

Library Connect

Partnering with the Library Community

newsletter

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Welcome

Dear Colleagues,

"In less than 10 years," writes Marshall Clinton in his article for this issue of Library Connect, "the introduction of electronic information resources into our teaching, learning and research processes has transformed scholarship in ways that few could have imagined."

Many of the challenges this transformation brings are shared not just by librarians and their patrons, but also by the publishers and by the vendors of secondary information products. For example: How can we make the most of the explosion in information and help users become specialists in their disciplines, rather than specialists in searching? One of the most satisfying aspects of all of our jobs is that we're not in this alone. If we collaborate, the expertise, the technology and the imagination shared by librarians, scientists and publishers can truly make a difference.

In this issue we see how an information behavior study at the University of Toronto revealed that information is sometimes used in unexpected ways, and how a deeper understanding of researchers' actual behavior within the everyday work context has fed into the development of new services.

Highlights from a survey on trends in A&I services give insights into 60 librarians' views on recent developments, and John Regazzi, CEO of Elsevier Inc., provides a publisher's perspective on the industry in an essay examining the future of A&I services. Bridging the globe we hear from librarians in Spain to Taiwan on the ways they encourage their users to use A&I resources, and then we take a quick look behind the scenes at developments in the application of XML and thesauri technology.

All of this points in one direction — superior navigation to information using linking, indexing and intuitive interfaces, is key to offering researchers, teachers, students and practitioners integrated, meaningful and precise research tools.

As librarians, charged with the delivery and safeguarding of valuable information, the opportunities for you to shape the future of information searching and retrieval are vast. As publishers, my colleagues and I look to you as advocates for getting the right information into the right hands, at the right time. This issue of Library Connect reflects some of the valuable partnerships we have already forged in the dissemination of information. With your help, we can build tools to match or even anticipate users' needs, and thereby reduce learning curves and free up more time for them to excel in their research.

Best Regards,

Eefke Smit
Managing Director, ScienceDirect, Scopus and Bibliographic Databases

New Library Connect Pamphlet

Library Connect practical-assistance pamphlet number 6, *How Libraries Are Training Users on E-resources: Best Practices* delivers success stories and tips from librarians around the world. It offers suggestions on how to deliver training to users spanning generations, time zones and fields of interest.

To request print copies please email libraryconnect@elsevier.com or alternatively pick them up at upcoming library shows (see page 20). A PDF is available at www.elsevier.com/locate/libraryconnect.

Anyone with comments or suggestions regarding our pamphlets may drop us a line at libraryconnect@elsevier.com. Your feedback helps guide selection of future topics. ■



Eefke Smit

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Be Nimble, . . . Be Quick: Responding to User Needs Insights Gained Through an Information Behavior Study

**Marshall Clinton, Director, Information Technology Services,
University of Toronto Library, Toronto, Ontario, Canada**

The information systems and services libraries offer are often shaped by subjective perceptions of the wants and needs of communities served. In November 2003, the University of Toronto Library was invited to participate in a field study of the information behavior of members of the Faculty of Pharmacy. This offered a unique opportunity for us to discover the ways in which faculty and researchers use information in their day-to-day work.

The study revealed that information is used in unexpected ways, and that many faculty and researchers are ill informed about library systems and services and have difficulties using some of the library's Web services. We found that the information systems we teach people to use in our library instruction programs are not necessarily the systems they actually use — particularly in the case of younger faculty.

While the study focused on the Faculty of Pharmacy, senior researchers in other parts of the university have confirmed that much of what was found is also applicable in their areas. The study has been invaluable, for it has enabled the library to make informed decisions about information resources and information delivery. Although some aspects of the information behavior revealed in the study are specific to the University of Toronto, some of the findings may be generalized to other institutions.

Background: University of Toronto

Canada's largest university, the University of Toronto also ranks as the country's top research-intensive university, and offers programs in 17 academic areas. It has a total enrollment of about 63,000 students, and supports more than 85 doctoral programs and 14 professional faculties, including a major law school and a medical school affiliated with nine hospitals and medical research institutions. The university receives almost \$500 million in research grant and contract support.

The University of Toronto Library has over 15 million volumes and is one of the top five research libraries in North America. It offers extensive access to electronic information resources to the entire community of the University of Toronto, and operates the ScienceServer system on behalf of all 20 Ontario universities as part of a service known as the Scholars Portal. ScienceServer is the platform on which we locally load the Elsevier journals, among others. Through the Scholars Portal service, students, faculty and researchers have access to more than 6.4 million articles from more than 4,600 scholarly journals. The library also operates a local implementation of Web of Science on behalf of the Ontario universities.

Pharmacology and Pharmaceutical Sciences

Pharmacology and Pharmaceutical Sciences are among the University of Toronto's fastest growing fields of study. The Department of Pharmacology, with about 50 graduate faculty members and an enrollment of more than 100 students, has



Marshall Clinton

laboratories located on campus and in nearby institutes and hospitals. The graduate program offers M.Sc. and Ph.D. degrees — involving course study as well as supervised research — in alcohol and drug addiction; clinical pharmacology; neuropharmacology; drug mechanisms, signal transduction and regulation; and drug metabolism and toxicology.

These programs are outgrowing their current buildings and ground has been broken for construction of the \$70 million Leslie Dan Pharmacy Building, scheduled for completion later this year. When it moves to this facility, the new Pharmacy Library will be the first at the university to make an almost complete shift from a print to an electronic collection. The field study helped, in part, shape some of the planning for this new library.

About the field study

The field study was conducted by Elsevier at the University of Toronto during November 2003 and replicates, in part, a study conducted at Case Western Reserve's RNA Center for Molecular Biology. The primary goal was to understand scientist (end user) information tasks and motivations from the context of their everyday research activity. Interviews, walk-throughs, observations, diary studies and field data collection helped us understand and characterize scientists' information behavior. Eighteen participants were recruited for seven principle investigator interviews, one librarian interview, eight information walk-throughs and twelve diary studies.

Data collection and analysis focused on the goals of describing scientists' information activity, analyzing data to understand ecological constraints, and cognitive factors. Whereas usability studies evaluate user interaction with features of a specific product, and market studies assess actual market preferences and product potential, the field research approach glues together these more targeted studies with detailed models of actual information behaviors within the everyday work context. This approach provides answers to questions such as, "What are researchers doing today in these fields?" and "What future trends are found from current observations?" or "What issues and barriers might we face launching a particular product?"

Findings and implications for library services

The field study is already starting to shape the library's thinking about collections and service. It has given us insights into information resources used and ways in which our current modes of information delivery impact our users.

Searching databases

Findings revealed most graduate students use PubMed as a primary search tool, and faculty use MEDLINE, but a clear influence between these two groups was not found. The preference for one (but not both) of these two abstract search tools may indicate the

persistence of the approach used when first adopting online search services. Faculty began using MEDLINE well before PubMed was launched, and subsequent training and use constitute a significant personal investment in skill development. PubMed emerged as a leading life sciences service more recently, capturing graduate student users.

Most faculty and senior researchers preferred the Ovid MEDLINE search interface, with its range of options and sophisticated ability to combine MeSH terms, for searching abstracts and locating articles. Graduate students, however, preferred PubMed for primary literature searching. Despite receiving training or exposure to MEDLINE in graduate school, many of these students discontinued its use in favor of the simpler, Web-like PubMed.

The library has been delivering access to MEDLINE through Ovid since 1992 (when it was CD-Plus). Over the years the mode of delivery has changed, but the commitment to Ovid MEDLINE has continued — until recently. The field study has confirmed our perception of the shift by end users to PubMed, and the library is now reconsidering the approach it uses to deliver MEDLINE.

The study also showed that Web of Science was used to check known authors, citations to one's own research, and journal impact factors, but rarely for general research or searching. ERIC was noted by some as a full-text search alternative, but was considered difficult to use.

Intermittent use of chemistry databases was cited, with SciFinder, ChemFinder and Beilstein noted, but none of the participants cited use of these services in their diaries. Awareness and use of specialized databases was also found, especially for clinical research (Cochrane, Micromedex) and population statistics (Statistics Canada).

The field study has confirmed our perception of frustrations our users encounter in accessing a variety of information resources — each with its own interface. As part of the Scholars Portal initiative, the library is implementing a local mirror of CSA's Illumina system. This will provide access to the e-journals on ScienceServer, MEDLINE and the Web of Science databases through a single Google-like interface.

At the time of the study, Scopus was in early development and did not enter into discussions with faculty and researchers. Subsequently, some of the same faculty participated in Scopus functional demonstrations and focus groups. We have been providing access to Scopus since it was made available to Development Partners in April 2004. Based on user reactions and our belief that it will overcome some of the information use and delivery problems found in the study, the University of Toronto Library has now licensed Scopus.

Reading articles: print vs. electronic

Faculty and researchers clearly enjoy the convenience of access to electronic journals. Yet, most indicated a preference not to read research materials online, but to print and read at a later, convenient time and location. PDF is greatly preferred to HTML for its resemblance to the printed article, which remains the standard format of interest and exchange. HTML is rarely printed due to formatting or availability problems

with figures and tables. Some participants use HTML articles online to navigate to references for key articles, but this was found to be an advanced, limited behavior.

The final printed article was also preferred for reasons of readability, portability and its affordance as a living document, allowing markups and note taking. Investigators observed stacks of articles being read for critical information. These articles showed highlights, notes and even drawings throughout to assist the reader in noting important points and to capture related ideas.

Current awareness and alerting services

This practice was not widely evidenced among pharmacology researchers. While some noted a preference for scanning journals and other resources online as needed, they are not reading print journal copies to any significant extent, preferring to browse even *Science* and *Nature* via website editions. Interviews and diaries, especially of clinical researchers, showed numerous examples of searching for and browsing specific disciplinary websites. Some researchers showed a stronger preference for targeted searching over reading through numerous article citations or abstracts unrelated to their research needs. Only one researcher had table-of-contents alerts established, and others reported they did not wish to receive extra emails from journal table-of-contents alerts.

Since 1989, the library has been offering a locally developed alerting service based on Current Contents data. The study confirmed our perceptions of the use of alerting services. Given recent developments in systems such as Scopus, Web of Knowledge and Illumina, and the relatively limited use made of alerting services, the library has discontinued its alerting service and is guiding users to other services.

Problems with information services

Problems and frustrations are found with any information service including article access, linking and searching. Participants were asked to identify specific recurring problems with services or their information environment and the most common complaints are grouped into five areas detailed below.

1. Technical performance issues

There were not many such issues cited, but those identified had serious consequences for researchers.

- "My worst frustration is when the website I need to use is down, out of service, or gives me a 'not found' when I click on a link. Sometimes I forget how dependent I am on these online resources."
- "It would be nice if it were actually easier for me to download a PDF copy of the article I wanted, . . ."

2. Ineffective searching

Many participants raised problems with searching and results when using preferred services, and noted difficulty obtaining specific enough results. They claimed problems with both the search interface and with managing search results.

The following incidents demonstrate issues with formulating search queries or understanding the search syntax or limiters. A significant problem appears to be obtaining too many or too few results in answer sets — an issue related to both query formulation and an understanding of content and its format.

- "Too many 'false positives' with hits."
- "Too many hits . . . unable to adequately specify terms in searching to really narrow down scope of responses to something reasonable, without worrying about excluding good finds."
- "Knowing what specific terms mean that are not specified and knowing specific jargon to enter in search field."

The study has confirmed the library's view that users need to be taught how to search effectively. 92% of use of the ScienceServer system is outside the library, and we suspect that the same is, more or less, true for other information systems. With so many people working remotely, teaching information seeking skills and strategies presents a significant challenge. The library is embarking on a pilot project to develop a Web services based system, which provides guiding search results that will be incorporated into the library catalogue, into ScienceServer and into CSA's Illumina system. Using clues from search terms and from results received, it will offer the searcher hints on alternative terms to use, suggested databases and key information sources. Studies such as the pharmacy field study will be of immense value in the development process.

3. Content availability

Frequently researchers found full-text articles were unavailable. The library has implemented article linking in PubMed, but not all journals were available in any online format.

- "Not being able to link directly with the online journal from PubMed. I usually have to get out of PubMed and go into e-journals."
- "I wish that I could get older journal articles online (need a 1996 paper and journal is only online 1999 on)."

What is Scopus?

Scopus is the world's largest single abstracting and indexing database. It covers more than 14,000 scientific, technical and medical titles, from over 4,000 international publishers. Updated daily, Scopus includes abstracts going back to 1966 and references of all articles published since 1996, offering newly linked citations across the widest body of articles available.

Scopus has been developed together with information professionals and scientific researchers from around the globe. As a result, libraries can provide an easy-to-use, single platform to search across the world's scientific information, and scientists can focus on the outcomes of their research, rather than on operating the database.

Scopus enables researchers to quickly and efficiently search, evaluate and link to further research published in scientific journals or on the Web. Its unique image-based linking technology means researchers can easily distinguish links to their institute's entitled full-text content — making frustrating dead links a thing of the past.

Scopus launches November 3, 2004.

SCOPUS[™]
Find out.

www.info.scopus.com

- "Journal publications should be made available more readily. It is frustrating when you are researching a particular topic and you are unable to retrieve a journal article that you are interested in."

The library has heard users in many areas of the university express the same desire for back issues as was found in the field study. After the study was completed, the library licensed the entire Elsevier backfiles collection, and it will be licensing others as they become available.

4. Service usability

Usability of university library websites must be considered one of the most significant usability issues encountered by researchers. As a result of patron feedback gathered from focus groups and usability testing, the University of Toronto Library's Gerstein Science Information Centre site, was designed to display the most frequently used links at the top of the page. As obvious as this may appear, such a "user designed" approach to an academic library website is uncommon; most library sites exhibit a content-based organization. Research carried out as part of the field study found that the Gerstein site offers one of the better library website designs encountered across multiple studies, but still, specific usability issues were found.

5. Concern for service and article fees

While not a frequent occurrence, researchers did encounter articles unavailable through the library system or through searching databases or services held by the library. Some were prepared to go to great lengths to obtain an article — walking to the library, finding print journals and making photocopies.

- "It is frustrating to have only abstracts available and you are not authorized to view the full text unless a fee is paid."

Where articles were available for a download fee most graduate students were reluctant to pay anything unless a known article was required. Several researchers suggested they were unlikely to pay for articles, but those unconcerned by article purchases, especially senior researchers who can charge a research budget, did not share this attitude.

Conclusion

If we are to provide effective information services to our students, faculty and researchers, we must have a clear understanding of what information resources they require and how they use information. Studies such as this one, in which we partnered with Elsevier, are invaluable in gaining this understanding.

In less than 10 years the introduction of electronic information resources into our teaching, learning and research processes has transformed scholarship in ways that few could have imagined. Many of the information delivery models that were developed in the print era are no longer applicable today. Like Jack in the nursery rhyme, we must be nimble and quick in incorporating new technologies, in introducing new information systems and services, and in delivering the new information resources expected by our users. If we are not, we will, at least figuratively, be badly burned by the candle of change. ■

A&I Databases: Trends in Policy and Functionality Development

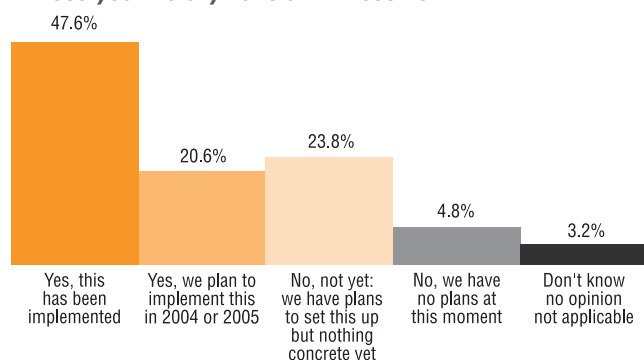
Ginny Hendricks, Marketing Manager, Scopus, Elsevier, Amsterdam, The Netherlands

In May 2004, Elsevier commissioned a study looking at recent developments in A&I. The study, undertaken by Pleiade Management & Consultancy, consisted of desk research, in-depth interviews with expert librarians, and a Web survey completed by more than 60 university librarians across the U.S. and Europe. The resulting white paper provides insights from librarians into trends in library policy, as well as developments in A&I database functionality, and discussion of the relative importance of these developments when evaluating databases.

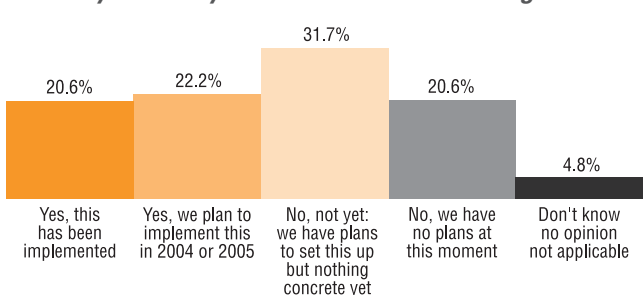
On this page we've highlighted some of the responses to the Web survey.

Library integration and the emergence of link resolvers and federated search engines

Does your library have a link resolver?

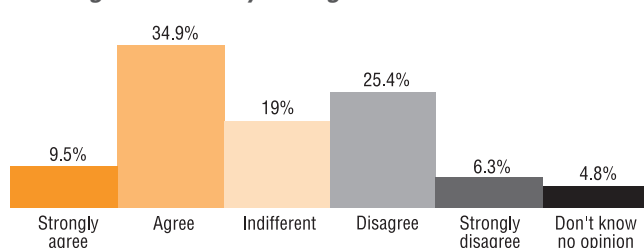


Does your library have a federated search engine?

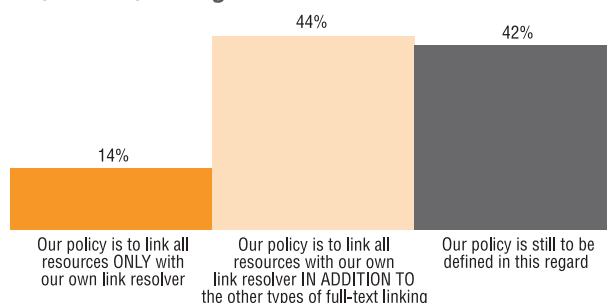


Full-text linking

The importance of standard full-text linking options of the A&I database platform itself diminishes because of the emergence of library-managed link resolvers.

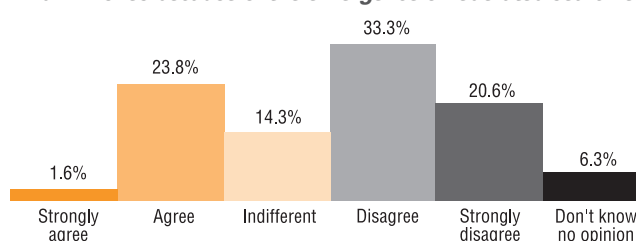


What is the policy of your library with regard to (full-text) linking?



Interfaces

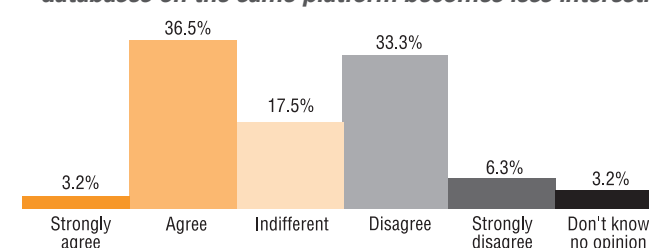
The importance of the interface of the A&I database platform diminishes because of the emergence of federated search engines.



More than 88% of librarians with federated search engines agreed with the statement: "Our policy is to offer the integrated search option next to the native interfaces of the A&I database platforms we subscribe to."

Searching and deduplication

With the emergence of federated search engines, the functionality of some A&I database platforms to enable multiple searching and deduplication of the results in databases on the same platform becomes less interesting.



The full study is freely available as part of the Scopus White Paper Series at www.elsevier.com/librarians



WHITE PAPERS ○○○○○○

Scopus White Paper Series

- Applying the User-Centered Design (UCD) process to the development of a large bibliographic navigation tool
- The value of structure in searching scientific literature
- A report on the functionality of abstracting & indexing (A&I) database platforms: Recent developments, library policies and a new evaluation technique

PDFs are available at: www.elsevier.com/wps/find/librarians.librarians/scopuswhitepaper

Beyond Access and Retrieval: The Battle for Mindshare

**John Regazzi, Elsevier's Managing Director of
Market Development and
CEO of Elsevier Inc., New York, NY, USA**



John Regazzi

As librarians and publishers well know, the world of information is in the midst of change. This essay, based on the Miles Conrad Memorial Lecture I delivered at the 46th annual NFAIS conference earlier this year, focuses on some of these changes, puts them into perspective and looks to the future.

Context and complexity

When I first entered the publishing industry, we spoke of the “publishing chain” — a simple yet elegant and efficient supply chain. Authors would carry out their research, write articles and submit them to publishers who were in turn responsible for organizing a peer review network, editing articles, publishing them in journals and distributing journals to libraries. Libraries would then make journals available to readers, often themselves researchers and authors.

“When the online industry was launched in 1972, it was in the hands of fewer than six companies and government agencies; today, anyone can be a publisher, an online vendor, a library or an information system.”

As publishing grew in breadth and scope and employed new media, and as research expanded to new areas of science and incorporated more subdisciplines, abstracting and information services developed to aid searching and retrieval. In the 1970s and 1980s, A&I services combined with electronic vendors to provide faster and more efficient access and retrieval to scientific and scholarly articles.

Today, the simple supply chain has transformed into a complex information network. Researchers have an expanding variety of means by which to communicate their findings — traditional publishers (commercial and society-based), preprint servers, institutional repositories, content aggregators, syndicators and the recent new development of “author-pays” based models, also referred to as “open access.” Publishing vehicles are further

About NFAIS

NFAIS (the National Federation of Abstracting and Information Services) was established in 1958 under the leadership of G. Miles Conrad, Director of Biological Abstracts. Throughout its history, NFAIS has dedicated itself to the fulfilment of his vision — the enhancement and advancement of the information community through a spirit of communication, collaboration and sharing. This objective is met by: facilitating the exchange of information among members; promoting members and their essential role within the information community; encouraging discussion, understanding and cooperation across all information community sectors; sponsoring topical conferences, seminars and educational courses; publishing newsletters, current awareness alerts, books and reports; and developing codes of practice, guiding principles and white papers on information policy and new technologies. For a list of members and more information visit www.nfaais.org

organized by frequently overlapping services, such as secondary databases, Web portals, search engines, online vendors, local system providers and institutional library vendors.

Users find themselves confronted with a bewildering choice of services including local Web services and portals, online and/or local system services, database services, primary publishing search services and knowledge management systems.

An explosion of technology

To illustrate the impact of advances in technology, I compared the costs of three key elements — computing, storage and transmission — for the years 1972 (representing the infancy of the “online information” industry) and 2003. I used three measures:

1. Cost of executing one million instructions per second (a measure of CPU capacity)
2. Cost of storing one million characters
3. Cost of transmitting one million characters over high speed lines — from New York City to Los Angeles

In 1972 these costs would have been in the region of:

1. \$5,000 to execute one million instructions per second (This figure does not include the fact that computers needed to do this would fill a good size auditorium and need to be kept cool at significant additional costs)
2. \$1,000 to store one million characters on magnetic media (again not including the costs of housing those storage units)
3. \$2,500 to transfer one million characters from New York to L.A. via the highest speed line available (about 9600 baud)

Today, all of these functions can be performed for less than one-tenth of a cent. The real significance of this comparison is not the technology itself, but the fact that today this technology is in the hands of virtually anyone who wants to use it.

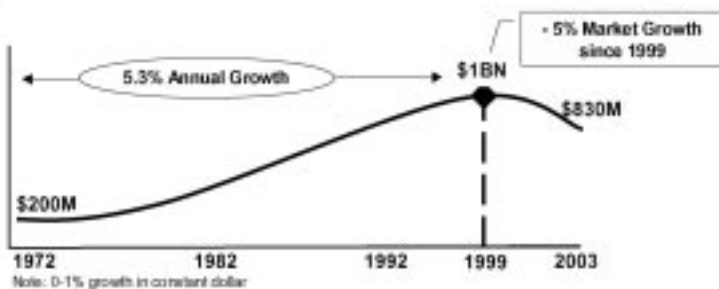
When the online industry was launched in 1972, it was in the hands of fewer than six companies and government agencies; today, anyone can be a publisher, an online vendor, a library or an information system. The barriers of entry to publishing, access and retrieval have never been lower, and one can hardly imagine them getting any easier. As a result, our industry has never been more competitive.

Growth of data, databases and the A&I industry

We often think of the “information explosion” as the rapid, exponential growth of scientific and scholarly articles and journals, but this is not the case. In fact, journals have grown at a steady rate of 3.3% per annum since the beginning of the twentieth century, except for a brief period after World War II, when the growth rate was 4.7%. In contrast, since 1972 the number of scientific and scholarly databases and the number of records in those databases has grown exponentially, averaging 10-year growth rates of 150% and 122% respectively, or 12-15% per annum.

Despite the growth of technology, data and databases, the A&I industry has not grown beyond the rate of inflation (i.e., 0% growth in constant dollars) in the period 1972 to 1999. Overall, the industry has shown a decline of nearly 5% per annum from 2000 to today.

STM A&I Global Revenues 1972-2003



Shifting sands

A brief look at changes in the areas below helps shed some light on what might be constraining the A&I industry.

- University infrastructure spending
- A&I production and coverage
- Scientists' and researchers' search patterns and their "mindshare" today

University infrastructure spending

The early 1970s in the U.S. was a time when, for the most part, research libraries could buy all new research material. But for the 20-year period from 1975 to 1995, university library expenditures increased only at the rate of 2.2% (a decline in real buying power if set in constant dollars) while research and development spending increased by 4.6%, nearly double that of the library. The result is a huge gap in the library's ability to keep up with the production of research and development.

Research & Library Spending Growth 1972-2003



Perhaps equally telling is a look at the 40 largest ARL (Association of Research Libraries) institutions in the U.S. during the period 1982 to the present. Library expenditures as a measure of total university spending have decreased from 3.7% to 2.8% — a decline of 25%.

Production and coverage

A&I services have invested heavily in expanding the scope and coverage of their databases. While journal production increased at less than 4% annually, records in A&I databases increased at three to six times that rate, leading to a great deal of overlap and redundancy.

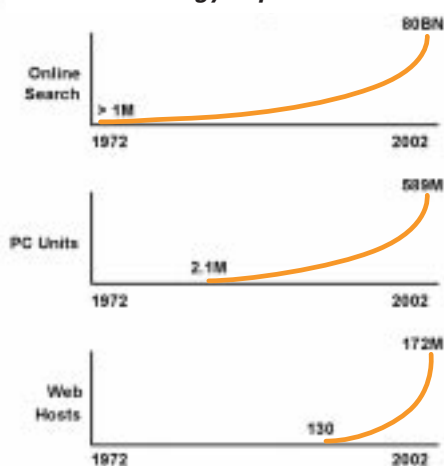
Some might argue that the overlap is valuable as indexing is customized for each discipline, yet much of each database

record is the same and a library can be faced with paying for a record three or more times for each search conducted or database purchased.

Scientists' and researchers' search patterns

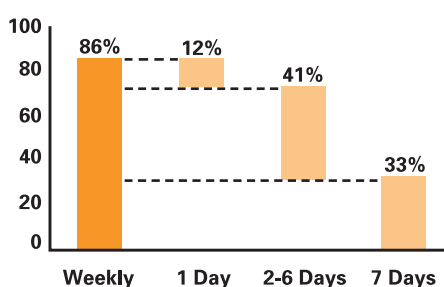
Today, the computerized technologies of search and retrieval are ubiquitous, and their use among scientists, researchers and professionals continues to rise dramatically. In 1972, there were an estimated one million online searches, while today there are an estimated 80 billion. Similar growth rates have occurred for the number of personal computer units available in the scientific community as well as the number of Web hosts, with the latter growing from about 130 in 1992 to 172 million today.

Online Technology Impacts Growth in Online Usage Drivers



Patterns of searching for scientific, technical and medical information among these professionals are longstanding. 70% have used Internet search routinely in their work for more than three years, and nearly 80% use this method of access and retrieval between four and seven days a week.

Work-related Search Engine Use: Days per Week



A new supply chain?

Recent developments suggest a new supply chain could be emerging — one in which scientists rely as much on search engines in the future as they have on libraries and A&I services in the past. Some publishers have begun to explore partnerships with search engine providers, allowing them to index full-text articles and access and retrieval services around these indexes. Similarly the "author-pays" (or "open access") business model relies specifically on free access provided by search engines such as Google.

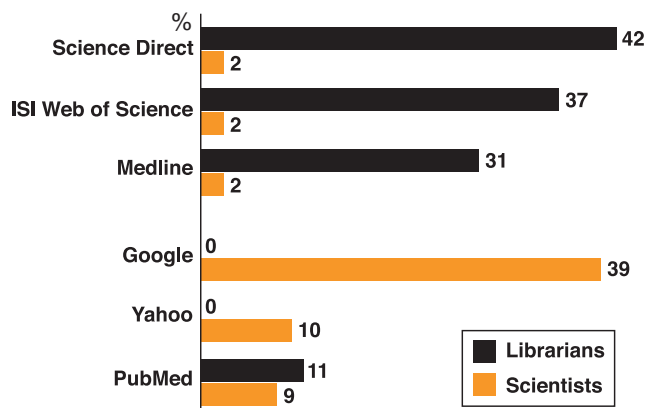
Features

Of course there is no guarantee that the free search engines of today will be free in the future, but for now this shift is significant indeed and can be best illustrated by the mindshare gains made by search engines.

Mindshare

In a recent survey commissioned by Elsevier, librarians and scientists were asked (unprompted) to name the top scientific and medical search resources they use or are aware of. The difference is startling.

Top 3 Online Scientific Search Resources Librarians vs. Scientists



The search engine mindshare translates to clear economic gains. Total annual sales for the A&I industry is approximately \$800 million, with a total estimated market value of approximately \$2 billion. Internet search engines in their last five years of development have reached sales of \$3 billion and a market capitalization and estimated value of nearly \$30 billion.

Though the scope of these services is different, search-engine mindshare among scientists is indeed significant.

The way forward

Researchers are becoming more pragmatic in their approach to research. In academe a multidisciplinary team approach is increasingly employed, and corporate researchers are moving down the research and development cycle with compressed product cycle times.

Recent studies illustrate researchers are employing an increasing number of information sources to meet their information needs. The top five include:

- Trade journals and publications (94%)
- Regulations (83%)
- Technical training (79%)
- Scientific and technical journals (77%)
- Reference books and textbooks (74%)

What seems to be emerging — even as search engines increase their mindshare — is a much more fundamental need going well beyond search. That need is best described as data mining, where information services are designed to deliver diverse content so as to inform specific problems addressed at different points in specific research cycles. Take examples from two communities: biotechnology and medicine.

The biotech example

The biotech community has most directly addressed the need for data mining, stating its concern for data integration clearly and strongly. At a recent conference of the chemical company BASF, the need to join internal and external data with scientific and business information in a federated search was voiced as just one element of this integration. The Boston Consulting Group has estimated that 33%, or \$282 million, in costs could be saved for successful new drugs if an integrated information platform could be built. Similarly, McKinsey finds the number-one obstacle to improved biotech productivity to be a lack of integrated data. The top three barriers identified by Outsell in a study of this industry are: inability to compare data across information sources; determination of the quality, credibility and accuracy of data; and knowledge of what information is available for specific problems.

The physician's example

In medicine, physicians are increasingly called upon to deliver services within tight constraints of time and money. In a typical interaction with a patient, following the gathering of the patient history, performing the physical exam, coming to a primary evaluation and completing a diagnosis, the physician is called upon to make several decisions that will have a significant impact on the health of the patient as well as the costs of treatment. Studies have shown that this cycle now takes on average six minutes from history to plan. Many healthcare providers have recognized that they must provide physicians with modern information handling tools that will assist them in making these decisions and judgements quickly and effectively.

“The Boston Consulting Group has estimated that 33%, or \$282 million, in costs could be saved for successful new drugs if an integrated information platform could be built.”

The future

Who will build and provide these types of services in the future? Right now I think it's impossible to say. What is clear is that neither content nor search is king. We need both. We need organizations that can filter and select the right information; that can structure content so that it can be used for specific purposes across a wide range of information problems; that have the capability to provide essential information at the right time; that can create “good sense-making” tools — tools to help understand the problems faced and inform decisions around the options available in solving those problems.

I'm doubtful that search engine technologies alone will deliver this. We still need the traditional skills of librarians, secondary services and primary publishers who are willing to apply their skills in new ways, through an understanding of the detailed, highly complex problems faced by researchers and practitioners every day.

The future belongs not to those who merely navigate through cyberspace, nor those who populate it with data, but to those who partner to help make sense of the data available. ■

The full text and slide presentation of the 2004 Miles Conrad Memorial Lecture are available at www.nfais.org/publications/mc_lecture_2004.htm

Introducing Tony McSeán – Elsevier's new Director of Library Relations

In August this year, Tony McSeán joined Elsevier as our new Director of Library Relations, based in Oxford, UK. Library Connect interviewed Tony to find out what makes him tick.



Tony McSeán

LC: Tell us about life at the British Medical Association Library?

McSeán: I was Chief Librarian at the BMA for nearly 16 years. The library's strapline is "The library for the working doctor"—it provides clinical information services, in all branches of medicine, to more than 120,000 members across the British Isles.

LC: What were the key issues for the BMA Library over the last few years?

McSeán: The way technology was developing offered all sorts of opportunities. With more and more doctors going online, use of online services was skyrocketing. At the same time, new online resources were available but no provider really had a subscription model to fit a national membership organization. They tried to squeeze us into models for universities or research institutes, making costs completely out of range.

LC: And into the future?

McSeán: Very exciting things are happening in information provision in the National Health Service (NHS); the structure of NHS libraries is changing. The hot issue was to find a way for our services to dovetail into those of the National Library of Health (NLH), and for our members to benefit from what NLH was doing in the electronic field.

LC: What attracted you to the job of Library Relations Director with Elsevier?

McSeán: Well, Elsevier is doing a lot of exciting stuff at the moment. There is serious determination to rebuild bridges with the library community, and the company has had a significant change of attitude about how it relates to what is one of its biggest customer groups. I felt I had something to contribute on both sides—getting our messages out to customers and delivering customer messages back to the right people in Elsevier. And, fortunately, it is not as if I were doing this alone. There are many people in Elsevier working to build better relationships, not least of whom is Daviess Menefee, the library relations director for the Americas, who now is part of my department.

LC: What do your friends and colleagues think about the move?

McSeán: They were quite surprised, of course. I had become part of the furniture at the BMA. There was a lot of teasing, all good-natured, about going over to the "dark side." People whose advice I sought thought it would be a really exciting job: a good move for me and for Elsevier. I don't think I'm anyone's idea of a yes-man.

One telling thing is that I assumed I would have to give up a lot of my professional and elected offices, and that's something I would have been sad to do. But, I talked to colleagues on boards and councils and none of them thought I should. In fact, a lot of them felt it would be good to have someone with a different

working outlook contributing to decisions. That's something that has really changed in the last decade or so — there's much more integration now between people working in the public sector and in workplace libraries or commercial organizations. I think that's because there have been some excellent examples of how a job like mine can be done, and how commercial organizations can build really good relationships with their customers and libraries in general. Paul Harwood and Albert Prior, formerly of Swets in the UK, are prime examples, as is Lynne Fortney, VP at EBSCO in the U.S.

LC: What does the job involve?

McSeán: Making sure Elsevier becomes much more responsive to the requirements and pressures our customers are under, and that we operate much more within the context of libraries' aspirations and pressures and priorities. Also, making sure Elsevier doesn't miss worthwhile development opportunities and can take advantage of changes in the library world. It's a two-way channel of information; it's also making sure that when Elsevier does something effective for the public good, like HINARI, we achieve the best possible benefit for end users.

We're facing what I think is an historical problem — when people talk about Elsevier they're not always talking about the company as it is now. We stand for things in the publishing industry that people don't like, many of which don't apply to us anymore, and some of which don't apply to any of the publishing industry anymore. The world has changed a bit since this schism developed; it's become a lot more complex. I think it's particularly important now — for us, for libraries and for library users — to develop a way of working together much more than has been the case in the past. That means adaptation on both sides.

LC: What are the key areas you will be focusing on?

McSeán: Elsevier is making a huge, concerted, company-wide effort to improve communications with customers and to improve customer relations generally. Since libraries are one of our most important customer groups then clearly this is going to be an important part of what I do for the foreseeable future.

There are issues, issues of quality of customer service and continuity of relationships between customers and the company. Solving these will involve senior management getting out there, meeting people and hearing concerns. It will also involve systematic change within the company. I think I can contribute to that, and it's important that I do contribute. It's also important that our customer focus is driven by what customers are actually asking for. This has to be a continuing, iterative process.

LC: How would you like to see the relationship between Elsevier and librarians change?

McSeán: I think this relationship has to grow from a better appreciation of each other's needs and priorities. It has to be built. Within Elsevier we have to be better at helping libraries do what they need to do, as efficiently as possible. The aim is that as we become more sensitive, and pay more attention to what our customers are saying to us, these things will grow organically.

Continued on page 13

5 Quick Questions

Nobuko Fukushima, Electronic Resources Manager, Mitsubishi Chemical DRMI Yokohama Library, Yokohama, Japan



Nobuko Fukushima

1. Has your library's reliance on A&I databases changed over the past several years?

In 1998, we purchased the first digital resource for end-user searching. It was Chemical Abstracts on CD. As it was installed on a server and provided over the network, our researchers were immediately aware of the service and welcomed the fact that this famous abstracting and indexing database was made available on their desktops. Since then, we have introduced many scientific and patent databases for end users. Most of these are Web-based.

With the advent of electronic journals, most A&I databases now have links to full-text articles. This was a big change for our end users as well as for information professionals. Being able to link directly to full-text articles is very attractive to end users, and has led to increased demand for A&I databases. Our library's budget for A&I databases has doubled in the past three years.

2. In a corporate setting, do users search A&I databases on their own or do they rely on librarians to conduct searches?

Both. We have some A&I databases for end users, but we also contract online databases such as DIALOG and STN International for our information professionals.

We promote end-user computing and searching. In the fast-changing science and technology arena, we believe researchers should be able to draw chemical structures on PCs in their laboratories, find properties of chemical compounds, reactions and discoveries, and retrieve related documents — seamlessly. More complicated search requests need to be sent, however, to skillful information professionals.

For simple patent searching, our researchers use PatentWeb and in-house databases to retrieve patent gazettes, but when extensive searching including investigation of rights infringement is necessary, information professionals always do the searching on their behalf.

3. How are you training your researchers to use A&I databases?

We regularly give hands-on, end-user trainings for each A&I database. The schedule is announced on an electronic bulletin

Librarians Speak Up *How do you direct users to your library's A&I resources?*



Dr. Martin Brändle, Chemistry Information Specialist, Chemistry Biology Pharmacy Information Center, Swiss Federal Institute of Technology Zürich, Zürich, Switzerland; www.infochembio.ethz.ch

On the basis of our experience both social and technological efforts are important for optimal use of A&I resources. Students' and researchers' knowledge of available sources, their strengths and limitations, is of utmost importance. We impart this knowledge in library instruction and lectures integrated into lab courses. Multimedia materials complement the lessons. For these educational activities, support of involved departments is essential.

The database page is one of the most frequently accessed pages of our library website. Its main menu lists the "blockbusters" for chemistry and life sciences and provides direct access to them or to support pages. This Web page also provides dynamic metadata (title details, access authorization, product information, updates, content information and purpose of use) on all our A&I sources by way of a browseable and searchable database of databases.

Technology is certainly not all; for special databases and difficult searches, users can get professional support from an information specialist. All these measures together help in creating and maintaining good customer relations. ■



Pat Bril, Electronic Collections Librarian, California State University, Fullerton, Fullerton, California, USA

This question concerns us greatly. Some have likened such directional efforts to our traditional role in directing users to print materials. However, the stakes now seem higher as we seek to promote these important and often costly electronic resources to our users. CSUF is probably not alone in its approaches to promoting use of databases. Our library instruction program focuses heavily on the effective identification, evaluation and navigation of these finding tools. They feature prominently on our library website, and are accessible from various pages, ranging from an A-Z database listing to subject-based guides for academic majors that include a relevance rating to suggest the most appropriate sources. In addition, our OpenURL resolver links users seamlessly to and from abstracting and indexing sources. Soon we will add metasearching capabilities to expand further the possibilities of channeling users to the most relevant mix of searchable resources in a single search. ■

board. We require participants to pre-register, which helps customize the trainings to meet their needs. The trainings are very popular and always full. Some A&I databases allow remote access and we give remote IDs only to those who have participated in the trainings. Librarians at other sites receive trainings together to enable them to educate researchers at their locations.

For some databases, information professionals or librarians sit together with first-time users in front of PCs and provide one-on-one training. We also place tutorials on our library website.

4. Are there any unique challenges or benefits which A&I databases deliver in a corporate setting?

As a chemical company, we have focused on chemical and medicinal databases but they don't cover all of our research fields. Some researchers work in peripheral or interdisciplinary fields. We hope to introduce large comprehensive databases for them, but the prices are very high. The pricing is based on the total number of FTEs, even when the number of real beneficiaries is very small.

Another challenge is that our company has many research centers and budget is decentralized across these centers. When we consider introducing large, interdisciplinary databases, we

need to ask each center to share the cost. Even if we succeed in introducing a new database, we have a risk of cancellation at renewal times when one or more of the centers can no longer afford to share the cost.

5. What single improvement would you like to see to the A&I database of the future?

Basically, I am satisfied with the recent development of A&I databases. With more databases having full-text and citation links, A&I databases have become much easier to use than before. One possible improvement would be incorporation of features unique to electronic journal services. For example, researchers appreciate pre-publication articles such as Articles in Press on ScienceDirect. If this service was made available on A&I databases, it would be very useful.

I would also like to see the feature of one-stop shopping in A&I databases. Pay-per-view will become more important in the future because of the continuing increase of journal prices, but reimbursement of credit card payments for users means additional work for librarians. If an A&I database vendor could work as a portal and consolidate the pay-per-view invoices from various publishers into one, this would be more attractive to librarians as well as end users. ■



*Victor Herrero, Professor,
Library and Documentation
Department, University of
Granada, Granada, Spain*

In our university the main channel of communication with users is our libraries' website. Our libraries are spread across several campuses and cities and so the Internet is the best way to connect with users. We have a pilot program that has set up computers in our libraries and various spots across campus, so users, regardless of their locations, can consult our electronic resources.

Making library resources available electronically facilitates their use, since researchers don't have to cross the campus or city to access information. Electronic access is what most facilitates and motivates our researchers' use of A&I resources. Another important reason for our researchers to use online A&I resources is that they offer access to prestigious sources, enhancing outcomes of investigations consulting these sources. ■



*J.K. Vijayakumar, Scientific &
Technical Officer (Library Division),
INFLIBNET Center-UGC,
Ahmedabad, India*

Among the many activities of my organization, INFLIBNET (the Information and Library Network), one is to support libraries as they direct users' attention to digital resources including A&I databases. Thanks to the University Grants Commission of India having launched the UGC Infonet E-Journals Consortium, managed by INFLIBNET, there's now a higher demand here for services providing not just references to articles but also the articles themselves. Still, the most useful way of finding journal articles remains the use of indexing and abstracting databases, providing complete indices for a large number of journals. Through our interactions with Indian academics and researchers, it has become clear that the logical step after electronic searching of A&I databases is e-delivery of full-text articles. I believe e-journal portals or online collections may slowly replace A&I services as all journals go online. ■



*Debbie Fang, Reference &
Information Services Section,
Tamkang University Chueh
Sheng Memorial Library,
Taipei, Taiwan*

While full-text databases and electronic journals have brought great convenience to users, A&I resources remain the crucial tool for users when it comes to broad-based and comprehensive information searching. Hence, assisting end users in utilizing the A&I resources effectively is a major part of our librarians' responsibilities. We direct users to our A&I resources in many ways, including through announcements, printed and Web materials, and training courses — scheduled or on-demand, and in the library or on-site. We also provide one-to-one training to new faculty members on various library e-resources. Through these methods in directing users to A&I databases, we hope these resources will benefit our teaching staff and students in their work. ■

XML Technology Broadens Content Delivery to End Users

**Verne Coppi, Vice President, Development,
Endeavor Information Systems, Des Plaines, IL, USA**

Among the many technical terms tossed around in today's library software vocabularies, XML (eXtensible Markup Language) is not yet referenced as often as other library standards like Z39.50 or MARC. But as libraries rely on electronic resources as instant and up-to-date information sources for Web-focused end users, XML references and the use of XML gateways are bound to increase.

XML is a standard designed for document interchange, which is essentially the goal of a federated search system. Document interchange can mean sharing information about an article or the text of an article from a database, maybe from a publisher or aggregator, and presenting this information to the end user in a usable and clear format.

Now considered a sophisticated and mature method for reliable search and retrieval, an XML gateway acts as a service to search a resource through an exchange of XML documents. In the ENCompass federated search system, Endeavor has set a precedent by working with numerous vendors to create XML gateways to resources that don't rely on the Z39.50 standard.

Even databases that have incorporated the Z39.50 standard sometimes seek to support an XML gateway. This is because such a gateway helps to ensure that information returned in a federated search of databases is returned as more clearly marked up data — as intended by the author — resulting in richer access to documents. XML gateways are also often chosen for federated searching of non-MARC data because XML provides for returning a wide range of highly formatted and structured data.

With the use of reliable XML gateway technology in federated search systems, diverse vendor and local institutional resources become more accessible to users. Patrons find better results with more in-depth information, and a library's federated search portal becomes the first choice of entry into the universe of institutional knowledge.

Elsevier is working with Endeavor and other designers of federated search systems to develop XML gateways to some of the most in-demand databases. Already XML gateways have been developed for popular resources, including LexisNexis, Scirus, ScienceDirect, and Engineering Village 2 resources including the Compendex, Inspec and U.S. National Technical Information Service (NTIS) databases. This collaboration leverages Endeavor's expertise as a provider of advanced library technology systems and supports Elsevier's goal of providing customers with integrated solutions for improving research workflows and access.

Sometimes libraries have local content, such as grey literature, thesis collections or other local resources that they would like to make available through a federated search system. To support libraries in this aim, Endeavor has developed a simple XML-based search application programming interface — ENCompass Outbound XML Search API. This provides libraries with a mechanism to build their own XML gateways, allowing

ENCompass to search the wealth of local resources. It also provides a standard method for ENCompass and data providers to exchange search requests and responses using XML technology, and enables librarians to provide their end users with the capability for federated searching of previously unsearchable and unreachable information.

XML and related technologies are important cornerstones for Elsevier and Endeavor as we develop new functionalities. As opportunities for accessing more and more diverse information emerge users will, in turn, demand access to these resources. Libraries will want to be able to take advantage of more advanced search and retrieval methodologies using XML-based technologies, and as library software and resource providers we must continue to architect new ways of working with emerging technologies to provide libraries with the services they need. ■

Thesauri: Adding Value to A&I

**Magdaleine Margaritis, Marketing Manager, Bibliographic Databases,
Elsevier, Amsterdam, The Netherlands**

In the fast-moving world of STM research and publishing, value has long been placed on the consistent description of information. The hierarchically structured and controlled vocabularies of the thesauri continue to form the backbone of A&I services, facilitating comprehensive search and precise retrieval. Adding value to data and so improving the usability of our databases is a prime objective for our Thesaurus Team.

Thesaurus functionality has always been central to librarian search strategies and recent research we carried out in Europe and the U.S. has confirmed that this remains the case. Research also demonstrated that thesauri are not just used to limit retrieval to the most precise results; they also play an important role in identifying the correct vocabulary for a search in the first place. In fact, we found that librarians regularly browse and search thesauri for terms throughout the search process.

The challenge today is to improve the usability of A&I interfaces to support retrieval of the most relevant information — not just by experienced librarians, but also by faculty, students and practitioners.

With many new terms emerging all the time, it's important for thesauri to grow in pace with their chosen field. Constant maintenance is required to identify new terms and to ensure existing categories are complete. The use of synonyms and natural language can also increase the level of intuitiveness of A&I database interfaces, and produce better results for users of all levels.

In the field of biomedicine and pharmaceuticals, new concepts — drugs, diseases, medical procedures, emerging fields and more — continue to be described in the literature. In addition, alternative spellings, trade names and chemical names, as well as laboratory and research codes, need to be taken into account. Thousands of potential new terms (often referred to as "candidate terms") are identified by indexers each week and used to maintain and update thesauri, such as Emtree, Elsevier's Life Science Thesaurus.

Each year, up to 100,000 candidate terms are indexed in the EMBASE database alone. Editorial staff review the most frequently used of these (most of which are the names of

drugs) and each year add up to 1,000 preferred terms (together with relevant synonyms) to EMTREE, a thesaurus whose history spans more than 30 years.

EMTREE currently contains more than 48,000 preferred terms, including almost 24,000 drug names, and more than 200,000 synonyms. It also includes (either as preferred terms or synonyms) all the terms employed by MeSH, the thesaurus used by the U.S. National Library of Medicine to index MEDLINE and PubMed.

In most database interfaces, synonyms are mapped automatically to preferred terms. Due to the wealth of synonyms built into EMTREE, users do not actually need advance knowledge of preferred terms when searching the A&I databases it supports (EMBASE, EMBASE.com and EMSCOPES). The use of natural language terminology in EMTREE also helps users, who are able to search with familiar phrases, avoiding issues of unfamiliar language or jargon.

In the future, the use of EMTREE will be extended to meet the needs of new life science databases, and the terminology will be expanded in these areas. In biology, for example, we are already taking account of plant science terminology, and in medicine we are investigating nursing terms. Where EMTREE is already strong — in drugs and chemicals — efforts will be intensified to ensure comprehensive coverage of the newest compounds, and to make certain that as user needs develop (e.g. facilitation of structure searching) EMTREE is up to the challenge.



WHITE PAPERS ○○○○○○

To learn more about how EMTREE is structured, please request the white paper, *EMTREE: The Life Science Thesaurus*, from m.margaritis@elsevier.com. Further information is also available at http://www.info.embase.com/user_support/brochures ■

Continued from page 9:

McSeán: There are areas where we, and our library customers may never agree. But equally there are areas, such as highlighting the importance of libraries and their services within their parent organizations, where our interests are very much the same and where we can work together harmoniously and productively.

LC: Why did you decide to become a librarian?

McSeán: All my life I've always liked setting things up and organizing things, and that's really what librarianship is.

LC: Are you glad you did?

McSeán: Yes. It's been a great time to be a librarian. A huge amount has changed over the 30 years since I began my career — it's been very dynamic and exciting.

LC: When you're not being a librarian, what do you do?

McSeán: Living near the center of London I take full advantage of its art galleries and theatres. I'm also very involved in cricket and have been a keen cricketer all my life. And I like making things. If what you do for a living is necessarily cerebral, political and quite demanding intellectually, it's rather nice to go and do something completely different like mix paint. So, I make model trains when I have a spare moment. If you google me you'll even find some that I've made on the Web. ■

Integrated Workflow is Key

Tim Hocter, Senior Product Manager, Elsevier MDL, Morristown, NJ, USA

In today's digital world, site-wide access to platforms that search across thousands of journals for text information is now commonplace, but researchers in disciplines such as chemistry have a more refined need. How to search across multiple databases, using chemical structures as the fundamental query? What about searching on reactions and properties? And if it is possible to search a database in this way, isn't there other content such as reference works and the primary literature that could be searched at the same time?

Chemists and technologists at Elsevier MDL focused on this problem by understanding individual discovery workflows. Chemists often start with an inquiry into structure or property. DiscoveryGate is designed to accommodate this starting point, providing one-query, unlimited access to more than 17 databases from a single interface. Within this system, researchers can also access major reference works in organic chemistry, and link directly from any of these resources to the original literature. Bibliographic references in all of the databases are hyperlinked so researchers can also go directly to an institution's full-text holdings, either using DiscoveryGate's OpenURL-compliant link resolver or linking to an institution's link resolver of choice.

Recognizing that researchers utilize data from many different sources, DiscoveryGate's structure index contains chemical structures from many key information providers, such as Thomson/Derwent and Thomson/ISI, and provides access to reference works from John Wiley and Springer Verlag. Of course, it is also extensively linked to Elsevier content on the ScienceDirect platform. The interoperability of these two systems (DiscoveryGate and ScienceDirect) includes innovative features such as DYMOND Linking, which allows readers of *Tetrahedron* and *Tetrahedron Letters*, to link directly to graphical representations of chemical structures from chemical objects within the text.

Specialist chemistry librarians already provide many sources of electronic information to their user communities. However, a single interface providing access to integrated information means students and researchers no longer have to be trained to know in which database certain types of data reside. Consistency across the interface and drawing tools make querying individual databases and reference works simple, and online tutorials and quick start guides have been developed by our educational services team to enable users to learn quickly. The result of all this is that researchers can quickly get to the information they need to make smarter workflow decisions sooner. ■

Scirus Wins Award for "Best Directory or Search Engine"

Scirus, Elsevier's science-focused search engine, recently won the Web Marketing Association's 2004 WebAward (www.webaward.org) for "Best Directory or Search Engine." Over 1,500 entries from across the globe were judged against criteria including overall design, innovation, content, technology, interactivity, copywriting and ease of use. Previous winners include *The New York Times*, Kodak, Sony, Nike and FedEx. ■

www.scirus.com

Opening Up Access to the Cell Press Recent Archive

In August this year, Cell Press, an imprint of Elsevier, announced free access to the recent archive of journal titles in the Cell Press collection. Library Connect interviewed Lynne Herndon, Cell Press President and CEO, to find out more.



Lynne Herndon

LC: What's it like to be a publisher of such high-profile scientific publications?

Herndon: It's a hugely visible job in the biomedical author and reader community. *Cell's* reputation, impact factor and author services, such as quick publication, and an efficient peer review process make it (and its sister journals) compelling places to publish, and compelling reading as well. It's important to keep our focus on the customer with continued improvement to author and editor services, and also to pay careful attention to our print and online strategies.

LC: What do you enjoy most in your job?

Herndon: Three things: 1) I have a fabulous team that enjoys working together. We have fun while we work hard. 2) We have been very successful with new journal launches in the last three years. That's gratifying and encourages us to try more new content development. And 3) In these challenging times it is a privilege to be trusted with the development of *Cell* and the other eight titles because they are so visible and successful.

LC: What does the recent change in policy mean?

Herndon: The new policy will create a growing archive of freely available content for the Cell Press titles. As of January 2005 Cell Press content that is 12 months or older, dating back to 1995, will be available free of charge.

LC: How can librarians and end users access this free "recent archive"?

Herndon: The full-text content of the free recent archive for all nine Cell Press titles will be available on ScienceDirect (www.sciencedirect.com) and at the Cell Press website (www.cellpress.com).

LC: Will the full text of the Cell Press free recent archive be available through any non-Elsevier services?

Herndon: No, free access will only be available on ScienceDirect or the Cell Press journal websites.

LC: What led you to make this change?

Herndon: Our authors and readers wanted Cell Press to take a leadership role in the open access debate. *Cell*, *Neuron*, *Immunity*, *Molecular Cell*, *Developmental Cell*, *Cancer Cell*, *Current Biology*, *Structure* and *Chemistry & Biology* are all very high-impact, influential journals whose editorial boards, authors and reviewers let us know that journals of their stature should consider at least a partially open archive. Our main goal is the dissemination of information and the active support of scientific exchange. Feedback from our author and reader community on the policy change has been extremely positive.

LC: Are other publishers also granting free access to their journals?

Herndon: Yes, many other publishers are doing the same, specifically the not-for-profit societies publishing their own prestigious titles. The Washington D.C. Principles of Access for Science (www.dcprinciples.org) is a coalition of such publishers formed in response to calls for author-paid models of open access. They offer free access in varying timeframes rather than following an author-pays model. Elsevier believes the pay-for-publication model (offering free access to anyone, supported by author fees for publication) is untested from both an editorial and financial perspective. Cell Press is not offering open access in that sense; we are opening the archives after 12 months and continuing with our site license and subscription model.

LC: Why is Cell Press allowing free access to the recent archive and not to the rest of the archive (back to volume 1, issue 1)?

Herndon: Content from 1995 to the present was "born digital" while content prior to 1995 was only produced in print format. Elsevier invested in the creation of the electronic Cell Press backfiles for the content from January 1974 (the first issue of *Cell*) through 1994, and in the creation of similar backfiles for all its titles. This material is available at a one-time cost to subscribers.

LC: Elsevier recently announced a change in policy with regard to author-posting of their articles post-publication. Do Cell Press titles follow this policy?

Herndon: Yes, Cell Press allows posting of the author's manuscript version of their final article on their personal and institutional websites, allowing them to make their work freely available to all.

LC: And preprints?

Herndon: Cell Press is well known for publication of cutting-edge research. In order to maintain the timeliness of our research, Cell Press does not permit preprint posting and will not consider for publication papers that have been previously posted on the Web.

LC: What's Elsevier doing to make sure that this research is accessible to developing countries?

Herndon: The full text of the Cell Press titles (along with some 1,500 additional titles from Elsevier and other major publishers) is available through HINARI (Health InterNetwork Access to Research Initiative, www.healthinternetwork.org). Currently over 1,095 institutions in 102 countries have access to the major journals in biomedical and related social sciences through HINARI, at either zero, or very low cost, depending on the GNP of the country concerned.

LC: We heard it's *Cell's* 30th anniversary this year. How are you celebrating?

Herndon: We're throwing a birthday party at the Fogg Art Museum on the Harvard campus in December for local editorial board members, reviewers, and authors, as well as Cell Press staff. In January 2004, we published a special anniversary issue of *Cell* reviewing some of the most memorable papers published in the journal over the last 30 years, with an online supplement, available to all at <http://www.cell.com/content/issue?volume=116&issue=s2> ■

Oh! The Places Librarians Go!

**Nancy Stevenson, Senior Manager,
Brand Development, Elsevier, New York, USA**

The opening line of one of our current ads reads, "Okay, chances are you won't find a librarian on the ocean's floor." But, we've learned recently to expect the unexpected, and chances are good that you may find librarians Nyle Monday and Peter Brueggeman there. They shared with us some of their experiences from the top of the library stacks to the bottom of the sea.

Nyle Monday is the Reference Librarian for the City of Santa Clara Public Library. And, he is an experienced diver. A founding benefactor and five-year board member of the U.S. Historical Diving Society, he has more than 40 years of diving experience — in modern-day scuba gear as well as the traditional surface-supplied helmet and suit.

Nyle describes his life's work as the preservation of history. Beginning his career as an anthropologist, he has worked in a variety of museums including Hawaii's Bishop Museum, renowned for its rare books and manuscripts collection. There, he found his responsibilities evenly divided between the archeology department and the research library, which ultimately led to his current career in librarianship.

As a member of the Historical Diving Society, Nyle has found a way to combine his passion for diving and for the preservation of archival materials. He's regularly called upon to write articles and book reviews for the society's journal, *Historical Diver*. His most recent project is an outreach program to donate the journal's back issues to marine-related research facilities, such as Moss Landing Marine Lab, Stanford's Pacific Grove Lab and, most recently, the U.S. Navy's experimental diving school.

Nyle believes in the importance of educating people through the preservation of history. He explains, "Every aspect of life has history to it. To understand the present, you need to look to the past and this is particularly true for diving. It's not just a sport; it's also an occupation. A lot of good work has happened that is worthy of being recorded and recognized for its significant contribution to the science of today."

Peter Brueggeman, Library Director at the Scripps Institution of Oceanography, University of California, San Diego (UCSD), shares Nyle's love of the ocean. Peter graduated with a degree in microbiology, but his love of working with people rather than in a lab led him to a career in librarianship. Attracted by the stature of UCSD's collections



Never underestimate the importance of a librarian.

Okay, chances are you won't find a librarian on the ocean's floor. But librarians do play a vital role on any research team, enabling breakthroughs and real-time solutions. Whether you're choosing information for specific research communities or decision-support for professionals, Elsevier offers access to a world of information that knows no boundaries. Select from a wide range of scientific, technical and health information available in multiple media, including innovative electronic products like ScienceDirect® and MD Consult. After all, getting the right information into the right hands is critical to the success of any exploration. Building Insights. Breaking Boundaries.™



A recent ad in Elsevier's "Never underestimate the importance of a librarian." campaign features deep-sea divers.



Nyle Monday, Reference Librarian, City of Santa Clara Public Library, in a traditional, surface-supplied diving helmet and suit.



Peter Brueggeman, Library Director, Scripps Institution of Oceanography, UCSD, under the ice in McMurdo Sound, Antarctica. Photo courtesy of M. Dale Stokes.

and his personal interest in the ocean and its ecology, Peter began work there in 1984 as the public services/reference librarian for the Scripps Library. Peter credits his participation in several underwater research expeditions to his work at Scripps which has put him "in the right place at the right time" to make interesting connections with the diving world. One such expedition was a National Science Foundation-sponsored project to photograph marine life under the Antarctic ice. At Scripps, Peter had met the expedition's lead photographer, and the Scripps Library, rich in Antarctic scientific literature, provided a rich learning environment for this exciting endeavor.

In addition to a PBS *Nature* show, a University of California Press book, a traveling photo exhibition and a *National Geographic* article, the expedition also resulted in a project close to Peter's heart: the *Underwater Field Guide to Ross Island and McMurdo Sound in Antarctica*. Building on an existing German language guide containing black and white line drawings, Peter developed an online field guide that, for the first time, provides scientists with full-color pictures and the latest scientific nomenclature, as well as clarification of alternate names by which organisms may previously have been known.

"Scientists regularly use outdated names of organisms for years following a change," Peter explains, "because they are, understandably, not aware that a name change was published in the voluminous literature. This creates considerable confusion for the later scientist. I ferreted out many changes and documented them in the field guide. In doing so, I provided an authoritative set of names for usage in the years ahead." Peter continues to update and maintain the guide which is

freely available at <http://scilib.ucsd.edu/sio/nsf/fguide/index.html>. This resource is widely consulted by researchers and divers worldwide.

Although Peter wouldn't describe himself as adventuresome by nature, his diving has taken him to some exciting underwater worlds from under the Antarctic ice to deep beneath the Mediterranean Sea. Still, he thinks of himself as just a regular person and assures us that there are indeed several other librarians participating in underwater research.

Library Connect wishes Nyle and Peter many successful dives in the future, and thanks them for sharing their underwater experiences with us. ■

Community Connections

Success Story: Pepperdine Librarians Partner with Elsevier and Raise Awareness of E-resources

Armond DiRado, Account Development Manager, Elsevier, NY, USA

Pepperdine University Libraries have licensed ScienceDirect since 2000. Recently, librarians Elizabeth Parang, Ken Fink, Melinda Raine, Herb Gore, Marc Vinyard, Maria Brahme, Janet Beal, Toby Berger, and their Elsevier Account Development Manager Armond DiRado have stepped up efforts to ensure students and faculty reap full benefits of access to their ScienceDirect collections. Working together they have orchestrated a series of on-campus events to increase awareness and usage of these resources among faculty, graduate and undergraduate communities. Events have been promoted via posters, email and ads in the university's Malibu campus newspaper, *The Graphic*.



Pepperdine students sign up for ScienceDirect personalization features.

“We've had students who missed the presentation wander in since the event, asking for literature — that says a lot about its success.”

— Toby Berger, Information Services Librarian, Pepperdine University, Irvine, CA, USA

In November 2003, a two-day program on the Malibu campus resulted in the creation of ScienceDirect personal profiles by more than 200 students and faculty members, and usage of ScienceDirect increased by 64% that month. The program included a lunchtime outreach event in the lobby of the Natural Science building; a presentation on book and journal publishing hints and opportunities; and in-library customized trainings for graduate students in business, psychology and public policy.

Malibu librarian Elizabeth Perang commented, “While many of the students were initially reluctant to spend more than a few minutes picking up literature, many remained for a demo. They also created personal access IDs enabling them to benefit from features such as search history and email alerts, and thanked us for informing them of such a useful resource. The success of the events has proved well worth the time our librarians have invested. It's also given us an opportunity to get out on campus and talk to students and faculty.”

This October's event at Pepperdine's Irvine campus drew close to 200 students and various faculty members. Some instructors even took entire classes along. “I was truly impressed with the turnout at the Irvine event,” remarked librarian Maria Brahme. “Many faculty and lots and lots of students attended. . . . When I left at 6pm (and the event was supposed to be wrapping up) the room was bursting with students. I know how hard this is to accomplish.” ■

Place & Space: University of Tel Aviv Library Features Mural by Professor and Artist

Olivier Diesnis, Account Development Manager, Elsevier, Amsterdam, The Netherlands

Across the globe, libraries are coping with the chaos of an increasingly information-laden world. In this, the second article in the Library Connect newsletter's “Place & Space” series, we hear how one library approached the theme of chaos via art — and came out with a treasure to last generations.

In 1990, the Brender-Moss Library for Social Sciences and Management was built at the University of Tel Aviv. Incorporated into the building was “Chaos and Insight,” a mural designed by the Israeli artist and professor John Byle. For their achievements in the library building, artist and architects M. Nadler, S. Bixon, M. Gill and R. Elkon received the 1990 Annual Arie Elhanani Prize for incorporating art in architecture.



Mrs. Ron Hadassah, Brender-Moss Library Director, stands in front of “Chaos and Insight,” a mural designed by Israeli artist and professor John Byle and located in Tel Aviv University's Brender-Moss Library for Social Sciences and Management.

The mural decorates the library's main floor. In incorporating the artwork into the library, Byle answered problems of acoustics by utilizing material absorbing noise.

Describing his composition in the shape of an open book or butterfly wings, Byle said, “Man searches for meaning and order in the chaos of his surroundings. The scientist, the poet, the philosopher, the theologian and the artist — all seek, in their own ways meaning and order.” Throughout the mural a red circle — evoking a computer disk — appears and symbolizes the growth of knowledge. The theory of chaos is half-jokingly referred to as the butterfly effect.

Born in Detroit, Michigan, Byle studied art in Chicago and immigrated to Israel in 1951. Head of the art department at the Bezalel Academy for Art and Design in Jerusalem from 1967-1977, he has since 1976 served as an art professor there.

Regarding the mural, Mrs. Ron Hadassah, Director of the Brender-Moss Library for Social Sciences and Management, observed, “We continue to enjoy this lovely work. Byle's composition lifts spirits of all who gather in our library, from students and staff and faculty, to visitors. It's a pleasure to work in an environment graced by this treasure, created by one of our own — an artist and academic.” ■

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



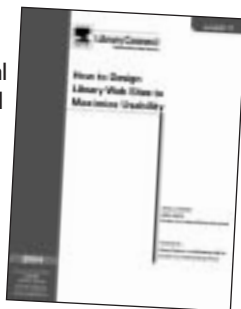
Should I underline the links in the design of my website?

Users of your website need to be able to clearly distinguish links from non-links. Text links should therefore be shown in a different color from standard text on the page. I'd also recommend underlining as this can save time in identifying links, especially for low-vision or colorblind users.

When designing your website you should ensure that visited links are a different color from non-visited links. Typically, unvisited links are blue and visited links are purple or gray. The majority of websites follow this convention and users rely on it to determine which pages they've already visited. If links are the same color, users may end up visiting the same page multiple times and become confused about the navigation of your site.

Read what Jakob Nielsen has to say about linking at www.useit.com/alertbox/20040503.html and www.useit.com/alertbox/20040510.html

You can also check out Library Connect Pamphlet Number 5: *How to Design Library Websites to Maximize Usability*. Request printed copies from libraryconnect@elsevier.com, pick them up at upcoming conferences or download a PDF at www.elsevier.com/locate/libraryconnect ■



New! ScienceDirect Electronic Holdings Report

As part of Elsevier's ongoing commitment to improve levels of customer service, ScienceDirect recently launched the Electronic Holdings Report. This report has been developed in response to feedback from librarians. It is the first in a series of online Web services we hope to make available to our ScienceDirect librarian customers during 2005.

What does the Electronic Holdings Report provide?

The report acts as a collection management tool — enabling you to view up-to-date information relating to your institution's holdings and entitlements including:

- Subscribed/nonsubscribed status
- Subscription start/end dates
- Journal title history
- ScienceDirect coverage dates

The report is customizable and can be downloaded to your computer or imported directly into your OPAC. It can be displayed or printed in HTML and Excel, and the use of XML enables data to be automatically imported into other systems for further processing.

Accessing the Electronic Holdings Report

The Electronic Holdings Report is accessible to all users with a ScienceDirect ID granting administrative privileges. Users with these privileges can access the report from the "My Profile" tab on the ScienceDirect navigation bar. Any customer who does not currently have administration rights should contact their Regional Sales Office.

Running the Electronic Holdings Report

Running reports like this one can take time. So, we've created an email alert facility automatically notifying you when reports are ready for collection.

For more information visit www.info.sciencedirect.com ■

Quality Writing, Useful Research, and Stimulating Ideas, . . .

. . . these are the criteria used by the ALA Library Instruction Round Table in selecting articles to be included in their Top Twenty library instruction articles of 2003 (*LIRT News*, June 2004). Among these 20 are no fewer than four from the *Journal of Academic Librarianship*, one from *Library & Information Science Research*, and another authored by Lisa Janicke Hinchliffe, editor of *Research Strategies*. Congratulations to all authors concerned!

Hall, P. (2003). Developing research skills in African-American students: A case note. *The Journal of Academic Librarianship*, 29(3), 182-188; doi:10.1016/S0099-1333(03)00015-6

Riddle, J.S. (2003). Where's the library in service learning? Models for engaged library instruction. *The Journal of Academic Librarianship*, 29 (2), 71-81; doi:10.1016/S0099-1333(02)00424-X

Snavey, L. L. & Wright, C. A. Research portfolio use in undergraduate honors education: Assessment tool and model for future work. *The Journal of Academic Librarianship*, 29(5), 298-303; doi:10.1016/S0099-1333(03)00069-7



Warner, D. A. (2003). Programmatic assessment: turning process into practice by teaching for learning. *The Journal of Academic Librarianship*, 29(3), 169-176; doi:10.1016/S0099-1333(03)00017-X

Halttunen, K. (2003). Students' conceptions of information retrieval. Implications for the design of learning environments. *Library & Information Science Research*, 25(3), 307-332; doi:10.1016/S0740-8188(03)00032-X

Hinchliffe, L. J., et al. (2003). Examining the context: New voices reflect on information literacy. *Reference & User Services Quarterly*, 42(4), 311-317. ■

China, May 2004

At a ribbon-cutting ceremony on May 26, China's Vice-Minister of Health Mr. Zhu Qingsheng and other distinguished representatives from the Chinese academic, government and medical communities joined Elsevier staff to celebrate the opening of our new Beijing office. Elsevier CEO for Science and Technology, Arie Jongejan, commented, "The opening of the new office in Beijing and the partnership programs with various Chinese universities and publishers illustrate Elsevier's long term investment and commitment to the development of Chinese scientific research. We believe our company can play a key role in helping top Chinese scientists extend their influence in the world of science and contribute further to human progress overall. We have opened the Beijing office as a means of offering strong local support to our Chinese customer base."



Ribbon-cutting ceremony. Left to right: Frank Mizuno, Managing Director, North Asia, Lexis Nexis; Arie Jongejan, CEO, Elsevier Science and Technology, Elsevier; Jose Wehnes, Managing Director, International, Elsevier Health Sciences

Germany, June 2004



Left to right: Dr. Engelbert Zass, ETH Zürich and Dr. Oliver Renn, Boehringer-Ingelheim

Are librarians still needed in a world where scientists can access information digitally with no restriction of time or space? — Yes, more than ever! That's the conclusion of our two-day Library Connect conference hosted by the Bayerische Staatsbibliothek in Munich. Increased accessibility to scientific resources has led to a situation in which locating appropriate articles from the immense number of independent

sources available is often akin to searching for a needle in a haystack. Scientists need someone to guide them through the information jungle and that's where Dr. Fabian Franke, University Library Würzburg, Germany, sees the future challenge for librarians: "Providing people with information literacy will become an equally important task as the process of acquiring and opening access to media."

In times of shrinking budgets and Googlization of research it's particularly important to ensure maximum use of subscribed resources. As Dr. Oliver Renn, Boehringer-Ingelheim, puts it: "The partly lost contact with the end user must be re-established by re-engineering library services and marketing so that the users can be 'reached and taught'." During the course of the conference many practical examples of how to achieve this were provided by librarians. Dr. Eveline Pipp from Innsbruck University Library, Austria commented, "Talking with colleagues is always a valuable source of ideas on how to improve things in your own institution. This conference provided participants with the opportunity to exchange ideas and learn from one another's experiences." ■

Japan, July 2004

More than 150 participants attended the 2004 Library Connect Seminars in Tokyo and Osaka. The main topic was going e-only. Kristiina Hormia-Poutanen, Head of the Finnish Electronic Library program, FinELib, at the National Library of Finland, was invited to share her experience in building a national-level digital library and licensing electronic resources in her two



Kristiina Hormia-Poutanen together with librarians from Nagoya University. Left to right: Chikako Sumikawa, Toshiko Todoko, Kazuko Kozaki, Kristiina Hormia-Poutanen, Kazuko Horiki and Hisao Ogura, Senior Account Manager, Elsevier, Japan

presentations, "A nation-wide electronic library – the case of Finland" and "The E-only solution as one basis for the development of a digital library." Joost Kollöffel, Market Intelligence Manager, Elsevier, Amsterdam, discussed economic efficiencies gained with e-journal

subscriptions in his talk "Transition to the digital library; effects on academic libraries and research." Participants appreciated the opportunity to learn from the experiences of digital resource building at FinELib and to hear about a new way of looking at the impact of using electronic resources on library budget and research activities. Yoko Takimoto, Kansai University Library, commented, "The presentations provided advantages and clear guidelines for switching from print to electronic. With the new information I learned today, I feel more confident in moving forward to go e-only at our library." ■



More than 90 participants attended the Library Connect Seminar in Tokyo.

Australia and New Zealand, July 2004

A series of six Library Connect Seminars in Australia and New Zealand attracted almost 200 librarians to cities across the two countries. At each location, a local librarian speaker joined guest speaker Warren Holder, from the University of Toronto, who discussed library integration.

In Perth, Alison Sutherland, Curtin University, talked about changes in library operations and costs between print and

electronic formats; in Brisbane, Martin Borchert, Griffith University, discussed integrating library content into the online learning environment; in Adelaide, Catherine Hunt gave an overview of research at DSTO; in Christchurch, Marilyn Fordyce, Otago University, talked about developing tools for managing serials; in Wellington, Moira Fraser presented the innovative resources developed at their parliamentary library; and in Auckland, Leonie Hayes, University of Auckland, spoke on maximizing full-text collections. She commented, "Library Connect offers a deeper level of interaction than conferences and vendor visits. Being a speaker is like a kind of one-on-one where I get an opportunity to tell it like it is from a client's perspective. As a client, we find this valuable, along with finding out about new products and services and the other big plus — meeting our colleagues from other institutions." ■

South Korea, July 2004



A workshop offered the opportunity for group discussion on e-only. Mi-suk Park, Librarian, Gyeongsang National University, presents her team's plans to guest speakers and participants.

The two-day Information Leaders Group Seminar, co-organized by Library Connect and KESLI at Anmyoendo in South Korea, attracted the participation of more than 40 of the country's leading librarians.



Guest speakers listened carefully to presentations given by discussion group leaders. Left to right: Warren Holder, Librarian, University of Toronto; Joost Kollöffel, Market Intelligence Manager, Elsevier, Amsterdam; Ho Nam Choi, Leader of KESLI; Yongsoo Jeun, Senior Account Manager, Elsevier Korea

The event, entitled "Digital Library Management for Tomorrow's Leaders: How to shape the digital library in the coming five years" focused on library integration and the move to e-only. Speakers included Warren Holder from the University of Toronto on the Ontario Scholars Portal service, and Joost Kollöffel, Market Intelligence Manager, Elsevier, Amsterdam. Yoon Hee Kim of Korea's Environment Institute commented, "Before I attended this meeting, I only had a vague idea of what going e-only means, but Joost's detailed research data has helped shape my ideas."

Also featured on the program were case studies from two Korean libraries. Hea Yeong Jeon, librarian at Dong-A University, talked about their new and innovative reference service, offering assistance through the library homepage, email and instant messenger. Dae Shin Kang of the Korea Institute of Science and Technology provided a practical guide to going e-only based on his institution's experiences. ■

Thailand, July 2004

Eighty participants attended Thailand's first Library Connect Seminar, held at Thammasat University. Given their reaction it will not be the last. Pattama Mudnuraksa of the National Institute of Development Administration asked, "Could you please hold this kind of seminar every year? It's very useful, I learned a lot."



Prapaiphan Jaruthavee, Library Director, Thammasat University, welcomed participants to Thailand's first Library Connect Seminar.

The program focused on knowledge-sharing and electronic resources. Mr. Leo Ma, Chinese University of Hong Kong, and Mrs. Lee Cheng Ean, National University of Singapore, shared their experiences with participants. During the event Mahidol University was presented with an award for "Top ScienceDirect Usage in Thailand" in recognition of the library's great efforts to promote ScienceDirect to their user community. ■

Malaysia, August 2004

A total of 50 participants attended the first Malaysia Library Connect Seminar, held in Kuala Lumpur. Shirley Lam from Hong Kong Polytechnic University shared her library's experience in developing and managing electronic resources, and Puan Wan Faridah Wan Mansor, Head of Information Management Division at Universiti Putra Malaysia (UPM), presented her institution's success story of promoting electronic resources to their user community. UPM achieved the highest ScienceDirect usage across all libraries in Malaysia during 2003 and an award was presented in recognition of their effort. A second award for "Highest ScienceDirect Usage Growth in Malaysia (2003-2004)" was presented to Utara University. Participants appreciated the seminar — "I'm able to update my knowledge about ScienceDirect, and share experiences and strategies to promote the usage of electronic resources in the library," commented Hasdarinar Abdul Jalal of Kolej Universiti Kejuruteraan Utara Malaysia. ■



Pascal Nieuwendijk, Regional Sales Manager, Elsevier, Asia Pacific, presents the award for the highest ScienceDirect usage in Malaysia to the winning team from Universiti Putra Malaysia.

Staying Connected

Elsevier Online Training Reaches Rural Hospitals in Idaho

Dana Herndon, Sales Associate, Elsevier, St. Louis, Missouri, USA

When the Institute for Rural Health purchased MD Consult and FIRST Consult in September 2003, 10 Idaho hospitals participated. They were accessing these products through the TelIda Toolbox, their online web portal. At the time of purchase, the institute hosted a daylong training session for librarians and administrators on Idaho State University's campus. To lead the session, I traveled from Saint Louis, Missouri to Pocatello, Idaho. Many hospital staff drove five hours or more to this training.

In 2004, the institute for Rural Health added 27 additional hospitals and eight rural community health centers to the original 10 hospitals already with service. These hospitals were spread from the panhandle of Idaho to the border of Utah. This geographic reach (500 miles north to south and 300 miles east to west) presented a challenge to the training team.

Working with the Institute for Rural Health, I set up two Web-based training sessions for all 37 participating hospitals. Each training session lasted one hour, and librarians and administrators from different hospitals attended both sessions. When logging into the online training, each participating hospital had either a committee present or individuals sitting behind their desks and utilizing their own computers. I was able to cover each service or content area of MD Consult and FIRST Consult, and present real-life scenarios as examples of the products.

Today, rural hospitals in Idaho have access to a tremendous amount of clinical content that was once not available in the rural setting. Using the power of Web-conferencing, Elsevier was able to reach each of these hospitals and conduct training in a two-hour time span.

Feedback on the training has been very positive. "The Web-based training has been an invaluable tool to bring training to our partner hospitals and community health centers," explained Stephen Weeg, Executive Director, Telehealth Idaho. "Given our distances and geography, it would be extremely difficult and expensive to reach each site. The participants responded positively to the training and the wealth of health information that is now available to them."

We'd like to thank the Institute of Rural Health Idaho for creating a vision to reach the rural hospital community with comprehensive clinical information!

Arrange a Customized Web-based Training for Your Library

Any Elsevier customer interested in arranging Web-based, live training — led by a product expert — may contact an Account Development Manager or sales representative or email us at libraryconnect@elsevier.com. Private online training sessions, tailored to the needs of specific groups of librarians, researchers or practitioners, are available in a variety of languages. ■

Correction to *Library Connect*, Volume 2, Issue 1

The headline "No Train or Plane Tickets Required!" (page 16) should have appeared together with the article "Success Story UK: Sheffield Hallam University Tries Out Elsevier's Online Training" on page 12. Library Connect would like to thank Aileen D. Wade, Information Specialist, Learning Centre, Sheffield Hallam University, UK, for supplying us with this headline, and apologize for its misplacement in the issue.

Upcoming Events 2004 - 2005

NOVEMBER

- 1-2 Library Connect Publishing Workshop, Hong Kong
- 1-5 Library Connect Publishing Workshop, China
- 2 Library Connect Seminar, Durban, South Africa
- 3 Library Connect Seminar, Johannesburg, South Africa
- 3-6 Charleston Conference, Charleston, NC, USA
- 10-11 STIC CONCERT Meeting, Taiwan
- 12-17 ASIST 2004, Providence, RI, USA
- 15-17 Internet Librarian, Monterey, CA, USA
- 16 Library Connect Seminar, Newport Beach, CA, USA
- 18 Library Connect Seminar, San José, CA, USA
- 18-19 Korean Private University Library Association Workshop, South Korea
- 24-27 The 6th Library Fair, Yokohama, Japan
- 30-12/2 Online Information 2004, London, UK

DECEMBER

- 3 Library Connect PharmaDay, London, UK
- 6 Library Connect Seminar, Beijing, China
- 6 Library Connect Seminar, Hainan, China
- 6-7 GL-6 Sixth International Conference on Grey Literature, New York, NY, USA
- 6-7 CSIR Meeting, Delhi, India
- 12-15 ICIS 2004, Washington, DC, USA
- 13-17 7th International Conference of Asian Digital Libraries, Shanghai, China

JANUARY

- 11-14 ALISE 2005, Boston, MA, USA
- 14-19 ALA Midwinter 2005, Boston, MA, USA

Elsevier Events at ALA Midwinter

Saturday January 15

Library Connect Digital Libraries Symposium

Three speakers will discuss exciting projects to digitally archive important, rare and historic materials.

- Paul Gherman, University Librarian, Vanderbilt University
- Chet Grycz, CEO, Octavo
- Richard Horton, Editor-in-Chief, *The Lancet*

Sunday, January 16

Library Connect Editors' Session

A chance for potential authors to speak with library and information science editors and learn more about publishing in Elsevier books and journals.

Elsevier Dessert Reception

This year's dessert reception will be held at the Ritz-Carlton, 8:30 - 11:00 PM.

Don't forget to visit us at the Elsevier booth for a Library Connect presentation. Choose from the following topics:

- Ways to Use Journal Articles Published by Elsevier
- How to Use and Interpret Usage Reports
- How Libraries Are Training Users on E-resources: Best Practices
- How to Design Library Websites to Maximize Usability

If you would like to attend the Library Connect Digital Libraries Symposium or the Elsevier Dessert Reception please email Lashaon McGee (l.mcgee@elsevier.com) to reserve your invitation.

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