ELSEVIER:

SUPPORTING RESEARCHERS THROUGH INNOVATIVE SOLUTIONS

Youngsuk Chi Vice Chairman National Institute of Informatics Symposium February 23, 2009

The story of Shibboleth



שבולת : shibboleth

"Shibboleth," meaning an ear of corn, or a stalk of grain, was a word used by the Gileads in biblical times. It was a word used to distinguish members of a group (like the Ephraimites) whose dialect lacked a / / sound (as in shoe) from themselves whose dialect did include such a sound.

A "shibboleth" <u>distinguishes</u> not who you are, but where you are from and whom you are associated with

UPKI's "shibboleth"



The "UPKI-Federation" label has itself become a "shibboleth"

Embracing new technologies



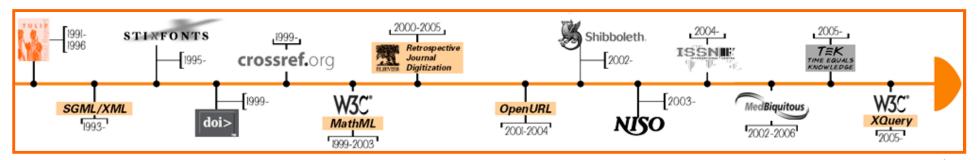


XML Technology

- One of the earliest adopters of media neutral structured formats
- One of the first publishers to commit entire article production workflow to this technology
- Versatility to produce PDFs, HTML, print all from one source

Digital Object Identifier (DOI)

- Founding member of CrossRef
- Understood importance of citation linking and need for DOI
- One of the first publishers to incorporate citation linking in products



Elsevier's work with Shibboleth



Elsevier has understood the value of developing Shibboleth and federated authentication from early on

- Held workshops with customers to help develop
 Shibboleth design in 2002
- First vendor to support US-based InCommon federation in production in 2005
- Engaged in community discussions on best practices for multi-federation user-interface design
- Built multifederation capability and design into ScienceDirect







UPKI Federation and Elsevier





Elsevier is the <u>first</u> publisher to offer access to its e-publishing platform for testing the UPKI Federation



Initial testing has already been successful!

A "WWW" Result

Benefits for researchers

- Use only one campus login ID/password for access to all licensed applications
- Personal data kept between user and home institution
- Option to personalize service if basic registration implemented

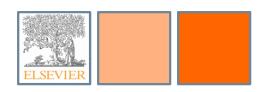
Benefits for university/library

Reduced administrative overhead

Benefits for publishers

- No longer need IP authentication for onsite access
- Remote access/personalization using local credentials
- Reduced need for user support

Elsevier partner federations







HEAL-Link Federation

Authentication and Authorization Infrastructure (AAI)





IDEM
Italian Higher Ed & Research
Federation





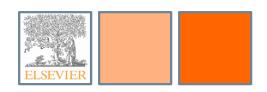


French Universities & Grand Ecoles

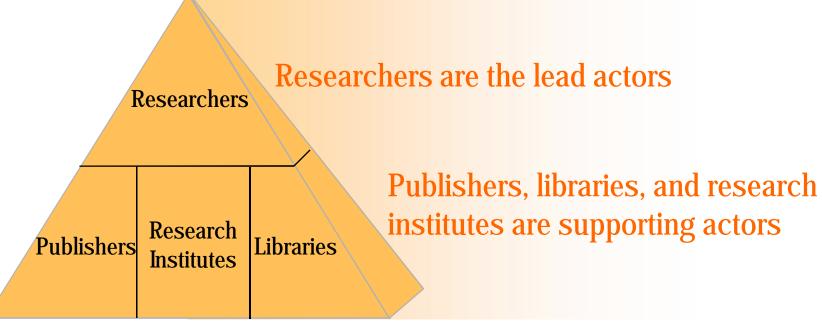








Make genuine contributions to science and health communities



1. Researchers need better ways to confront the exponential growth in content



- Anyone can be a "publisher"
- Increasing number of websites
- Increasing scientific/research output
- □ Time spent searching for information still high

2. Researchers need tools to enhance their global network



- Globalization has enlarged research communities in emerging and developing nations
- Proliferation of online networking tools
- Greater interdisciplinary and combined-discipline research

3. Researchers need more engaging and interactive content-based experiences

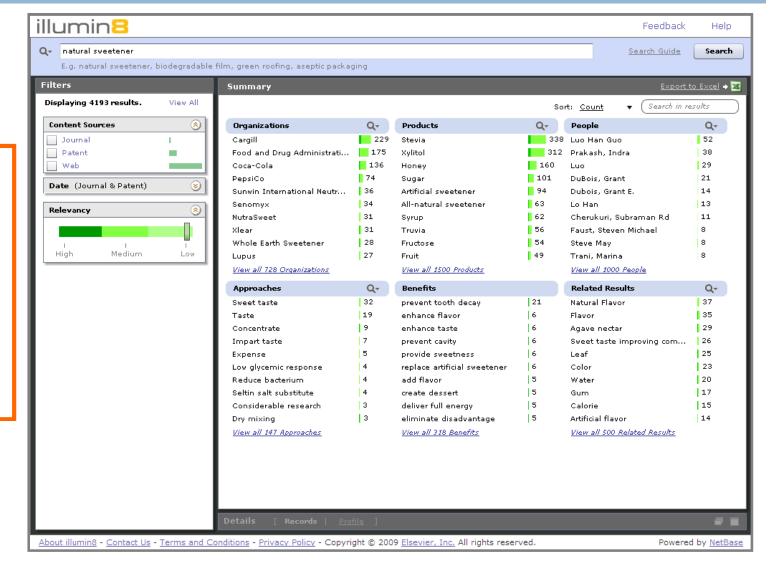


- Rising popularity and use of streaming video
- Rise of mobile applications and technology
- Great interactivity through user-generated content

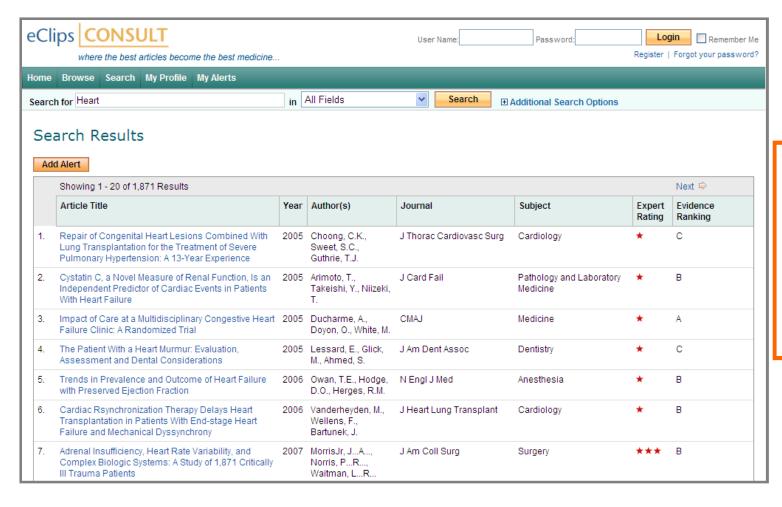
Managing the tsunami: Illumin8



Employs
semantic search
and natural
language
processing
technology to
isolate specific
solutions to
questions

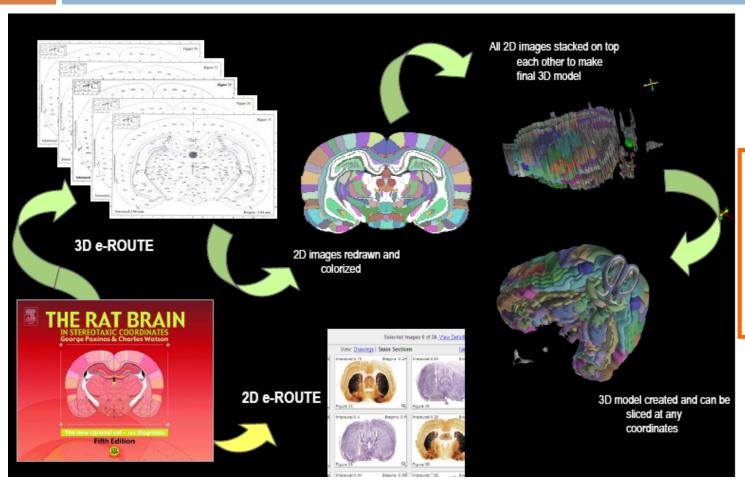


Managing the tsunami: eClips Consult



Editorial selection and ratings of the most important articles and news in specific medical fields

Managing the tsunami: BrainNavigator

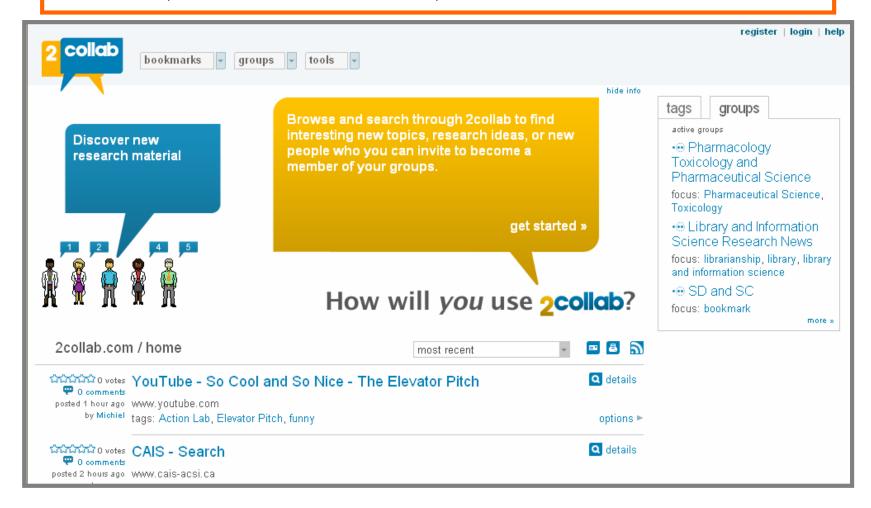


Three-dimensional,
searchable
visualization tool
streamlines
research process for
neuroscientists

Enhancing the global network: 2Collab



Free, online platform to find new research partners and form groups to share, tag, rate, and review online materials, such as bookmarks and articles

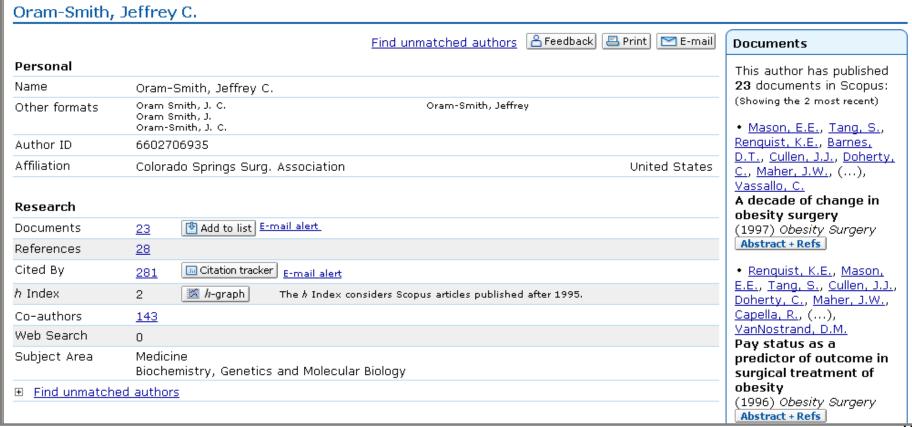


Enhancing the global network: Scopus



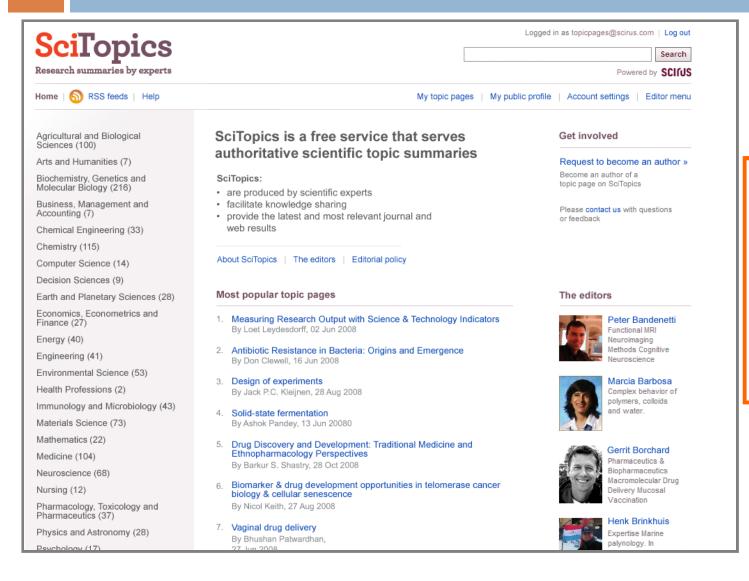
refine your research SCCPUS™

Find experts in a particular field by identifying singular authors and viewing their publishing profile



Enhancing the global network: SciTopics



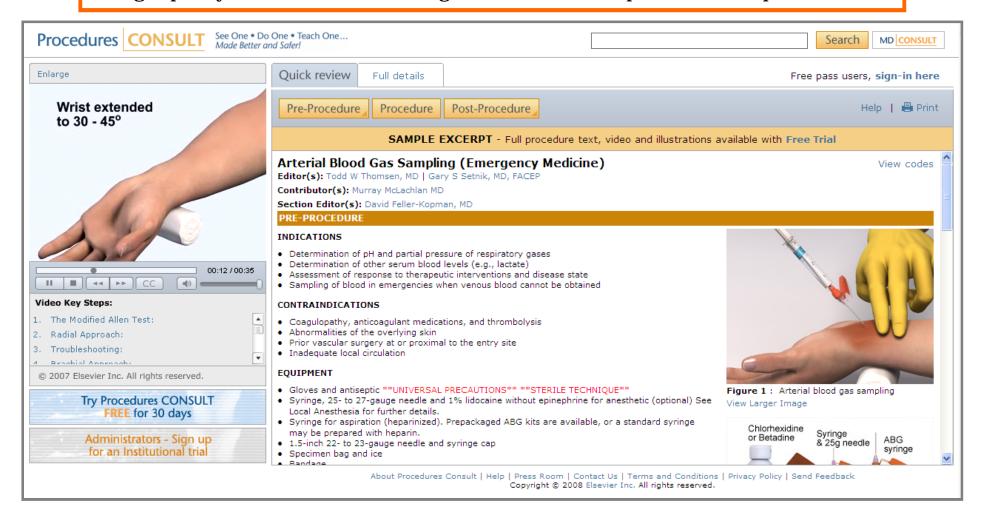


Wiki-like, topiccentered platform bringing together experts to summarize key scientific topics and users to engage in discussion

Dynamic content-based experience: Procedures Consult



<u>High-quality instructional streaming videos</u> to review specific medial procedures



Dynamic content-based solutions: Netter's Anatomy Flash Cards



Crisp, high-definition images can be studied and reviewed on the go

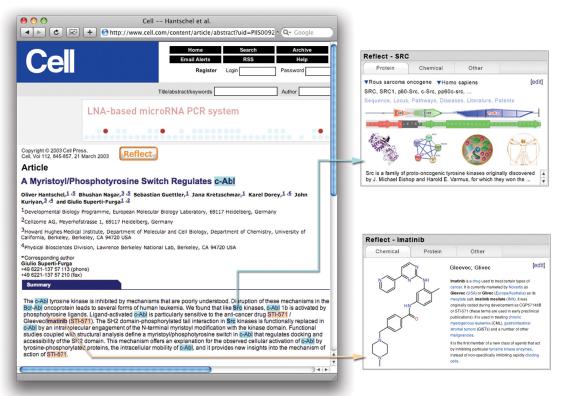


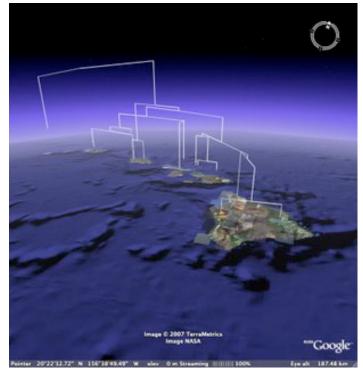
Dynamic content-based experience: Article of the future



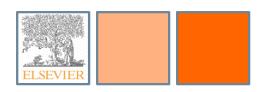


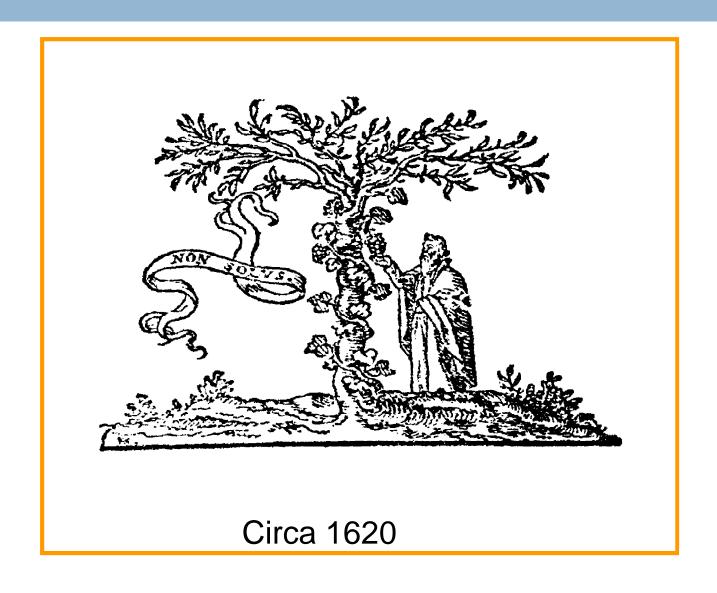
<u>Letting researchers show us</u> what their vision of a scientific article is





The original mark of the House of Elzevir







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