Get Full Text Research Update Webinar
April 5, 2023
Agenda

- **Welcome**: Hylke Koers, CIO STM Solutions & Program Director, GetFTR
- **GetFTR Overview and Update**: Heather Staines, Outreach, GetFTR
- **GetFTR for Reference Lists**: Marlo Harris, Senior Director Digital Publishing Platforms, Wiley
- **GetFTR Product Update**: Dianne Benham, Product Director, GetFTR
- **Q&A and Open Discussion**
GetFTR accelerates the discovery and access of authoritative, trusted research

- Provides researchers with access to the **best version of the article** that's available for them via a single smart link
- **Maximizes the number of accessible articles** by combining different sources and entitlement systems
- **Improved, cohesive user experience** across multiple sites and platforms with consistent access indicators that avoid frustration at login screens
- **Removes friction in the authentication process** by combining multiple access methods and removing unnecessary steps
GetFTR enables this through real-time access to participating publisher and aggregator entitlements.

1. **Researcher discovers articles** within their normal workflow, via their preferred, participating discovery or collaboration tools, on or off campus.

2. Working behind the scenes, GetFTR API sends the user’s affiliation and article DOIs to participating publishers to check access.

3. Participating publishers provide article-level entitlements and links back to users research tool via the GetFTR API.

4. Researcher gains direct access to full text articles.
GetFTR indicators inform user of content their institution has made available to them

No more hitting paywalls or dead ends

Semantic Scholar
Website

Deep Learning
Ian J. Goodfellow, Yoshua Bengio, Aaron C. Courville

Machine-learning technology powers many aspects of computer science, including consumer products such as cameras and smart phones. It also allows a machine to be fed with raw data and perform tasks such as detection or classification.

Access PDF via Institution

Researcher
App

Readcube Papers
Browser Extension

GetFTR offers several integration options to fit integrators’ UI
GetFTR reduces unnecessary steps when accessing content on participating publisher websites.

Discovery Service shows Elsevier and Wiley articles available.

First GetFTR link takes user directly to Institution Login.

Then, all GetFTR links provide one-click access to content.
Join GetFTR to support the scholarly research community

Leading integrators use GetFTR

GetFTR currently supports >100M entitlement decisions per week

Publishers provide >50% scholarly articles

More publishers, platforms, and integrators joining soon!
Recent case study confirms GetFTR boosts usage

ASM Case Study: How GetFTR impacts usage

10th March 2023

Like many Society publishers, the American Society for Microbiology (ASM) is always looking for better ways to serve its community and ensure research is reaching the people who need it. They are acutely aware of the challenges researchers face as they navigate the scholarly landscape and attempt to move from article discovery to article access. Numerous discovery resources and authentication layers render the process confusing and sometimes obstructive.

Today, researchers are presented with multiple links to content in discovery tools and may not know which one leads to the authoritative version of record. Deborah Plavin, Digital Publishing Manager, ASM said “We wanted to ensure that we gave researchers another avenue to access research. Their institutions paid to subscribe to the content, so it is our responsibility to plug any gaps”. She continued that joining GetFTR was a “no brainer”. “A service which removes some of the known barriers to accessing content makes perfect sense, and we were keen to get involved. The low price point made an already compelling offer even more attractive”.

ASM’s legacy was hosted on the Sherpa platform and GetFTR and Sherpa have been working

https://www.getfulltextresearch.com/community/asm-case-study-how-getftr-impacts-usage/
Publishers can integrate with GetFTR to provide streamlined access to references

- Users are often presented with a plethora of article links on reference lists, without it being clear which link will take them to the article → "hit & miss" frustration
- GetFTR can be integrated on reference lists to check if the user is entitled to the cited article and, if so, present a direct link to the PDF
Enhancing Wiley Online Library reference lists with GetFTR

Marlo Harris
Senior Director, Digital Publishing Platforms
Wiley
GetFTR on Wiley Online Library

- Objectives for the Wiley Online Library team
- GetFTR presentation on Wiley Online Library
- Usability and performance
- Results to date
Objectives for the Wiley Online Library team

• Improve user experience for entitled content
• Encourage VoR click-through with an updated design/UI
• Contribute to consistency across publisher platforms
GetFTR link presentation on Wiley Online Library

GetFTR links added to all References and Cited By lists

- Reference list at bottom of full text HTML
- Reference list in right margin of full text HTML
- Reference list in full text ePDF
- Cited by list in full text HTML
- Cited by list in ePDF
GetFTR link presentation on Wiley Online Library

- Wiley followed GetFTR Usability Guidelines V3 for link design and placement
- Applied Wiley Online Library color palette to GetFTR button
- Tooltips added for full access and alternative version access
- Added a loading animation that appears while entitlements are being checked
- GetFTR buttons essentially replace CrossRef links
Performance optimization

- Entitlements are checked when a user selects/opens a References or Citing literature section
- Requests are made in batches of six as the user scrolls down the list
- Articles published on Wiley Online Library are checked using Wiley's entitlement checks (rather than GetFTR), still using the GetFTR button design
- A phased, closely monitored roll-out was employed to ensure site performance was not compromised
  - Developed a mechanism that allowed us to specify the percentage of users who see the GetFTR buttons
  - Ramped the percentage up slowly, checking the performance daily
  - No issues were found and 100% coverage reached in just over a month
Results to date

Links clicked since Wiley integrated with GetFTR on references

- GetFTR Links: 81.7%
- Other Links: 18.3%
GetFTR Browser Extension Beta
Dianne Benham, Product Director, GetFTR

“If it links my university subscriptions with the journal publications it will streamline the process very much” GetFTR User Research 2022
Product Update: GetFTR Browser Extension Beta

When downloaded from the Chrome Store, the Browser Extension provides researchers with GetFTR links on popular discovery services such as Google Scholar, PubMed and Web of Science.

GetFTR links take researchers to the up-to-date version of content on participating publisher websites.

The Beta is underway, with positive feedback received to date. UX improvements in progress, and EBSCO Discovery Service is the next to be added.
Product Update: GetFTR Browser Extension Beta

Extension demo

We invite you to join the Beta by using this link to download the extension from the Chrome Store

bit.ly/3ZG2HZk

Please share with researchers in your network

If you are a publisher that hasn't joined GetFTR and are interested in providing access to your content via the extension and other GetFTR services, please contact us

joinus@getfulltextresearch.com

Get faster access to research with the free GetFTR Browser Extension
Q&A
Publishers, it’s easy to get started

- **For hosted publishers**: Notify GetFTR team, then ask platform to activate:
  - Available: Atypon, Silverchair
  - Expected: Highwire (2022); PubFactory/KGL (2022)

- **For self-hosted publishers**: Notify GetFTR team, develop API to spec
  - Specification and supporting resources
  - Tech kickoff and hands-on support from GetFTR team via Slack
  - Self-Service Portal with API credentials, technical FAQs etc

- **Sustainability**
  - Tiered pricing structure to support publishers of all sizes
  - Flexible payment options available

“**The technical specification for implementing an API to integrate with GetFTR was clear and uncomplicated. We had a small team set up a functioning implementation within two weeks.**

**Laird Barrett**, Group Product Manager, Springer Nature

More info?

[joinus@getfulltextresearch.com](mailto:joinus@getfulltextresearch.com)

**Website**
[https://getfulltextresearch.com](https://getfulltextresearch.com)

**Demo Site**
[https://demo.getfulltextresearch.com](https://demo.getfulltextresearch.com)

Provides guidance to those wishing to integrate with GetFTR

A lightweight discovery service to demonstrate GetFTR
Thank You!

More info?
joinus@getfulltextresearch.com

Website
https://getfulltextresearch.com
Provides guidance to those wishing to integrate with GetFTR

Demo Site*
A lightweight discovery service to demonstrate GetFTR
*Access details upon request
Get Full Text Research
Annex: additional slides
Benefits the research community as well as discovery services and scholarly collaboration networks

Benefits for integrators

1. Optimize your users' discovery-to-access workflow with entitlement indicators & streamlined access
2. Realtime, automated, granular entitlements checks (DOI) at the source - no manual work for integrators or librarians
3. Covers over 50% of all scholarly articles; Open Access as well as subscription content
4. Works with IP-based access and federated authentication

Integration is easy and flexible

- Several integration options to fit your UI
- Support from GetFTR team
- GetFTR works with websites, mobile apps and browser plug-ins
- Join community to exchange learnings and good practices

“GetFTR Entitlement API gives us the ability to show immediately if a user has access to that paper via their university library, which was very valuable”

Ramiz Nathani, COO
Researcher App
Benefits the research community as well as publishers

Powerful, user-friendly pathways to trusted research

Benefits for publishers
1. Increases visibility & usage of the version-of-record (VoR), mitigating content leakage
2. Simplifies authentication, reducing user complaints & drop-offs
3. Supports content syndication arrangements
4. Supports Open Access, free and subscription content

Stay in control thanks to flexible set-up:
- Publishers can provide links to either pdf or html articles
- GetFTR supports both IP-based and federated authentication
- Publishers may provide unentitled users with an alternative version
- Visibility into turnways remains
- GetFTR can be integrated with reference lists

“We are delighted to partner with GetFTR to further improve how our readers are able to access our journals.”
Phil Garner, CEO
Future Science Group
How does it work? GetFTR signals entitlements, removing uncertainty and frustration for researchers

Example: article search result listing on 3rd-party (integrator) website

GetFTR ‘full text’ (green) icon tells the researcher that they will be able to access this article at the publisher site.

GetFTR ‘alternative’ (white) icon tells the user they can access an alternative version.
GetFTR Timeline since Dec 2019 Announcement at STM

**GetFTR in Numbers**
- 2.4B entitlement checks
- 708M links returned
- 45M DOIs supported
- 50% scholarly content

**Multiple use cases**
- Publisher / Platform
- Discovery Service / SCN
- Website / App / Extension
- OA Auditor
- Aggregator / Syndicator
- Article References
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GetFTR solves the entitlement problem more comprehensively and accurately than existing solutions

### Google Scholar Subscriber Links
- Only works for Google Scholar
- Relies on user being on site (within IP range) periodically

### Library Link Resolvers Integration/Holdings file (KBART) upload
- Implemented in a number of library discovery tools
- Relies on manual upload of holdings by libraries
- Entitlements data is often out-of-date/incomplete

### GetFTR
- Relies on authoritative publisher entitlements data
- Zero configuration effort for libraries
- Works both on and off campus
- Provides standard UX signals for entitled articles and direct links to full text
GetFTR and SeamlessAccess are complementary, addressing different parts of the user journey.

- Improves user journey between discovery sites and publisher full text for all users.
- Improves user journey at publisher sites for unauthenticated users.

Both solutions implement standard UX elements and leverage Federated Authentication for off-campus users.