Elsevier: Current trends in publishing industry

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May 27th, 2015
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Traditional role of publishers

Registration ℽ Certification ℽ Dissemination ℽ Preservation

The Publishing Life Cycle

- Solicit and manage submissions
- Manage peer review
- Edit and prepare
- Production
- Publish & disseminate
- Archive and promote
Lead the way to advance science, technology and health

Today: Scientific information solutions

1665: First peer-reviewed journal

High quality science content

E-distribution

Decision Support Tools

Derived content

Insight

Services

BIS

SciVal

Mendeley

Reaxys

Knovel

Pharmapendium

Geofacets

ScienceDirect

Scopus
“Information that’s hard to find will remain information that’s hardly found”

– Information Architecture Institute
Right content, right time, right context
Pathway Studio

Build models of biological relationships
Managing content

Reconstructing the giant: on the importance of rigour in documenting the literature search process
J Vom Brocke, A Simons, B Nishavas... alexandria.unisg.ch
Kurzfassung Science is a cumulative enterprise often created in the process of interpreting knowledge. This is why literature reviews play an important role in scholarship. The quality of literature reviews is an important indicator of the quality of scholarship. Cited by 141 Related articles All 3 versions

[HTML] Review of the usefulness of contacting other experts when conducting a literature search for systematic reviews
RJ McManus, S Wilson, RC Delaney... ncbi.nlm.nih.gov

Definition, structure, content, use and impacts of electronic health records: a review of the research literature
How we understand the researcher’s workflow

“Enabling Research”
- Find, secure funding
- Research strategy

“Doing Research”
- Search, discover, read, review
- Synthesize, analyze

“Sharing Research”
- Collaborate & network
- Promote
- Track impact

Examples:
1. SciVal
2. ScienceDirect
3. Reaxys
4. Mendeley
5. Scopus
Catering to researcher’s many hats

AUTHOR

REVIEWER

COLLABORATOR

TEACHER

READER

RESEARCHER

EDITOR
Our mission is to accomplish this and we have the unique assets to achieve this.

Helping researchers to:
- be in control of information
- make valuable connections
- deliver higher quality research

Using Elsevier’s unique assets:
- content - as a foundation
- researcher network - to connect
- technology - to enable solutions
How ‘Usage Alerts’ are evolving into a solution helping researchers to assess their impact

Usage Alerts

Author Dashboard

Researcher Dashboard

2013

2014

2015

ScienceDirect

ScienceDirect

Scopus

Scopus

Mendeley

Mendeley

Metrics

Content Centric Solution

Author Centric Solution

Researcher Centric Solution
An example – The author dashboard

Where are your readers coming from?

Last month, most views came from the United States, while your biggest overall audience is from China.
An example – The author dashboard

How is your article being shared?

In Mendeley, your article was added to a library 308 times, of which 73 times in the last month.

In total, your article is part of 81 groups as it was added to 19 groups last month.

MENDELEY READERS BY DISCIPLINE

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biological Sciences</td>
<td>69%</td>
</tr>
<tr>
<td>Medicine</td>
<td>16%</td>
</tr>
<tr>
<td>Engineering</td>
<td>4%</td>
</tr>
</tbody>
</table>

MENDELEY READERS BY ACADEMIC STATUS

<table>
<thead>
<tr>
<th>Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ph.D. Student</td>
<td>25%</td>
</tr>
<tr>
<td>Student (Master)</td>
<td>14%</td>
</tr>
<tr>
<td>Student (Bachelor)</td>
<td>12%</td>
</tr>
</tbody>
</table>
Available metrics in the author dashboard

Views on SD & Citation counts

Trend over time

Article recommender

Article Ranking for views

Geographic distribution

Search terms

Mendeley Readership & Sharing

Mendeley audience/discipline breakdown
Sustainable Access

Open access publishing

Access to quality research is vital to the scientific community and beyond. We support sustainable access and work hard to provide a range of open access options alongside our access initiatives to ensure everyone can read, use and trust the latest research.

We are committed to working in partnership with the research community, librarians, funders and other stakeholders. Our Elsevier team are continually on the road meeting the community, participating in discussions and establishing partnerships which will help support increase access to research. Read more about our institutional and funding body agreements.

Below is an overview of our open access publishing options:

**Open Access Journals**
Discover our range of open access journals.

**Open Access Articles**
Authors can choose to publish open access via our open access article program.

**Open Access Archive**
Elsevier provides delayed open access in selected Elsevier and Cell Press journals.

**Green Open Access**
Find out how to self-archive your research published in Elsevier journals.
What is open access now?

Free and permanent access to scholarly research

combined with

less restrictive permissions for users to re-use the content.
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Elsevier: Empowering research at every step

Thank you for your attention!