Taking The Guesswork Out Of Author Searching ...
And The Future

Niels Weertman

Director Product Management, Elsevier S&T

WHO IS MICHAEL HABIB?

(Identity 0.0)

WHO IS MICHAEL HABIB?

(Identity 1.0)

Bachelor's in **Philosophy**

Northborough Free **(public) Library**

UNC-Chapel Hill **University Libraries**

M.S. in **Library Science**

(Web) **Product Manager**

WHO IS MICHAEL HABIB?

(Identity 2.0)

http://**mchabib.com/**

http://twitter.com**/habib**

http://friendfeed.com**/habib**

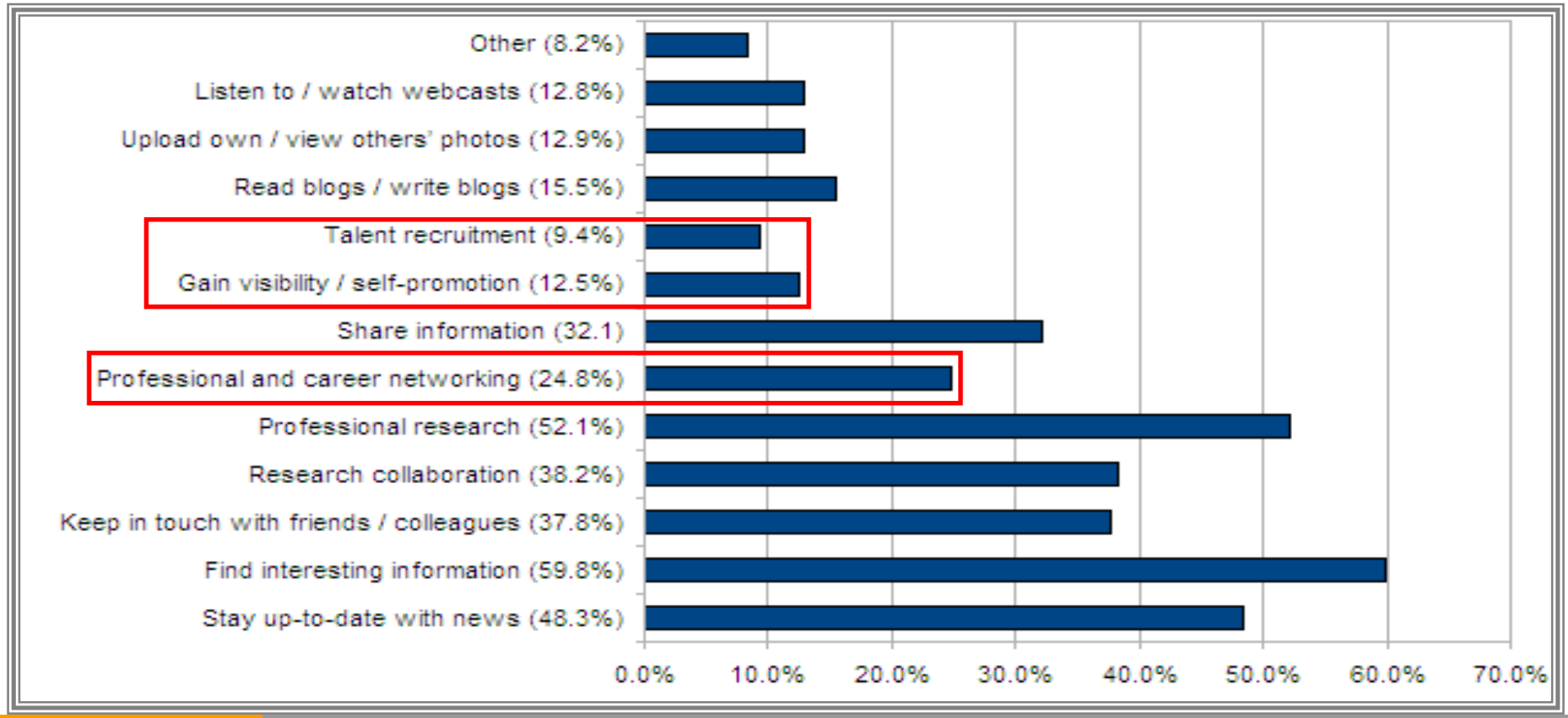
http://claimid.com**/habib**

http://www.linkedin.com/in**/habib**

http://www.slideshare.net**/habibmi**

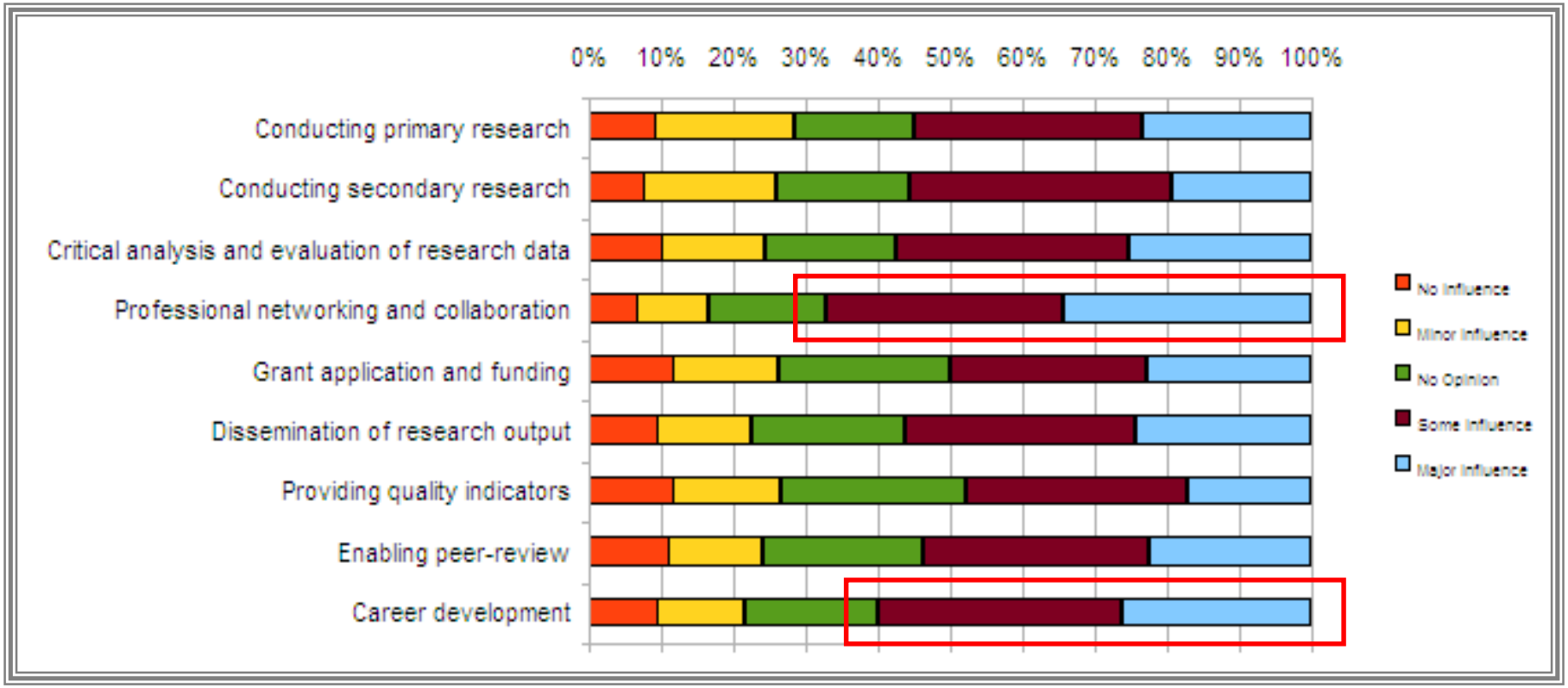
CURRENT USE OF WEB 2.0

Used to **find information** and research, but, limited use as **recruitment, networking, or promotion tool**



Source: (2collab) Social Media survey - May 2008 - 1,824 respondents

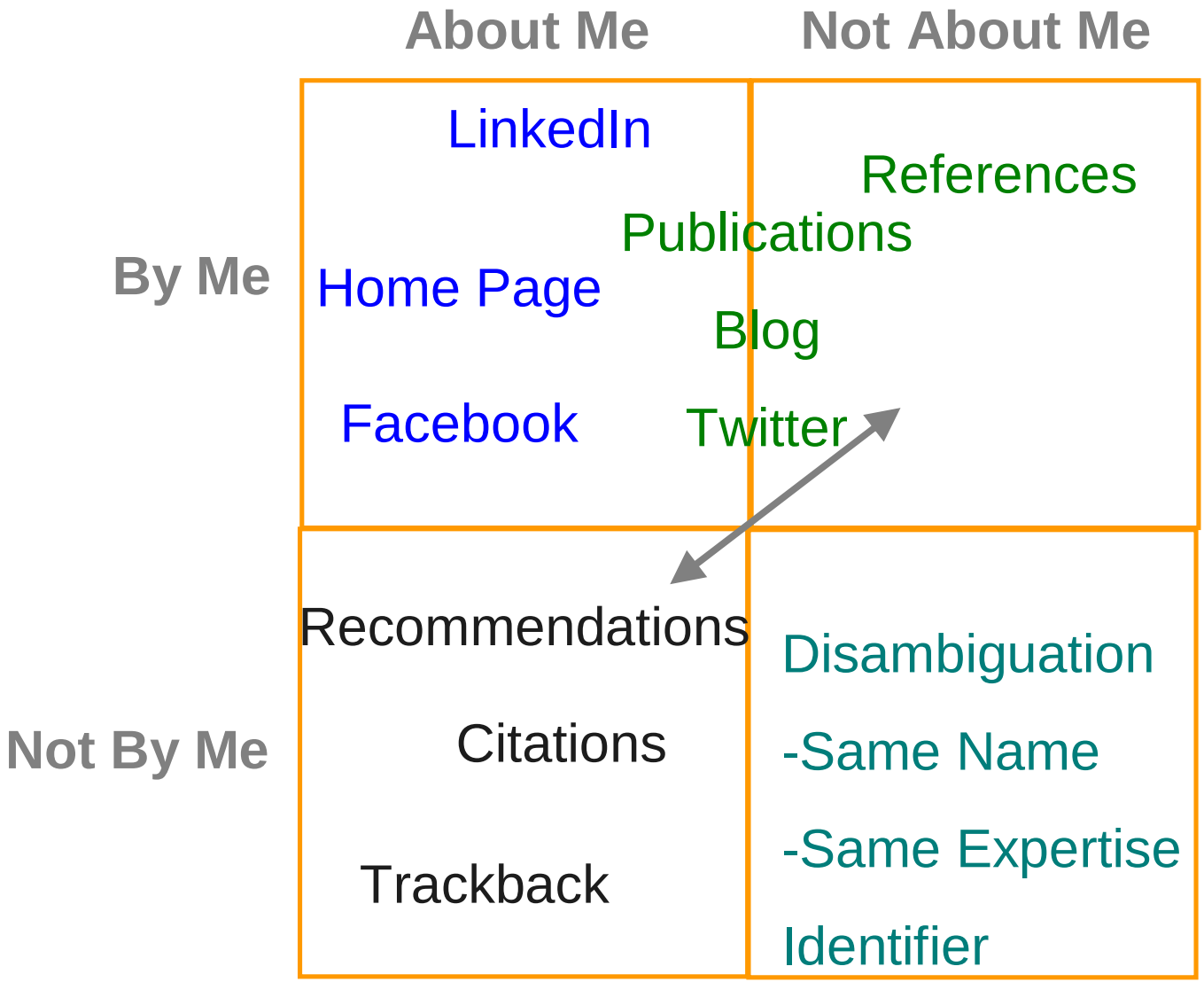
IMPACT IN NEXT 5 YEARS?



>50% of respondents see Web 2.0 influential in nearly all aspects of workflow, opportunities in **networking and career development**

Source: (2collab) Social Media survey - May 2008 - 1,824 respondents

SCHOLARLY IDENTITY MATRIX



BACK TO THE 'IDENTITY 1.0' PROBLEM

- Finding author-related information is one of the most common search patterns.
- An author's scientific production and impact are keys to funding, promotion, tenure, etc.

- Author searching in databases was hampered by two serious problems:
  - *How to distinguish between an author's articles and those of another authors sharing the same name?*
  - *How to group an author's articles together when his or her name has been recorded in different ways?*

SOME EXAMPLES

A Nobel laureate

- Theodor Haensch
- T. Haensch
- Theodor W. Haensch
- Theoder Hänsch
- T. Hänsch
- Theodor W. Hänsch
- …

Two different authors:

- J.R. Weertman and J.R Weertman
- Material Science
- Northwestern University

- Inaccurate and incomplete results
- Time-consuming

POSSIBLE APPROACHES

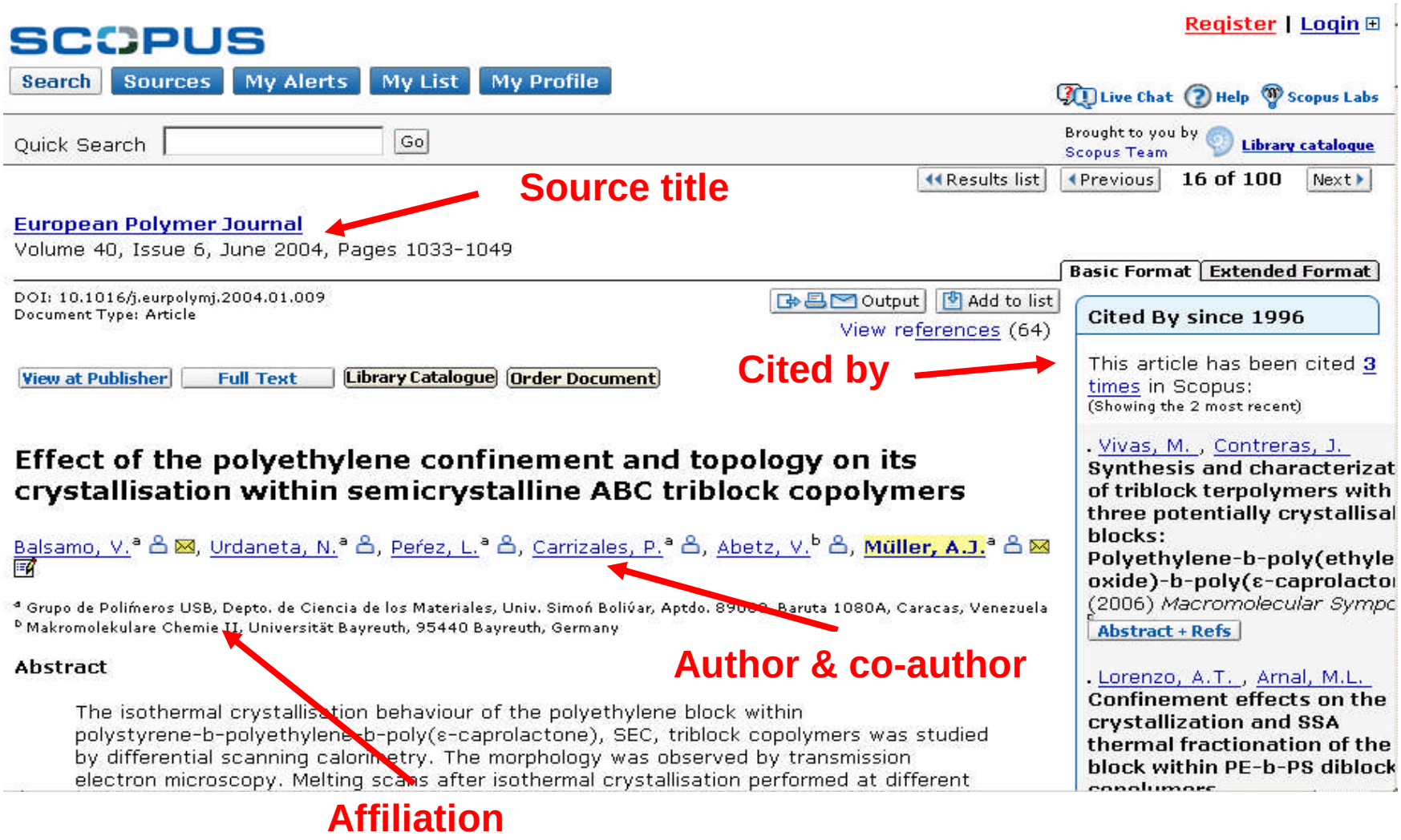
Three possible approaches:

- User-created
- Authority file
- Algorithm

How did we approach this?

- Top down approach: algorithm using data in records.
- Incorporating a ‘bottom up’ aspect by including feedback on where our matching algorithm and data need improvement.

OUR APPROACH



OUR APPROACH

distribution of linear sequences present in these blocks. The results indicate that as the degree of PE confinement increases the Avrami index decreases to values that are even lower than 1, a result that can be explained by the nature of the homogeneous nucleation process that is in between sporadic and instantaneous. © 2004 Elsevier Ltd. All rights reserved.

Author Keywords

ABC triblock copolymers; Confinement; Equilibrium melting; Isothermal crystallisation

References (64)

references

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1. Loo, Y.-L., Register, R.A., Ryan, A.J., Dee, G.T.
Polymer crystallization confined in one, two, or three dimensions
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Abstract + Refs | View at Publisher

2. Müller, A.J., Balsamo, V., Arnal, M.L., Jakob, T., Schmalz, H., Abetz, V.
Homogeneous nucleation and fractionated crystallization in block copolymers
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doi: 10.1021/ma012026w
Abstract + Refs | View at Publisher

3. Hamley, I.W.
(1998) *The Physics of Block Copolymers*
Oxford: Oxford University Press

4. Rangarajan, Pratima, Register, Richard A., Adamson, Douglas H., Fetters, Lewis J., Bras, Wim, Naylor, Steven, Ryan, Anthony J.
Dynamics of structure formation in crystallizable block copolymers
(1995) *Macromolecules*, 28 (5), pp. 1422-1428. Cited 76 times.

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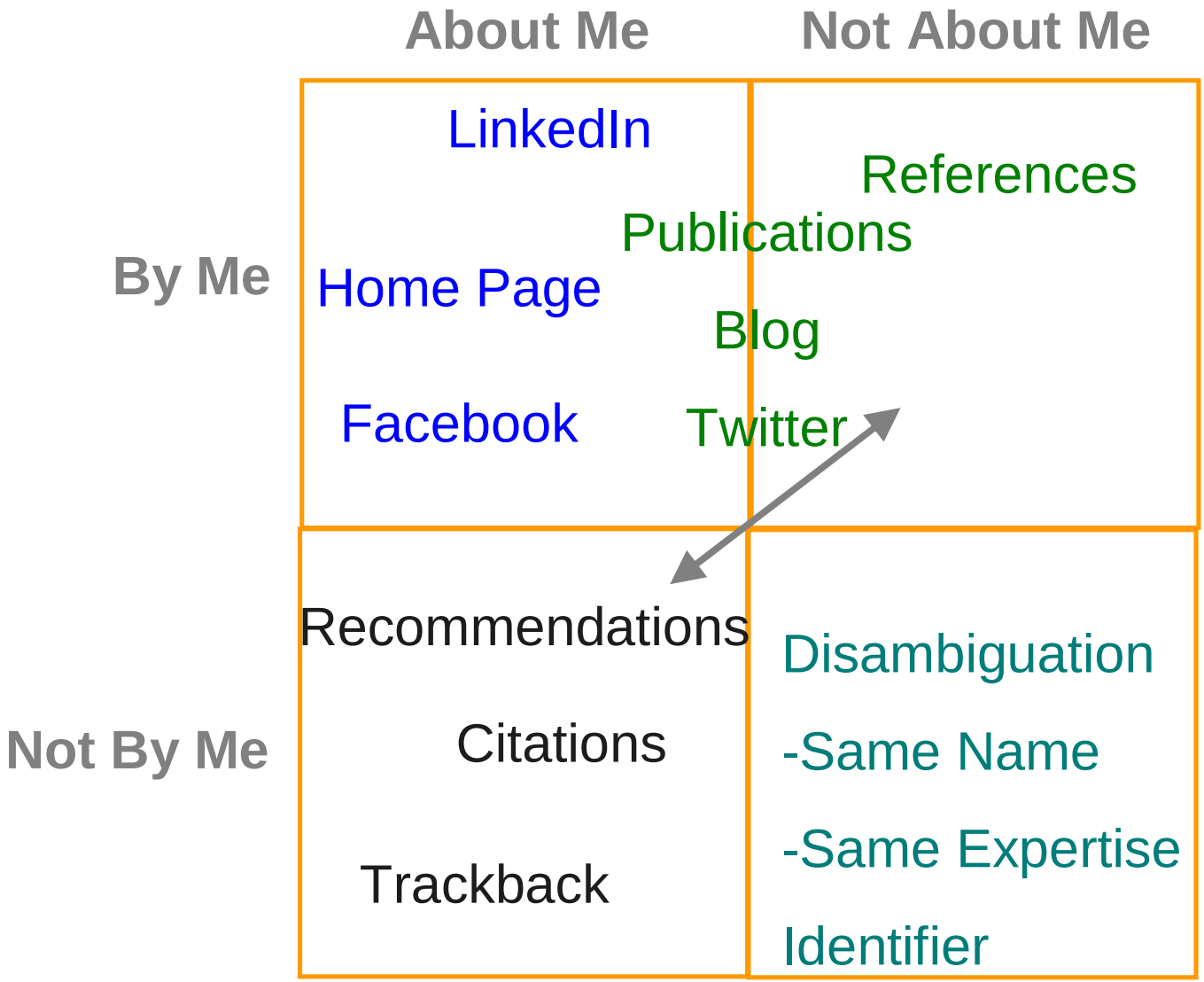
WHAT HAVE WE LEARNED

- In general, librarians, authors and end-users are extremely positive and understanding of errors.
  - 99% precision and 95% recall across 30M+ publications provides sufficient user value,
  - But continuous improvements are essential, because
  - 10K+ corrections is nice, but those won't bridge the gap to 100% perfect bibliography

BACK TO THE MATRIX



claimID: Michael C. Habib

add habib as contact | register | login

Viewing 37 links | Contacts | Verified

General

Managing Your Identity Online - 10/15/2007 - netConnect

claimID | By Me From 2007 Tagged with: article libraryjournal claimID

A feature article on claimID, OpenID, and online identity. netConnect is the quarterly Internet supplement for Library Journal.

LIS :: Michael Habib - *Verified*

About Me | By Me From 2006 Tagged with: blog libraries

My website and blog.

Michael Habib's LinkedIn Profile

About Me | By Me From 2006 Tagged with: social networking professional networking

Profile for my primary professional networking community. This profile is similar to a resume and is regularly updated.

Elsevier

About Me | Not By Me From 2008 Tagged with: employer elsevier

Employed as a Collaboration Tools Product Manager from April 2008. I am developing networking and knowledge sharing workflow solutions for academic researchers.

Toward Academic Library 2.0 (Master's Paper)

About Me | By Me From 2006 Tagged with: masterspaper conceptmodels sils

Toward Academic Library 2.0: Development and Application of a Library 2.0 Methodology : A Master's Paper for the M.S. in L.S. degree. November, 2006. 49 pages. Abstract: Recently, librarians have struggled to u...

The Amsterdam Expat Meetup Group

About Me | By Me From 2008 Tagged with: expatriate amsterdam hobbyorganizing

I have been organizing this international social club since June 2008. I have overseen a 300% increase in membership (380-1200+), recruited multiple assistant organizers, increased event frequency/variety and for ...

What people are saying about me

This section highlights some of what is being said about my work. This includes select blog entries, press mentions, citations, etc.

WebJunction Member Spotlight: Michael Habib

Michael C. Habib

Amsterdam, The Netherlands

I use ClaimID to manage my online identity. ClaimID is a tool for collecting and annotating links related to me.

My specialty and passion is designing interactive and social experiences around content and metadata. I am currently focused on building bridges between scholarly disciplines.

- Product manager and librarian with 6+ years experience
- Tireless advocate for end-user and customer needs
- Big-picture thinker
- Adept at navigating between diverse stakeholders
- Available for speaking engagements

I hold a MS in Library Science from the top-ranked School of Information and Library Science at UNC-Chapel Hill and work as a Product Manager at Elsevier.

Previously, I have held roles in such varied institutions as a public library, academic libraries, a social OPAC vendor, and a print-on-demand and do-it-yourself publisher

habibmi@Gmail.com

IF SOCIAL MEDIA ...

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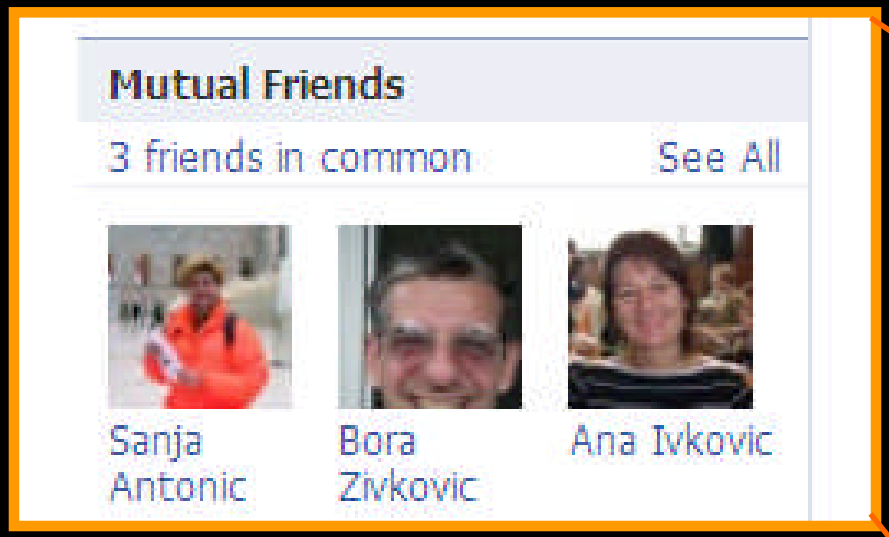


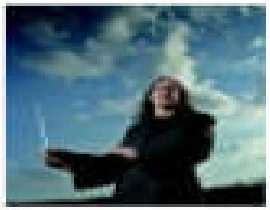
IF SOCIAL MEDIA ...

People

Paul Jones (1st)

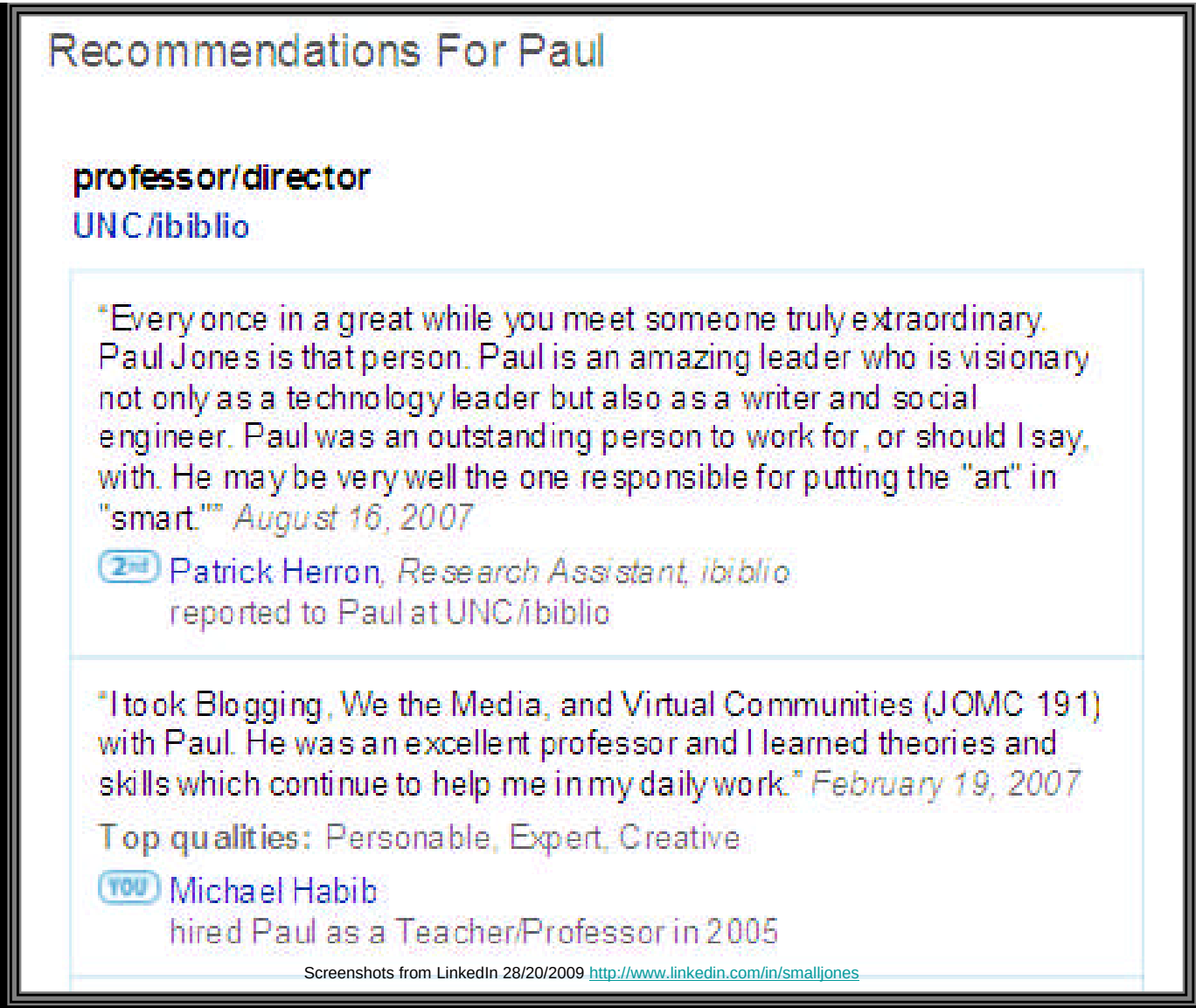
professor/director at UNC/ibiblio

Raleigh-Durham, North Carolina Area | Higher Education



Current	• conference co-chair at WWW2010 • professor/director at UNC/ibiblio • Director of ibiblio.org at University of North Carolina at Chapel Hill see all...
Past	• Systems Programmer at University of North Carolina
Education	• University of North Carolina at Chapel Hill • Warren Wilson College
Recommendations	5 people have recommended Paul
Connections	360 connections
Websites	• My Blog
Public Profile	http://www.linkedin.com/in/smalljones

http://www.linkedin.com/in/smalljones



Screenshots from LinkedIn 28/20/2009 http://www.linkedin.com/in/smalljones

IF SOCIAL MEDIA ...

IF SOCIAL MEDIA …

Michael Habib

Product Manager/Librarian -- Interactive & Social Media

Amsterdam Area, Netherlands

Current
- **Organizer at The Amsterdam Expat Meetup Group**
- **Product Manager at Elsevier**

Past
- Customer Advocate & Print Specialist at Lulu.com
- Freelance Product Development Consultant at BiblioCommons, Inc.
- President at Student Chapter of the ALA

3 more...

Education
- University of North Carolina at Chapel Hill

1 more...

Michael's specialty and passion is designing interactive and social experiences around content and metadata. He is currently focused on building bridges between scholarly disciplines.

- Product manager and librarian with 6+ years experience
- Tireless advocate for end-user and customer needs
- Big-picture thinker
- Adept at navigating between diverse stakeholders
- Available for speaking engagements

Michael Habib's Specialties:

product management, networking tools, user-generated profiles, social software, folksonomies, tagging, interaction design, HCI, library services, Academic Library 2.0, scholarly communication, STM publishing, print-on-demand, self-publishing, OPACs, social bookmarking

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If social media like use are used by Michael Habib,

there is absolutely no reason why scientists wouldn't use them

… and that calls for 'interoperability'

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Pickalov, Valery V.

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Name	Pickalov, Valery V.
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Author ID	6601997680
Affiliation	IEEE

Research

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References	319	
Cited By	45	Citation tracker
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Co-authors	58	
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Valery Pickalov

affiliation: Khristianovich Institute of Theoretical and Applied Mechanics

job title: Leader of the Computerized Tomography Group

job description: researcher

interests: integral geometry, inverse problems, tomography, MRI, 3-D v

personal information: Ph.D, D.Sc.

Author IDs: 6601997680; 6701466853

publications: 50 publications authored by Valery Pickalov

bookmarks: 102 bookmarks in 2collab

used tags: Tomography, image processing, image reconstruction, Comp Holography, Neural networks, Self-organising maps, Coaxial Rotational Alignment, stereometry, Content-based retrieval

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- research assessment and citation analysis MEM

external links: Computerized Tomography Group

Thank You For Listening!

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