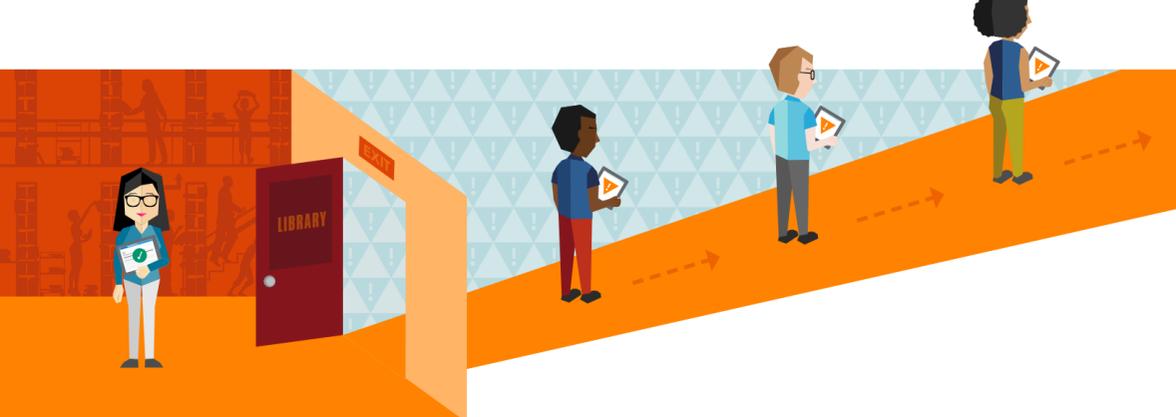


EXPLORING *the* TURNAWAY PHENOMENON

STRATEGIES FOR FILLING THE CONTENT GAPS FOR RESEARCHERS

Researchers using eBooks often discover exciting new paths for exploration. Unless, that is, they encounter a turnaway: a title your library doesn't carry.



COMMON ROADBLOCKS

For every title on ScienceDirect, Elsevier calculates a turnaway ratio. Based on data from all institutions, the ratio compares the number of times a title is available when requested to the number of times it is not.

The ratios for the following titles and subject areas all exceed 1.0, meaning that more than half of all requests are resulting in a turnaway. High turnaway ratios like this can indicate common content gaps across all institutions. And, with your own [custom gap analysis](#), you can shine a light on the specific areas in your library's collection that need development to support interdisciplinary research and learning.

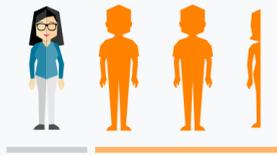
High-turnaway Titles

ELSEVIER REFERENCE MODULES ON SCIEDIRECT

Elsevier Reference Modules are a new publishing model that curates and organizes the most current reference content. It's fast becoming the most in-demand resource for researchers, with a turnaway ratio higher than any other reference book.

2.3

Turnaway Ratio



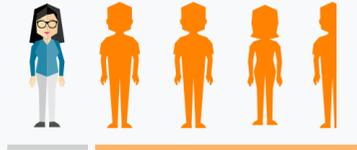
For every researcher who accesses Elsevier Reference Modules, 2.3 are turned away.

INTERNATIONAL ENCYCLOPEDIA OF THE SOCIAL & BEHAVIORAL SCIENCES (Second Edition)

Although this PROSE Award-winning, 26-volume encyclopedia ranks in the top five in terms of usage, it still sees thousands of turnaways every year.

3.6

Turnaway Ratio



For every researcher that accesses International Encyclopedia of Social & Behavioral Sciences, 3.6 are turned away.

High-turnaway Subject Areas

Compared to all books hosted on ScienceDirect, books in the following subjects have three times the average turnaway rate. Using Gap Analysis, institutions can strategically purchase content in high-demand subjects and make it available to researchers who need it.

MATERIALS SCIENCE

1.5

Turnaway Ratio



ENERGY

1.38

Turnaway Ratio



ENVIRONMENTAL SCIENCE

1.17

Turnaway Ratio



AGRICULTURE & BIOLOGICAL SCIENCES

1.07

Turnaway Ratio



PSYCHOLOGY

1.07

Turnaway Ratio



WHAT HAPPENS WHEN RESEARCHERS ARE TURNED AWAY?

THEY MIGHT CONTINUE SEARCHING ELSEWHERE, possibly with the help of colleagues at other institutions.



THEY MAY PURCHASE THE TITLE ON THEIR OWN. It remains unavailable to others at your institution.



THEY GIVE UP THE SEARCH, potentially slowing down their research or thwarting what might otherwise have been an important breakthrough.

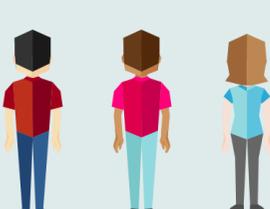


ROI OF DATA-DRIVEN ACQUISITION

USING TURNAWAY DATA TO DRIVE YOUR ACQUISITION STRATEGY CAN AMPLIFY CONTENT USAGE. Based on a 4-year analysis of ScienceDirect data, on average we see usage triple in the year following a turnaway acquisition.

For example, assume 300 turnaways for a given title. Once that title is unblocked, researchers become aware of its availability. Not only do they begin using it, they revisit it and share it with colleagues. As a result, usage actually triples, to 900 additional uses.

Current Year Turnaways



3X Usage The Following Year



PUT TURNAWAY DATA TO WORK FOR YOUR LIBRARY

A Gap Analysis begins with an evaluation of your library's turnaways—but goes much further. By adding global research trends from Elsevier's proprietary Scopus and SciVal tools along with key usage data, we can provide a sophisticated assessment of your library's current and future needs. The result is a highly targeted acquisition strategy that delivers the best possible return on your investment, with less money wasted on content you don't need.

