Links Add Value to Research Publications

Tim Ingoldsby Director of Business Development



ICSTI Conference 17 May 2004 London

Brief History of Linking at AIP

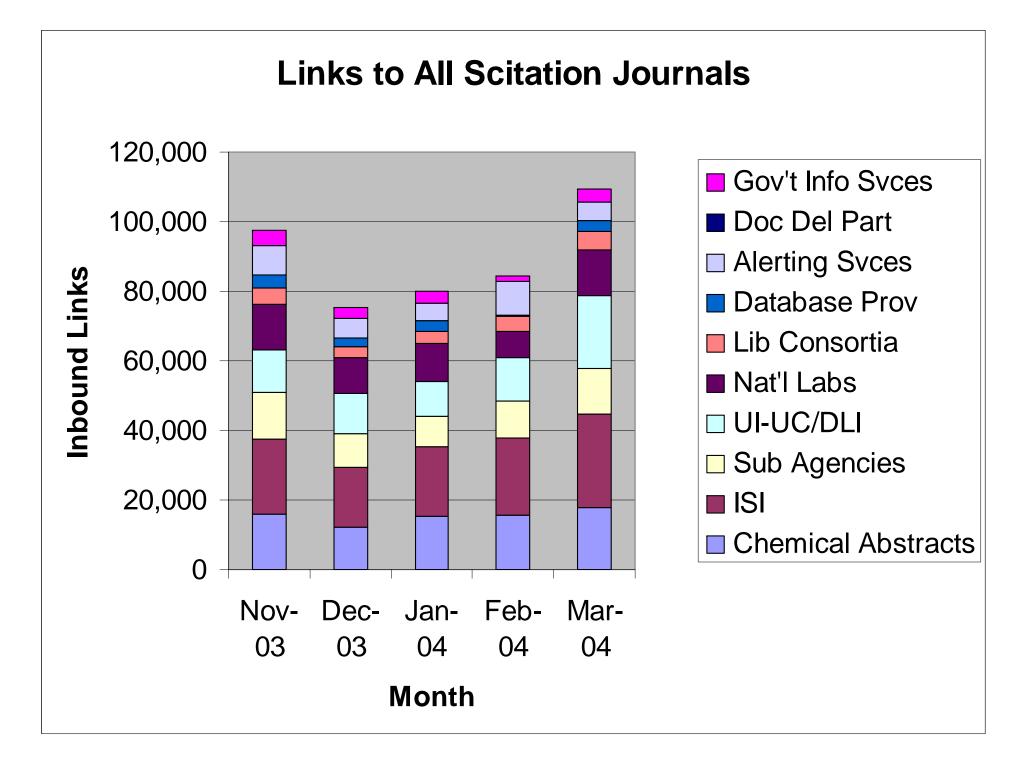
1995: Links to bibliographic databases

- Provided abstract describing cited article
- 1996: Links to source articles
 - But only to articles from same journal
- 1997: Links to source article from other journals
 - But only if both journals on same online service
- 1998: Links to other databases
 - LANL preprint server
 - MEDLINE, etc.

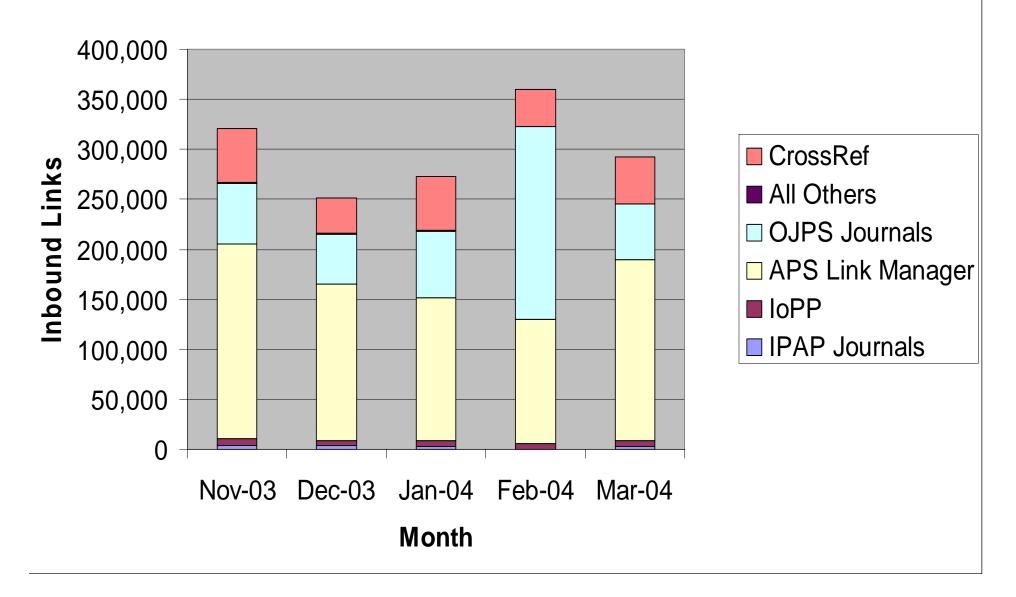
Brief History of Linking at AIP

- 1999: Links to/from journals of other publishers located on other servers
- 1999: Links to/from value-added resources
 - ISI Web of Science
 - Chemical Abstracts ChemPort
- 2000: CrossRef central linking facility (using DOIs) is established

How links look today



Srce Art Links to All Scitation Jrls



Linking Usage

- 34% of Scitation abstract or full text views come as the result of a link from "the outside"
- 69% of outbound links go to another *Scitation* destination
 - 13.7% go to CrossRef publishers
 - 10.8% go to secondary database services

Article Links Continue to Add Value

1996 Applied Physics Letters reference & citation statistics (avg per article)

- 15 bibliographic links
- 1 full text link
- 0 citing article links
- Same articles in 1999 (pre-CrossRef and back file additions)
 - 15 bibliographic links
 - 2 full text links
 - 3 citing article links
- Same articles today
 - 36 bibliographic links
 - 15 full text links
 - 6 citing article links

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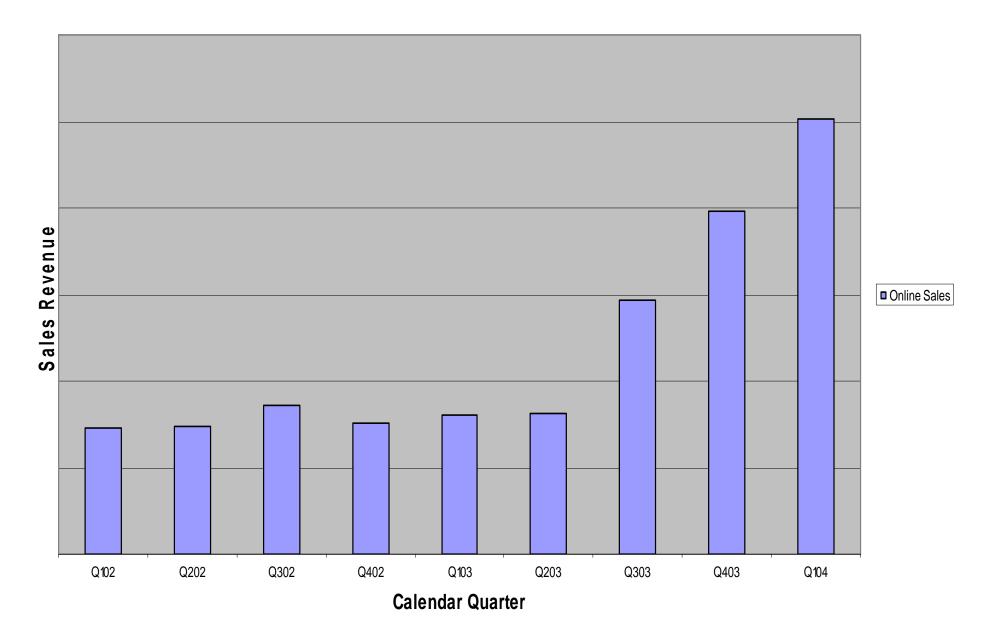
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