## ● Welcome

*David Tempest*

Dear Colleagues,

This issue focuses on the theme of "evaluation." Increasingly we live in a world of metrics guiding organizations and individuals, including researchers assessing their performance and patients seeking medical care.

Regarding how organizations are approaching evaluation, the article by Steve Carroll takes a look at how Elsevier is assessing our own performance and the case study explains the importance of standards to assessing nursing excellence at a medical facility.

Regarding research evaluation, several articles may especially grab your attention. Seogwon Hwang gives us the big picture regarding R&D evaluation and urges us to look at diverse metrics. Jorge Hirsch explains why he created the *h-index* and how it could be improved. And Chrysanne Lowe presents thoughts about the importance of reputation when it comes to measuring impacts of university faculty, the university itself and the research they produce.

As it's not sporting to give away the plot completely, I'll let you explore and discover all the rest this issue offers. As you search or browse, I'm sure you'll second my motion that we offer a big "Thanks!" to all the contributors.

Regards,

*David*

David Tempest, Associate Director, Scientometrics & Knowledge Management, Global Academic & Customer Relations Department, Elsevier, Oxford, UK

## Elsevier Foundation news you can use

Zhejiang University of Technology Librarian Yuehua Wan and Guangxi University of Technology Librarian Xiaotian Liang (both in the center) hold plaques commemorating ILA grants going to their libraries. Elsevier CEO, S&T China, Sharon Ruwart (on the left) and Elsevier S&T CEO Herman van Campenhout (on the right) present the good news at the Library Connect Seminar in China in April.

Six 2006 Innovative Library Access Grants were recently awarded to libraries in China, Mongolia, Thailand and Vietnam. This year the foundation has launched the Innovative Libraries in Developing Countries Program to provide grants to improve the capacity of developing world libraries through training, infrastructure, technology, digitization and preservation of STM information, and also the New Scholars Program to encourage participation of women in academic science and technology. Apply by October 1! LC

➡ **www.elsevierfoundation.org**

## In this *Issue*

**Journal Publishing at Elsevier**

#10

Read the latest Library Connect pamphlet "Journal Publishing at Elsevier" — at **www.elsevier.com/libraryconnect.**

# Research Performance Measurement is revving up

By Helen de Mooij, Scopus Product Manager, Elsevier, Amsterdam, The Netherlands

Research Performance Measurement (RPM, also known as bibliometrics) has entered an era of rapid development in terms of indicators. Whether this has been spurred on by the acceptance of the *h-index* or by science turning towards a global metric-based system, one thing is certain: The status quo of the last few decades is being challenged.

Since the '60s, when it was introduced, the **Impact Factor** has dominated RPM indicators. It's calculated by identifying the number of citations in one year to articles published in the previous two years and then dividing that number by the number of articles published in those same two years. Originally it was intended as a collection management tool, but has since evolved into a metric used for evaluation of science at all levels as well as evaluation of authors. This can have far-reaching consequences for an author's grant applications, promotion and tenure since the metric is directly influenced by the performance of specific journals and is thus for a large part beyond the author's control.

The *h-index*, created by Professor Jorge Hirsch in 2005, is a means of evaluating a researcher based only on her or his own published work. When using this metric, one must take care to consider different citation patterns in subject fields and publication periods. Scientists are more than merely the sums of their articles, and when using the *h-index* for RPM, users must look into the relevancy of an author's publication history and trends in citations received.

It's interesting to note when looking at journal evaluation that limitations of the impact factor are being addressed in new journal metrics. One such metric, the **Eigenfactor**, incorporates

> The status quo of the last few decades is being challenged.

five years worth of citation data instead of two and corrects for differences in citation patterns across fields.

An interesting new dimension to RPM is **Page Rank**. This was introduced by Google to show the link popularity of websites and rank them accordingly. Its roots lie in the RPM of science itself which has embraced the assumption that "good" science gets cited frequently and is thus ranked higher. The incorporation of Page Rank means that journals are now being evaluated not only over a fixed time, but also as an effect of "prestige" afforded by other journals.

There are more indicators available, and I am confident many more, comprising new facets such as usage, will be introduced in the near future. It is promising that the trend is moving towards metrics for each level of evaluation, be it authors, journals or even subjects as a whole. It's great that researchers and analysts will be evaluated and evaluating against an increasing number of appropriate benchmarks.

The relevance and acceptance of indicators will not be decided by organizations choosing to endorse one or the other, but by the researchers who are the core of Research Performance Measurement everywhere. We at Scopus make sure we stay involved in discussions about new measurements so we can supply the information and tools required by researchers and administrators to perform evaluation effectively, efficiently and as free as possible from potential bias. **LC**

### Explore More
- http://scientific.thomson.com/free/essays/journalcitationreports/impactfactor
- www.ejbjs.org/cgi/content/full/85/12/2449
- www.eigenfactor.org
- www.google.com/corporate/tech.html

# R&D performance evaluation: We need to look at diverse metrics

By Seogwon Hwang, Associate Research Fellow, Science & Technology Policy Institute, Seoul, South Korea

When assessing the performance of research and development, we can see that evaluation has evolved along with the times. For example, in the past, integrity and ethics were largely neglected. But now, having experienced various scandals, government agencies, research institutes and publishers are establishing "Research Integrity and Ethics" committees and guidelines to reduce incidents of forgery, falsification or plagiarism. Today we hope that integrity and ethics are considered more carefully as papers are published and patents awarded.

Improving R&D performance evaluation can help us keep a focus on research integrity and ethics and can help address

other problems. One notable such problem is that when relying on only one or two citation databases to evaluate research performance, the output of non-Western researchers is adversely affected because the databases encompass limited numbers of domestic journals (e.g., journals published in Korean).

What's the best way to enhance the R&D evaluation process? Widen the scope through measures like these:

*Seogwon Hwang*

- Besides considering impacts of papers, consider impacts of patents and other activities such as technological consulting for small- to mid-sized enterprises.

ELSEVIER

# Overall, I'm more interested in physics than citations

**By Jorge Hirsch, Physics Professor, University of California San Diego, USA**



*Jorge Hirsch (on the left) confers with Elsevier Senior Product Technology Manager M'hamed el Aisati.*

Many people ask me why I came up with the "highly cited index" or *h-index*, a method for quantifying a scientist's publication productivity and impact. Basically, the truth is that I dislike impact factors because, due to the controversial nature of my articles and research, I'm unable to get my work published in journals with high impact factors. Despite this, many of my articles have received large numbers of citations.

## Background of the *h-index*

At many institutions, including my own, citation counts are considered during decisions relating to hiring, promotion and tenure. Despite the fact that citation counts can contain misinformation, for example, when many co-authors or self-citations are involved, they form a basic quantitative measure of a researcher's output and impact. Hence citation counts should play an important role in evaluations, even if (or maybe especially when) the papers are not published in "high-impact journals."

> ## The *h-index* is about providing a simple objective measure for research evaluation.

In the summer of 2003, I first discussed the concept and mathematical calculation of the *x-coefficient,* as I initially called the *h-index*, with some colleagues at UCSD, and started to use it informally in evaluations. I wrote up a draft paper but wasn't sure it would be of sufficient interest for publication. In the spring of 2005, I sent the paper to some colleagues and asked for comments. Some time later a colleague from Germany emailed me inquiring about the index and expressing great interest. Then I decided to upload my *h-index* paper[1] onto the Los Alamos server, which I did on August 3, 2005. I was still not sure whether to publish it in a refereed journal. To my surprise, the preprint received a very high level of interest. Before long, I found my email box filled with comments related to the article.

In essence, the *h-index* is about providing a simple objective measure for research evaluation. Since it is not related to the popularity of a journal, this index is a way to put more democracy into research performance measurements. In fact, papers that receive high numbers of citations in "low-impact" journals should be especially noteworthy.

## Possible Improvements to the *h-index*

Naturally no single quantitative measurement is sufficient on its own. One can add other features of the citation distribution besides the *h-index* to reflect additional citation information. For example, one may also consider the slope (first derivative) and curvature (second derivative) of the distribution, as well as the integral (total number of citations), as additional criteria. In the relation $N_{Total} = ah^2$, $a$ is normally between 3-5, but deviations do occur.

The *h-index* does not normalize for the number of years that a researcher has been active. This can be done by dividing by the time since graduation or receipt of a PhD: $h(t) = mt$ (where $m$ is expected to be approximately time independent). It is also interesting to normalize the *h-index* taking into account the number of co-authors. Furthermore there are variations in the *h-index* between different disciplines and subdisciplines.
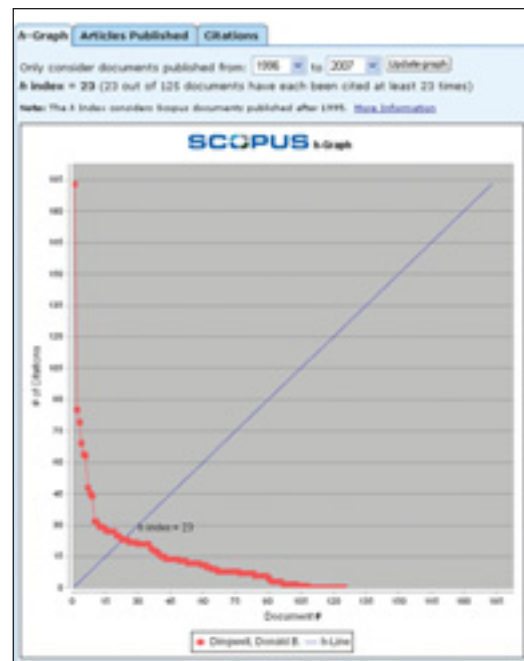
Will I continue my investigation into indicators of research evaluation? To some extent, yes; however overall, I am more interested in physics than citations. [LC]

[1] Hirsch, J. E. (2005, September 29). An index to quantify an individual's scientific research output. http://arxiv.org/abs/physics/0508025

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## Scopus harnesses the *h-index*

You may have already noticed that the *h-index* has been incorporated into Scopus. The index considers the publication records of an individual, the number of papers published over $n$ years and the number of citations for each paper, and produces a single number, the *h-index*. To assist users interested in this index, Scopus offers a set of visual aids (see example below) presenting a transparent overview of citation and publication patterns over time and revealing whether an author's *h-index* is dependent on a few highly cited papers or if an author's papers have drawn a relatively consistent volume of citations. [LC]

➡ **http://labs.elsevier.com/scopusinfo/search.jsp?q=h-index**

# Evaluating research from the university administrator perspective

By Chrysanne Lowe, Vice President, Global Customer Marketing,
Elsevier, San Diego, CA, USA

Why is evaluating research output important from the university administrator's perspective? On March 5, 2007, I had the opportunity to gain some insight from Charles Zukoski, the vice chancellor for research at the University of Illinois at Urbana-Champaign. "Measuring impact is fundamental to the university strategy," noted Zukoski, but he was not talking about impact factor. "Citations are fine for impact [of publications], but in other areas it doesn't work as well…. In new emerging technology there's not enough time to cite anything. New technology may only last two years, but the impact can be huge."

Instead, Zukoski emphasized the importance of measuring the impact of UIUC faculty as they juggle international multidisciplinary collaborations, participate in blue ribbon task forces and serve as spokespeople to the media for the research enterprise. An institution, its faculty and the research they produce impact the global community in ways beyond published papers, and the UIUC Research Office is

keen on measuring that impact. At one time, researchers were evaluated primarily on the quantity of papers they published and the quality of the work. But paper output, citations and impact factors increasingly are unable to capture the whole picture. Are researchers known? That is, are they known and recognized via awards and in the popular press? What is the impact of social networking?

> "Funding does not regenerate funding. But reputation does."

At the end of the conversation, Zukoski affirmed that what is important to the university is its reputation. And that reputation ultimately leads to more funding. When I asked then why funding itself was not higher on the priority list for the institution, the answer was simple: Fame continues to generate funding. Said Zukoski, "Funding does not regenerate funding. But reputation does." LC

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# COUNTER keeps innovating

By Marthyn Borghuis, Senior Manager Usage Research,
Elsevier, Amsterdam, The Netherlands

Since its start in 2002, COUNTER (Counting Online Usage of NeTworked Electronic Resources) has developed and registered a number of standards for measuring and reporting the usage of electronic resources. The first phase concentrated mainly on the development of standards for journal, database and book usage reports and produced Codes of Practices. These basic activities, focusing mainly on defining the content and layout of usage reports, were quite urgently needed. About 65 vendors, publishing about 70% of all available STM journals, are currently COUNTER-compliant.

Recently, COUNTER entered a new phase by implementing audit tests to ensure that usage data reported by vendors is reliable and sustainable over time. As a major step forward, COUNTER made a nonexclusive agreement with the auditing company ABC-E in the UK. A first batch of vendors was audited in June 2007, and it's expected that all additional compliant vendors will be audited in the remainder of 2007 and 2008.

Another milestone in the works is the development of a so-called COUNTER Usage Factor, a measure in its definition quite similar to the well-known Impact Factor for citations, but quite different as it expresses the informal usage-based value

of articles and journals to users. A working group has been installed and cooperation is sought with other bibliometric initiatives and institutes.

> Another milestone in the works is the development of a so-called COUNTER Usage Factor.

Finally, work is being done regarding standardization of report formats to allow librarians to easily import COUNTER-compliant usage reports in XML format into local library management systems. The most productive cooperation in this area to date has involved COUNTER and the NISO-SUSHI initiative.

It's significant that all this work has been accomplished by a single organization consisting of librarians and vendors both. While serving as Elsevier's representative to COUNTER, since its founding in fact, I've participated in hefty discussions within the COUNTER Executive Committee regarding what to report or how to ensure reliability of data. However, the major aim of COUNTER, to cooperatively work on standards for usage reports, always proves to be stronger! LC

➡ **www.niso.org/committees/SUSHI/SUSHI_comm.html**
➡ **www.projectcounter.org**

# Egghe discusses the *Journal of Informetrics*

*In January 2007, the* **Journal of Informetrics** *made its debut on ScienceDirect. The editor of the new quarterly journal is Leo Egghe, an expert in the field of informetrics. Dr. Egghe also serves as chief librarian at Belgium's Hasselt University and teaches at the University of Antwerp. The journal is the first to focus on the dynamic and expanding field of data analysis in information science and is the only informetrics journal in the world. Here we get Dr. Egghe's take on why now is the right time for this journal to appear and its relation to the global phenomenon of increasing interest in research evaluation.*

*First, can you give us a bit of background on informetrics and the role of informetricians?*

**Leo Egghe**: Informetrics is a field comprising all quantitative studies related to information science. These include bibliometrics (i.e., bibliographies and libraries), scientometrics (i.e., science policy, citation analysis and research evaluation) and webometrics (i.e., metrics of the Internet or other social networks such as citation or collaboration networks). Informetricians examine data in all its forms, measuring the distribution of information and links between different data sets.

*What role does informetrics play in research evaluation?*

**Egghe**: It constructs indicators for research evaluation (for example the impact factor and *h-index*) and studies their properties, allowing one to develop measurement standards.

*Did the current phenomenon of increased focus on research evaluation contribute to the launch of your new journal?*

**Egghe**: In 1989, I submitted my first proposal to Elsevier for a journal on informetrics but that proposal wasn't accepted. In 2002, I resubmitted the proposal to Elsevier, and after several years of study and refinement, it was accepted. The increased focus on research evaluation and also the explosion of e-information and networks formed the backdrop to the launch of the new journal.

*A look at the journal's first two issues reveals about half the articles focus on methods to evaluate research output or the quality of research itself. Will research evaluation continue to be a major focus of the journal?*

**Egghe**: The journal has a very broad scope and will consider a wide array of topics for articles, including research evaluation. All quantitative aspects of information science belong to the scope of the *Journal of Informetrics*. In essence, the papers must be of a high quality and feature mathematical models explaining regularities in information sciences, or contain very good experimental data sets.

*As an informetrics expert, why do you think we're seeing a growing concern with measuring research performance and the quality of research?*

**Egghe**: New tools such as citation analysis generate more evaluation possibilities. The productivity and output of academic staff are evaluated more and more all over the world. Research budgets are allocated based on research performance evaluation. Universities are compared on scientific output, or benchmarking. In general, we live in a society where everything is measured and where there is ever greater competition for resources. Commercial initiatives — such as incorporation of the *h-index* by Scopus and Web of Science — reflect these trends.

*Leo Egghe and Tony Roche*

*When you look back over the past several decades, since you first became interested in informetrics in the 1970s, how do you see that research evaluation has changed?*

**Egghe**: A major change is that not only the publications, but also the citations, are counted. This permits one to compare a scientific group in a field with the world's average performance in this field. Internationalization has increased. Also, research evaluation has become an "accepted tool" (next to peer review) in the exact, applied and medical sciences.

*Besides application to research evaluation, how is research in informetrics being used by the scientific community?*

**Egghe**: Here are a few examples:

- Measuring inequality in publishing (e.g., "few authors publish a lot and many authors publish only a few articles")
- Studying the dynamics of the information explosion (e.g., growth, aging)
- Studying changes in information retrieval (e.g., ranked outputs of documents based on complex informetric rules)
- Studying power laws (e.g, the law of Lotka in informetrics) that are encountered in diverse fields including econometrics and physics

*Interview by Tony Roche, Publisher, Social Sciences, Elsevier, Oxford, UK*

➡ **www.sciencedirect.com/science/journal/17511577**

### FEATURED ARTICLE ○ ○ ○ ○ ○ ○

Craig, I. D., Plume, A. M., McVeigh, M. E., Pringle, J., & Amin, M. (2007). Do open access articles have greater citation impact? A critical review of the literature. *Journal of Informetrics, 1*(3), 239-248. www.sciencedirect.com/science/journal/17511577

**Excerpt:**

"Scientific citation is influenced, overwhelmingly, by the relevance and importance of a given scholarly work to other scholars in the field. While other factors might have moderate effects, the process of science is driven not by access, but by discovery."

# The customer experience at Elsevier is improving: Thanks in part to the gift of complaint

**By Steve Carroll, Research Director, Research Office, Elsevier, Oxford, UK**

Turn the clock back three years, and we were getting heavily criticized for our customer service. We knew we had to improve.
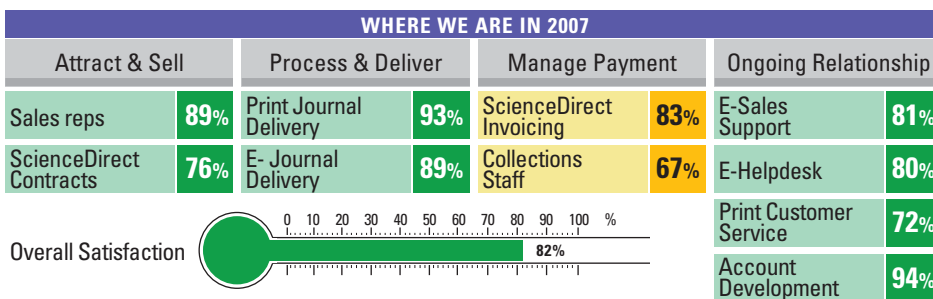
Our problem was the many ways in which customers could contact us, or we contact them. Where should we focus? What was causing the most problems? Which areas of service were most important to customers?

> **Because the feedback is so specific, we are able to identify the exact causes of any problems.**
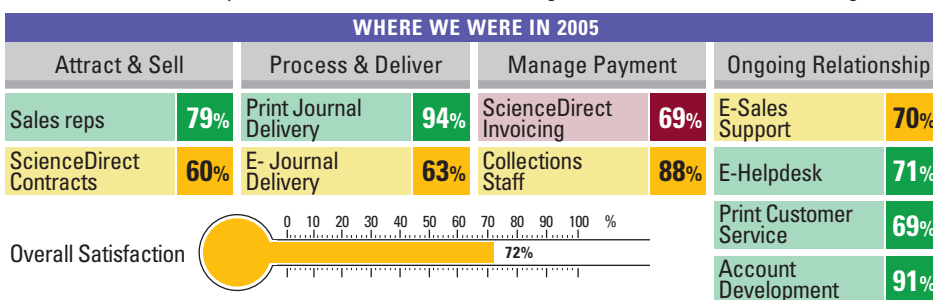
To answer these questions we needed the help of our customers. We started monitoring all aspects of our service using very short surveys of customers recently experiencing our service. These surveys specifically inquire as to responding customers' most recent customer service interactions with Elsevier. This means we get immediate feedback. We know the areas that are currently performing well, and those that need attention.

Because the feedback is so specific, we are able to identify the exact causes of any problems. This helps us target improvements that customers really need. For example, we found that we were performing poorly when customers had queries about missing articles on ScienceDirect. Customers told us it took too long to respond to their queries. Using this information, e-Helpdesk managers implemented policies that cut this time down to under 48 hours. Our satisfaction levels for this type of query immediately started to increase. We knew we were on track.

Other improvements have related to our contracts, invoicing and management of e-Helpdesks. All of which are constantly monitored.

| WHERE WE ARE IN 2007 | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Attract & Sell** | | **Process & Deliver** | | **Manage Payment** | | **Ongoing Relationship** | |
| Sales reps | 89% | Print Journal Delivery | 93% | ScienceDirect Invoicing | 83% | E-Sales Support | 81% |
| ScienceDirect Contracts | 76% | E- Journal Delivery | 89% | Collections Staff | 67% | E-Helpdesk | 80% |
| Overall Satisfaction | | | 82% | | | Print Customer Service | 72% |
| | | | | | | Account Development | 94% |

% = % satisfied with last experience   Green = better than average, Yellow = same, Red = below average

| WHERE WE WERE IN 2005 | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Attract & Sell** | | **Process & Deliver** | | **Manage Payment** | | **Ongoing Relationship** | |
| Sales reps | 79% | Print Journal Delivery | 94% | ScienceDirect Invoicing | 69% | E-Sales Support | 70% |
| ScienceDirect Contracts | 60% | E- Journal Delivery | 63% | Collections Staff | 88% | E-Helpdesk | 71% |
| Overall Satisfaction | | | 72% | | | Print Customer Service | 69% |
| | | | | | | Account Development | 91% |

*Challenges remain, but these dashboards, reporting results of feedback collected from librarians worldwide, show Elsevier's progress in improving customer service in specific areas from 2005 to 2007.*

"Service area staff members know key challenges remain," said Customer Service Focus Manager Arjan Huisman. "Every quarter we review our feedback. We use the ratings we get and read all the comments and suggestions made by customers. We assess whether improvements we have made are actually working, and we prioritize new areas for attention."

> **At the end of the day, we know a complaint is really a gift.**

Our teams are genuinely committed to improving the customer experience. Getting positive feedback is, of course, very motivating. Whilst we never like to receive negative feedback, we do understand that these are opportunities for us to solve problems. Our customers have taken the time to give us their feedback. At the end of the day, we know a complaint is really a gift. **LC**

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- Develop and utilize R&D-productivity-measurement methodologies using appropriate tools such as Data Envelopment Analysis, Analytic Hierarchy Process or Balanced Scorecard.

- Increase researchers' additive scores on education and external activities.

Improving R&D performance evaluation can help introduce more fairness for researchers worldwide and can boost R&D effectiveness. There's a lot at stake. As we all know, the output of R&D includes publications, patents, prototypes, products, processes, services and standards — as well as increased knowledge and skills. Other outcomes include economic and social effects, and impacts in science and technology. **LC**

➡ **www.stepi.re.kr/eng**

# Do you teach database searching? Focus on Scopus!

**By Alison Johnston, Biological and Earth Sciences Information Librarian, University of Canterbury, Christchurch, New Zealand**

As a member of our library staff charged with supporting academic and research efforts of our university community, I'm always looking for better ways to teach database searching skills to students.

*Alison Johnston*

With the arrival of Scopus at our university, my approach to teaching has changed. I used to have to spend all my time showing students how to navigate their way around different database screens. Now, because students adapt easily to the Scopus interface, I can focus on teaching concepts. It's the ideal database to use when introducing database searching to students, as it offers a range of options that show students sophisticated ways to develop their searching skills.

Using Scopus as the focus of lessons allows me to discuss with students different ways to sort their results and perform citation analysis.
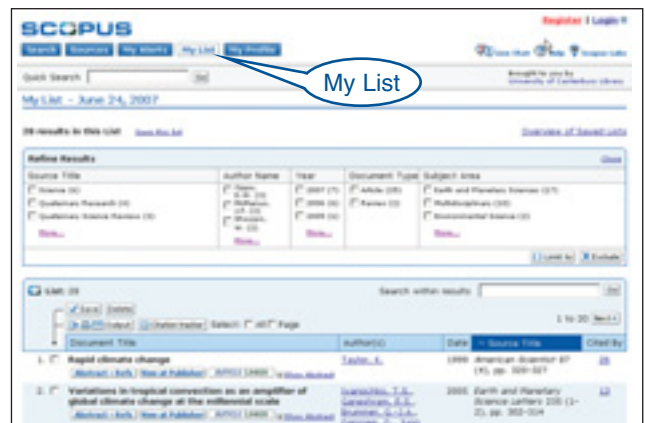
## The importance of getting it right

Here I wanted to emphasize the usefulness of Scopus for librarians who teach. I think that Scopus is a bonus for us, because it not only makes the job of teaching database searching easier but it also helps students get it right when acquiring research skills for life.

## How I organize my lesson plan

First I demonstrate Scopus, and then I demonstrate searches on topics relevant to students' coursework or a topic of general interest. Often, when demonstrating Scopus, I like to demonstrate a search on "rapid climate change." It seems to be a topic everyone is interested in.



*My List on Scopus helps users create individual lists of search results to save, print or email.*

These are the steps I go through with students after entering my first search terms:

- **Look at important journals**
  Once the results appear I show students how to identify important journals for the topic and discuss with students the importance of identifying peer-reviewed scientific literature. As we now have so many journals in online-only format, it's become much harder for students to understand what a journal is and what journals may be most useful for particular topics.

- **Find review articles**
  Looking at review articles gives me the opportunity to talk about different types of articles. Finding review articles can also help students identify specialist review journals.

- **View search results by date**
  We look at the first two or three pages of results, and mark some interesting results and add them to **My List**. I then discuss the role of the most recently published literature and how we cannot yet tell how significant these publications are.

- **View search results by relevance**
  Sorting the same results again gives me the opportunity to talk about how relevance searching works. It also gives me the opportunity to discuss the difference between the Web and specialist databases the library offers. I ask students to once again scroll through the first page or two of results and add more records to **My List**.

- **View results by times cited**
  Now students can see articles that have made a high impact in the topic area, and they can mark and add more records to **My List**. I can usually identify a couple of major articles on the topic too, and we discuss these high-impact papers and the difference these papers have made to the state of knowledge in the area. If I'm teaching with a professor, this is a good time for her or him to contribute personal stories about academic life and the role of times cited in an academic career!

- **View citations of high-impact articles**
  Students and I click on the first few interesting articles among highly cited ones and add more records to **My List**.

- **Resort citations of a high-impact article to see additional highly cited ones**
  This can get a little confusing, so I go through this step very carefully. This step could be optional, but at this point I often find the most important articles on a topic. This is the last time I ask students to add more records to **My List**.

- **View My List**
  Students enjoy seeing the lists of selections they have made. I show them how to open each individual record and view references used for each article. Students may decide to delete some records from their original lists and add additional records — ones cited by the most useful articles. Now students have individual lists of search results that they save, print or email to themselves. LC

**I discuss with students the importance of identifying peer-reviewed scientific literature.**

➡ **www.canterbury.ac.nz**

# *Librarians Speak Up*

## How is your library helping researchers evaluate their performance?

**Jiyeon Han, Librarian, Tae-Joon Park Digital Library, Pohang University of Science & Technology, Pohang City, South Korea**

POSTECH, one of Korea's top universities focusing on science and engineering, recognizes the importance of our researchers' scholarly publishing activities to evaluations of their academic performance. The POSTECH library has played an important role in the evaluative process since the 1990s.

### "Our patrons' need to learn how to collect and interpret citation data is increasing."

The library provides access to citation databases including Scopus and gives our patrons opportunities to learn how to acquire their own data to evaluate academic performance. Our patrons' need to learn how to collect and interpret citation data is increasing.

Moreover, the library works with the Office of Research Affairs and other university departments to provide statistics relating to individual research performance for evaluating faculty members' achievements. Academic departments are very interested in comparative data between their departments and similar departments of universities selected as benchmarks. Every year, the library is asked to provide statistical analyses comparing our university's publishing and citation status with that of other research institutions in Korea, as well as universities in other countries.

Our university administrators want our librarians to take a major role regarding academic performance evaluation. My main job is related to bibliometrics. Moving forward, our university will consider this kind of work even more important and I believe librarians can take a primary role in this area. `LC`

➡ **http://library.postech.ac.kr**

**Dr. Juan Gorraiz, Universität Wien Bibliotheks und Archivwesen, Oesterreichische Zentralbibliothek fuer Physik, Vienna, Austria**

Aware of the importance of bibliometrics in the academic world, our library is providing access to the most important citation databases available: Scopus and Web of Science. To license these products the library is spending a considerable amount of its tight budget. Unfortunately, these databases are not always used appropriately. Furthermore, bibliometric analyses are often performed deficiently and this can lead to grave errors in academic evaluation.

To ensure these databases are used appropriately, we're establishing a bibliometrics group to:

1. Provide bibliometric assessment for students and scientific staff
2. Teach and assist with efficient use of Scopus and Web of Science
3. Support decisions concerning the management of information resources
4. Cooperate with other university units involved in academic evaluation, like the departments of Research Activities Documentation and Quality Assurance
5. Provide a discussion forum where information experts can exchange advice and promote advanced understanding of bibliometrics
6. Participate in international projects, conferences and publications

With this new service we hope to help enhance the quality of research output at our university and, at the same time, identify bibliometric assessment as a modern task of our library. `LC`

➡ **www.zbp.univie.ac.at**

**Boushra Rahal Alameh, Statistician, Medical Dean's Office, Faculty of Medicine, American University of Beirut, Lebanon**

Good research is a major determinant of faculty performance evaluation and promotion, as well as attracting funds. But what constitutes good research?

At the Faculty of Medicine at the American University of Beirut, we've developed a comprehensive multidisciplinary approach to use in assessing academic and clinical research at our organization. This approach incorporates assorted bibliometric indicators and analyses to complement peer-review evaluation presented in writing. These include publication count, journal impact factor and citation analysis.

Through the use of Scopus, we perform citation analysis, average annual citations, exclude self- and co-author citations, and determine the *h-index* for faculty members. Using the Journal Citation Report from ISI, we determine journal impact factors, weighted for co-authorship and type of publication, and percentile rank of journals with respect to impact factors in disciplines in which particular researchers have published. We also benchmark the performance of researchers as compared with their peers in the same disciplines or departments.

All these analyses are made possible through our library's resources as well as continuous advancements in bibliometric sciences. We make sure that evaluation of research by our faculty members is performed in the most accurate, most efficient and least subjective manner possible today. `LC`

➡ **www.aub.edu.lb/libraries**

*Librarians Speak Up*
*Call for Quotes*

***How is your library using 2.0***
Send up to 50 words to librarycon
Nine quotes will appear in LCN, 5

Gretchen M. Peterson,
Knowledge Analyst, Infotrieve,
Eaton Corporation,
Eaton University Library,
Milwaukee, WI, USA

The Eaton University Library (EUL) provides tools and services to all employees of Eaton Corporation. Eaton employees can access the library in person or via the Web. While we serve all employees, the majority of our users are engineering and technical staff.

## "Everyone likes to stand on the shoulders of giants, but it's equally as important to know when you're the giant."

The primary way the EUL supports researchers in evaluating their performance is by providing specific online resources. For example, the EUL subscribes to Ei Patents on the familiar Engineering Village platform, which allows researchers to easily monitor the status of their patent applications and track their patents after publication.

Eaton's technical staff need to be able to monitor who (both individuals and organizations) are citing and building on the intellectual property in the patents that Eaton has been granted. Everyone likes to stand on the shoulders of giants, but it's equally as important to know when you're the giant. LC

➡ **www.eaton.com**

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# Five Quick Questions

**With Cliff Morgan, Vice President, Planning & Development Director, John Wiley & Sons, Ltd., and Chair, NISO/ALPSP Working Group on Journal Article Versions**

*Cliff Morgan*

**1** Why are NISO and ALPSP working on the issue of multiple versions of journal articles?

In the digital world, multiple versions of journal articles are often available online. This can cause confusion because there is no established way of identifying the various versions by either a common terminology or identification scheme.

**2** What solution are NISO and ALPSP putting forward?

The NISO/ALPSP Working Group on Journal Article Versions will recommend terms and definitions for journal article versions and define the relationships between these versions. We're focusing on key stages rather than every possible iteration of an article from origination to publication.

**3** Will the solution help ensure the identification of the Version of Record for journal articles?

The "Version of Record" is one of our key stages. We will also recommend appropriate metadata to identify each variant version and its relationship to other versions. The metadata can be applied by authors, repository managers and publishers.

**4** Why is it important to identify clearly the Version of Record?

The Version of Record constitutes "the minutes of science"— the formally certified record of a research project. It is this version that has been peer-reviewed, edited, composed and verified by the author; it is this version that benefits from publisher investment in managing the above process, building the journal brand and adding functionality such as linking and e-alerts, and for which the publisher takes legal responsibility. This is also the version that is most likely to be cited by other researchers.

**5** Could multiple versions affect the evaluation of research, and if so how will the NISO/ALPSP solution help address this problem?

By knowing what version of an article they are reading, researchers are better able to gauge both the quality and completeness of the piece at hand. The NISO/ALPSP Working Group's recommendations of a standard terminology and associated metadata will help in this understanding.

➡ **www.niso.org**      ➡ **www.alpsp.org**

**NISO**
How the information world CONNECTS

**ALPSP**

## "We're focusing on key stages rather than every possible iteration of an article from origination to publication."

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*to reach users?*

*...nnect@elsevier.com.*

*:4 (October 2007).*

# ScienceDirect Development Partners say program gives them inside track

**By Brant Emery, ScienceDirect Marketing Manager, Elsevier, Amsterdam, The Netherlands**

Launched in June 2006, the ScienceDirect Development Partner program illustrates Elsevier's commitment to creating and implementing user-focused products. Currently 14 organizations, all licensing ScienceDirect, are participating in the program. Representing a mix of academic, corporate and government organizations, as well as a scholarly society, the partners advise the ScienceDirect development team on new ideas and provide vital assistance with conducting user tests of new concepts, prototypes and beta models.

Partners' feedback about their participation in the program has been overwhelmingly positive and has identified key benefits of their involvement in the program.

*Live Chat, now available on ScienceDirect and Scopus, helps users worldwide get answers to their questions fast, 24/7.*

*Stephen Prowse*

Stephen Prowse, the e-journals coordinator for King's College London, has been on board since the program's founding. He noted, "It's always great when library staff can get involved in shaping the design, development and philosophy of one of its major resources, be it a library management system or a database like ScienceDirect. And it's always great when a company wants to engage its customers and users in this way. As a partner we get the inside track on features being planned and concepts being considered. But what was particularly gratifying was seeing a timetable for bringing changes into ScienceDirect arising from our testing."

Undergraduate Library Head Lisa Janicke Hinchliffe is representing the University of Illinois at Urbana-Champaign in the program and participated in one of the program's first projects. Remarked Lisa, "The development partner program offered an intriguing opportunity to be involved with the redevelopment of an online journal system that is of great importance to our researchers and learners. The process of user-centered design brings out user perspectives and needs that are otherwise hidden from librarians and system designers."

Since July 2006, the ScienceDirect Development Partner program has included the Max Planck Digital Library, represented by Dr. Ralf Schimmer. Regarding why the library got involved with the program, Max Planck Society Vice President Kurt Mehlhorn commented: "The Max Planck Society has been

following the path of electronic information provision for several years and knows that excellent research is not possible without a wide information base and permanent developments in infrastructure. By collaborating with Elsevier on further enhancements to ScienceDirect, we can bring in our experience in the development phase of the platform and supply our scientists with new possibilities quickly and ideally configured."

Participants in the ScienceDirect Development Partner program meet annually and share ideas and findings via a members-only website developed by Elsevier. Recently, development partners have participated in beta testing of ScienceDirect's new Live Chat function and advised on the rollout of the new eBooks program.

> "It's always great when library staff can get involved in shaping the design, development and philosophy of one of its major resources."

Elsevier sees the ScienceDirect Development Partner program, as well as the Scopus Development Partner program which was founded in 2004, as the most logical way to move forward in ensuring products meet customers' needs.

"Because the use of information resources evolves so rapidly today, the best way of responding to the needs of our users is working directly with them and involving them in our product development," stated Director of ScienceDirect Joep Verheggen. "The development partner program for us involves a permanent commitment to a dynamic partnership with the research and librarian communities." LC

➡ **www.sciencedirect.com**

# Case Study: Standards drive evaluation of nursing excellence

**By Mike Smith, Group Segment Marketing Manager, Institutions, Health Sciences, Elsevier, St. Louis, MO, USA**

Currently, only 256 hospitals in 45 states and two international facilities, one in Australia and one in New Zealand, have been recognized for excellence in nursing service by the American Nurses Credentialing Center's Magnet Recognition Program. ANCC developed the program to recognize health care organizations providing nursing excellence and disseminate successful nursing practices and strategies.

## ANCC's Magnet Recognition Program

The program began during the US nursing shortage in 1981, when the American Academy of Nursing wanted to determine why some hospitals had a high rate of nursing recruitment and retention and others did not. The analysis identified 14 areas in which certain hospitals or "magnets" for professional nurses excelled. Later analysis determined that hospitals retaining highly qualified nurses consistently were able to provide excellent care. Today, ANCC awards the Magnet designation to hospitals providing sufficient evidence of excellence in nursing and patient care.

Consumers benefit from the program because it offers a benchmark to help measure the quality of care they can expect to receive. As *U.S. News & World Report*'s list of "America's Best Hospitals" is compiled each year, being a Magnet facility contributes to the total score for quality of inpatient care. Of the 18 medical centers listed on *U.S. News & World Report*'s 2007 Honor Roll, 12 were Magnet hospitals.

**MOSBY'S NURSING CONSULT**

Applying for Magnet designation is a complex undertaking. Though only 4% of US hospitals have achieved Magnet status, each year more begin the application process. Achieving Magnet recognition requires intensive staff education to ensure current knowledge of regulations, best practices and quality-of-care standards. Nurse administrators are required to hold advanced degrees, and the hospital must meet regulatory standards such as those recommended in the US National Patient Safety Goals. The final step in the application process is a site visit.

## One medical center's journey

In 2004, Queen of the Valley Medical Center in Napa, California made a commitment to endorse and achieve the Magnet Recognition Program's goals: clinical excellence, improved patient outcomes, quality care, better processes, open dialogue and a collaborative working environment. The community facility, founded by the Sisters of St. Joseph of Orange, serves Napa, Sonoma and Solano counties — home to a diverse community.

Prior to beginning the journey toward Magnet recognition, Queen of the Valley's nursing staff vacancy rate was 24%; since committing to an environment that strongly supports nursing education, clinical standards, nursing skills and patient outcomes, the vacancy rate fell to 7.8% and continues to decrease. According to Jessica Eads, the director of Queen of the Valley's Nursing Center of Excellence, "Our administration encourages nurses to return to school with educational and scholarship support that almost entirely covers state school tuition. And the provision of unit-level educators has greatly enhanced our ability to support nurses with evidence-based information."

## The role of Mosby's Nursing Consult

As part of that unit-level education, Queen of the Valley Medical Center began subscribing to Mosby's Nursing Consult. Eads said, "We got so excited about it. Our nurses can learn evidence-based practice and incorporate it into everyday nursing care. Everything about Magnet recognition is based on standards. The journals and clinical updates available on Mosby's Nursing Consult are very useful for teaching these standards. The site's email capability allows me, the nurse managers and other educators to instantly share articles with staff without having to make copies. The unit nurse educators can print out the articles from their email, highlight them and post them on the units for the nursing staff to read."

According to Eads, Mosby's Nursing Consult can help nursing staff raise the level of care within a medical center by providing ready access to state-of-the art information. She remarked, "It becomes an everyday means for us to share the latest research and communicate with each other. When you are going for Magnet, one of the most important things you want to do, especially in recruiting new nurses, is to show them that decisions made in nursing care need to be based on standards."

In 2008, Queen of the Valley Medical Center will apply for Magnet recognition status. And while Mosby's Nursing Consult is helping the facility to achieve Magnet status, it's also helping the facility in other important ways. The facility's goal is not just to attain Magnet status. Rather, it's to create an environment that supports nurses, practice standards and excellent care. Commented Eads, "Queen of the Valley is successfully creating a working environment that supports nurses, fosters collaboration and challenges us to continually improve processes, incorporate best practices and advocate for nursing as a profession." LC

➡ **www.nursecredentialing.org**
➡ **www.NursingConsult.com**

**MOSBY'S NURSING SKILLS**

Mosby's Nursing Skills is another resource that can help medical facilities achieve and maintain their Magnet Certification. Covering the 14 components of Magnet hospitals, Mosby's Nursing Skills can help nursing administrators complete the requirements for Magnet Certification.
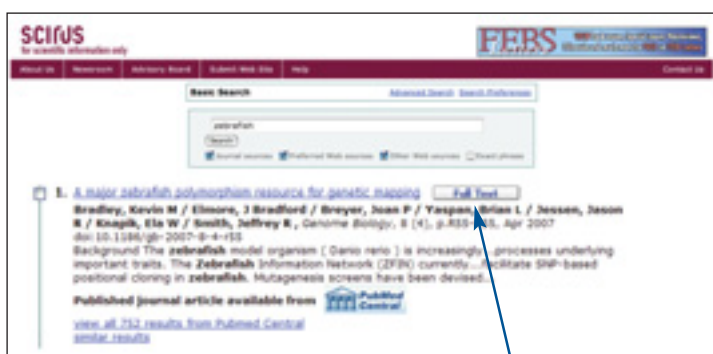
➡ **www.NursingSkills.com**

# Scirus Library Partners: Using OpenURL speeds fulltext access

**By Stephen Cawley, Scirus Marketing Manager, Elsevier, Amsterdam, The Netherlands**

When it comes to an institution providing journal content to its users, the utopian goal is a library system where the fulltext of desired articles is always available and where users never hit a dead end.

## OpenURL, or "Open sesame"?

By design, context-sensitive linking using the OpenURL standard helps in the pursuit of this goal. Defined as a standard for transferring scholarly metadata, OpenURL helps solve the problem of appropriate copies. OpenURL also helps libraries automatically identify best possible links and so best direct users.



*A user searching Scirus finds fulltext links — as logos or text — in search results, if:*
- *The user is affiliated with an institution subscribing to a link resolver that supports the OpenURL standard, and*
- *The institution is participating in the Scirus Library Partners program*

To make context-sensitive linking a success, cooperation is required between libraries, content providers and parties providing link resolvers. Buy-in is also required from providers of search engines as they are increasingly used by researchers searching for fulltext articles. By allowing integration with OpenURL, search engines make it easy for users to access fulltext with a few clicks if entitled.

For OpenURL integration to be a success, an institution's link resolver settings must be supported and Scirus offers the following two methods to achieve this. The method selected depends on a particular institution's link resolver settings.

1. Image-based linking offers entitled users fulltext icons alongside search results.
2. Non-image-based linking offers entitled users a link resolver logo or text links to the fulltext.

Regardless of method, non-entitled users see links to instructions on where to find the fulltext of desired articles.

## Partnering is the key

Recently Elsevier unveiled Scirus Library Partners, a program allowing libraries to facilitate integration of their e-holdings with Scirus search results by taking advantage of the OpenURL standard.

By using the OpenURL standard for transferring metadata of online journals, Scirus Library Partners automatically cross-references Scirus search results with library holdings of the institution with which a user is affiliated, resulting in the automatic display of links where the fulltext is accessible.

To take advantage of the Scirus Library Partners program and link an OpenURL resolver into Scirus search results, a library just needs to follow the simple steps listed at the URL below. Anyone requiring help to set up OpenURL integration with Scirus can contact feedback@scirus.com.  **LC**

➡ **www.scirus.com/srsapp/librarypartners**

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# Rights Spot

**Helen Gainford of Elsevier's Global Rights Department answers questions relating to rights and permission.**

*Helen Gainford*

**Q: Does Elsevier allow self-archiving?**

**A:** An academic author publishing an article in an Elsevier journal has the right to post her or his accepted manuscript on the author's personal website and university website. Following are details about this policy.

1. The author may post the final accepted manuscript version (in Word or a similar program) of the article. We ask that the author not download and post the article's published version (in PDF or HTML) as it appears on ScienceDirect. To preserve the official record of publication, the final published version as it appears in an Elsevier-published journal will remain available only on ScienceDirect.

2. In each posting, the author needs to include the article's Digital Object Identifier. The DOI can be found on the article on ScienceDirect.

3. In each posting, the author needs to acknowledge the published version as follows: "This article was published in Publication Title, Volume Number, Author(s), Article Title, Page Numbers, Copyright Elsevier (or society name), (Year), DOI." As articles are published on ScienceDirect as rapidly as possible, versions of the article may be on ScienceDirect before the journal volume and page numbers are assigned. Until the full citation is available, the DOI is sufficient. After the full citation is available, the DOI must still be included.

4. The right to post a paper doesn't extend to putting it on third-party websites or to any commercial uses (including posting it on corporate websites).

➡ **www.elsevier.com/librarians/policies**

# Common ground: Understanding libraries and providing better solutions

By John Tagler, Vice President, Customer Marketing,
Academic and Government Libraries, Elsevier, New York, NY, USA

To provide real information solutions for libraries in educational and research institutions, a good account manager has to understand customers and the challenges that librarians face. Account managers learn the most by listening to librarians, since they are the ones who work with publications and are in contact with communities actually using the material. Equally important are understanding the overall mission, context and goals of individual libraries within the hierarchies of their institutions and staying current with library issues.

Within Elsevier, we tap into staff who have library and information studies degrees and may have worked as librarians. These colleagues are often asked to help spread market knowledge throughout our organization. Librarians in our midst include Senior Vice President Karen Hunter and Library Relations Director Daviess Menefee in the US. Looking internationally, Account Manager Li-Wei Lai in Taiwan, Account Manager Linda Dunne in Australia and Senior Product Manager Michiel van der Heyden in Amsterdam are just a few other colleagues with library backgrounds. My alma mater is Pratt Institute in New York, where I earned an MLIS before spending a couple of years in a medical society library and then transitioning into STM publishing.

Our in-house librarians hold training sessions for account managers as well as other support staff who deal with librarians. Topics covered vary considerably. At the most basic, we offer orientation to how libraries are structured and what tasks and responsibilities are handled by librarians with different titles. Of course, in the world of electronic access this is all changing rapidly. We also try to cover topical issues discussed among librarians today — including access models, intellectual property, electronic archiving and the changing roles of the librarian and publisher. Elsevier account managers are trained to answer questions about current policy and are expected to engage in discussions. Conversely, we rely on them to bring customer feedback to Elsevier management to assist in decision making for policy development. In the dynamic environment of information, we don't expect to have all the answers, and Elsevier looks for direction to come through the librarians with whom our staff are in contact.

> ### A good account manager has to understand customers and the challenges that librarians face.

At large library conferences, our account representatives are often busy with customers. However, when they are not in the booth, we encourage Elsevier staff to attend sessions and hear firsthand from the library community about important issues and trends. Further, we find that conferences — such as the Charleston Conference and NASIG — that are primarily devoted to sessions rather than exhibits are excellent primers, especially for new staff.

And, as James Tonna, our new vice president of sales and marketing for North America, remarked: "We have also taken an active stance by asking librarians to speak frankly to our staff. In the past several years, we've invited librarians to be guest speakers at our annual sales meetings. They've at times delivered tough messages, but the sales team has responded enthusiastically and appreciatively."

Strengthening our staff's ability to understand issues facing information professionals benefits Elsevier and, more importantly, our ability to serve library customers effectively. Staying current with library issues is a tall order, but we find these interactions stimulating and challenging. LC

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# Chinese librarians help get information into more hands

By Vicky Li, Account Development Executive, Elsevier, Beijing, China

During a recent Library Connect Seminar in China, some librarians were talking about the *Library Connect Newsletter* (5:1, January 2007) article, "Going E-only: All Icelandic Citizens Are Hooked." That discussion has led to an innovative collaboration producing tangible results.

The Chinese library association Liblog is partnering with us and on a volunteer basis translating two or three *Library Connect Newsletter* articles per month. Translated articles are being posted on the Elsevier China website and the Liblog blog (www.qiantu.org/liblog) with links to the English versions on Elsevier.com.

Already, Mr. Guofu Qian, a librarian from Guangdong University of Foreign Studies and among the founders of Liblog, has translated the article "Publishing and the Environment: The Story Behind the Words" (*Library Connect Newsletter*, 5:2, April 2007). You can see the Chinese version on the Liblog blog at www.qiantu.org/liblog/?p=59.

Additionally, Miss Yuan Wang, a librarian from Tsinghua University, has translated the 2007 Elsevier Foundation library program guidelines, which have also been posted on the Liblog blog.

Sharing news and best practices around the world is faster and easier when information is provided in the local language. Stay tuned for updates on the Elsevier–Liblog collaboration. LC



*Library Connect Newsletter articles in Chinese Simplified appear on the Liblog blog.*

➡ **http://china.elsevier.com**

# Books, bingo, blogs! All the world's a stage

eBooks, eBooks, everybody's talking about eBooks. During a recent Library Connect Seminar in Chennai, Indian Institute of Science Librarian **Dr. S. Venkadesan** gave a talk on the benefits of eBooks. In June, topics covered at Library Connect Forums in Germany included eBooks as well as new access and business models, Scopus developments and journal publishing. At the same forums, **Dr. Rafael Ball**, the library head at the Research Centre Jülich GmbH, spoke on current developments in the science information industry. Forum participants gave the events thumbs-up all around.

"Books Bingo" — a new interactive game about Books on ScienceDirect — debuted in the Elsevier booth at the Special Libraries Association annual conference in Denver in June. **Dick Kaser**, vice president at ITI and former executive director of NFAIS, commented, "Elsevier's clever Books Bingo . . . once again Elsevier sets the standard." See www.infotodayblog.com/?s=bingo.



*Speakers in Hangzhou: (from the left) Carol Tenopir, University of Tennessee; Jane Treadwell, Know Where Consulting Ltd., New Zealand; Arthur Chen, Computing Centre, Academia Sinica; Ekaterina Polnikova, St. Petersburg State University; and Samson Soong, Hong Kong University of Science & Technology*

Speaking of books, Harvard University neurology professor **Dr. Steven Schachter**, who spoke in May at Elsevier's seventh annual Medical Library Association luncheon for medical librarians, doesn't just fill his spare time serving as editor of the journal *Epilepsy & Behavior*. He's also written the book *Visions: Artists Living with Epilepsy*. His talk on that topic drew rave reviews.

"Change," another hot topic of the moment, got people's attention at Library Connect Seminars staged in conjunction with PALINET in Philadelphia and Pittsburgh in April. **John Tagler**, Elsevier's vice president of customer marketing for academic and government libraries in the Americas, spoke at the seminars and said we're all dealing with change and we have to "face it and embrace it or we'll all fall behind." Read more on **Nicole Engard**'s blog at www.web2learning.net/archives/960.

The Library Connect Seminar in Hangzhou, China in April attracted 150 library directors. Elsevier CEO S&T **Herman van Campenhout** delivered the welcome speech, and five experts from Hong Kong, New Zealand, Russia, Taiwan and the US talked about search behavior, digital information management and the changing role of librarians.



*Colby Ellis, Engineering Information CEO, presents the Librarian of the Year Award to Sara Davis of Jacobs Engineering.*

Along with change come innovation and awards. On June 5, **Sara Davis** received the Special Libraries Association's Engineering Division Librarian of the Year Award — sponsored by Elsevier's Engineering Information. And in March, the American Chemical Society's Division of Chemical Information scholarship program funded by Elsevier MDL presented awards to *five* graduate and postdoctoral students. Two, **Huijun Wang** and **Xiao Dong** with Indiana University, were featured in the last issue of this newsletter. The other three are **Barun Bhhatarai** and **Raghava Chaitanya Kasara** with Clarkson University, and **Sebastian Rohrer** with the Technical University of Braunschweig.

The Elsevier/LIRG Research Award encourages research and innovation in library and information science. This year's winners are **Jacqueline Chelin** with the University of the West of England and **Laura Jeffrey** with Durham University.



*(Left to right) LIRG Chair Biddy Fisher and CILIP Treasurer Nigel Macartney enjoy the moment, as Laura Jeffrey receives the Elsevier/LIRG Research Award from CILIP President Ian Snowley.*

And now for something completely different. Thanks in part to a sponsorship from Elsevier, in April, four librarians in New Zealand — **Denise Clarkson, Marilyn Edwards, Sheila Ford** and **Andrew Peacocke** — found irresistible the challenge of walking 100 km in less than 36 hours and raising money for Oxfam. Andrew has written an entrancing article about the daring quartet's doings. Here's a teaser: "There was an option to break up the walk with six hours sleep but we were advised that for most people the struggle to remotivate oneself after sleep was more difficult than to keep walking through the night." To read the rest of Andrew's story, you'll have to visit this issue online! LC

**Online Extra ▶** http://libraryconnect.elsevier.com/lcn/0503/lcn050313.html

**CSF CUSTOMER SERVICE FOCUS**

## Elsevier Customer Service colleagues report from Ireland

By Adrian Tedford, Head of EP Customer Support, and
Fintan Breen, Head of Information Systems & Support, Elsevier, Shannon, Ireland

**Q:** What kind of help is available to EES users?

**A:** This March brought the launch of Elsevier Editorial System (EES) Online Help, a self-help site designed especially for customers using EES. Given that close to 1,400 journals (out of the more than 2,000 published on ScienceDirect) are now using EES, it's very important to provide comprehensive and easy-to-use help for EES users.

Authors, editors and reviewers can access EES Online Help by:

- Clicking on the Help section on the top navigation bar throughout the EES site
- Clicking on "Support & contact" in the left-hand menu on Elsevier.com pages
- Accessing the site directly at http://epsupport.elsevier.com

EES Online Help offers different views for authors, editors and reviewers. This means that all of the content is customized per customer type, making it easier for users to find the help they need.

Types of help available to all EES users include:

- Frequently Asked Questions (FAQs)
- The Learning Centre, including interactive and PDF tutorials
- An online contact form for customer support
- "Search for Answers," which allows keyword searching for answers in our online knowledgebase

The development of EES Online Help has involved various customer service teams within Elsevier, as well as journal editors outside Elsevier who kindly provided feedback before the site was launched. Ongoing feedback from these external editors, as well as other users of EES Online Help, will guide its future improvement. If you have feedback about the site, please submit your comments via the form at http://epsupport.elsevier.com/e_tell.asp. LC

➡ **http://epsupport.elsevier.com**



*EES Online Help offers help specifically geared to authors, editors and reviewers. Find the site at http://epsupport.elsevier.com*

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**Ask UCD**

Tom Noonan of Elsevier's User Centered Design Group answers your usability questions

**Q:** How can I make our library website more usable for international users?

*Tom Noonan*

**A:** As the population on university campuses becomes more international, the challenge of providing a usable library website becomes greater. Labels and terms, particularly scientific terms used for searches, can present difficulties as do pictograms or icons. Some researchers even report cultural differences in "self-report of attention" to banners depending on colors used in the banners.

Fortunately, there are some things website designers can do, short of translating the interface. These actions will make websites more usable for ALL users:

- Provide help for spelling and searching. Features like "Did you mean" or Google's "suggest as you type" can be extremely helpful. Though they may not remember exactly how to spell a term or what the term is, users are likely to recognize it when they see it. Such features are particularly helpful for users not fluent in the language used on the interface.
- Do not use color as the only dimension to impart information. Rather than relying solely on cultural meanings of color (e.g., red means an error), add explanatory text (e.g., the word "Error" to preface an error message).
- Don't use icons that incorporate body parts. This is offensive to some cultures. Furthermore the meaning may be abstruse.
- Allow the use of international character codes.
- Avoid jargon and use concise, plain speech. This is always good advice but is especially true when writing for international users.

- Conform to expectations regarding where to find certain functionalities (e.g., the logo in the upper left, help in the upper right).
- Most importantly, do usability testing with samples of international students and faculty to find out where they may experience problems.

**Explore More**

Bernard, M., & Sheshadri, A. (2004). Preliminary examination of global expectations of users' mental models for e-commerce Web layouts. *Software Usability Research Laboratory, 6* (2). http://psychology.wichita.edu/surl/usabilitynews/62/web_object_international.htm

Kassam, R., Vaillancourt, R., & Collins, J. B. (2004). Pictographic instructions for medications: Do different cultures interpret them accurately? *International Journal of Pharmacy Practice, 12* (4), 199-209. DOI: 10.1211/0022357044698

Noiwan, J., & Norcio, A. F. (2006). Cultural differences on attention and perceived usability: Investigating color combinations of animated graphics. *International Journal of Human-Computer Studies, 64* (2), 103–122. DOI: 10.1016/j.ijhcs.2005.06.004 www.sciencedirect.com/science/journal/10715819

## Take a look at *Cell Stem Cell*

Have you heard about the new journal *Cell Stem Cell*? Published by Cell Press, Elsevier's imprint for life science research, the journal is now available on ScienceDirect. *Cell Stem Cell* covers the entire spectrum of stem cell biology and is the official affiliated journal of the International Society for Stem Cell Research. To provide you and your patrons an opportunity to assess the journal, complimentary access to the first three issues is available until early October (when the fourth issue goes online). Take a look at *Cell Stem Cell* today. `LC`

➡ **www.sciencedirect.com/science/journal/19345909**

## VirtualE Library makes building book collections easy

Where can busy librarians find a one-stop resource for all Elsevier science, technology and health science book products? At VirtualE Library, of course! This free resource helps librarians learn about and order books from imprints including Academic Press, Butterworth–Heinemann, Churchill–Livingstone, Focal Press, Morgan Kaufmann, Mosby and Saunders. Users can search the site, sign up for search alerts, create wish lists, access book reviews and more. Particularly of note, users can build orders and transfer them to the wholesaler Ambassador or place them directly with Elsevier. `LC`

➡ **www.VirtualELibrary.com**

## Scopus Custom Data gives access to data sets in XML

In May, Elsevier released Scopus Custom Data, a new product allowing users to acquire specified data sets from Scopus. The data is delivered in XML to enable users to conduct large-scale research performance analysis such as assessing the competitive landscape; ranking institutions, departments, research groups and individuals; and making decisions relating to tenure and promotion. Scopus Custom Data has a modular price structure, allowing customers to pay only for data needed. `LC`

➡ **http://info.scopus.com/customdata**

## *Journal of Electronic Publishing* warrants a visit

Started by the University of Michigan Press in 1995, JEP was relaunched by the university's Scholarly Publishing Office in 2005. According to Mark Sandler, the director of the Committee on Institutional Cooperation's Center for Library Initiatives, "Since its first issue, JEP has been a source of innovative ideas, best practices and leading-edge thinking about all aspects of publishing, authorship and readership in the electronic environment." Elsevier is pleased to be among the journal's sponsors and encourages you to check it out. `LC`

➡ **www.journalofelectronicpublishing.org**

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### Upcoming Events 2007
➡ www.elsevier.com/librarians/events

Events listed here include:
- Library Connect events
- Other Elsevier-organized events
- Industry events featuring Elsevier booths or speakers

**AUGUST**

| | |
|---|---|
| Aug. 1 | Library Connect Seminar, Bangkok, Thailand |
| Aug. 2 | Library Connect Seminar, Kuala Lumpur, Malaysia |
| Aug. 6 | Scopus Award, Brasilia, Brazil |
| Aug. 19 – 23 | WLIC/IFLA, Durban, South Africa |
| Aug. 20 – 24 | Library Connect Seminars, Australia |
| Aug. 25 – 26 | Learning from Each Other MIS24 2007, Nagasaki, Japan |

**SEPTEMBER**

| | |
|---|---|
| Sept. 9 – 12 | LIANZA 2007, Rotorua, New Zealand |
| Sept. 10 – 13 | SCBIILA, São Paulo, Brazil |
| Sept. 18 – 20 | Seminário Internacional de Bibliotecas Digitais, São Paulo, Brazil |
| Sept. 21 – 24 | International Chemical Information Exhibition, Barcelona, Spain |
| Sept. 24 – 26 | Arbeitsgemeinschaf Fuer Medizinisches Bibliothekswesen, Ulm, Germany |

**OCTOBER**

| | |
|---|---|
| Oct. 2 | Library Connect Seminar, Johannesburg, South Africa |
| Oct. 3 | Library Connect Seminar, Durban, South Africa |
| Oct. 9 | Scopus Award, Buenos Aires, Argentina |
| Oct. 10 – 14 | Frankfurt Book Fair, Frankfurt, Germany |
| Oct. 29 – 31 | Internet Librarian 2007, Monterey, CA, USA |

**NOVEMBER**

| | |
|---|---|
| Nov. 1 – 2 | Conferencia Internacional de Biblioteca Digital y Educación a Distancia, Valencia, Venezuela |
| Nov. 7 – 9 | Library Fair & Forum 2007, Yokohama, Japan |
| Nov. 8 – 9 | 5th Elsevier Scandinavian Librarians Forum, Oslo, Norway |

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