My visit to Russia
Russian research history

Lomonosov

Mendelev

Pavlov
The lamplighter...
Publishers and librarians provide support

Researchers

Publishers ↔ Librarians
Publishers are well-positioned to help

The roles that publishers and librarians have traditionally filled are delineated and defined.
Output is increasing around the globe

Percentage Growth in Outputs
1997-2007

China: 509
Korea: 204
Brazil: 159
Taiwan: 126
India: 98
Spain: 80
Australia: 76
Poland: 63
Belgium: 56
Italy: 50
Canada: 49
Switzerland: 48
Netherlands: 45
UK: 35
Germany: 25
Sweden: 22
France: 10
US: 5
Japan: 5
The developing world is quickly rising.
Research is growing interdisciplinary
Technology impacts the way we live
Key findings from engagement

Finding # 1

Researchers need more targeted tools
SciVerse enables more functionality

Elsevier’s flagship products connected and accessed via a single, central hub

API enables third-party developers to build additional functionality on top of centralized content
What we do have evolved significantly

**Originally...**
- Farmed high-quality content

**Before...**
- Created a super-market for content acquisition

**Today...**
- Prepare fine meals to meet the tastes of groups of or individual researchers
New tools to better serve researchers
SciVerse enables more functionality

Elsevier’s flagship products connected and accessed via a single, central hub

API enables third-party developers to build additional functionality on top of centralized content
Applications enable more functionality

My Oncology Articles

My Oncology Articles enables oncologists and relevant medical researchers to track content that is important to them.
Key findings from engagement

Realization # 1

Researchers need more targeted tools

Realization # 2

Researchers need more from their content
New article formats are essential today

The Article of the Future initiative leverages technology to enable researchers to get more out of each of the articles they read. Pilots are running in several Elsevier journals.
Key findings from engagement

Realization # 1

Researchers need more targeted tools

Realization # 2

Researchers need more from their content

Realization # 3

Researchers need help planning increasingly competitive research environments
SciVal Spotlight allows researcher managers to visualize their research environments, identify distinctive and emerging research competencies, and plan for how to develop them.

More analysis is needed to manage well.
More analysis is needed to manage well

SciVal Spotlight also allows research managers to look at their research environments with the context of comparison.
The lamplighter revisited...