# Links Add Value to Research Publications

## Tim Ingoldsby Director of Business Development



ICSTI Conference 17 May 2004 London

# Brief History of Linking at AIP

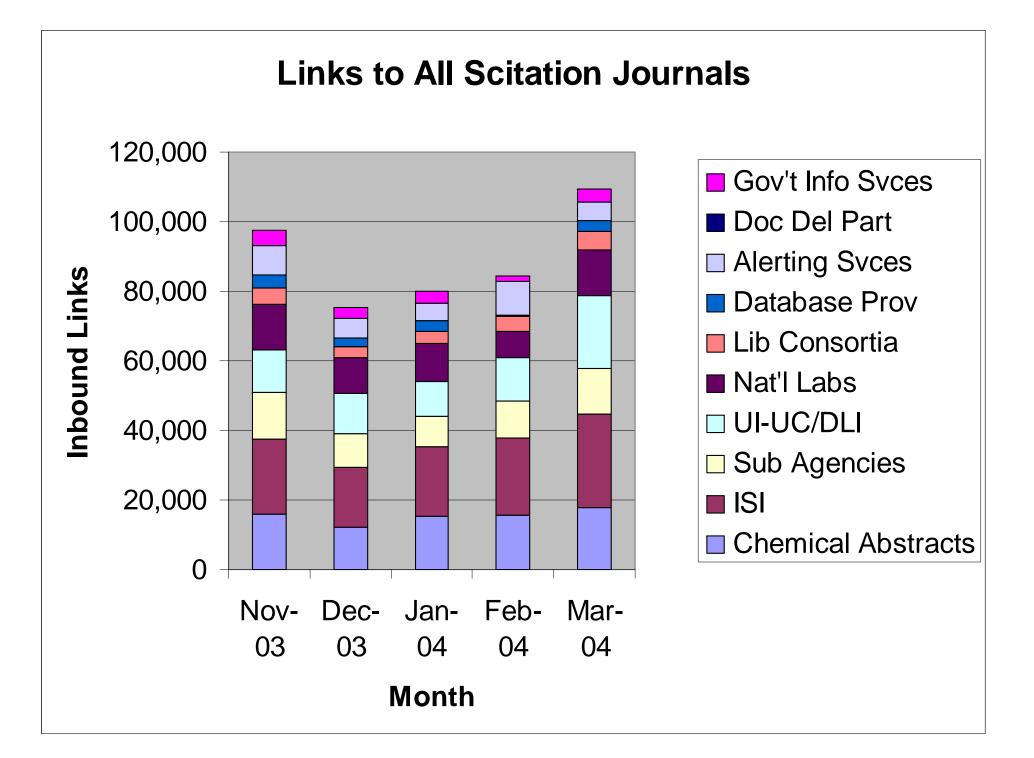
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- Provided abstract describing cited article
- 1996: Links to source articles
  - But only to articles from same journal
- 1997: Links to source article from other journals
  - But only if both journals on same online service
- 1998: Links to other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

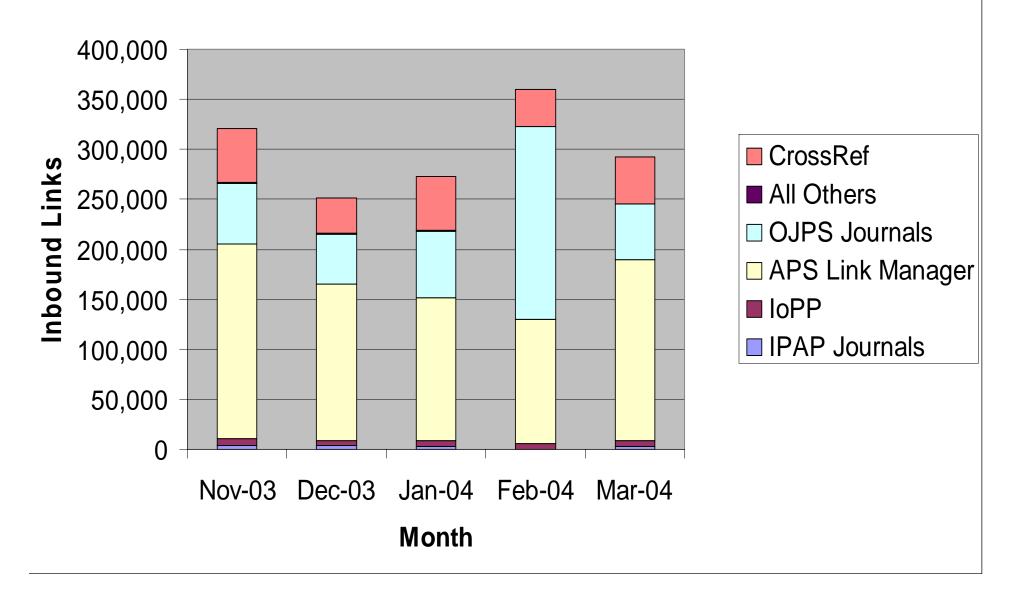
# Brief History of Linking at AIP

- 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



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# 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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Indexing       copper compounds, optical switches, excitons, nanotechnology, quantum dots         DOI       10.1063/1.1571977         URL       http://content.aip.org/APPLAB/v82/118/2957_1.html	└── Optics └── Nonlinear optics └── Optical bistability, multistability, and switching, including local field			
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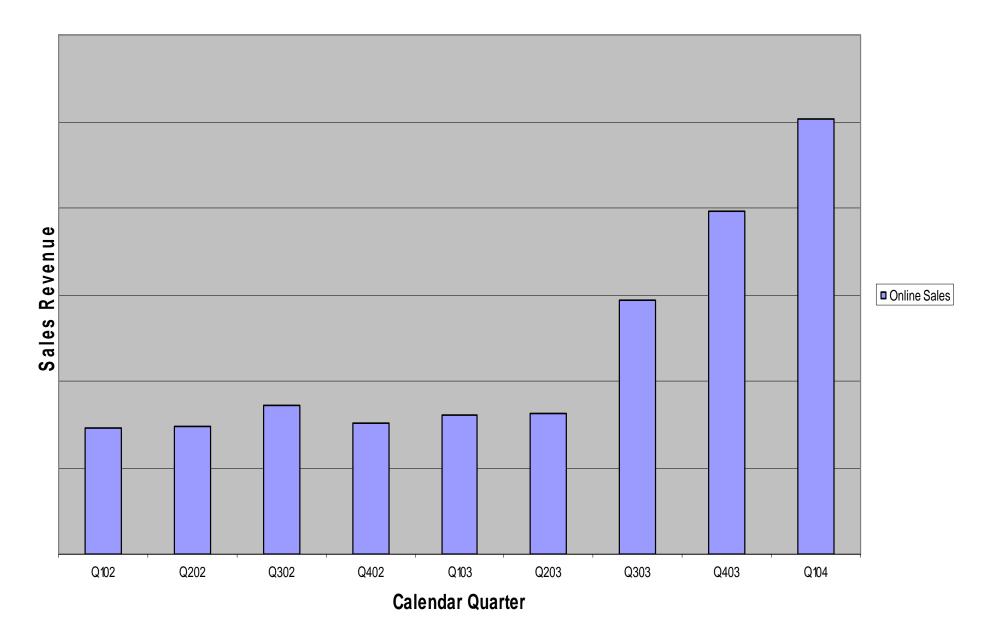
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