

Global Usage and Discovery Trends in Scholarly Information

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April 2017

SPRINGER NATURE

About the company!



Institutional **Sales & Marketing** (Academic, Corp., Government)



Product Management

- Product design
- Onboarding
- Support (Marcs)
- Webinar training



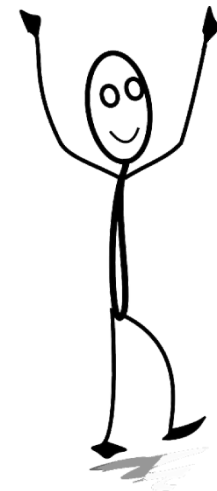
Licensing Managers

- Business models
- Pricing
- Negotiations
- Contracts
- Support, Licensing Control, Legal



Library Marketing Man.

- Promotional material
- Conferences
- Campaigns
- Newsletters
- Website



Account Dev. Managers

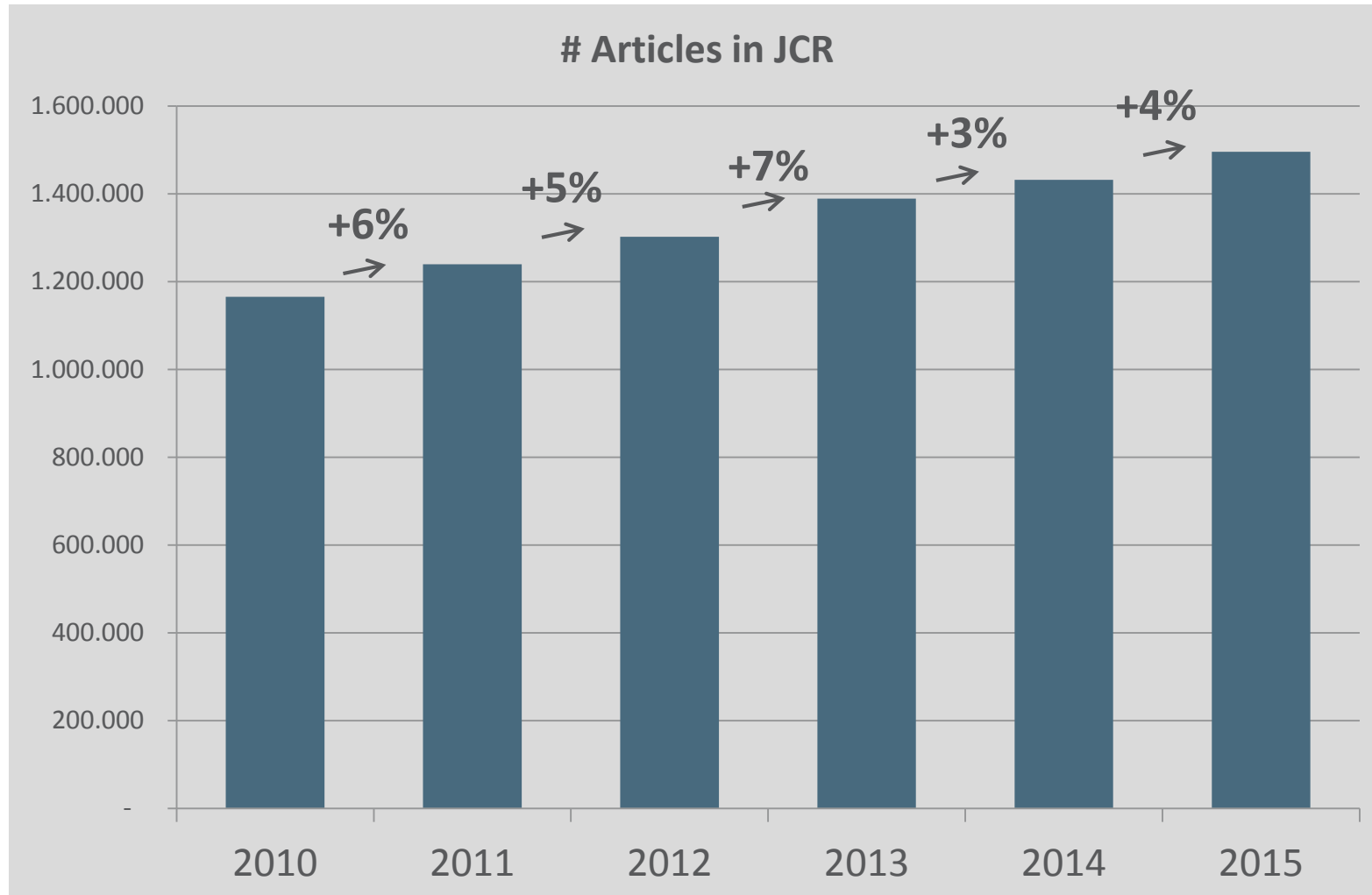
- Usage stats
- Web analytics
- Product training
- Knowledge sharing
- Author workshops

Agenda

1. Global article output (JCR data)
2. Global discovery trends (Springer Link data)
3. Changing role of academic library (ITHAKA Faculty Report)
4. Search engines as main usage drivers: (Google and GoogleScholar)
 - a. key signals
 - b. optimizing our signaling (SEO)
5. New innovative discovery initiative (Scigraph)

Overall annual growth in scholarly articles

Market has been continuing to grow, but growth has come down to a rate of 3-4%



Source: JCR 2015 Thomson Reuters Clarivate

Overall annual journal output by publisher (JCR data)

Springer Nature - 16% titles, 15% articles, 12% citations

By number of titles

Publisher	# Titles	Share # Titles
Springer Nature	1,689	16.4%
Elsevier	1,614	15.6%
Wiley	1,167	11.3%
Taylor & Francis	1,077	10.4%
Sage	538	5.2%
OUP	229	2.2%
CUP	207	2.0%
WK Health	198	1.9%
de Gruyter	124	1.2%
IEEE	122	1.2%
Total	6,965	67.4%

By number of articles

Publisher	# Articles	Share # Articles
Elsevier	358,865	25.0%
Springer Nature	220,728	15.4%
Wiley	138,328	9.6%
Taylor & Francis	69,018	4.8%
RSC	42,809	3.0%
ACS	39,989	2.8%
Sage	31,488	2.2%
PLOS	31,243	2.2%
OUP	29,428	2.1%
IEEE	28,715	2.0%
Total	990,611	69.1%

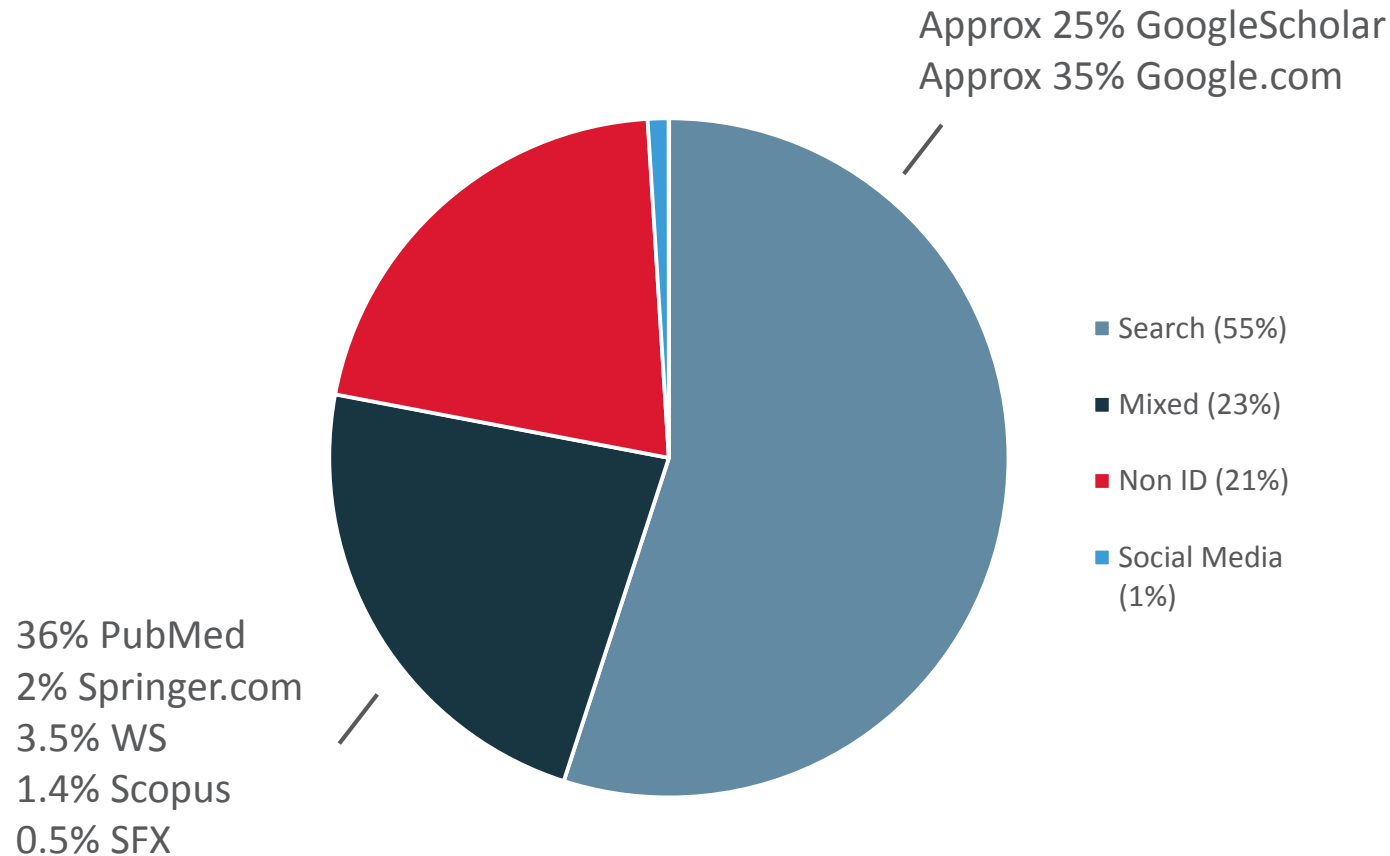
By number of cites

Publisher	# Cites	Share # Cites
Elsevier	13,101,057	26.4%
Wiley	6,027,231	12.1%
Springer Nature	5,812,630	11.7%
ACS	2,556,332	5.2%
OUP	1,670,320	3.4%
WK Health	1,311,951	2.6%
Taylor & Francis	1,282,444	2.6%
APS	1,141,737	2.3%
Sage	861,445	1.7%
RSC	786,712	1.6%
Total	34,551,859	69.6%

Source: JCR 2015; excluded are non-English language and review journals

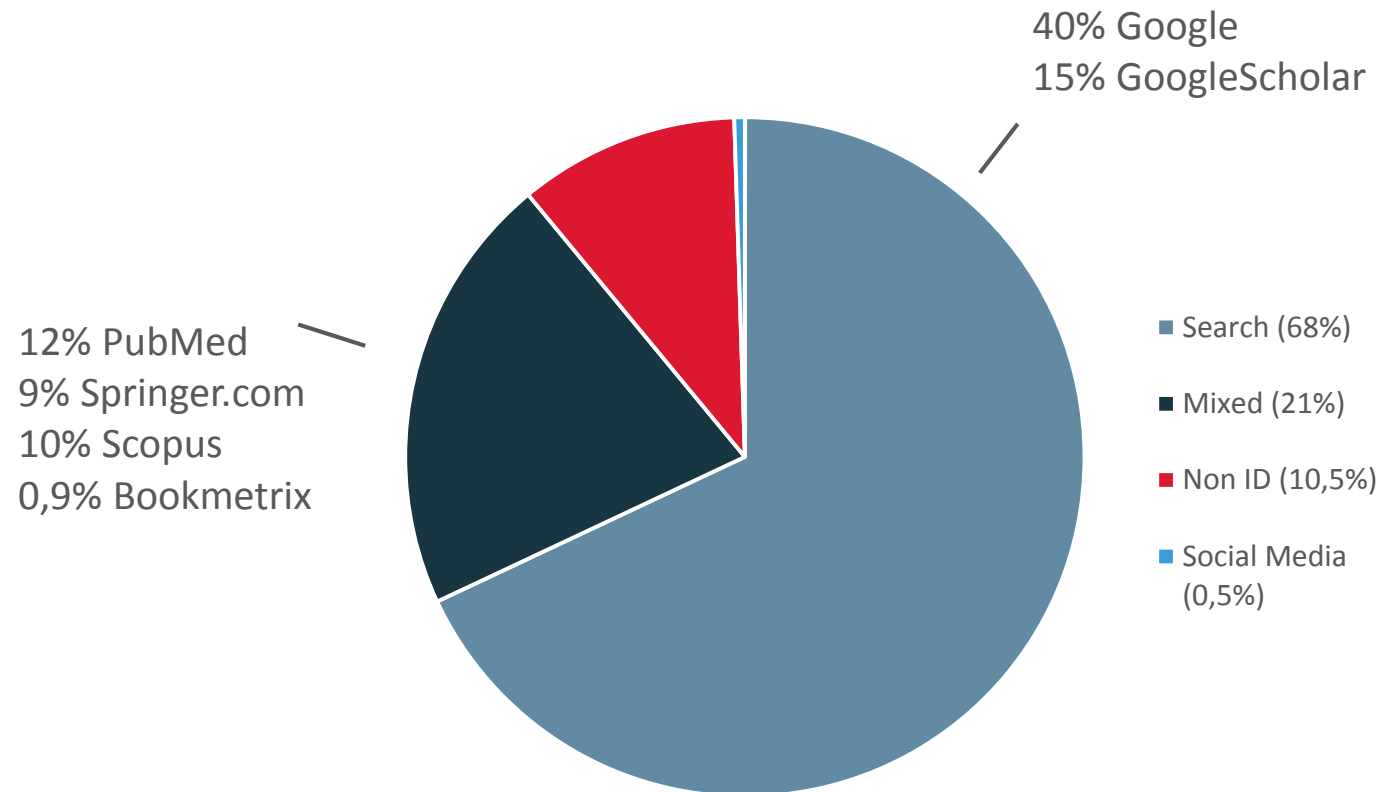
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Origin of visits to **journal** content



Source: WebTrekk, Filter: Article, Jan-November 2016

Origin of visits to **book** content



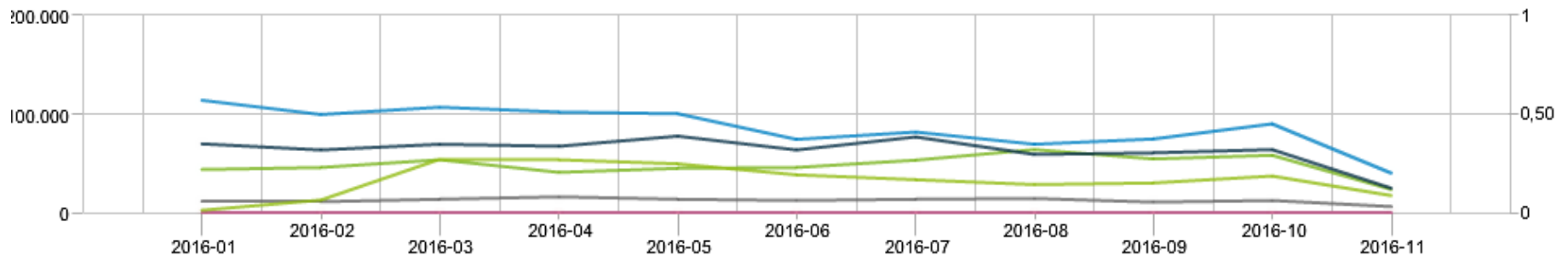
Source: WebTrek, Filter: Chapter, Jan-November 2016

Referrals from **Social Media** – Key Observations

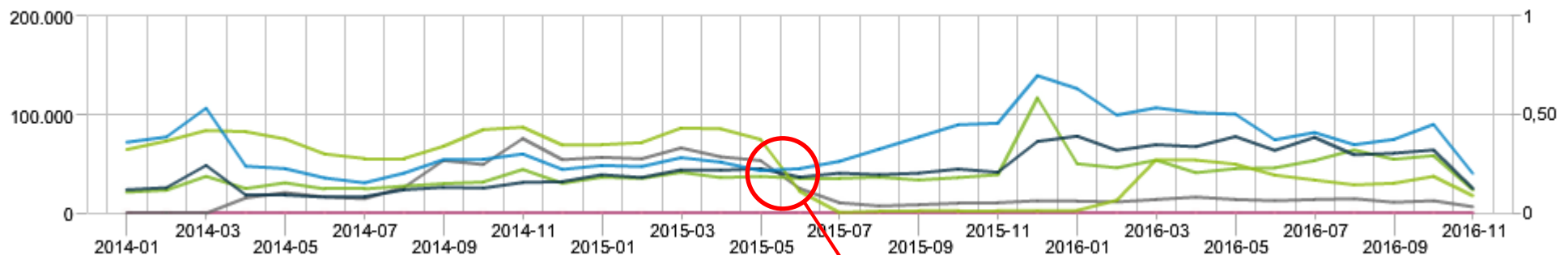
- Total at 1% - 2,4 million visits in 2016!

1. Facebook 30%
2. m.Facebook 22%
3. Twitter 17%
4. Wikipedia 11%
5. LinkedIn 3%

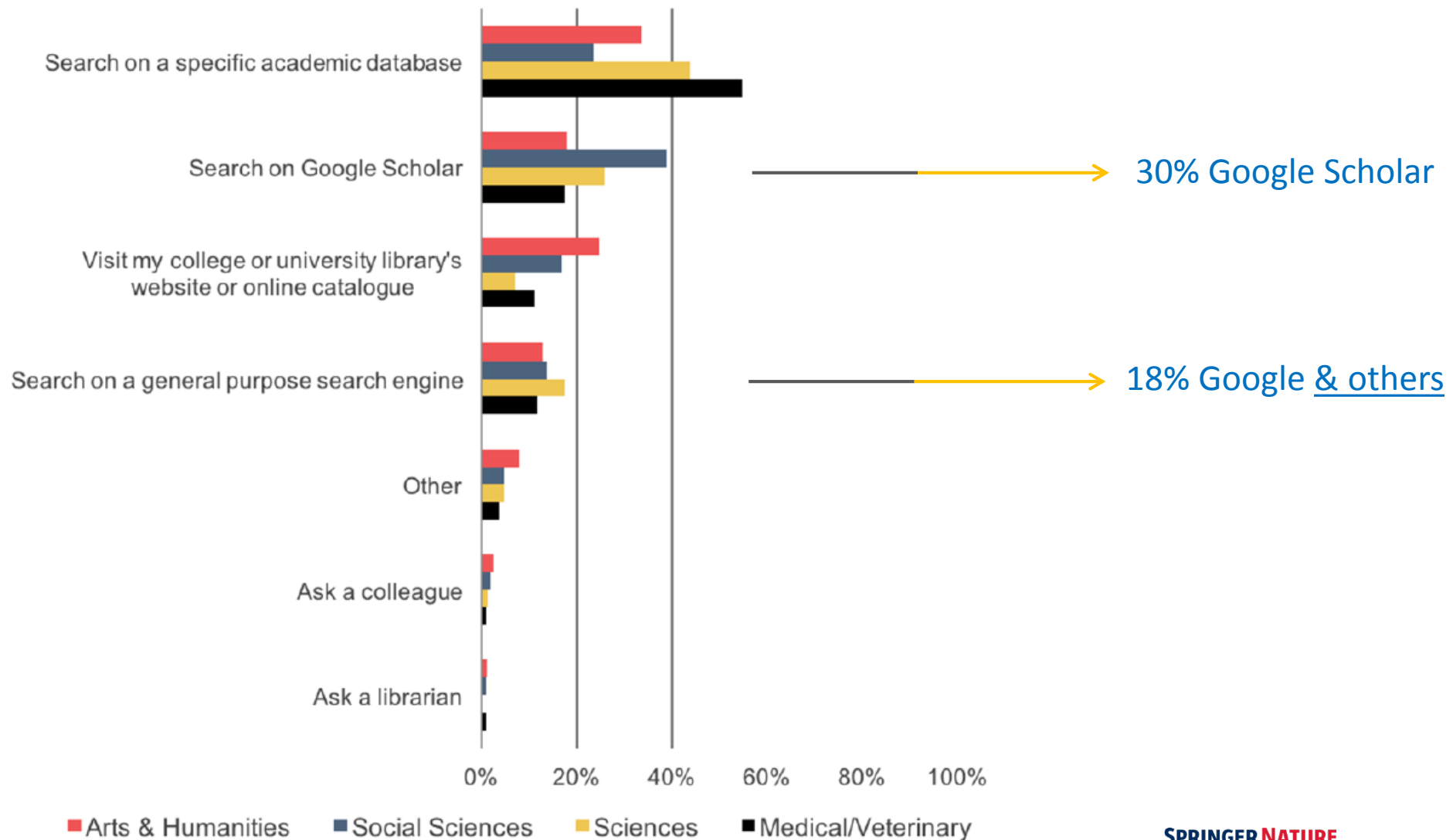
Jan 2016 to Nov. 2016 = 1 Year



Jan 2014 to Nov. 2016 = 3 Years



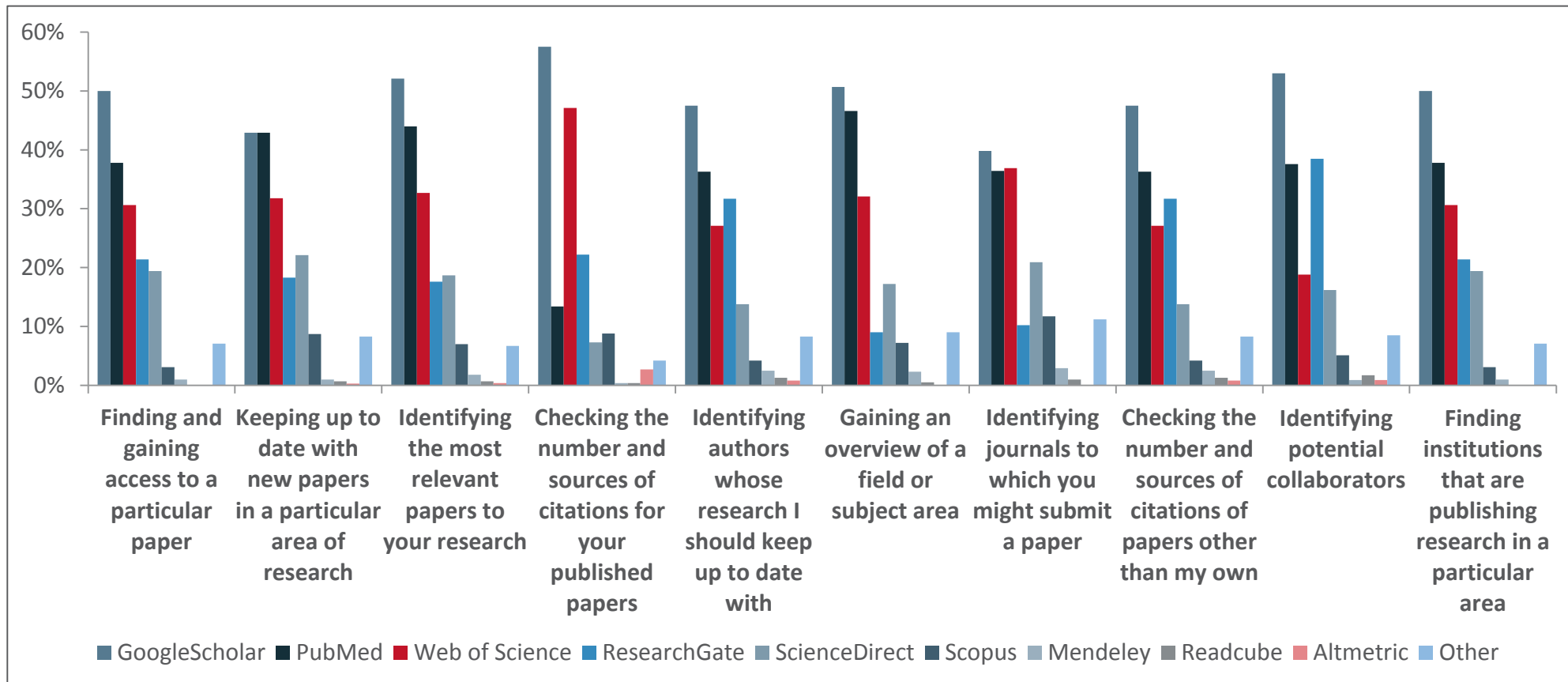
“When you ... find new journal articles and monographs ... how do you ... begin your process?”



Google Scholar is the most popular tool across all of these research activities

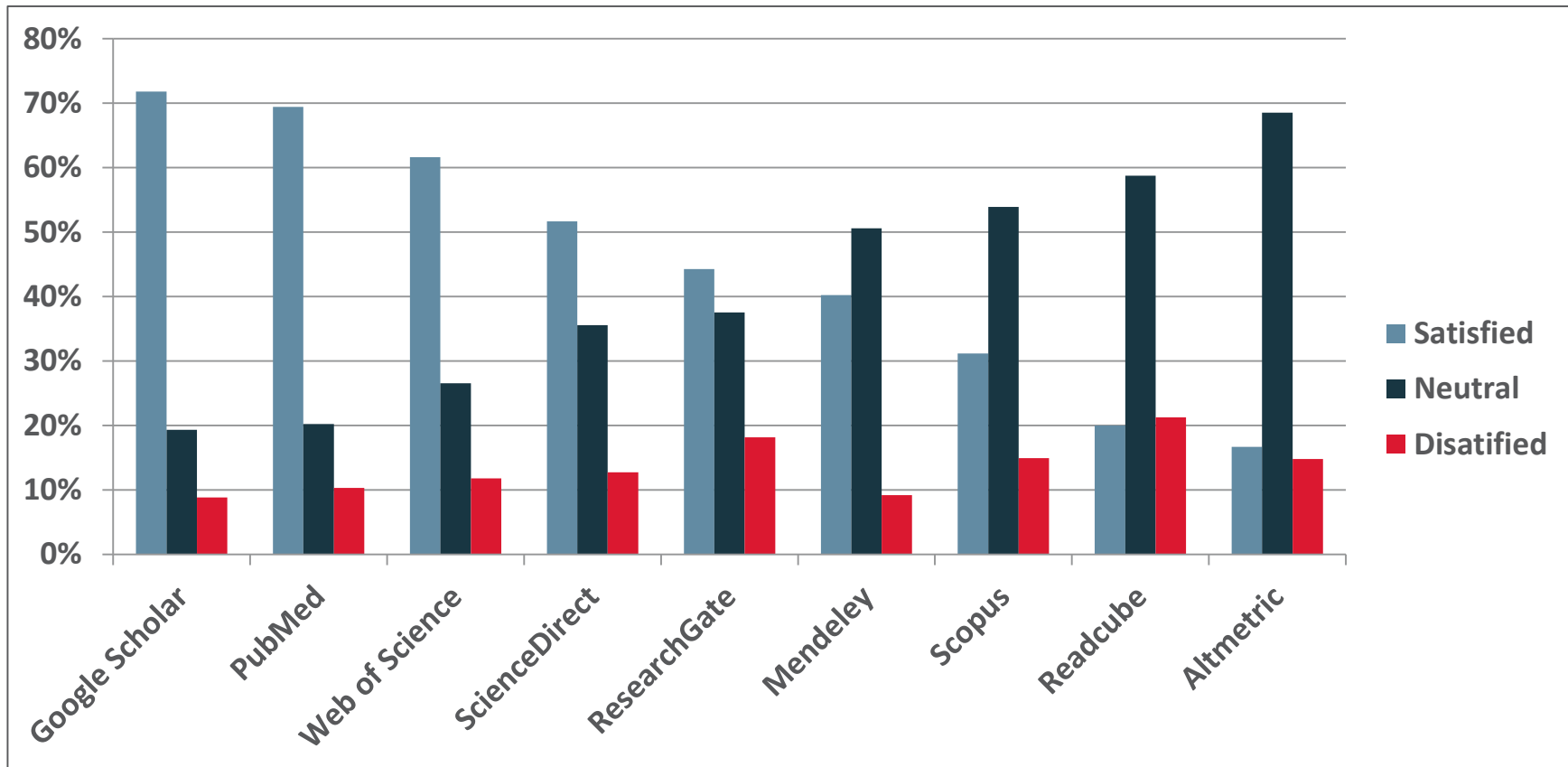
“Which online tools/sites do you use to complete the following activities?”

(n=315;291;285;261;242;221;206;175;117;99)



Very high satisfaction with *Google Scholar* and *PubMed*

“How satisfied are you with the tools you are using?”
(n=315;291;285;242;261;206;221;175;117;99)



“Without your own discovery tool you might feel stark naked. However, we have to admit that others can do a better job on discovery.

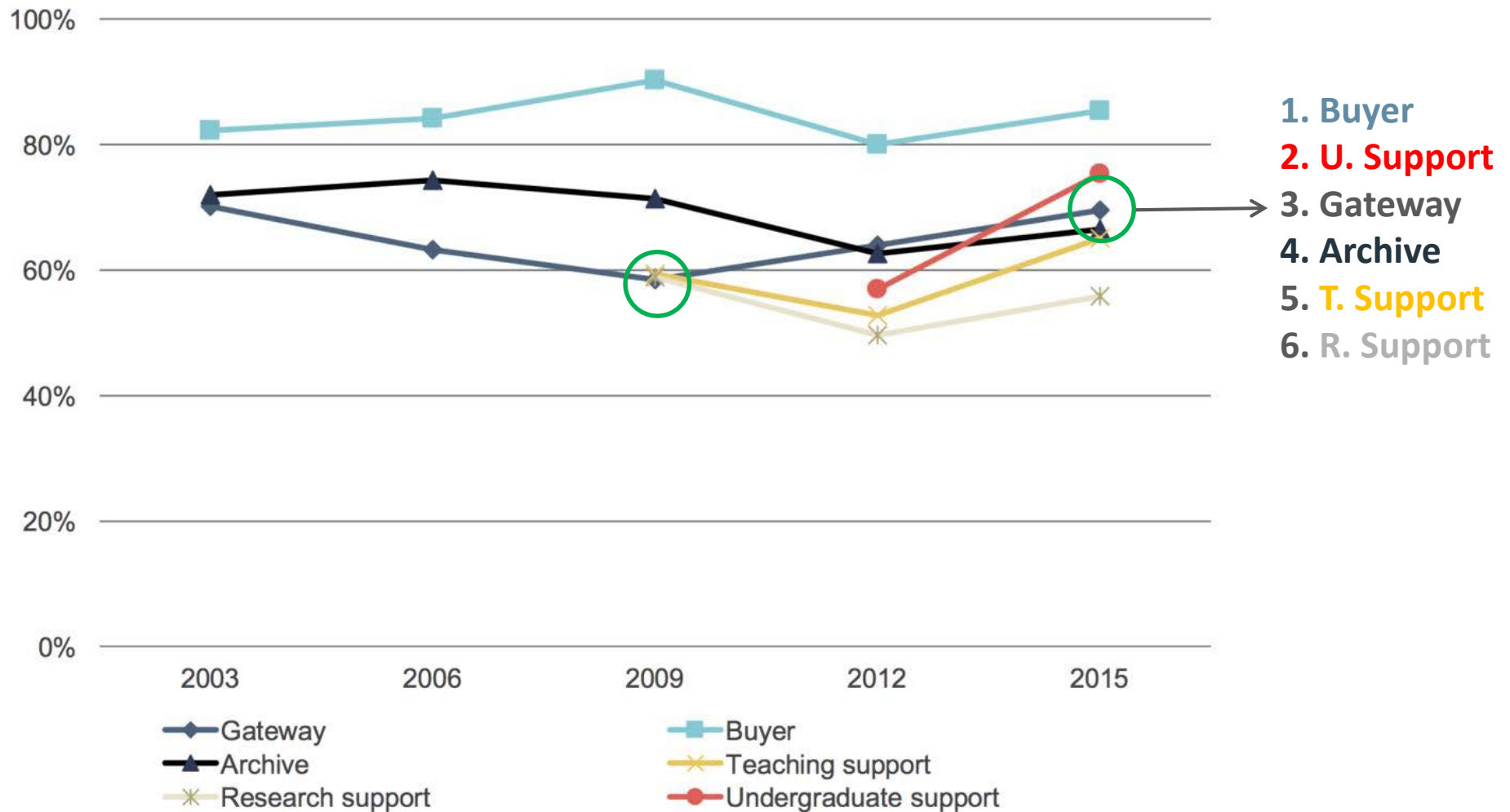
Focus on delivery and rethink the way you can provide value for your users.”



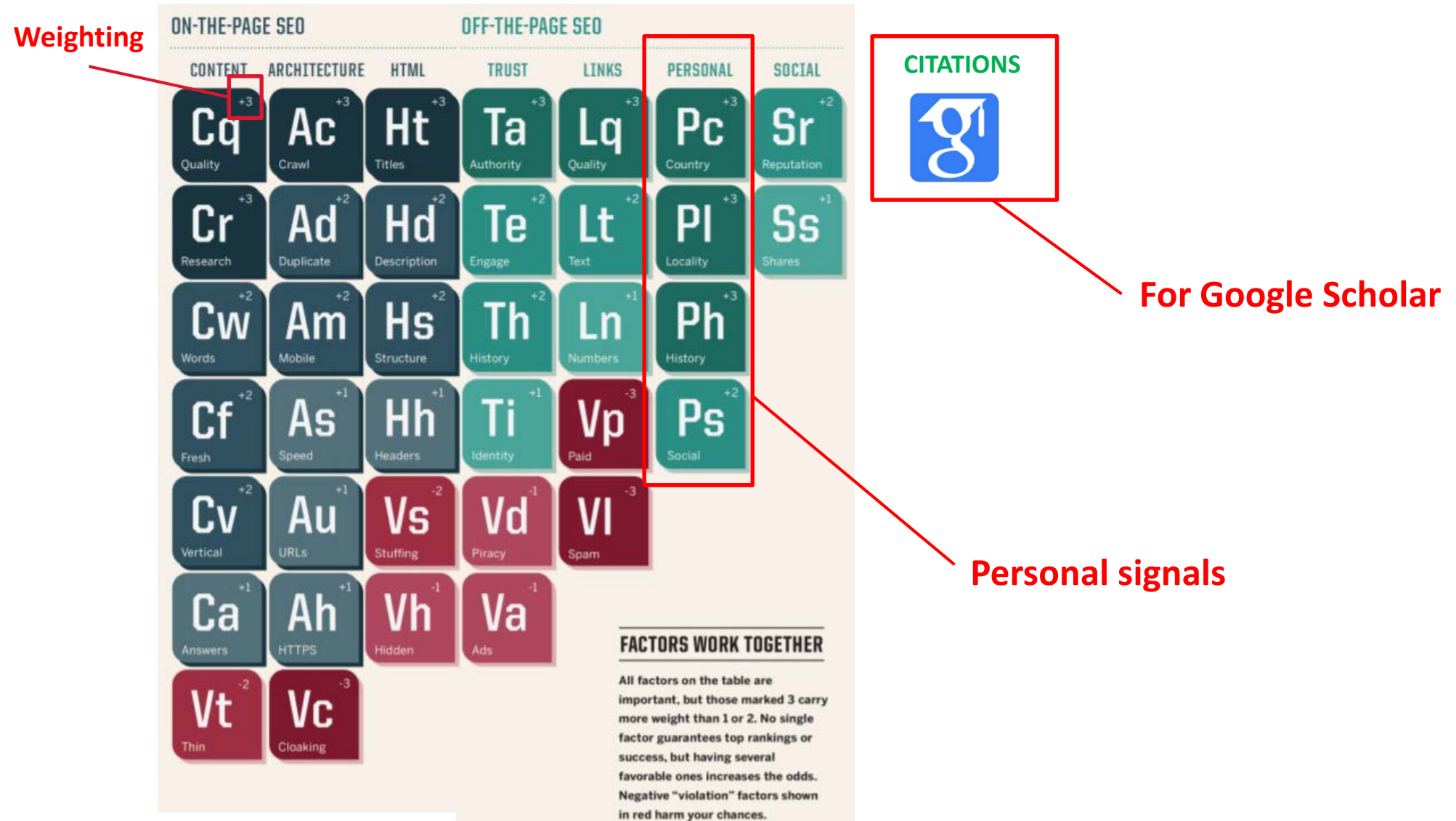
Universiteit Utrecht

UKSG, April 2014
Simone Kortekaas

“How important is it to you that your ... library provides each of the functions below...?”



Key signals for Google (and others!)



Google SEO - Basic housekeeping for keywords search!

SpringerLink.com

On page

- HTML Titles – keywords in title page
- HTML Headers – keywords in headlines
- HTML Description – keywords in descriptions
- Quality k-Research – if possible, relevant synonyms & keyword variations in copy
- Quality Words – keywords + author/editorial SEO guidance
- Content Quality – author/editorial SEO guidance
- Architecture Crawl – we allow daily crawl, 4m
- Architecture Mobile – responsive design
- Architecture Speed – backend server

Off page

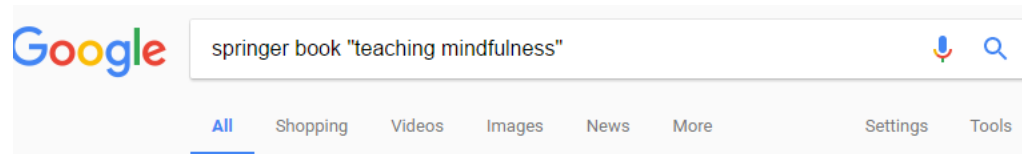
- Trust Authority - Authority rating (Nr.9)
- Links Quality - CAM for backlinks, citations quality helps too (impact journals, authoritative news media..)
- Social Shares – CAM for sharing..

Springer.com

On page (additional SEO)

- Content Words – Copywriters tweak copy, additional content hubs, about publishing programs.
- Trust Engage – site functionality/conversion (relevant content, alert services, author academy..)
- Social Shares – Press and Public Relations
- **HTML structure – Microdata for books**

Google ingested book meta-data into knowledge-graph



About 8,890 results (0.63 seconds)

Teaching Mindfulness - A Practical Guide for Clinicians and ... - Springer

www.springer.com/gp/book/9780387094830 ▼

The first academic text on **teaching mindfulness** across a broad range of professional clinical settings; Written ... About this **book**; About the authors; Reviews.

Teaching Mindfulness: A Practical Guide for Clinicians and Educators ...

<https://www.amazon.com/Teaching-Mindfulness-Practical-Clinicians.../1461402409> ▼

Teaching Mindfulness: A Practical Guide for Clinicians and Educators: 8601405091178: Medicine & Health Science **Books** @ Amazon.com. ... Paperback: 250 pages; Publisher: **Springer**; 2010 edition (June 23, 2011); Language: English ...

Fundamentals of Complementary and Alternative Medicine - E-Book

<https://books.google.com/books?isbn=032329894X>

Marc S. Micozzi - 2014 - Medical

McCown DM, Reibel D, Micozzi MS: **Teaching mindfulness**, New York, 2009, **Springer**. McMahan DL: Repackaging Zen for the West. In Prebish CS, Baumann M ...

About | Mindfulness and More

www.mindfulnessandmore.com/about/ ▼

She is coauthor of the **book Teaching Mindfulness: A Practical Guide for Clinicians and Educators**, a **Springer** publication (2010). Diane is a long-time student of ...

Mindfulness and Buddhist-Derived Approaches in Mental Health and ...

<https://books.google.com/books?isbn=3319222554>

Edo Shonin, William Van Gordon, Mark Griffiths - 2015 - Psychology
Competence in **teaching mindfulness**-based courses: Concepts, Development and assessment.
Mindfulness ... New York: Bantam **Books**. ... New York: **Springer**.

Training mindfulness teachers › Research Explorer

research.bangor.ac.uk/portal/en/publications/training-mindfulness.../export.html

Nov 2, 2016 - Resources for **Teaching Mindfulness: A cross-cultural and ... Springer**, 2016. ... UR - <http://www.springer.com/gb/book/9783319300986>.

Resources for Teaching Mindfulness: An International Handbook

Google has ingested triples from micro-data tags into its knowledge graph

Teaching Mindfulness: A Practical Guide for Clinicians and ...

...
Book by Diane Reibel and Marc Micozzi

[Preview book](#)

The applications and use of mindfulness-based interventions in medicine, mental health care, and education have been expanding as rapidly as the empirical evidence base that is validating and recommending them. ...
[Google Books](#)

Originally published: 2010
Authors: [Marc Micozzi](#), [Diane Reibel](#)

Buy ebook

	Google Play Books	\$18.25
	Kobo	\$53.99





People also search for

Marc Micozzi books Medicine books

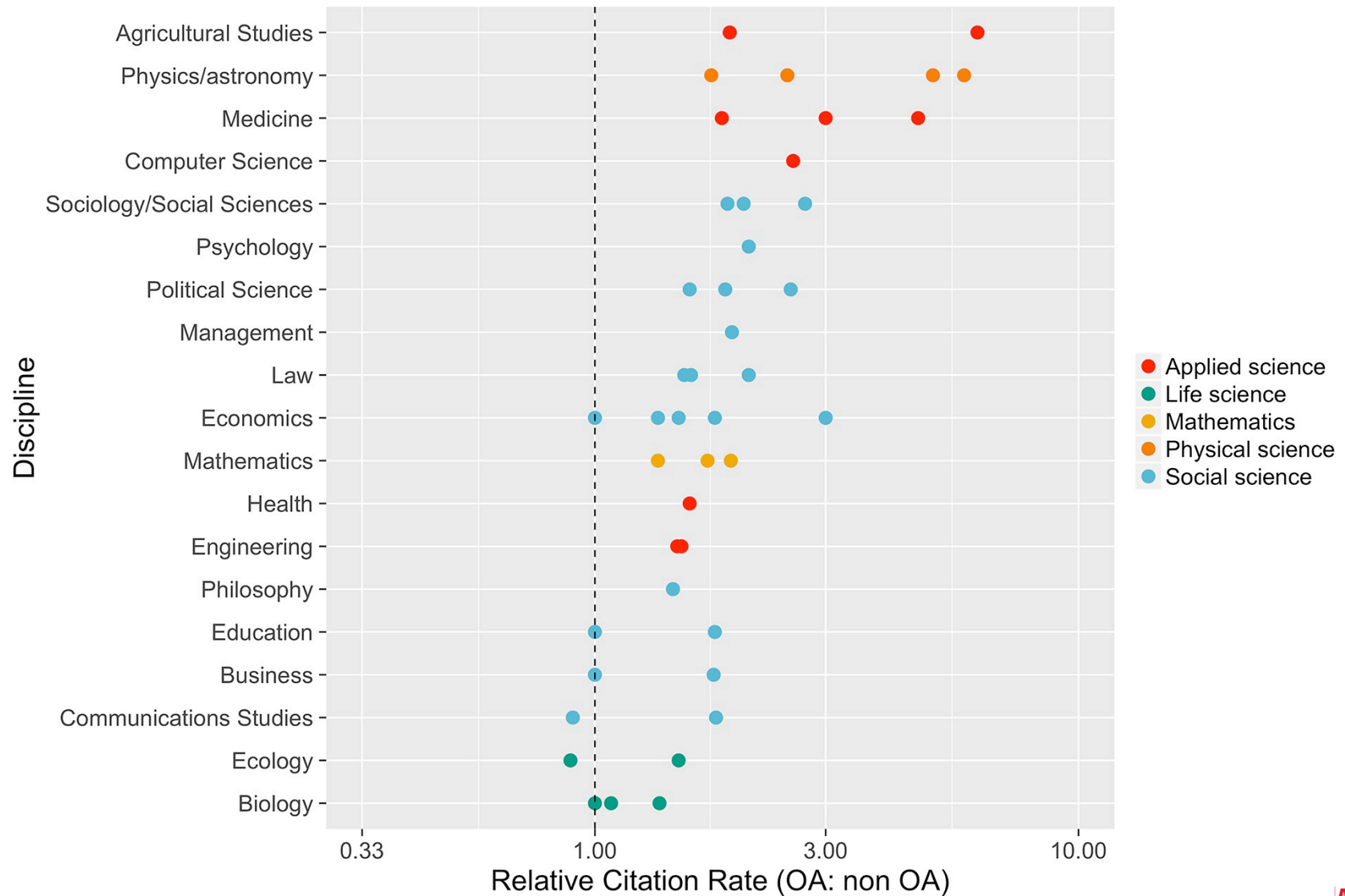
Feedback

Google Scholar SEO

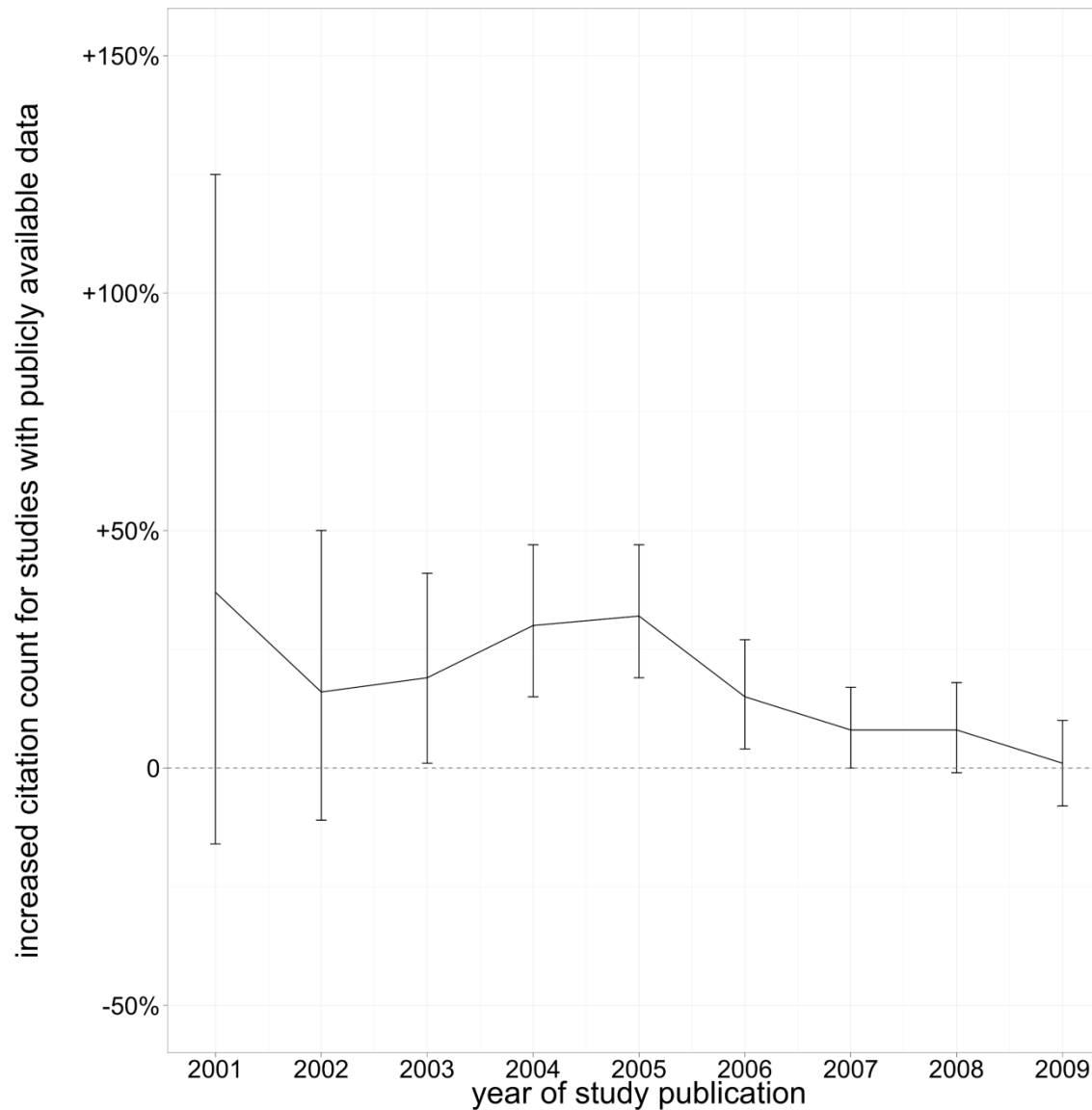
Publisher activities geared to increasing likelihood of citations are mainly about widening dissemination channels, and usage campaigns:

- ShareIt  SharedIt
- Open Access [Gold OA, Hybrid OA , Green OA, National OA, Mega journals, OA Books](#)
- Open Data  figshare [Author Helpdesk, x4 Data Policies](#)
- Article recommender **UNSILO**
- Recommended  Recommended
- Bookmetrix  Bookmetrix
- Alerting services
- CAM Marketing team
- Authors marketing tool kit (also important is author marketing, e.g. Kudos)
- Global sales channel
- Mobile formats (for ebooks > HTML, PDF, Preview mode, ePub)

Open access leads to additional citations..

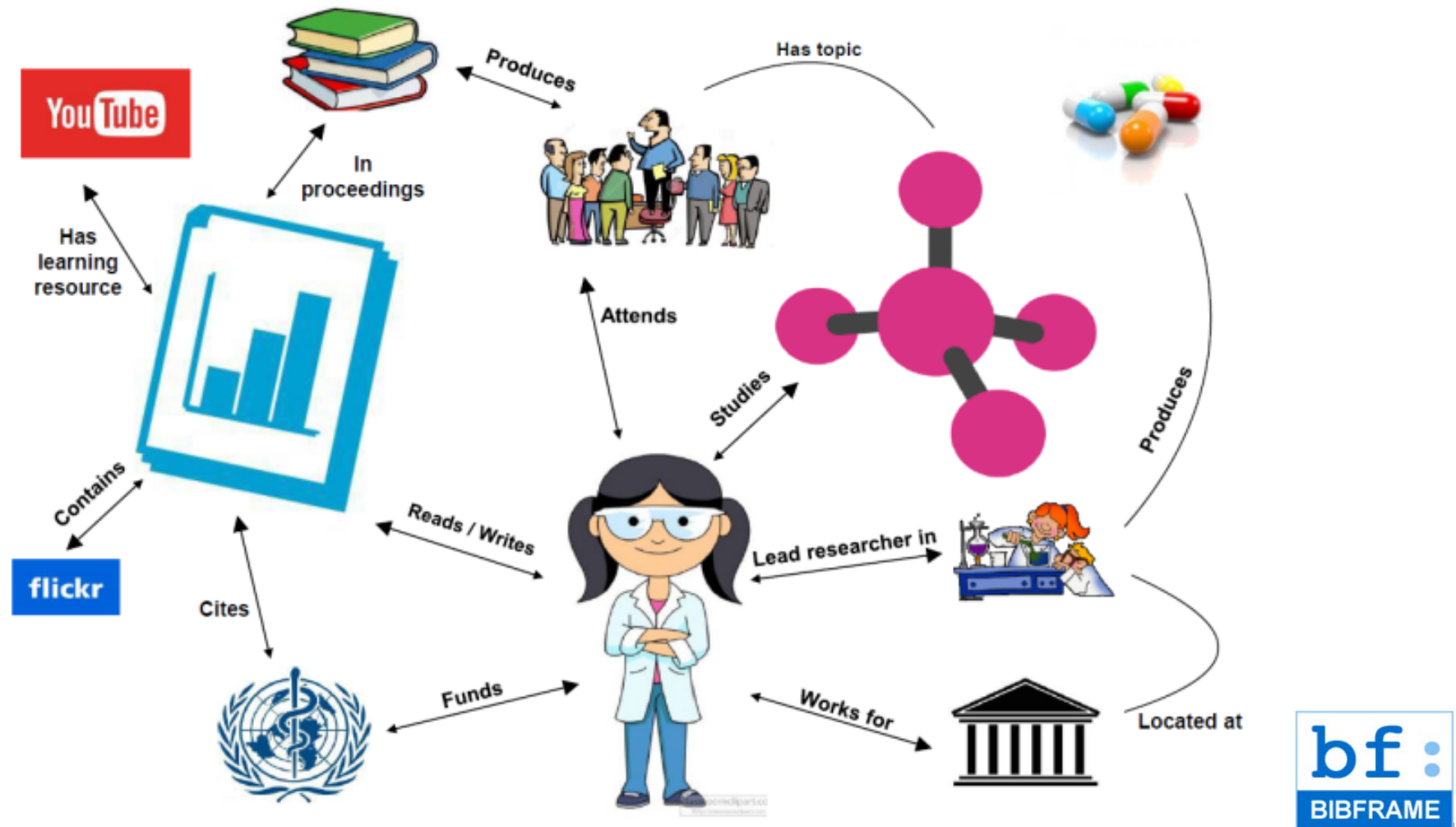


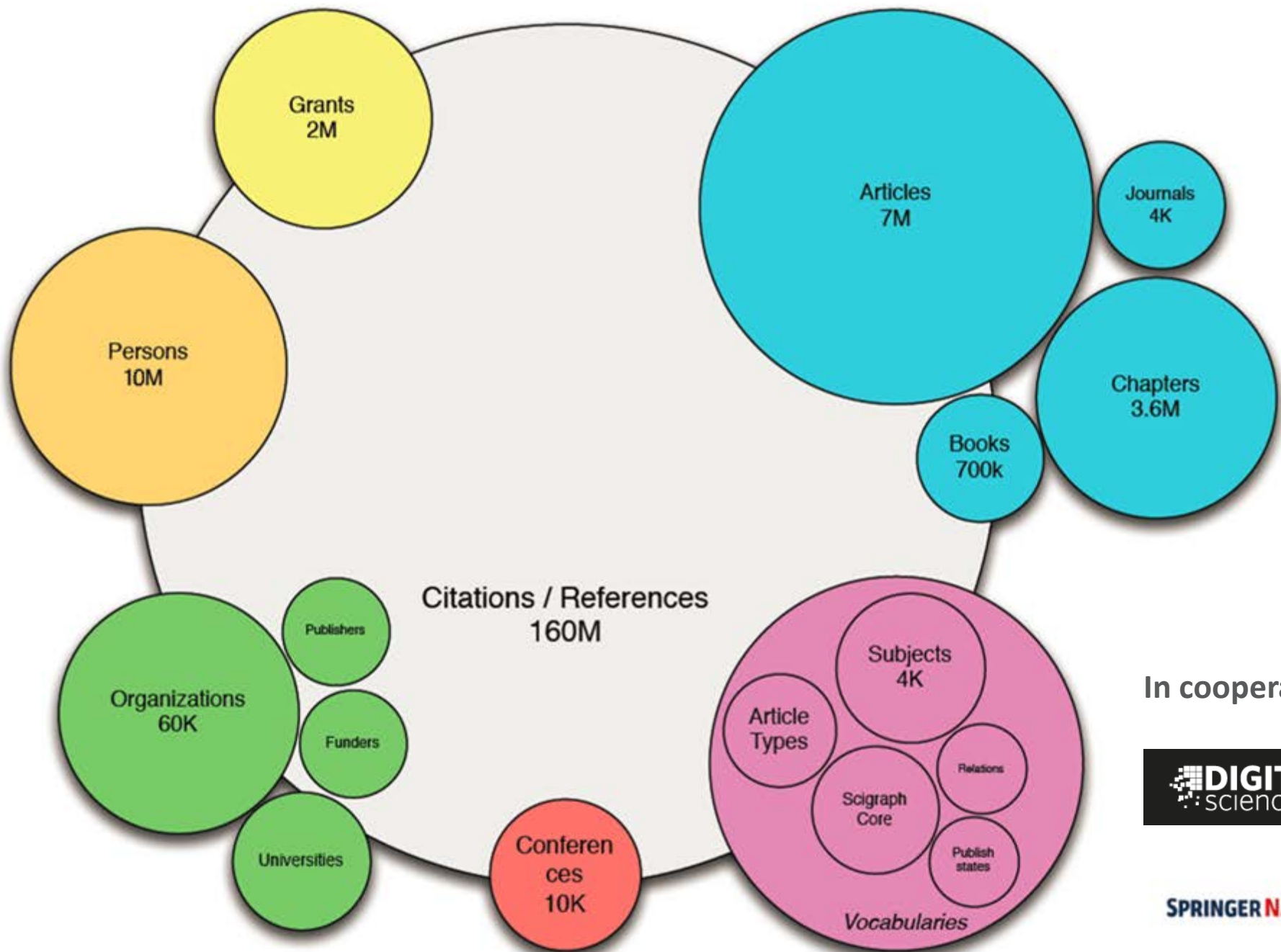
Open data leads to additional citations..



Scigraph

Developed by Springer Nature





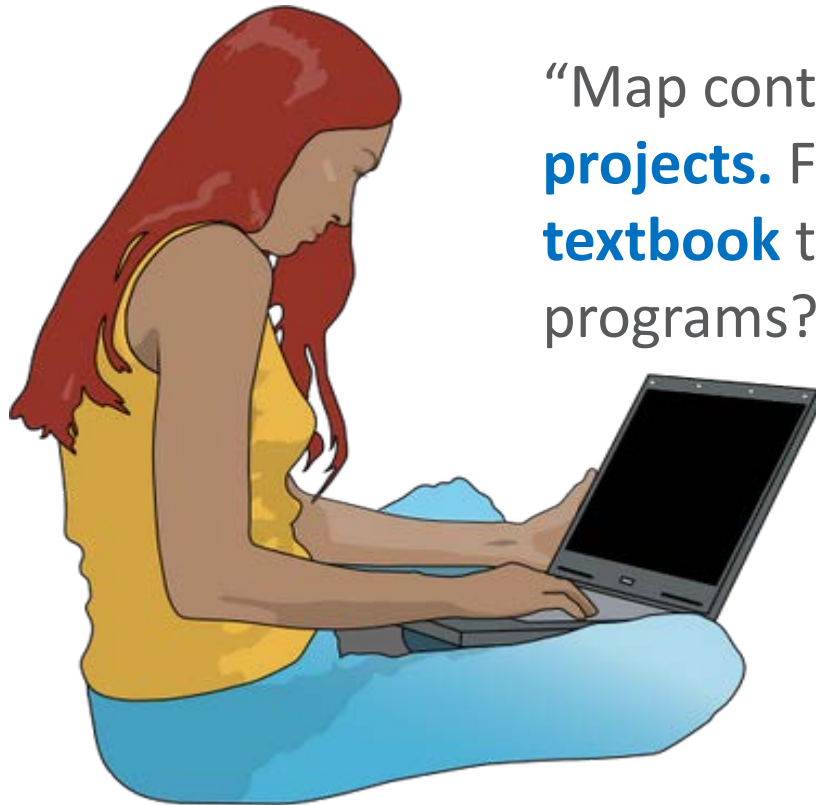
In cooperation:



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The Future of Search!

“Which **conferences** take place **in subject areas** that show an **increase of funding** over the **last 5 years** in a **given geographical area**?”

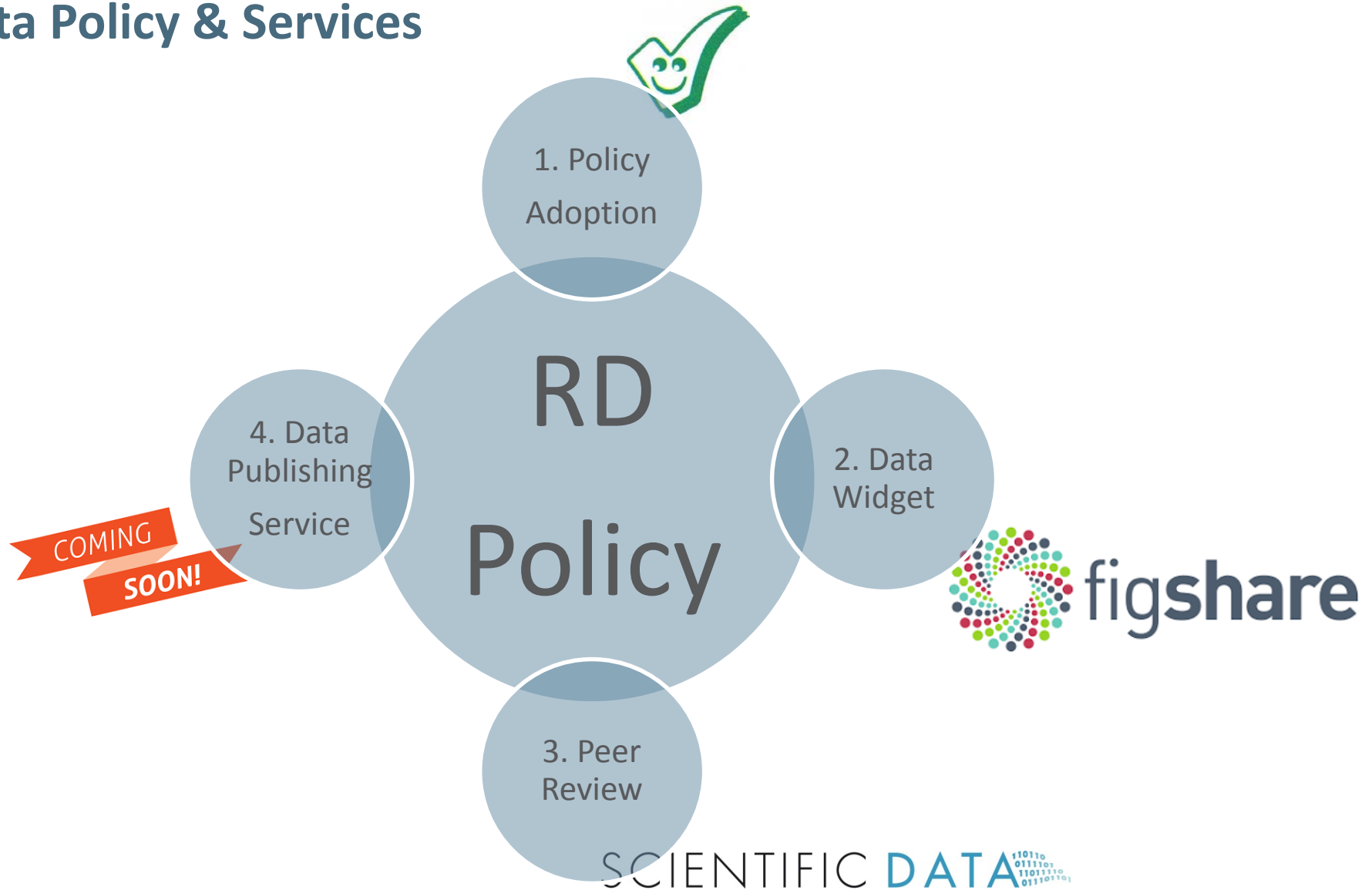


“Map content **denials** to active **research projects**. Further, map **denials for textbook** to **course modules** and degree programs?”

Thank You!

oefelein@springernature.com

Data Policy & Services



Google's Hummingbird Update 2012



BEFORE 2012

AFTER 2012

Keyword search

Keyword Search + Answer Search

carbon dioxide

Enthält auch Ergebnisse für **carbon dioxide**
Nur nach carbon dio suchen

Kohlenstoffdioxid – Wikipedia
de.wikipedia.org/wiki/Kohlenstoffdioxid
Martin M. Halmann, Meyer Steinberg: Greenhouse Gas Carbon Dioxide Mitigation: Science and Technology. CRC Press Inc., 1998, ISBN 1-56670-284-4.
Geschichte - Vorkommen - Gewinnung und Darstellung - Eigenschaften

Carbon dioxide - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Carbon_dioxide
Carbon dioxide (chemical formula CO₂) is a naturally occurring chemical compound composed of two oxygen atoms each covalently double bonded to a single ...
Dry ice - Carbon dioxide in Earth's - Carbon dioxide data - Carbon dioxide sensor

Carbon Dioxide Emissions | Climate Change | US EPA
www.epa.gov/climatechange/ghgemissions/.../co2.ht...
Carbon dioxide (CO₂) is the primary greenhouse gas emitted through human activities. In 2012, CO₂ accounted for about 82% of all U.S. greenhouse gas ...

Carbon dioxide - Lenntech
www.lenntech.com/carbon-dioxide.htm
Joseph Black, a Scottish chemist and physician, first identified carbon dioxide in the 1750s. At room temperatures (20-25 °C), carbon dioxide is an odourless, ...

Kohlenstoffdioxid
Chemische Verbindung
Kohlenstoffdioxid oder Kohlendioxid ist eine chemische Verbindung aus Kohlenstoff und Sauerstoff mit der Summenformel CO₂. Wikipedia

Formel: CO₂
Molmasse: 44,01 g/mol
Siedepunkt: -57 °C
Schmelzpunkt: -78 °C
Löslich in: Eigenschaften des Wassers

Mehr Bilder

Feedback

1. NLP

- a) Parts of speech (noun, verb)
- b) Parsing (subject, action, object)
- c) Entity Extraction

2. Semantic Web

- Look up in vault

New: Machine Learning (RankBrain Update)

Innovation – **new formats**, **author needs**, **dissemination**..

Pre-publication

Transfer Desk
BMC Open Peer Review
BMC Research Notes (Neg)
Publons Partnership
 Overleaf
 ORCID
 Online Submission
 Author Academy
 Peerage of Science
 Journal Selector
 FUND CrossMark
 Language Support
 Author Mapper
 COPE

Publication

BMC Author Badges *Pilot*
Data Policy & Services
 Peer Review Reward *Pilot*
 eProofing
 Article/Book Tracking
 ESM
 Free eOffprint
 Author Discounts
 Author Satisfaction
 Book Homepage
 Video Streaming
 COPE

Post-publication

Bookmetrix
Share It
Mobile formats
Scigraph (LOD)
 New Journal Metrics
 Article Recommender
 ReadCube
 Springer Storyteller
 Citation Alert (j)
 Annual Book Report
 Alerting Services
 Conferences
 Promo Support
 COPE