

## Welcome

For librarians and publishers alike, adding value to content is probably driven by the same, strong motivator: the realization of practical solutions achieved for those involved in scientific and professional information.

Through traditional and innovative means, libraries and publishers are adding value to content by helping connect researchers with literature and helping authors through the publishing process. As you read the following pages in this issue, I trust you too will feel a sense of pride at the extraordinary range of ways information providers are adding value to content and helping authors and researchers across the globe.

Lee Hisle, vice president of information services at Connecticut College, put it well in his article in this issue, by saying: "It's a great time to be a librarian!" I applaud this and add, "It's a great time to be a publisher!"

This issue of Library Connect indeed provides most interesting views on how librarians and publishers add value to content. This brings me to express our thanks to the contributors and wish you pleasure in reading this second issue of 2006.

Philippe M.A.B. Terheggen, PhD, Director Journal Development, Elsevier, Amsterdam, The Netherlands

## Q & A Snapshot with Philippe Terheggen

### Q: What were you doing before joining Elsevier?

**A:** After graduating as a medical scientist from Utrecht University in the Netherlands, I researched drug-DNA interactions at the Netherlands Cancer Institute. Then I received a PhD from the Medical Faculty in Leiden, followed by post-doc work in Oxford.

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

**A:** First, trends about activities by commercial and society publishers, and alternative publishing models. Second, trends concerning editorial systems, authors and editors, and peer reviewing.

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

**A:** Stimulating editorial teams to reach for the best: working with editors-in-chief, editorial board members, guest editors, authors and reviewers to increase the speed of publication, promote articles and increase citations, and add value to the peer-review process. For instance, by providing editors and reviewers access to Scopus.



Philippe Terheggen

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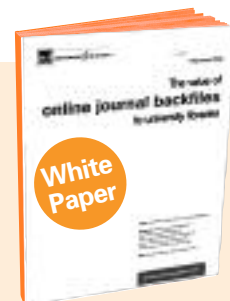
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### ScienceDirect Backfiles White Paper

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



### Q: What is your favorite book?

**A:** *Crime and Punishment* by Fyodor Dostoevsky for its timeless tale of motives and emotions, or on the lighter side *The Man Who Mistook His Wife For A Hat* by Oliver Sacks.

### Q: What are you reading now?

**A:** *The Happy Isles of Oceania* by Paul Theroux and *Madam Secretary: a Memoir* by Madeleine Albright.

## So Far, So Good: Value-adding Services “Down Under”

By Heather Todd, Executive Manager, Biological and Health Sciences Library Service, The University of Queensland Library, Brisbane, Australia



Heather Todd

At UQ Gatton, 85 kilometers west of Brisbane, a Recreational Reading collection has been established, with a wide range of best-selling and popular fiction, award-winning titles and Australian fiction, plus best-selling biographies, sport and travel titles.

“Many UQ Gatton students — who are studying agribusiness, agriculture, animal studies, environmental management or horticulture —

live on campus and have limited transport. They are quite isolated,” noted UQ Gatton Library Manager Karen Seymour. “The fiction collection established several years ago for both staff and students on the campus has been very popular, and in response to client demand we decided to expand the collection. We now subscribe to several popular magazines such as *Madison*, *Wheels* and *Rolling Stone*. They are much appreciated.”

On the other side of Brisbane, 30 kilometers southeast and ten kilometers across the water, is the Moreton Bay Research Station on Stradbroke Island, one of the world’s largest sand islands. By day, the station (complete with mini-library) provides a wide range of marine research and teaching activities for groups including undergraduates, post-graduate and international researchers and government agencies. By night, however, the station really comes into its own! In consultation with staff from the station, the library developed a feature film collection of major Australian films used by international students as part of their Australian Studies course. With not a lot of entertainment on the island, film showings are great opportunities for the researchers to soak in the Aussie culture. Popcorn is supplied by the students!

So, whether high-tech or low-tech, the University of Queensland Library is always seeking new and better ways of doing business — including developing innovative value-adding services. So far, so good. ■

To put our mission “We link people with information” into practice, the University of Queensland Library in Brisbane, Australia provides value-adding services — both high-tech and low-tech.

### Achieving High-tech Success

For example, last year the new high-tech Journal Article Service was launched. This online service facilitates requesting and delivery of articles. What began as a temporary solution to a short-term problem may end up as a permanent enhancement, so successful has it been.

“When the university decided to invest \$13.5 million in a major expansion of the Biological Sciences Library we were very happy,” observed Acting University Librarian Mary Lyons. “However, we knew there would be some inconvenience for at least a year. With the closing of an entire branch, and collections moved out of the old building, we realized it would be more difficult for clients to obtain items usually found on the library shelves.

“While most books were moved to other locations on campus, the print journals were stored in an air-conditioned warehouse several kilometers away. Clients may have been willing to walk a bit further to get their books, but the loss of the print journal collection was more problematic: A courier service would be slow and costly. Providing journal articles to the desktop made much more sense — and at minimal cost.”

The library invested in new scanning equipment and ensured that the Internet link from the warehouse to UQ would be able to cope. In anticipation of the high demand for desktop delivery it had already invested heavily in electronic backsets of journals, and purchased 17 backsets from Elsevier — many in the STM area.

“We even received requests on Christmas Day. It seems the disruption to our normal service is actually an improvement!”

“The article delivery service has proven to be very popular with over 20,000 articles scanned so far,” continued Ms. Lyons. “We even received requests on Christmas Day and at 12 AM on New Year’s Day! With comments like ‘Love the service — don’t stop when you move back in’ from clients, it seems the disruption to our normal service is actually an improvement!”

### Yet Embracing Low-tech Success

On the other end of the scale, the library has managed to satisfy “non-academic” reading requirements of some geographically isolated clients.

The University of Queensland (UQ) is one of Australia’s premier learning and research institutions. It is the largest and oldest university in Queensland and has produced generations of graduates who have gone on to become leaders in all areas of society and industry. The university is a founding member of the national Group of Eight, an alliance of research-strong “sandstone” universities committed to ensuring that Australia has higher education institutions which are genuinely world-class, and additionally belongs to the global Universitas 21 alliance. UQ also is building a cluster of international-quality research centers and institutes that will keep it at the forefront of emerging research fields, particularly among the biosciences.

➔ [www.uq.edu.au](http://www.uq.edu.au)



## Taking a Proactive Approach and Encouraging Faculty to Publish

By Lisa Nickel, Distance Education Librarian, University of North Carolina at Charlotte, USA

Librarians strive to help teaching faculty and their students connect to information resources best meeting their needs. More than that, we try to build relationships of trust and expertise to create opportunities for collaboration across campus. In spring 2005, librarians at UNCC's J. Murrey Atkins Library were looking for projects to get faculty more fully engaged with the library. We wanted to be more proactive, and market our services more aggressively to faculty.

### Challenge Leads to Outreach

*“In some areas like the health sciences, where professionals often become academics after working for years in the field, writing for publication can be especially challenging.”*

A great outreach opportunity arose as a new dean for the College of Health and Human Services joined the university. This new dean, Dr. Karen Schmaling, contacted the library regarding how to encourage college faculty to publish. The college includes the departments of nursing, kinesiology, social work, and health behavior and administration. Publishing in the “right” journals has always been, and presumably will always be, a concern for reappointment, tenure and promotion all over campus. However, in some areas like the health sciences, where professionals often become academics after working for years in the field, writing for publication can be especially challenging.

Library liaisons to the college worked with the dean, university librarian and head of collections and technical services to brainstorm ways to assist faculty in their research and publication efforts. Librarians already provided journal impact factors, citation analysis and research advice to faculty, but such service was always on a request basis, in individual consultations and largely publicized by word of mouth.

We had recently begun publishing library newsletters — customized for particular departments — which detailed new resources and services we provide, but again, this provision of services was reactive. So, with this sign of interest from the new dean, the library aimed to build a more meaningful connection with teaching faculty by implementing a pilot project focusing on faculty publishing. By taking the opportunity to design a new library service based on a high-priority need of the college, our library moved to a more proactive approach and added value to content already available but underused.

### Librarians, Faculty and Elsevier Publisher Participate

This pilot project involved providing College of Health and Human Services faculty with a newsletter listing research

and funding resources on campus. Among resources listed were relevant library holdings including:

- Research databases, such as ScienceDirect, CINAHL and MEDLINE/PubMed, and links to streaming tutorials to refresh faculty members in their use.
- Prominent journals categorized per departmental fields and ranked by journal impact factor (available from ISI).
- Data services such as provided by the US Census and ICPSR (Inter-University Consortium for Political and Social Research).



Lisa Nickel

Also as part of the project, the library hosted a panel discussion focusing on academic issues in publishing, as well as personal citation analysis and journal impact factors. By concentrating on issues critical to academic faculty, we generated a high level of interest, excellent attendance and lively exchange. Indeed the discussion emerged as a highlight of the project so far.

Our panel discussed how journals are formed and editorial boards put together; how to select journals appropriate for article submissions; what constitutes peer review; how faculty can participate in peer review for journals; indices of journal quality; and what reappointment, tenure and promotion (RTP) committees and administrators consider when judging journal quality and impact.

The panel featured three speakers. Dr. Andrew Harver, the chair of UNCC's Health Behavior and Administration Department, addressed the role of journal quality in reviews for reappointment, promotion and tenure. I addressed currently used quality metrics, such as the Web of Science and journal citation rankings. Josh Spieler, a publisher with Elsevier, addressed the roles of the publisher, editor, reviewers and authors.

A very active question and answer session covered issues like open access publishing, the importance of departments using elements other than impact factors when evaluating faculty publishing efforts, and how to become an editor and find a mentor. Additionally during the discussion some library collection development issues, such as journal cost and selection as well as publisher negotiations, arose.

### Exchange Generates Positive Feedback

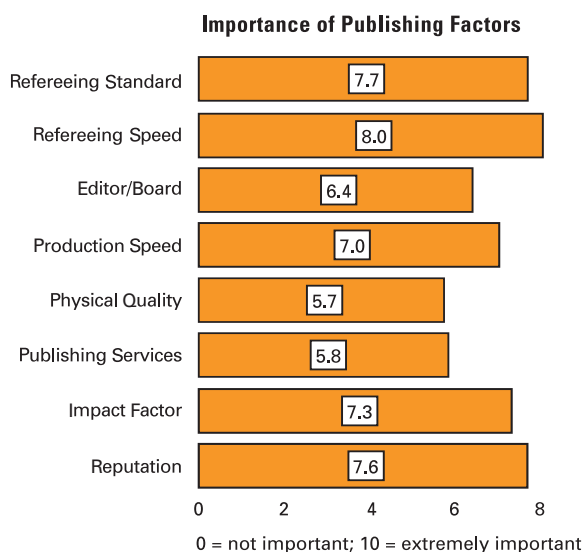
Deans, department chairs and faculty who attended provided extremely positive feedback. Almost immediately, librarians experienced a flurry of requests for citation analysis and journal citation reports from faculty who attended or from colleagues to whom the information was passed along. Our future plans include offering smaller sessions to individual departments, and including as speakers more departmental faculty members who are widely published. ■

## The Value of Publishers

By Alex Lankester, Global Marketing Manager, Elsevier, Oxford, UK

Learned journal publishing began in the mid 17th century with Henry Oldenburg's *Philosophical Transactions*. His journal established four functions (peer review, registration, dissemination and archival record) which remain fundamental to the principles of scientific publishing. However, advances in technology have opened up new possibilities in the realms of speed and media of delivery in support of these principles, changing the needs and expectations of the research community and accordingly the work of publishers.

Since 1999, Elsevier has been running an Author Feedback Program, which continuously surveys authors of around 1,100 journals. In surveying close to 225,000 authors per year, we get a response rate of 35% — massive when compared to direct mail's usual response rate of 5%. The Author Feedback Program asks authors who have submitted papers to Elsevier journals to rate the importance of factors considered when submitting manuscripts to publishers. The graph shows results of the latest report, covering July 2004 to June 2005.



The Author Feedback Program keeps Elsevier focused on authors' needs, motivations and priorities. The program also ensures we continually think about harnessing available technologies and developing new ones to add value to the publication process for all our customers.

### Reputation

The reputation of the journal in which an author is published ranks as a highly rated factor. Given the existence of over 21,000 active, peer-reviewed learned journals publishing around 1.4 million articles per year, publishers and authors are working in a highly prolific industry. Sorting the "wheat from the chaff" is critical in ensuring that quality and standards

prevail. The publication record of a researcher can determine her or his career path and influence eligibility for funding as well as eligibility for academic posts and promotion.

*“Without ongoing support, a journal's reputation and standing may deteriorate rapidly and submitted papers, the lifeblood of any journal, dry up.”*

Through careful selection of the journal editor and editorial board and support provided to these key individuals and their networks of referees, the publisher plays an important role in maintaining a journal's standards and reputation. By selecting field experts as editors and giving them financial and administrative support, the publisher nurtures and protects the journal's reputation or "brand" — ensuring the journal continues to attract manuscripts from leading researchers. Without ongoing support, a journal's reputation and standing may deteriorate rapidly and submitted papers, the lifeblood of any journal, dry up.

### Speed of Publication

Fast dissemination of research findings is very important to authors citing refereeing and production speed as priorities. Recently publishers have taken their role in this process quite seriously and invested significantly in electronic editorial systems. These offer a faster, more efficient publication process.

The Elsevier Editorial System (EES), launched in 2004 and accessible online through the Author Gateway at [www.authors.elsevier.com](http://www.authors.elsevier.com), has had a direct impact on our publication process. The online support offered by EES has enabled editors and referees to reduce refereeing time by half in many cases. More than 1,000 journals are now live in this system, and the number of manuscripts submitted via EES during January 2006 reached 32,100, averaging 1,035 per day. EES submissions since 2004 have grown by 7% on a monthly basis.

The Author Gateway provides additional benefit to authors beyond the ability to submit an article online for consideration by a particular journal. Once an article is accepted for publication, its author can visit the Author Gateway and track the article through production stages. Authors' response to the Author Gateway has been extremely positive and there are now more than 259,000 registered users.

And, authors find even more support when publishing with Elsevier. Our e-offprint service provides authors with immediate access to watermarked PDF versions of their published articles via email as soon as 24 hours after publication. This is in contrast to the printed offprint service taking from five to 18 weeks. Similarly, ScienceDirect's "Articles in Press" feature uploads accepted but uncorrected proofs of articles to [www.sciencedirect.com](http://www.sciencedirect.com) in as little as five days. This enables authors to create early awareness of and citations to their papers.

## Accessibility

At a meeting of the British Computer Society Electronic Publishing Specialist Group, the motivation for authors to get published and be seen in particular journals was described as being primarily to “reach the eyes of their colleagues.”<sup>1</sup> Here the publisher has a role to play not just in ensuring a fast and efficient publication process and maintaining a journal’s reputation but also in dissemination, ensuring findings are rapidly accessible to the research community.

Publishers can also impact the accessibility of historical research findings. In recent years digitization projects such as Elsevier making all our journal back issues available online via ScienceDirect Backfiles have enabled researchers to access research fundamental to the development of modern science. As a result of such projects, libraries and scientists benefit from collections integrating research of the past and present.

Publishers in the electronic era are the guardians of content, guaranteeing 24/7 access to articles today and into the future. Elsevier’s investment in ScienceDirect, offering 25% of the world’s STM full-text scholarly articles and seeing 36 full-text article downloads per second on a typical workday, has been substantial. Such a service is no small feat to maintain.

## Preservation

As well as delivering the latest research findings to users in the most immediate way, through online publishing and value-added services such as personalized alerts, publishers today must ensure these findings are forever accessible. With 40% of all scholarly STM reading involving journal issues older than the current year, there is a clear need for continued access to stable journal archives.

At Elsevier our commitment to providing access to and preserving these “minutes of science” has resulted in an internal digital archive (our electronic warehouse) holding data collected from more than 2,000 journals. This archive today amounts to more than 7 million articles. Storage space is significant with an average growth of 280,000 articles (translating to 0.5 terabytes of space) per year.

Besides creating internal archives, publishers work with third parties to guarantee data preservation. This is much more complicated than simply sending out print books and journals to national depositories. Partnerships, such as the pioneering one involving Elsevier and the National Library of the Netherlands (the Koninklijke Bibliotheek) and such as the new one involving Elsevier and Portico, provide official archives for publishers and ensure accessibility of data to the scientific community should they no longer exist.

“Today’s publishers are making a huge contribution to the ways and means in which content is delivered to research communities.”

## Technical Standards

In addition to developing reliable and secure platforms, publishers play a further role

in the dissemination of research by ensuring all content is developed in ways that adhere to open standard-based solutions, is compliant with cross-industry initiatives and takes advantage of advances in software and user-centered design technologies. If standards are not maintained, content can fast become difficult to find or obsolete.

At Elsevier there is clear emphasis on developing integrated systems for improving research workflow and access. All content is now developed in XML (eXtensible Markup Language), an international standard designed for document interchange. This supports libraries’ federated search portals and enables users to take advantage of more advanced search and retrieval methodologies. XML is machine-readable and media-neutral which guarantees preservation of the structure of content rather than its presentation in any particular medium — an important factor when considering archival issues.

Publishers’ contributions to and leadership of cross-industry initiatives such as CrossRef have a significant impact on the accessibility of content. CrossRef allows users to directly link from citations to referenced articles across multiple platforms.

The interface to content is also an important factor in determining its accessibility. A publisher can have a critical impact on the presentation and accessibility of its content. At Elsevier, our User Centered Design Group develops product interfaces with a focus on users’ needs, limitations and preferences rather than on system capabilities.

## More Than a Traditional Vehicle

Today’s learned journal publishers are serving as much more than a traditional vehicle by which research findings are published. Today’s publishers are making a huge contribution to the ways and means in which content is delivered to research communities. If a publisher is innovative, invests in development of content technologies and is a leader in cross-industry initiatives, the value added is immense. In such a context the publisher and researcher community benefit from a mutually reinforcing relationship — expanding knowledge and increasing access to it. ■

## Reference

<sup>1</sup>Stevan Harnard in debate at British Computer Society Electronic Publishing Specialist Group 8 June 1995, as reported in (1995) “The Present Generation of Publishers is Doomed.” *Learned Publishing*, 8(4), 249.

## The Future of the Library as Place and the Role of the Librarian

By W. Lee Hisle, Vice President for Information Services and Librarian of the College, Connecticut College, New London, CT, USA

This is a summary of a presentation given at Elsevier's Library Connect Digital Libraries Symposium at ALA Midwinter 2006, in San Antonio, Texas.

Speaking from a small liberal arts college perspective, I've done some thinking about academic libraries and the future is hardly dark — but it is challenging. Certain themes offer clues about how our libraries will be funded, organized and operated in the future. The themes of technological convergence, time-shifting of information delivery and Millennial student characteristics are mirroring and driving changes in libraries and the role of academic librarians.

### Millennials

In academia, we're seeing students identified as Millennials, born from 1981 to 1999. Ann Kirschner has observed that in terms of technology, Millennials like control, interactivity and convenience.<sup>1</sup> Comfortable with multitasking, they can handle noise — literal and figurative, and are format-agnostic. Further, as noted by Steven Abram and Judy Luther, Millennials are nomadic, expecting services and resources when and where needed.<sup>2</sup>

Millennials entering the workforce can navigate intimidating software programs, yet may lack basic skills. Over 80 million will enter the adult world over the next decade, many coming through colleges and libraries. Our ability to help these students succeed will go a long way toward predicting our continued relevance.

### Time-shifting

Remember that Millennials like convenience and control? Digital Video Recorders or DVRs are rapidly becoming ubiquitous. DVRs change the information delivery paradigm for video content by allowing the user to shift viewing time and select content easily — and skip advertising. Time-shifting is occurring with radio too. Carried like iPods, Sirius and XM radio receivers can be programmed to record future shows, pause live radio and store hours of broadcasts for time-shifting playback.

### Convergence

A cell phone can take a picture, send text messages, search the Web, link to a global positioning system and play games. But it's not just converging technologies that are important. As technologies enable users, their behaviors and expectations change — and it's these with which we in education are concerned.

We increasingly live in a world where content is viewed or heard or seen where and when students desire. Libraries — the ancient heart of the academic enterprise — are adapting through new services, physical arrangements and collaborations, and roles for librarians.

### Information Commons

Academic libraries are moving toward an information commons model of service in their physical facilities, and in the process becoming intellectual community centers. Connecticut College, Mt. Holyoke and the University of North Carolina at Charlotte, for example, have adopted this model.

An information commons combines traditional services with new support services, includes areas for students who want to use digital creation technology, and offers social and study space. Small group study areas are important as students work in teams on assignments. The social aspect of using a library is heightened, in keeping with Millennial study habits. Cafés are often part of the mix. Students visit the commons to see and be seen.

“It's a great time to be a librarian!”

A successful commons is tangible evidence of an important relationship for an academic library. It is a collaborative relationship defined

by a convergence of the library with information and instructional technology departments to provide campus information services.

### The Place as Library

Let's think not of the library as place, but of the “place as library.” As articulated by the Council on Library and Information Resources, the “place as library” reflects the increasing delivery of library resources and services outside library walls. Library staff are working with knowledge creators in labs, classrooms and faculty departments. In many cases, libraries and computing centers are taking on roles publishers traditionally have held in disseminating scholarship.<sup>3</sup>

Thinking of the “place as library” helps us ensure information resources and services available inside our libraries are available campus-wide.

### Changing Roles

Just as academic libraries are in a state of transition, librarians are transitioning too. Librarians are addressing how to maintain the importance of libraries to campus life in various ways, including instituting digital content repositories, re-conceptualizing technical services, expanding approaches to instruction and developing new models for reference services.

We academic librarians may be challenged sometimes as we think about our future, but our libraries are real and robust. It's a great time to be a librarian! ■

### References

- <sup>1</sup>Kirschner, A. (2005, October). Alma mater in the time of TiVo. Higher Education Leadership Forum. Gartner/Chronicle of Higher Education: Orlando, Florida.
- <sup>2</sup>Abram, S., & Luther, J. (2004). Born with the chip. *Library Journal*, 34.
- <sup>3</sup>Davenport, N. (2005, November/December). CLIR launches new agenda. *CLIR Issues*, 1.

## MDL Learning Centers Deliver Customer-focused Training

By Peg Renery, Director, Educational Services Market Development, Elsevier MDL, San Ramon, CA, USA

At MDL, we've long blazed the way in providing customer-focused training — professionally designed and helping users get off to a running start with informatics software published by MDL.

### Geared to Distinct Sets of Learners

Last year brought the debut of the online Elsevier MDL Learning Centers, offering PDF training materials as well as Web-based, self-paced tutorials providing interactive simulations. The four centers are geared to distinct sets of learners: global corporate customers, smaller biopharma customers who license MDL products DiscoveryGate or CrossFire, and academic customers who license DiscoveryGate or CrossFire Commander.

The learning centers have drawn positive reactions so far. This is due in large part to our having focused on customers' real needs as we developed the centers and their contents.

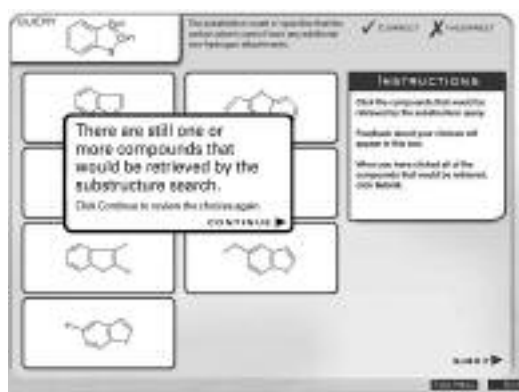
### Offering Hands-on Interactive Practice

The Web-based, self-paced tutorials were piloted at the Santa Cruz and Santa Barbara campuses of the University of California in 2004. Chuck Huber, a librarian with the Davidson Science-Engineering Library at UC Santa Barbara, has commented: "Tutorials like those in the Elsevier MDL Learning Center are extremely valuable for individual, self-paced training. Even on the most user-friendly system, turning new users loose on the actual software and database requires that you provide them with example searches, which you know will generate specific results. Otherwise, users may perform searches in a perfectly valid manner, get zero hits and assume they are doing something wrong when, in fact, the desired compound, fact or reaction simply hasn't been reported. Tutorials let new users see how the system works in a realistic fashion without the need for instructor intervention, giving

them the confidence to move on to the 'live' software and database when they've mastered the tutorial."

*"Tutorials like those in the Elsevier MDL Learning Center are extremely valuable for individual, self-paced training."*

Researchers using the Web-based interactive tutorials in the MDL Learning Centers find hands-on, scenario-based practice in a simulated environment and explanation of key concepts. For example, a researcher can learn how to profile a drug using CrossFire Commander or how to create structure and reaction queries in DiscoveryGate.



"Tell me, show me, let me do." This is the e-learning approach demonstrated by MDL interactive tutorials, such as the DiscoveryGate tutorial shown here.

### Saving Trainers Time and Money

The learning centers enable researchers to gain basic or advanced skills in using MDL products. In addition, customers — such as librarians — charged with training researchers can find at the learning centers high-quality printable materials ready for use in individual as well as classroom instruction. These materials, continually updated, can save trainers time and money.

Once a user has registered and begun using training materials or tutorials, the learning center remembers that user, tracks work in progress and maintains a complete, personalized

training history — available to the user and administrators in charge of the involved MDL license.

To sum up the MDL philosophy regarding training, I'd have to say that training is more than just a value-adding service offered alongside our products. At MDL we take the business of training very seriously and we aim for our training resources to benefit researchers throughout their careers.

Anyone wishing more information on MDL Learning Centers can contact me at 925.543.7567 or p.renery@mdl.com, or visit [www.mdli.com/education](http://www.mdli.com/education) ■

### Spread the Word! Free Tutorials and Trainings on Elsevier Products

**EMBASE.com**

EMBASE.com interactive tutorials  
[http://info.embase.com/embase\\_com/user/training/index.shtml](http://info.embase.com/embase_com/user/training/index.shtml)

**Ei Engineering Village 2**

Engineering Village 2 Web-delivered trainings  
[www.ei.org/training/opentraining.html](http://www.ei.org/training/opentraining.html)

SCIENCE @ DIRECT

ScienceDirect interactive tutorials in multiple languages  
[www.info.sciencedirect.com/using](http://www.info.sciencedirect.com/using)  
[www.sciencedirect.com](http://www.sciencedirect.com) (under Help)

**SCOPUS**

Scopus interactive tutorials  
[http://help.scopus.com/robo/projects/schelp/tutorials/sc\\_menu.html](http://help.scopus.com/robo/projects/schelp/tutorials/sc_menu.html)



## Five Quick Questions

**With Ibrahima Bob, President, Association for Health Information & Libraries in Africa, Dakar, Senegal**



Ibrahima Bob

### 1. *What is the Health InterNetwork Access to Research Initiative (HINARI)?*

HINARI has two aims: sharing biomedical and social science e-journals with researchers in developing countries, and contributing to improvement of global public health by facilitating the flow of health information worldwide, using Internet technologies. Through an arrangement with publishers including Elsevier, HINARI allows participating academic institutions free access to specific e-journals.

### 2. *How are you involved with HINARI?*

Currently I serve as the president of the Association for Health Information & Libraries in Africa. This organization's interests include improving developing countries' access to information; Information & Communications Technologies (ICT) training; and health information resources. Hence I value the HINARI initiative as it is trying to respond to a need expressed by health information specialists. Also, in

my own work as a health information professional I use the HINARI platform (<http://extranet.who.int/hinari/en/journals.php>), and I have participated in several training sessions in Africa on how to use it.

### 3. *How are HINARI resources being used?*

From my perspective, HINARI is about helping to receive advice and guidance, listening carefully to colleagues' ideas and acknowledging power in others' experience in the health care sector. This is not yet verified as so far no study has shared findings on how HINARI is being used.

Several studies are underway, however, evaluating how HINARI is being used and factors influencing its use, including connectivity, hardware, information technology skills, individual motivation, training in information seeking and management, and institutional management and leadership. Findings are awaited, but one can say that health care workers are using HINARI for decision-making in their work and post-graduate students for their theses.

## Librarians Speak Up

## How is your library adding value



**Cathy Norton, Marine Biological Laboratory, Woods Hole Oceanographic Institute, Woods Hole, MA, USA**

In biology, content related to living organisms is annotated with names and names are grouped in hierarchical classifications. The MBLWHOI library has worked for the past three years on a project that created the Universal Biological Indexer and Organizer (uBio) where we organize content annotated with names in a taxonomically intelligent manner through accessing classification hierarchies and synonymy information. We have cataloged over 6 million name records and multiple representative classifications.

Our most recent application of this service is a taxonomically intelligent RSS parser that can identify scientific names in the source feeds and cross-reference the resultant index against classifications for context-sensitive browsing. We believe this application exemplifies the sort of collaborative potential that exists between libraries, electronically published papers and biodiversity informatics and may lead the way for more beneficial partnerships and focused information delivery. Visit <http://names.mbl.edu/rss/index.php> and try it! ■

☞ <http://mblwhoilibrary.mbl.edu>



**Biljana Kosanovic, Head of the Department of Scientific Information, National Library of Serbia, Belgrade, Serbia and Montenegro**

Efficient access to e-journals remains a concern for libraries. Our KoBSON portal offers integrated access to all TOCs, abstracts and full text available from e-journals within Serbian libraries.

The portal allows users to search subscribed or OA resources from a single, easy-to-use interface. The results page identifies where one can access a certain journal, and provides direct access to subscribed e-journals. Additionally, from result details the user can get further information: the availability of the title in hardcopy at Serbian libraries, link to the editor's page, and position of the title in its ISI category.

The interface supports typical uses of the service: choosing a journal for publication and locating an article quickly. It also allows users to request printed copies of articles. Though providing our portal, our library adds value to content. ■

☞ [www.nbs.bg.ac.yu/KoBSON](http://www.nbs.bg.ac.yu/KoBSON)



**4. What challenges face HINARI?**

One problem is the lack of promotion, particularly in French-speaking countries. Only a small number of health stakeholders knows about HINARI, which limits its larger use. The question about the value of such resources is also raised. One of the crucial aspects of making information available for better health care is that such information should be relevant to the participating countries' environment and culture.

**5. What kind of extra effort is needed to ensure HINARI achieves maximum impact?**

In general, one can say information professionals and health care providers should be able to use HINARI properly. However, very difficult conditions face health information professionals in Africa and other developing areas and these conditions surely impact the effectiveness of HINARI. Findings from a study (Bob, 2003) regarding conditions facing African health professionals can be summarized in two words: training and access. To help ensure that researchers with access to scholarly content via HINARI can indeed make good use of that content, there is a need to articulate and resolve issues including training and support provided to professionals. Training and skill-building are an integral part

of the project in developing nations. Finally there is a need to improve connectivity for better access. ■

Reference

Bob, I. (2003, Spring). International funding priorities for health information. *HYPOTHESIS: The Journal of the Research Section of MLA*, 17(1), 3.

**HINARI**

[www.who.int/hinari](http://www.who.int/hinari)

- HINARI downloads in 2005 reached an estimated 3.3 million.
- Elsevier titles accounted for one-third of the 2005 HINARI downloads.
- In number of full-text downloads, HINARI ranked among the top ten institutional users of ScienceDirect in 2005.
- Health institutions in 113 countries are participating in HINARI.
- Eligibility is based on GNP per capita (World Bank, 2001).
- The World Health Organization and STM publishers launched HINARI in 2002.
- Of the over 3,000 HINARI journals, 25% are from Elsevier.
- *The Lancet* ranks as the most downloaded Elsevier title on HINARI.
- Elsevier's library and information science journals are now accessible to professionals in developing countries through HINARI.
- Universities, research institutes, professional schools, teaching hospitals, government offices and national medical libraries may apply to participate in HINARI.

to content?



**Judy Rieke, Assistant Director & Collection Management Librarian, Harley E. French Library of the Health Sciences, University of North Dakota, Grand Forks, USA**

Our library adds value to content through our user-friendly website and through trainings and other outreach. To help users find content fast, our website features an A-Z list linking directly to content. Users can also find content by subject (assigned using National Library of Medicine headings) and by collection. As our number of electronic journal titles grows, searching options become more important.

Further, our library partners with vendors and publishers to promote content through trainings and special events. In October 2005, to promote Scopus and other products, we staged in-depth trainings and an open house in the student union. Besides giving away literature, t-shirts, pens and an iPod, we offered apples, brownies and beverages to all who stopped for demonstrations. The event generated interest and excitement for Scopus, and for our library. ■

☞ <http://undmedlibrary.org>



**Rajpal Walke, Technical Officer, National Physical Laboratory Library, New Delhi, India**

My library is adding value in the form of e-journals, which save our researchers significant time. Many of our library users are scientists and research scholars who do not find our library hours convenient; they do experiments at odd times in labs and can't come to the library to browse shelves and racks and stand in line to get photocopies of necessary articles. Since we started to license e-books and e-journals, in 1999, our affiliated researchers have benefited from the convenience of browsing scholarly publications from their computers and from their own labs or offices. They are happy to have this type of access, and our library feels strongly that providing such online access definitely ranks as a leading means of adding value to content. ■

☞ [www.nplindia.org](http://www.nplindia.org)

*Librarians Speak Up*  
questions coming soon:

- Do your users prefer e-books to print?
- Given that much STM content is in English, what special services does your library provide to help make STM information more easily accessible to your users with limited English proficiency?

## Product Development: The Subtle Art of Listening

By Keith Silver, Product Communication and Feedback Manager, Elsevier, London, UK

The actor Ben Kingsley was once asked how he had approached his Oscar-winning performance in the title role of the film "Gandhi." Was there any specific quality which could be said to embody the man's greatness? "I think," replied Kingsley, "it was the way he listened." This was a striking reply, because "listening" is often considered to be a purely passive activity and not a traditional adjunct of greatness. However, Gandhi was an unconventionally great man who managed to combine a kind of aggressive non-violence with a rare form of active listening.

### Active Listening

It is this "active listening" which Elsevier aims to emulate in its approach to customer feedback. While some organizations have a tendency to listen passively, imagining clients should somehow be grateful for simply being indulged, we increasingly seek to factor the views of users and purchasers into the whole range of our activities: from formulation of licensing and pricing strategies, to customer support and new product development. Fine words, you might think, so following is a little more detail about how our process to capture customer feedback and use it in product development actually works.

*“Customer problems are handled in a decidedly human way — as and when they arise.”*

Elsevier's principal "receiving dish" for unsolicited customer opinion used in product development is the Quarterly Feedback Report, currently a simple spreadsheet organized on a product (e.g., Engineering Village 2) or issue (e.g., 2006 price increases) basis. The QFR, as it is known, draws on an impressive range of sources, including input received via the Author Feedback Program, visit reports provided by account managers and account development managers, e-mailbox submissions regarding products like ScienceDirect or Scirus, and records from Elsevier help desks around the world. Further, Elsevier colleagues monitor listservs for constructive (or interestingly abusive) customer comments, while more anecdotal remarks from conferences and trade shows are captured whenever appropriate.

### Handling Problems in a Human Way

If this sounds slightly oppressive, like the monitoring system of some totalitarian regime, it should be stressed that customer problems are handled in a decidedly human way — as and when they arise. For example, an account manager — working in a sales role with customers — refers any immediate customer concern beyond her or his scope or experience to colleagues responsible for addressing the concern.

*“It is our customers' feedback which provides the surest means of navigation.”*

While the QFR forms a useful safety net for customer concerns, its real strength is as a means of recording and measuring opinion on more strategic issues including product development. Clear trends in customer opinion are highlighted by the report and will often result in correspondingly unambiguous actions, like the prompt revision of the business model for online reference works to incorporate a "one-time payment" option. Other issues, less obvious but no less significant, have come to the fore incrementally through the medium of the QFR, like the need to clarify language in some licensing documentation.

If the QFR helps to identify and resolve difficulties, it also has a more directly constructive role as a resource for Elsevier colleagues engaged in creation of new products. The classic example here is Scopus, the development of whose interface was a model of proactive customer cooperation. It is not, perhaps, coincidental that the most frequently occurring criticisms of Scopus have been systematically addressed in subsequent releases in exactly the same order of priority.

Given this increasingly dynamic use of feedback, the old QFR system is about to receive an upgrade; the report will serve as the basis for a more readily searchable and user-friendly database. This will be a corporate system intended to liberate customer voices rather than obscure them behind additional layers of bureaucracy. While the diligently "local" approach to problem-solving will remain, the advent of a highly accessible and comprehensive archive of customer comments will help ensure the views of real Elsevier users form the backdrop of almost any company decision.

### The Surest Means of Navigation

As we attempt to adjust our products and services to demands of a rapidly changing environment, it is our customers' feedback — not internal directives or the doings of our competitors — which provides the surest means of navigation. Elsevier gathers product feedback through active listening efforts, described here, and through more proactive efforts such as surveys, focus groups and usability testing. Exactly how we choose to regard customers' voices may be the subject of managerial debate, but regard them we must if we wish to flourish. ■



**Do you have product feedback for Elsevier?**

Visit Contacts Finder for Librarians, then search by product for the right person at Elsevier to speak with.

<http://contacts.elsevier.com>

## A Librarian's Thoughts on the Scopus Citation Tracker

**By Moira McClatchey, Scopus Project Manager, Elsevier, Amsterdam, The Netherlands**

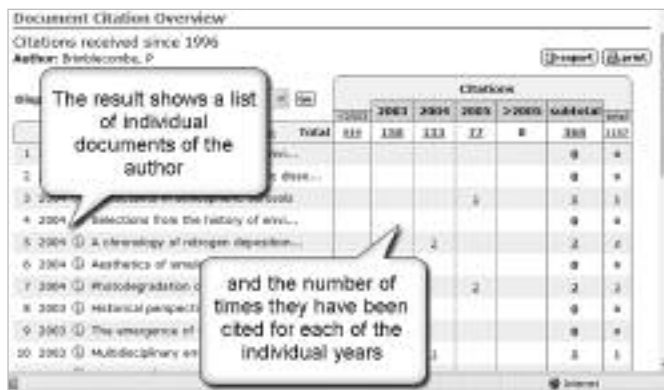
*New Jersey Institute of Technology Reference Librarian Haymwantee Singh kindly took time out of her busy schedule recently to speak with me about the new Scopus Citation Tracker.*



Haymwantee Singh

**Library Connect:** How have you been involved with the Scopus Citation Tracker?

**Haymwantee Singh:** NJIT was a test partner during development of the Citation Tracker. During that process, I helped get word out to NJIT researchers about the new service and worked with them as they used it.



Screenshot from Scopus Citation Tracker demo (<http://info.scopus.com>)

**LC:** What feedback have you received from NJIT colleagues?

**Singh:** Students, researchers and faculty tell me the Citation Tracker helps them more easily answer some of the questions they regularly face. I personally believe that when used in combination with the "cited by" and "results summary" features the Citation Tracker can give users some pretty powerful insights.

**LC:** For what sort of help would you recommend a researcher use the Citation Tracker?

**Singh:** First of all, the tracker can provide an overview of knowledge in specific fields, and identify major contributors to particular fields and these contributors' institutional affiliations.

**LC:** Say I'm a researcher who's working on a particular project. How can the tracker help me?

**Singh:** This tool could help you determine if your idea is original enough to attract funding. Further, the Citation Tracker can help you identify other researchers working on your theory and identify whether your project crosses disciplines.

**LC:** Is the Citation Tracker helpful for researchers seeking to increase publication output?

**Singh:** Yes. The tracker could help identify in which journals an author's articles have been cited, by whom and how many times. This tool can also give an overview of an author's publishing output over time.

**LC:** How about the value administrators or editors might gain from the tracker?

**Singh:** Administrators can use the Citation Tracker to determine if faculty are eligible candidates for tenure. For editors, potential benefits of using the tool are extensive. It can help identify researchers who may wish to publish in specific journals as well as researchers to approach about serving as reviewers.

**LC:** How can the Citation Tracker benefit librarians?

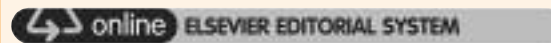
**Singh:** I'm using this tool to identify journals my library should subscribe to.

**LC:** Final thoughts?

**Singh:** Our users at NJIT tell me the Scopus Citation Tracker makes it much easier to evaluate what and who is important, or may become important in the future. Using this tool, researchers can rate themselves and find help with the tenure and hiring process. As a librarian, if you are asked any of the questions above, I recommend you show your users the Scopus Citation Tracker. They'll love you for it. ■

### Scopus Access Benefits Editors and Reviewers

Elsevier's network of 200,000 editors and reviewers can now take advantage of free access to Scopus to support the peer-review process using the Elsevier Editorial System (EES), an online submission and peer-review system.



## Scopus Content Selection and Advisory Board

An international group of librarians and researchers is playing a fundamental part in the development of Scopus. The Content Selection and Advisory Board comprises 20 researchers and 10 librarians from all corners of the globe and representing all major scientific disciplines.

The board contributes to Scopus' overall strategy by advising on functionality as well as aiding in the selection of content. Through their participation, board members ensure Scopus content stays international, current and relevant.

As part of their mission, the board reviews new requests, including customers' requests, for additional content and considers document types, subjects and languages. The board also seeks out and evaluates non-traditional and emerging sources of content.

The board's next meeting is taking place in Bangkok, Thailand this month. ■

## A Month in the Life of an Elsevier Journal Manager

By **Shaun Briley, Librarian, Chula Vista Public Library, Chula Vista, CA, USA**

*During 2005, while serving as a Library Connect marketing intern for Elsevier in San Diego, California, I spoke with Chris Sturhann. He serves as journal manager for five library and information science journals produced by Elsevier in San Diego. These journals are Government Information Quarterly; Library & Information Science Research; Library Collections, Acquisitions & Technical Services; Research Strategies; and The Journal of Academic Librarianship. Chris filled me in on what a journal manager's job is really like. Excerpts of our conversation follow.*

**Library Connect:** Can you give us a quick overview of your duties?

**Chris Sturhann:** For the LIS journals, I do production, meaning the part of the process between when papers are accepted and when they are published. This entails overseeing everything from copyediting and typesetting of articles, to logging in author proof corrections and making sure they are incorporated properly. Once a set of articles is ready, I compile them into an issue, put together the cover material, and release the issue for publication online and in print.

**LC:** Do you handle editorial aspects?

**Sturhann:** Though I handle the editorial process for some of my journals, I don't do so for my LIS journals. All the LIS journals I work on have external editorial offices, meaning the editors are responsible for overseeing the peer-review portion of the process. Most of our LIS journals use the Elsevier Editorial System (EES), our online article submission system which can be managed directly by journal editors or by the editors in conjunction with Elsevier staff. EES allows journal editors to oversee the review of manuscripts from submission to acceptance. Upon acceptance, it feeds the material into our production system where I take over.

**LC:** How does the Elsevier Editorial System work?

**Sturhann:** EES allows authors to submit their manuscripts online and allows editors to track manuscripts through the review process. Through EES, editors can assign reviewers and reviewers can submit comments on specific papers. The system converts each manuscript into a PDF, which can be more easily read by reviewers. EES even has functionality to handle processes like double-blind review, in which reviewers don't know the names and affiliations of authors of papers they are reviewing, and authors don't know the names of reviewers. Anyone interested in learning more about EES can visit the Elsevier corporate website [at [www.elsevier.com/wps/find/onlinesubmission.editors/onlinesubmission](http://www.elsevier.com/wps/find/onlinesubmission.editors/onlinesubmission)].

**LC:** Besides the EES, I've heard about Elsevier's Author Gateway. What does the Author Gateway do?

**Sturhann:** The Author Gateway provides access to the EES, and allows authors and editors to track articles from acceptance to publication. They can go in and look and say, "Oh, that article went up on ScienceDirect last Tuesday."

**LC:** What is the difference between the EES and the Author Gateway?

**Sturhann:** They are different systems. EES takes articles from submission to acceptance. The Author Gateway tracks articles from acceptance to publication. In my job, I need to be knowledgeable about both systems.

**LC:** What prepared you for your current job?

**Sturhann:** I was an English major, which does prepare you for dealing with printed matter. I started working on journals in the late 1980s. At that time, we were Academic Press, before we became part of Elsevier. I've had about a dozen job titles since I started here. When I started, I did pencil and paper publishing jobs: proofreader, copyeditor and developmental editor. I've worked on production for the last few years.



Shaun Briley (left) and Chris Sturhann

“Publishing can be a complicated process.”

**LC:** How do journal managers make a difference?

**Sturhann:** Publishing can be a complicated process. It involves copyediting, typesetters, XML files and a lot of other things authors and editors likely don't want to deal with. In most cases, the journal manager isn't the person who does all of those things, but keeps track of them. This way authors and editors can do what they do. Do the research. Write the articles. And more importantly, make sure it's something worth publishing.

**LC:** What would you tell authors about publishing with Elsevier?

**Sturhann:** Sometimes authors and editors are unaware of a lot of what we can do for them. Say an author has supplementary material, such as audio or video files to publish with an article. The author comes to us, not sure how to proceed. And we say, sure, no problem. Online publishing means we're not limited to just words and static images on a page. It can be whatever best helps authors illustrate points they are making. In addition, online publishing means articles don't have to wait for other articles in an issue. Articles can go up within a few weeks of getting author proofs back. Ultimately, that's what it's all about, getting the research out in the way that best conveys the information and doing so as quickly as possible. ■

## ScienceDirect Memories and Trivia

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

In 1997, Elsevier launched ScienceDirect, a full-text online database of the company's journal collection. ScienceDirect has helped revolutionize the way information is accessed, retrieved and shared among the global scientific community.

Now, in 2006, Elsevier's entire journals back catalog has been digitized, including all editions of *The Lancet* since 1823, and ScienceDirect has seen other major content enhancements including the addition of book series, handbooks and reference books.

Elsevier has invested \$400 million in ScienceDirect. The platform offers over 2,000 journals, 7 million articles and 80 million abstracts, as well as over 25% of the world's STM full-text and bibliographic information. In 2005, the platform generated 240 million downloads.

### First Came TULIP

ScienceDirect didn't spring full-grown from Elsevier. From 1991 to 1995, TULIP — The University Licensing Project led by Elsevier and involving nine US universities — investigated ways to create a digital library. TULIP developed Internet and CD-ROM delivery of 43 materials science journals.

Conclusions included that critical mass is a key factor of success and managing digital collections is more difficult than managing print. However, electronic access to content clearly was the way of the future, and we decided to develop a full-scale online platform.

### Then Came ScienceDirect

In January 1996, LexisNexis colleagues traveled to Elsevier's Amsterdam headquarters to kick off the ScienceDirect project. The project's code name was "Project Miami" because the team was based in Miamisburg, Ohio. Before the domain name of ScienceDirect.com could be obtained, a German scientist acquired it — maybe an early instance of cybersquatting. As negotiations began to acquire the domain name, we utilized scidir.com.

ScienceDirect's beta version launched on Super Bowl Sunday in 1997, with about 13 journals. Karen Hunter said we had delivered the grocery store on schedule, but the shelves were empty due to lack of content from the electronic warehouse — our "Computer Aided Production" system. The transition to producing e-journals was more difficult than anticipated.

The original interface (shown at right) featured animation on the homepage and appeared in bright green, which has mellowed to its current shade.



### In the Early Days

Early technical reviews of the code revealed embedded comments that architects "made me do this." Many decisions were made to get the product delivered on time and on budget.

In the early days, we focused on the product versus how to establish customer accounts and access. We rapidly developed the Support Tool to accomplish these tasks. We soon realized we needed a better tool and developed the Customer System, enabling our staff to provide better customer care. In 2001 when the system was released, following tradition our team gathered in the LexisNexis "software graveyard" to bury the old tool and laid the ceremonial headstone shown above.



### Then and Now

ScienceDirect was designed with Netscape in mind. Today we're focused on Internet Explorer, and our next release will support Firefox. Originally, we had 15 help files. Today, we have 966 integrated and searchable help and FAQ files, and tutorials in diverse languages to support customers.

The official releases used to start at 2 AM on the weekends. Once, to stay awake, we attached license plates to wheeled filing cabinets in preparation for races in the lobby. The idea was abandoned for safety reasons. Today we can release most enhancements to the system without taking it offline, enabling staff to keep civilized hours without disrupting users' access.

Our first release couldn't capture or analyze usage data. Now we have a sophisticated usage reporting and analysis system processing millions of "key event" records every month. This system enables us to provide customers with COUNTER-compliant reports and provide aggregate information to our product development staff.

It took one year to put the first reference work online, and another year for the second one. Fifteen were added in 2005. This year we're adding the fiftieth on ScienceDirect.

Originally, ten people in Ohio and New York worked on the project. Today close to 150 colleagues in Miamisburg, New York, Oxford and Amsterdam support ScienceDirect.

What will users see in 2006? Thanks to continuous development efforts, we're rolling out this summer a dramatically improved user interface based on thorough user testing and providing a truly task-oriented user experience.

Through the years, hundreds of customers have participated in surveys and usability tests as part of our user-centered design process, and their input has been essential in making ScienceDirect the superb resource it is today. ■



**BOOKS DONATION  
ECUADOR, NOVEMBER** —

Through the "Book in Your Name" program honoring Elsevier's history, Elsevier donated 800 books to the University of San Francisco at Quito. Covering medicine, nursing, life sciences and agriculture, the books were displayed at the university's library and then incorporated into its collection. About 50 people, including USFQ Dean Santiago Gangotena and Library Director Thais Pinto as well as USFQ department chairs, professors and students, attended the donation ceremony held in the university library. ■



*University of San Francisco Quito Vice-Dean Mr. Carlos Montufar (on the left) shakes hands with Elsevier Account Manager Marcio Gama at the "Book in Your Name" ceremony in Quito.*



**FACULTY PUBLISHING  
USA, JANUARY** — New York

Medical College's annual author reception, organized by NYMC Library Director Diana Cunningham, recognizes the college's faculty members who published in the previous year. At this year's event, sponsored by Scopus, awards were presented to honor outstanding achievement among faculty authors and a bibliography of journal articles and books published by faculty in 2005 was announced. To compile the bibliography and conduct research for the awards, NYMC Library colleagues led by Cheryl Silver ran Scopus searches. ■



*Honorees Albert B. Lowenfels, MD (on the left), surgery and community and preventive medicine professor, and Ms. Cunningham celebrate faculty authorship. (Ms. Cunningham was honored for her work in the journal Public Health Reports.)*



**CORPORATE LIBRARIES  
UK, DECEMBER** —



*Elsevier Account Manager David Cruz (on the left) and Miguel Angel del Saz with Compañía Española de Petróleos, SA, at Elsevier's corporate libraries event in December 2005.*

At Elsevier's annual corporate libraries event, held in London, European information specialists shared views on current and future situations of corporate libraries. Karen Hunter, Elsevier senior vice president, spoke on publisher-library relations. Agfa-Gevaert, Boehringer Ingelheim and QinetiQ representatives discussed their libraries' marketing activities and experience using Elsevier products including Scopus and ScienceDirect. Dr. Barend Mons, biosemantics professor at Rotterdam's university medical center, spoke about semantic support technology

addressing ambiguity problems in biomedical literature. ■



**DIGITAL LIBRARIES AND E-RESOURCES  
EGYPT, JANUARY** —



*(Left to right) El-Minia University President Dr. Abdel-Monem A. El-Bassuony, Elsevier Account Development Manager Olivier Diesnis and Elsevier Account Manager Ramy Hassanien.*

Very large and enthusiastic audiences turned out for Elsevier Seminars reaching just over 800 librarians, professors and chancellors at ten institutes. Organized with the Egyptian Universities Library consortium, the seminars featured trainings on how to get the best from ScienceDirect and presentations by Dr. Amgad Elgohary about building a digital library to serve all Egyptian universities. ■



**DIGITAL LIBRARIES AND E-RESOURCES  
TAIWAN AND INDIA, JANUARY** —

During the recent National Chung Hsing University Collection Development Conference, over 300 library directors, librarians and deans from all over Taiwan discussed many topics including Scopus and ScienceDirect backfiles. Also recently in Asia, Elsevier's Customer Marketing team in India successfully staged a series of e-learning workshops for over 140 librarians from institutes funded by the Technical Education Quality Improvement Programme through the World Bank. During the workshop in Pune, Dr. S. Venkadesan, the Indian Institute of Science's library service head, delivered a well received lecture on facets of a digital library. ■



*(Left to right) Elsevier Account Manager Ms. Li-Wei Lai, Elsevier Account Development Manager Mr. Jack Huang and Elsevier Account Manager Ms. Thelmal Huang with National Taipei University of Technology Library Director Mr. Sheng-Ming Cheng at the NCHU conference.*



**DIGITAL CURATION  
TECHNOLOGY  
AUSTRALIA, FEBRUARY** —

Former Australian Prime Minister Edward Gough Whitlam spoke at an Endeavor Information Systems event in Melbourne. He praised the company's collaboration with the University of Western Sydney, resulting in the Whitlam Institute's Prime Ministerial Collection. Speaking to Endeavor representatives and information professionals at the State Library of Victoria, Mr. Whitlam also addressed the evolution of scholarly access. "Over the years, technology in libraries has changed," said Mr. Whitlam. "In my day, there were no faxes, photocopiers, CD-ROMs or World Wide Web. Nowadays, students at all levels can immediately access information over the Internet, and this 24-by-7 access can only assist scholarly research." ■



*Former Australian Prime Minister Edward Gough Whitlam reviews his speech with Endeavor's Julie Wright (in the center) and the University of Western Sydney's Librarian Liz Curach (on the right).*

For upcoming Elsevier events, see page 16



## Full Moon: Study-enhancing Melodies

By Tony McSeán, Director of Library Relations, Elsevier, London, UK

Many thanks to Jean Crampon, T. Scott Plutchak, Bruce Madge, Husriati Hussain, Julia Demasi and many others who sent in suggestions for mood music for library study areas. A selection of the best titles is given below and we hope they will raise a smile.



Tony McSeán



"Love in the Library" by Jimmy Buffett  
 "On Short Loan Only" by Juliet Turner  
 "Password" by Kitty Wells  
 "Shelf in the Room" by Days of the New  
 "Silence is Golden" by Four Seasons  
 "Sounds of Silence" by Simon & Garfunkle  
 "Stacks" by Pulp  
 "The Quiet Room" by Alice Cooper  
 "The Trolley Song" by Judy Garland  
 "You Can't Judge a Book (By Looking at the Cover)" by Bo Diddley

And finally, to close Full Moon, some songs which clearly take their inspiration from some of the great librarians of history:

"Dewey Need This?"  
 "Dewey Wanna Dance"  
 "Don't Cry for Me Ranganathan"  
 "Hoover Factory"  
 "Hume, Hume on the Range"  
 "I Kant Stop Loving You"  
 "Lao Tzu Bones"  
 "Papa Oo-Mao-Mao"  
 "The Larkin the Clear Air"

"A Collection" by Marillion  
 "At the Library" by Green Day  
 "Book (Be My Friend)" by Apartment 26  
 "Call It a Loan" by Jackson Browne  
 "Check It Out" by Beastie Boys  
 "Dear Live Journal" by Evergreen Terrace  
 "File Me Away" by Badly Drawn Boy  
 "Inquiring Minds Should Read a Book" by Dillinger Four  
 "It's Oh So Quiet" by Bjork  
 "La Vie Reserve des Surprises" by Philippe Miller  
 "Lender" by Fastball



Chris Jasek of Elsevier's User Centered Design Group answers your usability questions.

**Q:** How can I assess the usability of a product our library is purchasing?

**A:** Many factors come into play when purchasing a sizeable software product: its features, integration with other systems, cost, support and compliance with standards — just to name a few. The usability of software you are considering plays into your purchasing decision as well.

Purchasing a product with poor usability can be costly. If the new product is difficult to learn, users may never use it. Worse yet, poor usability can cause users to waste time performing routine tasks and lead to a lot of frustration. In addition to poor productivity there is also the cost of internal resources needed to support and assist users.

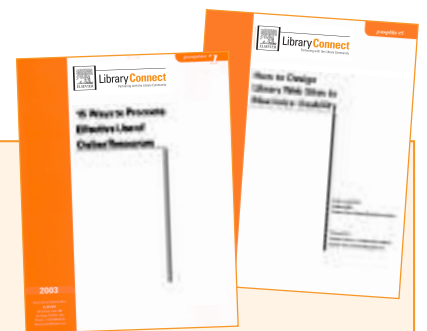
These suggestions can help you avoid purchasing software with poor usability:

- Let the vendor know usability is important to your decision.
- Determine if the vendor's company has a usability group, how large it is and how long it has been in existence.
- Ask if a product was usability tested while in development.

If a product has been usability tested, also ask the following questions. Was it tested using a traditional usability test method, i.e., one participant at a time performing real tasks? How many users were tested? Are usability reports available? Have usability issues identified during development been addressed?

*“Let the vendor know usability is important.”*

If you can trial the product, you will have plenty of opportunity to test the usability yourself. The important thing here is to get the people who will actually be using the product to give you feedback. Don't rely on your own personal opinion if you are the purchaser and not the real user. ■



### Find More Usability Tips Here

Two Library Connect practical assistance pamphlets offer usability guidance for libraries.

*How to Design Library Web Sites to Maximize Usability*, published in 2004, was written by usability expert Chris Jasek and presents a short set of simple-to-implement guidelines.

*15 Ways to Promote Effective Use of Online Resources*, published in 2003, presents best practices identified during a study conducted by Elsevier. The study examined factors associated with e-resources receiving high usage.

Screenshots of library websites accompany tips in both pamphlets. Both also list additional resources to consult for further usability advice.

Printed copies of Library Connect pamphlets and the *Library Connect Newsletter* are available as long as supplies last, and may prove useful for LIS classes or library staff meetings. To request printed copies drop a line to [libraryconnect@elsevier.com](mailto:libraryconnect@elsevier.com).

All Library Connect publications are freely available in PDF at [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)

## Are You Interested in LIS Publishing?

About 40 librarians turned out for the Library Connect LIS Editors' Session at ALA Midwinter in January. Speaking on how to get published in LIS journals were editors including (as shown from the left) *Government Information Quarterly*



Editor John Carlo Bertot and Associate Editor Chuck McClure, *Information Processing & Management* Editor-in-Chief Tefko Saracevic, *The Journal of Academic Librarianship* Editor David Kohl, and *Serials Review* Editor Connie Foster and Associate Editor Beverley Geer.

For details on Elsevier LIS journals and book series, consult "2005/2006 Elsevier Publications in Library and Information Science" at [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)

## Make Your Voice Heard at SLA

What topics are most on the minds of librarians today? What keeps you up at night?

If you'd like to share your thoughts on top trends facing libraries, please stop by the Elsevier booth (numbers 904 and 1004) at the Special Libraries Association Conference in Baltimore, Maryland, and contribute a Librarians Speak Up Video Quote, from June 11 through 13.

Collected quotes may be presented in the Elsevier booth during library shows, published in future issues of this newsletter or posted at [www.elsevier.com/libraryconnect](http://www.elsevier.com/libraryconnect)



## Innovative Library Access Grants Available

The Elsevier Foundation improves quality of life for people worldwide by recognizing excellence in scientific research and by supporting access to scientific, technical and medical knowledge.

The foundation recently launched a new giving program, the Innovative Library Access (ILA) Program, which will give grants ranging from US\$5,000 to \$15,000 to help provide resources to libraries improving access to scientific, technical and medical information in developing Asia. Non-profit organizations based in China, India or Southeast Asia may apply. Eligible projects must involve training sessions, upgrading information technology and services, or digitizing STM collections in order to provide innovative access to STM information. An international advisory panel of Asian library experts will evaluate the proposals.

For more information on how to apply for an ILA grant, please visit the foundation's website at the URL below. Proposals must be postmarked no later than September 1, 2006.

## THE ELSEVIER FOUNDATION

At the website, you can also read about other types of grants awarded by the foundation and learn more about its mission.

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

## Upcoming Events 2006

### Events listed here include:

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

### 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.

### APRIL

- 3 — 5 UKSG Annual Conference and Exhibition, University of Warwick, UK
- 3 — 12 Scopus Roadshow, Perth, Adelaide, Brisbane, Sydney and Melbourne, Australia, and Christchurch, Wellington and Auckland, New Zealand
- 27 — 29 8th Special and University Libraries Conference, Opatija, Croatia

### MAY

- 17 — 19 CIM 2006, Berlin, Germany
- 19 — 24 Medical Library Association, Phoenix, AZ, USA
- 23 Elsevier MLA Luncheon, Heard Museum, Guest Speakers Joseph S. Alpert, MD and Helle Mathiasen, PhD, University of Arizona College of Medicine; Topic: Literature & Medicine; The Human Connection (RSVP Required)
- 31 — 1 June I-EXPO, Paris, France

### JUNE

- 1 Library Connect Event, Warsaw, Poland
- 2 Library Connect Event, Paris, France
- 11 — 14 Special Libraries Association, Baltimore, MD, USA
- 12 Elsevier SLA Dessert Reception, 7 - 11 PM, Camden Yards, Baltimore, MD, USA (RSVP Required)
- 16 Corporate Library Connect Seminar, Amsterdam, The Netherlands
- 22 — 28 American Library Association, New Orleans, LA, USA

### JULY

- Library Connect Seminars in Australia, New Zealand, Japan and South Korea

### AUGUST

- 20 — 24 72nd IFLA General Conference and Council, Seoul, South Korea

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

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