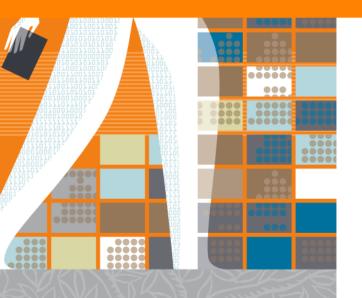








# 利用Elsevier电子书提升教学与科研







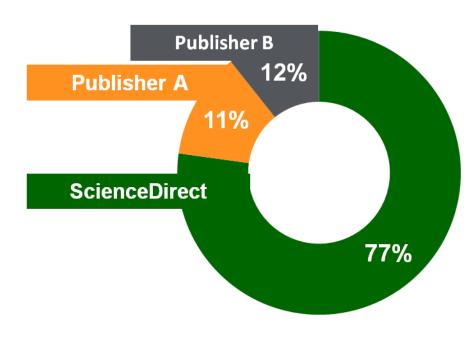
## 内容简介

- 作为一个有**400**多年出版历史的出版社,爱思唯尔拥有丰富的图书资源,涉及科学、技术、医学、社会科学等领域的**24**个学科。
- 其中,农业、生命科学、工程、能源、环境、化学、心理学、神经系统科学等是我们重点出版领域。这些图书由众多知名出版品牌如Academic Press、Woodhead Publishing等出版。
- 爱思唯尔电子书和期刊同时存在于ScienceDirect平台上,更加方便读者对信息进行全面的检索

# 1 ScienceDirect 平台优势

## 77%的学生和研究人员认为STM出版领域排名第一的平台是ScienceDirect

% of researchers who ranked each platform #1



- ✓ 全书内容直接浏览: PDF或HTML模式
- ✓ 多用户同时访问
- ✓ 无DRM限制
- ✓ 图书与期刊交叉搜索
- ✓ 功能操作直观、简单,便于修改、精确、保存和追 踪研究
- ✓ 轻松下载与打印
- ✓ XML文件格式,提供音频、视频和多媒体资源
- ✓ 24/7 可用
- ✓ 更多.....



## 高质量的内容

## 1. 更高质量的作者:以2010年和2012年出版的专著

图书为例,爱思唯尔的作者拥有更高的H指数,爱思唯尔拥有更高质量的作者

	Elsevier	出版社A	
Mean h-index 2010*(H 指数)	13.0	9	
Mean h-index as of October 2013**(H 指数)	15.6	10.2	+1.2

### 3. 更多读者认可: 以2012年出版的图书为例,

爱思唯尔图书在亚马逊上获得更多用户星级评分,更多 图书获得读者认可和推荐

2012年专著图书	Elsevier 469 titles	出版社A 1552 titles
Amazon上评级图书 (# of titles rated on Amazon)	Elsevier 191 titles	出版社A: 126 titles
Amazon图书星级评论 (# of raters giving stars on Amazon)	Elsevier 768 raters	出版社A: 327 raters
平均权重评级 (Weighted mean rating per publisher) *	Elsevier 4.43 stars	出版社A: 4.38 stars

## 2. 更多获奖图书:

▶ 爱思唯尔图书获得更多学术及领域奖项,如PROSE, CHOICE等

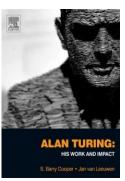
- □ 5 Texty Awards 2014
- 4 Titles on Choice Outstanding Academic Titles List 2013
- ☐ Digital Book Awards: Finalist for Enhanced Ebook 2014
- BMA Medical Book Award 2013: A First Prize and 5 High Commendations
- Best Publication Award 2013,
   Engineering Libraries Division
- The Basil Brennan Medal 2012
- ☐ The 2012 London Book Fair International Achievement Award – Woodhead Publishing



## **PROSE Awards\***

	Elsevier	出版社 B	出版社 A
2012	6	3	0
2013	9	7	0





\* Comparison of awards won in categories in which all companies publish book content

# 3

# 可发现性

## 爱思唯尔继续电子图书的投入,增强图书的可发现性:

- 1) 不断优化元数据
- 2) 与内容集成商合作
- 3)与全球及本地搜索引擎商合作,如Google,百度,必应等
- 4) 与发现服务商合作,如Ebsco,Summon等

Referring gateways to ScienceDirect E-books			Referral growth 2011-2013*
Search engines: Scopus, Web of Science, PubMed	Scopus	ISI Web of KNOWLEDGE. Transforming Research	52%
Google & Google Scholar	Google	Coogle Scholar	98%
Other search engines: Yahoo, Bing; Baidu (China); Yandex (Russia); Naver (South Korea)	bing Bai	Yandex	170%
Universal Discovery Solutions: Ebsco, Summon; Primo; OCLC Worldcat	Sammon	CLIDIS Primo Central	829%
Local and discipline specific partnerships: Harvard ADS (Astrophysics, US), Inspire HEP (High Energy Physics, EU); Saudi digital library (Saudi Arabia); CNKI (China); Credo Reference (Education, US)			Too recent to measure

0.0%

2008

## 4

## 爱思唯尔电子书系列得到大量使用

5

2010: 5981

2011: 6444

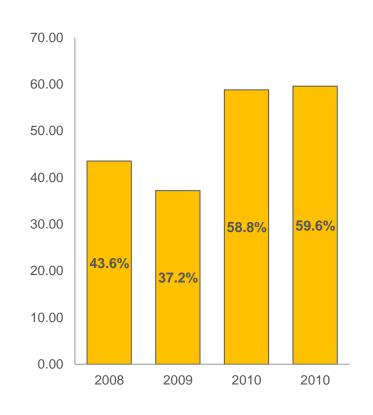
2011

## 一半电子书拥有四次以上使用

- •% 的电子书系列在多伦多大学得到使用\*
- 使用量复合年均增长率为 43.47%
  - 多伦多大学每章成本为1.18美元
- 90.0% 79.9% 77.1% 80.0% 70.0% 57.7% 60.0% 51.5% 50.0% 40.0% 30.0% # of e-book 20.0% titles analyzed 2008: 4995 10.0% 2009: 5487

2010

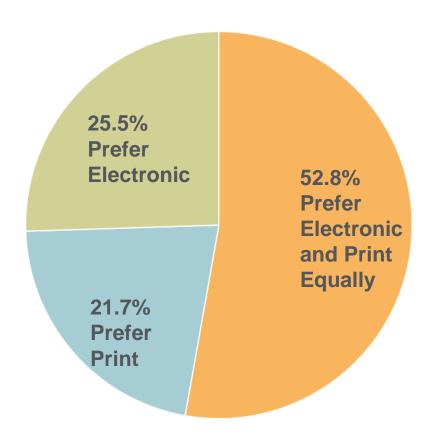
- 至2010年,60%的电子书被使用了四次以上
- 四次或更多次使用相当于借阅一次纸本书



\*E-book uses from ScienceDirect.com. Excludes ScholarsPortal usage

2009

# 近年来电子书逐渐成为一种发展趋势



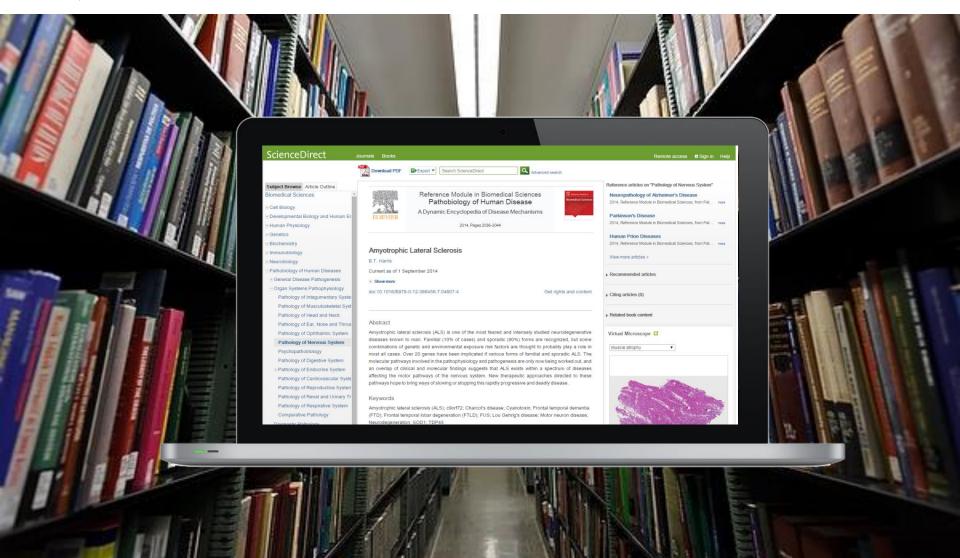
通过调查全球**8210**个学生和研究人员 发现电子书逐渐成为一种发展趋势







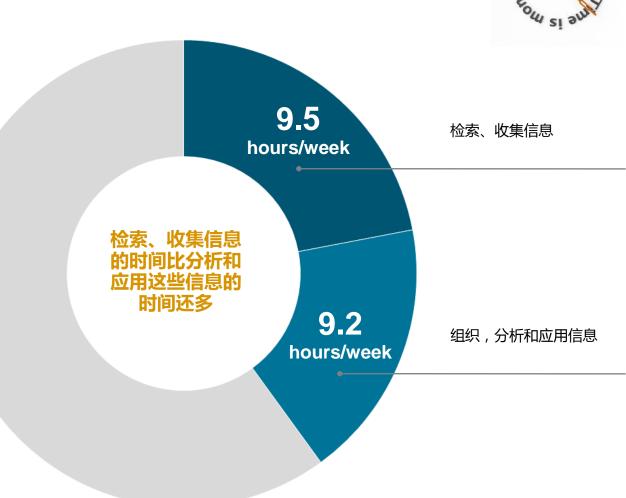
# 电子书与传统意义上的图书馆相比,更加方便我们随时随地对检索信息,电脑、手机、Kindle等都可以下载阅读



## 高质量的电子书可以解决科研过程中的时间成本管理



- 一本高质量的书给我们 总结各种信息,省去我 们到处搜索的时间,这 会大大提高我们的科研 效率;
- 电子书可以互补期刊的 某些不足,便于我们查 阅到期刊中查阅不到的 信息,比如科学发展历 史、实验背景、详细的 实验操作步骤等等



# 电子书价值



## 研究者

- 研究背景、实验操作方法
- 开展新的研究项目
- 撰写论文、专著或报告
- 拟订研究方案



## 教职人员

- 准备讲座或课程材料
- 为学生推荐阅读书目



## 图书馆员

- 更多内容与服务
- 富有吸引力的折扣
- 节约书架空间
- 更好的使用率
- 降低管理费用



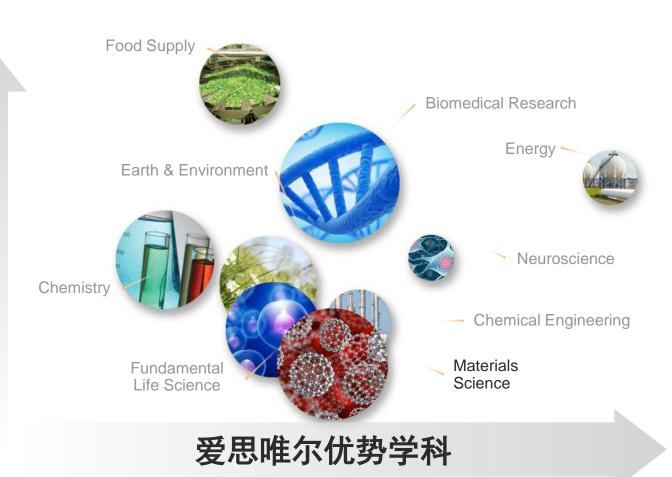
## 学生

- 课程作业
- 硕/博士论文

## 东南大学拥有的电子书资源

- 东南大学购买的电子图书资源为爱思唯尔全部工程类图书。涉及的学科包括: 化学、工程、能源、材料、生命科学、计算机、环境科学、医学、物理和天文。
- 这些学科基本上都是Elsevier的优势学科

# 爱思唯尔迅速发展的学科



## 使用指南:

爱思唯尔的电子书跟期刊同时存在于ScienceDirect平台上,SD平台是最受国内研究人员欢迎,使用量最大的一个数据库平台。

ScienceDirect的访问地址是: www.sciencedirect.com

输入网址之后可以进入下面的页面

## 快速搜索及高级搜索

#### **ScienceDirect**

is a leading full-text scientific database offering journal articles and book chapters from more than 2,500 journals and almost 20,000 books

12,360,691 articles on ScienceDirect

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Biochemistry, Genetics and Molecular

Biology

Environmental Science

Immunology and Microbiology

Neuroscience

#### Health Sciences

Medicine and Dentistry

**Nursing and Health Professions** 

Pharmacology, Toxicology and Pharmaceutical Science

Veterinary Science and Veterinary Medicine

#### Social Sciences and Humanities

Arts and Humanities

Business, Management and Accounting

**Decision Sciences** 

Economics, Econometrics and Finance

Psychology

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## 按学科分类浏览

#### Browse publications by title

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 0-9

Browse all titles

按字母顺 序浏览

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   Médecine des Maladies Métaboliques
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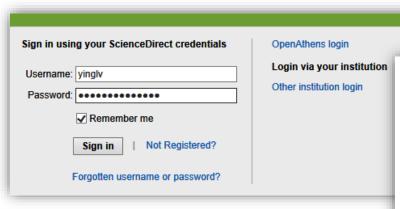
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# 注册和登陆



追踪研究领域最新进展

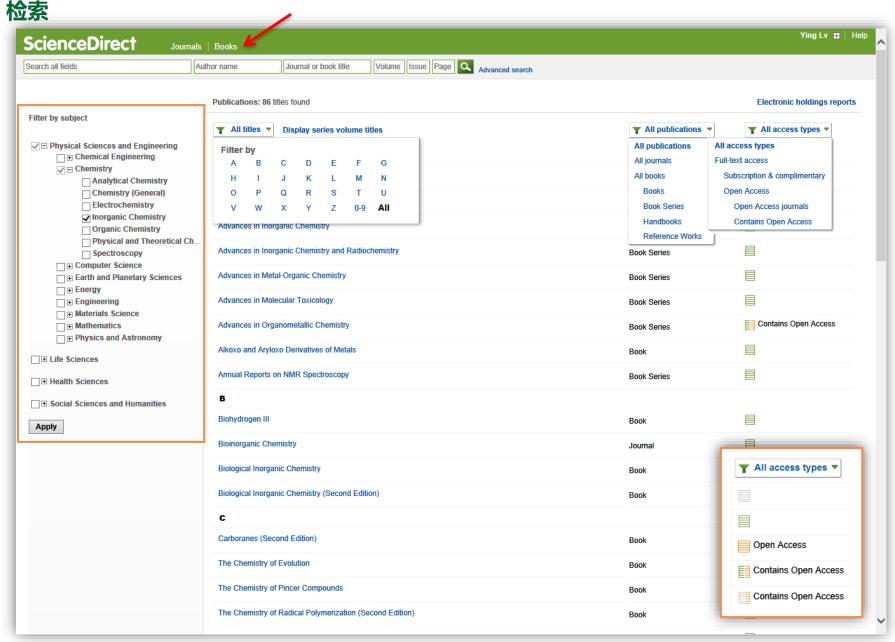
- 期刊(Journal)
- 丛书(Book series)
- 主题(subject)
- 检索(search)

记录个人操作信息

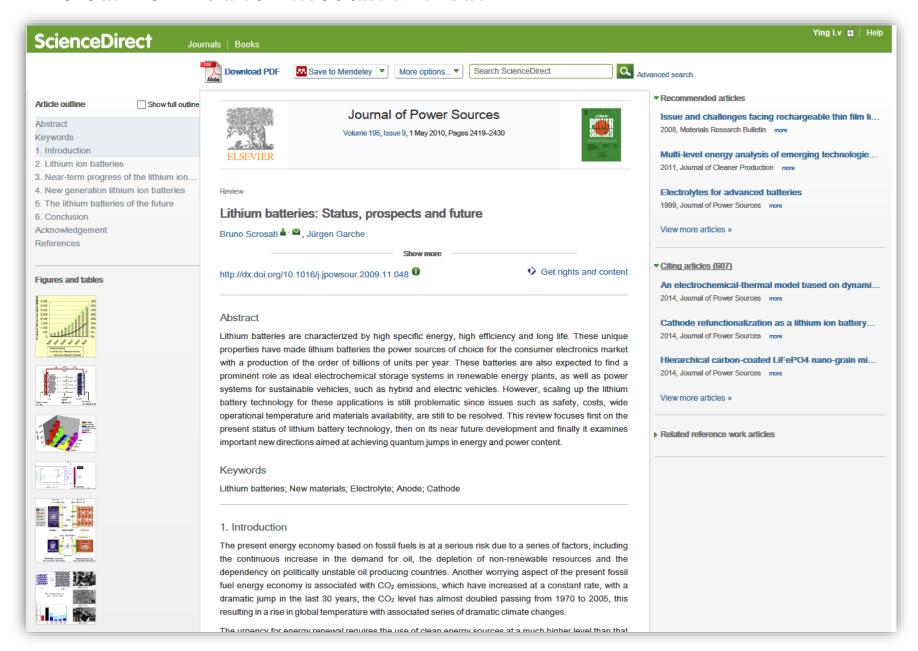
- 检索条件
- 检索历史

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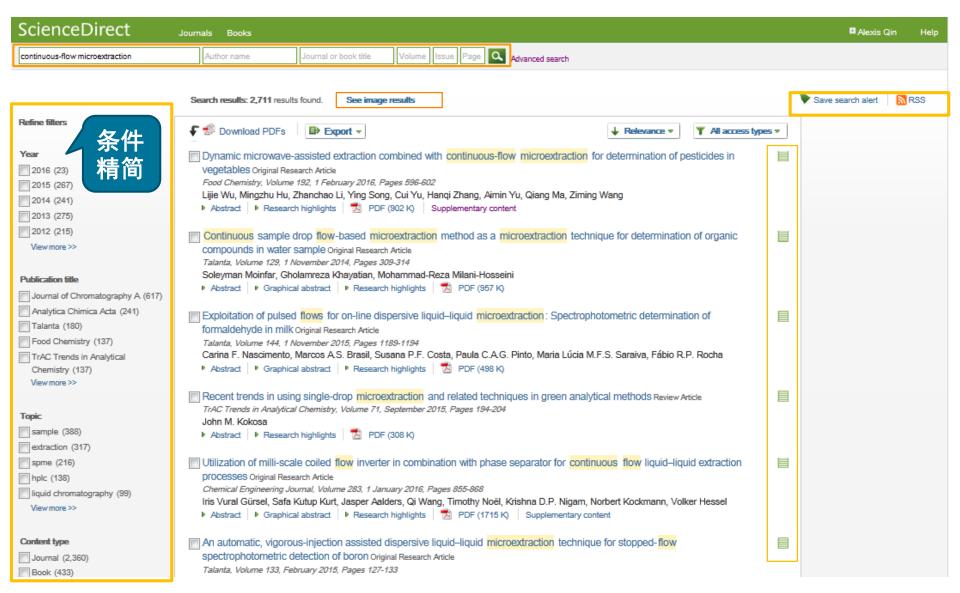
浏览电子书可以先单击Books,然后根据关键词、学科分类、首字母、或者图书类型进行筛选



## 电子书中的文章全文页面,包括丰富的图、表等信息



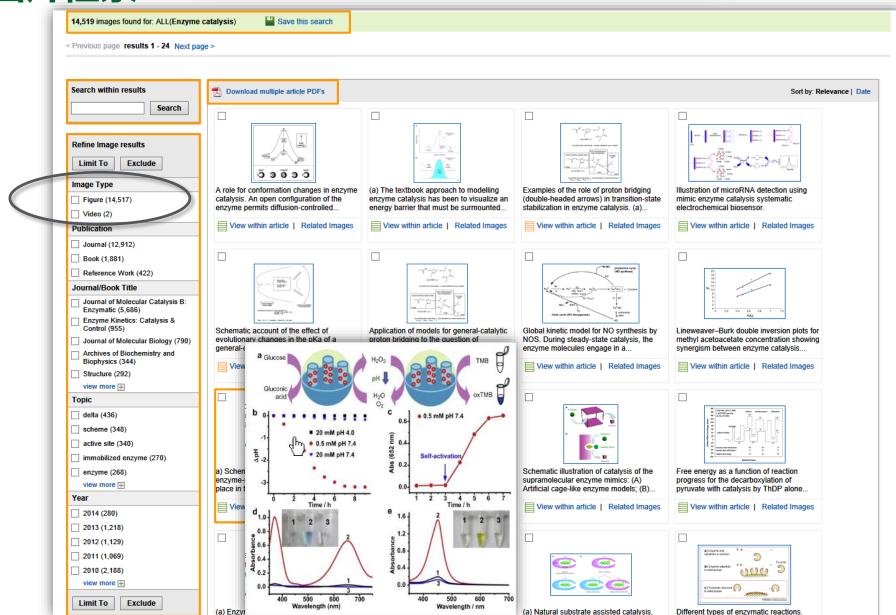
# 按照关键词进行检索-快速检索



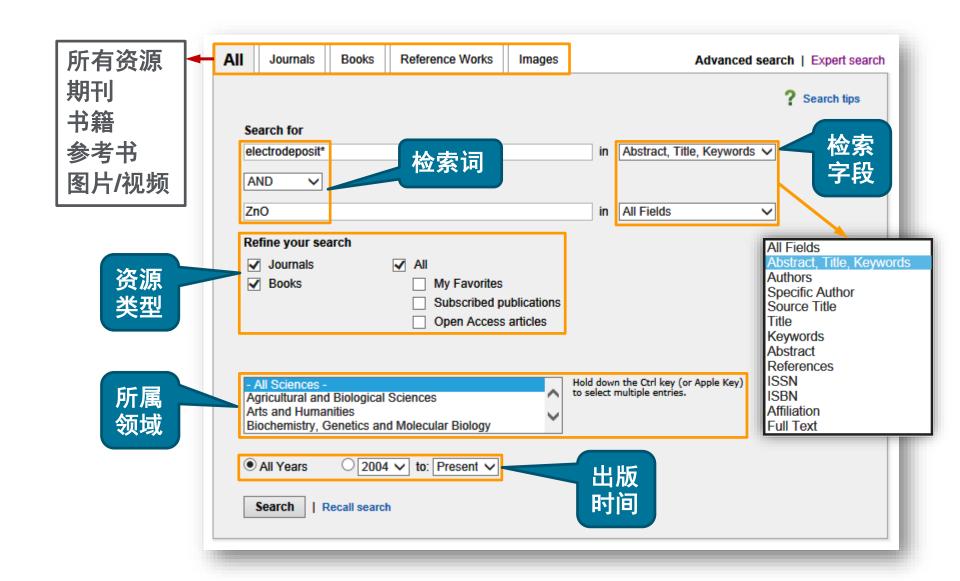
112,681 articles found for: ALL(Enzyme catalysis)

See image results

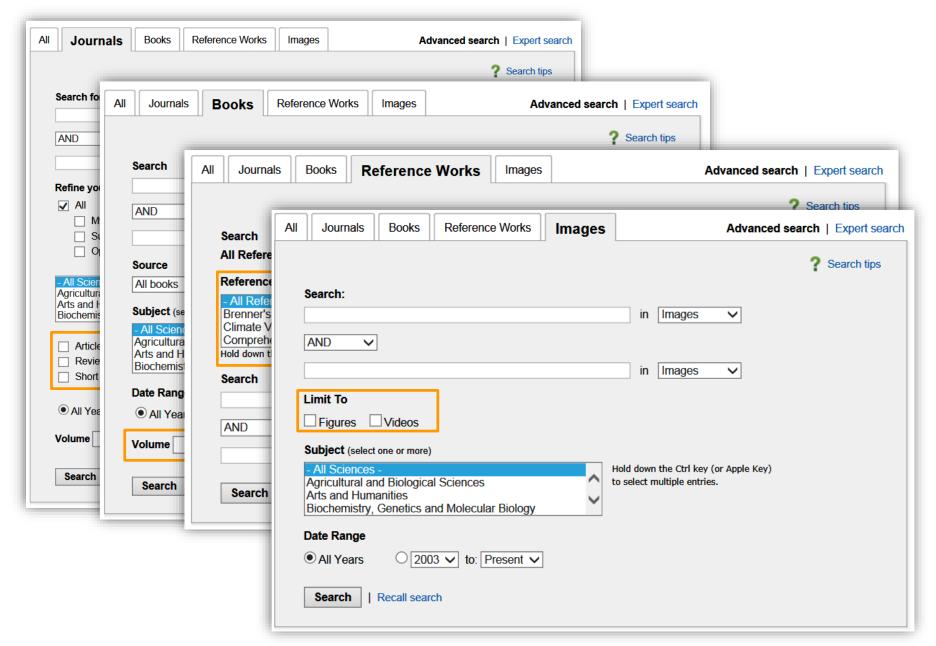
Save this search | Save as search alert | RSS Feed



# 高级检索



# 高级检索



# 专家检索

Journals	Books	Reference Works	Images	Advanced search   Expert searc
				? Search tips
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				^
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gricultural and	d Biological	Sciences	^	to select multiple entries.
		d Molecular Biology	~	
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使用布尔语法、邻近运算符和通配符建立搜索 优先考虑搜索字段 同时搜索多个领域

Tips: 使用文档类型、时间及主题精简搜索

# 检索语言与检索技巧

AND	默认算符,要求多个检索词同时出现在文章中	
OR	检索词中的任意一个或多个出现在文章中	
AND NOT	后面所跟的词不出现在文章中	
通配符 *	取代单词中的任意个(0,1,2…)字母 如transplant* 可以检索到transplant, transplanted, transplanting	
通配符 ?	取代单词中的1个字母 如wom?n 可以检索到woman, women	
W/n PRE/n	两词相隔不超过n个词,词序不定 quick w/3 response 两词相隔不超过n个词,词序一定 quick pre/2 response	
""	宽松短语检索,标点符号、连字符、停用字等会被自动忽略 "heart-attack"	
{}	精确短语检索,所有符号都将被作为检索词进行严格匹配 {c++}	
()	定义检测词顺序,例: (remote OR satellite) AND education	



# 灵活利用检索语言提升检索效率





# 检索语言

可以使用:

## 希腊字母

支持α, β, γ, Ω检索(或英文拼写方式)

## 法语、德语等其他语言

重音、变音符号,如é,è,ä均可以检索

不区分:

## 大小写

英文字母不区分

## 上下标

To search H<sub>2</sub>O, enter H2O

## 拼写方式

当英式与美式拼写方式不同时, 可使用任何一种形式检索

例: behaviour 与behavior; psychoanalyse 与psychoanalyze

## 单词复数

使用名词单数形式可同时检索出复数形式

例: horse - horses, woman - women