

eBook: Mas que un Libro

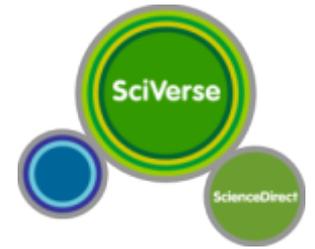
*“Libraries are attempting to face a future in which almost every fixed point has disappeared. Users are changing; content is changing; **research is taking new forms.**”*

Derek Law , Centre for Digital Library Research



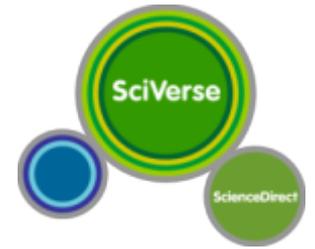
Alvaro Ybarra Muguruza





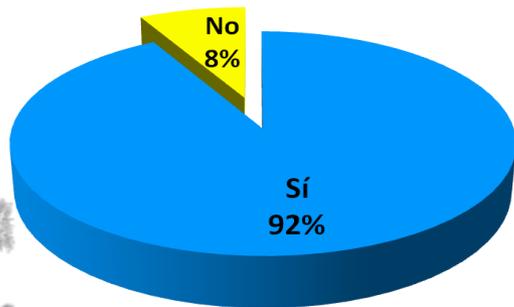
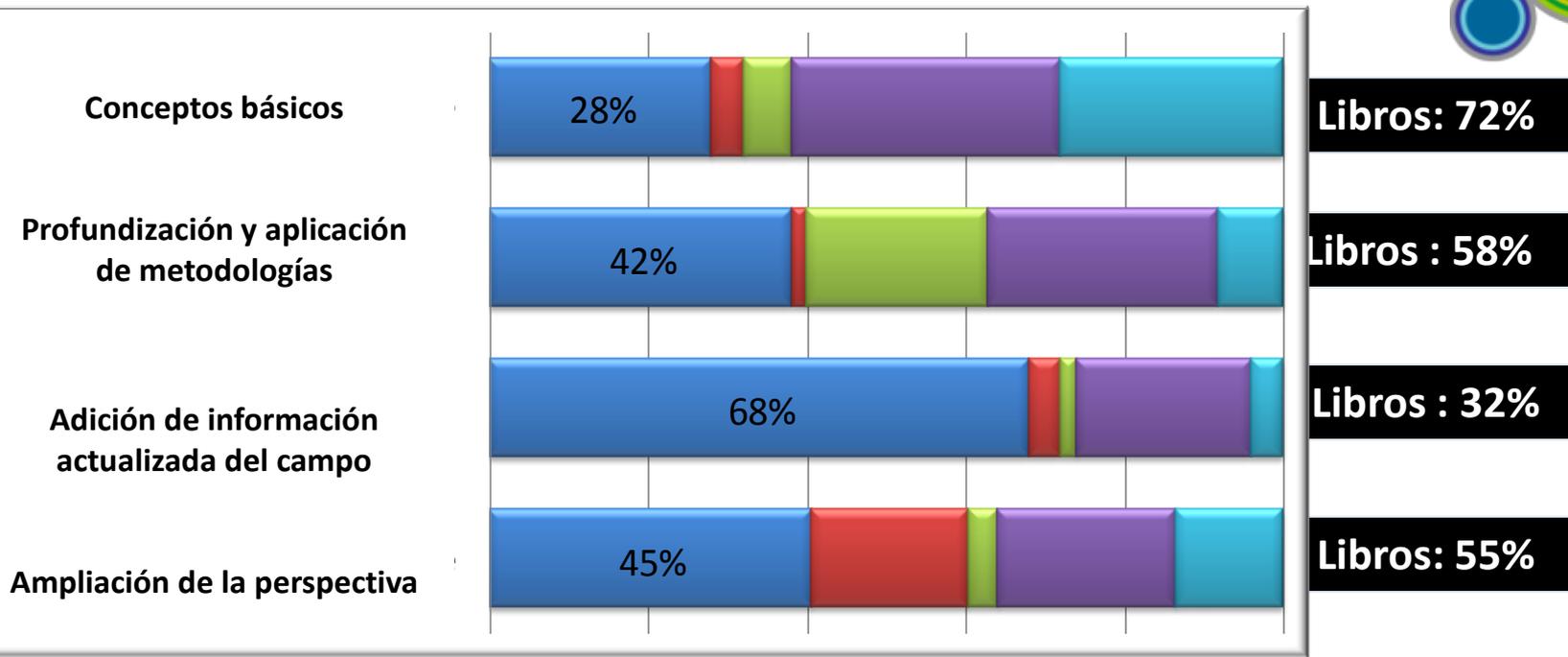
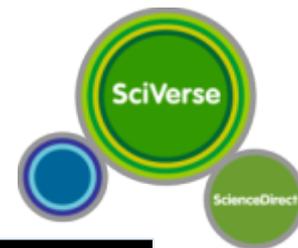
Agenda

- El valor los libros en el proceso de la investigación.
 - Beneficios para Bibliotecarios e Investigadores
- Usos de Ebooks: Tendencias y Casos desde los Investigadores hasta las Bibliotecas.
- El valor de las editoriales: las plataformas y el contenido.
- Movimiento Digital, Movimiento Portátil.
- Modelos flexibles de compra.



El valor los libros en el proceso de la investigación

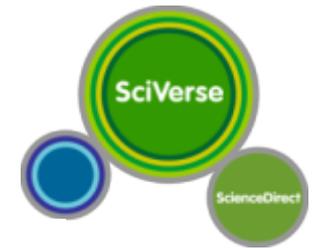
El valor del contenido de los libros en el proceso de la investigación



Según una encuesta reciente, el 92% de los investigadores realiza periódicamente tareas de investigación interdisciplinar. El acceso a los conceptos básicos [LIBROS] de cada disciplina es **CRUCIAL***
 Source: global survey responses from 500 researchers & librarians, Elsevier & S.M.S. Research, 2009



No es ninguna sorpresa que el elemento más citado en Scopus sea un libro.



Cited Records in Scopus

Over 24% of all cited records in Scopus are books.

- 91 million records in Scopus
- 22 million book records

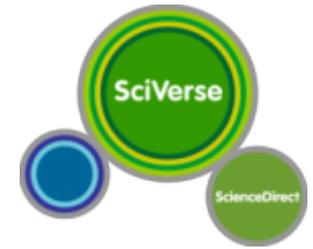
- Journal Articles (incl. Reviews, short communications, AiPs, etc)
- Conference Items
- Books
- Rest (incl. patents and unknowns)

Most cited item in Scopus is a book

Author(s)	Date	Source Title	▼ Cited By
Sambrook, J., Fritsch, E.F., Maniatis, T.	1989	<i>Molecular Cloning: A Laboratory Manual</i>	<u>106264</u>



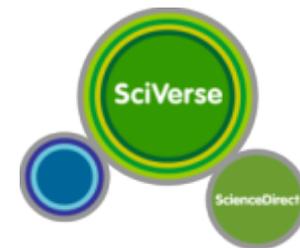
El valor de los libros en formato electrónico respecto al formato impreso: ventajas para los investigadores



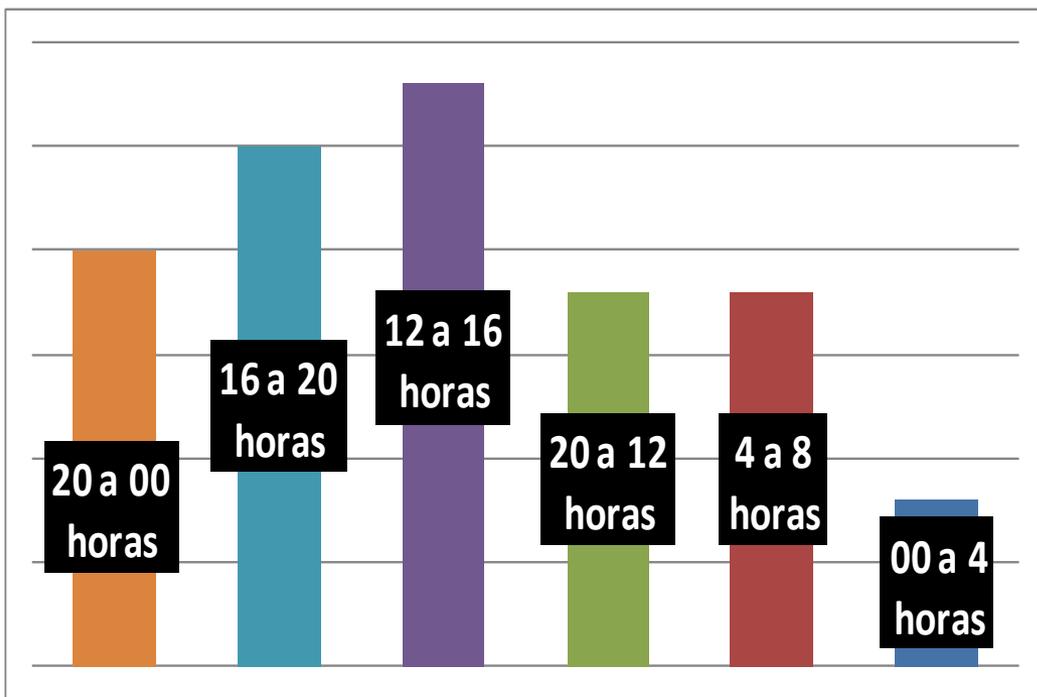
El valor de los libros en formato electrónico para la productividad del flujo de trabajo de la investigación:

- ✓ Accesibilidad
- ✓ Flexibilidad
- ✓ Capacidad de búsqueda
- ✓ Comodidad
- ✓ Fiabilidad

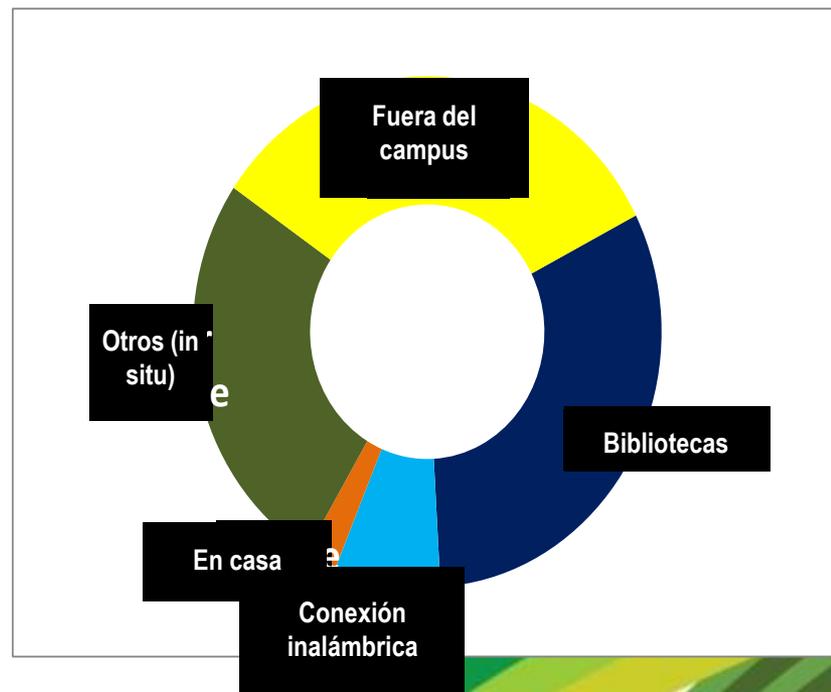
Accesibilidad..



A cualquier hora...



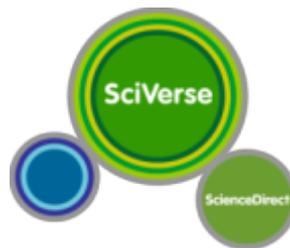
En cualquier lugar...



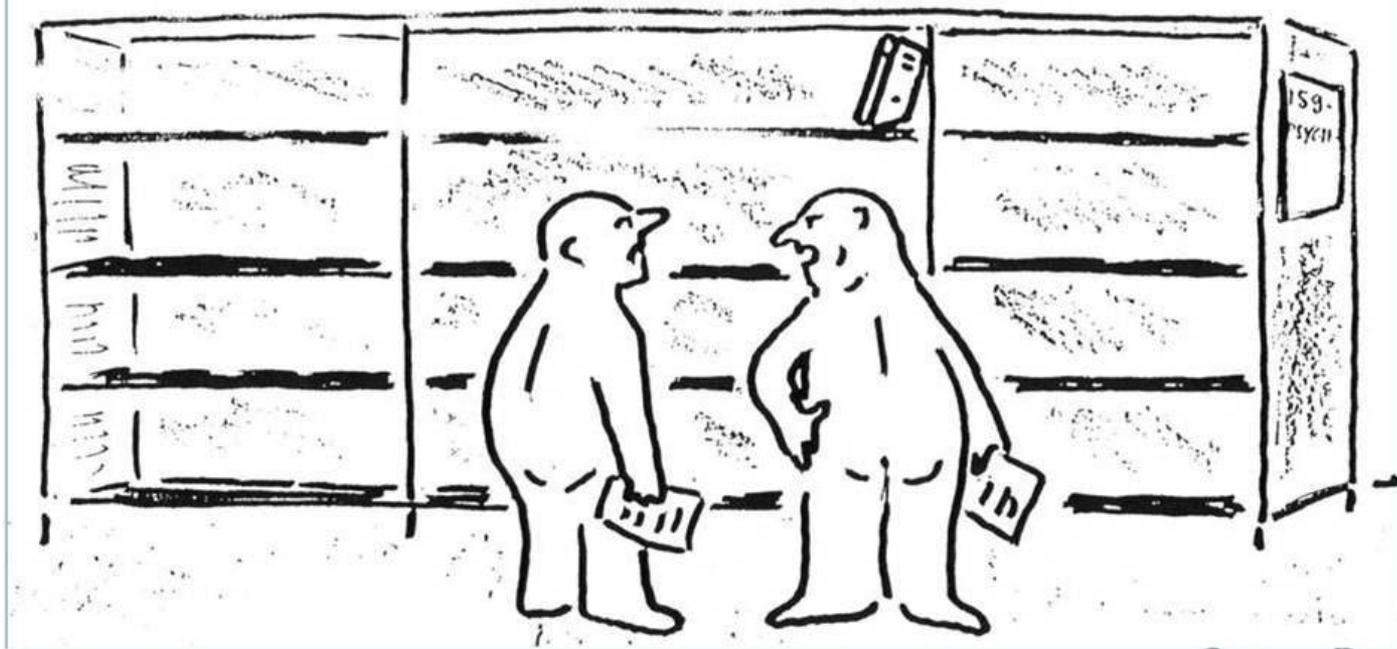
Fuente: Estudio sobre libros en formato electrónico de la Universidad de Tennessee, noviembre de 2007



Flexibilidad..

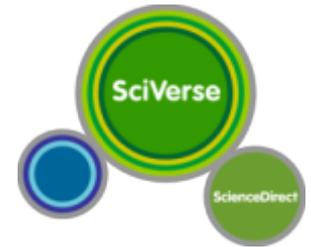


"ME PARECE QUE ALGUIEN SE HA HECHO CON LA LISTA DE LECTURAS ANTES QUE NOSOTROS."



- Enlaces directos al texto completo de documentos en formato .pdf o HTML.
- Varios usuarios simultáneos.
- Descarga e impresión.
- Sin restricciones de administración de derechos digitales (DRM)

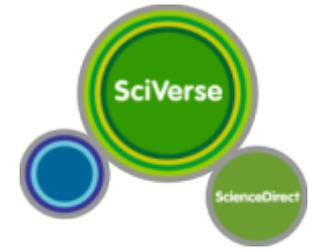
Capacidad de búsqueda..



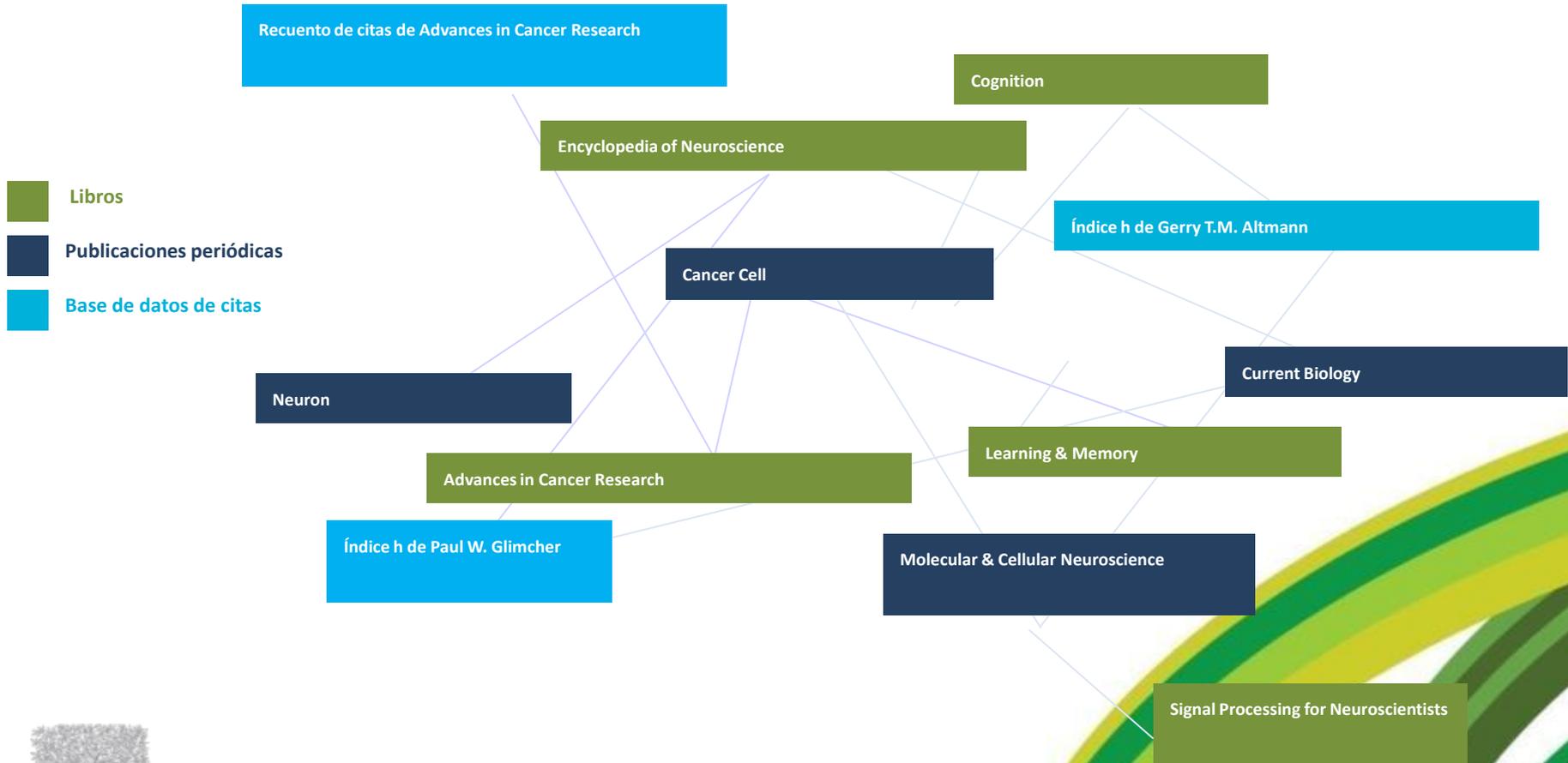
Los investigadores encuentran y eligen más información de la que necesitan, con mayor rapidez que si buscasen en los estantes de una biblioteca.



Comodidad



Contenido integrado de libros y publicaciones periódicas, y herramientas de citas sobre una gran variedad de temas

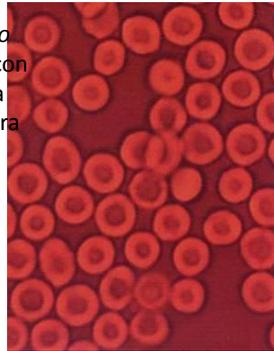


Fiabilidad..



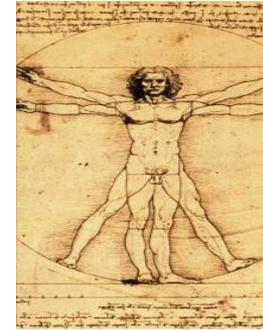
La editorial Elsevier se fundó en 1580 de la mano de Lowys Elzevir. Jacobus George Robbers creó la moderna empresa Elsevier en 1880.

Galileo publicó *“Discurso y demostraciones matemáticas en torno a dos nuevas ciencias”*, su última obra con Elsevier, a pesar de ser condenado por la Inquisición. Se ha considerado la primera obra importante de la física moderna.



Sir Alexander Fleming editó un libro sobre un nuevo antibiótico revolucionario:

“Penicilina. Su aplicación práctica” en 1946.



La publicación de *“Anatomía de Gray”* en 1858 supuso un punto de referencia para el estudio de la anatomía humana y, en muchos aspectos, para la medicina en general.

Premios Nobel publicados en Elsevier

Niels Bohr Física



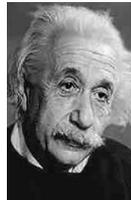
Louis Pasteur Química



Alexander Fleming Medicina



Albert Einstein Física



George F. Smoot Física



John C. Mather Física



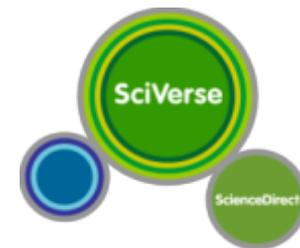
Rosalind Franklin Química



Gregg Bekta Medicina



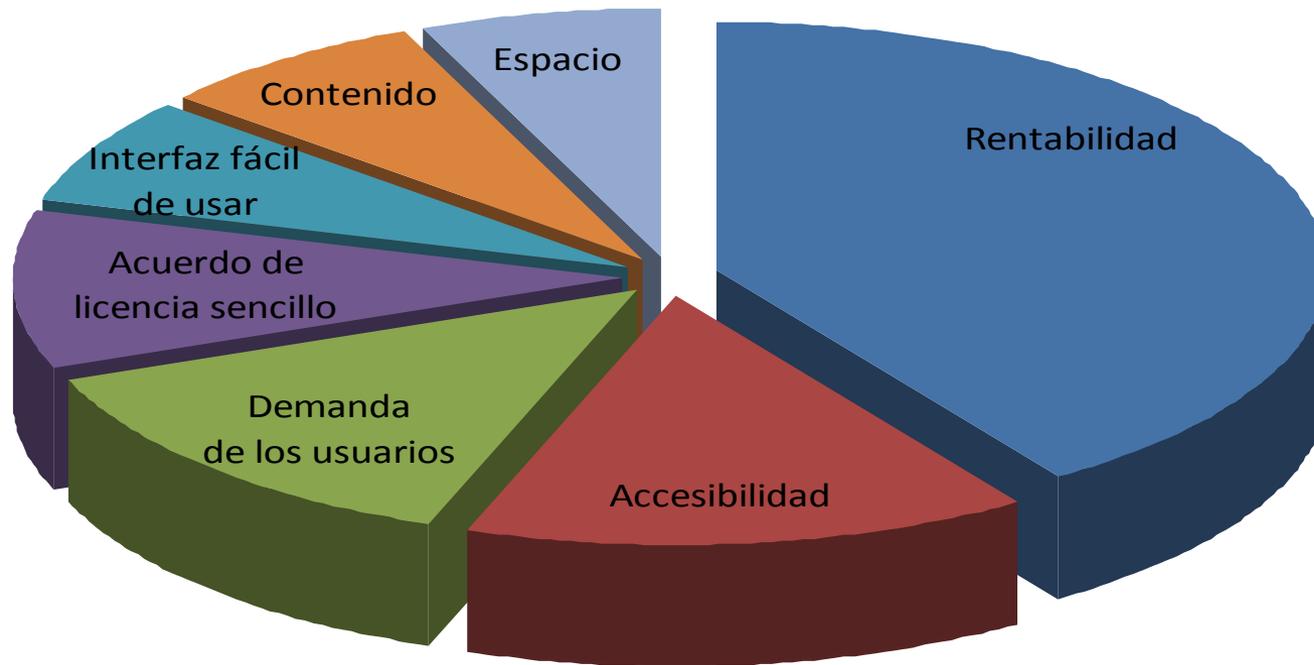
El valor de los libros en formato electrónico respecto al formato impreso: ventajas para las bibliotecas



- ✓ Criterios de conversión
- ✓ Uso
- ✓ Coste

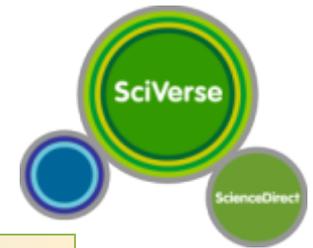


Qué factores decisivos impulsan a los bibliotecarios a considerar los libros en formato electrónico **ANTES** de adquirirlos?



Fuente: 2009 SMS Research/Respuestas de 450 bibliotecarios de todo el mundo a la encuesta de Elsevier

¿Cuáles son las principales ventajas que destacan los bibliotecarios **DESPUÉS** de adquirir libros en formato electrónico?



Ventajas/factor decisivo para incrementar el contenido en formato electrónico	Porcentaje
Accesibilidad 24 x 7	69%
Varios usuarios simultáneos	26%
Rapidez de consulta y búsqueda	20%
Coste	19%
Preferencia de los usuarios por el contenido en línea	13%
Mayor facilidad de localización de información y uso	13%
Facilidad de uso	11%

¿Qué prefieren utilizar los investigadores: contenido impreso, electrónico o ambos? Los bibliotecarios encuestados afirmaron...



	“Por tema, los usuarios prefieren:”	Libros en formato electrónico	Libros impresos	Ambos
	Ciencias agrícolas y biológicas	23%	20%	58%
Todos los temas: Libros en formato electrónico: 32%	Bioquímica, genética y biología molecular	35%	14%	51%
	Ingeniería química	40%	14%	46%
	Química	35%	15%	49%
	Informática	65%	7%	28%
	Ciencias planetarias y de la tierra	24%	21%	55%
Todos los temas: Ambos: 51%	Energía	33%	13%	54%
	Ingeniería	43%	9%	48%
	Ciencias ambientales	23%	18%	59%
	Inmunología y microbiología	29%	17%	54%
	Ciencia de los materiales	39%	13%	49%
Todos los temas: Impreso: 17%	Matemáticas	21%	36%	43%
	Medicina y odontología	26%	13%	62%
	Neurociencia	34%	18%	48%
	Farmacología, toxicología y ciencias farmacéuticas	31%	16%	53%
	Física y astronomía	31%	18%	50%
	Psicología	15%	28%	57%
	Ciencias veterinarias y medicina veterinaria	26%	20%	54%



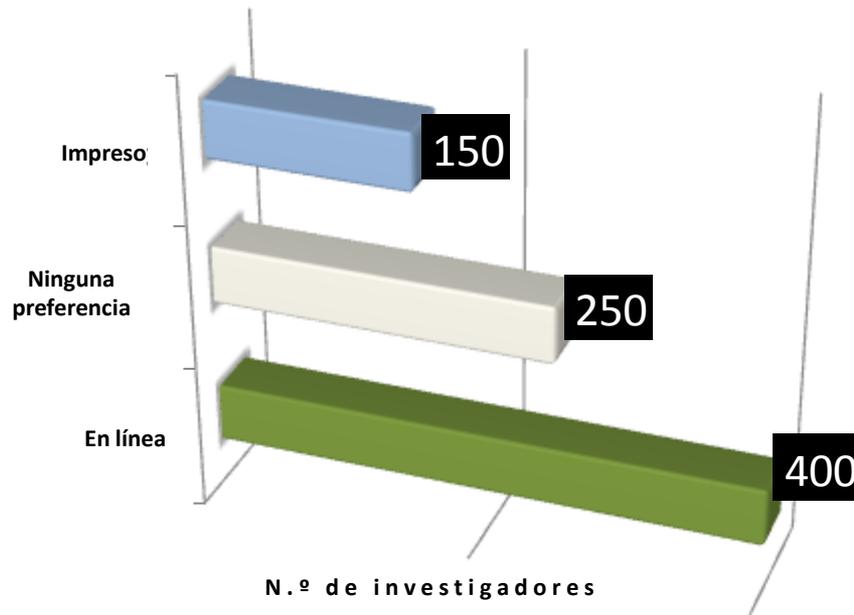
Fuente: 2009 SMS Research/Respuestas de 450 bibliotecarios de todo el mundo a la encuesta de Elsevier

¿Qué prefieren utilizar los investigadores: contenido impreso, electrónico o ambos?



Los investigadores dicen...

Los bibliotecarios dicen...



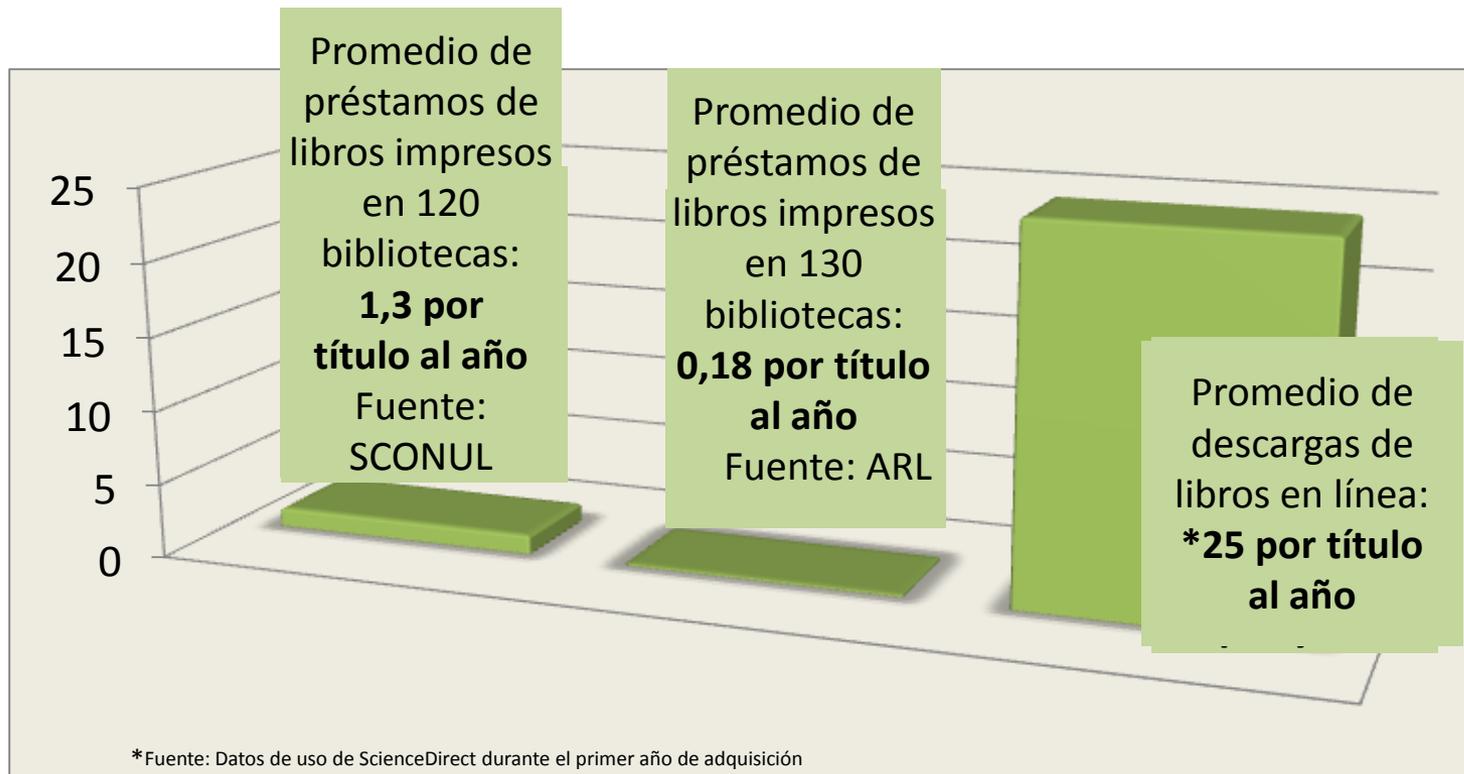
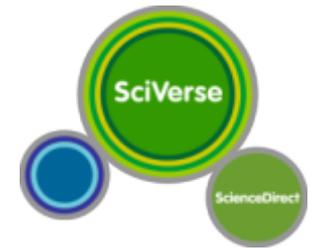
“Tanto el personal docente como los estudiantes prefieren el contenido en línea, por lo que estoy convirtiendo la mayoría de los libros de referencia de la biblioteca al formato electrónico.

El material impreso no se utiliza; se queda en los estantes.”

Fuentes: Global Faculty eBook Survey 2007 (E-brary); encuesta a usuarios de Global ScienceDirect, S.M.S. Research 2009, respuestas de 450 bibliotecarios



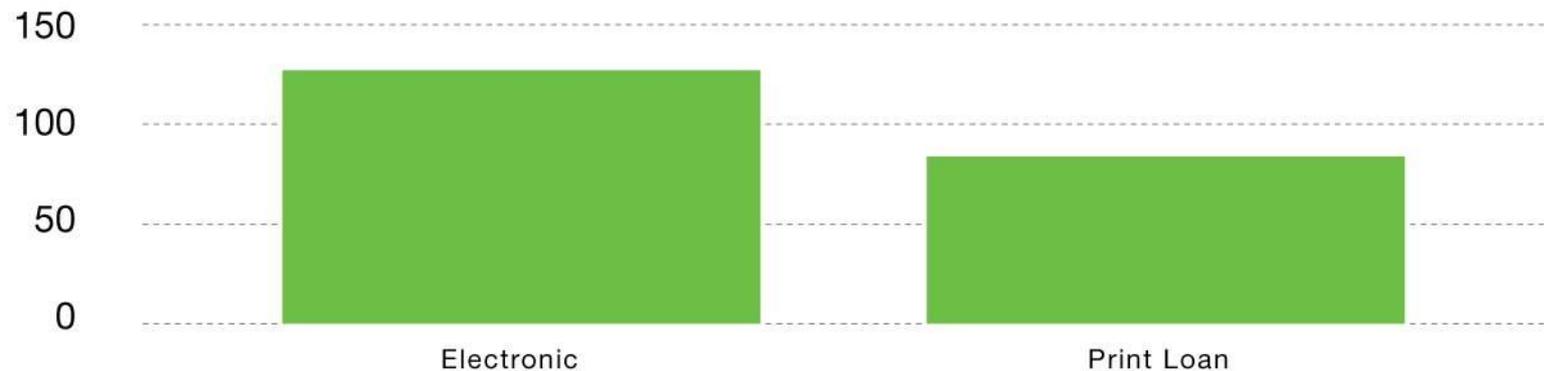
Mayor uso de los libros en formato electrónico: Prestamos.



Mayor uso de los libros en formato electrónico



University of Toronto: eBook vs Print Usage (for 10 Popular Book Titles)



Source: University of Toronto Library 'Ebooks Setting New Directions', 2007

Coste acumulativo: libros en formato electrónico y libros impresos Universidad de Toronto



Accumulative cost of eBooks vs. Print:



Print



eBook
(subject area package)

Cost after
1 year**

\$200 (approx)

\$150 (approx)

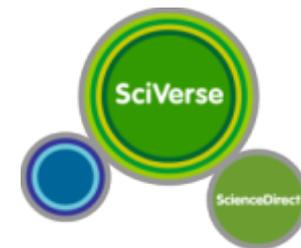
Cost after
10 years**

\$275 (approx)

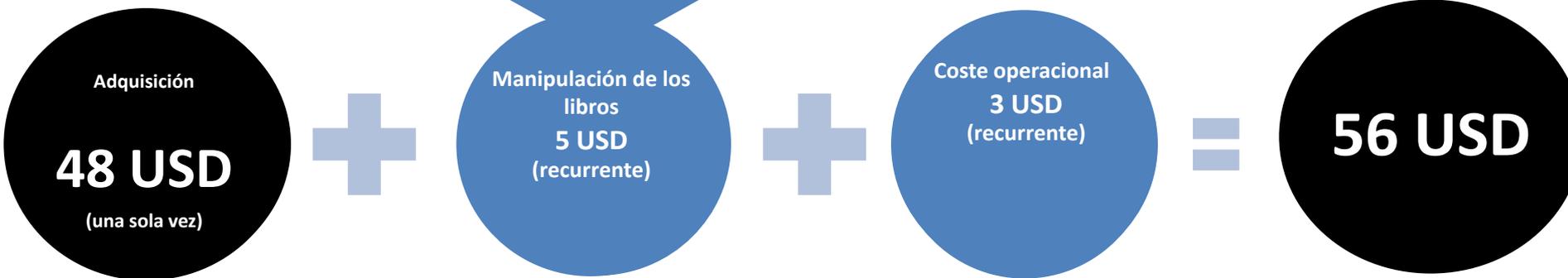
\$175 (approx)

**Source: University of Toronto Library 'Ebooks Setting New Directions', 2007

Libros impresos: la ecuación de costes



Con los libros en formato electrónico estos costes son mínimos.



- **Manipulación de los libros (anual)**
Encuadernación y conservación, transacciones, catalogación, archivo y sustitución

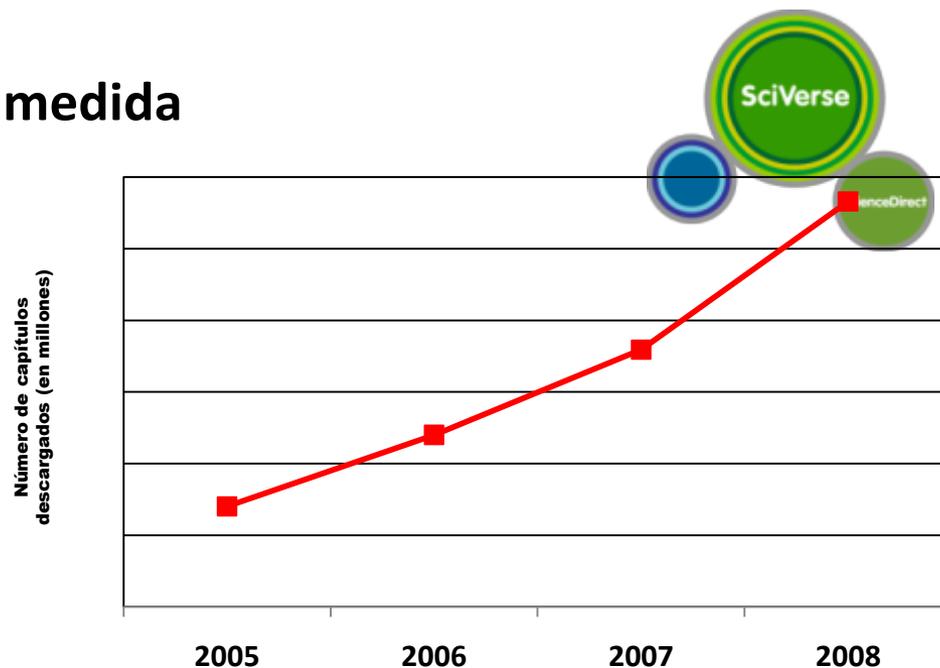
- **Coste operacional (anual)**
Edificio, personal, consumo energético y gastos generales



Conclusión:

el coste por uso global disminuye a medida que se incrementa el uso

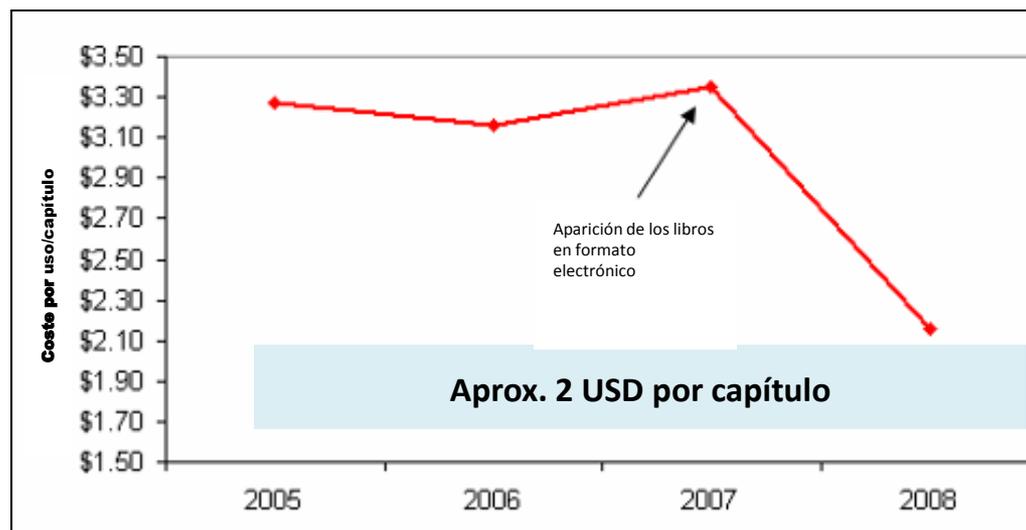
A medida que aumenta el uso de los libros en formato electrónico en ScienceDirect...



el coste por capítulo disminuye...

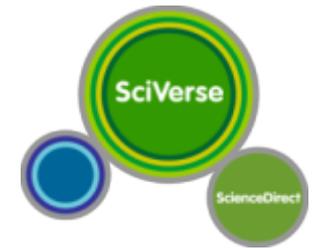
PPV de ScienceDirect: 30 USD por artículo

Entrega de documentos de British Library: 30 USD por artículo



Fuente: Datos de uso de ScienceDirect 2005-2008

¿Ha perdido alguna vez un libro impreso de la biblioteca?



British Library mislays 9,000 books

- Text worth £20,000 among missing volumes
- Some have not been seen for more than 50 years

Anil Dawar and Maev Kennedy

The Guardian, Tuesday 17 March 2009



A larger | smaller



An 1876 illustrated edition of *Alice in Wonderland* is among the missing books.
Photograph: Rischgitz/The Hulton Archive

More than 9,000 books are missing from the [British Library](#), including Renaissance treatises on theology and alchemy, a medieval text on astronomy, first editions of 19th- and 20th-century novels, and a luxury edition of *Mein Kampf* produced in 1939 to celebrate Hitler's 50th birthday.

UK news

Books

[British Library](#)

Culture

Education

[Higher education](#)
[Further education](#)

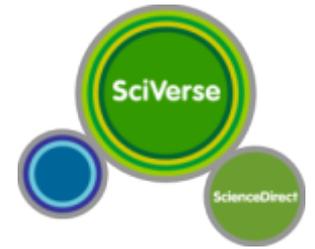
[More news](#)

Related

18 Mar 2009
[Novelist Michèle Roberts on the British Library's lost books](#)

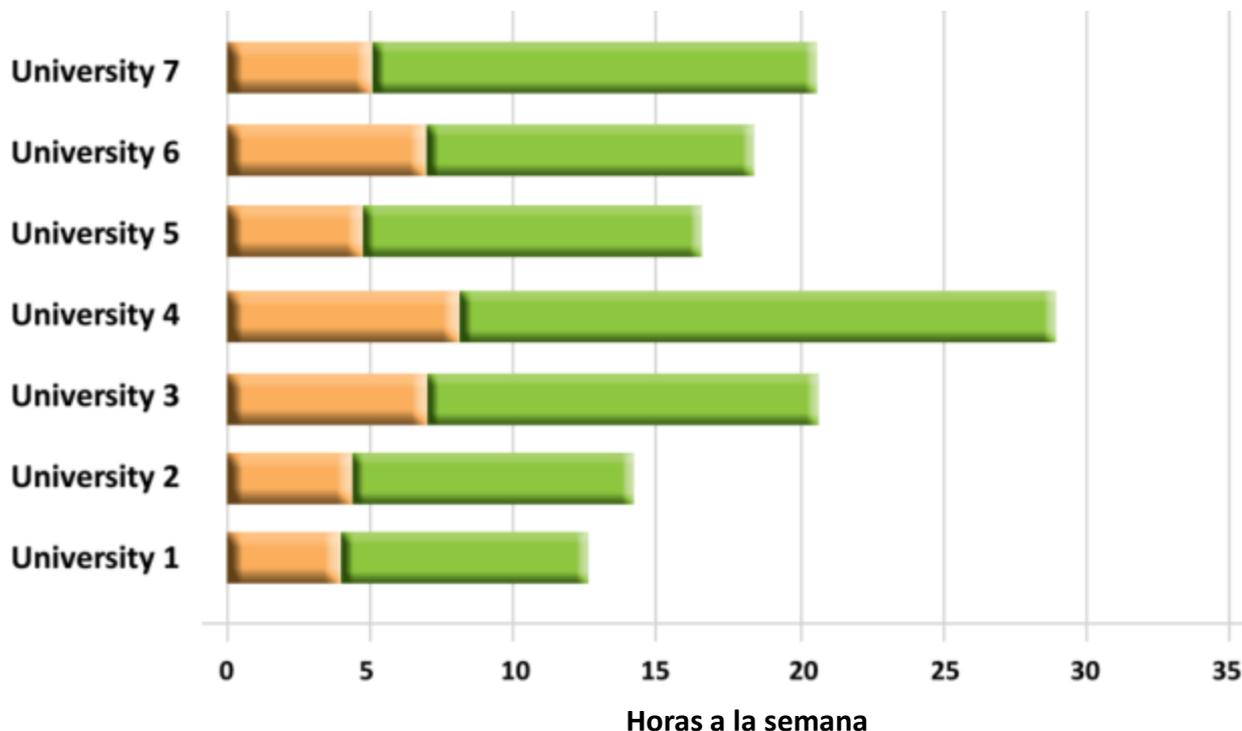
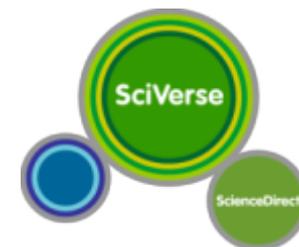
26 Feb 2009
[Henry Porter: Police provided a real-life supplement to the Taking Liberties exhibition](#)

31 Oct 2008
[Henry Porter: An exhibition at the British Library presents us to](#)



Usos de Ebooks: Tendencias y Casos desde Investigadores hasta Bibliotecas

Acceso a Contenido Electrónico ahorra al Investigador de media 2-4 horas por acceso.



Menor tiempo de búsqueda de información equivale mas tiempo de procesamiento para la innovación.

-  Busqueda & Acceso a Revistas y Libros
-  Lectura de libros & artículos

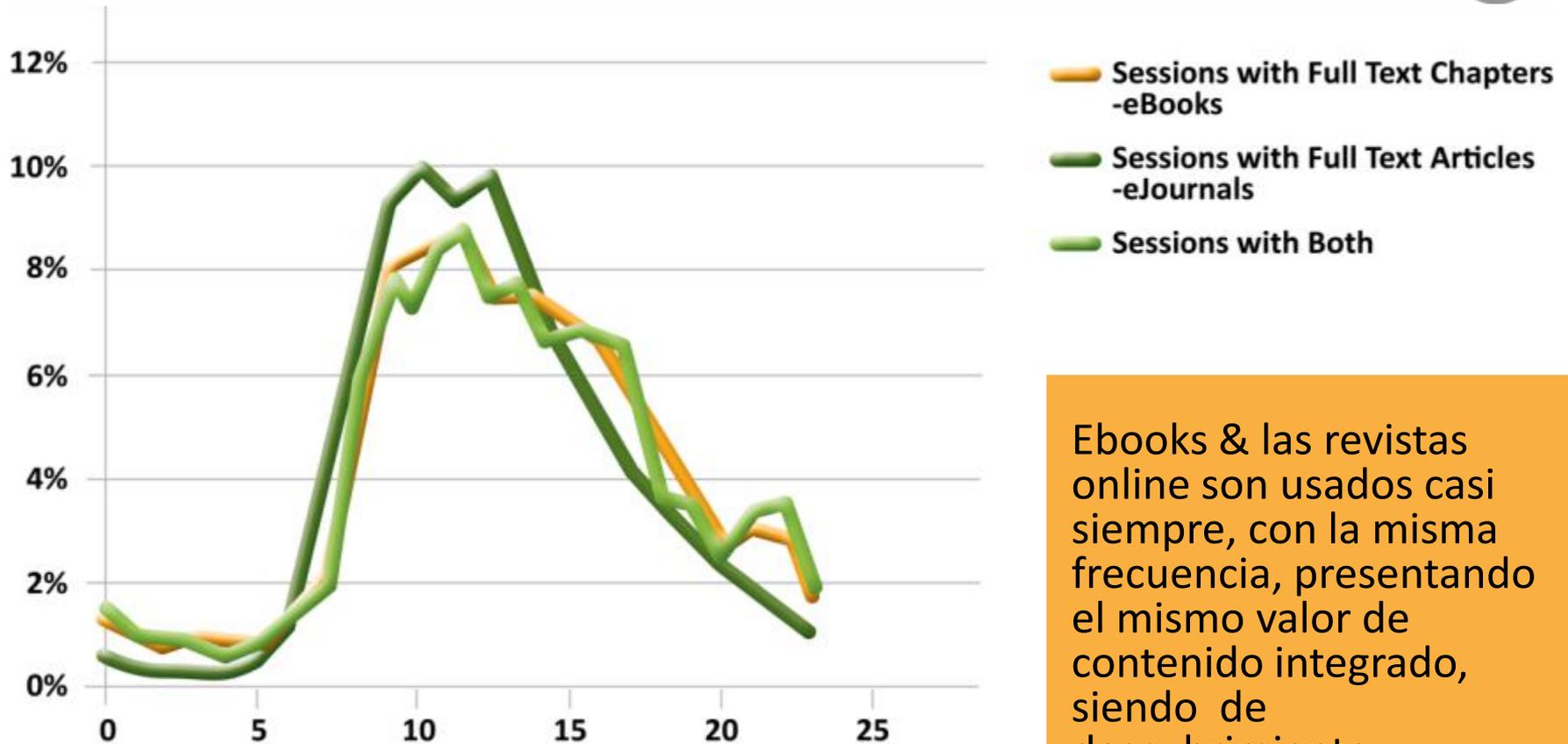
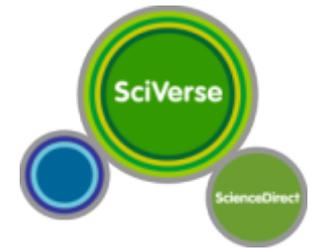
Conclusiones

Encuestados informan que utilizan al menos 3.5 horas a la semana buscando y accediendo artículos y por lo menos 9.8 horas leyendelos.



Source: University Investment in the Library, Phase II: An International Study of the Library's Value to the Grants Process, 2010, Elsevier and 8 academic partners

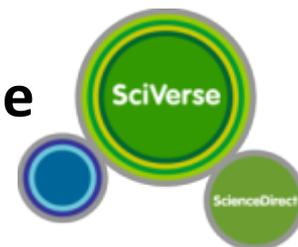
Uso Diario Medio: Uso 24 horas (Usuarios de ScienceDirect)



Ebooks & las revistas online son usados casi siempre, con la misma frecuencia, presentando el mismo valor de contenido integrado, siendo de descubrimiento y disponibles.

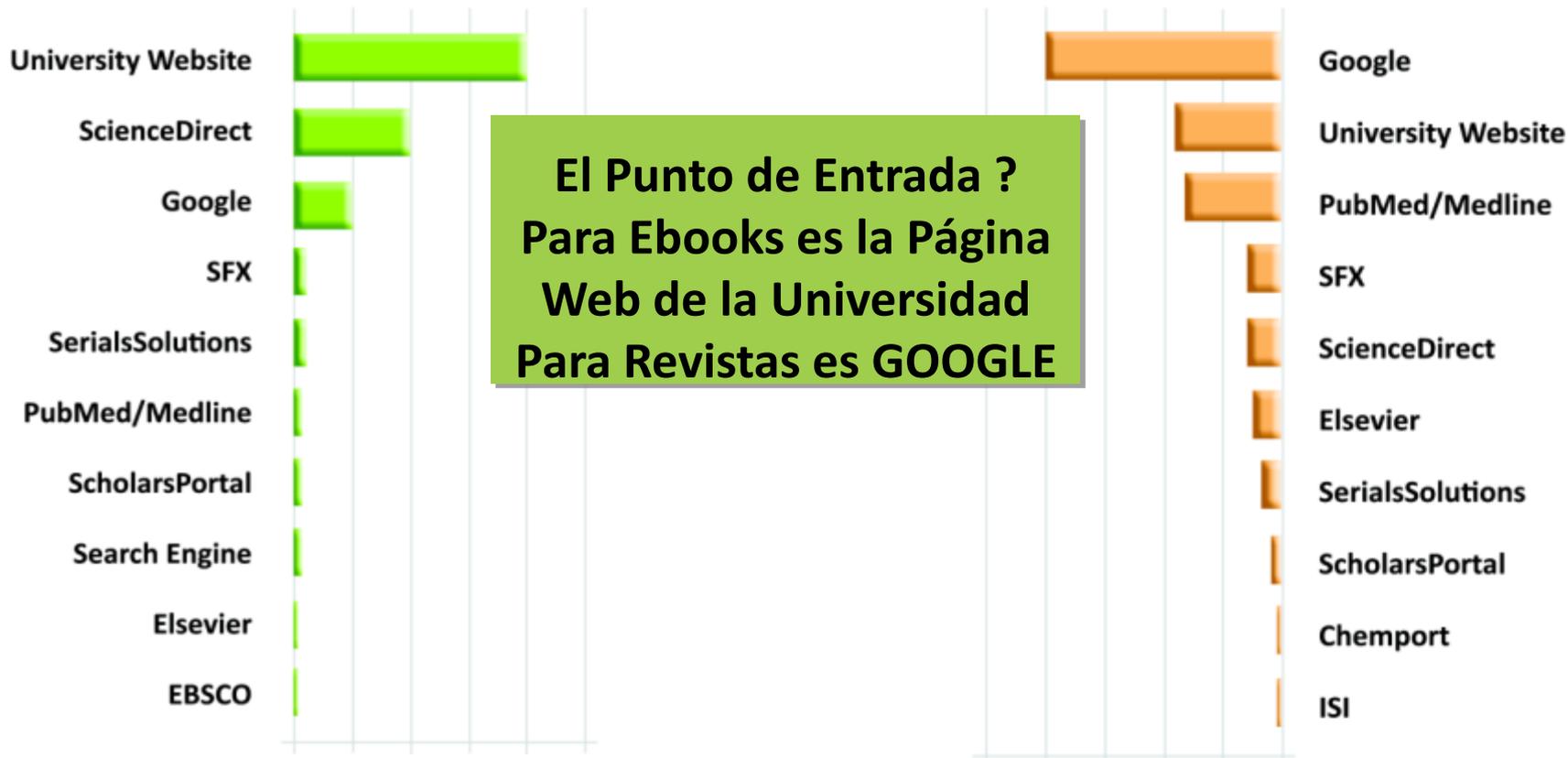
Source: ScienceDirect usage data 2010: All users, all eBook (Monographs)

El Camino más habitual hacia Ebooks & Revistas Online



(Top 10) Navigating to eBooks

(Top 10) Navigating to eJournals

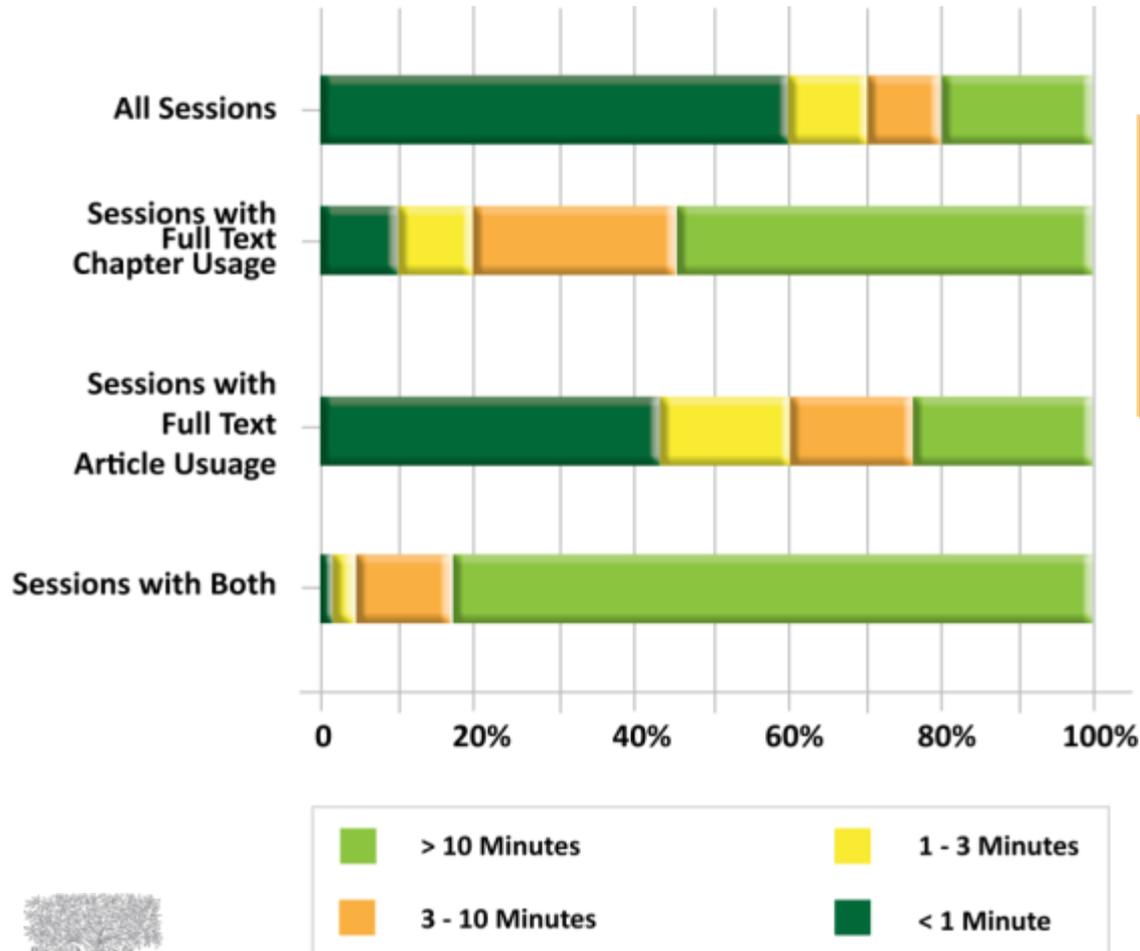
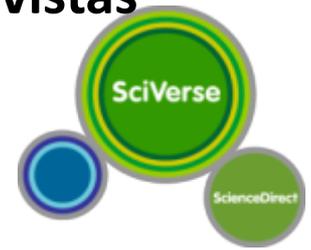


Source: ScienceDirect usage data 2010



Uso de Texto Completo: Capítulos de eBook & Artículos de Revistas

Sesiones con Ebooks duran mas que con las Revistas Online

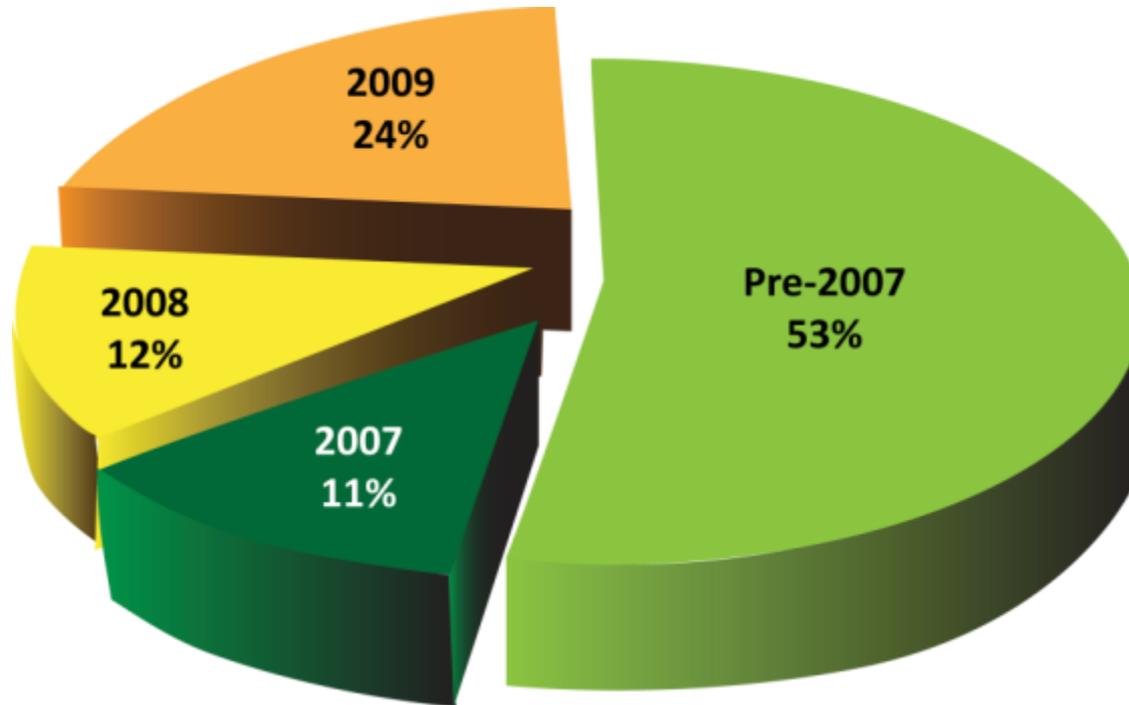
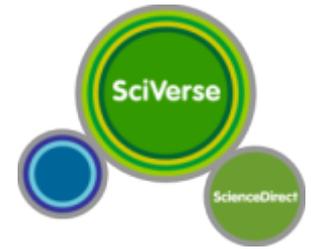


La tarea de encontrar los artículos mas pertinentes de tema nuevo solían requerir toda una tarde. El mismo trabajo se puede conseguir ahora en 15-30 minutos



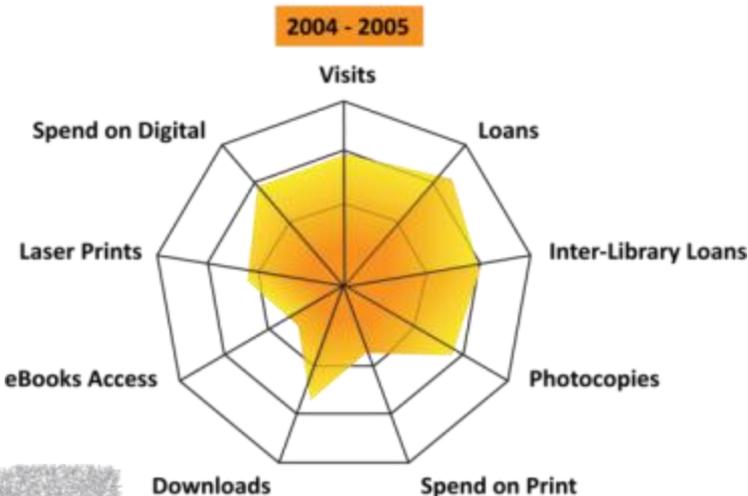
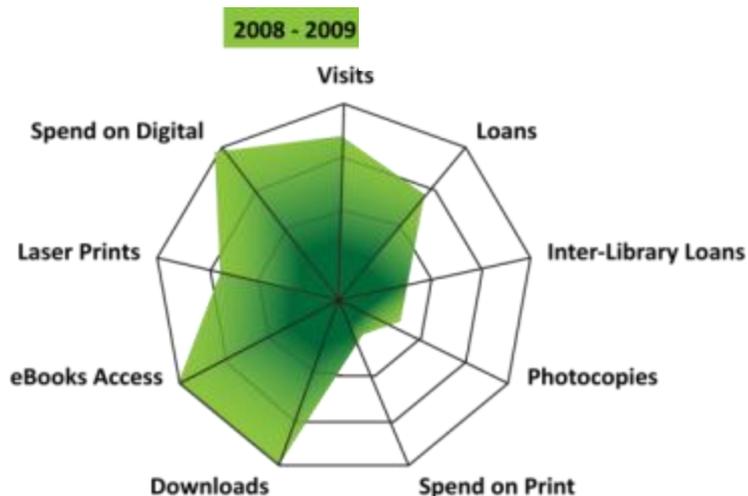
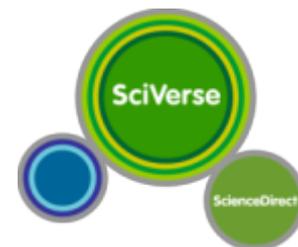
Source: ScienceDirect usage data 2010

Uso de los Ebooks (Monográficos) por año de publicación



Más de la mitad del uso de los Ebooks ocurre con los títulos Retrospectivos (base en conocimiento de confianza)

Abrazar Ebooks significa abrazar el cambio..



University of Cardiff, UK

Estos diagramas demuestran el cambio de la provisión de servicios físicos en la Biblioteca de Cardiff hacia mayor uso de contenido digital.

El numero de usuarios se mantienen en un numero muy alto

Source: University of Cardiff Annual Report 2010



“Los libros en formato electrónico y los registros de catálogo asociados generados electrónicamente **facilitan y agilizan al personal** la adquisición, la promoción y el “préstamo” de libros. Además, **su coste por uso es inferior al de los libros impresos**. Permiten reducir tanto el espacio que se precisa para albergar la colección de obras **como la necesidad de manipulación física**, lo que genera un recurso de información “más ecológico”. **El ahorro de costes, espacio y tiempo puede invertirse en otras prioridades**, como convertir la biblioteca en un lugar más acogedor e incrementar su importancia en el campus. Los recursos obtenidos de la migración de la colección de libros impresos al formato electrónico se utilizaron para contribuir a desarrollar e implementar un plan que atrajese a un mayor número de personas a la biblioteca. El resultado es que **las visitas se han incrementado de forma significativa. El hecho de disponer de más espacio** se ha traducido en la creación de más zonas de estudio en grupo. Por otro lado, se ha implantado una normativa más tolerante respecto al ruido y el consumo de comida y bebidas, y se ha instalado acceso inalámbrico a Internet.”

Robert Thomas, director de biblioteca

Hargrave-Andrew Library, Monash University Australia



Caso Práctico: 6 Meses después de Compra



Los informes indican y sugieren que nuestra colección de Ebooks se ha integrado con éxito, solo 6 meses después de la compra. Seguiremos buscando nuevas evidencias para contabilizar y justificar los resultados
Chris Banks, Bibliotecaria de la Universidad de Aberdeen

Casi el doble de uso en el segundo año	% de la colección
Número de títulos utilizados 2009	28.50%
Número de títulos utilizados (2009,2010)	50.81%
% 2009 títulos re-utilizados en 2010	51.58%

Baldas de la Biblioteca de Ingeniería de Stanford : Casi Vacías!



Casi todas las publicaciones periódicas son online

STANFORD
UNIVERSITY

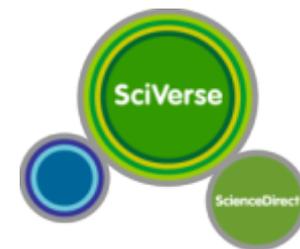


In 2010, la Biblioteca de Ingeniería de Stanford vaciaron el 85% de sus baldas por Ebooks

Desde los últimos 5 años, casi todas las revistas de ingeniería se han convertido en versión On-line, convirtiendo sus versiones en papel obsoletas-Los libros no lo están haciendo mucho mejor!!
Helen Josephine, Biblioteca de Ingeniería de Stanford

La gran mayor parte de los libros en papel, no han salido de sus baldas en años!!
Michael Keller, Director de la Biblioteca de Stanford

Bibliotecas Nacionales: Empujando la migración del papel al digital



**Bibliothèque
National de France**

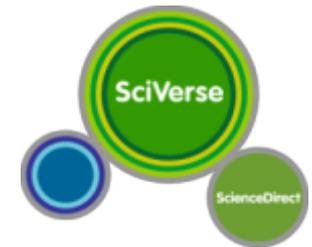


**Bibliotheca
Alexandrina**

**Biblioteca Nacional de
Corea**

626 ordenadores,
380,000 libros
digitalizados, 116
million de elemento de
contenido digital.

Las 40 Grandes Universidades



RANK	SCHOOL NAME	COUNTRY	SD ONLINE BOOK?
1	HARVARD University	USA	YES
2	University of CAMBRIDGE	UK	YES
3	YALE University	USA	YES
4	UCL (University College London)	UK	YES
5=	IMPERIAL College London	UK	YES
5=	University of OXFORD	UK	YES
7	University of CHICAGO	USA	YES
8	PRINCETON University	USA	YES
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26	University of MANCHESTER	UK	YES
27	CARNEGIE MELLON University	USA	YES
28	Ecole Normale Supérieure, PARIS	France	Not Yet
29	University of TORONTO	Canada	YES
30	National University of SINGAPORE	Singapore	YES
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36=	University of MELBOURNE	Australia	YES
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Source: The QS World University Rankings '09

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Percentage of Faculty Who Say Citations are Important to Grant Awards	95.5%	94.9%	92.6%	95.1%	98.5%	94.4%	80.4%	95.85%
Number of Grant Proposals	1987	1023	3517†	2940*	485	3850	768	902
Percentage of Proposals that Include Citations Obtained Through Library	94.5%	99.8%	83.6%	90.0%	100.0%	95.7%	83.6%	95.53%
Average Size of Grant	101,596	134,416	780,174	#	#	123,731	#	139,537
Number of Grants Expended in One Year	1,128	2,210	1,266	1,176	639	1,810	791	435
Total Library Budget	19,429,400	12,671,725	182,634,0000	#	#	79,096,878	#	14,192,000
ROI	3.44:1	15.54:1	1.90:1	13.16:1	0.75:1	1.31:1	0.64:1	1.43:1

Conclusiones

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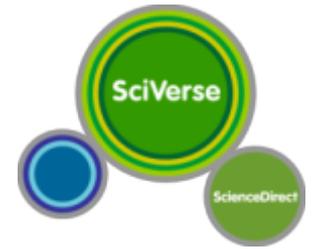
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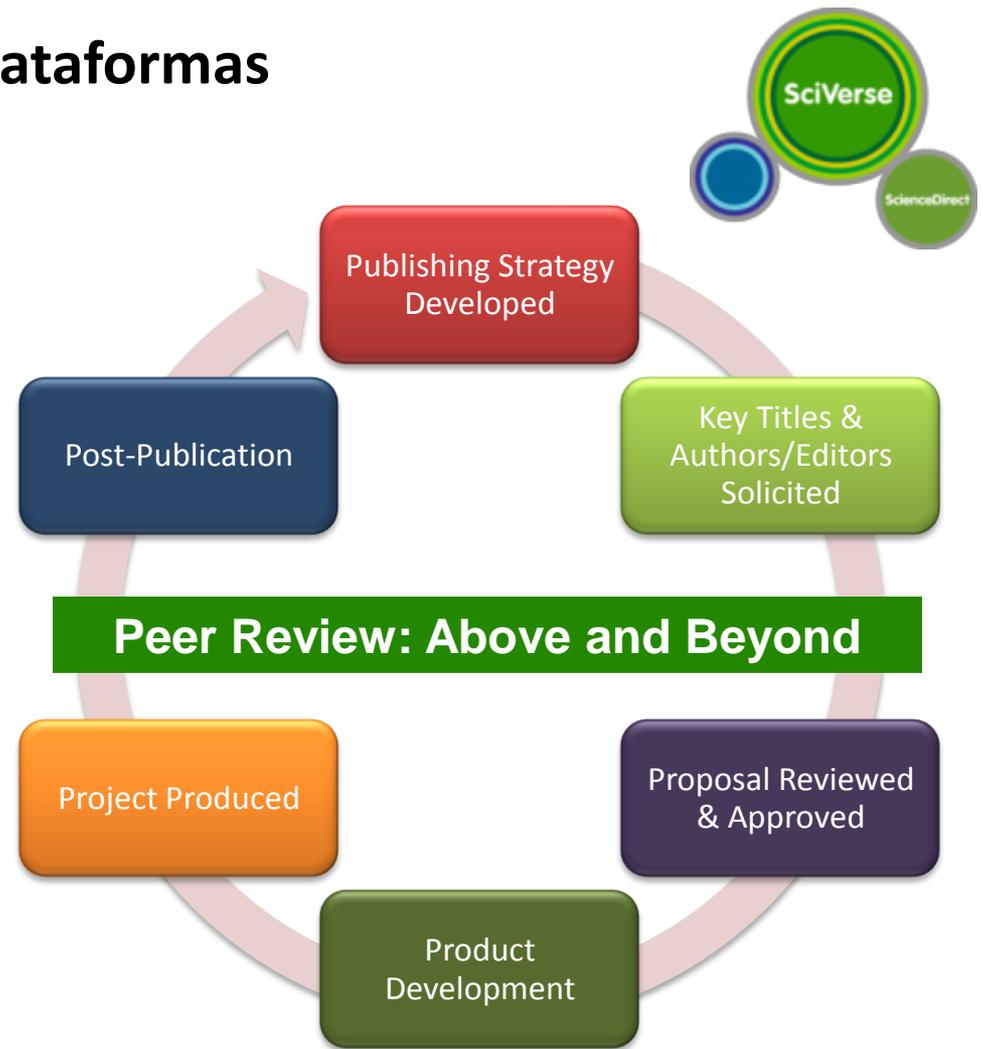
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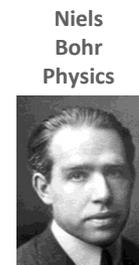
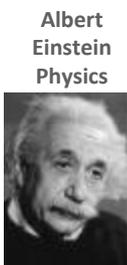
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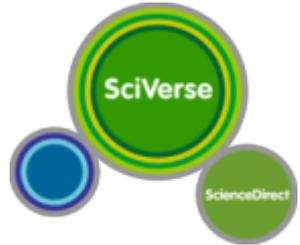
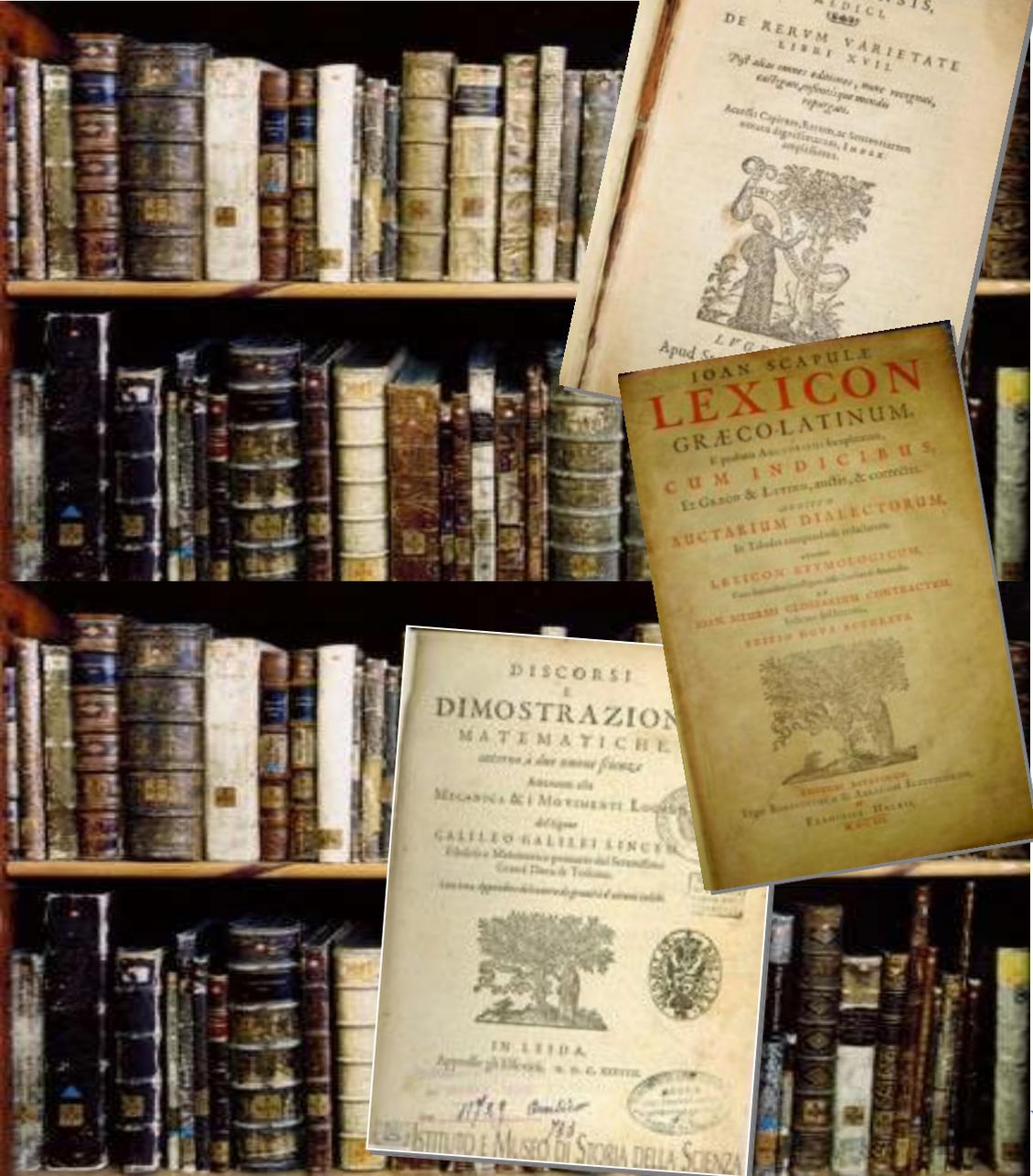
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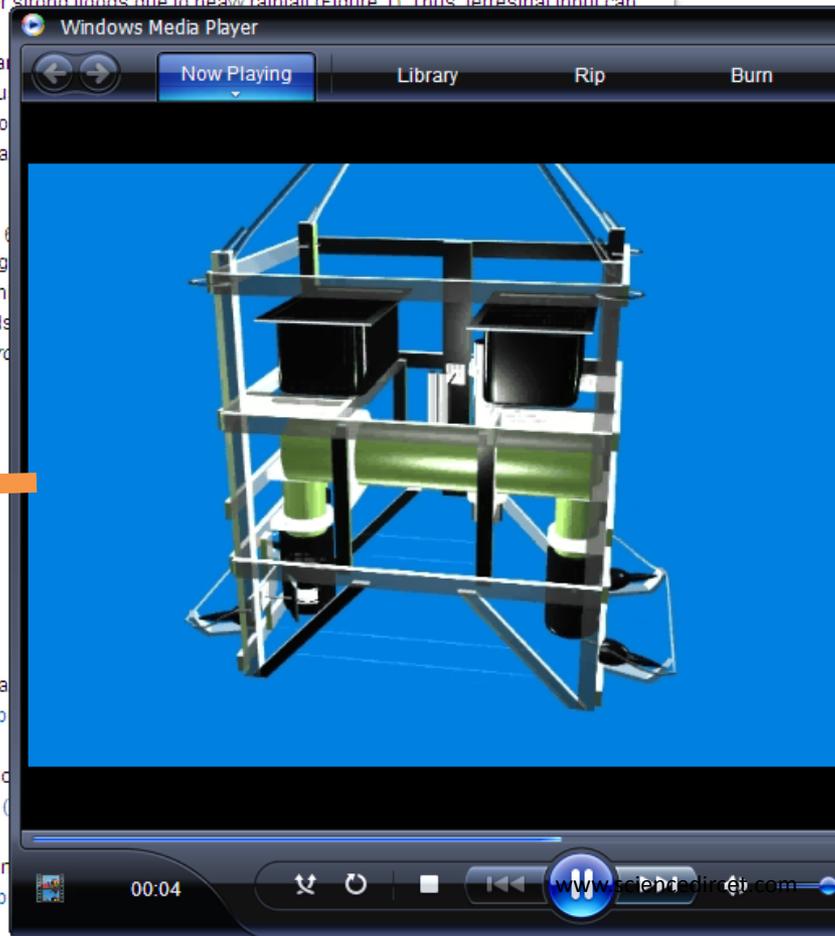
The INSU (Frontal/JGOFS-France) programme and the University Paris 6... supported by the European Commission's Marine Science and Technology... MAST III (MAS3-CT96-0060, MAS3-CT98-0161 and MAS3-CT96-0051. Th... Prieur, Alain Sourmia and Paul Nival for their support during difficult periods... Kaveh Rassoulzadegan for the animations. We thank the crews of RV Koro... Touze for field assistance.

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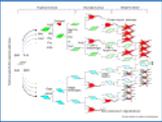
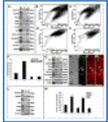
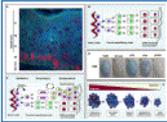
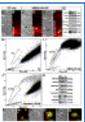
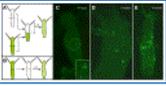
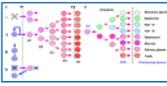
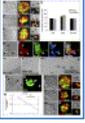
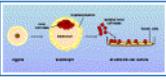
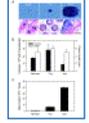
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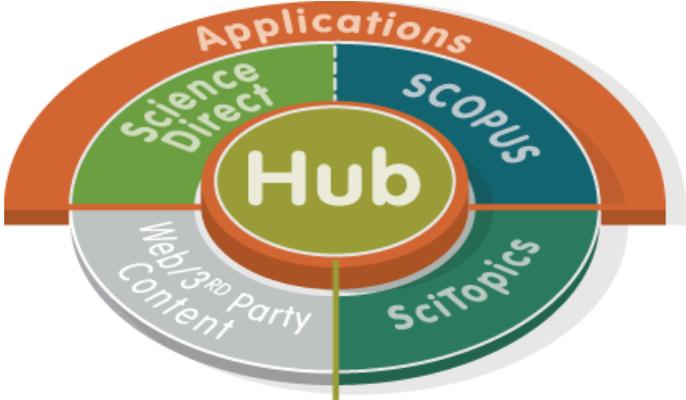
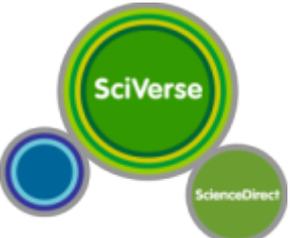
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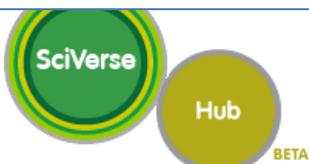
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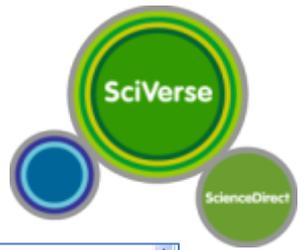
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Chapter 4 The Controversial Role of Mast Cells in Tumor Growth
Domenico Ribatti[†] and Enrico Crivellato[‡]

[†]Department of Human Anatomy and Histology, University of Bari Medical School, Bari, Italy
[‡]Department of Medical and Morphological Research, Anatomy Section, University of Udine Medical School, Udine, Italy

Available online 31 May 2009.

Abstract
Mast cells (MCs) were first described by Paul Ehrlich (Beiträge zur Theorie und Praxis der Histologischen Färbung, Thesis, Leipzig University, 1878). They have long been implicated in the pathogenesis of allergic reactions and protective responses to parasites. However, their functional role has been found to be complex and multifarious. MCs are also involved in various cell-mediated immune reactions and found in tissues from multiple disease sites, and as a component of the host reaction to bacteria, parasite, and even virus infections. They also participate in angiogenic and tissue repair processes after injury. The importance of a possible functional link between chronic inflammation and cancer has long been recognized. As most tumors contain inflammatory cell infiltrates, which often include plentiful MCs, a possible contribution of these cells to tumor development has emerged. In this review, general biology of mast cells, their development, anatomical distribution, and phenotype as well as their secretory products will first be discussed. The specific involvement of MCs in tumor biology and tumor fate will then be considered, with particular emphasis on their capacity to stimulate tumor growth by promoting angiogenesis and lymphangiogenesis. Finally, it is suggested that mast cells may serve as a novel therapeutic target for cancer treatment.

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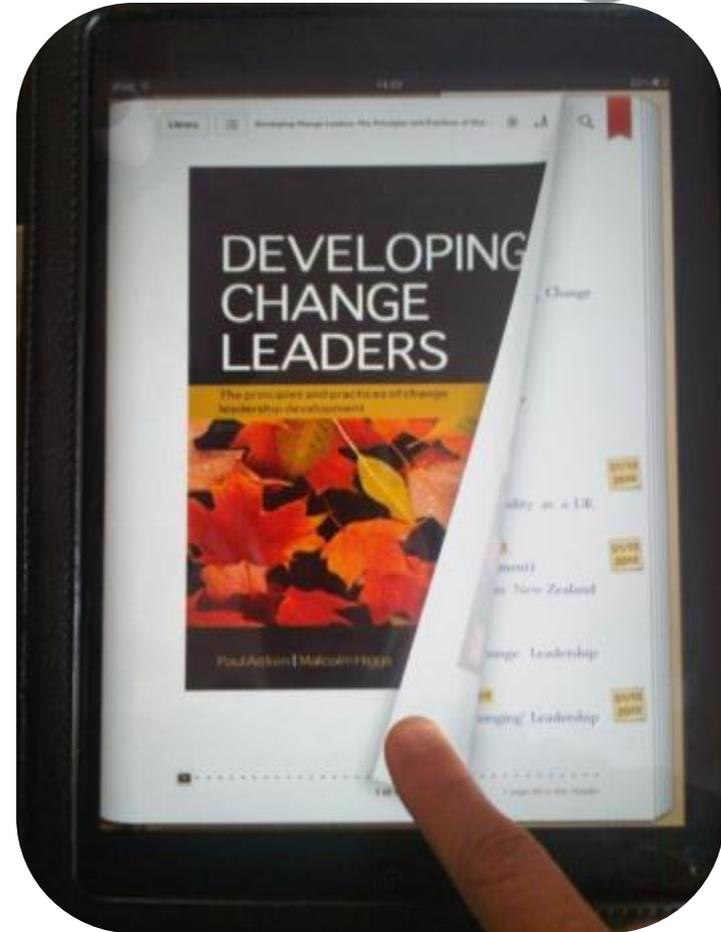
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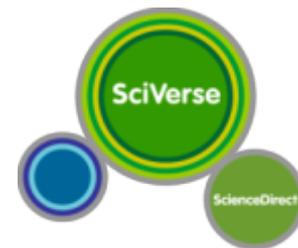
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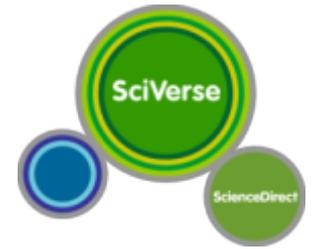
Developing Hybrid Apps Across Application Marketplaces
- iPhone
- iPad Application





Modelos Flexibles de Compra

Cual es tu preferencia?



Preferencias de compra por tipo de Ebook



- 50% eBook (Monograph)
- 15% Reference Works
- 7% Handbook Series
- 28% Book Series

Opciones flexibles de compra para 15,000 libros en línea



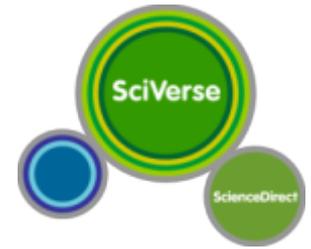
Book Type	Purchasing Option	One Time Payment (Perpetual Access)	Subscription	Purchasing Details
	Reference Works		✓	✓
Books Series and Handbook Series		✓ backfiles	✓	Subscription Includes current Year and 4 Years of Backfiles. Deep Backfiles Available as One-off.
eBooks		✓		Available in Discounted Packages, Pick & Choose and Via the Evidence Based Model



eBook Colecciones de Monografías

eBook Collection	Pre-2007	2007	2008	2009	2010	2011	Total
Agriculture and Biological Sciences	211	15	25	28	11	12	302
Biochemistry, Genetics, and Molecular Biology	253	12	11	12	22	10	320
Business. Management, Hospitality, and Tourism	349	62	44	22	14	9	500
Chemical Engineering	429	40	24	36	24	19	572
Chemistry	412	36	24	5	4	11	492
Computer Science	468	116	88	51	54	44	821
Earth and Planetary Sciences	450	28	19	41	8	17	563
Finance	78	15	12	17	18	11	151
Forensics						14	
Energy	31	4	9	4	10	11	69
Engineering	897	95	69	83	80	53	1277
Environmental Science	189	24	13	13	11	11	261
Immunology and Microbiology	108	6	15	7	n/a	4	140
Materials Science	219	23	27	21	7	12	309
Mathematics	916	25	12	12	7	15	987
Media Technology	n/a	n/a	n/a	79	80	82	241
Medicine and Dentistry	65	15	6	8	15	6	115
Neuroscience	101	19	22	15	12	9	178
Pharmacology, Toxicology, and Pharmaceutical Sciences	63	11	8	7	n/a	5	94
Physics and Astronomy	162	22	22	8	3	5	222
Psychology	281	15	15	7	19	11	348
COMPLETE COLLECTION	5700	583	465	476	399	371	7980

Opciones de venta de Colecciones



Option 1: Collections

eBook Subject Collections	Standard Collection Discount
2011	23.5%
2010	23.5%
2008-2009	15%
2007	15%
Pre-2007	60%

For multiple collection purchases (in one order), the following additional volume discounts apply:

- 5-9 Collections: 5%
- 10-14 Collections: 10%
- 15+ Collections: 15%

Option 2:
Pick & Choose
(no minimum requirement)

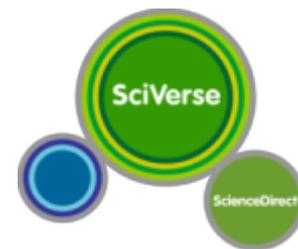
Option 3:
Evidence Based Selection

Evidence Based Selection: La Flexibilidad donde tu decides

Tu decides cuales son las colecciones mas importantes para tu institución. Consigues acceso a ellos durante 12 meses, por un mínimo de pago adelantado (10-40% dependiendo del valor del contenido seleccionado),

- Incluidos informes MARC
- Estadística
- Sin restricciones DRM

Después de los 12 meses decides quedarte con los títulos de mas valor en base a las estadísticas de uso.



Library Welcome Kit

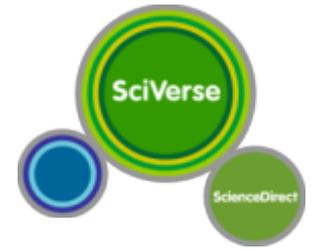
Introducing the ScienceDirect eBooks Library Welcome Kit



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