

New Sources of eBook Content for Libraries



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Product Manager
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Reference Content

Overview:

- The Thomson Gale eBook Model
- Seven Case Studies of Libraries Using eBooks
- What Does the Future Look Like?

- *Gale Virtual Reference Library* Released November 2003

The Thomson Gale eBook Model

- Purchase one eBook at a time rather than a predetermined collection
- Remote access – answers delivered 24x7
- No checkout – Gale eBooks are always accessible
- Puts your reference content into circulation

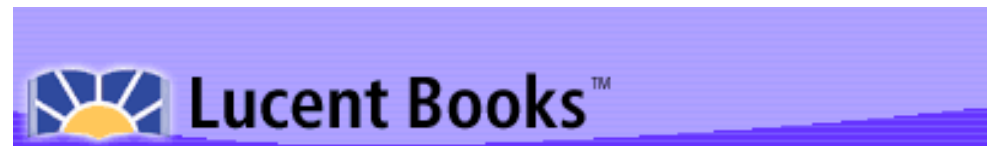
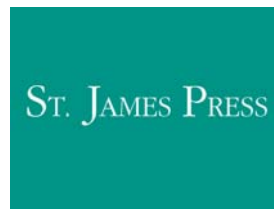
- *Gale Virtual Reference Library* Released November 2003

The interface acts like a database...

- Searching across and within eBooks
- Results are delivered at the entry/article level
- Print or email an entire article, not just a page
- Access from OPAC via MARC records
- Links from your library web page via InfoMarks
- Usage statistics
- Trial site to preview content and features

Content

- 109 titles were released in 2003
- 200 more titles planned for 2004
- Many of Gale's series are included



Case study #1

Mount San Antonio College – Walnut CA

Librarian Emily Woolery: “We appreciate the great variety of titles, which are current and cover a wide range of topics. It is great to search across all titles and also have the ability to limit the search to specific titles.

When exploring the database, I was pleased to find the "Image Caption" search. Our students often need visual aids and I now know that I can find images in a reliable and manageable source.

Overall, we just love having electronic access to so many terrific reference sources. I constantly show the print ***Gale Encyclopedia of Medicine*** and ***St. James Encyclopedia of Popular Culture*** to my students, and I get so excited when I can show it to them electronically, too.

Lastly, on a personal note, I have used the database a lot. I have a two-year old son, so I am often looking for information about his development, personality, illnesses, etc. Just last week I logged in from home when we were taking yet another sick day. :-)”



The Library at Mt. SAC: your portal to knowledge

[E-Journal Portal](#)

Quick Links

[News](#)

[Statistics/Controversy](#)

Subject Index

[Biography](#)

[Business](#)

[Child Development](#)

[Education](#)

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[Psychology](#)

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[Social Science](#)

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Mt. SAC Library: Magazines, Journals, Texts and Databases by Topic - Microsoft Internet Explorer

Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Refresh

Address http://www.mtsac.edu/college/lrc/library/JrIsTopic.html#stats

o See also: [All Topics in Magazines and Journals](#)

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• Science and Technology

o [Gale Virtual Reference Library](#)

Encyclopedia chapters covering many areas of science and technology.

o [Today's Science](#)

Articles on many areas of study: health, the environment, technology, life science, physical science, earth and space science, and science and society.

o [WilsonWeb: OmniFile](#)

General and applied science and technology magazines and journals since 1994.

o See also: [All Topics in Magazines and Journals](#)

[return to top of page](#)

• Social Science

o [CQ Researcher](#)

Social issues and analysis since 1983.

Las Vegas-Clark County Library District

RESEARCH DATABASES



Research databases are available at the library or from home to residents of the Las Vegas-Clark County Library District with your 14-digit library card number.

Gale Virtual Reference Library

A database of encyclopedias, almanacs, and specialized reference sources for multidisciplinary research. These reference materials once were accessible only in the library, but now you can access them online from the library or remotely 24/7.

Grand Rapids (MI) Community College

Library Web Site description...

“Electronic Reference Books - [Gale Virtual Reference Library](#) is a new way to access Gale Reference Books owned by the GRCC Library. Current on-line titles include works on Child Development, Marriage & Family (4v), Drugs and Addiction (3v), Mental Disorders (2v), Multicultural America (3v) and Crime & Justice (4v).”

MARC records have been incorporated into the **Arthur Andrews Memorial Library** OPAC as well.

Grand Rapids (MI) Community College

“Hi Brad,...

Just want to say how much we love the new Gale Virtual Reference Library...I am excited about it because it is already helping us with a current assignment but it also completes the puzzle, so to speak, in providing library information online.

Congratulations!”

-Tom Van Dam, Grand Rapids Community College

Christchurch (New Zealand) City Libraries

- “We think it is invaluable to be able to search across titles.
- We like being able to browse and select individual sources from Advanced Search.
- The accessible search history is good as is being able to search images.”

Christchurch (New Zealand) City Libraries

Ancient Europe 8000 BC to 1000 AD: Encyclopedia of the Barbarian World, 1st Ed, 2V Set

Contemporary Fashion, 2nd Ed

Encyclopedia of Food & Culture, 1st Ed, 3V

Encyclopedia of Modern Asia, 1st Ed, 6V

Encyclopedia of Occultism & Parapsychology, 5th Ed, 3V

Science of Everyday Things, 1st Ed, 4V

Vietnam War Reference Library, 4V + Index

World War I Reference Library, 3V + Index

World War II Reference Library, 4V + Index

Encyclopedia of Espionage, Intelligence & Security, 1st Ed, 3V

Gale Encyclopedia of the Unusual & Unexplained, 1st Ed, 3V

Mathematics, 1st Ed, 4V

Pollution A to Z, 1st Ed, 2V

Space Sciences, 1st Ed, 4V

The Renaissance: An Encyclopedia for Students, 1st Ed, 4V

Gale Encyclopedia of Alternative Medicine, 1st Ed, 4V

Gale Encyclopedia of Cancer, 1st Ed, 2V

Gale Encyclopedia of Genetic Disorders, 1st Ed, 2V

Gale Encyclopedia of Medicine, 2nd Ed, 5V

Gale Encyclopedia of Surgery: A Guide for Patients & Caregivers, 1st Ed, 2V

Suffolk University - Boston MA

- Has created a description on the Mildred F. Sawyer Library web site...
- “Several of Gale's most useful reference sources including *Contemporary Authors, Countries and Their Cultures, Encyclopedia of Business and Finance, Encyclopedia of Communication and Information, Encyclopedia of Public Health, Encyclopedia of Small Business, and Reference Guide to World Literature.*”
- Access from campus and off-campus
- Has added the MARC records to its OPAC

Suffolk University Libraries

PREVIOUS RECORD

NEXT RECORD

ANOTHER SEARCH

START OVER

MARC DISPLAY

EXPORT

REQUEST

TITLE

encyclopedia of public health

View Entire Collection

Search

Other Resources

Title

Pub info

Descript.

Contents

ISBN

Alt author

Subject

Encyclopedia of public health / edited by Lester Breslow

New York : Macmillan Reference USA/Gale Group Thomson Learning, c2002

4 v. : ill., map ; 29 cm

v. 1. A-C -- v. 2. D-K -- v. 3. L-R -- v. 4 S-Z

0028658884 (electronic)

[Breslow, Lester](#)

[Public health -- Encyclopedias](#)

Click on the following to:

[View full text via Gale's Virtual Reference Library](#)

PREVIOUS RECORD

NEXT RECORD

ANOTHER SEARCH


START OVER


MARC DISPLAY

EXPORT

REQUEST

Gale internal for access our products



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Encyclopedia of Public Health. Ed. Lester Breslow. New York: Macmillan Reference USA, 2002.
1480 pp. 4 vols.



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ISBN: 0-02-865354-8

eBook ISBN: 0-02-865888-4

Subject(s): Public health--Encyclopedias.

Brief Description: Aimed at the nonspecialist reader interested in health and medicinal issues, this set is appropriate for upper class high school and university students, professionals, and public library patrons. Examines topics as broad in range as environmental health, drug abuse, epidemiology, nutrition, demographics, and diseases. Includes overviews, definitions, and biographical entries.

Document Number: CX3404099999

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Denmark-Olar High School (SC)

“Dear Keith,...

I want to thank you for telling me about the Gale Virtual Library. We have only had it for a few weeks, not counting Christmas Vacation, and already students are using it to find information for school work.

When I informed the students that ... Denmark-Olar High School was a leader they were excited. It seems that they really liked what they saw and what they found. The ability to search several reference works at the same time appealed to many of the students.

Again, thank you for directing me to this usable,affordable and accessible solution to the reference needs of our small rural high school.”

...Steven Reed,
Media Specialist

Case study #7

South Carroll High School (Sykesville MD)

“A class of students in Health II that was researching diseases used the online edition of the *Gale Encyclopedia of Medicine*. The articles about specific diseases are arranged in subtopics that make researching easy. Since students were required to define and describe the disease, its causes, warning signs and symptoms, short and long term effects, diagnosis, treatment, and management, they could easily obtain this information from this valuable resource.

I presented this product as a link from our Online Public Access Catalog (OPAC) so that students could find that resource plus any additional resources that we have in the media center. I also like to locate an article for the students then click on the PDF format so that they can see it in print form. At that point in the presentation, we discuss the reliability of this online site as a useful and authoritative resource.”

**...Iris Wingert
Media Specialist**

What Does the Future Look Like?

Accelerating Migration From Print to Digital Content

- Younger user base driving patron demand ... 71% of students use the Internet v. 24% use the Library as their major source of information. (Pew Study)
- Technology driving access & usability ... broadband, remote access, etc. ... “remote usage up 45% in ‘03” (Library Journal)
- Emergence of digital-only products & services ... e-Learning, e-journals, virtual reference, etc... 80% of US/Euro universities offer online courses (Gartner)

Budget Allocations for Digital Content (Outsell 2002-03)

	2002	2003	Change
Publics	23%	31%	+8 pts/35%
Academics	37%	44%	+7 pts/19%
Specials	52%	58%	+6 pts/12%

The future of print reference publishing

- Thomson Gale will focus effort on content ... and let library customers decide format/medium
- Current formats/media:
 - Aggregated periodical databases with e-Journal links
 - eBooks
 - Digital archives
 - Microfilm
 - Print
 - Resource centers
- One experimental eBook-only title in 2004:
Major 21st Century Writers