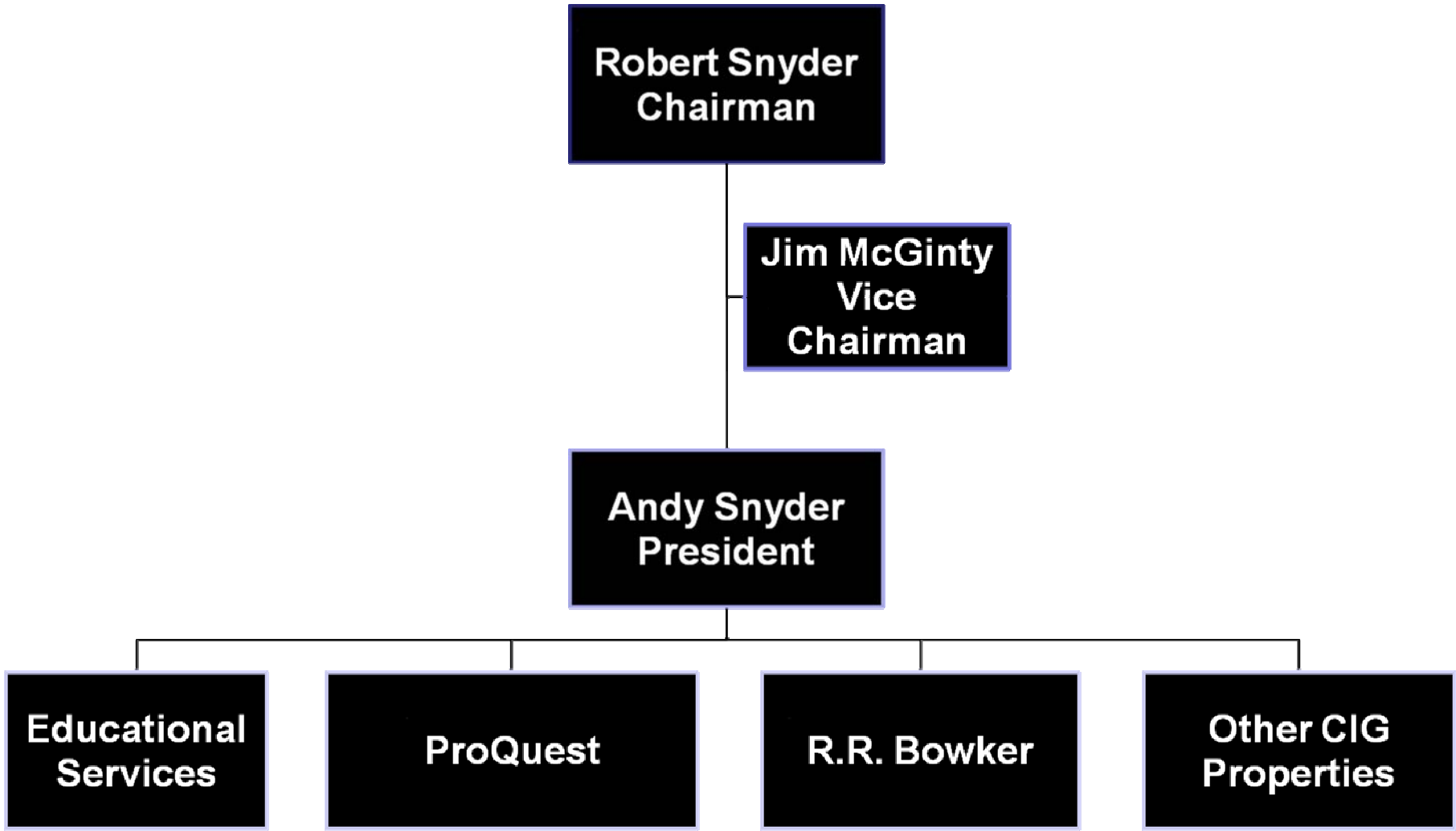
Presentation Will Cover…

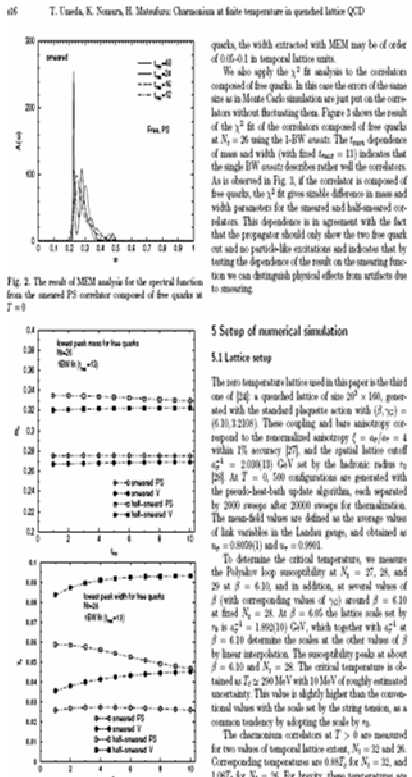
- Description of Deep Indexing
- Discuss its use in the marketplace
- Initial reaction from users/customers
- Impact on Secondary Publishing

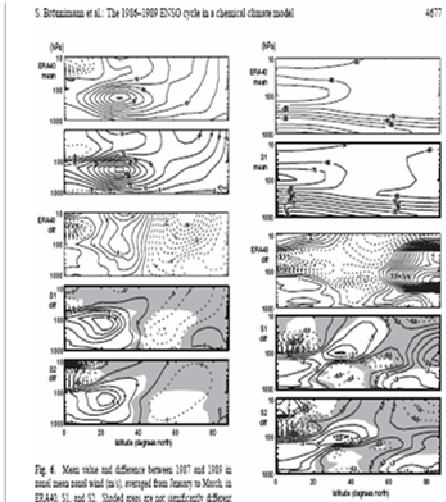
Cambridge Information Group

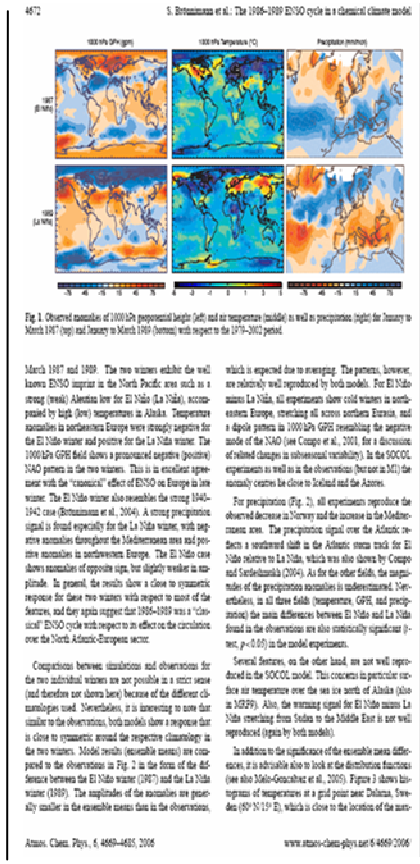


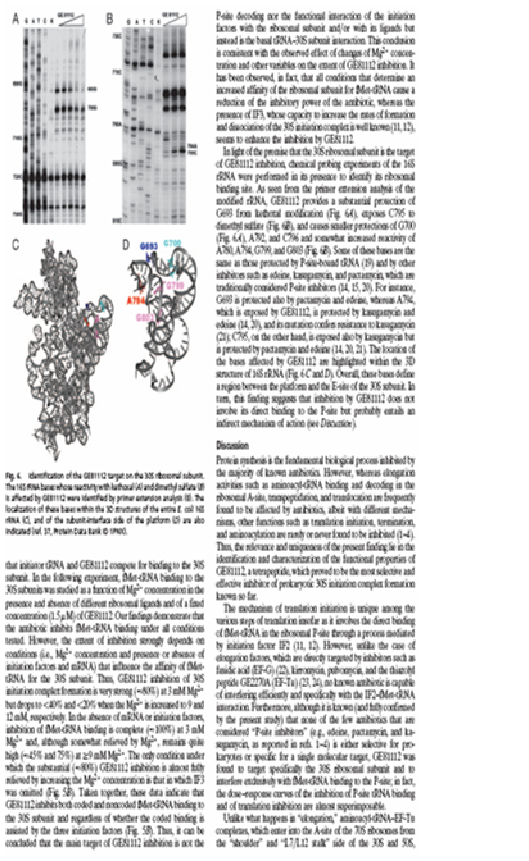
Deep Indexing of Scholarly Material

Extracting/Structuring data presented in tables and figures within published literature









Deep Indexing: An Innovation in Search and Discovery of Scholarly Material …

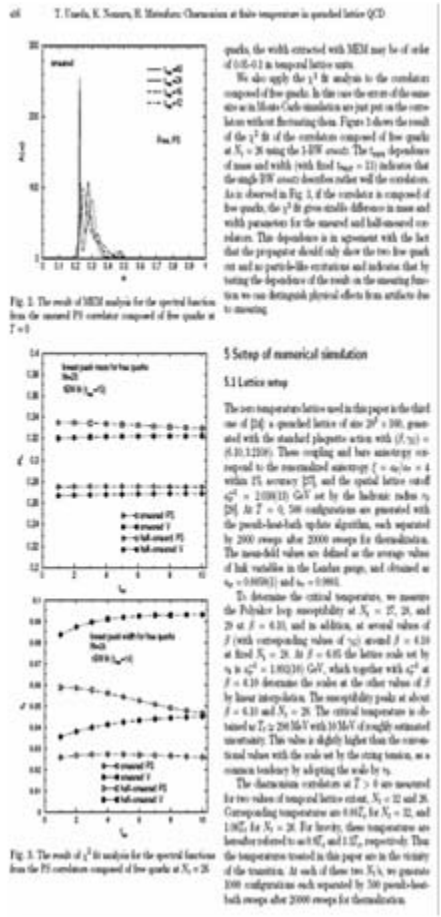


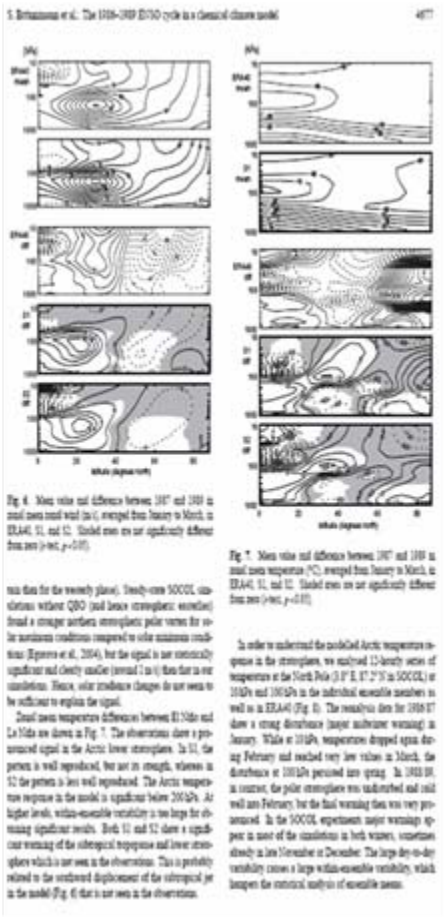


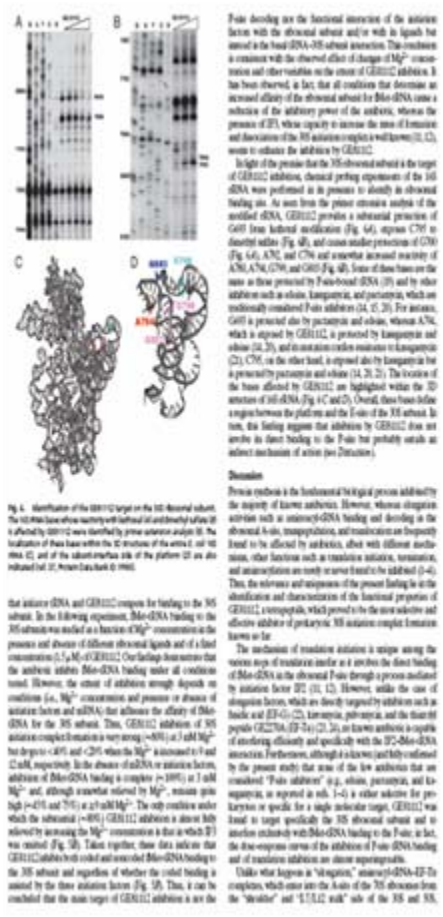
ProQuest®
Start here.

Jim McGinty
Vice-Chairman
Cambridge Information Group

Change in Focus of Indexing



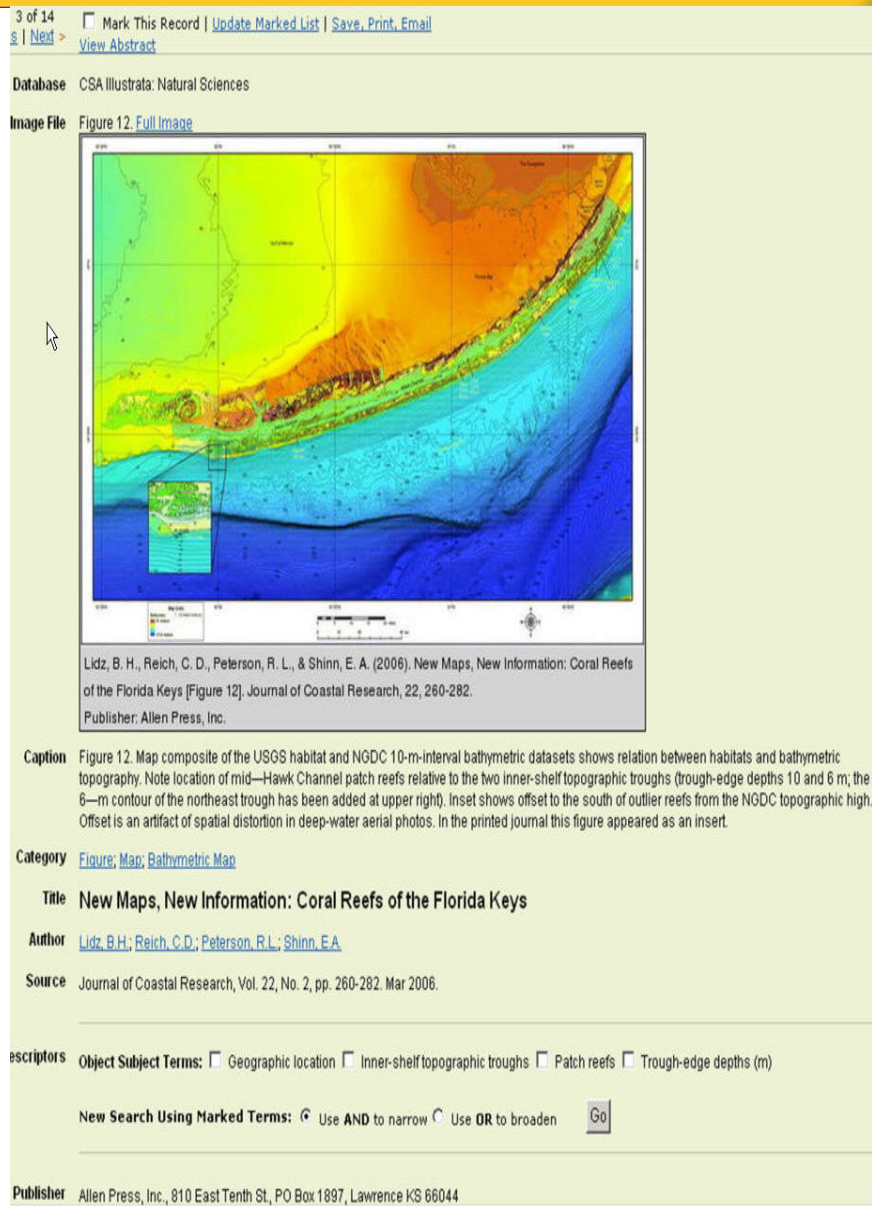




Sub-Article → Index Objects → Create Metadata Linking

Deep Indexing Provides:

- Image of figure or table
- Category (graph, map, satellite image…)
- Natural language subject terms and statistical descriptor terms, taxonomic, and geographic terms
- Publisher attribution
- Links to rights and permission
- Links to full-text articles



Why Index Figures/Tables

- Figures and tables represent the distilled essence of research—the closest thing to raw datasets
- Researchers want access to this data
- This information is invisible/not addressable

Researcher Response …

Overwhelmingly, respondents said the ability to search for specific types of objects would make a difference in their search and discovery processes…

--save time

--work more efficiently

--aid in presentations

--find more relevant results."

Tenopir, C., & Sandusky, R.J. (2006). The Value of CSA Deep Indexing for Researchers - Draft Final Report

CSA Illustrata

Information service within CSA Illumina which provides:

--Web-based access to indexed tables/figures

--Searching by type of table/figure

--Searching/linking to enhanced abstracts

--Linking from table figures to full-text articles

--Linking to rights/permissions

Enhanced search and discovery
via increasing precision and relevancy

What's Causing Enhanced Precision/Relevancy

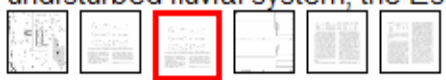
- Enhanced Citations
- Enhanced Abstracts
- Object Records
- New Search Path

Citation Display with “pinkies”

All Publication Types 46136 | Journals 29283 | Peer-Reviewed Journals 18938 | Conferences 5460 | Books 2721 | More >

Mark or Clear all on page | Update Marked List | Save, Print, Email | RefWorks Sort by: Most Recent First Go

◀ Previous 1 2 3 4 5 Next ▶ Record # Go

1. **Invertebrate Colonization Patterns in a Mediterranean Chilean Stream**
Figueroa, Ricardo; Ruiz, Victor; Niell, Xavier; Araya, Elizabeth; Palma, Alejandro
Hydrobiologia [Hydrobiologia]. Vol. 571, no. 1, pp. 409-417. Nov 2006.
The macrozoobenthos colonization process on artificial substrata in lotic environments was evaluated. Two seasonal periods, autumn-winter and spring-summer, of a relatively undisturbed fluvial system, the Estero Nonguen (VIII Region, Chile), have ...

View Record | Full-Text Linking

Database: CSA Illustrata: Natural Sciences
Object Descriptors: Altitude (m) | Autumn-winter | Colonization | Distance from source (m) | General characteristics of sampling stations | Lineal colonization | More...

2. **Effects of flow on meiofauna colonization in artificial streams and reference sites within the Illinois River, Arkansas**
Smith, Freese; Brown, Arthur V
Hydrobiologia [Hydrobiologia]. Vol. 571, no. 1, pp. 169-180. Nov 2006.
... of drifting meiofauna (potential colonists of the ***benthos***) were low (5 no. l super(-1)) and similar among artificial channels and reference sites regardless of flow rates (F sub(1,18) = 2.19, p = 0.1407). Although densities were low, the ...

View Record | Full-Text Linking

Database: CSA Illustrata: Natural Sciences
Object Descriptors: Abundant benthic taxa | Benthic dipterans | Benthic meiofauna | ***Benthos*** | Colonization period (d) | Densities (no./L) | More...

Logout | Quick Search | Advanced Search | Search Tools | Browse | 0 Marked Records | Search Hi

Record View | Return to Results | Help & Sup

1 of 1 | Mark This Record | Update Marked List | Save, Print, Email | RefWorks

View Abstract | Table of Contents | Full-Text HTML | Openly Full-Text | SFX

Discovery Links

Links to Full-Text

Database CSA Illustrata: Natural Sciences

Title Conservation and Development in Amazonian Extractive Reserves: The Case of Alto Jurua

Author Ruiz-Perez, M; Almeida, M; Dewi, S; Lozano Costa, EM; Pantoja, MC; Puntodewo, A; Arruda Postigo, Ad; Andrade, AGd

Source Ambio [Ambio]. Vol. 34, no. 3, pp. 218-223. May 2005.

Objects


Figure 1.

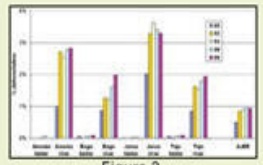


Figure 2.

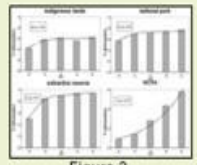


Figure 3.

Object Thumbnails

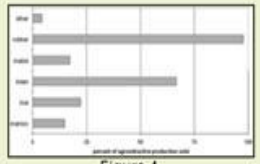


Figure 4.

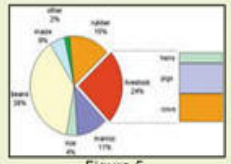


Figure 5.

Year	Number	Area (km²)	Population
1990	4	21 630	13 912
1992	9	22 008	17 862
1997	11	25 108	21 562
1998	12	31 584	25 562
1999	13	32 104	25 962
2000	16	34 079	28 992

Source: CNPT-IBAMA and Iglesias (18).

Table 1.

Abstract Extractive reserves constitute an innovative approach to match conservation and development objectives, which were originally envisaged as part of a land struggle by forest dwellers in Brazil. In spite of the idea's popularity and the attempts to apply the concept to different tropical regions, there has been little analysis of the combined conservation and development performance of extractive reserve programs. We present a detailed analysis of deforestation and demographic and socioeconomic changes in Alto Jurua, the first extractive reserve created in Brazil in 1990. Forest cover has remained fairly stable. Population has declined slightly, with some internal displacements. The cash economy base has shifted from the original rubber production to a diversified portfolio of agriculture and livestock, and there has been a dramatic rise in nonagrarian income. We conclude that the Reserve represents a very dynamic setting with positive conservation and development outcomes during its first decade.

Article Descriptors

Descriptors **Article Subject Terms:** ☐ Conservation ☐ Forests ☐ Deforestation ☐ Demography ☐ Development ☐ Rubber ☐ Socio-economic aspects ☐ Livestock ☐ Tropical forests ☐ Population dynamics ☐ Income

Article Geographic Terms: ☐ Brazil ☐ Brazil, Amazonia

Object Descriptors

Object Descriptors **Object Subject Terms:** ☐ Area (km²) ☐ Average cows per family ☐ Demographic changes ☐ Extractive reserves ☐ Livestock income expanded ☐ Number of cows (no.) ☐ Percentage changes in livestock (%) ☐ Percentage deforestration (%) ☐ Percentage of total agro-extractive production sold (%) ☐ Percentage rural (%) ☐ Primary sector ☐ Rural population index ☐ Structure of cash income ☐ Time (yr)

Object Geographic Terms: ☐ Brazil

New Search Using Marked Terms: ◉ Use **AND** to narrow ○ Use **OR** to broaden Go

Publisher Royal Swedish Academy of Sciences

Classification D 04705 Conservation; M3 1120 Land; EE 10 General Environmental Engineering

Logout | Quick Search | Advanced Search | Search Tools | Browse | 0 Marked Records | Search History

Record View | Return to View Record | Help & Support

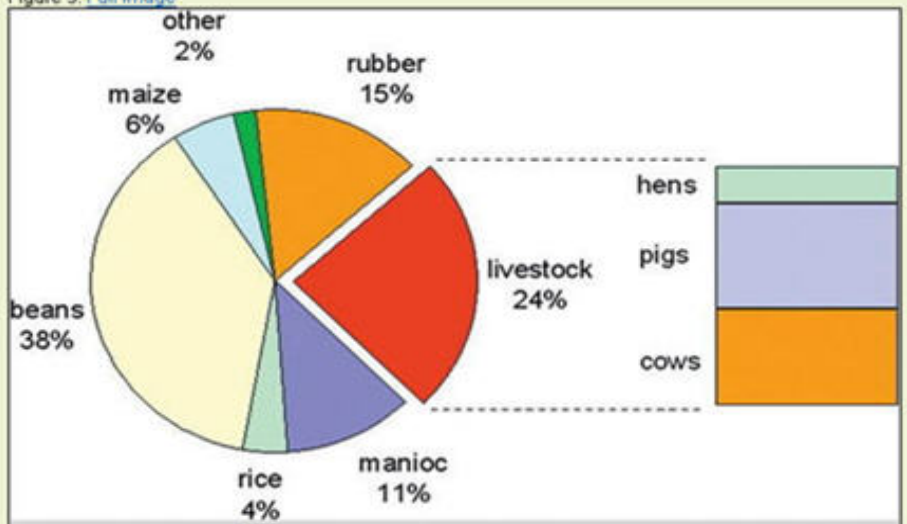
Abstract | Mark This Record | Update Marked List | Save, Print, Email | RefWorks
View Abstract | Table of Contents | Full-Text HTML | Openly Full-Text | SFX

Links to Full Text

iscovery Links

Database CSA Illustrata: Natural Sciences Index

Image File Figure 5. Full Image



Ruiz-Perez, M., Almeida, M., Dewi, S., Lozano Costa, E. M., Pantoja, M. C., Puntodewo, A., et al. (2005). Conservation and Development in Amazonian Extractive Reserves: The Case of Alto Jurua [Figure 5]. Ambio, 34, 218-223.
Publisher: Royal Swedish Academy of Sciences

Attribution

Get Permissions | Copyright Clearance Center

Rights Management

Caption Figure 5. Structure of cash income from primary sector–based activities, with livestock income expanded in the bar

Category Figure; Graph; Pie Chart

Category

Title Conservation and Development in Amazonian Extractive Reserves: The Case of Alto Jurua

Author Ruiz-Perez, M.; Almeida, M.; Dewi, S.; Lozano Costa, E.M.; Pantoja, M.C.; Puntodewo, A.; Arruda Postigo, A.d.; Andrade, A.G.d.

Source Ambio, Vol. 34, No. 3, pp. 218-223. May 2005.

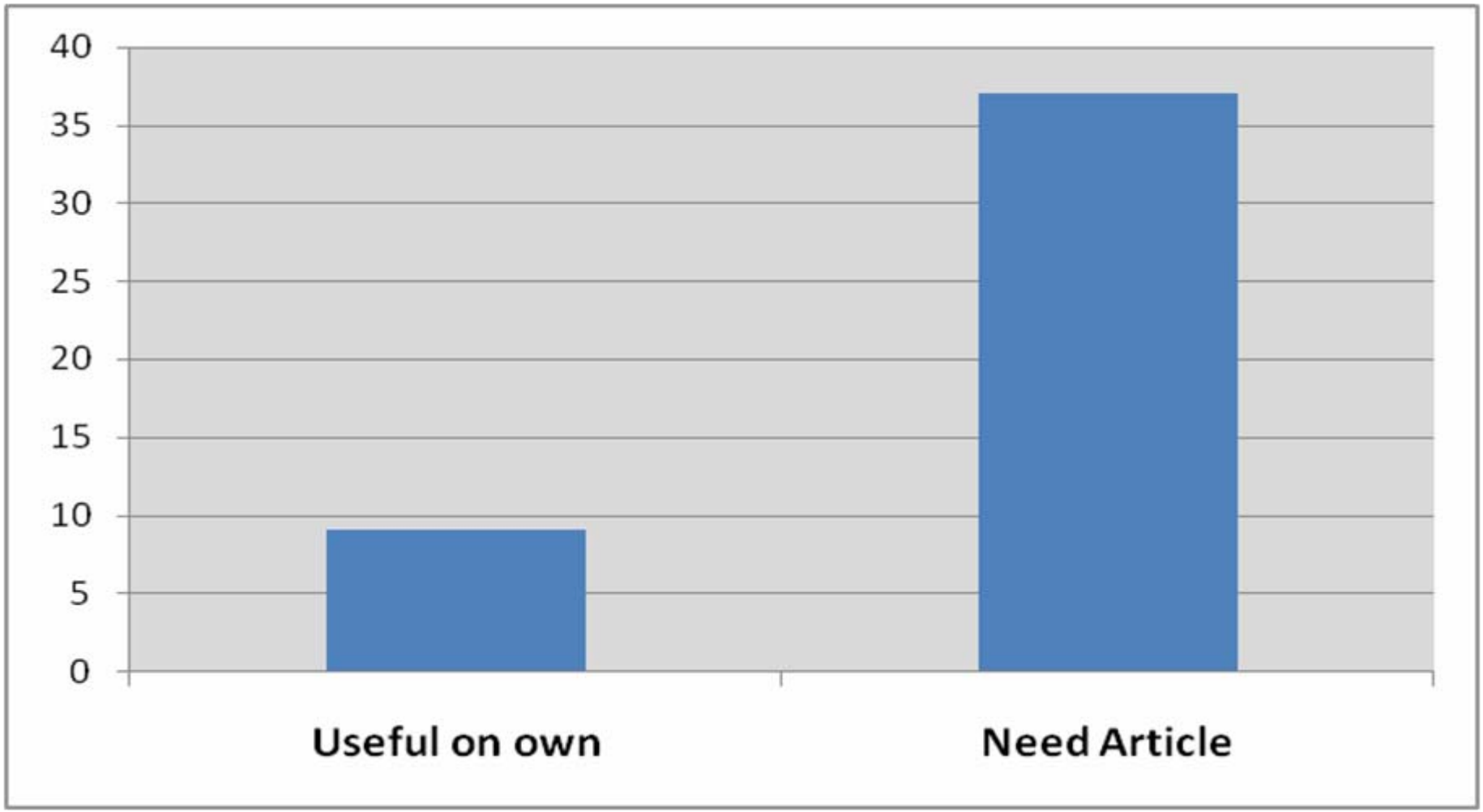
Object Descriptors Object Subject Terms: ☐ Cash Income ☐ Beans ☐ Rice ☐ Maize ☐ Corn ☐ Rubber ☐ Manioc ☐ Livestock ☐ Hens ☐ Pigs ☐ Cows

Object Descriptors

New Search Using Marked Terms: ◉ Use AND to narrow ○ Use OR to broaden Go

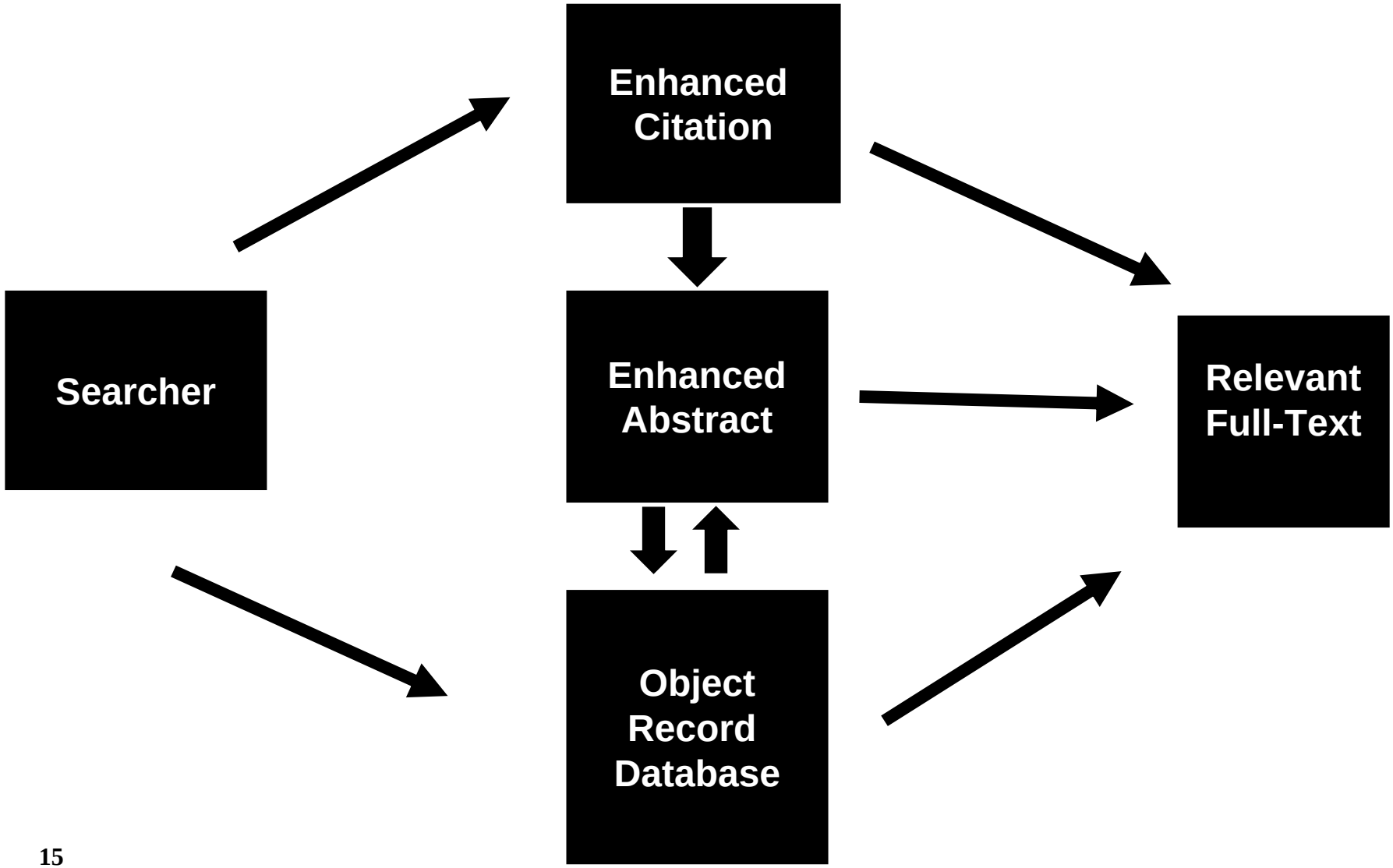
Publisher Royal Swedish Academy of Sciences, P.O. Box 50005, Stockholm S-104 05

Usefulness of Objects with and without Corresponding Articles



Tenopir, C., & Sandusky, R.J. (2006). The Value of CSA Deep Indexing for Researchers, figure 59 - Draft Final Report

Enhancing Precision in Full-Text Access



What Customers/Users Are Saying

- "It provides another way to evaluate and winnow out data without overwhelming users and having to take extra steps to get it—and for visual/graphic data in the applied sciences that is really important."

  — *Lisa Dunn, Head of Reference*
  Arthur Lakes Library, Colorado School of Mines

- "I waste a lot of time looking through papers which look like they contain some data, but they don't. I definitely see this database as a significant improvement"

  — *Dr. Maria Prokopenko*
  Princeton University

What Customers/Users are Saying

- "Not only could you find this information… but link … back to the article (it) came from ... This is definitely going to make our jobs much easier."

  — Van Afes, Director
  Waldmann Memorial Library, New York University.

- "It's much easier to find the information; it's much, much better."

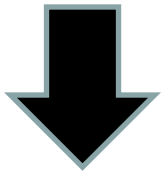
  — Dr. Marco Colombini
  University of Maryland

- "I believe that CSA Illustrata represents a major innovation access to scholarly information and have been actively encouraging students and staff at the University of Queensland to utilize this unique resource."

  — Keith Webster
  University of Queensland Library

What Will Deep Indexing Mean for Secondary Publishing

- Discovery/illumination of article/journal
- Greater precision/relevancy provided to users
- Enhanced probability of citing … article/author/journal
- Additional service to authors
- Possibility of modular offerings



Increase usage/satisfaction of full-text offerings

What will Deep Indexing Mean to Librarians

- Additional Capability for Faculty/Researchers
  - *--Precision/Relevancy*
  - *--Time Savings*
- Enhanced ROI from Full-Text Purchases
- Journals Selection Factor

Contact ProQuest

Mark Hyer

Vice President of Secondary Publishing

(240) 752-7126

mark.hyer@proquest.com

Next Step: View Video

“The Power of Deep Indexing”

www.proquest.com/go/illustrata