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## ATG Interviews Jud Dunham, Senior Product Manager Science and Technology, Elsevier

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## Senior Product Manager Science and Technology, Elsevier

by **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

**ATG:** *How has SciVerse ScienceDirect changed over the years?*

**JD:** One of the changes is that **SciVerse ScienceDirect** has gone from being a place where most researchers started their search, to being a place many researchers come to after starting their search somewhere else. From a product strategy perspective that means we must recognize that we're one among many in a universe of discovery tools a researcher may use. Taking that into consideration, we are focusing on the article page as the place we can provide the most value to the researcher to help them assess and comprehend the article and to make the article a gateway for further discovery.

**ATG:** *What are the most significant developments you have made over time and why?*

**JD:** In light of the transformation of scholarly communication to the online world, we have made significant changes over the years in **SciVerse ScienceDirect**. We have made great progress in realizing the potential of multimedia to disseminate scientific research. We realize that our users' expectations in this area are formed from their experiences in other online products, so we're looking to those user experiences to indicate which specific elements are useful in researchers' workflows within the STM world. For example, we recently launched **SciVerse ScienceDirect Image Search**, a visual discovery way into millions of journal articles and eBooks. Researchers can use **Image Search** to learn new concepts, prepare manuscripts, or visually convey ideas in presentations and lectures.

We also recently launched **Protein Viewer**, a new, interactive feature for the *Journal of Molecular Biology (JMB)* (<http://www.sciencedirect.com/science/journal/00222836>) allowing readers to expand and rotate molecules within the article. In addition, we are crafting

domain-specific tools to help visualize and convey scientific research in ways that would never have been possible in print.

These tools are some of the most exciting developments within **Elsevier** and the STM information industry. Integrating these tools into the online reading and discovery experience in a compelling way is one of the central challenges for publishers today. Our response to this challenge in the last two years is the opening of **SciVerse ScienceDirect** to external applications such as **PANGAEA** and **NextBio** to improve the search and discovery of information.

**ATG:** *Have you seen any significant changes in how researchers are using SciVerse ScienceDirect?*

**JD:** In fact, researchers haven't changed the way they access content in **SciVerse ScienceDirect** — the vast majority of researchers prefer to download and print the PDF. This is not only true of **SciVerse ScienceDirect**, it is happening across the industry.

However, as publishers we are concentrating on our expertise in layout, readability, and interactive design to create an online presentation that is functionally superior to the print version — and just as easy to read and use. If we are able to provide this user experience, I don't think it's hyperbole to say that it could change the entire way our users interact with the content we publish.

**ATG:** *How do you see SciVerse ScienceDirect changing in the future and why?*

**JD:** **ScienceDirect** is now part of a suite of complementary search and discovery products called **SciVerse**. One of the roles of **SciVerse ScienceDirect** within that suite is to be the best place to find and get insights from **Elsevier** full-text content. As such, our focus is going to be on the article page; innovating the presentation of the article content itself, as well as supporting onward discovery

through the citation trail, search suggestions, and related articles. Merging new developments like applications for data visualization and semantic markup into an optimized online discovery format will be a major focus for us. (See more information on **SciVerse Applications** and **Developer Network** beta below.)

In addition, we are planning to enhance the experience of using books on **SciVerse ScienceDirect** to differentiate their use from the journal content experience. We have a lot of great book content which will be transformed into fantastic discovery tools in their own right.

**ATG:** *Can you explain the relationship between SciVerse ScienceDirect and SciVerse Scopus?*

**JD:** With an index of more than 40 million abstracts as well as the citations, references, and author data which connect them all, **SciVerse Scopus** is our broadest collection of peer-reviewed content within **SciVerse**. We know that researchers need relevant information regardless of whether it's published by **Elsevier**. With the launch of the **SciVerse** platform one of our goals was to increase interoperability between these two products. One of the interoperability elements that we brought is we provide additional author information on **SciVerse ScienceDirect** using **SciVerse Scopus** data.

**SciVerse ScienceDirect** article authors are linked to lists of every document they have published in **SciVerse Scopus**, connecting references and surfacing data such as citation and document counts.

**ATG:** *As I understand, you are rolling out a new platform which will allow searching across all of your databases — is this true? What happens if a library does not subscribe to one of the many databases that you offer? Will the library or end user be able to purchase each item individually?*

**JD:** Yes, this is true. We launched **SciVerse Hub** as beta in August 2010. A search through **SciVerse Hub** covers **SciVerse ScienceDirect** and **SciVerse Scopus** in addition to targeted Web content from **Scirus**. We are offering access to **SciVerse Hub** beta to **SciVerse ScienceDirect** and **SciVerse Scopus** customers at no additional cost. If a library does not have a **SciVerse Scopus** subscription, they won't get **SciVerse Scopus** content in their search results, but the library can purchase this separately.

With the new **SciVerse** platform we also launched an **Applications Marketplace** and **Developer Network**. The marketplace currently contains seventeen applications, many developed by academic and commercial

*continued on page 53*

### SciVerse ScienceDirect Timeline

- 2000 — Becomes fully operational with one million articles; Implements cross-publisher linking via CrossRef, offering linking to over 10,000 journals.
- 2003 — Achieves full compliance with the international COUNTER Code of Practice for Journals and Databases.
- 2006 — One billionth article downloaded from platform.
- 2007 — Launches first eBooks offering with 4,000 titles published from 1995 on.
- 2009 — Opens up to third-party developers such as NextBio to build applications for search and discovery on ScienceDirect.
- 2010 — Links ScienceDirect articles to specialized database content such as PANGAEA for earth research.
- 2010 — Launch of SciVerse resulting in interoperability between Scopus, ScienceDirect, and targeted Web content; Launch of SciVerse Applications beta opens the platform for third-party developers to create applications.

# Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>



**Column Editor's Note:** Many thanks to this issue's *MM* reviewers, **Joey van Arnhem**, **Jerry Spiller**, and **Eleanor Cook**. Season's greetings and happy reading, everyone! — *DV*

**Montgomery, Jack.** *American Shamans: Journeys with Traditional Healers.* Ithaca, NY: Busca, Inc., 2008. 978-0-9666196-9-0. 304 pages. \$19.95.

Reviewed by **Jolanda-Pieta (Joey) van Arnhem, M.F.A.** (Instructor & Training Coordinator, College of Charleston Libraries) <vanarnhemj@cofc.edu> and

**Jerry Spiller, M.S.I.S.** (Professor, Web Design and Interactive Media, Art Institute of Charleston) <yeri.spiller@gmail.com>

In *American Shamans: Journeys with Traditional Healers*, **Jack Montgomery** relates detailed personal accounts of working with shamans and magical healers in the United States. The research leading up to this book began with Montgomery's undergraduate work in religious studies at the **University of South Carolina** in the mid-1970s. Many of his chronicles focus on healers in midland and Lowcountry South Carolina, near his hometown of Columbia and his alma mater. These detail encounters with root doctors or Hoodoo practitioners of African American traditions. His fieldwork also illuminates similar traditions of Powwow men or hexenmeisters coming out of German immigrant traditions in South Carolina and Pennsylvania.

**Montgomery** offers his firsthand ethnographic research, giving insight into classic ethnographic methodologies including journal writing, tape recording interviews for later transcription and analysis, and the tenuous process of building relationships with potential informants whose names may require disguising for their privacy and protection. The author himself works as a shaman and spiritual healer, and is often more a participant than observer in the tales. He spends some time remarking on the need for holistic approaches to societal as well individual strife. He asks the reader to keep an open mind with regard to his subject matter, calling for openness to the often different, even opposing, worldviews of science and the various faith healing traditions.

Researched histories of traditions in South Carolina and Pennsylvania, given further context by **Montgomery's** commentary, provide a cultural background for the author's recounted fieldwork and numerous short anecdotes about noted healers. The reader will be entranced by such remarkable and charismatic figures as **Doctor Buzzard**, high sheriff **James E. McTeer**, **Granny Slice**, and **Conrad Matthai**. Perhaps the most exceptional and rewarding passages of his research are transcriptions of interviews with South Carolina Powwow man and retired

professor **Lee Raus Gandee**, **Montgomery's** own spiritual teacher, and a Virginia granny-woman whom we know by the pseudonym **Sarah Ramsey**.

*American Shamans* will be appealing to readers with interests in the magical and religious healing practices, as well those focused on anthropological fieldwork or local histories of areas covered. The book may be of particular interest to those researching American folk practices, especially the traditions explored by **Montgomery**: African American root doctors in the South and Powwow healers in areas of German settlement throughout the Eastern states. *American Shamans*, with its fascinating narratives, is a relatively quick read at 261 pages. The book includes an introduction by the author as well as an appendix of German Powwow terms. *American Shamans* is published by **Busca, Inc.**

**No Shelf Required: E-Books in Libraries**, ed. **Sue Polanka**. Chicago: ALA, 2011. 978-0-8389-1054-2. 200 pages. \$65.00.

Reviewed by **Eleanor I. Cook** (Assistant Director for Collections and Technical Services, Joyner Library, East Carolina University)

This book captures a moment in time and does a good job of documenting the evolving nature of eBooks. Unfortunately, because of the fact that the ground is constantly shifting, some of what is described here may already be out-of-date. One of the book's strengths is that it collects information about how different types of libraries are experimenting with eBooks. It also covers issues related to eBook vendors, standards, and presents specific case studies. Preservation concerns are also addressed.

The case studies are of particular interest as they get at the thought processes behind the steps for actually circulating eBook readers at two libraries, one public and one academic. Much collaboration and a dose of "logistical ingenuity" is needed between departments in order to do this successfully. It would have been nice to have had more case studies included.

As an excellent follow-up, editor **Polanka** edits a blog with the same name as the book for further musings and developments with eBooks and e-readers: <http://www.libraries.wright.edu/noshelfrequired/>.

The blog received First Place in the Salem Press Academic Blog Award: [http://salempress.com/Store/blogs/blog\\_home.htm](http://salempress.com/Store/blogs/blog_home.htm).

The blog is a great place to keep up with everything about eBooks. Those of us struggling with how to incorporate eBooks into our library should definitely keep this blog on our list of must-reads! 🌿

## Interview — Jud Dunham from page 52

partners. These applications aim to improve researcher workflow and enrich content available to our users.

We are also exploring bringing other publishers' content into **SciVerse Hub** in the future. Right now, our focus is on improving **Hub** and growing the **Applications Marketplace** and **Developer Network** ecosystem, to provide our current **SciVerse ScienceDirect** and **SciVerse Scopus** customers with some of the most comprehensive and innovative online discovery tools available today. 🌿

## Rumors from page 51

But, not to worry, **Sandy Thatcher**, now retired from **Penn State UP** and so the university press column, will still be contributing a column from time to time. In fact there will be a **Sandy** column in the February issue of **ATG!** Stay tuned!

Let's see. A couple of people have retired! The highly competent **Richard Gedye** has retired from **Oxford University Press** and sends his new email address <gedye@stm-assoc.org> and his snail mail address is: 26 Nuns Road; Winchester; SO23 7EF; UK. I remember way back when going digging at an archaeologi-

cal site in Winchester. It is a delightful town with a fantastic fish and chips take-out place. **Richard** is not really retiring! From 1 January 2011, **STM** has announced that **Richard** will assume responsibility for **STM's Outreach Programmes**, **Research4Life** and patientINFORM access initiatives, the ARDI patent project and **STM's** activities with library organizations. The hard-working **Maurice Long** had developed many of these programs and will be retiring from **STM** at the end of 2010. The firecracker **Michael Mabe** is the CEO of **STM**.

The energetic **Doug LaFrenier** told me at the **Conference** that he is retiring! But he has an idea for the **2011 Charleston Conference (NOVEMBER 2-5 MARK YOUR**

*continued on page 56*