

Together-----让我们一起 Build a High Impact Academic Library

随着Wiley-Blackwell和CALIS 成员走进第四个年头，我们正在不断探索研究人员与图书管理员之间不断演化的角色，以及他们与出版社的内容、服务之间不断变化的关系。

John Wiley & Sons 亚太区机构销售总监 Ira Tan

综述

- 数字时代兴起以后出版业的趋势
- 图书管理员和出版商面临的挑战
- 学术图书管理员具有高影响力领导角色

数字时代的重要里程碑

- **6 August 1991** – **World Wide Web** goes live
- **1993-1995** –The first web browsers- **Mosaic, Netscape Internet Explorer**
- **1992** First www journal – *Online **Journal of Current Clinical Trials***
- **1993-1994** handful of **www journals**
- **1993** First digital book on a Floppy Disk
- **1995** – World's number one Online Bookstore- **Amazon**
- **1996 onwards** —Emerging journal platforms: **Interscience, ScienceDirect, Synergy, Ideal etc.**
- **Sept 1998** – World's number one Search Engine- **Google**
- **1998**- First **ebook Readers** were release by SoftBank Press and NuroMedia- **Rocket**
- **Jan 2001**- World's most popular online free encyclopedia that anyone can edit- **Wikipedia**
- **Sept 2004** – **Crossref** Pilot collaboration with **Google** linking the content of **29** scholarly Publishers, through **3.4Mil** Research Articles
- **2007- 2010** The Era of New E-Readers: **Amazon's Kindle, Sony's PRS-500, Bookeen, Apple's iPad**
- **2000-Present** Mobile Technology takes on a new breakthrough in Smart phones to Smart books where content is transferred, stored and viewed on the go.

研究人员的基本需求 - 仍然 *没有改变*

• 作者

- 首次表明一个理念
- 在沟通这个理念时有安全感
- 说服读者并得到同行认可
- 向适当的读者群表达这个理念
- 拥有其著作的长久性公众印象

• 读者

- 确定相关内容
- 根据信任度和权威度进行选择
- 定位和理解
- 引用
- 确保其最终性和永久性

出版周期- 重新塑造



将出版和“可引用性”的时间最大化

- 出版的时间一直都在缩减；印刷的时间却不能确定。
- 现在研究人员可以将仅在线出版的内容，可引用性的时间最大化。
- 通过 DOI引用文章：在传统引证之前即可很好的利用。

作者, 书目, 期刊, 提前在线出版, 年月日,
DOI: [doi]

vs.

作者, 书目, 期刊, 出版日期, 卷数, 发行,
页面范围

DIABETES/METABOLISM RESEARCH AND REVIEWS
Diabetes Metab Res Rev 2009; 25: 50–51.
Published online 2009 in Wiley InterScience (www.interscience.wiley.com) DOI: 10.1002/dmrr.934

COMMENTARY

Insulin analogues: fears, facts and fantasies

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Barbara Siani and
Lucia Briani

DOI = 10.1002/dmrr.934

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Genova, Italy

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These two properties need to be studied for each new insulin analogue, in addition to measurements of their metabolic and pharmacodynamic features. This editorial critiques a study in this issue of the journal of several insulin analogues in their action in vitro on several cancer-related cell lines. The conclusions and limitations of these studies are highlighted, especially as they influence guidelines for using these analogues patients. Copyright © 2009 John Wiley & Sons, Ltd.

电子内容格式

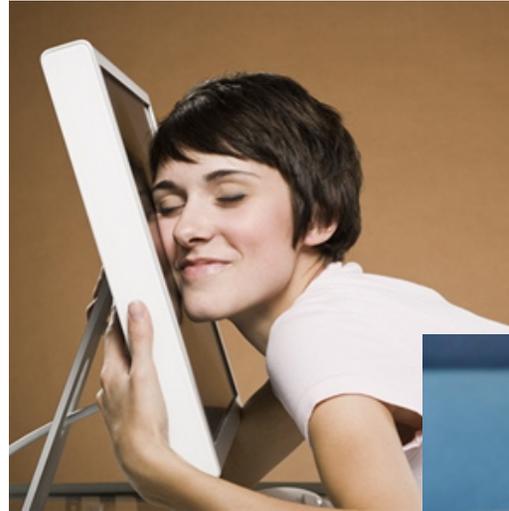
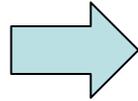
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- **PDF**: 模拟印刷出版物的浏览形式和感受；方便用户；易于打印
- **HTML**: 最优化互动式屏幕；帮助您更好的连接上下文和链接至其他相关内容



The image shows two screenshots of the Wiley InterScience website. The top screenshot displays the homepage for 'The Journal of Clinical Hypertension' (JCH), Volume 12, Issue 3, Pages 160-165, published online on 15 Oct 2009. It features a search bar, navigation links, and a list of articles, including an 'Original Paper' titled 'Prevalence of Clinical and Ambulatory Hypertension in a Population of 65-Year-Olds: The PROOF Study' by Philippe Gosse et al.

The bottom screenshot shows a 'MicroReview' article titled 'Atomic force microscopy: probing the spatial organization, interactions and elasticity of microbial cell envelopes at molecular resolution' by Simon Scheuring and Yves F. Dufrane. The article is from 'Molecular Microbiology', Volume 75, Issue 6 (p 1327-1336). The page includes a 'Summary' section and a 'Pages' sidebar with a thumbnail gallery of the article's content.

不断变化的阅读方式



以前

现在

可通过多种方式找到所需内容

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Library Guide Search Resource Library Services Board My Library

List Of Records View XML Print Write Review Save Items Bibliography Number: 3220519

Material Type: e-Journal

Journal Title: AICHE Journal

Publisher: John Wiley & Sons Ltd

Journal URL: <http://www3.interscience.wiley.com/cgi-bin/jstn/DESCRIPTOR=PRINTISS...>

Value Information: Availability (전체보기) 검색 - 소장 발간 - 비소장

Year	v.55 no.12	v.55 no.11	v.55 no.10	v.55 no.9	v.55 no.8	v.55 no.7
2009년	v.55 no.12	v.55 no.11	v.55 no.10	v.55 no.9	v.55 no.8	v.55 no.7
2008년	v.54 no.12	v.54 no.11	v.54 no.10	v.54 no.9	v.54 no.8	v.54 no.7
2007년	v.53 no.12	v.53 no.11	v.53 no.10	v.53 no.9	v.53 no.8	v.53 no.7

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ISSUE NAVIGATION Accepted Articles | Early View | Current Issue | 2010 | 2009 | 2008 | 2007 | 2006 | ALL ISSUES (1955 - 2010)

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Web Show options... Results 1 - 10 of about 197,

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- Materials, Interfaces, and Electrochemical Phenomena
- Thermodynamics
- Bioengineering, Food, and Natural Products

协会/学科网站

全球期刊市场

- **2000** 多家出版商
- **20-25000** 种期刊
- **150** 万篇论文/年
- **120** 万名作者/年
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- **15** 亿次下载/年
- 以机构为主

过去的学术阅读状况

- 浏览和研究只有发生在图书馆内
- 在以印刷为主的年代，平均每年阅读的文章数量是**217**篇
- 在每个领域内，平均每年阅读学术文章的数时，大约在**132**小时

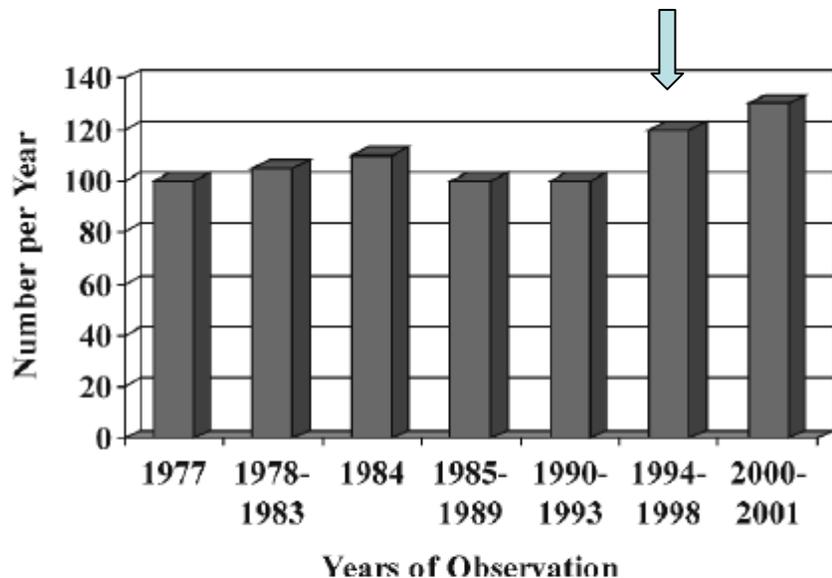


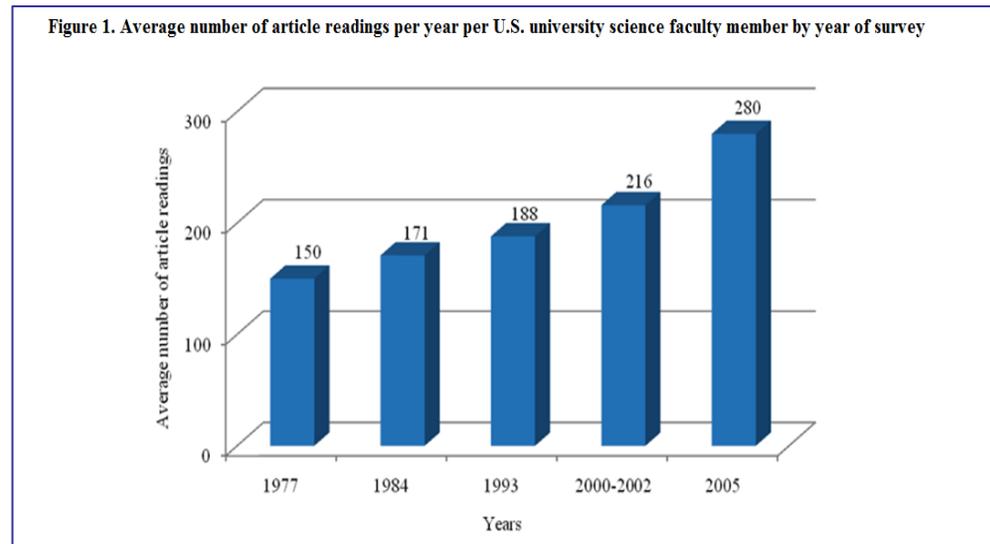
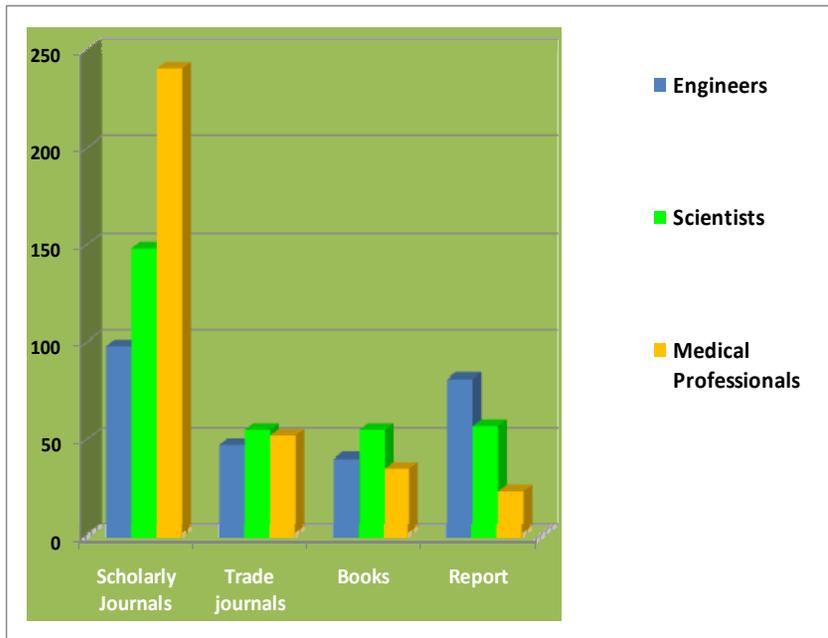
Figure 1 Average number of scholarly article readings per year (all workfields)

工作领域	阅读的文章 (每年)	花费时间 (小时)	每篇文章花费的时间 (分钟)*
MDs	~322	118	22
化学家	~276	198	43
生命科学家	~239	104	26
物理学家	~204	153	45
社会科学家	~191	121	38
工程师	~72	97	81

*来源: 出版商的自有数据

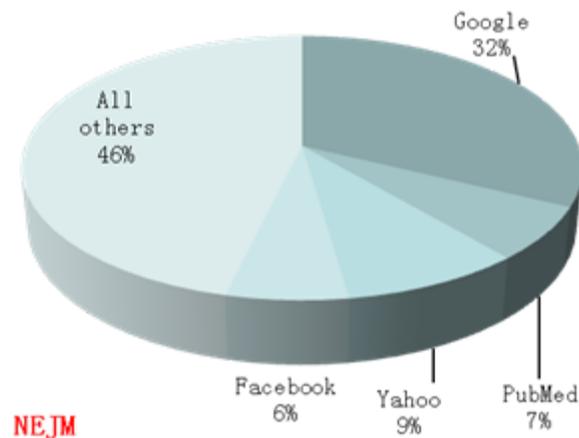
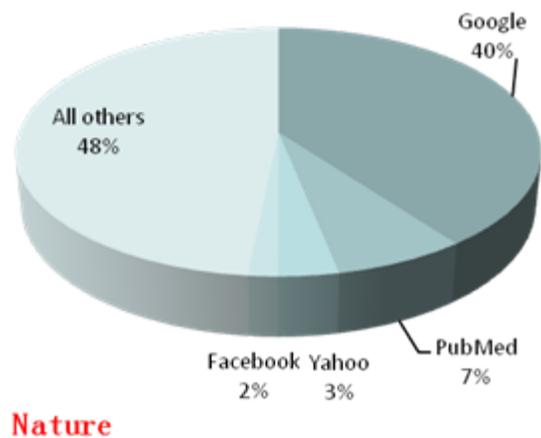
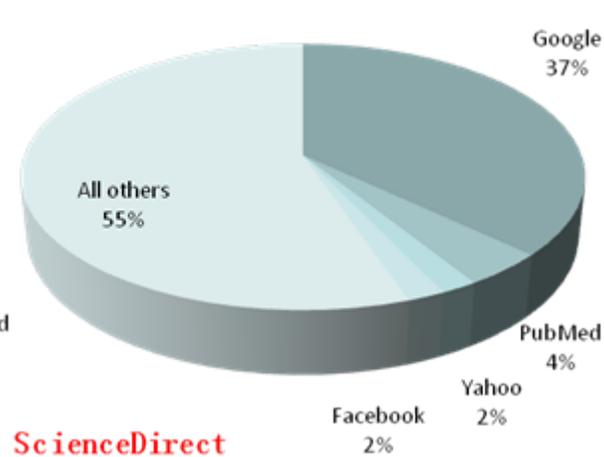
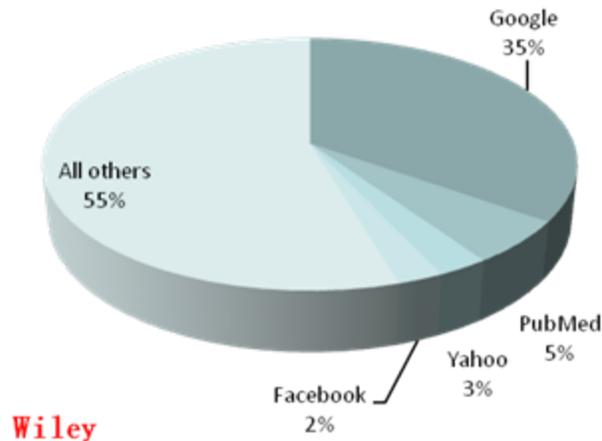
现在的学术阅读状况

- 阅读理念从“浏览”转变为“搜索”和“发现”
- 更多的在线资源意味着更多的选择，通过减少每篇文章的阅读时间“有效地利用”文章内容
- 2000年以来，平均每年花在各领域的阅读文章数量大幅增加



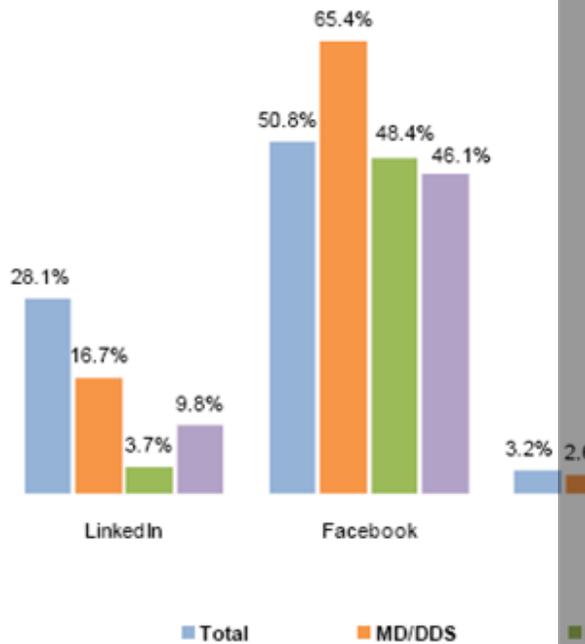
Source: Carol Tenopir and Donald W. King 2008

搜索学术内容的发现能力和路径

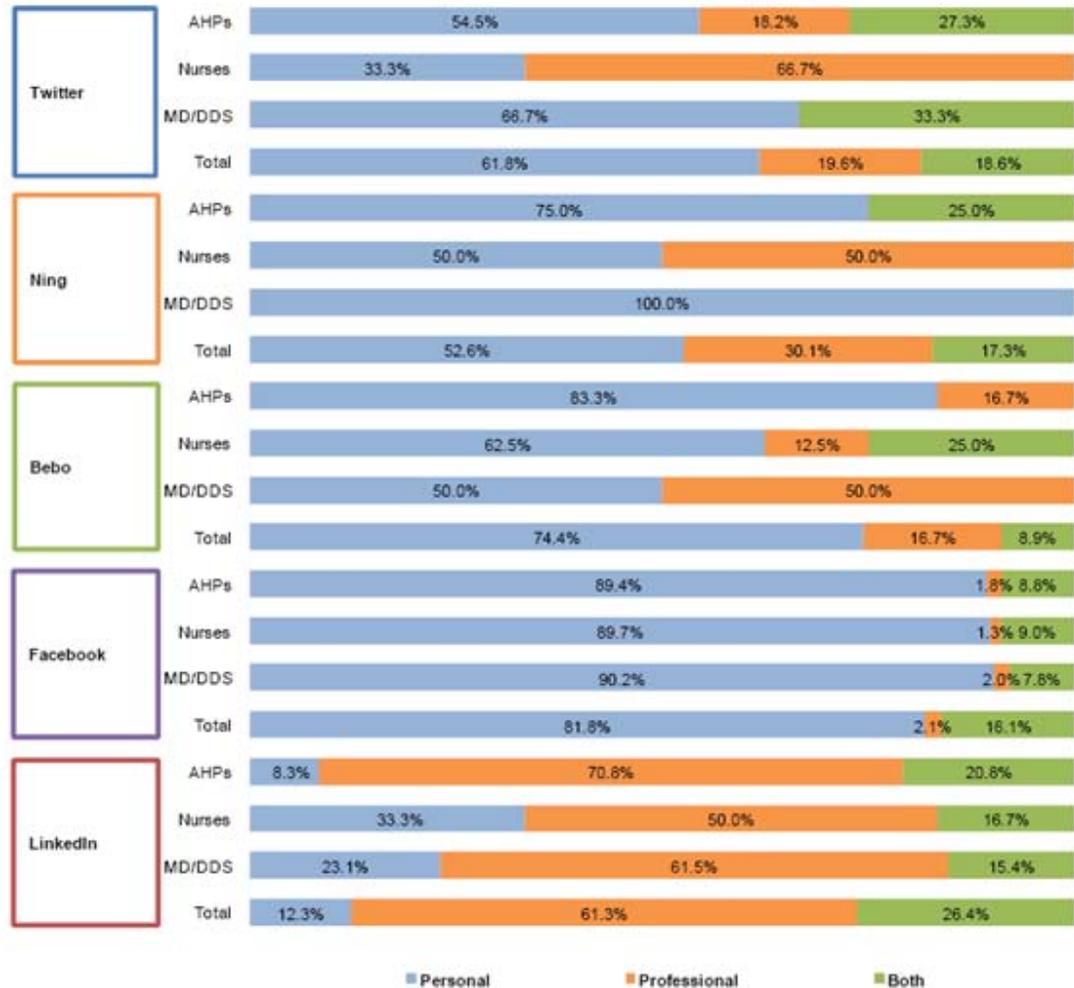


- 通过PubMed 访问在线内容的占4%-7%
- Google 占据了30%-40%
- Facebook 是一个新兴的网络通道

社会媒体的参与



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传输模式的新趋势

- 阅读需求在移动设备上，正在迅速扩大
- 市场兴起了电子阅读器，但是同时也包括一系列的多功能的移动设备
- 低成本的Netbooks/eReaders正变得越来越普及
- 随着这些移动设备的使用和扩展，内容格式很可能会大大推进

不断增长的移动电话市场

手机功能

- 最常见的
- 短信功能
- 280百万台
- 170 百万台 无限制短信 (增长 43%)

“触及”

智能手机

- Treo 智能手机
- 黑莓手机
- Samsung 三星
- Nokia 诺基亚
- 电子邮件, 一些网络功能
- 2009年 销售了174百万台! 增长了15%
- 彩信功能
- 移动网络

“交换”

多元媒体设备

- iPhone (2009年销售了33.8百万台) 19% 的市场份额
- 2010年全球估计销售184百万台智能手机
- 操作系统: Android/ MS Win Mobile/ Symbian/ RIM/ Palm/ Bada
- Wi-Fi 功能的手机
- 电子邮件, 网络功能
- 电子交易
- 在线阅读

“使用”

设备的特性：为什么每一个机会都是独一无二的

Table 2. Differences Across Primary Attributes of Untethered Devices

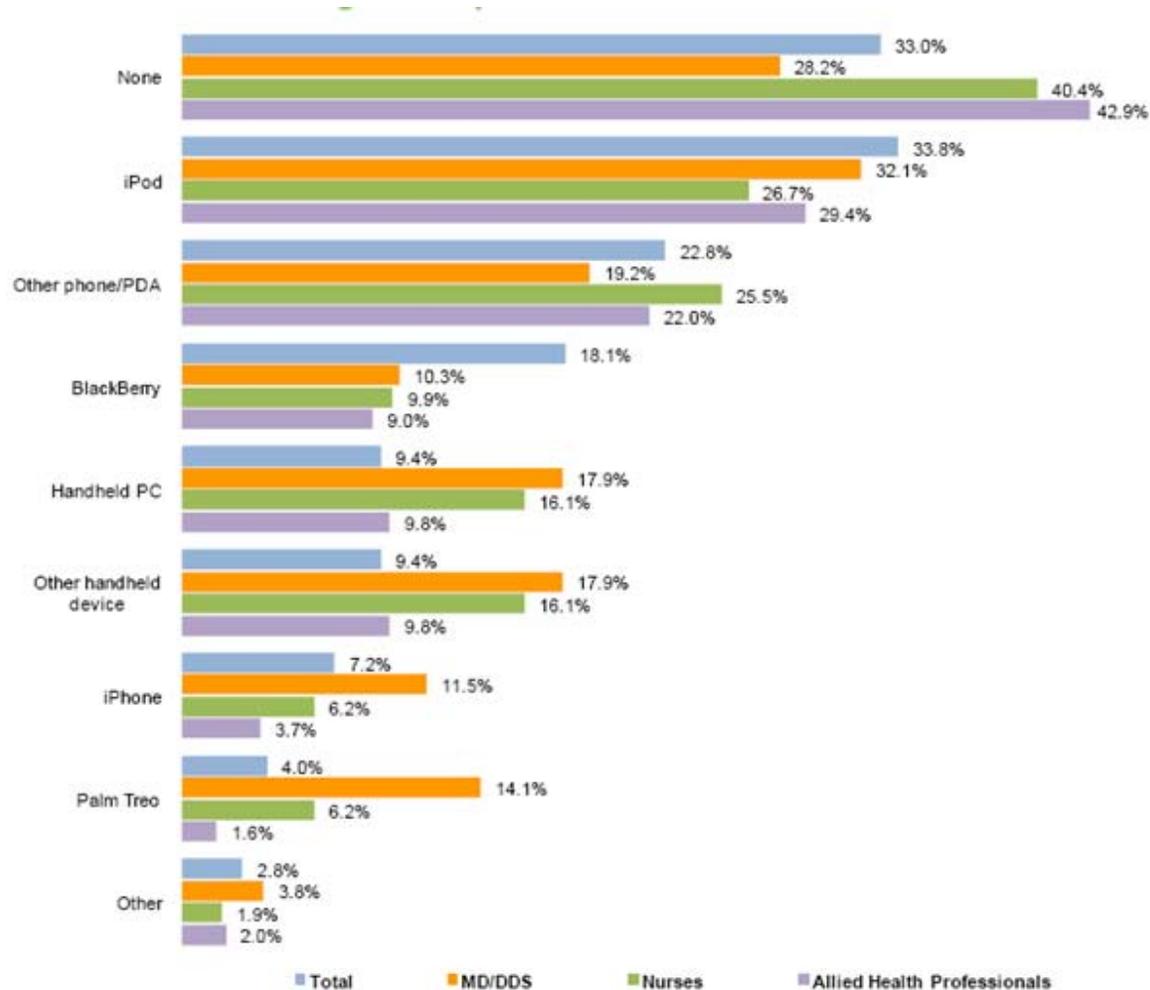
	Primary User Interaction	Display Size	Display Format	Display Speed	Connectivity	Primary Content Revenue Model	Battery Life	Best Content Match
E-Readers	Consume	Medium	Grayscale	Slow	Limited Data	Subscription Transaction	Long	Books Linear
Smartphones	Communicate	Small	Color	Fast	Full Voice Data	Advertising	Short	News Single Media
Tablets	Engage	Medium	Color	Fast	Full Data	Subscription Transaction Advertising	Medium	Magazines Multimedia

Source: Outsell Analysis

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移动内容传输和电子阅读器

- 新兴的内容传输选择
- **iPhone/iPod** 目前引领着医师读者群



Source: Outsell's Information Markets & Users Database, December 2008 Survey
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图书管理员的挑战

- 分散的资源
- 最终用户习惯不断改变
- 教学和研究方法不断改变
- 图书馆资金压力

出版商的挑战

- 内容和环境
- 不断发展的技术
- 平台的提升
- 阅读器的兼容性
- 可得性和探索能力

成为领军者

- 电子合集的发展
- 跨学科研究方法
- 数据中心的领导角色
- 技术和用户的支持
- 对学术和研究团体的更多附加值的的服务

成为领军者

电子合集的发展

- 可提供书目体系化的内容
- 增值内容
- 成套交易

2010年丰富的在线内容

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- 占据了**41**个分类中的**绝大部分**文章
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- Journal of Investigative and Clinical Dentistry
- Global Policy
- Journal of Psychological Issues in Organizational Culture
- Journal of Diabetes Investigation
- Methods in Ecology and Evolution
- Research Synthesis Methods
- Journal of Psychological Issues in Organizational Culture

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跨学科研究方法

- 当前的研究活动强调使用多种跨学科研究法来解决复杂问题的重要性
- 模糊学科之间的趋势
- 许多基金会建立大规模跨学科研究的支持
- 学术图书管理员本身就跨学科，因此能够平衡和充分利用信息管理专业能力，从而支持跨学科研究。

新出版模式的发展与跨学科的无间合作



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- 帮助组织、管理和转换大型复杂数据集，以便继续推进发现
- 为各个学科提供访问权限，可将这些数据用于发掘新事物和新知识

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Business and Management	40	176,764	Mathematics & Computing	12	81,742
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使用统计

Monthly Report

每月的使用活动

User Activity

Cumulative Top 10 Journals

累计前十名的期刊

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Journal Report 1: Number of Successful Full-Text Article Requests by Month and Journal

Title	PRINT ISSN	ONLINE ISSN	Jan-2003	Feb-2003	Mar-2003	Apr-2003	May-2003	Jun-2003	Jul-2003	Aug-2003	Sep-2003	Oct-2003	Nov-2003	Dec-2003	Calendar YTD
Total for all journals			6391	41680	124214	37963	23469	10303	11630	11737	5559	18146	113857	120067	525016
About Campus	1086-4822	1536-0687	0	19	13	0	3	2	2	1	0	0	16	27	83
Acta Biotechnologica	0138-4988	1521-3846	4	23	64	29	18	15	6	7	1	6	242	116	531
Acta hydrochimica et hydrobiologica	0323-4320	1521-401X	0	9	30	11	3	0	1	3	0	12	78	193	340
Acta Polymerica	0323-7648	1521-4044	11	27	173	20	18	1	0	8	1	1	60	42	362
Acta Polymerica 1979 - 1997	0323-7648	1521-4044	-	-	1	14	4	1	0	0	0	0	0	0	20
Advanced Engineering Materials	1438-1656	1527-2648	32	82	193	43	29	1	4	42	8	43	284	581	1342
Advanced Functional Materials	1616-301X	1616-3028	37	542	1309	342	173	56	135	191	41	268	1504	2001	6599
Advanced Materials	0935-9648	1521-4095	896	4112	15853	5063	2510	687	506	1507	540	2102	10106	11749	55631
Advanced Materials for Optics and Electronics	1057-9257	1099-0712	4	26	116	34	17	6	0	7	4	9	66	87	376
Advanced Synthesis & Catalysis	1615-4150	1615-4169	1	320	1379	119	29	43	16	48	12	62	622	503	3154
Advances in Polymer Technology	0730-6679	1098-2329	3	182	131	22	9	3	1	22	3	10	268	105	759
Advances in Polymer Technology 1981 - 1995	0730-6679	1098-2329	-	-	0	4	11	0	0	0	0	0	0	0	15
Aggressive Behavior	0096-140X	1098-2337	3	4	26	5	5	0	0	0	0	3	23	10	79
Agribusiness	0742-4477	1520-6297	1	22	22	3	3	5	5	0	0	8	68	75	212
American Journal of Hematology	0361-8609	1096-8652	1	17	84	35	45	14	19	20	19	2	49	124	429
American Journal of Human Biology	1042-0533	1520-6300	0	3	49	21	16	4	5	3	0	16	144	27	288
American Journal of Industrial Medicine	0271-3586	1097-0274	7	26	36	17	19	6	0	9	0	8	86	175	389
American Journal of Medical Genetics Part A	0148-7299	1096-8628	4	24	118	45	115	43	16	26	10	29	143	119	692
American Journal of Medical Genetics Part B: Neuropsychiatric Genetics	0148-7299	1096-8628	20	122	220	152	106	40	44	19	21	33	270	292	1339
American Journal of Medical Genetics Part C: Seminars in Medical Genetics	0148-7299	1096-8628	2	22	32	17	8	51	1	2	2	3	33	20	193
American Journal of Physical Anthropology	0002-9483	1096-8644	1	31	46	32	6	20	1	3	19	15	86	63	323
American Journal of Primatology	0275-2565	1098-2345	0	1	11	0	8	3	0	2	0	1	14	24	64

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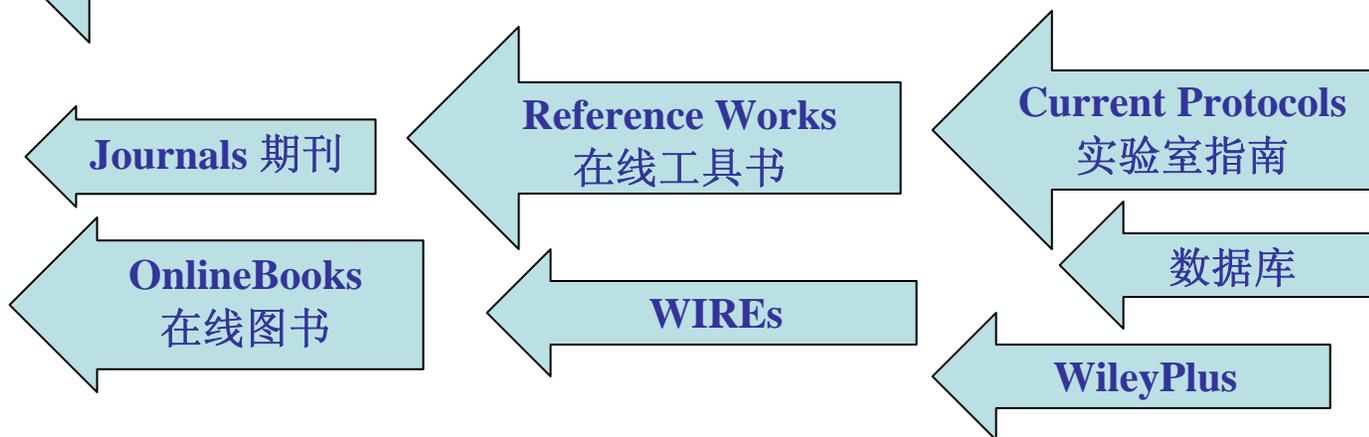
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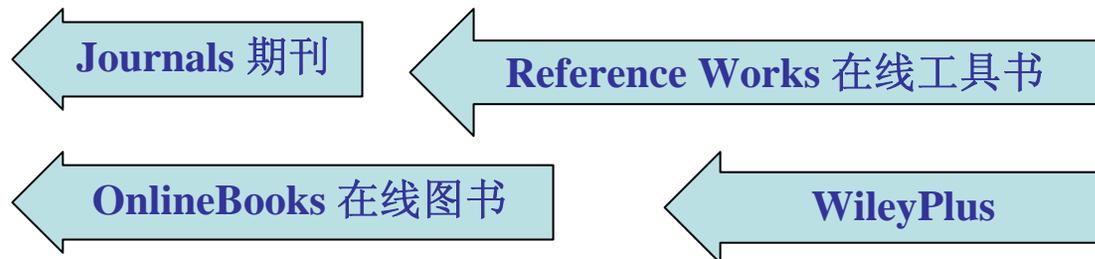
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Related

In this frank and relevant interview, Matthew Feldman, one of the editors of the [Political Religions](#) section of religion Compass talks with Ana E Soaga, of the University of Granada. They candidly discuss the nature of contemporary and modern politicised Islam.

Soaga argues that the so-called 'moderate' forms of politicised Islam differ from the more radical forms (epitomised by groups like Al Qaeda) in degree only, not in kind. Any form of Islamist movement, she argues, necessarily requires the formation of a 'Pax Islamica', an essentially totalitarian aim. Islamist movements are therefore inimical to democracy as commonly understood. She also sketches out a surprising profile of her typical Islamist, and explains why the term 'Islamofascism' is so offensive to ordinary Muslims.

[Listen to the podcast](#) (mp3 file, 15.4mb, 16 minutes 48 seconds)

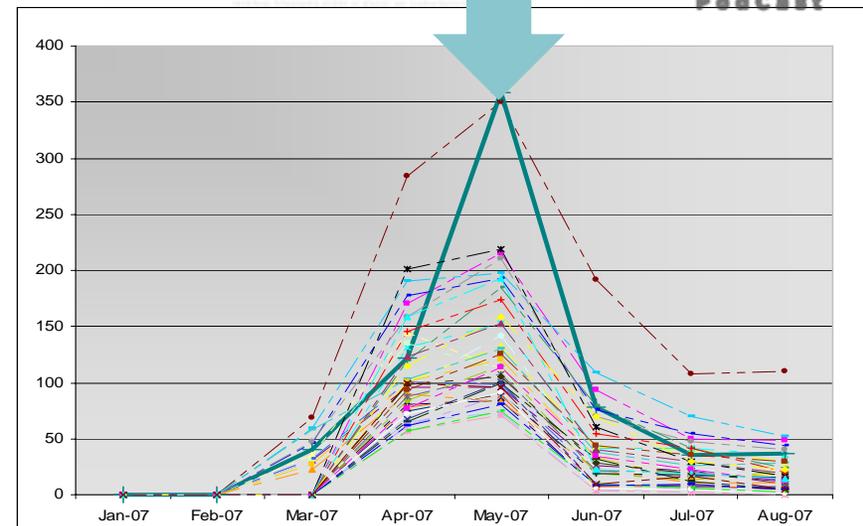
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电子资源日



E-Resources Discovery Day

Home / E-Resources Discovery Day

The "E-Resources Discovery Day 2010" was successfully completed on 9 March.



[Photo Gallery](#)

Electronic Product Exhibition

11 vendors were present and set up exhibition panels and booths to show users about their new products and electronic resources currently subscribed by the Library.

E-Knowledge Challenge

HKIEd staff and students were also invited to take the "E-Knowledge Challenge" organized by the Library. The participants needed to search various electronic resources in order to find the correct answers to a set of ten questions. Through this process, the participants not only got the opportunity to familiarize themselves with different e-resources, if they were up to the challenge, they also earned the chance to claim one of 23 prizes sponsored by the vendors. At the end, a total of 155 students and staff obtained full marks.

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