

The 2012 ICIC Host Panel:

Online Hosts in 2012 - a Dying Breed or the Future of Access to Scholarly Information

Moderated by:
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October 14-17, 2012
Berlin, Germany

Subtitle:

Online Hosts— Super Heroes or Dinosaurs?



Online Hosts in 2012-a Dying Breed or the Future of Access to Scholarly Information

- for decades, scholarly scientific information has been accessed via powerful online hosts.
- content has been curated by subject specialists
- content has been stored in private walled gardens
- substantial fees have been levied to access/download the content
- there has been steadily increasing precision and recall
- BUT, there has been unprecedented growth in internet access
- BUT, the enduser of today is tempted by Wikipedia, by Google by others to rely on fast, free access to vast storehouses of internet content

Online Hosts in 2012-a Dying Breed or the Future of Access to Scholarly Information

- our panelists represent some of the best online hosts
- we will focus on the future of content delivery by hosts
- we will explore tough questions about the future of this industry. For example:
 - how will the enduser of tomorrow justify paying significant fees to access content when vast amounts of non-curated content can be retrieved for free on Google?
 - how will fee-based information be differentiated from free?
 - how will the enduser of tomorrow be trained to recognize the quality of information delivered by online hosts?
 - will the publishers of databases of scholarly information be tempted to make currently deep-web information available for free to search engines?



Today's Panel and YOU, THE AUDIENCE will attempt to demystify this topic!!!

THE PANELISTS

1. **René Deplanque**, IUPAC, Secretary General
2. **Stuart Doig**, Dialog, Regional Sales Director
3. **Richard Garner**, LexisNexis, Product Director IP Research Solutions
4. **Pierre Buffet**, Questel, Co-Founder
5. **Roland Gissler**, Questel, Sales Manager Europe
6. **Rainer Stuike-Prill**, FIZ Karlsruhe, VP Marketing & Sales

The Digital Dinosaur

- is over 40 and avoids technology
- uses snail mail
- has never read an ebook and always prints articles from the internet before reading them



The Host Dinosaur

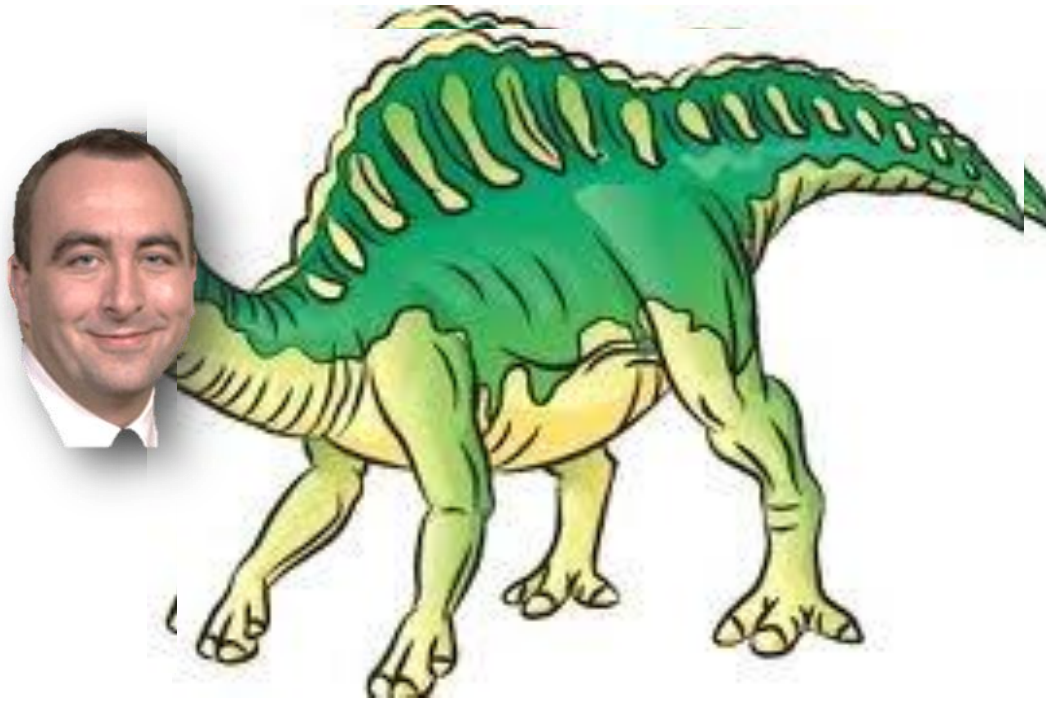
- is over 30 and avoids the internet for searching?
- believes the only real information is fee-based?
- says that if the database is valuable, they endusers will come and they will pay



So, who are these men?



Are they Dinosaurs?



Are they Super Heros?



So, who are these men?



Each will have 5-7 minutes to introduce themselves and to give their opinions on their host and about hosts in general—Dinosaurs or Super Heros?



René Deplanque: IUPAC, Secretary General

- **2012 Secretary General of IUPAC**
- worked for Brown Boveri in Mannheim where he was Head of the Electrochemistry Laboratory & Head of the Computer Department
- in 1988 he moved to the Gmelin Institute of the Max Planck Gesellschaft and was Head of the Gmelin-online project
- in 1994 he became Managing Director of the Fachinformationszentrum CHEMIE GmbH in Berlin (FIZ CHEMIE BERLIN; the Chemistry Information Centre)
- in 2000 he was appointed Professor at the Technical University Berlin

The WEB 2.0 wins the heart and stomach of humans, while the libraries still wrangle with the brain



The Library of Babel "

Jorge Luis Borges 1956

*The entire universe is a library
a hexagonal gallery after another.*

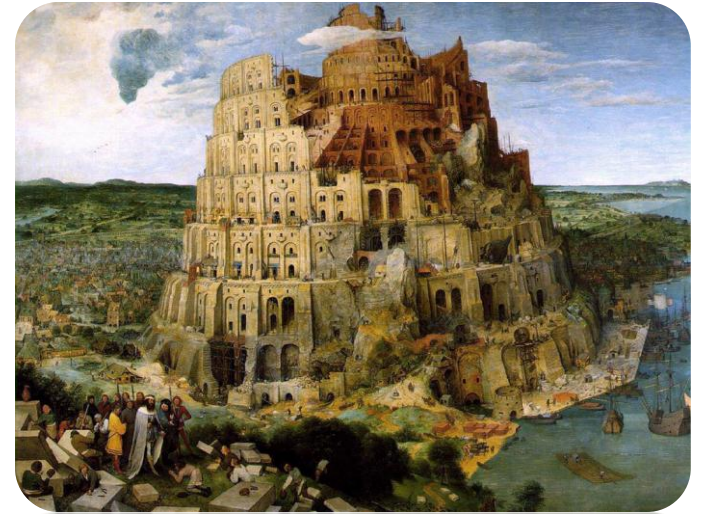
The problem is:

There is no catalog.

There are no decipherable books.

All possible combination of letters are in
the books, but none of them make sense

A librarian confesses:” If there is something
useful we have not found it yet”.



I did not find a better description of Google, the difference is, in Google, there are all possible words in every possible seemingly meaningful contexts..

You should worry

- Where do you usually start your search for information on a specific topic?

Responses of college students:

89% search engines (Google 62%)

2% library Web site (total respondents -> 1%)

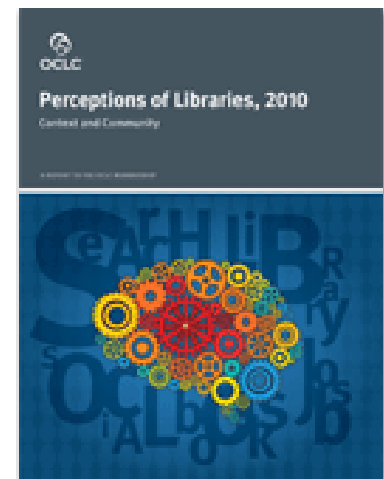
2% on-line database

1% e-mail

1% on-line news

1% on-line bookstores

4% instant message / chat online





Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor



Stuart Doig: Dialog, Regional Sales Director

- currently Sales Director for ProQuest Corporate division, (formerly Dialog) with responsibility for the business outside of North America
- part of the management team that created the ProQuest Corporate division from assets (Dialog and DataStar mainframes) purchased by ProQuest from Thomson Reuters
- worked for 17 years in the online information industry in various sales and management roles based in both in Europe and Asia
- in Asia set up and managed Dialog's operations in China and India being the first Thomson Corporation company to set up in these now core markets

Dialog[®]



ICIC Berlin 2012

Stuart Doig
ProQuest



The Question:

What is the Biggest Challenge Facing Information Professionals?



The Challenges

- Widespread lack of user awareness that search on the open web can be biased or incomplete
- Decreased funding for library and information center services
- Explosion of new information sources and lack of time to assess credibility and value

The Question:

What is the Biggest Challenge Facing Information Professionals?

First Challenge:

- Widespread lack of user awareness that search on the open web can be biased or incomplete
 - Top issue for 40% of advisory board respondents
 - Top issue for 27% of survey respondents

“New people starting here each year as consultants believe they can find anything they need using Google. And it is very difficult to persuade them to attend short training classes for the information tools we give them”

“I would add that it is management more than end users who think that research can be done with free web resources.”

The Question:

What is the Biggest Challenge Facing Information Professionals?



Second Challenge:

- Decreased funding for library and information center services
 - Top issue for 50% of advisory board respondents
 - Top issue for 29% of survey respondents

“Our new hires, along with current engineers and scientists are overwhelmed with the data dump found from Google. They start there, but come to us (or our provided "paid for" databases) for real answers.”

“Once we have educated the users then they will begin to see the value of the premium resources and the budgets will be protected”

The Question:

What is the Biggest Challenge Facing Information Professionals?

- Explosion of new information sources and lack of time to assess credibility and value
 - Top issue for 10% of advisory board respondents
 - Top issue for 24% of survey respondents

“We are also faced with an increasing number of end users who want to get advice about quality for content sources they found on the web. Since there are more and more of them ... this is very difficult if not impossible”

- Other
 - 7% of survey respondents picked “other”

“ I find bigger challenges in the growing diversity of sources and the post processing of vast amount of data to filter into perceivable answers. Likewise the access to more and less structured content on the internet facilitates new and more complex questions from customers “

The thought leaders

- **Mary Ellen Bates**

- President and founder of Bates Information Services and expert in customized information research

- **Blanca Chou**

- Associate Director of the Information Resource Center at Otsuka America Pharmaceutical Inc.

- **Betty Edwards**

- Senior Research Analyst in Information Resources & Management at Draper Labs

- **Roger Summit**

- Founder of Dialog, who foresaw the paradigm shift which would be created by the development of online information services.

The Challenge for Information Professionals

- What's at stake when researchers think all the information they need is available for free on the Web?
- How can libraries provide the best resources as research literature sources expand and new information sources pop up daily?
- How can information professionals redefine their service offering and their value proposition?

Question:

What's at stake when researchers think all the information they need is available for free on the Web?



Training and education are Key

- Educate users about search engine personalization
 - Individual search results will vary from one searcher to the next.
- Bates described an experiment in Google News in which 40 searchers entered the same term and sent her their hit list. The results varied widely.
- Sharing findings like these with end users can help them learn more about how to interpret Google search results

Question:

What's at stake when researchers think all the information they need is available for free on the Web?

Service and context are crucial

- Information is a commodity, not a scarcity
- It gains value when it is useful and convenient
 - *“Users expect free access, but they will place a premium on it if it is particularly **useful.**”* Mary Ellen Bates
- *“Information will be used in direct proportion to how easy it is to get.”* Info pros need to establish themselves in the organization as the experts in delivering necessary information, making it **convenient to the user.**” Roger Summit

Question:

How can libraries provide the best resources as research literature sources expand and new information sources pop up daily

- Chou discussed PubMed as an example of evaluating an end user tool
 - For all its merits, this database lacks some valuable information.
 - Adverse event reporting is best found in EMBASE and BIOSIS, not through PubMed
 - Information professionals can demonstrate through sample searches specifically what's missing from PubMed for business critical applications

Question

How Can Information Professionals Redefine their Value?

Communication is the Key

- Quote the boss
 - When the boss says “*Get more contracts,*” communicate to users that you have products and services that can help them “get more contracts”.
- Share stories
 - Research performed by the information center led to a contract worth \$50k with \$1.5M more anticipated.
 - The center produced a conference invitation mailing list which attracted 25% of attendees were unknown to the organization before these efforts.
 - “*The library helps me to know which government departments have money and who decides how to spend it*”.

Question

How Can Information Professionals Redefine their Value?

Be Proactive

- Understand and support the company direction and objectives.
- Don't wait for permission to initiate new initiatives.
- Reach out to customers to understand their needs, their priorities, and what they value. Don't assume that they value what you value.
- Communicate your success stories.

Question

What New Service opportunities Lie Ahead?

- Bates: better ways to analyze big data. *“The future, is taking the big data dump to find the useful information or the right answer”.*
-
- Summit: today’s user interface can’t show the understanding of customer needs provided by an information profession. *“A world shattering feature would be to build in that empathy and draw out what the searcher really wants”*

In Summary

Thriving in the age of the Empowered End users

The highest value lies in creating a true collaboration or working relationship with the end user

- Build relationship by making information useful and make it convenient
- Be proactive in identifying what is relevant to users
- Educate users about the strengths and limitations of their discovery tools
- Track and communicate the impact of professional information services on the organization

Video clips of the panel discussion are at www.dialog.com

A “new age of discovery”?

- Information professionals are using a growing array of access and discovery methods to connect researchers to vetted information resources and services with speed and precision.
- By using these new tools it is possible to provide additional value to users with a richer discovery experience

“Conglomerated Access” - a single search across disparate collections of content

- **Federated Search Services** (MetaLib, ExLibris, Serial Solutions 360 Search)
- **Web Scale Discovery Services** (Ebsco Discovery Service, Serial Solutions Summon)
- **Open Web Services** (Google Scholar, Microsoft Academic Search)
- **Cross-Searching Within Vendor Platforms** (Ebsco, Proquest)

Web Scale Discovery Tools (Eg. Ebsco Host, Serial Solutions Summon)

- Market responses to some of the concerns with “traditional” federated search tools
- Similar approach to consumer search engines where they index the content on their own and use their own search engine for retrieval
- These services are gaining momentum and are further driving the conglomerated access model.
- Similar approach to consumer search engines where they index the content on their own and use their own search engine for retrieval
- Preserve the benefits of the federated search services (single search and single results list)

Open Web Services (EG. Google Scholar and Microsoft Academic Search)

- Open web services sometimes used as primary entry point for research (Google Scholar and Microsoft Academic Search)
- They provide access to disparate resources from various providers, but in a somewhat less controlled environment than web scale discovery and federated search services.

Cross-Searching Within Vendor Platforms

- Key component of the conglomerated access model
 - users are “landing” on vendor sites that easily enable and encourage “cross-searching” of multiple databases at one time.
- Provides quick and efficient ways for researchers to cross-search databases above and beyond the database that contained their original document(s)

Conglomerated Access Model – advantages to users

- **Delivery of the most relevant results**
 - allows researchers to take advantage of unified indexing and relevancy ranking provided by web scale discovery tools and content aggregators
 - Both web scale discovery and content aggregators generally take the approach of indexing content from various sources and vendors, allowing the delivery of consistent search results as well as applying robust relevancy algorithms to their results
 - Directs researchers to the most useful content that addresses their question.

Conglomerated Access Model – advantages to users

- **Delivery of the most relevant results**
 - Unified indexing, relevancy ranking, indexed content from various sources and vendors, delivery of consistent search results helps to direct researchers to the most useful content that addresses their question.
- **Serendipitous Discovery**
 - Access to a wider collection of credible research materials in one location under a cross-search experience allows discovery from subject areas and content collections that were previously not evident.

Conglomerated Access Model – advantages to users

- **Exposure to new terminology and nomenclature**
 - As discovery models become increasingly unified across multiple collections, researchers can uncover new and emerging terminology, as solution providers deliver “faceted” or “filtered” views of search results that can include extractions of subjects and concepts that may have been previously unknown to the researcher.

Thriving in the age of the empowered user

- **Driving innovation within the Information Department**
 - The shift from siloed access to conglomerated access is already here
 - Information Professionals need to keep pace with the expectations of researchers
 - Conglomerated access models will help libraries to continue to be innovative by deploying new access methodologies that empower their researchers to access a wider breadth of content and engage in a richer discovery experience
- User expectations will continue to drive this shift and the adoption of new tools and services in the market that support and encourage this model



Richard Garner: LexisNexis, Product Director
IP Research Solutions

- LexisNexis acquired Univentio in 2005, since when Richard has been the Product Director responsible for their suite of IP research tools, including TotalPatent.
- began his career in Intellectual Property at the British Library where he ran Patent Express from 1985
- held several senior positions at Derwent Information from 1993, including General Manager of Rapid Patent (USA) and Director of First Level Data
- become Vice President at Univentio Information Services in 2002

Online Hosts in 2012—a Dying Breed or the Future of Access to Scholarly Information

Richard Garner

- **Marydee Ojala** *Editor, DATABASE*
- “I’ve noticed scepticism among librarians contributing to online discussion groups as to whether traditional hosts such as Dialog and LEXIS-NEXIS can survive when they’re competing with free and low-cost Internet search services”.

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- “I’ve noticed scepticism among librarians contributing to online discussion groups as to whether traditional hosts such as Dialog and LEXIS-NEXIS can survive when they’re competing with free and low-cost Internet search services”.
- Information Online & On Disc Conference Sydney, Australia, January 1999

Should online hosts be added to the list of endangered species?



Are we really on the path to extinction?

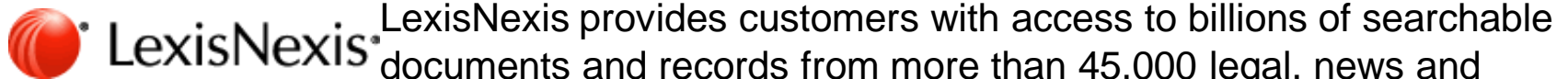


- **Reed Elsevier** is a world leading provider of professional information solutions in the science and medical, legal, risk management, and business to business sectors
- **Reed Business Information**
- **Reed Exhibitions**
- **LexisNexis Risk Solutions**
- **Elsevier** is the world's leading provider of scientific and medical information and serves scientists, health professionals and students worldwide



Elsevier publishes over 1,800 scientific and medical journals, through *ScienceDirect*, the world's largest database of scientific and medical research and offers an extensive portfolio of online information databases and analytics.

- **LexisNexis Legal & Professional** is a leading global provider of content and technology solutions that enable professionals in legal, corporate, tax, government, academic and non-profit organizations

 LexisNexis® LexisNexis provides customers with access to billions of searchable documents and records from more than 45,000 legal, news and business sources.

- Open access versus subscription models
 - Elsevier believes that subscription and open access publishing can co-exist
 - 1,200+ journals offer authors the option to publish open access
- Bigger isn't necessarily better but ...
 - Lexis.com allows connections between news, intellectual property, public records, court documents, etc.
 - Can give a completely different view of how content can be used to provide insight
- Are “traditional” hosts the right channels for the future?
 - Security/privacy issues
 - What is Google's support line number?

- There's hardly an industry today that has not been impacted by the growth of the internet:
 - Music industry
 - Print media
 - Broadcast media
 - Retail
 - Postal services
 - Movies
 - ...
- Resist change and risk everything
 - After 244 Years, Encyclopaedia Britannica Stops the Presses
- Adapt and thrive

Store
Mac
iPod
iPhone
iPad
iTunes
Support

iTunes Preview


What's New
What is iTunes
What's on iTunes
iTunes Charts
How To

Britannica Kids: Endangered Species

By Encyclopaedia Britannica, Inc.

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Category: [Education](#)

Released: Oct 05, 2012

Version: 1.0

Size: 262 MB

Language: English

Seller: Encyclopaedia Britannica, Inc.

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Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

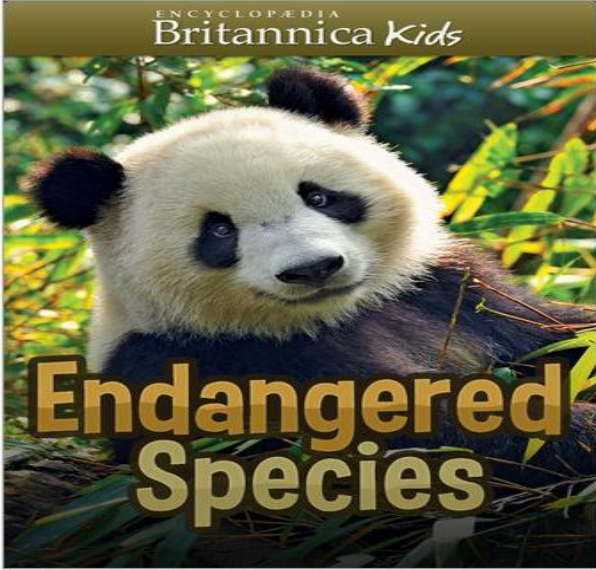
Description

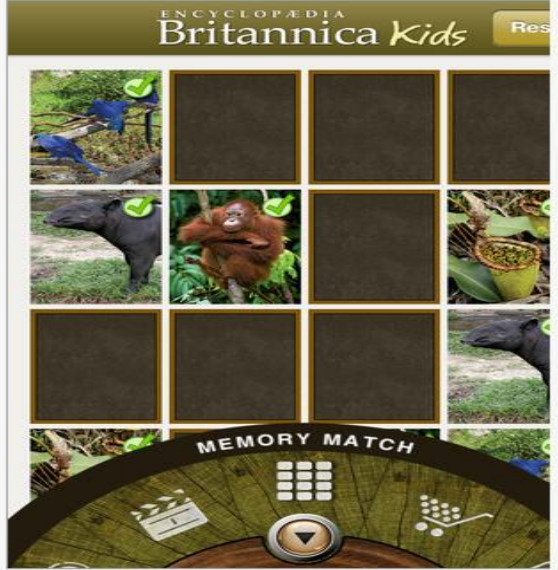
Learn all about the endangered species of the world in the latest addition to the Britannica Kids series. This app offers a fun and engaging way to explore a very important subject. Discover the variety of plants and animals on earth through a wealth of amazing images (which you can email to friends), videos, games, and informative articles. As it's

[Encyclopaedia Britannica, Inc Web Site](#) |
 [Britannica Kids: Endangered Species Support](#) |
 [...More](#)

Screenshots

iPhone | iPad





- **Marydee Ojala** *Editor, DATABASE*
- “We won’t be surprised when, 25 years from now, online will again be seen as ending. Online is always ending. Online as we know it is dead.

- **Marydee Ojala** *Editor, DATABASE*
- “We won’t be surprised when, 25 years from now, online will again be seen as ending. Online is always ending. Online as we know it is dead. Online as we know it is also just being created. It’s the end of the world as we know it. And I feel fine”.

“Report of my death was an exaggeration”

James Ross Clemens, a
cousin of mine was seriously
ill two or three weeks ago, ^{in London,} but
~~as well as~~
~~as well as~~
is well now. ~~as well as~~
~~as well as~~

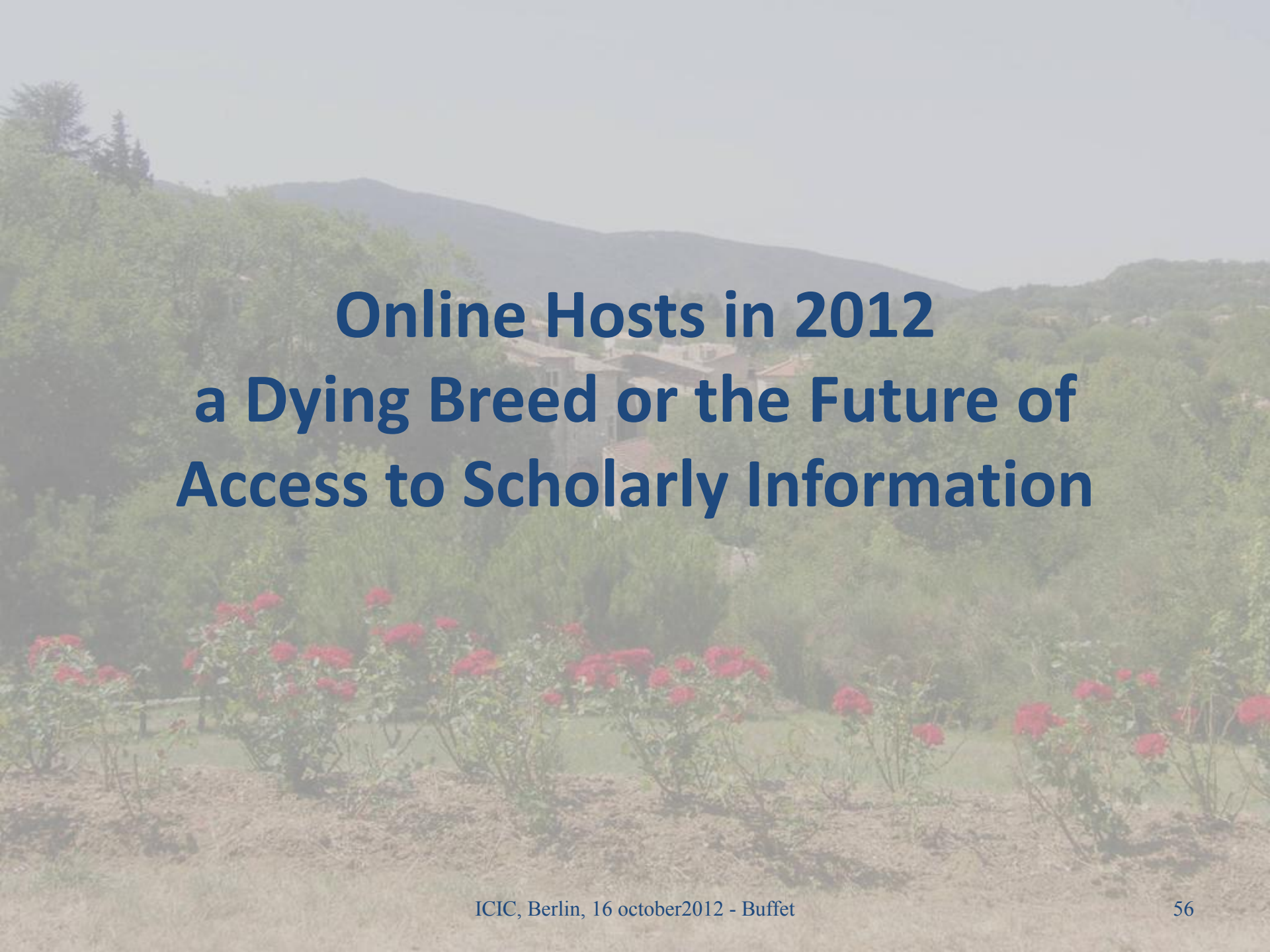
The report of my illness
grew out of his illness, the
report of my death was
an exaggeration.

Mark Twain
—



Pierre Buffet: Questel, Co-Founder

- in 1978, co-founded Questel and served there as Database Manager, Scientific Director and Executive Vice-President
- started in patent information with INPI, the French PTO, with the EPO and WIPO, to build the online databases of these Offices. Initiated technical discussions with Thomson-Derwent for loading and serving the DWPI file early in 1984. 1971-1978, CNRS CDST, Head Computer Department
- 1969-1970, French Navy, Researcher, Operational Research Group



**Online Hosts in 2012
a Dying Breed or the Future of
Access to Scholarly Information**

Online Hosts in 2012

- **What is a host?**
- **Why hosts emerged?**
- **Initial landscape**
- **Evolution with the Internet**
- **Business aspects**
- **The future?**

WHAT IS A HOST?

- Basically the name refers to *HOSTING* information
- But called "*Vendor*" in the US refers to *DISTRIBUTING* information
- These two aspects will lead the game

WHY HOSTS EMERGED?

- **Beyond**
 - traditional libraries and their "*catalogues*"
 - Indexing & Abstracting Services
- **Aim was**
 - to facilitate access to S&T information
- **Thanks to emergence of new players**
 - Service bureau companies
 - Networks

INITIAL LANDSCAPE

- NASA -> Lockheed -> DIALOG
↳ ESA - IRS
- US Defense -> SDC -> ORBIT
- US Health -> NLM -> MEDLINE

=> *Public funding*

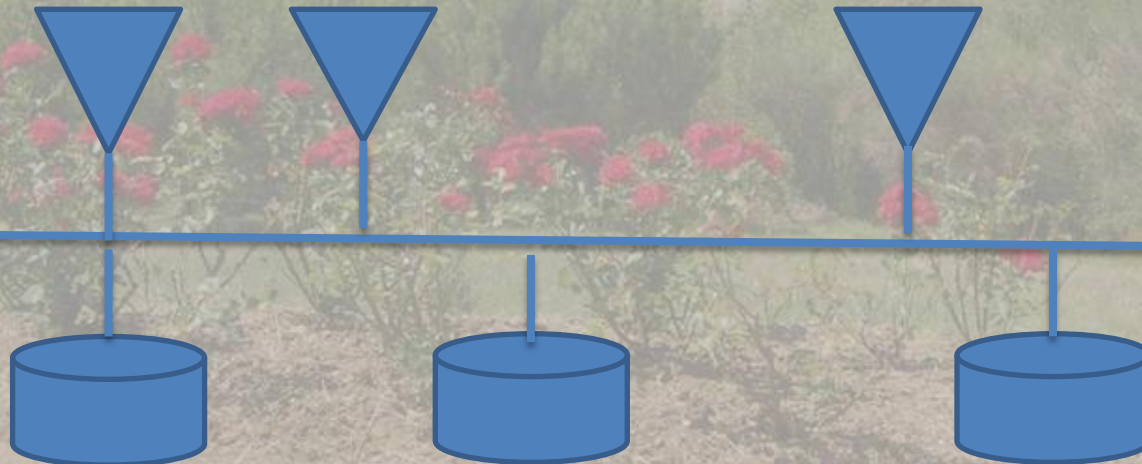
EVOLUTION WITH THE INTERNET

	Info	R&D	Business	Legal
User				
R&D				
Business				
Legal				

Vendor
Portal

Host
Repository

Network
Internet



BUSINESS ASPECTS

- **Pay-as-you-go vs Fixed Fees ("per seat")**
- **Governments support?**
- **Providers**
 - **Who leads: Producer or Distributor?**
 - **Distribution: intangible vs tangible products**
- **Users**
 - **Who decides in Companies (budget)?**
 - **Info dept –end-user consumer – finance dept**

THE FUTURE?

- **Room for business is shrinking**
 - Producers have their own distribution channel
 - Searching has become a commodity
 - Many free services (often funded by Government bodies)
 - Governments are less involved in funding of third parties
- **A possibility: to move toward**
 - more value add in well-defined niches
 - e.g. Questel approach with Orbit portal



Thank you



Roland Gissler: Questel, Sales Manager Europe

- European Sales Manager, since 2004 at Questel, a provider of professional systems & services for Intellectual Property information
- Questel, since 2001 in patent information business, as consultant at Bundesdruckerei, the German Federal Institution which – amongst others - is involved in data processing and publishing for the German Patent and Trademark Office and other patent offices
- previously Key-Account- and Project-Manager at Bundesdruckerei for electronic publications of technical information
- experience in highly-parallel computing for scientific and technical applications

Panel Discussion

Online Hosts in 2012
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Information

ICIC 2012
Berlin, 14./17. October

Hosts in 2012

- Facing competition from 2 directions
- **Inside Professional IP Community**
Platforms from Patent Authorities: Patentscope, Espacenet, USPTO, Depatisnet,...
- Google translation project with EPO
- Developments triggered from **outside the Professional IP Community**
Google Patent Search
Cloud Computing
Social Networks
-

Questel's answer

Orbit: The global IP Portal

- integration of searching, archiving & analyzing
- added value fields
- semantic elements, similarity search
- multi-lingual assist & non-latin language search
- Advanced patent analysis « IP Business Intelligence »
- transition from IP- to business information
- Supporting strategic & other management decisions

Thank you



**Rainer Stuike-Prill: FIZ Karlsruhe, VP
Marketing & Sales**

- joined FIZ Karlsruhe in 1993 with extensive experience in patent and chemistry information.
- held various positions in marketing and sales, including product management of the DWPI on STN, customer training and key-account management
- responsible for the marketing of all FIZ Karlsruhe product lines and for worldwide sales has a Ph.D. in Chemistry. He graduated from the University of Oldenburg, Germany and the University of Georgia, USA in Organic and Computational Chemistry
- prior to joining FIZ Karlsruhe he worked as a postdoctoral fellow at the Carlsberg Laboratory in Denmark.

Possible roles of online hosts in the future

- Information providers for niche markets of specialized information experts (continuation of current trend)
- Information supermarkets (broadening of scope)
- Specialization to serve a small market of customers with high-value expectations (narrowing of scope)
- High end providers of big data (and corresponding tools for decision-support)
- Pure content providers which are accessible through other services
- Workflow integrators
- New USP and/or value proposition
- ... ???

How does the information landscape may look like in the future ?

- ❑ Who are the users of tomorrow?
Patent Examiners, InfoPros, Scientists, Decision Makers
- ❑ What kind of questions do they have?
- ❑ What kind of questions can be answered by classical online hosts and which cannot be answered?
- ❑ Will traditional database producers be able to digest the growing amount of sci-tec and patent publications and keep up with high-quality and value add ?
- ❑ Who are the content suppliers of tomorrow: Patent Offices (IP5), Publishers, Information providers, Research Institutes, Academia ?



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OPEN DISCUSSION

Questions for individual panel members are welcome!

Questions for the panel members as a group are welcome! [one or more may respond]

Questions for the audience in are welcome!

Please keep all questions and answers short and to the point. Only one question at a time. We want to give as many people as possible a chance to talk.

THANK YOU !