

Simon Inger Consulting



# Data Dissemination

(your essential investment)

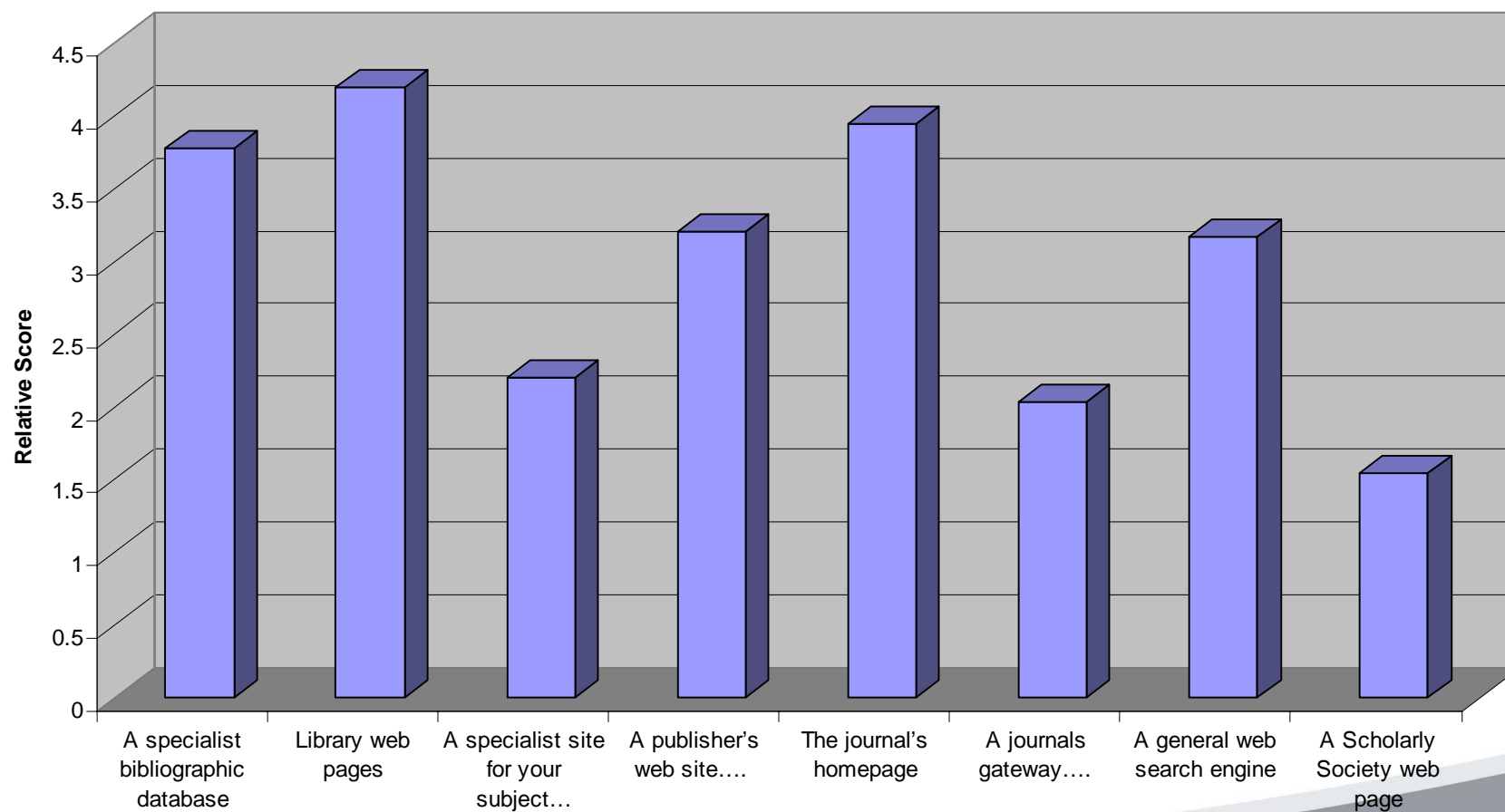
Presented by Simon Inger



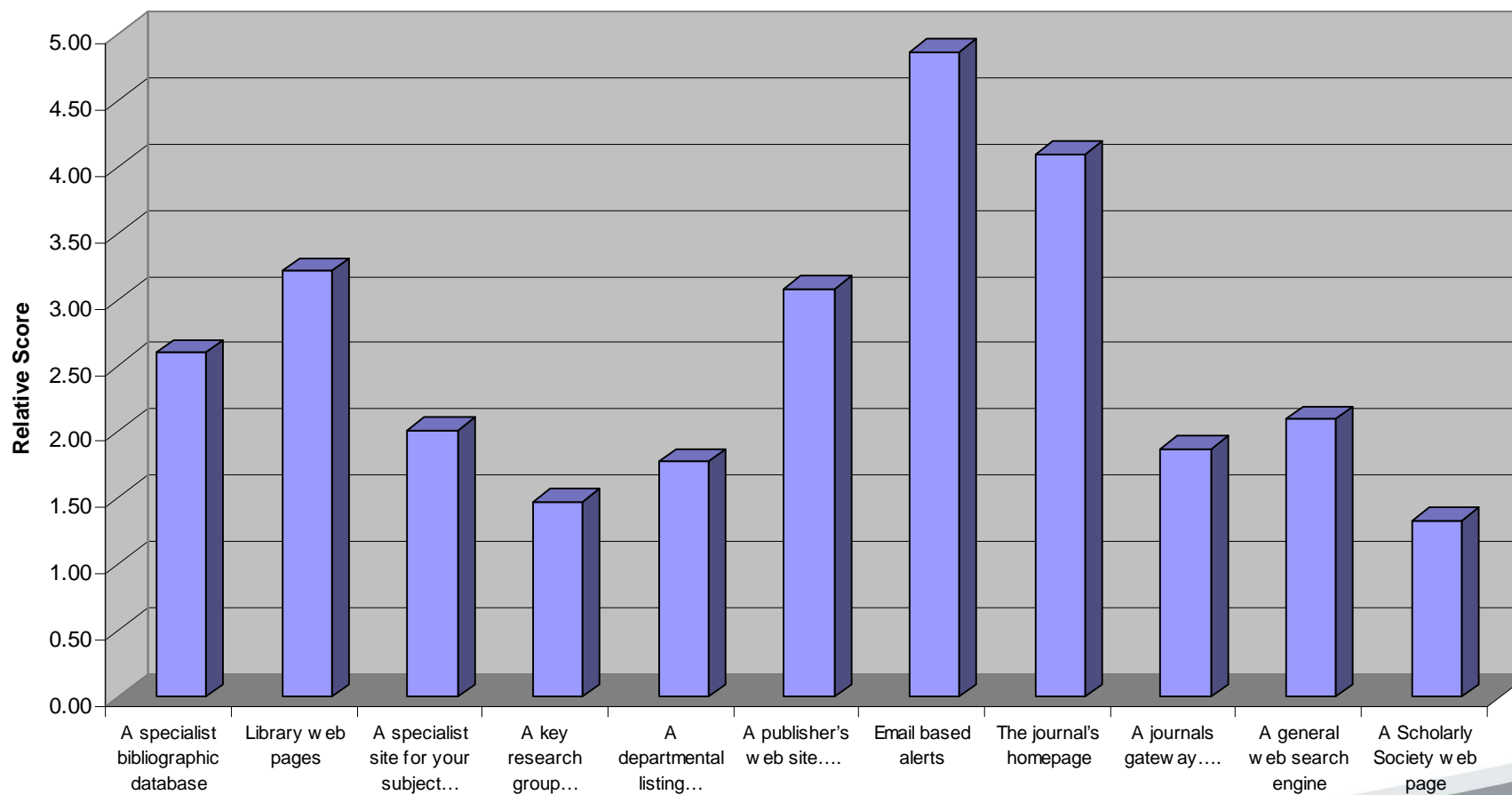
# Usage – the most valuable commodity

- It helps justify price and avert cancellation
- It leads to increased citation
- Increased citation leads to increased submissions
- Improved brand awareness

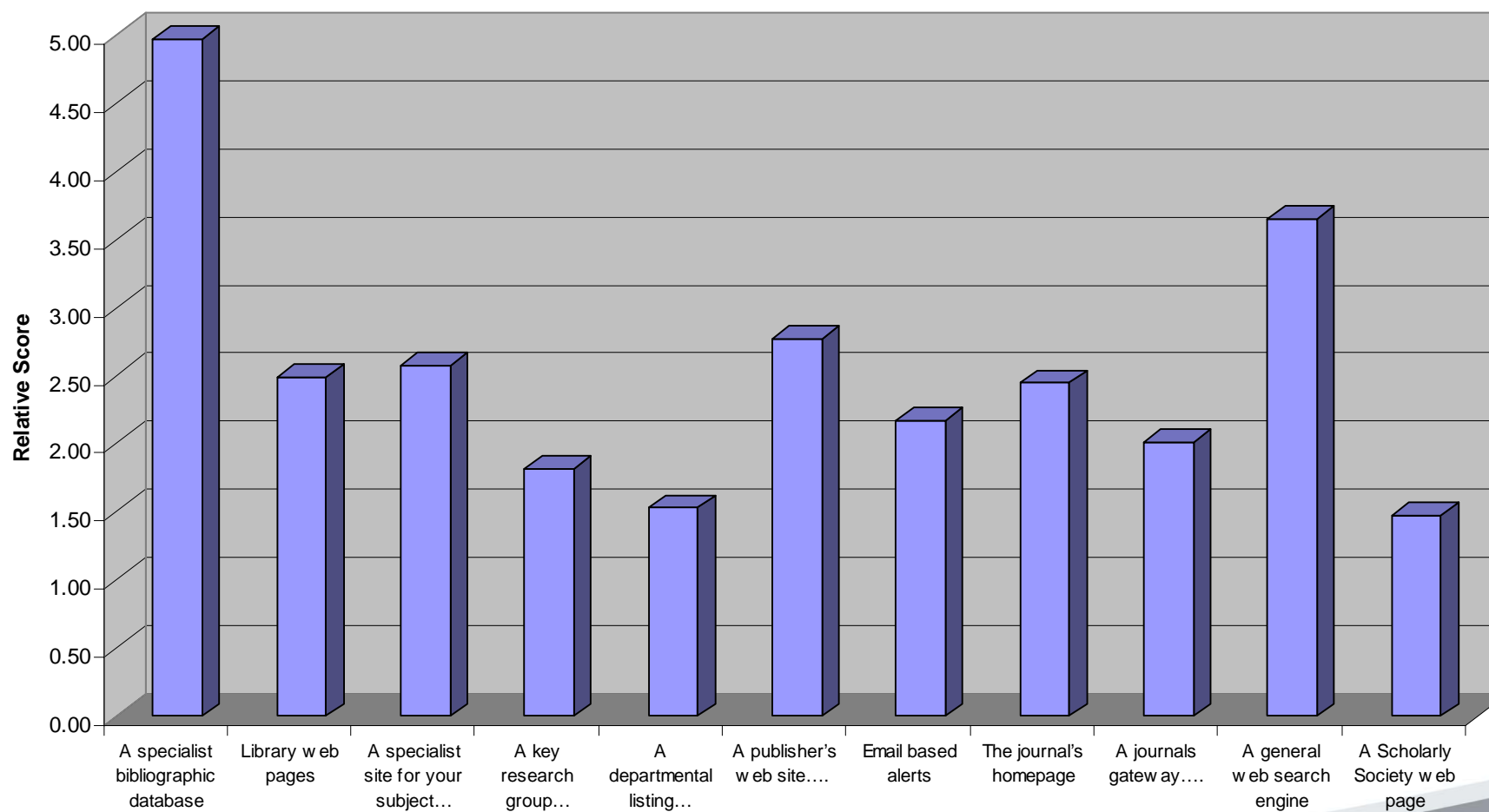
When you need to find a specific online journal article and when you already have a reference or citation where do you start your search?



When you wish to view the latest issues of your core journals, how do you navigate on the web to those journals?



When you need to do a search for articles on a specific subject, where on the web do you start that search?



# Community Sites

## Kirill's P450 Café

by [Kirill Degtyarenko](#)



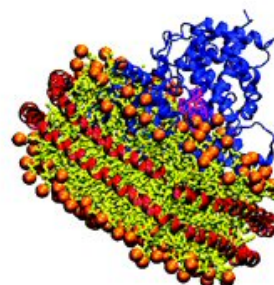
*Last modified: Fri Nov 9 17:32:36 GMT 2007*

I am posting here weekly one reference of paper, review, web site etc. related to P450s, which attracted **my** attention.

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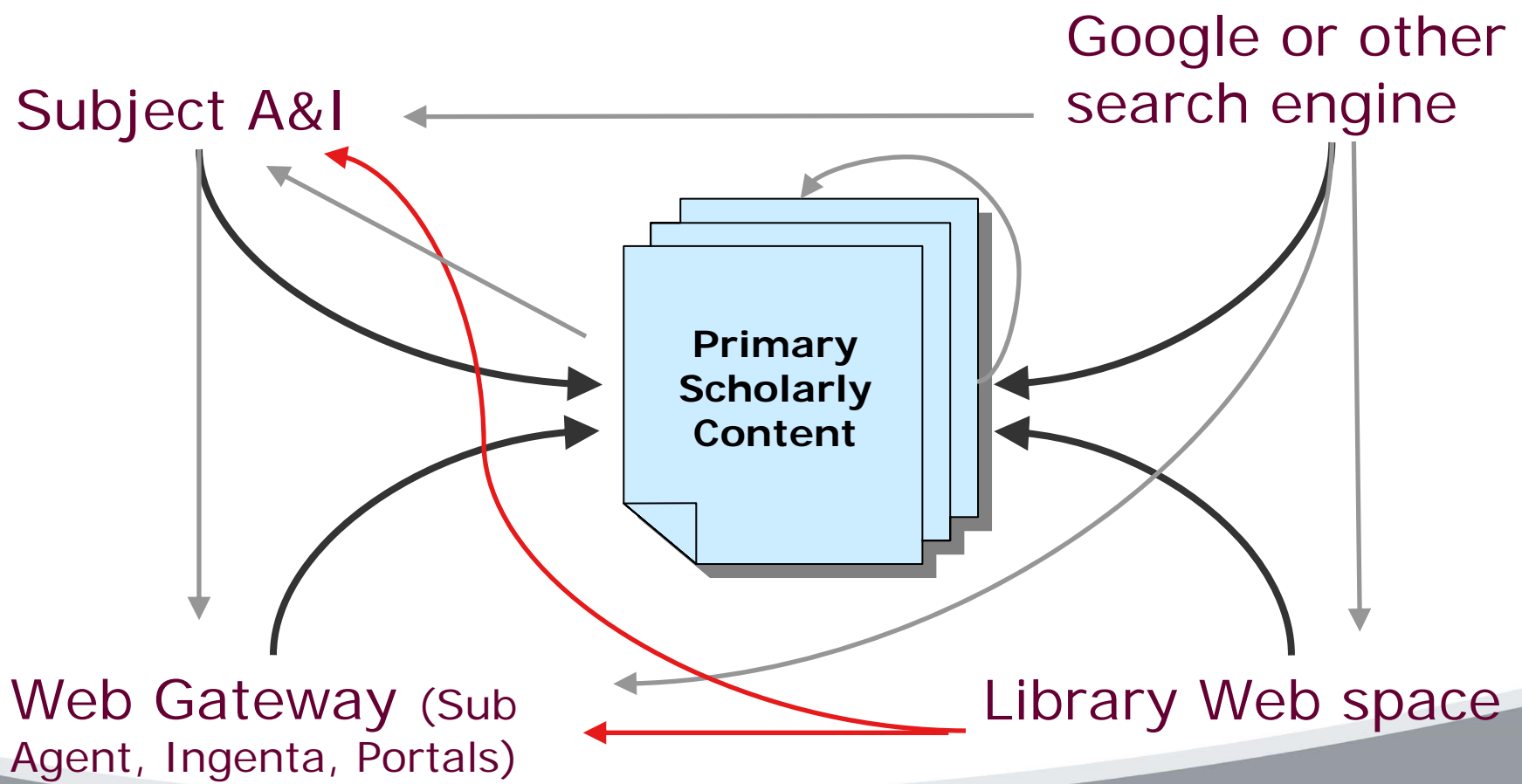
9 November 2007.

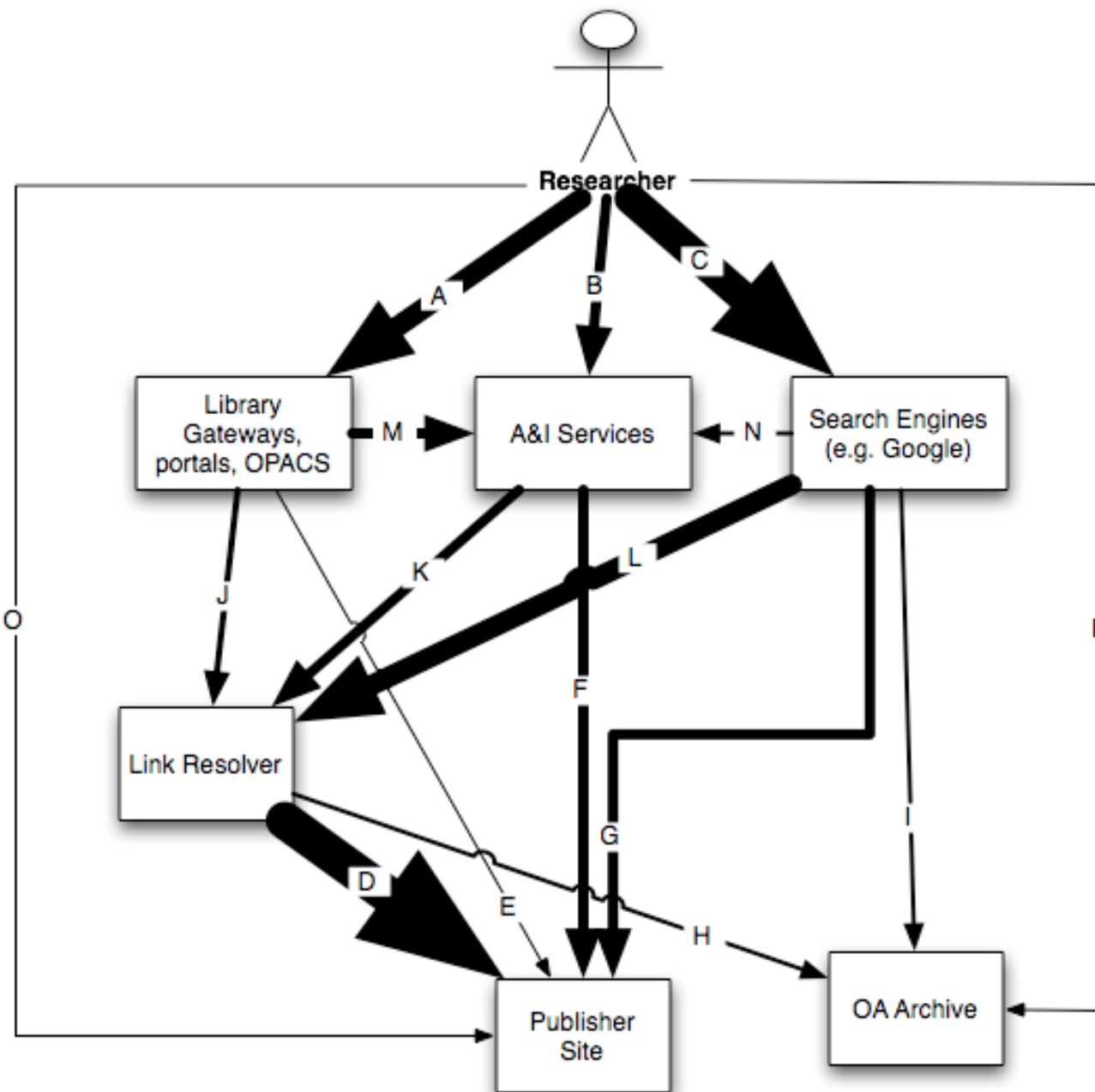
- ♦ [Kijac, A.Z., Li, Y., Sligar, S.G. and Rienstra, C.M. \(2007\) Magic-angle spinning solid-state NMR spectroscopy of nanodisc-embedded human CYP3A4. \*Biochemistry\*, in press.](#)

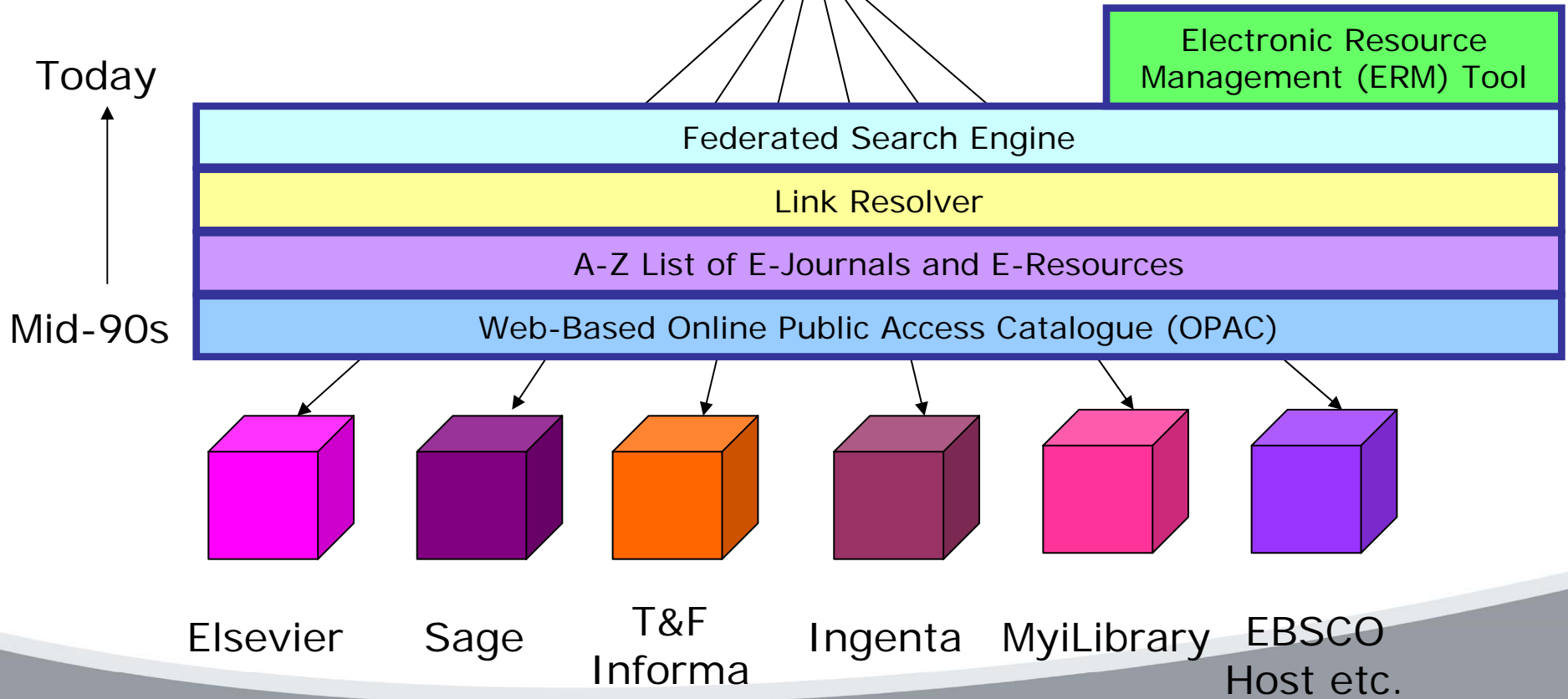


- ♦ [Archive of Kirill's P450 Café:](#)  
[2007](#) [2006](#) [2005](#) [2004](#) [2003](#) [2002](#) [2001](#) [2000](#) [1999](#) [1998](#) [1997](#)

# Navigation is not predictable!











# RSS: Feeding Data to New Gateways

**Pg** Home Search Papers Reviews Conferences Stories Watchlist Blogs Zeitgeist About **Log in**

## Welcome to Postgenomic


Postgenomic collates posts from life science blogs and then does useful and interesting things with that data. For example, you can see which papers are currently **being discussed by neurologists**, or which web pages are being **linked to by bioinformaticians**.

It's sort of like a hot papers meeting with the entire biomed blogging community.  
Sort of.


### Getting started

- What papers are people talking about?
- What stories are people talking about?
- Search the database by author, keywords or phrases
- Track your papers
- Find new life science blogs
- Zeitgeist

### Current hot papers



Impact  
13.59

**Biological versus nonbiological older brothers and men's sexual orientation.** 

**Proc Natl Acad Sci U S A** Anthony F Bogaert

Tags:  
[in response systems](#) [neuroscience](#) [neural development](#)

### Search everything

Looking for something specific? You can search for posts, blogs and papers here.

### Top keywords today

[hypertension](#) [brothers](#) [holiday](#)  
[eminent](#) [panda](#) [envelope](#)  
[recombination](#) [prenatal](#) [bribe](#) [noah](#)  
[cosmopolitan](#) [declare](#)  
[homosexuality](#) [hamilton](#) [flood](#)  
[reciprocal](#) [ark](#)

[see keywords from the past fortnight](#)

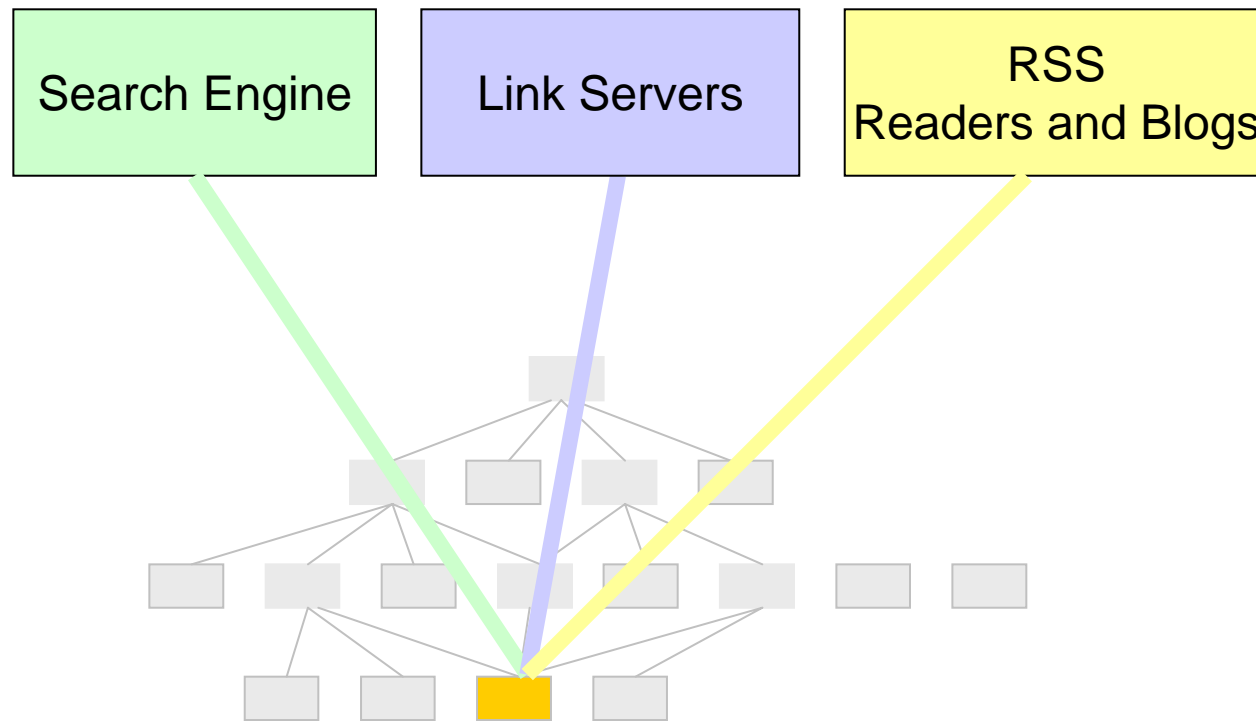
### Impact Factors

What journals are bloggers citing from most frequently?

12.7% Nature  
11.2% Science

<http://www.postgenomic.com>

# Bypassing On-Site Navigation

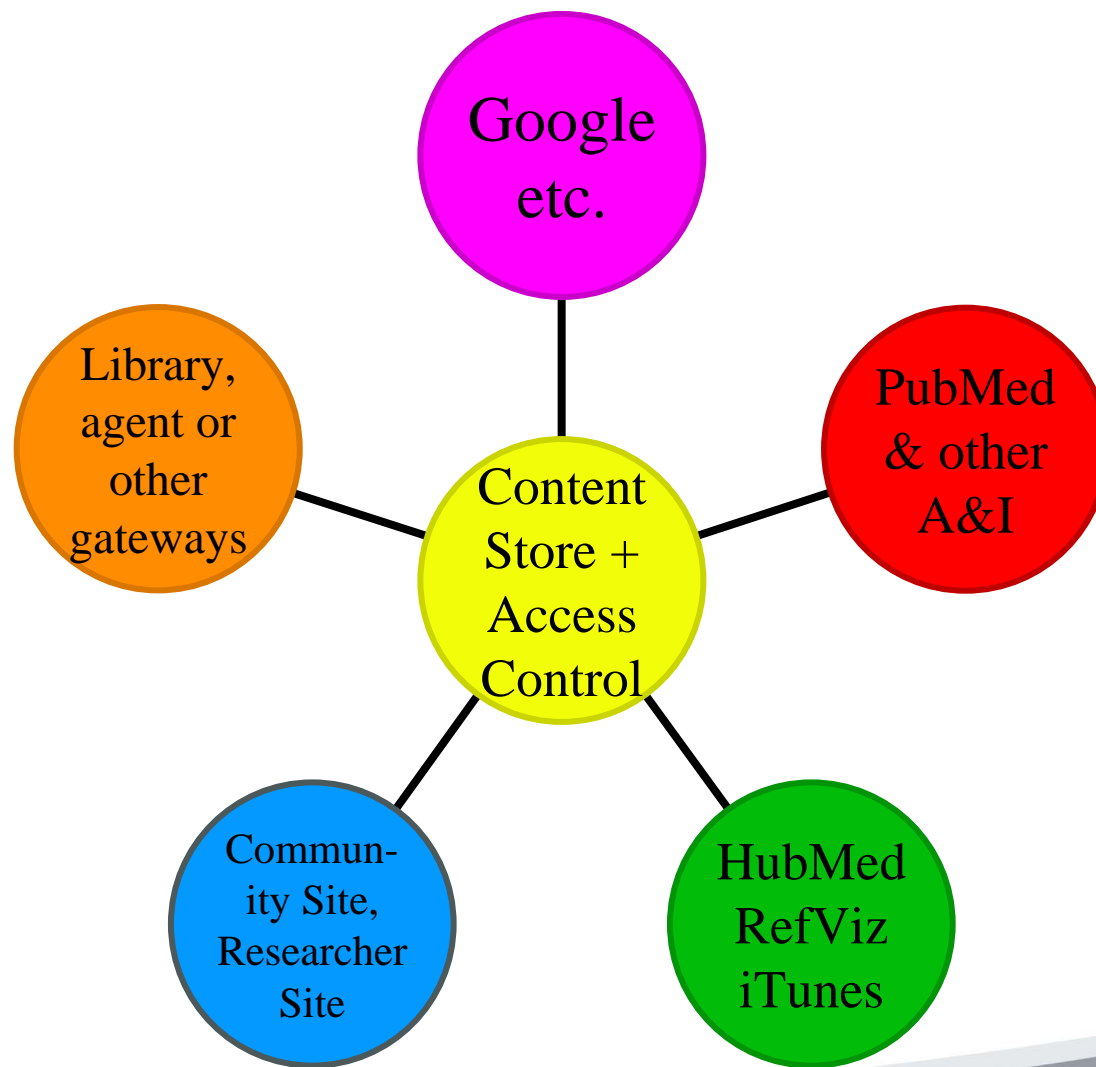


   **Possible Navigation Route**     **Target Content**     **Unused Navigation**



# Trinkets

- Most publisher web site investments are mere trinkets in comparison to an investment in careful data dissemination
- Many web-site features are by-passed in user navigation.





# Key data dissemination investments

- Google!
- Key gateways
  - Including A&Is
- CrossRef
- Library technology companies
- RSS (at least) for all the unknown and developing gateways



# Size of Investment

- Some programming time
- Time to manage partners

Simon Inger Consulting



**This project needs your  
money!**

**Thank you!**

