ExLibris a ProQuest Company

360 Link

Customizing 360 Link Module 1: Overview

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Senior Training and Consulting Partner

Agenda

ProQuest

- **360 Link User Experience**
- Administration Console Basics
- Select Your 360 Link Display Option
- OpenURL and Index-Enhanced Direct Linking (IEDL)
- Full-Text Targets and Referring Sources
- More Information

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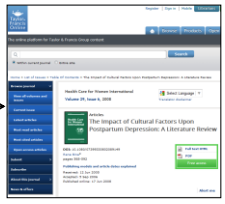
Link Resolver

ProQuest

Citation → 360 Link Engine → Full-Text Article

Referring Source



Target: Full-Text Provider

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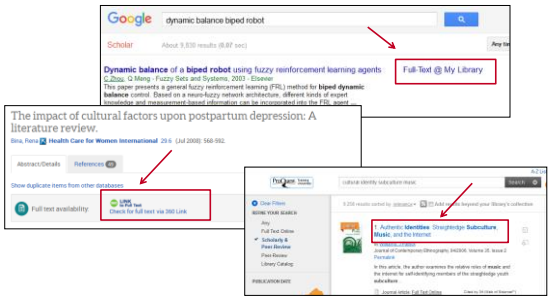
Referring Sources

- Researcher conducts a search in a referring source, finds a citation, and clicks a link to access full text:



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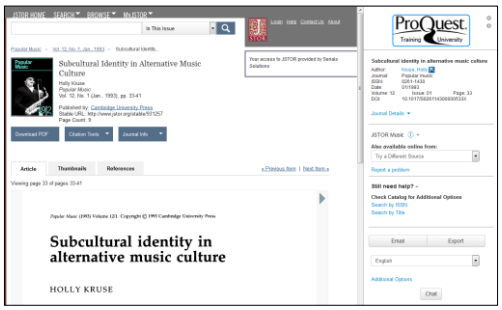
Sidebar

- Full-text appears with sidebar offering citation information and helpful links.



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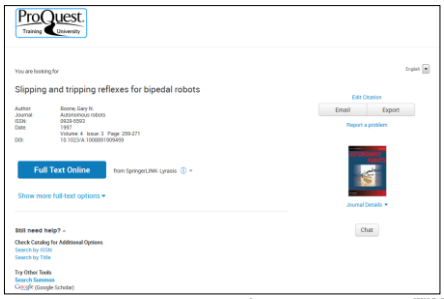
Results Page

- Or … 360 Link **Results Page** appears, with customized options to access full text:



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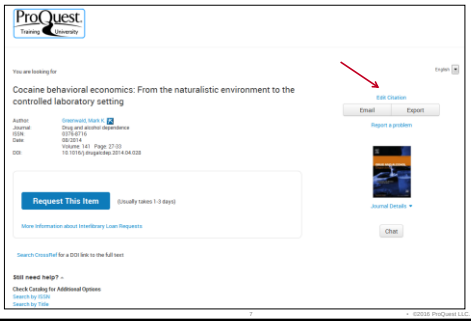
No-Results Page

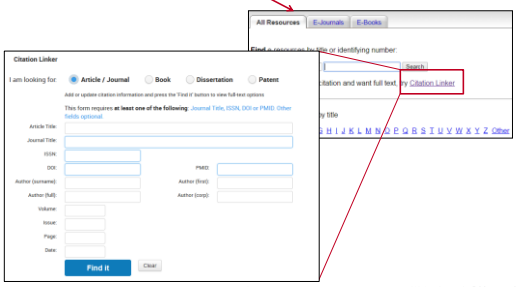
- Or … 360 Link **No-Results Page** appears, with customized options to request the item:



Citation Linker Page

Accessed from:

- **Edit Citation** on 360 Link non-Sidebar pages (previous slide)
- E-Journal Portal (A-to-Z list)



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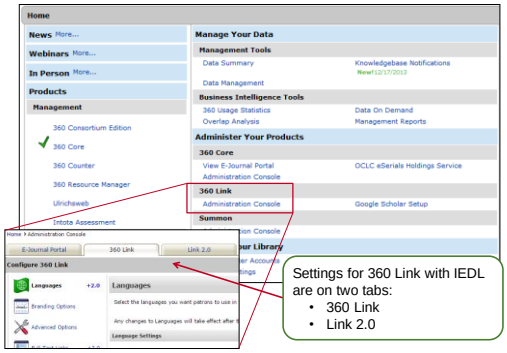
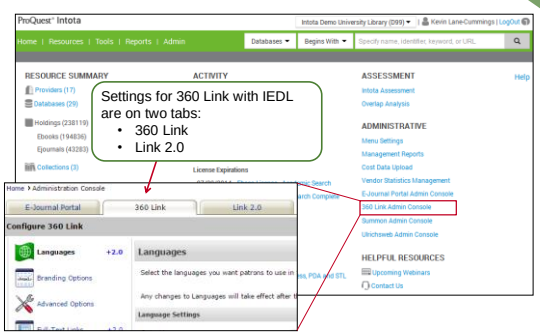
Access Administration Console



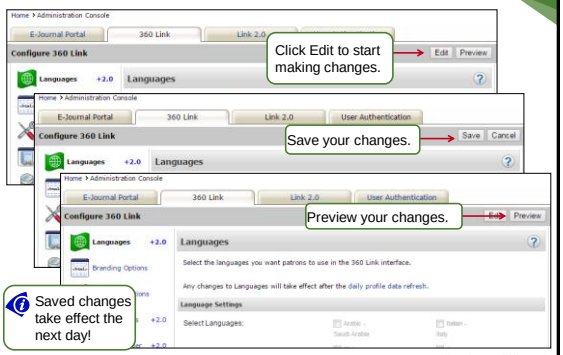
Settings for 360 Link with IEDL are on two tabs:
- 360 Link
- Link 2.0

Access Administration Console



Settings for 360 Link with IEDL are on two tabs:
- 360 Link
- Link 2.0

Using the Administration Console



Click Edit to start making changes.

Save your changes.

Preview your changes.

Saved changes take effect the next day!

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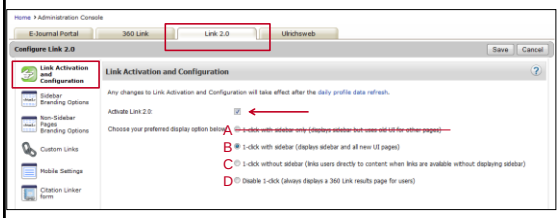
Link 2.0 Tab



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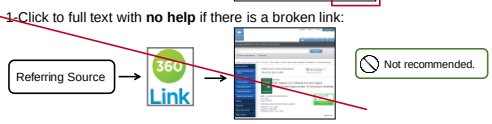
Display Options

B. 1-Click to full text with helpful sidebar:

C. 1-Click to full text with **no help** if there is a broken link:



D. Disable 1-Click, and always stop at the Result page before full text:

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Link Resolver

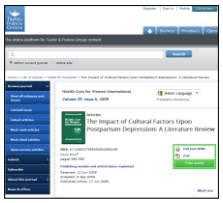
Citation → 360 Link Engine → Full-Text Article

Referring Source

OpenURL Link

360 Link

360 "Linker"



Target: Full-text Provider

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OpenURL (NISO Standard in 2001)

- **OpenURL:** Standard for sending citation metadata from a **referring source** to a **link resolver** via a URL.

  http://[clientid].search.serialssolutions.com/?rft.atitle=Adam+Smith+and+cultural+relativism&rft.jtitle=Erasmus+journal+for+philosophy+and+economics&rft.au=Fleischacker%2C+Samuel&rft.date=2011&rft.pub=Erasmus+Univ&rft.issn=18769098&rft.eissn=18769098&rft.volume=4&rft.issue=2&rft.spage=20&rft.epage=41

  Citation → OpenURL → 360 Link → Linker → Full-text

- **Linker:** No standard exists for sending citation metadata from a **link resolver** to a **full-text target**.
  - Syntax and required fields vary by provider.
  - ProQuest's 360 Link team builds a custom "linker" for each provider.
  - Success relies on matching citation metadata between referring source and target (volume, issue, title, date, start page, etc.)

  http://openurl.ebscohost.com/linksvc/linking.aspx?genre=article&issn=18769098&date=2011&volume=4&issue=2&spage=20&atitle=Adam+Smith+and+cultural+relativism&aulast=Fleischacker

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How Things Can Go Wrong

ProQuest

Referring Source (Citation)

Title: Pong for All
Author: Pat Geekerson
Pub Name: Modern Technology
Date: Summer 1973
Start Page: 23

Abstract: Amazing new device lets you play tennis on TV in the comfort of your own living room.

OpenURL → 360 Link → Linker →

Full-Text Target

Title: Hot Stuff
Author:
Pub Name: Modern Technology
Date: June 01, 1973
Start Page: 22

Full Text
.....
.....
.....

Broken Link!

Modern Technology
Summer 1973

Hot Stuff
...
Best Beepers
.....
.....
Betamax vs VHS
.....
.....
P22

Cassette Care
....
....
Pong for All
....
....
P23

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Index-Enhanced Direct Linking (IEDL)

ProQuest

- Uses sophisticated logic combined with provider-specified rules to create links to full text that are more than 99% reliable.
- Over 440 content providers participate in the IEDL Program
- More than half a billion directly linkable articles and other content types.
- You can influence 360 Link's order of precedence for both OpenURL and Index Enhanced Direct Linking resources.

- **Index-Enhanced Direct Link from Summon Index**

  http://www.jstor.org/stable/40204369?pq-origsite=summon

For example, uses a stable identifier instead of potentially inconsistent metadata.

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360 Link with IEDL

ProQuest

Referring Sources

Summon
Abstract & Indexing Databases
Google Scholar and PubMed
Citation Linker Form
ProQuest Dialog

Summon IEDL
OpenURL
OpenURL

360 Link

Summon IEDL
360 Linker

Target

Full Text

PQ Knowledgebase
Intota / Client Center Holdings

Rights Management

Full Text Source List

Custom Links:
ILL
OPAC
Web Resources
Help Text
etc.

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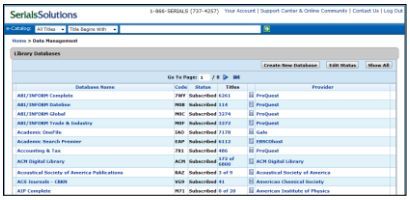
Configure Target Resources

- Add full-text resources to your database list in the Client Center.



- Some databases require special handling, for details see:
  - Client Center Target Setup Guide

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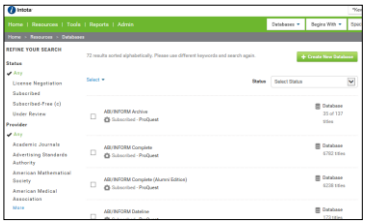
Configure Target Resources

- Add full-text resources to your database list in Intota.



- Some databases require special handling, for details see:
  - Intota Target Setup Guide

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Information about Full-Text Targets

- Resources That Support Index Enhanced Direct Linking lists providers and databases that support IEDL linking.
- Available Target Linking-Syntaxes lists databases for which 360 Link targets (linkers) are available for OpenURL linking:

Content Provider	Provider Code	Database Name	DB Code	Journal Link	Article Link	Chapter Link	Issue Link	Volume Link
Carl Hanser Verlag GmbH & Co. KG	PRVEIO	Hanser eLibrary Qualitätsmanagement 2014	AGHYW	X	X	X	X	
Carl Hanser Verlag GmbH & Co. KG	PRVEIO	Hanser eLibrary Wirtschaft & populäre Wissenschaft 2014	AFLZJ	X	X	X	X	
Casalini Libri	PRVCLD	Biblioteca Italiana Zanichelli (all titles)	XS7	X	X	X		
Casalini Libri	PRVCLD	Biblioteca Italiana Zanichelli (subset)	-U7	X	X	X		
Casalini Libri	PRVCLD	EIO Art & Architecture	Z98	X	X	X		
Casalini Libri	PRVCLD	EIO Ecole Francaise de Rome	Z98	X	X	X		
Casalini Libri	PRVCLD	EIO Italian Studies	-U6	X	X	X		
Casalini Libri	PRVCLD	Franco Angeli Riviste Online	9KA	X	X	X		
Casalini Libri	PRVCLD	Olschki Tomosisa Ebooks	--J8	X	X	X		
Casalini Libri	PRVCLD	Tomosisa	HC	X	X	X		

If one of your databases isn't on the list, let us know and we can investigate creating a Linker.

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Prepare Your Proxy Service

- Verify that your proxy configurations include all of your content providers' domains.
- Where needed, add **special domains** to your proxy configurations for Resources That Support Index Enhanced Direct Linking.

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Activate Referring Sources

- Activate 360 Link with citation content providers for the e-resources in which you want to see links to 360 Link:

- Activate your referring sources ***AFTER*** you:
  - Complete the Data Optimization Checklist
  - Customize your 360 Link User Interface
- See the **360 Link Referring Source Setup Guide** for provider-specific instructions, but in brief …

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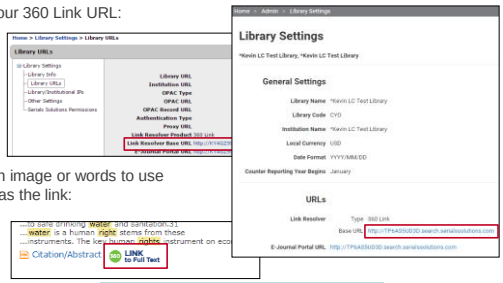
Basics of Referring Source Activation

Referring sources need to know:

1. Your 360 Link URL:



2. An image or words to use as the link:

Get images at 360 Link Buttons and Logos, or create your own images.

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Documentation, Help and Webinars

Documentation:

- 360 Link Administration Console
- Getting Started with 360 Link with IEDL
- Link 2.0 Activation and Configuration
- 360 Link User Guide
- 360 Link Training Webinars

Webinars:

- Summon and 360 Services: Discovery: Public Webinars

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Coming Up

Ready for more? Join us for:

360 Link Module 2: Features and Branding

360 Link Module 3: Custom Links

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Customizing 360 Link Module 1: Overview

http://www.proquest.com/go/trainingeval

Thank You

Questions?
training@proquest.com

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360 Link