Lund 2006

The New World Order in Collection Development

The Commercial Perspective

Chris Beckett

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Who we are

- Consultancy – to Publishers and Intermediaries (and sometimes to libraries)
  - Based in Oxford
  - Chris Beckett
  - Simon Inger

who we are

- Geoffrey Bilder

- James Culling

- Tracy Gardner

What we do

- Electronic Content consultancy and training services to publishers and intermediaries world-wide:
  - Market Intelligence
  - Market Research
  - Product Development
  - Strategy Development
  - Technology Strategy
  - Systems Selection
  - Training
  - Sales and Marketing; Licensing, Pricing, Bundling

Who are our clients and where do they come from?

- Blackwell
- STM
- ALPSP
- Institute of Physics Publishing
- American Institute of Physics
- British Library
- CABI Publishing
- Cadmus Communications Corporation
- Cambridge Information Group
- Cambridge University Press
- CrossRef
- Ebsco
- Future Drugs
- Journal of Bone and Joint Surgery
- Librapharm
- MetaPress
- OCLC
- Radcliffe Publishing
- Sage Publications
- The Scientific World
- IEEE
- T&F Informa
- United Kingdom Serials Group
- University of California Press

About 50/50 US/UK

Agenda

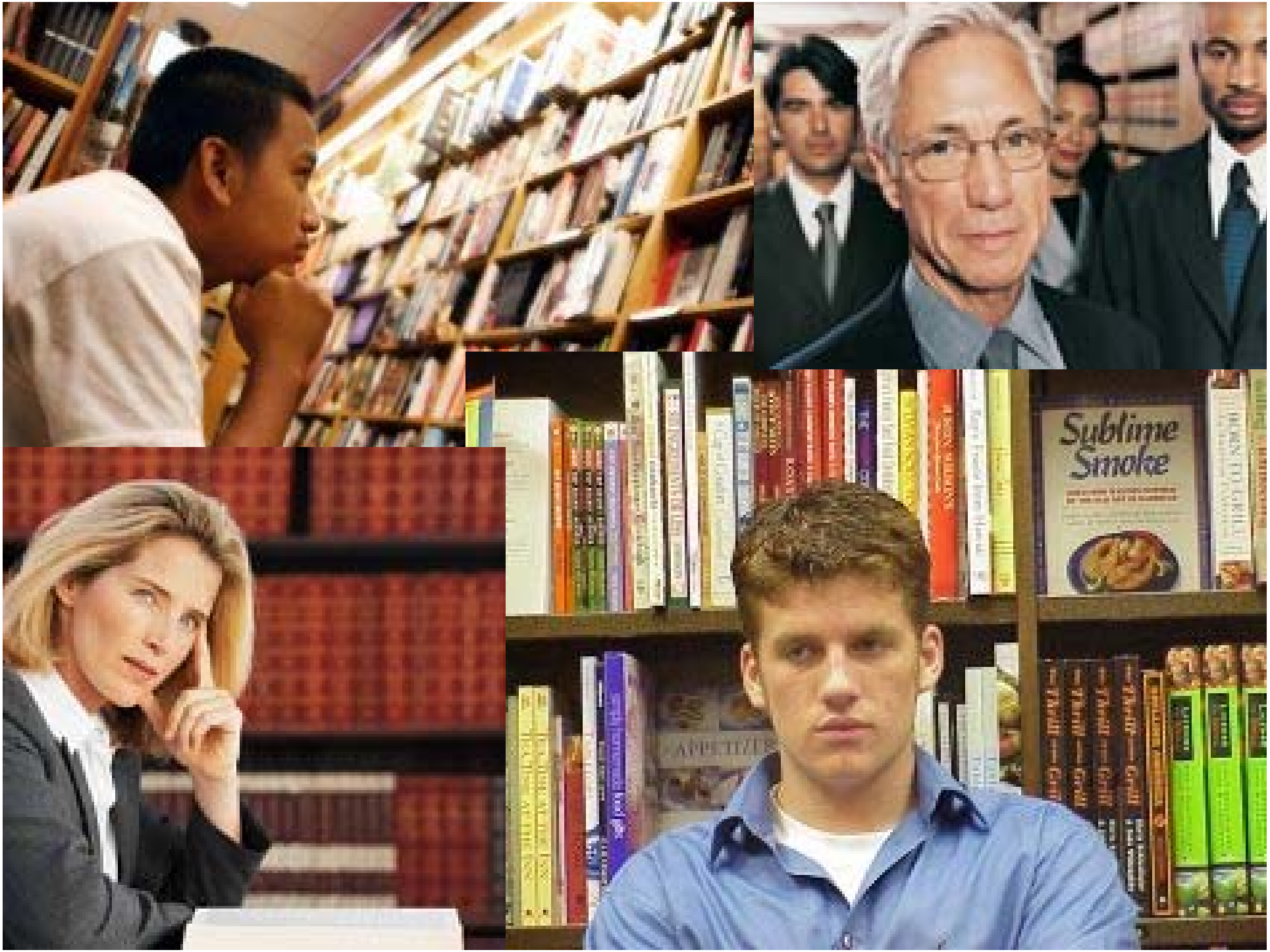
- The Good Old Days
- The Dysfunctional Present
  - The Library Response – ish
  - Some conventional responses for Publishers
- A Digression on Featuritis
- Some less conventional responses
  - ITunes, the Long Tail and Scholarly Publishing
- Social Software and the Web 2.0
- Mash-Ups
  - Users are doing it for themselves

When Librarians organised the library……..

Library collections assessed by .....

- Quality
- Comprehensiveness
- Relevance to the institution

When Publisher's organise the library …….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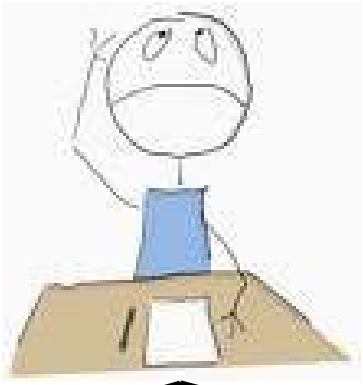


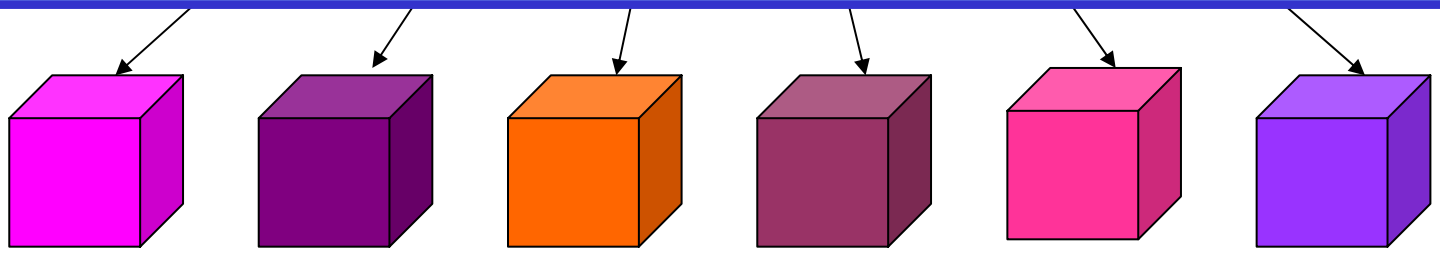
Federated Search Engines

Link resolvers

A-Z lists

A&I indexes (pre-date digital)

Online Public Access Catalogues (pre-date digital)



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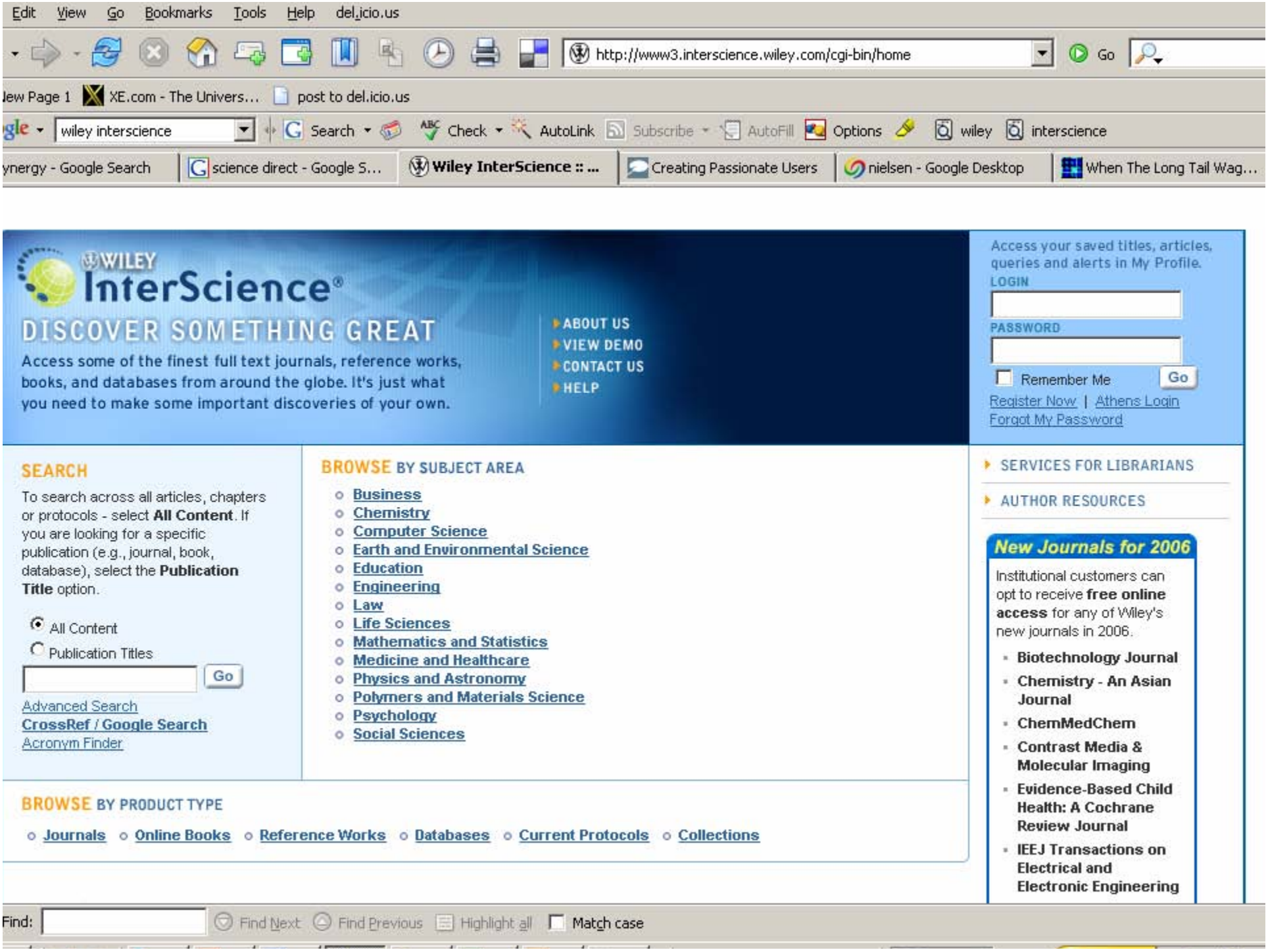
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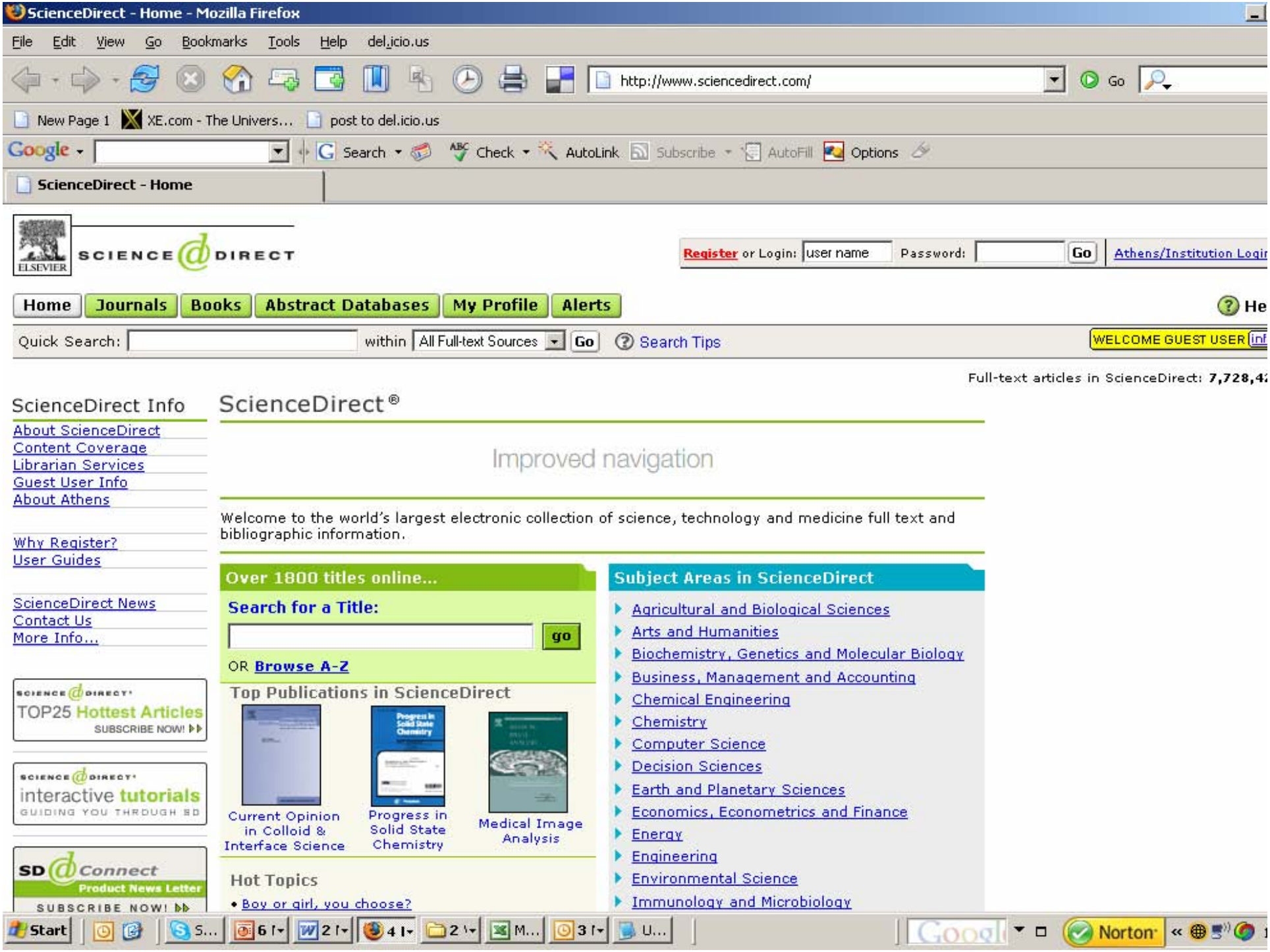
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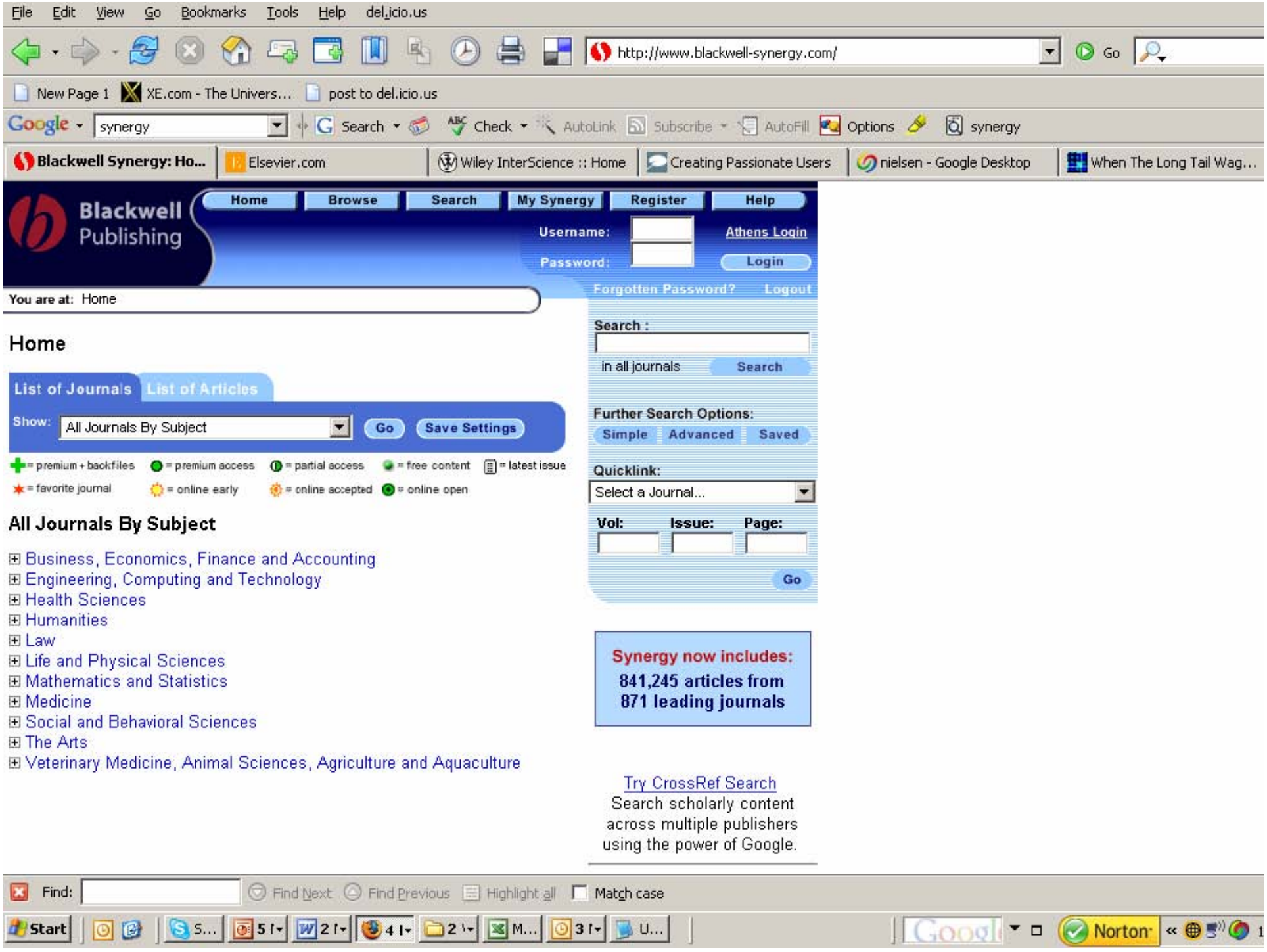
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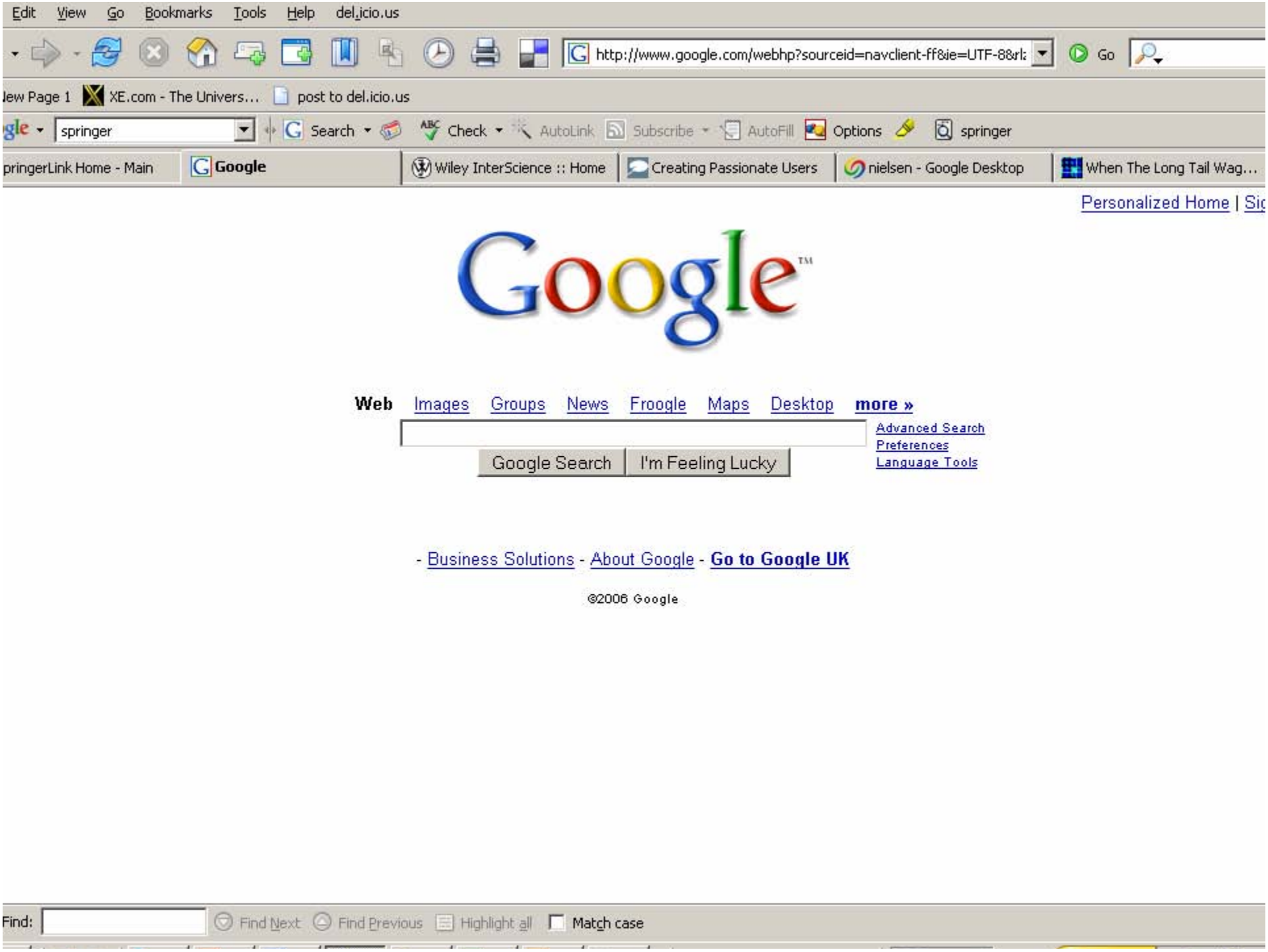
David Seaman -DLF

- Every publisher (and library production unit and web archive?) is an island; we produce silos of data that play badly with others.
- Little ability to work with content or even metadata cross-publisher and cross-aggregator. Or cross-library.
- The need to have content that encourages local re-organization and creation of services, and that permits “beyond browsing and searching” engagement by individual users (NB MASHUPS AND SOCIAL SOFTWARE)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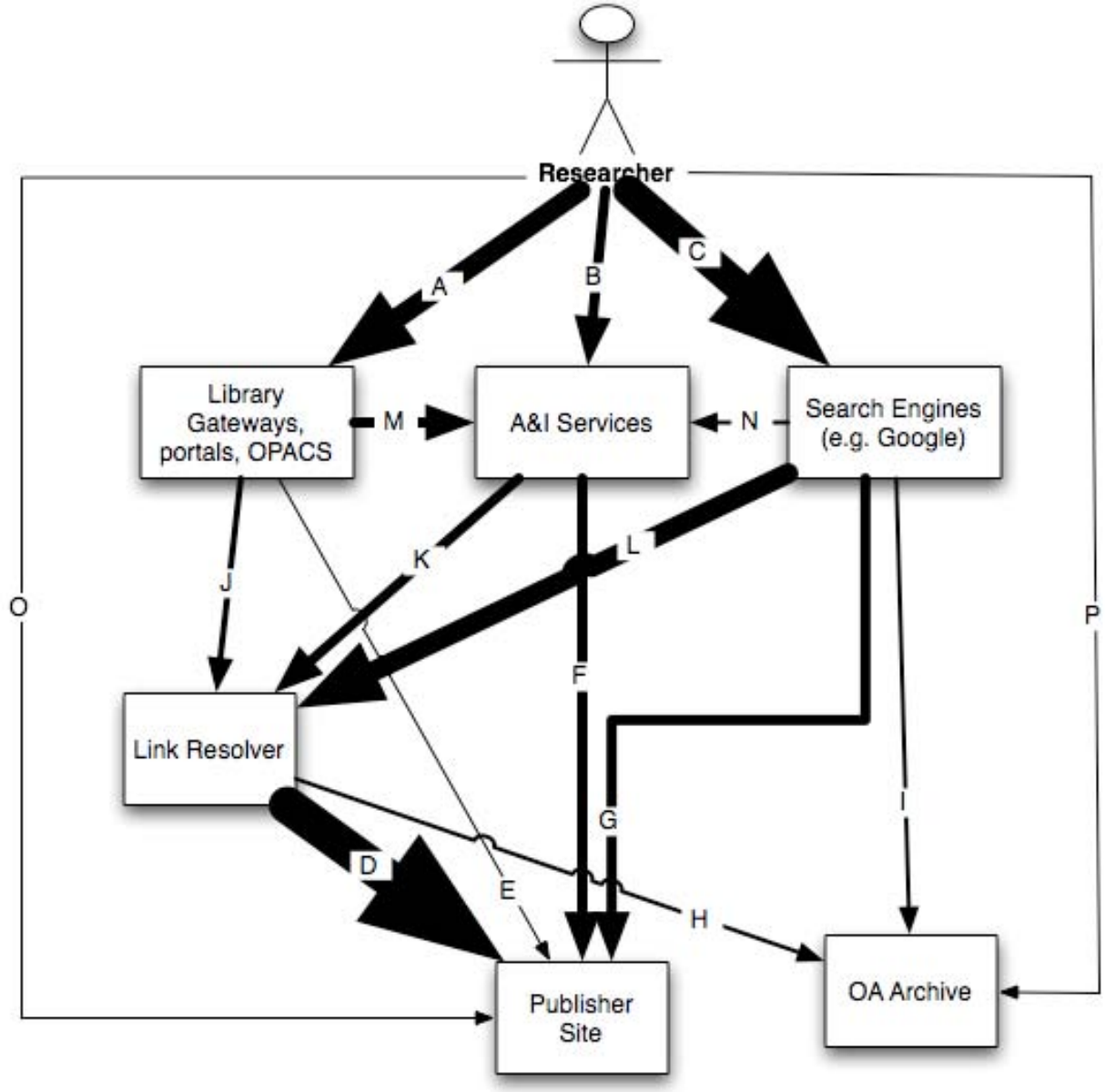
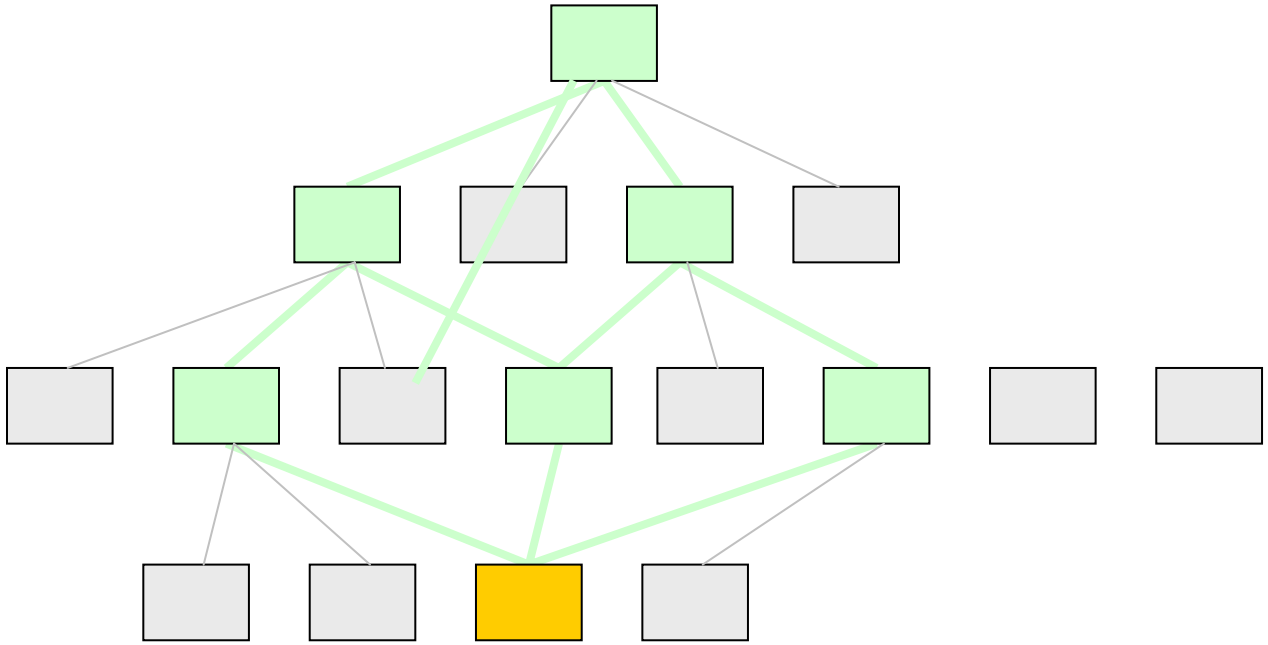
Library deployed technologies in terms of role and importance in traffic flow management

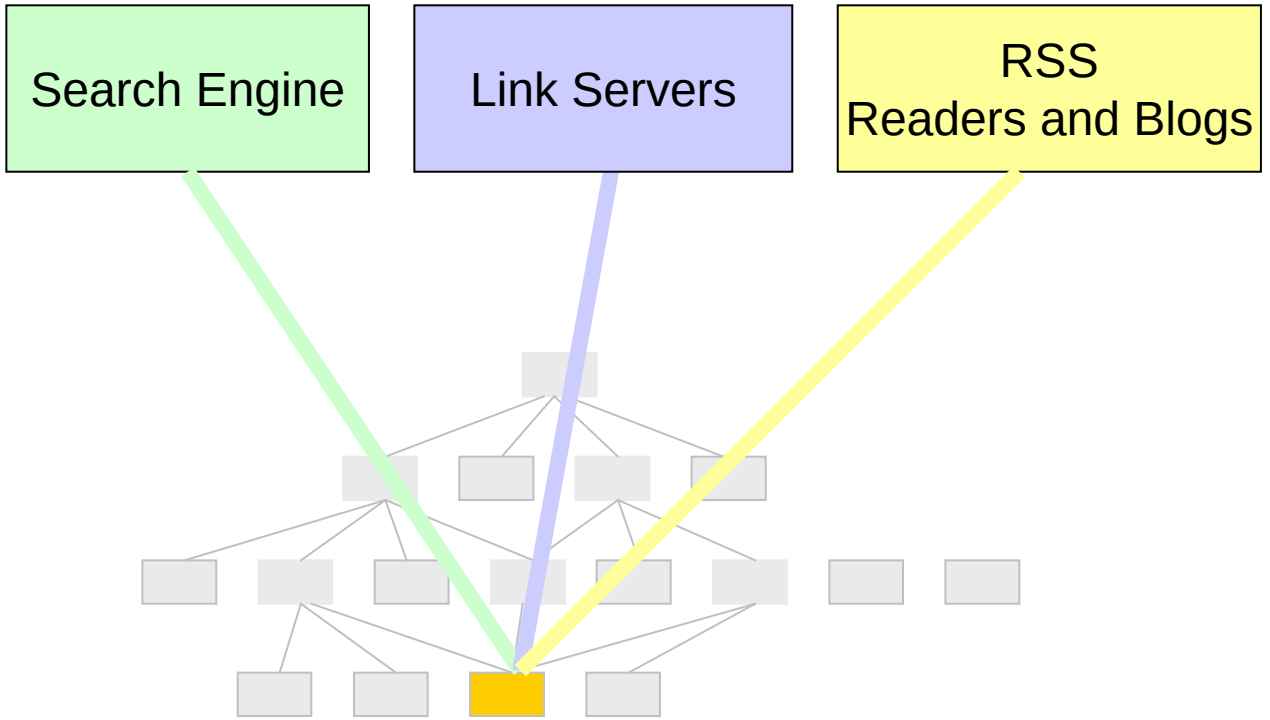


The Publisher's view of the User in their site



Possible Navigation Route Target Content

Bypassing On-site Navigation

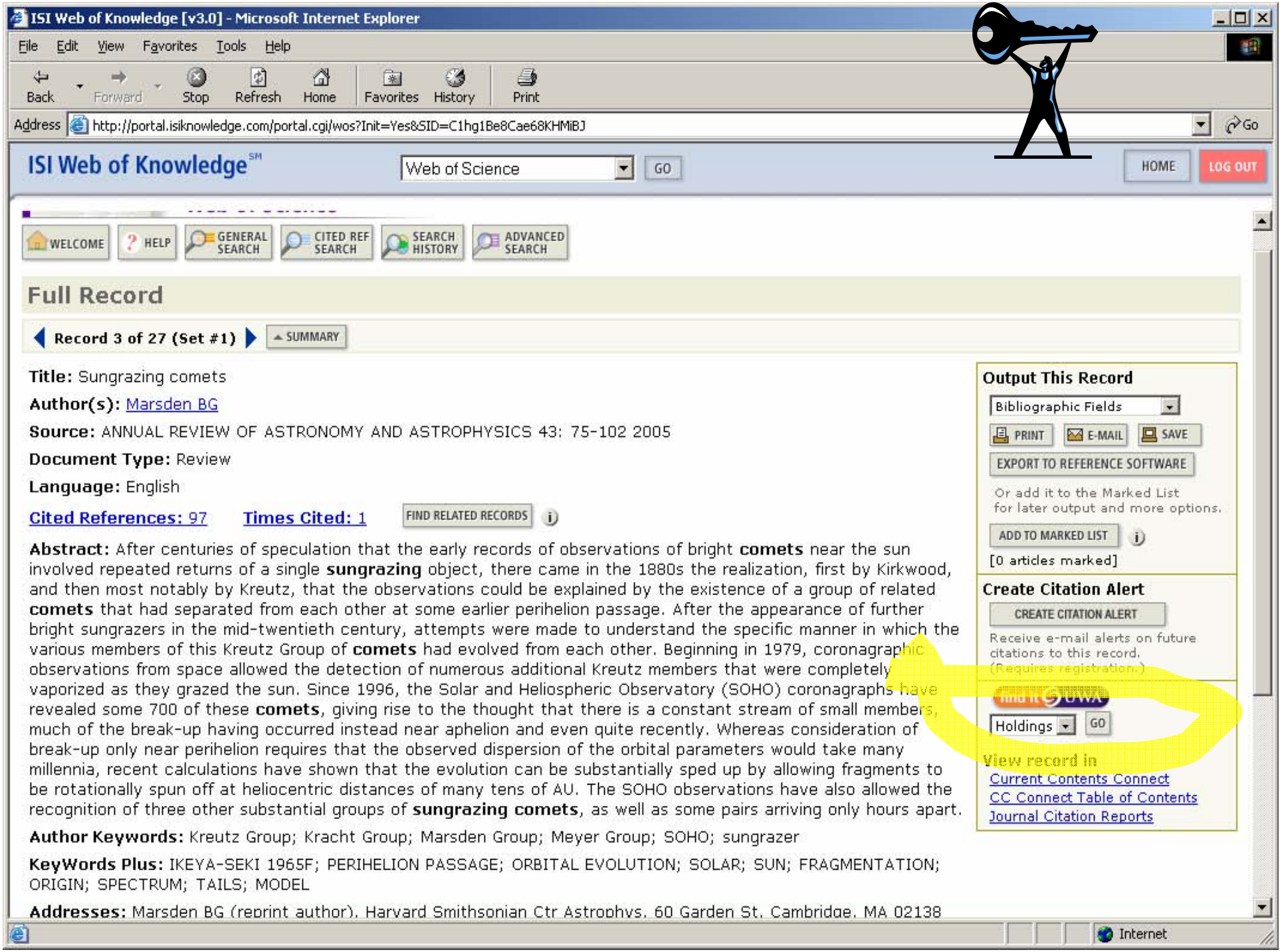


Possible Navigation Route

Target Content

Unused Navigation

- Link servers don't really work that well……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SUMMARY
Title: Sungrazing comets
Author(s): Marsden BG
Source: ANNUAL REVIEW OF ASTRONOMY AND ASTROPHYSICS 43: 75-102 2005
Document Type: Review
Language: English
Cited References: 97
Times Cited: 1
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Abstract: After centuries of speculation that the early records of observations of bright comets near the sun involved repeated returns of a single sungrazing object, there came in the 1880s the realization, first by Kirkwood, and then most notably by Kreutz, that the observations could be explained by the existence of a group of related comets that had separated from each other at some earlier perihelion passage. After the appearance of further bright sungrazers in the mid-twentieth century, attempts were made to understand the specific manner in which the various members of this Kreutz Group of comets had evolved from each other. Beginning in 1979, coronagraphic observations from space allowed the detection of numerous additional Kreutz members that were completely vaporized as they grazed the sun. Since 1996, the Solar and Heliospheric Observatory (SOHO) coronagraphs have revealed some 700 of these comets, giving rise to the thought that there is a constant stream of small members, much of the break-up having occurred instead near aphelion and even quite recently. Whereas consideration of break-up only near perihelion requires that the observed dispersion of the orbital parameters would take many millennia, recent calculations have shown that the evolution can be substantially sped up by allowing fragments to be rotationally spun off at heliocentric distances of many tens of AU. The SOHO observations have also allowed the recognition of three other substantial groups of sungrazing comets, as well as some pairs arriving only hours apart.
Author Keywords: Kreutz Group; Kracht Group; Marsden Group; Meyer Group; SOHO; sungrazer
KeyWords Plus: IKEYA-SEKI 1965F; PERIHELION PASSAGE; ORBITAL EVOLUTION; SOLAR; SUN; FRAGMENTATION; ORIGIN; SPECTRUM; TAILS; MODEL
Addresses: Marsden BG (reprint author), Harvard Smithsonian Ctr Astrophys, 60 Garden St, Cambridge, MA 02138
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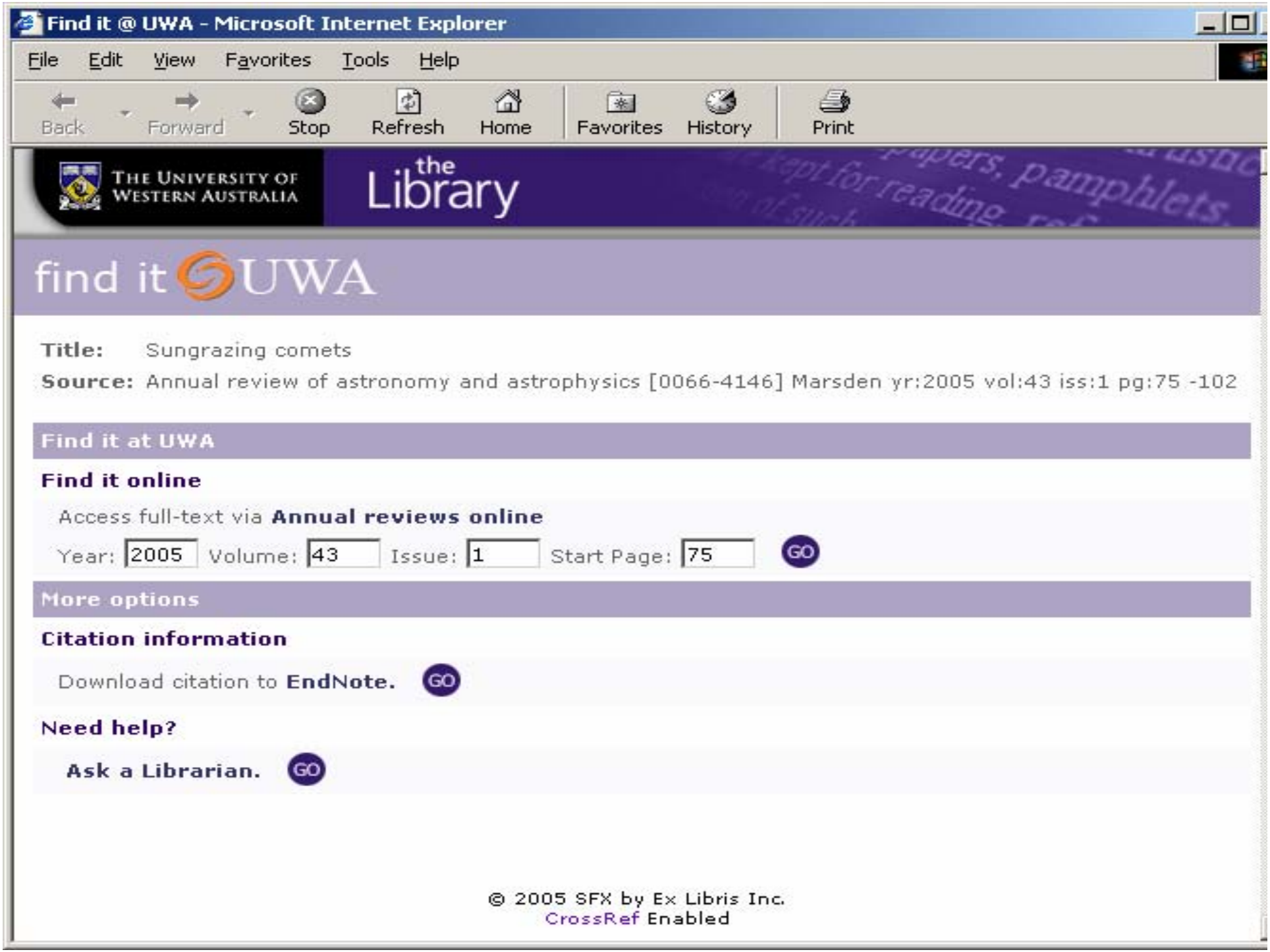
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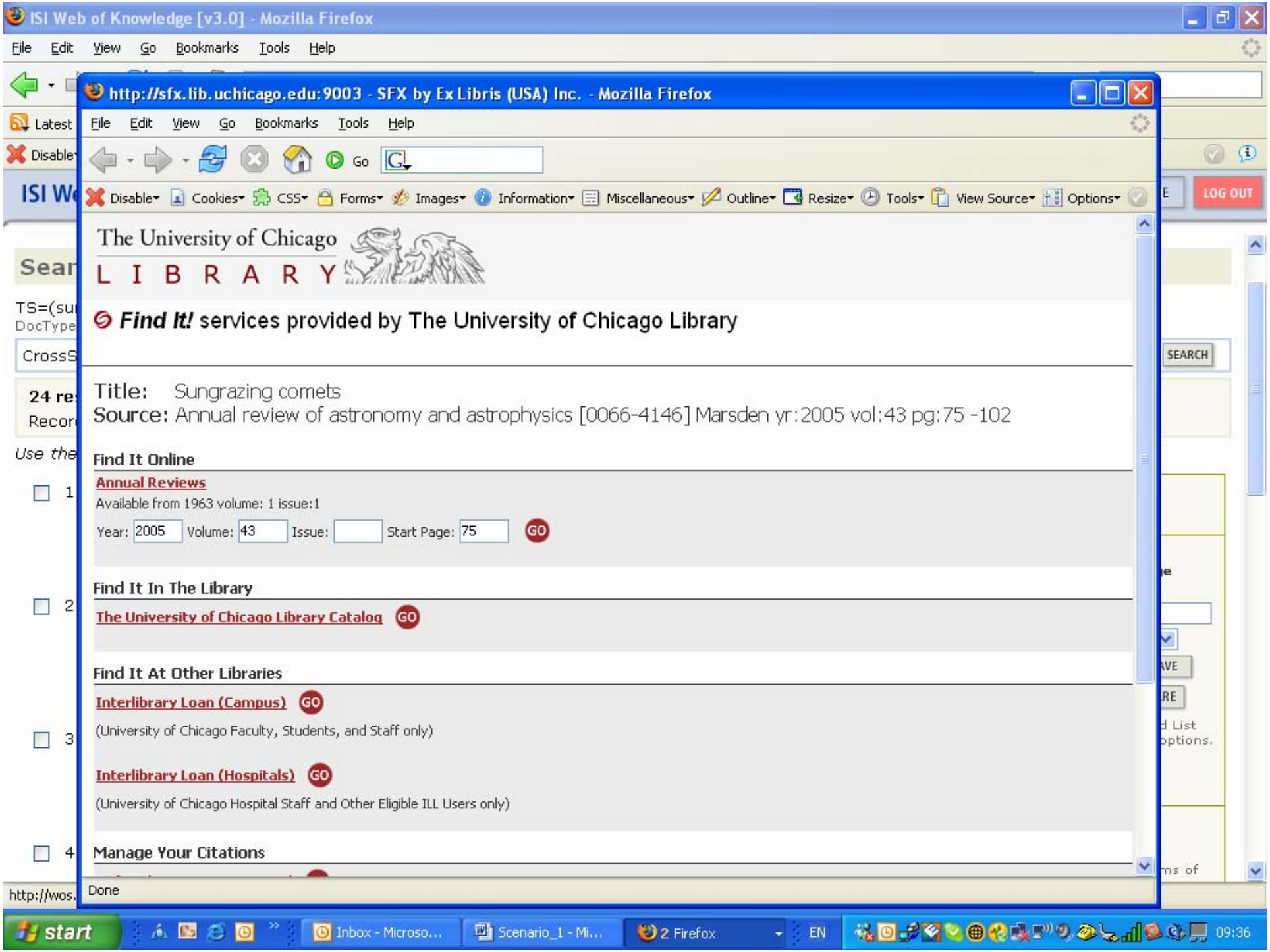
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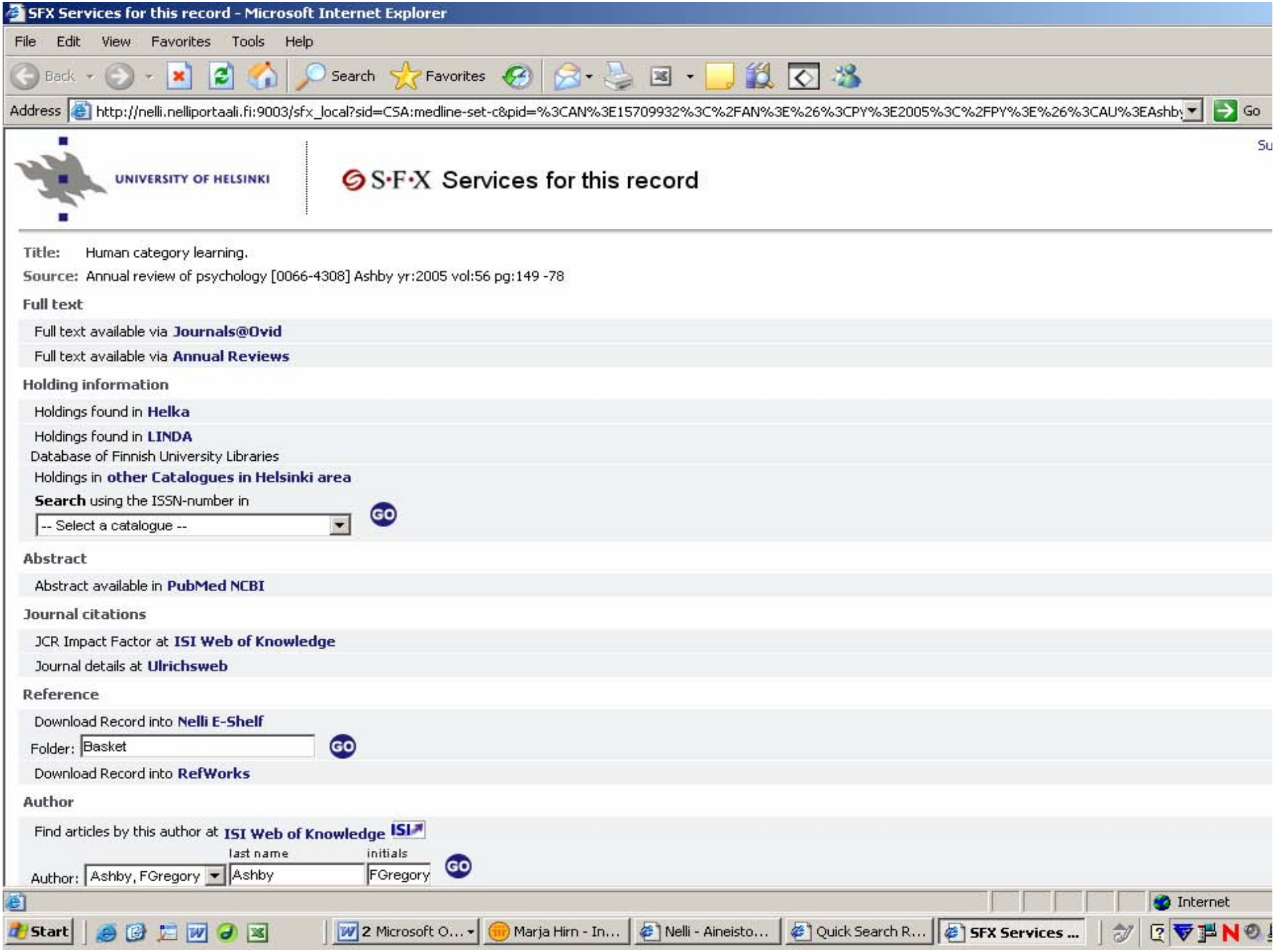
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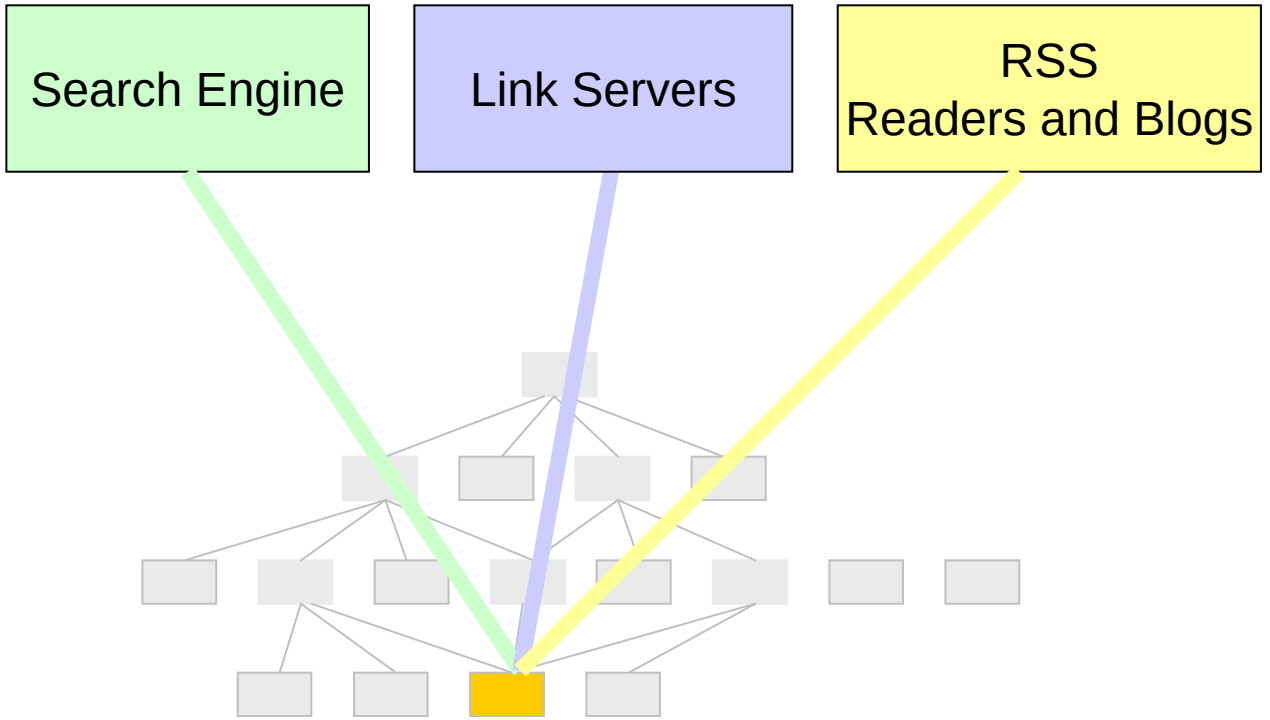
Cal State San Marcos and Cal State Northridge study

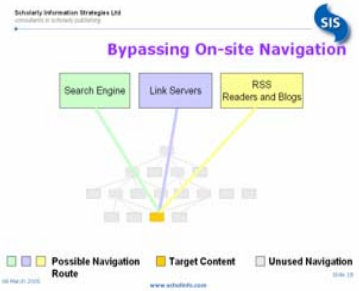
- *52% of the time users just closed the window*
- *Still too complicated – compared to Google*

Bypassing On-site Navigation



Possible Navigation Route **Target Content** **Unused Navigation**

Some conventional solutions for publishers.....



- Develop an article level (i.e. within the full text) branding strategy, to compensate for the bypassing of branding that tends to result from deep linking by link servers.

- Review metadata strategy to ensure that it includes abstract, subject, ISSN and page number information in its z39.50 records
  - So that Federated search engines present your content in the best possible ways

Some conventional solutions for publishers.....

- Features are best used if placed on the landing page – i.e. at article level

- Out of the ordinary features will not necessarily be tried

AND.....

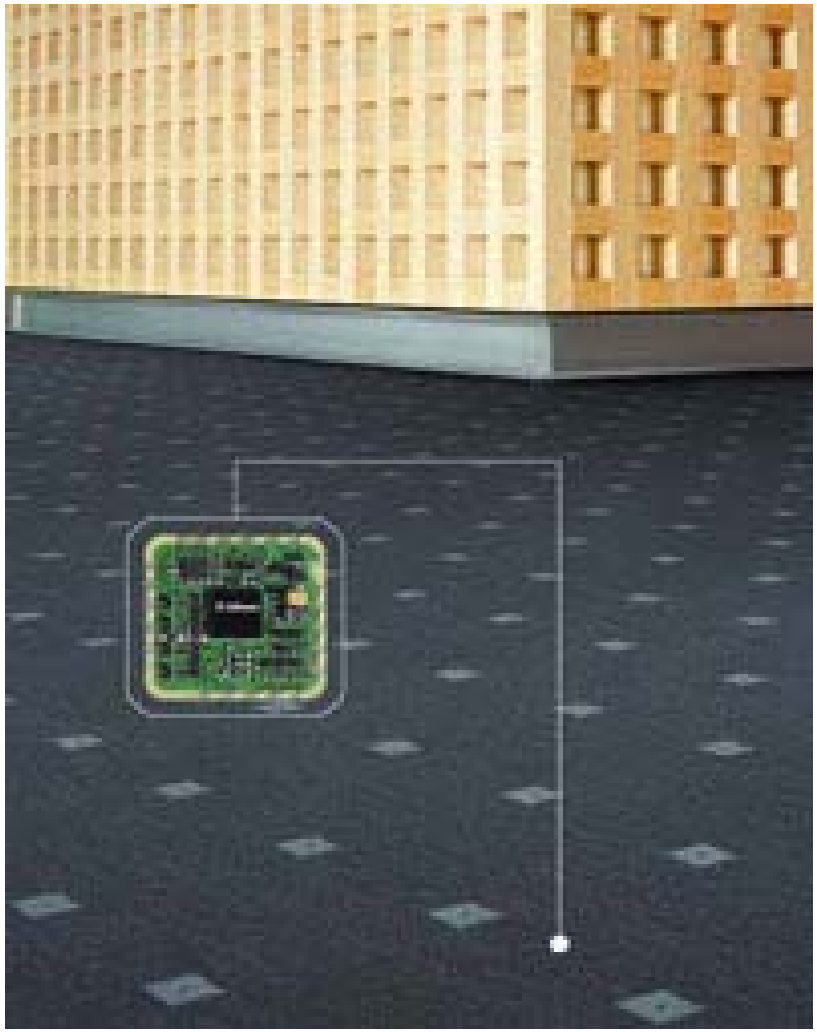
- Most of the interfaces to your content that your users will encounter will be those created by others.
  - *Nielsen's Law*
    "Users spend most of their time on other sites and form their expectations based on their aggregated user experience."
    http://www.useit.com/jakob/
- So making your site very different is probably counterproductive

Featuritis

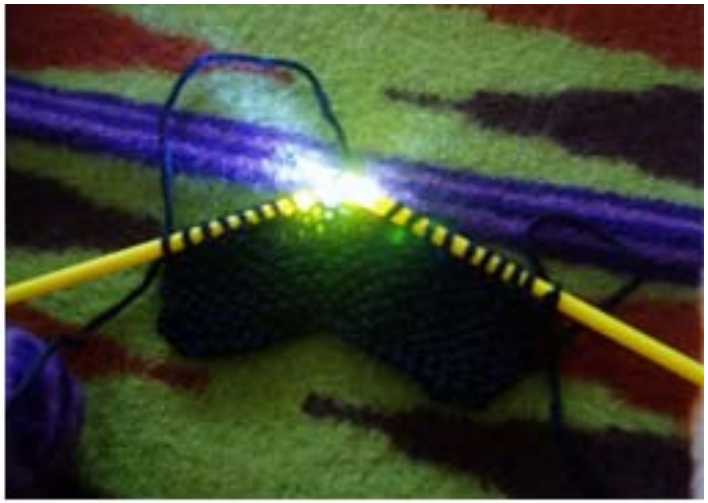
The USB Hotplate

Headlight LCDs: 2 Fast 2 Useless

High-Tech Carpet Knows You are Fat, Old



LED Knitting Supplies



Some advice for Publishers:

From Creating passionate users blog:
http://headrush.typepad.com/creating_passionate_users/

Features Arms Race - Why?

- We're afraid of falling behind our competitors.
- We believe if one of our leading competitors added something, it's something users will want
- We believe potential users will buy off a checklist, and we don't want to come up short in a side-by-side feature comparison.
- We have a compulsive need to add, since the idea of an upgrade that subtracts features seems counterintuitive.
- New features are easier to promote than better/working versions of existing ones. Or so we think...

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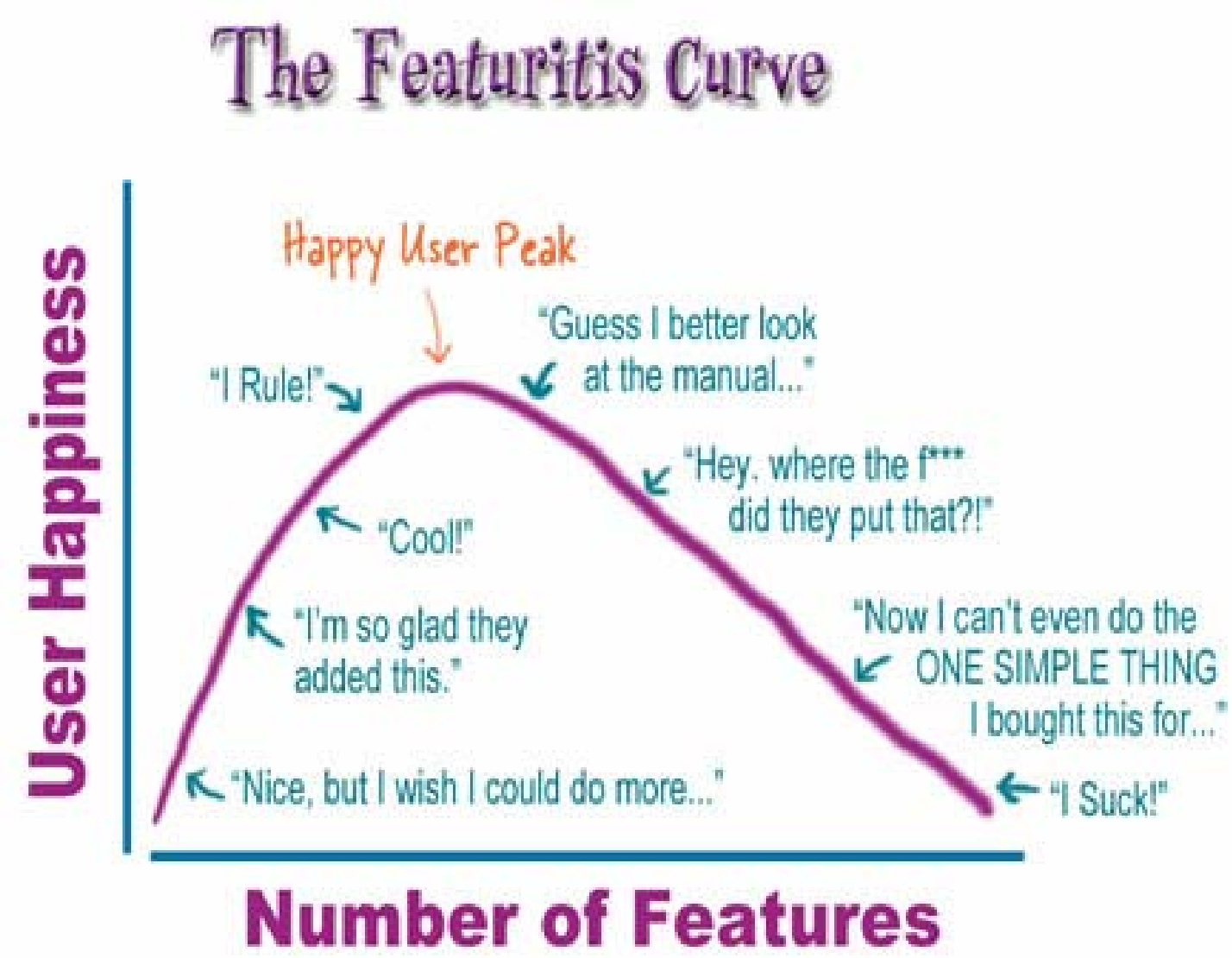
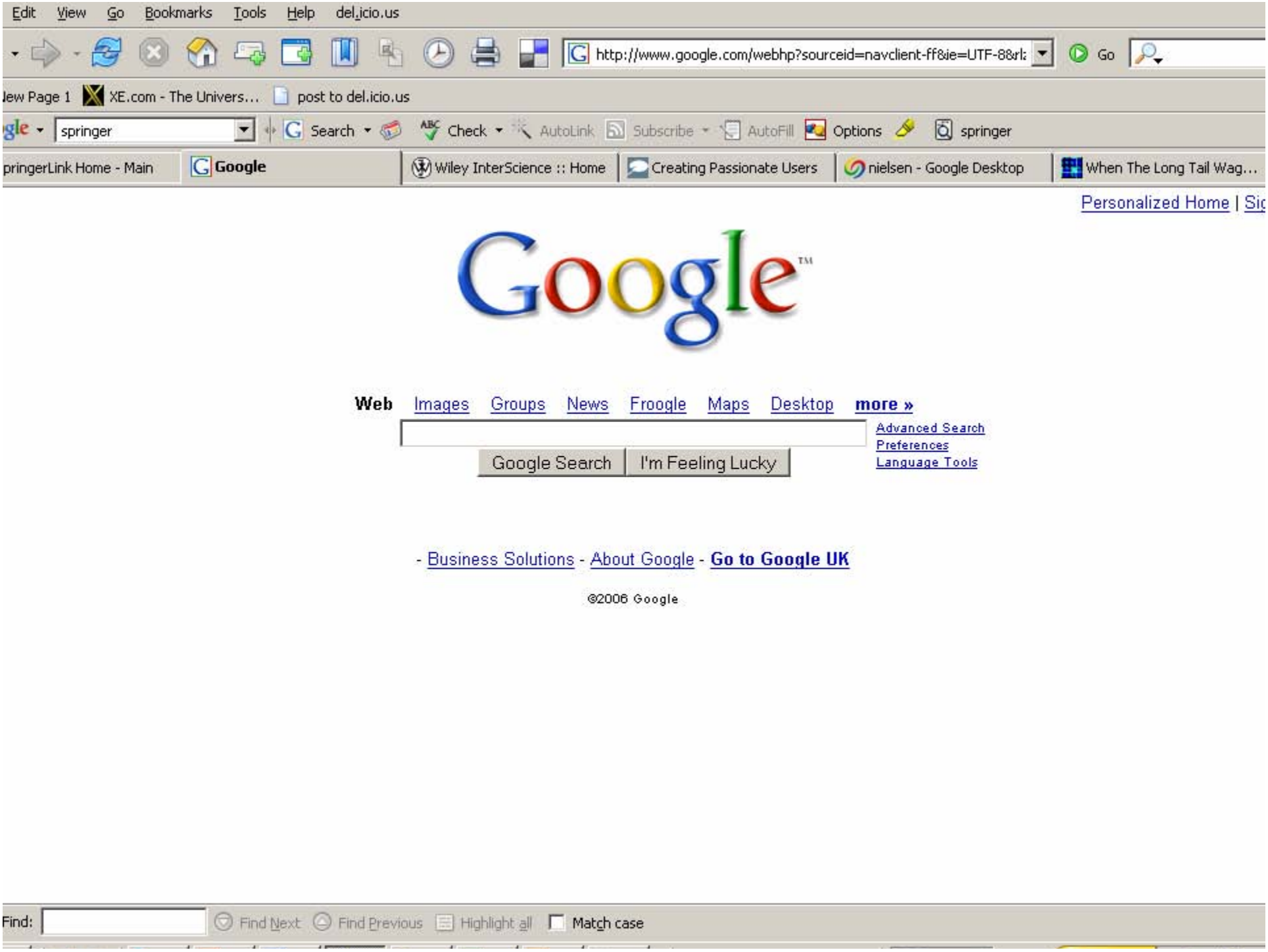
http://headrush.typepad.com/creating_passionate_users/



From Creating passionate users blog:
http://headrush.typepad.com/creating_passionate_users/


Edit View Go Bookmarks Tools Help del.icio.us
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XE.com - The Univers...
post to del.icio.us
springer
Search
Check
AutoLink
Subscribe
AutoFill
Options
springer
SpringerLink Home - Main
Google
Wiley InterScience :: Home
Creating Passionate Users
nielsen - Google Desktop
When The Long Tail Wag...
Personalized Home | Sig
Google
Web Images Groups News Froogle Maps Desktop more »
Advanced Search
Preferences
Language Tools
Google Search
I'm Feeling Lucky
- Business Solutions - About Google - Go to Google UK
©2006 Google
Find:
Find Next
Find Previous
Highlight all
Match case

Some possible less conventional solutions

Picture An Industry Where……

- Major sellers of content were:
  - Frightened of cannibalizing their physical sales
  - Slow to innovate in online sales
  - Slow to cooperate with each other on standards
  - Seen as profiteering
  - Afraid because their customers were starting to distribute the content for free

And then a competitor emerged from outside the industry and threatened to turn it upside down…

iTunes
Search Music Store
Browse
Source
Library
Podcasts
Videos
Party Shuffle
Radio
Music Store
Purchased
buy
For Others
For Barbara
For Penny
Blues
Classical
Cuban
Latin
Rated
Recently Pla...
To iPod Shuf...
World
Arabesque
Brasil
Brazil
Classic Rock
Covers
Downtempo
Electronica
Now Playing
Nothing Playing
Account: gbilder@mac.com
BOB MARLEY & THE WAILERS
Exclusive Album
MADONNA
New Album + Exclusives
DIANA KRALL
Album + Exclusive Live Track
Inside the Music Store
Choose Genre
Browse
Power Search
Podcasts
Audiobooks
iMix
New Releases
Just Added
Movie Trailers
Music Videos NEW
Pixar NEW
Account
Monthly Gift
Gift Certificates
iTunes Music Cards
Redeem
Support
iTunes Essentials
NME
'70s Pop Vol. 2
Wilco
Angie Stone
New Releases
See All
Home
Rock
Pop
Folk
Electronic
Hip-Hop/Rap
Confessions On a Da... Madonna
Down In Albion Babyshambles
Harry Potter and the ... Patrick Doyle
Alanis Morissette: Th... Alanis Morissette
Mozart: Great Mass I... Gabrieli Consort & Pla...
Drama Bananarama
Silence Melnyk
Duffy Stephen Duffy
Exclusives
See All
Alone In My Room - S... Skin
The Kingdom of Spal... The Decemberists
Sunshine of Your Lov... Cream & The Hoxtons
Biology - Single Girls Aloud
GREEN DAY
Exclusive Video Album
we are Scientists
FREE DOWNLOAD
SINGLE OF THE WEEK
oasis
Exclusive Video
Today's Top Songs
1. My Humps Black Eyed Peas
2. Hung Up (Radio Versi... Madonna
3. Biology Girls Aloud
4. I Bet You Look Good ... Arctic Monkeys
5. This Woman's Work Kate Bush
6. Stickwitu The Pussycat Dolls
7. Push the Button Sugababes
8. Dirty Harry Gorillaz
9. Tripping Robbie Williams
10. Gold Digger Kanye West & Jamie Fo...
Top 100 Songs
Today's Top Albums
1. Confessions On a Da... Madonna
2. Confessions On a Da... Madonna
3. Ultimate Collection

iPub

Google?

Search Music Store

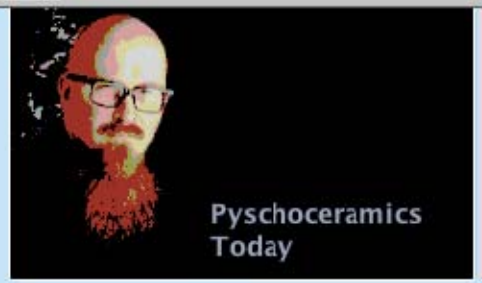
Browse

Source

- Library
- Podcasts
- Videos
- Party Shuffle
- Radio
- Pub Store
- Purchased
- buy

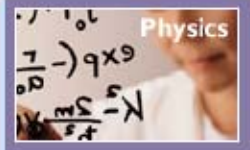
Now Playing

Account: gbilder@mac.com



όρμάω

Essential
Endocrinology
2008



Review
Of
High Energy
Metaphysics

Choose Genre

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Power Search

Podcasts
AudioArticles
Course Packs
New Releases
Just Added

Conference Videos NEW
Certification Courses
Data Sets NEW

Account

Grant Funding
My Impact Ranking
Who Cites Me?
My Research Groups
Support

Research Essentials

Glucose Homeostasis
Hypopituitarism
Lorum Ipsum Dorem

New Releases See All

Home | Biology | Chemistry | Medicine | Nursing | Pyschology

Musical Quarterly

Environmental Dystopia

Journal of Infomation Science

Erdocrine Society Annal Awards

Literary And Linguistic Computing

Exclusives See All

Today's Top Articles

Pheromone Signaling In ...
Reduced Cardiac Efficien...
Effect of Cholesterol Dep...
G Protein Signaling in Ric..
Lorem ipsum dolor sit...
Neque porro quisquam...
Excepteur sint occaecat...
Quis autem vel eum iure...
Genes: Structure and Regu...
Membrane Transport, Stru...
Binding of herpes simplex
Selection of optimal oligon
Transgene-induced CCWGG
8-Methyl-2'-deoxyguanos...
Mutagenic effects of abasic
Increased pyschoceramic....
Comparative irrelevance

Top 100 Articles

Today's Top Journals

Journal of Information Scie...
Nature
Endocrine Reviews
Clinical Chemistry

PubMed

Has this got any mileage in our industry?

INFOtrieve

ingentaconnect

Has this got any mileage in our industry?

- Music is different
  - Dominated by best-sellers
  - Scholarly content is different
  - None of it sells well – with notable exceptions e.g. Nature

Document delivery to the individual end user

- Key factors that are needed to make it work
  - One stop shop – comprehensiveness (TULIP 91-95)
    - ITunes
  - Familiar and trusted e-commerce infrastructure
    - Google/Check-Out
  - Perceived reasonable price
    - $???
  - A single, simple interface

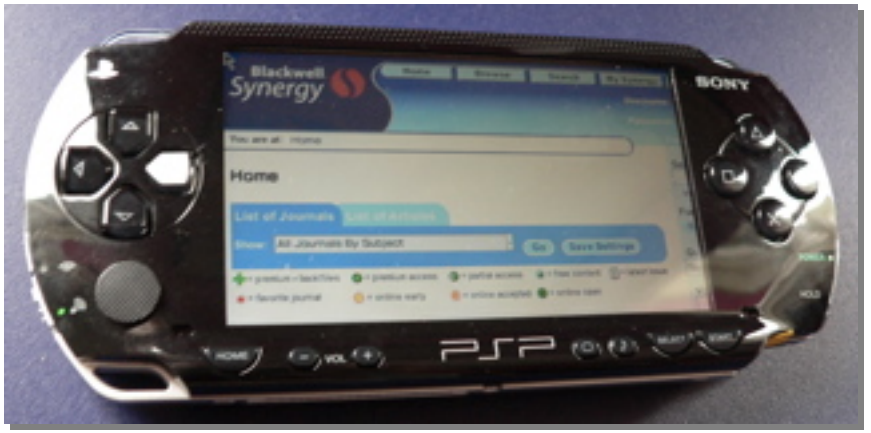
Some barriers to its occurrence.

- Most content is already free to the user in the institution –
  - especially as a result of large scale site licensing
  - British Library 20%< year on year
- Users affiliated to institutions have not ever and don't ever expect to pay

Where it might play well?

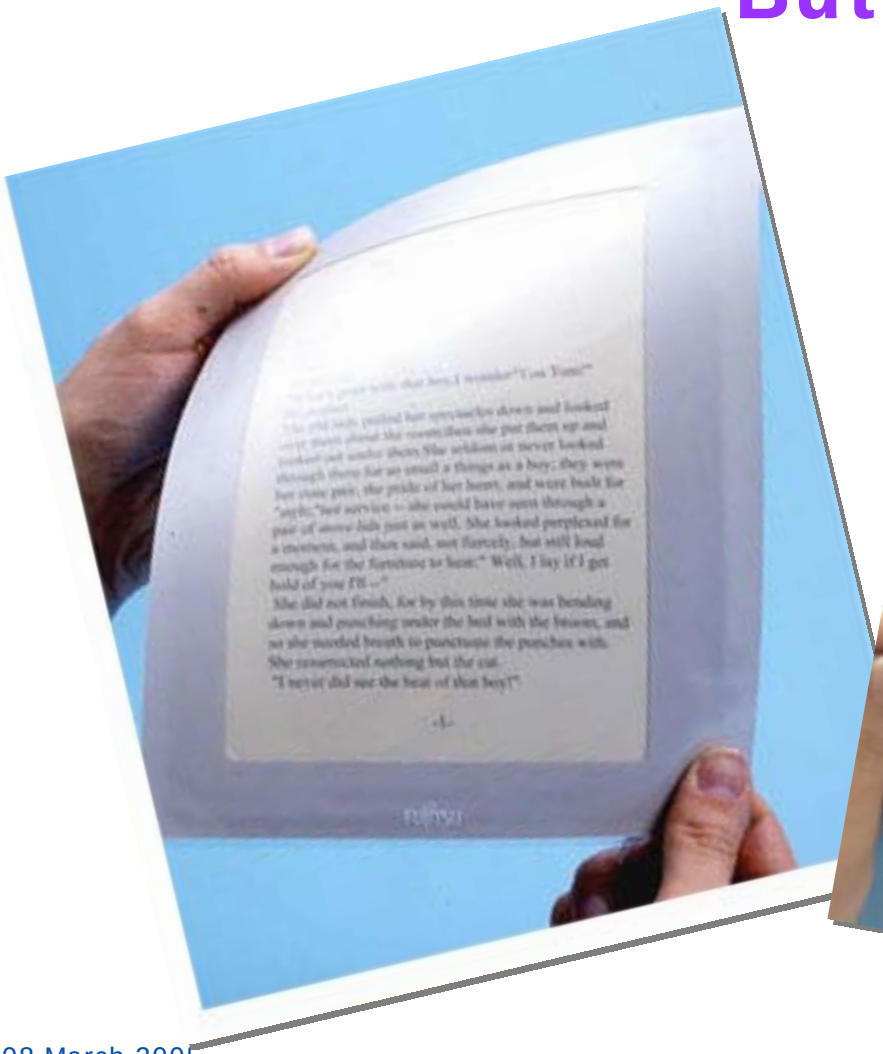
- Amongst the unaffiliated
- Amongst those affiliated to poor institutions
- For ILL
- In the Corporate sector
- The unaffiliated professional

But where is the “iPod”?



But where is the “iPod”?

But where is the “iPod”?

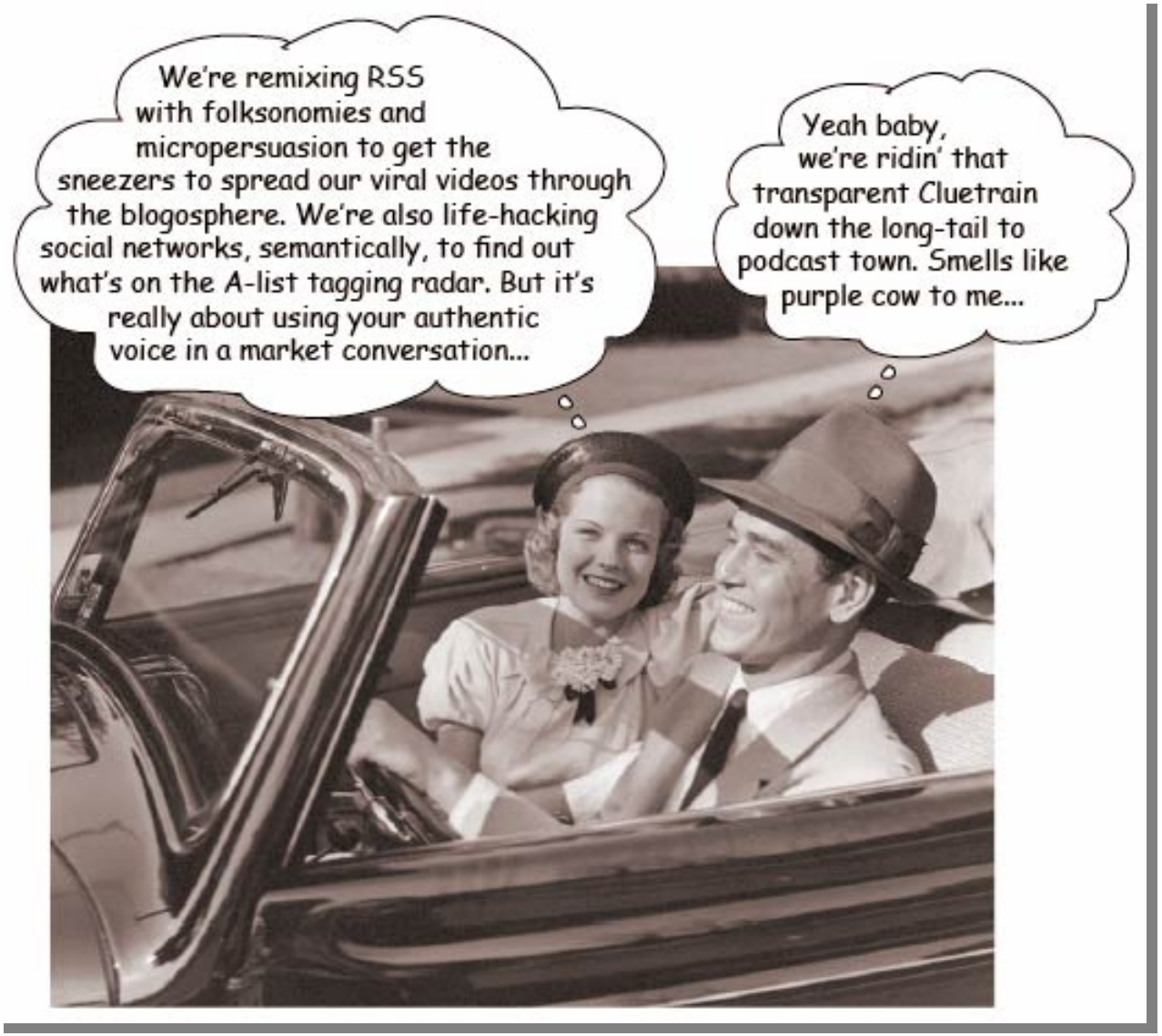


AND who are the likely players

or

Diane Fossey Examines The Industry…

SIS


We're remixing RSS with folksonomies and micropersuasion to get the sneezers to spread our viral videos through the blogosphere. We're also life-hacking social networks, semantically, to find out what's on the A-list tagging radar. But it's really about using your authentic voice in a market conversation...
Yeah baby, we're ridin' that transparent Cluetrain down the long-tail to podcast town. Smells like purple cow to me...

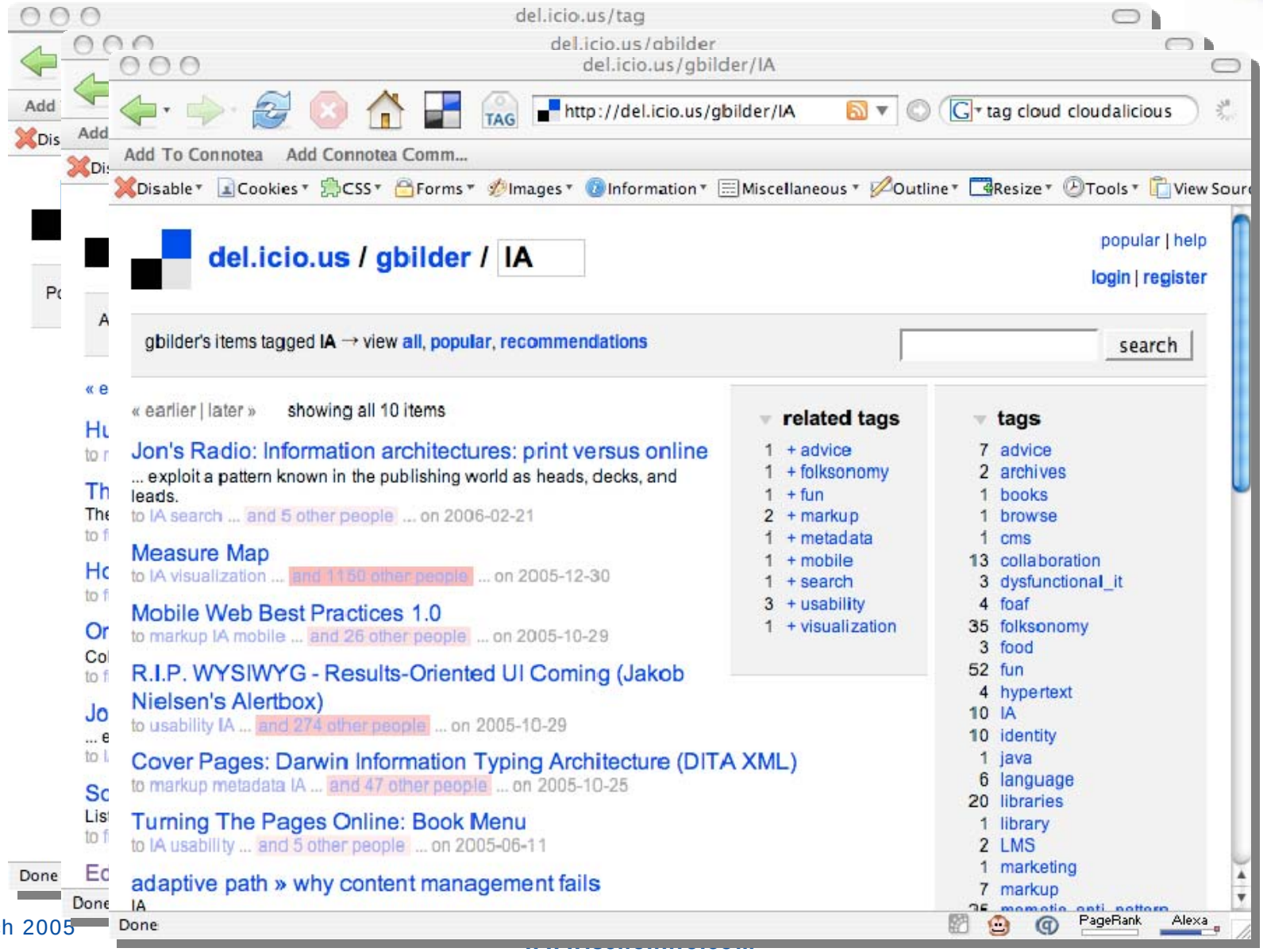
web 2.0

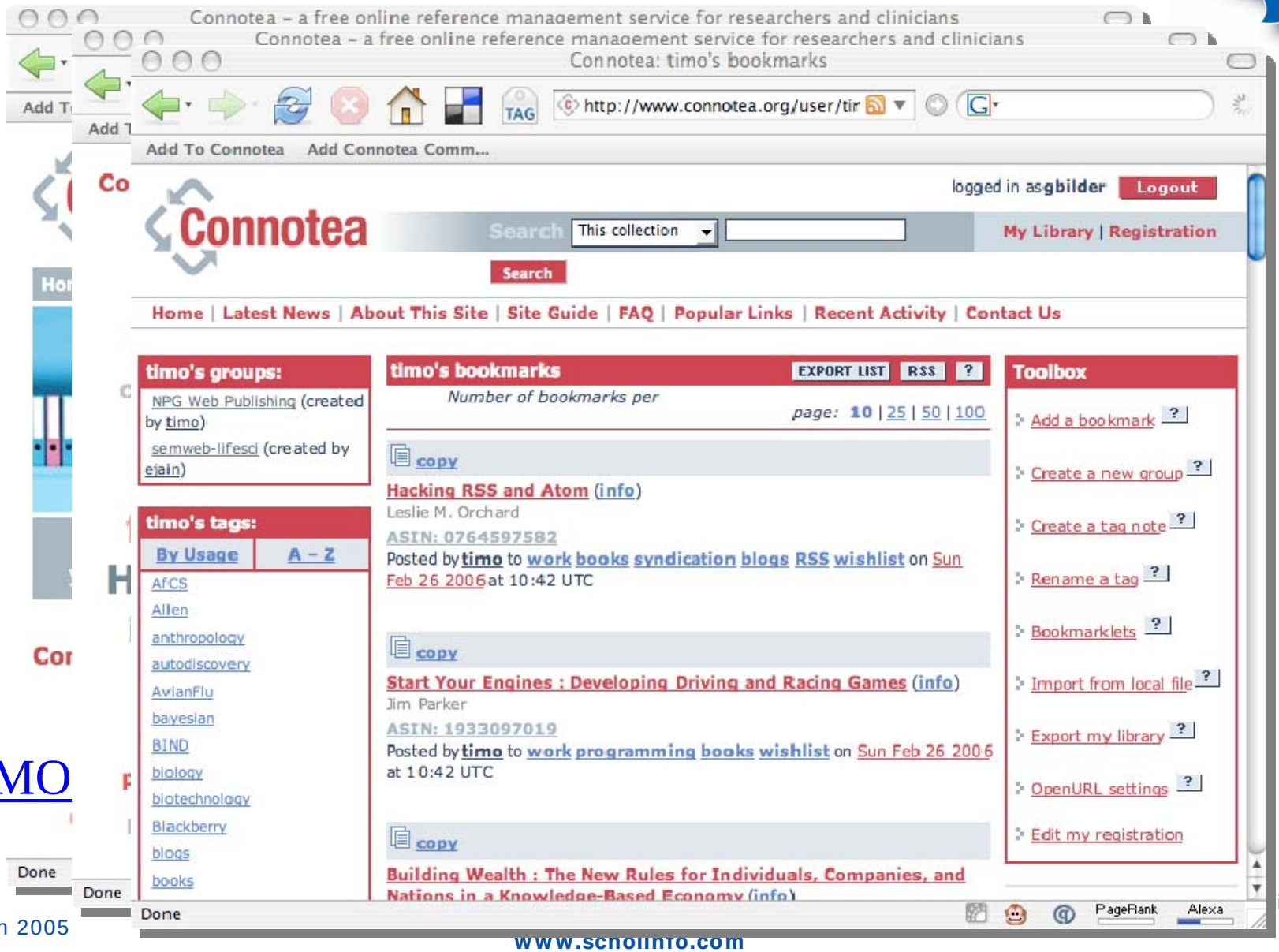
licensed under CC Attribution-NonCommercial-ShareAlike 2.0 Germany | Ludwig Gatzke | http://flickr.com/photos/stabilo-boss/

Social Bookmarking

Social Bookmarking /Categorization

- Bookmark and categorize URLs
- See what user X is bookmarking
- See how URL X is most often categorized by other users
- See all URLs that are tagged as X


del.icio.us/tag
del.icio.us/gbilder
del.icio.us/gbilder/IA
http://del.icio.us/gbilder/IA
tag cloud cloudalicious
Add To Connotea
Add Connotea Comm...
Disable
Cookies
CSS
Forms
Images
Information
Miscellaneous
Outline
Resize
Tools
del.icio.us / gbilder / IA
popular | help
login | register
gbilder's items tagged IA → view all, popular, recommendations
search
« earlier | later »
showing all 10 items
Jon's Radio: Information architectures: print versus online
... exploit a pattern known in the publishing world as heads, decks, and leads.
to IA search ... and 5 other people ... on 2006-02-21
Measure Map
to IA visualization ... and 1150 other people ... on 2005-12-30
Mobile Web Best Practices 1.0
to markup IA mobile ... and 26 other people ... on 2005-10-29
R.I.P. WYSIWYG - Results-Oriented UI Coming (Jakob Nielsen's Alertbox)
to usability IA ... and 274 other people ... on 2005-10-29
Cover Pages: Darwin Information Typing Architecture (DITA XML)
to markup metadata IA ... and 47 other people ... on 2005-10-25
Turning The Pages Online: Book Menu
to IA usability ... and 5 other people ... on 2005-06-11
adaptive path » why content management fails
IA
related tags
1 + advice
1 + folksonomy
1 + fun
2 + markup
1 + metadata
1 + mobile
1 + search
3 + usability
1 + visualization
tags
7 advice
2 archives
1 books
1 browse
1 cms
13 collaboration
3 dysfunctional_it
4 foaf
35 folksonomy
3 food
52 fun
4 hypertext
10 IA
10 identity
1 java
6 language
20 libraries
1 library
2 LMS
1 marketing
7 markup
Done
PageRank
Alexa


Connotea – a free online reference management service for researchers and clinicians
Connotea: timo's bookmarks
http://www.connotea.org/user/tir
Add To Connotea
Add Connotea Comm...
logged in as gbilder
Logout
Connotea
Search
This collection
My Library | Registration
Home | Latest News | About This Site | Site Guide | FAQ | Popular Links | Recent Activity | Contact Us
timo's groups:
NPG Web Publishing (created by timo)
semweb-lifesci (created by ejain)
timo's tags:
By Usage
A – Z
AfCS
Allen
anthropology
autodiscovery
AvianFlu
bayesian
BIND
biology
biotechnology
Blackberry
blogs
books
timo's bookmarks
EXPORT LIST
RSS
Number of bookmarks per page: 10 | 25 | 50 | 100
copy
Hacking RSS and Atom (info)
Leslie M. Orchard
ASIN: 0764597582
Posted by timo to work books syndication blogs RSS wishlist on Sun Feb 26 2006 at 10:42 UTC
copy
Start Your Engines : Developing Driving and Racing Games (info)
Jim Parker
ASIN: 1933097019
Posted by timo to work programming books wishlist on Sun Feb 26 2006 at 10:42 UTC
copy
Building Wealth : The New Rules for Individuals, Companies, and Nations in a Knowledge-Based Economy (info)
Toolbox
Add a bookmark
Create a new group
Create a tag note
Rename a tag
Bookmarklets
Import from local file
Export my library
OpenURL settings
Edit my registration
Done
PageRank
Alexa

DEMO

Edit View Go Bookmarks Tools Help del.icio.us

http://www.flickr.com/photos/marxmash/ Go

New Page 1 XE.com - The Univers... post to del.icio.us

gle flickr Search Check AutoLink Subscribe AutoFill Options flickr

loglines | My Feeds (1123) (5) del.icio.us/cbeckett **Flickr: Photos from marxmash**

flickr

Signed in as marxmash (1 new) Help Sign Out

Home You Organize Contacts Groups Explore Search your photos Search

Your photos

pro 163 photos / 164 views

Sets | Tags | Archives | Favorites | Popular | Profile

View as slideshow
(New window)

pretenders2

click here to add a description

Only **friends & family** see this. Change?

Uploaded on Jul 26, 2006 | Delete

0 comments

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photograph

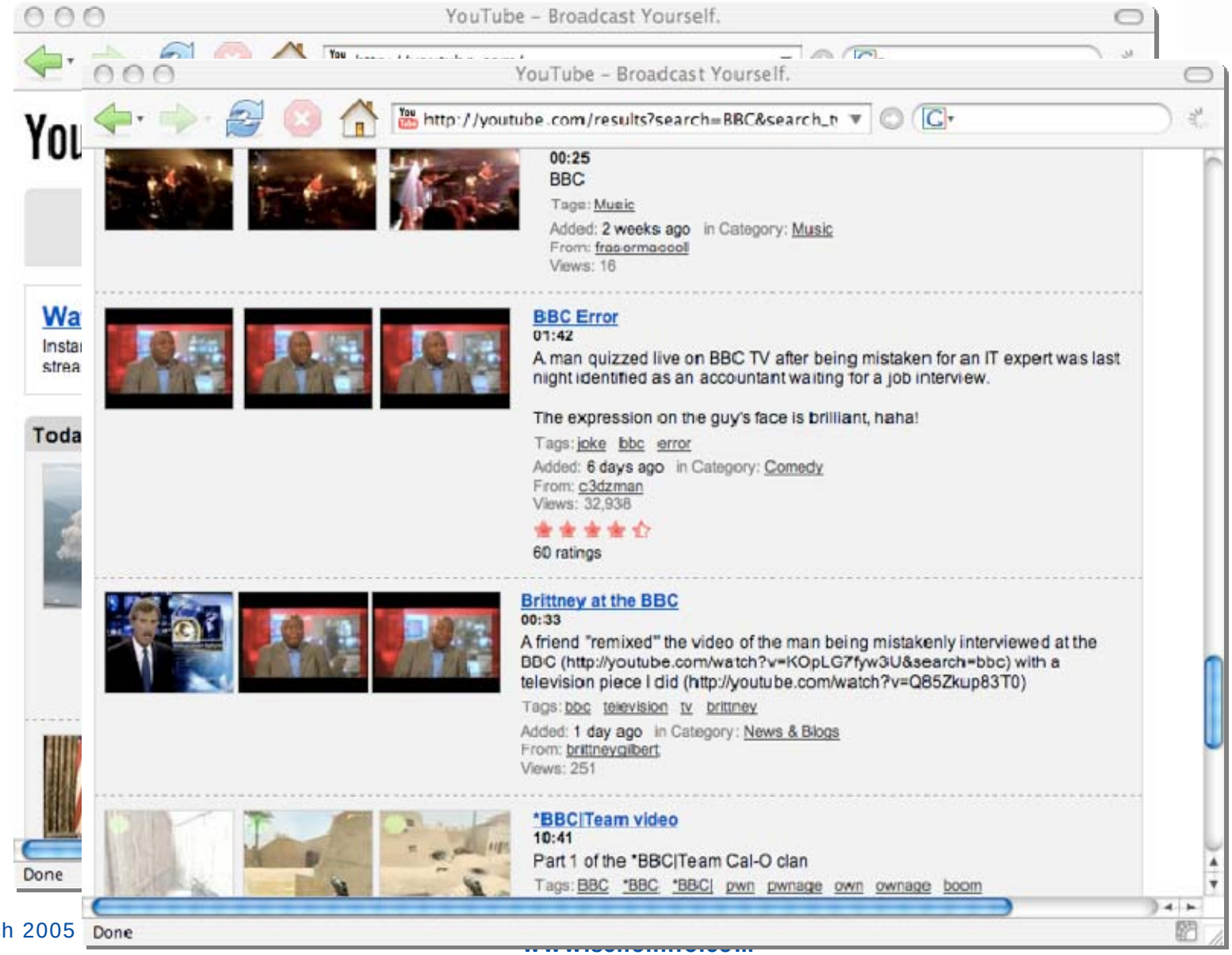
performer 3

John's place - Gers

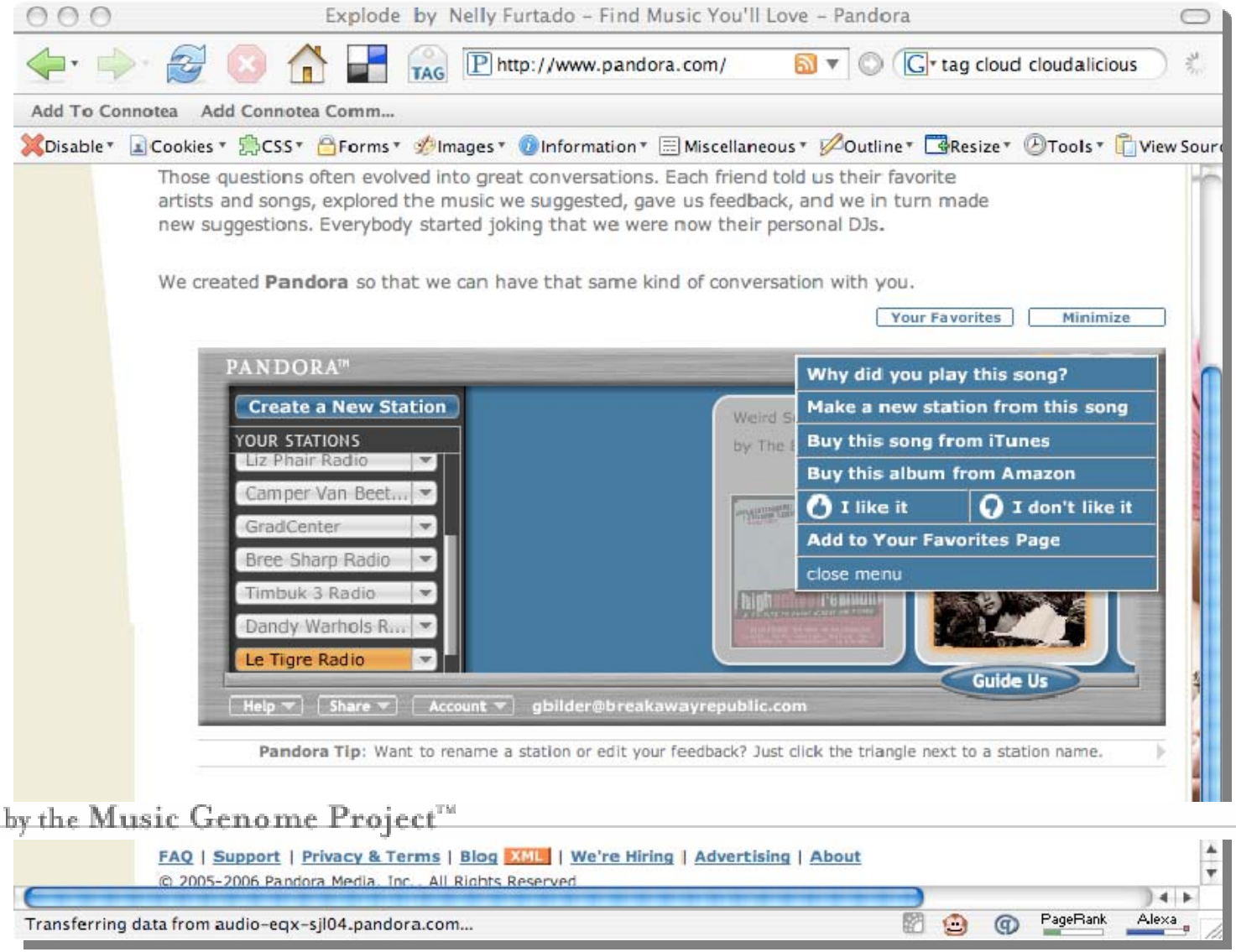
8 photos | Edit

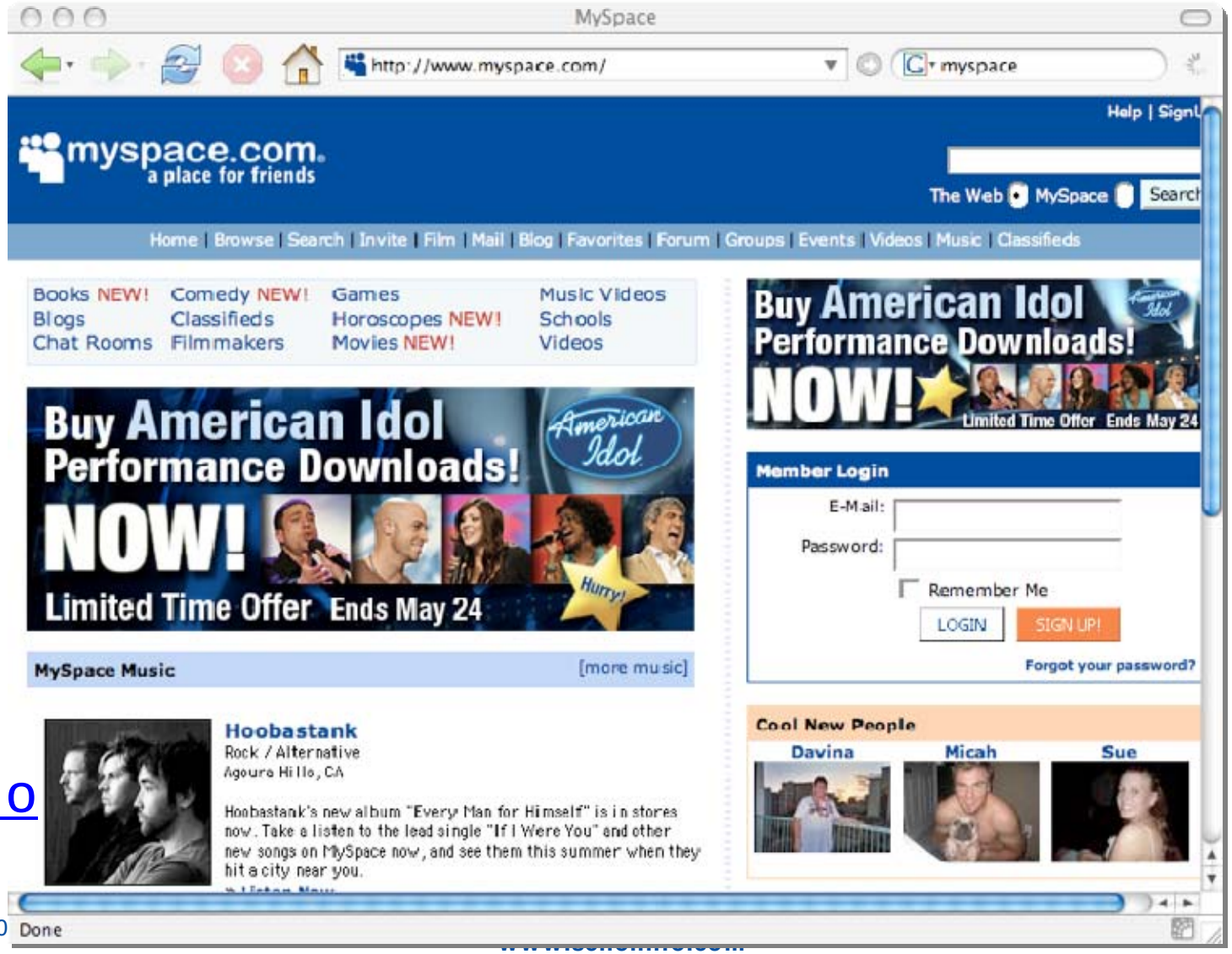
Nicks place - Morvan

7 photos | Edit


YouTube - Broadcast Yourself.
YouTube - Broadcast Yourself.
http://youtube.com/results?search=BBC&search_t
00:25
BBC
Tags: Music
Added: 2 weeks ago in Category: Music
From: fragormagooll
Views: 16
BBC Error
01:42
A man quizzed live on BBC TV after being mistaken for an IT expert was last night identified as an accountant waiting for a job interview.
The expression on the guy's face is brilliant, haha!
Tags: joke bbc error
Added: 6 days ago in Category: Comedy
From: c3dzman
Views: 32,938
60 ratings
Brittney at the BBC
00:33
A friend "remixed" the video of the man being mistakenly interviewed at the BBC (http://youtube.com/watch?v=KOpLG7fyw3U&search=bbc) with a television piece I did (http://youtube.com/watch?v=Q85Zkup83T0)
Tags: bbc television tv brittney
Added: 1 day ago in Category: News & Blogs
From: brittneygilbert
Views: 251
*BBC|Team video
10:41
Part 1 of the *BBC|Team Cal-O clan
Tags: BBC *BBC *BBC| pwn pwnage own ownage boom
Done
Done

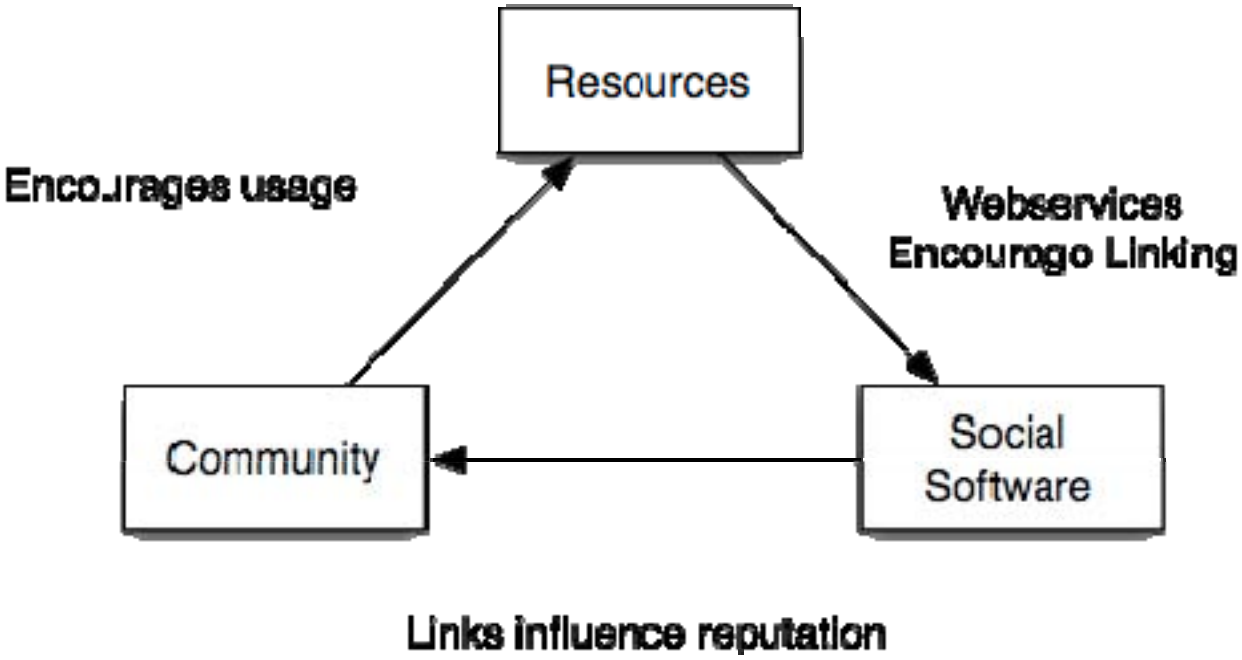
gbilder's User Page – Last.fm
http://www.last.fm/user/gbilder/
tag cloud cloudalicious
Add To Connotea
Add Connotea Comm...
last·fm
Search
forums
downloads
for your site
subscribe
gbilder
Messages
Recommended
Settings
Logout
Profile + Tag Editor
gbilder
User
Overview
Charts
Journal
Groups
Friends
Neighbours
Tags
Recent Tracks
No recently played tracks to display. This user last played a track on Friday evening.
Ads by Google
Need Band Exposure?
We are looking for several bands to promote on our site for Free!
Shoutbox (Edit...)
Post to shoutbox...
Featured stations
neighbour radio
More stations... (2)
Weekly Top Artists
Sunday Feb 19 - Sunday Feb 26
1 Zero 7 3
1 The Dandy Warhols 3
3 Massive Attack 2
3 Liz Phair 2
3 Talking Heads 2
3 Dani Siciliano 2
Recommendations
Artist: Coldplay
More music...
Journal: February Site Update
More reading...
More recommendations...
Registered on Oct 22, 2004
Tracks played: 2598
Edit my details...
Tags
Done
PageRank
Alexa


Explode by Nelly Furtado – Find Music You'll Love – Pandora
http://www.pandora.com/
tag cloud cloudalicious
Add To Connotea
Add Connotea Comm...
Disable
Cookies
CSS
Forms
Images
Information
Miscellaneous
Outline
Resize
Tools
Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.
We created Pandora so that we can have that same kind of conversation with you.
Your Favorites
Minimize
PANDORA™
Create a New Station
YOUR STATIONS
Liz Phair Radio
Camper Van Beet...
GradCenter
Bree Sharp Radio
Timbuk 3 Radio
Dandy Warhols R...
Le Tigre Radio
Why did you play this song?
Make a new station from this song
Buy this song from iTunes
Buy this album from Amazon
I like it
I don't like it
Add to Your Favorites Page
close menu
Guide Us
Help
Share
Account
gbilder@breakawayrepublic.com
Pandora Tip: Want to rename a station or edit your feedback? Just click the triangle next to a station name.
created by the Music Genome Project™
FAQ | Support | Privacy & Terms | Blog XML | We're Hiring | Advertising | About
© 2005-2006 Pandora Media, Inc., All Rights Reserved
Transferring data from audio-eqx-sjl04.pandora.com...
PageRank
Alexa


MySpace
http://www.myspace.com/
myspace
myspace.com
a place for friends
Help | Sign
The Web
MySpace
Search
Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Classifieds
Books NEW!
Blogs
Chat Rooms
Comedy NEW!
Classifieds
Filmmakers
Games
Horoscopes NEW!
Movies NEW!
Music Videos
Schools
Videos
Buy American Idol
Performance Downloads!
NOW!
Limited Time Offer Ends May 24
American Idol
Hurry!
Member Login
E-Mail:
Password:
Remember Me
LOGIN
SIGN UP!
Forgot your password?
MySpace Music
[more music]
Hoobastank
Rock / Alternative
Agoura Hills, CA
Hoobastank's new album "Every Man for Himself" is in stores now. Take a listen to the lead single "If I Were You" and other new songs on MySpace now, and see them this summer when they hit a city near you.
Cool New People
Davina
Micah
Sue
Done

Demo

Social Software Made Simplistic

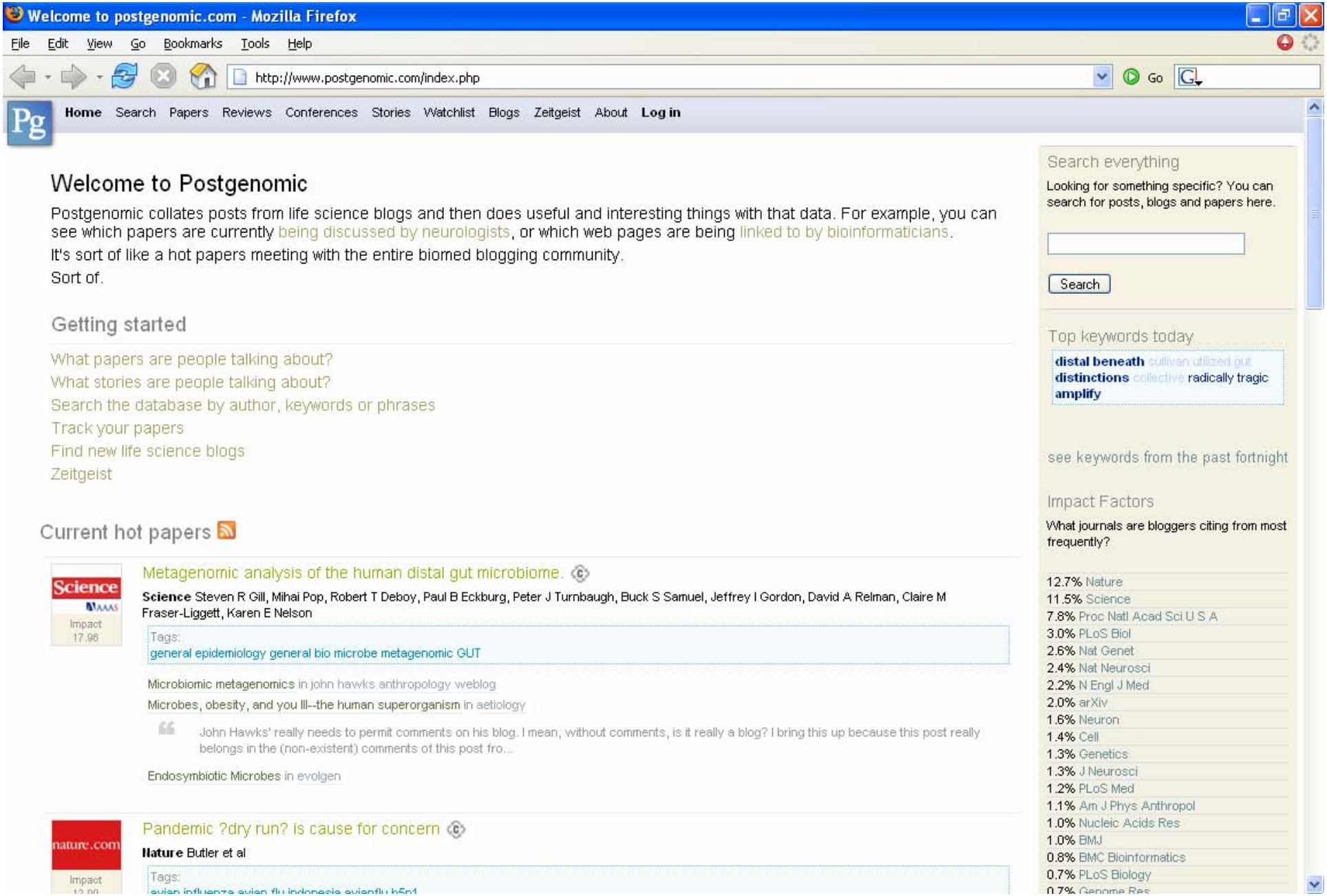


Implications

- What person X is blogging
- What person X is bookmarking- on several social bookmarking sites (e.g. del.isio.us, Connotea)
- What person X is listening to (e.g. Last.FM)
- What person X is taking pictures of (e.g. Flickr)
- What person X's travel schedule is (e.g. iCal)
- What books X is reading or planning on reading (e.g. Amazon wish lists)

Implications (Academic)

- See the realtime annotated bibliography of Dr. W
- Show all the ways in which people that you trust have categorized resource X
- See how your taxonomy compares to the taxonomy of Dr. Y
- See all the resources that your trusted colleagues are categorizing as Z


Welcome to postgenomic.com - Mozilla Firefox
File Edit View Go Bookmarks Tools Help
http://www.postgenomic.com/index.php
Go
Pg
Home Search Papers Reviews Conferences Stories Watchlist Blogs Zeitgeist About Log in
Welcome to Postgenomic
Postgenomic collates posts from life science blogs and then does useful and interesting things with that data. For example, you can see which papers are currently being discussed by neurologists, or which web pages are being linked to by bioinformaticians.
It's sort of like a hot papers meeting with the entire biomed blogging community.
Sort of.
Getting started
What papers are people talking about?
What stories are people talking about?
Search the database by author, keywords or phrases
Track your papers
Find new life science blogs
Zeitgeist
Current hot papers
Science
Impact 17.96
Metagenomic analysis of the human distal gut microbiome.
Science Steven R Gill, Mihai Pop, Robert T Deboy, Paul B Eckburg, Peter J Turnbaugh, Buck S Samuel, Jeffrey I Gordon, David A Relman, Claire M Fraser-Liggett, Karen E Nelson
Tags:
general epidemiology general bio microbe metagenomic GUT
Microbiomic metagenomics in john hawks anthropology weblog
Microbes, obesity, and you III--the human superorganism in aetiology
John Hawks' really needs to permit comments on his blog. I mean, without comments, is it really a blog? I bring this up because this post really belongs in the (non-existent) comments of this post fro...
Endosymbiotic Microbes in evolgen
nature.com
Impact
Pandemic ?dry run? is cause for concern
Nature Butler et al
Tags:
Search everything
Looking for something specific? You can search for posts, blogs and papers here.
Search
Top keywords today
distal beneath sullivan utilized gut
distinctions collective radically tragic
amplify
see keywords from the past fortnight
Impact Factors
What journals are bloggers citing from most frequently?
12.7% Nature
11.5% Science
7.8% Proc Natl Acad Sci U S A
3.0% PLoS Biol
2.6% Nat Genet
2.4% Nat Neurosci
2.2% N Engl J Med
2.0% arXiv
1.6% Neuron
1.4% Cell
1.3% Genetics
1.3% J Neurosci
1.2% PLoS Med
1.1% Am J Phys Anthropol
1.0% Nucleic Acids Res
1.0% BMJ
0.8% BMC Bioinformatics
0.7% PLoS Biology

I Want To Subscribe To Your Brain

Mash Ups

Google Earth and Ant Web

Edit View Go Bookmarks Tools Help del.icio.us

http://www.antweb.org/tools.jsp

New Page 1 | XE.com - The Univers... | post to del.icio.us

antweb | Search | Check | AutoLink | Subscribe | AutoFill | Options | antweb

loglines | My Feeds (1106) (5) | del.icio.us/cbeckett | Specimen Data - Solenopsisglobularia littor... | AntWeb Tools

AntWeb

Bioregions | About AntWeb | Press | Donate | Contact Us Search: Advanced Search

AntWeb Tools

AntWeb provides many facilities to aid you in your discovery of the ant world. Among these are:

Search Tools

Our **regional search** and **advanced search** let you find ants in a variety of ways, including: taxonomy, location, and collector. You may also search for ants which have images, and type specimens.

Regional Lists

View regional lists of ant subfamilies, genera and **species.**

In Depth Information

View **description pages** of ant subfamilies, genera and species to get more details about them.

Ant Image Comparison Tool

The AntWeb **image comparison tool** lets you compare images of ants at the subfamily, genus, species or specimen level. You may also specify which types of images you would like to comare: head, profile, dorsal, or label.

PDF Field Guides

Take AntWeb to the field with you by generating a PDF **field guide.** Field guides can be generated for subfamilies, genera, and species, and may be focussed on one geographic area. In fact, you can make a field guide from any search result.

Edit View Add Tools Help
Local Search
oxford
copenhagen
stockholm
new york
Clear
Places
Layers
3D Buildings
Gas, Food, Lod
National Geogr
Google Earth C
Shopping and
Transportation
Geographic Fe
Parks and Recr
Community Se
US Governmen
DG Coverage
Image © 2006 TerraMetrics
Image © 2006 NASA
Pointer 47°02'28.05" N 1°51'53.81" W
Streaming 100%
Eye alt 6442.80
Lodging
Dining
Roads
Borders
Terrain
Buildings

Mash-Up of Google Earth and Ant Web

- User driven and controlled
- Based on open API's that allow in simple terms Google Earth and the AntWeb datasets to interact in real time
- To create a rich research tool
  - Can apply to any openly available dataset
- It would be V cool if I could see the relevant primary literature relating to this ant in this environment

DEMO

What it means for publishers

- Your site will become increasingly invisible to readers
- You need to optimise your content for the search interfaces that users use including the library world
- But more importantly you need to optimise it for the research world
  - Your content will continue to be important as long as you expose it to these social software tools and enable user generated content and sharing e.g. Mashups
  - But this will require better and more flexible business models that can provide realtime access to your metadata and primary data.

References

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