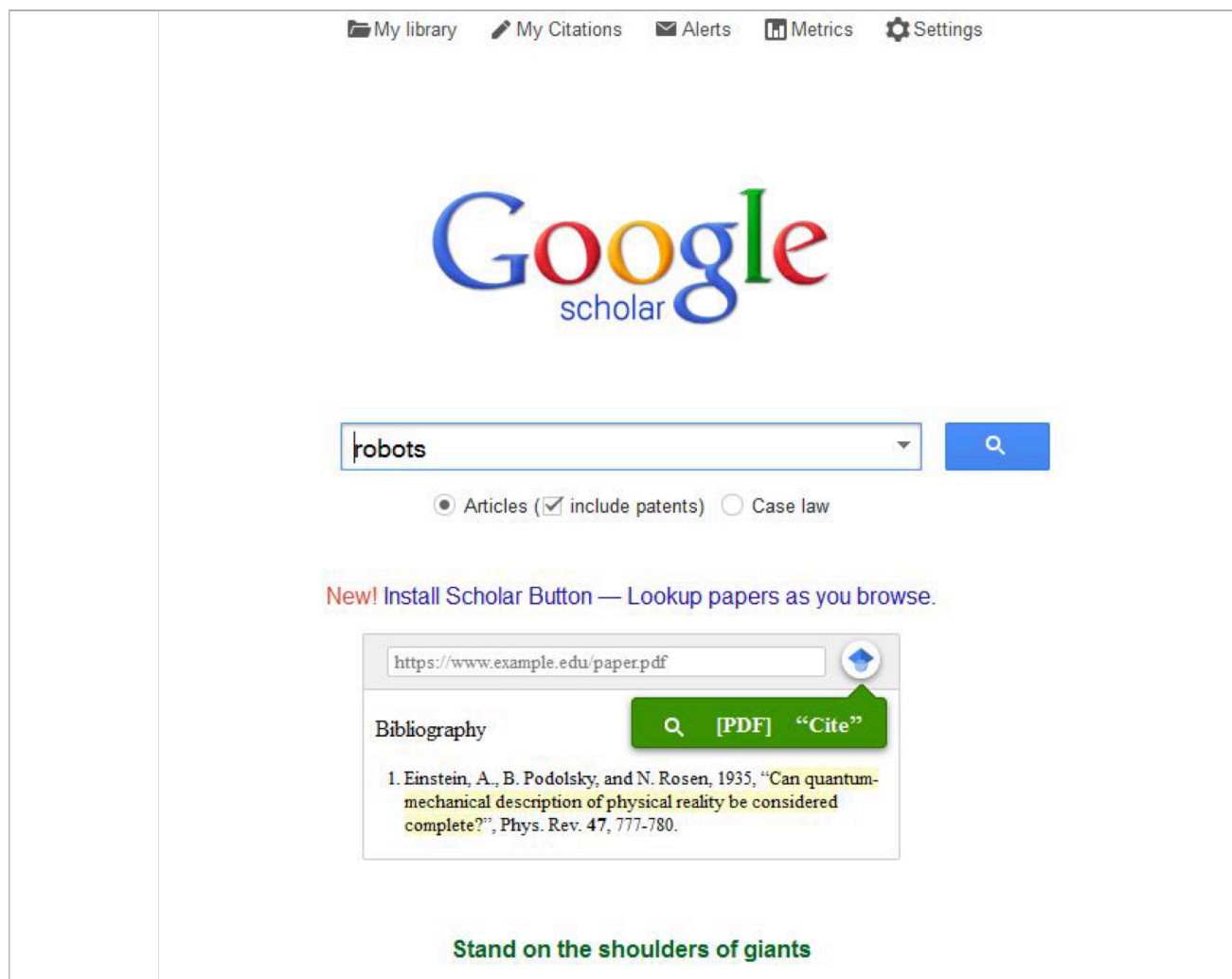


The new Google Scholar Button and 360 Link – A Winning Combination

Today's users often begin their research at Google or other web resources.

The new "Scholar Button" – a browser plug-in for Google Scholar look-ups – adds value to 360 Link by providing higher visibility for library resources and convenient access to full text via the library's collection.



The screenshot displays the Google Scholar homepage. At the top, there are navigation links: "My library", "My Citations", "Alerts", "Metrics", and "Settings". The Google Scholar logo is prominently displayed in the center. Below the logo is a search bar containing the text "robots" and a blue search button. Underneath the search bar, there are radio buttons for "Articles" (selected), "include patents" (checked), and "Case law". A red banner below the search bar reads "New! Install Scholar Button — Lookup papers as you browse." Below this banner is a pop-up window showing a URL "https://www.example.edu/paper.pdf" and a "Bibliography" section. The bibliography entry is: "1. Einstein, A., B. Podolsky, and N. Rosen, 1935, 'Can quantum-mechanical description of physical reality be considered complete?', Phys. Rev. 47, 777-780." The pop-up window also features a search icon, a "[PDF]" button, and a "'Cite'" button. At the bottom of the screenshot, the text "Stand on the shoulders of giants" is displayed in green.

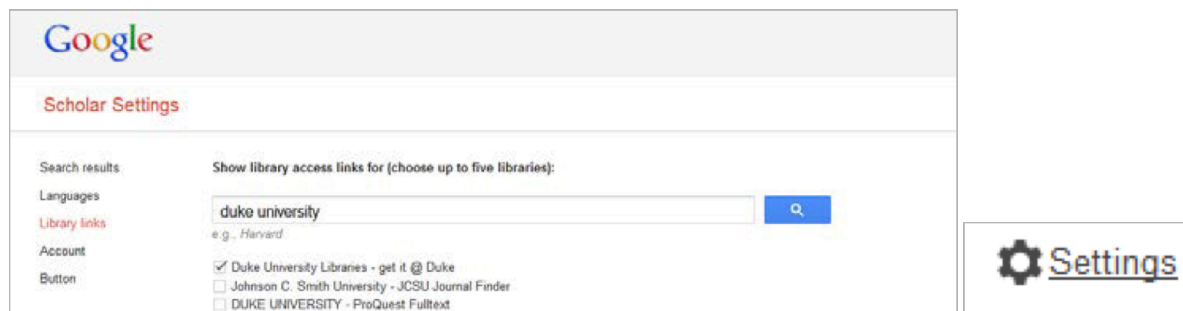
Available as a plug-in for Firefox, Chrome and Safari browsers, the Scholar Button enables a user to easily search for content in Google Scholar by simply highlighting text on ANY webpage and pressing the Scholar look-up button. When coupled with Google's "library links" feature that displays links to the library's link resolver within Google Scholar results, users can easily discover and link to the full text of millions of articles with just a few clicks.

How Scholar Button works with 360 Link:

1. Just highlight a Citation, Article title or Author anywhere on any webpage.
2. Hit the Google Scholar look-up button in the browser
3. Select 360 Link (link resolver) button to check for full text of the article in the library's collection



Highlight content anywhere on a webpage including bibliographies to conveniently discover and link to the full text of articles. Researchers can easily link from one article to related articles from any online database.



If the 360 Link button is not automatically displaying within Google Scholar, users enable display of the 360 Link button by navigating to the "Library Links" feature found under Google Scholar settings.

360 Link provides the most direct path and most reliable link to full text for the desired article.

The Sidebar Helper frame (or full 360 Link menu) provides persistent branding for the library to ensure the library gets credit for provisioning the full text – even when users begin their research outside of the library’s website. The Sidebar Helper frame also provides additional options for finding full text, presents opportunities for accessing additional library resources and even allows users to ask for help from librarians in real time via chat and other features.



The screenshot displays the ClinicalKey website interface. The top navigation bar includes the ClinicalKey logo, a search bar, and links for 'Login' and 'Register'. Below the navigation bar, there are tabs for 'All Types', 'Books', 'Journals', and 'More'. The main content area is divided into a sidebar on the left and a main article area on the right. The sidebar contains a 'Go to:' dropdown menu and a list of navigation options: Introduction, Methods, Data analysis, Results, Adverse events possibly associated with ivacaftor treatment, Patients' impressions on the effects of ivacaftor, Discussion, Conflict of interest statement, and References. The main article area features the title 'Effects of ivacaftor on severely ill patients with cystic fibrosis carrying a G551D mutation', the authors 'Helge Hebestreit, Annette Sauer-Heilborn, Rainald Fischer, Manfred Käding and Jochen G. Mainz', and the journal information 'Journal of Cystic Fibrosis, 2013-12-01, Volume 12, Issue 6, Pages 599-603, Copyright © 2013 European Cystic Fibrosis Society'. The article content includes sections for 'Abstract', 'Background', 'Methods', and 'Results'. A 'Journal of Cystic Fibrosis' cover image is also visible. On the far right, there is a 'DUKE UNIVERSITY LIBRARIES' sidebar with a search bar and a '360 Link' button. Below this, there is a 'ClinicalKey Flex' section with a search bar and a 'Didn't get full text?' dropdown menu. At the bottom of the sidebar, there is an 'Ask Us NOW!' button.

Above: The 360 Link Sidebar – as customized by Duke University Libraries

To learn more, visit www.proquest.com/products-services/360-Link.html