

# Scopus AI Beta: functional analysis and cases

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**Abstract:** Academic databases are a fundamental source for identifying relevant literature in a field of study. Scopus contains more than 90 million records and indexes around 12,000 documents per day. However, this context and the cumulative nature of science itself make it difficult to selectively identify information. In addition, academic database search tools are not very intuitive, and require an iterative and relatively slow process of searching and evaluation. In response to these challenges, Elsevier has launched Scopus AI, currently in its Beta version. As the product is still under development, the current user experience is not representative of the final product. Scopus AI is an artificial intelligence that generates short synthesis of the documents indexed in the database, based on instructions or prompts. This study examines the interface and the main functions of this tool and explores it on the basis of three case studies. The functional analysis shows that the Scopus AI Beta interface is intuitive and easy to use. Elsevier's AI tool allows the researcher to obtain an overview of a problem, as well as to identify authors and approaches, in a more agile search session than conventional search. Scopus AI Beta is not a substitute for conventional search in all cases, but it is an accelerator of academic processes. It is a valuable tool for literature reviews, construction of theoretical frameworks and verification of relationships between variables, among other applications that are actually impossible to delimit

**Keywords:** Scopus AI Beta, artificial intelligence, academic research, academic databases

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## 1. INTRODUCTION

The term artificial intelligence (hereinafter AI) is attributed to John McCarthy, founder of this field of study. In 1955 the scientist defined artificial intelligence as “the science and engineering of creating intelligent machines” (McCarthy, 1955). In its beginnings, scientific studies related to AI were focused on the field of physical sciences, but over time it has expanded to cover other disciplines. In fact, the number of scientific publications related to AI has increased exponentially. In 1960 only 14% of the subject areas of the Scopus All Science Journal Classification (ASJC) system featured AI-related publications. However, currently, this figure is higher than 98% (Hajkowicz et al., 2023). In the field of social sciences, recent research has studied how AI constitutes a valuable resource, both for the design of systematized literature reviews and in university teaching (Lopezosa, Codina and Ferrán-Ferrer, 2023; Codina and Garde, 2023).

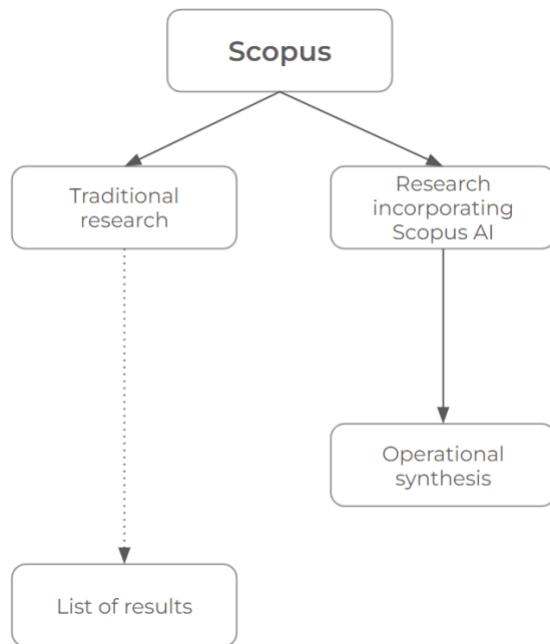
The academic environment is characterized by large amounts of published research and diverse databases. These peculiarities make it difficult for researchers to discover valuable information, despite being a fundamental part of their work. This is especially true for young researchers, as the advancement of science is a cumulative process. Current tools are limited, as they do not present direct results, but rather lists of documents, which require significant amount of time to navigate. Furthermore, it is necessary to apply various inclusion and exclusion criteria before even approaching a document bank that can respond to a specific information need. This search approach is necessary in some contexts, but there are others in which an AI solution using direct responses may be a better solution, as it can help accelerate some processes.

In this context, Elsevier has developed its own AI for the Scopus database. Scopus AI, currently in its *Beta version*, generates evidence syntheses by proposing short texts that assume direct answers, and can be used through natural language instead of search equations.

At the same time, Scopus AI *Beta* is an easy-to-use search tool since, in addition to the synthesis of evidence, it provides reference lists. Specifically, the user introduces a need for information as an instruction - or "prompt" in its most widespread meaning - and Scopus AI *Beta* generates a response based on the analysis and synthesis of summaries of quality research published since 2013 (in the current version). That is, it is based on validated research that has undergone a review process by experts before being published and subsequently indexed in the database. In this way, and unlike other generative AI, the researcher has the guarantee that the results consulted have been carried out on highly reliable a priori bases, although it is advisable to always verify them.

Scopus AI *Beta* is based on a synthesis structure that can be expanded by iteration until the user makes the discretionary decision to conclude the interactions, either because they consider that they have an answer that is already optimal or because the new results no longer provide notable improvements. It is a tool that generates focused syntheses using natural language, thus reducing search time and evaluation of results.

Figure 1. Scopus AI Beta as a process accelerator



Source: own elaboration.

In this way, Scopus AI Beta offers a global synthesis of a given area or the intersection of concepts or variables, facilitating multidisciplinary explorations. Therefore, it is, among other things, a valuable tool for streamlining literature reviews, as well as to assist in the development of theoretical frameworks and state-of-the-art, based on a first synthesis of the evidence that is accompanied by references and diagrams. That is why it is conceived as a process accelerator (Figure 1).

### Objectives

Given the significance of this new tool in the academic field, and in order to demonstrate the nature of Scopus AI Beta as a process accelerator, the objectives of this work are the following:

O1: Explore Scopus AI Beta and its main features

O2: Test Scopus AI Beta in a non-systematic, but meaningful way, based on three case studies in the field of social sciences.

## 2. METHODOLOGY

To respond to the objectives we will use two approaches. A first exploratory phase where we apply a functional analysis. In this phase we are interested in identifying the different sections and elements that make up Scopus AI in its Beta version, in order to become familiar with this tool and understand how it works. Once the exploratory phase is completed, we test the tool by applying a common analysis scheme to three different case studies, which are characterized by being significant and diverse at the same time:

- Case 1: media monetization
- Case 2: objectivity and journalism
- Case 3: place branding and sustainable development

To achieve the three cases, we have used an analysis sheet that contains eleven sections. Table 1 lists and describes each of these sections.

Table 1. Analysis sheet

Variable	Definition
Presentation	Description of the case and main objectives
Prompt used	Instruction used for the case
First response textual content	Initial response generated by Scopus AI Beta
First reference list	Reference list of the initial response
First diagram	Initial response keyword diagram
“Expanded summary” resource	Expanded summary of the initial response
Second response by activating a suggested question	Answer to one of the three questions suggested by Scopus AI Beta related to the first prompt
Second reference list	Reference list of the second response
Second diagram	Second response keyword diagram
Consolidated result	Unified textual content and unified reference list (prompt 1, extended response and prompt 2)
Assessment	Final diagnosis of the case

Source: own elaboration.

### 3. RESULTS

#### 3.1. USER INTERFACE AND MAIN FUNCTIONS

We access the tool from the Scopus AI Beta tab, after having entered Scopus. The Elsevier AI tool homepage is presented through a neat and clean visual design that facilitates usability. Figure 1 illustrates the different resources that are part of Scopus AI Beta, both on the home page and on the results page.

As can be observed, the homepage serves as the starting point for obtaining answers and acquainting oneself with the functionality of the tool.

The results page can be accessed from the home page, after inserting a prompt in the instruction box or by selecting one of the instructions suggested by Scopus AI Beta as an example.

The results page offers four components:

- summaries



- references
- visual diagrams
- suggestions for new queries

The last option on the results page facilitates the generation of new responses to instructions related to the initial prompt (continuity queries) or the initiation of new searches. By activating one of these two options, the results page is “reset”.

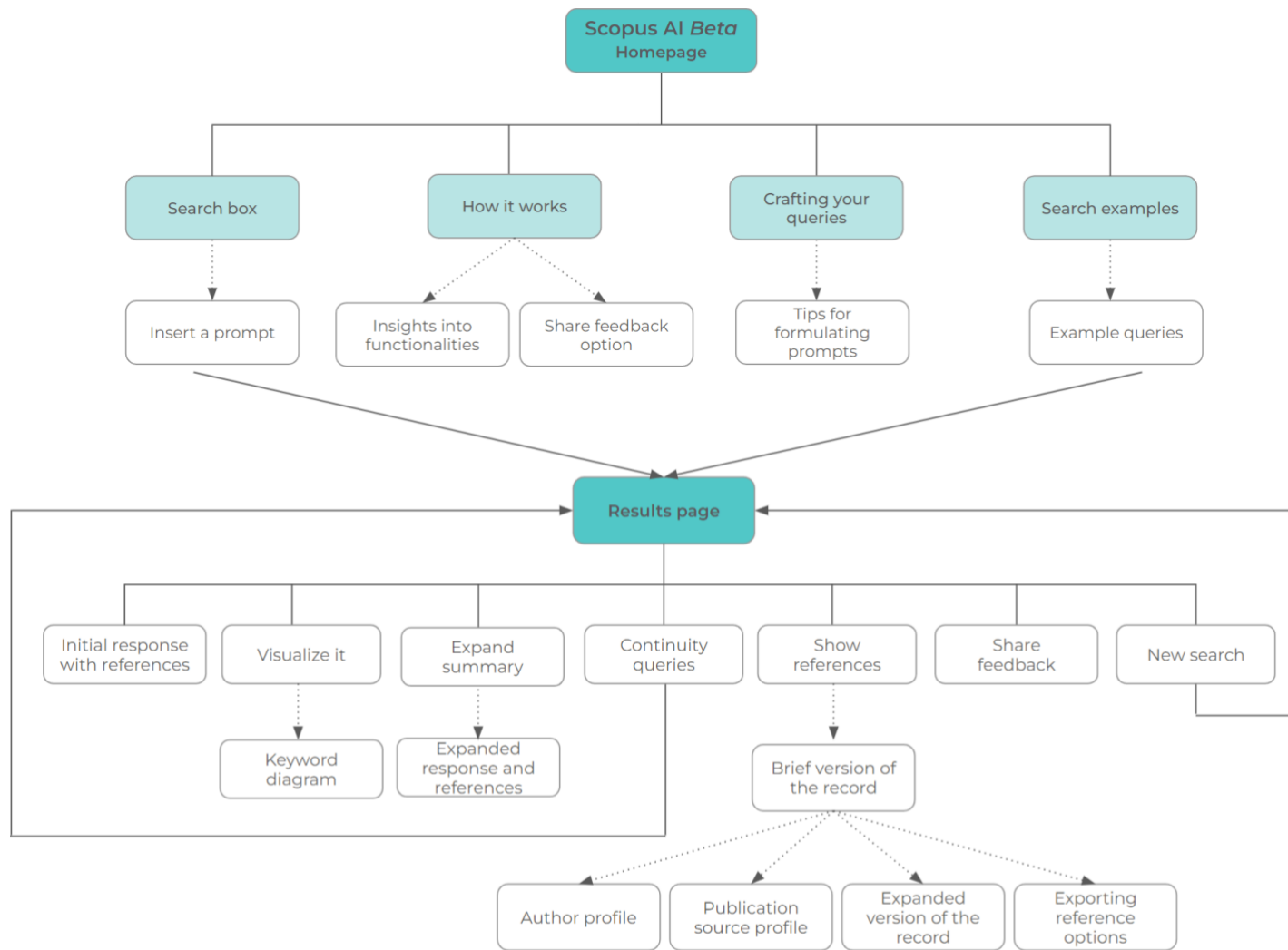


Figure 2. Scopus AI Beta main pages. Source: own elaboration.

### 3.1.1. Homepage

On the homepage there are four main elements located in the upper area (Figure 3):

1. “How it works” drop-down menu
2. Search box
3. *Crafting your queries*
4. *Search examples*

Additionally, located at the bottom of the page (5) there is a section that can be toggled to be visible or hidden. This section encompasses details regarding profiles, alerts, lists, and content.

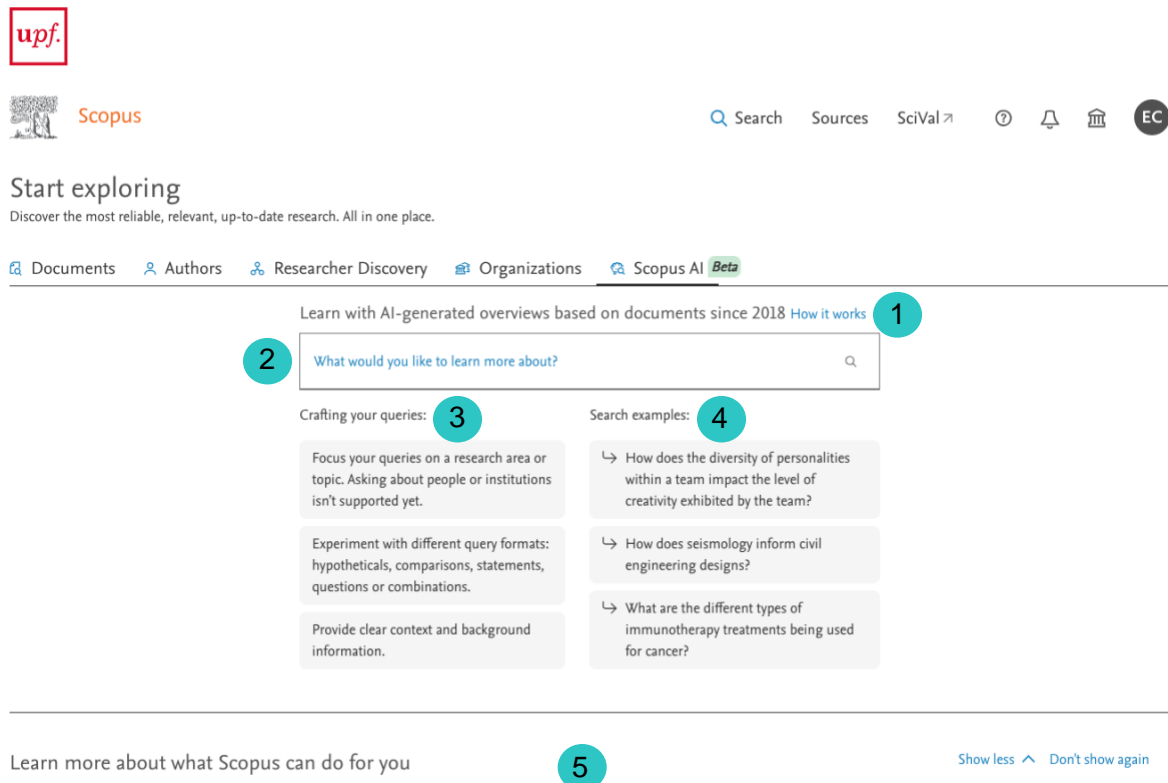


Figure 3. Scopus AI Beta homepage

Before entering a prompt, users may wish to familiarize themselves with Scopus AI. This can be achieved by referring to the section “How it works” (Figure 4). When selecting this option, a drop-down menu appears in the upper right area, providing a brief presentation about the tool and links to share *feedback* on its usage or obtain additional information.

The “Share your feedback” enables users to rate the tool in three simple steps. This short survey is identical to the one found at the bottom of the results page, as outlined below. On the other hand, the “Visit our Support Center” option opens a new browser tab, providing users with additional information about the tool, its functionality and details related to privacy and security (Figure 5).

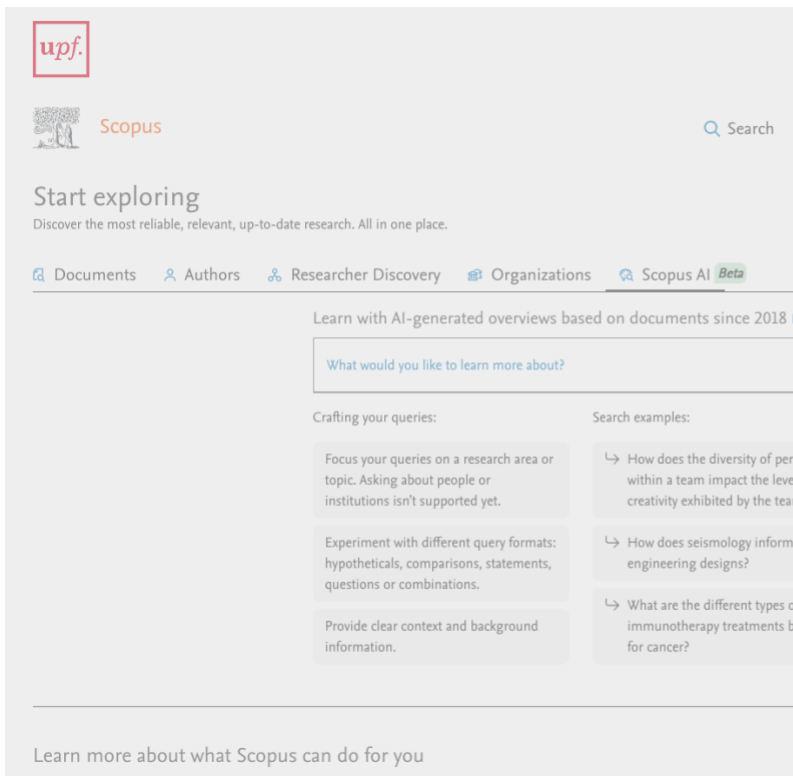


Figure 4. “How it works” drop-down menu

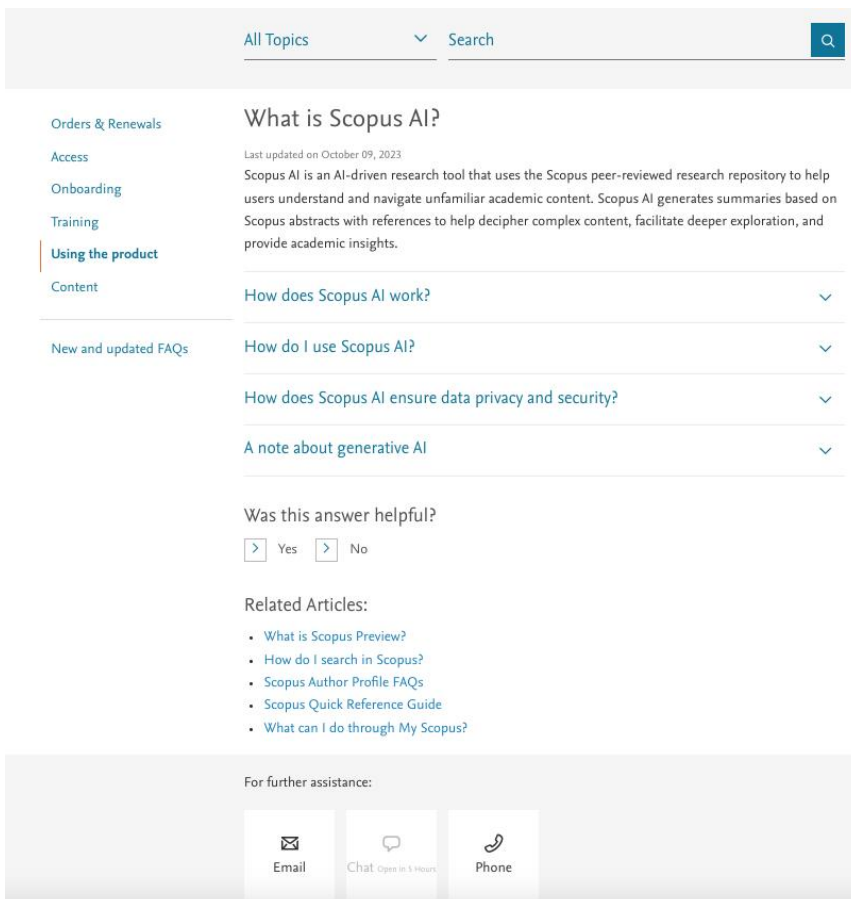


Figure 5. “Visit our Support Center”

The “Crafting your queries” section on the homepage provides users with a set of tips for formulating queries or prompts. The “Search examples” displays three example instructions. Upon selecting one, an automatic response is generated. The presentation of information remains consistent, whether using the provided examples or entering a user-designed query.

### 3.1.2. Results page

The following analysis examines the results page, using one of the instructions proposed by Scopus. This delineates three distinct zones within the page:

- A. The header, housing the search box,
- B. Results and expanding options shown inside a green box
- C. The bottom section, which includes the drop-down menu for sharing feedback and the button to start new searches (not always visible, as explained below).

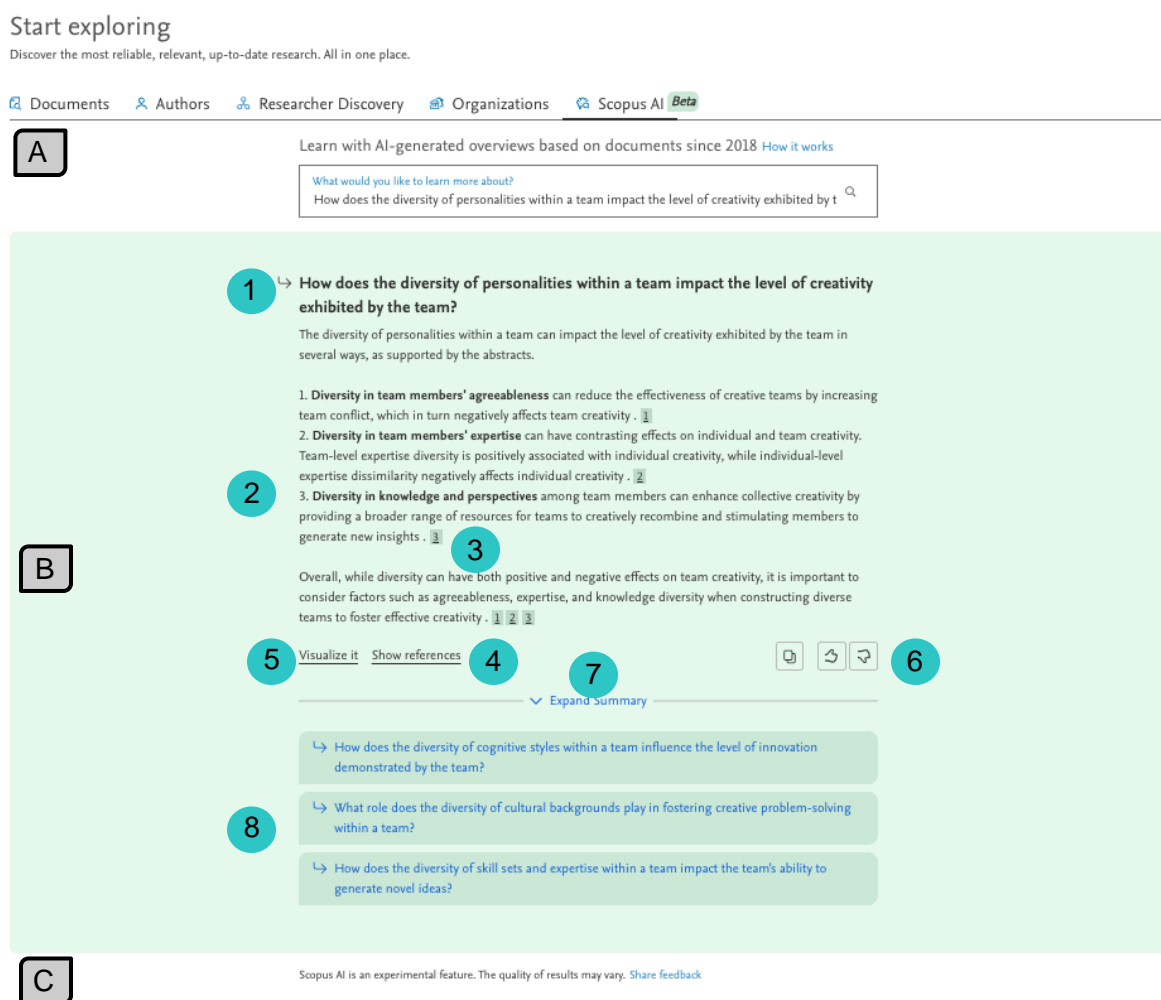


Figure 6. Results page from a prompt proposed by Scopus as an example

The green box serves as a tool for users to distinguish components within the AI-generated response, from complementary elements and sections. Distinct elements are discerned within the box. First, the prompt in bold introduced by an arrow (1), followed by the response generated by Scopus AI Beta (2). The references from which the response has been derived are presented in numbered format, highlighted in dark green (3). Below the response, the user can consult the complete list of cited references (4) and view a keyword diagram that can be

downloaded (5). At the same level, but to the right, the icons *copy*, *rate positively* and *rate negatively* (6) are displayed.

The section “Expand summary” marks a separation between the initial response and those options that allow exploring more complete response functions. Two elements are distinguished here: “Expand Summary” (7) and queries of continuity (8). The former provides users with an extended and more detailed version of the initial response. As Figure 6 shows, the expanded version incorporates more references. As in the original response, users can copy the text and rate the quality of the expanded version by clicking on the respective icons at the end of said version. However, unlike the initial answer, the option to illustrate the relationship between keywords using a diagram is not included here. The three extension queries suggested by the AI itself allow users to explore information needs related to the initial prompt, presenting the same functionalities, since Scopus AI has a synthesis structure that can be expanded by iteration. It should be noted that the three queries proposed by Scopus AI *Beta* remain the same after generating the extended summary; they are not updated when expanding the initial response. Finally, at the bottom of the page and distinct from the response section, the option “Share your feedback” is included, which will be addressed at the end of this section.

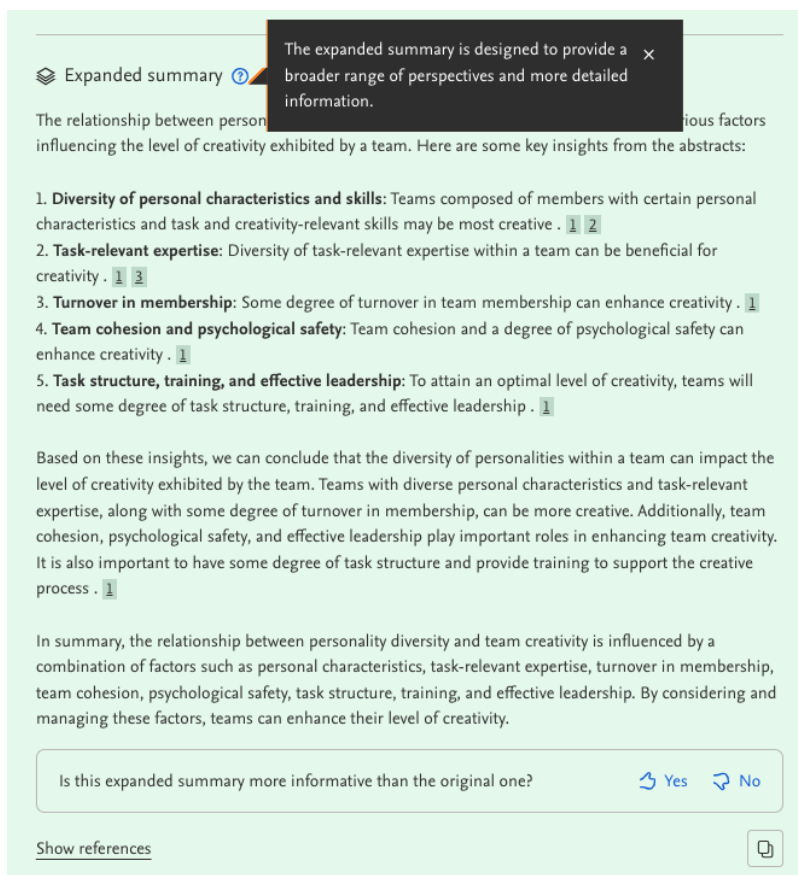


Figure 7. Expanded summary

It is possible to consult the list of references used by Scopus AI *Beta* by selecting “Show References”. A drop-down menu then opens on the right side of the screen that includes an abbreviated version of each record (Figure 8). Within the menu, users can access both author

profiles and the profiles of the sources where the documents have been published, as well as visit the complete records of each of the references. In all these cases, users will be redirected to a new tab. The drop-down menu also includes the number of citations the document has received. However, detailed information about these citations need to be consulted in the full record tab. The bottom part of the menu contains a drop-down menu that enables users to export references to different managers in various formats.

The reference consultation process can also be done individually, for each of the references. In this case, users must click on the reference number they wish to consult. The layout of the information varies slightly depending on whether the query is performed for a single reference or for all of them at the same time. However, in essence, the drop-down menu contains the same information in both cases.

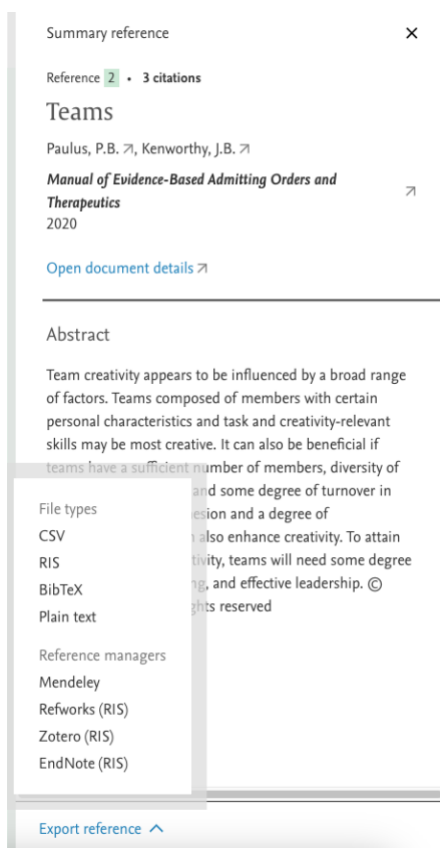


Figure 8. Detail of the drop-down menu for a bibliographic reference

As mentioned at the beginning of this section, the display of results is shown in the initial response. This is a diagram that illustrates the relationship of the keywords in the base of evidence used by the AI to respond to the prompt (Figure 9). This interactive graph enables users to expand or contract the network of connections by selecting each term.

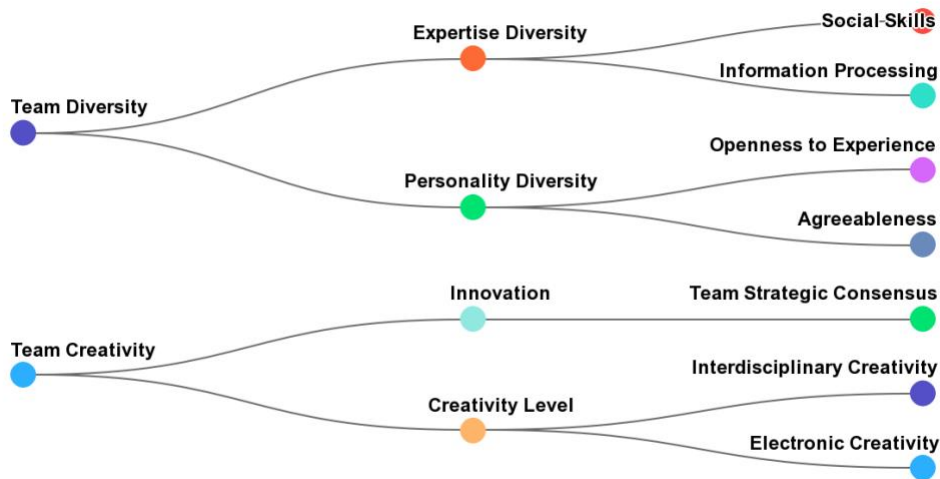


Figure 9. Keyword diagram

As previously mentioned, Scopus AI Beta has a section for user *feedback*. On the results page, the “Share your feedback” option is displayed at the bottom, below the green box containing the AI-generated response. Through this option, users can rate the usefulness of Scopus AI to become familiar with new topics using a 5-point scale (Figure 10). After responding and selecting “Next” a new drop-down menu emerges with an open-response question allowing users specify their positive impressions (Figure 11). The feedback process concludes with another open-response question (Figure 11). The *feedback* process ends with another open-response question where users can highlight areas for improvement (Figure 12).

Figure 10. Share *feedback* step 1

Figure 11. Share *feedback* step 2



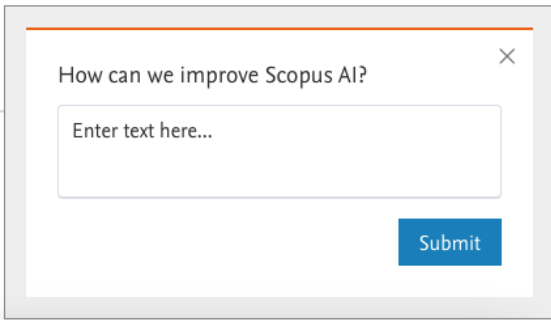


Figure 12. Share *feedback* step 3

Finally, at the same level as the link enabled to share *feedback*, the “New Search” button is included. This element is not always visible, as it is necessary to reach the end of the page to activate it (Figure 13). When selecting this button, the cursor directs users back to the search box so they can enter a new prompt. It is worth mentioning that, unlike the traditional Scopus search option, the *Beta version* currently does not present the “Search history” and “Saved searches” functionalities.

↳ How does the diversity of personalities within a team impact the level of creativity exhibited by the team?

The impact of diversity of personalities within a team on the level of creativity exhibited by the team is a complex topic with mixed findings. However, several abstracts provide insights into this relationship:

1. Diversity in team members' agreeableness was found to be positively associated with team task conflict which in turn was negatively associated with team creativity . 1
2. Team cohesion and a degree of psychological safety can enhance creativity . 2
3. The categorization-elaboration model provides a useful framework to understand the moderating influences on the relationship between team diversity and team creativity . 3
4. Diversity of information and perspectives is a key resource for creativity in individuals and teams . 4

In conclusion, while diversity of personalities within a team can potentially lead to conflicts, fostering team cohesion and psychological safety can enhance creativity. Additionally, diversity of information and perspectives is crucial for creativity. The categorization-elaboration model provides a framework to understand the relationship between team diversity and creativity.

Visualize it Show references

Expand Summary

↳ How does the diversity of cognitive styles within a team influence the level of innovation demonstrated by the team?

↳ What role does the diversity of cultural backgrounds play in fostering creative problem-solving within a team?

↳ How does the diversity of skill sets and expertise within a team impact the team's ability to generate novel ideas?

Q New search Scopus AI is an experimental feature. The quality of results may vary. Share feedback

Figure 13. “New Search” button

### 3.2. CASE ANALYSIS

The analysis of the three cases is presented below. As stated in the methodology section, the cases will be resolved using the eleven points that make up the analysis sheet.

### 3.2.1. Case 1. Media Monetization

#### 1. Presentation

This case aims to illustrate a possible work with a highly applied orientation but with solid academic foundations on the monetization methods used by digital media.

Throughout this case, we will show the performance of an instruction (prompt) with the following objectives:

- O1. Obtain an overview of what monetization is and what types of monetization systems media outlets carry out.
- O2. Locate a set of bibliographic references that serve as a starting point to explore some of the main authors who have researched monetization in the media.
- O3. Identify primary and secondary research themes that represent the academic perspective of media monetization

#### 2. Prompt used

The following is a step-by-step illustration of the case. First of all, users have to log in to Scopus and access the "Scopus AI Beta" tab.

Once this is done, the interface of this tool will be displayed (see figure 14). The desired instruction (prompt) will be included in the search box entitled "What would you like to learn more about?"

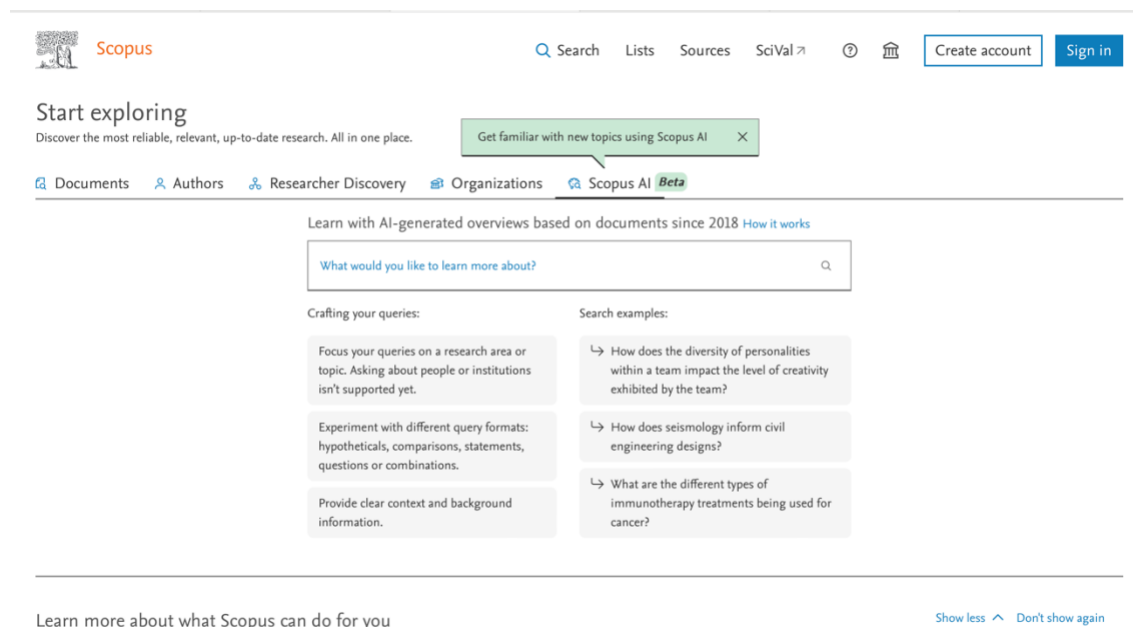


Figure 14. Image showing the Scopus AI Beta home interface

In this case, the prompt we used was the following: "I want to learn more about the ways media outlets monetize their content." (see figure 15)

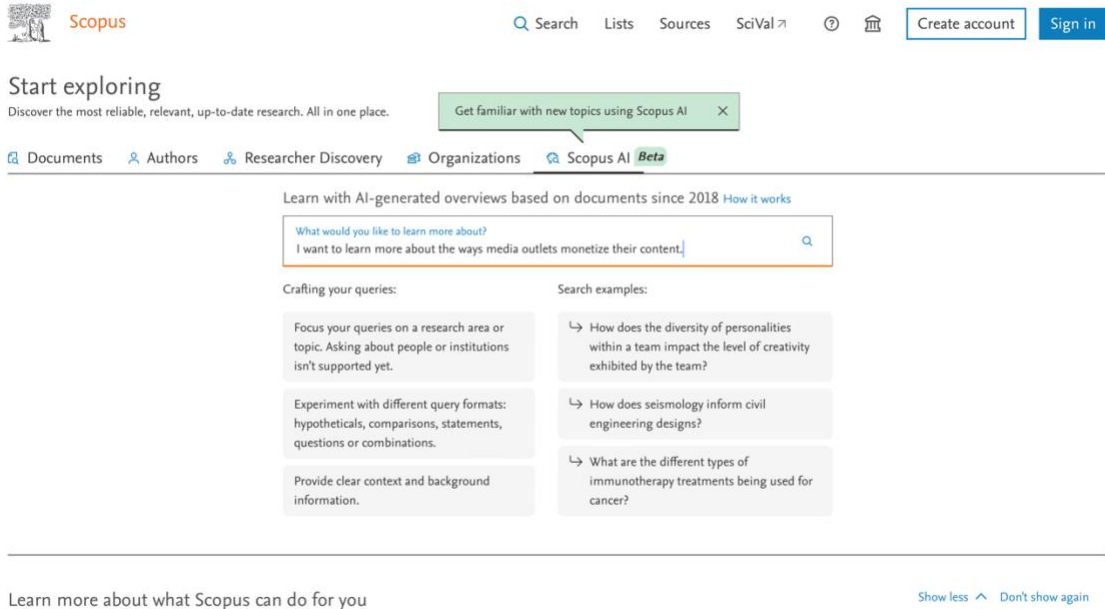


Figure 15. Illustration showing the request made to Scopus AI

### 3. First response textual content

The result of this petition (figure 16) offers information on how monetization affects media in general and journalism in particular. In this case specifically, it focuses on negative aspects of monetization and the actors involved in such systems. Three specific issues are outlined, followed by a concluding summary that reaffirms the previously mentioned points.

What would you like to learn more about?

I want to learn more about the ways media outlets monetize their content.



### ↳ I want to learn more about the ways media outlets monetize their content.

Media outlets monetize their content through various strategies and partnerships with digital platforms. Here are some key insights from the abstracts:

1. **Digital platforms exploit journalistic content without remuneration:** Platforms like Facebook and Google benefit from news editors publishing their content on their platforms, generating web traffic for the editors. However, the platforms do not adequately compensate the editors for their content . [1](#)

2. **Funding intermediaries play a crucial role:** Platforms strategically distribute funds through a complex governance structure, targeting parts of the industry that have been hurt by the platforms' dominance of the advertising industry. However, funding journalism does not guarantee unbiased coverage or regulatory capture . [2](#)

3. **Monetization of disinformation:** The digital media market incentivizes the creation and circulation of controversial and deceptive content, as it generates engagement and financial incentives. Programmatic advertising, commercial content moderation, and influencer marketing contribute to the monetization of disinformation . [3](#)

In conclusion, media outlets monetize their content through partnerships with digital platforms, but there are concerns about fair compensation and the impact on journalistic integrity. The monetization of disinformation is also a significant issue in the digital media market.

[Visualize it](#) [Show references](#)



∨ [Expand Summary](#)

Figure 16. Illustration showing the result of the request made to Scopus AI

#### 4. First list of references

When accessing the “Show references” tab, Scopus AI Beta shows the bibliographic references used to achieve this prompt. Three references are obtained (see figure 17), showing the following elements:

- Reference
- Citations
- Article title
- Author/s
- Journal title
- Article publication year

Summary references X

Reference 1 • 0 citations  
 Journalistic editors vs. digital platforms: competition policy for the editing industry [↗](#)  
 Komissarov, S. [↗](#)  
*Revista de Internet, Derecho y Política* [↗](#) 2022  
[Show abstract](#) v

Reference 2 • 5 citations  
 Funding Intermediaries: Google and Facebook's Strategy to Capture Journalism [↗](#)  
 Papaevangelou, C. [↗](#)  
*Digital Journalism* [↗](#) 2022  
[Show abstract](#) v

Reference 3 • 0 citations  
 Disinformation on digital media platforms: A market-shaping approach [↗](#)  
 Diaz Ruiz, C. [↗](#)  
*New Media and Society* [↗](#) 2023  
[Show abstract](#) v

Figure 17. Illustration showing the references used by Scopus AI Beta to achieve the prompt

If we take these elements into consideration, we can observe three references, from three different authors published in distinct journals. Two of the identified articles are from 2022, and one from 2023. Only one of them has received citations in Scopus, precisely five citations. It is important to note that each element of the references is interactive. We will also have the possibility of accessing the complete summary.

### 5. First diagram

Next, we show and apply the “Visualize it” resource that allows us to show a first diagram with the aspects that define the result of the prompt at a conceptual level (see figure 18).

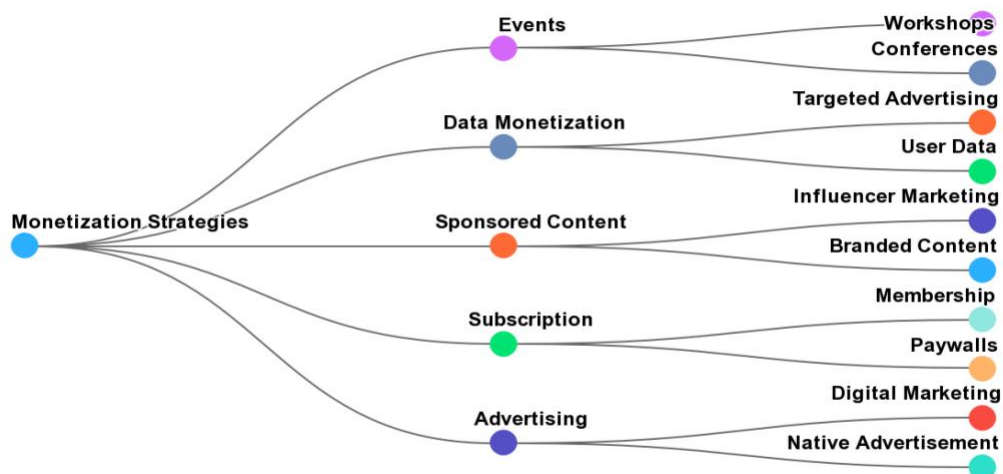
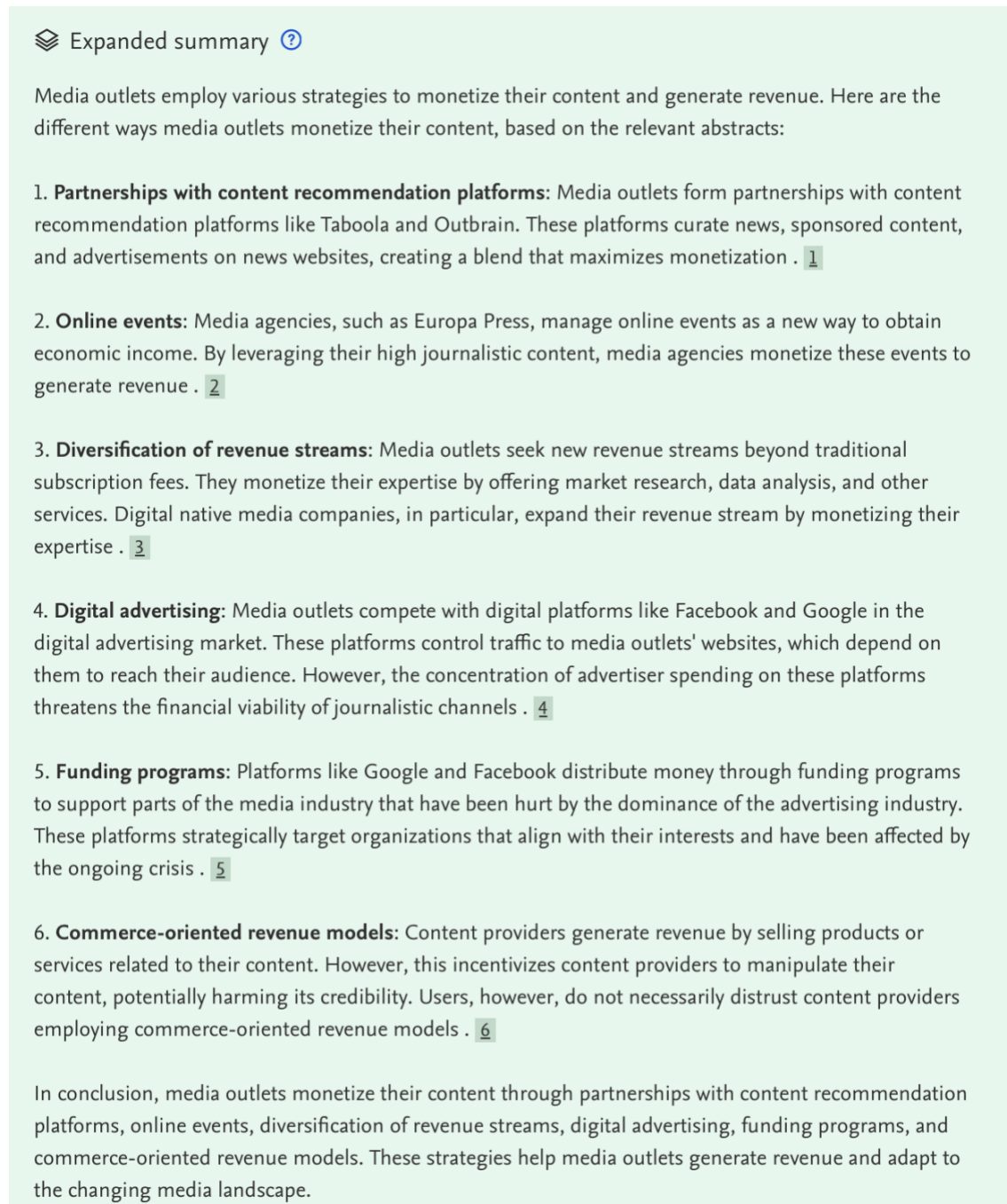


Figure 18. First diagram as a result of the prompt: “I want to learn more about the ways media outlets monetize their content.”

The diagram offers a hierarchical thematic view of the elements considered essential for media monetization. A central theme appears, in this case, monetization strategies, followed by five subthemes that are in turn divided into two more categories.

## 6. Extended summary

Additionally, Scopus AI Beta has a feature that allows users to expand the result of the prompt through the “expanded summary” resource (see figure 19).



Expanded summary ?

Media outlets employ various strategies to monetize their content and generate revenue. Here are the different ways media outlets monetize their content, based on the relevant abstracts:

- 1. Partnerships with content recommendation platforms:** Media outlets form partnerships with content recommendation platforms like Taboola and Outbrain. These platforms curate news, sponsored content, and advertisements on news websites, creating a blend that maximizes monetization . [1](#)
- 2. Online events:** Media agencies, such as Europa Press, manage online events as a new way to obtain economic income. By leveraging their high journalistic content, media agencies monetize these events to generate revenue . [2](#)
- 3. Diversification of revenue streams:** Media outlets seek new revenue streams beyond traditional subscription fees. They monetize their expertise by offering market research, data analysis, and other services. Digital native media companies, in particular, expand their revenue stream by monetizing their expertise . [3](#)
- 4. Digital advertising:** Media outlets compete with digital platforms like Facebook and Google in the digital advertising market. These platforms control traffic to media outlets' websites, which depend on them to reach their audience. However, the concentration of advertiser spending on these platforms threatens the financial viability of journalistic channels . [4](#)
- 5. Funding programs:** Platforms like Google and Facebook distribute money through funding programs to support parts of the media industry that have been hurt by the dominance of the advertising industry. These platforms strategically target organizations that align with their interests and have been affected by the ongoing crisis . [5](#)
- 6. Commerce-oriented revenue models:** Content providers generate revenue by selling products or services related to their content. However, this incentivizes content providers to manipulate their content, potentially harming its credibility. Users, however, do not necessarily distrust content providers employing commerce-oriented revenue models . [6](#)

In conclusion, media outlets monetize their content through partnerships with content recommendation platforms, online events, diversification of revenue streams, digital advertising, funding programs, and commerce-oriented revenue models. These strategies help media outlets generate revenue and adapt to the changing media landscape.

Figure 19. Illustration showing the result of the expanded prompt

In the case of this extension, not only does it provide a more complete view of monetization by the media, but also reveals six additional references. Moreover, the result is more closely

aligned than the initial one, since it provides different ways and strategies to monetize the content by the media.

### 7. Second textual content response

Once a first prompt result is obtained, Scopus AI *Beta* offers other possible instructions related to the topic (see figure 20).



Figure 20. Illustration showing three proposed instructions made by Scopus AI *Beta* taking our initial prompt as a starting point

Under this premise we can select one of these three options that will help us broaden our knowledge about the topic we are dealing with. In the following example (see figure 21) we select the first related instruction: “how do media outlets use targeted advertising to monetize their content?”



↳ How do media outlets use targeted advertising to monetize their content?

↳ What are some innovative ways media outlets generate revenue from their content beyond traditional advertising?

↳ How do media outlets leverage data analytics to optimize their monetization strategies?

### ↳ How do media outlets use targeted advertising to monetize their content?

Media outlets use targeted advertising to monetize their content in several ways, as evidenced by the abstracts. Here are the key points:

1. **Improved return on ad spending (ROAS):** Targeting specific segments of consumers, known as the "Movable Middles," can lead to a 50% improvement in ROAS compared to broad reach media plans . [1](#)
2. **Optimizing advertising budget:** Targeted advertising helps maximize the reach of the target audience, ensuring that advertising reaches potential consumers who are more likely to buy products . [2](#)
3. **Competitive advantage:** Targeted advertising, such as online intent advertising, strategically affects online ad bids and can lead to higher bids for reaching consumers compared to traditional media . [3](#)

Overall, media outlets use targeted advertising to increase the effectiveness of their advertising campaigns, optimize their advertising budgets, and gain a competitive advantage in reaching the right audience . [1](#) [2](#) [3](#)

[Visualize it](#) [Show references](#)



Figure 21. Illustration showing the result of the second request made to Scopus AI

The result of this request (figure 21) offers general information on how media outlets use targeted advertising as a strategy to increase their revenue.

### 8. Second list of references

If we access "Show references" again, Scopus AI *Beta* will show the bibliographic references used in this second prompt (see figure 22).



Summary references ×

Reference **1** • 0 citations  
 Practice papers A new model for optimal advertising impression allocation across consumer segments [↗](#)  
 Rubinson, J. [↗](#), Morley, N.B. [↗](#), Bakopoulos, V. [↗](#), Vermut, M. [↗](#)  
*Applied Marketing Analytics* [↗](#) 2023  
[Show abstract](#) ▾

Reference **2** • 4 citations  
 Simulation of Advertising Activity in Tourist Business [↗](#)  
 Dorofeeva, A.A. [↗](#)  
*Proceedings of the 2018 International Conference "Quality Management, Transport and Information Security, Information Technologies", IT and QM and IS 2018* [↗](#)  
 2018  
[Show abstract](#) ▾

Reference **3** • 1 citation  
 Coordinating traditional media advertising and online advertising in brand marketing [↗](#)  
 Kim, A.J. [↗](#), Balachander, S. [↗](#)  
*Production and Operations Management* [↗](#) 2023  
[Show abstract](#) ▾

Figure 22. Illustration showing the references used by Scopus AI *Beta* to achieve the second prompt

In this case, we get three new, distinct references to the first prompt. In this sense, each of them has been published in different spaces (2 in journals and one in a conference). Likewise, more than one author has participated in two of them. It is also important to note that two of the references were published in 2023 and one in 2018, and two of them have also received citations in Scopus (4 and 1 citations respectively).

## 9. Second diagram

In what follows, we show the “Visualize it” resource again in this second request, with the aim of obtaining a second diagram with the most notable aspects at a conceptual level (see figure 23).

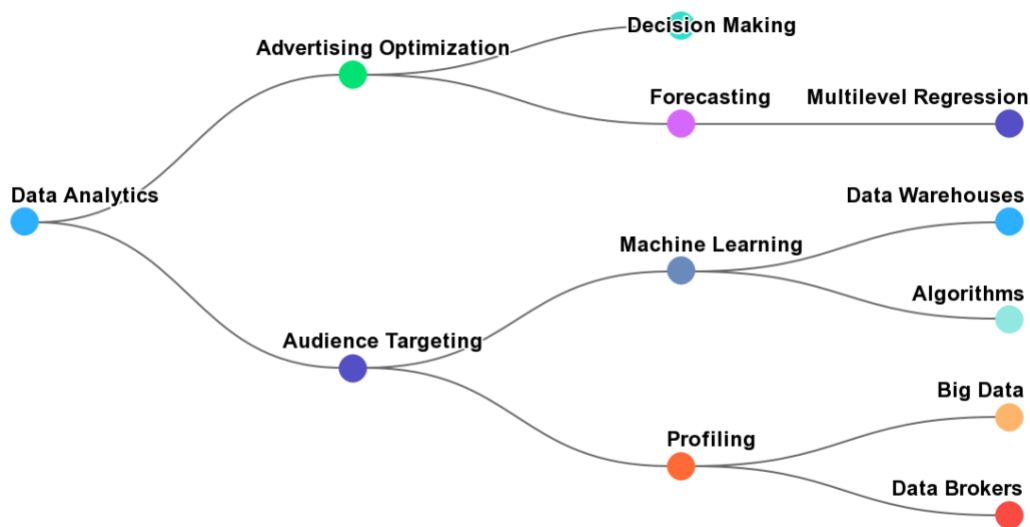


Figure 23. Second diagram as a result of the prompt: “how do media outlets use targeted advertising to monetize their content?”

This new diagram offers a conceptual proposal of elements involved in advertising aimed at readers as a strategy to increase media income, with data analytics as its central theme, followed by two subthemes that in turn branch into four more categories. Notably, three of these categories delve into an additional level of detail.

### 10. Consolidated result

Below is the consolidated result of the query made to Scopus AI Beta. To do this, we collect the results of the first prompt, its extension, the second prompt and the bibliographic references of the three results.

*“Media outlets monetize their content through various strategies and partnerships with digital platforms.*

**1. Digital platforms exploit journalistic content without remuneration:** *Platforms like Facebook and Google benefit from news editors their publishing content on their platforms, generating web traffic for the editors. However, the platforms do not adequately compensate the editors for their content.[1]*

**2. Funding intermediaries play a crucial role:** *Platforms strategically distribute funds through a complex governance structure, targeting parts of the industry that have been stolen by the platforms' dominance of the advertising industry. However, funding journalism does not guarantee unbiased coverage or regulatory capture.[2]*

**3. Monetization of disinformation:** *The digital media market incentivizes the creation and circulation of controversial and deceptive content, as it generates engagement and financial incentives. Programmatic advertising, commercial content moderation, and influencer marketing contribute to the monetization of disinformation.[3]*

In conclusion, media outlets monetize their content through partnerships with digital platforms, but there are concerns about fair compensation and the impact on journalistic integrity. The monetization of disinformation is also a significant issue in the digital media market.

Media outlets employ various strategies to monetize their content and generate revenue. Here are the different ways media outlets monetize their content, based on the relevant abstracts:

**1. Partnerships with content recommendation platforms:** Media outlets form partnerships with content recommendation platforms like Taboola and Outbrain. These platforms curate news, sponsored content, and advertisements on news websites, creating a blend that maximizes monetization. [4]

**2. Online events:** Media agencies, such as Europa Press, manage online events as a new way to obtain economic income. By leveraging their high journalistic content, media agencies monetize these events to generate revenue. [5]

**3. Diversification of revenue streams:** Media outlets seek new revenue streams beyond traditional subscription fees. They monetize their expertise by offering market research, data analysis, and other services. Digital native media companies, in particular, expand their revenue stream by monetizing their expertise. [6]

**4. Digital advertising:** Media outlets compete with digital platforms like Facebook and Google in the digital advertising market. These platforms control traffic to media outlets' websites, which depend on them to reach their audience. However, the concentration of advertiser spending on these platforms threatens the financial viability of journalistic channels. [7]

**5. Funding programs:** Platforms like Google and Facebook distribute money through funding programs to support parts of the media industry that have been stolen by the dominance of the advertising industry. These platforms strategically target organizations that align with their interests and have been affected by the ongoing crisis. [8]

**6. Commerce-oriented revenue models:** Content providers generate revenue by selling products or services related to their content. However, this incentivizes content providers to manipulate their content, potentially harming their credibility. Users, however, do not necessarily distrust content providers employing commerce-oriented revenue models. [9]

In conclusion, media outlets monetize their content through partnerships with content recommendation platforms, online events, diversification of revenue streams, digital advertising, funding programs, and commerce-oriented revenue models. These strategies help media outlets generate revenue and adapt to the changing media landscape.

How do media outlets use targeted advertising to monetize their content?

Media outlets use targeted advertising to monetize their content in several ways, as evidenced by the abstracts. Here are the key points:

**1. Improved return on ad spending (ROAS):** Targeting specific segments of consumers, known

as the "Movable Middles," can lead to a 50% improvement in ROAS compared to broad reach media plans. [10]

2 **Optimizing advertising budget:** Targeted advertising helps maximize the reach of the target audience, ensuring that advertising reaches potential consumers who are more likely to buy products. [11]

3. **Competitive advantage:** Targeted advertising, such as online intent advertising, strategically affects online ad bids and can lead to higher bids for reaching consumers compared to traditional media. [12]

Overall, media outlets use targeted advertising to increase the effectiveness of their advertising campaigns, optimize their advertising budgets, and gain a competitive advantage in reaching the right audience."

## References

- [1] Komissarov, S. (2022) Journalistic editors vs. digital platforms: competition policy for the editing industry. *IDP. Revista de Internet, Derecho y Política*, (36), 1-15.
- [2] Papaevangelou, C. (2022). Funding intermediaries: Google and Facebook's strategy to capture journalism. *Digital Journalism*, 1-22.
- [3] Diaz Ruiz, C. (2023). Disinformation on digital media platforms: A market-shaping approach. *new media & society*, 14614448231207644.
- [4] Hartley, J. M., Petre, C., Bengtsson, M., & Kammer, A. (2023). Autonomies and Dependencies: Shifting Configurations of Power in the Platformization of News. *Digital Journalism*, 11(8), 1375-1390.
- [5] Nielsen, R. K. (2019). Economic contexts of journalism. In *The handbook of journalism studies* (pp. 324-340). Routledge.
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- [9] Kübler, R., Seifert, R., & Kandziora, M. (2021). Content valuation strategies for digital subscription platforms. *Journal of cultural economics*, 45, 295-326.
- [10] Rubinson, J., Morley, N. B., Bakapoulos, V., & Vermut, M. (2023). A new model for optimal advertising impression allocation across consumer segments. *Applied Marketing Analytics*, 9(2), 117-133.
- [11] Dorofeeva, A. A. (2018, September). Simulation of advertising activity in tourist business. In *2018 IEEE International Conference "Quality Management, Transport and Information Security, Information Technologies"(IT&QM&IS)* (pp. 836-838). IEEE.
- [12] Kim, A. J., & Balachander, S. (2023). Coordinating traditional media advertising and online advertising in brand marketing. *Production and Operations Management*.

## 11. Assessment

This case study has allowed us to obtain highly accurate information for a very specific topic such as the one discussed here: monetization in the media.

Next, we recover the specific objectives of this case study in order to assess their degree of fulfillment.

O1. Scopus AI has helped to obtain an overview of what monetization is and what types of monetization systems the media carry out. Although the results of the first prompt had a somewhat distant focus on this objective, the expanded summary option and the possibilities of applying the suggested prompts help to achieve this goal. In addition, it is possible to refine the instructions with the intention of obtaining a result that is more tailored to the needs of the research staff.

O2. The Scopus AI tool has made it possible to locate a set of bibliographic references that can help research staff identify authors who deal with the central topic of our instruction. However, we have identified two particularities. Firstly, the number of references is not very large at a first attempt, but it may increase as we use the suggested instructions and the expanded summary resource. The second is that the references obtained start from 2013 in this version, so research staff should take this into account.

O3. The Scopus AI Beta *“Visualize it”* tool offers diagrams based on the prompt made and its result. It is a very interesting tool, for two reasons. Firstly, it enables the conceptual summarization of the results of an instruction, which involves describing a primary topic and its secondary topics. Second, it proves valuable by providing these topics and subtopics, serving as a starting point for creating broad theoretical frameworks that incorporate the most important keywords on a specific topic or a particular research need.

### **3.2.2. Case 2. Objectivity and journalism**

#### **1. Presentation**

There is a debate in both academia and profession about the role of objectivity in journalism. For some theorists, as well as for some practitioners, objectivity is impossible and therefore, should neither be demanded nor pursued in journalism. But at the same time, the media need to regain the trust of the public, and even more so with the existence of media that are financed by subscriptions. It is not logical to tell future subscribers to trust the media's veracity enough to ask for their money, and at the same time tell them to forget objectivity.

Objective 1: obtain a synthesis vision of the most recent theories of academic research regarding the relationship between objectivity and journalism.


Objective 2: determine the main divergences or convergences in the views of academic research on the relationships between objectivity and journalism.

#### **2. Prompt used**

What is the relationship between objectivity and journalism?

As can be observed, in this case, we have used an instruction or prompt that aims to investigate the relationships between these two concepts, with the prior understanding that they can be complex.

### 3. First response textual content

What would you like to learn more about?  
What is the relationship between objectivity and journalism? 

#### ↳ What is the relationship between objectivity and journalism?

The relationship between objectivity and journalism is a complex and debated topic. Here are some key insights from the abstracts:

1. Journalists and academics generally agree that objectivity is both attainable and desirable, but their definitions of objectivity differ. Journalists emphasize letting the facts speak for themselves, while academics focus on systematic methods and transparent accounts . [1](#)
2. The traditional model of objective journalism as a neutral stenographer of facts is being challenged. Pragmatic objectivity, which disrupts this model and emphasizes a holistic and situated approach, is proposed as a viable alternative . [2](#)
3. The implementation of objectivity varies across journalistic cultures, and the performance of professional roles influences the materialization of objectivity in news . [3](#)

Figure 24. First result provided by Scopus AI. We see that it articulates the response around several well-identified points.

### 4. First list of references

Summary references ×

Reference [1](#) • 40 citations  
Scientific objectivity in journalism? How journalists and academics define objectivity, assess its attainability, and rate its desirability [↗](#)  
Post, S. [↗](#)  
*Journalism* [↗](#) 2015  
[Show abstract](#) [↓](#)

Reference [2](#) • 1 citation  
Pragmatic objectivity for global ethics [↗](#)  
Ward, S.J.A. [↗](#)  
*Handbook of Global Media Ethics* [↗](#) 2021  
[Show abstract](#) [↓](#)

Reference [3](#) • 7 citations  
The influence of journalistic role performance on objective reporting: A comparative study of Chilean, Mexican, and Spanish news [↗](#)

[Export all references](#) [↓](#)

Figure 25. A first list of references allows identifying the total relevance of the selected research

## 5. First diagram

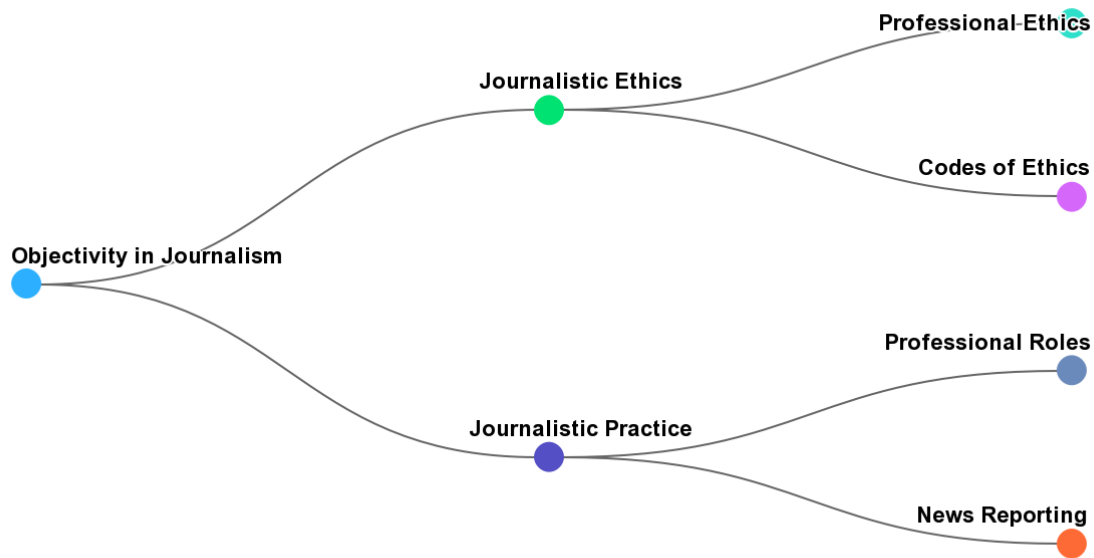


Figure 26. The diagram provided by the application is incisive and correctly presents a possible key theoretical dichotomy between ethical aspects and pragmatic aspects

## 6. Extended summary

### Expanded summary ?

Objectivity plays a significant role in journalism, but its definition and application vary among journalists and academics. A survey conducted in Germany found that both journalists and academics believe objectivity is attainable and desirable, but their understanding of objectivity differs. Journalists view objectivity as letting the facts speak for themselves, while academics emphasize systematic methods and transparent accounts . [1](#) However, maintaining objectivity in journalism can be challenging. Critics argue that journalists often overlook subjectivities in news gathering and allow their ideology to influence news representation, leading to false balance and replication of existing power structures . [2](#)

To address these challenges, alternative approaches to objectivity have emerged. Constructive journalism, for example, focuses on solutions, future orientation, inclusiveness, empowerment, context, and co-creation, aiming to improve the quality and usefulness of news content . [2](#) Another approach is pragmatic objectivity, which advocates for a radical rethinking of journalism ethics and challenges the traditional idea of the objective journalist as a neutral stenographer of facts . [3](#)

Figure 27. The expanded summary provides a new text with more extensive reasoning in the same direction, but with greater detail in each section

## 7. Second textual content response

### 7.1. Chosen Prompt



Figure 28. In this screenshot we can see the three additional questions that Scopus AI Beta suggests as possible extensions. We have selected, for that matter, the second of them.

### 7.2. Answer

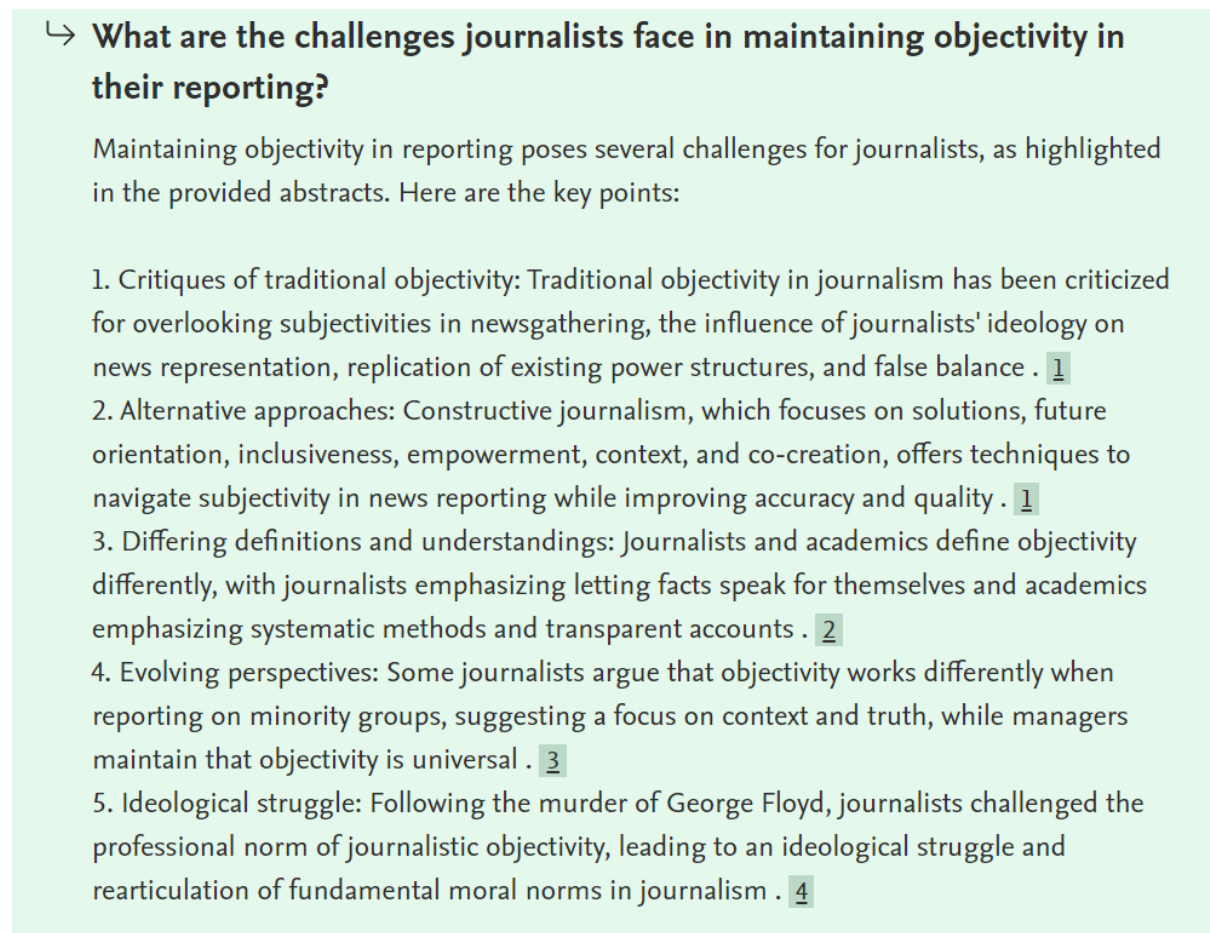


Figure 29. The new suggested text is more incisive in relation to the points of divergence between the different visions of the relationship that we wanted to explore.



## 8. Second list of references

Summary references

×

Reference 1 • 0 citations

Constructive Journalism: Techniques for Improving the Practice of Objectivity ↗

van Antwerpen, N. ↗, Fielding, V. ↗

*Journal of Media Ethics: Exploring Questions of Media Morality* ↗  
2023

Show abstract ▾

Reference 2 • 40 citations

Scientific objectivity in journalism? How journalists and academics define objectivity, assess its attainability, and rate its desirability ↗

Post, S. ↗

*Journalism* ↗ 2015

Show abstract ▾

Reference 3 • 0 citations

"I can't be neutral or centrist in a debate over my own humanity": A Study of Disagreements

Figure 30. We see that the new references provided continue to maintain high relevance but at the same time focus on other aspects of the problem examined.

## 9. Second diagram

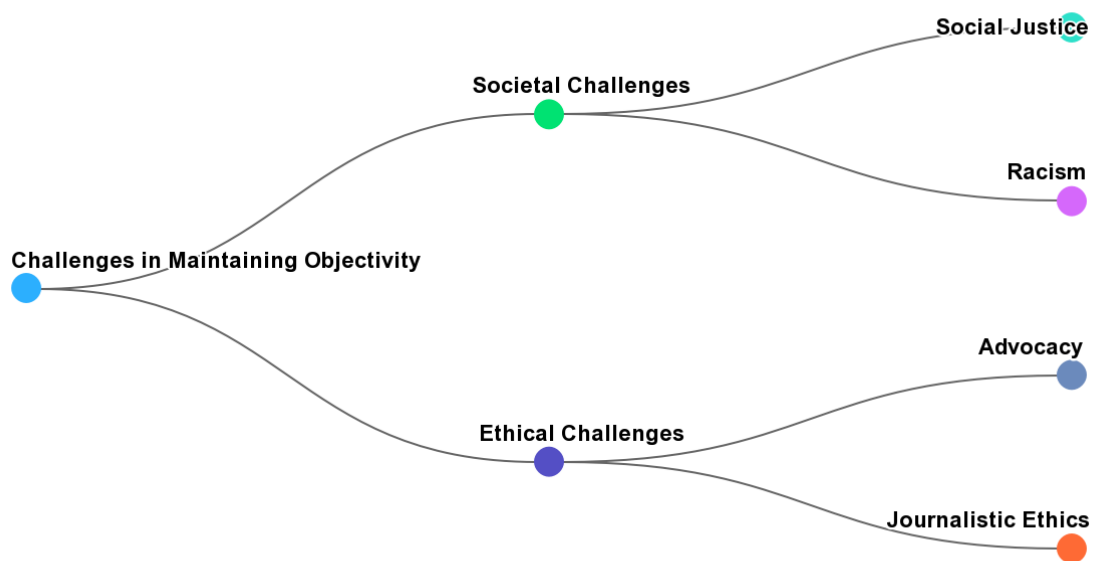


Figure 31. On this occasion the diagram once again reflects a possible dichotomy between general ethical aspects and the challenges linked to the journalist's framework of values

## 10. Consolidated result

Below, we provide in a single text, the three responses obtained from Scopus AI Beta . For the purposes of this case, we have limited ourselves to presenting them juxtaposed, but we understand that their use for a real investigation would require additional work from the researcher consisting of editing and unifying similar paragraphs, as well as appropriately contrasting the lines of confrontation that we can see clearly represented in the text that follows:

*The relationship between objectivity and journalism is a complex and debated topic. Here are some key insights from the abstracts:*

*1. Journalists and academics generally agree that objectivity is both attainable and desirable, but their definitions of objectivity differ. Journalists letting emphasize the facts speak for themselves, while academics focus on systematic methods and transparent accounts. [1]*

*2. The traditional model of objective journalism as a neutral stenographer of facts is being challenged. Pragmatic objectivity, which disrupts this model and emphasizes a holistic and situated approach, is proposed as a viable alternative. [2]*

*3. The implementation of objectivity varies across journalistic cultures, and the performance of professional roles influences the materialization of objectivity in news. [3]*

*4. Critiques of traditional objectivity have led to interest in alternative forms of journalism, such as constructive journalism. Constructive techniques, such as solutions-oriented reporting and inclusiveness, aim to navigate subjectivity in news reporting while improving accuracy and quality. [4]*

*In conclusion, the relationship between objectivity and journalism is multifaceted, with differing definitions and approaches. While traditional objectivity is being challenged, alternative forms of journalism are emerging to navigate subjectivity and improve the quality of news reporting. [1] [4] [5] [6]*

*Objectivity plays a significant role in journalism, but its definition and application vary among journalists and academics. A survey conducted in Germany found that both journalists and academics believe objectivity is attainable and desirable, but their understanding of objectivity differs. Journalists view objectivity as letting the facts speak for themselves, while academics emphasize systematic methods and transparent accounts. [1] However, maintaining objectivity in journalism can be challenging. Critics argue that journalists often overlook subjectivities in news gathering and allow their ideology to influence news representation, leading to false balance and replication of existing power structures. [4]*

*To address these challenges, alternative approaches to objectivity have emerged. Constructive journalism, for example, focuses on solutions, future orientation, inclusiveness, empowerment, context, and co-creation, aiming to improve the quality and usefulness of news content. [6] Another approach is pragmatic objectivity, which advocates for a radical rethinking of journalism ethics and challenges the traditional idea of the objective journalist as a neutral stenographer of facts. [5]*

The concept of objectivity in journalism has evolved over time. In the latter part of the 20th century, objectivity played a central role in American journalism, but its significance has diminished as intellectual attitudes toward objectivity have changed. [6] Objectivity has also been criticized for its role in perpetuating systemic racism in journalism, leading to calls for a reevaluation of its foundations within racially unequal political and social structures.[9]

In conclusion, objectivity is a complex and evolving concept in journalism. While journalists and academics may have different understandings of objectivity, it is generally seen as desirable. However, maintaining objectivity can be challenging, and alternative approaches such as constructive journalism and pragmatic objectivity have emerged. The concept of objectivity in journalism has evolved over time and is currently being reevaluated in light of issues such as systemic racism.

Maintaining objectivity in reporting poses several challenges for journalists, as highlighted in the provided abstracts. Here are the key points:

1. *Critiques of traditional objectivity:* Traditional objectivity in journalism has been criticized for overlooking subjectivities in newsgathering, the influence of journalists' ideology on news representation, replication of existing power structures, and false balance. [4]

2. *Alternative approaches:* Constructive journalism, which focuses on solutions, future orientation, inclusiveness, empowerment, context, and co-creation, offers techniques to navigate subjectivity in news reporting while improving accuracy and quality. [4]

3. *Differing definitions and understandings:* Journalists and academics define objectivity differently, with journalists emphasizing letting facts speak for themselves and academics emphasizing systematic methods and transparent accounts. [1]

4. *Evolving perspectives:* Some journalists argue that objectivity works differently when reporting on minority groups, suggesting a focus on context and truth, while managers maintain that objectivity is universal. [6]

5. *Ideological struggle:* Following the murder of George Floyd, journalists challenged the professional norm of journalistic objectivity, leading to an ideological struggle and rearticulation of fundamental moral norms in journalism. [7]

In conclusion, journalists face challenges in maintaining objectivity due to criticisms of traditional objectivity, differing definitions and understandings, evolving perspectives, and ideological struggles.

## References

[1] Post, S. (2015). Scientific objectivity in journalism? How journalists and academics define objectivity, assess its attainability, and rate its desirability. *Journalism*, 16(6), 730-749. <https://doi.org/10.1177/1464884914541067>

[2] Ward, Stephen J. A. (2021). Pragmatic Objectivity for Global Ethics. In Handbook of Global Media Ethics. Springer Verlag. pp. 329-350.

[3] Mellado, C., Humanes, M. L., & Márquez-Ramírez, M. (2018). The influence of journalistic role performance on objective reporting: A comparative study of Chilean, Mexican, and Spanish news. *International Communication Gazette*, 80(3), 250-272. <https://doi.org/10.1177/1748048517711673>

[4] Natasha van Antwerpen & Victoria Fielding (2023) Constructive Journalism: Techniques for Improving the Practice of Objectivity, *Journal of Media Ethics*, 38:3, 176-190, DOI: 10.1080/23736992.2023.2228313

[5] Ward, S.J.A. (2021). Pragmatic Objectivity for Global Ethics. In: Ward, S.J.A. (eds) Handbook of Global Media Ethics. Springer, Cham. [https://doi.org/10.1007/978-3-319-32103-5\\_17](https://doi.org/10.1007/978-3-319-32103-5_17)

[6] Mark W. Brewin [mark-brewin@utulsa.edu](mailto:mark-brewin@utulsa.edu) (2013) A Short History of the History of Objectivity, *The Communication Review*, 16:4, 211-229, DOI: 10.1080/10714421.2013.839553

[7] Budarick, J. (2023). Racism and journalism: The dangers of returning to the 'safe-space' of objectivity. *Journalism*, 24(8), 1698-1714. <https://doi.org/10.1177/14648849221077747>

[8] Schmidt, T. R. (2023). Challenging journalistic objectivity: How journalists of color call for a reckoning. *Journalism*, 0(0). <https://doi.org/10.1177/14648849231160997>

## 11. Assessment

The final consolidated report offers a useful and easily accessible overview of the main positions regarding the study topic. We clearly see the main lines of divergence and convergence in a topic that admits approximations on several axes. An in-depth work based on the nine analyzed investigations provides a possible conceptual platform for a proposal where the respective lines are clear. Moreover, based on three responses on the same topic, it is possible to obtain a guiding synthesis on the problem.

It should be noted that this synthesis proposal has been obtained in an interactive session of about 60 minutes. We can see that this first indicated orientation provides us in an extremely reliable way either to have initial criteria on the approach to the problem, or to have a basis for subsequent research that is better founded thanks to this initial synthesis that has been able to detect the main lines of confrontation on this issue. Therefore, if we review the objectives indicated at the beginning, namely, Objective 1, which was to obtain a first summary vision, as well as Objective 2, which was to detect possible lines of divergence and convergence, such as we have argued, both have been achieved in this case.

If necessary, additional literature review work may benefit from this activity for a first version of the theoretical framework which, in turn, will allow a better design of an eventual complete systematic review.

### 3.2.3. Case 3. Place branding and sustainable development

#### 1. Presentation

The 2030 Agenda for Sustainable Development has become a global reference framework in all areas. Place branding is no exception. Despite being a relatively young field of study, its multidisciplinary approach includes perspectives interested in studying the connections between both domains (place branding and sustainable development), in order to design communication and governance strategies that stimulate economic growth, prosperity social and environmental sustainability.

Based on this premise, the objectives of this case are:

- O1. Obtain a first approach to the role of place branding in contributing to sustainable development
- O2. Retrieve an initial list of authors who study this intersection
- O3. Obtain a set of initiatives that illustrate how place branding can contribute to sustainable development

#### 2. Prompt used

We introduce the prompt “How can place branding support sustainable development?” in the search box and press enter so that Scopus AI Beta generates a first response.

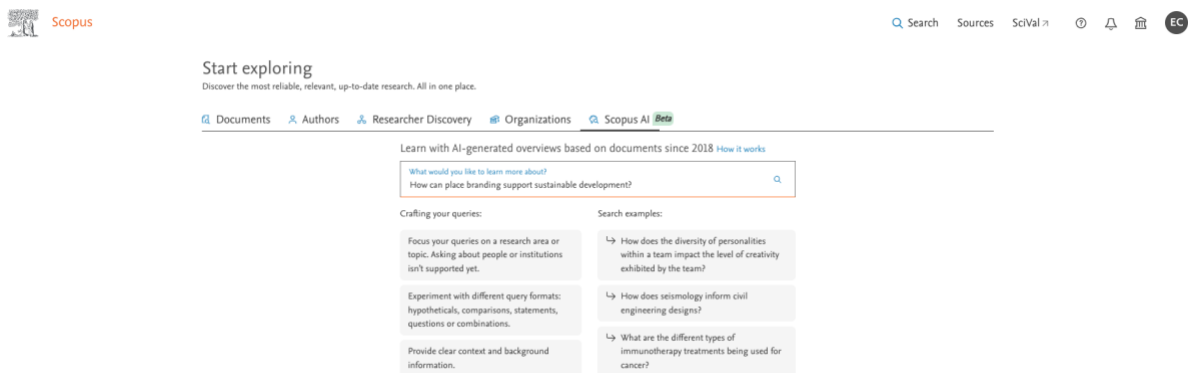


Figure 32. Insertion of the prompt in the search box

#### 3. First response textual content

The result of the first petition groups, into three broad categories, the ways in which place branding contributes to sustainable development, namely effective communication of sustainability, improvement of brand image and strategic actions aimed at sustainable development. The text shows that a multitude of agents are involved in place branding processes, which generates, in some cases, conflicts of interest.

What would you like to learn more about?

How can place branding support sustainable development?



## ↳ How can place branding support sustainable development?

Place branding can support sustainable development in the following ways:

1. **Communicating sustainability:** Place branding can offer direction and support initiatives aimed at sustainability by effectively communicating procedures that certify enterprises as sustainable . [1](#) This helps legitimize sustainable business credentials and makes sustainability more acceptable . [1](#) By emphasizing a place's sustainability practices and their impact on stakeholders, brands can promote the value of sustainability to industrial customers, consumers, and other stakeholders . [2](#)

2. **Enhancing brand image:** Being sustainable is essential for developing a positive brand image . [3](#) Environmentally responsible firms that adopt sustainable practices benefit from cost reduction, profit increase, and improved corporate image and brand awareness . [4](#) By positioning a place brand around sustainability, stakeholders can co-create value for themselves and the brand . [5](#) However, tensions may arise in brand co-creation, creating both engagement and estrangement experiences . [5](#)

3. **Guiding strategic actions:** Sustainable place branding analysis can provide mayors and decision-makers with a holistic analysis of sustainability, suggesting dimensions to be considered in the brand position and guiding strategic actions for sustainable development . [6](#) This helps towns develop a brand position that is credible, drives growth, involves residents, and fosters sustainability . [6](#)

Overall, place branding can support sustainable development by effectively communicating sustainability, enhancing brand image, and guiding strategic actions for sustainable growth.

[Visualize it](#) [Show references](#)



▼ [Expand Summary](#)

Figure 33. Response generated by Scopus AI Beta

#### 4. First list of references

The completion of the prompt is based on six references from different authors (see figure 34). All documents have been co-authored and have been published by different sources between 2014 and 2023. The documents include two book chapters and four scientific articles. The book chapters have received no citations, while the articles have received 1, 10, 37, and 130 citations, respectively.

Summary references ×

Reference **1** • 0 citations  
 Appraisal of critical infrastructure corporate performance upon sustainability: An analysis of impact in national branding and welfare ↗

Dimitriou, D. ↗, Karagkouni, A. ↗  
*Global Developments in Nation Branding and Promotion: Theoretical and Practical Approaches* ↗  
 2023  
[Show abstract](#) ▾

Reference **2** • 130 citations  
 Sustainability and branding: An integrated perspective ↗

Kumar, V. ↗, Christodouloupoulou, A. ↗  
*Industrial Marketing Management* ↗ 2014  
[Show abstract](#) ▾

Reference **3** • 0 citations  
 Creating and maintaining a sustainable brand ↗

Fallström, N. ↗, Hermans, H. ↗, Lindholm, T. ↗  
*Developing Insights on Branding in the B2B Context: Case Studies from Business Practice* ↗  
 2018  
[Show abstract](#) ▾

Reference **4** • 37 citations  
 Green Marketing and Green Brand – The Toyota Case ↗

Simão, L. ↗, Lisboa, A. ↗  
*Procedia Manufacturing* ↗ 2017  
[Show abstract](#) ▾

Reference **5** • 1 citation  
 Engagement and estrangement: a “tale of two

[Export all references](#) ▾

Figure 34. First list of references used by Scopus AI Beta to achieve the first prompt

## 5. First diagram

The diagram illustrates the textual response through the core concept of place branding resulting in five nodes. In turn, three of them are divided into two more nodes each. This diagram shows an initial understanding of some of the ways in which place branding can contribute to sustainable development.

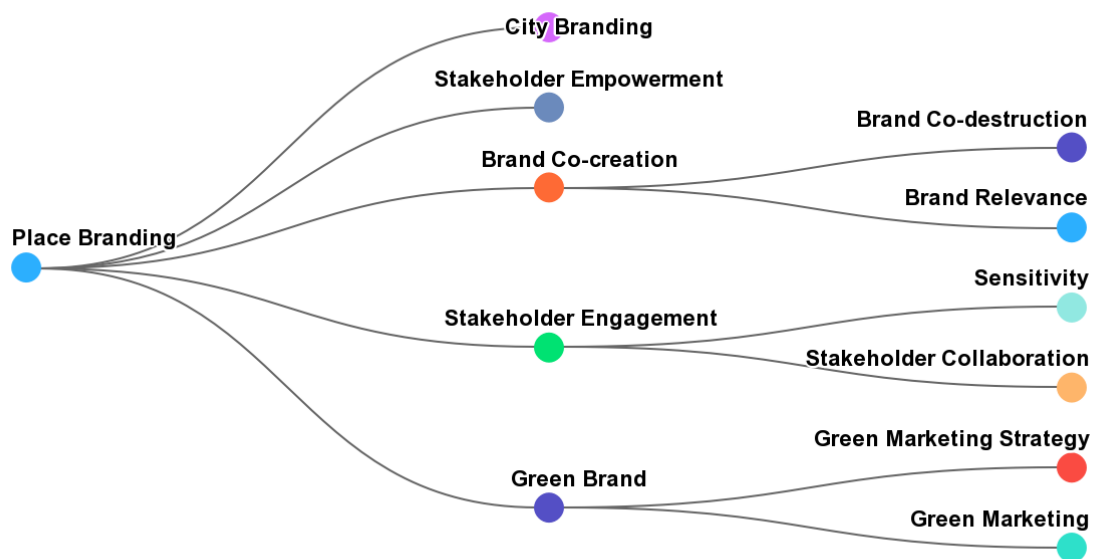


Figure 35. First diagram as a result of the prompt: “How can place branding support sustainable development?”

## 6. Extended summary

The expanded response includes a definition of the concepts *place branding* and *sustainable development*. The generated text also focuses on the three dimensions that characterize sustainable development (environmental, economic and social sustainability) and presents some of the potential benefits of place branding initiatives. Finally, the extension includes three examples of successful initiatives in the context of place branding and sustainable development. The expanded summary is constructed from the same number of references, although only one of them is also part of the reference list of the initial response.



### Expanded summary

Place branding refers to the process of creating a positive image and reputation for a specific location, such as a city or region. It involves promoting the unique characteristics and assets of a place to attract residents, businesses, and tourists . [1](#) [2](#) Sustainable development, on the other hand, refers to the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses social, environmental, and economic well-being . [1](#)

Key principles of sustainable development include:

1. Environmental sustainability: This involves protecting and preserving natural resources, reducing pollution, and promoting renewable energy . [1](#)
2. Social sustainability: This focuses on promoting social equity, inclusivity, and well-being for all members of society . [3](#)
3. Economic sustainability: This entails promoting economic growth and development while ensuring long-term stability and avoiding negative impacts on the environment and society . [3](#)

Using place branding to support sustainable development can have several potential benefits, including:

1. Attracting investment: A positive place brand can attract businesses and investors who are interested in supporting sustainable development initiatives . [3](#)
2. Engaging stakeholders: Place branding can involve and engage various stakeholders, including residents, businesses, and local authorities, in sustainable development efforts . [4](#)
3. Enhancing reputation: A strong place brand that is associated with sustainable practices can enhance the reputation of a location, attracting tourists and fostering economic growth . [3](#)

Examples of successful place branding initiatives that have supported sustainable development include:

1. The branding of towns in the vicinity of Bangkok, Thailand, based on sustainability dimensions such as elegance, compassion, liveliness, peace, and greenness . [3](#)
2. The use of place branding in the Utrechtse Heuvelrug region in the Netherlands to promote green entrepreneurship and sustainable economic development . [5](#)
3. The integration of spatial planning and place branding strategies in the concept of smart growth, which aims to guide sustainable development and tackle negative social and environmental consequences of urbanization . [6](#)

In conclusion, place branding can support sustainable development by attracting investment, engaging stakeholders, and enhancing reputation. Key principles of sustainable development include environmental, social, and economic sustainability. Successful examples of place branding initiatives that have supported sustainable development include the branding of towns in Thailand, the promotion of green entrepreneurship in the Netherlands, and the integration of spatial planning and place branding in smart growth concepts.

Is this expanded summary more informative than the original one?

[Yes](#) [No](#)

[Show references](#)



Figure 36. Expanded summary of the prompt “How can place branding support sustainable development?”

## 7. Second textual content response

Next we select one of the instructions offered by Scopus AI Beta related to the first query, specifically the second, as shown in figure 37.



Figure 37. Instructions proposed by Scopus AI Beta taking the initial prompt of this case as a starting point

The instruction, “What role does place branding play in attracting investments for sustainable development projects”, offers a first approximation to the role that place branding plays in attracting investment for sustainable development related projects.

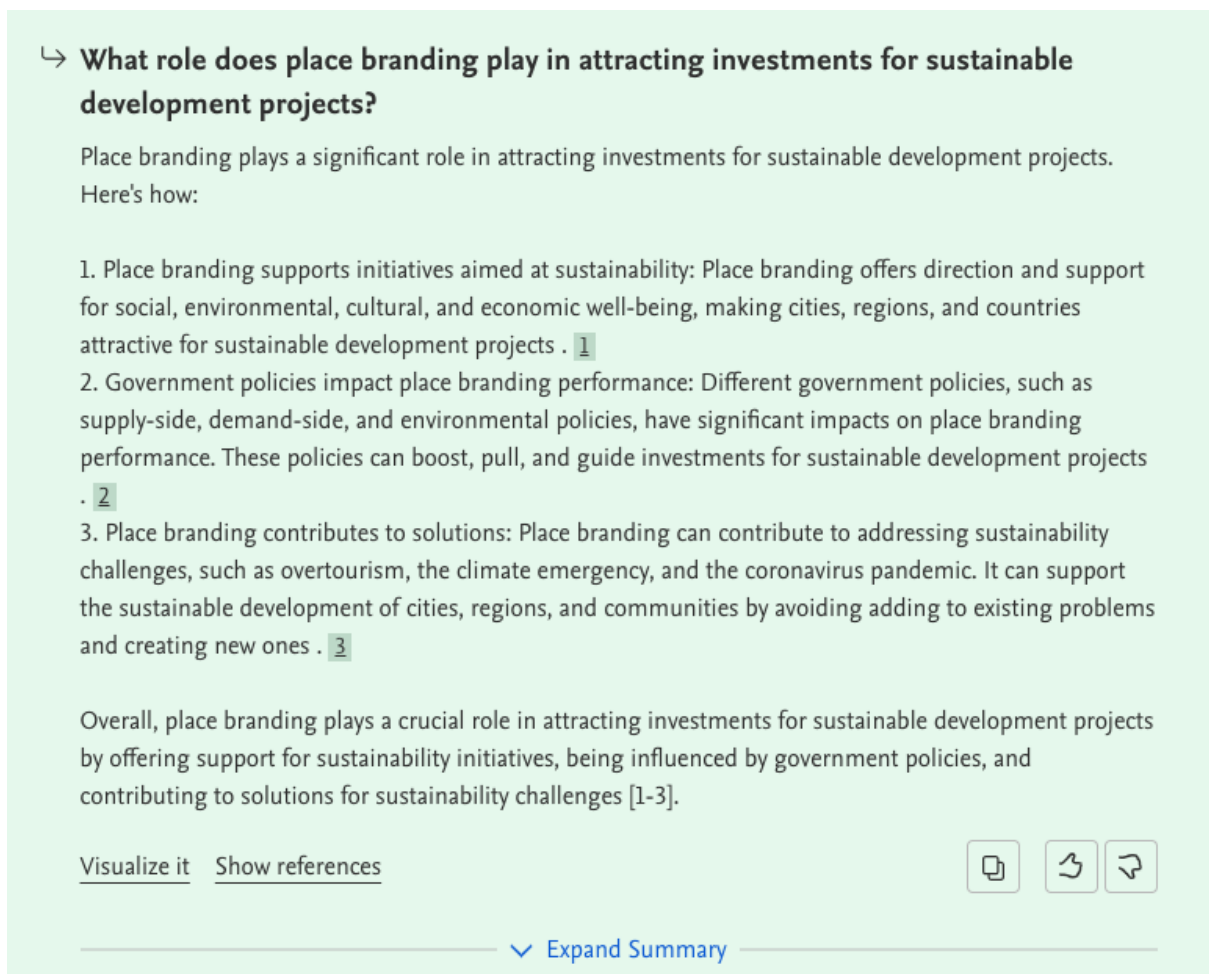


Figure 38. Response generated for the second prompt: “What role does place branding play in attracting investments for sustainable development?”

## 8. Second list of references

For the second prompt, Scopus AI *Beta* has relied on three references; two book chapters and one article, published between 2021 and 2023. It should be noted that the book chapters belong to the same author and series from the Springer publishing house, while the article was written in collaboration between three authors. The book chapters are references that are also part of the extended summary.

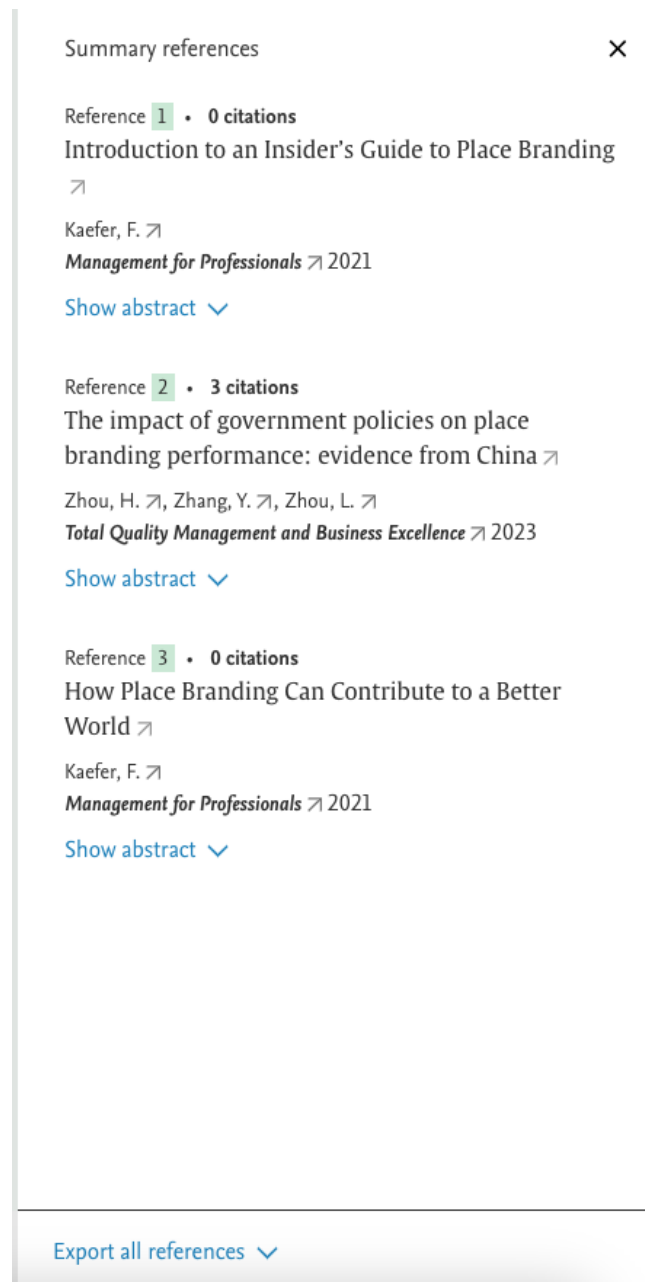
The image shows a screenshot of a Scopus AI Beta interface displaying a list of three bibliographic references. At the top, there is a header 'Summary references' with a close button 'X' on the right. Below this, the first reference is 'Reference 1 • 0 citations' titled 'Introduction to an Insider's Guide to Place Branding' by Kaefer, F. (2021), from the book 'Management for Professionals'. The second reference is 'Reference 2 • 3 citations' titled 'The impact of government policies on place branding performance: evidence from China' by Zhou, H., Zhang, Y., and Zhou, L. (2023), from the journal 'Total Quality Management and Business Excellence'. The third reference is 'Reference 3 • 0 citations' titled 'How Place Branding Can Contribute to a Better World' by Kaefer, F. (2021), from the book 'Management for Professionals'. Each reference entry includes a 'Show abstract' link with a downward arrow. At the bottom of the list, there is an 'Export all references' link with a downward arrow.

Figure 39. List of bibliographic references used by Scopus AI *Beta* to achieve the second prompt

## 9. Second diagram

The second diagram shows a similar structure to the previous one, in that it consists of a main concept that is divided into two thematic levels. This visual resource shows how place branding contributes to attracting investment in sustainable development projects through different initiatives and techniques.

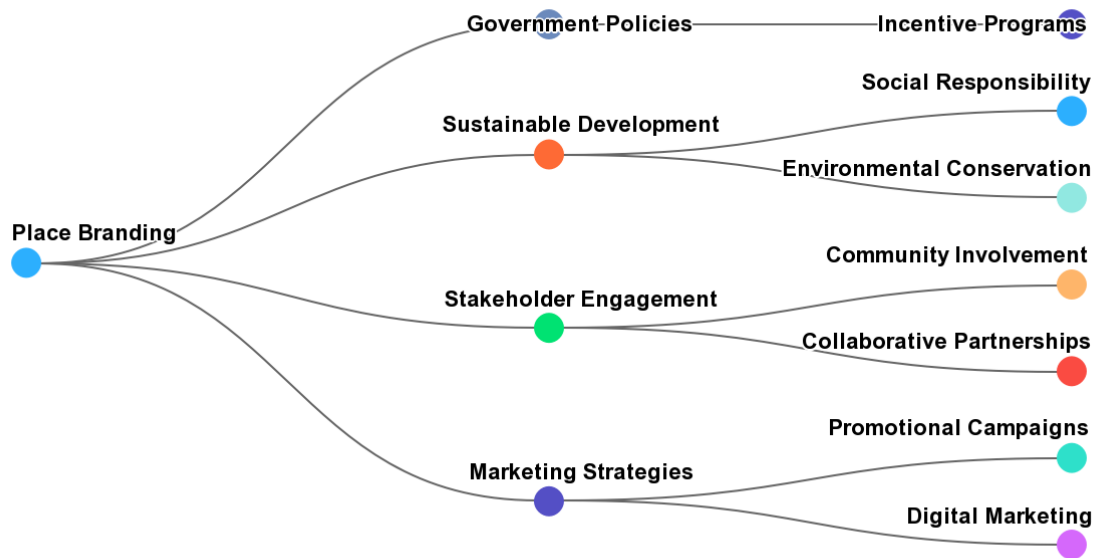


Figure 40. Second diagram as a result of the prompt: “What role does branding play in attracting investments for sustainable development?”

## 10. Consolidated result

This last section shows the consolidated result for the case focused on place branding and sustainable development. As in the previous cases, the consolidated result is constructed from the response generated for the first prompt, its extension, and the response generated for the second prompt. The bibliographic references of these three results are included at the end.

*Place branding can support sustainable development in the following ways:*

*1. Communicating sustainability: Place branding can offer direction and support initiatives aimed at sustainability by effectively communicating procedures that certify enterprises as sustainable.[1] This helps legitimize sustainable business credentials and makes sustainability more acceptable.[1] By emphasizing a place's sustainability practices and their impact on stakeholders, brands can promote the value of sustainability to industrial customers, consumers, and other stakeholders.[2]*

*2. Enhancing brand image: Being sustainable is essential for developing a positive brand image.[3] Environmentally responsible firms that adopt sustainable practices benefit from cost reduction, profit increase, and improved corporate image and brand awareness.[4] By positioning a place brand around sustainability, stakeholders can co-create value for themselves and the brand.[5]*

However, tensions may arise in brand co-creation, creating both engagement and estrangement experiences.[5]

3. Guiding strategic actions: Sustainable place branding analysis can provide mayors and decision-makers with a holistic analysis of sustainability, suggesting dimensions to be considered in the brand position and guiding strategic actions for sustainable development.[6] This helps towns develop a brand position that is credible, drives growth, involves residents, and fosters sustainability.[6]

Overall, place branding can support sustainable development by effectively communicating sustainability, enhancing brand image, and guiding strategic actions for sustainable growth.

Place branding refers to the process of creating a positive image and reputation for a specific location, such as a city or region. It involves promoting the unique characteristics and assets of a place to attract residents, businesses, and tourists.[7] [8] Sustainable development, on the other hand, refers to the practice of meeting the needs of the present without compromising the ability of future generations to meet their own needs. It encompasses social, environmental, and economic well-being.[7]

Key principles of sustainable development include:

1. Environmental sustainability: This involves protecting and preserving natural resources, reducing pollution, and promoting renewable energy.[8]
2. Social sustainability: This focuses on promoting social equity, inclusivity, and well-being for all members of society.[6]
3. Economic sustainability: This entails promoting economic growth and development while ensuring long-term stability and avoiding negative impacts on the environment and society.[6]

Using place branding to support sustainable development can have several potential benefits, including:

1. Attracting investment: A positive place brand can attract businesses and investors who are interested in supporting sustainable development initiatives.[6]
2. Engaging stakeholders: Place branding can involve and engage various stakeholders, including residents, businesses, and local authorities, in sustainable development efforts.[9]
3. Enhancing reputation: A strong place brand that is associated with sustainable practices can enhance the reputation of a location, attracting tourists and fostering economic growth.[6]

Examples of successful place branding initiatives that have supported sustainable development include:

1. The branding of towns in the vicinity of Bangkok, Thailand, based on sustainability dimensions such as elegance, compassion, liveliness, peace, and greenness.[6]
2. The use of place branding in the Utrechtse Heuvelrug region in the Netherlands to promote green entrepreneurship and sustainable economic development.[10]
3. The integration of spatial planning and place branding strategies in the concept of smart growth, which aims to guide sustainable development and address negative social and environmental consequences of urbanization.[11]

In conclusion, place branding can support sustainable development by attracting investment, engaging stakeholders, and enhancing reputation. Key principles of sustainable development include environmental, social, and economic sustainability. Successful examples of place branding initiatives that have supported sustainable development include the branding of towns in Thailand, the promotion of green entrepreneurship in the Netherlands, and the integration of spatial planning and place branding in smart growth concepts.

Place branding plays a significant role in attracting investments for sustainable development projects. Here's how:

1. Place branding supports initiatives aimed at sustainability: Place branding offers direction and support for social, environmental, cultural, and economic well-being, making cities, regions, and countries attractive for sustainable development projects.[7]
2. Government policies impact place branding performance: Different government policies, such as supply-side, demand-side, and environmental policies, have significant impacts on place branding performance. These policies can boost, pull, and guide investments for sustainable development projects.[12]
3. Place branding contributes to solutions: Place branding can contribute to addressing sustainability challenges, such as overtourism, the climate emergency, and the coronavirus pandemic. It can support the sustainable development of cities, regions, and communities by avoiding adding to existing problems and creating new ones.[8]

Overall, place branding plays a crucial role in attracting investments for sustainable development projects by offering support for sustainability initiatives, being influenced by government policies, and contributing to solutions for sustainability challenges [7] [8][12].

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## 11. Assessment

The present case study has allowed us to obtain a focused synthesis on how place branding contributes to sustainable development. The objectives detailed at the beginning are retrieved to check their level of fulfillment.

O1. Scopus has provided a first approach to the role of place branding in contributing to sustainable development. Despite presenting a somewhat generic first answer, the highlighted points broadly summarize some of the contributions of place branding to sustainable development.

O2. The list of references is varied, and allows the researcher to identify some of the authors who study this intersection. Scopus has recovered both book chapters and scientific articles, some of which have a fairly significant number of citations. Furthermore, many of the references include the core terms (place branding and/or sustainable development), or their derivatives, in the title, suggesting the texts extensively delve into these topics.

O3. Scopus AI *Beta* presents examples of place branding initiatives focused on sustainable development, as well as some of their possible benefits. It highlights the multidisciplinary nature of the discipline and the essence of place branding as a process where different actors intervene. However, it would have been interesting to uncover additional examples that materialize how the contribution of place branding translates into sustainable development. This limited vision can be explained, in part, by the lack of consolidation of this field of study and the use of different “constructions” of place (*city branding, nation branding, country branding, etc.*) in the studies that constitute it.

The evaluation of this case is very positive. Scopus AI *Beta* fulfills its mission in allowing researchers to position themselves and establish the coordinates of their academic interest in

a short time. As proven with this case, Scopus AI *Beta* presents an instant overview; offering a presented in natural language.

### 3.3 FINAL CONSIDERATIONS

The objectives of this report were to present Scopus AI *Beta* and its functionalities, and to test the tool based on three significant cases. In the first phase we have studied the user interface and the main functions. In the *Beta version* of Scopus AI, we can distinguish two pages: the homepage and the results page. In the first we find the search box and the sections “How it works”, “Crafting your queries” and “Search examples”, intended to familiarize the new user with how the tool works. The results page is displayed by entering a prompt in the search box and clicking on the search button. Here Scopus AI *Beta* presents different resources, including: the generation of an initial answer and list of references, a keyword diagram, the option to expand the answer and the list of references, as well as three new queries related to the initial prompt. For each new instruction, Scopus AI *Beta* presents the same sections, since it has an extensible synthesis structure per iteration.

Once we have become familiar with the tool, we have subjected it to a triple test, through three different case studies, according to our academic field of interest. For each result we have used an initial prompt, we have consulted the generated response and its references, as well as the keyword diagram. In a subsequent step, we have consulted the expanded summary and extended references. Next, we have examined one of the three queries proposed by Scopus AI *Beta*, related to the initial prompt. Finally, we have analyzed the same sections as in the initial phase, in this case, for the instruction proposed by Scopus. Finally, based on the consolidated result, we have presented a specific diagnosis for each information need.

While each case has its specificities, as is logical, we collect a set of common considerations as a conclusion. Firstly, the initial response generated by Scopus AI *Beta* allows us to obtain an initial approach to the study topic indicated in the prompt. The response includes a short text and a limited number of references.

Expansion options, as well as a possible refinement of the instructions, help achieve the objectives of the prompt. Secondly, the “Show references” resource allows users to locate and export literature on the topic of interest, while “Visualize it” offers a visual summary of the most important concepts. Both tools are interesting for identifying relevant authors and concepts, allowing researchers to identify approaches and terms that serve as a foundation for the development of literature reviews, theoretical frameworks and states of the art.

After analyzing the functions and testing the tool, we verified that Scopus AI *Beta* is, without a doubt, an accelerator of academic processes. Using this new tool, researchers will be able to perform searches in the traditional way, or with Scopus AI, or combine both options.

What distinguishes Scopus AI *Beta* from a traditional search is both the time commitment and the outcome. Using this artificial intelligence, the researcher embarks on a more direct process, which requires fewer steps, resulting in a conceptual synthesis in natural language, instead of a list of results. However, the syntheses offered by Scopus AI do not cover exactly



the same mission (nor do they intend to, surely) as a traditional information retrieval operation with Scopus.

To clarify this point, perhaps we should point out the difference between an information retrieval operation, which is always exhaustive in nature, and a generative synthesis operation, which must surely always be more selective. The first operation is what we perform in conventional searches, while the second is achievable through Scopus AI.

In any case, it is worth pointing out the high potential and innovative nature of this tool, since it complements (and sometimes possibly replaces) conventional searches based on information retrieval.

The version that we have been able to test presents some limitations that, in our opinion, should be noted. First, Scopus AI *Beta* reports that it generates answers, in this version, from references published since 2013. This time frame ensures users get the most recent science in a given field of study, which also provides an advantage. Secondly, at the moment the tool does not allow users to save searches or access a query history, although these options are expected to be available in the final version. Finally, the inclusion of the “Visualize it” tool in expanded summary would have been useful.

It is necessary to point out that in this study we have opted for instructions in English. Primarily, because it is the international language of the scientific community. Additionally, we presume that it can yield better results. The reason is that all scientific research presents a summary in English, which is not always the case for other languages.

It is important to emphasize that Scopus AI *Beta* is an interim version, as Elsevier clearly states on the Scopus AI website. This tool is currently in the development phase, which implies that “the current user experience is not representative of the final product” (Elsevier, n.d.). The constant updating of Scopus AI is a process where the user is also involved. An example of this are the options to rate generated responses positively or negatively and the option to share feedback.

Finally, it is necessary to always recommend the ethical dimension when we use AI tools in the academic field, which implies the obligation to evaluate and verify results if we are going to use them in a publication. Scopus AI *Beta* simplifies this verification process, as it generates syntheses from quality research and identifies the bibliographic sources from which it has been obtained. This provides a basis of reasonable confidence. Even so, users must verify and evaluate the information and document the process used, thus complying with the principles of transparency and traceability. In this sense, Elsevier includes a clarifying note on the Scopus AI website where it specifies that the tool should be conceived as “a research assistant” (Elsevier, n.d.). The fact that Scopus AI is based on summaries of evaluated research does not guarantee that there may be no errors. Therefore, it is advisable that users verify the results.

Once the Scopus AI *Beta* study is completed, we want to highlight Elsevier's willingness to quickly adapt to new times. As shown with the three consolidated results, Scopus AI *Beta* allows enables to obtain a useful panoramic view of a research problem in a short time,

always based on quality research. Scopus AI *Beta* provides the opportunity to conduct *modern research*, using a tool that accelerates academic processes by producing operational syntheses that use natural language.

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*Academic databases are a fundamental source for identifying relevant literature in a field of study. Scopus contains more than 90 million records and indexes around 12,000 documents per day. However, this context and the cumulative nature of science itself make it difficult to selectively identify information. In addition, academic database search tools are not very intuitive, and require an iterative and relatively slow process of searching and evaluation. In response to these challenges, Elsevier has launched Scopus AI, currently in its Beta version. As the product is still under development, the current user experience is not representative of the final product. Scopus AI is an artificial intelligence that generates short synthesis of the documents indexed in the database, based on instructions or prompts. This study examines the interface and the main functions of this tool and explores it on the basis of three case studies. The functional analysis shows that the Scopus AI Beta interface is intuitive and easy to use. Elsevier's AI tool allows the researcher to obtain an overview of a problem, as well as to identify authors and approaches, in a more agile search session than conventional search. Scopus AI Beta is not a substitute for conventional search in all cases, but it is an accelerator of academic processes. It is a valuable tool for literature reviews, construction of theoretical frameworks and verification of relationships between variables, among other applications that are actually impossible to delimit.*