



Meeting Users Where they Search

Enhancing content discovery and increasing publisher usage

NEC Annual Publishing Conference: Unleashing the Power of Intelligence in Publishing.

7th November 2023

Introductions



Becca Richards

Senior Product Manager,
Technology from Sage

About...

- ❖ Senior Product Manager at Technology from Sage, part of Sage Publishing.
- ❖ Product focus on Lean Library, which is part of the Technology from Sage product portfolio.
- ❖ Nine years working in academic publishing; from print to digital, primary source digitisation to SaaS.

For any follow-up questions or to enquire about publisher integration opportunities, do get in touch at becca.richards@technologyfromsage.com.

Agenda

What this presentation covers

Introduction to Technology from Sage

Setting the Scene: Academic Content Discovery

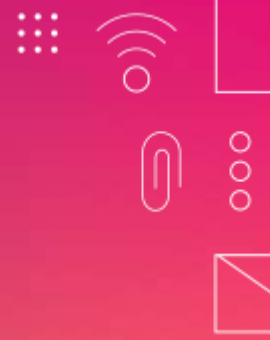
Leading Users to Content with Lean Library

Building Pathways to Publisher Content through Integrations

Questions

01

Introduction to Technology from Sage



Our Mission Statements



The Sage Mission
To build bridges to knowledge.



The Technology from Sage Mission
To amplify the power of the academic
library to advance teaching, learning
and research.

Established Technology from Sage as emerging library tech, backed by original thought leadership

Investment in Emerging Technologies

AI Preparedness

Thought Leadership

Skilltype raises \$1.75M to future-proof libraries globally



Skilltype

“Identifying strategic partners like SAGE has been a top priority since day one” says Tony Zanders, founder and CEO at Skilltype. “Future-proofing the library workforce is too tall a task for any one organization or team to accomplish, and Sage’s track record in prioritizing library futures gives us a variety of opportunities to support our mission.”

Sage’s VP of Product Innovation, Martha Sedgwick will join the Skilltype board.



AI Preparedness Training: Introductory Level

Course completed on May 22, 2023

This certificate is awarded to:

Becca Richards

For engaging with a variety of AI tools, deploying them in a real-world business setting, and identifying a range of sources to revisit for continuous, self-driven learning on AI and AI applications.

Provided by





Librarian Futures Part II

The Knowledge Gap Between Librarians and Students

Contrasting Librarian and Student Perspectives on the Undergraduate Workflow

S Technology from Sage



a Hyve event

WINNER




For work that flows

Improve patron productivity as they discover, access and engage with content for studies and research

 talispire

1.5M+ resource lists created
55M+ student clicks to resources
1.25M+ reading intentions set

 taliselevate

50k+ resources
'Elevated'
Nearly 400k class comments made
100k+ hours spent in modules

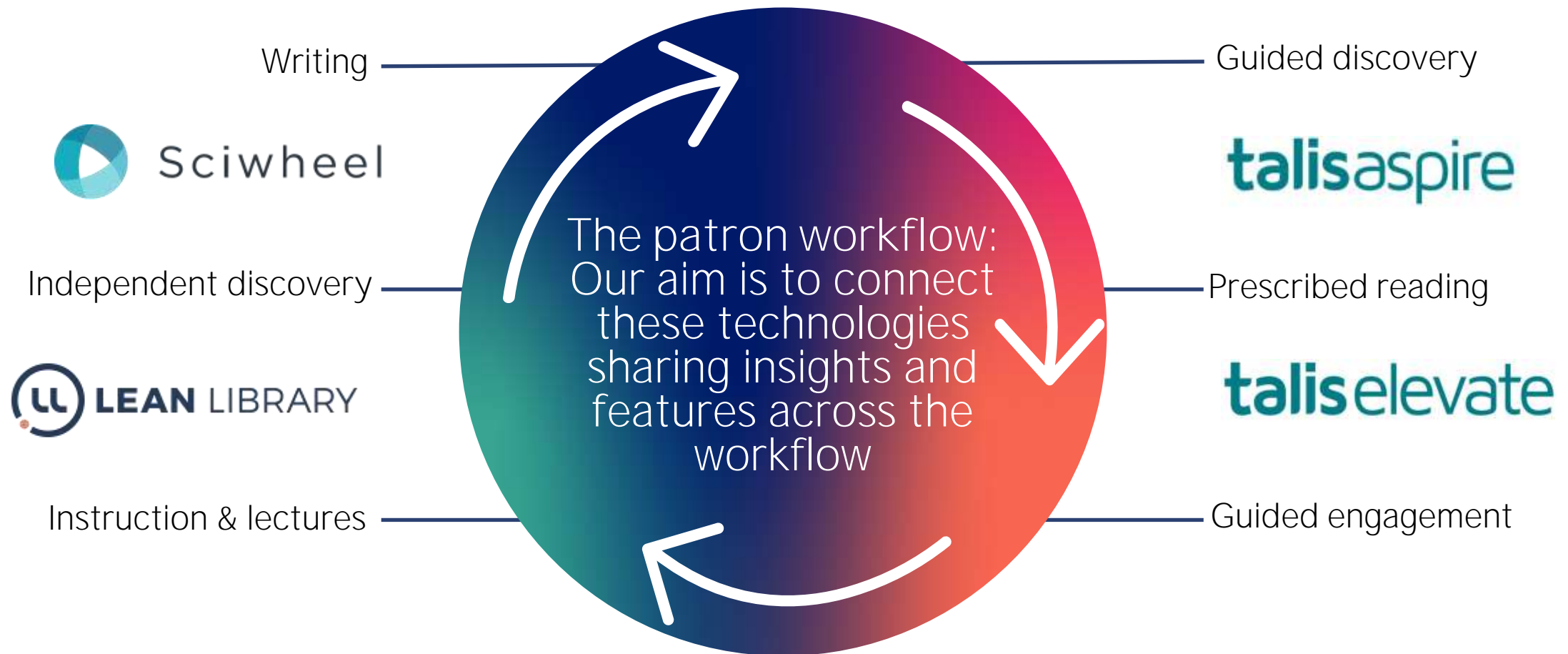
 LEAN LIBRARY

500k+ extension downloads
4.5M paywalled resources unlocked
Est. £30k saved per library per year

 Sciwheel

35k +users
50k+ research projects created
15M + million references saved

Our product ecosystem





Resource access and workflow services

- Brings the library straight to the library user via a browser extension.
- Makes content and resources accessible to users throughout their research workflow – whether they are searching on Google Scholar, PubMed or beyond.

02

Setting the Scene: Academic Content Discovery

Librarian Futures Report Part I (2021)

Key data points:

- Survey of 4k librarians and patrons across 1.5k institutions
- Interviews with librarians and other stakeholders
- Contributions from Springshare, scite, OCLC and other partners
- Data from Lean Library on user workflows
- Student studies conducted for Lean Library at Pearson College London



Download at: www.librarianfutures.com

The Findings

Librarian Futures Report: Modern patron workflows begin outside the library

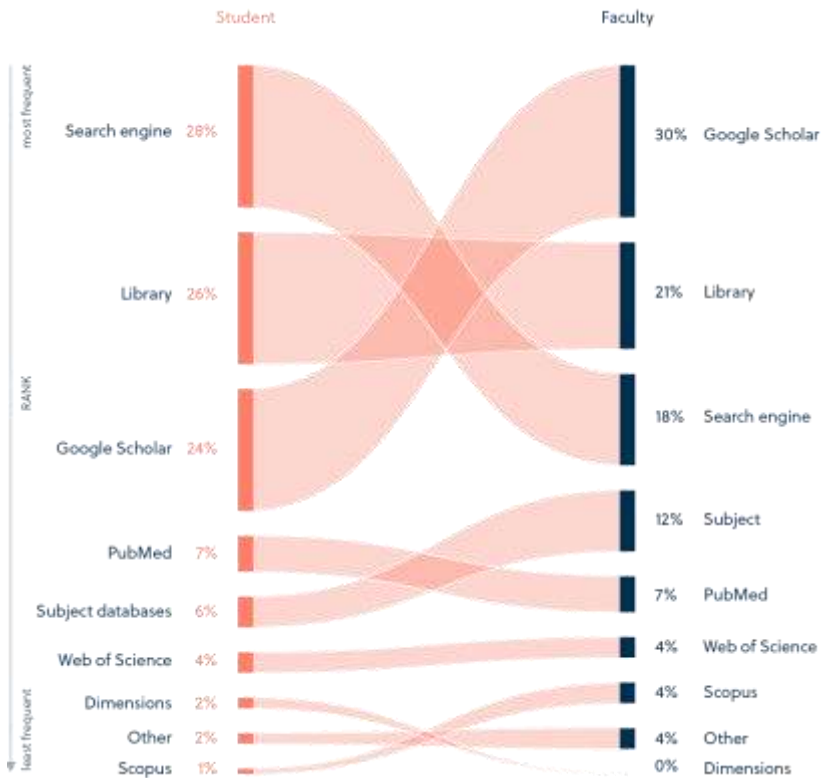


Fig 10: Where do patrons begin discovery?

- 79% of faculty and 74% of students begin discovery outside library
- 30% of faculty and 28% of students begin discovery on Google Scholar
- Lean Library data shows 48% of patrons begin on Google Scholar

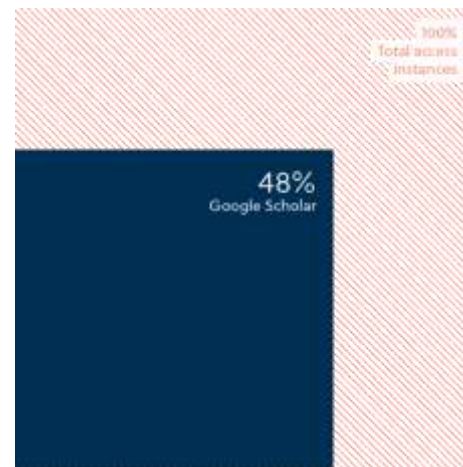


Fig 11: % of Lean Library users beginning discovery process on Google Scholar

How does this impact publisher content usage?

Many click nightmare: Accessing resources outside the library takes av. 12 clicks & 3:49 mins



Google Scholar



Publisher website 1



Publisher website 2



Publisher website 3



Publisher website 4



University credentials



Publisher website 5



Publisher website 6



Publisher website 7



Publisher Website 8



Accessing PDF



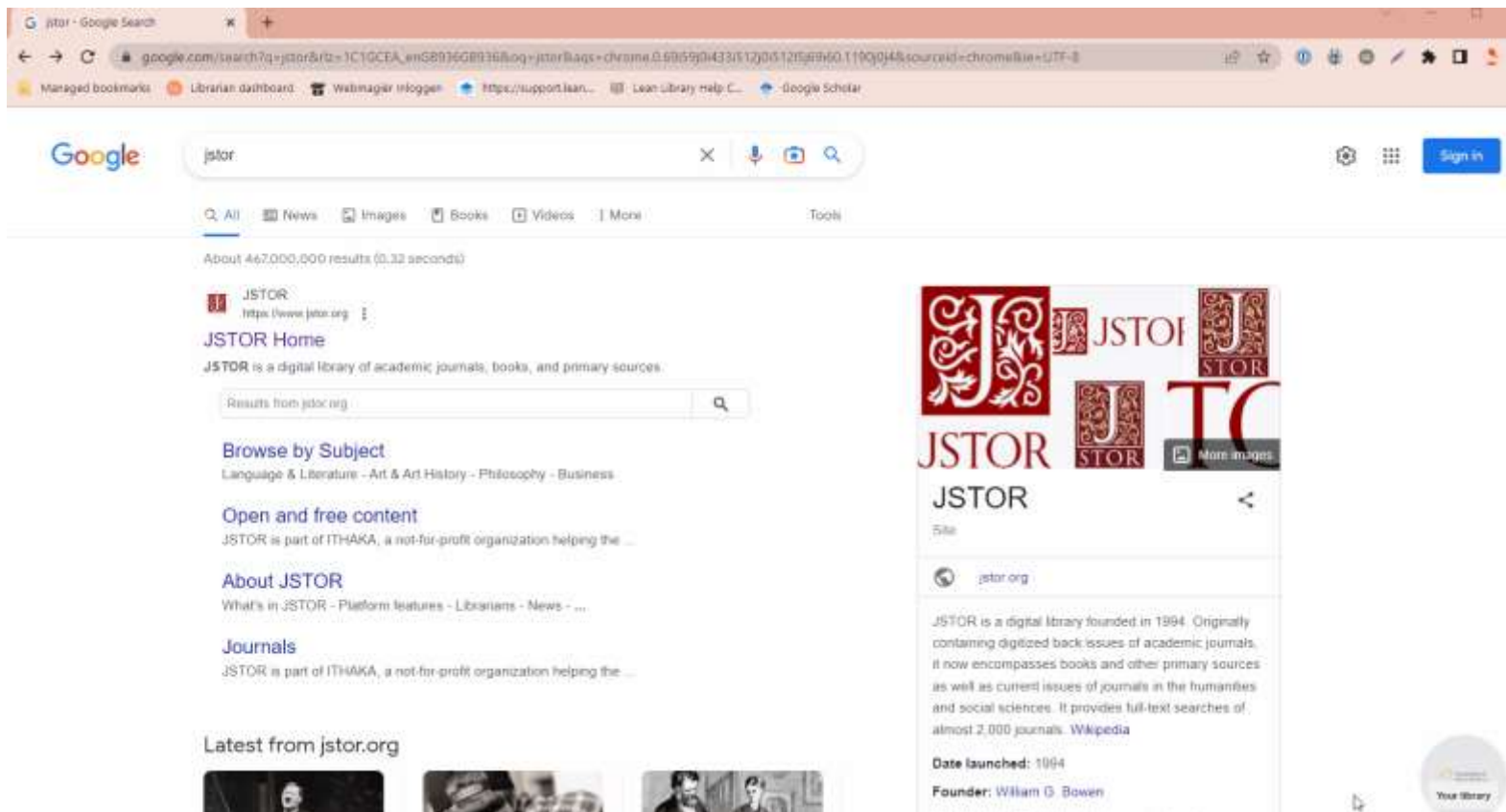
Saving PDF to desktop

03

Leading Users to Content
with Lean Library

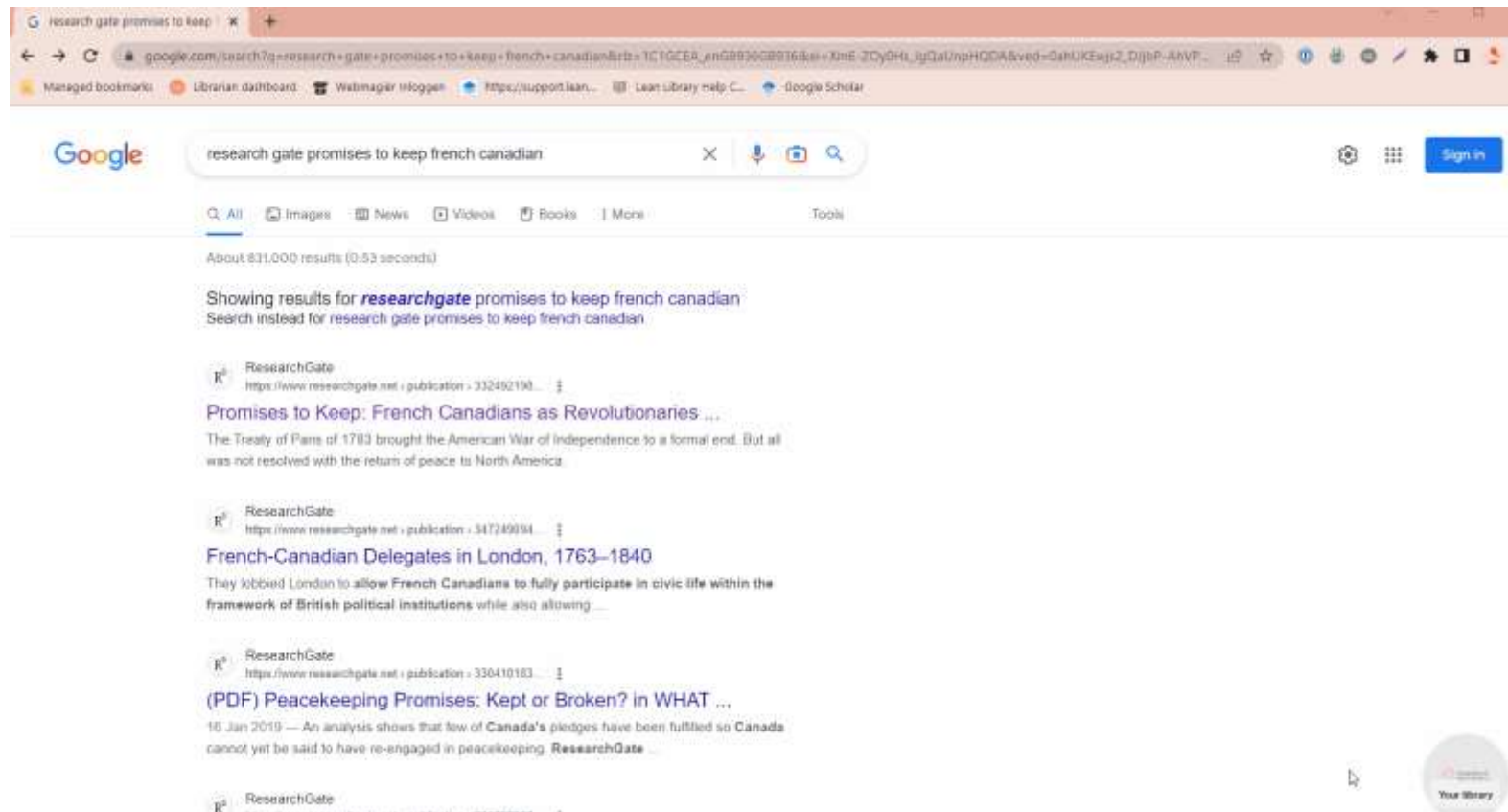


Access to Subscribed Databases



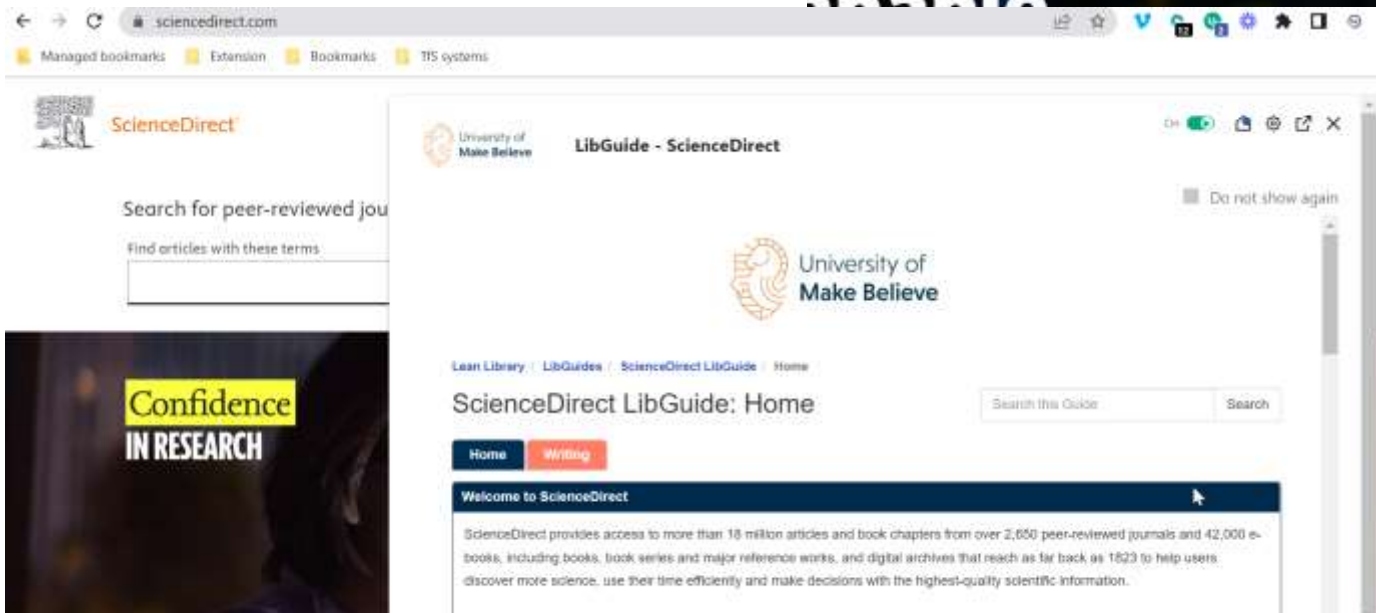
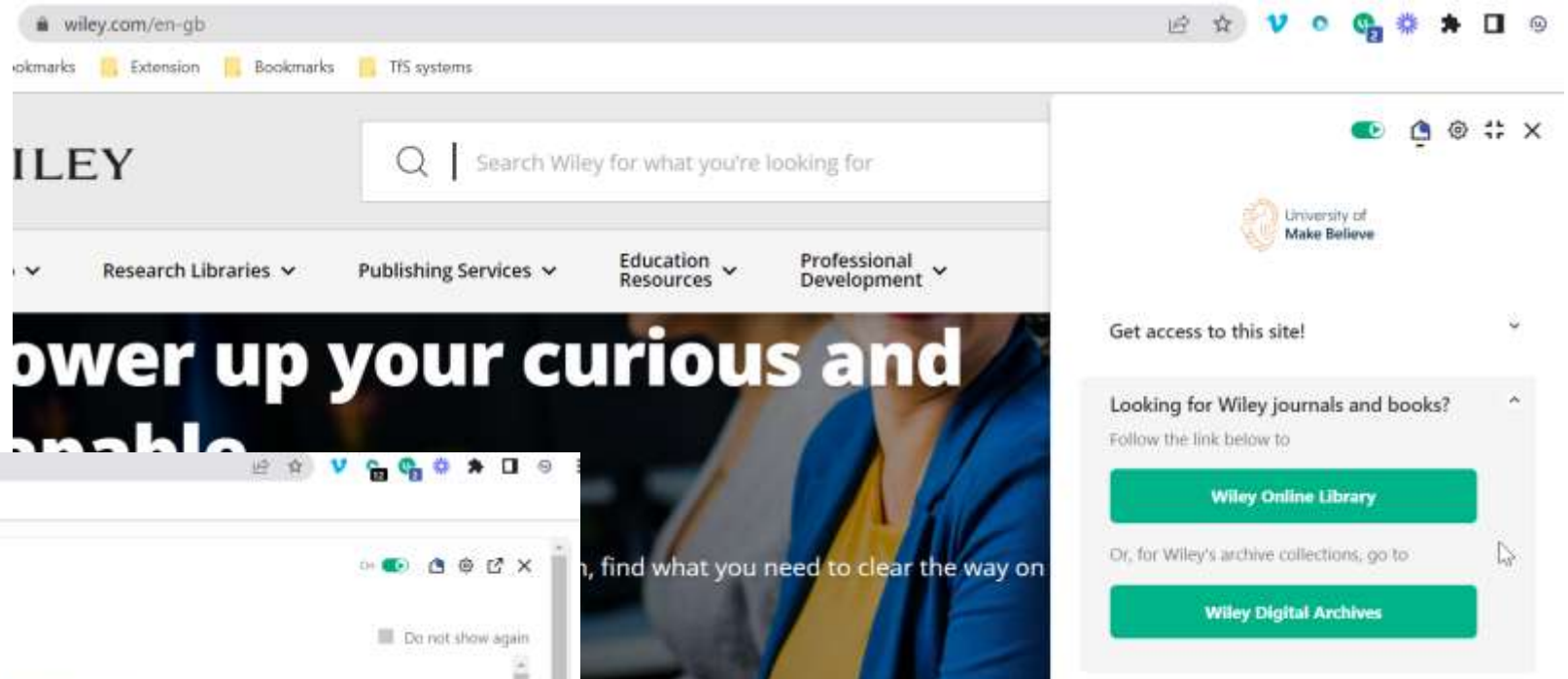
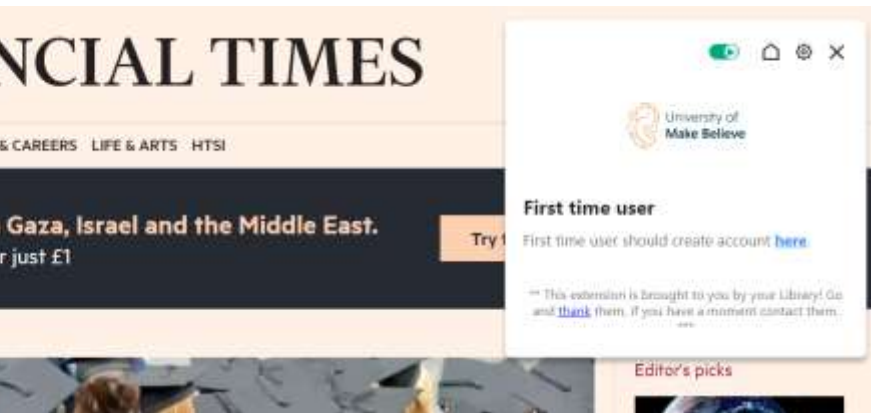
- Gives users a pathway to immediate authentication.
- Allows users to circumvent the **'many click nightmare'**.
- **We connect with libraries'** authentication methods to take the user straight to their login.

Finding Publisher Content at Library-Licensed Locations



- **A user finds an article they're interested in outside of the publisher's environment.**
- **They don't know that their library has a license to this content elsewhere.**
- The Lean Library extension gives them the redirect link.
- Prevents users from having to search the web for the available article. Connect via API to major discoveries.
- Identify licensed content using Link Resolver tech.

Point of Need Support During the Research Workflow



Point of Need Support During the Research Workflow



Log in

University of Make Believe

Leaning AI

Your library has created and curated many resources about the use of AI at the University of Make Believe. Please [click here](#) to access them or click here to book a place on an upcoming workshop

** This extension is brought to you by your Library! Go and [thank](#) them, if you have a moment contact them.

04

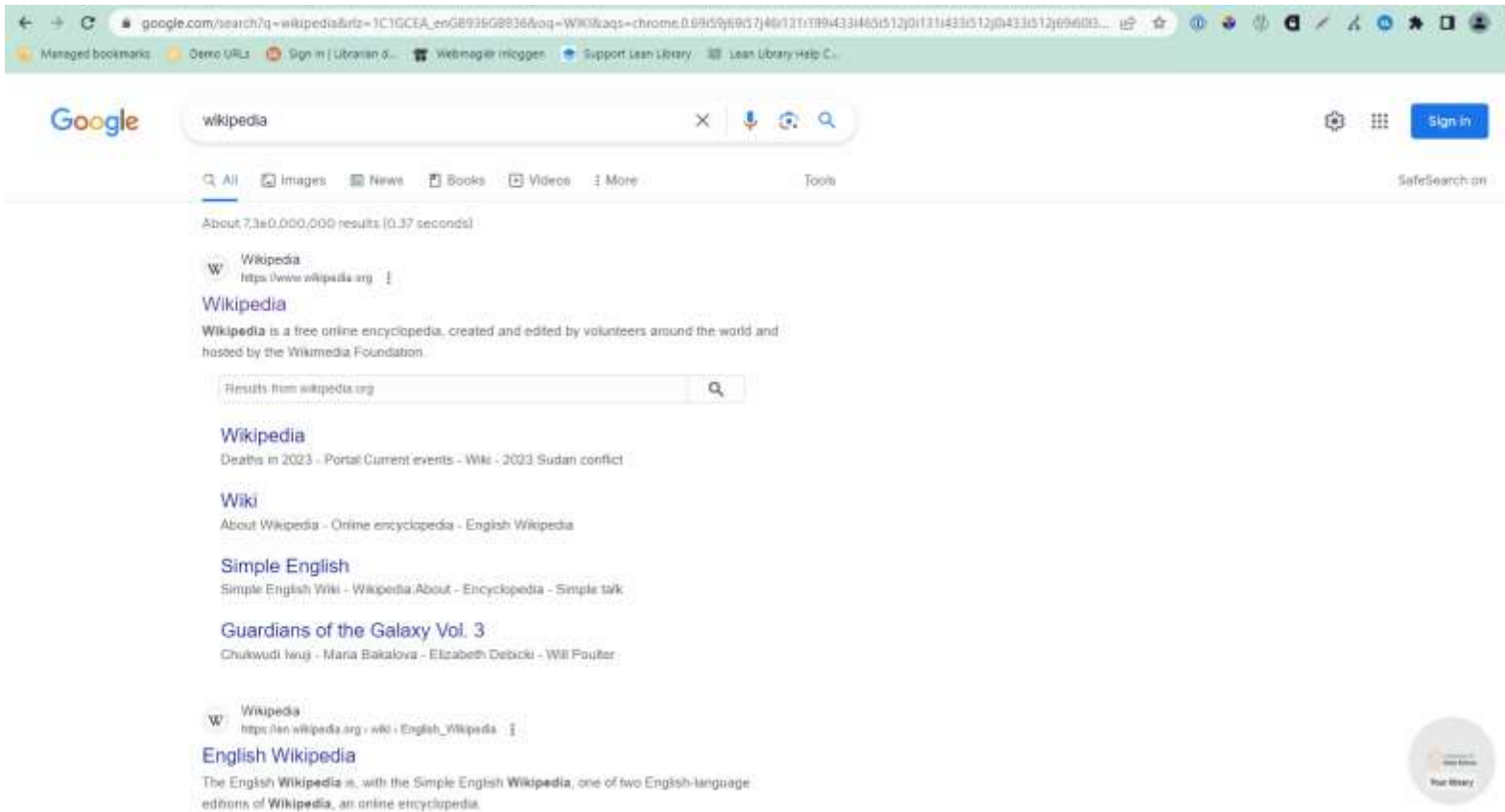
Building Pathways to Publisher
Content Through Integrations

Our Integration Partners



Highlighting Keywords

Case Study: Sage Research Methods



- Highlights keywords from publisher content.
- Injectable into Wikipedia and Google.
- Takes users (specifically UG students) away from non-academic reference content and into library-licensed publisher content.

Highlighting Keywords

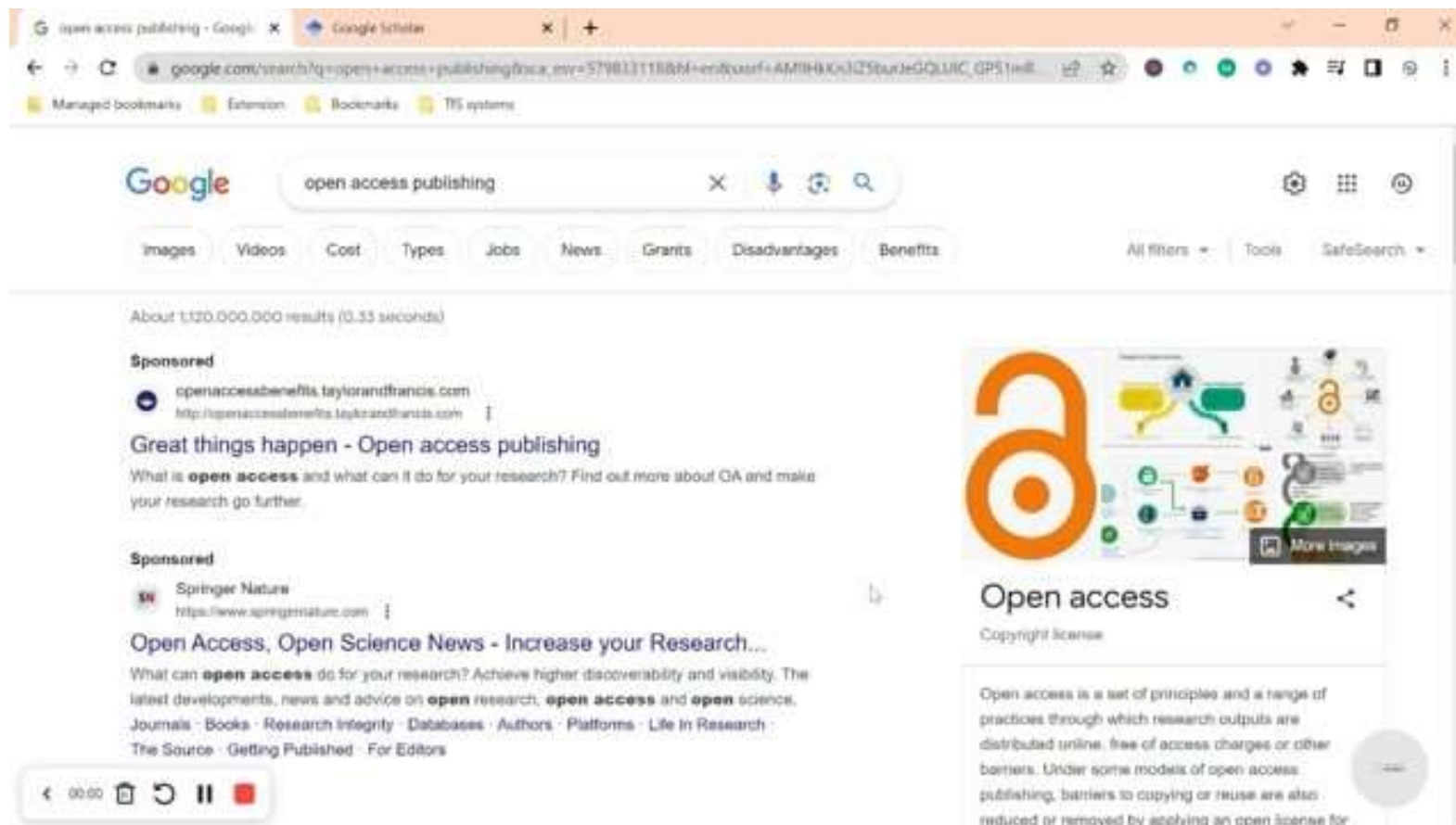
Case Study: Oxford Short Introductions



- Highlights keywords from publisher content.
- Injectable into Wikipedia and Google.
- Takes users (specifically UG students) away from non-academic reference content and into library-licensed publisher content.

Mirrored Searches on Google

Case Study: Jstor



- Injectable into Google or Google Scholar.
- **Mirrors the user's search engine** query via API.
- Connects users directly with publisher content that they have immediate access to.

Any Questions?