Copyright Clearance Center

WHITEPAPER

When Search Gets in the Way

How to Clear Obstacles to Information and Get Back to Innovating

For many organizations, innovation is the result of talented and insightful people working together to identify and solve problems and satisfy market needs. At the core of this activity is information. Despite a surplus of content and data, today's employees are caught in an endless loop of searches in the pursuit of relevant and credible information. The ability to seek (and more importantly, find) information is central to success. Regardless of the source or format of the information — internal or external, structured or unstructured — information management and informatics professionals need to work toward the goal of removing information roadblocks, and creating a clear path to the content they seek.

From scientific, technical, and medical research, to market reports and patent information, your colleagues depend on published materials.. But there are very real obstacles that prevent your R&D team and other staff members from finding the information they need and the cost to your business is tangible. In fact, over 8 in 10 workers worldwide are forced to reaquire or recreate lost documents already in existence, according to the 2019 Global Intelligent Information Management (IIM) Benchmark report.

When employees spend too much time searching for information instead of analyzing it and making decisions, the impact is felt across the organization in loss of productivity, slowed innovation and delays in getting products to market. Colleagues with immediate, time-sensitive content needs require clearer and faster routes to that published material.

Here are some steps you can take to clear obstacles to information and help get your colleagues out of search mode.

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Source: *http://idm.net.au/article/0012311-8-10-workers-forced-recreate-existing-documents

SHORTEN THE DISTANCE BETWEEN EMPLOYEES & CONTENT

Your colleagues have access to a vast information landscape, but much of it is uncharted, fragmented and difficult to navigate. From search engines and Open Access platforms to publisher websites and your own internal library, they are inundated with information sources and a multitude of access points. When they are kept at a distance from vital content, whether due to licensing issues, navigating complex websites or just a deficit in research skills, the net result is wasted time and money.

For example, a researcher wants to find a specific article, but does not have important information such as the exact title, journal or volume number. In this case, she has to search for the article in PubMed or Google Scholar with keywords, but often the search yields too many potential article abstracts. The search filters in these search engines are imperfect and narrowing down the list of potential articles may take some time. Even after finding the right article, she can't access the full text of the article, because she doesn't have the required subscription. She could request the full text article through her company library, but turnaround can take days or even weeks. Since researchers typically cite 10-30 references in an article, a long wait time for articles is not feasible. Though this is just one example of how a search for a single article can go awry, consider the many routes your colleagues take to get to published information.

You've invested in content subscriptions and document delivery and understand the value these resources bring to the organization.

- Do your colleagues know what materials are available to them or how to search those holdings?
- If you are already using collaboration tools or have an internal library, are employees aware if a subscription is already in place, if the materials are Open Access, or if an article was already obtained through document delivery?
- If not, they may end up buying content your organization has already purchased and has the right to re-use. If someone orders an article, would their colleagues be able to see it in your company library?

Connecting people with the information you bring into the organization helps you derive the most value from that investment.

Knowing which information is in high demand is also important in helping you tailor your holdings to the specific needs of the organization. Equally critical is having a clear picture of how much you are spending on subscriptions and document delivery. For example, there may be opportunities to save money by getting a subscription versus purchasing individual articles. Having usage and cost data can help you quantify the value of the material you acquire and ensure that you are satisfying the information needs of your employees. It can also help you get the most from your content budget.

When looking for ways to address these challenges, consider technology solutions that provide visibility into your organization's content holdings, help you track usage and spending, and most importantly, give hours back to your highly-skilled and busy colleagues.

Do your colleagues know what materials are available to them or how to search those holdings?

More that 45% of the content employees share comes from outside sources. Business professionals share externally published information an average rate of 56 times per week*.

Source: *2019 Information Seeking, Consumption and Use Report – United States. Outsell, Inc. www.outsellinc.com

PROMOTE CREDIBLE SOURCES OF INFORMATION

In addition to the complexities of access and discoverability in this content-rich environment, there are questions of credibility. In a digital world in which virtually anyone can publish information, how reliable are the many information sources your colleagues encounter on a daily basis? According to the 2019 Endelman Trust Barometer, individuals seeking trust look to their employers for this more than they look to any other entity. Globally, 75 percent of people trust "my employer" to do what is right.

Employees interact with a variety of sources in their daily work, from peer-reviewed scholarly journals published by universities, societies and commercial publishers to publications with questionable review processes and dubious claims of expertise. While citation databases can provide further insight into source credibility, it is one more step between your colleagues and the right content. Further complicating this issue is the prominence of Open Access journals which have sprung up over the last decade. With varying levels of peer-review, these journals present additional challenges to employees requiring more scrutiny and verification.

Consider ways to connect your colleagues to the best, most credible information sources your organization has acquired. Your content holdings reflect a careful selection of top journals, databases, newspapers and other publications to equip your employees with the material they need to stay informed and be inspired. You've done the work in vetting these information sources, so there is little question as to their credibility. Pointing your colleagues to the best sources will go a long way in reducing the time they spend qualifying information.

PROVIDE VISIBILITY INTO CONTENT USE RIGHTS

In addition to the challenges surrounding information search and source credibility, there are other issues that could slow down your colleagues' ability to share that material with others. More that 45% of the content employees share comes from outside sources. Business professionals share externally published information an average rate of 56 times per week*.

Take a look at your rights licenses for content usage. You've probably purchased some licensing agreements. Do they offer consistent usage rights for colleagues to share published material? And do they cover sharing of the many different information sources colleagues rely on? If your employees are based in multiple countries, it's important to assess whether your licenses allow cross-border content sharing. Licenses from individual publishers can vary and leave gaps in your coverage. A license from a rights aggregator, which offers rights to share material from many different copyright holders, can make your life much easier.

Consider how easy or difficult it is for employees to see the rights they have. Giving them visibility into your licenses will make it easier for them to forward articles to team members and other colleagues in a more timely fashion, get the most value from your subscriptions and minimize your organization's infringement risk.

CREATE AN OPEN INTEGRATION ECOSYSTEM

Most divisions and departments within a company maintain their own sets of records and data. That data and content are in multiple formats and employees sometimes need to access them using different methods or tools. In other words, employees must consult multiple, disconnected sources to find all the data they need — resulting in wasted time and money.

The ideal approach maximizes an organization's digital asset investments by unifying multiple data sources within an open integration framework, enabling employees to find the right information at the right time.

REMOVE INFORMATION ROADBLOCKS

Behind every innovation is the exchange of information, but getting to that information is often a long, frustrating road. Time spent searching for content means less time and energy to analyze and solve problems, make key decisions and bring products and services to market. Streamlining the research process and understanding how published information is used and shared in your organization can help you save time and money, see gains in employee productivity and innovation, minimize infringement risk and help you get the most value from the content to which your organization subscribes.

Copyright Clearance Center

Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling people to innovate and make informed decisions. CCC, with its subsidiaries RightsDirect and Ixxus, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Massachusetts, with offices across North America, Europe and Asia.

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