

# Online Books: Determining Value And Quality



Jonathan Bunkell  
VP Online Book Sales  
Elsevier

# Discussion topics

- Online books – what's out there?
- What factors are important to librarians and users
- Quality measures for online books
- Making online books more useful (useable)
- ROI
- Case studies
- Online books – a peak at the future

# Nothing new...

“It is certainly impossible for any person who wishes to devote a portion of his time to [research], to read all the books and papers that are published in connection with his pursuit; their number is immense, and the labour of winnowing out the few [of interest], is such that most persons who try [...], pass by what is really good.”

Date: 1826

# Online Books: What's out there?

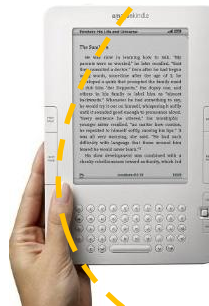
Institutional access



Specialist aggregators



Individual download



Mobile platforms



# What factors are important?

To researchers:

**Accessibility** – Anytime...Anywhere

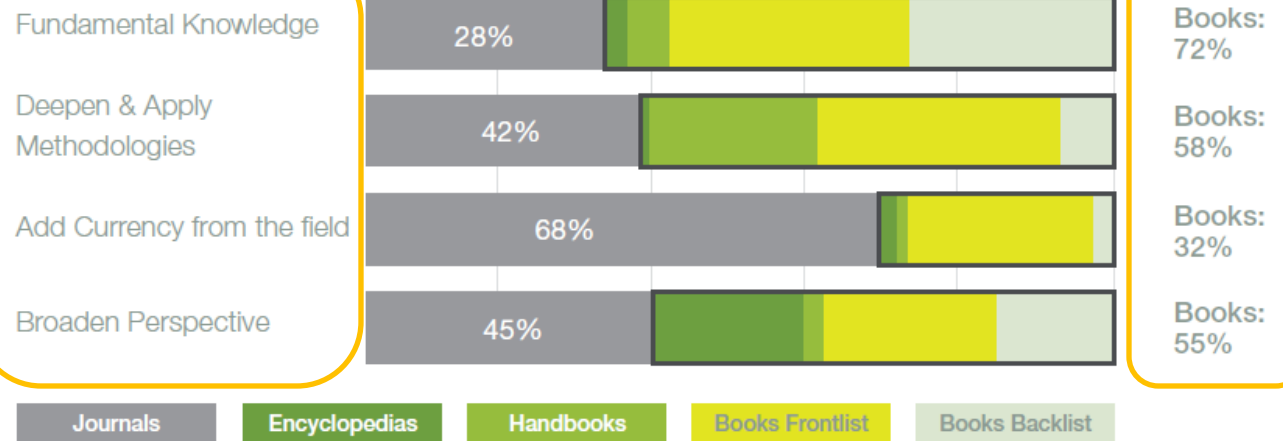
**Flexibility** – Direct links to full text (pdf or HTML), multiple and simultaneous users, capability to download or print, no digital rights management restrictions

**Searchability** – Faster retrieval of information compared to searching the shelves during library hours, finding relevant information that they were not specifically searching for when content is presented contextually, brief abstracts or previews to assess relevancy

**Convenience** – Integrated book and journal content and citation tools across a diverse range of subjects

And why is access to books important to researchers?

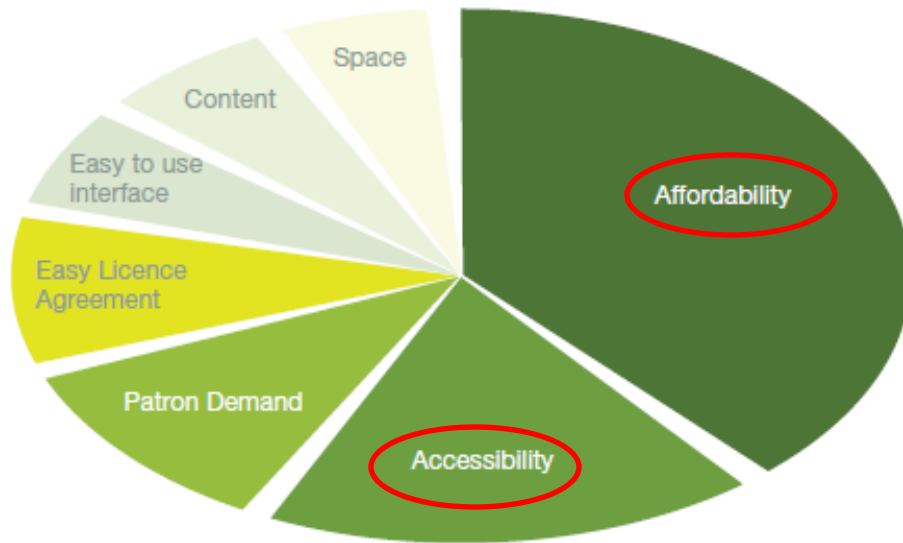
## The Value of Content to the Research Workflow



# What factors are important

To librarians investing in online books

**Before** investing



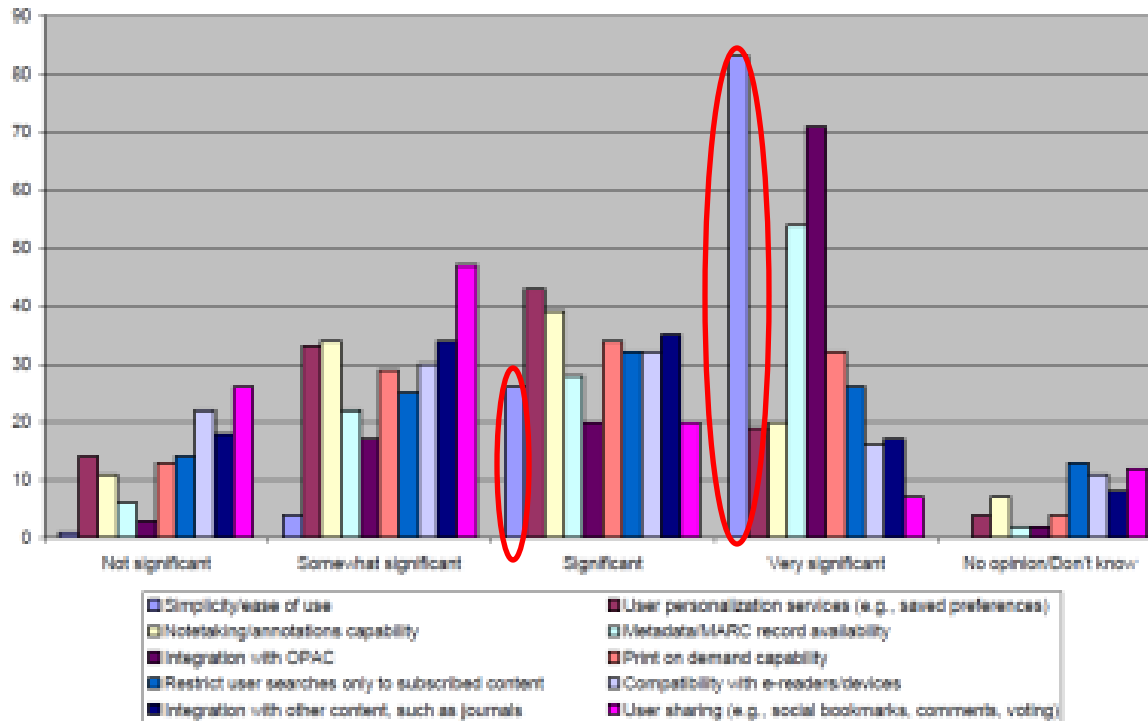
**After** investing



Source: SMS (Satisfaction Management Systems)/Elsevier Survey Responses from 450 Librarians Worldwide, 2009

# Other findings:

From Highwire Survey of librarians:



+95% of librarians highlight simplicity/ease of use as a very significant or significant factor in ebook purchasing decisions

<http://highwire.stanford.edu/PR/HighWireEBookSurvey2010.pdf>

*"It used to be that the way you put together a library budget was to look at like institutions and then argue for a little more. Now my provost is saying to me, "If I give you x dollars, what is the return on investment to the University?""*

*—T. Scott Plutchak, Librarian, University of Alabama at Birmingham*

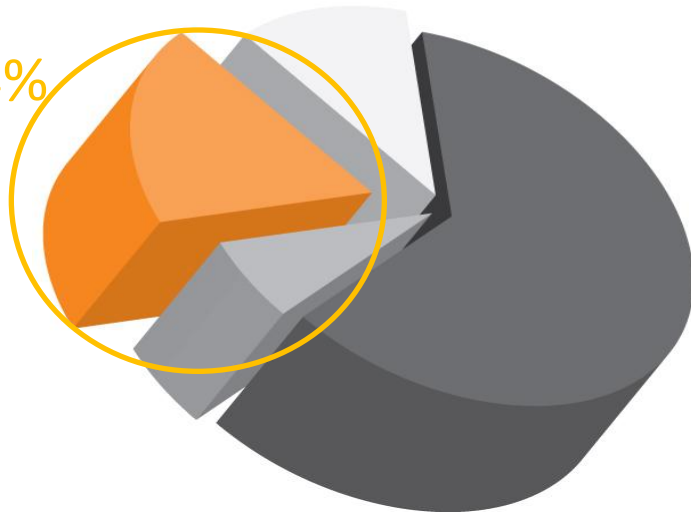
# Quality measures for online books

If we take quantifiable metrics like citations...  
very little exists for online books:

## Cited Records in Scopus

Over 24% of all cited records in Scopus are books.

24%



- 91 million records in Scopus
- 22 million book records

- Journal Articles (incl. Reviews, short communications, AIPs, etc)
- Conference Items
- Books
- Rest (incl. patents and unknowns)

Most cited item in Scopus is a book

Author(s)	Date	Source Title	Cited By
Sambrook, J., Fritsch, E.F., Maniatis, T.	1989	<i>Molecular Cloning: A Laboratory Manual</i>	106264

**Books are not systematically indexed for citations like journals**



# Other Existing Data

**A comparison between 900 book authors who published with Elsevier vs. another major publisher**

More Established

# of Documents Published

122	86
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More Cited

# of Citations

1804	1052
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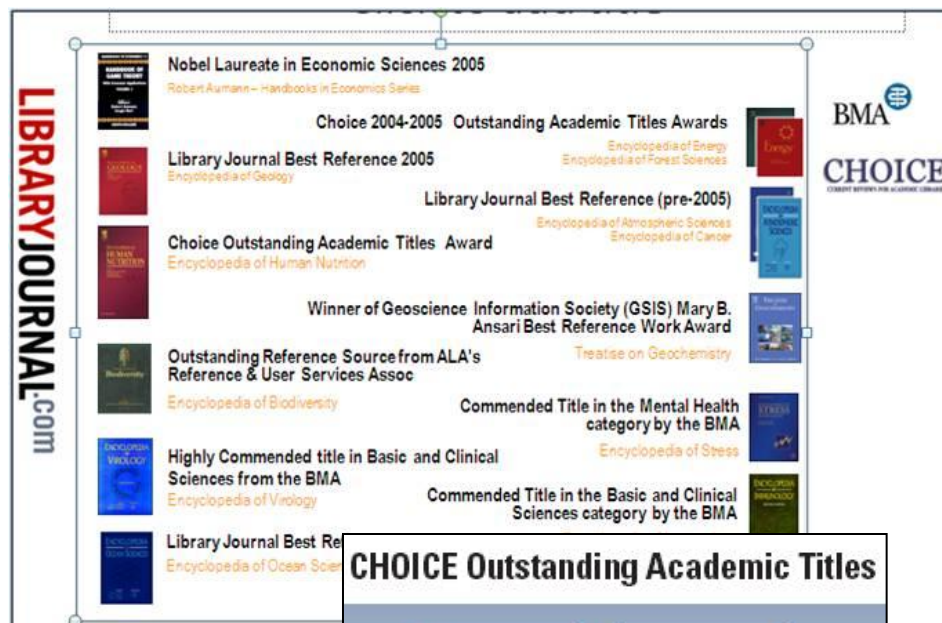
Better Rated

Average author H-Index

16.3	14.1
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**Elsevier Authors**

**Other Major Publisher Authors**



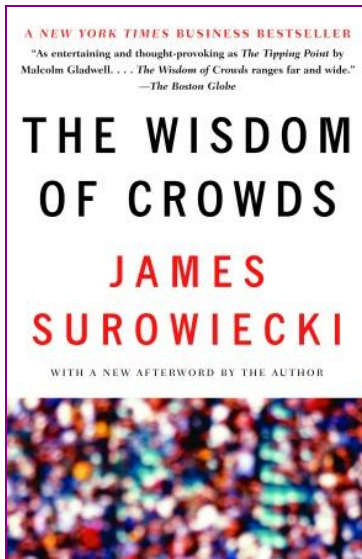
## CHOICE Outstanding Academic Titles



# Usage as measure of quality...

In the future, PageRank, not the ISI's IF, may very well start representing our perception of article and journal status.

Bollen, J., Rodriguez, M. A., and Van de Sompel, H. (2006). Journal status. *Scientometrics*, 69, (arxiv.org:cs.DL/0601030)



Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future.

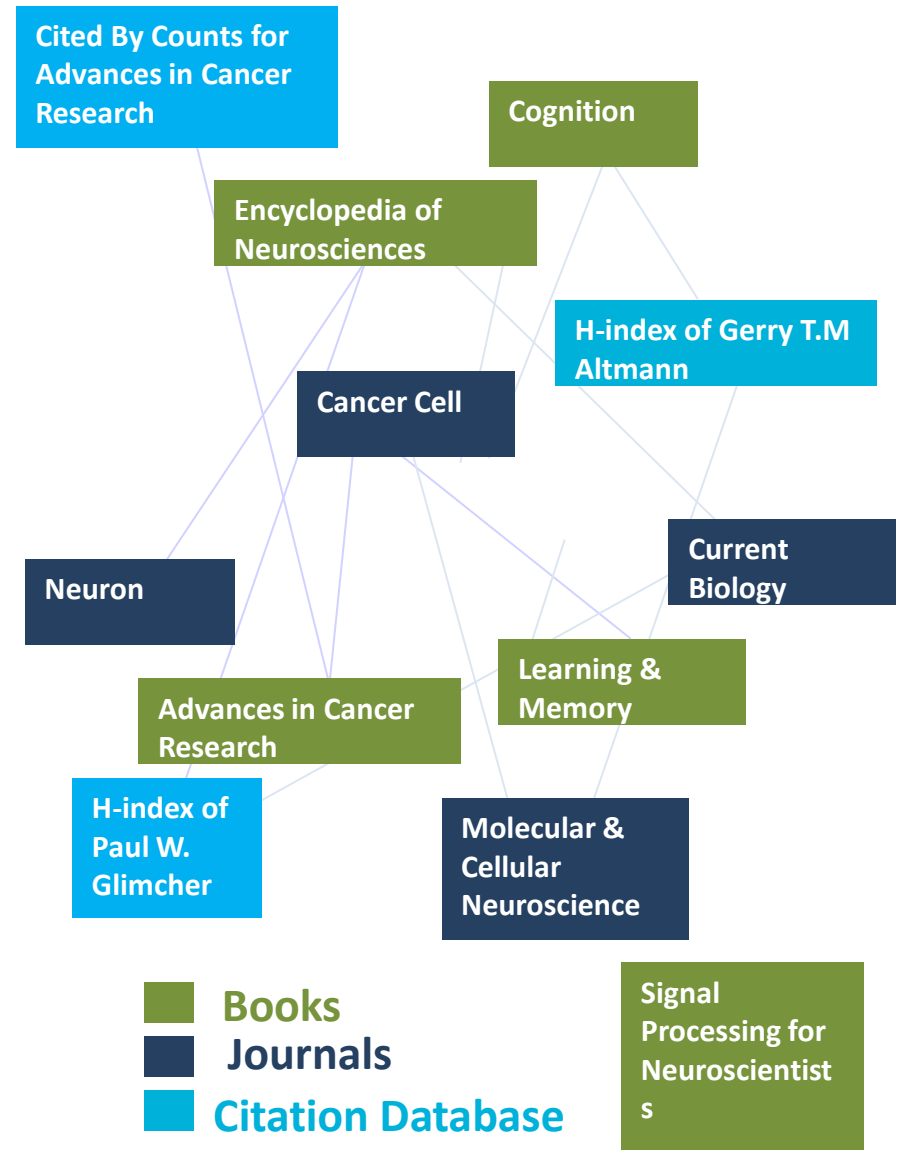
**Usage data and cost-per-use data are widely available for online books**



A number of online books are COUNTER compliant including ScienceDirect books

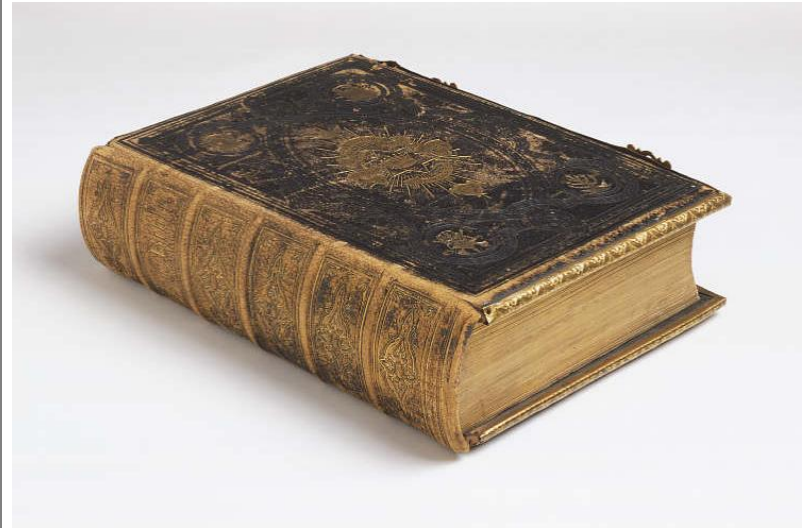
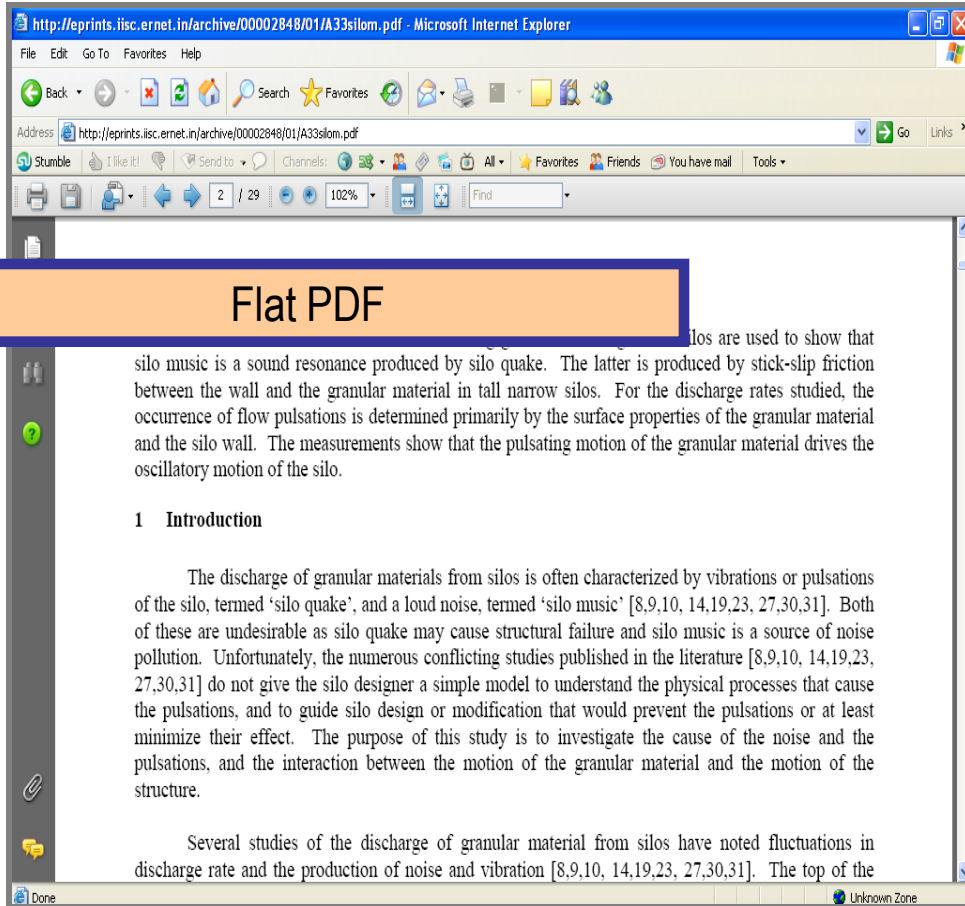
# Making online books more useful (useable)

1. **Electronic books** – anytime, anywhere; increased productivity (searching more information)
2. **Reference linking** to full text of cited articles (CrossRef)
3. **Tools for data-mining**, visualization; geographical coordinates
4. **Advanced searching** (e.g. chemical structure searching)
5. **Federated searching** and integration of a broad range of information types (e.g., including patents)
6. **Collaborative tools**
  - a. Nature's Connotea, Elsevier's 2collab
  - b. Broader world of web 2.0



# From scientific content...

or



# To scientific content-based experience

Links to other chapters in same book

Link to articles which cite this one

View related articles

**Powder Technology**  
Volume 145, Issue 3, 9 August 2004, Pages 190-202

SummaryPlus | **Full Text + Links** | PDF (696 K) | View thumbnail images | View full size images

Add to my Quick Links | Cited By | E-mail Article | Save as Citation Alert | Export Citation | Citation Feed

doi:10.1016/j.powtec.2004.07.003 | Cite or Link Using DOI

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## Silo music and silo quake: granular flow-induced vibration

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<sup>b</sup>Department of Chemical Engineering, Indian Institute of Science, Bangalore, India  
Received 7 October 2003; revised 5 May 2004; accepted 21 July 2004. Available online 2 September 2004.

### Abstract

Acceleration and sound measurements during granular discharge show that silo music is a sound resonance produced by silo quakes. The quakes are produced by stick-slip friction between the wall and the granular material. For the discharge rates studied, the occurrence of flow pulsations is determined primarily by the surface properties of the granular material and the silo wall. The measurements show that the pulsating motion of the granular material drives the oscillatory motion of the silo.

### Related Articles in ScienceDirect

- Silo-music and silo-quake experiments and a numerical C...  
*Powder Technology*
- Silo music: Sound emission during the flow of granular ...  
*Powder Technology*
- Silo music -- Mechanism of dynamic flow and structure i...  
*Powder Technology*
- A Numerical Model for Flow of Granular Materials in Sil...  
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- Send chapter to friend (points to 'E-mail Article')
- Email the author (points to author names)
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- Scopus integration (points to 'View Record in Scopus')

# Platform can be important in adding value

## From earlier in presentation:

**Accessibility** – Anytime...Anywhere

**Flexibility** – Direct links to full text (pdf or HTML), multiple and simultaneous users, capability to download or print, no digital rights management restrictions

**Searchability** – Faster retrieval of information compared to searching the shelves during library hours, finding relevant information that they were not specifically searching for when content is presented contextually, brief abstracts or previews to assess relevancy

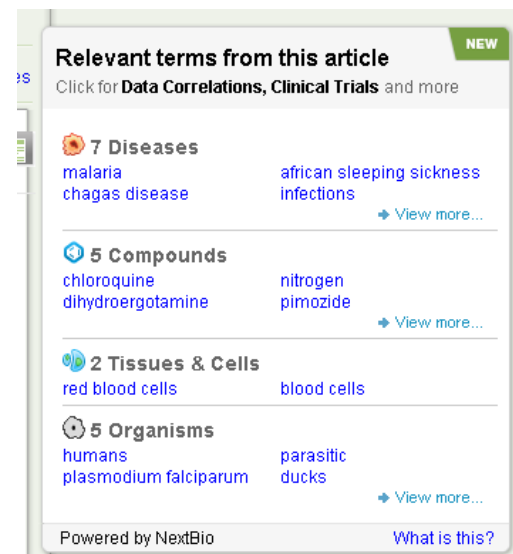
**Convenience** – Integrated book and journal content and citation tools across a diverse range of subjects

## What's next?

- Access on mobile devices
- More tools
- Discovery tools...

Stay tuned!

E.g. NextBio integration  
(screen grab from ScienceDirect)



The screenshot displays a 'Relevant terms from this article' section, powered by NextBio. It lists terms categorized by icon: 7 Diseases (malaria, chagas disease, african sleeping sickness infections), 5 Compounds (chloroquine, dihydroergotamine, nitrogen pimozide), 2 Tissues & Cells (red blood cells, blood cells), and 5 Organisms (humans, plasmodium falciparum, parasitic ducks). Each category has a 'View more...' link. The interface includes a 'NEW' badge, a 'Click for Data Correlations, Clinical Trials and more' prompt, and a 'What is this?' link at the bottom.

Category	Count	Terms
Diseases	7	malaria, chagas disease, african sleeping sickness infections
Compounds	5	chloroquine, dihydroergotamine, nitrogen pimozide
Tissues & Cells	2	red blood cells, blood cells
Organisms	5	humans, plasmodium falciparum, parasitic ducks



# R.O.I.

## Demonstrating the value of the library:

### ROI for Libraries Remains High



By Roger Strouse  
August 29, 2007

The latest Outsell research on information end-users shows that those with access to an enterprise library reap substantial benefits. By using their organizations' libraries, on average users reduce their time spent on information tasks by nine hours per interaction and save \$2,218 in direct costs. Two-thirds say that library-provided information helped them to make a major decision.

<http://www.outsellinc.com/store/insights/3538>

Outsell's research and survey findings provide some guidance for information managers needing to establish the value proposition for STM content in electronic formats. Across a broad group of R & D and technical end-users surveyed, electronic content was found to be increasingly relied upon with the right source and type of information essential to users now actively searching for required information on a daily basis. Outsell found a large majority of end-users surveyed reporting:

- A heavy reliance upon STM content,
- an average time savings of 2-4 hours per user per occasion,
- associated cost savings in the form of faster information identification and elimination of redundant work, and
- a clear role for e-content in effectively supporting business decisions such as technologies to pursue and projects to select

<http://www.springer.com/librarians/solutions+for+industry?SGWID=1-40475-12-700104-0>

### University of Illinois at Urbana–Champaign

...the model produces a **return of \$4.38** in grant income to the university **for every dollar invested in the library in 2006**

UIUC model – 2006 data		
No. of tenure system faculty	2,045	
No. of principal investigators	1,700	*Survey Q11: 94% of faculty use citations in grant proposals
A = % of faculty using citations in grant proposals*	78.14%	(1700x94%)/2045
No. of grant proposals	2,897	**Survey Q12: 94% of proposals include citations that are obtained via campus network
No. of grant awards	1,456	**Survey Q10: 95% of faculty state citations important or essential in grant awards
B = % proposals incorporating citations obtained through library**	50.79%	(1456x95%) / (2897x94%)
Average size of grant	\$63,923	
C = Proportion of grant secured using library materials	\$25,369	(78.14%x50.79%x\$63,923)
No. of grants (expended) in year	6,232	
D = Proportion of grant income using library materials	\$158,099,608	(\$25,369x6232)
Total library budget	\$36,102,613	
E = University return in grant money on library	\$4.38	(\$158,099,608/\$36,102,613)

<http://libraryconnect.elsevier.com/whitepapers/0108/lcwp0101.pdf>

# Case Study: Monash University

“Ebooks and associated electronically-generated cataloging records make it **easier and quicker for staff** to acquire, promote and “lend” books – and **the cost per use is lower compared to print**. It cuts down the space required to house the collection, **reduces the need for physical handling** and results in a “greener” information resource. **Cost, space and time savings can be redirected to other priorities**, like efforts designed to make the library a more inviting place and increase the role it plays on campus. **Door counts have increased significantly. More floor space** translated into more group study areas, more tolerant policies regarding noise and food and beverage were instituted and wireless Internet access was installed.”

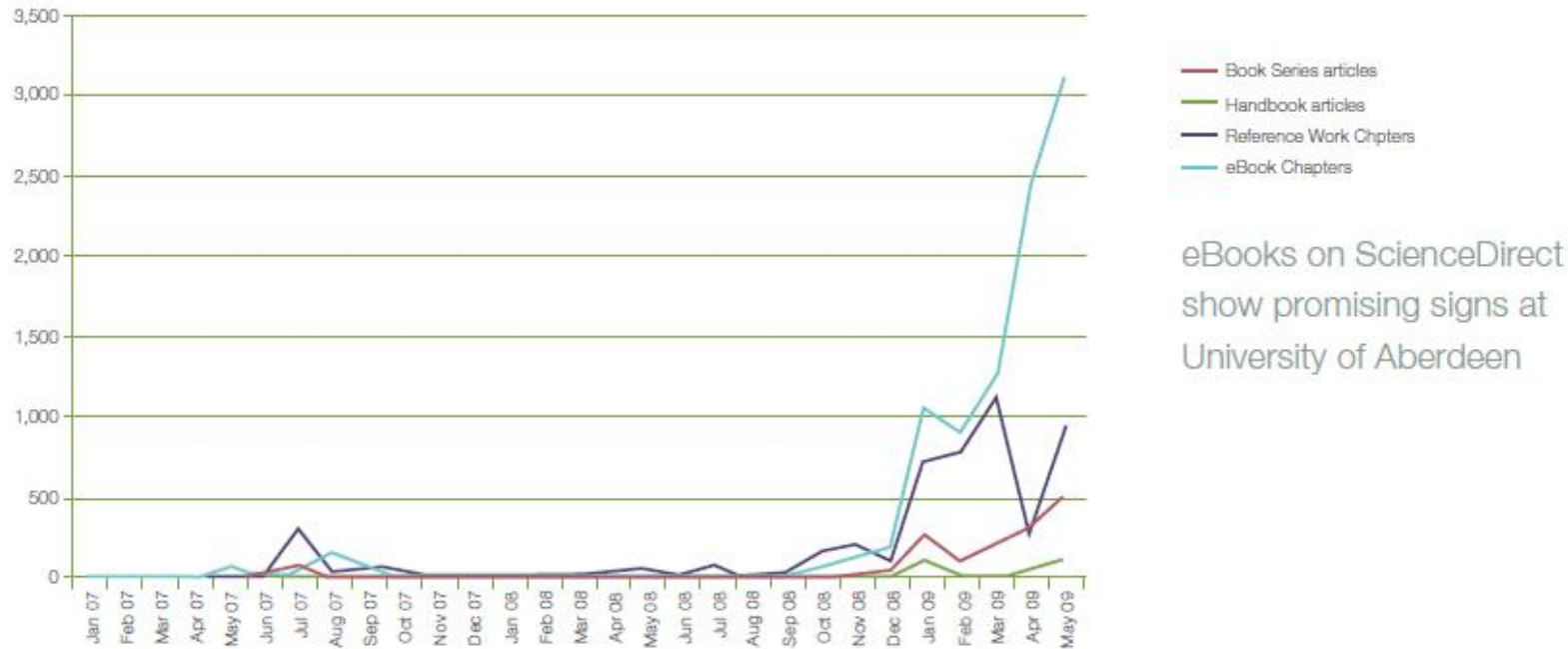
**“Today’s patrons want and need ready access to the content they need, when they need it—  
in and out of their own area of expertise.”**

Robert Thomas, Library Manager  
Hargrave-Andrew Library, Monash University—Australia





# Case study – University of Aberdeen



*"This data appears to indicate and suggest that our eBook collection adoption has been a success, but as we are only six months after purchase, we will be seeking further evidence to qualify and substantiate the findings."*

Chris Banks, University Librarian, University of Aberdeen

# What's Next?



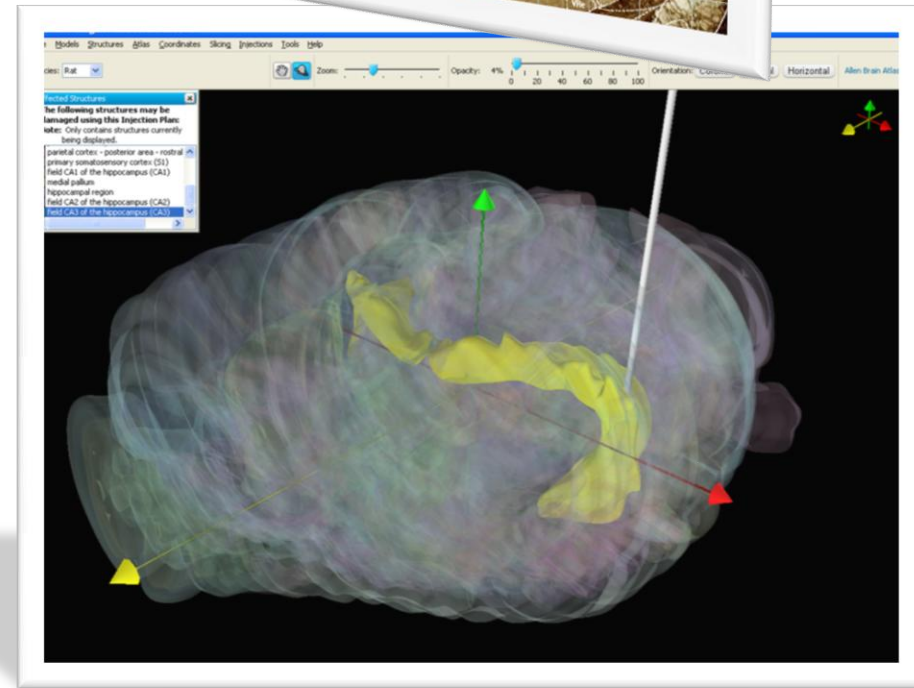
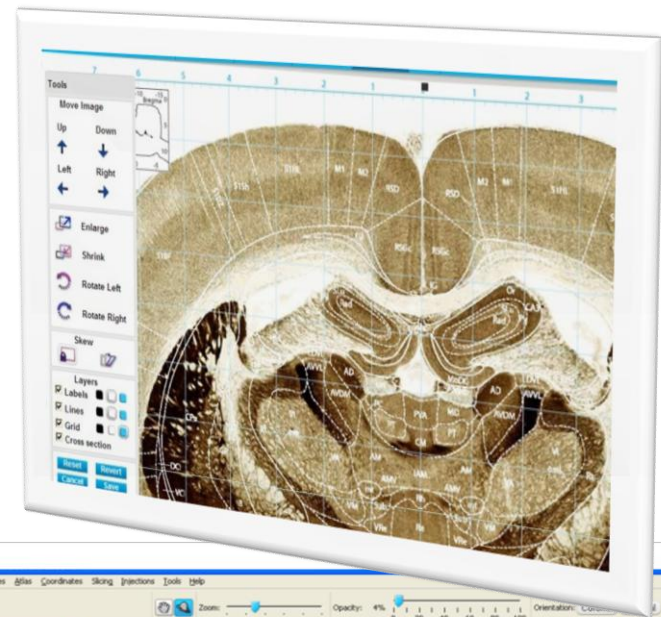
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BrainNavigator is an online 2D & 3D brain map based on work from leading brain cartographers, **George Paxinos** and **Charles Watson** and developed in partnership with the Allen Institute for Brain Science

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- Improve research efficiency and accuracy
- Save time spent on research
- Reduce costs
- Minimize laboratory errors



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# Muchas gracias!

"There is no path. **The path is made by walking.**"

Antonio Machado (1875–1939)  
Spanish poet

**Are you  
ready?**

**Librarians:**

58% say they are actively migrating

**Researchers:**

82% say they are actively migrating (or ready to migrate!)