

# 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

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Taylor & Francis Group  
an informa business

# GetFTR enables this through real-time access to participating publisher and aggregator entitlements



# GetFTR indicators inform user of content their institution has made available to them



No more hitting paywalls or dead ends

SEMANTIC SCHOLAR deep learning

DOI: 10.1038/nature14539 • Corpus ID: 3074096

## Deep Learning

Ian J. Goodfellow, Yoshua Bengio, Aaron C. Courville • Published

Machine-learning technology powers many aspects of life, from filtering on social networks to recommendations of products in consumer products such as cameras and smartphones. Here, we present a method that allows a machine to be fed with raw data and learn the features needed for detection or classification. [Expand](#)

[Access PDF via Institution](#) [Save to Library](#)

Semantic Scholar  
Website

Journal of the American Chemical Society

30 May 2020

## [ASAP] Two-Phase Synthesis of Taxol

Yuzuru Kaneda [...] Phil S. Baran

CC1=C(C(=C(C=C1)OC(=O)C2=CC=CC=C2)OC(=O)C3=CC=CC=C3)OC(=O)C4=CC=CC=C4

• Divergent, two-phase strategy  
• Site-selective C-H C=C  
• 22 isolated intermediates

### Abstract

Taxol (a brand name for paclitaxel) is widely regarded as among the most famed natural isolates ever discovered,

Researcher  
App

NIH National Library of Medicine National Center for Biotechnology Information

PubMed.gov

genotyping of transcriptomes links

Advanced Create alert Create RSS User Guide

Save Email Send to Sorted by: Best match Display options

MY NCBI FILTERS 629 results

RESULTS BY YEAR

1 [Somatic mutations and cell identity linked by Genotyping of Transcriptomes.](#)

1 Nam AS, Kim KT, Chaligne R, Izzo F, Ang C, Teo J, R, Romans ND, Alonson A, Sheridan C, Mariani M, Dai X, Harrington R, Rabadan R, Scandura JM, Abdel-Wahab O, Nature. 2019 Jul;571(7765):355-360. doi: 10.1016/j.nature.2019.06.011

PMID: 31270458 Free PMC article. [Add to Library](#) [View PDF](#)

Defining the transcriptomic identity of malignant cells is challenging in the absence of surface markers that distinguish cancer clones from one another, or from admixed non-neoplastic cells. To

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**

A comparative study of beef quality after ageing longissimus muscle using a dry ageing bag, traditional dry ageing or vacuum package ageing

**Authors:** Xin Li, Jakub Babol, Wender L.P. Bredie, Belinda Nielsen, Jana Tománková, Kerstin Lundström  
**Journal:** Meat Science  
**Publisher:** Elsevier BV  
**DOI:** 10.1016/j.meatsci.2014.03.014

[View PDF](#)

FREE ACCESS

Potential health hazards of eating red meat

**Authors:** A. Wolk  
**Journal:** Journal of Internal Medicine  
**Publisher:** Wiley  
**DOI:** 10.1111/joim.12543

[View PDF](#)

Institutional changes in the Swedish meat industry

**Authors:** Jerker Nilsson, Lena W. Lind  
**Journal:** British Food Journal  
**Publisher:** Emerald  
**DOI:** 10.1108/bfj-11-2014-0378

HARVARD UNIVERSITY

HARVARDKEY

Sign In

Email Address

Password

SIGN IN

Meat Science

Volume 96, Issue 2, Part A, February 2014, Pages 661-666

Consumer preference and effect of correct or misleading information after ageing beef longissimus muscle using vacuum, dry ageing, or a dry ageing bag

Helena Strandberg, Xin Li, Jakub Babol, Wender L.P. Bredie, Belinda Nielsen, Jana Tománková, Kerstin Lundström

Int. J. Cancer 119, 915-919 (2006)  
© 2006 Wiley-Liss, Inc.

Processed meat consumption, dietary nitrosamines and stomach cancer risk in a cohort of Swedish women

Susanna C. Larsson<sup>1\*</sup>, Laila Bergkvist<sup>2</sup> and Alicja Wolk<sup>1</sup>

<sup>1</sup>Division of Nutritional Epidemiology, The National Institute of Environmental Medicine, Karolinska Institutet, Stockholm, Sweden  
<sup>2</sup>Department of Surgery and Centre for Clinical Research, Central Hospital, Västerås, Sweden

Processed meat consumption has been associated with an increased risk of stomach cancer in some epidemiological studies (mainly case-control). Nitrosamines may be responsible for this association, but few studies have directly examined nitrosamine intake in relation to stomach cancer risk. We prospectively investigated the associations between intakes of processed meat, other meats and N-nitrosodimethylamine (the most frequently occurring nitrosamine in foods) with risk of stomach cancer among 61,433 women who were enrolled in the population-based Swedish Mammography Cohort. Information on diet was collected at baseline (between 1987 and 1990) and updated in 1997. During 18 years of follow-up, 156 incident cases of stomach cancer were ascertained.

**Material and methods**

**Study population**

The Swedish Mammography Cohort is a population-based prospective cohort study established between 1987 and 1990, when all women born between 1914 and 1948 and residing in Uppsala and Västmanland counties in central Sweden received a mailed questionnaire on diet, alcoholic beverages, weight, height and education. Of the 90,303 women in the source population, 66,651 (74%) returned a completed questionnaire. In the autumn of 1997, a second questionnaire was sent to all women who were still alive

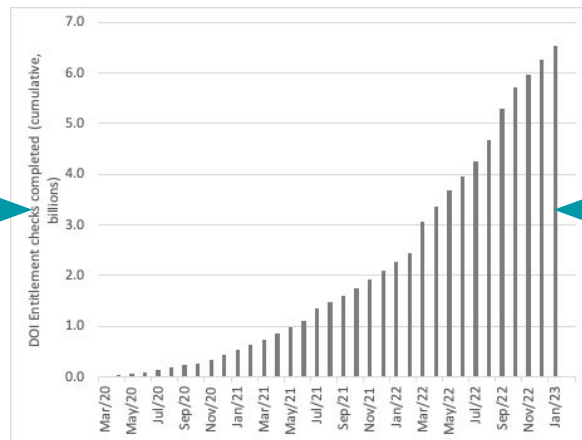
# Join GetFTR to support the scholarly research community



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



[CONTACT GETFTR](#) [SUPPORT](#) [GETFTR PARTNERS AND TEAM](#)

[WHAT IS GETFTR](#) [WHY GETFTR](#) [GETFTR NEWS](#) [INTEGRATORS](#) [PUBLISHERS](#) [LIBRARIANS](#)

## 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 journals are hosted on the Atenea platform and GetFTR and Atenea have been working

### Understand GetFTR in just 5 minutes

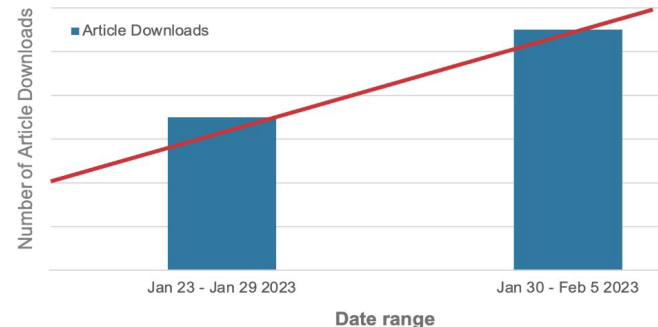
We were delighted to attend the STM Start-up fair in London last month. It was great to meet many of our colleagues in person and we appreciated the opportunity to make new connections with potential...



25th January 2023

**GetFTR welcomes American Meteorological Society and KGL PubFactory as new partners for 2023**

**ASM Article Downloads: Without and With GetFTR (80% increase)**



<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


## ScienceDirect (reference lists)

Cancer, COVID-19 and the precautionary principle: prioritizing treatment during a global pandemic  
Nat Rev Clin Oncol, 17 (2020), pp. 268-270

 This article is free to access.  [View PDF](#) [CrossRef](#) [View Record in Scopus](#) [Google Scholar](#)

SECTIONS PDF TOOLS SHARE

Clifford GM, Gonçalves MA & Franceschi S (2006) Human papillomavirus types among women in sub-Saharan Africa: the big picture. *Reproductive Health Matters* 14, 17–22.

 View [PubMed](#) [Web of Science®](#) [Google Scholar](#)

Clifford GM, Gonçalves MA & Franceschi S (2006) Human papillomavirus types among women

## Wiley Online Library (reference lists)

# Marlo Harris

Senior Director, Digital Publishing Platforms, Wiley



# WILEY

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## 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

The image displays four overlapping screenshots of the Wiley Online Library interface, demonstrating the integration of GetFTR links into the References and Cited By sections.

**Top Left Screenshot (References):** Shows a list of references under the 'References' tab. The first reference is: 1. Y. Zhang, S. Liu, Y. Ji, J. Ma, H. Yu, *Adv. Mater.* 2018, 30, 1706310. Below the reference, there are buttons for 'View', 'Web of Science®', and 'Google Scholar'.

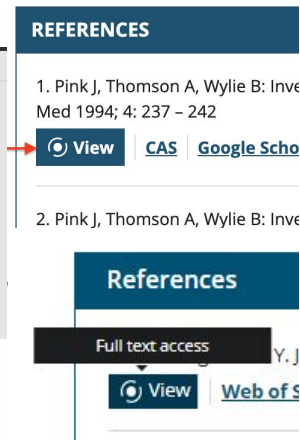
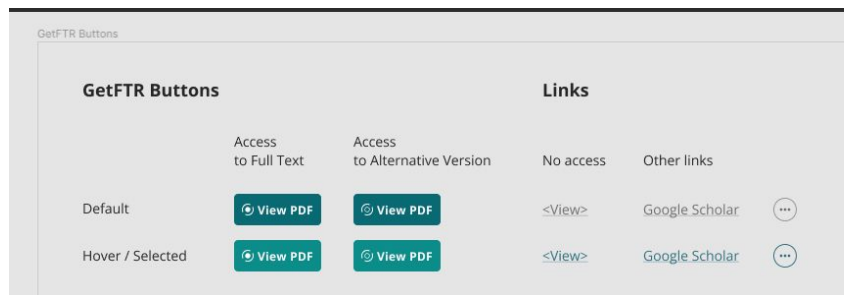
**Top Right Screenshot (References):** Shows a list of references under the 'References' tab. The first reference is: 1. Y. Zhang, S. Liu, Y. Ji, J. Ma, H. Yu, *Adv. Mater.* 2018, 30, 1706310. Below the reference, there are buttons for 'View', 'Web of Science®', and a circular icon.

**Bottom Left Screenshot (Cited Literature):** Shows a list of references under the 'Citing Literature' tab. The first reference is: Jiawei Wang, Yanli Chen, Yunfeng Zhao, Chongyan Yao, Yibo Liu, Xizheng Liu, CO<sub>2</sub> Capture Membrane for Long-Cycle Lithium-Air Battery. *Molecules*, 10.3390/molecules28052024, 28, 5, (2024), (2023). Below the reference, there is a button for 'View'.

**Bottom Right Screenshot (Links):** Shows a list of references under the 'Links' tab. The first reference is: Jiawei Wang, Yanli Chen, Yunfeng Zhao, Chongyan Yao, Yibo Liu, Xizheng Liu, CO<sub>2</sub> Capture Membrane for Long-Cycle Lithium-Air Battery. *Molecules*, 10.3390/molecules28052024, 28, 5, (2024), (2023). Below the reference, there is a button for 'View'.

# 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



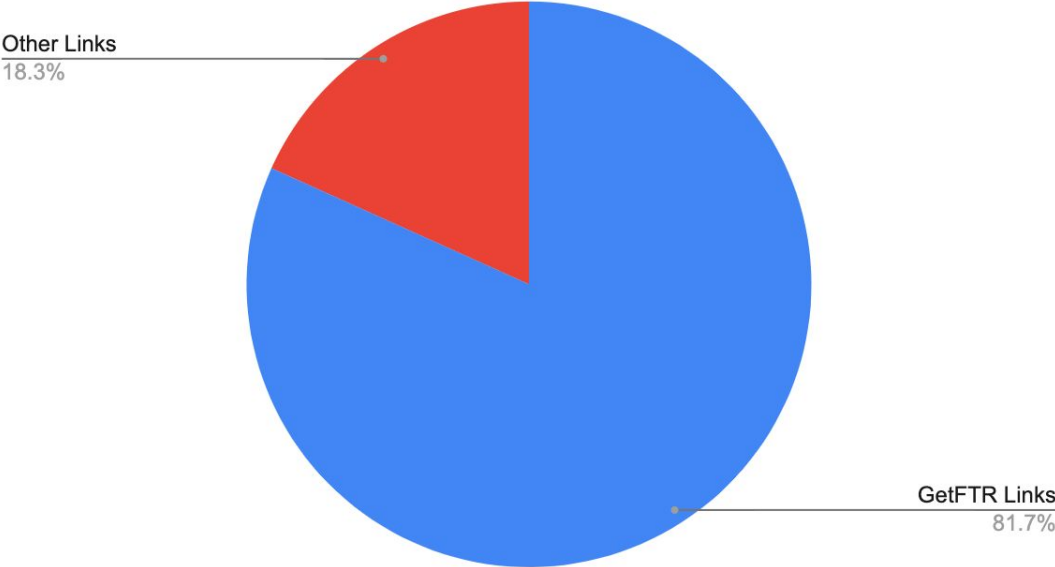
# Performance optimization

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- 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



# WILEY

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# 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



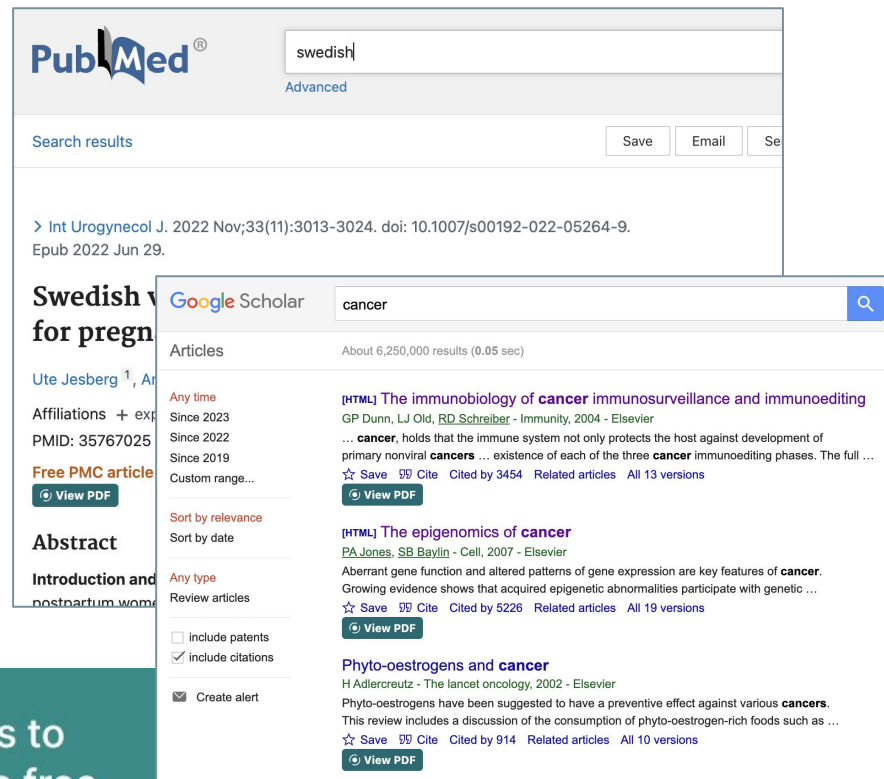
# Product Update: GetFTR Browser Extension Beta



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.



Get faster access to research with the free GetFTR Browser Extension

# Product Update: GetFTR Browser Extension Beta



## Extension demo

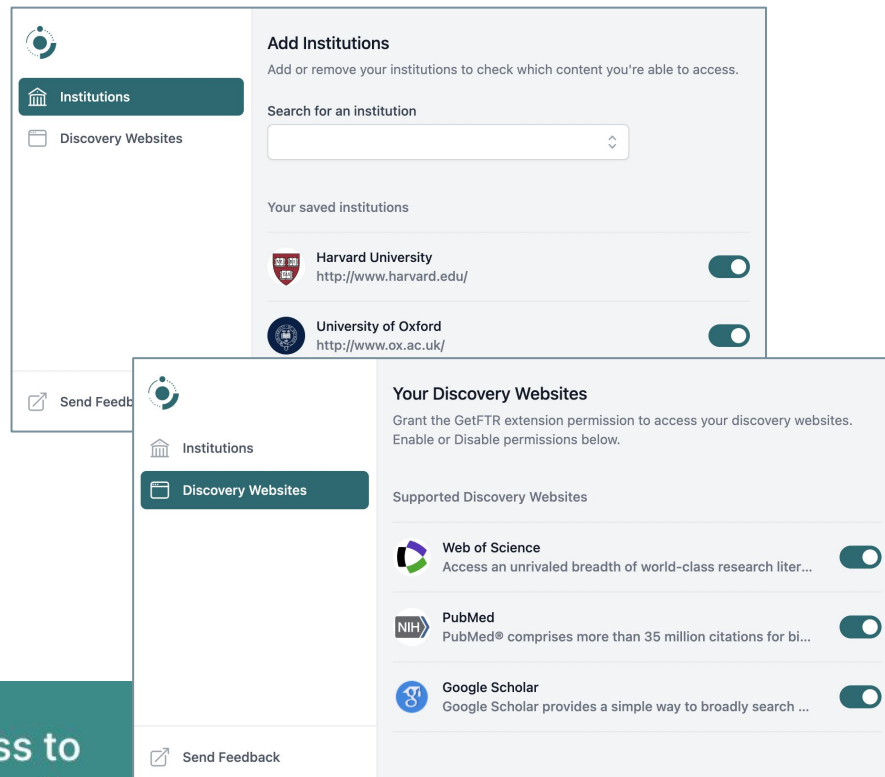
We invite you to join the Beta by using this link to download the extension from the Chrome Store

[bit.ly/3ZG2HZk](https://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](mailto: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>



Provides guidance to those wishing to integrate with GetFTR

## Demo Site

<https://demo.getfulltextresearch.com/>



A lightweight discovery service to demonstrate GetFTR

# Thank You!

**More info?**

[joinus@getfulltextresearch.com](mailto: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



Powerful, user-friendly  
pathways to trusted research

## ***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:***

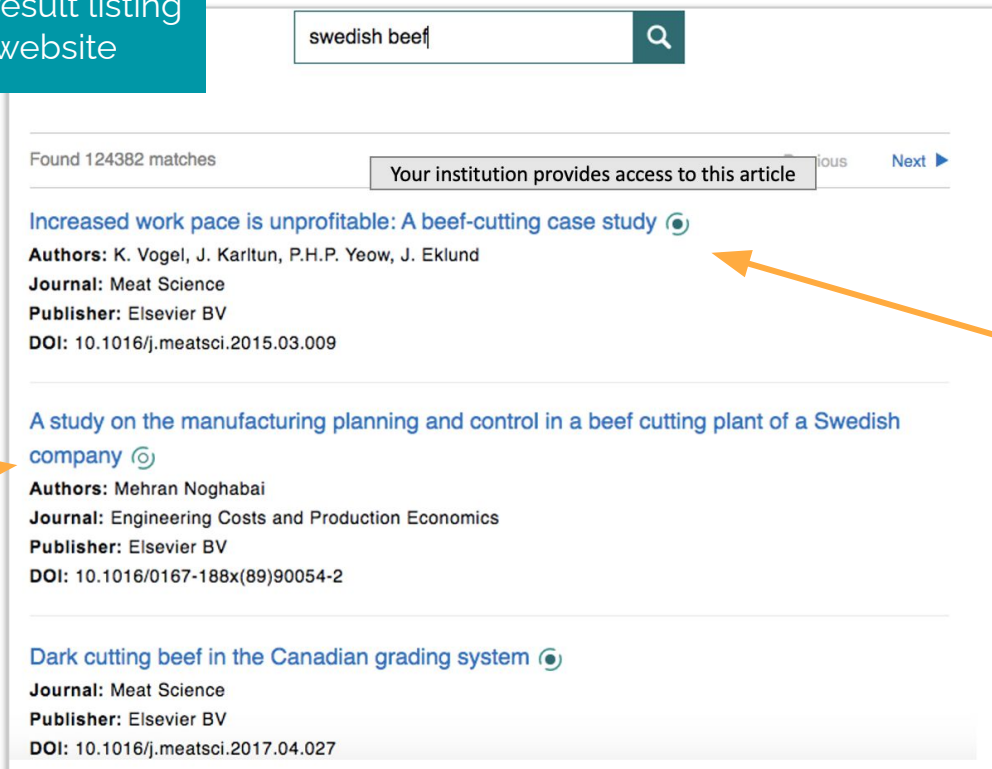
- Publishers can provide links to either pdf or html articles
- GetFTR supports both IP-based and federated authentication
- Publishers may provide unentitled users with an alternative version
- Visibility into turnways remains
- GetFTR can be integrated with reference lists

*“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




swedish beef

Found 124382 matches


Your institution provides access to this article

**Increased work pace is unprofitable: A beef-cutting case study** 

**Authors:** K. Vogel, J. Karlun, P.H.P. Yeow, J. Eklund  
**Journal:** Meat Science  
**Publisher:** Elsevier BV  
**DOI:** 10.1016/j.meatsci.2015.03.009

**A study on the manufacturing planning and control in a beef cutting plant of a Swedish company** 

**Authors:** Mehran Noghabai  
**Journal:** Engineering Costs and Production Economics  
**Publisher:** Elsevier BV  
**DOI:** 10.1016/0167-188x(89)90054-2

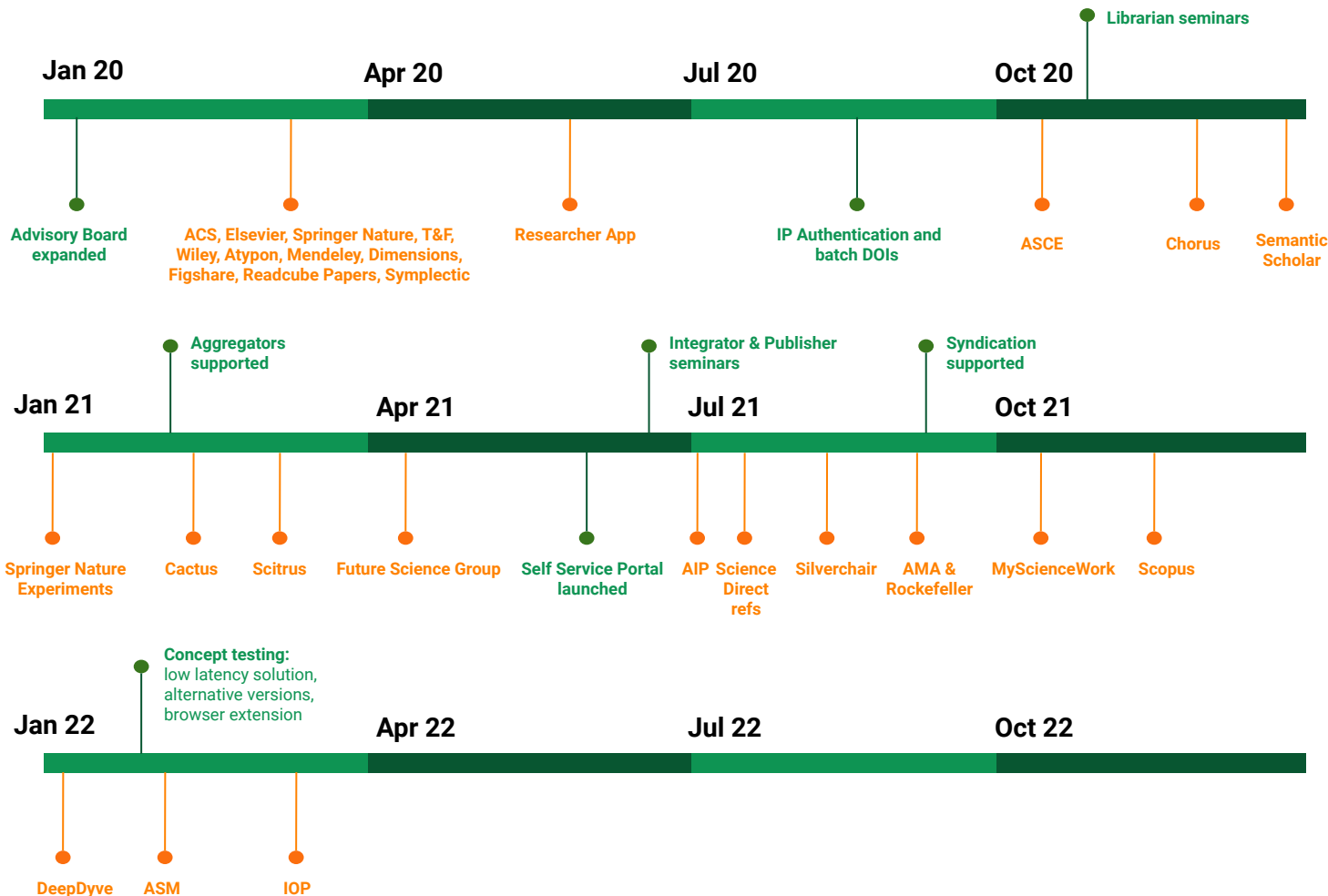
**Dark cutting beef in the Canadian grading system** 

**Journal:** Meat Science  
**Publisher:** Elsevier BV  
**DOI:** 10.1016/j.meatsci.2017.04.027

**GetFTR 'alternative' (white) icon** tells the user they can access an **alternative version**

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

# GetFTR Timeline since Dec 2019 Announcement at STM



## GetFTR in Numbers

2.4B entitlement checks  
708M links returned

45M DOIs supported  
50% scholarly content

16 Integrators  
12 Publishers  
2 Platforms

### Multiple use cases

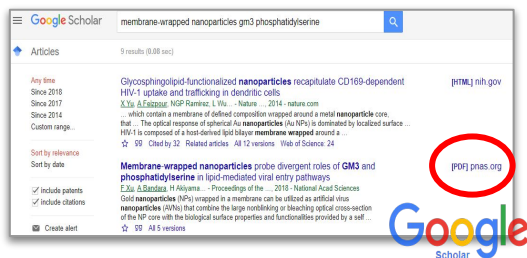
Publisher / Platform  
Discovery Service / SCN  
Website / App / Extension  
OA Auditor  
Aggregator / Syndicator  
Article References

# Pricing

Total Number of Journal DOIs More Than	Standard Annual Fee	Discounted Annual Fee (if Total Number of Journal DOI's > 40x Yearly Publication Rate)
	\$ 5,000	\$ 5,000
100,000	\$ 10,000	\$ 5,000
200,000	\$ 15,000	\$ 10,000
500,000	\$ 30,000	\$ 15,000
1,000,000	\$ 50,000	\$ 30,000
Founding Members	\$ 200,000	

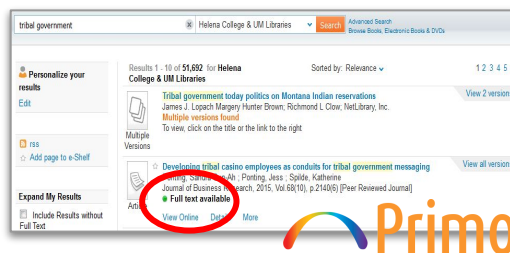
# GetFTR solves the entitlement problem more comprehensively and accurately than existing solutions

## Google Scholar Subscriber Links



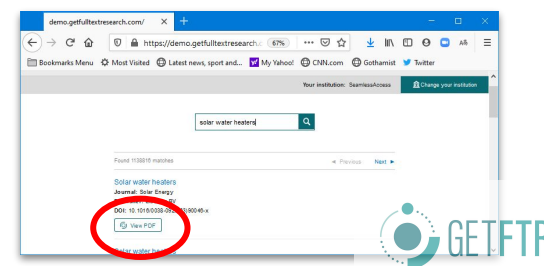
- Only works for Google Scholar
- Relies on user being on site (within IP range) periodically

## 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

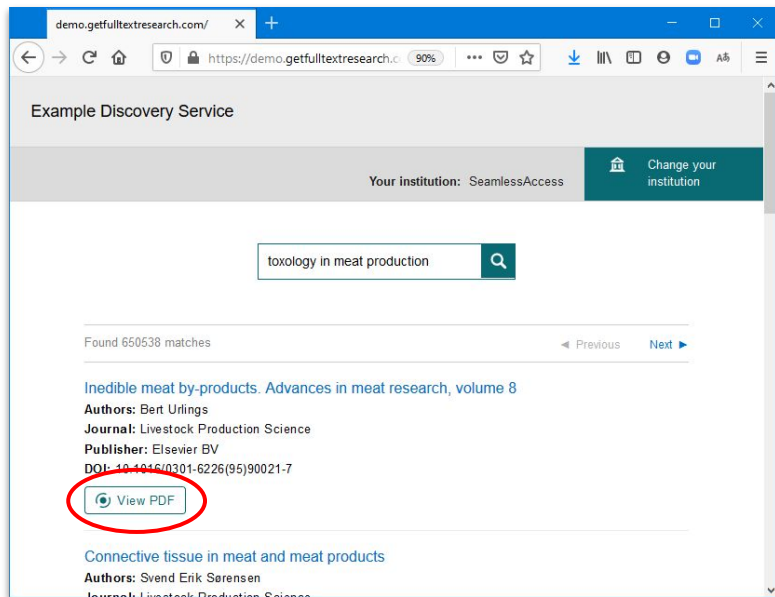
## GetFTR



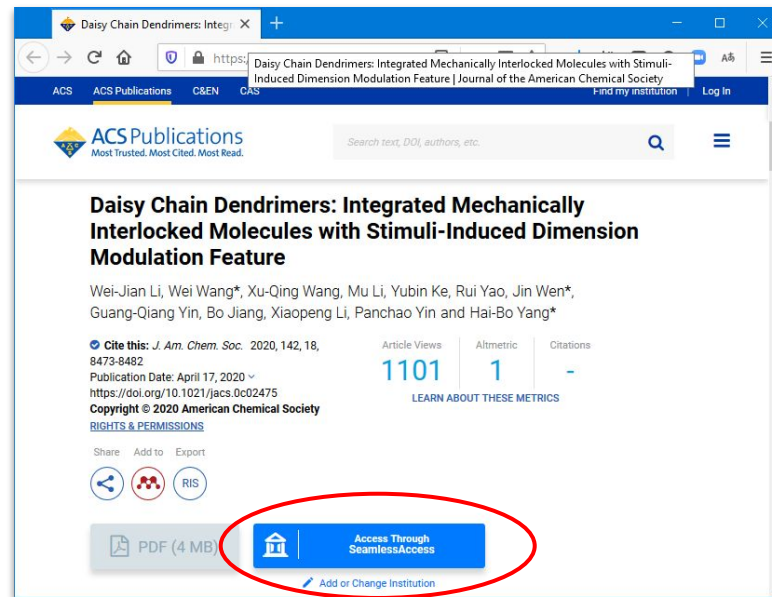
- Relies on authoritative publisher entitlements data
- Zero configuration effort for libraries
- Works both on and off campus
- Provides standard UX signals for entitled articles and direct links to full text

# 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