

Welcome

Library Connect's first issue in this new year presents insights into how knowledge about user behavior and user needs can help both librarians and publishers to optimize services offered to our customers.

This issue looks at different ways information about users and user behavior can be built up. In-depth user surveys, field studies, usage- and path-analysis, and other methods are increasingly being used to capture what users expect to find in the products and services we develop for and with them. This so-called "evidence-based" development is our guiding principle for all product development across Elsevier.

When people ask me about e-product development, my favorite subject is a very simple and obvious rule which should never be neglected in the product development process. The rule is: "Whatever you do in electronic publishing, make sure you and your customers can measure usage and user behavior, as this directly translates into the value of your products and services."

Librarians and publishers alike will continue to improve the ways user/usage statistics are being captured and applied when considering new access models and pricing models. Our ever-growing and combined knowledge of this subject will help us in preparing for future models and guide us in making the right decisions going forward.

I sincerely hope you will enjoy reading this issue of Library Connect which is, thanks to all our contributors, such an informative read!

Wishing you a very happy new year,

Joep Verheggen, Director, ScienceDirect, Elsevier, Amsterdam, The Netherlands

Q & A Snapshot with Joep Verheggen

Q: What were you doing before joining Elsevier?

A: Following my graduation from the University of Utrecht, where I studied in the Department of Mathematics and Physical Sciences, I spent a brief period in the financial sector. For 15 years now, I have been with Elsevier in various publishing and management positions.

Q: What industry trends are you watching?

A: Obviously mostly trends in the changing models in the publishing industry and technology trends relevant to this industry. I also like to keep up with general trends in usage and user behavior.

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

A: The fact that ScienceDirect and thus my job touches almost all aspects of the publishing process.



Joep Verheggen

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New Leaflet Helps Researchers

The "Making Sense of Science Stories" leaflet sent with this issue can help users assess scientific validity of information. For multiple copies, visit www.senseaboutscience.org



Q: What is your favorite book?

A: Very difficult question. *The Name of the Rose* by Umberto Eco, *The Discovery of Heaven* by the Dutch author Harry Mulisch, and *Oblomov* by the Russian author Ivan Gontjarow. And of course *The Hitchhiker's Guide to the Galaxy* by Douglas Adams.

Q: What are you reading now?

A: I've just completed *Extremely Loud and Incredibly Close* by Jonathan Safran Foer, and am starting *The Sea* by John Banville.

Tenopir's Top Tips on User Surveys

Professor Carol Tenopir, with the University of Tennessee's School of Information Sciences, is a leading figure in end-user research and has published books on the topic. Elsevier Account Development and Channel Marketing Manager Alex Lankester recently asked for Professor Tenopir's thoughts on how libraries can most effectively implement end-user surveys.



Carol Tenopir

Library Connect: Why are user surveys important?

Carol Tenopir: Usage reports are helpful for understanding use of your e-resources, but they don't give you all of the information about your users that you need. Surveys can provide additional information such as the use of both print and electronic resources, as well as the use of alternatives to library collections, and demographic data. We have observed through surveys, for example, that articles read from library collections are judged by users to be more valuable to research than those from other sources and that medical faculty, on average, read two to three times more journal articles than humanities or engineering faculty.

LC: How frequently should libraries conduct surveys and how long should a survey run for?

Tenopir: Surveys are time-consuming for respondents and librarians, so I recommend using a survey to supplement usage reports only every three to five years. Regarding the actual running time of a survey, I suggest a maximum of six weeks. The large majority of responses occur in the first week. After that the response rate decreases dramatically. Reminders do help but you can only send so many of these.

LC: How should people manage survey logistics?

Tenopir: Web-based surveys are definitely less expensive and easier to run, but response rates are invariably lower than with paper surveys. We usually start with an email message, including a link to a Web questionnaire, which we accompany with a PDF version for those who would rather print and send the survey back to us. For some groups, paper should come first, followed by email.

LC: How can we ensure a reasonable response rate to a survey?

Tenopir: Survey fatigue is now common and response rates are noticeably lower than in the past. However some things do ensure a higher response such as offering Web and paper options, sending the email (with a link) from a recognized name, restricting the survey length to 10-12 minutes, and offering an incentive such as a chance to win a prize. Faculty tend to be better responders than students, and you need to consider other ways of reaching students such as passing out surveys in seminars or lectures.

LC: What are key types of questions to include in a survey and what percent should be qualitative versus quantitative?

Tenopir: With surveys there should be several open-ended qualitative questions, but most should be quantifiable. Several types of typical survey questions are: demographic, so you can understand your specific users better; recollection, but only for a short time period (e.g., how many articles have you read in the last four weeks?); opinion and preferences; and critical incident (focusing on specific incidents, so outcomes, value and other details can be obtained).

LC: Can you expand on "critical incident"?

Tenopir: Donald W. King and I use a variation of critical incident called "the last incident of reading." We focus on this because people remember a recent reading more accurately than general recollections and this allows us to ask very specific questions about that reading such as how an article was located, the format of reading, the time of reading, and the purpose and value of reading. The last incident gives us a random sample of readings rather than just a random sample of respondents.

LC: You once wrote, "A survey is only as good as the wording." What do you advise regarding the format of questions in surveys?

Tenopir: It is important to define terms so respondents have clear understanding of what is being asked. For example, we define reading as "going beyond the table of contents, title and author into the body of an article." It is also advisable to run a small pre-test to make sure respondents understand your wording and meaning. Likewise to ensure they are sensible, you should read questions aloud to other researchers. Finally be careful with complex, multi-part questions and put questions in logical order.

LC: To be sufficiently representative, how comprehensive in its coverage of different groups (subject or research level) should a survey be?

Tenopir: There are big differences among subject disciplines, so these should be segmented. Sometimes the response rate from a particular group will be too small so you have to either omit such a group or post-categorize into broader groups such as "humanities" rather than history, arts or literature.

LC: How can we avoid misinterpreting survey results?

Tenopir: You shouldn't over-conclude or try to answer questions not in your survey. Likewise be careful of generalizing if your response rate is low or your population is unique, and ensure you use only appropriate statistical tests. Sometimes just straight reporting of numbers, means, medians, modes and standard deviations is sufficient and there is no need for elaboration. ■

Explore More

Carol Tenopir's website: <http://web.utk.edu/~tenopir>
 Tenopir, C., & King, D. W. (2000). *Towards electronic journals: Realities for scientists, librarians, and publishers*. Richmond, VA: Special Libraries Association.

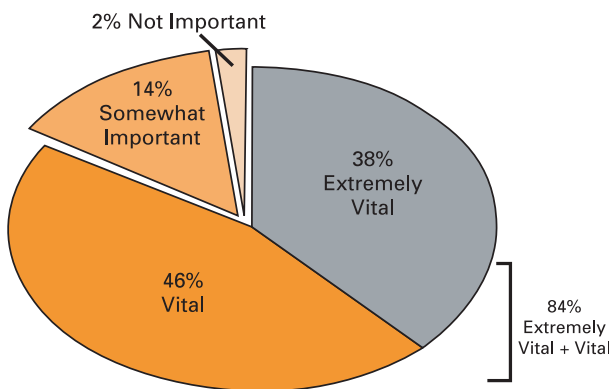
Innovation and Information: Researchers Cite Increasingly Important Link

Shaun Briley, Library Connect Marketing Intern, Elsevier, San Diego, CA, USA

The world of technical research and development is a challenging and competitive environment, and those who have the best tools and resources are often more successful in beating the competition to the marketplace.

An independent survey commissioned by Elsevier asked over 25,000 R&D engineers and scientists in the US how access to paid R&D information tools impacts their work and their ability to drive innovation. The survey reached representatives of companies such as AT&T, Boeing, Dow Chemical, Kodak, GE Healthcare, IBM, Intel Corporation, Johnson & Johnson, 3M and other household names and industry leaders.

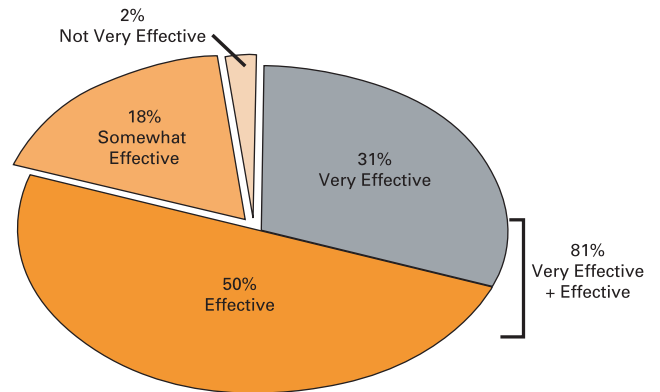
A report detailing the survey findings shows the importance of R&D information tools such as Engineering Information's Engineering Village 2. Two-thirds of surveyed research engineers and scientists reported an increasing need for resources that provide access to the work of other professionals in their fields. Eighty-four percent of respondents stated that access to experiences of other researchers was vital to their own work.



Professionals feel it's vital to have access to the experiences of other researchers.

The survey results reflect the growing pressure on engineers and scientists to perform. Three quarters of respondents reported there is less room for error in their investigations now as compared with four or five years ago, and a slightly larger group, 78%, said they felt their institutions had increased the pressure for faster innovations and for them to contribute to their companies' growth.

The report highlights the value researchers place on having access to paid information tools. An overwhelming 93% of respondents said their own accomplishments are built on knowledge provided by paid R&D information tools. Access to high-quality R&D information resources, such as Web databases with articles, peer-reviewed journals, books and related literature, "helps me be more creative, looking at other approaches to a problem," remarked one respondent.



Researchers find paid R&D information tools are effective in stimulating innovation.

Ninety-one percent of survey respondents reported that access to R&D information tools generated productivity in excess of their cost, and several respondents reported paid information resources had reduced costs and mistakes at their institutions. Besides avoidable mistakes, other pitfalls of not having access to high-quality, paid R&D information include unintentional patent infringement and time lost in unproductive or redundant searches.

Some researchers went so far as to say that without access to paid R&D information tools they would not be able to launch new products in the market. One respondent said it "would be like shooting ducks in the dark; couldn't possibly conduct relevant research."

"An overwhelming 93% of respondents said their own accomplishments are built on knowledge provided by paid R&D information tools."

Respondents without access to such research tools commented: "Credible academic works would be superior to what usually comes back in a 'Google,'" and "I search for hours for something that should only take minutes." Among researchers who did not have access to paid R&D information tools, 87% wanted to gain access.

"R&D workers have overwhelmingly indicated that the research environment continues to grow more challenging," noted Ross Graber, Marketing Director of Elsevier Engineering Information. "R&D organizations are being pushed to innovate faster and deliver greater results. R&D workers feel strongly that information plays a vital role in their innovation process. Without access to superior information tools their companies would be at a significant disadvantage."

Full survey findings appear in the special report, "The Role of Information in Innovation," available at www.ei.org/Innovation_Brochure.pdf. Findings were independently collated by Martin Akel and Associates of Chester, New Jersey, following an email questionnaire sponsored by Elsevier in 2005. ■

View from the Ward: A Teaching Doctor Explains How He Uses Online Clinical Resources

James Ting, M.D. is a faculty member and sports medicine specialist with the Family Medicine Residency Program at Northridge Hospital Medical Center in California. Electronic Products Senior Marketing Manager Drew Karl, with Elsevier in St. Louis, Missouri, recently caught up with Dr. Ting. Excerpts of their conversation follow.

Library Connect: For what kinds of questions do you turn to online clinical resources?

Dr. James Ting: They help me answer a variety of questions, ranging from the latest evidence regarding new treatment options for a particular condition, to the side-effect profiles and interactions associated with a particular medication.

LC: How has your ability to consult clinical information online affected your overall efficiency?

Ting: I spend significantly less time searching for information I need. This in turn helps improve my effectiveness as a physician, as I am better able to get patients immediate and reliable answers for their medical issues.

LC: Is having clinical information available at point of care helping save lives?

Ting: Certainly. It allows instantaneous access to a vast amount of clinical information which, as in the case of medication interactions and side effects, can have potentially life-saving implications.

LC: When you're with patients, how do you access online clinical resources?

Ting: Typically I use a palm device, or I may step out briefly to a nearby desktop computer. For ease of access and portability, I prefer using a palm device.

LC: Are you seeing more medical personnel access clinical information at point of care?

Ting: In recent years, I've definitely seen a shift toward the use of clinical information at the point of care among my colleagues. Such access is not only routine, but more and more a necessity.

LC: Can you give us an everyday example of the use of online clinical information?

Ting: Yes. I recall a patient who came to my office asking about whether or not a specific diagnostic test was indicated for her condition. Based on my own experience and that of my colleagues, I knew the answer was no. However, I wanted to give my patient a more definitive answer. Because I

had easy access to online clinical information, I was able to do a quick search of the medical literature and find a consensus guideline from an expert panel that indeed stated the test in question was not warranted. Having this information available to share with my patient resulted in a much more satisfying office visit for both of us.

LC: What online clinical resources or publications do you consult most often?

Ting: The resources I use most often are MD Consult, UpToDate, The Cochrane Library, Lexi-Comp Online, PubMed and online publications such as the *New England Journal of Medicine* and *American Family Physician*.

LC: Do you ever turn to librarians for assistance with online clinical resources?

Ting: Yes. They have had as much or even more experience in the use of these resources than I have.

LC: What types of questions do you take to a librarian?

Ting: Most often, I will ask a librarian for help in accessing a specific journal article that is not available online or in hard copy at the library. Also, if after performing a search I have not found a satisfactory answer using resources I am familiar with, I ask a librarian for help in performing the primary search as well.

LC: How has your institute's librarian helped you with access to online clinical information?

Ting: In addition to personally assisting me and other physicians in obtaining information directly from available online clinical resources, the librarian at my medical center is part of a hospital committee that is actively involved in advocating for and implementing new online clinical resources.

LC: How do you think point-of-care access could be improved?

Ting: Two words: increased access. I would love to see a workstation dedicated to providing online clinical information on every hospital floor and in every patient room in the clinic. ■



Dr. Ting (center) and colleagues consult online resources.

“ I spend significantly less time searching for information I need. ”



Online Medical Information Is Right Prescription for Lower Health Care Costs

Kathy Davidson, Vice President and General Manager, MD Consult, Elsevier, Philadelphia, PA, USA

In a time of spiraling medical costs, a recent study has shown how online medical reference resources can not only improve patient care but also save money. According to the 2005 study, one Dallas hospital was projected to save over a million dollars a year thanks to the use of MD Consult. The study was conducted by Case Study Forum, a firm specializing in return-on-investment studies, and involved interviews with physicians and medical librarians in the US.

“In the old days you had to rummage through multiple books, and call a consultant to get the latest information.”

The financial benefits come in large part from an increase in physician productivity, with a reported saving of 2.3 hours per week on average due to the use of MD Consult, which gives e-access to more than 50 medical reference books, 70 medical journals and clinics, MEDLINE, drug information, and clinical practice guidelines. The findings go a long way toward shattering the myth that paid-for online material is a necessary evil that eats up the budget.

With access to MD Consult, physicians at Medical City Dallas Hospital were able to diagnose patients 30 percent more quickly, leading to significant increases in the number of patients seen and revenues collected. The annual benefit of using MD Consult per physician at the hospital was calculated to be \$2,266. Doctors surveyed nationwide reported they were able to answer questions more quickly in nearly two thirds of their cases by using the Web-based medical reference system.

As Dr. David Pierce of Beaverton, Oregon said of MD Consult, “It’s hard to practice medicine now without it. In the old days you had to rummage through multiple books, and call a consultant to get the latest information.”

Medical librarian Miriam Muallem of Medical City Dallas Hospital explained what led her institution to MD Consult. “Because of budget limitations, we were not able to have as up-to-date and comprehensive a book and reference collection as we would like. But we still wanted to find ways to help our physicians practice evidence-based medicine.”



Kathy Davidson

After subscription to the online service, surveyed librarians as well as physicians nationwide reported an increase in productivity, and the cost of interlibrary loans at subscribed institutes fell by as much as 50 percent.

Miriam has an anecdote of a more important saving she was able to realize from her computer at the Medical City Dallas Hospital Library. One day a patient in an operating room was suffering complications because of a little-known drug interaction. The surgery team put in a quick call to the librarian and within minutes Miriam had found the needed information on MD Consult and faxed it to the operating room. Using this information the anesthesiologist was able to solve the medical emergency.

Indeed, the Case Study Forum report detailing results of the study states doctors estimate they give patients better care 29 percent of the time thanks to this tool. “MD Consult gives me the opportunity to find the most current literature and studies, and the most current textbooks,” noted Dr. Matti Palo, an orthopedic surgeon in Covington, Louisiana. “It offers me a basis for treatment, and a way to make sure that I’m staying current with medical practices.”

“The surgery team put in a quick call to the librarian and within minutes Miriam had found the needed information on MD Consult.”

The report also highlights the educational benefits of MD Consult. According to Associate Professor of Internal Medicine Dr. Brett Moran, quoted on page 2 in the report, “I find it a comprehensive and easy-to-use resource that helps my medical acumen.” ■



Reference

Case Study Forum. (2005). *MD Consult improves patient care, increases physician productivity and cuts health care costs.*

www.mdconsultannex.com/resources/documents/ROI_Case_Study.pdf

Explore More

- MD Consult / First Consult Resource Center
www.mdconsult.com/resources
- MD Consult Clinical Knowledge System: How Do We Compare?
www.mdconsultannex.com/resources/documents/MDC_Comparison_Sheet.pdf

Using Evidence to Build Faculty Participation in Serials Collection Development

Carmel Yurochko, David A. Nolfi and Tracie J. Ballock, Gumberg Library, Duquesne University, Pittsburgh, PA, USA

In 2005, Gumberg Library formed a seven-person Electronic Resource Review Committee (ERRC) comprising staff from technical services, information technology and reference. Its charge was to review all electronic subscriptions with an eye toward making more effective use of library budgets. As costs continue to increase and as a greater portion of materials budgets is spent on electronic resources, libraries must be fiscally responsible when selecting journal titles.

Faced with the monumental task of reviewing thousands of journal subscriptions, the ERRC began by reviewing those with approaching renewal dates as well as collections allowing the freedom to pick and choose individual journal titles. Because Gumberg devotes a significant portion of its electronic resource budget to Elsevier journals, the ERRC began with ScienceDirect.



Carmel Yurochko, David Nolfi and Tracie Ballock

How We Gathered Data

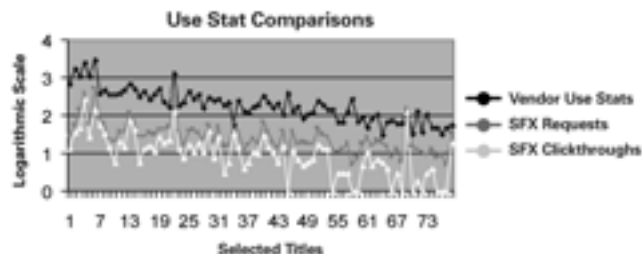
To get a handle on the vast amount of data related to the library's ScienceDirect license, the ERRC created a comprehensive holdings list. It drew from disparate sources and included descriptive information, costs, subject headings and statistics.

The ERRC calculated cost per use by examining link resolver requests, link resolver clickthroughs and vendor use statistics. Due to questions about the reliability of one statistic versus another, we created a logarithmic chart comparing all three types of statistics (see figure at right). It showed closely matched peaks and valleys for all three. Combining all three minimized errors caused by inconsistencies in the different counting methods.

The ERRC compared cost-per-use figures to an average document delivery cost (including copyright clearance fees) to develop an internal "hit list" of subscriptions representing poor value. Due to faculty sensitivity about potential journal cancellations, the hit list was not publicized. Instead we publicized the full e-journal list on the library website and sorted it by cost per use.

The ERRC sought faculty input through email lists, the library website, university committees and librarian liaison contacts. We requested written comments or attendance at one of three meetings. The ERRC stressed a positive approach, emphasizing its goal of maintaining spending levels while more closely aligning subscriptions to teaching and research needs.

To our surprise, faculty respondents recommended canceling several print subscriptions and high cost-per-use e-journals, with the caveat that savings be used to acquire additional e-journals.



A few faculty members focused narrowly on their departments' needs, and some recommended canceling journals needed by other departments. Since the ERRC needed to be mindful of the entire university community's needs, it published a list of "non-renewal candidates" on the library website and requested additional input to avoid canceling needed journals. Faculty then sent communications indicating the importance of certain journals for departmental accreditation, university prestige and other qualitative factors.

The final step was to reinvest savings in new titles. Faculty suggestions, previous requests, ILL statistics and user attempts to access "non-subscribed" journals contributed to a list of candidates for new subscriptions. But their sum total exceeded the savings realized from cancellations. Considering our goal of maintaining current electronic resource spending, something had to give. As the ERRC began pondering purchases, Elsevier offered a new consortium license option called the Unique Title List (UTL).

Results and Outcomes

Most faculty participants represented the sciences and health professions. The dialog between librarians and faculty helped both sides to understand each other's needs and constraints. Faculty involved in this project expressed appreciation for the openness of the process. The library's level of analysis helped faculty recognize existing underutilization of costly resources, while librarians learned that faculty's evolving needs require new and innovative solutions. The library hopes this process demonstrates our willingness to listen to faculty and craft win-win solutions. This successful project illustrates that faculty/library cooperation results in increased access to essential, high-quality information resources.

Moving beyond our original goal of simply replacing underused titles led to innovative solutions such as participation in the UTL and enabled Gumberg Library to better meet the needs of Duquesne University's students and faculty. Ultimately, this process helps the library fulfill our university's commitment to excellence in liberal and professional education.

Thanks go to Barbara Adams, Robert Behary, Kitsa Lipecky and Bruno Mastroianni, original members of the Electronic Resource Review Committee, for their contributions to its success. ■

Shedding Light on Student Use of Library Resources

Sandra Power, Account Development Manager, Elsevier, Toronto, Canada

Last fall, Scopus Student Ambassadors Mojisola Kike Otegbeye and Aysegul Ergin surveyed 53 graduate students on the New Jersey Institute of Technology campus in Newark regarding how and why they use library resources. Respondents represented various science and engineering backgrounds.



Aysegul Ergin and Mojisola Kike Otegbeye

Thirty-six percent of respondents reported accessing library resources one to three times per week. The majority (70%) of respondents reported using library resources to

find articles for their research.

Google was cited as the resource used most frequently, for students' research. Mojisola noted the appeal of Google, saying, "It makes searching easy and has a high tolerance for spelling errors."

Interestingly, most respondents citing Google as among their top three resources also listed proprietary resources including Scopus, Web of Science, ScienceDirect and IEEE products. Such a mix, in Aysegul's opinion, "shows users know the difference between results from Google and real scientific resources."

To find out about new resources at the NJIT library, most respondents (68%) rely on the library's website while others turn to professors, librarians and colleagues. When asked about use of current awareness resources, almost half reported rarely or never setting up email alerts to learn about new content. Many users said they are still learning about RSS feeds.

Mojisola believes NJIT has done a good job promoting library resources via the library's website. She commented, "The Robert W. Van Houten Library has a very useful website where students get access to lots of information, including specifics on available databases as well as details on how to contact or chat with librarians."

“Many users said they are still learning about RSS feeds.”

According to Mojisola, faculty can play a bigger role in promoting library resources by discussing them more with students. Library-provided trainings can also help promote scholarly resources. While 74% of survey respondents reported not having participated in a library training session, 50% indicated planning to do so.

Participating in library training can help students overcome their biggest challenge: finding what they need in little time. Noted Aysegul, "The key is to eliminate the frustration of turning up empty-handed after a search using library resources."

Students who worry that post-graduation they will no longer have access to resources subscribed to by the library reported opting to improve their search skills using Google — free and available from anywhere in the world.

Understanding where and why graduate students access information assists librarians and publishers to serve this population better. Thanks go to Mojisola and Aysegul for gathering data reported here. More on Scopus Student Ambassadors appears in "Outreach Program Puts Focus on New Resources" in *Library Connect Newsletter*, Volume 3, Number 4, at www.elsevier.com/libraryconnect ■

Elsevier Launches Life Sciences Corporate Advisory Board

In June 2005, industry leaders in the life sciences gathered to provide input on future strategic developments within their field. At the meeting — the first of Elsevier's newly formed Life Sciences Corporate Advisory Board — senior directors from top pharmaceutical companies met with Elsevier senior managers to lay out what they want to see from the publisher. Pharmaceutical directors emphasized their desire to see flexibility and customer choice in content use. They stressed that Elsevier should work with other publishers to produce open standards and further enable integration of licensed content with proprietary resources.

"Corporate customers have been asking for some time for a forum to enable their views to be represented correctly to Elsevier's senior management," said Dr. Steve Swain, Director of Published Information at GlaxoSmithKline. "This first meeting of the new board was a great step forward."

The meeting represented an increased effort by Elsevier to listen to and work in partnership with its customers through advisory boards, several of which have recently been set up.



(Left to right, first row) Jean Holt, Elsevier MDL; Philip MacLaughlin, Elsevier MDL; Dr. Steve Swain, GlaxoSmithKline; Richard de Kruijff, Elsevier; (second row) Lars Barfod, Elsevier MDL; Dr. Oliver Renn, Boehringer Ingelheim; Dr. Graeme Robertson, Sienabiotech; Henning Nielsen, NovoNordisk; Claudia Powers, BMS; Kate Alzapiedi, Elsevier; Dr. Thomas Lorenz, BASF; Robert Oppelt, Lilly; Ingrid Akerblom, Merck & Co; (third row) Martin Tanke, Elsevier; Helmut Grotz, Elsevier MDL; Dr. Jan Timmermans, sanofi-aventis.

Recognized experts and leaders from industry and academia also have been brought together to have their say on Scirus and MDL, as well as library and scientific issues. ■

www.elsevier.com/CAB



Five Quick Questions

**Mark Sandler, Chief Development Officer,
University of Michigan Libraries, Ann Arbor, MI, USA**



Mark Sandler

1. Does your library assess user behavior?

At the University of Michigan, we don't always have in place a concerted or ongoing strategy for assessing user behavior, but we're certainly attentive to the expressed or observed needs of our users, and have undertaken a number of smaller studies around particular services. In general, I'd say the number of users being served remotely makes it harder than ever to maintain a confident grasp of user needs, since those in-library users that we see and talk with may not be typical of the larger community of users and non-users.

2. Why should libraries assess user behavior?

There's no doubt libraries should be attentive to understanding and satisfying user needs. We're approaching a time when the most proximate library to a community of users may not be their preferred option for service. As an IP-authenticated Michigan user for a free or licensed resource, I can link to that resource from any number of Web pages around the world. Likewise, there are many open online reference services

that will respond to inquiries from outside their primary service groups. Hence, libraries increasingly find they are not exclusive providers for users because of locale or organizational affiliation. In such a competitive environment, those that fail to understand or cater to user preferences run the risk of seeing their users drift off elsewhere.

3. How does user behavior impact collection development at your library?

This past year our library carried out a fairly thorough review of print circulations, interlibrary loan borrowing and e-journal/e-book usage. For the first two categories, the data were gathered by user discipline and user status (i.e., faculty, graduate and undergraduate student). In conjunction with selector observations about campus programs, we were able to get a pretty good sense of which collecting areas were experiencing greater than average use or pressure. This information was then used as the basis for the allocation of new base funds, as opposed to our more accustomed pattern of granting across-the-board increases to collecting areas. While such efforts are fraught with complexity — they are

Librarians Speak Up

How is user behavior at your



Ineke van Mourik, MA, Coordinator Electronic Collection Building, University Library Utrecht, The Netherlands

Do the old users of the library still exist? Yes, they still exist. They are studying very quietly with books in the reading rooms of special collections or amidst computers and laptops. But in the breast of every old user dwells also the modern user. There is hardly anybody who doesn't use the advanced possibilities hitherto unknown.

But above all there is the ultramodern user. She or he has been brought up in a world in which the computer and other virtual devices are like an extra limb. Without them they are stumblers in a world of promises. In a jiffy they can log-in and Google around: They want something, and they want it here and now or even yesterday. Their library is a Portable Paradise that can travel with them from Spitsbergen to Bombay or to a small village somewhere in the mountains. You don't go to the library; you are already in it all the time. You just have to tune in.

And we, as a library, what do we do? We just follow. We go with the flow serving our fortunate and spoiled modern users and cherishing the old ones. ■



Randa Al-Chidiac, Electronic Resources Librarian, University of Balamand, Lebanon

With the various majors and fields offered at our university, it is difficult to discuss changes in user behavior in the library. We have users in the sciences and medicine and another set belonging to social sciences and humanities.

However we have noticed scientists and health professionals were very prompt in embracing electronic resources, followed by business school colleagues and students. Now all users regard e-resources as a necessity. Their appetite for the electronic format has increased. First it was articles; now it is e-books, e-reference works and so on.

Besides changing their expectations regarding e-resources, our users have changed their expectations regarding library services. They now expect more precise and detailed responses. Timely document delivery, not just bibliographic pointers, is more the trend. Also, as users have become more confident in their searches, they now look to librarians to serve as search consultants in specific instances.

All of this has led to a decrease in, but not an elimination of, physical use of the library, especially in science and engineering. That's another way our users' behavior is changing: They are visiting our library building less often.

But there are some who are not willing to give up the more traditional practices. ■

approximations of reality at best — it still seems important for librarians to keep asking such questions and trying to make sense of murky indicators of user need.

4. When assessing user behavior, do you take into account varying types of users?

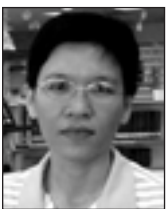
We're very mindful of the differences between the categories of users we serve, and how difficult it is to design systems and services that satisfy user needs across that broad-ranging spectrum. In a campus environment, that used to mean recognizing the different needs of highly sophisticated faculty users as compared with more novice student users. Increasingly, this simple dichotomous distinction is being complicated by the addition of new layers of continua to describe user efficacy, including among others differences in technological skill and comfort, cultural and language familiarity, extent of interdisciplinarity, and textual vs. media-rich data sources. The net effect of these cross-cutting patterns is that all sorts of users are likely to be insecure seekers of information in some aspects of their work, and libraries now have many more ways in which to disappoint and discourage them, despite doing a good job at meeting some of their needs.

5. What role do you see user behavior playing at your library in coming years?

As more and more of library use is remote, we'll actually have better and more accessible system-harvested data about users than in the past. And importantly, this will be less about what they say they want or do, and more about their actual habits. It will become easier to trace usage patterns across large and active populations of users, feeding such data directly into reports designed to compare and contrast user behavior by discipline, status, time of year, preferred path to resources, turnaways and failed searches, and many other indicators of preference and satisfaction. The use of more secure authentication certificates will aid in this effort, as will the increased integration in our library gateway systems.

In general, asking librarians if they care about user behavior is like asking Elsevier if they care about customers: The answer has to be "Of course!" That being said, library users are as different as librarians and libraries themselves. Hence, when we start looking, we find a high degree of variability among users rather than a neat clustering of typical behaviors. So, while that sounds like the basis of a good counterargument for throwing up our hands and doing absolutely nothing, it's really intended as a reminder that when assessing user behavior, concepts like the "average user" or "majority of respondents" shouldn't distract us from the full range of user responses. ■

library changing?



Shiou-jane Chiang, Reference Librarian, Chang Gung University, Kwei-Shan Tao-Yuan, Taiwan

Users' behavior is changing in two ways. One concerns facilities. As hardware becomes less expensive, readers bring their own notebooks to the library. They hope the library provides wired and wireless surfing and resolves problems of network settings during usage. Readers' storage devices have also changed from floppy disks to mobile disks. However, as our library faces certain constraints, in some regards we're unable to provide compatible hardware.

The other behavior change is most readers prefer to read full-text articles online instantaneously. So, usage of electronic resources is on the rise while usage of paper materials is declining by the year.

At work, our frequently-asked questions have been changed to questions such as the following. "I found a particular electronic journal on the search engine that requires ID authentication to access. Please can I have the username and password?" "Why can't I download or access the full-text article from the electronic journal subscribed by the school?" And, "Can I access from home the electronic resources subscribed to by our school?" ■



Hae-yeong Jeon, Medical Librarian, Dong-A University Medical Library, Pusan, Korea

To meet our medical library users' information needs, our library focuses on developing a cooperative relationship with faculty and providing them with information referral service. As part of this service, we show faculty members how to use e-resources efficiently and effectively in their research.

Our approach enables library users to learn the right information-seeking behavior and achieve satisfactory research outcomes. Our approach has also led to use of our Ask a Librarian Service and use of our e-resources increasing greatly.

Our faculty members' behavior has significantly changed to learning "how to" rather than being given. ■

Librarians Speak Up questions for coming issues:

How is your library adding value to content?

Do your users prefer e-books to print?

If you'd like to suggest questions or contribute a quote, drop a line to libraryconnect@elsevier.com

What We Know About ScienceDirect User Behavior

Alex Lankester, Account Development & Channel Marketing Manager, Elsevier, Oxford, UK

With over 10 million users downloading some 250 million full-text articles in 2005 and these numbers still growing, ScienceDirect provides a wealth of data on user behavior. When this data is combined with findings from research conducted in Canada, Japan and The Netherlands, a clear pattern emerges. While users continue to become more skilled at searching, there's a continuing need for librarians and publishers to step in and fill the skills gap of many researchers.

Over the last five years the efficiency of user searches has improved considerably, likely due in part to upgraded library websites, better interfaces and the use of linking software. At the same time it appears users have growing expectations of libraries and information providers and are often intolerant when not getting answers quickly and efficiently.

Libraries Face Great Expectations

The largest number (24%) of hits on ScienceDirect comes by way of library websites. Libraries in the past few years have invested heavily in linking software and other electronic upgrades that have in turn increased users' reliance on library gateways. Along with the greater reliance have come greater expectations; many end users want their library websites to be one-stop shops effectively answering all information needs.

Jane Rigg of the Davidson Lab at the California Institute of Technology said, "I want publishers to work with the library so that I can use the university library system as the primary access point for journals. ... I like the 'Amazon-simplicity' of a one-stop shop."

This view was echoed in a recent study on end-user behavior conducted by the University of Toronto Library. According to Marshall Clinton, the library's Director of Information Technology Services, "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 a result of such feedback the University of Toronto Library has developed its Scholars Portal providing access to e-journals and other library resources through what Clinton called "a single Google-like interface."

After library gateways, the biggest generator of ScienceDirect traffic is PubMed, which continues to be the number one port of call for those working in the biomedical and health sciences. In the month of August 2005 alone, ScienceDirect received over 4 million referrals from PubMed. During the past 12 months, PubMed generated 22% of referrals to ScienceDirect. Over 69 million searches a month now occur on PubMed, and it is unlikely there will be a rival to challenge PubMed's dominant position in the end-user referral space to ScienceDirect.

Users Know What They Want from ScienceDirect

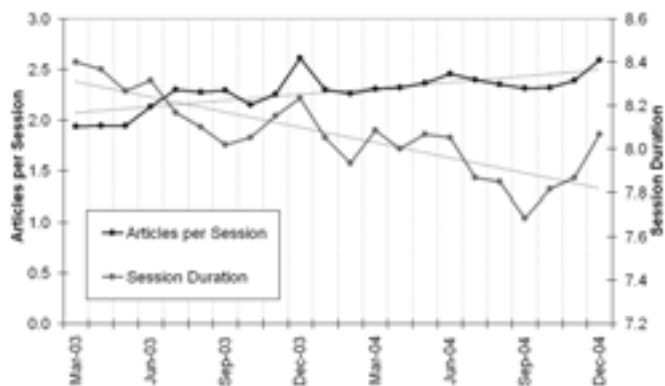
Search patterns show that for the majority of ScienceDirect users full text is the main destination and once full-text content is accessed, printed or downloaded users make a quick exit. When arriving at needed articles, users show a preference for PDF over HTML. During the past year, 72% of full-text downloads from ScienceDirect were in PDF format. A survey recently conducted by the Japan Association of National University Libraries revealed 90% of respondents preferred PDF.

By far the biggest demand on ScienceDirect is for articles less than a year old but statistics show that access to backfiles is also a vital component of research. While 43% of ScienceDirect full-text usage during the past 12 months came from articles less than a year old, nearly 20% was from articles between one to two years old, 11% from articles between two to three years old, and 27% from articles more than three years old.

Proficiencies or Preferences Are Revealing

Research shows experienced searchers require less time to find the right online materials. The Toronto survey found that the more senior the faculty, the more proficient they were at analyzing citations of literature and authors, as well as tracking citations and locating articles. The faculty members were spending less time online than graduate students, who at times conducted searches lasting up to three hours. A higher level of search skills (and greater knowledge of literature) gained through experience and training enabled senior researchers to answer questions and locate key articles in an average of 5-10 minutes instead of the 30-60 required by graduate students.

Data also shows that usage patterns vary depending on field. Those in the biomedical and health sciences enter ScienceDirect primarily from abstracting and indexing databases and link immediately into full text, whereas humanities scholars and social scientists tend to enter via preferred journal home pages and spend more time browsing. This illustrates that those working in humanities and social sciences use A&I databases less frequently and do not benefit extensively from links established between A&I databases and full-text articles.



ScienceDirect usage reports show the number of articles retrieved has increased relative to the time spent searching.

Researchers Get More Done in Less Time

Overall, ScienceDirect search session times are falling thanks to mutual linking and other increases in efficiency. A quarter of ScienceDirect users execute no more than three actions, going to a journal homepage, journal issue and article. Sessions with up to five user actions account for about 70% of all ScienceDirect sessions.

Another recent survey commissioned by Elsevier and involving the University of Utrecht confirmed that improvements in electronic resources as well as search skills have enabled researchers to spend considerably less time searching and more time reading.

Training Is Still a Good Thing

While search efficiency and customer satisfaction are on the rise, Elsevier's internal reports do not paint an entirely rosy picture. Of users who start searches on the ScienceDirect homepage, 36% end their sessions without retrieving material. Most of these aborted sessions are the result of quick (and likely sloppy) searches that cover all sources available on ScienceDirect. Most fail due to returning records exceeding ScienceDirect's 10,000 limit. It seems users are then unable to refine their results and just leave ScienceDirect. Such data implies a number of end users lack adequate search skills to fulfil their needs.

Despite the increased focus on user-centered design and development of increasingly intuitive and user-friendly interfaces, it seems many users would still benefit from information retrieval skills training. Marshall Clinton said of the Toronto study, "[This] has confirmed the library's view that users need to be taught how to search effectively."

However, with so many users working remotely and rarely entering physical libraries, providing end-user training is an ever-increasing challenge for today's librarians. ■

www.sciencedirect.com

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New Website Makes Life Virtually Easy for Librarians

Elsevier welcomes the new year with a brand-new service, designed to make researching and ordering books easier than ever for librarians. With the launch of VirtualELibrary.com, Elsevier is providing an easy-to-use Amazon-style site to help librarians streamline their book acquisitions process. The free site allows librarians to order from either Elsevier or their usual preferred book distributors, so purchasers can take advantage of existing discount arrangements. Orders placed with VirtualELibrary.com can go directly to partnering book distributors selected by librarians during their quick registration process. J.A. Majors will be the first book distributor to be available and others will be coming on board later in the year.



www.VirtualELibrary.com



VirtualELibrary.com offers a variety of search options. Librarians may search and sort by subject, author, price and more. Searches can be saved and an alerting service highlights new products coming up which meet selected search criteria. The search alerts can be received daily, weekly or monthly. Alternatively, patrons can catch up on what's new by looking in "My Searches."

A simple click on a title of interest brings up a full abstract and a wealth of details only Elsevier can provide on its products. Customers can rate and peer-review all materials offered on the site, as well as read reviews by CHOICE and Doody. Links to additional offerings relating to authors and titles of interest are also available. A "Wish List" area enables librarians to build future orders, rate saved selections by priority and even include personal notes. The Wish List makes it easy to export items to Excel, print them out or add them to the shopping cart — as well as highlight items for colleagues. An entire order history is readily available at "My Orders."

If ordering directly from Elsevier, librarians may pay using a credit card or an Elsevier account number. It's possible, for instance, to search for computer books under \$150, select items of interest and pay by credit card — a quick and convenient facility some institutions may prefer.

Marketing support such as customizable flyers is also available at VirtualELibrary.com. This marketing material can help libraries promote books purchased via the site and raise visibility of what's available on their shelves.

"VirtualELibrary.com was built in consultation with librarians," noted Elsevier Sales Project Manager Joe Martis. "It was developed as a customer service enterprise, and that's why the system allows librarians to take advantage of purchasing agreements with book distributors at the same time as gaining access to independent reviews of our products." ■

www.VirtualELibrary.com

User Preferences in China: Indicators or Reflections of Global Industry Trends?

Hui Ling Goh, Market Intelligence Manager, Elsevier, Singapore



Hui Ling Goh

Chinese researchers — comprising a large and growing number — are expected to make a significant impact on science and technology literature globally. Thus their preferences are of keen interest to the research publishing industry. When considering this body of researchers, questions naturally arise. For example, do Chinese researchers follow the same trends publishers see in other markets, or will China set a course for the global community to follow?

In 2005, Elsevier surveyed end users and librarians at leading research universities and government research institutes across China. The results provide insight into this community and its participants' attitudes and behavior regarding electronic research resources.

For instance, the study revealed that, similar to trends found in the West, nearly 80% of Chinese researchers start their searches with Google or another Internet search engine. However, while over half the respondents said they currently rely on foreign journals, many would like to see these in Chinese.

Commented Inn Beng Lee, Head of Customer Marketing for Elsevier in Singapore: "We can already see Chinese-language demands changing Elsevier's communication to the market. This year we launched a Chinese version of the Elsevier website and we are doing more translations of support materials for users and librarians. The extent to which Chinese language becomes a driving force in S&T research, however, remains to be seen and we will watch and respond with much interest."

What Researchers Revealed

The majority of the 323 surveyed researchers work in engineering, followed by chemistry, life sciences, computer sciences and medicine.

Key findings of the end-user survey include:

- Faculty and researchers in China exert a strong influence on the library acquisitions process.
- The Internet and library notices are key sources used to obtain information on e-journals.
- All respondents identified a further need for access to e-journal backfiles.
- If translated into Chinese, more foreign journals would be read and accessed by Chinese researchers.

Seventy-nine percent of respondents reported using Internet search engines such as Yahoo, Google or Scirus almost daily as entry points to academic research information on the Web. Other commonly used tools are email (66%) and links or pathfinders on library websites (59%).

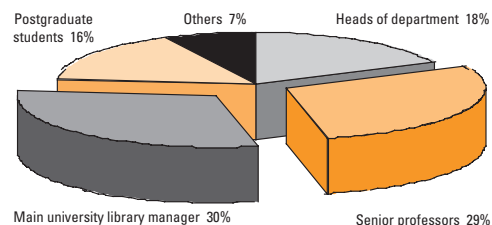
Journals are the type of e-resource most frequently used by surveyed end users (41%), followed by abstracting and indexing databases (34%) and e-books (19%). Sixty percent use electronic resources almost daily and 30% at least once or twice a week.

Among surveyed end users, 68% of e-journal users access e-journals almost daily and 26% access them at least once or twice a week. Fifty-eight percent of surveyed end users read foreign e-journals more often than Chinese e-journals because they believe foreign e-journals are more important to their work. Only 36% of respondents read both Chinese and foreign e-journals. Sixty-eight percent of researchers said they were able to persuade their libraries to purchase particular foreign journals.

Sixty-five percent of researchers agreed the main sources by which they obtain information on e-journals are the Internet and library notices. Browsing e-journals and searching via A&I databases were also cited as popular ways of accessing information. Ninety-three percent of respondents always use a search function of e-journals to look for documents. Search alerts were identified as the least popular way of obtaining information.

Responding end users also said having access to backfiles is important. Only 3% of the respondents agreed it would be sufficient to have the last five years of backfiles of e-journals. Forty percent want all issues of e-journals. Overall, respondents agreed an acceptable quantity of backfiles would be 10-20 years.

Librarians replied to the question, "Who influences the selection of e-resources for your main library?"



What Librarians Revealed

The survey attracted 88 Chinese librarians. Key findings of the librarian survey include:

- The majority of responding librarians foresee an increase in their budgets for electronic resources over the next five years.
- Respondents see cost as a major influence when selecting electronic resources.
- Senior professors and library managers have the ability to make recommendations on selecting new electronic resources.

Readers who would like further information on the survey reported here or who have suggestions for future Far East surveys may contact HL.Goh@elsevier.com. ■

Elsevier Usage Reports: Same Old URL, But Offering Much More

Hanneke Steuten, General Manager Usage Research, Elsevier, Amsterdam, The Netherlands

Usage reports are just like so many other online entities: They must be continually assessed and improved. Elsevier's Usage Research Department and User Centered Design Group in recent months got together with Elsevier Account Development Managers to listen to customer feedback and plan changes to the usage reports site and usage reports for ScienceDirect and Scopus. Now you too can see the results of this collaboration.

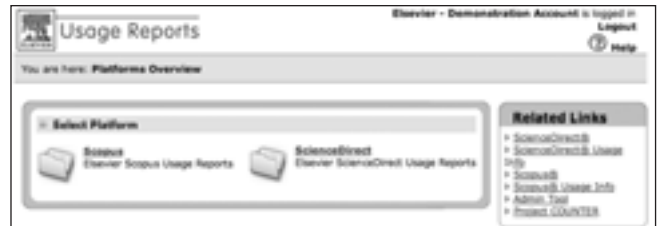
Visiting the site reveals a new look and feel, and a layout mimicking that of the popular Admin Tool, launched in October 2005. Perusal of the newly upgraded usage reports site further reveals more extensive changes.

Implementation of upgraded software means customers can export reports immediately without running them first. The new software also means usage information can be exported to PDF.

Customer access has been increased. "Previously, only some account administrators saw reports per group. Now this feature is available to all administrators at the account level," said Sonja Lendi, Usage Research Manager for ScienceDirect and Scopus. (Note that as part of the integration of usage reports into the Admin Tool, the term "department" has been dropped in favor of "group.")

Also, customers can now use the Admin Tool to get access to ScienceDirect or Scopus usage reports. At the Admin Tool registration page, a ScienceDirect or Scopus customer can enter the organization's nine-digit account number, which begins with S or C, and then receive a code allowing access to the usage reports site.

Another significant, and visible, change has involved the reorganization of



<http://usagereports.elsevier.com/Login.asp>

ScienceDirect folders and reports. To make ScienceDirect reports easier to use, the names and arrangement of folders have been made more logical. Additionally, journal and book reports have been separated, giving book reports more visibility.

Finally, and proving that sometimes less is indeed better, the following four reports have been deleted:

- Reports 2d and 3d, which were summary reports. (The metrics in these reports are available in other reports.)
- Reports 5a and 5c, which detailed usage of personalization features. (Feedback indicated these reports weren't needed.)

Though the organization of Scopus reports hasn't been altered, Scopus customers will benefit from all the layout and access improvements to the usage reports site.

Detailed report descriptions and a new navigation guide are available on the librarian info sites for Scopus and ScienceDirect. ■

- Elsevier Usage Reports
<http://usagereports.elsevier.com/Login.asp>
- Admin Tool
<https://admintool.elsevier.com/admintool/userAuthentication.url>
- ScienceDirect Info
http://info.sciencedirect.com/implementing/librarian_resources/usage_reports
- Scopus Info
www.info.scopus.com

ScienceDirect InfoSite Now Better Than Ever

Following a thorough content and design overhaul based on customer feedback, a new and improved ScienceDirect InfoSite has recently been unveiled.

Significant improvements include:

- Site search functionality, so users can find information more easily.
- A cleaner, crisper design and larger font sizes for improved readability.
- Clearer, simpler licensing information including a few license examples.
- A new "Using SD" section, explaining ScienceDirect features and functionality via online tutorials and other resources.

If you have comments about the site, please send them to ScienceDirect E-Customer Service (www.info.sciencedirect.com/contactus). ■



www.info.sciencedirect.com

Touching Base with Librarians Around the World

"Never underestimate a librarian" is probably the most widely heard phrase at Forschungszentrum Jülich (FZJ), a German national research center, after an internal soccer tournament in September. Nine soccer teams competed to become the FZJ champions of 2005. A team of librarians representing the Central Library and captained by Head of User Services **Dr. Bernhard Mittermaier** proved their skills on the pitch by coming in second overall. Of course, they did have the advantage of being kitted out by Elsevier in smart black t-shirts bearing the slogan "Never underestimate the importance of a librarian." They certainly proved this slogan right! Congratulations.



Oh, the power of a team of German librarians on the pitch!

Another librarian recently receiving a well-earned accolade was **Elisabeth Husem**, of the University of Oslo's Department of Psychiatry, who was awarded the "King's Merit Medal in Silver" in Norway in November. **King Harald V** presented the award for Husem's work in the medical library profession, especially in the Baltic States. In the 1980s and '90s, Husem served two terms as president of the European Association for Health Information and Libraries (EAHIL) and for over 15 years as president of the Norwegian medical library association (SMH).



It's not the king who is pinning the medal on Elisabeth Husem. Apparently in Norway, meeting the king is separate and later.

Elsewhere in Scandinavia, the Library Connect Nordic Library Directors' Forum in Stockholm, Sweden, in October focused on the theme "Strategy with the Customer in Mind." The keynote speaker was **Hans Jansen** from the Koninklijke Bibliotheek, the national library of The Netherlands, and other speakers included **Kristiina Hormia** of Finland's FinELib, **Kari Stange** of Sweden's BIBSAM, and Elsevier CEO **Erik Engstrom**. Archival issues and open access dominated the Q&A session.

Archiving was again a hot topic, along with the move from print to electronic libraries, at the Library Connect UK Library Directors' Forum in October. Celebrity BBC Radio 4 presenter and former librarian **Laurie Taylor** capped off an informative day which had also included speeches from **Richard Horton**, editor of *The Lancet*, **Hazel Woodward**, University Librarian and Director of Cranfield University Press, **Sarah Porter**, JISC Head of Development, and **Diana Leitch** of the University of Manchester.

President Vladimir Putin's former speech writer **Simon Kordonsky** speaks in his own words these days, now that the professor at the Moscow School of Economics has become a member of the government's Committee for

Science, Innovation and Education. Kordonsky was just one major figure from Russia's science and education community to speak at the first major Library Connect forum in Russia, on the theme of the digital library and its impact on Russian science and education. However, it was **Professor Nikolay Zefirov** of the Russian Academy of Sciences who stole the limelight when he picked up a prize for being the Russian scientist with the most articles published.

The month of Ramadan saw Library Connect seminars held in the United Arab Emirates, Lebanon, Oman, Jordan, Kuwait, Qatar and Yemen. Pictured are librarians **Mohammed Al-Hosaini** and **Mohammad Shoeb Nomani** of Oman's largest university, Sultan Qaboos University.



Mohammed Al-Hosaini and Mohammad Shoeb Nomani

Over 80 Vietnamese researchers saw 719 Elsevier books presented to the National Center for Scientific and Technology Information (NACESTI) in Hanoi in September. The gift was part of Elsevier's employee donation program, "A Book in Your Name." NACESTI Deputy Director **Dr. Phung Minh Lai** said the books would "strengthen NACESTI's information resource in particular as well as the national information resource in general."

Elsewhere in Asia, five "Getting the Scoop on Scopus" presentations in Thailand took place in November shortly after similar events at Kyoto, Shinshu and Aichi Gakuin universities in Japan. The next planned stop? India, with Jadavpur and SASTRA universities and the Indian Institute of Science in Bangalore on the schedule.

Every four or five years, members of the medical and health library profession gather for the International Congress on Medical Librarianship. In September the meeting took place in Latin America for the first time — in the tropical Brazilian resort of Salvador. Hundreds of delegates attended, including a large number of Brazilian librarians. A hot topic was how to deliver the benefits of digital information services to health libraries in the developing world, for example via the World Health Organization's HINARI program for which Elsevier served as a founding partner.

International attire and Halloween costumes prevailed at the International Reception of the ASIST Special Interest Group in International Information Issues (SIG III). Elsevier contributed \$1,000 to the event, at which **Lukman Ibraheem Diso** from Nigeria was awarded first prize in the International Paper Contest. Since 2000, the paper writing contest has attracted over 283 information professionals from over 50 countries. ■



Full Moon, the FMU Newsletter

**Tony McSeán, Director of Library Relations,
Elsevier, Oxford, UK**



Tony McSeán

The last Full Moon was mostly taken up with FullIMU Library's efforts to capture the 2005 Nobel Prize for Librarianship. Iron Maiden's old sound system has been cranking out student-friendly songs, but the coincidence of distribution date and copy deadline means our requests for readers to suggest library-related songs that could be blasted out at 110db has not yet produced a rich crop and so results are being held over till the next time around. So you still have time to send in your suggestions and receive Full Moon t-shirts.* Entries to full.moon@elsevier.com, please. (For added details on this plea, see page 15 in the *Library Connect Newsletter*, 3(4), at www.elsevier.com/libraryconnect)

As our musical approach to modifying student behavior remains under development, FullIMU's Nobel nomination instead centered on the pioneering new Muddle search engine developed by the library's Department for Cognitive Displacement (CogDis). Muddle offers all the features of a traditional search engine but adds a highly developed visual pattern recognition capability to the more usual Web crawling method of data harvesting. One outstanding feature, MuddleHome, illustrates the potential of this groundbreaking new technology.

Answering many common household problems is now as simple as following MuddleHome's three-stage process: 1. Log onto the MuddleHome homepage; 2. Fill out the registration form; 3. Connect up a simple cordless video camera (such as the iMuddle). Then go round the house videoing everything including the insides of drawers and underneath the beds, and when you have finished log out. The system's advanced software makes a complete inventory of every item and where it is. In coming months, all you need to do is input a message such as "Where are my car keys?" and MuddleHome will give you the answer (e.g., "On the

table in the hall, you oaf, under the Blockbuster DVD case"), saving time and preventing marital friction. There is a parental control option which when enabled only allows epithets up to and including "damned" to be inserted into the search argument. It is also possible to print out a full inventory, useful in support of insurance claims.

Which brings us to why this service will be such an important element in the forthcoming Muddle share flotation. MuddleHome is wholly free, and its sustainable business plan is as innovative as its central concept. Its operation is entirely supported by the profits of its sister service MuddleBurgle, whose name essentially says it all. Profit maximization is ensured by dynamic real-time links to Web auction sites, so hard-to-find collectors' items commanding the highest prices can be matched with locations on the MuddleHome database.

To summarize, FullIMU Library is proud to recognize the out-of-the-box pioneering spirit demonstrated by Muddle and its related service. In future months we will proudly share with you further news of the Muddle our colleagues have produced, achievements which make FullIMU faculty feared and discussed wherever academics gather. ■

* Not available in any shops, guaranteed to survive two washes, available in sizes up to marquee, terms and conditions apply, etc.



Library Connect is doggone good!



Helle Lauridsen, Head of
Serial Services at the State
and University Library at
Aarhus University in Denmark,
sent in this photo.
Thanks, Helle!

Anyone with quirky photos to
share, please send them to
libraryconnect@elsevier.com



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

Q: Does our library website need navigation menus on the left and top?

A: The answer depends on your website's content and how it is presented. Nearly all websites have navigation at the top of pages, and typically this is the sites' main navigation. Although some websites feature main navigation along the left side of pages (e.g., CNN.com), most of the time the left is used for secondary navigation.

My suggestion is to start by trying to design your site with top navigation alone. Then, if it is needed add secondary left-side navigation. While

navigation is very important to usability of a site, there is no benefit to having additional navigation unless it is truly needed. In general, I believe most library websites could use top-only navigation, but of course there is never a one-size-fits-all library website template.

Top-only navigation brings two main benefits: The navigation is in a prominent and expected location, and the area below is freed for content — making for a cleaner design. Left-side navigation on the other hand allows a larger number of links as they are stacked on top of each other rather than strung out in one long horizontal row.

Whatever design you choose for your navigation it is important that labeling of navigation buttons is clear and meaningful to your users. It is also important that the navigation buttons and their order do not change from page to page in the site, as such changes confuse and disorient users. Finally it is also a nice touch to indicate which navigation button the user is currently visiting by changing that button's visual appearance (e.g., changing the color or bolding the text). ■

Explore More

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Portico Joins Ranks of Elsevier Archiving Agents

Due to a recently signed agreement, Portico will provide long-term preservation of e-journals published by Elsevier.

Archival preservation ranks high among concerns of scientific researchers and academic libraries, and Elsevier has taken a leadership role in addressing the issue. Elsevier was the first publisher to sign a preservation agreement with the Koninklijke Bibliotheek (KB), the Dutch national library. That KB agreement resembles Elsevier's agreement with Portico in that, as an official archive, Portico commits to permanent preservation.

"We are excited about the opportunities Portico offers," commented Karen Hunter, Senior Vice President with Elsevier. "They understand the concerns of publishers and librarians, and we are confident they have a long-term, viable solution to a critical issue."

Based in New Jersey, Portico is part of Ithaka, a not-for-profit company which also provides the JSTOR backfile program for scholarly journals. Besides receiving support via publisher and library fees, Portico has received Library of Congress funding. ■

www.portico.org

Getting Answers at Elsevier

Quickly find the right person at Elsevier by visiting Contacts Finder for Librarians. It is free to use and may be found in the librarians area of Elsevier.com.

Contacts Finder allows anyone to look up staff they already know or search by form to find who can best answer a particular question. Searching by location, library type, and product topic returns relevant names from Elsevier's sales, sales support, training and marketing, library relations, technical support and customer service departments.

Contacts Finder for Librarians was developed last year in response to customer feedback which indicated a need for more direct and intuitive access to Elsevier's global network of sales and support staff. Contacts Finder for Librarians went live in September 2005. ■

www.elsevier.com/contacts/librarians



The Latest Scoop on Scopus

Scopus has joined forces with RefWorks, the Web-based bibliographic tool, so researchers can use both resources without logging in and out and interrupting their work.

SCOPUS™ "[Users] can simply click between the two services," said Tina Long, RefWorks Vice President of Strategic Development and Sales. Response to the integration of the services has been positive. "This is an extremely exciting breakthrough," commented Marshall Clinton, Director of Information Technology Services at the University of Toronto Library. "This integration is proof that researchers can achieve real time savings when vendors cooperate." ■

Correction

Regrettably, the *Library Connect Newsletter*, 3(4), published in October 2005, contained an error appearing on pages 12 and 13. The name of Ms. Whui-chun Tsui, Librarian at the National Taipei University of Technology in Taiwan, was incorrectly spelled. Sincere apologies go to Ms. Whui-chun Tsui.

Upcoming Events 2006

The events listed here include:

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

JANUARY

- 16 - 19 ALISE, San Antonio, TX, USA
www.alise.org/conferences
- 20 - 25 ALA Midwinter, San Antonio, TX, USA
www.ala.org/ala/events
- 21 8th Library Connect Digital Library Symposium, "The Future of the Library as Place and the Role of the Librarian," Marriott Rivercenter (Salon H), 101 Bowie St., 2p - 4p, ALA Midwinter, San Antonio, TX, USA
- 22 "How to Get Published" Session with LIS Editors, 11a - noon, Elsevier Booth #1206, ALA Midwinter, San Antonio, TX, USA
- 22 Elsevier Dessert Reception, ALA Midwinter, San Antonio, TX, USA

FEBRUARY

- 7 - 9 8th International Bielefeld Conference, Germany
<http://conference.ub.uni-bielefeld.de>
- 8 - 10 VALA (Victorian Association for Library Automation) 2006, Melbourne, Australia
www.vala.org.au/conf2006.htm

MARCH

- 5 - 7 London Book Fair, UK
www.lbf-virtual.com
- 9 - 10 Bibliostar 2006, Milan, Italy
www.argentovivo.it/bstare.html
- 21 - 24 Deutscher Bibliothekartag 2006, Dresden, Germany
www.bibliothekartag.de
- 22 - 24 Computers in Libraries, Washington, DC, USA
www.infotoday.com/conferences.shtml

APRIL

- 3 - 5 UKSG Annual Conference and Exhibition, University of Warwick, UK
www.uksg.org/events/annualconference.asp

About Library Connect Events

Organized by Elsevier Account Development Managers and Customer Marketing teams, Library Connect events bring together Elsevier colleagues and customers to discuss issues of concern for information professionals. Librarians play an active role in planning agendas for and giving presentations at Library Connect events, where frank discussion and sharing of ideas and experiences ensure participants get the most out of attending. Elsevier's Library Connect events program began in 2002. Since then approximately 6,000 librarians have attended events held across the world.

If you are interested in attending or organizing a Library Connect event, contact libraryconnect@elsevier.com

Library Connect Editorial Team

Jonathan Atkinson, Senior Marketing Manager, Social & Behavioral Sciences, Oxford, UK; Dju-Lyn Chng, Channel Marketing Executive, Singapore; Daria DeCooman, Account Development & Channel Marketing Manager, San Diego, CA, USA; Randy Frink, Director of Marketing, Endeavor, Des Plaines, IL, USA; Tim Hoctor, Senior Product Manager, Morristown, NJ, USA; Gertrude Hoogendoorn, Head of Marketing, Amsterdam, The Netherlands; Karen Hunter, Senior Vice President, New York, NY, USA; Chrysanne Lowe, Vice President Account Development & Channel Marketing, San Diego, CA, USA; Tony McSeán, Director of Library Relations, Oxford, UK; Daviess Menefee, Director, Library Relations, Columbus, OH, USA; Chris Pringle, Publisher, Social & Behavioral Sciences, Oxford, UK; Ingrid van de Stadt, Head of Account Development, Amsterdam, The Netherlands; John Tagler, Vice President Account Development & Library Marketing, New York, NY, USA; Marike Westra, Manager, External Communications, Amsterdam, The Netherlands; **Managing Editor:** Charlotte Dewhurst, Senior Account Development & Channel Marketing Manager, San Diego, CA, USA.

Special thanks go to Daria DeCooman and Library Connect Marketing Intern Shaun Briley for serving as guest co-editors for this issue.