



# Books On ScienceDirect

Miguel Sánchez Gatell

*Solution Sales Southern Europe*

Valencia 9 Mayo 2017



# Agenda

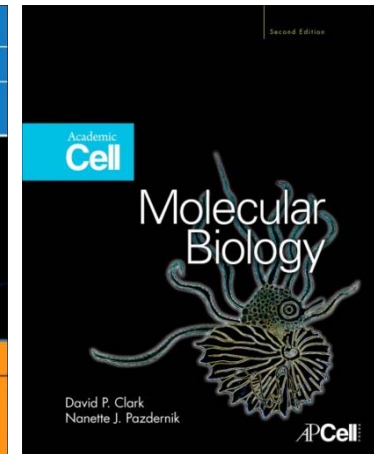
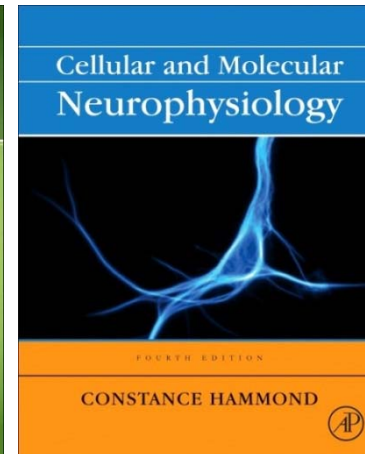
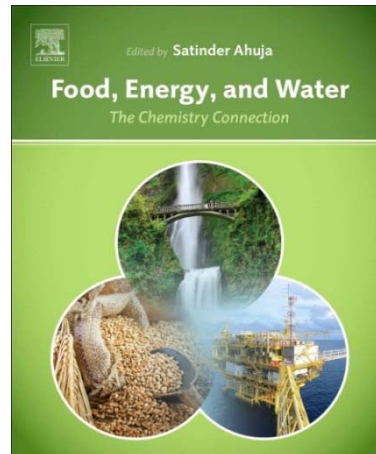
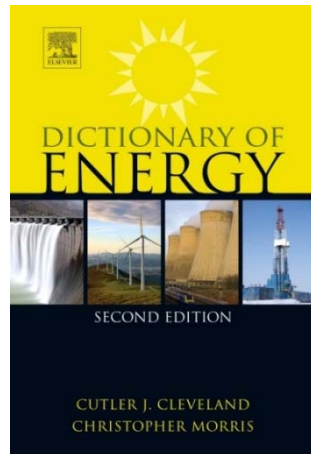
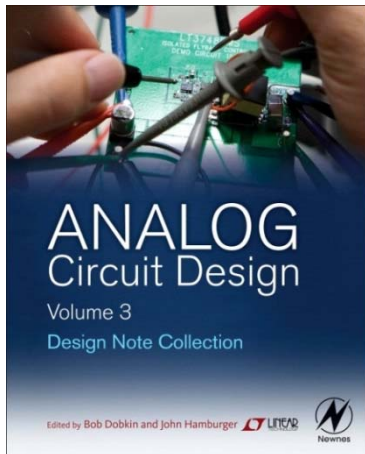
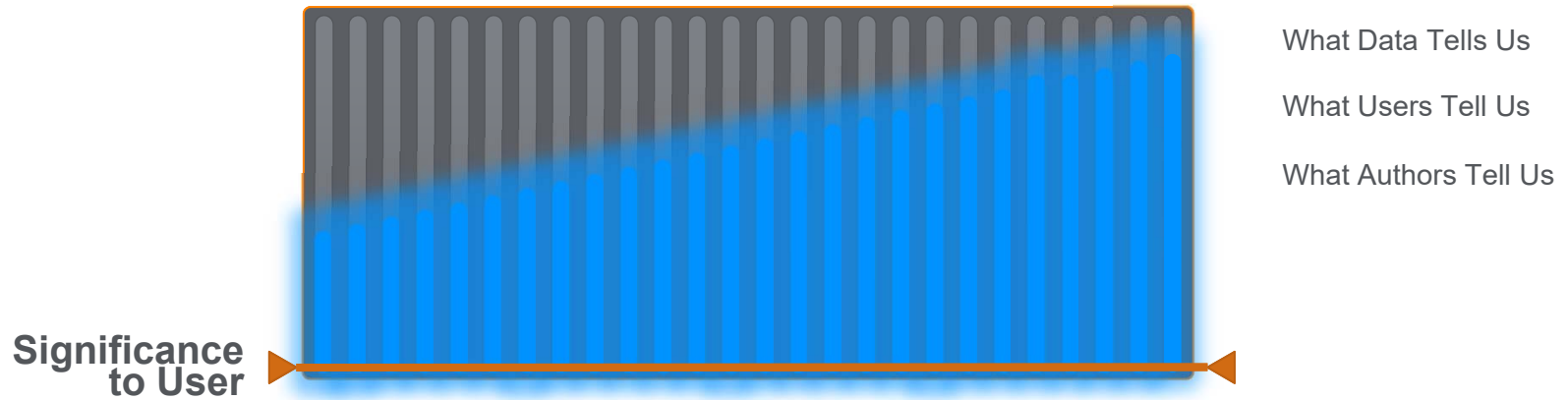
- ❑ *eBook Content as a Key Resource for Research and Learning*
- ❑ *Research Trends and Usage*
- ❑ *New answers are coming: 2017 Front List*



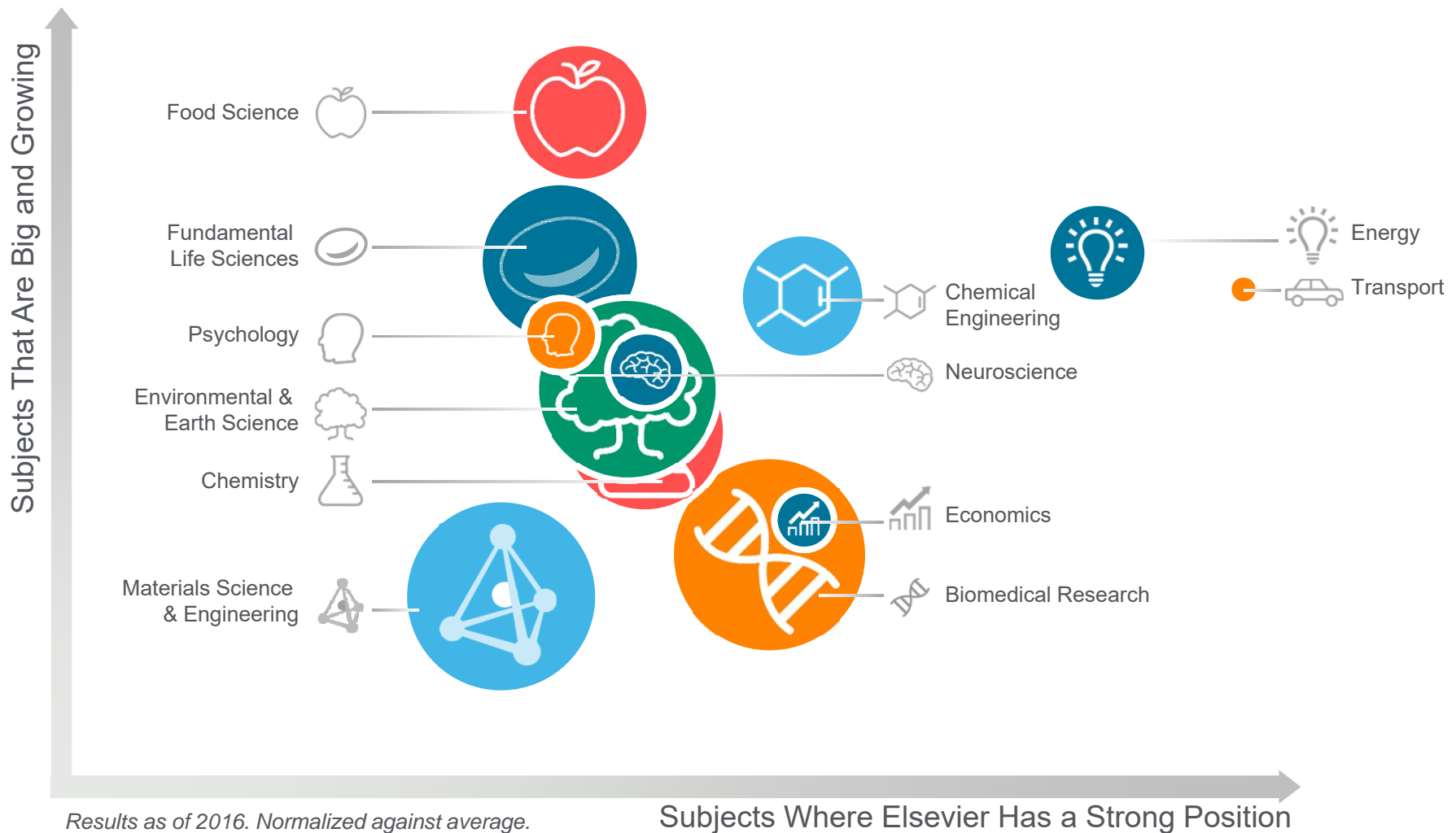
## **eBook Content as a Key Resource for Research and Learning**



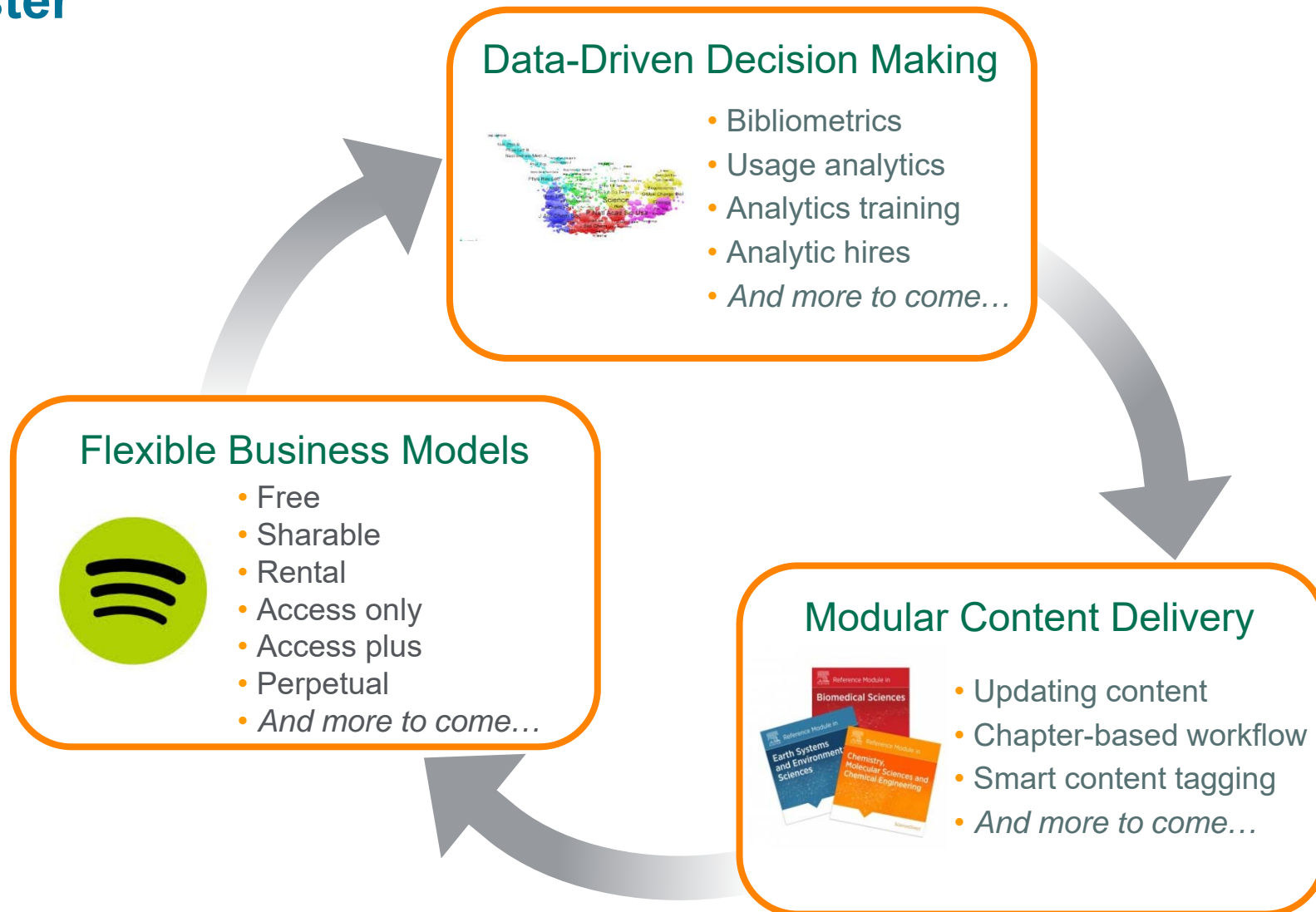
# Research Reference Content Strategy Over Time



# Deep Vertical Strategy focusing on the largest fastest growing research areas where Elsevier is strongest



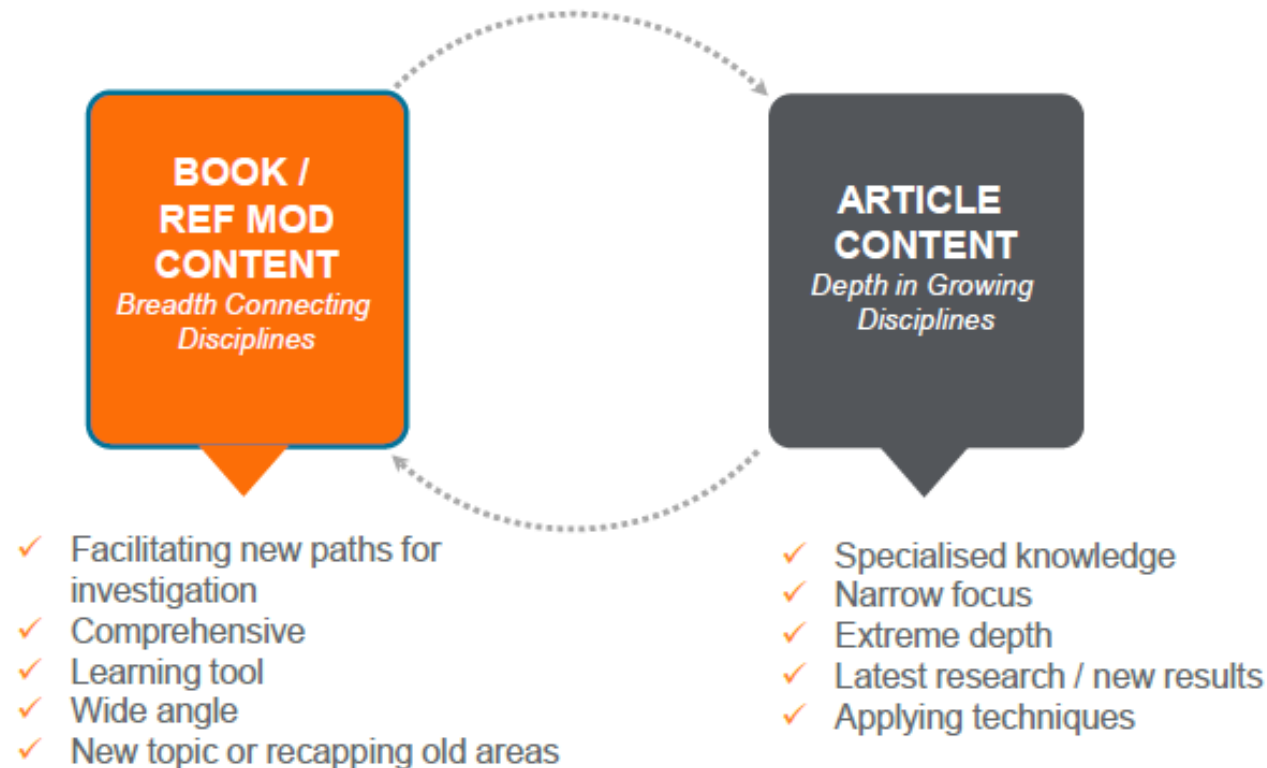
# Data-driven decision making, content development, and business model selection help you learn, adapt, and impact faster



## Researchers need specialist and integrated content

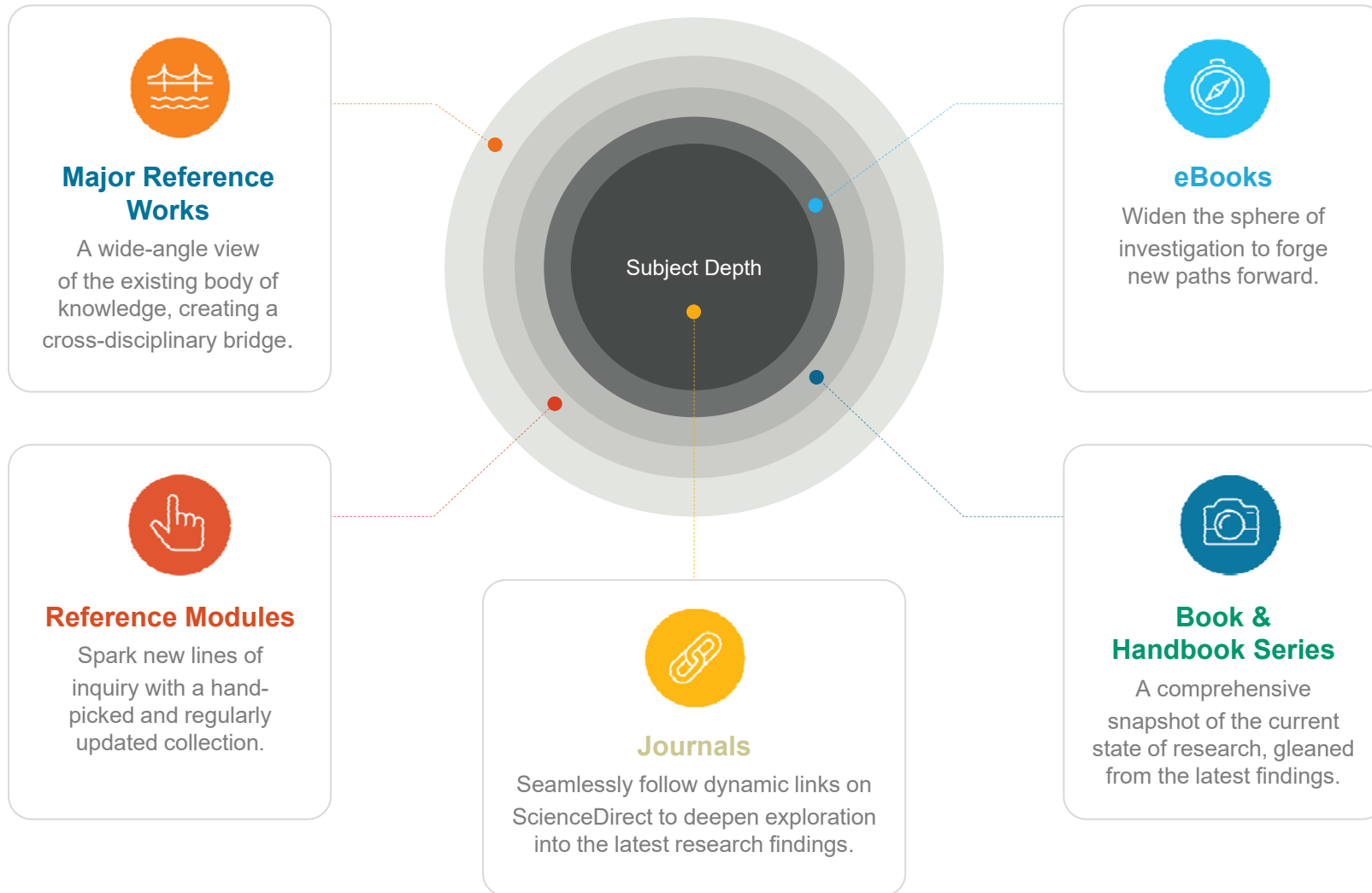
### Integrated Content designed to solve specific problems

Books and journal articles provide different types of content, but for this reason they are fundamentally interlinked: **researchers need both to build their knowledge around a topic especially when conducting interdisciplinary research**



Source: Communispace survey of 150 users (students to senior researchers) conducted for S&T Books in October 2014

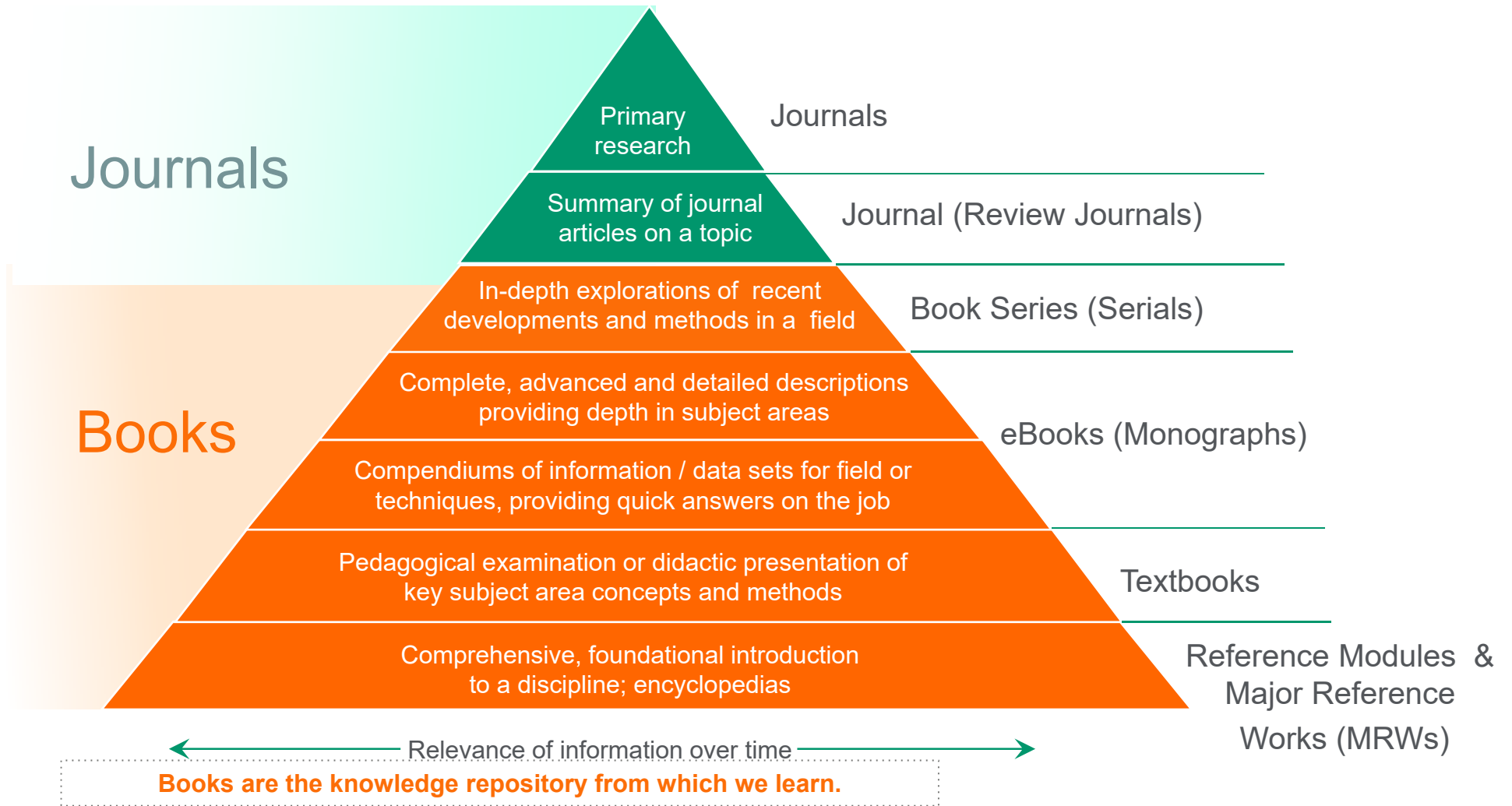
# An advantageous mix of content





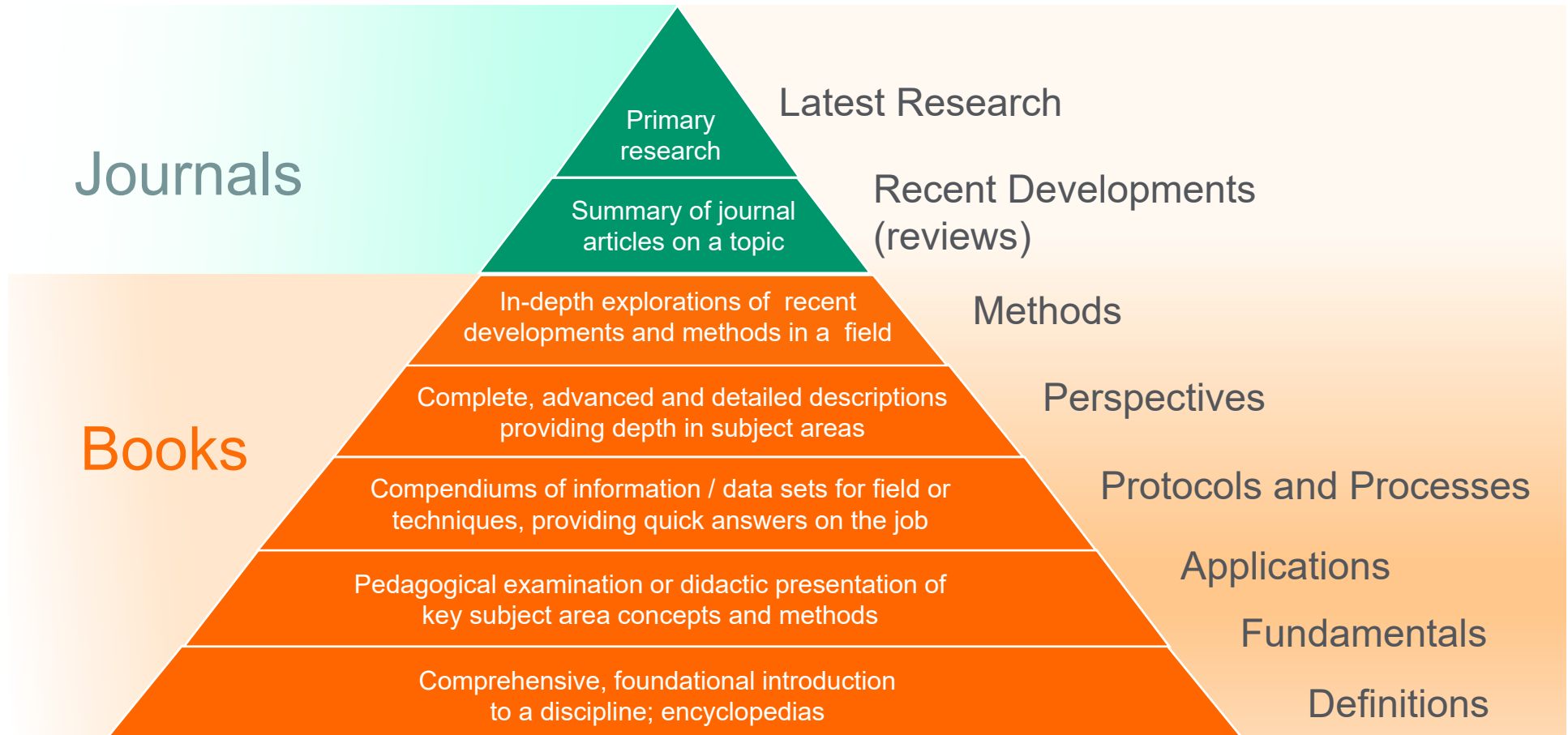
## User Workflow – Using books AND journals at each stage

### Traditional View – Publisher-Centric – a choice between books or journals



**User Workflow – Using books AND journals at each stage**

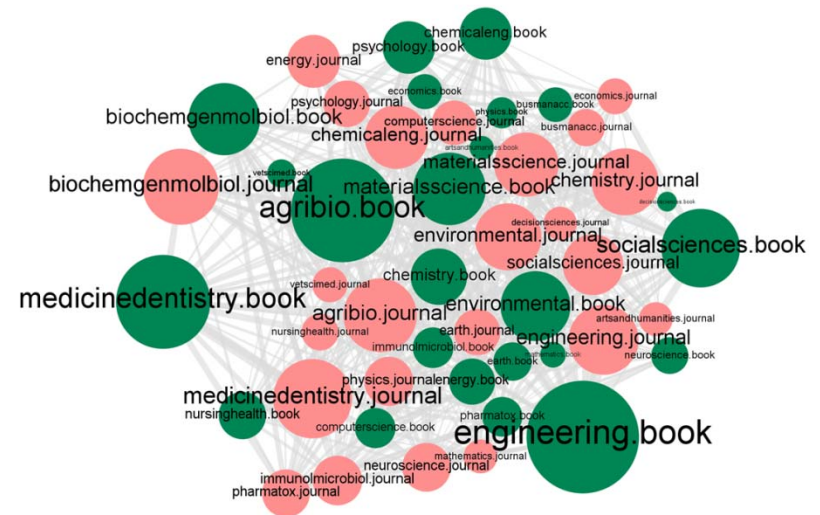
**Alternative View – User Centric – a continuum of content**



← Relevance of information over time →

**Books are the knowledge repository from which we learn.**

# Usage data shows books and journals are used together




- journal subject categories
- book subject categories
- The size of the node:
- ▬ The width of the edge:

# Free Topic Pages on ScienceDirect Enhance Co-usage and Increase Discoverability of Book Content

- **Seamlessly links** book chapters and journal articles to enhance co-usage
- Provides definitions from book content to help users **understand and interpret scientific literature**
- Provides **authoritative and relevant overviews** for users navigating new areas
- Delivers and surfaces answers to users **at their point of need**
- Fundamental knowledge taken from books brings researchers and students **quickly up to speed**
- Content links to a **wealth of knowledge in connected disciplines** to support interdisciplinary research



# Topic Page Solution



**Clinical Neurology and Neurosurgery**  
Volume 109, Issue 2, February 2007, Pages 206–209

Case report  
**Recurrent limbic and extralimbic encephalitis associated with thymoma**

Kenji Okita<sup>a</sup>, Noriyuki Matsukawa<sup>a</sup>, Manabu Hattori<sup>a</sup>, Kentaro Yamada<sup>a</sup>, Koji Takada<sup>a</sup>, Takemori Yamawaki<sup>a</sup>, Mari Yoshida<sup>a</sup>, Yoshio Hashizume<sup>a</sup>, Kosei Ojika<sup>a</sup>

[Show more](#)

<http://dx.doi.org/10.1016/j.clineuro.2006.09.007> [Get rights and content](#)

**Abstract**  
A 33-year-old woman, with a 7-year clinical history of invasive thymoma, treated at ages 26 and 30 years by thymectomy and radiation, presented with a generalized convulsion and loss of consciousness. Following the seizure there was no neurological deficit and normal tendon reflexes. Magnetic resonance imaging (MRI) of the brain without gadolinium enhancement revealed multiple small lesions of high signal intensity on T2 and diffusion weighted images located in the cortical area beyond the temporal lobes. Brain biopsy demonstrated encephalitis with activated microglia and activated T-cell infiltration. Within 4 months of treatment with nothing other than anticonvulsant therapy,

ScienceDirect Journals Books

Back to article > Encephalitis

## Encephalitis

Encephalitis is an acute inflammation of the brain, commonly caused by a viral infection.  
From *Encyclopedia of Neuroscience*, 2009

**Related terms**  
Enterovirus, HSV, Herpes simplex virus type 1, Viral encephalitis, Bulbar polio, Epidemic parotitis, VZV, Aseptic meningitis, Herpesvirus, Herpes simplex virus 1

Learn more about Encephalitis

### Encephalitis

Karen L. Roos, in *Handbook of Clinical Neurology*, 2014.

**Introduction**

Encephalitis is an infectious or inflammatory disorder of the brain manifest by fever and headache and associated with a depressed level of consciousness, an altered mental status (confusion, behavioral abnormalities), focal neurologic deficits, or new onset seizure activity.

This chapter will address the viral etiologies of encephalitis. Other chapters in this volume address the bacterial, fungal, spirochetal, and parasitic etiologies of encephalitis. The California Encephalitis Project was initiated in 1998 to improve the

### Viral Infections

Karen L. Roos, in *Textbook of Clinical Neurology (Third Edition)*, 2007.

**Western Equine Encephalitis**

Western equine encephalitis tends to occur in children younger than age 1 year and in adults older than age 50.<sup>54</sup> Inapparent infections with western equine encephalitis virus are more common than symptomatic cases. Like the other arthropod-borne encephalitides, western equine encephalitis begins with an influenza-like syndrome of fever, malaise, myalgias, pharyngitis, and vomiting. As the disease progresses, irritability, convulsions, or coma develops.<sup>49</sup>

## Key Features:

1. Overall clear definition
2. Related terms (to topic pages)
3. Learn more on topic
  - 10 longer definitions
  - Related/ relevant reading

Live in Neuroscience,  
Biomedical Sciences and Life  
Sciences **May 2017**

# ScienceDirect Topic pages help researchers find the answers they need, when they need them

## ARTICLE PAGE

Relevant concepts in journal articles highlights and hyperlinked to new machine generated "Topic pages" Topic pages also indexed by web search engines



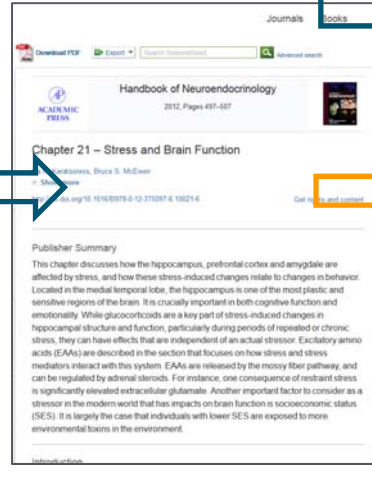
## NEW! TOPIC PAGE

Free content extracted from books features a Definition and links to Chapter pages containing relevant Ref Mod & books content. Experimenting to decide minimum amount of content



## CHAPTER PAGE

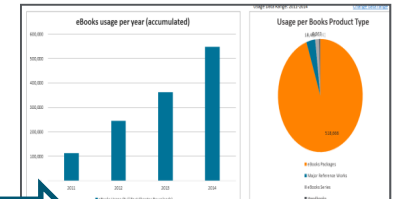
Links to book chapter full text (subscribed) or abstract (unsubscribed) on SD



## USAGE DATA

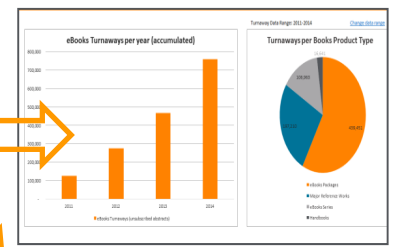
Subscribed usage and unsubscribed turnaways drives 'value based' selling and commissioning

## GAP TOOL



Subscribed Usage

Unsubscribed Usage



Choose an option to locate/access this article: Check if you have access through your login credentials or your institution. Purchase \$31.50. Access enhanced online version from issue 2014. Get Full Text Elsewhere.

## GOOGLE



**Use Cases:**  
"I need to quickly get authoritative information on words or concepts that are new to me"  
"I want to better understand the article"  
"I need both the foundational information and the latest developments in this area"

## COMMISSIONING

Knowledge to Fill in the Gaps. The most direct route to the most current content. Elsevier Reference Modules are the only text content from our Reference Works, hand selected by reference experts and continuously updated—month by month—so you reflect new research in the field. Be in the know with Elsevier Reference Modules. Elsevier Reference Modules. Available on ScienceDirect. ELSEVIER



## Research and Usage in the area of Valencia





# Research Output 2011-2016

Publications

57,770 ▲

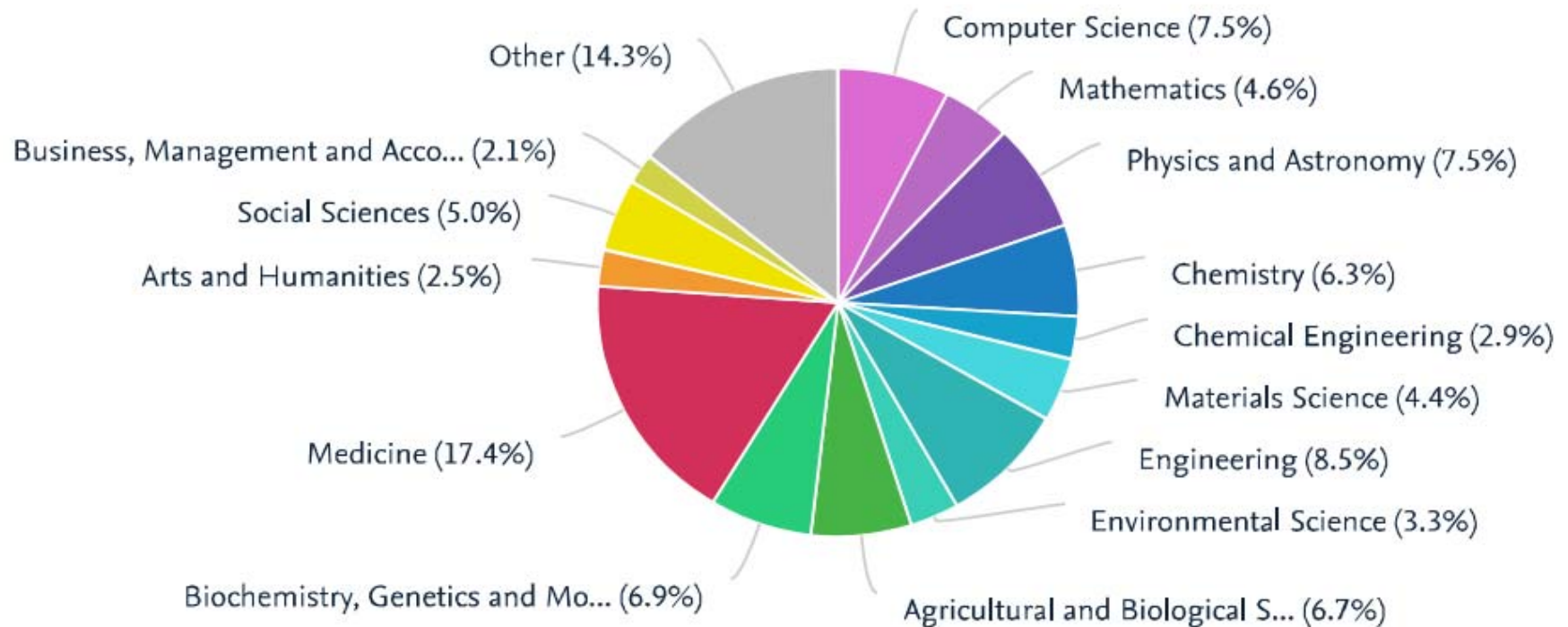
Citations

442,303

Authors

32,267 ▲

[View list of publications](#)





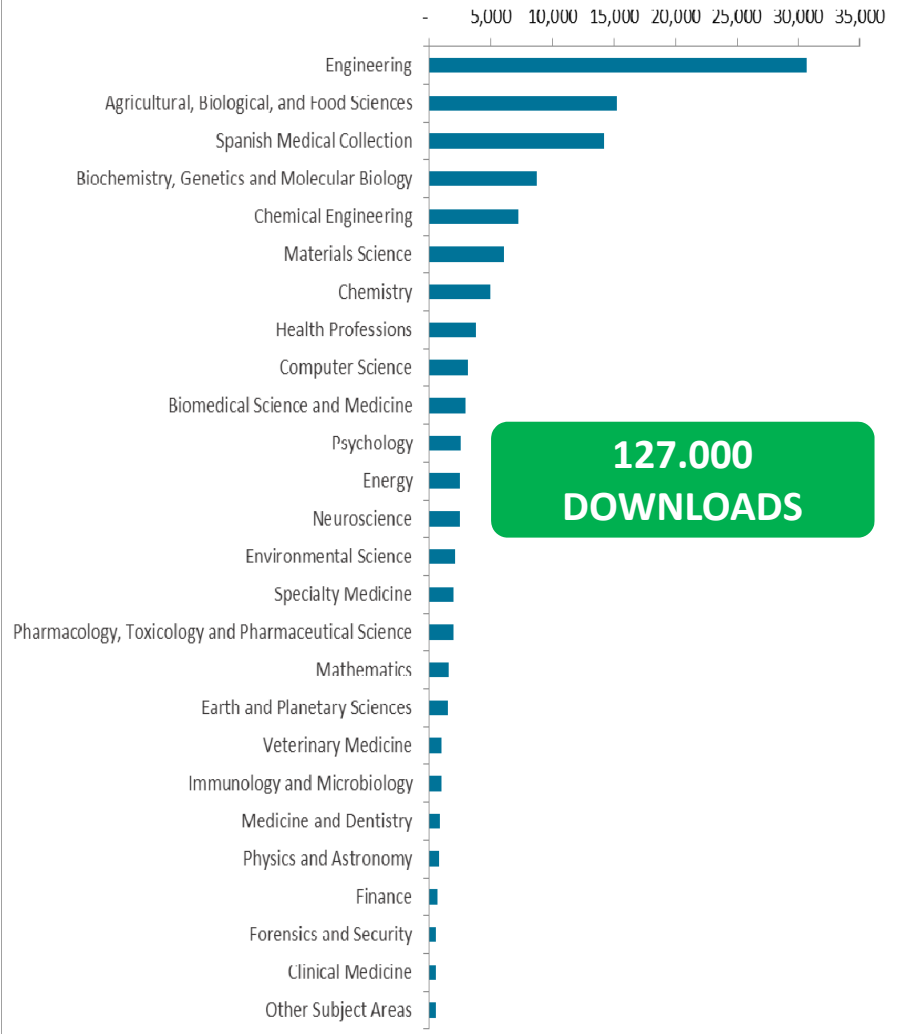
# How is research evolving?

## Research Output Trend by Subject Area in Valencia 2011-2015

Subject	2011	2012	2013	2014	2015	Total (5 Yrs)	%	5 Yrs CAGR	Avg. Annual Growth (in Articles)
Multidisciplinary	29	73	47	46	76	271	0%	↑ 27.2%	12
Nursing and Health Professions	271	287	358	417	432	1,765	2%	↑ 12.4%	40
Medicine and Dentistry	1,801	2,045	2,293	2,437	2,534	11,110	13%	↑ 8.9%	183
Pharmacology, Toxicology and Pharmaceutical Science	186	214	257	231	256	1,144	1%	↑ 8.3%	18
Environmental Science	520	586	521	643	701	2,971	4%	↑ 7.8%	45
Social Sciences	653	767	812	957	872	4,061	5%	↑ 7.5%	55
Biochemistry, Genetics and Molecular Biology	990	1,051	1,150	1,262	1,184	5,637	7%	↑ 4.6%	49
Agricultural and Biological Sciences	1,105	1,172	1,303	1,250	1,314	6,144	7%	↑ 4.4%	52
Earth and Planetary Sciences	329	398	365	393	390	1,875	2%	↑ 4.3%	15
Chemical Engineering	452	466	526	570	525	2,539	3%	↑ 3.8%	18
Neuroscience	236	225	227	218	268	1,174	1%	↑ 3.2%	8
Arts and Humanities	263	271	330	325	292	1,481	2%	↑ 2.6%	7
Chemistry	1,032	1,077	1,178	1,119	1,134	5,540	7%	↑ 2.4%	26
Energy	215	201	189	245	236	1,086	1%	↑ 2.4%	5
Economics, Econometrics and Finance	160	185	178	164	173	860	1%	↑ 2.0%	3
Decision Sciences	140	158	170	137	151	756	1%	↑ 1.9%	3
Psychology	282	309	286	341	303	1,521	2%	↑ 1.8%	5
Veterinary Science and Veterinary Medicine	84	96	93	83	87	443	1%	↑ 0.9%	1
Business, Management and Accounting	342	294	299	334	353	1,622	2%	↑ 0.8%	3
Immunology and Microbiology	253	233	204	265	261	1,216	1%	↑ 0.8%	2
Materials Science	749	711	789	786	745	3,780	5%	↓ -0.1%	-1
Engineering	1,543	1,613	1,592	1,736	1,476	7,960	10%	↓ -1.1%	-17
Mathematics	854	837	913	990	805	4,399	5%	↓ -1.5%	-12
Physics and Astronomy	1,364	1,513	1,396	1,343	1,205	6,821	8%	↓ -3.1%	-40
Computer Science	1,424	1,398	1,436	1,345	1,164	6,767	8%	↓ -4.9%	-65

# eBook Usage 2015-2016

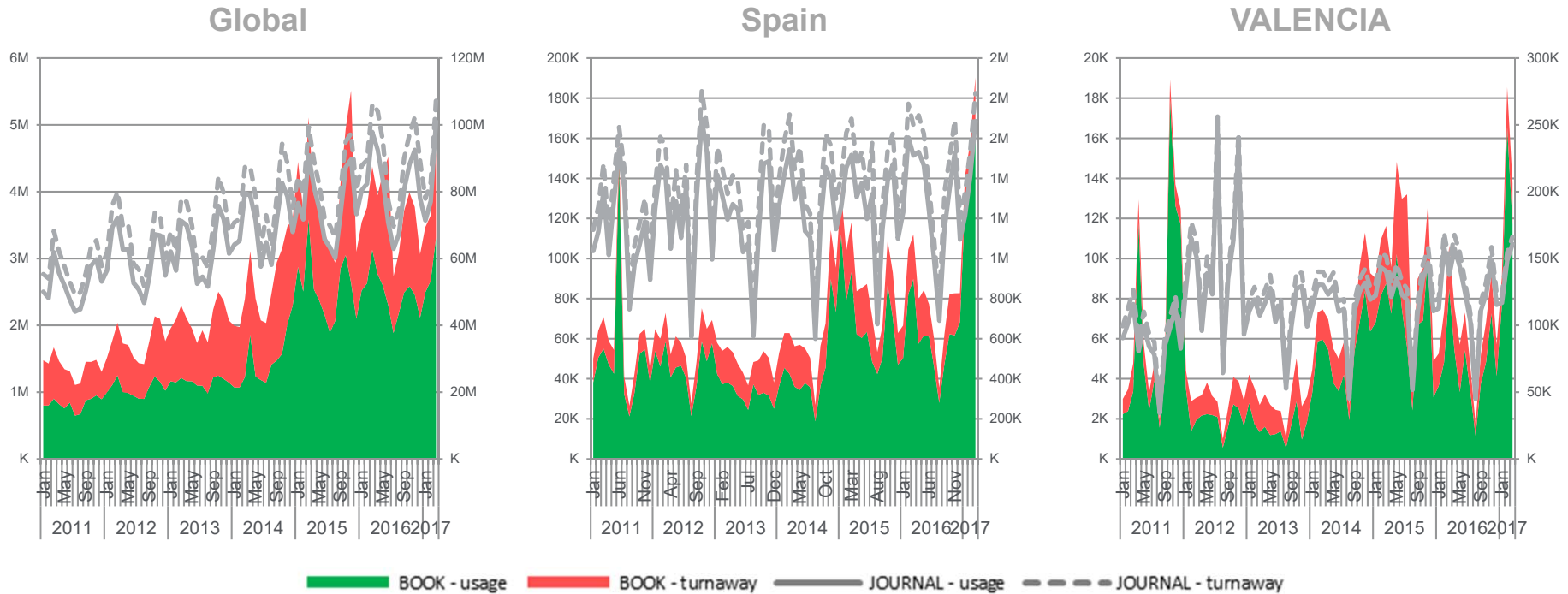
### Usage per Subject Area 2015-2016



### Turnaways per Subject Area 2015-2016



# SD content usage & demand

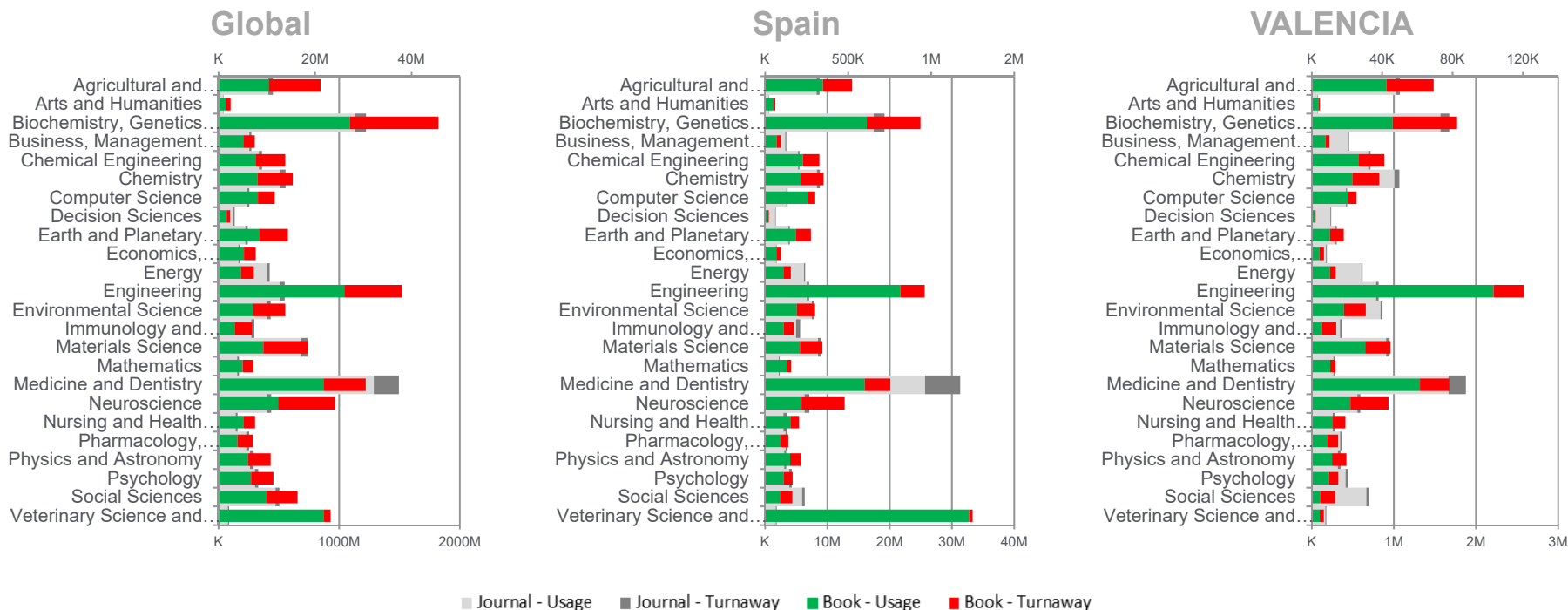


**Global** **Spain** **VALENCIA**

*Globally, book usage & turnovers are correlated with journal usage & turnovers, showing that researchers and students used both content*

*The ratio of turnovers to usage is relatively high, indicating a demand for books.*

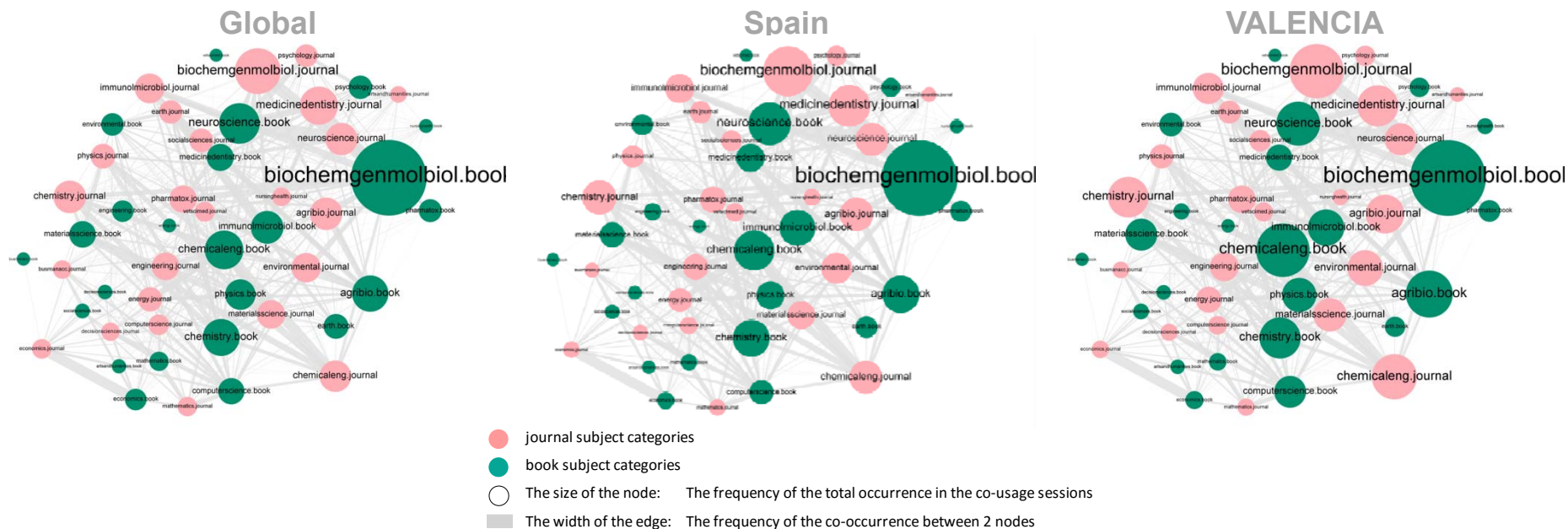
# SD content usage & demand by subject



Global	Spain	VALENCIA
<p><i>The comparison of book vs. journal usage &amp; turnaways show the fields in which users downloaded or desired relatively more books than journals (see where is a big gap between book and journal usage &amp; turnaways)</i></p>		
<p>Biggest gap: ① Engineering; ② Biochemistry, Genetics and Molecular Biology; ③ Veterinary Science and Veterinary Medicine; ...</p>	<p>Biggest gap: ① Veterinary Science and Veterinary Medicine; ② Engineering; ③ Biochemistry, Genetics and Molecular Biology; ...</p>	<p>Biggest gap: ① Engineering; ② Neuroscience; ③ Agricultural and Biological Sciences; ...</p>
<p>Highest demand: ① Biochemistry, Genetics and Molecular Biology; ② Engineering; ③ Neuroscience; ...</p>	<p>Highest demand: ① Biochemistry, Genetics and Molecular Biology; ② Neuroscience; ③ Agricultural and Biological Sciences; ...</p>	<p>Highest demand: ① Biochemistry, Genetics and Molecular Biology; ② Agricultural and Biological Sciences; ③ Neuroscience; ...</p>

Data source: ScienceDirect usage data 2014-2017

# Researchers need both to move their research and studies forward



Global	Spain	VALENCIA
<b><i>Book content is a critical complement to journal content</i></b>		
<b>4M+ visits, 35% of book sessions, in which books have been co-used with journals.</b>	<b>70k+ visits, 44% of book sessions, in which books have been co-used with journals.</b>	<b>8k visits, 52% of book sessions, in which books have been co-used with journals.</b>
<b><i>The top book subject areas used with journal</i></b>		
1. Biochemistry, Genetics and Molecular Biology	1. Biochemistry, Genetics and Molecular Biology	1. Biochemistry, Genetics and Molecular Biology
2. Neuroscience	2. Neuroscience	2. Chemical Engineering
3. Chemical Engineering	3. Chemical Engineering	3. Agricultural and Biological Sciences
4. Chemistry	4. Agricultural and Biological Sciences	4. Neuroscience
5. Agricultural and Biological Sciences	5. Chemistry	5. Chemistry



## **New answers are coming: 2017 Front List**



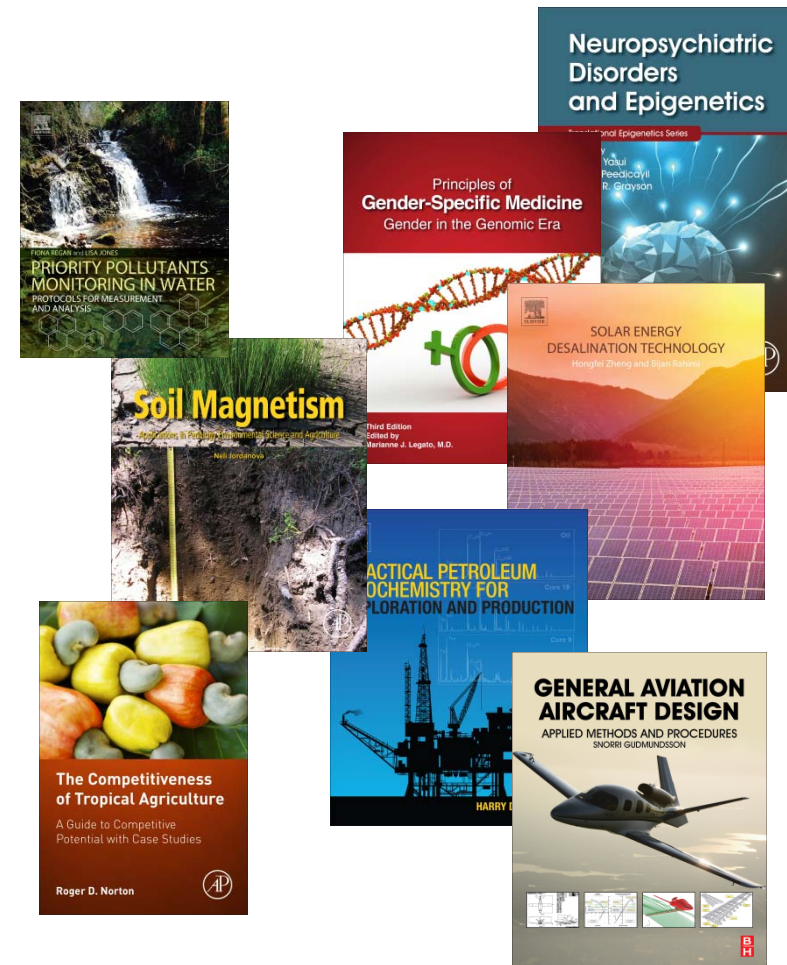
# Highlights from the 2017 Frontlist

For 2017, we're focused on high-impact areas of science and engineering, including **Agricultural, Biological and Food Sciences, Chemical Engineering, Chemistry, and Environmental Science**.

New to the list of available collections is **Health Sciences Specialty Surgery**, which includes books covering general surgery and various surgical specialties such as plastic surgery and neurosurgery.

Highlights this year include the increase of **Materials Science, Energy, and Finance** books and the inclusion of more books focused on specialty medicine.

We also continue to provide the latest research in the important areas of **Mathematics, Social Sciences, and Biochemistry Genetics and Molecular Biology**



ScienceDirect

ELSEVIER



**29,000 DRM-free titles across 24 subject areas**

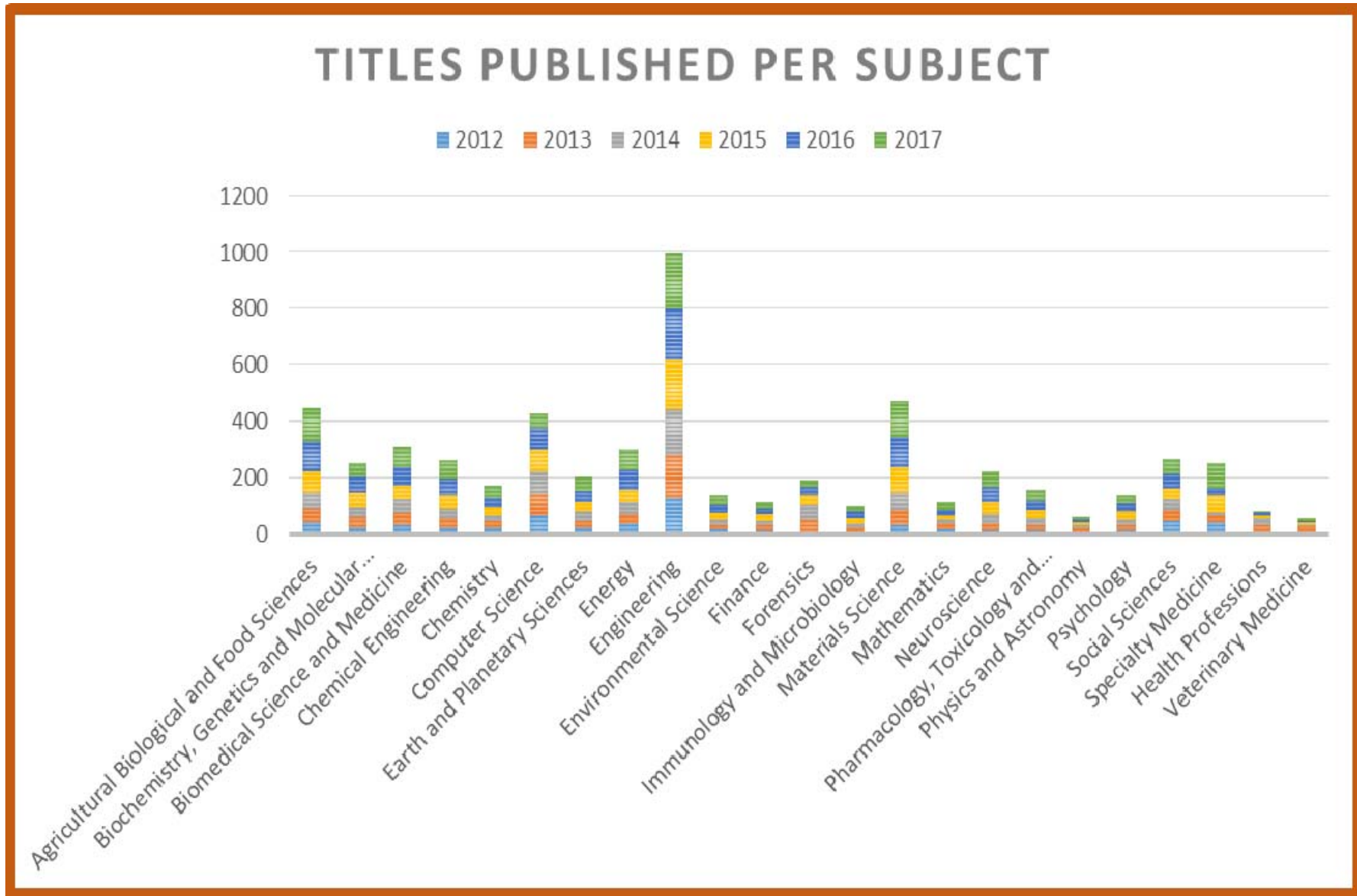
**1.270  
NEW  
TITLES**

**2017 Frontlist Collection (# of Titles)**

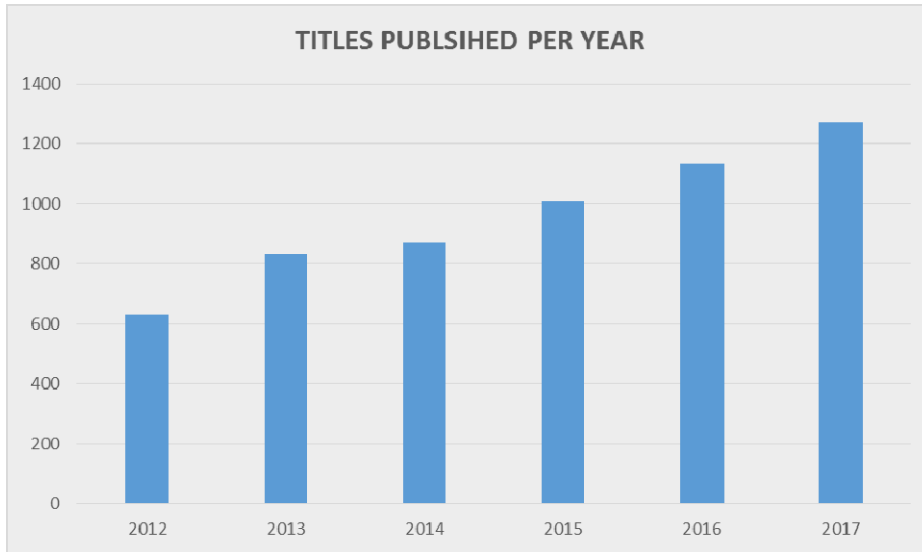
Agricultural, Biological & Food Sciences	119	Immunology & Microbiology	23
Biochemistry, Genetics & Molecular Biology	52	Materials Science	125
Biomedical Science & Medicine	76	Mathematics	26
Chemical Engineering	64	Neuroscience	56
Chemistry	43	Pharmacology, Toxicology & Pharmaceutical Science	38
Computer Science	53	Physics & Astronomy	12
Earth & Planetary Sciences	50	Psychology	32
Energy	71	Social Sciences	53
Engineering	197	Specialty Medicine	67
Environmental Science	33	Health Professions	6
Forensics, Security & Criminal Justice	25	Veterinary Medicine	7
Finance	23	<b>Specialty Surgery ***NEW***</b>	<b>19</b>



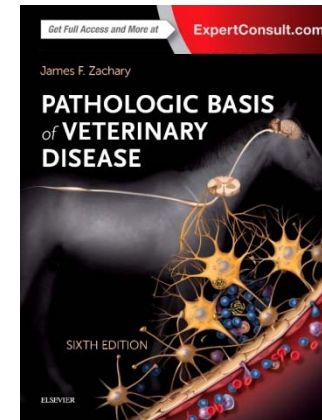
## Front List Evolution: Reinforcing key global areas of research



# Front List Evolution: Growing Content on ScienceDirect



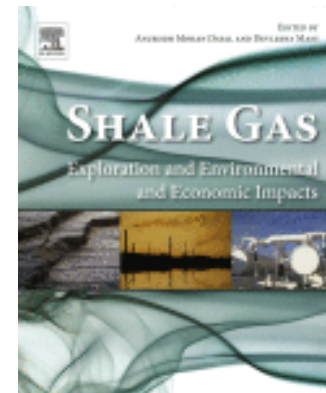
## New edition of canonical references



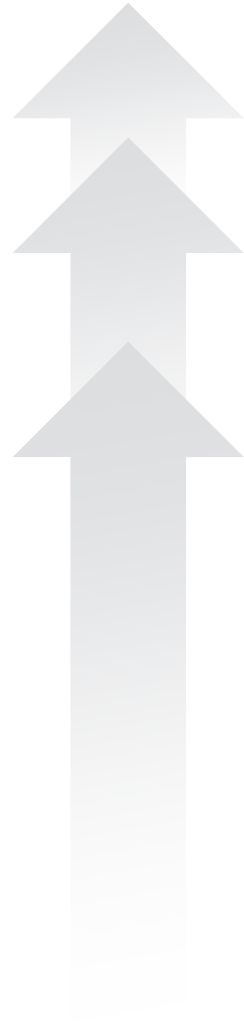
## New collections: Specialty Surgery



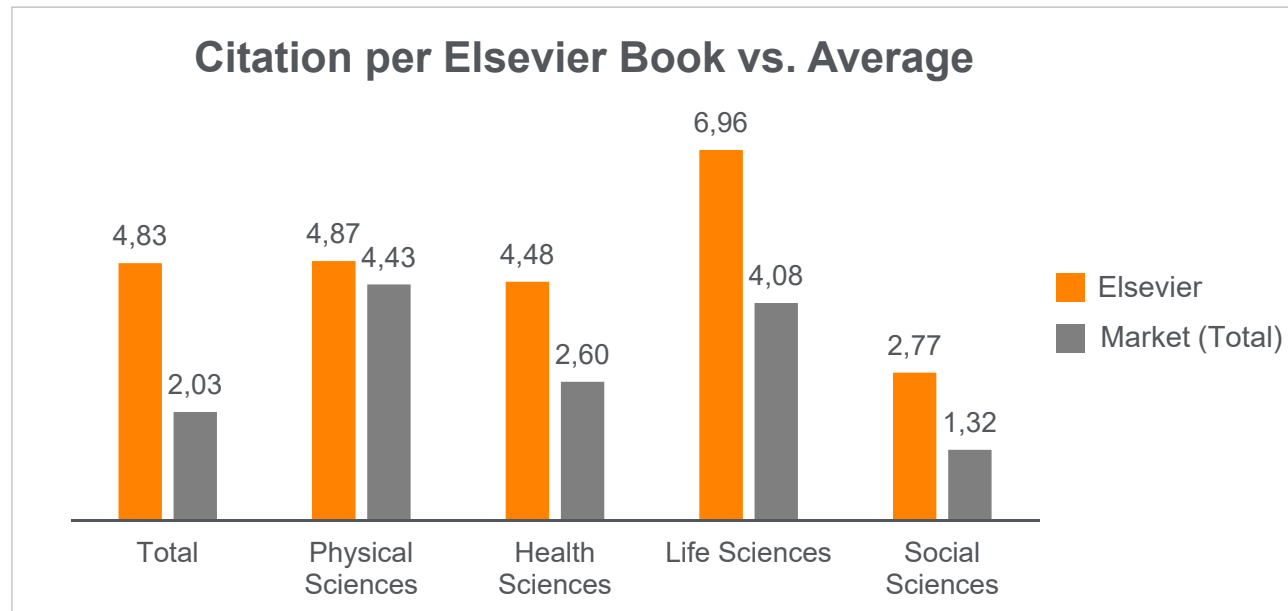
## Current topics reviewed and discussed



## Strong usage and user satisfaction growth, and above average impact indicate high-quality content and platform experience



- **42%** year over year usage growth for eBooks on ScienceDirect\*
  - **8%** usage growth for ScienceDirect overall
  - Growth in researcher satisfaction 2012 - 2016
  - Growth in purchaser satisfaction 2012 - 2016
- Source: market research survey by Elsevier*
- Above average impact in all disciplines\*\*



\*Usage figures averaged across past two full years (2013-2014, 11%; 2014-2015, 74%)

\*\*Note: Books counted in multiple subject areas when classified as such. Total no. of books = 945.

## What does a book tell us about?



- ✓ Explains consistently concepts found in articles
- ✓ Wide-angle approach of specific topics
- ✓ Evolution of a topic over time
- ✓ Summarizes milestones achieved in research
- ✓ Connects different disciplines into a unified view
- ✓ Contributes to redefine the subject organically
- ✓ Holds a vision of the author, a particular narrative

# Continually growing resources to support librarian partners

More than **33,000 newsletter subscribers** in 175 countries

Academic, corporate, medical and government **librarian authors**

Content includes **articles, infographics** ebooklets and more

Over **13,000 followers** on social media

Average webinar has **1,400 viewers**

Explore **LIS best practices** technology, tips and trends

Live events feature experts discussing **local issues**

Social content **curated for you** from premier LIS sources

Elsevier partners with librarians to create LIS resources and share knowledge through:

## ➤ Library Connect

- **Newsletter:** Sign up for a complimentary subscription: <https://libraryconnect.elsevier.com/subscribe>
- **Webinars:** Register for upcoming webinars: <https://libraryconnect.elsevier.com/library-connect-webinars>
- **Social:** Join the LIS community on: [Twitter](#), [Facebook](#), [SlideShare](#), [LinkedIn](#)
- **Live Events:** Talk to your [local Elsevier office](#) about events in your area.

## ➤ Online Books Connect Newsletter

Sign up for a complimentary subscription: <http://onlinebooksconnect.elsevier.com/subscribe>

## ➤ Support Tools

- Admin Tool
- Free MARC records via OCLC WorldShare
- KBART Collections Reports
- Holdings Reports
- COUNTER-compliant Usage Reports

## LIBRARIANS AND RESEARCH IMPACT

A story of measurement, insights and action

**RESEARCH OUTPUTS**

- articles
- books/book chapters
- conference proceedings
- theses and dissertations
- datasets
- patents and other IP
- multimedia
- software
- slides
- reports
- illustrations
- websites and blogs
- live presentations
- invited events
- many more!

**BEYOND BOOKS AND ARTICLES**

Though scholarly publishing is still the primary measure of academic research, other forms of output are now more widely recognized, described in repositories and included in assessments. Librarians and information professionals are helping to raise awareness of the breadth of outputs and systems for tracking these new measures.

**Library Connect**

What researchers looking for in corporate and academic library services?

1. Information & Data
2. Research Support
3. Knowledge Discovery
4. Research Impact
5. Research Management
6. Research Funding
7. Research Collaboration
8. Research Training
9. Research Infrastructure
10. Research Services
11. Research Tools
12. Research Data
13. Research Ethics
14. Research Compliance
15. Research Security
16. Research Privacy
17. Research Access
18. Research Preservation
19. Research Archiving
20. Research Digitization
21. Research Digitization
22. Research Digitization
23. Research Digitization
24. Research Digitization
25. Research Digitization
26. Research Digitization
27. Research Digitization
28. Research Digitization
29. Research Digitization
30. Research Digitization

**LIBRARIANS DO RESEARCH TOO!**

BY CAROL TENKOPI

LIBRARY CONNECT  
BLUEPRINT FOR SUCCESS

ELSEVIER