



ELSEVIER

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)



Michael Habib

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>

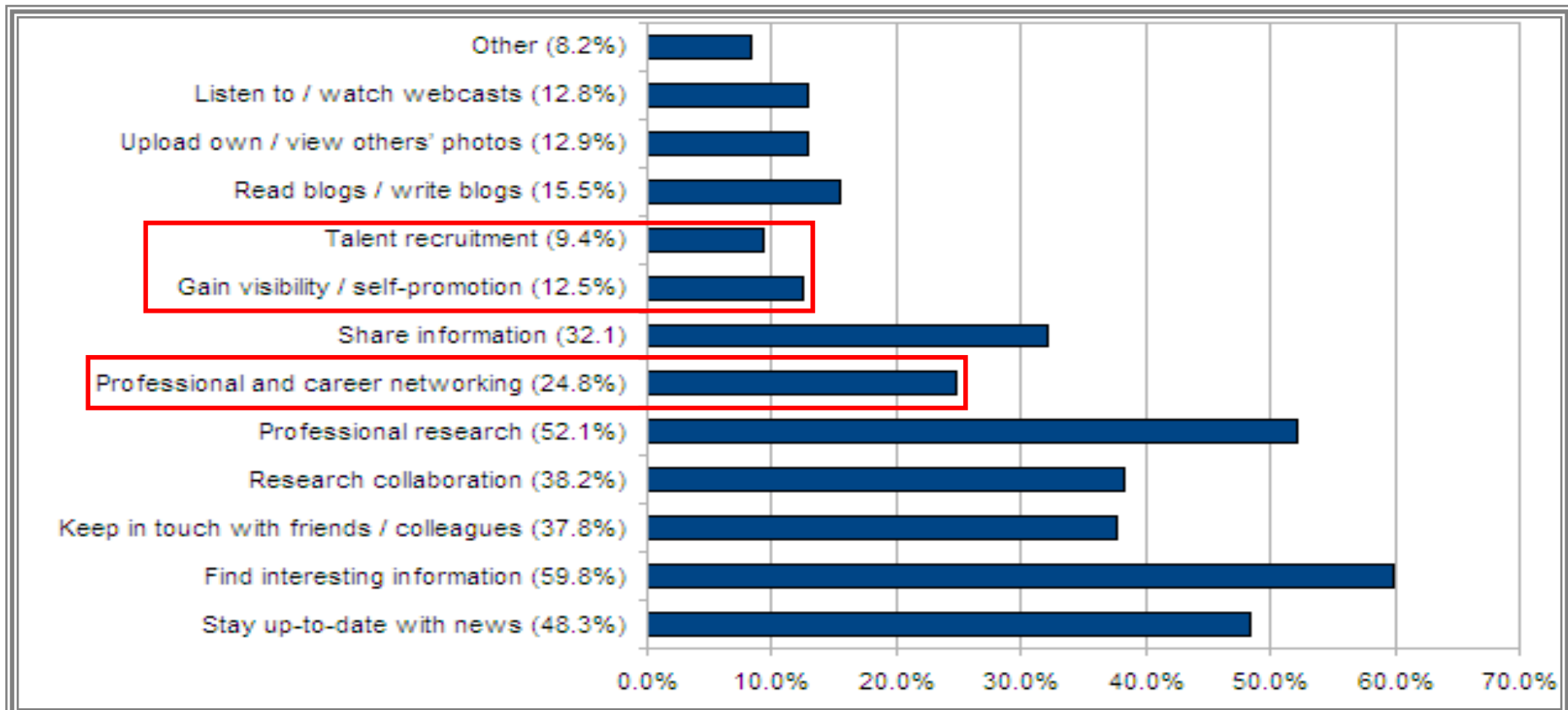
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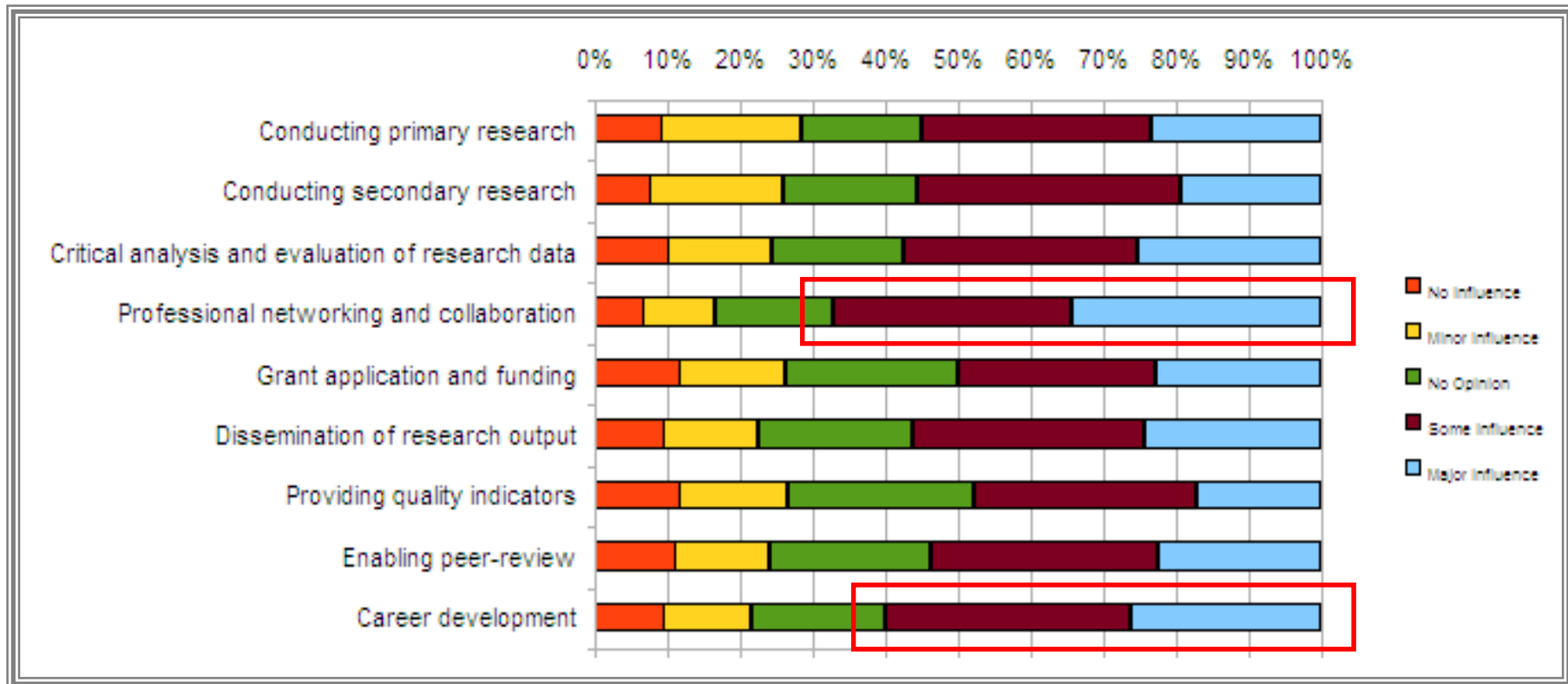
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CURRENT USE OF WEB 2.0

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

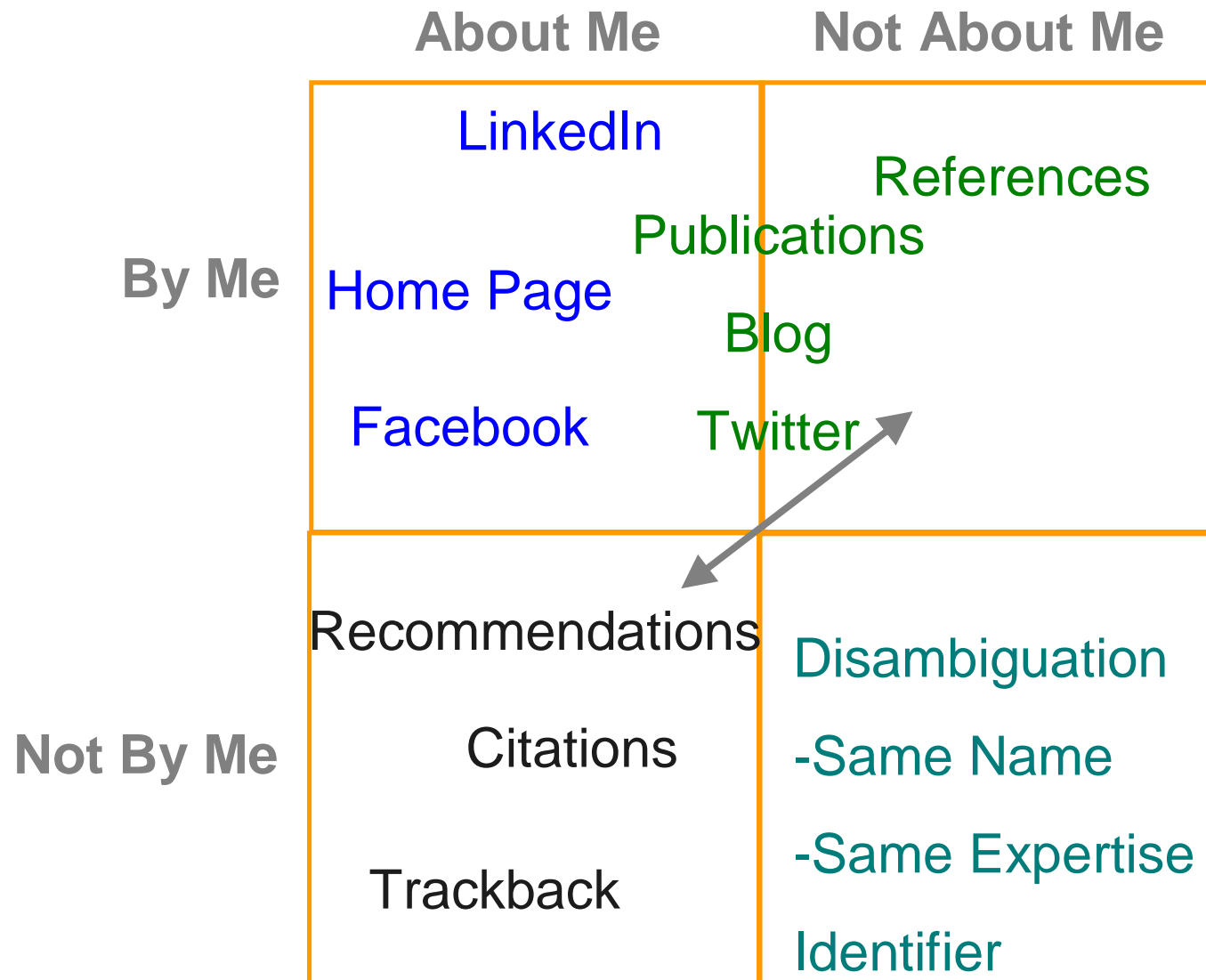


IMPACT IN NEXT 5 YEARS?



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

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

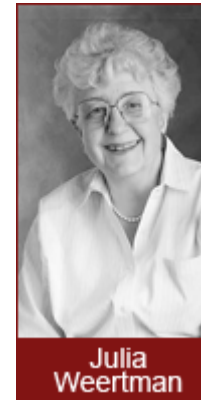
A Nobel laureate



- Theodor Haensch
- T. Haensch
- Theodor W. Haensch
- Theoder Hänsch
- T. Hänsch
- Theodor W. Hänsch
- ...
- Inaccurate and incomplete results
- Time-consuming

Two different authors:

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



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

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Volume 40, Issue 6, June 2004, Pages 1033-1049

DOI: 10.1016/j.eurpolymj.2004.01.009
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Effect of the polyethylene confinement and topology on its crystallisation within semicrystalline ABC triblock copolymers

[Balsamo, V.](#)^a [Urdaneta, N.](#)^a [Peřez, L.](#)^a [Carrizales, P.](#)^a ← **Author & co-author** [Abetz, V.](#)^b [Müller, A.J.](#)^a

^a Grupo de Polímeros USB, Depto. de Ciencia de los Materiales, Univ. Simón Bolívar, Aptdo. 89000 Baruta 1080A, Caracas, Venezuela
^b Makromolekulare Chemie II, Universität Bayreuth, 95440 Bayreuth, Germany

Abstract

The isothermal crystallisation behaviour of the polyethylene block within polystyrene-*b*-polyethylene-*b*-poly(ϵ -caprolactone), SEC, triblock copolymers was studied by differential scanning calorimetry. The morphology was observed by transmission electron microscopy. Melting scans after isothermal crystallisation performed at different

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• [Vivas, M.](#), [Contreras, J.](#)
Synthesis and characterization of triblock terpolymers with three potentially crystallisable blocks: Polyethylene-*b*-poly(ethylene oxide)-*b*-poly(ϵ -caprolactone) (2006) *Macromolecular Symposia*

[Abstract + Refs](#)

• [Lorenzo, A.T.](#), [Arnal, M.L.](#)
Confinement effects on the crystallization and SSA thermal fractionation of the block within PE-*b*-PS diblock copolymers

Affiliation →

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

- ↓ Select: Page
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Polymer crystallization confined in one, two, or three dimensions
(2001) *Macromolecules*, 34 (26), pp. 8968-8977. [Cited 80 times](#).
doi: 10.1021/ma011521p
[Abstract + Refs](#) [View at Publisher](#)
 - Müller, A.J., Balsamo, V., Arnal, M.L., Jakob, T., Schmalz, H., Abetz, V.
Homogeneous nucleation and fractionated crystallization in block copolymers
(2002) *Macromolecules*, 35 (8), pp. 3048-3058. [Cited 41 times](#).
doi: 10.1021/ma012026w
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 - Hamley, I.W.
(1998) *The Physics of Block Copolymers*
Oxford: Oxford University Press
 - 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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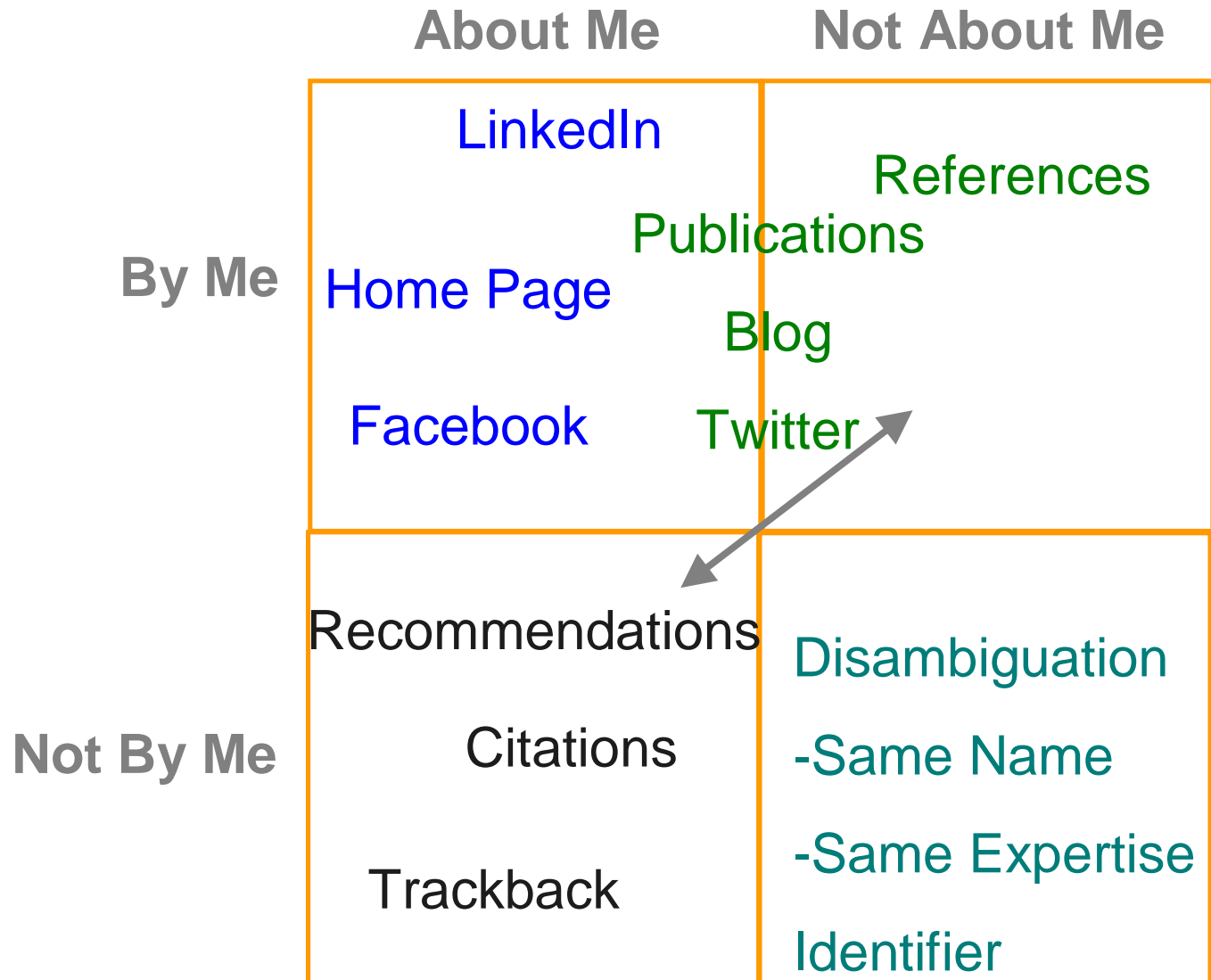
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WHAT HAVE WE LEARNED

- 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



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General ▾

★ [Managing Your Identity Online - 10/15/2007 - netConnect](#)

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

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

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★ [The Amsterdam Expat Meetup Group](#)

► [About Me](#) | [By Me](#) | From 2008 | Tagged with: [expatriate](#) [amsterdam](#) [hobby organizing](#)
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. Claim ID 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

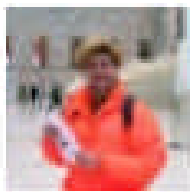
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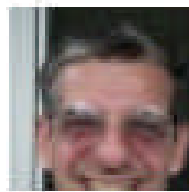
Mutual Friends

3 friends in common

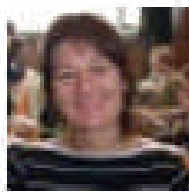
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Information

Current City:
Belgrade, Serbia

Mutual Friends

3 friends in common

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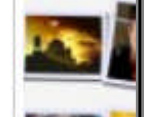
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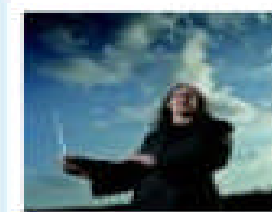
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People

Paul Jones 1+

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>

Recommendations For Paul

professor/director

UNC/ibiblio

"Every once in a great while you meet someone truly extraordinary. Paul Jones is that person. Paul is an amazing leader who is visionary not only as a technology leader but also as a writer and social engineer. Paul was an outstanding person to work for, or should I say, with. He may be very well the one responsible for putting the "art" in "smart." *August 16, 2007*

2nd Patrick Herron, *Research Assistant, ibiblio*
reported to Paul at UNC/ibiblio

"I took Blogging, We the Media, and Virtual Communities (JOMC 191) with Paul. He was an excellent professor and I learned theories and skills which continue to help me in my daily work." *February 19, 2007*

Top qualities: Personable, Expert, Creative

YOU Michael Habib
hired Paul as a Teacher/Professor in 2005

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
- Education**
- University of North Carolina at Chapel Hill
 - Boston College
- 3 more...
1 more...

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

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
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- Available for speaking engagements

Michael Habib's Specialties:

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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'***

Pickalov, Valery V.

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| Affiliation | IEEE |

Research

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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.](#)

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Thank You For Listening!

Niels Weertman

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