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Easily Accessible Content and Linking

ICSTI Public Conference

May 17, 2004

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Always Keep the End User in Mind

- "Electronic journals, e-print archives and print journals together are fulfilling the needs of readers. Scientists continue to read and today choose from alternatives that satisfy their specific needs and requirements, particularly to *minimize their time and effort*."

  Carol Tenopir, ASIS&T Conference, 2003

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Accessible Content

- Access is about linking and searching
- Challenge: connections in a distributed environment
- User: search and link regardless of publisher or location of content
- Publisher: visibility and traffic

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CrossRef's Hats

- An independent membership association of scholarly publishers
- A cross-publisher citation linking network using the DOI
- One of nine official DOI registration agencies worldwide

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CrossRef Mission Statement

- To provide services that bring the scholar to authoritative primary content, focusing on services that are best achieved through collective agreement by publishers

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CrossRef Indicators

- 307 participating publishers
- 290 libraries and consortia
- 33 agents and affiliates
- 11.1 million items, 9,500 journals
- 6 million DOI resolutions/month
- >2.5 million DOIs retrieved per month
- ~300,000 records updated per month
- 650,000 book and proceedings DOIs

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Oldest content in CrossRef

- Digitization of backfiles – it's all going electronic and getting DOIs
  - 2.4 million in 2003 and over 2 million expected in 2004
- Vol 1, Issue 1, 1823, The Lancet

  doi:10.1016/S0140-6736(01)18836-7

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CrossRef Developments

- Main CrossRef developments:
  - Article network via reference links has reached critical mass
  - Forward Linking – articles in context
  - CrossRef Search - Cross-publisher full text search

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CrossRef Search powered by Google

- CrossRef Search Pilot
  - Cross-disciplinary, full text search of journals and conference proceedings
  - Normal Google search with results limited to authoritative scholarly content
  - Content also available in regular Google searches

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CrossRef Search cont'd

- Publishers have CrossRef Search boxes on their normal search pages
- Pilot to run through end of 2004
  - Evaluation of functionality, ranking, end user feedback
- DOIs used for indexing articles and linking from search results back to publisher
- Optional for CrossRef members – participation in Pilot to be expanded in 2004

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CrossRef Search
9-publisher pilot for full-text scholarly research

POWERED BY Google

Search

NPG is participating in the CrossRef Search pilot project. The project enables free full-text inter-publisher searching of scholarly research content.

This service launches a typical Google search but filters the result set to the content from participating publishers.

Please send your feedback on this new search capability to crossrefsearch@nature.com.

CrossRef Search MORE INFO
9-publisher pilot for full-text scholarly research

Google powered by Search Tips

morpholino Google Search

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www.blackwell-synergy.com/links/doi/10.1046/ j.1432-1327.1998.2580350.x/abs/

Effect of **morpholino** antisense oligonucleotide against lumican ...
... Effect of **morpholino** antisense oligonucleotide against lumican mRNA in human embryonic kidney (HEK) 293 cells. ... lumican. **morpholino** antisense oligonucleotide. ...
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www.nature.com/ng/journal/v35/n3/extref/ng1251-S3.pdf

Mos is not required for the initiation of meiotic maturation in ...
... Aude DuprÃ©, Catherine Jessus, RenÃ© Ozon and Olivier Haccard. Figures. Figure 1, Figure 1 **Morpholino** antisense inhibits Mos synthesis but does not prevent GVBD. ...
www.nature.com/emboj/journal/v21/ n15/fig_tab/7594621ft.html - 14k - Cached

Figure 4
... Figure 4 Rescued formation of a pectoral fin bud by transplanted wild-type cells in a tbx5 **morpholino**-injected embryo. aâ€“e, Images ...
www.nature.com/nature/journal/v417/ n6890/fig_tab/nature00814_F4.html

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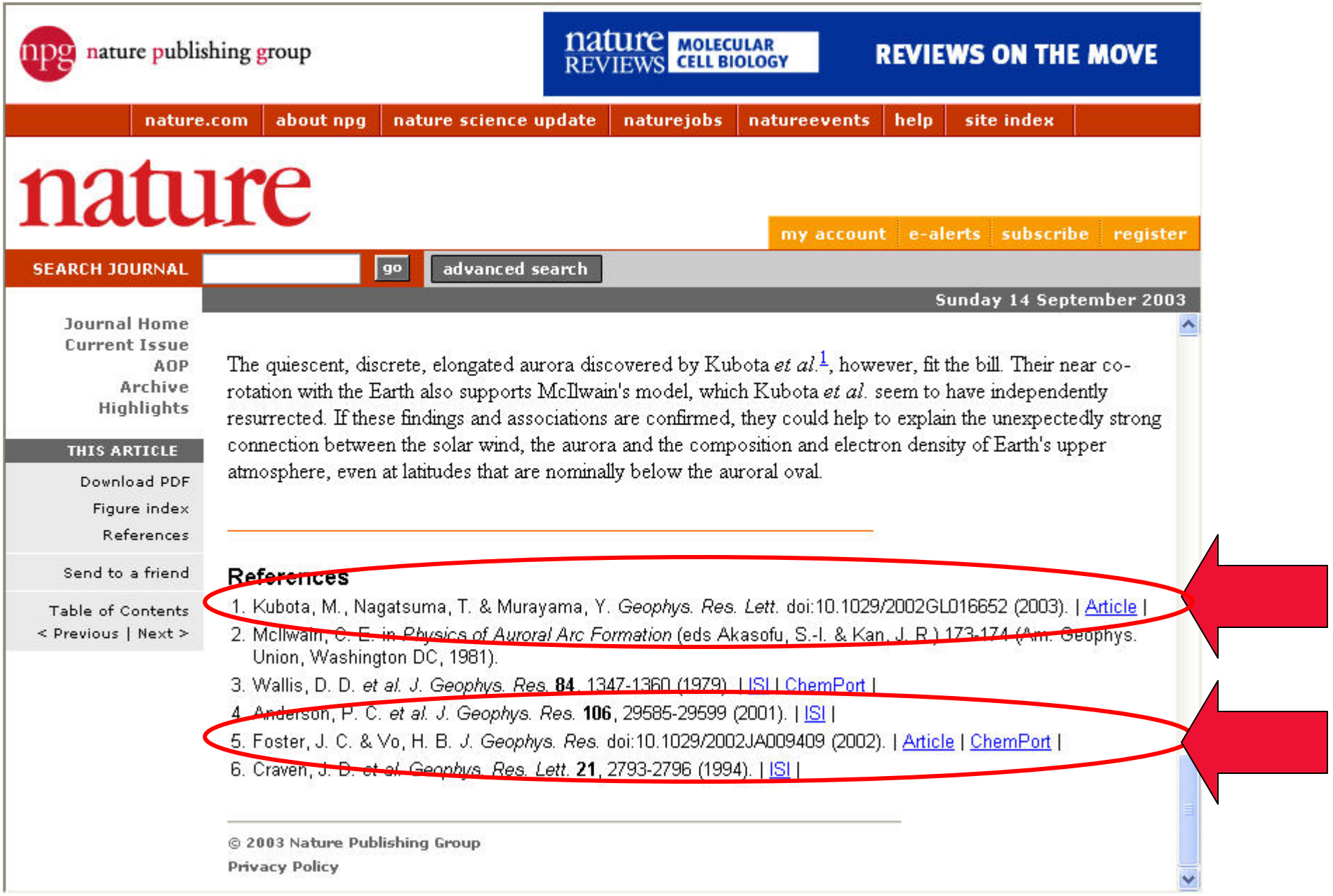

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Synopsis

All PLoS Biology research articles are accompanied by a synopsis written by a professional science writer for a general audience. It is our goal that the synopses will provide non-experts with insight to the significance of the published work. We hope you enjoy reading them.

Borneo Elephants: A High Priority for Conservation

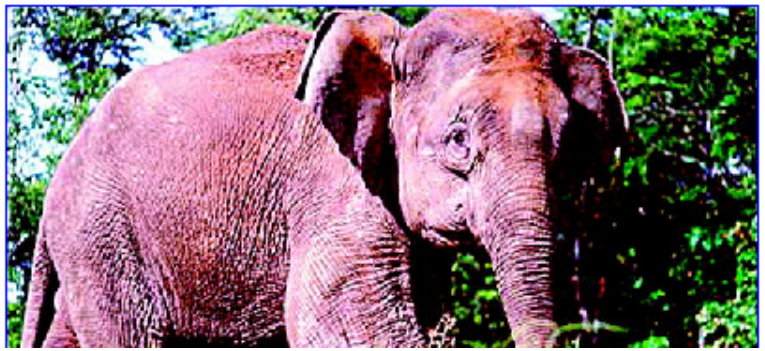
DOI: 10.1371/journal.pbio.0000007

Published August 18, 2003

A new study settles a long-standing dispute about the genesis of an endangered species. With scant fossil evidence supporting a prehistoric presence, scientists could not say for sure where Borneo's elephants came from. Did they descend from ancient prototypes of the Pleistocene era or from modern relatives introduced just 300–500 years ago? That question, as Fernando et al. report in this issue, is no longer subject to debate.

Applying DNA analysis and dating techniques to investigate the elephants' evolutionary path, researchers from the United States, India, and Malaysia, led by Don Melnick of the Center for Environmental Research and Conservation at Columbia, demonstrate that Borneo's elephants are not recent arrivals. They are genetically distinct from other Asian elephants and may have parted ways with their closest Asian cousins when Borneo separated from the mainland, effectively isolating the Borneo elephants some 300,000 years ago.

In the 1950s, Borneo elephants had been classified as a subspecies of Asian elephants (either Indian or Sumatran) based on anatomical differences, such as smaller skull size and tusk variations. This classification was later changed, partly because of the popular view that these animals had descended from imported domesticated elephants. Until now, there was no solid evidence to refute this belief



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... Science And The War On Terror, , **DOI: 10.1038/425107a**, Nature 425, 107, 11 September 2003. [Discussion]. There are no comments assigned. Start discussion! ...
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Complexity Digest 2003.38: ECAL 2003, 7th European Conference on ...
... must take place elsewhere. Science And The War On Terror, , **DOI: 10.1038/425107a**, Nature 425, 107, 11 September 2003. [Discussion]. ...
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... description>. <dc:identifier>**doi:10.1038/425107a**</dc:identifier>. <dc:source>Nature 425, 107 (2003)</dc:source>. <dc:date>2003-09-11</dc:date>. ...
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biodiversity

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DAVID QUIST AND IGNACIO H. CHAPELA
DOI: 10.1038/nature740
| First paragraph | Full text | PDF (59 K) |

Biodiversity (Communications arising): Maize transgene results in Mexico are artefacts
NICK KAPLINSKY, DAVID BRAUN, DAMON LISCH, ANGELA HAY, SARAH HAKE & MICHAEL FREELING
DOI: 10.1038/nature739
| First paragraph | Full text | PDF (45 K) |

Biodiversity (Communications arising): Suspect evidence of transgenic contamination
MATTHEW METZ AND JOHANNES FÜTTERER
DOI: 10.1038/nature738
| First paragraph | Full text | PDF (202 K) |

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Conclusion

- Collaboration – better access for end users
- Digitized backfiles, linked references, forward linking and full text search are all coming together for powerful system
- Easy accessibility for users via Distributed Integration