Introducing RUF == RESEARCHER UNBOUND FRAMEWORK

WORKSHOPS SCHEDULE
j.mp/RU_About

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askell@nus.edu.sg
RU Coordinators
kekhoon@nus.edu.sg
Patrick.Pu@nus.edu.sg
Today...

- Content Discovery: Recommended
- Content Sharing: SharedIt
- Content Impact: Bookmetrix
To update the background image:
• Go to 'Slide'
• Select 'EditMaster'
• Select the page with the image
• Right click on the image and select 'Replace image'
• Select a new image from your Google Drive or upload a new image
• Select 'Select'
What is Recommended?
Springer Nature’s Mission

Helping researchers, students, teachers and professionals to discover, learn and achieve more.
The vision for Recommended

Recommended keeps scientists and researchers up to date in their field by making pan-publisher content recommendations, based on users’ reading behaviour, with minimal effort from users.
Recommended is a personalised, primary paper recommendation service.
Why Recommended?
What are the ‘pain points’ for our target users?

- Surveyed Principal Investigators, Post Docs and PhD students

- Main pain points were lack of time, and lack of trust
What is the user need?

73% of users surveyed strongly agreed with the following statements:

“I would really benefit from a more efficient way of staying up to date with research papers.”

“I would appreciate a service that recommends papers outside of the Nature journals.”
What is the user need?

“I only have time to read five papers. Which ones should I read?”

“How do I establish my reputation for being ‘in the know’?

“How do I reduce wasted research time due to being scooped?”
What should Recommended NOT be?

• A search engine (like Google Scholar or PubMed)
• A social network site
• A reference manager
Who are our users?

- Most of our users are early - mid career researchers
- Most of our users work in academia rather than industry
- Researchers are spread across the globe:
  - 42% in North America
  - 28% in Europe
  - 22% in Asia
  - 8% elsewhere
How does it work?
The algorithm

Reader

Read an article or Clicked recommendation

Recommended

Recommendations

Network of related papers

CrossRef PubMed Altmetric

NUS Publishing Talk, 4 October, 2017
How we deliver recommendations

Popup:

- Only shown across article pages across Nature.com, BioMed Central, Springer Open
- Only appear after scrolling the page
- Only shown when we have at least one recommendation to show
- Up to 5 recommendations shown, with an email sign up onwards journey
How we deliver recommendations

1. Quiste hidatídico pericárdico. Presentación de un caso
   Benitez Linero, I. . López Romero, J.L.  
   Revista Española de Anestesiología y Reanimación (2013)

2. Kyste hydatique de la fosse infratemporale chez un enfant
   Hiroo, A. . Mansouri-Hattab, N.  
   Revue de Stomatologie, de Chirurgie Maxillo-faciale et de Chirurgie Orale (2014)

3. Choc anaphylactique au cours de la chirurgie du kyste hydatique du poumon chez une enfant
   El Korchi, A.; El Kettani, Salma Ech-Chérif  
   Canadian Journal of Anaesthesia/Journal canadien d’anesthésie (2011)
How we deliver recommendations

Email:

• Only sent to people who have signed up from the popup or home page.
• Up to 10 recommendations in an email.
• Sent weekly if we have new recommendations to show.
• Users can change the frequency through a link in the email.
How we deliver recommendations

Inline:

- Shown at the bottom of an article, on SpringerLink only.
- Up to 3 recommendations shown, with no onward journey.
- Only shown if we have a recommendation to show.
- *Powered by Recommended footer*, reassure users where the recommendations come from.

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Personalised recommendations

1. *Quiste hidatídico pericárdico. Presentación de un caso*  
   Benítez Linero, I.... López Romero, J.L.  
   *Revista Española de Anestesiología y Reanimación* (2013)

2. *Kyste hydatique de la fosse infratemporale chez un enfant*  
   Hiroual, A.... Mansouri-Hattab, N.  

3. *Choc anaphylactique au cours de la chirurgie du kyste hydatique du poumon chez une enfant*  
   El Koraichi, Alae... El Kettani, Salma Ech-Chérif  
How can I try the service?
Keeping up-to-date with published research just got easier

With 4000* new papers published every day, Recommended helps you find the right one to read next.

Recommended is a personalised service that suggests relevant papers to you, based on what you’ve previously read, from all publishers.

*Source: The STM Report, March 2016
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Springer Nature wants researchers to share content easily and legally. Our Springer Nature SharedIt content-sharing initiative means that links to view-only, full-text subscription research articles can be posted anywhere - including on social media platforms, author websites and in institutional repositories - so researchers can share research with colleagues and general audiences.
The *SharedIt* story in three chapters

- **2014-15**
  - *The Nature trial*

- **2016**
  - *The roll-out*

- **2017**
  - *The early findings*
2014-15: The *Nature* trial

- The ‘content sharing’ initiative was originally developed to:
  
  - Help researchers collaborate
  - Provide the public with a way to read scientific content
  - Be complementary to, not an alternative to, Springer Nature’s many open access activities
  
  - Provide data and experience to inform constructive discussion and solutions across the industry
  - Use results and feedback to evolve sharing features, policy and commercial models
  - Share results with researcher, publisher and library communities
Scientists have always shared their work

STAIRNG POINT: THE PROBLEM WE SOUGHT TO SOLVE

Scientists have always shared their work ... helping them do so is central to Nature’s mission

Nature has a duty to readers and authors to facilitate sharing that benefits research and is commercially viable

• ‘Tools’ are sub-optimal (e.g. Dropbox, #icanhazpdf)
• A black box for publishers and libraries
• Creates conflict (take-down notices = reputational damage)
Sharing methods

• Peer-to-Peer
  • Subscribers send or post shareable links to full-text journal articles on nature.com.

• Media Referral
  • Readers access full-text journal articles on nature.com cited on 100 trusted news sites.

NUS Publishing Talk, 4 October, 2017
Sharing statistics (Dec 2014 - Nov 2015)

- About 815K ‘shared views’ during period
  - Most referrals from media sites
  - Of ~184K Peer-to-Peer shares:
    - 67% subscribers to non-subscribers

SHARING STATISTICS
Dec 2 2014-Nov 30 2015

- Views are referrals from trusted media sites and blogs: 77%
- Peer-to-Peer shares: 23%
  - 67% subscribers to non-subscribers
  - 33% subscriber - subscriber or OA content
Findings at ‘close’ of the trial

• Steady usage, but modest numbers
  • (Do we need to better promote among researchers?)
• Bulk of views media referrals with activity influenced by news events
• No downturn in single-article sales
• Little to no instances of abuse observed
• Lots of media and social media interest
2016: The roll-out (and new name!)

We’ve SharedIt! Springer Nature completes integration of its content sharing initiative across its entire owned portfolio of over 1,300 journals

London, 17 October 2016
Sharing methods expanded with roll-out

- **Peer-to-Peer**
  - Subscribers send or post shareable links to full-text journal articles.

- **Media Referral**
  - Readers access full-text journal articles cited on 100 trusted news sites.

- **Author Sharing**
  - Authors send or post shareable links to their full-text journal articles.
What does *SharedIt* look like on *Springer Link*?

**Estuaries and Coasts**

**Salt Marsh Sustainability: Challenges During an Uncertain Future**

**Abstract**

Many salt marshes throughout southern New England are exhibiting a trend toward submergence, as reported in this volume and other published literature. This paper provides a brief perspective on sea-level rise and the many other interacting factors that contribute to marsh submergence in this and other regions. Curtailing nutrient loading and removing or altering barriers (e.g., dams, dikes) to the delivery of suspended sediment to marshes are two examples of approaches to counter these trends.
The reader experience on Read Cube

Salt Marsh Sustainability: Challenges During an Uncertain Future

Charles T. Roman

Abstract Many salt marshes throughout southern New England are exhibiting a trend toward submergence, reported in this volume and other published literature. This paper provides a brief perspective on sea-level rise and the many other interacting factors that contribute to marsh submergence in this and other regions. Curtailting nutrient loading and removing or altering burners (e.g., dunes, dikes) to the delivery of suspended sediment to marshes are discussed as management or restoration techniques to consider for increasing long-term sustainability of marshes. Adaptation measures are many (e.g., thin-layer sediment application to marsh surface, facilitation of landward marsh migration, shoreline stabilization), but all require study to evaluate their potential for enhancing resilience. Research, monitoring, and dynamic modeling, coupled with appropriate management and adaptation approaches implemented at local and regional scales, will contribute to the challenge of sustaining salt marshes in an uncertain future of sea-level rise, other climate factors, and stressors associated with a developing coastal zone.

Keywords Salt marshes - Sea-level rise - Coastal adaptation
① Users with access rights share with colleagues and co-workers

Until now…

Share URL via Twitter or e-mail

If you don’t have access rights
① Users with access rights share with colleagues and collaborators

With the content sharing function ...

Just by attaching share URLs to email or social media, anyone can access
1 Users with access rights share with colleagues and collaborators

If you do not have access to the paper, you can only browse the article (Printing, PDF saving is not possible)
A nice end to 2016

“...Springer Nature’s SharedIt announcement proves that our industry’s largest companies can still innovate. It’s a great example of a big, traditional publisher responding and reacting to innate researcher behavior (i.e., sharing articles) in a really pragmatic way.”

“We love the way they approached it — a small trial experiment of the initiative, the release of all the results throughout the trial to demonstrate openness, assessing the results, a little bit of tweaking, and then a final, full roll out.”

2017: The early findings

Springer Journal Article Views (subscriber sharing vs. author sharing)
Announcement to authors

- **400k** journal article authors notified
- of participating Springer journals

- 109,184 unique opens
- 13,987 clicks
- 2.62% UCT
- 26.15% OR
- 10.02% CTOR
Springer journal article sharing by country

Subscriber Sharing Views

Author Sharing Views

NUS Publishing Talk, 4 October, 2017
Industry-wide
Supporting organisations

A number of organisations have come together to develop *How Can I Share It* as a sharing resource for the entire scholarly community. All supporting organisations have agreed to work together to develop and continually improve the information, resources and tools on this site to facilitate sharing, which benefits researchers, institutions, and society as a whole.

This is just the start of *How Can I Share It*. We are continually reaching out for inclusive participation in the ongoing development of this resource site. If your organisation would like to get involved, we'd love to hear from you.

**STM** The global voice of scholarly publishing
“As the rapid evolution of technology creates ever more channels for the dissemination and amplification of research, we see our role as connecting people with the most relevant and important information, so that more can be learned and more can be discovered. This includes finding new ways to curate and personalise content, bring science to broader audiences in more engaging and accessible ways, and enable the sharing of open access and subscription content. To do this we are investing in many new ways to maximise the reach and relevance of the research that we publish.”
To update the background image:

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6. Select 'Select'
The rise of the mega-journals

- Launched June 2006
- Biology and Medicine
- Rejection rate: 15%
- Jan 2012: Article 30,000 published
- 2010 Impact Factor: 4.351
Which article made a bigger impact?

- Article published in a top-tier journal with ‘0’ citations after 2 years

  Fault healing promotes high-frequency earthquakes in laboratory experiments and on natural faults
  By: McLaskey, Gregory C.; Thomas, Amanda M.; Glaser, Steven D.; et al.
  NATURE, Volume: 491, Issue: 7422, Pages: 101-U114, Published: NOV 1 2012
  Times Cited: 3

- Article published in a lower impact journal with tens of citations

  Testing for hybridization and assessing genetic diversity in Morelet’s crocodile (Crocodylus moreletii) populations from central Veracruz
  Ricardo González-Trujillo, David Rodriguez, Alberto González-Romero, Michael R. J. Forcier, Liwenwei Li, D. Desmarest & I. V. Covas Murguía
  Volume 13 Number 8, Page 1077
  2013 Impact Factor: 1.136

  Springer Nature
Research dissemination channels are changing rapidly to accommodate the increasing volume of scholarly literature

- Article Usage
- Scholarly Citation
- Non-scholarly Citation
- Blogs Patents
- Social Media
- News Policy documents
Research evaluations were once bespoke and performed by peers...

...but now research evaluations are done now routine and reliant on metrics
External forces are driving change

Part 3 Section 3: Impact template and case studies (REF3a/b)

Definition of impact for the REF

140. For the purposes of the REF, impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia (as set out in paragraph 143).

141. Impact includes, but is not limited to, an effect on, change or benefit to:
- the activity, attitude, awareness, behaviour, capacity, opportunity, performance, policy, practice, process or understanding
- of an audience, beneficiary, community, constituency, organisation or individuals
- in any geographic location whether locally, regionally, nationally or internationally.

142. Impact includes the reduction or prevention of harm, risk, cost or other negative effects.

2003: Berlin Declaration

2012: San Francisco DORA

2015: Leiden Manifesto

2015: The Hague Declaration

“There is a pressing need to improve the ways in which the output of scientific research is evaluated by funding agencies, academic institutions, and other parties.”
San Francisco Declaration on Research Assessment

Changed Research Evaluation in:
- UK
- Netherlands
- Australia

NUS Publishing Talk, 4 October, 2017
Journals are well covered but what about books?
As an author I have no idea what the actual impact is of my book.

No recognition for my book from faculty, university administrators or funders.

(so why should I go through the process of writing one?)
Bookmetrix pulls together information about the attention paid to, use of and impact of books.

Books benefit hugely from new ways of looking at attention & impact.
Traditional citation databases underestimate the impact of books

On average 20 citations per book
Cited half life 20 - 30 years

N= 107,313 English language titles, citation data from CrossRef
Including archival content!

42,000 mentions to 98,000 books published before 2000

© 1991

January 2015

WHAT IS THIS?
The data shown here were aggregated by the data service Altmetric, which collects attention surrounding scholarly books and articles.
So... the story behind a book doesn’t finish when it gets published.
Available on all product platforms – linking to
Bookmetrix - your book and chapter metrics dashboard

OPENING SCIENCE – 2014

ABOUT AFFILIATION DISCIPLINES

EDITORS Sönke Bartling, Sascha Friesike
DOI 10.1007/978-3-319-00026-8
ISBN 9783319000251, 9783319000268 (online)

VIEW PUBLISHER SITE

PURCHASE EBOOK

CITATIONS 36
MENTIONS 172
READERS 357
DOWNLOADS 316K
REVIEWS 1

SUMMARY
Combined activity for all chapters

CHAPTER 1
Towards Another Scientific Revolution

Chapters

Whole Book

Spriniger Nature

Crossref

Altmetric

Bookmetrix tracks social and scholarly activity around published books.
Valuable insight in citations...

Opening Science

ALL ACTIVITY FOR BOOK:

<table>
<thead>
<tr>
<th>CITATIONS</th>
<th>MENTIONS</th>
<th>READERS</th>
<th>DOWNLOADS</th>
<th>REVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>157</td>
<td>89</td>
<td>224k</td>
<td>1</td>
</tr>
</tbody>
</table>

CITATIONS SUMMARY
Showing 1-16 of 16 total citations.

CITATIONS BY YEAR

CITATIONS BY CHAPTER

NUS Publishing Talk, 4 October, 2017
...Mendeley Readers, downloads and online mentions
Since launching in April 2015 engagement is growing

**Customer feedback and award nominations**

- **The Association of Learned & Professional Society Publishers**

**Data**

- **Users**: 25%
- **Returning Visitors**: 15%
- **Page views**: 40%
- **SL traffic to Bookmetrix**: 30%
- **Bounce rate**: 6%
- **Author tweets**: 1,500

- **Wow - over 100,000 chapter downloads!!!**
- **Just hit 12,000 downloads of my book #bookmetrix bookmetrix.com/detail/book/ce**
- **5 years of the "Game of Life Cellular Automata" book. Some nice statistics is here bookmetrix.com/detail/book/30...**

Data: Google Analytics, % increase October 2015 over August 2015, data October 2015
Increasing traffic to Bookmetrix.com

- **Avg. Session Duration**
- **Users**

- **Bounce Rate**
- **Page Views**

- **Page Views**
- **Bounce Rate**
## Books metrics, like journals, differ between disciplines

<table>
<thead>
<tr>
<th>All years of publication taken in account</th>
<th>Average citations per book</th>
<th>Average downloads per book</th>
<th>Average online mentions per book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Average</td>
<td>12.5</td>
<td>5.969</td>
<td>0.24</td>
</tr>
<tr>
<td>Humanities, Social Science GER</td>
<td>1.1</td>
<td>5.433</td>
<td>0.02</td>
</tr>
<tr>
<td>Business and Economics GER</td>
<td>0.4</td>
<td>6.036</td>
<td>0.01</td>
</tr>
<tr>
<td>Computer Science</td>
<td>18.6</td>
<td>12.929</td>
<td>0.85</td>
</tr>
<tr>
<td>Computer Science and Engineering GER</td>
<td>0.8</td>
<td>7.417</td>
<td>0.01</td>
</tr>
<tr>
<td>Medicine</td>
<td>12.1</td>
<td>6.681</td>
<td>0.22</td>
</tr>
<tr>
<td>Life Science and Basic Disciplines GER</td>
<td>4.4</td>
<td>4.210</td>
<td>0.01</td>
</tr>
<tr>
<td>Biomedical and Life Sciences</td>
<td>43.3</td>
<td>6.108</td>
<td>0.67</td>
</tr>
<tr>
<td>Medicine GER</td>
<td>2.0</td>
<td>4.367</td>
<td>0.01</td>
</tr>
<tr>
<td>Engineering</td>
<td>10.1</td>
<td>9.332</td>
<td>0.28</td>
</tr>
<tr>
<td>Mathematics and Statistics</td>
<td>24.6</td>
<td>5.832</td>
<td>0.11</td>
</tr>
<tr>
<td>Humanities, Social Sciences and Law</td>
<td>10.2</td>
<td>3.769</td>
<td>0.42</td>
</tr>
<tr>
<td>Physics and Astronomy</td>
<td>25.6</td>
<td>4.266</td>
<td>0.21</td>
</tr>
<tr>
<td>Chemistry and Materials Science</td>
<td>43.1</td>
<td>5.515</td>
<td>0.20</td>
</tr>
<tr>
<td>Business and Economics</td>
<td>6.5</td>
<td>4.748</td>
<td>0.27</td>
</tr>
<tr>
<td>Earth and Environmental Science</td>
<td>20.8</td>
<td>7.114</td>
<td>0.45</td>
</tr>
<tr>
<td>Behavioral Science</td>
<td>32.8</td>
<td>4.397</td>
<td>0.53</td>
</tr>
<tr>
<td>Professional and Applied Computing</td>
<td>0.2</td>
<td>6.376</td>
<td>0.03</td>
</tr>
<tr>
<td>Springer Protocols</td>
<td>58.8</td>
<td>30.156</td>
<td>4.42</td>
</tr>
</tbody>
</table>
These 2016 books made an impact.
Our books are very much alive and used in academia, just like before.

- Of those published in 2016 – 11,000 books across SN – we had 0.91 citations on average per book. For online mentions – or altmetrics – we had on average 4.5 mentions per book.

- 25% of our 2016 books have been cited once or more within this year

- 42% of our 2016 books have been mentioned online once or more in this year
The Impact of the Top 5 Cited Titles:

1. **Azokh Cave and the Transcaucasian Corridor**
   991 downloads | 8 online mentions | 88 citations

2. **Multidisciplinary Approaches to the Study of Stone Age Weaponry**
   2,468 downloads | 36 online mentions | 80 citations

3. **Landscape and Ecosystem Diversity, Dynamics and Management in the Yellow River Source Zone**
   2,967 downloads | 0 online mentions | 77 citations

4. **Retinal Degenerative Diseases**
   11,631 downloads | 50 online mentions | 76 citations

5. **Behavioral Neuroscience of Motivation**
   16,902 downloads | 35 online mentions | 73 citations

---

NUS Publishing Talk, 4 October, 2017
The Impact of the Top 5 Mentioned Titles

1. Teaching Gender and Sex in Contemporary America
   2,500 downloads | 958 online mentions

2. Safer Healthcare
   128,557 downloads | 686 online mentions | 1 citation

3. Peptide Microarrays
   15,380 downloads | 586 online mentions | 4 citations

4. Pattern Recognition
   10,678 downloads | 566 online mentions | 2 citations

5. The Effects of Noise on Aquatic Life II

6. 10,002 downloads | 491 online mentions | 31 citations

NUS Publishing Talk, 4 October, 2017
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4. Pattern Recognition
   10,678 downloads | 566 online mentions | 2 citations

5. The Effects of Noise on Aquatic Life II

6. 10,002 downloads | 491 online mentions | 31 citations
The Impact of the Top 5 Downloaded Titles:

1. **Computer Vision – ECCV 2016 Workshops Amsterdam, The Netherlands, October 8-10 and 15-16, 2016, Proceedings, Part I**
   - 544,155 downloads | 101 online mentions | 2 citations

2. **SFPE Handbook of Fire Protection Engineering**
   - 270,8825 downloads | 10 online mentions | 19 citations

3. **Autonomous Driving: Technical, Legal and Social Aspects**
   - 262,156 downloads | 10 online mentions | 3 citations

4. **Springer Handbook of Robotics**
   - 223,416 downloads | 54 online mentions | 8 citations

   - 219,254 downloads | 7 citations
Bookmetrix 2.0
New features for Bookmetrix - launched
New features for Bookmetrix - launched
Updating footer

To update the footer:

- Go to View > Edit Master. Click on the textbox and enter your title and date.

Checking updates

- The text updates will not flow through to all the slide layouts as some have been placed manually. Therefore you may need to manually update other text boxes such as the divider slides etc.

NUS Publishing Talk, 4 October, 2017

New features for Bookmetrix - launched
Bookmetrix 2.0 – what to expect

New book and chapter discovery pages with a stronger focus on benchmarking and discovering other books.
Bookmetrix 2.0 – what to expect

Bookmetrix 2.0 – what to expect

Collection Citation Performance

<table>
<thead>
<tr>
<th>Year</th>
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<th>5-year CCP</th>
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<td>2016</td>
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<td>8.41</td>
</tr>
<tr>
<td>2015</td>
<td>2.45</td>
<td>8.96</td>
</tr>
<tr>
<td>2016</td>
<td>5.12</td>
<td>7.06</td>
</tr>
</tbody>
</table>

- Behavioral Science
- Biomedical and Life Sciences
- Business and Economics

NUS Publishing Talk, 4 October, 2017
Thank You

Mabel Tang
Mabel.tang@springernature.com
Marketing Director
Springer Nature
YOUR **FEEDBACK** IS GREATLY APPRECIATED

j.mp/RU_Feedback
LIKE US ON FACEBOOK

NUSLIBRARIES