



## Content Diversity

How to support researchers to deliver distinctive output  
with limited library budgets?

Michael Leuschner & Urszula Sasimowicz

# We know many forms of diversities



Social Diversity



Food Diversity



Bio Diversity

## Why is diversity important?

### Diversity

- keeps important systems in balance,
- incorporates different perspectives and capabilities
- positively impacts performance and evolution

# We know many forms of diversities



Social Diversity



Food Diversity



Bio Diversity

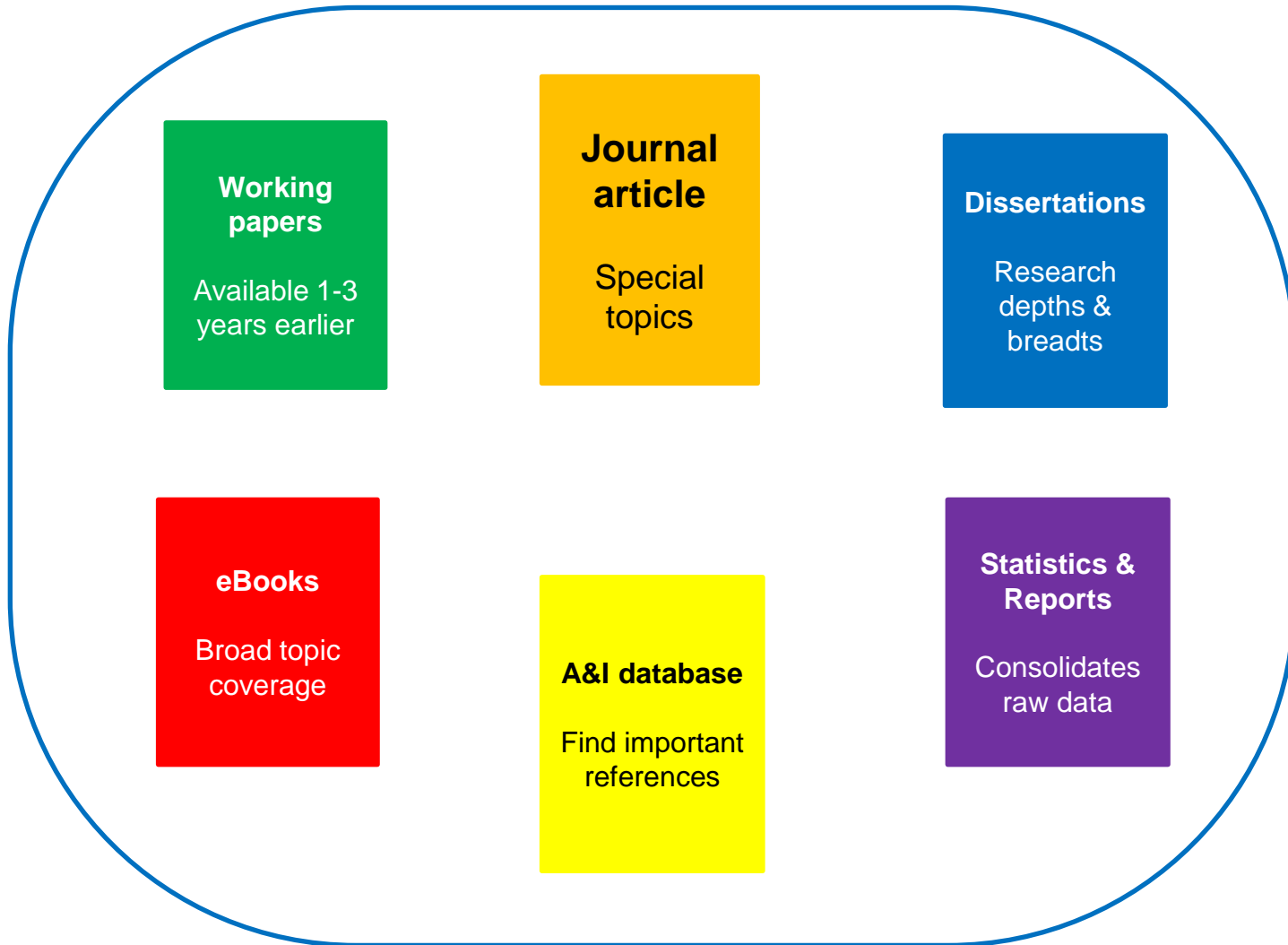
What does it mean for Content Diversity?

# Content Diversity

## **Why is it important for all academics?**

- Content is a vital ingredient for any research project or study task
- Content Diversity ensures the combined availability of information in different Formats, Types, Subjects, and Breadth & Depths
- Content Diversity supports students and researchers to accomplish higher quality output by having different perspectives and data at hand

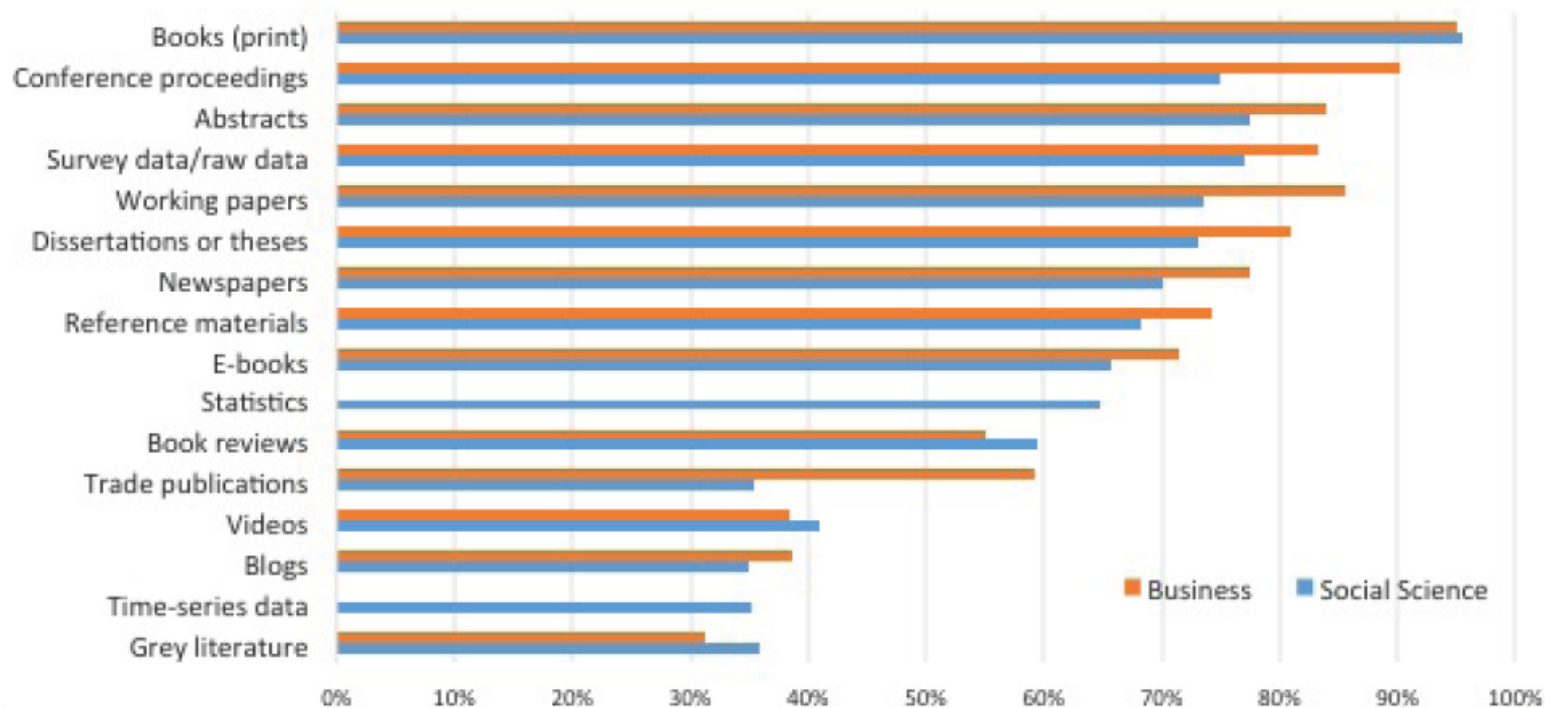
# Content Diversity - Example



It doesn't matter where you start – It is about having the access

***“Please indicate whether you use the following sources of information for research, including those used for staying current in your field and generating ideas as well as actively researching a topic for a paper.”***

Faculty use of non-journal resources



Survey: 969 researchers across all disciplines of business and social science

# ProQuest – leading in Content Diversity

## Databases

over 300 databases – covering 175 subject fields – more than 90 different content formats

## eBooks

over 780.000 eBooks – various acquisition models – covering all subjects

## News

3.000+ world news sources – contemporary & historical news – various formats

## Dissertations & Thesis

1,7 Million fulltext dissertations & thesis – access to the latest research in all disciplines

## Patents

149 Million fulltext patent images – alerting engine – links to application numbers

## Funding Portal

Over 26.000 Funding opportunities – Value > 33 bln USD - 3.5 M Researcher Profiles



= for students & researchers



= important for researchers

# Our content mix addresses all academic subjects

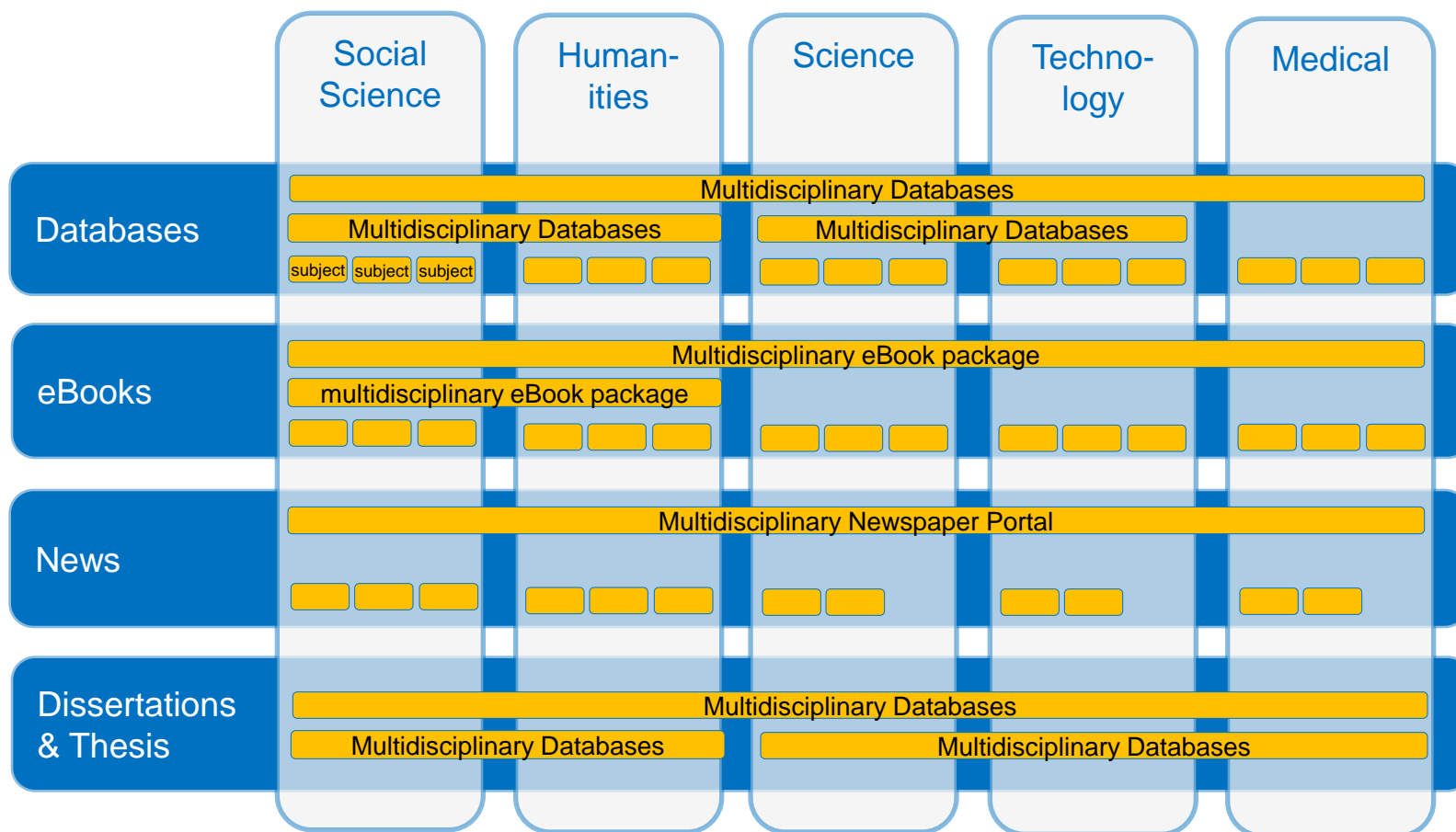
## Academic Subjects (summarized)

	Social Science	Humanities	Science	Technology	Medical
Content	Databases	Databases	Databases	Databases	Databases
	eBooks	eBooks	eBooks	eBooks	eBooks
	News	News	News	News	News
	Dissertations	Dissertations	Dissertations	Dissertations	Dissertations



# Our content mix addressing all faculty needs

Bundle and package as you need it





# ProQuest Central

The top multidisciplinary database



**Growing more and faster than any competitor**

In the last 7 years the Full-text titles grew by **116%**

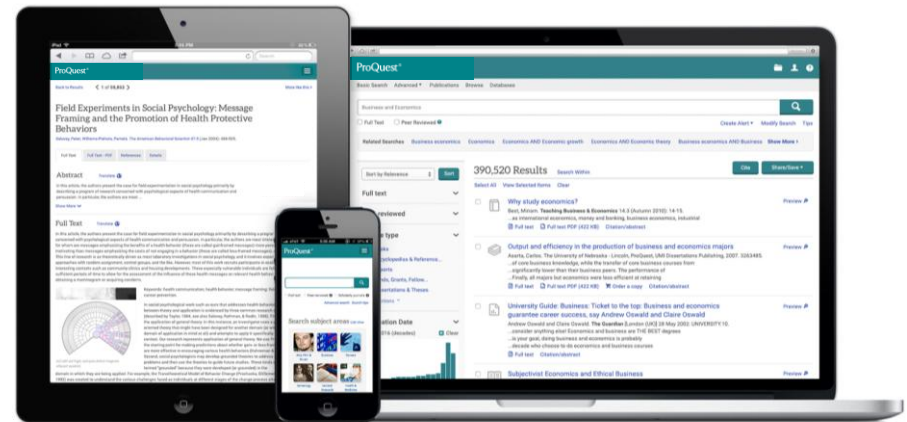
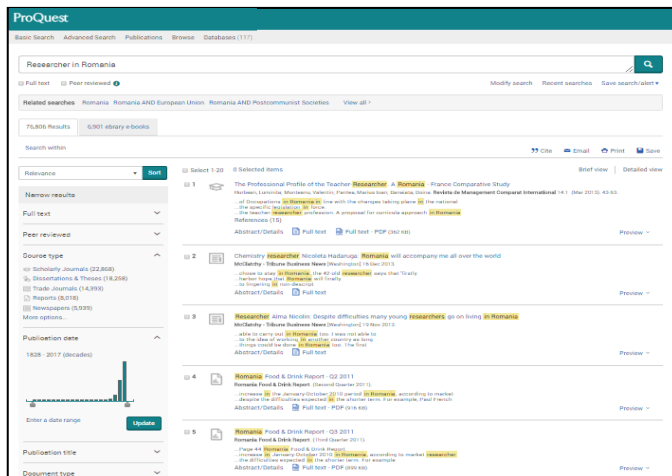
Focus on **high quality** publishers (Nature, BMJ, etc.)

We are continuously investing in the **Quantity** and **Quality**

ProQuest Central	Total Titles	Total Full Text	Scholarly Full Text	Active Scholarly Full Text	Impact Factor Full Text	Active Impact Factor Full Text
2009	14279	8560	3892	2821	1675	1206
start of 2016	23865	18495	8913	6489	2773	1877
<b>Growth since 2011</b>	<b>67%</b>	<b>116%</b>	<b>129%</b>	<b>130%</b>	<b>66%</b>	<b>56%</b>

New platform ...

... with responsive design



# More than just journals

Diversified Content		
CONTENT TYPE (as of Aug. 2015)	ProQuest Central	The closest competitor
Conference & working papers	19K	7K
Dissertations/theses	<del>60K</del> 100K	287
Business news, wirefeeds, blog articles	26M	0.25M
Magazine or trade publication articles	18M	7.3M
Market and industry reports	1M	0.5M
Company reports	45M	1M

# High quality content for your library!

Key Scholarly  
Journals

Exclusive arrangements including: Emerald, Elsevier, BMJ, Palgrave MacMillan, The Economist, SAGE, Nature Publishing Group, Cambridge University Press, and Dow Jones.

1,100+  
Newspaper

In current full text including:  
The Wall Street Journal, The Guardian, El Mundo, Le Monde, and The New York Times.

600,000+  
Working Papers

The peer review process can take up to 3 years. Researchers can utilize the latest academic thinking by accessing working papers from NBER, RePec, and SIGMA.

Country, Market &  
Industry insights

Reports from BMI, Oxford Economic Forecasting, ISI Emerging Markets, Economist Intelligence Unit. Variables and key indicators of country profiles downloadable in Excel.

60,000+  
Dissertations

Users access cutting edge academic thought and conduct a more thorough literature review by searching and downloading true full text dissertations in PDF

# ProQuest Central – database composition

International Newsstream	Criminal Justice Database
Canadian Newsstream	Library Science Database
US Newsstream	Linguistics Database
ABI/INFORM Collection	Political Science Database
Accounting, Tax & Banking Collection	Religion Database
Asian & European Business Collection	Social Science
Business Market Research Collection	Sociology Database
Health & Medical Collection	Research Library
Family Health Database	Career & Technical Education Database
Health Management Database	Canadian Business & Current Affairs Database
Nursing & Allied Health Database	Australia & New Zealand Database
Psychology Database	Continental Europe Database
Public Health Database	East & South East Asia Database
Biology Database	East Europe & Central Europe Database
Computing Database	Latin America & Iberian Database
Military Database	Middle East & Africa Database
Science Database	Turkey Database
Telecommunications Database	UK & Ireland Database
Arts & Humanities Database	India Database

News

Business

Health Research

SciTech

The Arts

Social Science

Interdisciplinary

# The new ProQuest Central

- We will add more databases:
  - Arts and Humanities Full Text
  - LLBA, Linguistics and Language Behaviour Abstracts,
  - Library Information Science Abstracts
  - Eastern & Central Europe Database + 8 more regional databases
  - Public Health Database

...in addition to the

## Top publishers



## Top Scholary Journals



## Top Content Types





# Consortia Customer in East Europe

In East Europe we have currently consortia licences in

- Czech Republik
- Poland
- Romania
- Slovakia

All agreements have been renewed year after year for at least for 4 years already

Besides that we have many individual ProQuest Central customers.



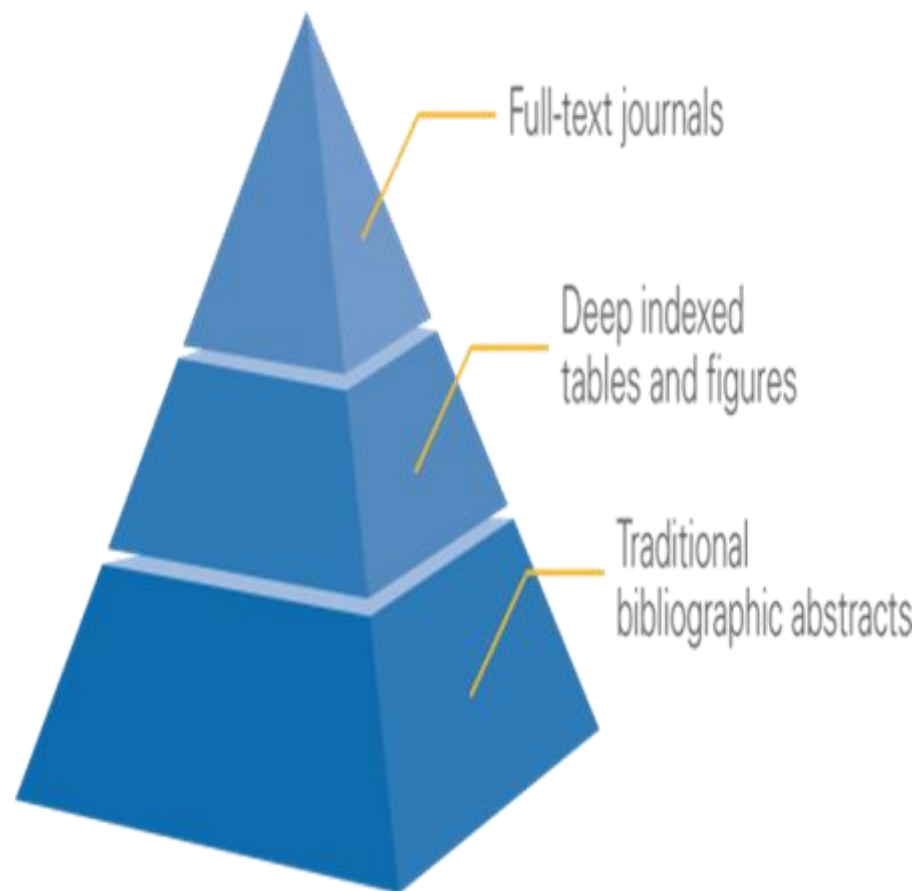
# SciTech

## Science & Technical Content

## The SciTech Collection - State-of-the-State

**Growing more and faster  
than any competitor**

In the last 5 years the  
Full-text titles grew by **62%**



# SciTech – database composition

## Science & Technology

AGRICOLA	3	Agricultural & Environmental Science Database	Natural Science Collection	SciTech Premium Collection
ASFA: Aquatic Sciences and Fisheries Abstracts	3	Earth, Atmospheric & Aquatic Science Database		
GeoRef	3			
Meteorological & Geostrophysical Abstracts	3			
Biological Science Database				
Military Database		PQC	Technology Collection	
Advanced Technologies & Aerospace Database				
Polymer Library	3	Materials Science & Engineering Database		
NTIS Database (National Technical Information Service)			3	
Zoological Record			3	

- Premium Collections
- Full Text Collections
- Full Text Database
- A&I Database
- Non-Sellable Database
- Third Party Database
- ProQuest Central

We are continuously investing in the **Quantity** and **Quality** of ProQuest SciTech

SciTech	Total Titles	Total Full Text	Scholarly Full Text	Active Scholarly Full Text	Impact Factor Full Text	Active Impact Factor Full Text
2011	4206	3597	1568	1190	996	778
start of 2016	9726	7158	4059	3232	1510	1129
<b>Growth since 2011</b>	<b>131%</b>	<b>99%</b>	<b>159%</b>	<b>172%</b>	<b>52%</b>	<b>45%</b>

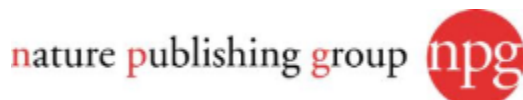
Plus...

- 42,350 titles covered (A&I/FT/Deep Indexed)
- 100M unique A&I records
- 1.8M deep indexed tables & figures
- 11M Patents

Some of the key Publishers & Titles:

- IET (25 titles)
- IEEE (183 titles)
- Wiley (538 titles)
- Springer (767 titles)
- Elsevier (132 titles)

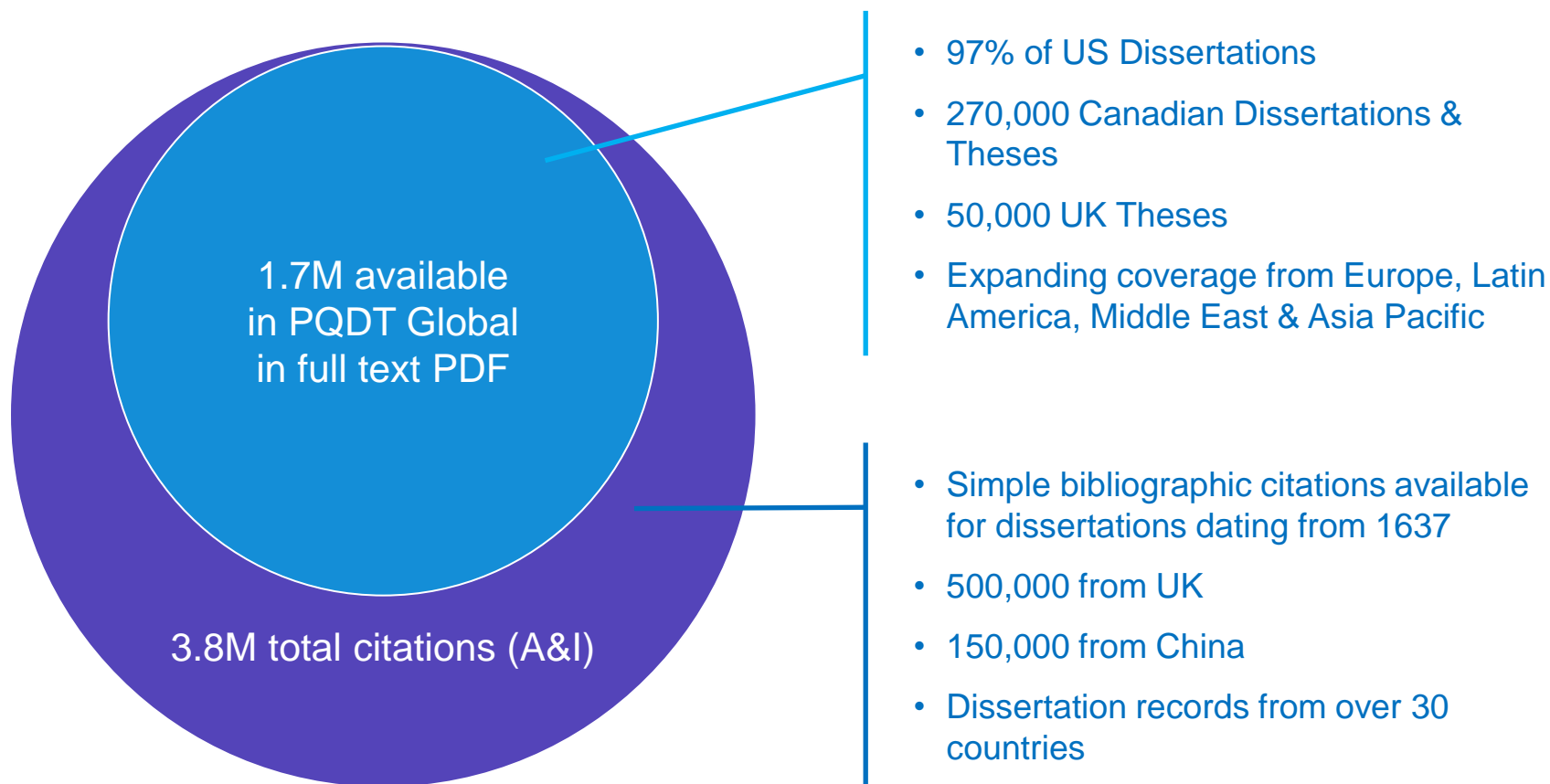
# ProQuest SciTech Collection: Key Publishers



The background consists of several overlapping, semi-transparent red shapes that create a layered, abstract effect. The shapes are primarily rectangular and trapezoidal, with some having wavy or irregular edges. The colors range from a deep, dark red to a lighter, more vibrant red, creating a sense of depth and movement. The overall composition is centered and balanced.

# ProQuest Dissertations & Thesis

# The largest collection & most reliable dissertation & these database



Over 130.000 Dissertations are added every year



# PQ Dissertations & Theses

A „must have“ for any university with a focus on PHD students

## **Extensive topic coverage**

- Dissertations, being longer than journal articles cover topics more comprehensively (than journal articles).

## **Broad Literature Reviews**

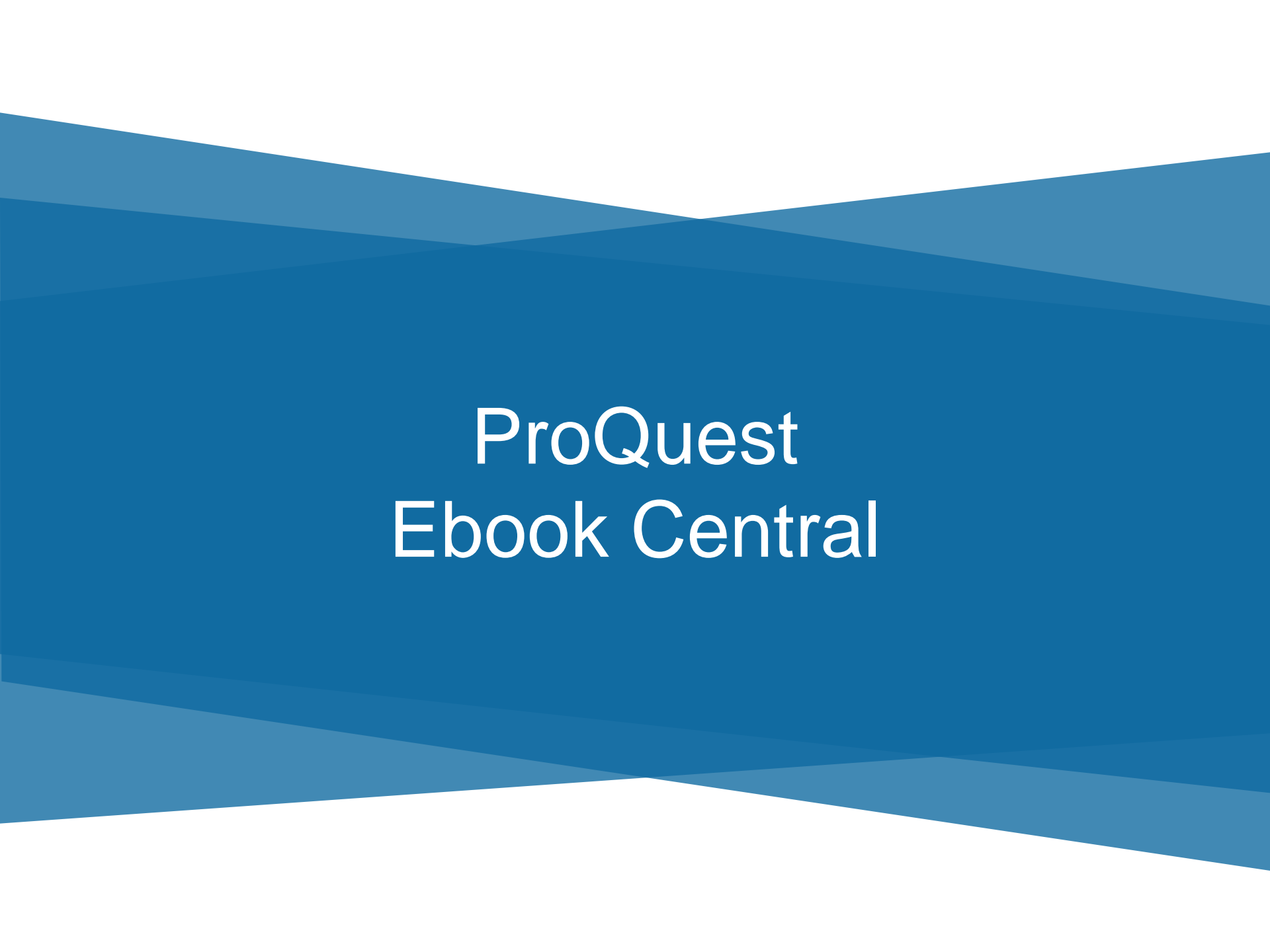
- Source of current and up-to-date literature reviews (with extensive bibliographies).

## **Learn from the methods**

- Source of methodological and theoretical approaches to the topic of interest.

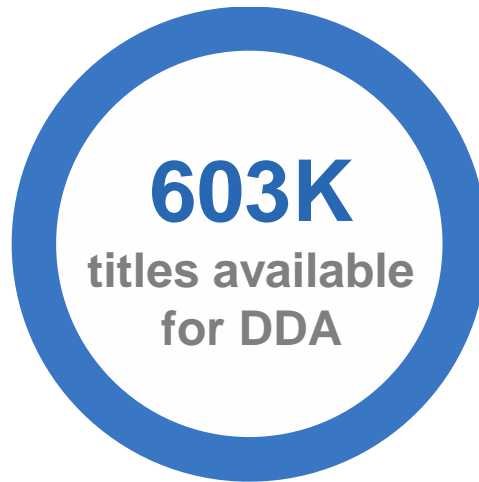
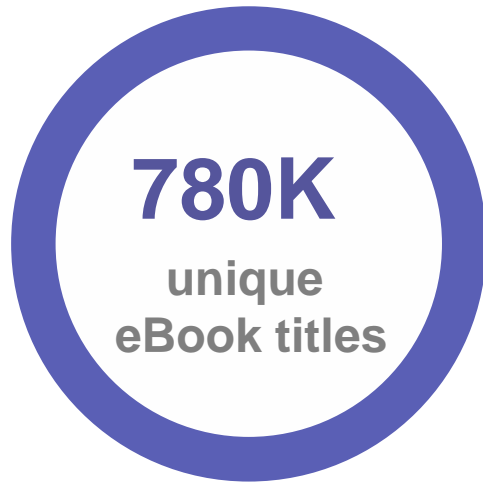
## **Re-use data**

- Source of more extensive data on tests and measurement instruments. Dissertations in science & technology field contain various results of lab experiments, field work, surveys and statistics in the form of datasets, graphs, tables and figures

The background features a central dark blue area with white text. This central area is framed by several overlapping, semi-transparent blue shapes that create a layered, geometric effect. The shapes are primarily triangles and quadrilaterals, some pointing towards the center and others pointing outwards, creating a sense of depth and movement. The overall color palette is various shades of blue, from light to dark, set against a white background.

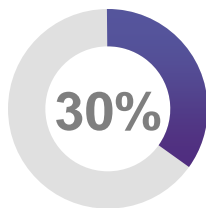
# ProQuest Ebook Central

# eBooks - Wide Range of Quality Content

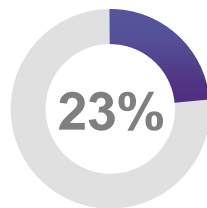


Subscribe – Pick & Choose – Demand Driven Acquisition

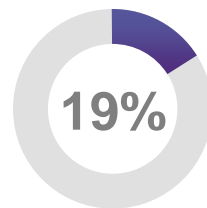
## TOP SUBJECT AREA COVERAGE



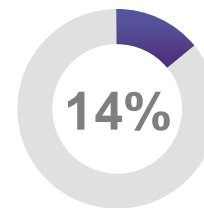
Social  
Science



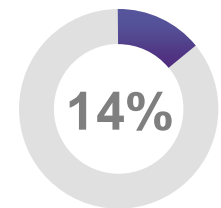
Language &  
Literature



Science



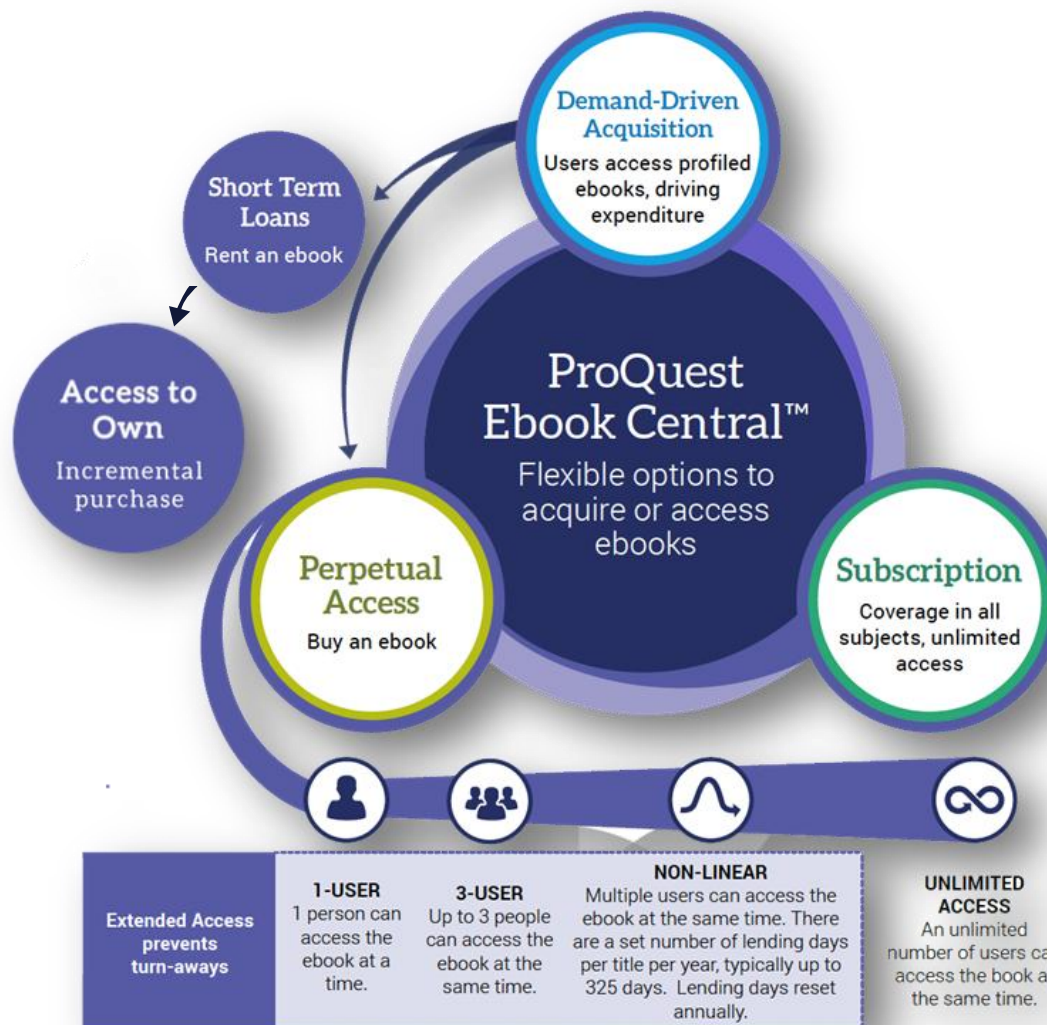
Medicine



Technology

# Expand Your Reach

...with **flexible acquisition models**



# Joining ProQuest

# Capabilities – Competence - Choice



## Workflow Solutions



Assessment



Management



Acquisition



Description



Discovery



Access



Collaboration



Funding

## Content Solutions



Ebooks



Journals



Primary Sources



Newspapers



Data & Statistics



Dissertations & Theses



Reports



Video

# Why Choose ProQuest?



Customer Experience

## Onboarding Process to include:

- Welcome Email with relevant information (Products, authentication etc.)
- Details of implementation process and plan
- Dedicated point of contact
- Dedicated support website
- Training and Consultancy (Webinars and on-site)
- 24/7 Technical Support
- Provision of usage statistics
- Albertina – home based support 😊

The screenshot shows the ProQuest website interface for NHS ProQuest: LKS Support. The header includes the ProQuest logo and the URL proquest.libguides.com. Below the header, there are navigation links for About Us, Webinars, and Terms of Use. The main content area is divided into several sections:

- Support:** Includes contact information (Phone: 0-800 521 0600, available 7:00 a.m. - 4:30 p.m. GMT Monday to Friday), a note about additional support outside core hours, a web support center, e-mail, chat with a support specialist, and a website feedback link.
- ProQuest NHS Day Materials:** Lists updates such as Customer Experience Update, Digital Resources for Medical Libraries and Recent ProQuest Updates, E-resource Systems and Improving User Experience and Libraries' workflows, and ProQuest Ebooks Update.
- ProQuest Twitter Feed:** A section for social media updates.
- Training Resources:** Features an introduction to ProQuest resources for NHS LKS, a link to view in WebEx, and a list of upcoming and recorded Health and Medical public webinars. It also mentions "Coming soon!" and segmented training recordings on the upgraded ProQuest Platform.
- Search via HDAS:** Provides a link to search British Nursing Index, MEDLINE and PsycINFO through HDAS.
- Available Databases:** Lists various databases including Login to All ProQuest Platform databases, British Nursing Index login (A&I), Title List, More information on BNI, MEDLINE login (A&I), More information on Medline, ProQuest Hospital Collection login (Full Text), and Non-Periodical Content in PQHC (Over 2000 Nursing Videos, Over 30K Dissertations, Over 230 ebooks (in chapters), 26 CultureGrams Provinces Edition).



Thank You!