

"Trends in Secondary Publishing"

Helle LAURIDSEN Product Manager, ProQuest

For a long time indexing of defined text fields in academic articles have been the recognized way of managing the ever increasing amount of scientific information. Only very few, clearly defined subject areas, have indexed anything but text based information.

Machine indexing can handle large amount of text data cheaply, and large free search engines such as Google Scholar and Academic Live can retrieve vast amounts of information very quickly.

But even with so much information freely available, there is still a need for in depth searching into research articles and data. Because: is “vast amounts” really always desirable? Is it not better to be able to drill down to the information quickly and painlessly (i.e. without too many clicks) get to *the* relevant full text article?

The success of Elseviers recently launched Scopus and the continuing well-being of ISI's Web of Science and of many other bibliographic databases proves that even purely text based searches in well structured carefully indexed databases are necessary for the serious researcher to find not just “something” about a subject, but “everything” about it – in order not to spend countless hours in the laboratory finding something which has already been found. The newly developed method of indexing images, graphs, tables and illustration will bring enable researchers to search directly into the illustrations of an article, focusing on the data and not the theory.