The impact of a User Centric approach on publisher website vendors

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Atypon
Users

- end user
- the librarian
- the author
In the beginning
Over the wall 1995-2001

Electronic as a facsimile of print
Build it and they will come
“Our vendor takes care of that”
Limited experimentation with business models
Pile it high and sell it (not so) cheap to institutions.

It worked
Publishers and librarians largely satisfied
Anonymous

Trial

$ 

$$
• “There’s about eight minutes of absolutely horrible commercials in a 30-minute television show. And why do I say they’re horrible? Because they have no relevance to you. There are a lot of people who could care less about erectile dysfunction. There are a lot of people who could care less about buying tampons.

• There’s no discrimination in the ads. You’re not interested in the ads and there is a huge amount of them. Somebody has to be more creative about it than just stopping the program and showing me an ad for something I’m never going to buy and assuming the world is a mass market.”

• Walt Mossberg, The Wall Street Journal
"On the Internet, nobody knows you're a dog."

Peter Steiner. The New Yorker, 1993, 19(82), 61.
Welcome canine user 39... mutt, mostly black lab enjoys pepperoni, fetching, and sniffing other dogs' heinies... updating profile.
Profiling

- What users DO is more identifying than their name or organizational affiliation(s)
- Users aren’t willing to give out information, so there’s a growing need to derive it
- Profiling users based on behavior gives you a more complete picture of their
Netflix examples

- Offer an *upgraded* subscription if (NOT User already has the highest level subscription AND (User is at DVD allowance > 90% of the time OR User has > 5 DVDs in queue))

- Offer a *discounted* renewal if (User’s subscription expires in < 30 days AND User is at DVD allowance < 50% of the time)
STM publishing examples

- Offer more “slots” for accessing books from a collection if (User is currently at slot limit OR User has been at slot limit > 5 times in the last 30 days)

- Recommend registration if (NOT User is registered AND User was referred by Google.com AND User has accessed > 5 articles in the session)
Example criteria

- Ad clicks
- Alert sign-ups
- Community interaction
- Content usage
- Identities held, e.g., organizational affiliation(s)
- Licenses held
- User attributes, e.g., professional specialty
- User activity, e.g., date of last log in
Implications

- Technology gives you the ability to leverage your users and content to market
- Marketing process changes: profiles defined; execution is replaced by automation
- Different staffing requirements; strategic marketing becomes even more
The growth of the consumer sites 1995-2010

- Personalisation (the site understands)
- Push vs. pull
- Alert vs. search
- Collaborative Filtering (recommendations)
- User feedback (5* reviews)
As you've previously shown an interest in modern blues music, we thought you'd like to know about our current bestselling titles.

- **Live from Madison Square Garden**
  - By: Steve Winwood
  - Average customer review: 4 stars
  - Price: £9.99

- **Anyway The Wind Blows: The Anthology**
  - By: J.J. Cale
  - Average customer review: 4 stars
  - Price: £4.99

- **Singles: The U.A. Years**
  - By: Dr. Feelgood
  - Average customer review: 4 stars
  - Price: £3.79
A Kind Of Loving [DVD] [1962]
Alan Bates (Actor), June Ritchie (Actor), John Schlesinger (Director) | Rated: Suitable for 15 years and over | Format: DVD

RRP: £16.99
Price: £5.93 & Free Delivery with Amazon Prime
You Save: £11.06 (65%)

* In stock.
* dispatched from and sold by Amazon.co.uk. Gift-wrap available.

20 new from £5.63 4 used from £11.99

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Save on Christmas Gifts
To the season for Christmas Bargains—Up to 70% off and lots of lovely Christmas movies to get your in the mood. Need a laugh? There's up to 75% off in Comedy. Don't break the bank this year; check out our promotions.

---

Price For All Three: £19.85

Add all three to Basket

Show availability and delivery details

---

Other items featured on this page:
A Kind Of Loving [DVD] [1962] ~ Alan Bates DVD £5.93
A Kind Of Loving [DVD] [1961] ~ Rita Tushingham DVD £5.93
Sunday Morning [DVD] [1960] ~ Albert Finney DVD £7.99

---

If you ultimately buy after viewing this item?
Average Customer Review

5 stars (12 customer reviews)

User Reviews

Is the following review helpful?

The best British film ever!, 4 July 2010
(UK) - See all my reviews

A Kind of Loving (1962) (DVD)

A Kind of Loving is one of John Schlesinger’s seminal masterpieces. A Kind of Loving, is still sadly not the definitive restoration so sorely needed for this very finest of British films. The print appears to be the same as that Momentum, and comes as a very grainy version with much of the original detail lost. As a result, Schlesinger’s masterful attention to detail and the exquisite beauty of Deryck H. Cooper’s black & white photography is compromised in this edition. Additionally, this may also be the slightly shorter version than the previous release. Let’s hope the likes of The Criterion Collection might get hold of it, and do what they did for Region 2 restoration and extra packages on the market.

Spike Jonze’s directorial genius and the utterly perfect script from legends Keith Waterhouse & Willis Hall. Of all the northern film dramas of the period, A Kind of Loving is the one that tells it how it really was. The innocence of Alan Bates’ Vic and June Ritchie’s Brenda, was socially par for the course in pre-Beatles Britain - which was still in a kind of frozen post-war shock. Rightfully shot in black & white, and in that monochrome spirit, Schlesinger so skilfully reminds us that cold rainy streets and packed buses with steamed up windows can still be the stuff of romance. Vic’s good looking Brenda into a date on Saturday night is truly palpable, and identifies in all of us that special romantic rush that blots out all our worldly worries.

An unmissable British classic that deserves the full uncut restoration treatment with supporting documentaries and commentaries. Studio Canal please take note for the forthcoming Blu-Ray version which I’m sure will

Most Recent Customer Reviews

A Kind of Loving

Enjoyed most of the film, but was quite in parts, but good film for the period.
Published 21 days ago by MaryJ

I agree....

I had seen many of the others, A Taste of Honey, This Sporting Life, Saturday Night and Sunday Morning, mostly on TV, but not this one, so I ordered the DVD. Read more
Published 1 month ago by Enthusiast

A kind of loving

Even though this book was written within the last 50 years, it can be regarded as a period piece. The time is just before the swinging sixties and set in a Yorkshire town where nothing normal... Read more
Published 2 months ago by Peter Knights

A kind of loving

A very good film, typical 60's storyline of working class lovers in the north with opposition from dominating parents.

Handed film. 5 Dec 2009

User Reviews

Is the following review helpful?

A Kind of Loving, 16 Dec 2009
(UK) - See all my reviews

A Kind of Loving (1962) (DVD)

If the film whether it’s called “kitchen sink”, “sixties movies” or “British drama” I don’t care, because I love the simplicity, honesty and depth of characterisation which is only used as Alan Bates and the one and only Thora Hird playing through this script. The plot is easy to follow, young couple create a baby which they don’t want, girl has who loathes the boyfriend. Everything that can go wrong does go wrong until he stands up for himself and for his girl and they find love together. Uplifting, atmospheric love story for its time dealing with complicated issues that wouldn’t normally have been mentioned outside of the home, Tremendous - A Kind of Loving (1962) [1962]

Most helpful reviews

Is the following review helpful?

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The growth of the consumer sites 1995-2010

- Friction free purchasing
- The end of fixed pricing
- Dynamic pricing
Hello Mr C Beckett. We have recommendations for you. (Not C?)

C's Amazon.co.uk | Today's Deals | Gift Cards | Gifts & Wish Lists

Search: All Departments

Important Message

Note that the price of What Ever Happened To Baby Jane (2 Disc Special Edition) [1962] [DVD] has decreased from £4.84 to £4.82 since you placed it in your Shopping Basket. Items in your basket will always show the most recent price displayed on their product detail pages.

0% on ALL purchases for the first 9 months
0% for 12 months on balance transfers made now (2.5% fee applies)
£10 credited to your card when you spend £25 within the first 60 days

Typical rate 16.9% APR (variable)

Your current subtotal: £51.99
Amazon.co.uk MasterCard credit: - £10.00
Your cost after savings: £41.99

Sign up now

Subtotal: £51.99
Did you make any changes below? Update

Items--To Buy Now

Touching The Void [DVD] [2003] - Brendan Mackey; DVD
Price: £3.99
You Save: £15.00 (80%)
Qty: 1

Recently Viewed

Touching The Void [DVD] [2003] - Brendan Mackey; DVD
Price: £3.99
You Save: £15.00 (80%)
Qty: 1

Dispatch to: Chris Beckett
Edit your 1-Click address
□ This will be a gift

Buy all items
Conclusion:

- B2C sites use personalisation to:
  - Increase transactions per visit
  - Increase stickiness
  - Build affinity
  - To define “seamless”
  - Increase $$$ per visit
End user characteristics

- Increased expectations
- anywhere
- anytime
- in context
- With appropriate tools
- Personalised
- Friction free
Why is this relevant?

- Nielsen’s Law
- “Users spend most of their time on other sites and form their expectations based on their aggregated user experience.”

http://www.useit.com/jakob/
AND.....
The more I know about you the more business I can do with you
Identity
Identity

- Licensing
- Commerce
- Marketing
- Analytics
The front end: Features

• Collaborative filtering
• Additional more interactive content types: - CME Exams and Polls and Discussions
• Mobile
• Smart Groups
• Better integration with Social networking tools.
Use of a Rapid Cytotoxicity Screening Approach To Engineer a Safer Zinc Oxide Nanoparticle through Iron Doping

Saji George†, Suman Pokhrel*, Tian Xia†, Benjamin Gilbert†, Zhaoxia Ji†, Marco Schowalter§, Andreas Roseneuer†, Robert Damoiseaux††, Kenneth A. Bradley†, Lutz Madler§ and Andrés E. Nel*†*†

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Abstract
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CME Weekly CME Program

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Accreditation information
3.1.1. Rotation curve. Brightness temperatures $T_B(i, b, v)$ observed in Galactic coordinates with longitude $l$ and latitude $b$ need to be converted into volume densities $n(R, z)$ (Burton & te Lintel Hekkert 1986, D pian & Savage 1991). Assuming that most of the gas follows an axisymmetric circular rotation yields the well-known relation for the differential rotation velocity $v(R, z)$.

$$v(R, z) = \frac{\partial \Omega}{\partial z} = \frac{3\Omega}{2} \left( \frac{R}{R_*} \right)$$

where $\Omega$ is the angular velocity:

$$\Omega^2 = \frac{GM}{R^3}$$

$v$ denotes the radial velocity along the line of sight, while $\Theta(z)$ denotes the tangential velocity at a certain radius $R$. In the inner Galaxy, for $R < R_0$, distances are ambiguous, except for...
Mobile strategy: Platform challenges

Platform challenges – options
- Go with the desk top design
- Tweak the interface to each different mobile platform
- Deploy different code for different platforms

Solution - HTML5, CSS3, and JavaScript – all cross-platform industry standards
Mobile strategy: Content challenges

Content challenges
- Relatively straightforward if you have FT XML
- What about the PDF legacy content?

Solution – Divide up, reflow and optimize the PDF to the mobile device.
Mobile strategy: Identity and Usage challenges

- Identity needs to be recognized across platforms
Providing institutional content to mobile devices.
On site marketing: Problem

- Many site visitors are unknown and leave without engaging.
- Absence of tools to market and promote to specific categories of users.
Smart Groups: What is it

- Links content, users, and advertisements based on explicit and implicit behavioural characteristics
- Customizable conditional messaging specific to a smart group identity
- Offers specific to a smart group identity
<table>
<thead>
<tr>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>User clicked any ad at least 1 time(s) in the current session</td>
</tr>
<tr>
<td>User signed up for any alert and did so in the current session</td>
</tr>
<tr>
<td>User accessed content items from null at least 1 time(s) in the current session</td>
</tr>
<tr>
<td>OR</td>
</tr>
<tr>
<td>User clicked any ad at least 1 time(s) in the current session</td>
</tr>
<tr>
<td>User accessed content items from Free Content at least 2 time(s) in the last 3 day(s)</td>
</tr>
<tr>
<td>NOT User signed up for any alert and did so in the current session</td>
</tr>
</tbody>
</table>
Acyclovir and Valacyclovir for the Suppression of Recurrent Herpes Simplex Virus Infections in Persons Infected with HIV-1 and HIV-2


Benefit

Discovering new markets on your doorstep
Increasing usage and engagement
Conclusion

- User centric expectations are defined in the B2C market
- User centric capabilities are defined ultimately by how good the access control technology is
- Features need to be deployed in a context sensitive way
- Mobile is one of the most user centric challenges
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