

# 学术类电子图书发展历程 和趋势探讨



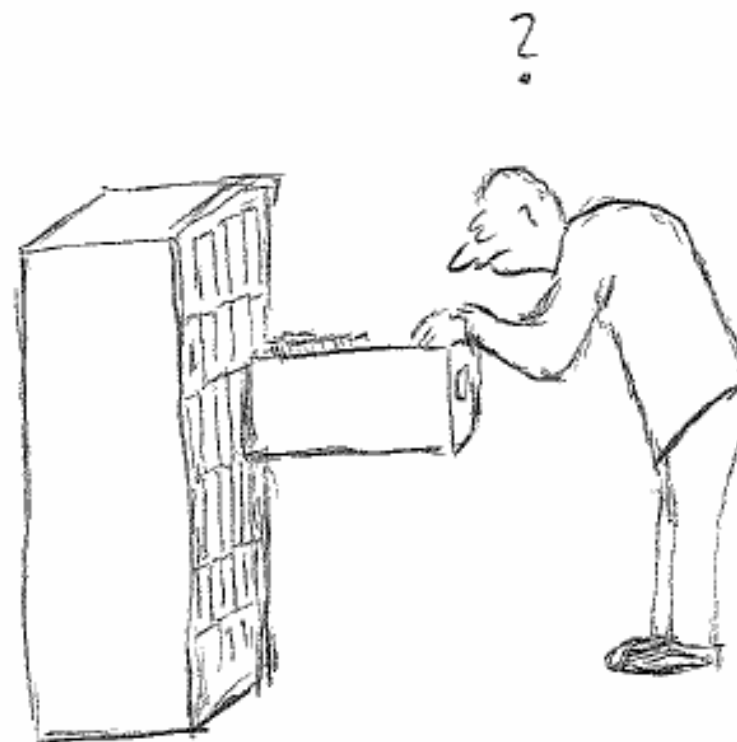
崔晓莹  
Springer中国区销售总监

CALIS第十届国外引进数据库培训周  
2012年5月15日 长沙

- 回顾历史
- 了解当下
- 展望未来
- 高校用户使用**Springer**电子书的案例分析

# 学术类电子书的发展历程

纸本到电子



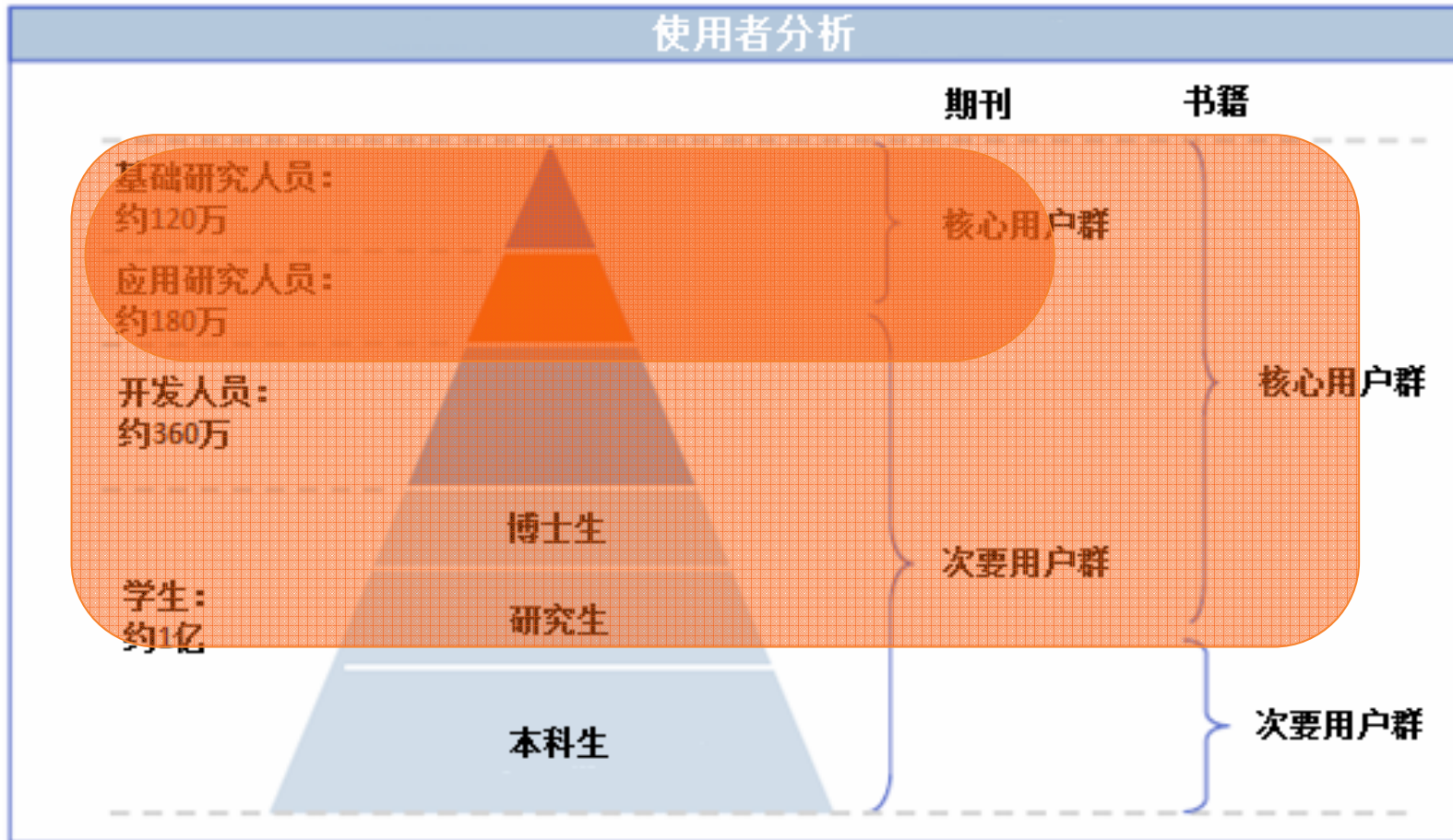


# 从纸本图书到电子图书的转变



- 纸本图书的数字表现形式
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- 可实现全面索引
- 可进行全面搜索（OPAC、Google、出版商平台等）
- 可在任意一台个人电脑(PC)、电子阅读器或PDA上阅读
- 多功能，多媒体、音频、视频等功能
- 同时支持无限多的读者
- 元数据——电子图书各章节都可以查找

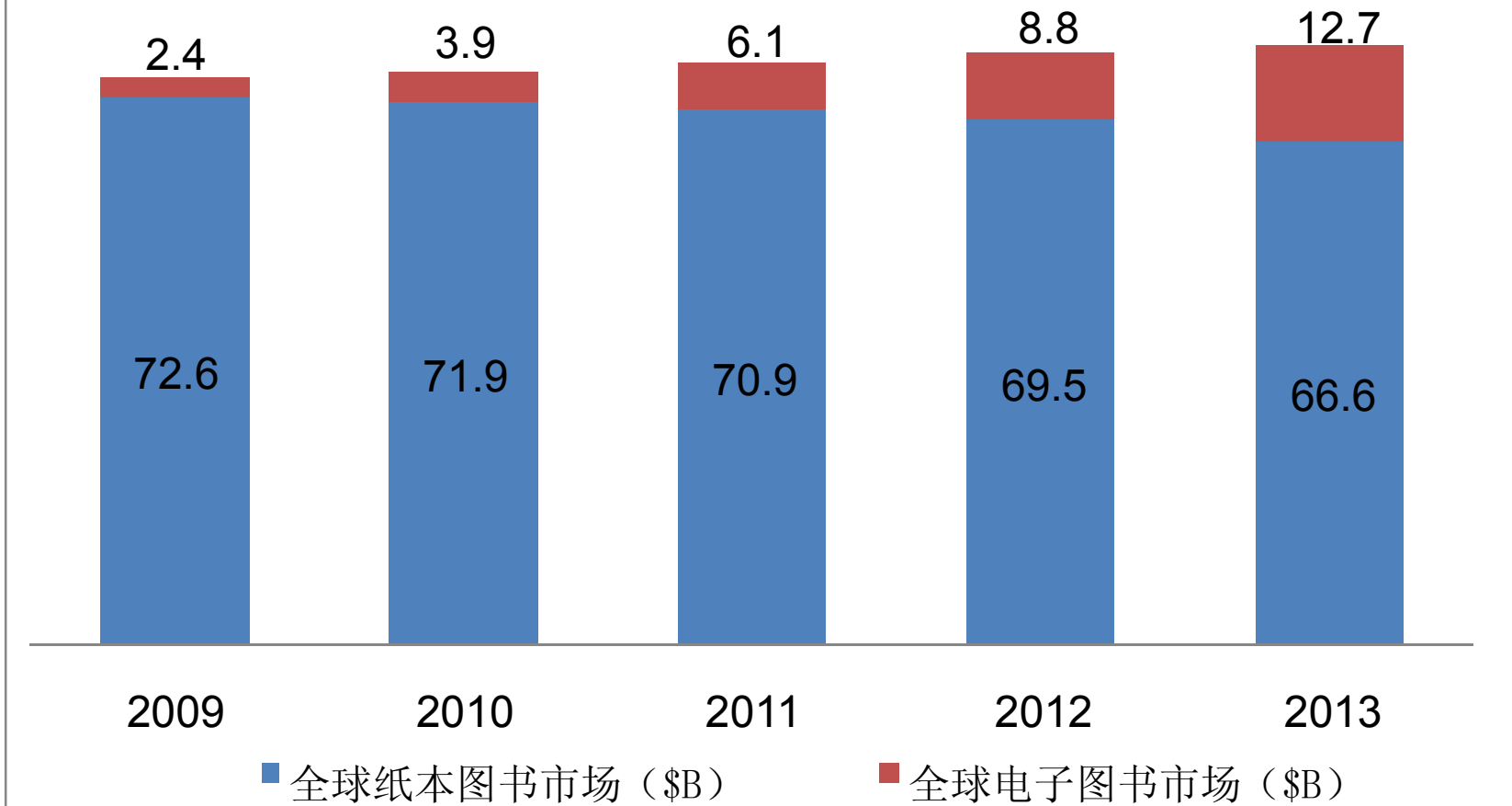




“在理解最前沿的科技学术期刊之前，每个人都需要阅读图书掌握更全面的知识”

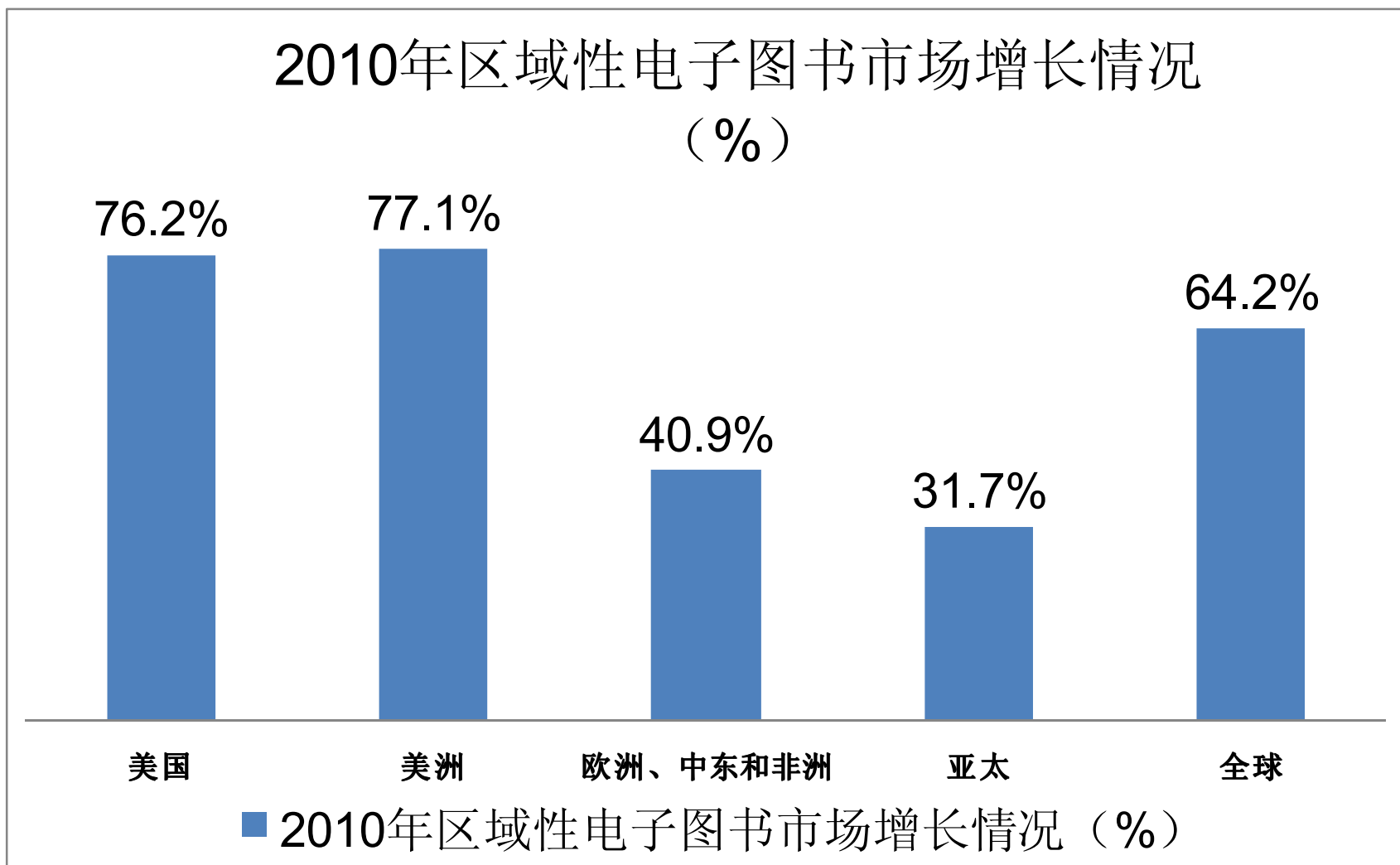


## 2009-2013年全球纸本图书和电子图书市场



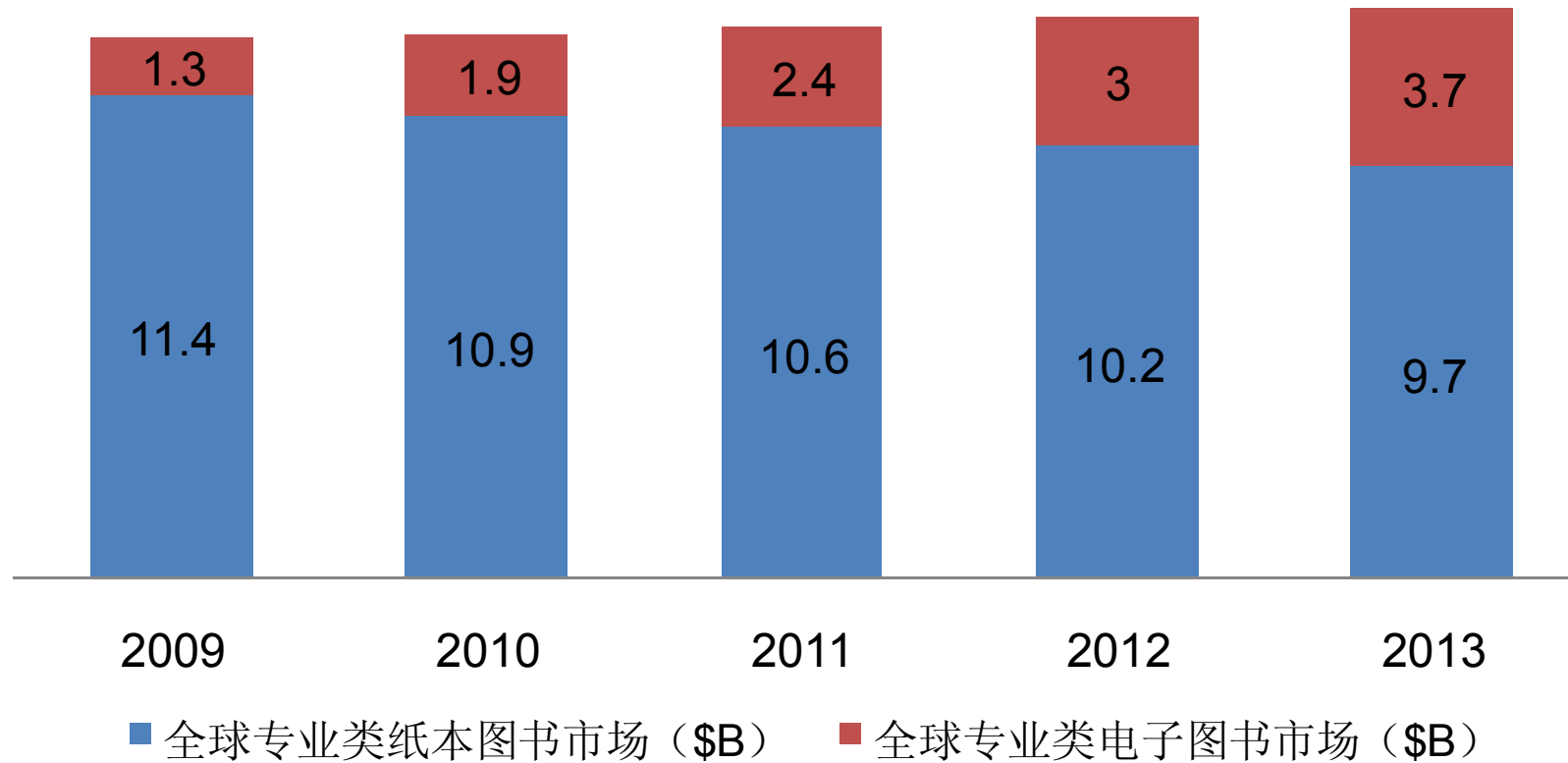
在2009年，全球图书的市场约为750亿美金，其中电子书占3%，约为24亿美金。而这一数字在2013年预计要上升到127亿美金，比率随之上升到16%。

Source: Outsell estimates and company report , Worldwide E-Books Market Size & Forecast Report, 2009 – 2013



欧美读者更快更早的接受电子图书

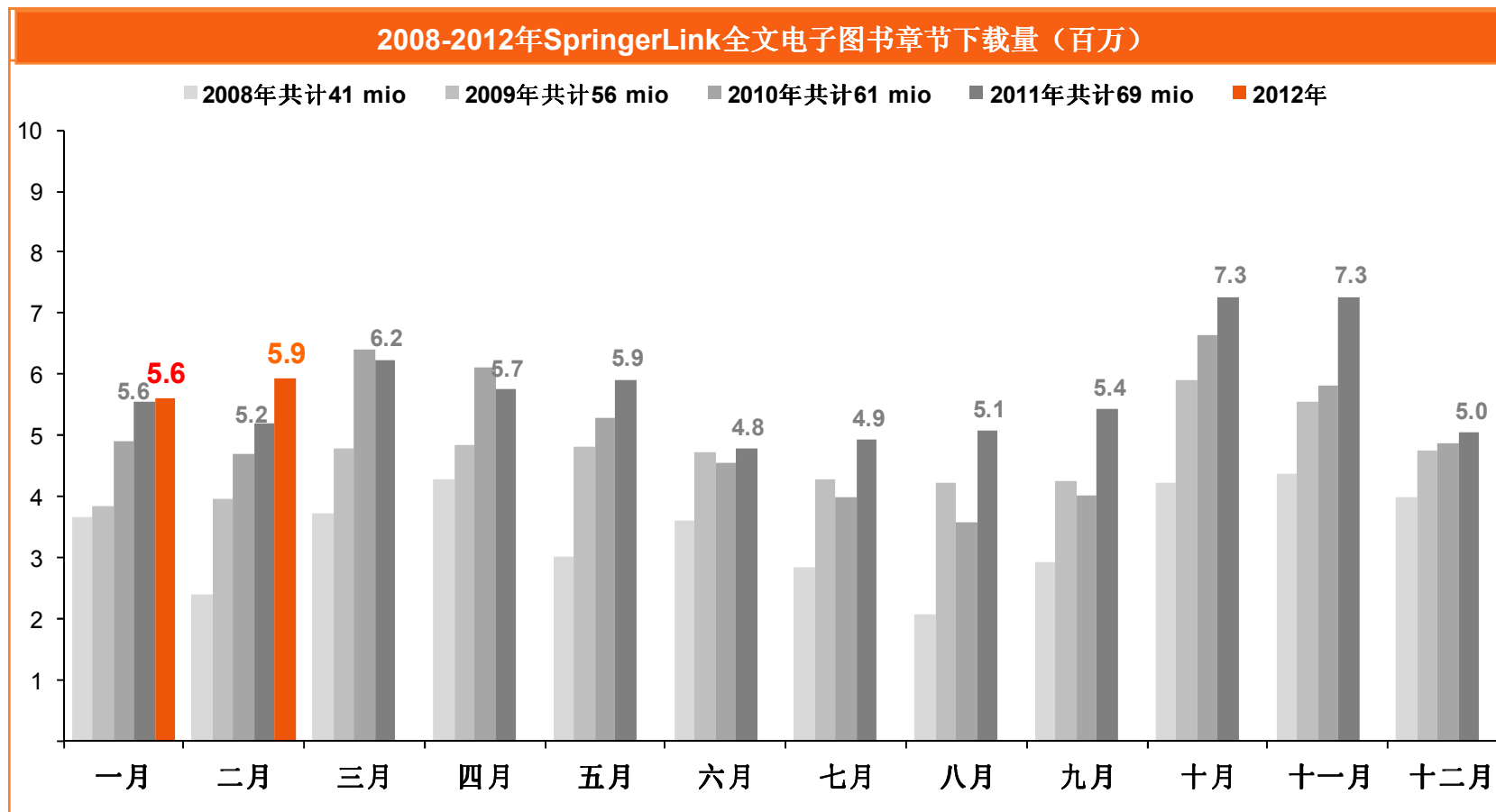
## 2009-2013年全球专业类纸本图书和电子图书市场



在2009年，全球学术图书市场份额约为127亿美金，其中电子书占10%，约为13亿美金。而这一数字在2013年预计要上升到37亿美金，比率随之上升到28%。

Source: Outsell estimates and company report , Worldwide E-Books Market Size & Forecast Report, 2009 – 2013

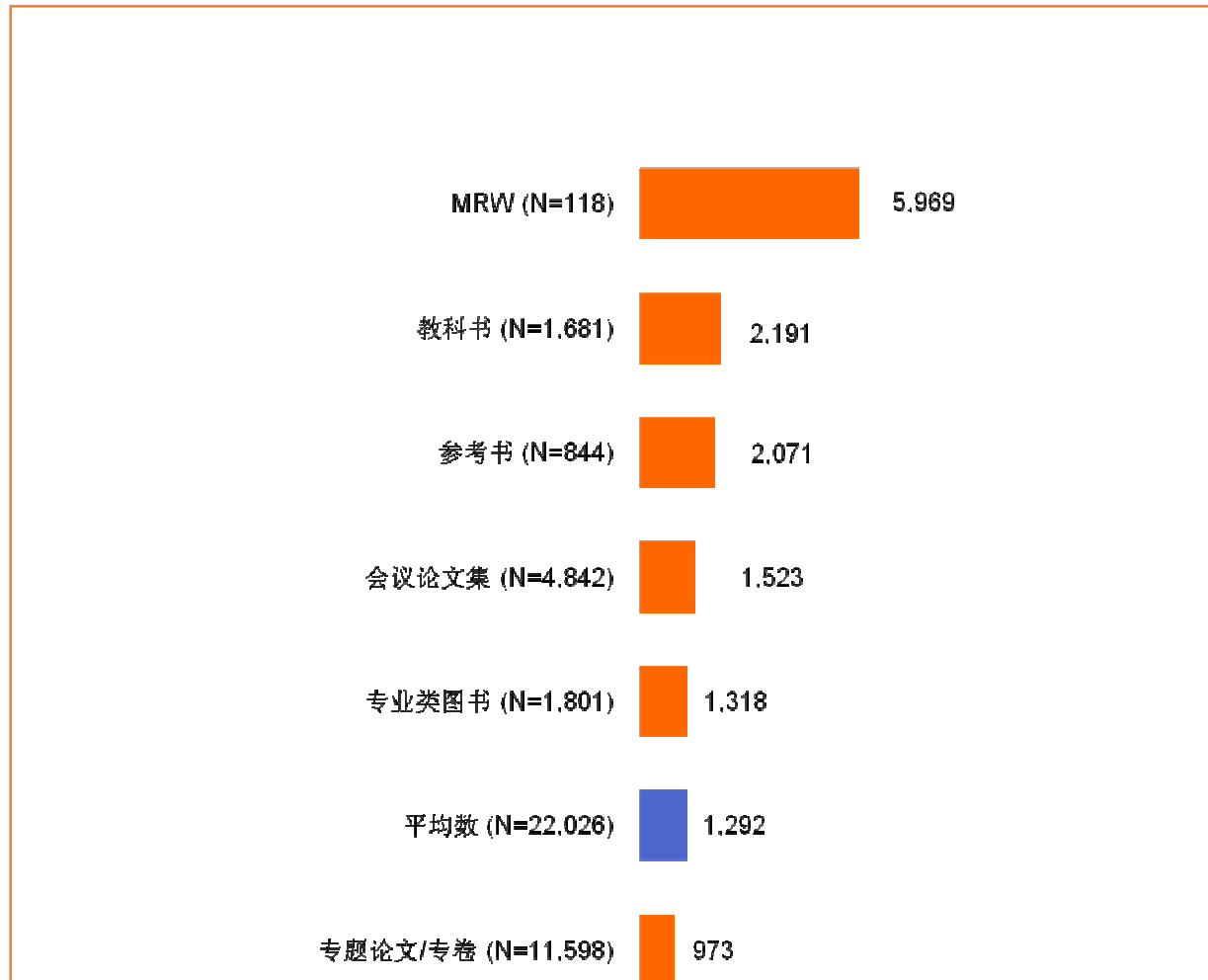
## SpringerLink: 电子图书的使用量



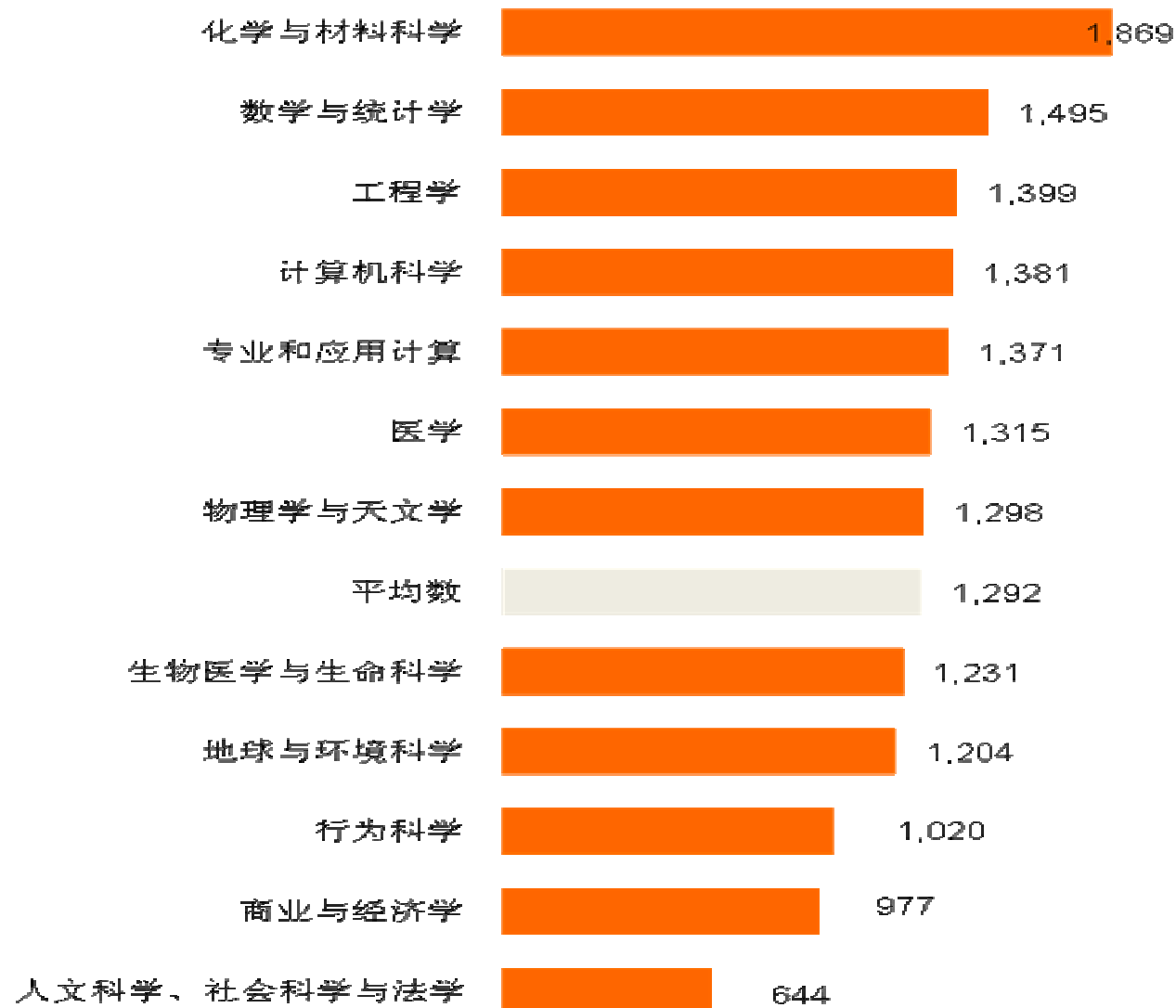
2011年用量比2010年上升13%，较2008年上升68%。

# 学术类电子书的现状分析

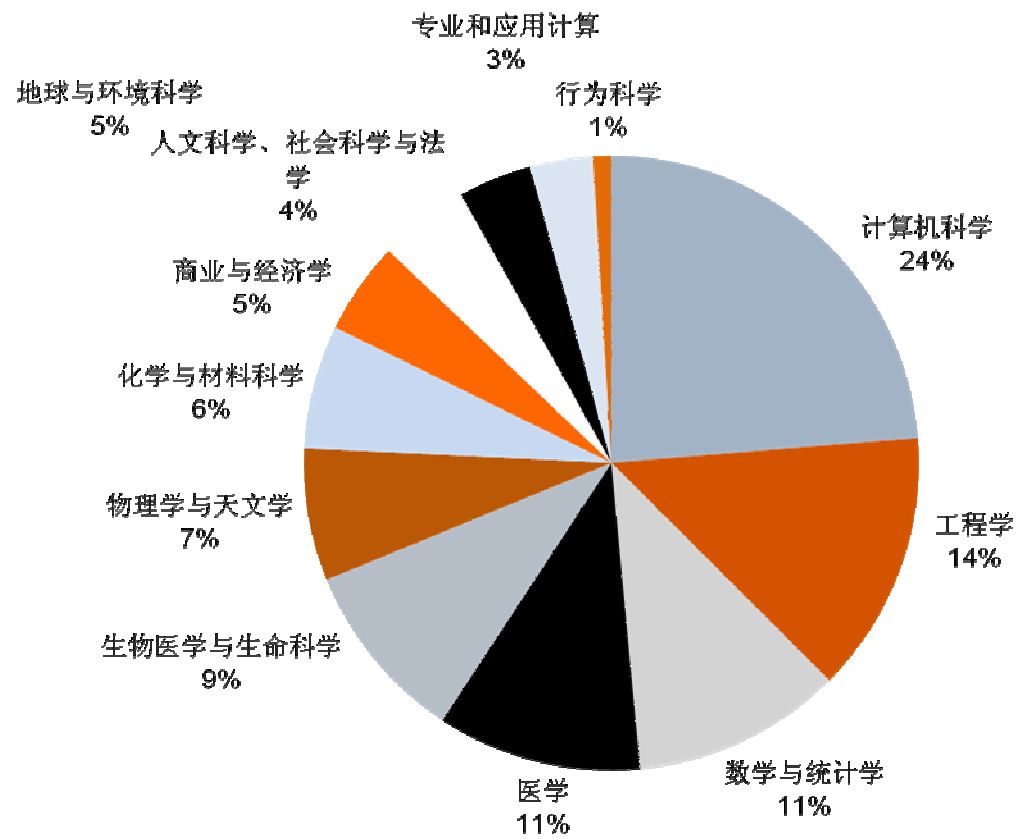
- ❖ 电子书的使用特点
- ❖ 用户期望
- ❖ 使用电子图书的益处



(只显示了主要类别; 参考书包括百科全书、手册和参考图书; 由于下载量巨大, 已对异常使用峰的数据进行了调整)

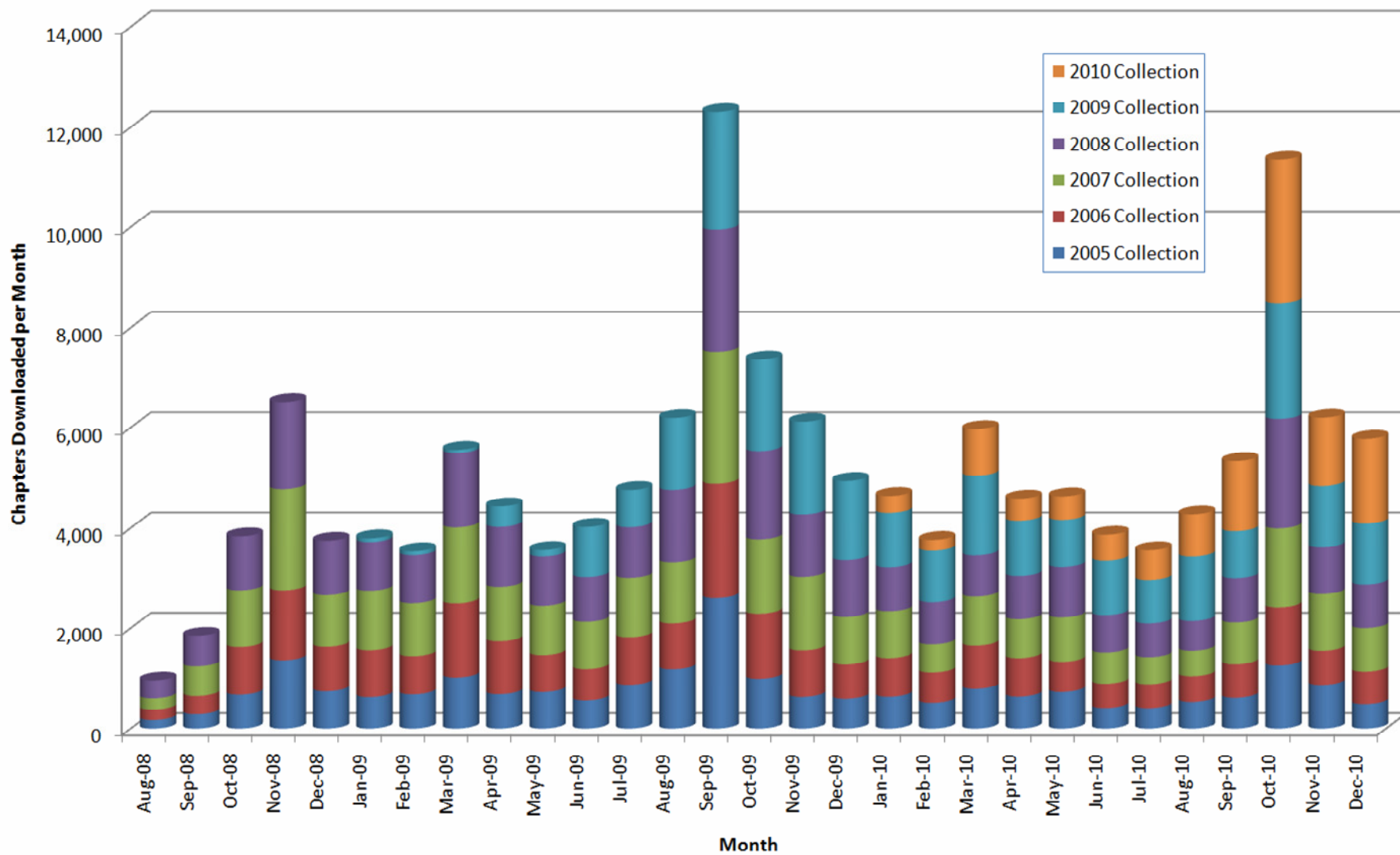


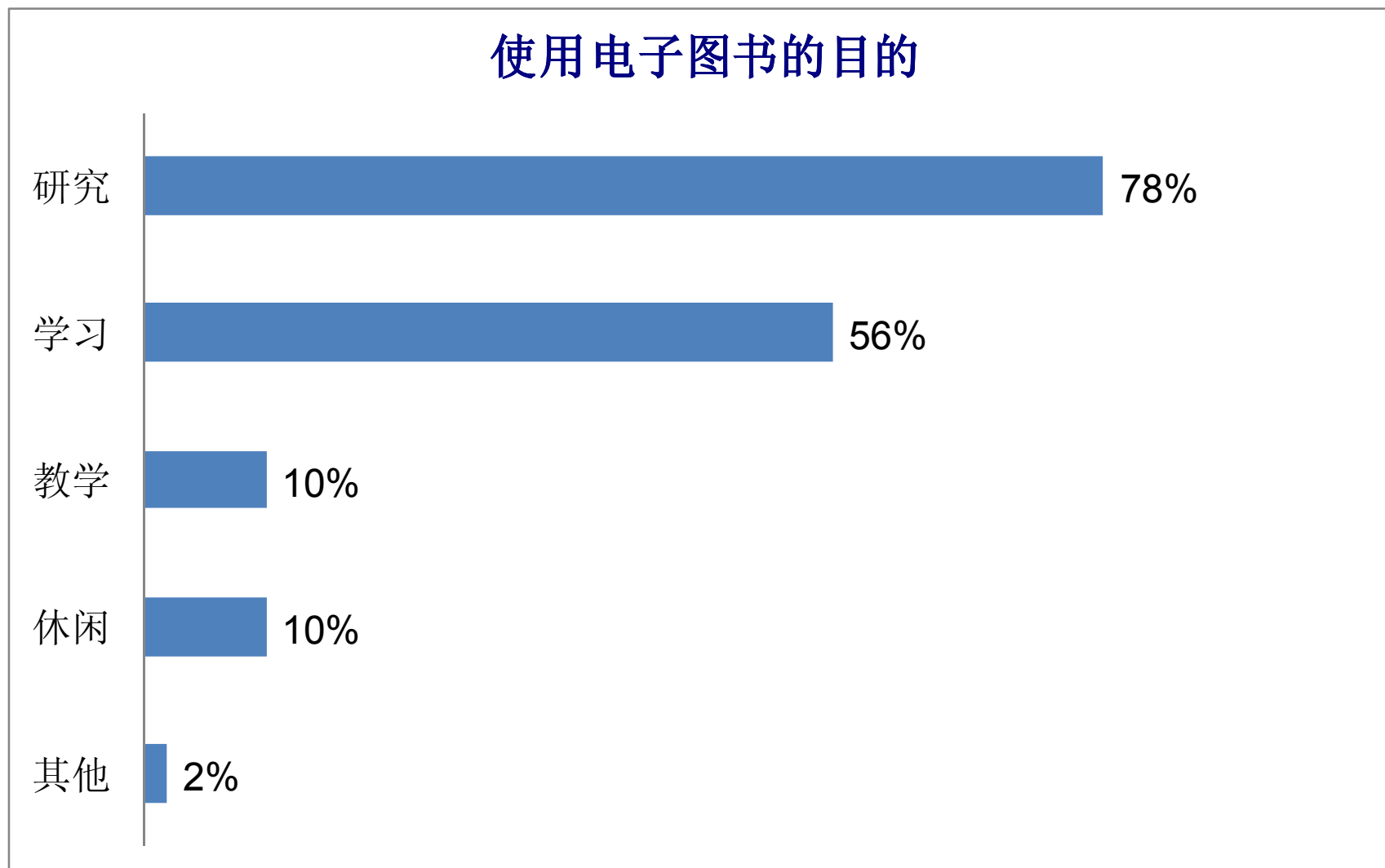
按学科划分的2010年章节下载量





# 英国利物浦大学通过SpringerLink平台的电子图书章节下载量 Springer

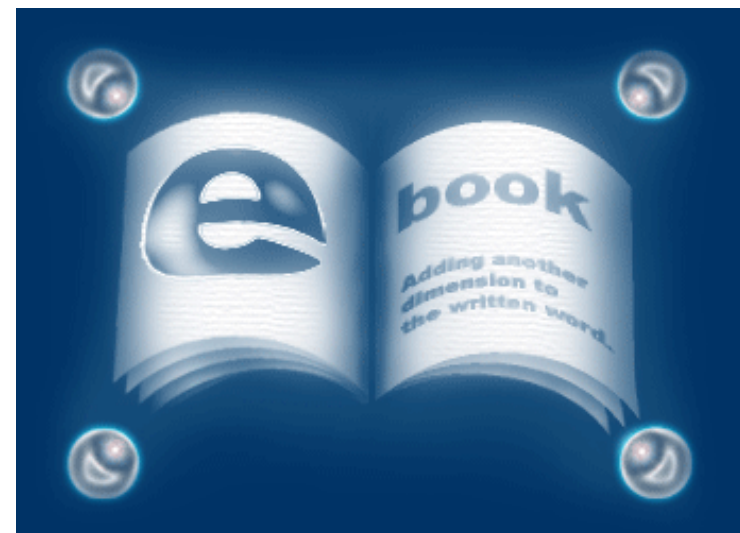


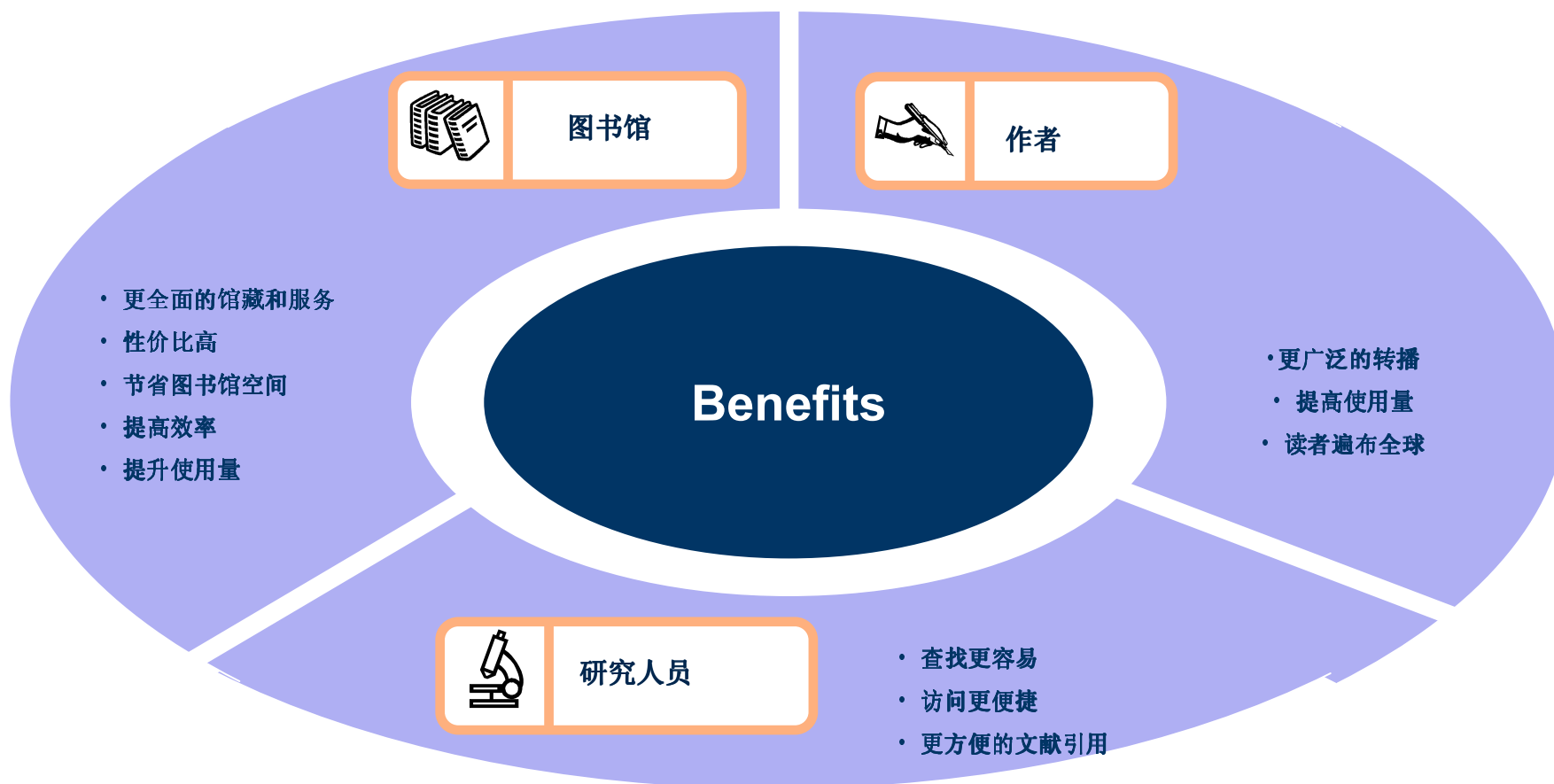


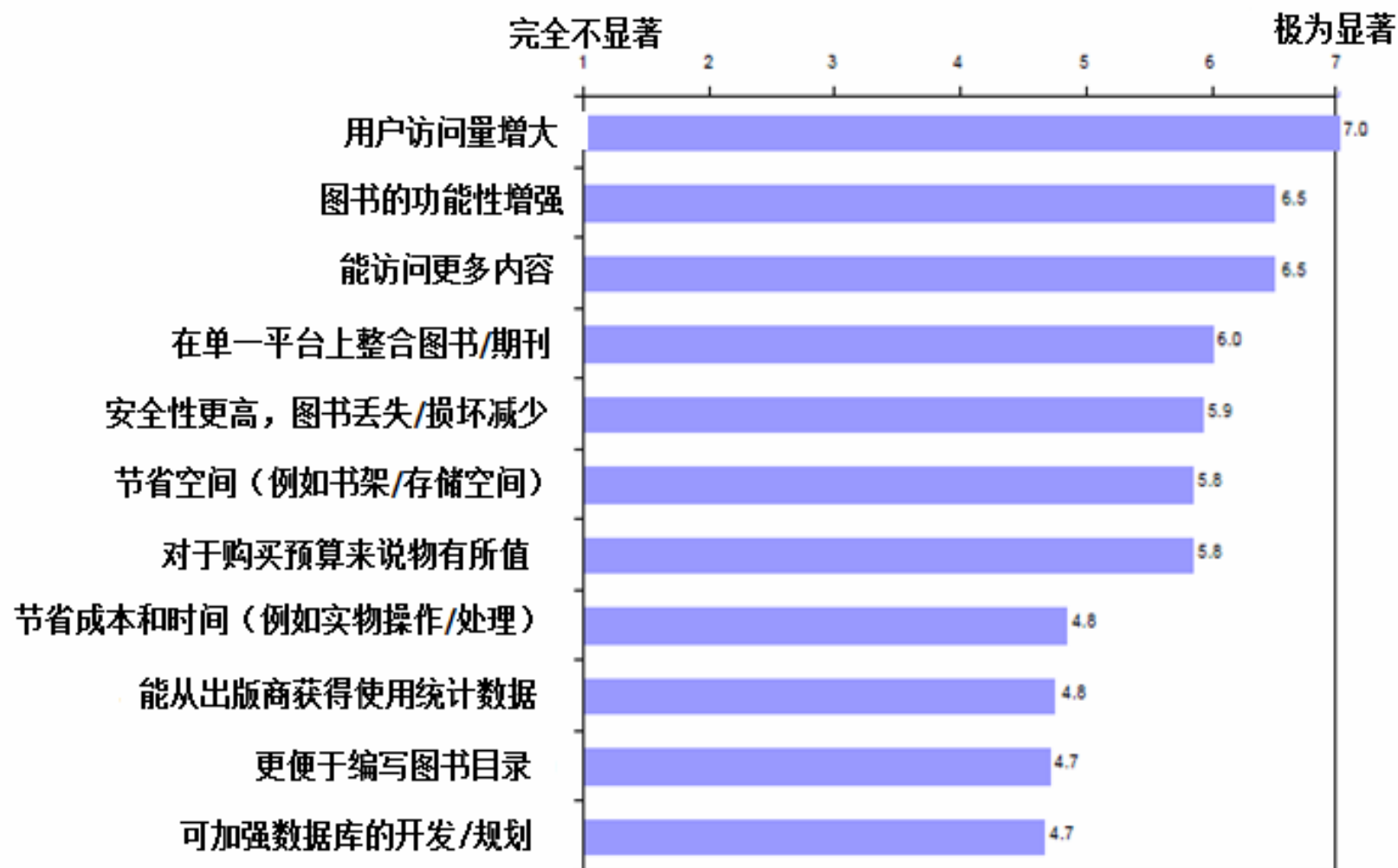
在伊利诺伊大学香槟分校，大部分用户称他们使用电子书主要是为了研究和学习，而极少用于教学和休闲

伊利诺伊大学香槟分校的研究人员：

*“尽管大量阅读时仍然倾向读纸本，但在研究领域一直非常希望能够获得更多的电子图书。快速获得信息正变得越来越重要和有利。”*







➤相对于传统的印刷媒体，电子图书的易访问性与功能性具有明显的优势。

*“当用户搜索某一主题时，网页不仅显示该图书的信息，也同时出现其他相关信息，比如图书、章节和期刊文章，这一点是相当重要的。”*

**Makoto Nakamoto,**  
早稻田大学图书馆行政主管

*Springer一直是最受我校读者欢迎的学术出版品牌之一，也是我校读者荐购图书最多的出版社。Springer电子图书更大程度满足了我校读者对外文学学术图书的需求，消除了纸本图书从订购到上架的等待周期，改善了读者的阅读体验。*

**黄镛**  
上海交通大学图书馆

*“我想图书馆将会变得不同。图书馆将不再是读者找书的地方，但是我们可以拥有其他的功能”*

**Nola Heyns**，美国印第安纳波利斯市（IN）的美国礼来制药公司的数据库发展经理；**Springer LAB**成员

*“我们为出版社和用户之间搭起了沟通的桥梁”*

**Ay-Ling Ong**，荷兰阿姆斯特丹国家数学和计算机科学研究院（CWI）图书馆与信息服务主管

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10. 查阅/更新

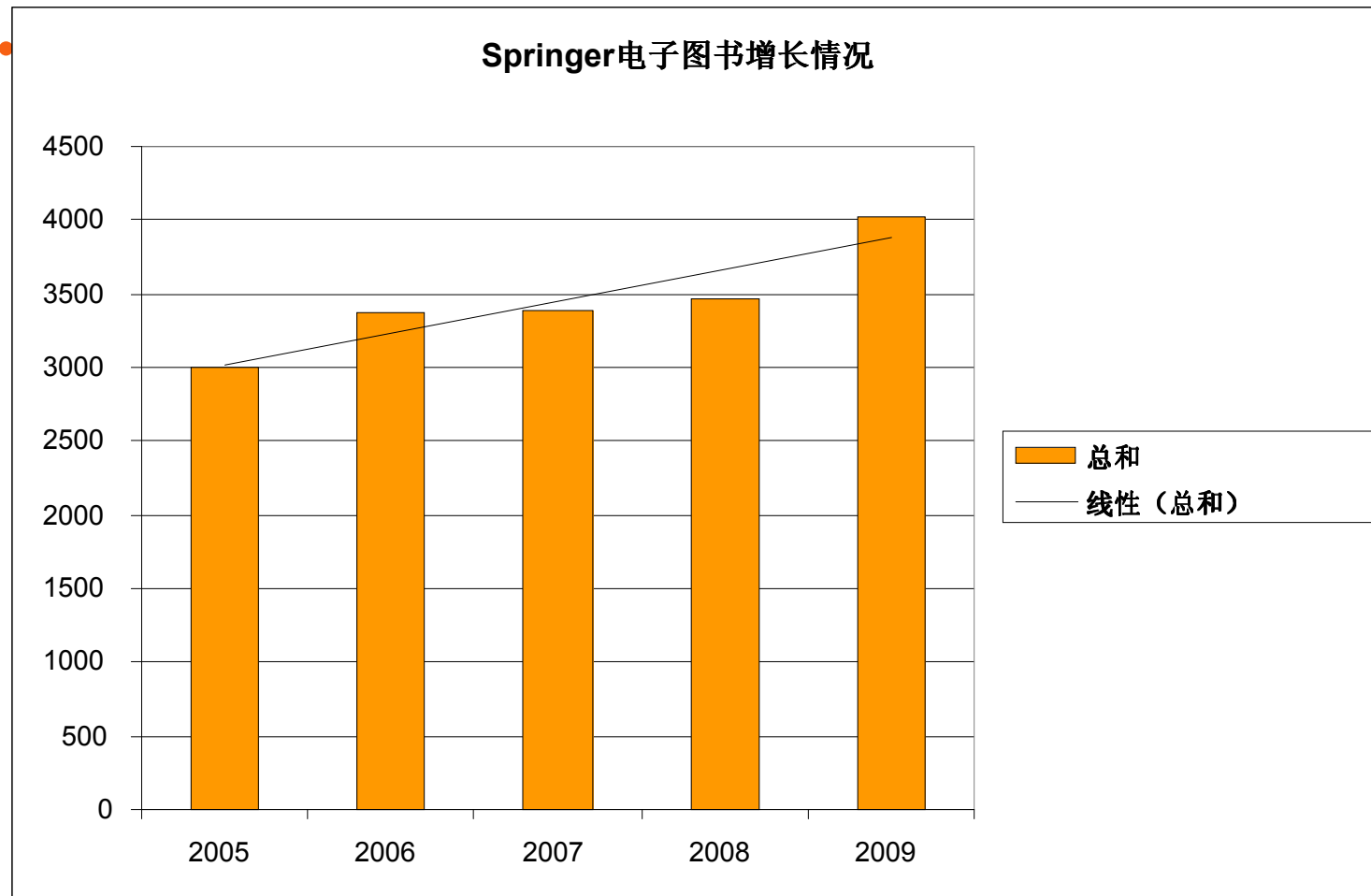




# 学术类电子书的未来展望

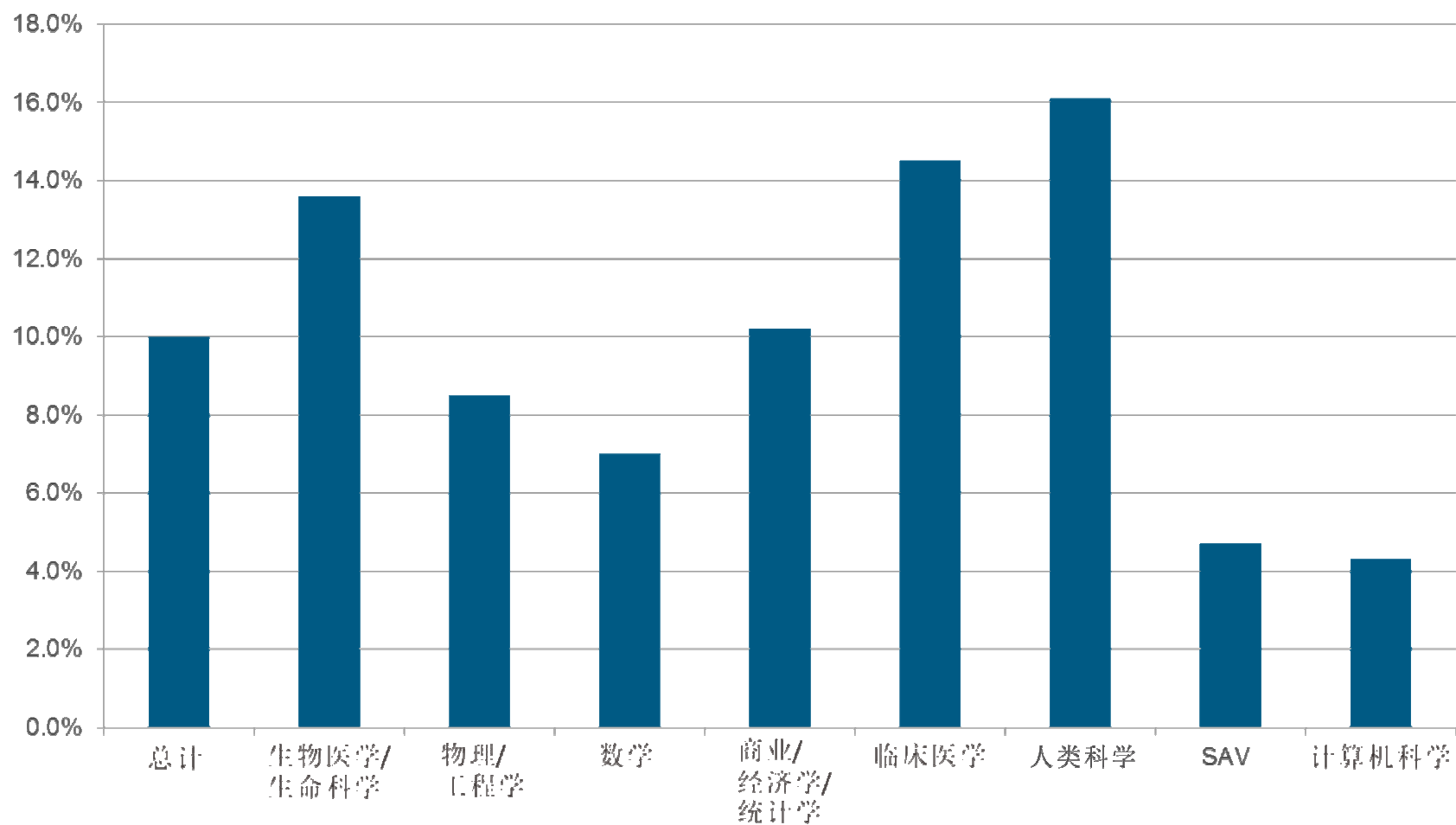
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- 珍贵的历史文献的数字化
- 不断细分的产品类型
- 移动阅读与技术革新

到2015年电子图书的年出版量预计为：8000种

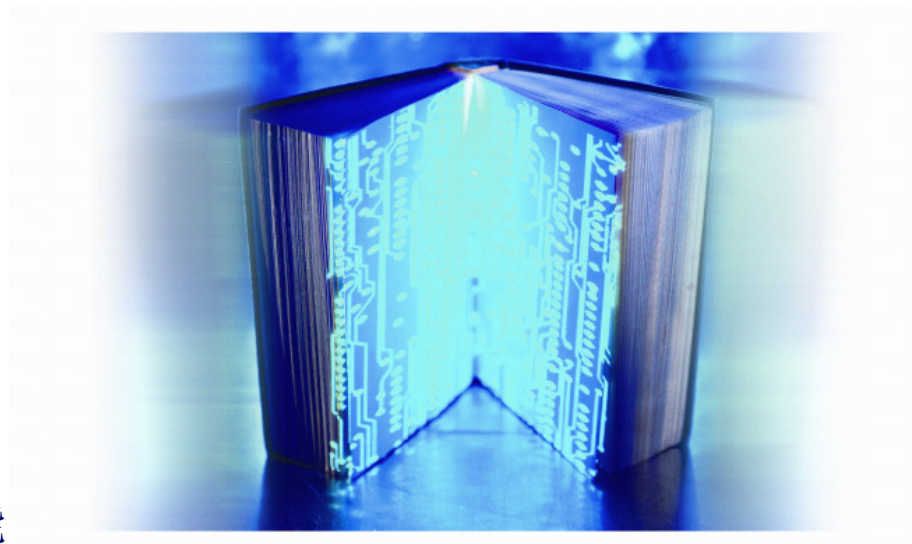


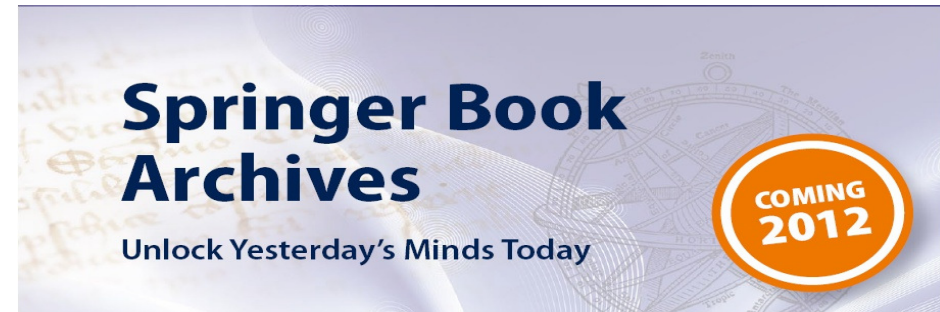
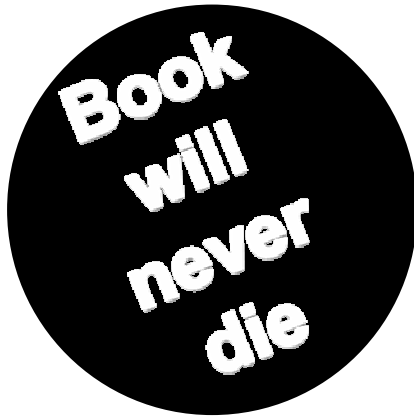
到2015年电子书卷数的增长情况

### CAGR – 内容



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## • *SpringerReference*

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  - 高品质、经同行评审并且实时更新
  - 独立平台提供所有学科最新和电子优先出版的参考工具书



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**Innovation and Learning Facilitated by Play** FREE ARTICLE

*Encyclopedia of the Sciences of Learning*

To be playful means to be open-minded and able to construct and rearrange knowledge. This state of mind is essential when children are learning but also when people are innovating or learning from their experiences. Reaching the state of playfulness is generally easier if some element of physical artifact is involved...

Image: Lisa McDonald / FreeDigitalPhotos.net

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**Most Popular Articles**

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- Euler's  $\phi$ -Function
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- Autistic Disorder
- Measuring Quality of Life in Macular Degeneration

**Random Article**

NKG2D Receptor (next)

**Index of Editors and Authors**

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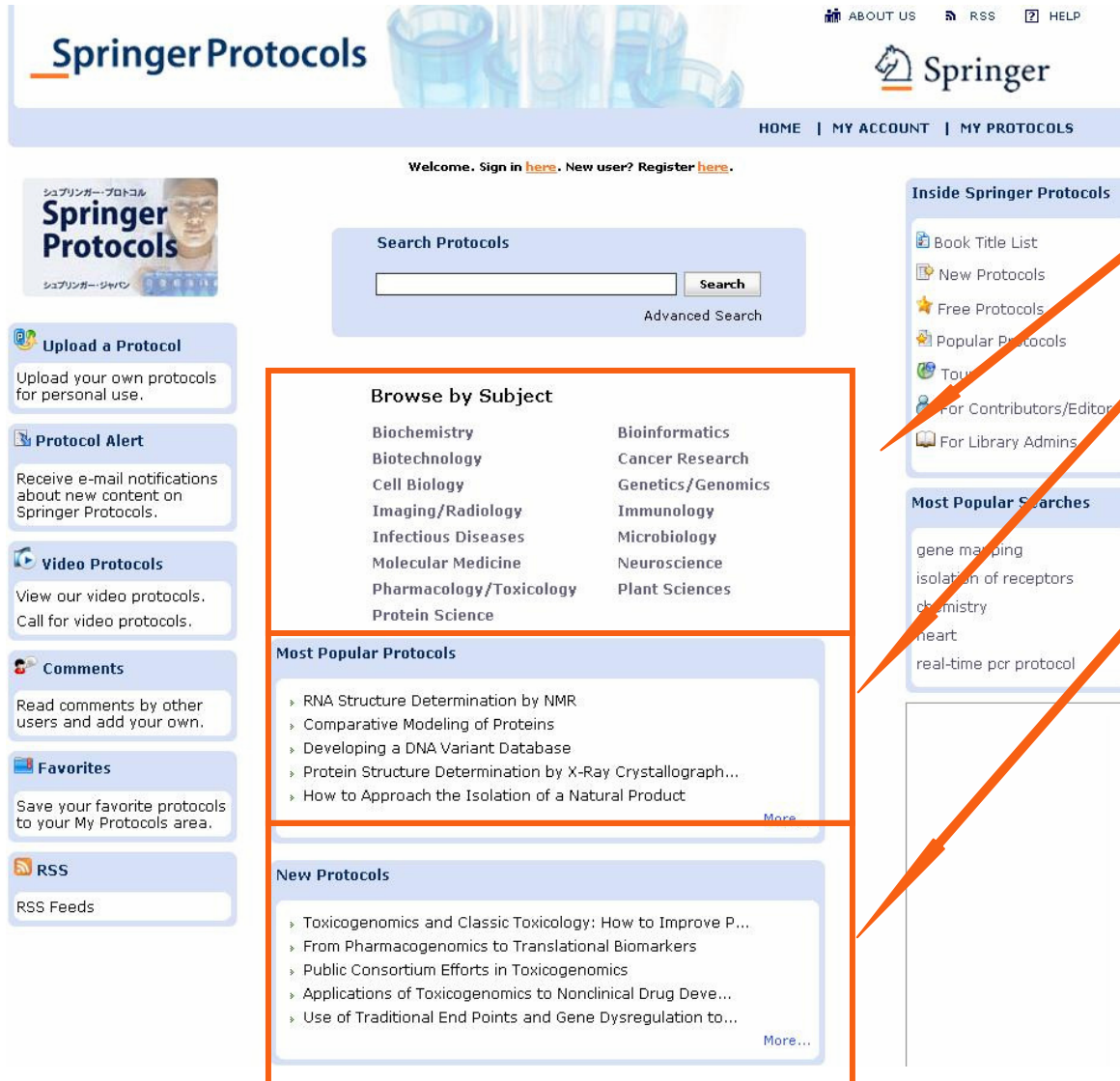
## 全球最大的在线实验室指南数据库 皆经同行评议

- 全球最大的在线实验室指南数据库
- 皆经同行评议
- SpringerProtocols.com为研究员和科学家提供易于访问、内容全面且更新迅速的实验室指南数据库，实验室指南来自于著名系列：分子生物方法（*Methods in Molecular Biology*<sup>TM</sup> Series）和分子医学方法（*Methods in Molecular Medicine*<sup>TM</sup> series）
- ★ SpringerProtocols 由 Protocol的鼻祖John M. Walker博士担任主编



The screenshot shows the SpringerProtocols.com website. At the top, there is a navigation bar with the Springer logo, a search bar, and links for 'ABOUT US', 'RSS', and 'HELP'. Below the navigation bar, there is a main content area with a 'Search Protocols' section, a 'Browse by Subject' section, and a 'Most Popular Protocols' section. On the left side, there are several utility boxes: 'Upload a Protocol', 'Protocol Alert', 'Video Protocols', 'Comments', 'Favorites', and 'RSS'. On the right side, there are sections for 'Inside Springer Protocols' and 'Most Popular Searches'. The 'Most Popular Searches' section lists terms like 'mass spectrometry', 'biotin', 'fluorescence', 'microarray', and 'plant'. The 'Most Popular Protocols' section lists titles such as 'Measurement of Regional Cerebral Hemodynamics and Metab...', 'Sensory-Evoked Potentials', 'Immunodeficient Mouse Models to Study Human Stem Cell-M...', 'Multiple Opioid Receptors in the Central Nervous System...', and 'Visualizing Calcium Signaling in Cells by Digitized Wid...'. At the bottom, there is a 'New Protocols' section.





The screenshot shows the SpringerProtocols homepage. At the top, there is a navigation bar with the Springer logo and links for 'HOME', 'MY ACCOUNT', and 'MY PROTOCOLS'. Below this is a search bar with a 'Search' button and an 'Advanced Search' link. The main content area is divided into several sections: 'Browse by Subject' (a grid of 16 scientific fields), 'Most Popular Protocols' (a list of 5 protocols), and 'New Protocols' (a list of 5 protocols). On the right side, there are two sidebars: 'Inside Springer Protocols' (with links like 'Book Title List', 'New Protocols', 'Free Protocols', etc.) and 'Most Popular Searches' (with terms like 'gene mapping', 'isolation of receptors', etc.). On the left side, there are several utility boxes: 'Upload a Protocol', 'Protocol Alert', 'Video Protocols', 'Comments', 'Favorites', and 'RSS'. Three orange arrows point from the text on the right to the 'Browse by Subject' section, the 'Most Popular Protocols' section, and the 'New Protocols' section.

1、点击主页中部学科分类，直接浏览各学科内容

2、浏览最热门Springer Protocols

3、浏览最新Springer Protocols

## 1. Landolt-Börnstein

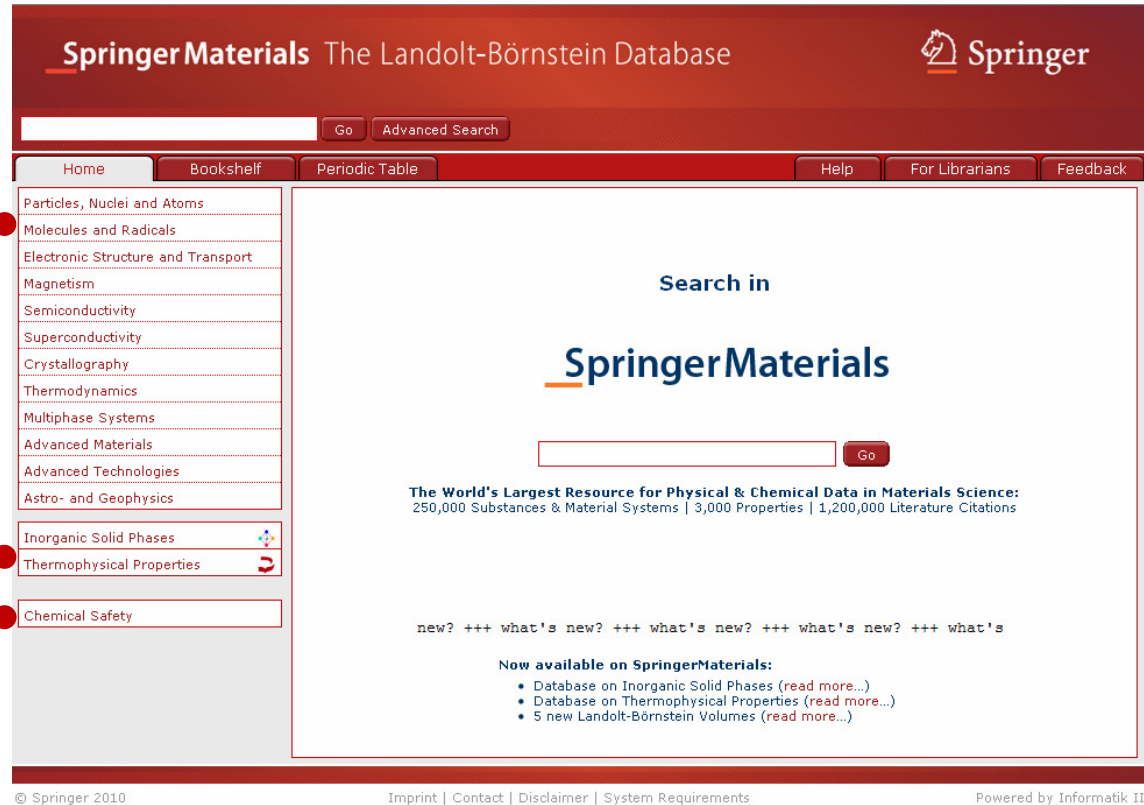
## 2. 数据库:

- Inorganic Solid Phases
- Thermophysical Properties

## 3. 化工安全文献:

- REACH
- GHS
- RoHS, WEEE

## 4. 更多文献即将加入... (季度更新)

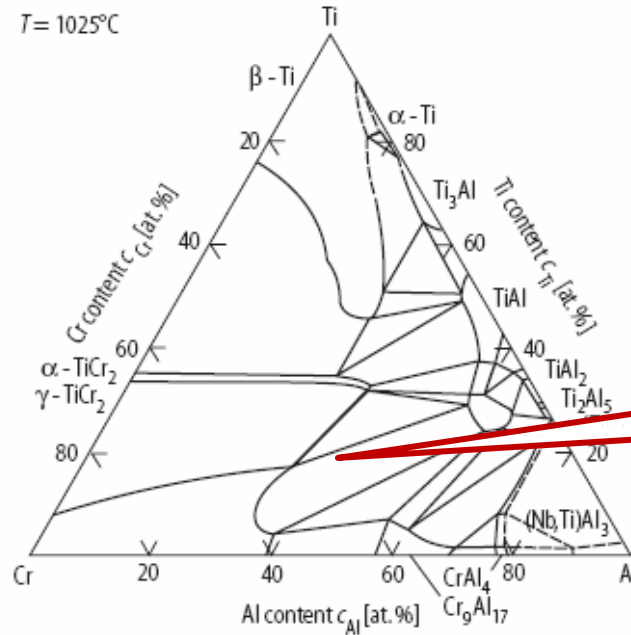


The screenshot shows the SpringerMaterials website interface. At the top, it reads "SpringerMaterials The Landolt-Börnstein Database" and features the Springer logo. Below the header is a search bar with "Go" and "Advanced Search" buttons. A navigation menu includes "Home", "Bookshelf", "Periodic Table", "Help", "For Librarians", and "Feedback". A left sidebar lists various material science categories: "Particles, Nuclei and Atoms", "Molecules and Radicals", "Electronic Structure and Transport", "Magnetism", "Semiconductivity", "Superconductivity", "Crystallography", "Thermodynamics", "Multiphase Systems", "Advanced Materials", "Advanced Technologies", "Astro- and Geophysics", "Inorganic Solid Phases", "Thermophysical Properties", and "Chemical Safety". The main content area features a "Search in SpringerMaterials" section with a search bar and "Go" button. Below this, it states "The World's Largest Resource for Physical & Chemical Data in Materials Science: 250,000 Substances & Material Systems | 3,000 Properties | 1,200,000 Literature Citations". A section titled "Now available on SpringerMaterials:" lists three items: "Database on Inorganic Solid Phases", "Database on Thermophysical Properties", and "5 new Landolt-Börnstein Volumes". The footer contains copyright information: "© Springer 2010", "Imprint | Contact | Disclaimer | System Requirements", and "Powered by Informatik II".

Lesenzeichen

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  - 14.2 Topical intermetallic materials
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  - 14.4 Intermetallic materials for struc
    - 14.4.1 Basic properties of constit
    - 14.4.2 Titanium aluminide alloy
      - 14.4.2.1 Phase diagrams
      - 14.4.2.2 Ti<sub>3</sub>Al-base alloys
      - 14.4.2.3 TiAl-base alloys
    - 14.4.3 Iron aluminides
    - 14.4.4 Nickel aluminides
    - 14.4.5 Silicides
  - References for 14



▪ 准确的描述，符合用户需求

图表 (相位图)

Fig. 14.4. Isothermal section of the Ti-Al-Cr phase diagram at 1025 °C [97P1] - see also [97X1, 98H3].

正文

#### 14.4.2.2 Ti<sub>3</sub>Al-base alloys

##### 14.4.2.2.1 Compositions and applications

Various Ti<sub>3</sub>Al-base alloys have been developed which contain niobium as major alloying element and further elements for obtaining an optimised balance of strength, deformability, toughness and oxidation resistance. The alloys are two-phase or three-phase and contain additional phases besides the phase Ti<sub>3</sub>Al, which is known as the  $\alpha_2$  phase. The usual additional phases are the  $\beta$  phase, which is Ti-rich and which has the b.c.c. structure or is ordered with B2 structure, the orthorhombic  $\omega$  phase Nb, and/or the  $\omega$ -type phase Ti<sub>4</sub>Al<sub>3</sub>Nb with B8<sub>2</sub> structure [92B1, 95B]. In addition, Ti<sub>3</sub>Al-base alloys have been used as matrices for intermetallic matrix composites, which rely primarily on the SiC fibre SCS-6 [92L]. Current Ti<sub>3</sub>Al-base alloys with engineering significance are listed in Table 6.

数据表

Table 6. Important Ti<sub>3</sub>Al-base alloys [92B1, 95B].

Type	Alloy [at. %]	Designation	Phases
$\alpha_2$	Ti-24Al-11Nb	24-11	$\alpha_2 + \beta$
$\alpha_2$	Ti-25Al-11Nb	25-11	$\alpha_2 + \beta$

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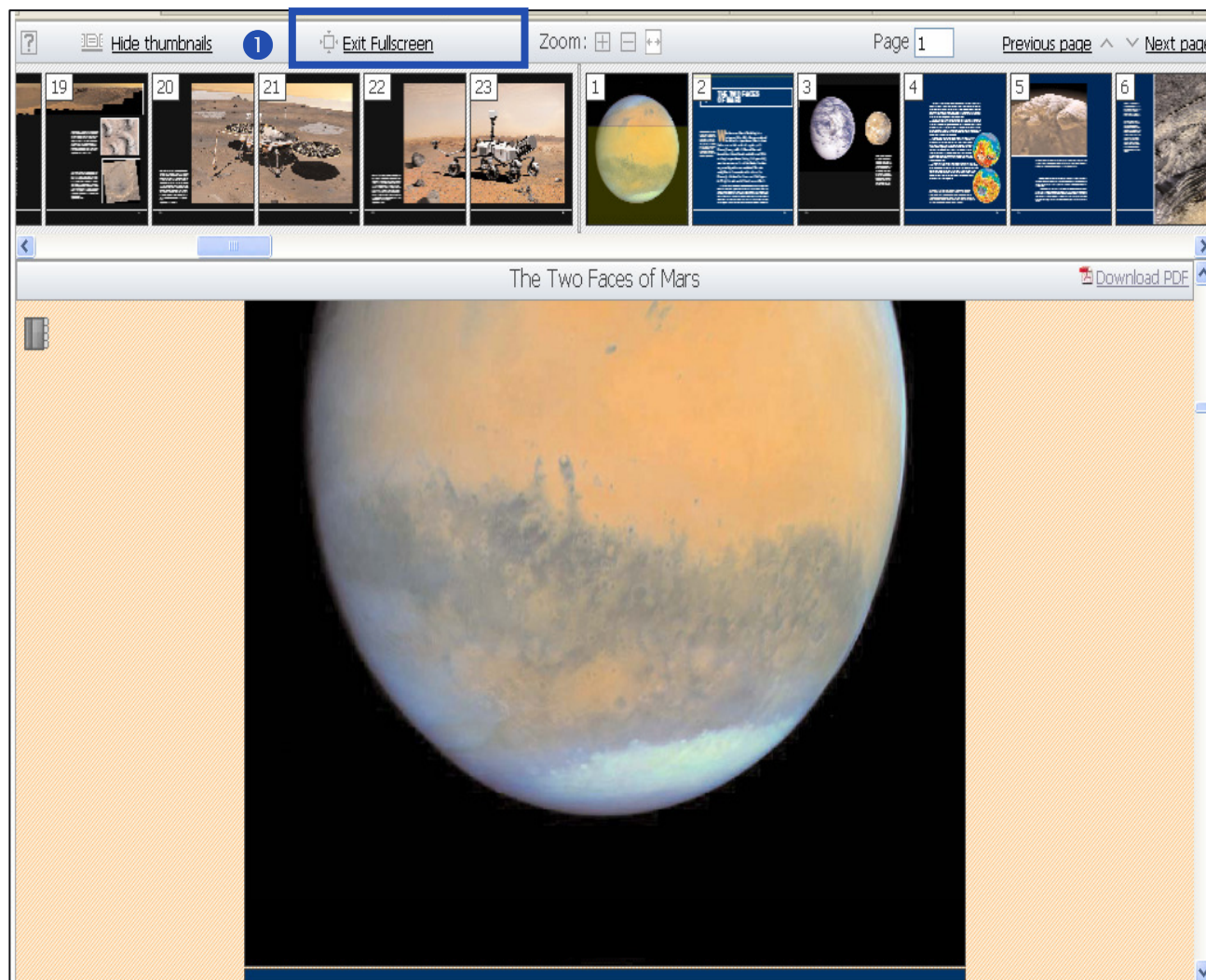


2 **Landscapes of Mars**



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2 每张PDF预览图上端均显示预览章节的题目，用户永远都清楚预览内容的位置



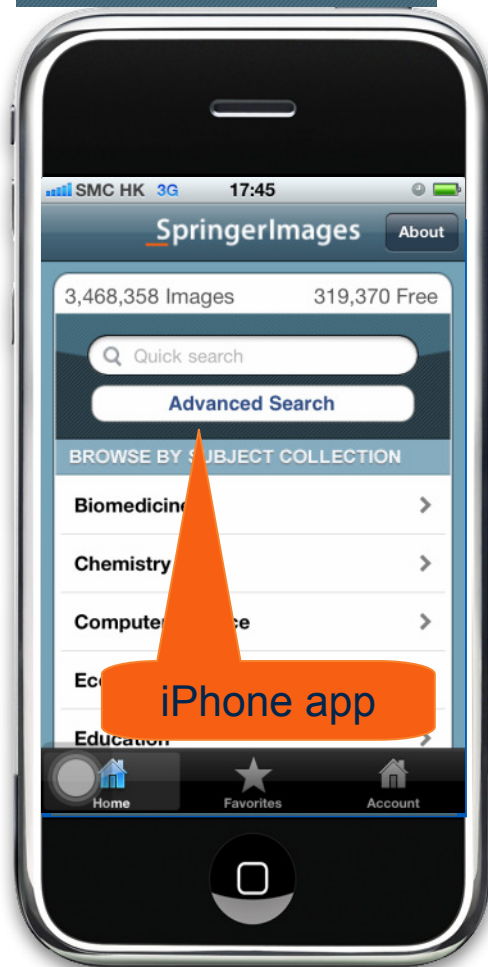
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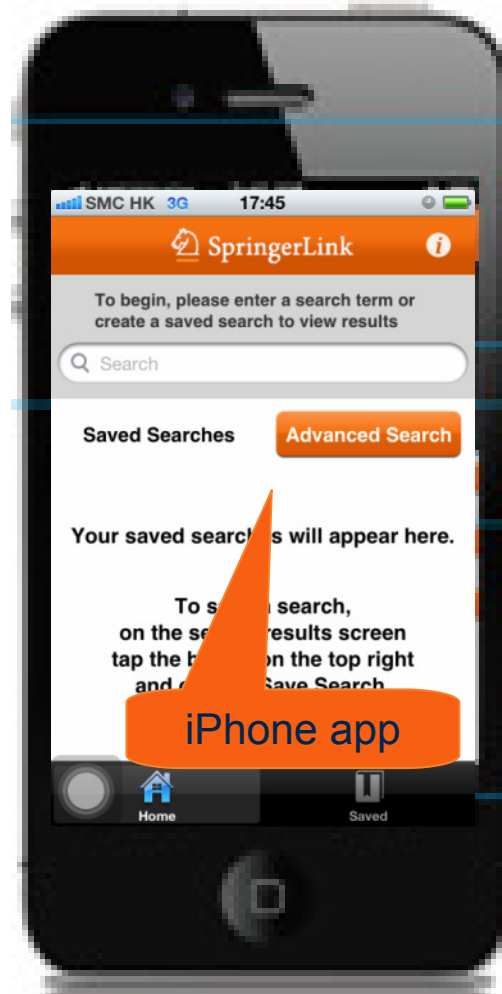
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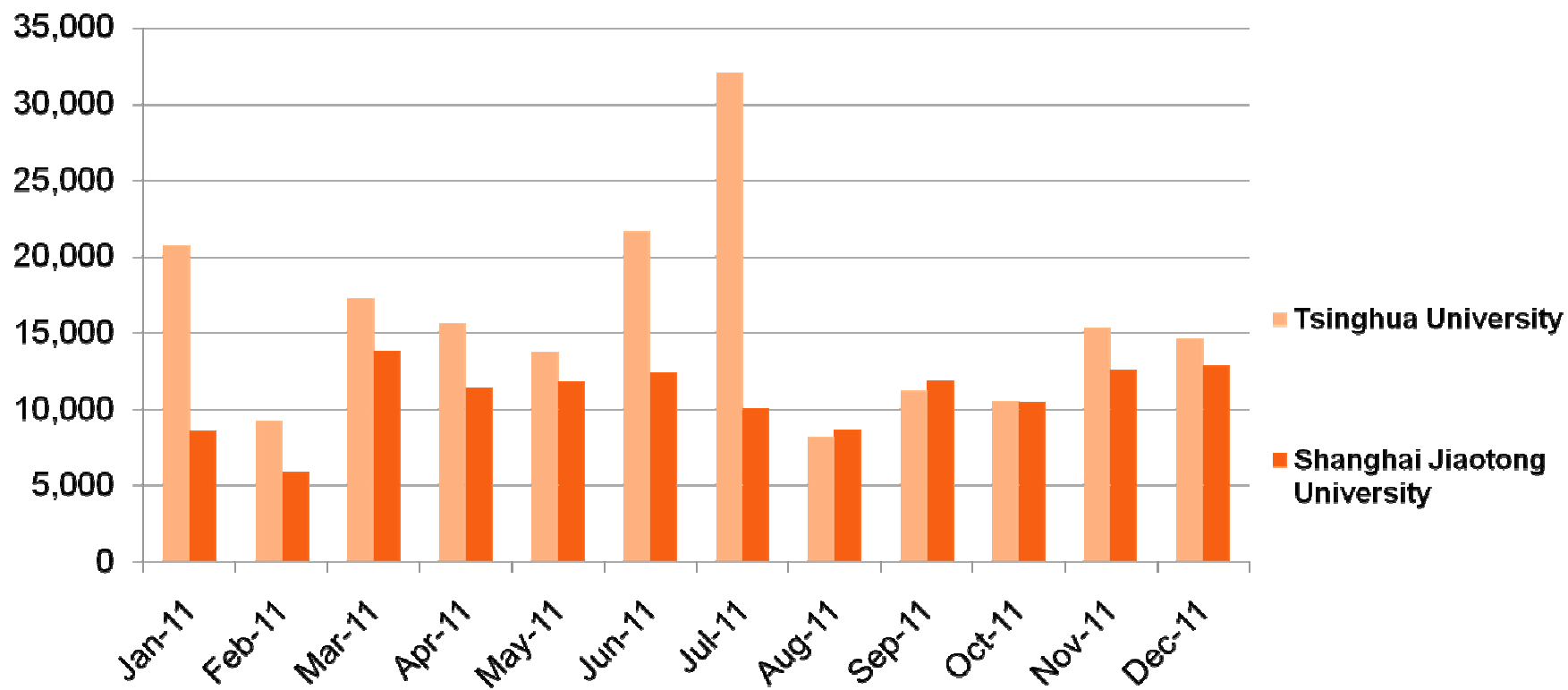
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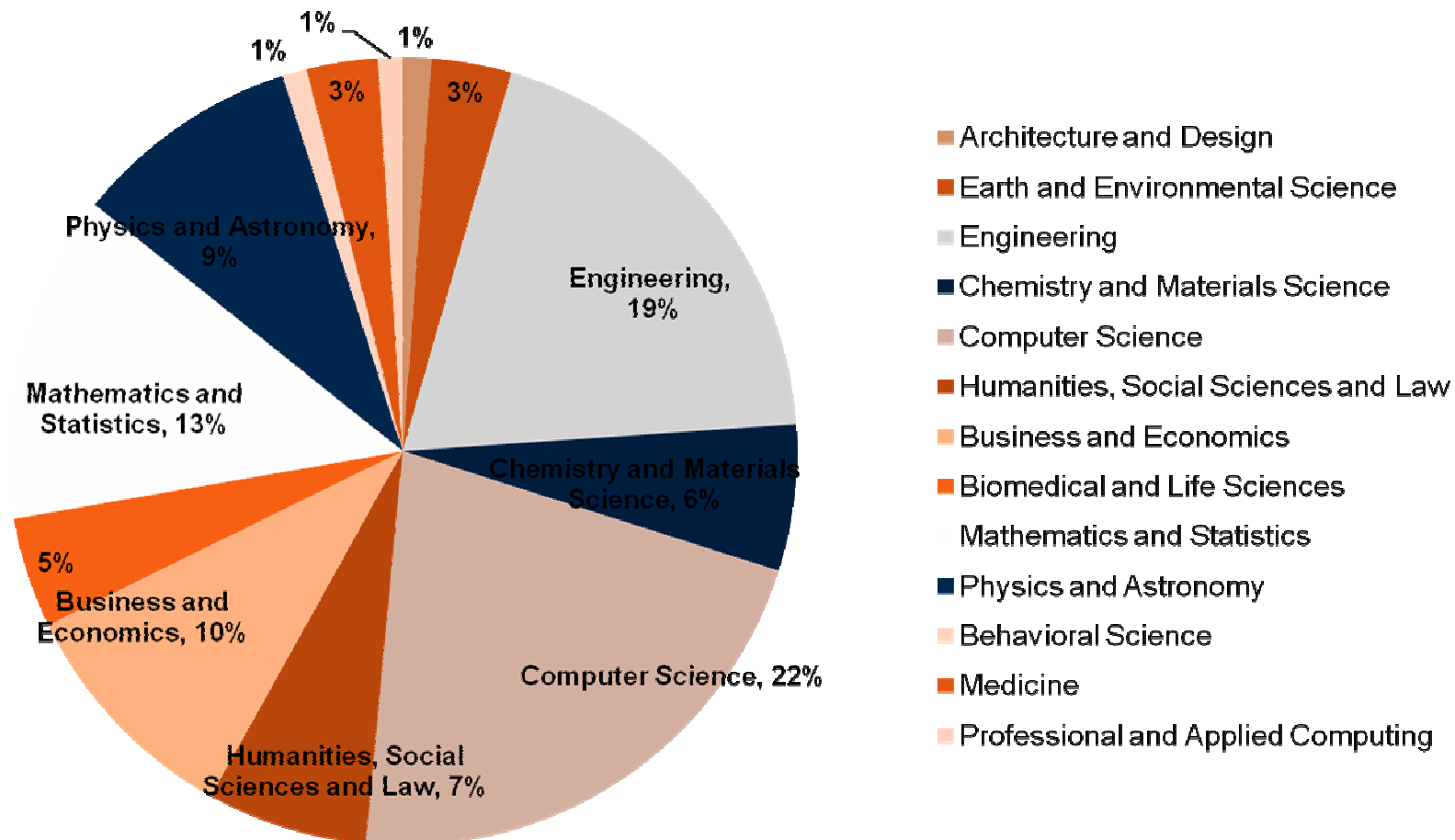
- 2011年清华大学下载量: **190,603** 篇
- 2011年上海交通大学下载量: **130,775**篇

## eBooks Usage in 2011



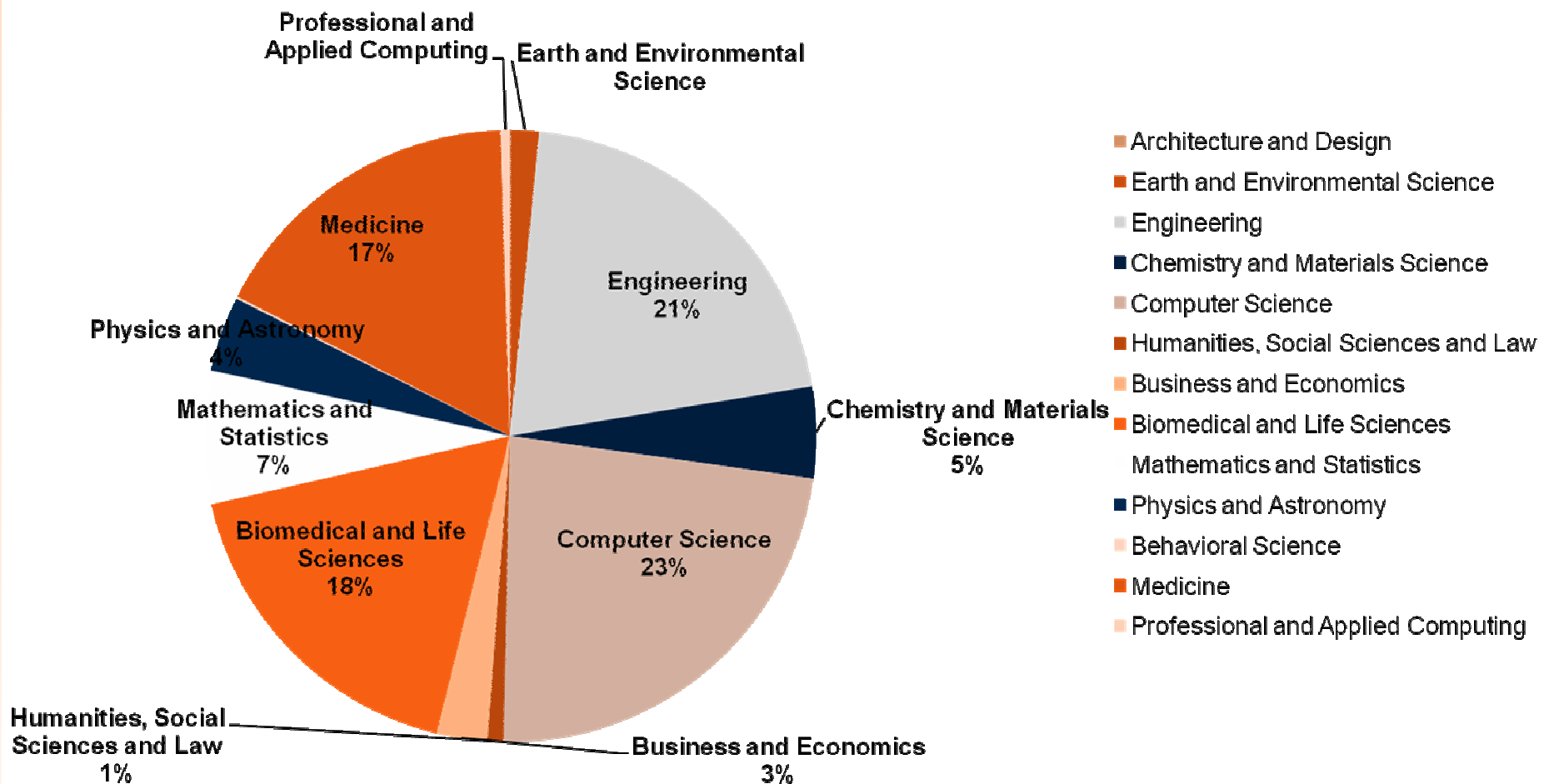
清华大学是中国最高学府之一，是中国综合实力最强的大学。工学、理学、经济学、管理学、法学、医学、文学、艺术学、历史学等都是它的强项。从使用量上也可以看出，Springer电子书13各学科能够满足该校的需求，使用量较高的学科包括：计算机科学，工程学，数学与统计，商业经济等。

### 清华大学2011年下载量学科分布



上海交通大学是中国历史最为悠久的顶尖学府之一，综合实力名列前茅。工学、商学、医学等都是它的强项。故理科和医学方面的访问量较平均。

### 上海交通大学2011年下载量学科分布



下面的图表之中列出了清华大学和上海交通大学在2011年下载量前5名的图书，从中可以看出以下几个特点：

1. 这些图书的用量很高，下载量全部都在300次以上；
2. 这些图书基本上覆盖了所有Springer的科技医学类图书的出版学科；
3. 这些图书如果单本购买，大部分都很昂贵，有些甚至达到1000欧元以上。

### 清华大学2011年下载量前五名图书

Ranking	Title	ISBN	Usage	Subject	Price
1	4th European Conference the International Federation for Medical and Biological Engineering	978-3-540-89207-6	<b>711</b>	<b>Biomaterials</b>	<b>640,93 €</b>
2	Advanced Tribology	978-3-642-03652-1	<b>444</b>	<b>Physical Chemistry</b>	<b>373,43 €</b>
3	EMC 2008 14th European Microscopy Congress 1 - 5 September 2008, Aachen, Germany	978-3-540-85154-7	<b>429</b>	<b>Physics</b>	<b>277,13 €</b>
4	Handbook of Quantitative Finance and Risk Management	978-0-387-77116-8	<b>380</b>	<b>Econometrics / Statistics</b>	<b>747,93 €</b>
5	Ultrafast Phenomena XVI	978-3-540-95945-8	<b>342</b>	<b>Optics &amp; Lasers</b>	<b>213,95 €</b>

### 上交大2011年下载量前五名图书

Ranking	Title	ISBN	Usage	Subject	Price
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2	Cardiac Electrophysiology	978-1-84996-389-3	<b>410</b>	<b>Cardiology &amp; Angiology</b>	<b>74,85 €</b>
3	Advances in Cryptology – CRYPTO 2011	978-3-642-22791-2	<b>357</b>	<b>Engineering &amp; Computer Science</b>	<b>93,09 €</b>
4	Handbook of Nuclear Engineering	978-0-387-98130-7	<b>337</b>	<b>Particle and Nuclear Physics</b>	<b>1.819,00 €</b>
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