



DRAA 高校图书馆数字资源采购联盟
Digital Resource Acquisition Alliance of Chinese Academic Libraries

天津，中国

Rosalia da Garcia

联盟/图书馆销售与市场总监

2013年5月14日

SAGE-最大的国际独立学术出版者

SAGE - the world's largest independent scholarly publisher

✓ Collaboration

✓ 合作

✓ Reach New Heights

✓ 进取

✓ Results

✓ 成果

SAGE, the IPG Academic and Professional Publisher of the Year 2012



2012年度IPG学术与专业出版奖



Competing demands of libraries, societies, and scholars

图书馆，学协会与学者之间的竞争性需求

● Libraries 图书馆

- High quality content fairly priced 合理定价的优质资源

● Societies 学协会

- Wide dissemination of content 出版内容的广泛传播
- Reliable revenue stream to fund other scientific activities
稳定可靠的收入来源用以支持更多的学术活动

● Scholars 学者

- Unfettered access to information when, where and how they want it delivered 不受时间、地点、方式限制的访问及如何传播

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405 Titles
Ranked in 2011
JCR; 12%
increase

405种期刊收录于
2011年期刊引用报告
(JCR)，增长12%

No #1 Ranked Journals/排名第一的期刊



Gender & Society

Ranked #1 in
Women's Studies
妇女研究



Personality and
Social Psychology
Review

Ranked #1 in Psychology,
Social 心理学，社会



The International
Journal of Robotics
Research

Ranked #1 in
Robotics 机器人研
究



Theory, Culture &
Society

Ranked #1 in Cultural
Studies 文化研究



Journal of
Management

Ranked #1 in
Psychology,
Applied 心理学，
应用



Trauma, Violence &
Abuse

Ranked #1 in 3
categories: Social Work,
Family Studies,
Crimonology/Penology
3学科排名第一：社会
工作，犯罪学，刑法学



Neurorehabilitation
and Neural Repair

Ranked #1 in
Rehabilitation
康复

移动访问



SAGE Journals has Gone Mobile!

- All SAGE journals are available in a mobile optimised format which individual subscribers can view on their iPhone, Android or other smartphones

所有SAGE期刊均已支持移动优化访问，用户可以通过iPhone，Android及其他智能手机访问SAGE期刊

- Individual subscribers can see the full content, archives and OnlineFirst articles plus conduct a simple search

用户可以浏览全文，存档，优先在线访问的文章以及进行简单的检索操作

New! Mobile Vouchering 全新的移动终端授权

- Institutional subscribers can purchase the above to allow their students, professors to view SAGE journals on their smartphones whilst not on the institution network

机构用户可以订购该功能，SAGE将授权该机构的师生通过移动终端在校外访问SAGE期刊



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屡获殊荣的SAGE 参考工具书

2012 Outstanding Reference Sources by RUSA (Reference and User Services Association):

2012年RUSA(参考工具书与读者服务学会)杰出参考资源大奖

Encyclopedia of Housing, Second Edition, Encyclopedia of Trauma, Presidents and Black America: A Documentary History; Women in American Politics: History and Milestones

住房百科全书，第二版；创伤百科全书；总统与美国黑人；历史大辞典；美国政治中的女性：历史与里程碑

2012 Outstanding Business Reference Source by RUSA

2012年RUSA杰出商业参考资源奖

Encyclopedia of Sports Management and Marketing

运动管理与市场百科全书

Library Journal's Best Reference 2012

2012年图书馆期刊最佳参考资源奖

Encyclopedia of Consumption and Waste: The Social Science of Garbage/消耗与浪费百科全书：垃圾处理的社会科学

Encyclopedia of Diversity in Education/教育多样性百科全书

The Social History of Crime & Punishment in America: An Encyclopedia

美国犯罪与惩罚的社会历史百科全书

How SAGE has shaped Research Methods

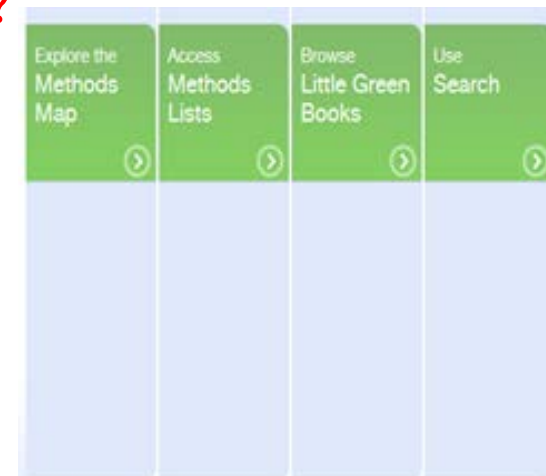
SAGE如何塑造研究方法？

Do you know which method you want to use to answer your research question?

您是否熟知应该采取何种研究方法应对研究中的问题？

Not sure which method to use in your research?

您是否在不同的研究方法中难以取舍？



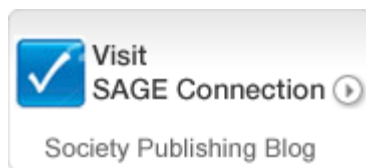
Social Bookmarking Sites – Share your Articles

社交化的书签网站-分享您的文章



SAGE Offerings to Researchers: Free Community Sites

SAGE为研究者提供免费的交流平台





SAGE's publishing philosophy is that engaged scholarship lies at the heart of a healthy society, and we are honored to further this vision as a Library Champion.

- A future without librarians is no future
失去图书馆员就失去了未来
- Championing discoverability helps us to help your patrons
极佳的资源揭示工具帮助我们服务您的用户
- We're also helping to champion library value
我们帮助您实现图书馆的价值
- We are working together for the future
我们向着未来共同努力
- SAGE is an active member of the library community
SAGE活跃于图书馆界的活动



- The above initiative was undertaken by the Royal Statistical Society.

皇家统计学学会倡导

- To take advantage of this initiative SAGE has declared 2013 the Year of Statistics.

统计学是SAGE的2013年的核心主题

- SAGE is one of the 1,700 partners supporting this initiative.

SAGE以及其他1700名成员参与

SAGE is the leading publisher of research methods.
研究方法领域的领跑者



MOOC

- Massive Open Online Courses (MOOC) is an online course targeted at universities.
大型开放式网络课程-针对大学的在线课程
- It facilitates and makes easy distance learning. 2012 deemed the year of MOOC
提供便捷的远程学习。2012年被认为是MOOC年
- Coursera a major MOOC provider and developed by 2 Stanford University professors has added 62 universities whilst edX jointly developed by Harvard University and MIT has 12 universities
Coursera是MOOC主要提供者，由斯坦福大学的两位教授开发，62所高校加入
edX由哈佛与麻省理工开发，12所高校加入
- Coursera offers courses in other languages like Spanish, Chinese, French and Italian
Coursera提供多语种课程，例如西班牙语，中文，法语和意大利语
- FutureLearn has 17 UK universities and Berlin based Iversity
FutureLearn: 17所英国高校加入; Iversity: 位于柏林的网络课程
- NovoEd is the second MOOC platform born out of Stanford University (April 15th 2013). Unlike its birthplace rival Coursera, which launched last year offering only MOOCs. NovoEd will also provide the technical platform for limited-entry, closed courses, such as Stanford executive education programmes, alongside the MOOC courses.
NovoED: 第二大MOOC平台，2013年4月15日诞生于斯坦福大学。不同于Coursera其只能提供MOOCs，NovoED能同时提供限制访问的技术平台，提供开放课程的同时也提供内部课程例如斯坦福行政教育项目

MOOC

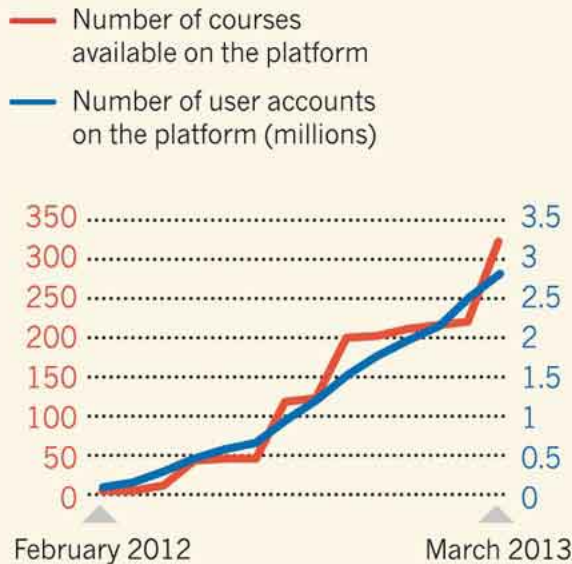
大型开放式网络课程



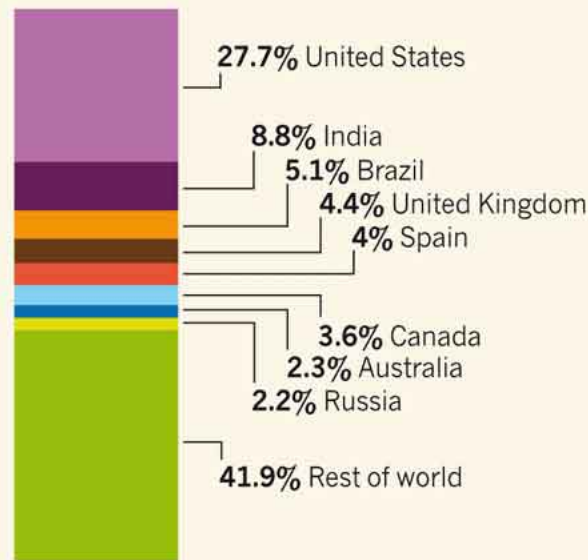
MOOCs rising

Over little more than a year, Coursera in Mountain View, California – the largest of three companies developing and hosting massive open online courses (MOOCs) – has introduced 328 different courses from 62 universities in 17 countries (left). The platform’s 2.9 million registered users come from more than 220 countries (centre). And courses span subjects as diverse as pre-calculus, equine nutrition and introductory jazz improvisation (right).

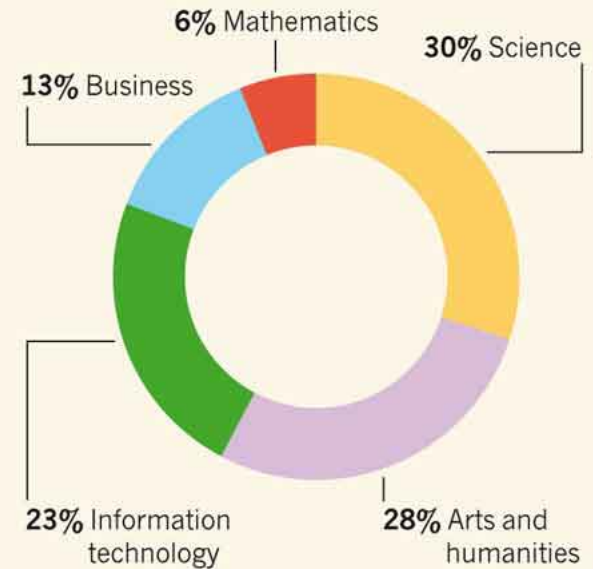
Supply and demand



Student origins



Courses offered



MOOCs Today

Udacity, Coursera, and Edx are now offering hundreds of MOOCs to millions of people.

Coursera

FUNDING
\$22 Million

COURSES
210

PARTICIPATING SCHOOLS
37

CERTIFICATION
Yes, signed by instructor,
University name
not included

UDACITY

FUNDING
\$15 Million

COURSES
15

PARTICIPATING SCHOOLS
0

CERTIFICATION
Yes, based on placement
after testing

edX

FUNDING
\$60 Million

COURSES
9

PARTICIPATING SCHOOLS
6

CERTIFICATION
Yes, edX and University
name included

Via <http://visual.ly/rise-moocs>

MOOC

Advantages

- **Low or no cost**
成本低甚至无成本
- **Driven by own interest**
以兴趣为导向
- **Cost savings**
成本控制
- **Networking with a global audience**
通过网络为全球读者服务

Disadvantages

- **Lack of assessment**
评估机制缺失
- **Accreditation & Quality control**
认证与质量监控
- **Isolated**
孤立
- **Academic careers at risk?**
危及学术生涯?

MOOC

Key Observations by Martha Kanter, US undersecretary of Education at University of Pennsylvania

核心观察员**Martha Kanter**，宾州大学教育部副部长

“When the MOOC becomes global, there’s the possibility of democratization of information,”

随着网络课程的国际化，将实现信息的民主化

Ben-Sasson, President of Hebrew University of Jerusalem

Ben-Sasson,
耶路撒冷希伯来大学校长

“If we give everything away for free, then what’s our task as institutions? These are all questions that I know how to raise – but the answers, we don’t have yet.”

如果课程都免费，大学的意义何在？我知道如何提问，但是我不知道答案

- Careful analysis of reach and apparent value
严谨地分析传播与表面的价值
- Assess the impact & efficacy of these innovations in higher education with discipline and rigour
严格和严密地评估新兴工具对高等教育的影响和功效
- Lack of internet access amongst some households
无法访问网络的家庭



- 1st publisher to undertake this pilot project with US College Books
首位参与美国高校图书项目的出版商
- This partnership will grant Coursera instructors the option to supplement their video lectures with rigorously-developed, pedagogical content from SAGE at no cost to their students.
该合作可支持Coursera的教师使用SAGE严谨开发的教学资源做为视频课程的辅助材料，学生无需支付任何费用
- SAGE will provide Coursera students with online access to SAGE content for the duration of their 8-week Coursera class.
为Coursera的学生提供为期八周的SAGE资源的在线访问

The future 未来

“I promise that our company will remain independent and will remain committed to its vision by giving back through both corporate and personal philanthropy. Our employees will continue to give of their time and talent in their own communities. We enjoy our work and take pride in what we do. We believe in education and its contribution to the building of social capital and beneficial social change.”

Sara Miller-McCune (2010)

“我谨在此承诺，SAGE公司将维持独立运作，忠于其创立的愿景。这些都基于公司与个人的博爱与回馈。我们的员工将在不同的领域继续奉献精力与才华。我们享受工作并引以为傲。我们深信教育的重要，并深信教育对塑造社会与促进社会优化改革的重要意义。”



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