



SpringerLink – Your Link to the Future

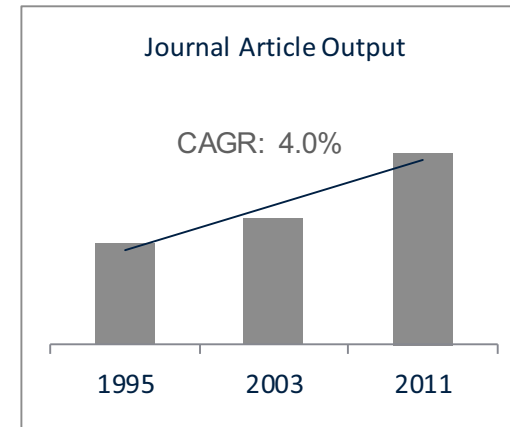
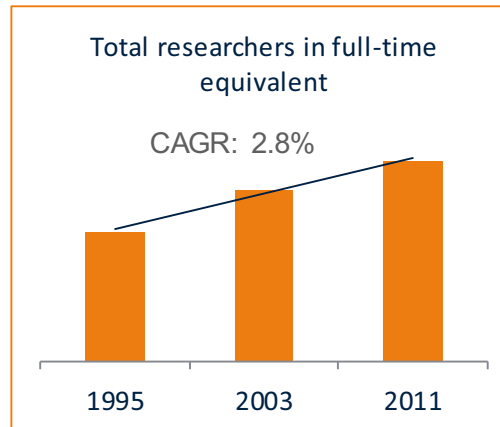
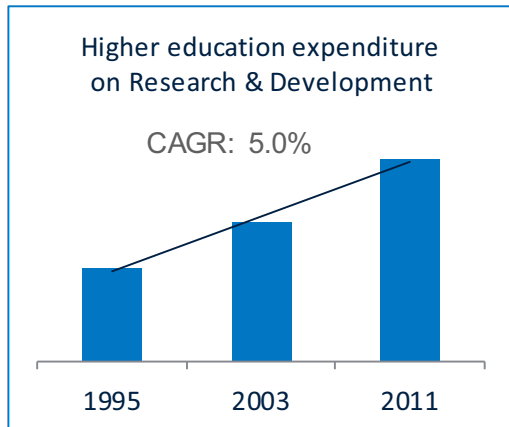
Timon Oefelein

Marketing Manager, North Western Europe

Agenda

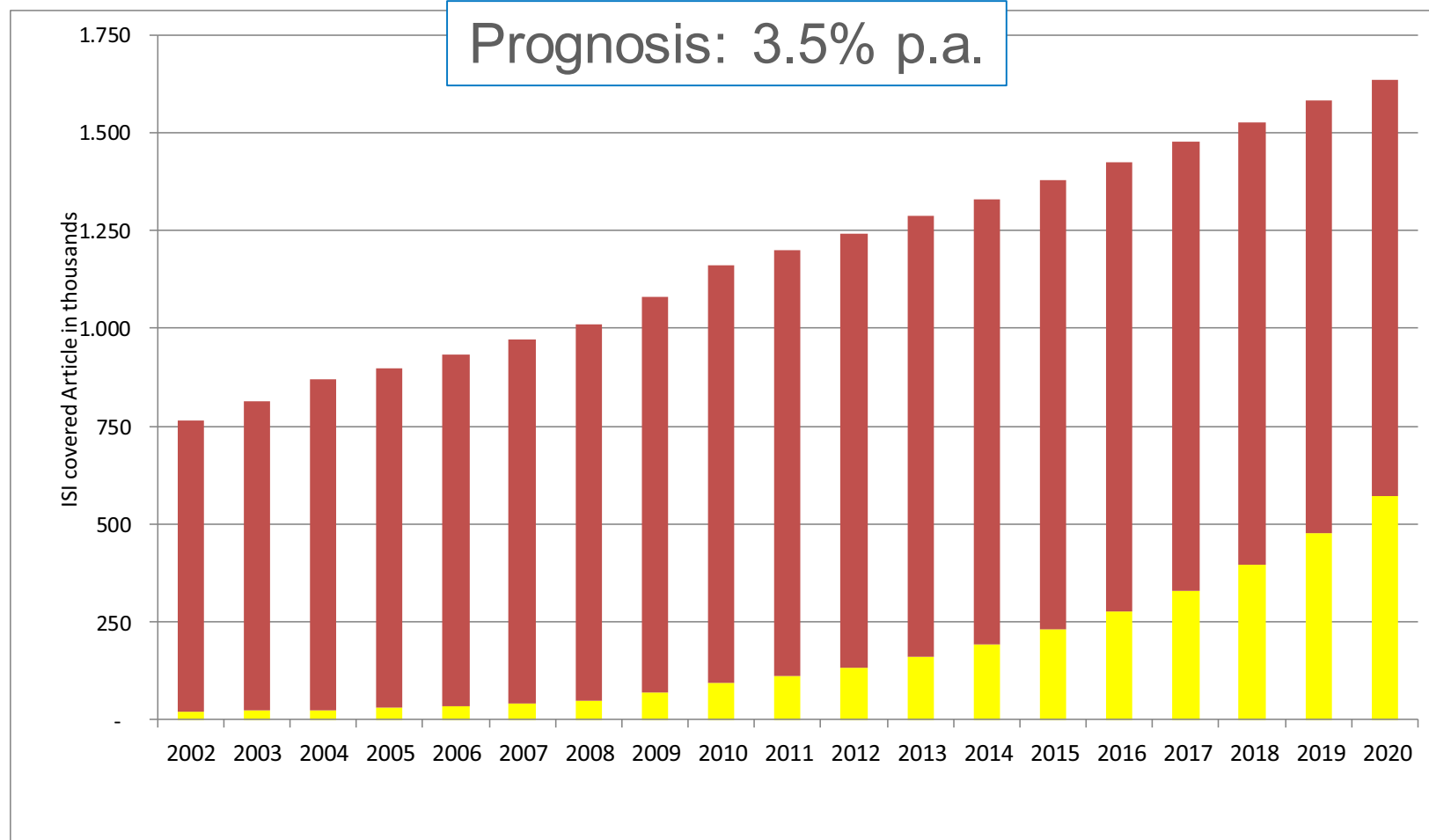
1. Current state of scholarly information
2. Why we need product innovation
3. Two success stories - Ebooks and OA
4. Two critical trends - Altmetrics & Discovery

Increase in R&D expenditures leads to more researchers and articles



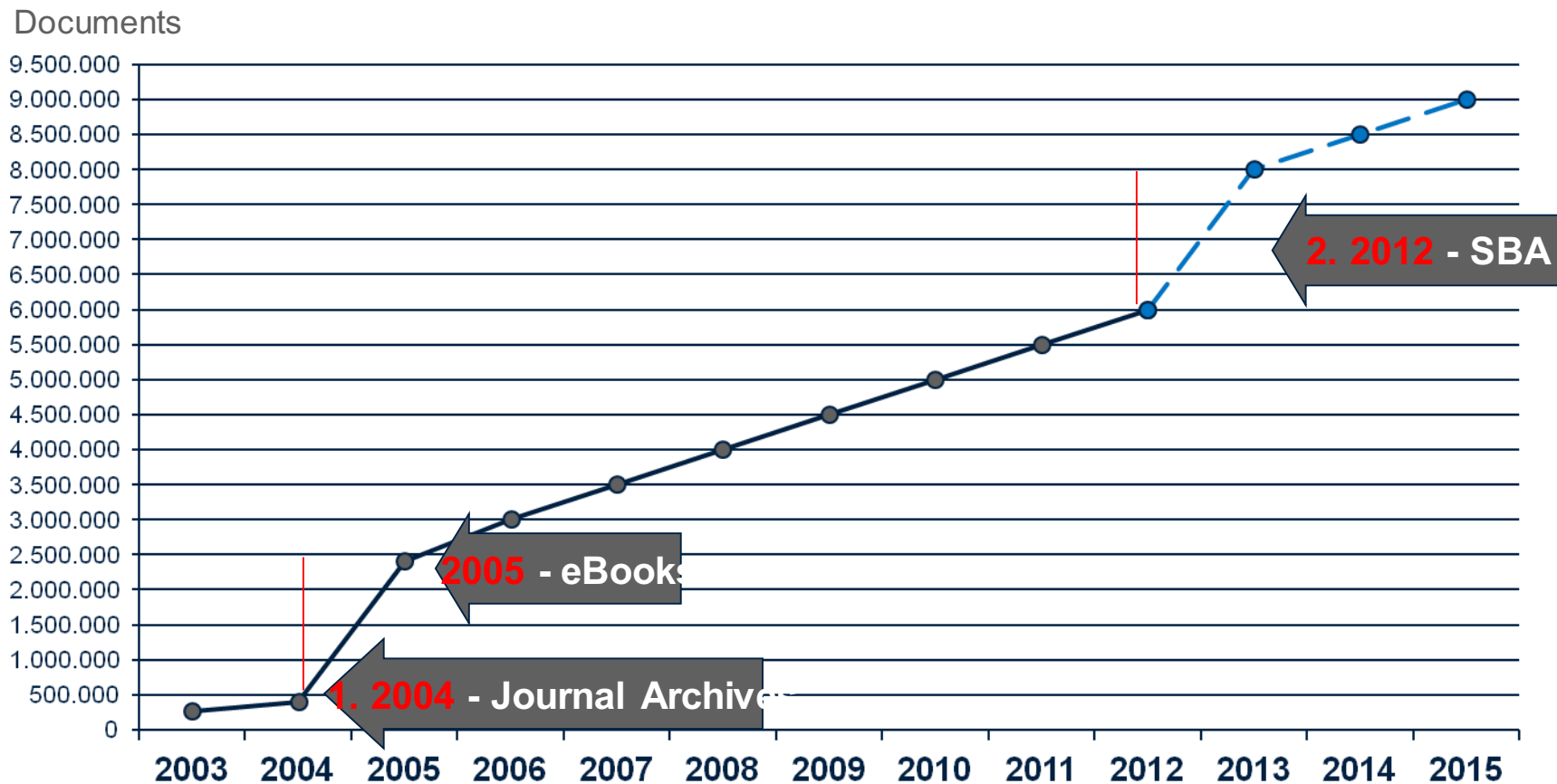
Source: OECD Main Science/Technology Indicators, Thomson Reuters Citation Reports

ISI - Growth scholarly articles in Web of Science



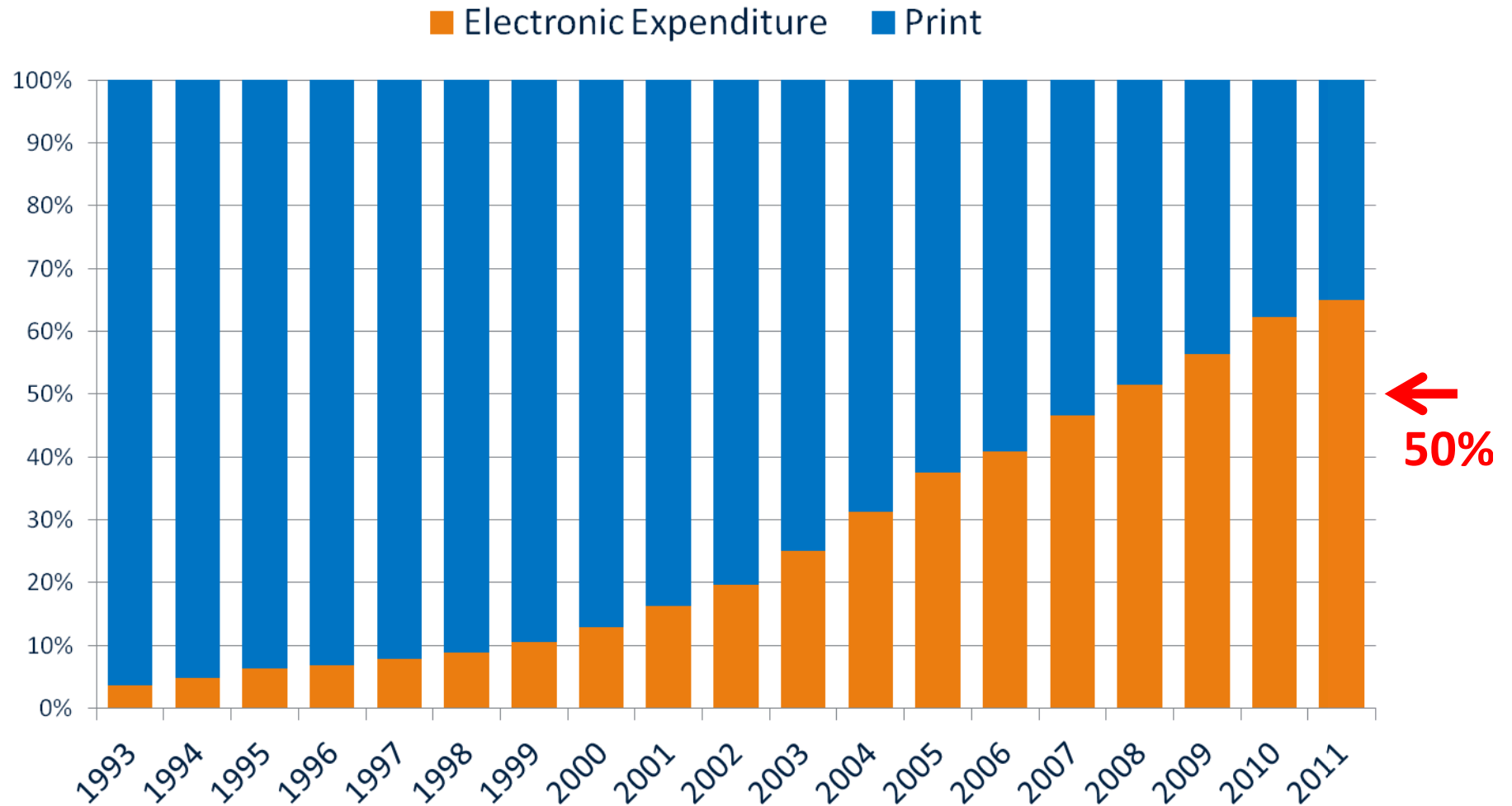
Source: Thomson Web of Science

Content growth on SpringerLink



▶ After the first growth phase from journals, eBooks became drivers in volume

Transition to electronic reached critical level

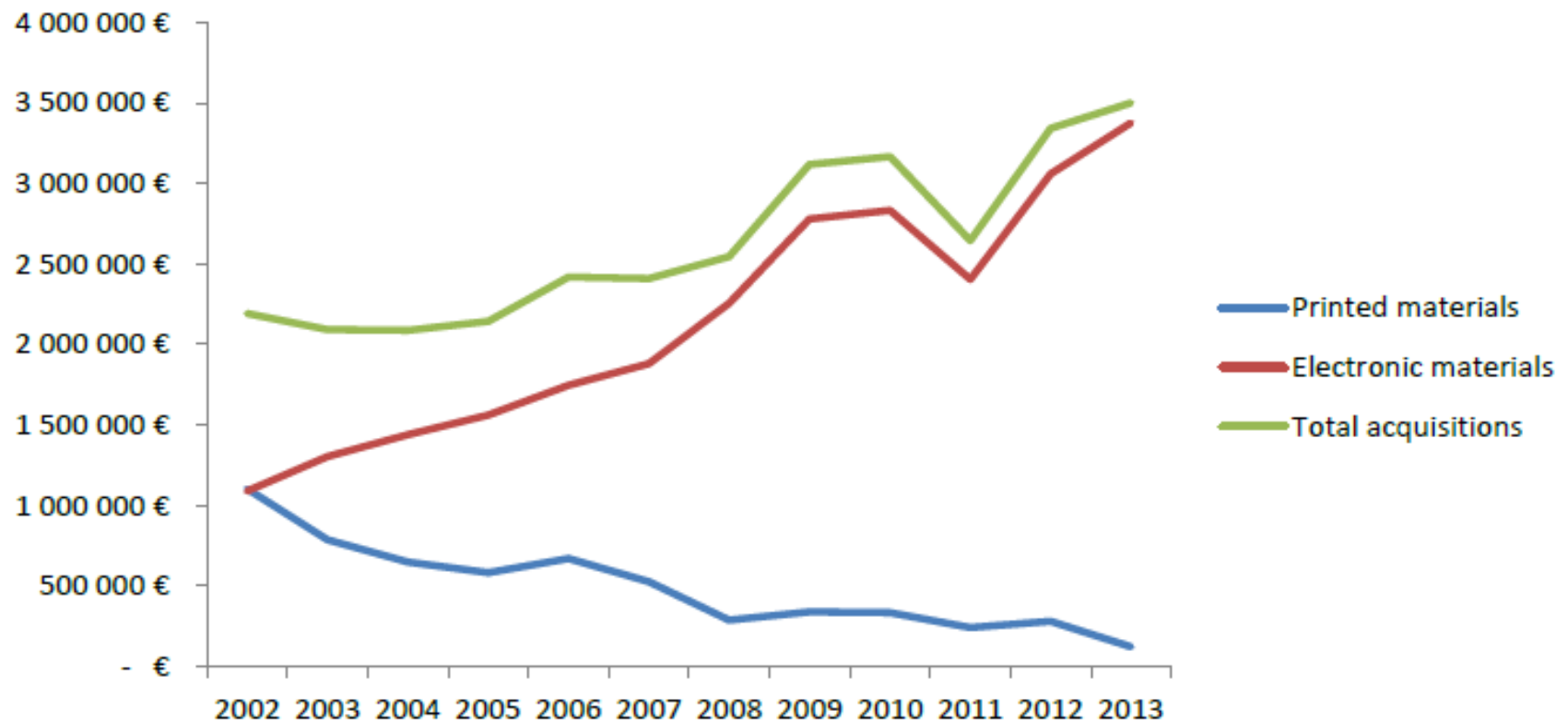


Source: American Research Libraries, 2012

The Royal Institute of Technology, Sweden



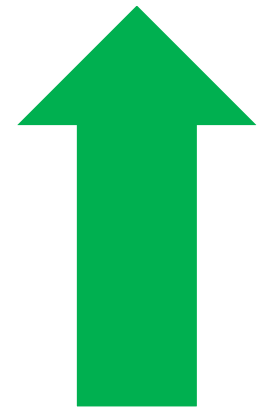
Acquisitions of media



Source: IATUL 2014, Cecelia Heyman Widmark.

Summary

- ✓ R&D Expenditure CAGR 5%
- ✓ Nr of Researchers CAGR 2.8%
- ✓ ISI article Output CAGR 3.5%
- ✓ Springer Output CAGR aprox 8%
- ✓ Transition to E critical reach

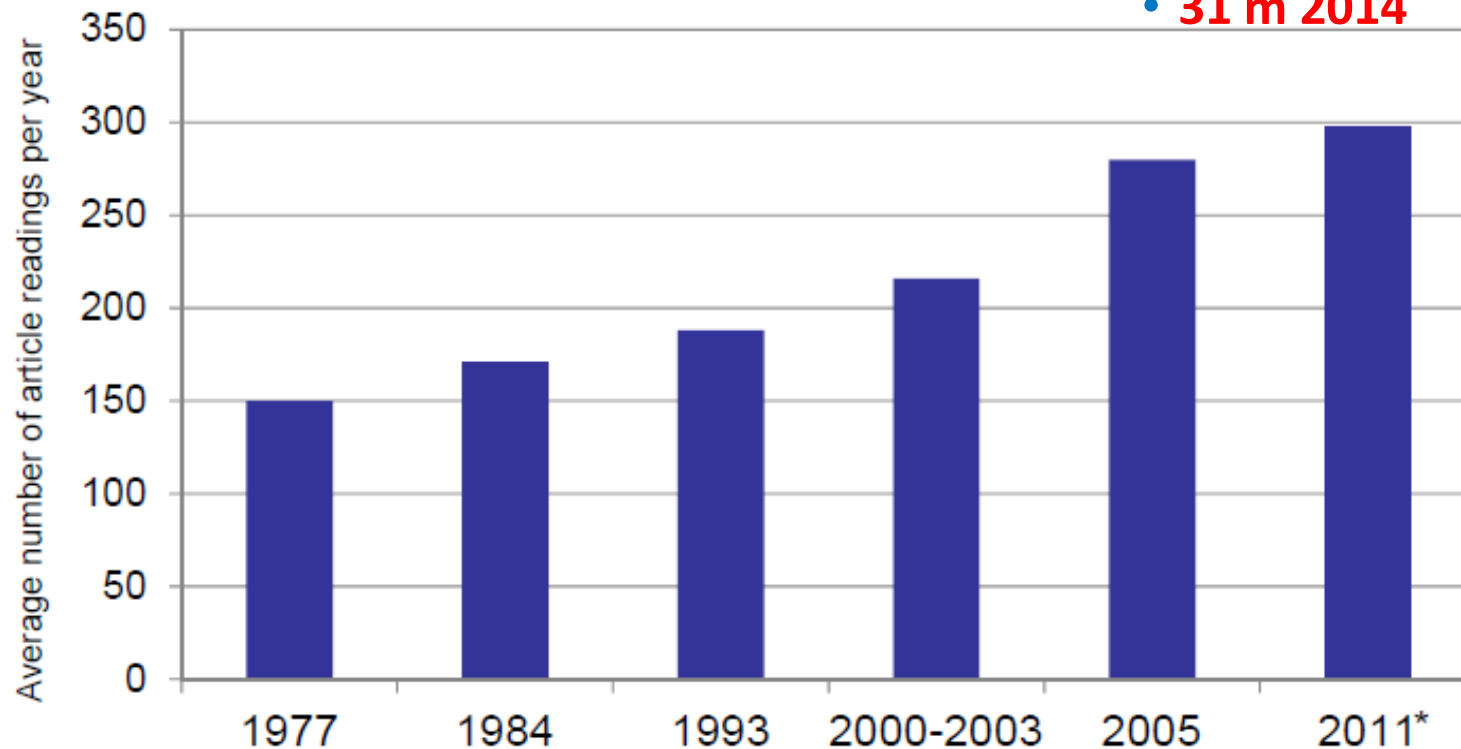


1. Researchers are reading more articles but 2. less time per item

Note: Per article time

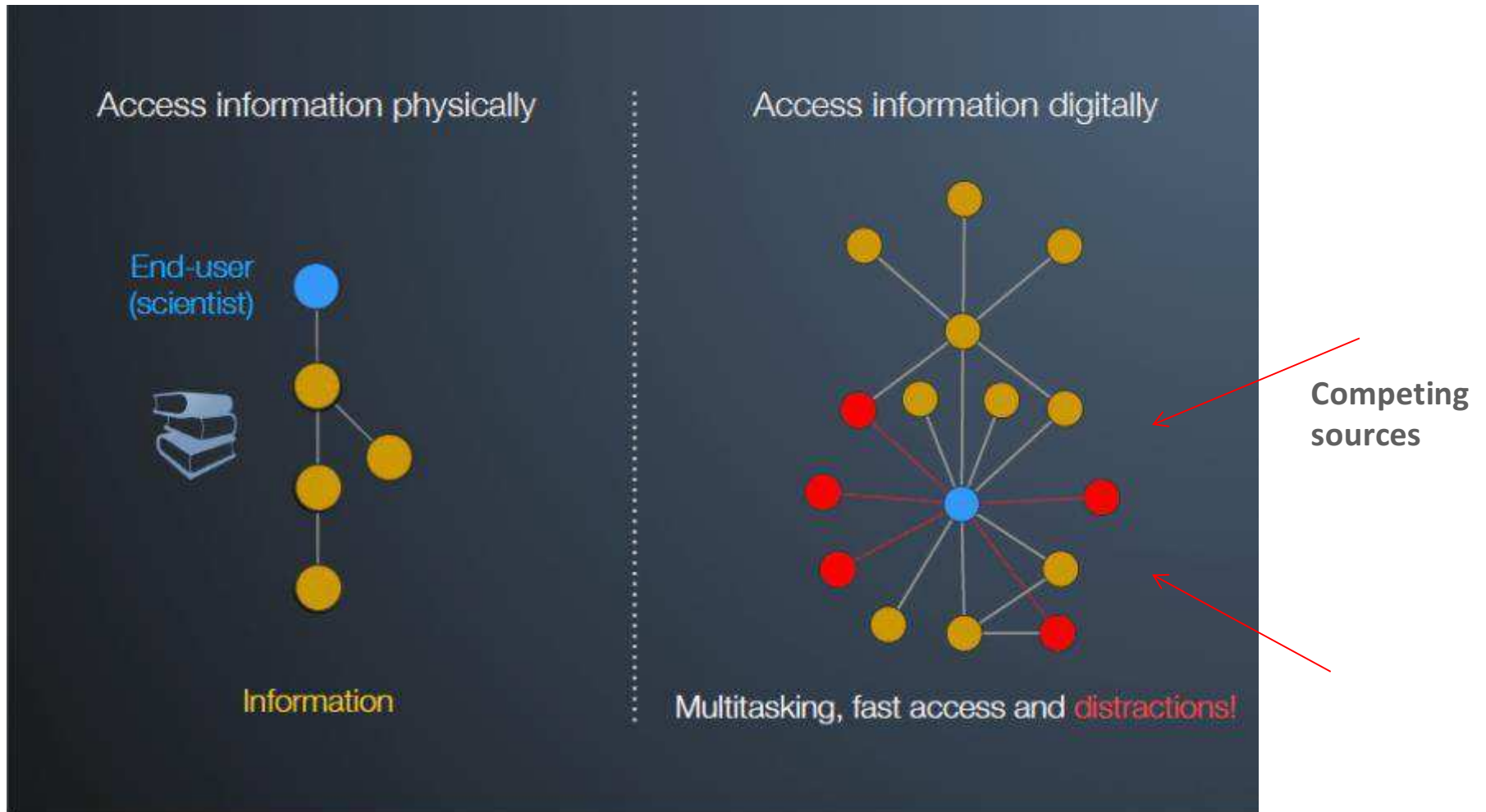
• 48 m 2005

• 31 m 2014



*2011 (UK), n=1013; 2005, n=932; 2000-03, n=397; 1993, n=70; 1984, n=865; 1977, n=2350

Distractions and less attention span make discovery challenging



Discoverability and accessibility are also dependent on *attention*

Source: UKSG 2014, Guilhem Chalancon

Researchers are challenged by abundance of information



8 seconds

Attention span of internet users in 2013

(-33% compared to 2000)

This is *not* a glorious statistic

The attention span of a goldfish is 9 seconds

Source: UKSG 2014, Guilhem Chalancon, Data from NCBI 2014

Source: NCBI, 2014

2011 Global Student E-book Survey



- 86% said download to mobile device is important
- 88% off campus access is important
- 91% said 24/7 access is important
- 73% copy/paste is important
- 69% said printing is important
- 73 % want more eBooks in their subject area
- 56% want more current titles

Source: 2011 Global Student E-book Survey

Springer Innovation - eBooks

eBook

- **Continuous access with archival rights**
- **Unl. simultaneous users**
- **No DRM**
(download, save, print)
- **Remote access**
- **24/7 access**
- **Portable formats**
- **API data mining**
- **MOOCS**

MyCopy

- **Personal hard copy**
- **Order SpringerLink**
- **One price (24,99)**
- **Ideal for textbooks..**



Scope & Depth

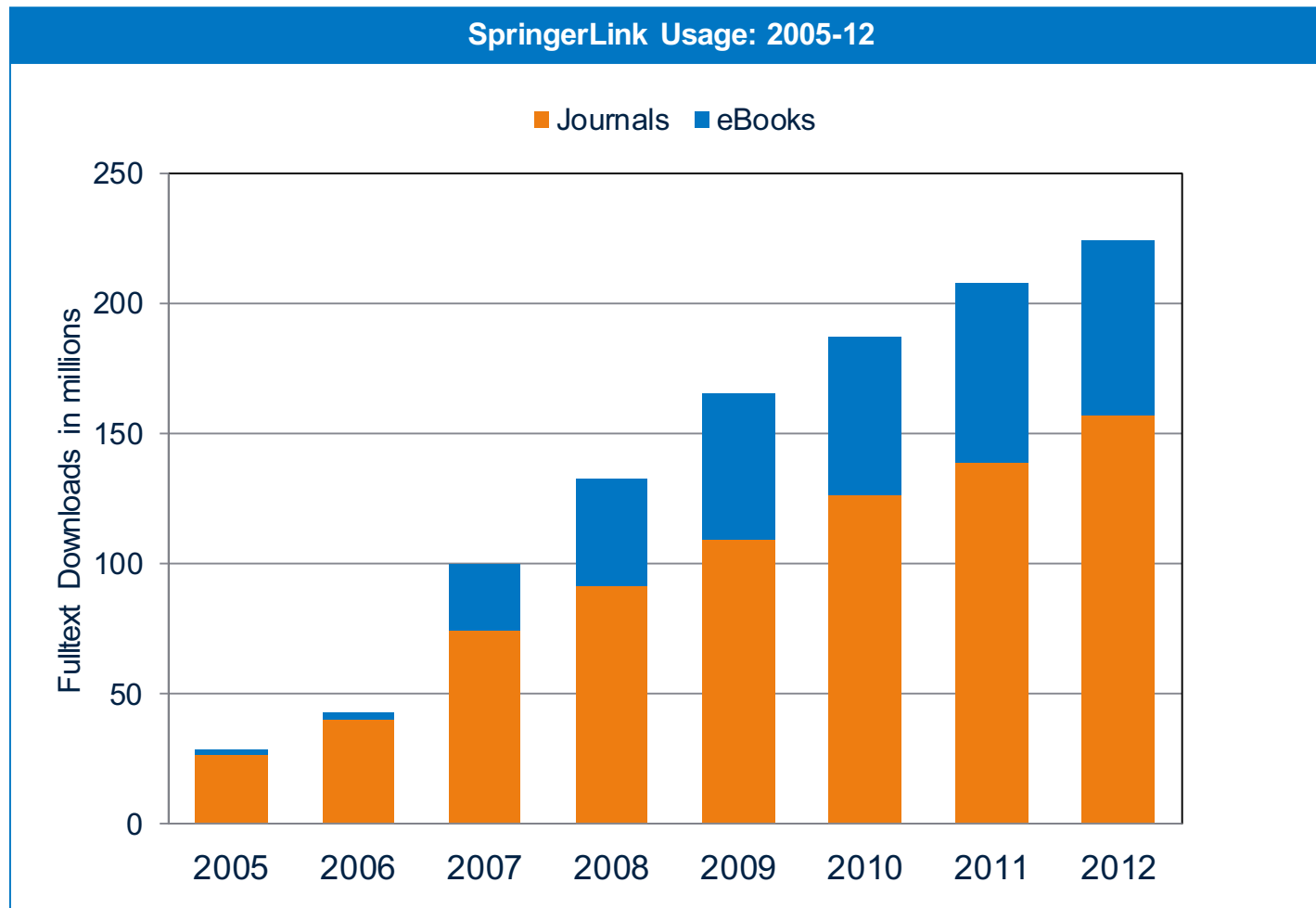
- **Covers all of STM**
- **Wide scope incl niche**
- **All types of books**
- **Highly discoverable**
- **Innovative platform**
- **Relevancy clues**

Open Access Portfolio

- Springer is largest OA publisher in the world
- Large portfolio with over 2000 journals with OA option
- Offer all flavors of OA: self archival, hybrid, and Gold OA access
- BioMed Central portfolio, SpringerPlus, and many others

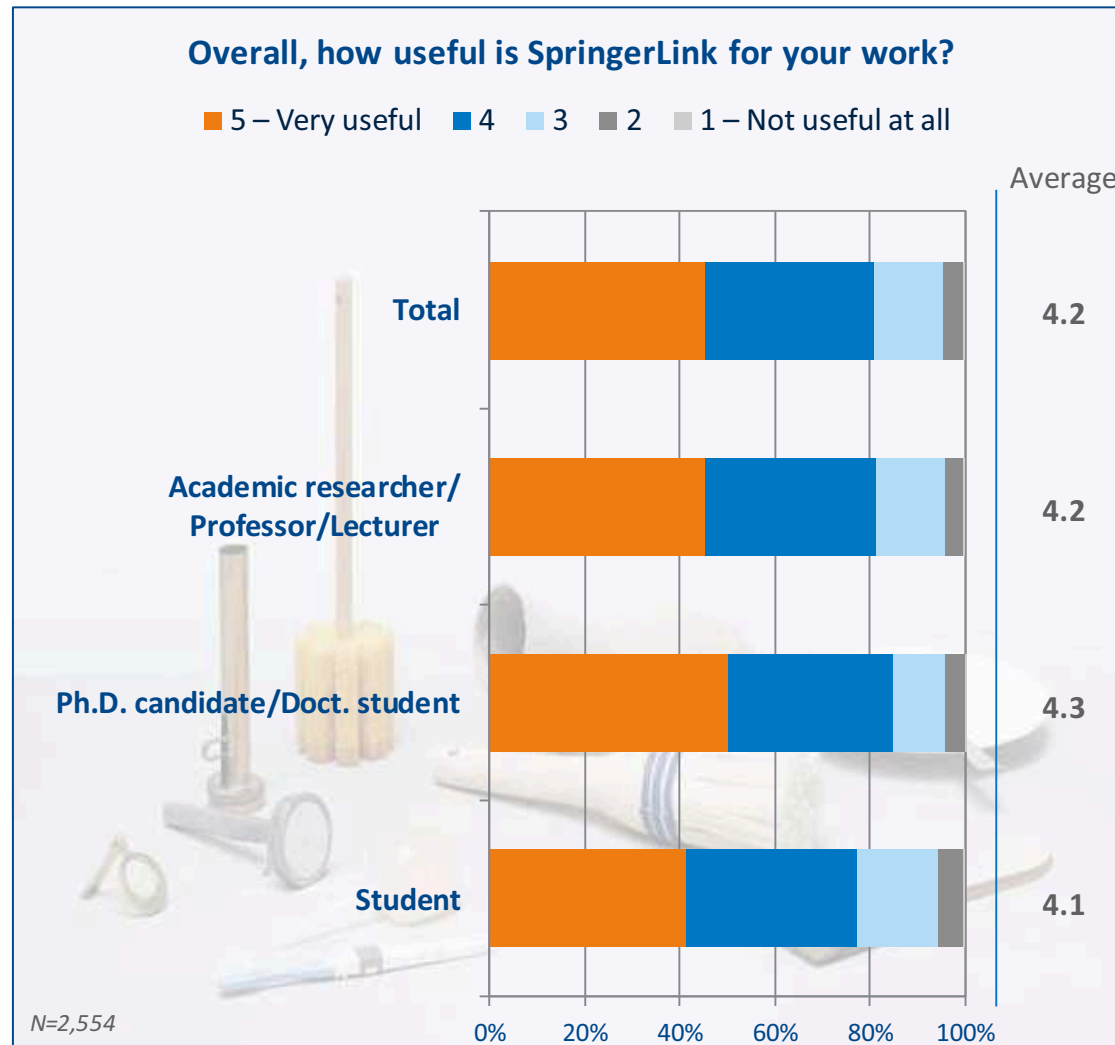


SpringerLink Total Usage: 2005-12



Usage up 8% to 225 million article/chapter downloads in 2012!

Across all user groups, 80% say Springer content is useful to very useful



➤ SpringerLink content is rated very high, between 4.1 and 4.3,

Critical trends to watch!

1. Altmetrics

- Very important development
- Traditional metrics have limitations
- Linkout at article level on SpringerLink (Chrome)
- Data from Altmetric.com

Altmetric Score



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AGE

December 2013, Volume 35, Issue 6, pp 2183-2192

Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging

Barbara Shukitt-Hale, Marshall G. Miller, Yi-Fang Chu, Barbara J. Lyle, James A. Joseph



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Abstract

The complex mixture of phytochemicals in fruits and vegetables provides protective health benefits, mainly through additive and/or synergistic effects. The presence of several bioactive compounds, such as polyphenols and caffeine, implicates coffee as a potential nutritional therapeutic in aging. Moderate (three to five cups a day) coffee consumption in humans is associated with a significant decrease in the risk of developing certain chronic diseases. However, the ability of coffee



297 Shares

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- » Introduction
- » Materials and methods
- » Results
- » Discussion
- » References
- » References

Other actions

Score



Score in context

Is one of the highest ever scores in this journal (ranked #1 of 179)

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- 1 blog
- 278 tweeters
- 11 Facebook users
- 1 Google+ user

Readers on

- 15 Mendeley
- 0 CiteULike

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Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in aging.

Blogs Twitter Facebook Google+ Score Demographics Help

So far Altmetric has seen 284 tweets from 278 accounts with an upper bound of 1,642,371 combined followers.



Tom
@megasimplediet
21,006 followers

Coffee, but not caffeine, has positive effects on cognition and psychomotor behavior in ...
<http://t.co/GaXvJZvK> #nutrition

25-Jan-2013



Natasha Ryz, PhD(c)
@TashRyz
1,203 followers

Study: Coffee, but not caffeine, has beneficial effects on aging brain
<http://t.co/3cDPHcst>

27-Jan-2013



Anti_
@miRNA_PhD
30 followers

Study: Coffee, but not caffeine, has beneficial effects on aging brain
<http://t.co/3cDPHcst>

27-Jan-2013



Why_We_Do_That
@Why_We_Do_That
1,083 followers

Coffee, But Not Caffeine, Has Positive Effects on Cognition & Psychomotor Behavior in Aging
<http://t.co/maN2OYA3> HT @TuftsUniversity

30-Jan-2013



Health Literacy
@Hlth_Literacy
4,951 followers

Coffee, But Not Caffeine, Has Positive Effects on Cognition & Psychomotor Behavior in Aging
<http://t.co/mXfF41bU> HT @TuftsUniversity

01-Feb-2013

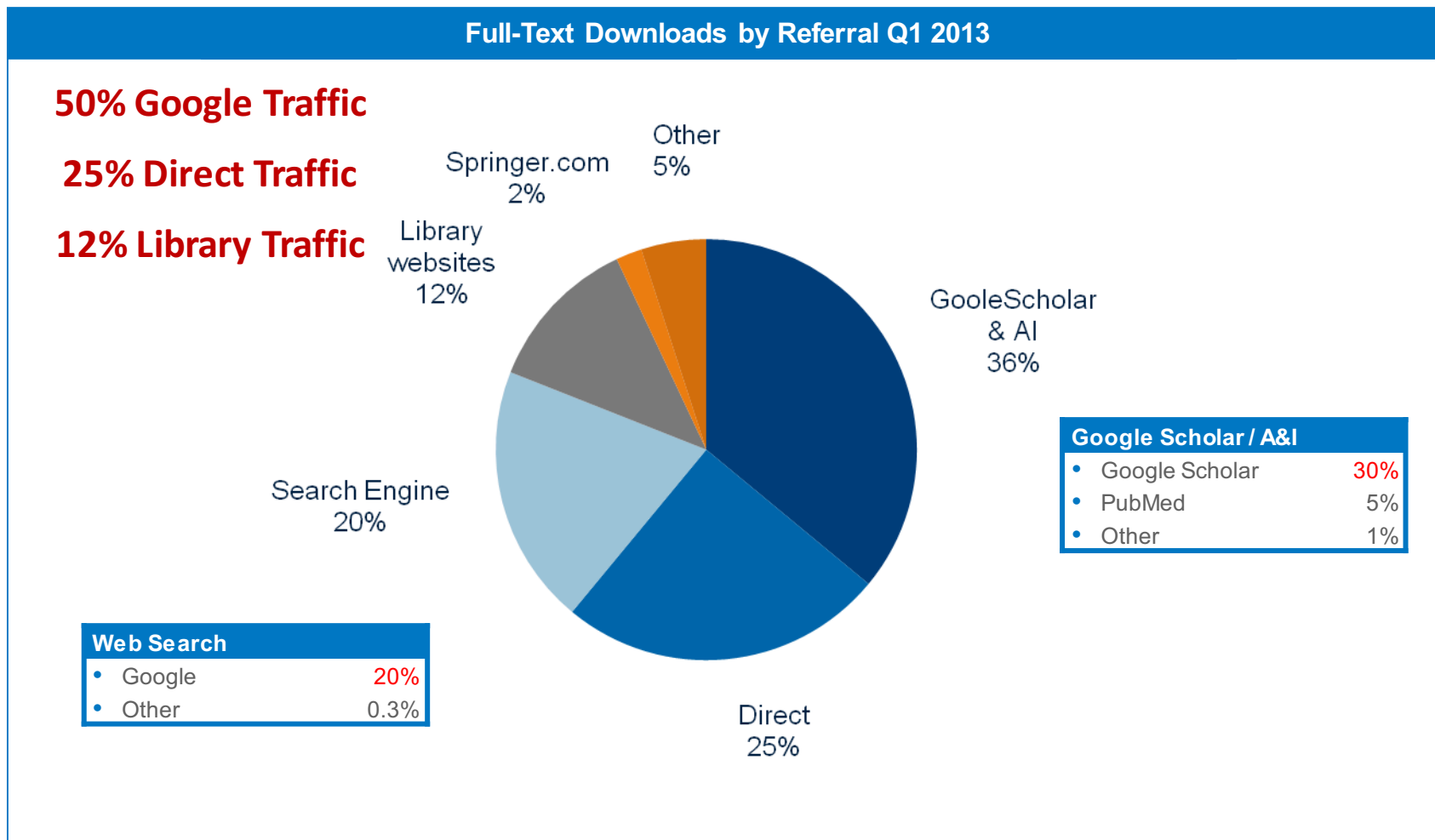
Categories

Critical trends!

2. Discovery

- Making content findable is key
- Discovery Manager and SEO Manager
- Understand ranking algorithms of Google and GoogleScholar
- Full text indexing with disc. Serv.
- Quality assurance for product data
- New KBART standards

Sources of SpringerLink downloads!



Direct traffic includes every session for which no referrer was passed on, such as bookmark traffic, typed URLs, traffic from https websites and word-of-mouth initiated traffic such as links in e-mails or instant messaging programs



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