These days, a world of information is at our fingertips. Simple online searches return millions of pages that claim to provide expert, timely information. But we’ve all had the experience of wondering if the information is trustworthy, accurate and the best to address our needs.

Even casual web searchers are left wondering how to decipher the irrelevant information that fills online search result pages, so what’s a serious researcher to do in a world of overwhelming content and underwhelming relevancy?
Elsevier offers greater clarity and insights for researchers by putting their needs first.

ScienceDirect: A maximum impact, trusted research solution that delivers

ScienceDirect, Elsevier’s leading online full-text information solution, is more than just a research destination for scientists; it’s a continuously evolving, dynamic repository that is constantly updated with the very latest research data available on a variety of subjects.

Using the latest technology, the platform provides users with the answers they need, when they need them across a broad range of topics in science, technology and health, helping users attain a greater depth of information than other research solutions provide.

Our data driven approach

A user focused perspective based on the workflow and understanding the needs of researchers to build our publishing strategy

Elsevier offers greater clarity and insights for researchers by putting their needs first. A wide range of relevant content combined with cutting-edge technology on the ScienceDirect platform provides quick, easily accessible research in a variety of fields. We also provide insights for executives and librarians that aid in key purchasing decisions. By providing data and analysis of their institution’s usage behavior on ScienceDirect to identify content gaps, a clear picture of in-demand content emerges. Using this critical information, libraries can acquire the content that best supports their patrons.
Phase 1: Identify user needs

Elsevier analyzes user behavior and conducts research to identify user needs. We understand that researchers’ workflows are more complex than ever before and we need to create content that addresses user challenges such as:

• Staying current and keeping abreast of the latest topics
• Understanding new or adjacent fields for interdisciplinary research
• Needing quick answers to key questions
• Navigating a wide range of content types during single user sessions
• Reviewing primary literature
• Mastering procedures / methods / models
• Applying foundational knowledge to research

Phase 2: Identify research gaps in areas that are growing fastest

We identify current trends and global research funding.

• What areas of primary research are growing fastest?
• What are the most influential institutions and authors?
• What research is most cited, highly regarded or critically acclaimed?

We are uniquely positioned to do this analysis, and tap into Elsevier’s invaluable data sources and look at indicators such as market trends, research output, research funding, usage, citation and keyword search trends in databases such as Scopus and SciVal. This high-level research provides a road map of knowledge, showing content that is most in demand now and also anticipates emerging areas to address.
Phase 3: Create wide range of content for the future

In this next phase, our editorial team reviews individual portfolios to identify gaps in coverage, providing a data driven approach to decision-making that ensures that high-demand content from leading authors is always available to fill knowledge gaps for our users. This strategy builds a forward-thinking approach that keeps ScienceDirect on the leading edge of future research in any topic.

Phase 4: Make content accessible to meet the needs of users

We continue to innovate to help researchers be more efficient in their workflow by continually developing complementary content sources, each providing a solution to a different user need including Major Reference Works, custom Reference Modules, Book and Handbook Series and eBooks.

The Power of ScienceDirect books

Helping researchers to:

- Learn new methods and processes
- Examine recent developments in a field at a glance
- Reference peer-reviewed definitions

Books are a great way to build expertise and confidence in unfamiliar fields. They provide critical contextual knowledge, often missing in journals.

78% ScienceDirect users say they often do interdisciplinary research in their work

Source: TechValidate survey of 270 users of Elsevier ScienceDirect. TechValidate. TVID: 9D4-230-2AD
“Books on Elsevier ScienceDirect provide more of the background information we are searching for. They have a larger bibliography, context, and summaries of theories and studies.”

—Information Specialist, Educational Institution

Source: TechValidate. TVID: 596-097-5BF

ScienceDirect Topics Illuminates the Path to Discovery

Elsevier applies the most cutting-edge technology to ensure the content is discoverable and accessible at the right place and at the right time to meet user’s needs. Topic pages on ScienceDirect are generated using innovative automated approaches for information extraction and relevancy ranking.

ScienceDirect Topics reveals succinct and selected contextual information from reference books, surfacing valuable content when and where it is needed in the research process. It brings comprehensive, credible and interdisciplinary knowledge into a user’s natural research workflow. By improving the user interface of ScienceDirect, we ensure that users get the curated and relevant information they require in their work in the least amount of time.

ScienceDirect Topics guides researchers to begin relevant content no matter where they begin.

ScienceDirect Topics help researchers get a quick overview on a topic and it’s related content and book excerpts.

ScienceDirect Topics on Search Engine

ScienceDirect Topics on Journal Article

ScienceDirect Topics on Books

Offer tens of thousands of Topic Pages with definitions, snippets from books and related terms

Terms within journal articles are hyperlinked to topic pages to create an interactive, seamless and convenient reading experience

Increase the discoverability and accessibility of essential reference content by indexing via search engines

Enable readers to click through to book content to dig deeper into topics
“Books on ScienceDirect provide ease of use and immediate availability. It is a good place for students to begin their research if they are unfamiliar with the topic.”

—Librarian, Educational Institution
Source: TechValidate. TVID: BE6-D4F-44B

“eBooks are part of a comprehensive whole which includes journals and other information resources.”

—Librarian, State & Local Government
Source: TechValidate. TVID: A2A-516-oFD

92% of surveyed researchers agree that Topic Pages help them achieve their goals

“The key advantage [of ScienceDirect Topics] is that a lot of information relevant to one topic is in the one location and easy to understand.”

—Josey Erickson-Pintaudi, Student, Monash University
Source: TechValidate. TVID: 459-645-0E3

“ScienceDirect topic pages bring together a range of relevant and interesting information, succinctly, in one place.”

—Darian Okakpu, Graduate Student, TU Dresden
Source: TechValidate. TVID: 46E-2BC-0D38

200,000
Hits per day

55%
Returning users

1.2 Million
journal articles are hyperlinked to topic pages

Almost 25 Million Visits
since launch

ScienceDirect data pulled April 2018
“Books on ScienceDirect provide us with a broad overview and context about the topic. Journals that provide us with scientific research are usually up to date but highly specific to a small area. Books, and especially book chapters, can be more illuminating for the topic as a whole.”

—Librarian, Educational Institution

Phase 4: Provide data and insights to libraries to fill in the gaps

Every library has gaps in content that need to be filled. We address these by evaluating your institution’s “turnaway” rate, a measure of how well your collections are supporting the research by, and for, your users.

By monitoring global trends in research and then analyzing the results alongside usage data for your library, we can help you address deficiencies, acquire strategic content that will be well used and keep your library one step ahead of users’ needs.

With ScienceDirect Topics, you gain insight into the true demand for book content

Without easy access to Books, user data masks true demand and the turnaway metrics would show an incomplete view of demand

• However, book content is more discoverable with ScienceDirect Topics and provides a full picture of demand
• With more accurate demand data, acquisition decisions become clear
• Additionally, usage and turnaways resulting from topic pages carry more value as they demonstrate that the user has chosen this book chapter based on reviewing a section of the chapter.

Did you know?

Based on a four-year analysis of ScienceDirect data, we see, on average, a tripling of usage in the year following a turnaway acquisition.

Co-Usage of Books and journals: Working together to empower researchers

Journals and books are both essential to contemporary researcher workflows. Whether for a broad subject overview or an in-depth analysis, they work in harmony to impart knowledge, nurture insight and illuminate new paths for discovery. Using the many cross links embedded in publications on ScienceDirect, researchers can move seamlessly between the two formats across topics and disciplines.

90% of surveyed users agree that in their work they often use books and journals together.

Source: TechValidate survey of 267 users of Elsevier ScienceDirect Books. TVID: 39C-DC2-A29
Elsevier’s New Co-Usage Tool
Customizable at institution level, this innovative new tool illustrates:
1. There is more multidisciplinary usage across topics than ever before
2. Researchers use reference books and journals in conjunction to get the full picture of a subject
3. Users are only getting part of the answer if they only have access to journal content

In analysing the global co-usage data we can see that:
• This co-usage behavior demonstrates there is a clear demand for book content
• Behaviour of users is broad and multi-disciplinary; best practices organizations don’t restrict access

4 million
The number of times books and journals were co-used in 2017

3
The average number of different book chapters accessed together with journal articles in a typical co-usage session in 2017

3,096
The average number of ScienceDirect journals accessed from a single book in typical co-usage sessions each year

11,267
Every day, an average of 11,267 books are accessed together with journal content in the same session

References
1. On an analysis of 2017 ScienceDirect usage data
High Quality Results of Elsevier’s Publishing Strategy

There are now more than 37,000 books on ScienceDirect, showcasing the knowledge and expertise of more than 47,000 respected authors from countries around the globe. Their fresh thinking and insights have ensured the content is more useful, impactful and cited more frequently than any other publisher’s. A 2018 study of Book Citation and Share Analysis revealed:

- The relative impact of all 60,309 Elsevier’s non-serial books published between 2013 and 2016 and indexed by Scopus is 2.1 *
- With 5% of books, Elsevier is the 6th largest contributor to Scopus book content, but has the highest relative impact (2.1).

Ensure Your Users are Accessing the Full Potential of ScienceDirect with Books and Journal Content

Flexible purchase models
Multiple options are available so you can get the information and the access that best suits your needs. Your Solution Sales Manager is here to help you customize the solution to address your unique situation.

Degree of Ownership

**Subscription**
Get access to the most recent content, year after year

**Patron driven / Evidence based**
Purchase content that has proven relevance, based on usage

**Perpetual**
Enjoy collection or volume discounts or pick just those single books you need either way, you’ll keep the books forever

---

*Source: Book Citation and Share Analysis, 2018*
ScienceDirect

Elsevier’s leading platform of peer-reviewed scholarly literature. University libraries and institutions offer ScienceDirect access to their communities of researchers. Researchers, teachers, students, healthcare and information professionals use ScienceDirect to improve the way they search, discover, read, understand and share scholarly research.

Learn More

For more information about harnessing the power of books on ScienceDirect, contact your account representative or visit elsevier.com/sciencedirect/books

ASIA AND AUSTRALIA
Tel: +65 6349 0222
JAPAN
Tel: +81 3 5561 5034
KOREA AND TAIWAN
Tel: +82 2 6714 3000

EUROPE, MIDDLE EAST AND AFRICA
Tel: +31 20 485 3767
NORTH AMERICA, CENTRAL AMERICA AND CANADA
Tel: +1 888 615 4500
SOUTH AMERICA
Tel: +55 21 3970 9300