



Assessing the value of Elsevier eBooks

Presented by: Silvie Niedworok, Director Online Books

With kind contributions from:

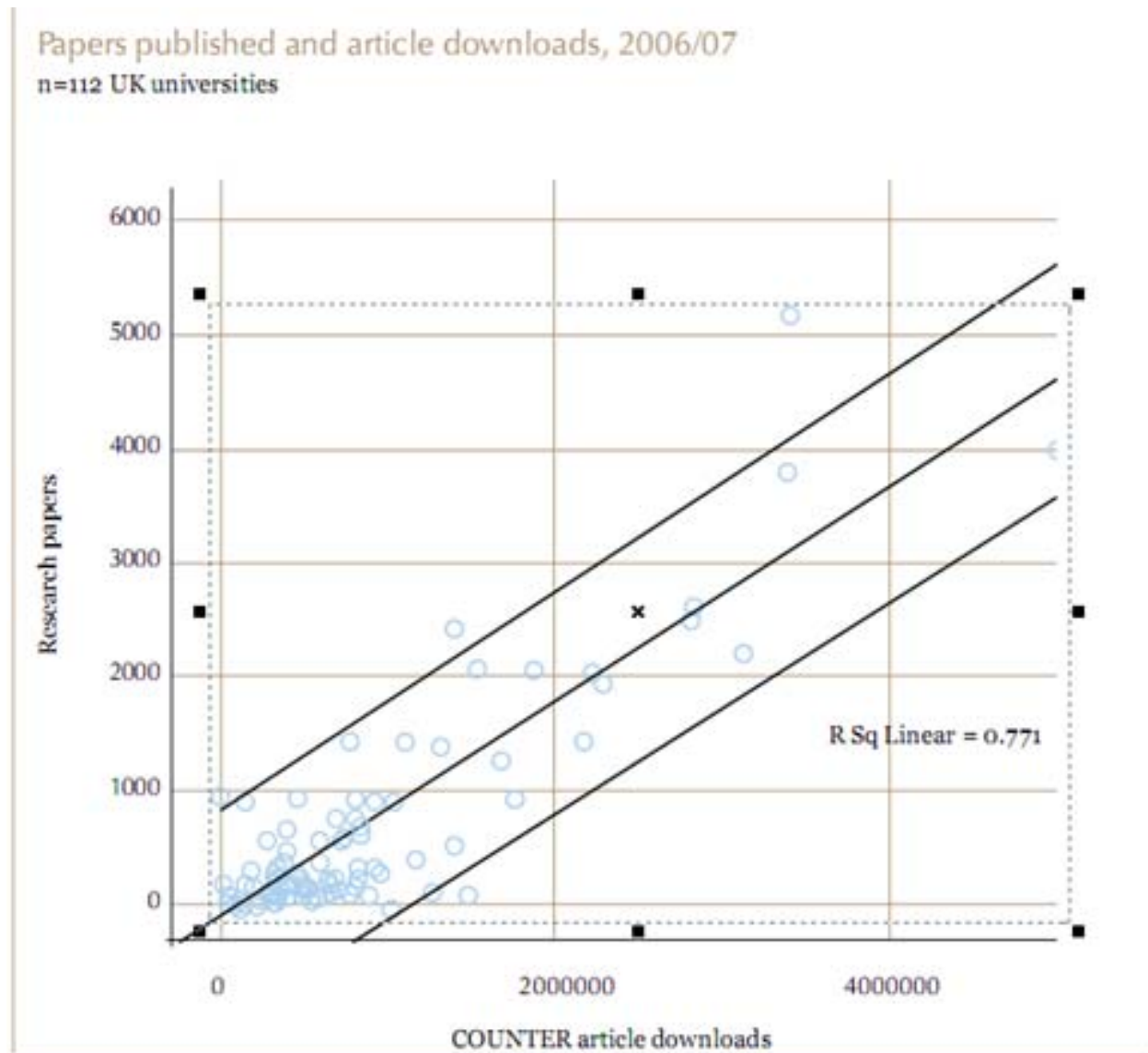




Ranking and Scientific Output

	Country	Documents	Citable documents	Citations	Self-Citations	Citations per Document	H index
1	 United States	5.285.514	4.934.052	94.410.591	43.892.266	19,11	1.190
2	 China	1.837.943	1.819.917	6.549.901	3.472.378	5,27	300
3	 United Kingdom	1.522.264	1.382.080	22.915.219	5.557.332	16,48	721
4	 Japan	1.455.721	1.420.486	15.457.102	4.697.914	11,08	549
5	 Germany	1.390.547	1.314.218	19.093.931	5.082.481	14,90	636
6	 France	1.014.578	957.274	13.233.405	3.113.786	14,26	580
7	 Canada	785.711	743.758	11.346.285	2.260.578	16,57	559
8	 Italy	758.912	716.532	9.187.350	2.174.374	13,63	496
9	 Spain	579.773	543.612	6.066.477	1.576.052	12,34	395
10	 India	528.024	501.960	2.917.886	1.003.734	6,76	240
11	 Australia	516.104	481.001	6.550.854	1.426.173	15,09	432
12	 Russian Federation	479.095	474.317	2.288.869	693.521	4,87	274
13	 Netherlands	432.768	407.255	7.255.319	1.257.538	18,90	489
14	 South Korea	425.842	417.558	3.040.178	704.237	9,20	272
15	 Brazil	325.549	315.102	2.203.616	716.178	8,98	253
16	 Switzerland	308.172	290.576	5.587.746	796.867	20,53	487
17	 Taiwan	306.911	299.747	2.191.515	551.733	8,98	220
18	 Sweden	303.427	290.572	5.055.951	858.022	18,01	431
19	 Poland	262.514	256.991	1.702.226	462.889	7,34	244
20	 Belgium	235.389	223.011	3.362.100	521.601	16,14	380
21	 Turkey	229.932	217.509	1.257.466	353.989	7,06	167
22	 Israel	185.472	176.841	2.697.589	409.525	15,64	354
23	 Austria	163.453	153.986	2.155.489	315.884	15,08	323

Correlation between Research Output and Article Chapter Downloads



Importance of books in academia



Carole Tenopir,
Chancellor's
Professor,
School of Information
Sciences,
University of
Tennessee, Knoxville

Importance: comparison books/journals

	Article (n=1160)	Book % (n=918)
Not at all important	1.1	0.9
Somewhat important	31.4	19.7
Important	29.5	29.8
Very important	25.1	31.3
Absolutely essential	12.9	18.3

Source: *UK Scholarly Reading and the Value of Library Resources*,
2012, Tenopir and Volentine
Survey sample: 1064 participants at 6 UK institutions

Purpose of books in academia



Carole Tenopir,
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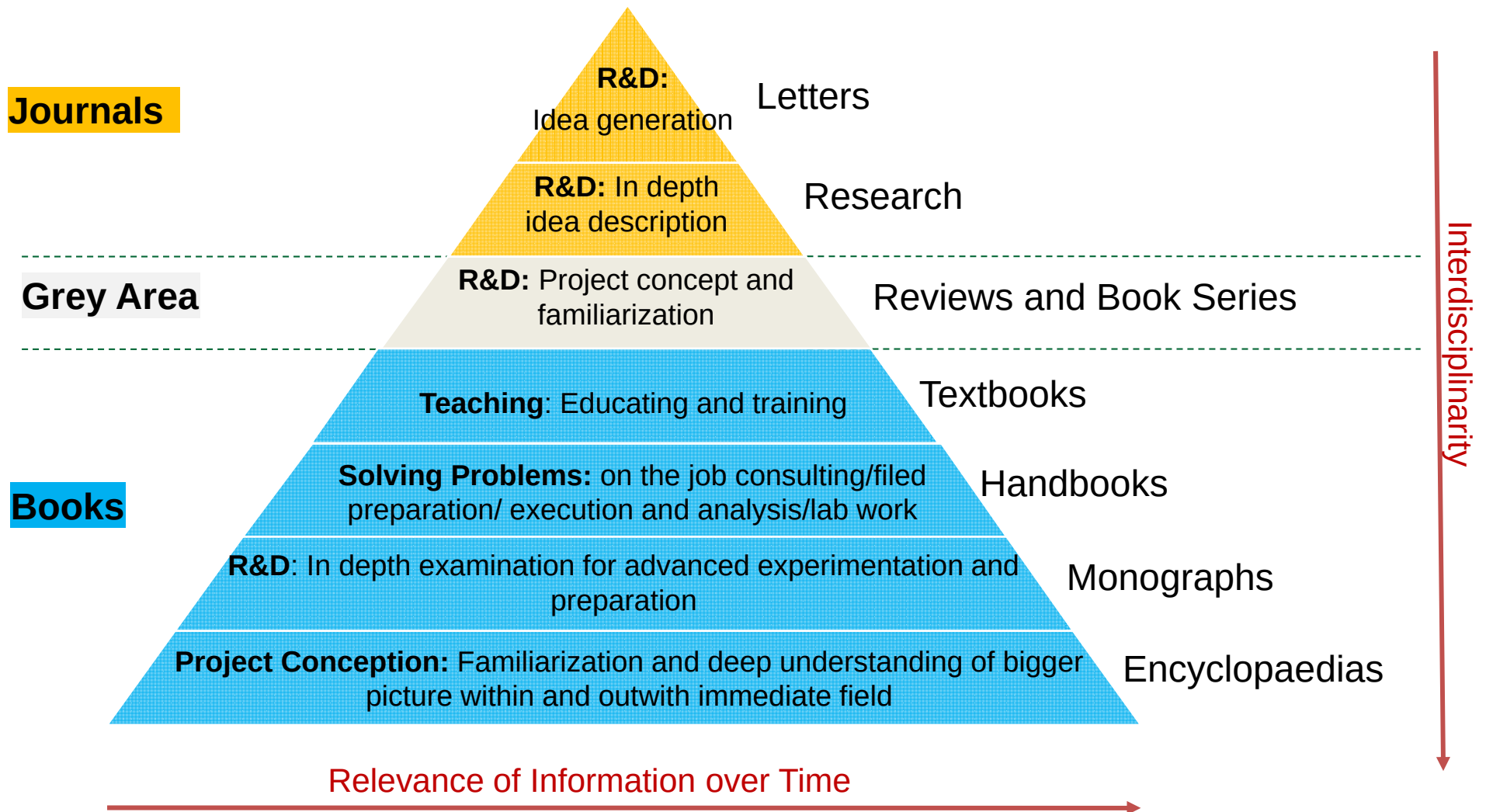


Principal purpose	Article %(n=1161)	Book % (n=921)
Research & Writing	74.3	57.6
Teaching	12.0	27.6
Current awareness/keeping up	5.9	2.5
Consulting, advising	0.9	2.2
Internal or external presentations	1.6	1.1
Continuing education for self	2.5	5.2
Engagement activities (to wider community)	0.3	0.8
Knowledge transfer or enterprise activities	N/A	0.4
Other	2.3	2.5
Total	100	100

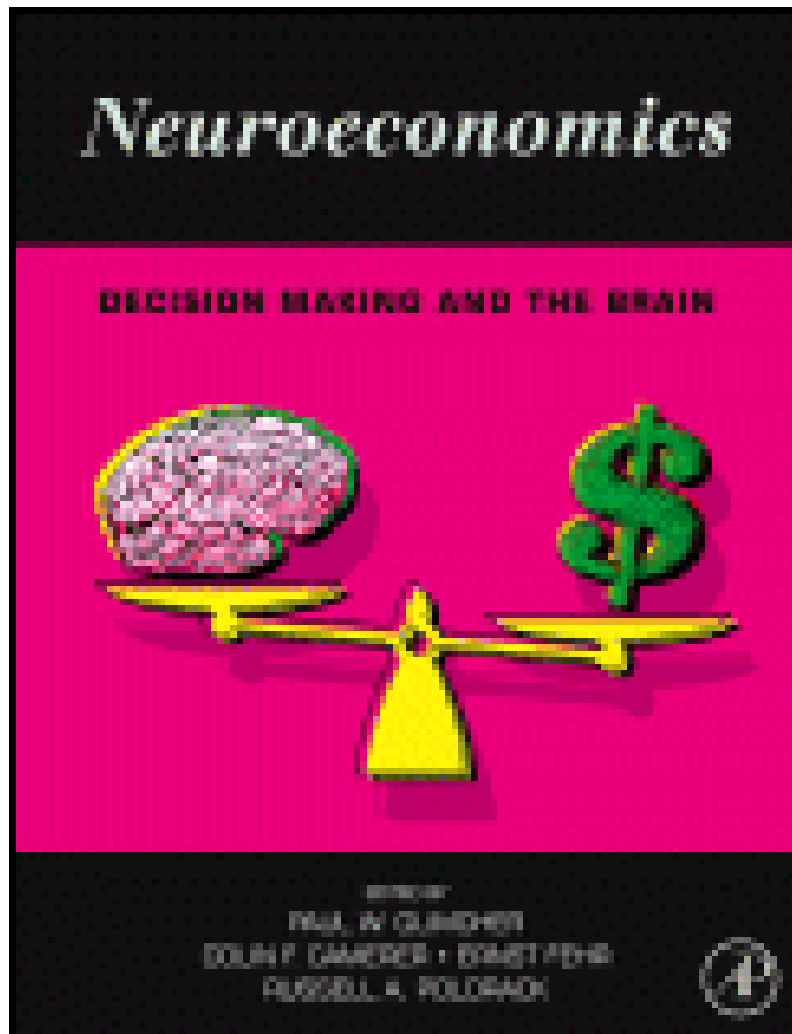
Outcomes	Article % (n=934)	Book % (n=935)
Inspired new thinking	53.7	44.7
Improved the result	37.8	47.7
Narrowed/broadened/changed the focus	28.1	26.5
Saved time or resources	9.6	14.5
Resolved technical problems	9.9	21.8
Others	6.8	4.5
Resulted in faster completion	4.6	13.5
Resulted in collaboration/joint research	4.4	3.1
Wasted time	0.8	0.2

Source: *UK Scholarly Reading and the Value of Library Resources, 2012, Tenopir and Volentine. Survey sample: 1064 participants at 6 UK institutions*

Content needs based on activities



Book - perfect entry point to a topic



***1235 journal articles
from across 24 subject
areas referenced on 1
book covering the inter
discipline of
Neuroeconomics***

Source: Scopus data

Nothing is missed – e.g. *Neuroeconomics*



Subject area	# of journal articles referenced
Neuroscience	636
Psychology	216
Biochem, Genetics & Mol. Biology	150
Multidisciplinary	130
Economics, Econometrics & Finance	122
Agri & Bio Sciences	99
Medicine	64
Business, Mgmt & Accounting	54
Social Sciences	51
Arts & Humanities	26
Mathematics	24
Computer Science	23

Subject area	# of journal articles referenced
Decision Sciences	19
Pharma, Toxic & Pharmaceuticals	18
Undefined	13
Engineering	13
Environmental Science	12
Physics & Astronomy	10
Health Professions	4
Earth & Planetary Sciences	3
Material Sciences	2
Energy	2
Immunology and Microbiology	2
Chemistry	1

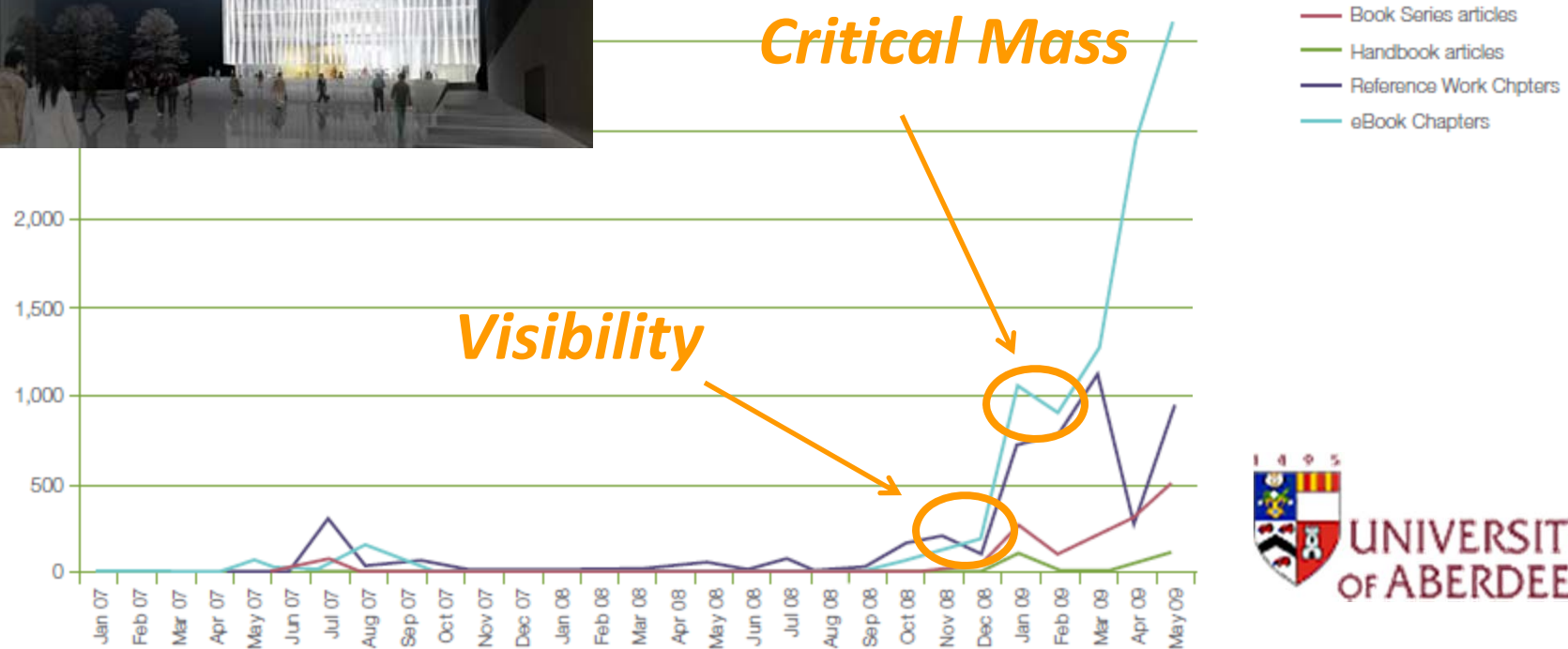
Source: Scopus data



eBook cost per use is lower than print

eBooks					Print books
Fiscal Year	#Ebooks (Cumulative)	Amount Spent	Total Uses	Cost Per Use	<u>\$18 lowest cost per use for Print books</u> compared to \$1 average cost per use for ebooks Source: CARLI, 2008, <i>A Domestic Monograph Collection Assessment in Illinois Academic Libraries: What are we buying and how is it used?</i>
2007	292,002	\$185,991			
2008	345,186	\$224,047	151,089	\$1.48	
2009	411,364	\$204,678	251,273	\$0.81	
2010	484,768	\$383,167	563,871	\$0.68	
2011	614,203	\$732,725	709,944	\$1.05	
Source: <i>The Value of E-books to Academic Libraries, A Study of the E-books Catalogue at the University of Illinois, Urbana Champaign, LIBVALUE, May 2011</i>					

How To Make Your eBook Project Successful



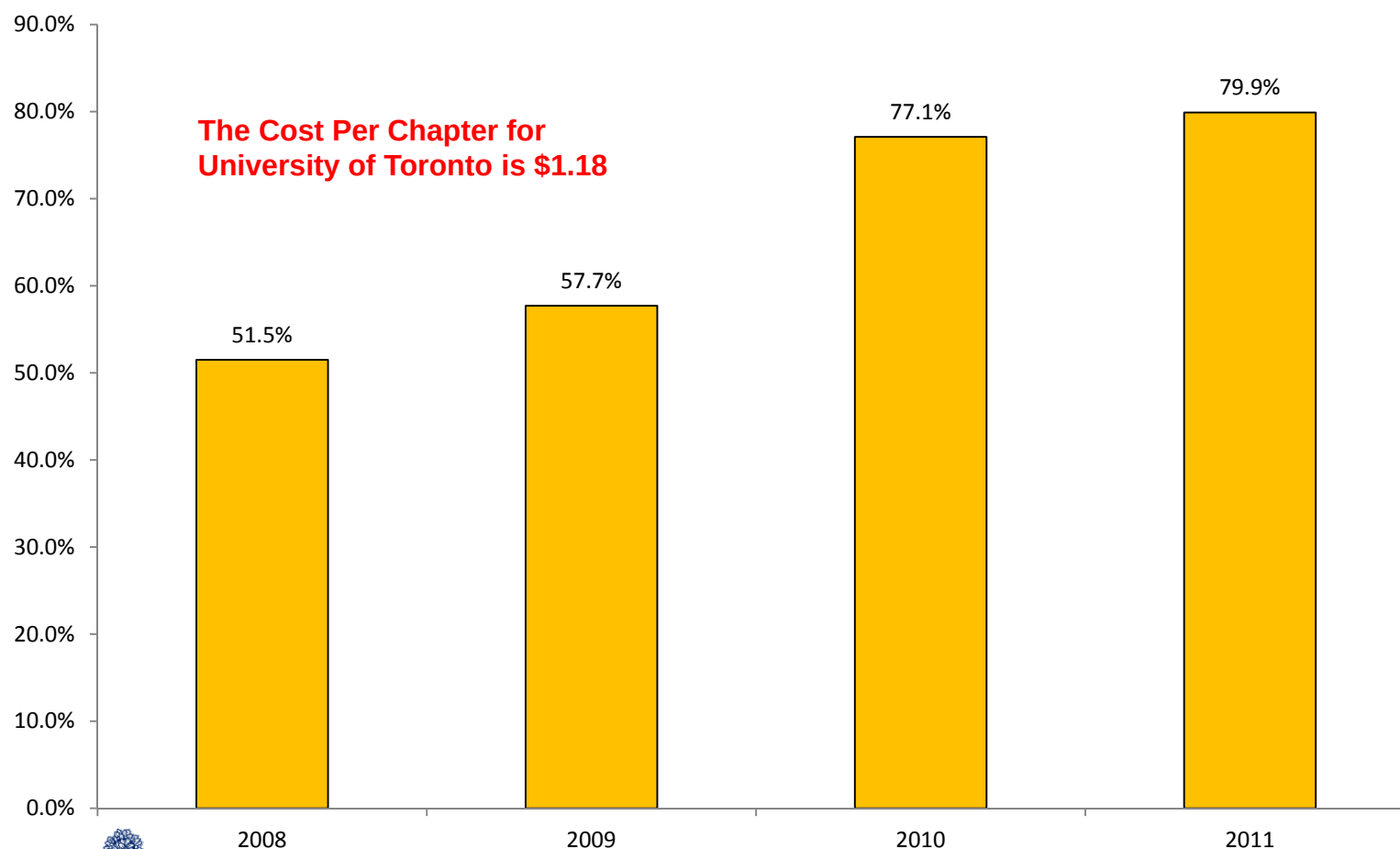
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Chris Banks, University Librarian, University of Aberdeen

High return from Elsevier e-book collections

- % of the collection used at University of Toronto*
- Compound Annual Growth Rate for uses is 43.47%

of e-book
titles analyzed
2008: 4995
2009: 5487
2010: 5981
2011: 6444



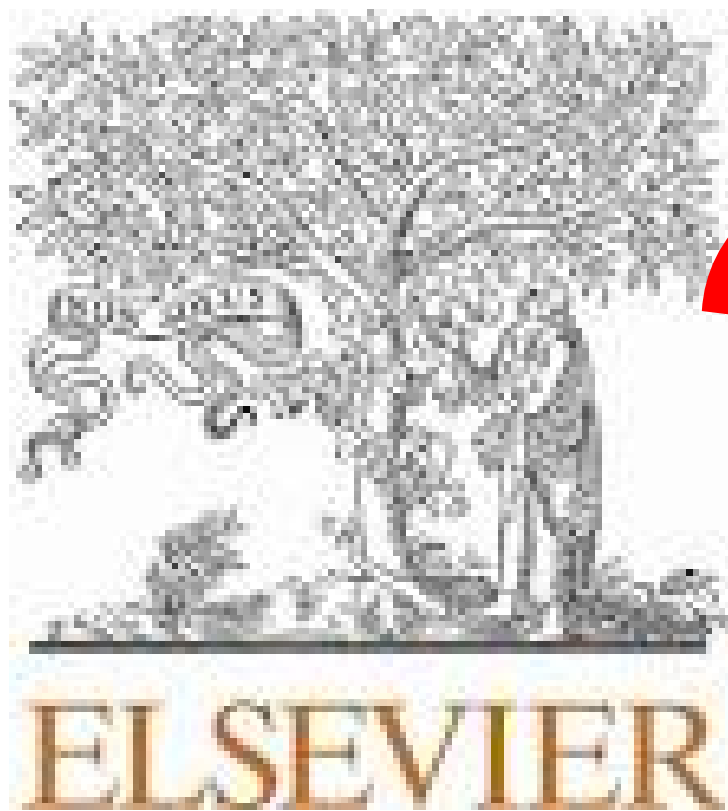
Advantage of Electronic Content

Accessibility – *Anytime...Anywhere*

Flexibility – *Direct links to full text (pdf or HTML), multiple and simultaneous users, capability to download or print, no DRM restrictions*

Searchability – *Faster retrieval of information compared to searching the shelves during library hours, finding content presented contextually, brief abstracts or previews to assess relevancy*

Convenience – *Integrated book and journal content and citation tools across a diverse range of subjects*



Researchers Challenge – Part 1



“It is certainly impossible for any person who wishes to devote a portion of his time to research, to read all the books and papers that are published in connection with his pursuit; their number is immense, and the labour of winnowing out the few of interest, is such that most persons who try [...], pass by what is really good.”

Year: 1826

Researchers Challenge – Part 2

Scientists spend on average 10.9 hours a week gathering and analyzing information – over a quarter of their time. But their search failure rate is almost 40% when using external internet searches such as Wikipedia. (Outsell STM End User Study, 2009)

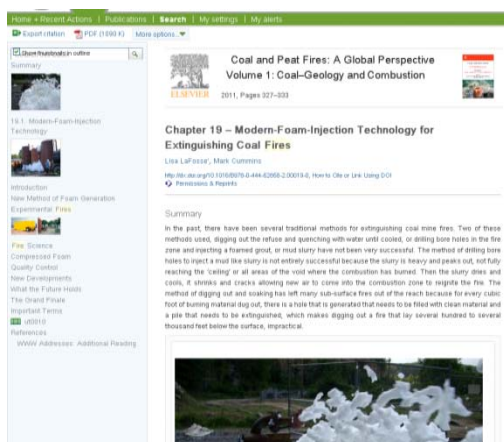
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Abstract

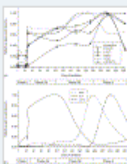
Introduction



The tammar wallaby (*Macropus eugenii*)
Milk protein gene expression; naturally occurring gene knockouts used to assess protein function







Changes in milk composition regulate

**ACADEMIC PRESS**

Milk Proteins — From Expression to Food

2008, Pages 55–79



Chapter 2 – The comparative genomics of tammar wallaby and Cape fur seal lactation models to examine function of milk proteins

Julie A. Sharp, Matthew Digby, Christophe Lefevre, Sonia Mailer, Elie Khalil, Denijal Topcic, Aurelie Auguste, Joly Kwek, Amelia J. Brennan, Mary Familiar, Kevin R. Nicholas

Available online 18 February 2009.

<http://dx.doi.org/10.1016/B978-0-12-374039-7.00002-7>, How to Cite or Link Using DOI

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Abstract

The composition of milk includes nutritional and developmental factors that are crucial both to the function of the mammary gland and to the growth and physiological development of the suckled young. This chapter examines the option of exploiting the comparative biology of species with extreme adaptation to lactation to identify milk protein bioactive components with these functions that are likely to have commercial potential either as a nutraceutical in functional foods or as pharmaceuticals. Increasingly, we find that these molecules are more readily identified in animal models with very different reproductive strategies than by

Related articles

The Tammar Wallaby and Fur Seal: Models to E...

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"Chapter 2 - The comparative genomics of tammar wallaby and Cape fur seal lactation models to examine function of milk proteins"

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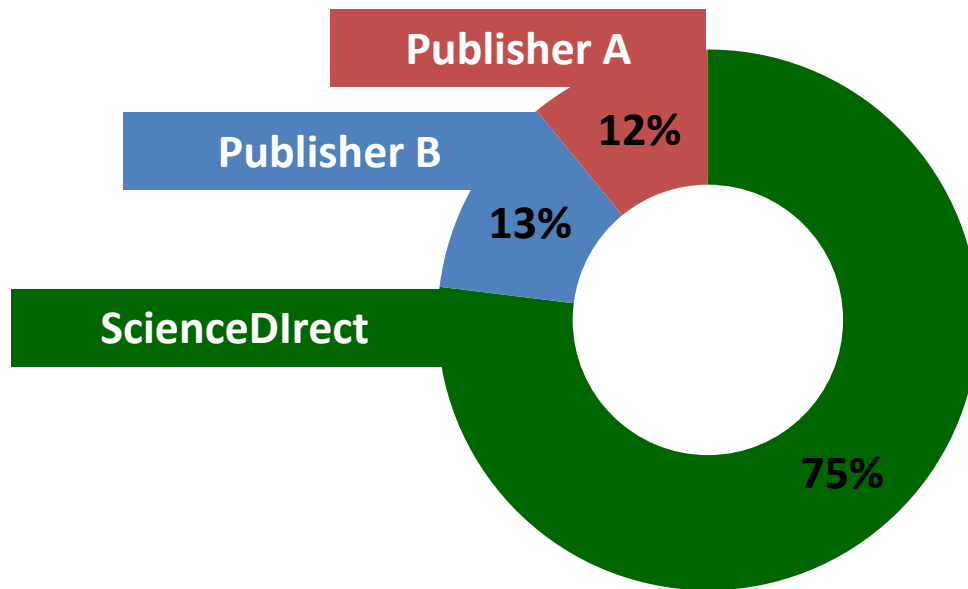
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***Source:** 2012 Elsevier global market research study;
responses from 8215 students/researchers and 2870 teachers.*

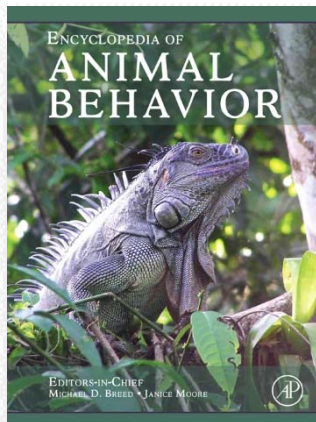
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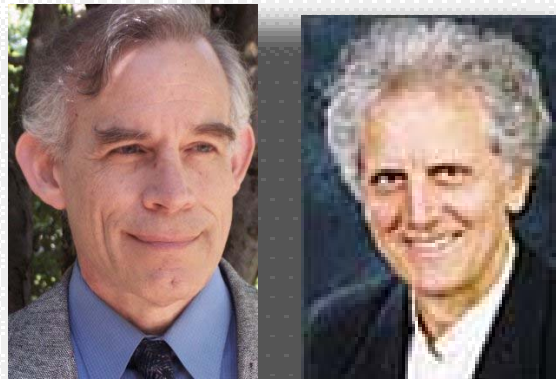
The Prestige of Elsevier Books

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Ency. Of Animal Behavior
– **CHOICE Outstanding Academic Title for 2011!**
5 stars from Doodys for
Essentials in Stem Cell Biology

Outstanding Book Contributors



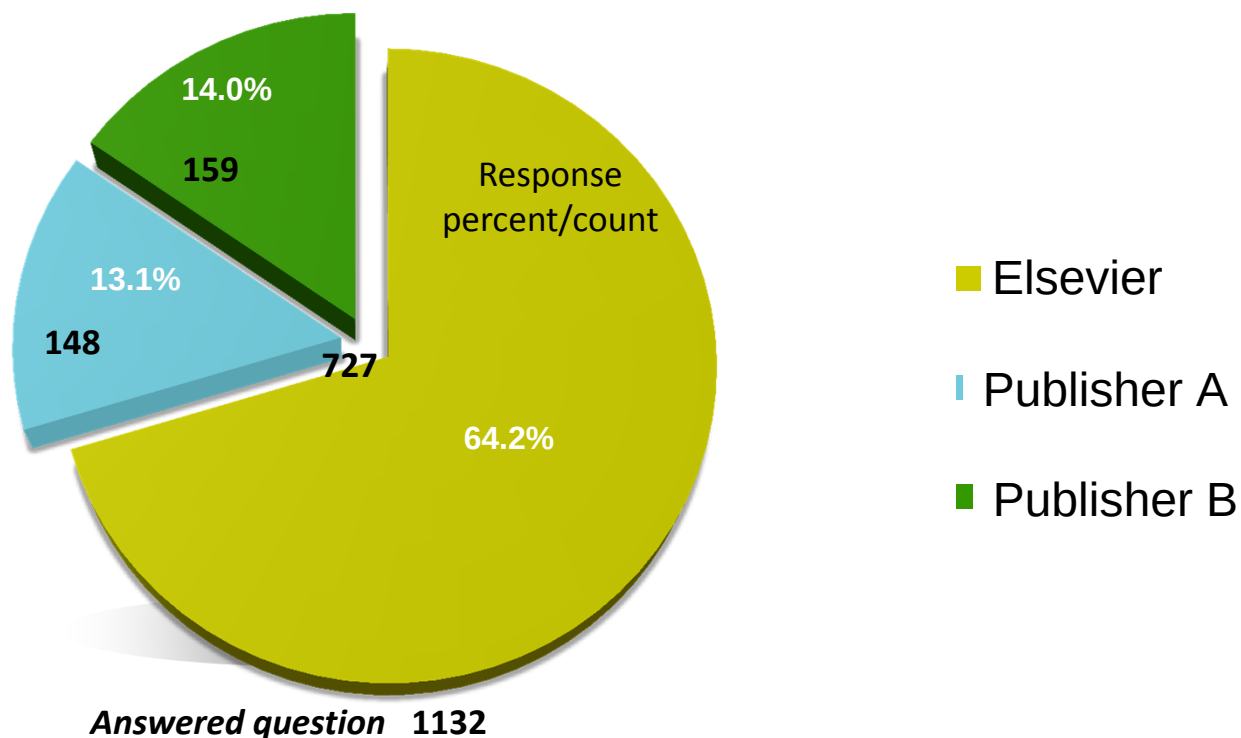
Nobel Laureate Christopher Sims –
contributing author to *Handbook of Monetary Economics*
George Paxinos – *The Rat Brain in Stereotaxic Coordinates, 6E*
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William Andrew – Unique in polymers & plastics science

Over half of users/researchers rate Elsevier as “highest quality book content” provider



Source: 2012 Elsevier global market research study; responses from 8215 researchers and 2870 teachers.

Amazon customer feedback proves...

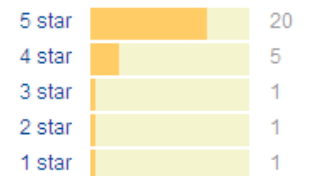
- More rating readers are interested in Elsevier e-book titles
- Elsevier e-book titles are rated more and more highly

Books published in 2010	Elsevier	Publisher A	Publisher B
# of titles on Amazon	426	1489	766
# of titles rated on Amazon	258 titles	148 titles	204 titles
# of raters giving stars on Amazon	3063 raters	427 raters	890 raters

Customer Reviews

★★★★★ (28)

4.5 out of 5 stars

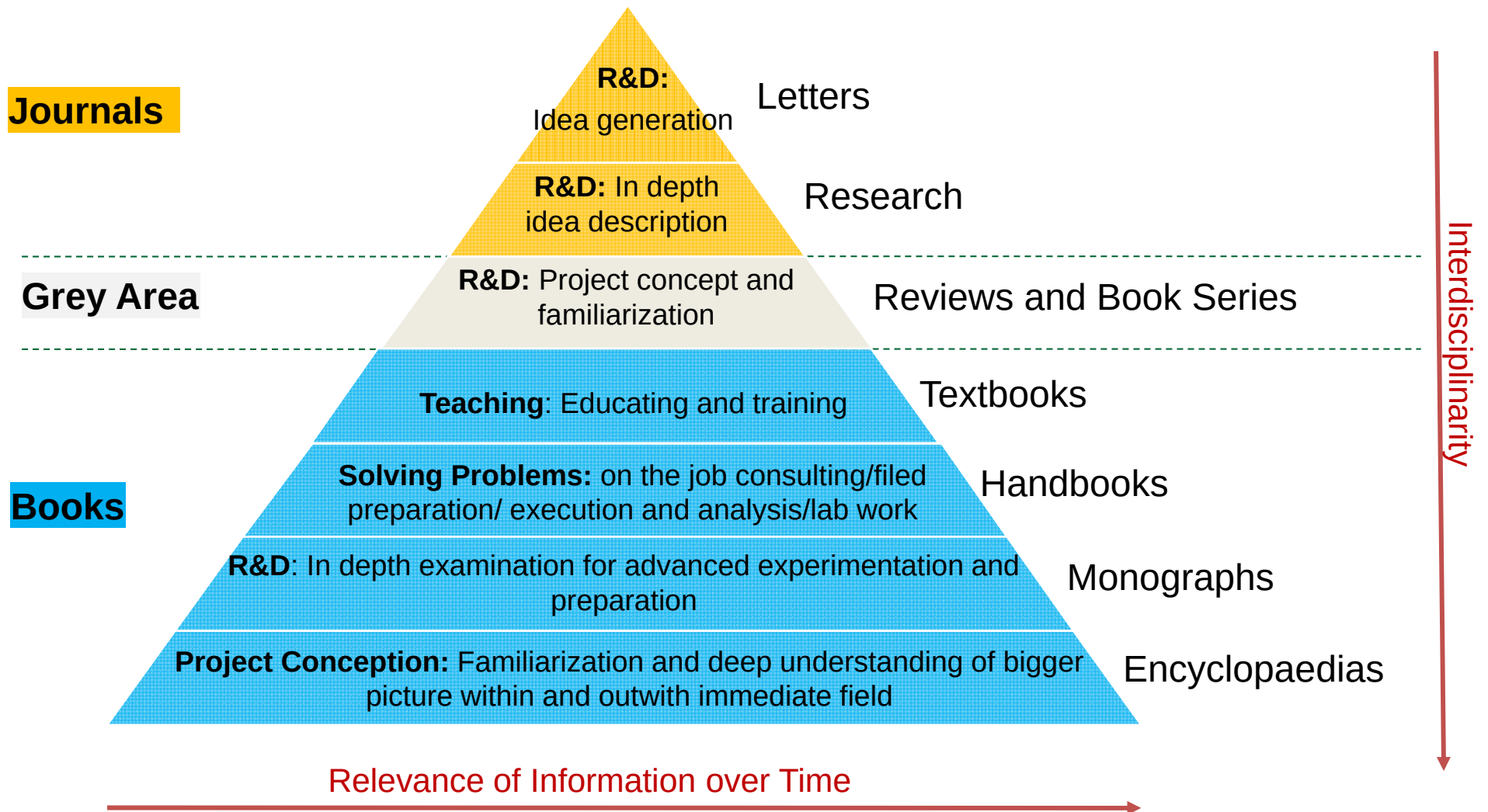


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Average rating of **Elsevier book: 4.4 stars out of 5**

Source: Innodata, August 2012

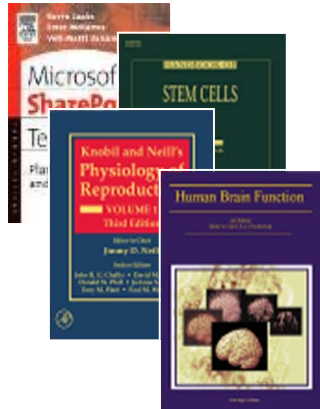
Overview Elsevier eBooks



Overview Elsevier eBooks



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***Elsevier Core Textbooks –
146 Titles Available in Several Disciplines***

Overview Monograph

Subject Area	Backlist	2007	2008	2009	2010	2011	2012	2013
	Titles	Titles	Titles	Titles	Titles	Titles	Titles	Titles
Agricultural and Biological Sciences	215	15	25	28	16	18	22	27
Biochemistry, Genetics and Molecular Biology	254	12	11	13	21	12	22	37
Biomedical Science and Medicine	not available	not available	not available	not available	not available	not available	16	22
Chemical Engineering	436	40	24	33	18	25	23	33
Chemistry	413	36	24	7	3	11	20	36
Computer Science	468	116	88	50	54	45	63	77
Earth and Planetary Sciences	463	28	19	21	14	19	22	26
Energy	31	5	9	4	8	12	12	25
Engineering	900	95	69	80	80	76	76	124
Environmental Science	198	24	13	13	5	13	15	18
Finance	78	15	12	23	13	11	11	17
Forensics	not available	not available	6	not available	4	12	13	22
Immunology and Microbiology	108	6	15	7	5	4	6	14
Materials Science	219	23	27	9	11	13	14	23
Mathematics	943	25	12	10	6	16	17	18
Medicine and Dentistry	65	15	6	8	15	9	not available	not available
Neuroscience	102	19	22	15	13	13	11	23
Pharmacology, Toxicology and Pharmaceutical Science	63	11	8	8	not available	9	14	16
Physics and Astronomy	160	22	22	5	4	6	9	12
Psychology	287	15	15	9	20	11	13	19
Clinical Medicine	146	56	55	79	58	43	50	20
Health Professions	173	41	27	39	27	22	4	31
Veterinary Medicine	97	15	13	18	14	15	10	20
TOTAL	5819	634	522	479	409	415	463	660

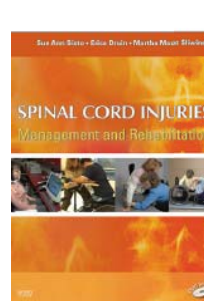
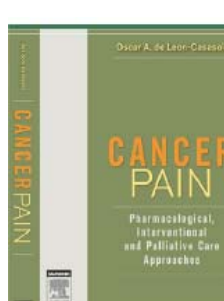
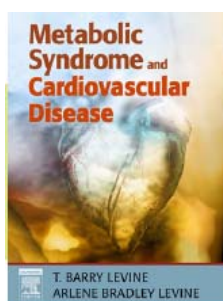
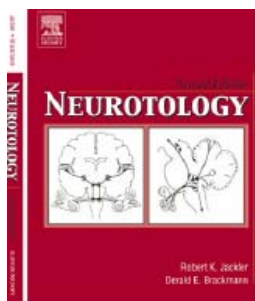
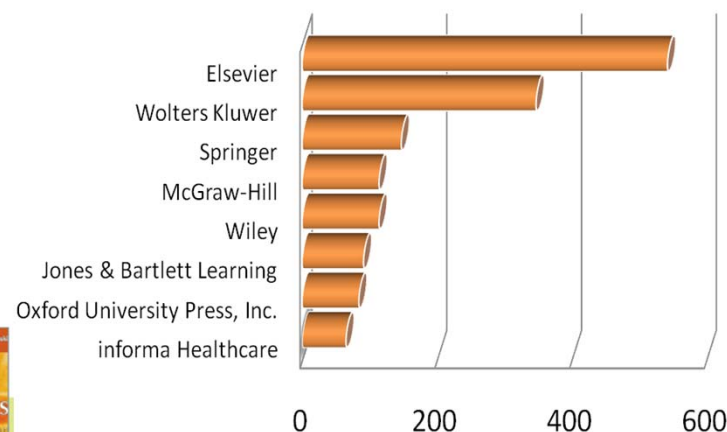
Overview Health Sciences

Subject collection	backlist	2007	2008	2009	2010	2011	2012	Total
Clinical Medicine	146	56	55	79	58	44	50	488
Health Professions	173	41	27	39	27	25	4	336
Veterinary Medicine	97	15	13	18	14	17	10	184
Clinical Dentistry 2000 -2010	24							24
Total	440	112	95	136	99	86	64	1032

A selection of books published under the W.B. Saunders, Mosby, Churchill Livingstone and Hanley & Belfus imprints. Collections include several Doodys 5 star titles.



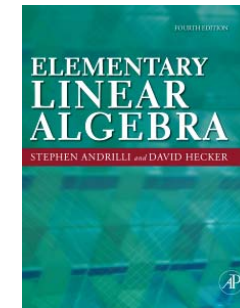
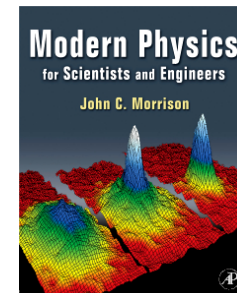
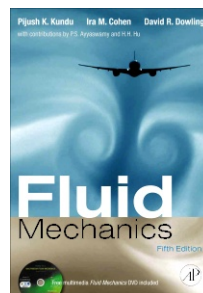
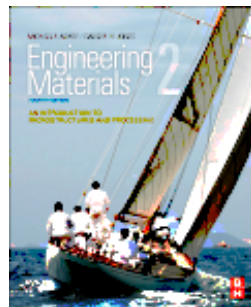
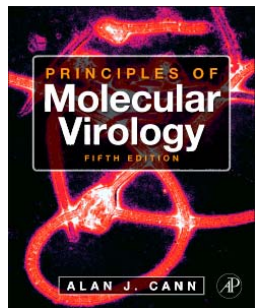
Doodys' Core Titles by Publisher



Overview Textbooks

146 titles in different subject areas:

- Engineering (e.g. Aerodynamics for Engineering Students)
- Life Sciences (e.g. Animal Behavior)
- Forensics (e.g. Criminology)
- Mathematics & Statistics (e.g. Elementary Linear Algebra)
- Physics (e.g. Modern Physics)
- Neuroscience (e.g. Basic Neurochemistry)
- Earth Sciences (e.g. Atmospheric Science)
- Media Technology (e.g. Film Directing Fundamentals)



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