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Cracking the Discovery Code

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Cracking the Discovery Code

Karen Hawkins, Senior Director, Product Design, IEEE

Graham Stone, Information Resources Manager, University of Huddersfield

Oliver Pesch, Chief Product Strategist, EBSCO Information

Martha Sedgwick, Executive Director of Product Innovation, SAGE



Discovery Services are Pervasive

- The use of webscale discovery services by libraries has grown dramatically since their introduction in 2009/2010
 - Ithaka S&R's 2013 Library Survey showed that 86% of respondents from doctoral institutions have implemented a discovery service
 - Uptake is also growing in corporations and government libraries

Note - Readings and resources are included on the last slide

Goals of this Session

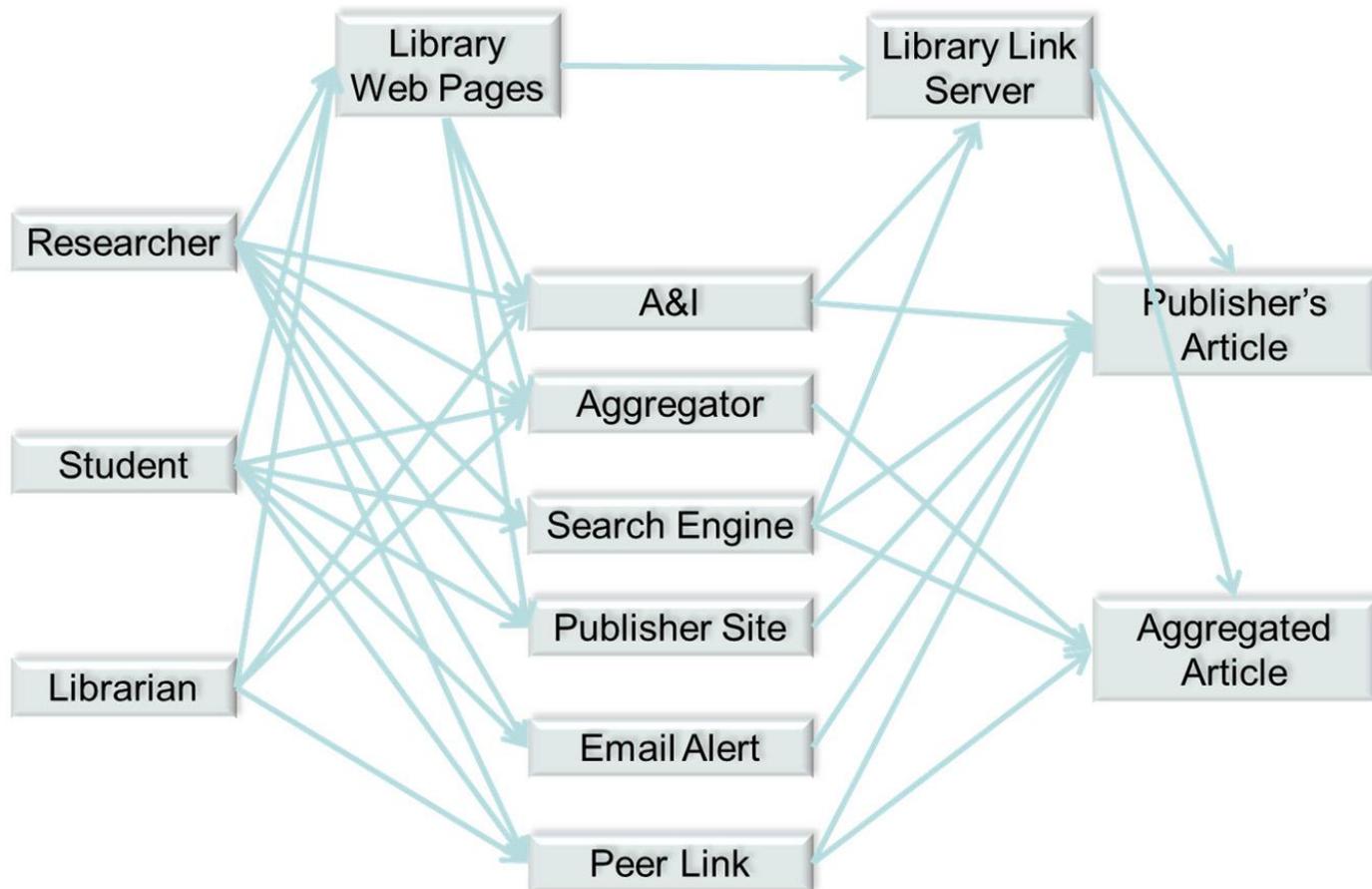
- Optimize discovery of your content by end users
 - Create awareness of the growing importance of discovery services in the access to scholarly content
 - Provide actionable knowledge to enable effective collaboration with libraries, discovery service providers, Open URL providers and platform providers

What is a Webscale Discovery Service?

- A means of uncovering enterprise information through a simple single search
- Content searched may include full-text library subscriptions, A&I databases, and institutional repositories
- Examples include EBSCO Discovery Service, Primo, Summon, and WorldCat Local

Sources: Outsell, Webscale Discovery Services: The Evolution Continues, August 21, 2014
Ithaka S&R US Library Survey 2013

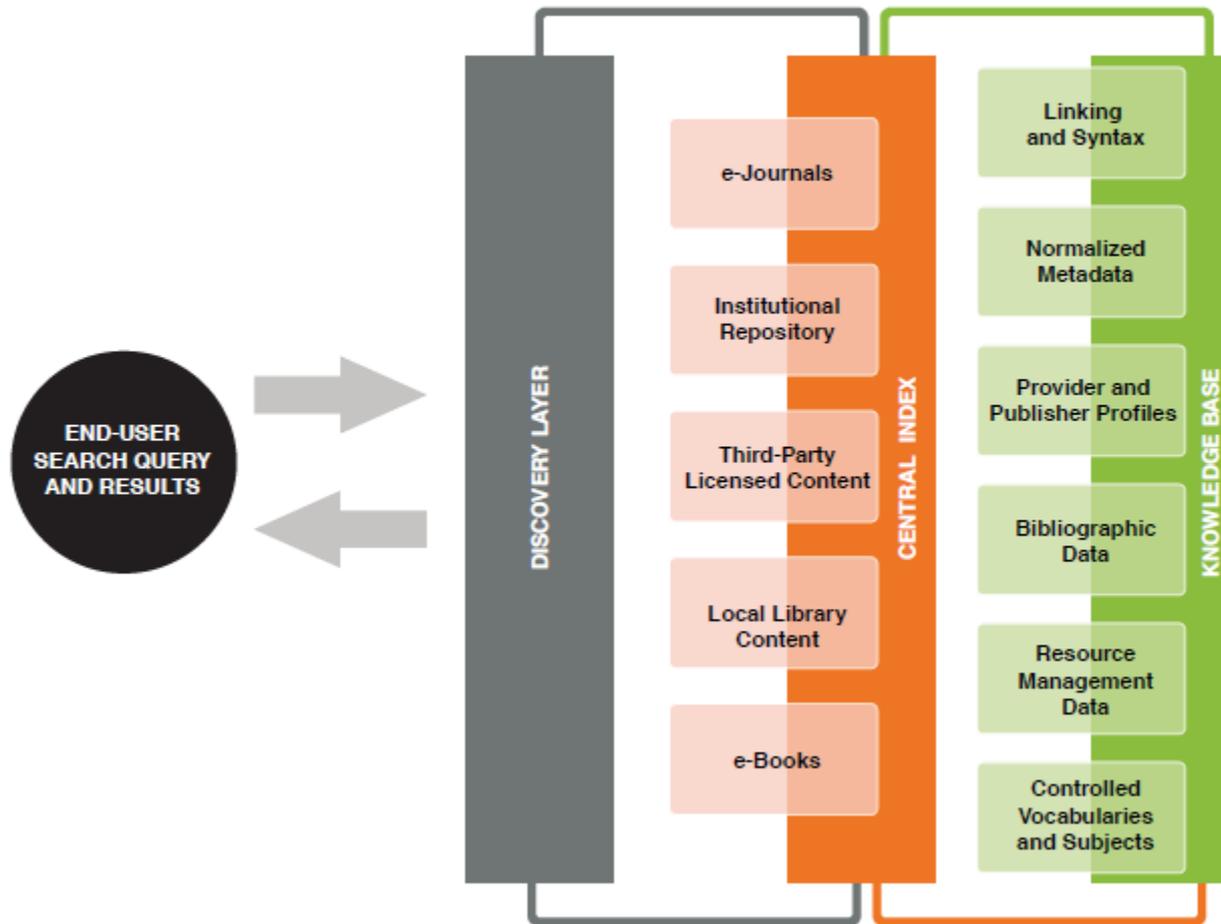
Traditional Researcher Routes to Articles



Source: *How Readers Discover Content in Scholarly Journals*, Renew Training, July 2012, p5

Discovery Service Routes to Articles

Figure 1. Web-Scale Discovery with Knowledge Base



Source: Outsell analysis

About the IEEE

- World's largest technical membership association with nearly 429,000 members in over 162 countries
- Not for profit organization with tagline “Advancing Technology For Humanity”
- Four Core areas of activity
 - **Membership organization**
 - **Conferences organizer**
 - **Standards developer**
 - **Publisher**



IEEE's Discovery Journey

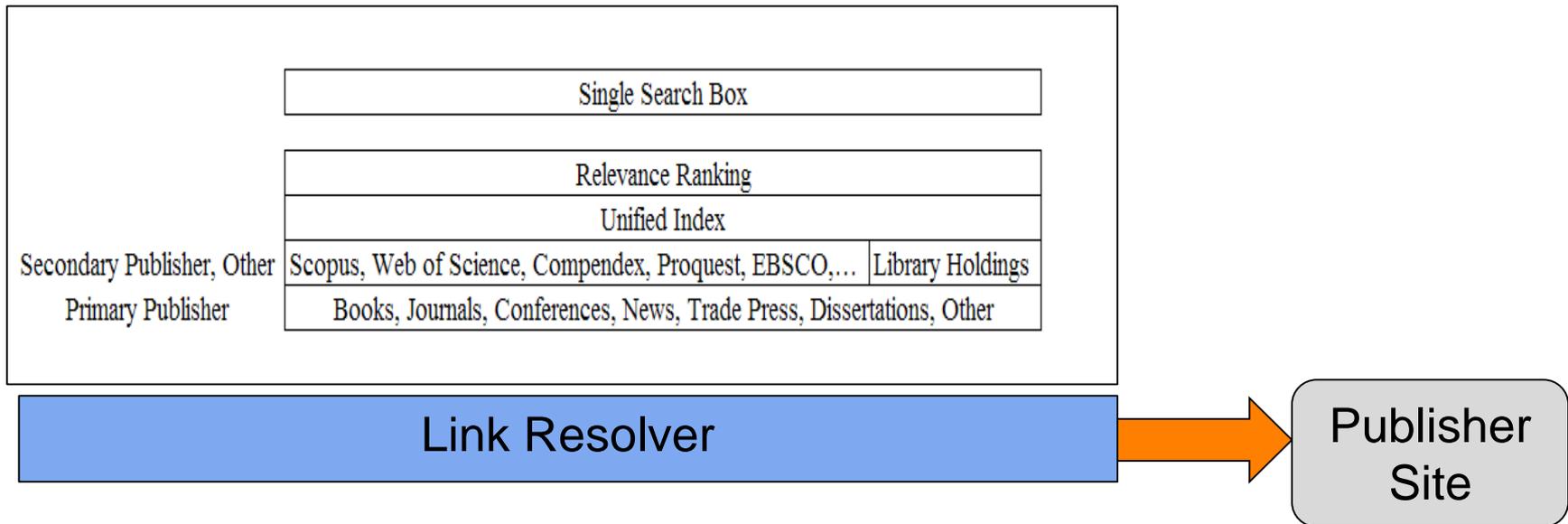
- We publish approximately one-third of the world's English-language literature in our technologies
 - 170+ periodicals
 - 1,200 annual conference proceedings
 - 1,500 technical standards
 - Ebooks and eLearning courses

EMERGENCY

EMERGENCY ENTRANCE
AMBULANCES
PATIENT PICKUP AREA

PARAMEDIC

Structure of Discovery



- Each Discovery Service is different
- Within the same Discovery Service wide divergence of options and library implementations
- Single search box/unified index a strength and weakness from a publisher's perspective

A Publisher's Actions to Optimize Discovery

- IEEE created a Discovery webpage for subscribing libraries
- We partnered with discovery services to create library implementation guides for our subscribers
- We are involved in industry groups working on standardization and best practices
- We created a full time position to understand and address complexities of discovery indexing and linking and provide subscriber support

Services Work Best When We Collaborate – Actions You Can Take

- A Library Perspective: Graham Stone, Information Resources Manager, University of Huddersfield
- A Discovery Service Perspective: Oliver Pesch, Chief Product Strategist, EBSCO Information
- A Publisher Perspective: Martha Sedgwick, Executive Director of Product Innovation, SAGE



The Association of
Learned & Professional
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Cracking the Discovery Code: *why discovery appeals to librarians*

Graham Stone
Information Resources Manager

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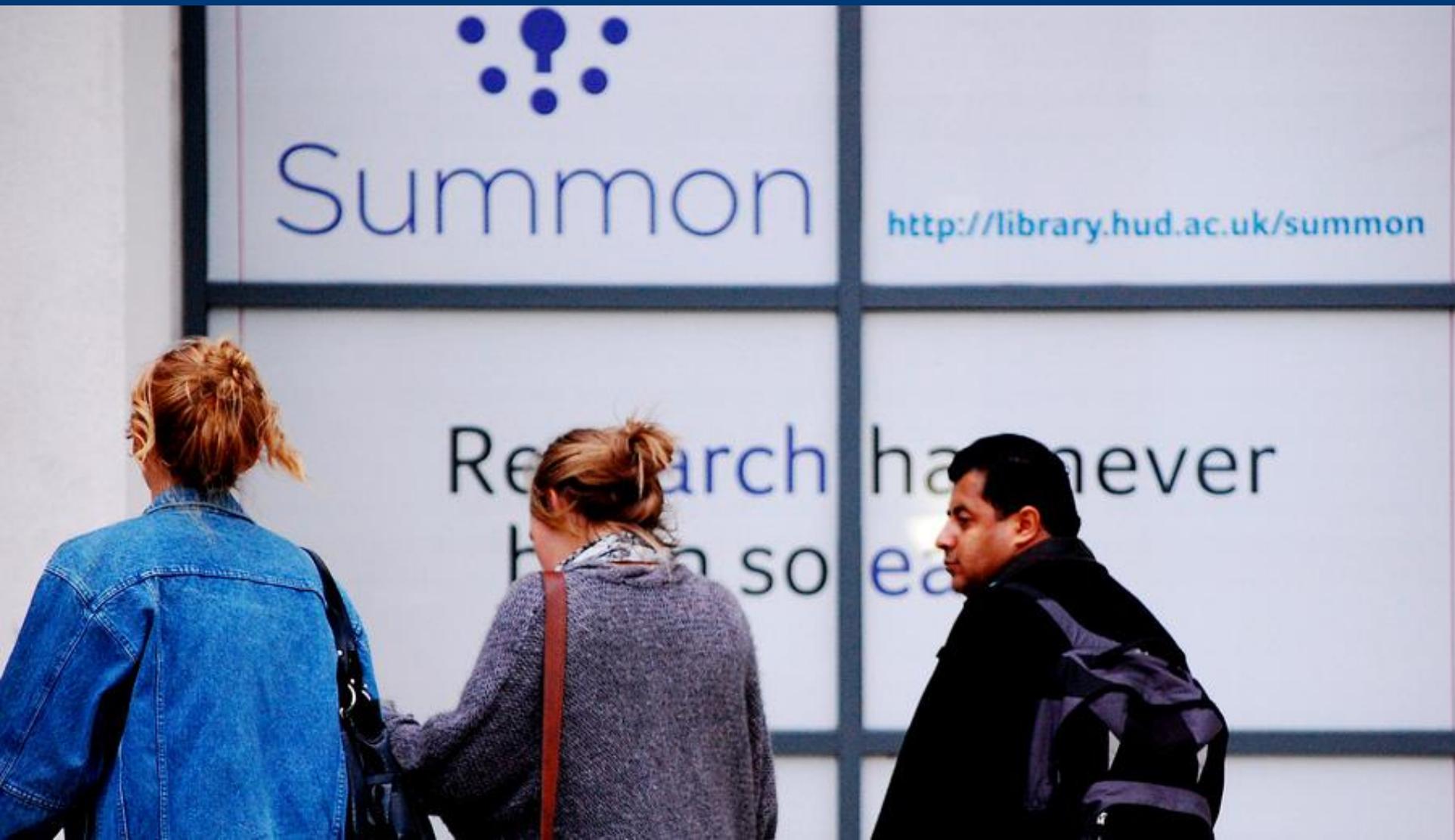
Some context

- Webscale discovery systems
 - Pre-harvested content with a single search interface
 - On the market for approximately 5 years
 - Summon, Worldcat local, Primo Central, Ebsco Discovery Service
- Federated search and link resolvers
 - Out of scope for this session
 - Although still important!
 - ...and don't forget KBART (more on that later)

UK's 1st Summon customer

2009

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E-resources @ Huddersfield

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“Why is Google so easy
and the library so hard?”

[Tenopir, 2009]



<http://www.flickr.com/photos/manfrys/2226178289/>

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http://www.flickr.com/photos/ppl_images/4019188259/

“Why do we want to teach
our users to be librarians?”

[Pattern, 2009]

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What do we know about webscale discovery?

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- Web Scale Discovery Services increase accessibility of e-resources and will definitely on the whole increase full-text downloads
- Undergraduates generally love discovery services
- Librarians reactions towards discovery services are mixed at best

Aaron Tay, Senior Librarian at National University of Singapore
8 things we know about web scale discovery systems in 2013

<http://tinyurl.com/nafluz>

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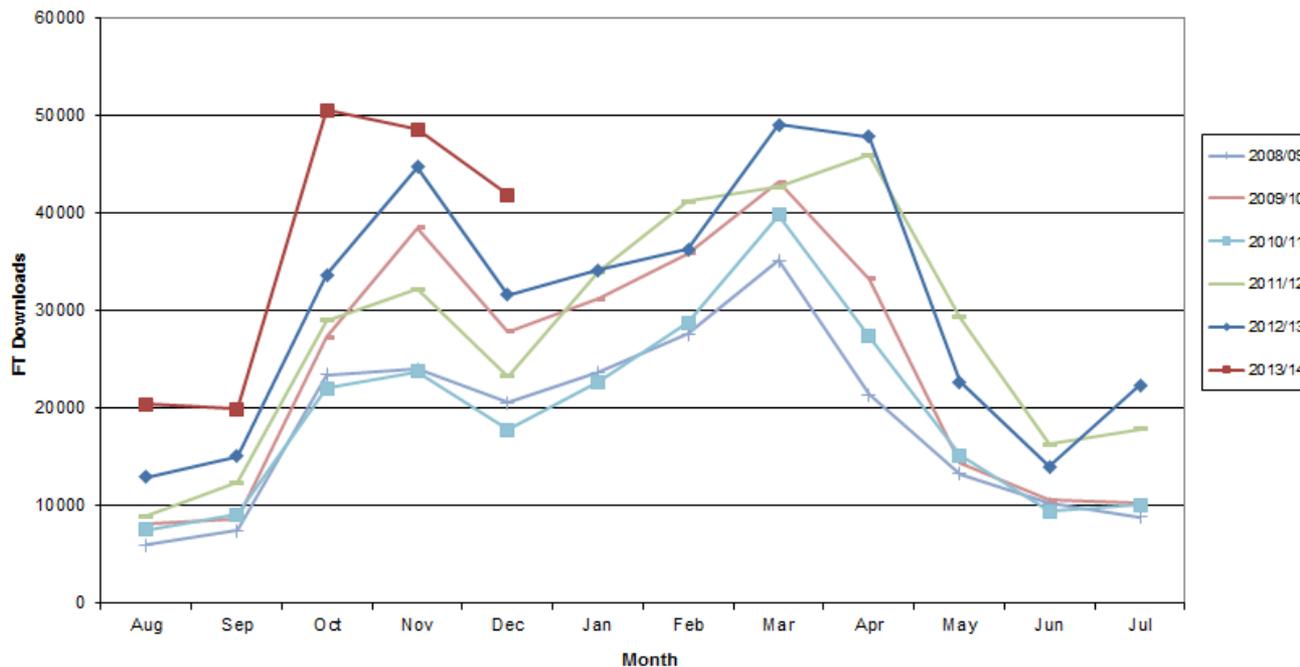
The usage element

- Libraries are under increasing pressure to show value for money
- Work on the Library Impact Data Project has shown a link between e-resource usage and attainment/retention

DOLS										
	2005-6			2006-7			2007-8			ACADEMIC SCHOOLS
	zero	low	total	zero	low	total	zero	low	total	
Lib	45%	64%	4427	38%	57%	4450	38%	56%	4540	Huddersfield University Business School
	38%	56%	1814	37%	55%	2006	36%	53%	2226	School of Applied Sciences
	59%	82%	2514	49%	74%	2608	47%	74%	2769	School of Art, Design & Architecture
	56%	81%	2210	53%	77%	2174	49%	74%	2088	School of Computing and Engineering
	59%	81%	4285	57%	79%	4321	57%	80%	4614	School of Education and Prof Devel.
	40%	58%	5665	45%	60%	6674	44%	60%	7078	School of Human and Health Sciences
	37%	59%	1733	24%	46%	1731	19%	38%	1891	School of Music, Humanities and Media
ization	51%	61%	4427	49%	61%	4450	51%	63%	4540	Huddersfield University Business School
	53%	64%	1814	56%	65%	2006	60%	69%	2226	School of Applied Sciences
	35%	52%	2514	30%	48%	2608	34%	54%	2769	School of Art & Design
	45%	64%	2210	45%	65%	2174	43%	66%	2088	School of Computing and Engineering
	72%	77%	4285	69%	74%	4321	70%	75%	4614	School of Education and Prof Devel.
	37%	45%	5665	45%	52%	6674	48%	55%	7078	School of Human and Health Sciences
	18%	29%	1733	15%	25%	1731	15%	25%	1891	School of Music, Humanities and Media
entry	44%	51%	4427	44%	50%	4450	43%	51%	4540	Huddersfield University Business School
				40%	47%	2006	45%	52%	2226	School of Applied Sciences

COUNTER downloads

Big deal 1



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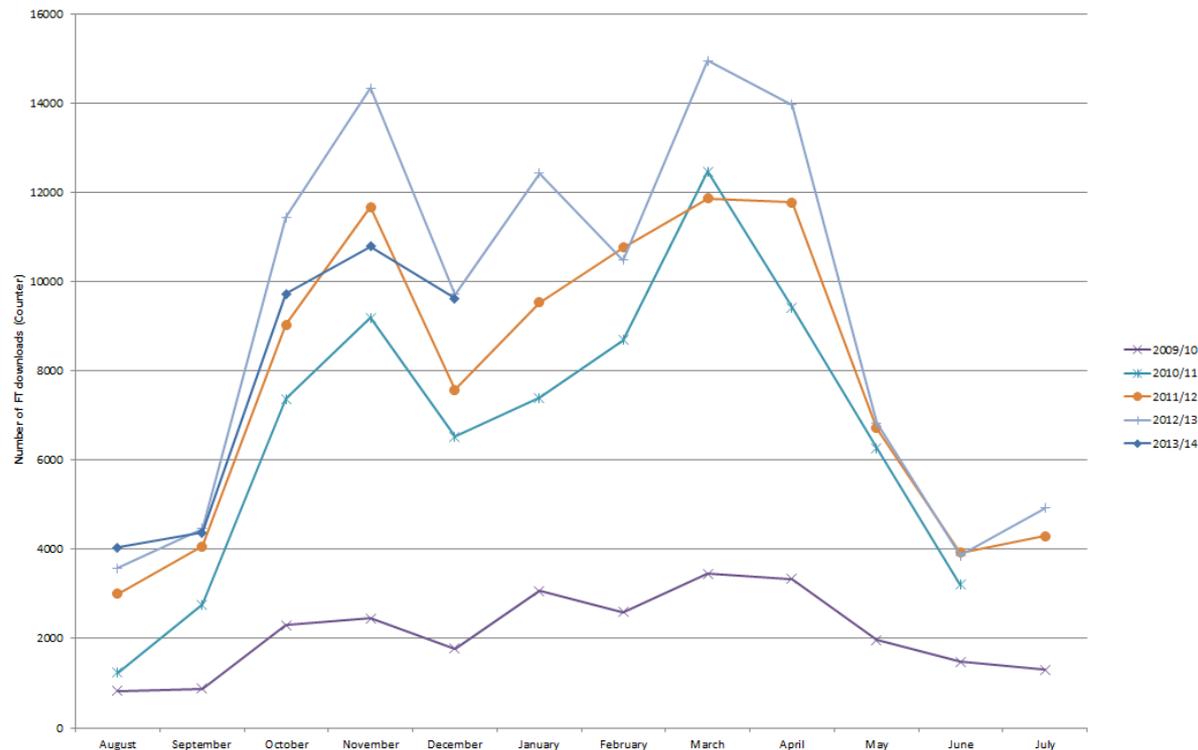
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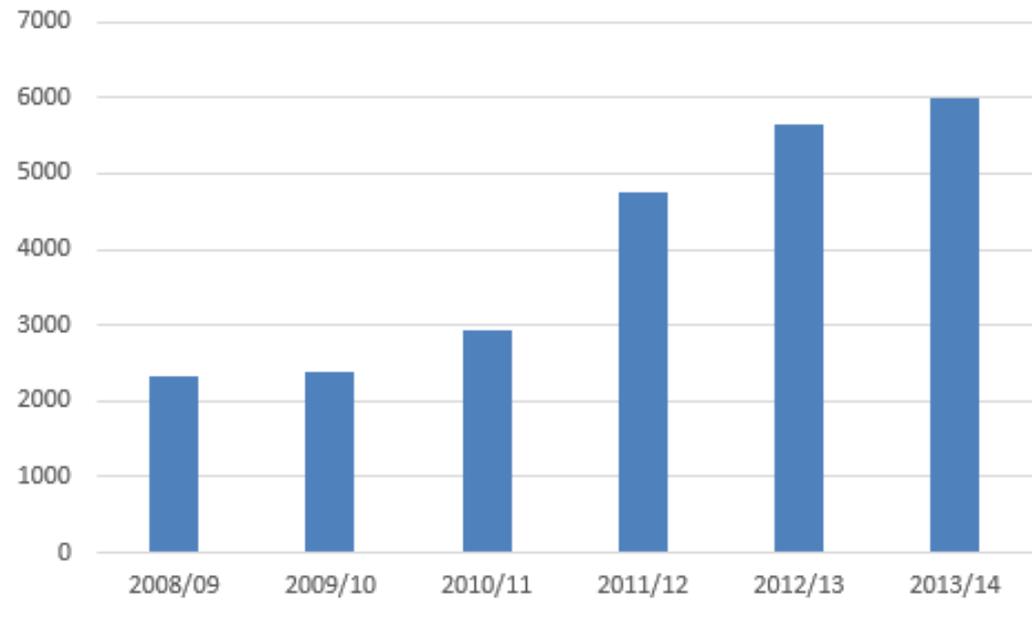
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Society publisher

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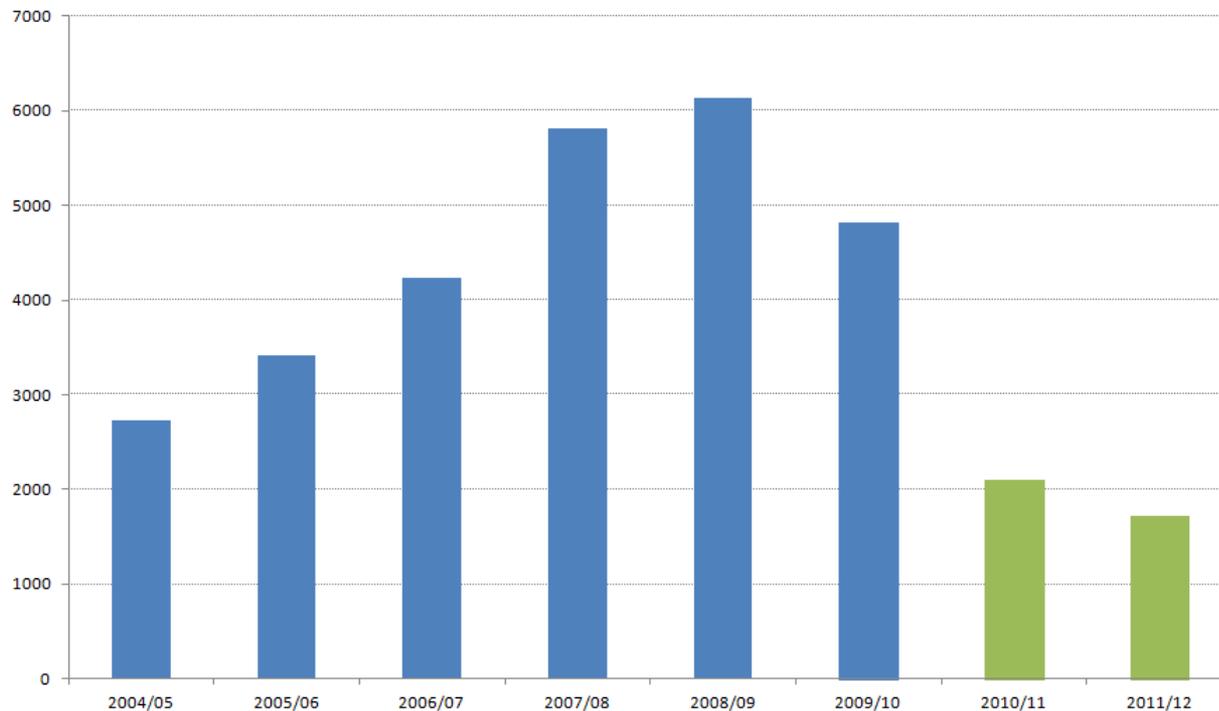
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COUNTER downloads

Publisher not indexed in Summon

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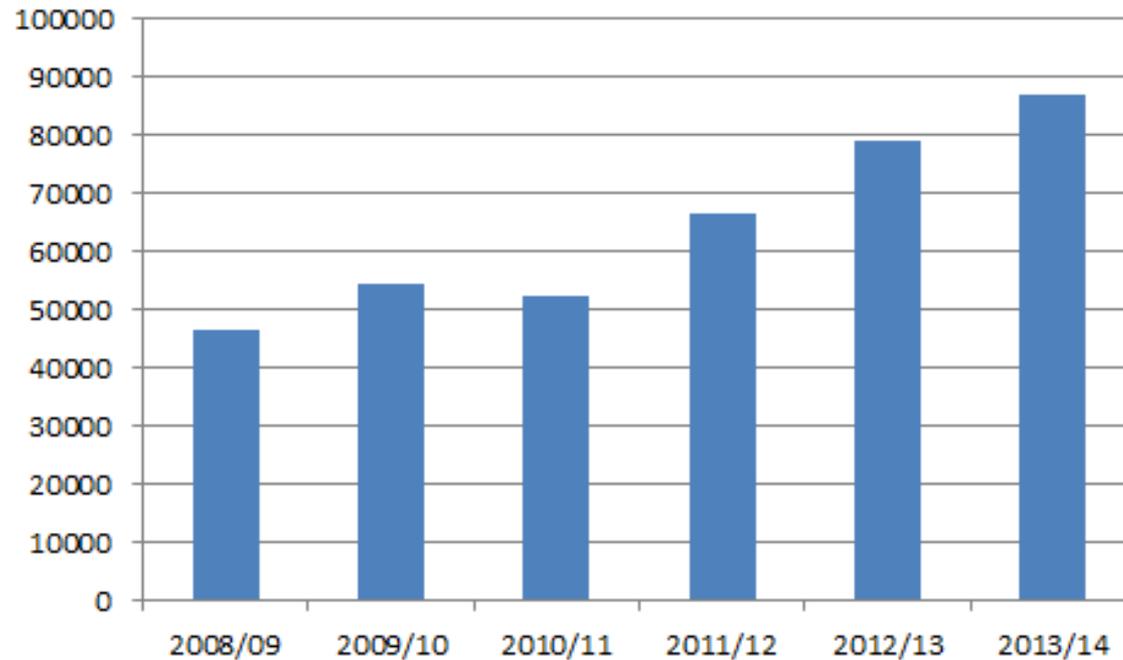
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Full text aggregator – in Summon!

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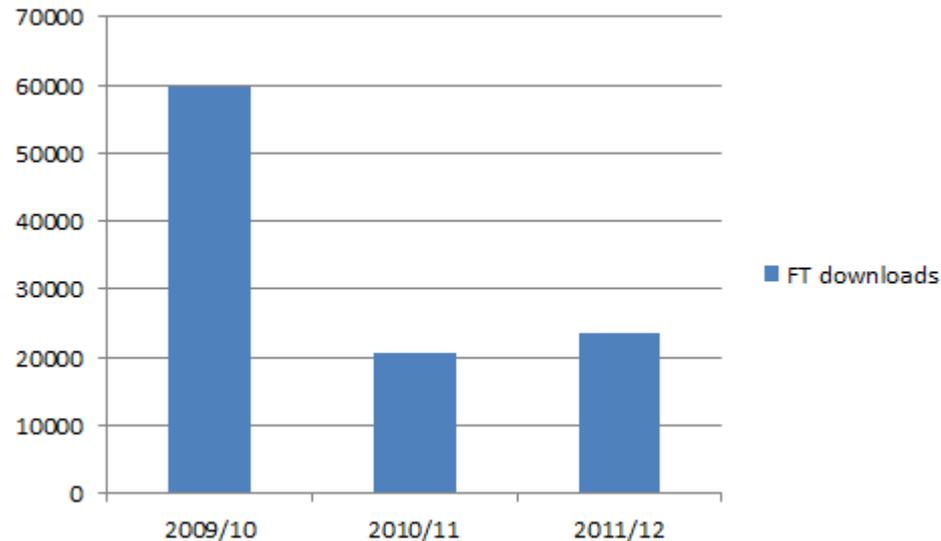
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Full text aggregator – not in Summon!

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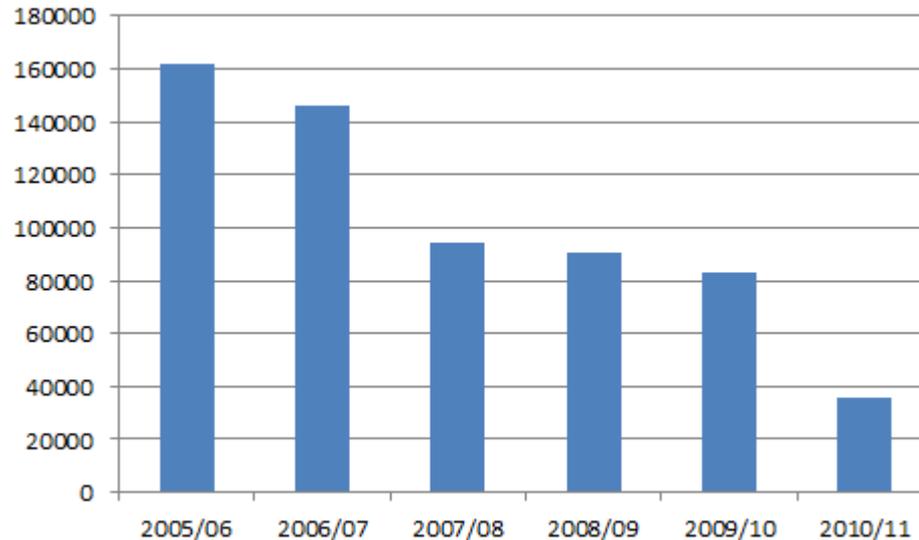
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COUNTER downloads

A&I database

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The bigger picture

It's not just a Huddersfield thing

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- Grand Valley and Manitoba saw a dramatic increase in FT downloads for e-journals and a drop in A&I after Summon implementation
- UTSA saw FT downloads increase by 23% after Summon implementation
- ODU saw increases after implementation of WorldCat Local
 - “...lowest amount of usage in a single month for the year of 2011 was higher than the highest usage month in 2010”

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The user's view

Enhancing the student experience

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<https://flic.kr/p/ohRcCA>

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Abdul

PHD student and part-time lecturer

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Summon is bloody brilliant... ..It gives fast, efficient and above all relevant search results

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Nicole

Undergraduate student

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You've not got as many fiddly bits to do; you just type in what you want. It's almost like Google Scholar, so I like it for that.

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*I love Summon, even an
idiot like me can use it*

The librarian's view

Culture shock?

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<https://flic.kr/p/btbrEW>

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Dave Pattern

University of Huddersfield

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If your idea of a “good time” is to scare undergraduates in training sessions by showing them journal database interfaces — “it’s OK, I’m a friendly librarian and I’m here to show you just how hard it can be to find an article!” — then it’s probably high time you sought medical counselling ;-)”

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Pete Coco

Grand Valley State University via ILI-L List

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What Summon frees me to do... ..particularly in freshman courses, is to focus more on the concepts of information literacy that this system so elegantly demonstrates. What is peer-review? Why does it matter? What is the difference between Google and the library? How does Google decide what to show you? Summon? Why isn't the stuff in Summon in Google?"

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Dr Antony Osborne

Academic Librarian, University of Huddersfield

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The greatest impact on the way we teach information literacy is that it feels much simpler than having to go through lots of different databases with students

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Cancellation and acquisition

A deal breaker?

- TERMS top 14 deal breakers when licensing electronic resources
- #10 Ability to use the resource and resource records with third party discovery tools



<https://library3.hud.ac.uk/blogs/terms/terms/acquiring-new-content/>

Thank you!

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Graham Stone
g.stone@hud.ac.uk
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10 -12 September 2014 - www.alpspconference.org



Cracking the Discovery Code: the perspective of a discovery service provider

Oliver Pesch

Chief Product Strategist

EBSCO Information Services

The discovery balancing act...

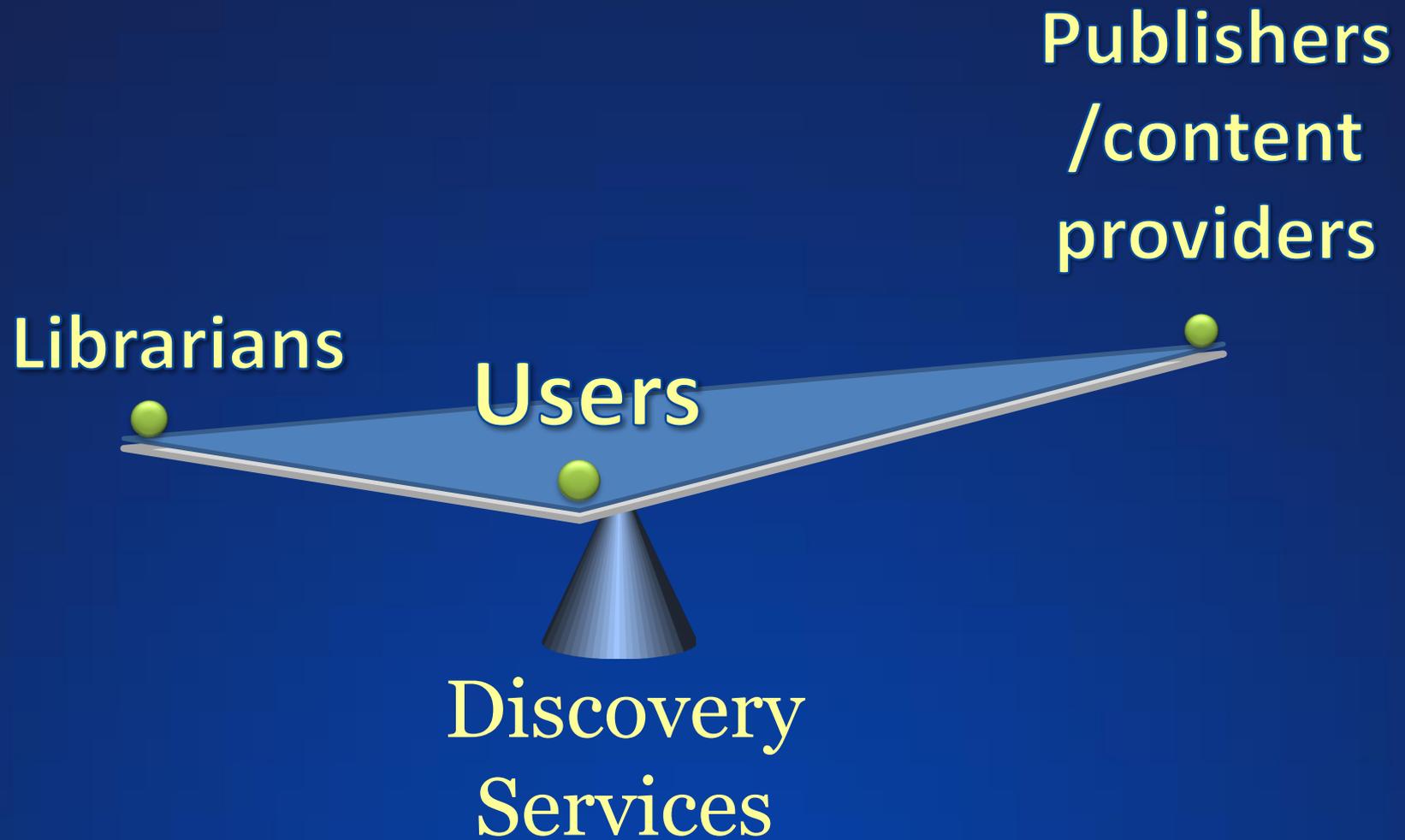
**Users &
Librarians**

**Publishers
/content
providers**



**Discovery
Services**

The discovery balancing act...



Librarians...

Success for librarians is:

- Providing a full suite of resources for users
- Getting the user to use and be successful with library-provided resources
- Having positive impact on the institution's outcomes and demonstrating a positive ROI

Users...

Success for the user is:

- Enter a short query and have relevant items show within the first page of results
- Have direct access to their full text
- Achieve instant gratification.

The effect on discovery services...

- Comprehensiveness of content/features
- Relevance
- Profiling users/disciplines
- Full text matters too

Comprehensiveness...

Comprehensiveness...

- Breadth of information
- Depth of information
- Features

Relevance...

Challenge...

Make sure the most relevant articles show in the first page of results!

Leveraging subjects and keywords is important.



Searching: University Library Collection

EBSCO Discovery Service Demo

Keyword multiple-personality disorder Search

Basic Search Advanced Search Search History

Search Results: 1 - 10 of 17,450

Relevance Page Options Share

1. Multiple personality disorder: an introduction for HCAs.

Hayes, Catherine; British Journal of Healthcare Assistants, 2014 Jan; 8 (1): 29-33. (journal article - pictorial, tables/charts) ISSN: 1753-1588, Database:

2. Psychotherapy and Pharmacotherapy for Patients with Dissociative Identity Disorder.



Academic Journal

(includes abstract) Gentile, Julie P.; Dillon, Kristy S.; Gillig, Paulette Marie; Innovations in Clinical Neuroscience, 2013 Feb; 10 (2): 22-9. (journal article - case study) ISSN: 2158-8333 PMID: 23556139, Database: CINAHL Plus with Full Text

Subjects: Multiple-Personality Disorder Therapy; Multiple-Personality Disorder Drug Therapy; Psychotherapy; Adult: 19-44 years; Female

PDF Full Text (98.9KB)

3. treated with dynamic deconstructive psychotherapy.



Academic Journal

(English) ; Abstract available. By: Chlebowski SM; Gregory RJ, American Journal Of Psychotherapy [Am J Psychother], ISSN: 0002-9564, 2012; Vol. 66 (2), pp. 165-80; Publisher: Association for the Advancement of Psychotherapy; PMID: 22876528, Database: MEDLINE Complete

Subjects: Borderline Personality Disorder complications; Borderline Personality Disorder therapy; Multiple Personality Disorder complications; Multiple Personality Disorder therapy; Psychotherapy methods; Adult: 19-44 years; All Adult: 19+ years; Female

PDF Full Text (170.7KB)

4. A review of published research on adult dissociative identity disorder: 2000-2010.



Academic Journal

(includes abstract) Boysen GA; Vanbergen A; Journal of Nervous & Mental Disease, 2013 Jan; 201 (1): 5-11. (journal article - research) ISSN: 0022-3018 PMID: 23274288, Database: CINAHL Plus with Full Text

Subjects: Multiple-Personality Disorder Diagnosis; Multiple-Personality Disorder Epidemiology; Multiple-Personality Disorder Etiology; Adult: 19-44 years

5. Are symptoms of spirit possessed patients covered by the DSM-IV or DSM-5 criteria for possession trance disorder? A mixed-method explorative study in Uganda.

(English) ; Abstract available. By: van Duijn M; Kleijn W; de Jong J, Social Psychiatry And Psychiatric Epidemiology [Soc Psychiatry Psychiatr Epidemiol],

Refine Results

Current Search

Find all my search terms:

multiple-personality disorder

Expanders

Also search within the full text of the articles

Limiters

Scholarly (Peer Reviewed) Journals

Limit To

- Full Text
Scholarly (Peer Reviewed) Journals
Available in Library Collection

1899 Publication Date 2014

Show More Options set

Source Types

- All Results
Academic Journals (15,508)
Reviews (1,628)
Magazines (37)
Conference Materials (4)

Disciplines and Profiling users...



Searching: University Library Collection

Keyword Multiple personality disorder x

Search ?

Search Options

[Search Options](#) [Basic Search](#) [Advanced Search](#) [Search History](#)

Choose a discipline

Disciplines ?

- Agriculture & Agri
- Anatomy & Phys
- Anthropology
- Applied Sciences
- Architecture
- Arts & Entertain
- Astronomy & Ast
- Biography
- Biology
- Biotechnology
- Botany
- Business & Man
- Chemistry
- Communication
- Complementary
- Computer Science
- Construction & Building
- Consumer Health
- Dance
- Dentistry
- Diplomacy & International Relations
- Drama & Theater Arts
- Earth & Atmospheric Sciences
- Economics
- Health & Medicine
- History
- Information Technology
- Language & Linguistics
- Law
- Library & Information Science
- Life Sciences
- Literature & Writing
- Marketing
- Physical Therapy & Occupational Therapy
- Physics
- Political Science
- Politics & Government
- Power & Energy
- Psychology
- Public Health
- Religion & Philosophy
- Science
- Women's Studies & Feminism
- Zoology



Searching: University Library Collection

EBSCO Discovery Service
Demo

Keyword Multiple personality disorder

Search



Basic Search Advanced Search Search History

Refine Results

Current Search

Find all my search terms:

[Multiple personality disorder](#)

Expanders

Also search within the full text of the articles

Disciplines

Psychology

Limit To

 Full Text Scholarly (Peer Reviewed) Journals Available in Library Collection

1884 Publication Date 2015

Show More
Options set

Source Types

 All Results Academic Journals (159,651) Books (13,427) eBooks (12,234) Reviews (2,922) Manuscripts (4,200)

Search Results: 1 - 10 of 181,155

Relevance

Page Options

Share

1. Co-Occurrence of Dissociative Identity Disorder and Borderline Personality Disorder.

Academic
Journal

Ross, Collin A.; Ferrell, Lynn; Schroeder, Elizabeth; Journal of Trauma & Dissociation, 2014 Jan-Feb; 15 (1): 79-90. (Journal article - research, tables/charts) ISSN: 1529-9732 PMID: 24377974, Database: CINAHL Plus with Full Text

Subjects: Borderline Personality Disorder Diagnosis; Multiple-Personality Disorder Diagnosis; Borderline Personality Disorder Epidemiology; Multiple-Personality Disorder Epidemiology; Adult: 19-44 years; Middle Aged: 45-64 years; Male; Female [Linked Full Text](#)

2. The Presentation of Narcissistic Personality Disorder in an Octogenarian: Converging Evidence from Multiple Sources.

Academic
Journal

By: BALSIS, STEVE. Clinical Gerontologist, Jan-Feb 2011, 34 (1). 71-87. (17) (Journal Article), Database: AgeLine

Subjects: Personality Disorders; Adaptation; Adult Children; Older Adults; Aging; Diagnosis; Literature; Interpersonal Relations; Interviews; Abilities; Research Techniques; Mental Disorders; Psychological Tests; Reminiscence; Self Esteem; Self Concept; Social Networks; Symptoms; Adults of All Ages; Life Course [PDF Full Text](#)

3. Multiple Personality Disorders : A Medical Dictionary, Bibliography, and Annotated Research Guide to Internet References



eBook

By: Parker, Philip M.; Parker, James N. San Diego, CA : ICON Health Publications. 2004. eBook. , Database: eBook Collection (EBSCOhost)

Subjects: PSYCHOLOGY / Psychopathology / Dissociative Identity Disorder; Multiple personality--Dictionaries; Multiple personality--Computer network resources; Multiple personality--Bibliography [eBook Full Text](#) [Download \(Offline\)](#) [Table of Contents](#) [Most Relevant Pages From This eBook](#)

4. A review of published research on adult dissociative identity disorder: 2000-2010.

Academic
Journal

(Includes abstract) Boysen GA; Vanbergen A; Journal of Nervous & Mental Disease, 2013 Jan; 201 (1): 5-11. (Journal article - research) ISSN: 0022-3018 PMID: 23274288, Database: CINAHL Plus with Full Text

Subjects: Multiple-Personality Disorder Diagnosis; Multiple-Personality Disorder Epidemiology; Multiple-Personality Disorder Etiology; Adult: 19-44 years

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Website Library site

SEARCH

Library home

Welcome
Electronic Library
Using the Library
Help & contacts
Support for my learning
Support for my research
Special Collections & Archives

Special Collections & Archives



19 5 12 2 8 17 22 9
10 20 4 14 11 16 3 21
1 7 18 23 6 13 15 24

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the Library's collections of print & e-resources

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[BMJ: Best Practice now available](#)

[More Web of Knowledge databases now available](#)

[TRIAL: Caribbean Newspapers, Series 1, 1718-1876](#)

[EZproxy problem resolved](#)

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Using the Library
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Mathematical Sciences
Medicine
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

News & events

[Possible disruption to Library Opening Hours due to Industrial Action, December 6th & 7th](#)

[BMJ: Best Practice now available](#)

[More Web of Knowledge databases now available](#)

[TRIAL: Caribbean Newspapers, Series 1, 1718-1876](#)

[EZproxy problem resolved](#)

More news stories



Website Library site

SEARCH

SEARCH

SEARCH

Quick links



[DISCOVER](#)



[Catalogue](#)



[Open Access](#)



[LibGuides](#)



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Featured



Find the reading list for your module with...

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Liaison Librarian



Carole Rhodes

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Library training calendar

December 2013						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Upcoming Events:

[Reading Lists @ Liverpool:](#)
[Workshop for module co-](#)

Quick search

DISCOVER: science & engineering | DISCOVER: all | Library Catalogue

DISCOVER: science & engineering

the Library's collections of print & e-resources

Databases for Engineering

Recommended | Aerospace | Civil | Materials | Mechanical

- [Compendex](#) ⓘ ⓘ
Coverage: 1970-current
- [Scopus](#) ⓘ ⓘ
Coverage: 1823-current
- [Web of Knowledge](#) ⓘ ⓘ
Coverage: 1898-current

Compendex via Engineering Village is the largest and most comprehensive interdisciplinary engineering database available. You can search by keywords or author names to find references to journal articles and conference papers on your subject from 1969 onwards. A guide to [Searching Compendex and importing results to RefWorks](#) is available.

Scopus is a broadly based database: good for interdisciplinary

Quick links

-  [Library home](#)
-  [Electronic Library](#)
-  [My Library record](#)
-  [Opening hours](#)
-  [Research Archive](#)
-  [Inter-Library Loans](#)
-  [Book a study room](#)

Request More Books

Tell us which books you need to help you study. Click below to submit your suggestion.



Campaign to tailor the Library collections to your academic needs

Answers vs results...

Challenge...

Sometimes the user is looking for an answer and not just “results”.

- Initial research on a topic
- Point-of-care
- Unsure of what they are looking for



Searching: University Library Collection

EBSCO Discovery Service Demo

Keyword - stockholm syndrome

Search

Basic Search Advanced Search Search History

Refine Results

Current Search

Find all my

stockholm syndrome

Expanders

Also search within the full text of the articles

Limit To

- Full Text
- Scholarly (Peer Reviewed) Journals
- Available In Library Collection

1753 Publication Date 2015



Show More

Source Types

- All Results
- Academic Journals (111,264)
- Books (35,941)
- eBooks (33,688)
- Magazines (6,405)
- News (4,280)

Show More

Publication

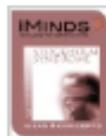


Research Starter Stockholm Syndrome.

Named after a 1973 bank robbery and hostage situation that occurred in Stockholm, Sweden, **Stockholm syndrome**, also referred to as capture bonding, is a... [More](#)

Salem Press Encyclopedia, 2013

1. Stockholm Syndrome



In: Ideas & Concepts. Mosman : iMinds Pty Limited. 2009. eBook. , Database: eBook Collection (EBSCOhost)

Subjects: PSYCHOLOGY / Mental Health; **Stockholm syndrome**

eBook Full Text Download (Offline)

Table of Contents Most Relevant Pages From This eBook

eBook

2. STOCKHOLM SYNDROME AS VERNACULAR RESOURCE.



By: Adorjan, Michael; Christensen, Tony; Kelly, Benjamin; Pawluch, Dorothy. *Sociological Quarterly*. Jun2012, Vol. 53 Issue 3, p454-474. 21p. DOI: 10.1111/j.1533-8525.2012.01241.x. , Database: SocINDEX with Full Text

Subjects: **STOCKHOLM syndrome**; HUMAN trafficking; INTERNATIONAL relations; VICTIMS of crimes; SOCIAL problems; SPOUSAL abuse

PDF Full Text (274KB)

Academic Journal

3. 'Stockholm syndrome': psychiatric diagnosis or urban myth?



By: Namnyak, M.; Tufton, N.; Szekely, R.; Toal, M.; Worboys, S.; Sampson, E. L. *Acta Psychiatrica Scandinavica*. Jan2008, Vol. 117 Issue 1, p4-11. 8p. 2 Charts. DOI: 10.1111/j.1600-0447.2007.01112.x.

Subjects: **STOCKHOLM syndrome**; HOSTAGES -- Psychology; KIDNAPPING victims; MASS media; VICTIMS of crimes

PDF Full Text (124KB)

Academic Journal

4. Witches, Spies and Stockholm Syndrome: Life in Medieval Ireland



In: ProtoView. August 2014; Ringgold, Inc. Language: English, Database: Academic OneFile

Subjects: Books -- Book reviews; Witches, Spies and **Stockholm Syndrome: Life in Medieval Ireland** (Nonfiction work) -- Book reviews



Searching: University Library Collection

EBSCO Discovery Service

Demo

Keyword - stockholm syndrome

Search

[Basic Search](#) [Advanced Search](#) [Search History](#)[Detailed Record](#)[HTML Full Text](#)[Find Similar Results
using SmartText Searching.](#)[Back](#)

Choose Language

Translate

Title: Stockholm Syndrome. By: Sundaram, Chandar S., PhD, Salem Press Encyclopedia, September, 2013

Database: Research Starters

Stockholm Syndrome

[Listen](#) [American Accent](#)

Last reviewed: September 2013

Named after a 1973 bank robbery and hostage situation that occurred in Stockholm, Sweden, Stockholm syndrome, also referred to as capture bonding, is a psychological phenomenon that hinges on a paradox: Hostages adopt sympathetic and positive attitudes towards their captors and identify with them, sometimes to the point of adopting the same beliefs.



Office building (orig. residential building) Skrävelberget Mindre 9/Norrmalmstorg 2. Built in 1884-86, architect O Eriksson, constructor I Hirsch, general contractor Johansson & Hamarlund. 1920; new facade etc (architect T Grut). The building where Kreditbanken was at Norrmalmstorg, Stockholm, Sweden. In Kreditbanken the Norrmalmstorgsdrama took place

Overview

Stockholm syndrome is viewed as a psychological response of a hostage or an individual in a similar situation in which the more dominant person has the power to put the victim's life in danger. Captors use this as an advantage to make victims comply with their demands, and captives use this as a survival strategy. Experts have ascertained four characteristics common to individuals who become enmeshed in scenarios leading to Stockholm syndrome: (1) Hostages/victims have positive feelings for their captors; (2) Captives do not have a prior relationship with their captors; (3) Hostages/victims exhibit anger, fear, and general distrust toward police and other authorities; and (4) Captors come to think of their captives positively, seeing them as full human beings.

However, experts believe that these characteristics do not always occur together. Research indicates that captives will be more likely to develop Stockholm syndrome in instances where (1) their captors do not harm or abuse them; (2) the hostage situation lasts for a long time before it is resolved; (3) captive and captor have prolonged contact; and (4) the contact is characterized by a high level of emotion. But even experts disagree over the finer points of these elements. Some argue that the key is the intensity of the hostage situation, as opposed to its actual length, while others contend that the most important factor is the lack of physical and mental abuse in the captor/captive relationship.

Tools

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[New Search](#)
[UGA Libraries](#)
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[Help](#)
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 Searching: **University Library Collection**
[EBSCO Discovery Service Demo](#)

Keyword web of science

[Basic Search](#)
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Looking for a specific database?
Web of Science
 Web of Science is an online subscription-based scientific citation indexing service maintained by Thomson Reuters that provides a comprehensive citation search. It gives access to multiple databases that reference cross-disciplinary research, which allows for in-depth exploration of specialized sub-fields within an academic or scientific discipline.

Refine Results

Current Search

Find all my search terms

[web of science](#)

Expanders

Also search within the full text of the articles

Limit To

Full Text

Scholarly (Peer Reviewed) Journals

Available In Library Collection

1190 Publication Date 2015

[Show More](#)

Source Types

All Results

Academic Journals (2,398,232)

Magazines (681,642)

Books (418,174)

News (372,249)

eBooks (314,407)

[Show More](#)

- The Science of Web Surveys**



By: Tourangeau, Roger; Couper, Mick; Conrad, Frederick G. Oxford : Oxford University Press. 2013. eBook. , Database: eBook Collection (EBSCOhost)

Subjects: SOCIAL SCIENCE / Research; SOCIAL SCIENCE / Methodology; Social surveys--Data processing; Social surveys--Methodology; Questionnaires; Internet surveys

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[Table of Contents](#) [Most Relevant Pages From This eBook](#)
- Web Social Science : Concepts, Data and Tools for Social Scientists in the Digital Age**



By: Ackland, Robert. Los Angeles : SAGE Publications. 2013. eBook. , Database: eBook Collection (EBSCOhost)

Subjects: SOCIAL SCIENCE / Reference; SOCIAL SCIENCE / Essays; Internet--Social aspects--Research; Social sciences--Research--Computer network resources; World Wide Web--Social aspects--Research

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By: Nolan, Deborah; Lang, Duncan Temple. In: Use R!. New York : Springer. 2014. eBook. , Database: eBook Collection (EBSCOhost)

Subjects: COMPUTERS / General; R (Computer program language); XML (Document markup language)

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Full text matters...

Challenges...

Users want full text, but the “full text” that makes up the library resources almost always extends beyond the full text provided by the discovery vendor.



Searching: University Library Collection

EBSCO Discovery Service Demo

Keyword: multiple personality disorder Search

Basic Search Advanced Search Search History

Refine Results

Current Search

Find all my search terms: multiple personality disorder

Expanders Also search within the full text of the articles

Limiters Full Text

Limit To

Full Text

Available in Library Collection

1753 Publication Date 2015

Show More Options set

Source Types

- All Results Academic Journals (374,083) Books (144,457)

Search Results: 1 - 10 of 574,671

Relevance Page Options Share

Research Starter

Dissociative identity disorder.

Dissociative Identity disorder: mental disorder in which two or more independent and distinct personality systems develop in the same individual. Each... More Encyclopædia Britannica, 2014

Limit To

1. Multiple personality dis



Hayes, Catherine; B Full Text Database: CINAHL plus with Full Text



PDF Full Text (209.1KB)

2. Co-Occurrence of Dissociative Identity Disorder and Borderlin



Ross, Colin A.; Ferrell, Lynn; Schroeder, Elizabeth; Journal of Trauma & Dissoc...



Linked Full Text

3. The Presentation of Narcissistic Personality Disorder in an C Evidence from Multiple Sources.



By: BALSIS, STEVE. Clinical Gerontologist, Jan-Feb 2011, 34 (1). 71-87. (17)

Subjects: Personality Disorders; Adaptation; Adult Children; Older Adults; Aging; Diagnosis; Literature; Interpersonal Relations; Interviews; Abilities; Research Techniques; Mental Disorders; Psychological Tests; Reminiscence; Self Esteem; Self Concept; Social Networks; Symptoms; Adults of All Ages; Life Course



PDF Full Text

Intelligent full text linking that understands customer subscriptions and direct links to publisher content.

Publishers...

Success to publishers is:

- Users discovering publisher's content
- Users accessing publisher's content
- Their content being recognized for adding value to the scholarly research process

Improving discoverability...

- Provide your metadata AND full text (for indexing) to discovery vendors
- Include abstracts, subject terms and author-supplied keywords with the metadata
 - Make sure keywords are specific enough
- Encourage A&I services to cover relevant titles

Improving access...

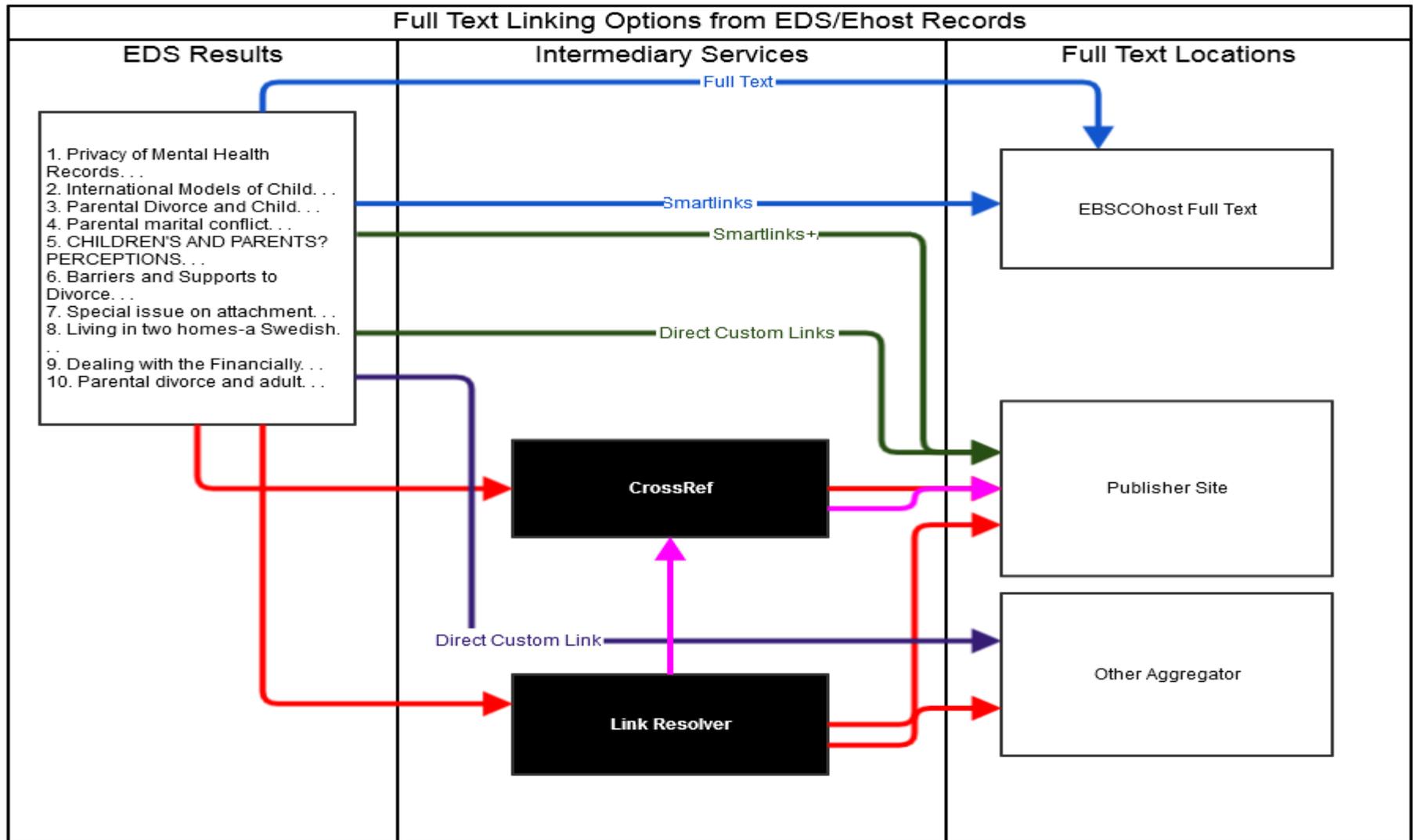
- Provide knowledge base providers with up-to-date KBART lists of titles covered
- Identify any Open Access journals or Open Access articles in subscribed journals
- Implement a simple yet forgiving link syntax – either DOI-based or support simple OpenURL syntax
- Be smart about authentication – think beyond IP addresses

Measuring success...

Challenge...

How do you know if providing your metadata to a discovery service or other content provider is improving access?

Web log analysis might be flawed...



Consider discovery service reporting...

Ask for metric types such as:

- Full text requests
- Linkouts - Publisher site
- Linkouts - Link Resolver
- Result Clicks
- Record Views

Consider discovery service reporting...

This could help you understand how often your items are being discovered (result clicks) and how often the user's *discovery* results in a full text request (hosted, publisher site or through link resolver)

A new COUNTER report?

Publisher Report 1 (R4)		Online Service Activity by Month and Title										
Oliver Pesch												
Period covered by report:												
2014-01-01 to 2014-12-01												
Date Run:												
9/14/2014												
Journal	Publisher	Platform	Journal DOI	Proprietary Identifier	Print ISSN	Online ISSN	User Activity	Reporting Period Total	Jan-2014	Feb-2014	Mar-2014	Apr-2014
Total for all journals		EBSCOhost					Full Text Requests	671	87	90	81	100
Total for all journals		EBSCOhost					Linkouts - Publisher Site	1282	167	169	157	193
Total for all journals		EBSCOhost					Linkouts - Link Resolver	1514	93	165	153	603
Total for all journals		EBSCOhost					Linkouts - ILL	916	107	131	111	131
Total for all journals		EBSCOhost					Linkouts - Doc Del	106	7	13	15	9
Total for all journals		EBSCOhost					Linkouts - Other	52	5	21	3	5
Total for all journals		EBSCOhost					Record Views	60	7	11	5	7
Total for all journals		EBSCOhost					Result Clicks	653	85	86	80	98
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Full Text Requests	629	82	83	77	95
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Linkouts - Publisher Site	745	45	81	75	300
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Linkouts - Link Resolver	446	52	64	54	64
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Linkouts - ILL	41	2	5	6	3
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Linkouts - Doc Del	14	1	9	0	1
Journal 1	Publisher A	EBSCOhost			1111-2222	1111-2232	Linkouts - Other	18	2	4	1	2
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Full Text Requests	653	85	86	80	98
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Linkouts - Publisher Site	769	48	84	78	303
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Linkouts - Link Resolver	470	55	67	57	67
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Linkouts - ILL	65	5	8	9	6
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Linkouts - Doc Del	38	4	12	3	4
Journal 2	Publisher A	EBSCOhost			1221-2222	1221-2232	Linkouts - Other	42	5	7	4	5

Next steps for publishers...

- Make sure providing accurate and up-to-date metadata is a priority
- Check that your linking and authentication makes it easy to for authorized users to get to your full text
- Think standards and best practices



Cracking the discovery code?

ALPSP International, Sept. 2014



Martha Sedgwick

Executive Director of Product Innovation, SAGE

Los Angeles | London | New Delhi
Singapore | Washington DC

turn earthwards merits closer scrutiny.

remote.

Downloaded from phg.sagepub.com at Kings College London - ISS on March 21, 2014

86 *Cultural geography*

Geographers are only too aware that finding a plot of ground likely to yield either food or flowers is very often about more than structures of feeling. Historically, securing the right to produce has been tied to visions of material progress (Tuan, 2002), based on a radical politics of protest and community action (Howkins, 2002), forestalled by exploitative, embodied regimes of colonial control (Duffcan, 2002), and in specific instances enabled by state intervention as a route towards moral and physical improvement (Linehan and Gruffudd, 2004). Foregrounding the destructive body politics of fruit harvesting in California, Mitchell (2003a) connects his own family's privileged domesticity to the material difficulties endured by others to simply 'get by' in life; all of which would seem geographically distant and qualitatively different from the well-being (or affect) of 'holding on' and the exuberant joys of 'going further'. Yet, just as the experience of physical effort does not fall neatly into opposing registers of pleasure or pain, the two realms of research are not irreconcilable

political science, and a means to do justice through experiments in 'cosmopolitics'. Through modest engagement such contributions consciously reach out to other (non-academic, non-human) communities, and in so doing gesture towards an emancipatory potential in the geographical turn towards earthy practice and its spacings of performance. For Cresswell (2002; 2003) – keen to splice non-representational argument with the structurings of Pierre Bourdieu and Raymond Williams – and Szerszynski (2003) – who finds in Hannah Arendt's writings on labour, work and action a useful resource to rethink the ecological imperatives of performance – such work will probably communicate a desirable brand of critical, earthy activism.

III Coming back – home

In everyday life, the journey from garden to home is a short and convenient one; similarly so in recent geographical research. Amid the juggling of domestic living, cultural geographers are finding an ideal environment to better understand the habitual practices,



Scholarly Communication Supply Chain



SAGE

 SAGE journals



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methodscases

 SAGE researchmethods

 SAGE video

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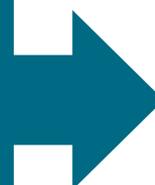
 CQ RESEARCHER
In-depth reports on today's issues
90TH ANNIVERSARY 1923-2013

 Adam Matthew
Primary sources for teaching and research

Understanding discovery

Market research

Data analysis

- 
- A large teal arrow pointing from the left box towards the list of search types.
- **Open web search**
 - **Library search**
 - **Academic / A&I search**
 - **Within the SAGE universe**

Academic search – what we do

	Bounce rate	Pages / visit	Visit length
<i>Open web</i>	85%	1	0:40
<i>Library</i>	29%	4	4:88
<i>Academic</i>	26%	6	3:02

Open Web Search – what we know

- **Everyone uses it!**
- **~50% of all SAGE database traffic**
- **Simple and user friendly**
- **Use case: quick search, exploring new topic**



WIKIPEDIA
The Free Encyclopedia



Open Web Search: what we are doing

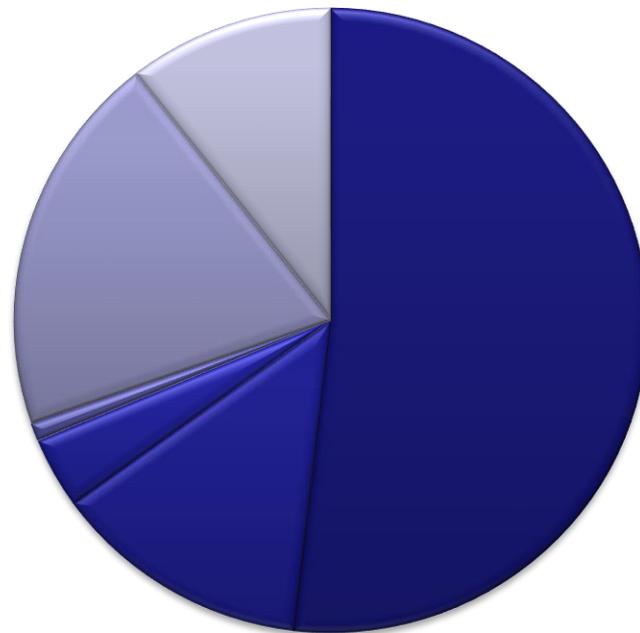
- Product dashboards with SEO metrics
- Development roadmaps with SEO goals
- SEO standards compliance
- Structured mark-up & semantic enrichment
- Strong relations w. search engines
- SEO bi-annual audits
- SEO Q/A testing
- Internal SEO analyst
- Search engine trend watch



Open web search

 **SAGE journals**

Usage / Traffic Source

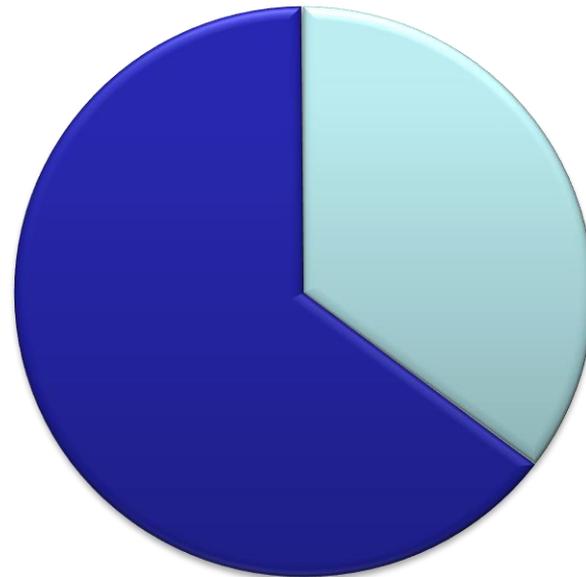


- Open web
- Library
- Academic
- Social media
- Direct
- Unknown / other

Open web search



Usage / Traffic Source Jan-Jul 2013

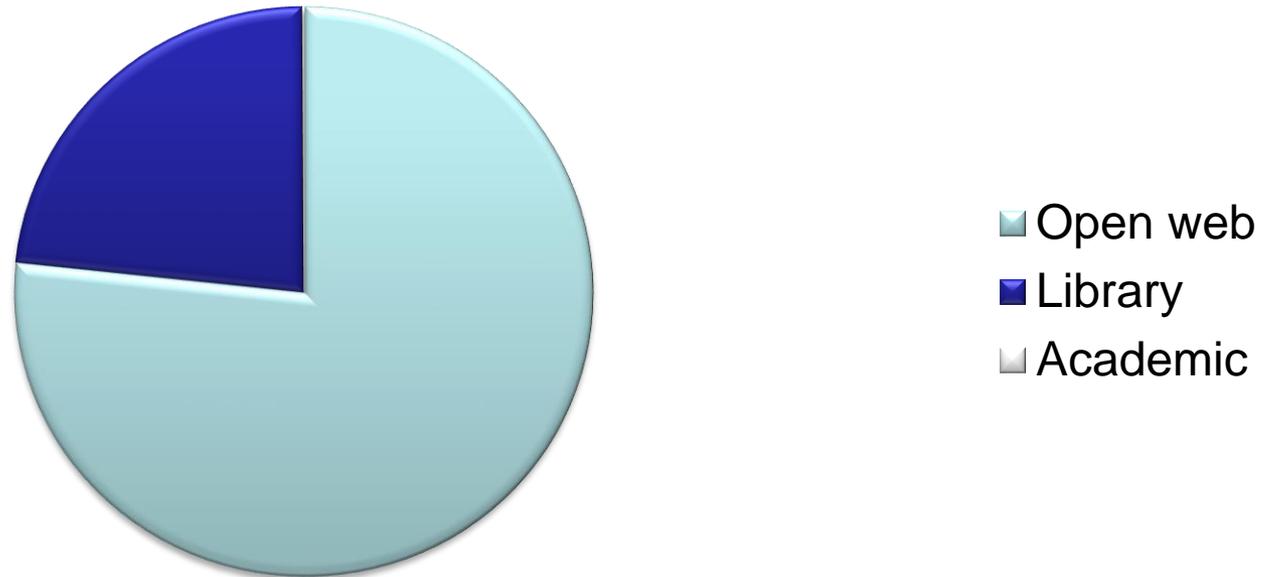


- Open web
- Library
- Academic

Open web search

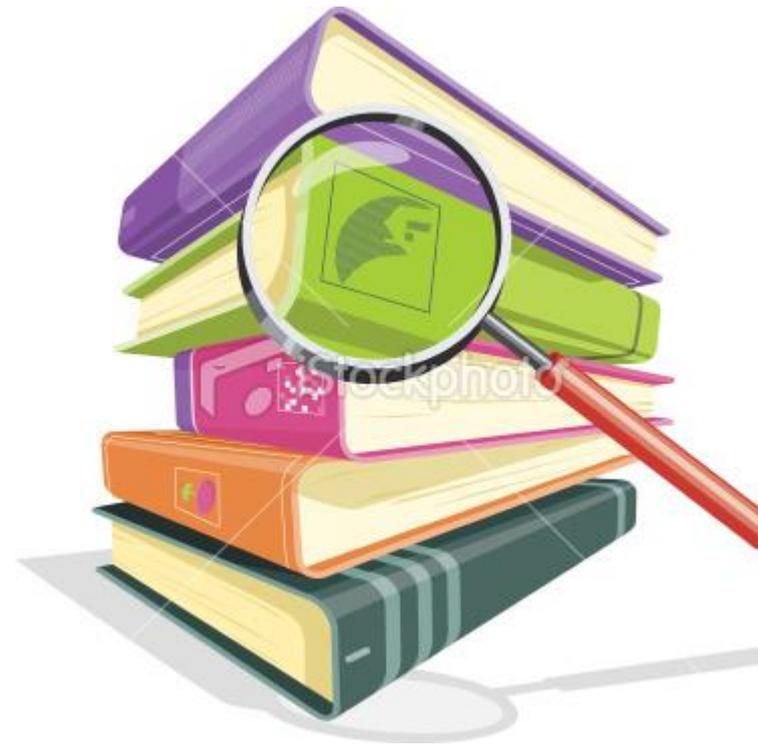


Usage / Traffic Source Jan-Jul 2014



Library search – what we know

- **Discovery Services**
- **Catalogues**
- **A-Z Lists**
- **Research Guides**



Library discovery – what we are doing

- **Dedicated Discoverability Analysts**
- **Development roadmaps with library goals**
- **Regular feeds to vendor systems with full text & metadata**
- **KBART lists to knowledge bases**
- **Standards work – ODI NISO working group, KBART , PIE-J and industry collaborations**
- **Discovery evaluations for low-use institutions**
- **Strong relations with discovery vendors**
- **Focus on metadata improvements**
- **Staff development / training**
- **Widgets & LibGuides**

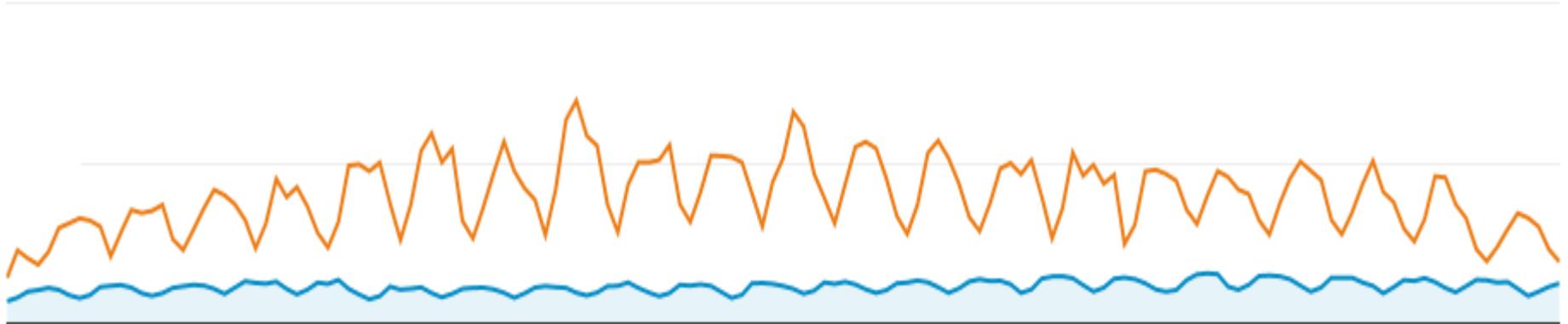


Library search – what we do

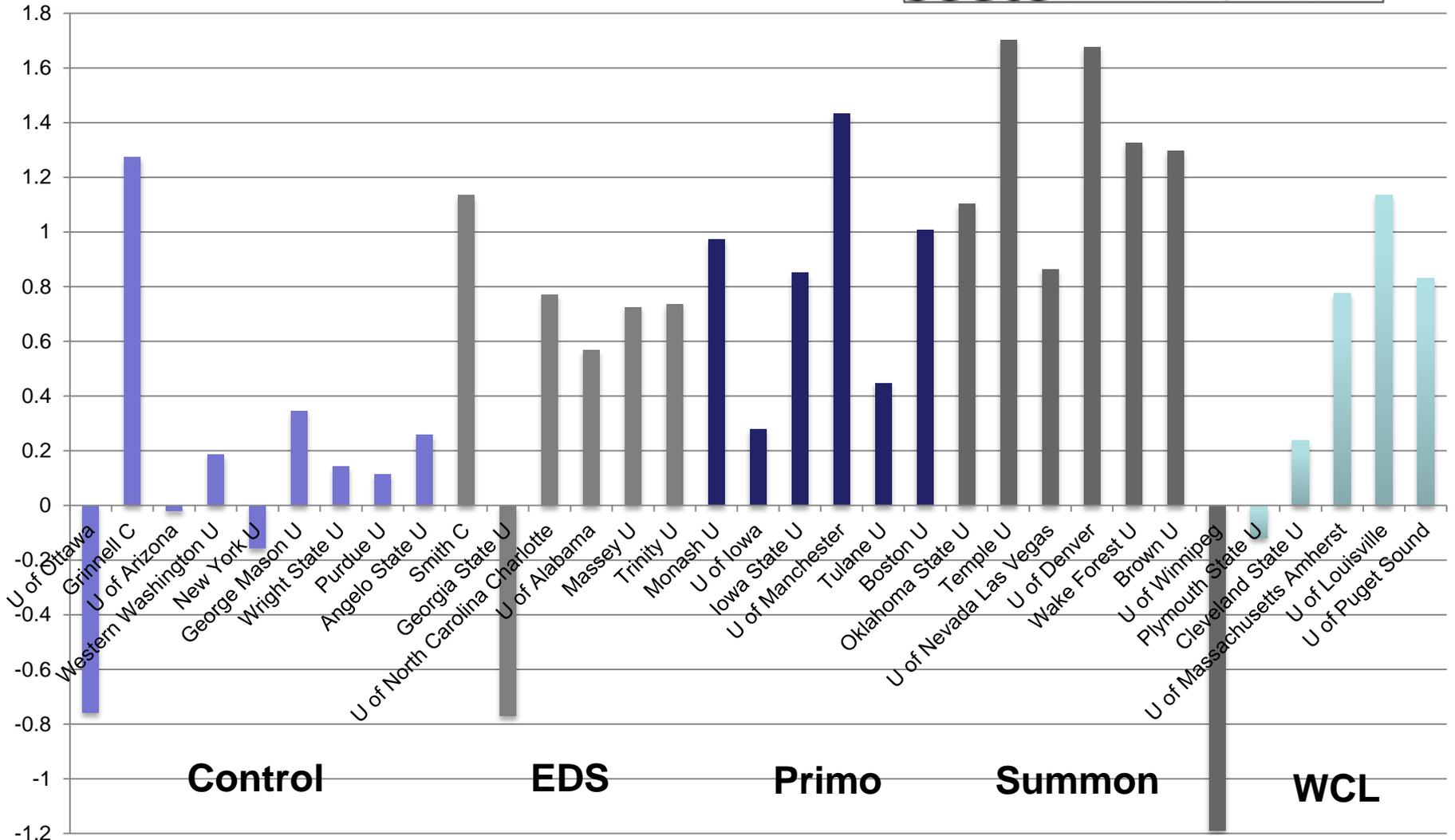
Referrals from library sites 2011 / 2014

Jan 1, 2011 - May 31, 2011: ● Sessions

Jan 1, 2014 - May 31, 2014: ● Sessions



Cross-sector research



Academic / A&I search – what we know

- “Power” users



- Use case: deep research, building expertise



Academic search – what we are doing

- **Product dashboards with targeted metrics**
- **Development roadmaps with targeted goals**
- **Standards compliance & leadership inc. encouraging A&I services to cover relevant titles**
- **Trend watch & analysis**
- **Google Scholar relations**
- **Staff development / training**



Integrated SAGE product offering

- Cross-product interlinking driven by semantic analysis
- Faceted search through controlled vocabulary tags
- Editorial influence in search results for some products

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Source: 2012 Journal Citation Reports® (Thomson Reuters, 2013)

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Published online before print April 28, 2014. doi: 10.1177/0145445514531616

Setra | Issue March 2014 vol. 38 no. 2 163-183

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Content analysis: A term that refers to a variety of methods for analysing text, usually in a quantitative way that involves coding, comparing, contrasting, and categorizing the elements (most typically words) forming a corpus of textual data. Go to methods map >>

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1. Basic Content Analysis, Second Edition | Rober Weber (1990) | Little Green Books

This second edition of Basic Content Analysis offers a concise introduction to content analysis methods from a social science perspective. It includes new computer applications, new studies and an additional chapter on problems and issues that can arise when carrying out content analysis...

81412983498

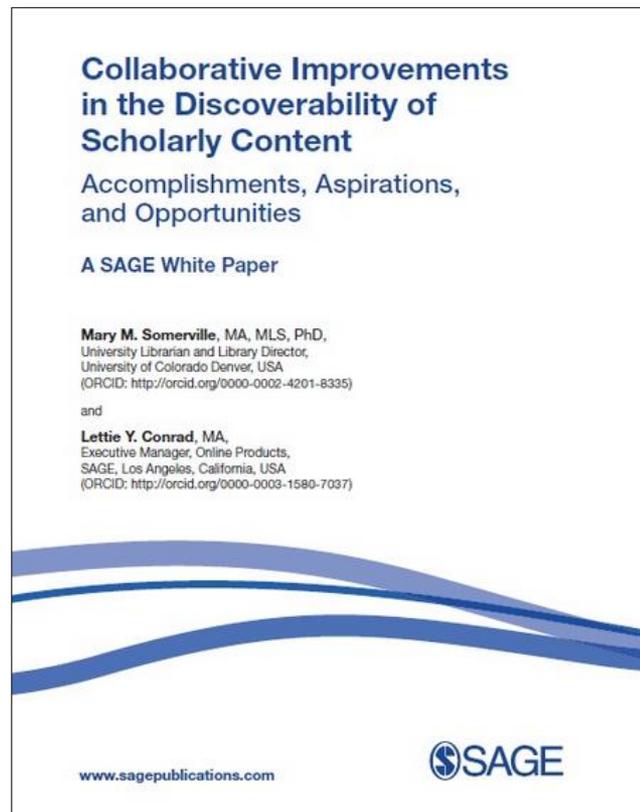
Short definitions

Content filters above the fold

Editorially curated top results

bookshelf

SAGE White Paper: *Collaborative Improvements in the Discoverability of Scholarly Content*



Some things we need to focus on....

- **Metadata – quality & compliance**
- **Standards – advocacy & adoption**
- **Transparency – cross-sector cooperation**
- **Partnerships – co-development**



Thanks!

Questions?

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g.stone@hud.ac.uk

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opesch@ebSCO.com

Martha Sedgwick

martha.sedgwick@sagepub.com

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- How Readers Discover Content in Scholarly Journals, Renew Training, 2012
 - <http://www.renewtraining.com/how-readers-discover-content-in-scholarly-journals.htm>
- IEEE Discovery Service page for Libraries, including implementation guides
 - http://www.ieee.org/publications_standards/publications/subscriptions/client-services/promote/discovery_services.html

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