

Content Delivery

What is content delivery?

Content delivery refers to tools and systems which automatically deliver information to users. Content delivery tools can assist with research by providing automatic updates via email, RSS feed, or PDA. Some of the information resources commonly involved in content delivery are tables of contents for new journal issues, new articles on specific topics, new articles which cite a previously published article, and new articles in a particular subject area.

Who provides content delivery?

Many online journals, databases, and textbooks provide personalized accounts which allow you to set up content delivery. At Himmelfarb Library, the primary content delivery services are offered by Ovid, ScienceDirect, Scopus, and HighWire, although others are available. If you are interested in content delivery from another provider, check their webpage for information or links to My Account, My Alerts, My Profile, etc. and follow the instructions provided.

Ovid

1. What is Ovid?
 - Ovid is an online vendor/system which provides Himmelfarb Library access to databases (MEDLINE, Global Health, International Pharmaceutical Abstracts, etc), online textbooks, and online journals
2. How to I set up content delivery in Ovid?
 - a. Access any Ovid database (MEDLINE, Global Health, etc.), then click on 'Personal Account' then 'Create a new Personal Account'
 - b. Provide: contact info, login/password
3. What types of content delivery services are available in Ovid?
 - a. AutoAlert (SDI) searches automatically deliver your search results via email. You can set the frequency (daily, weekly, when database is updated, etc.)
 - b. Permanent searches are stored in your Personal Account and will only be run when requested. Permanent searches are useful for storing complex search strategies to which you may want to refer in the future

PubMed

1. What is PubMed?
 - PubMed is an online system that provides access to MEDLINE, OLDMEDLINE, and some additional related citations
2. How to I set up content delivery in PubMed?
 - Access PubMed, then click on 'Register' in the 'My NCBI' box
 - Select a username and password and provide an email address
3. What types of content delivery services are available in PubMed?
 - Save Search permits users to save custom searches to be run regularly (daily, weekly, or monthly) and emailed to you

ScienceDirect

1. What is ScienceDirect?
 - ScienceDirect is the online platform for the publisher Elsevier. ScienceDirect provides online access to Elsevier journals to which Himmelfarb Library subscribes
2. How do I set up content delivery in ScienceDirect?
 - a. Access any ScienceDirect (Elsevier) journal or go directly to <http://www.sciencedirect.com>
 - b. Click on 'Register' or 'Not Registered?'
 - c. Provide: name, email, country, organization type, and user role (ex. Doctor, Student, etc.)

Note: you can use the same account (i.e. login/password) to access the content delivery features in both ScienceDirect and Scopus.
3. What types of content delivery services are available in ScienceDirect?
 - a. Search Alerts permits users to save custom searches to be run regularly (daily, weekly, or monthly) and emailed to you
 - b. Topic Alerts notifies users anytime new material is published in selected topics; topic areas are defined by ScienceDirect
 - c. Volume/Issue Alerts provides users the table of contents of new issues of journals selected by the user
 - d. Citation Alerts tracks when a new article cites an article identified by the user

Scopus

1. What is Scopus?
 - Scopus is an interdisciplinary citation and abstract database covering more than 14,200 peer-reviewed journals. In addition to citations and abstracts, Scopus tracks which items appear in each articles bibliography and links citations to the articles which cite them.
2. How do I set up content delivery in Scopus?
 - a. Access Scopus from Himmelfarb Library homepage
 - b. In Scopus, click on 'Register'
 - c. Provide: title, name, and email address

Note: you can use the same account (i.e. login/password) to access the content delivery features in both ScienceDirect and Scopus
3. What types of content delivery services are available in Scopus?
 - a. Search Alerts permits users to save custom searches to be run regularly (daily, weekly, or monthly) and emailed to you
 - b. Document Citation Alerts tracks when a new article cites an article identified by the user

HighWire

1. What is HighWire?
 - HighWire is an online platform which provides electronic access to journals published by 130+ scholarly publishers
2. How do I set up content delivery in HighWire?
 - a. Access HighWire at <http://highwire.stanford.edu/>
 - b. Click on 'Alerts'
 - c. Provide: name and email
3. What types of content delivery services are available in HighWire?
 - a. My eTOC Alerts provides users the table of contents of new issues of journals selected by the user
 - b. My CiteTrack Alerts tracks when a new article cites an article identified by the user
 - c. My PDA Channels allows users to register their PDA so that tables of contents of new issues can be delivered to their personal PDA device
 - d. RSS Feeds allows users to receive the tables of contents of new issues via RSS feed

Many of these content delivery services offer the same types of services. Which system is best?

To a certain extent this is a matter of personal preference in terms of preferred database and/or the publisher of your favorite titles. However, to obtain the most reliable information, please consider:

- Set up table of contents alerting directly with publishers to receive immediate notification
- Set up automated searches and citation tracking with Ovid, PubMed, or Scopus in order to identify all relevant articles. Setting up these types of searches in ScienceDirect, HighWire, or another online publisher/supplier will skew the search results to reflect only that publisher/supplier rather than all information available on that topic.

What is an RSS feed?

RSS stands for "Really Simple Syndication" and is a XML (eXtensible Markup Language) file format for displaying web content. Subscribing to RSS feeds allows you to receive updated information from multiple web sites in one location.

You can get additional information on RSS feeds, including suggestions for RSS feed readers or aggregators, from Himmelfarb Library's RSS Help page at <http://www.gwumc.edu/library/blog/client/rsshelp.cfm>