following list: do quick searches for articles; search for currently available PCs in the library; access news, hold requests and borrower information; and print articles. An important decision is how to implement this: as an SMS service or a service that can be used from the browser of a smartphone.

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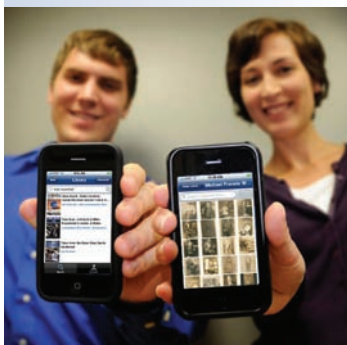
Venia Mak, Senior Assistant Librarian, Hong Kong Institute of Education Library

We're using Google Calendar to provide an SMS service to deliver library notices. Google Calendar allows for creating, editing and deleting events. These events are, in fact, our library email notices, generated from the library catalog and converted using the Google Calendar Data API. The API converts each notice "event" and constructs it as an SMS message, ready to be sent out. As with other online calendars, a specific time can be set to alert users of a forthcoming event. So when the time comes, the library notice about a particular event is sent out as an SMS message to users. To receive our SMS alerts, each library user must sign up for a free Google account, modify the Google Calendar mobile settings and then register for our library SMS service. Our SMS alerts include courtesy reminders, overdue notices and pick-up and recall notices. Using Google Calendar to send SMS alerts means the library doesn't incur any charge for sending SMS and users receive the alerts free of charge. Moving forward, we hope to simplify the registration process. Also we plan to explore using the "iCalendar" protocol; using iCalendar, we could extend our SMS service to other online calendars which support the protocol.

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Five Questions

with Sean Aery, Web Designer, and Jill Katte, Digital Collections Program Coordinator, Duke University Libraries, Durham, NC, USA



- 1 What is DukeMobile?**

This freely available iPhone (and iPod Touch) app provides mobile access to Duke resources and information, from campus maps and directories to news, events and sports scores. To the app, Duke Libraries is contributing a mobile interface to our library catalog and an interface to discover our digitized primary sources (including over 32,000 images from 20 collections).
- 2 What is the value of DukeMobile to researchers and scholars?**

In the past decade, library websites and OPACs have provided convenient access to library resources, but for the most part, they still require people to be tethered to bulky computers. DukeMobile takes "anywhere, anytime access" to a new level by putting information literally at your fingertips no matter where you are.
- 3 What are examples of how specifically DukeMobile helps library users?**

Rather than writing out call numbers and wandering through the stacks, now you can search from your iPhone and see book locations on a library floor plan.

Help from a librarian is now just a tap of a finger away. From the interface, you can call, text or email for immediate assistance.



Trish Chatterley, Public Services Librarian, John W. Scott Health Sciences Library, University of Alberta, Edmonton, Canada

In response to increasing levels of PDA (personal digital assistant) use by patrons, in the fall of 2001, the University of Alberta Libraries began offering services to handheld technology users. Since that time, we've surveyed the general university population and, more specifically, the undergraduate medical students to help inform our PDA service provision. Demand for resources is definitely highest within the medical community. We hold information sessions with medical students to discuss mobile device options and to introduce them to some of the resources licensed through the library. Our online guide "Health Sciences Resources for Mobile Devices" features information on choosing a device; lists available resources categorized by platform, resource type and cost; and provides tip sheets for accessing certain programs (the device often dictates if access should be via download or wireless Internet). Drug reference and other point-of-care tools tend to be the most frequently accessed resources.

✉ patricia.chatterley@ualberta.ca 📄 http://guides.library.ualberta.ca/health_sciences_resources_for_mobile_devices



Tony Tin (on the left), Head, Digitization Initiatives & Electronic Resources, and Steve Schafer, Director, Library Services, Athabasca University, Alberta, Canada

Athabasca University Library, since the inception of AU in 1970, has specialized in the provision of library resources and services to distant and remote students across Canada and around the world. Mobile devices and mobile technologies are fantastic enablers that have potential to facilitate the teaching and learning process in a great way. Usage of mobile devices expedites the discovery of and access to many research materials. All development of library services at AU — the library catalog, repository services and digitization efforts — is based on compatibility with mobile devices. We believe the information-seeking behavior of students entering college and university today assumes usage of mobile devices.

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Jennifer Duvernay, Marketing and Outreach Officer, ASU Libraries, Arizona State University, Tempe, USA

Through the multimedia Library Channel, the ASU Libraries spotlight news, instruction, resources, services and events with videos, podcasts, a blog and digital signage. The "Library Minute" video series uses a light tone and humor to connect students with information about library services and resources. Students have responded very positively to these videos when shown in class, and have demonstrated retention of the information presented. To appeal to mobile users, we create iPod-ready video and audio content, optimize RSS feeds for specific product syndication, and announce new content via our blog and Twitter. We assess our success by examining download statistics and the number of views on YouTube, as well as soliciting feedback from librarians who employ the videos in instructional settings. Moving forward, our primary goal is to increase our visibility within the ASU community by partnering with official university media outlets. Thus far, this strategy has resulted in significantly more views of our content, and university administration has recognized the libraries for our innovation.

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You can browse our images using the iPhone. In fact, students and scholars interested in using visual materials in research now have on-the-go access to over 32,000 digitized primary source documents. And our DukeMobile feeds have been built so that any image collections we put online in the future will be accessible through the app.

"Students and scholars interested in using visual materials in research now have on-the-go access to over 32,000 digitized primary source documents."

4 How are users reacting to DukeMobile?

As of September 2009, our digital collections mobile interface demo has been viewed over 4,000 times on YouTube, and that module has been the third-most used in the DukeMobile app after Sports and News. DukeMobile has also gotten an enthusiastic review on CNet and some positive coverage at library conferences.

5 How are you assessing the success of the initiative?

We're still formalizing an assessment plan. We'll likely use data from Apple and Duke's Office of Information Technology to see how frequently DukeMobile is downloaded from the app store and how often our modules are accessed. We'll also use iTunes' ratings and comments associated with the app, as well as feedback we solicit through our blog. One exciting part of the project for us is that it has required a very minimal investment of library resources for what we see as a potentially high payoff.

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Funding innovation: Is research going mobile?

By Jay Katzen, Managing Director,
A&G Products Group, Elsevier, Amsterdam,
The Netherlands

One of our primary goals as a publisher and information solutions provider is to enable advancement in research. Doing that effectively requires that we not only understand and anticipate researchers' fundamental needs and behaviors, but that we find innovative ways to improve their workflows.



Jay Katzen

Keeping in mind that innovation happens over time and all of the time, we've set up an innovation program that encourages a continuous cycle of idea generation, experimentation, assessment and implementation. One of the first proposals to emerge from this program was an initiative to investigate the potential impact of mobile devices in the scientific research workflow and seek ways they could be combined with research content to improve the effectiveness and productivity of research.

Researchers are using mobile devices for scientific research

As part of this initiative, in July 2009, we conducted a user study to assess the current use of scientific information on mobile devices and identify potential areas of opportunity for our existing online solutions — primarily ScienceDirect and Scopus. The subsequent report summarized the responses of 128 scientists active in a broad range of research areas, with a larger representation from Life Sciences (51%), Health Sciences (20%) and Physical Sciences (6%).

Significantly, the findings reveal that researchers are using their mobile devices for scientific research purposes, specifically for reading (50%), searching for facts (43%), searching for background/introductory information (30%) and keeping track of research data (33%). Furthermore the context of use is pervasive: Mobile devices are being employed in the home and in the lab as well as while in the field, commuting and traveling.

The user study results indicate that researchers are already using their mobile devices as part of their work and there are clear opportunities in this area. Specifically, the high importance of reading on these devices means that information will need to be tailored to reading on small screens. The fact that mobile devices are being used in all contexts shows us that we will need to identify a clear balance between information that needs a wi-fi or Internet connection and information that needs to be available offline.

Researchers want mobile access to fundamental information

When asked to rate the usefulness of having certain types of scientific content on mobile devices, an overwhelming 87% rated abstracts databases with fulltext links as "useful" or "definitely useful." Fulltext articles (76.5%), book chapters (64.8%), RSS/alerts (71%) and factual scientific information (70%) were also considered "useful" or "definitely useful." This is encouraging because it shows that information fundamental to researchers is highly in demand on mobile devices.

Information fundamental to researchers is highly in demand on mobile devices.

When asked to explain why certain content types on mobile devices would be useful to them, researchers explained in practical terms why, how and where they would use mobile devices:

- "Being able to access articles without carrying around a stack of papers is extremely useful."
- "You can read the most up-to-date paper in your field that has just come out."
- "As I am not always at my computer, it makes life a lot easier. No need to carry piles of paper with you everywhere when writing."

From all of these findings, we can deduce that scientific information is being read and used in different places and at different stages of the research process. Making scientific information available for use on mobile devices at times most suitable to researchers' workflows will be key to improving their productivity.

So what's next?

The insights we have collected so far have directed us towards exploring three separate work streams:

- **Mobile Websites:** First, we are looking at how mobile websites allow scientists to access abstracts and citations, fulltext articles and book chapters through embedded browsers on their mobile devices.
- **Mobile Applications:** Second, we are considering how we can develop mobile applications for abstracts and citations, and fulltext journal and book content that are specifically tailored to fit scientists' needs along the research workflow.
- **Electronic Readers:** Third, we are investigating how we can make additional content more readily available for electronic reading devices. **LC**

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EMPOWERx: Mobile delivery of prescriptions helps physicians, pharmacists and patients

By Swati Abbott, President MEDai and Informed Decisions, Health Sciences, Elsevier, Orlando, FL, USA

Everywhere we look these days, it seems that information providers of all types are experimenting with or offering services and products that are accessible from mobile devices. The medical community, with its need for information at the point-of-care, has surely been the first adopter of many mobile offerings, and it was expressly for the medical community that Informed Decisions, now an Elsevier company, created EMPOWERx in 2003.



Accessible from many handheld devices, the EMPOWERx solution basically helps medical providers manage patient prescriptions. More specifically, EMPOWERx

provides patient-specific medication history and comprehensive drug interaction reports, seamlessly integrated around particular patients' specific health plan formularies or the Medicaid Preferred Drug List. Secure data access provided by EMPOWERx gives medical providers the real-time information needed to make informed medication decisions for their patients. The EMPOWERx system allows providers to see all prescriptions for their patients, thus helping physicians coordinate care, minimize duplicate therapies and reduce Medicaid spending on unneeded treatments. EMPOWERx also helps facilitate cost savings by reducing fraud and abuse within the Medicaid prescription drug benefit program.

EMPOWERx, available so far only to medical providers in the US, continues to draw praise.

Gregory James, DO, MPH, the family practice residency director at Sun Coast Hospital in Largo, Florida, has written: "We are all aware that technology has and will further improve patient safety.



Swati Abbott

"However, EMPOWERx has found a way to transition practices that have no electronic medical records to the use of this system in a very user-friendly manner. The most important uses for us include the up-to-date formulary for several companies and the automatic notification of interactions and duplications.

The first saves time for the patient waiting at the pharmacy, while we all try to figure out which medicine is actually covered. The second shows potential and actual interactions between the patient's medications."

And Dr. Lisa Cosgrove, with Atlantic Coast Pediatrics in Merritt Island, Florida, has written: "I enjoy using the EMPOWERx device as it provides a valuable service to my patients in that they can go to the pharmacy and have their prescriptions waiting with no delay in getting the medications started. There are reduced dosage errors since the pharmacist can easily read what is written. Its ease of use makes EMPOWERx convenient for my office and it is portable anywhere I go. Other benefits of EMPOWERx include the fact that I am able to see if my patients are taking their medications as prescribed, and I am able to use the program desktop or portable and the drug formulary saves a lot of time searching for my PDR. I would recommend this valuable tool to all prescribers to see how it can speed their office time in prescribing."

Given the success of EMPOWERx so far, Informed Decisions is working to improve and enhance the product so it continues to meet users' evolving needs. Also, we are considering how to adapt the product for use in nations beyond the US. **LC**

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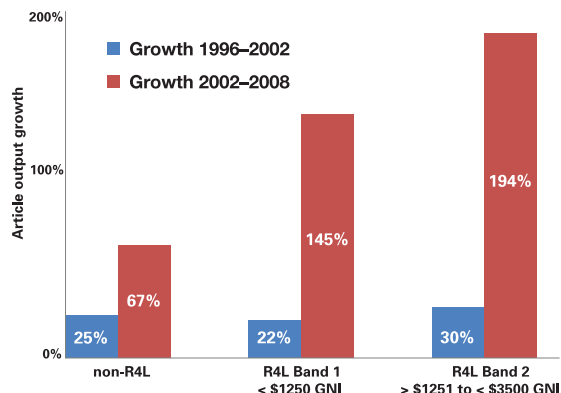
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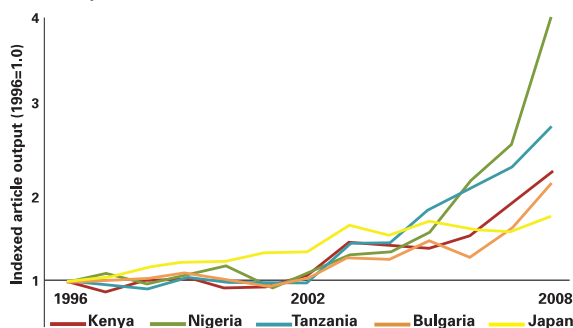
www.us.elsevierhealth.com/apps

Nations participating in Research4Life continue to see rise in article output

By Dr. Andrew Plume, Associate Director – Scientometrics & Market Analysis, Research & Academic Relations, Elsevier, Oxford, UK



The above chart shows absolute growth in research between 1996 and 2008, comparing non-Research4Life countries (countries not eligible due to their per capita income or Gross National Income), Band 1 countries (eligible with less than \$1,250 GNI) and Band 2 countries (eligible with \$1,251 to \$3,500 GNI). The below chart shows the rise in article output in four countries that participated in Research4Life (Kenya, Nigeria, Tanzania and Bulgaria), compared to Japan, which did not.



As readers of the *Library Connect Newsletter* may recall, in 2008, I published in this newsletter an article reporting on the rise in article output among nations participating in the HINARI Access to Research Initiative. Earlier this year, I took a look at article output among nations participating in HINARI, AGORA and OARE, three of the programs now under the Research4Life umbrella.

My new research impact analysis has identified a dramatic rise in the number of articles published in peer-reviewed journals by scientists in the developing world since 2002, when the first Research4Life program, HINARI, was launched.

Analysis shows 194% increase in article output

By comparing absolute growth in published research before (1996–2002) and after (2002–2008) the advent of the Research4Life programs, I found among HINARI, AGORA and OARE Band 2 nations a 194% or 6.4-fold increase in articles published in peer-reviewed journals. To count the appearance of each country in the author affiliations of indexed journal articles, I used a database sourced from Thomson Reuters and then grouped these countries by their Research4Life eligibility.

My analysis showed that absolute growth in research between 1996–2002 was 25% in non-Research4Life countries (countries not eligible due to their GNI per capita), 22% in Band 1 countries (eligible countries with less than \$1,250 annual per capita income or GNI) and 30% in Band 2 countries (eligible countries with \$1,251 to \$3,500 GNI). Five years on, between 2002–2008, the same figures are dramatically higher at 67%, 145% and 194% respectively, indicating 2.6-, 6.5- and 6.4-fold increases over the 1996–2002 growth.

In addition, I took an in-depth look at four Research4Life countries: Kenya, Nigeria, Tanzania and Bulgaria. This closer inspection revealed a remarkable progression of article output from 1996 to 2008. By contrast, Japan, a non-Research4Life country, showed steady and continuous growth without a sharp change in output over the same period.



Surge in output correlates with increase in Research4Life participation

While the growth in Research4Life nations' article output is probably the result of many related factors, such as scientific policy, government and private research funding and other global developments, such a dramatic increase in research output also reflects a clear correlation with the launch of the Research4Life programs. The statistics I have identified point to Research4Life's profound impact on institutions and individual researchers' ability to publish.

Kimberly Parker, the HINARI program manager at the World Health Organization, has explained that the opportunities to conduct original scholarly research without access to the world's published literature are limited. "Discoveries build on generations of research done previously," she said. "Research4Life has extended the reach of that scholarly heritage into the developing world, increasing researchers' opportunities to participate in the global research community by conducting groundbreaking research, collaborating with global colleagues and in time contributing to evidence-based scientific policy in their own countries."

Correlating to the surge in article output among HINARI, AGORA and OARE nations is the growth in institutions participating in Research4Life programs. OARE has registered 1,500 institutions since its launch in 2006. HINARI has grown by 61% since 2006, so that researchers at 3,866 nonprofit institutions in 108 countries now have access to over 6,300 medical and health journals. AGORA has increased registrants by 77% since 2006, providing researchers at 1,760 developing world institutions with access to 1,276 food, agriculture and related social sciences journals.

Research4Life improves the quality of life

Recipients of research made accessible via Research4Life say it's helping them progress that will ultimately improve the standard of living in their nations.

FARM-Africa: Elsevier Foundation grant enables library digitization that could benefit an entire continent

By Dr. Christie Peacock, CEO, FARM-Africa, London, UK

Since Sisilia Gabriel set up her raffia weaving business in 2006, she's been able to price her baskets so they bring her fair returns. As chair of a raffia producers group in northern Tanzania, Sisilia worked closely with FARM-Africa to create a business plan based on case studies and training manuals provided through the organization's recently digitized library.



FARM-Africa, or Food and Agriculture Research Management, has been leading initiatives to support community forest management, smallholder farmers and pastoralist development for over 20 years. Our nonprofit follows a strategy enabling the rural poor to adopt and scale-up projects and models of best practice and achieve success whether in milk marketing or raffia production or another area. For example, Sisilia thanks her weaving as the major contributor to her income. She has said, "I've prepared and sold mats. I spent the money on pigs, iron sheets for my house, and school fees and uniforms for my children."

Grant helps digitize agricultural science and technology resources

In 2007, FARM-Africa was awarded a \$34,000 grant from the Elsevier Foundation's Innovative Libraries in Developing Countries program to undertake a large-scale audit of FARM-Africa's existing agricultural

science and technology resources stretching back over 20 years across six African countries. Throughout 2008, FARM-Africa worked to compile print and digital resources, digitize previously geographically dispersed print resources, and create a new Web-based library for use by farmers, nongovernmental organizations, governments and the private sector across Africa.

Leading the audit, FARM-Africa's Kenya-based Regional Communications Officer Henry Kimathi worked with key colleagues throughout the continent to draw up criteria identifying which documents could be classified as contributing to a demonstrable improvement in agricultural development practice. The identified materials represented a range of best-practice models, case studies, lessons learnt, project experiences, newsletters, policy briefs, training manuals and project reports.

THE ELSEVIER FOUNDATION

Surprisingly, the audit also revealed that, while the vast majority of materials were already digital, they were in need of standardization and branding. FARM-Africa branding, added to all materials on the newly created FARM-Africa online library, now serves as an independent and trustworthy quality stamp as the materials are accessed throughout Africa.

Grant helps lead to a new FARM-Africa website

Ironically, as our newly digitized library was finalized in early 2009, it became all too



Sisilia Gabriel (on the left) and FARM-Africa Forest Project Coordinator Alfei Daniel celebrate Sisilia's raffia weaving business success, made possible in part through resources and training provided by FARM-Africa.

evident that FARM-Africa would need a new website to host the library. In 2009, FARM-Africa's beloved but inflexible website is making way for a state-of-the-art information-sharing system to host the library and support FARM-Africa's need for an online marketing presence.

The Training and Advisory Unit Coordination and Digitization Project, funded by the Elsevier Foundation grant, has proven invaluable in enabling us to collate all the project experiences, best-practice guidance and training materials we've developed over 20 years of grassroots work with farming communities in Africa.

Thanks to the Elsevier Foundation grant, Sisilia and thousands of other Africans have already benefited from the improved accessibility and dissemination of FARM-Africa's practical assistance resources. And today FARM-Africa is moving forward, to develop and implement additional innovative ideas to reach our mission of reducing poverty in Africa. **LC**

www.elsevierfoundation.org

www.farmafrica.org.uk

www.youtube.com/user/ElsevierFoundation

<< page 12

"Since we have had access to Research4Life, the researchers, and especially the clinicians at the College of Medicine, University of Port Harcourt, have been able to engage more with the global science community," stated Henrietta Otokunefor, automation librarian at the University of Port Harcourt Library in Nigeria. "The library computers and those ... for faculty are often occupied, and I've seen a growth in published research from our students as well. It is great to see that Nigeria has made progress in this area, as increased scientific developments can lead to improved health and economics, and in the end, a better quality of life."

What is Research4Life?

Research4Life is the collective name for a group of public-private partnerships that seek to help achieve the UN's Millennium Development Goals by providing the developing world with access to critical scientific research. Since 2002, the Research4Life

programs — Health Access to Research (HINARI), Access to Global Online Research in Agriculture (AGORA), Online Access to Research in the Environment (OARE) and now aRDi (Access to Research for Development and Innovation) — have offered research for free or at very low cost to developing countries. Key partners include Microsoft, WHO, FAO, UNEP, Cornell University, Yale University and the International Association of Scientific, Technical and Medical Publishers. Over 150 publishers, among them Elsevier, Springer, Wiley-Blackwell and Oxford University Press, provide the journal content. **LC**

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www.research4life.org

www.elsevier.com/expert/andrewplume

Reference

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Viva l'Italia! IFLA proves a rousing success in Milan

By Alberto Rodríguez Zapata, Event Manager R&E-EMEA, Elsevier, Amsterdam, The Netherlands

During the World Library and Information Congress: 75th IFLA General Conference and Assembly, August 23–27, information professionals from near and far gathered in Milan.

The International Federation of Library Associations conference is actually the only truly international library meeting in the world. And every year, Elsevier finds that the event, known to many as simply “IFLA,” offers a wonderful opportunity for Elsevier colleagues and customers to connect.

At the Elsevier booth there was much interest in the Elsevier Foundation, and many customers from developing

countries said they would submit proposals for foundation grants in 2010. In addition to many librarians from different continents, IFLA's brand-new president Ellen Tise visited the Elsevier booth to make the acquaintance of our CEO for science and technology, Herman van Campenhout.

During the conference, on the evening of August 24, Elsevier hosted a dinner for librarians. Attendees at the event, held at the Villa Parco Olmo, on the banks of Lake Como, included 130 guests from more than 20 countries.

Next year's IFLA conference will, once again, take place in Europe: in Göteborg, Sweden. If you'll attend IFLA in 2010,



IFLA President Ellen Tise and Elsevier CEO, S&T, Herman van Campenhout pause in the Elsevier booth during the IFLA conference in Milan.

please in advance schedule meetings with your Elsevier representatives or stop by the Elsevier booth. We're always glad to see you! **LC**

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Getting the scoop on Scopus: Lanzhou University goes all out

By Xiaoling Kang, Account Development Manager, Elsevier, Beijing, China

Using Scopus to help further academics' research drew a huge level of interest at Lanzhou University last spring. During 3 weeks in May and June, 400 library staff, students and faculty at the university participated in a range of activities focused on getting the most from Scopus.



To promote the events, the university posted website announcements and distributed posters and fliers in labs and dorms. Also the university placed on its website homepage a prominent link to Scopus.

The interactive educational activities included:

- On-site trainings covering an introduction to Scopus and how to use Scopus as a publishing tool;
- A Scopus search contest; and
- Discussion of case studies showing how Scopus helps locate the most relevant information.



The team winning a quiz, conducted during the Scopus Night party at Lanzhou University in China, jumps for joy in spring 2009.

Students provided the case studies, examples from their own research. Then they demonstrated how Scopus had helped them locate the most relevant information.

The search contest lasted 2 weeks and included four quizzes. The answers to each quiz's multiple-choice questions were announced when the next quiz started. Participants could obtain the answers by using Scopus, especially its unique functions including Author Search, Affiliation Search, Refine Results and Cited By. Elsevier provided the quiz

“These events have set a good example for our future activities. So thank you, Elsevier!”

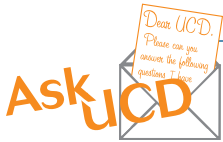
questions and answers, and the library website listed them. Participants submitted their answers by email. In total, this contest attracted about 230 participants. The first three people with the right answers for each quiz won prizes.

The series of learning activities culminated in a party called “Scopus Night.” Everyone who had participated in the activities (the trainings, search contest and case study discussion) was invited. During the party, attendees divided into teams and participated in an on-site quiz about Scopus. The library director Lu Weiguo presented prizes.

Librarian Wang Rui said, “These events have set a good example for our future activities. So thank you, Elsevier!” **LC**

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Chad Carpenter and Scott Plumlee with Elsevier's User Centered Design Group answer your usability questions

Q: Where do we start when making our library resources mobile-friendly?

A: Mobile websites. Mobile Internet. Mobile phones, devices, apps. Mobile overload!

If you "own" your library website, you may think "mobile" is a four-letter word. But have no fear. We're here to help demystify the mobile world and help you make the right decisions for your users. To help you get started, we've put together the basics in the box.

Also, we want you to know that Elsevier's User Centered Design Group (UCD) can offer in-depth mobile help. Our team has the skills to help move products and websites from desktop to mobile. We understand users' mobile needs, and we can help with designing mobile user interfaces (UIs) and testing them with users.

If you'd like to ask that the UCD Group help with a specific mobile project, please contact Beate Specker or Scott.

Finally, feel free to join the UCD's mobile working group. This interest group discusses mobile best practice and considers issues involved in developing mobile websites. To join this group, please contact Scott. **LC**

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Chad Carpenter (on the right) and an Elsevier customer conduct usability testing looking at mobile devices.



Looking to go mobile? Here are basics to help libraries get started

1. What does it mean to do mobile?

Mobile includes phones, but can also include Kindles, iPods, GPS devices, pagers, netbooks, laptops, SMS-only devices and more. We consider mobile to be a device that can send and receive information, that a person usually keeps with her or him, and that's not shared with others. (The US is the only country that commonly uses the term "cell phone." Show how worldly you are and use "mobile phone.")

2. What are apps? What's the difference between an app and a mobile website?

"Apps" is short for "applications," or native applications. They are programs that run on mobile devices and have access to the devices' hardware and software features. These features may include controlling the volume, sending emails and SMS or locating your position with GPS. Apps may require a separate version for each device and operating system.

Just as does a regular website, a mobile website consists of HTML, CSS and JavaScript. Mobile sites display and function well on small screens, may have fewer features and ideally require limited user input to accomplish tasks. Just like desktop websites, mobile sites are accessed by browsers, though their capabilities vary widely across mobile devices.

3. We have a regular website. Do we need an app or mobile website or both?

Ask what tasks your users need to accomplish. Can the tasks be done from a website, or are there requirements only an app could meet? For example, though both an app and a website would enable a user to enter an ISBN number and find local retailers who stock that item, only an app would let the user read — with the built-in camera on

that user's device — the barcode on an item, find with GPS the user's current location and give directions to the nearest retailer.

Next, what devices are your users carrying? Do most carry iPhones or BlackBerries? If a large number use a single device, an app might be well received. But if your users carry a mix of devices, a mobile site will serve more users.

Neither an app nor a mobile website can replace your regular website. Mobile users don't need all the content and functionality of your regular site, and desktop users won't be satisfied with the limitations of a mobile site. Let your users pick the right tools for their tasks; your job is to give them a choice of tools.

4. How do we account for all mobile devices?

You can't. You can give your users the best possible experience, based on their device capabilities. On the most basic device, your website should be functional. For devices with greater capabilities, your site can offer additional visual styling and advanced interactions. The site's appearance may change from device to device, and the user's workflow may change on the site; this is OK!

Think of your mobile website as a highway. Some users enjoy driving a Cooper MINI, while others prefer a Mercedes Benz. But everyone gets from A to B.

5. How do we get off to a successful start in going mobile?

Mobile users are task-focused. Let them complete a task quickly and they'll come back for more. Identify tasks your users complete repeatedly while in your library or visiting your website. A mobile site or app that can accomplish this task easily and saves your users time will be well received and will make your first venture into mobile a success.

By Chad Carpenter and Scott Plumlee

NextBio application on ScienceDirect accelerates scientific discovery

By Ellen van Gijlswijk, Elsevier, Amsterdam, The Netherlands

Elsevier recently entered into a partnership with NextBio, the provider of an innovative discovery platform enabling researchers in life sciences, health sciences and chemistry to search, discover and share knowledge locked within public and proprietary data. Since July 2009, the NextBio enhancement has been available to ScienceDirect subscribers.



The integration of the NextBio application on ScienceDirect means that researchers can, on one single platform, text mine ScienceDirect content (published from 1995 onward) and link to related articles with additional research content and experimental data from sources such as PubMed, GEO and ClinicalTrials.gov. Using life science-relevant ontologies, synonym recognition, gene and protein linkages, and tissue and disease nomenclature, links are made between experimental data and peer-reviewed content.

This integration enhances the research workflow by enabling users to, easily and efficiently:

- Extract new insights, based on millions of ready-made correlations, from existing content;
- Make fresh connections and identify new paths of exploration; and
- Search more broadly and deeply than before to ensure that nothing is missed.

The NextBio application on ScienceDirect provides researchers with a unique research solution, one that brings together, on the world's leading fulltext platform, the best of private and public content. This is the first of many planned partnerships in the future to ensure that ScienceDirect continues to offer researchers, and librarians, access to enriched content and value-added workflow tools. **LC**

✉ e.gijlswijk@elsevier.com <http://info.sciencedirect.com/nextbio>
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Follow these steps to find NextBio on ScienceDirect

1. Go to the ScienceDirect article/chapter of your choice (in the fields of life sciences, health sciences and chemistry; published from 1995 onwards; and excluding major reference works).
2. Look in the box listing relevant terms extracted from the article/chapter.
3. Select an item from among the box's list.
4. See an overview page offering the results from sources including, for example, experimental data correlations, PubMed, ScienceDirect and news articles.

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These events include:

- Library Connect events
- Other Elsevier events
- Industry events featuring Elsevier booths or speakers

OCTOBER 2009

- 5–8 International Conference on Academic Libraries, Delhi, India
- 8–9 Library Marketing Workshop & Author Workshop, Stockholm University, Sweden
- 12–14 LIANZA Conference, Christchurch, New Zealand
- 13–14 Nordic Library Forum, Amsterdam, The Netherlands
- 14–18 Frankfurt Book Fair, Germany
- 15 TRF-CHE-Scopus Researcher Awards
- 15–17 9th TRF-CHE Annual Congress, Cha-Am, Thailand
- 22 Reaxys Mini-Symposium, British Library, London, UK
- 23 Library Connect Seminar, Hong Kong
- 26 Library Connect Seminar, Pretoria, South Africa
- 27 Library Connect Seminar, Cape Town, South Africa
- 28 Reaxys Mini-Symposium, CSIR, Pretoria, South Africa

NOVEMBER 2009

- 4–5 Latin American Forum for Nursing/Health Sciences Editors, Ribeirão Preto, Brazil
- 5–6 18th Hellenic Academic Libraries Conference, Patras, Greece
- 8–10 TWAS-TWOWS-Scopus Young Women Researcher Award, Kuala Lumpur, Malaysia
- 10–12 Library Fair & Forum 2009, Yokohama, Japan
- 24–26 5th QS-APPLE Conference 2009, Kuala Lumpur, Malaysia

DECEMBER 2009

- 1–3 Online Information, London, UK
- 14–18 Library Connect Workshops, Tokyo/Sapporo/Fukuoka/Osaka, Japan

JANUARY 2010

- 15–20 American Library Association Midwinter Conference, Booth #1832, Boston, MA, USA
- 16 Elsevier 12th Digital Libraries Symposium, 1:30–3:30p, Location to be announced, Boston, MA, USA
- 17 Elsevier Dessert Reception, 8:30–11p, Location to be announced, Boston, MA, USA