

Librarianinsider

NEWS FOR LIBRARIANS

ISSUE 29 DECEMBER 2011

IOP Publishing

Welcome to the 29th issue of *Librarian Insider*, our quarterly newsletter dedicated to you. If you or your colleagues would like to be notified about future issues, please e-mail holly.purcell@iop.org.

Physical-science research goes viral with YouTube



We all know that YouTube is the place to go for dancing pets, fun videos, and an occasional trip down memory lane, but now this popular video-sharing website is getting hits for a whole new reason: science. Academics around the world are using YouTube to share videos that they have filmed as part of their research projects; this is a great way of providing visuals to explain processes and findings at the heart of their work.

This new way of seeing research in action is very popular: two videos from IOP-published content have been a big hit since they were put on YouTube in September. One video showing a [gecko-inspired robot](#) in action has been viewed more than 100,000 times to date, and the other video, about a [mirage-effect invisibility cloak](#), has received more than a million views. It's not only researchers who want to see scientific information presented in this exciting format. YouTube has now become an excellent way of sharing scientific discoveries with members of the public as well; for example, [the invisibility cloak video](#) was picked up by CNN and other news outlets worldwide.

Librarians around the world are also using YouTube to connect with their patrons. Duke University Library has its [own channel](#) which helps market the library and showcases how their patrons feel about their service.

Do you have a YouTube story from your library? If so, send us an email and tell us about it!

Plasma Science and Technology: increased frequency at no extra cost



Plasma Science and Technology has grown! Beginning with the January, 2012 issue, the journal's frequency will increase from six issues per year to 12. Existing subscribers will now receive twice as many issues for the same price listed in the 2012 Pricing Bulletin.

If you are not a current subscriber but would like to add *Plasma Science and Technology*

to your collection, contact your Regional Representative, or e-mail us at info@iopubusa.com (North, Central, or South America) or custserv@iop.org (all other countries).

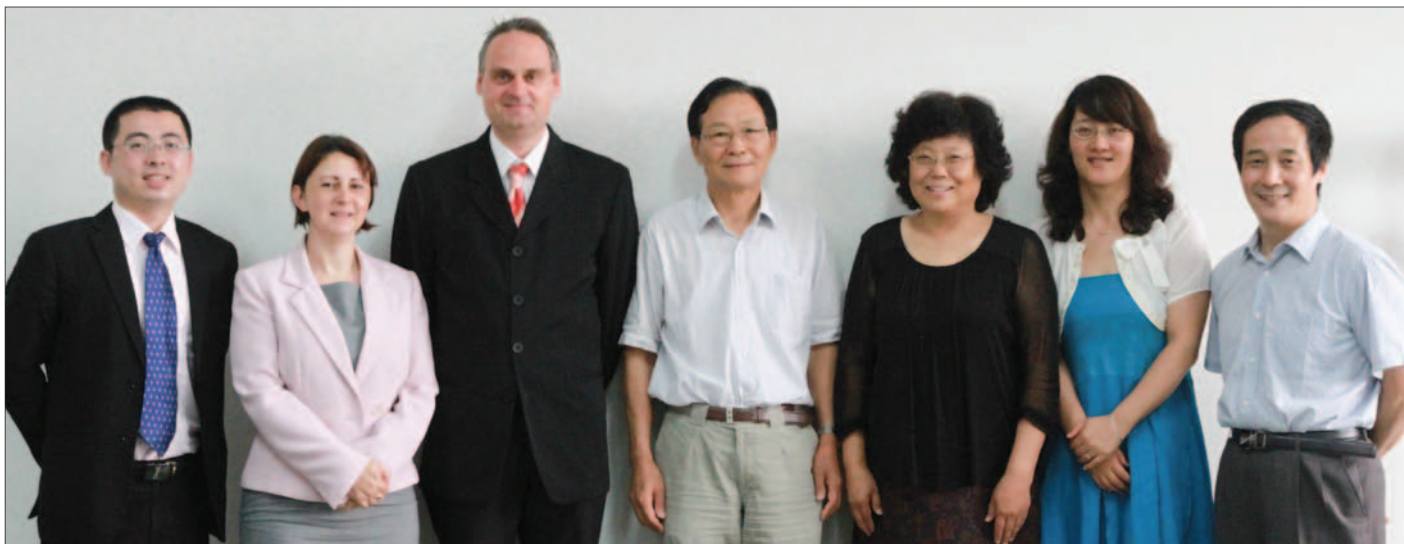
First US-based Editor-in-Chief for *Physics in Medicine & Biology*



Physics in Medicine & Biology (PMB) has announced the appointment of their first US-based Editor-in-Chief, Professor Simon Cherry, Director of the Center for Molecular and Genomic Imaging at the University of California, Davis.

Professor Cherry has already made an outstanding contribution to the journal: he has published 40 papers in PMB, and spent eight years on the Editorial Board. We look forward to welcoming him on January 1, 2012.

14 new titles for researchers in China



Left to right: IOP's Rick Liu, Nicola Gulley and Olaf Ernst with members of the China National Science and Technology Library.

A new agreement with the China National Science and Technology Library means that researchers based in China will be able to access 14 titles from seven major scientific societies in 2012 to 2014.

Covering a range of content across mathematics, physics, chemistry, fluid mechanics, electronic science and technology, medicine, and biology, this agreement will support communication between scientific communities in China and researchers worldwide.

Shibboleth compliance for Japan



IOP Publishing has expanded its Shibboleth compliance for IOPscience to include the Japanese Federation, GakuNin.

All researchers at institutions who are members of GakuNin can now access subscribed content from multiple locations using the same ID and password, regardless of whether they are on- or off-campus. This ensures that users can obtain access to their library's resources if they have to log in remotely, providing a convenient service for all library users.

A note on Shibboleth

Shibboleth is an open-source software package for web single sign-on, which simplifies account and access management. It is being implemented in research and education communities worldwide.

Checking your COUNTER statistics

When you are checking your COUNTER statistics for IOP Publishing titles, you might need to look at more than one service to get the full picture.

To see your most recent statistics, select "IOPscience" from the service drop-down menu. If you want to see your institution's statistics prior to the platform migration in March, 2010, you may need to check the "Electronic Journals" service, found on the same drop-down menu.

Reports are provided in both CSV and XML format to allow you to download them manually or to use a SUSHI-enabled Electronic Resource Management system to collect them automatically.

View your institution's COUNTER statistics by logging in and using your existing COUNTER login and password to access the interface.

EVENTS

ALA Midwinter 2012
January 20–24, 2012
Dallas, TX, USA

IOP Publishing will be sponsoring the Annual SciTechSection (STS) Dinner. E-mail leckner@ioppubusa.com for more details.

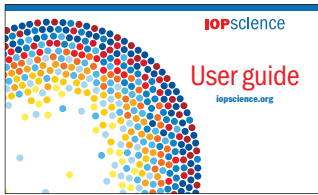
VALA 2012
February 6–9, 2012
Melbourne, Australia

SLA-AGC 18th Annual Conference
March 6–8, 2012
Manama, Bahrain

UKSG 2012
March 26–28, 2012
Glasgow, UK

DID YOU KNOW?

Updated user guide now available



The IOPscience user guide has been updated and is now available to [download](#).

This step-by-step guide can be used as a training aid for new users, as well as an easy-to-use reference manual for your more experienced users. Print versions are also available; e-mail us at iopscience@iop.org to request your copies.

Renew now for 2012

2012 is almost here and you should have received your renewal invoice. Make sure that your library has seamless access to your subscribed titles in 2012 by sending your renewal payments before the end of the year.

If you haven't received your invoice or you have any questions about your subscriptions, please contact us at info@iopubusa.com (North, Central, or South America) or subqueries@iop.org (all other countries).



60 seconds with...

Dr. Graham McCann, Head of Product Management and Innovation, IOP Publishing

Tell us a bit more about your role.

I am responsible for delivering IOP's electronic publishing strategy to meet the needs of readers, authors, information professionals, and publishing partners, and support for innovation is a central part of my role.

What difference does investment in innovation made by publishers make to scholarly communication?

A key outcome of publishers' investment over many years has been to give researchers instant access to archives of research material from their computers, and increasingly, from their mobile devices. Just as important are the underpinning technologies that libraries and publishers have invested in to link services to improve discoverability: metadata feeds, XML workflows, and deep indexing.

What are the hot topics now?

Mobile devices are still hot! When I attended Internet Librarian International 2011, I saw at least two tablet devices in each row of the audience. We are moving towards more personal information consumption, with workflows tailored to the device and to the way it is used; publishers need to put infrastructure in place to allow flexible delivery. This drives us beyond the PDF, which is exciting.

What are the key areas to watch in the future?

I'm keen to see what happens with the growth of semantic-enabled platforms and how these are aggregated by third-party discovery services. Most publishers are investing in semantic technologies to improve the discoverability of content and to build new services on the terms mined from the text. I'm expecting a big demand to pull all this semantic data together in new ways into automated discovery services for researchers.

I'll also be watching ePUB3, as a format for research articles, which could potentially replace the PDF as the version of choice, particularly for access on mobile devices. This new standard is still in its infancy but should make a significant impact.

Are you planning on attending any events this year where librarians can meet you?

I recently attended the Frankfurt Book Fair and Online Information 2011, and plan to attend ALPSP and STM meetings throughout 2012. I also hope to attend the SLA meeting in Chicago in July.

Who do I contact at IOP?

For access inquiries or to report a problem with IOPscience, please contact our customer services team at custserv@iop.org. For sales inquiries, including information about products and subscriptions, or to arrange an on-site visit by our sales team, please contact one of the following Regional Representatives:



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2012 wall-planner giveaway



To wish all of our customers a very happy new year, we are giving away complimentary copies of our 2012 wall-planner.

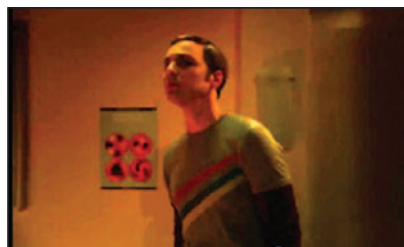
To receive your planner (available while supplies last),

please e-mail iopscience@iop.org. It's a great way to keep track of important dates and events in the coming year, and it contains information on some of the landmarks in the history of physics.

Marketing materials for your library

Would you like to receive additional materials to help you promote your library? E-mail us at iopscience@iop.org and we'll send you a free selection of posters, giveaways, user guides, and other materials.

Spotted!



IOP has hit the small screen! Did you spot this *Plasma Sources Science and Technology* poster on "The Good Guy Fluctuation" episode of *The Big Bang Theory*?

Be on the look-out for more IOP posters coming to a television screen near you!

Do you use your IOP giveaways in any interesting or imaginative ways? Send us your photos, tell us why you love your IOP item, and we'll send you an IOP goody bag.

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