

# Bridging the gap: real life technical challenges and the researcher

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Institution of Engineering and Technology

# Helping “hard to reach” research academics make better informed decisions

- World’s largest **multidisciplinary** engineering and technology institution
- Authoritative and trusted source of **Essential Engineering Intelligence®**
- Access to **high quality** engineering information, workflow solutions, inspirational events and **expert** communities
- Helps engineers, technicians and technologists fuel innovation, gain competitive advantage and make **better informed decisions**
- Well placed to help solve the **engineering challenges** of the 21<sup>st</sup> Century



## Helping “hard to reach” research academics find information they need

- Whether you’re an engineer or researcher, there’s a wealth of **high quality** content for you
- **IET Digital Library** includes over **190,000** articles from **27** journals, **400** eBooks and conference proceedings
- **Knowledge Packs** offer a flexible way for individuals to access this content
- Keep up to date with over **5,500** videos on **IET.tv** from key industry events
- Search over **15 million** abstracts in the world-renowned **Inspec** database



“To help us address the issues of ensuring fast access and subject-specific search, Inspec and the IET Digital Library were the clear choice for us.”

**University College, London**



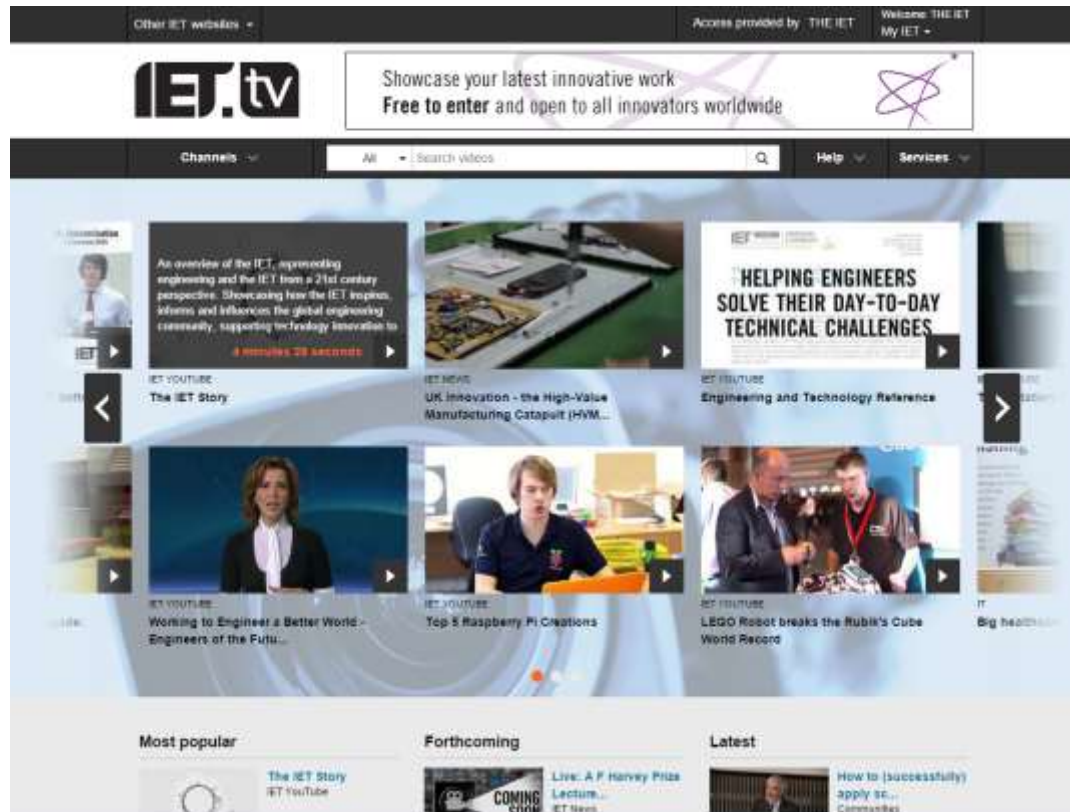
One of the world's largest curated collection of multidisciplinary engineering & technology video content

**ENGINEERING  
& TECHNOLOGY  
REFERENCE**

A practical knowledge resource helping academics & engineers solve their daily technical challenges and improve engineering know-how



*Inspiring the multimedia generation*



# VIDEO – THE MEDIUM OF CHOICE



Readers expect libraries to give them easy access to a wide range of up-to-date video content including news, research and lectures

**59% of people** would rather watch video than read text  
**32% to see** a practical example of a theoretical concept



**70% of academic libraries acquired video in 2014**

Arizona State University 2014

People **remember 50%** of what they see in a video and only 22% of what they read.  
30% want to get another perspective



**Subscription collection is taking hold as the favoured model of acquisition**

**26% of people** will be triggered to search for more information after watching a video.  
60% use video to help understand course material

# The New IET.tv 2015

13 years of Engineering &  
Technology Content



# IET.tv

Interviews with leading  
experts from industry and  
academia



Bite-sized content  
including news and  
product demonstrations  
and showcases



Seminars from select  
universities and research  
institutions worldwide

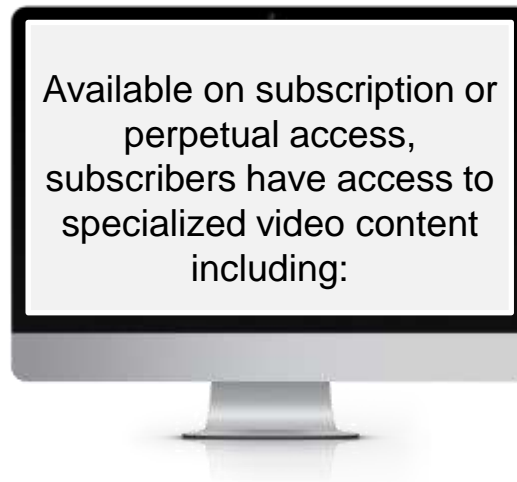


Lectures and  
presentations from  
all major IET events

Available on subscription or  
perpetual access,  
subscribers have access to  
specialized video content  
including:



A rich source of teaching  
and coursework materials  
for lectures





# 9 FOCUSED TECHNOLOGY CHANNELS

Students, research and practicing engineers, in academic institutes and corporate organisations can access specialised content from 9 focused technology channels and bespoke Student “On Campus” channels:

## 9 dynamic technology channels

- Communications
- Control & Automation
- Electronics
- IT
- Management
- Manufacturing
- Power
- Transport
- Healthcare Technology

## Informative and engaging free to view channels

- |               |                      |
|---------------|----------------------|
| ▪ IET News    |                      |
| ▪ Sectors     |                      |
| ▪ Communities | ▪ <b>On Campus</b>   |
| ▪ Faraday     | ▪ Students in action |
| ▪ E&T         | ▪ Lectures           |
| ▪ Inspec      | ▪ Research           |
| ▪ IET Staff   | ▪ Employability      |

# Building a site for the next generation

**New intuitive, modern user interface.**

**Video linked to Related Books, Journals, Letters, eBooks, IET Web pages.**

**Institutional Access Shibboleth and Athens**

**Discovery enabled & Marc Records**

**High definition – 1080p.**

**Mobile and Tablet ready – adaptive and responsive**

**New filtering solution including content type**

**Library administrator portal. Easy reports and dashboard**

**Improved searching: keyword search with Inspec terms and keywords**

# KEY FEATURES OF IET.tv 2015



New “Inspec enriched”  
powered search engine



Academic and Corporate  
Access Control system



New Filtering solution



Data usage dashboards



New login system



Downloadable content

# KEY FEATURES OF IET.tv 2015



Directly related content



Related website suggestions



Event scheduling solution



Addition of IET YouTube content



Webinar and Webcast features



Responsive and adaptive design

# IET.tv HIGHLIGHTS FOR USERS AND LIBRARIES

## Interact with IET prestigious presenters

Participate in live webcasts. Ask questions and receive answers from science and technology trail blazers and power players of top companies, universities and government agencies across the globe

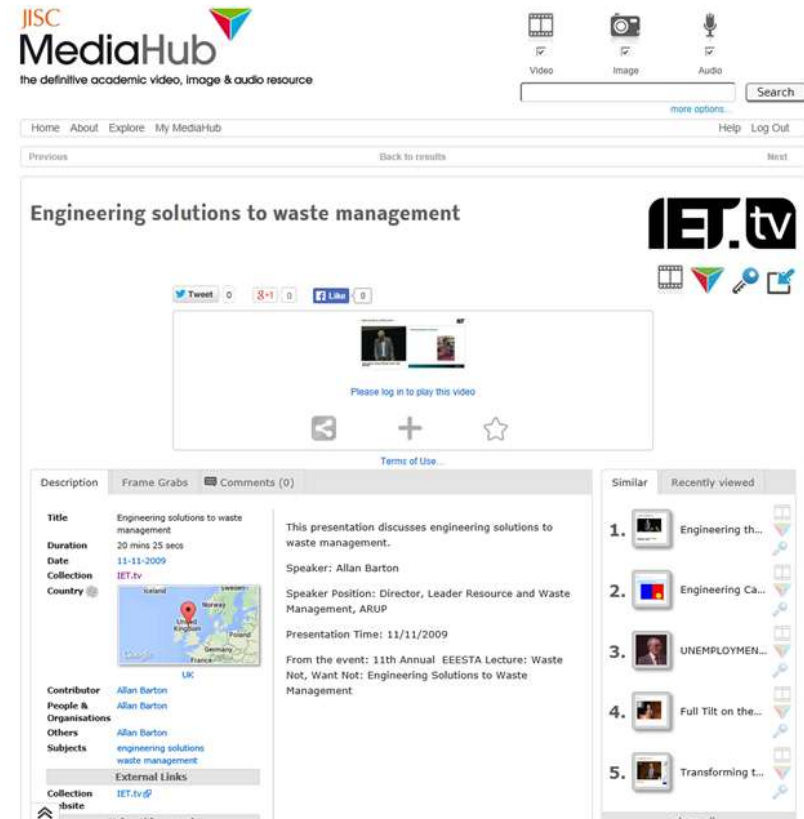
## Remain cutting-edge with information you can trust

IET.tv is an extension of IET's renowned trusted resources. Viewers can count on IET webcasts to deliver high-quality and timely Information

# MARKET FEEDBACK

*“This collection of films received top marks from the community in our most recent round of content procurement for multimedia archives. A unique resource, IET.tv makes the teachings and knowledge of engineering and technology experts instantly accessible to students. We hope that this resource will go on to benefit many students and ultimately improve their learning experience.”*

**Caren Milloy,  
Head of Projects,  
Jisc Collections UK**



# ENGINEERING & TECHNOLOGY REFERENCE

*“The Engineering and Technology Reference will help build a skills base which brings benefits across the industry. We are delighted to support this initiative”*

Jon Longstaff, Cyber Security Lead, Energy Management Division, Siemens Plc



# Engineering & Technology Reference

- “Must-have”, multidisciplinary and global technical engineering reference content
- Original commissioned articles & case studies covering the five industry sectors
- Easy online access via “Reference” tab on the IET Digital Library
- For academic and institutional use for study and research – case studies for learning help enable students to be ‘job ready for the 21<sup>st</sup> century’
- Contains peer reviewed, managed content - technical articles, lessons learned, case studies.
- Annual multi-user subscription product, free trial access available.





# A direct route to answers on real-world engineering issues

The screenshot shows the IET Engineering & Technology Reference website. At the top, there's a navigation bar with links: Journals & magazines, Conferences, eBooks, Reference (highlighted), Subjects, and Collections. Below this, a breadcrumb trail reads 'Home > Engineering & Technology Reference'. A secondary navigation bar includes 'Reference home', 'Video', 'Coming soon', and 'Get involved'. The main content area features a large banner for 'ENGINEERING & TECHNOLOGY REFERENCE' with the tagline 'Technical case studies & lessons learned'. Below the banner, it states 'Online ISSN 2056-4007' and provides links for 'Author guide', 'Reviewer guide', 'Advisors', 'Contributors', and 'Editorial contact'. A section titled 'Request a FREE trial for your organisation' describes the benefits of the reference work and includes a 'Request a trial' button. To the right, there's a 'Share' section with social media icons and a 'Tools' section with links for 'Export citations', 'Subscribe to this journal', and 'Open access content'. A 'Key' section lists 'Free content', 'Open access content', 'Subscribed content', and 'Trial content'. At the bottom, there's a 'Latest' section featuring an article titled 'Cyber Security in the Energy Industry' by Jon Longstaff, with a 'Show details' link. A 'Subscribe' button is also visible.

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# Support from leading engineering organisations

CLEMSON  
UNIVERSITY

PARSONS  
BRINCKERHOFF

SIEMENS

ATKINS

MAHLE

Powertrain

NetworkRail

LEEDCo  
Lake Erie Energy  
Development Corporation

nationalgrid

EC HARRIS  
BUILT ASSET  
CONSULTANCY  
AN ARCADIS COMPANY

ARUP

mouchel  
building great relationships

CISCO  
TOMORROW  
starts here.

CSC

TRL

TETRA TECH

nccgroup  
freedom from doubt

bsi.

Virginia  
Tech

IET  
The Institution of  
Engineering and Technology

Essential Engineering Intelligence®



# What makes Engineering & Technology **Reference** different?

- **More practical than traditional reference sources**
  - written & peer reviewed by practising engineers
- **The 'go-to' resource for trustworthy solutions**
  - avoiding irrelevant search engine results
- **Build up practical knowledge & skills quickly**
  - bridges multiple topics
- **Helping get students 'job-ready'**
  - provides 'learning by example'

# What subject areas does the **Engineering and Technology Reference** cover?



## **Built Environment**

Smart innovation for tomorrow's urban landscape



## **Design and Production**

Designing, developing, delivering; creating tomorrow



## **Energy**

Powering tomorrow; from smart homes to mega grids



## **Information and Communications**

Connecting tomorrow, digitally



## **Transport**

Engineering excellence for future transport systems

# Hard to reach or bridging the gap?

- No solution is perfect
- Bringing two worlds closer together can help
- Access to a range and varied source of information
- Existing curated or newly published volumes of work
- Enhanced by technology to make it easier for the researcher
- Use of metadata to aid discoverability
- Linking academia and industry expertise
- Providing access to the best of both worlds



[www.iet.tv](http://www.iet.tv)

**ENGINEERING  
& TECHNOLOGY  
REFERENCE**

[www.ietdl.org/etr](http://www.ietdl.org/etr)

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