



R4D & Mendeley

Extending Reach & Increasing Uptake

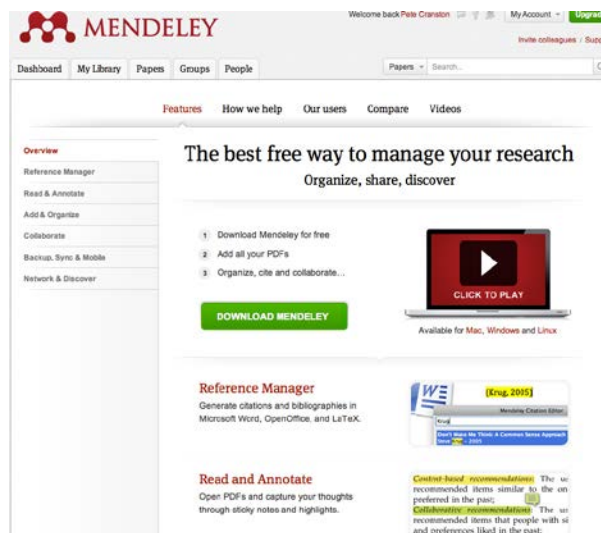
An exploratory study: Part One

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1 Introduction - Research Uptake and Mendeley.com

Throughout the R4D project we have been experimenting with different ways to increase uptake of the DfID funded research material stored in the repository¹ through sharing and promoting the content online. Euforic Services and CommsConsult have already published the report of our work to demonstrate the power of social media to promote content and engage audiences with R4D material and topics². Since R4D is a collection of research material another option is to connect with communities on the online academic social networks and repositories. One of the most interesting, growing in popularity, is Mendeley³. In a small, exploratory study, Euforic Services has been looking at how connections could be made between DfID funded Research - or, more explicitly, the research material gathered in the R4D repository - and the community on Mendeley.



This is Part One of a two part document. In this part we:

- Explain what Mendeley is, how it has developed and how it might develop in the future
- Describe what we did our experiments on the platform
- Draw some conclusions and make recommendations

In a separate document, Part Two, we provide a primer on how to begin using Mendeley for researchers and others working with the R4D platform.

2 Section A Mendeley and DfID Research

Mendeley is:

- A software platform that offers services to over 2.5 million users⁴
- A growing community of users
- A company that was bought in 2013 by Elsevier

Mendeley was founded in 2008 and expanded rapidly, offering services based on its founding principles of open source and free access to research data. The number of users and their documents continues to grow, rapidly, as illustrated by the figure below, taken from the Mendeley Home Page



“Riding the boom in tablets, smartphones and light software in the form of apps, Mendeley has also made a move into educational apps based on that content base. As of [August](#) 2012⁵, there were 240 research apps generating 100 million API calls per month (with a [more recent reference](#)⁶ showing 260 apps)”⁷

2.1 Mendeley – the software platform

“**Mendeley** is a desktop and web program for managing and sharing research papers, discovering research data and collaborating online. It combines Mendeley Desktop, a PDF and a reference management application (available for Windows, Mac and Linux) with Mendeley Web, an online social network for researchers. Mendeley requires the user to store all basic citation data on its servers—storing abstracts or full copies of documents at the user's discretion.” It aims to be a one-stop shop for researchers, academics, scientists and other scholars. The following summary, is drawn from and supplements the outline of features on the website⁸.

Mendeley Desktop offers:

- **Automatic extraction of document details** (authors, title, journal etc.) from academic papers into a library database, saving manual data-entry
- **Management of papers** through "Live" full-text search across all a user's papers – with type-ahead features to speed searches. Mendeley Desktop also enables users to filter their library by authors, journals or keywords.

Users can also use document collections, notes and tags to organize their material, and export the document details in different citation styles.

“Science is like music: you're defined by who you like. A key part of a researcher's job is to amass hundreds of papers, citing them in your own work to back up your thesis and showing how your research is grounded in existing science. However, ... organising that much paper can be a huge task.

... (Mendeley founders) saw the answer in a technology previously used for music: scrobbling (where by a media player automatically logs tracks and tailors future song selections).

.... At this point, what Mendeley gives you is a searchable database of your research, along with a bibliography-generating tool. But its killer feature comes from the collaborative filtering technology also seen in Last.fm. Because the system knows what topics you're interested in -- it learns more about you each time you upload another paper -- it can connect you to people with similar interests, and point out papers

- **Sharing and synchronisation** of a user's library (or parts of it) with selected colleagues.
- **Integration with mainstream packages**, including a plug-in for citing articles in Microsoft Word, OCR (image-to-text conversion to support full-text search of all a user's scanned PDFs)
- **Offline** access to all materials stored in the desktop client, with changes or additions synchronised with the web platform once connection is re-established

Mendeley Web, complements Mendeley Desktop, providing:

- **An online back up of a user's library:** documents are stored in a user's account and can be accessed anywhere through a browser.
- **Detailed statistics:** including tracking the evolution of publication readership, sorted by research profiles, providing data on downloads, number of views, academic disciplines and geographic regions of readers. Additionally, there are detailed statistics for each academic discipline and research topic, indicating who are the up-and-coming authors in a discipline, whether the interest in a research topic is growing or declining and what are the most widely read papers on a specific subject.
 - This feature was the basis of Mendeley's business model since this data wasn't previously available at the scale envisaged – and largely realised, for the platform. Further, when combined with social data such as recommendations or shares, Mendeley was able to offer for sale a rare and rich, and fast-growing dataset.
- **A research network** that allows users to keep track of colleagues' publications, conference participations, awards etc., and helps users discover people with similar research interests. Compared to better known and vastly larger online social networks like Facebook and LinkedIn, Mendeley social features are rudimentary. Nonetheless, it provides services that enables users to:
 - Declare their interests
 - Provide updates (more or less analogous to the 'status' updates central to mainstream platforms like Twitter and Facebook),
 - Connect to ('follow') other members
 - Create, join and invite others to interest groups
 - Interact with other users through a 'like' and comment on status updates feature.
- **Social network sharing functions:** content can be shared via Facebook, Twitter or email.

2.2 Premium accounts

Mendeley has two types of premium accounts:

- **Personal storage plans** that increase the personal storage allowance (5GB, 10Gb, unlimited) allow users to create private groups and invite three collaborators. The plans cost between £44pa to £132 pa,
- **Team Plans**, which allow for the creation of shared spaces, effectively limitless storage space, facilitates coordination of research and updates within the team as well as having access to ‘priority customer support. Plans range from £405 pa for 5 collaborators to £3,400 pa for 50 collaborators (larger teams can be arranged separately).

2.3 Institutional Edition

Mendeley Institutional Edition (MIE) targets librarians, research directors and other administrators. It provides services based on an extra analytics tool that supports them in tracking and monitoring the research activity of their community. Statistics from the researchers within an institution, including what papers they are reading, where they are publishing and how they are collaborating, can also help to increase collaboration within an institution’s programme. MIE also provides free upgrades for an institution’s users and access to collaboration support tools like private groups and team plans.

2.4 Mendeley - the community

Mendeley’s core users are academics, especially scientists who use it primarily as a space to promote publications. Typically individuals use it as a cloud service database for papers, a reference manager (using the tools for bibliographies and citations) and for its social and networking functions.

There are a series of subject-based communities through which material is made accessible and shared. Private groups allow users to share documents, including already published copyright. This was one of Mendeley’s most popular features during its early development since it fulfilled the promise of its early promotional pitch to be the “Last.fm for research⁹” as well as providing ‘Napster¹⁰’ like functionality which allowed users to download or share both private and published material, including copyright material. That particular feature was controversial from the outset and the Mendeley team faced legal threats that resulted in the functionality being scaled back¹¹.

3 Connecting R4D with Mendeley

The overall aim for this study was to support the increased uptake of DfID funded research data. The study was triggered by the completion by of a Mendeley export widget, illustrated below, which is now as a standard option for all R4D data.

Current and planned research on agriculture for improved nutrition: a mapping and a gap analysis. A report for DFID. 21st August 2012

DOCUMENT



Our exploratory study focused on two, straightforward research questions

1. What could be the added value for DfID funded research working with the Mendeley platform and community?
2. What would be the most efficient and effective way to link the two repositories, and their respective user bases?

3.1 Mendeley added value

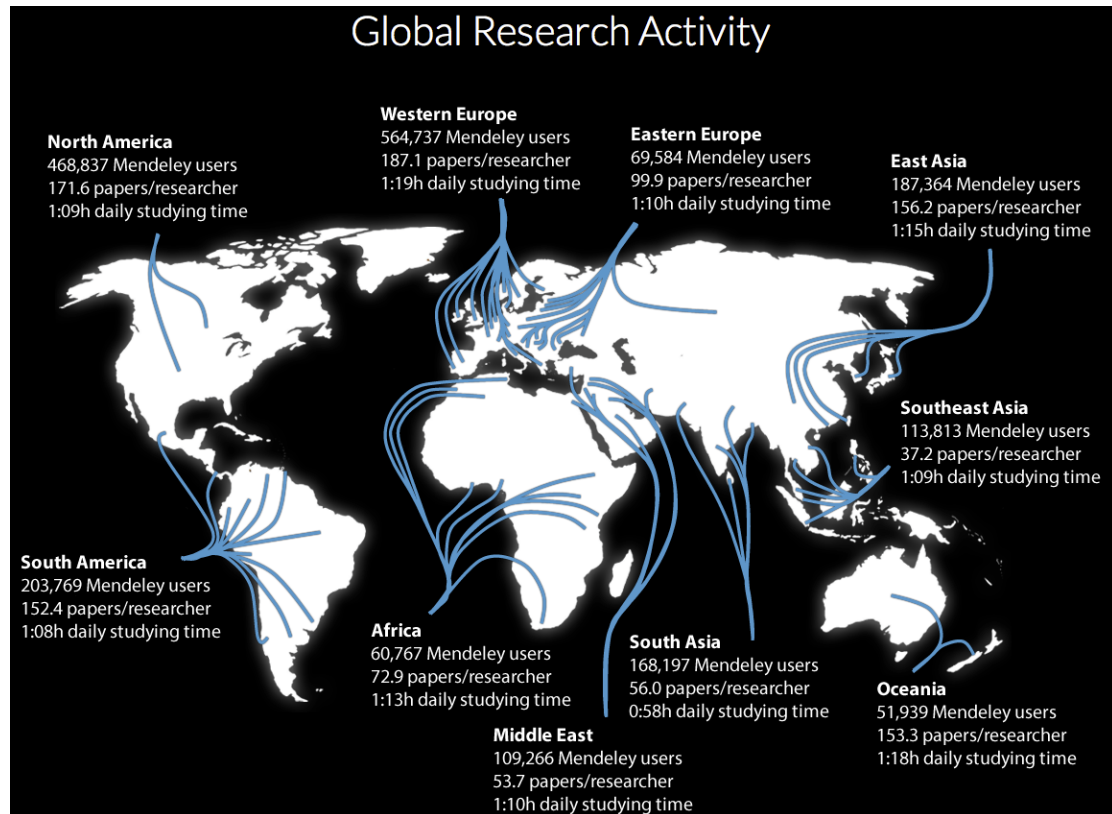
From a platform features point of view, and drawing on Mendeley's own grouping of potential advantages¹², in the table below we summarise what we see as some of the potential benefits to engagement in Mendeley:

Mendeley Features	Value to DfID funded research, accessed through R4D
Conducting Initial Research, with tools to support the search for research materials, organise materials and notes	The value proposition for individual researchers and teams
Writing a paper, review or grant proposal, with tools to support compilation of a bibliography, organize references and manage the citation selection and formatting process	The value proposition for individual researchers and teams
Collaborative review (what Mendeley labels submitting a dissertation for review): posting a draft or early version of a document in a private group provides wiki or Google Drive type functions, helping to support document management, with version control and management of multiple reviewers (through the ability to see comments in place and respond in real-time or later)	<p>These features are also part of the value proposition for individual researchers and teams but, as importantly, supports teams that want to work in a more collaborative and open way,</p> <p>The conference or post-publication group, referenced opposite, is an interesting and potentially powerful tool for those who want to build and maintain relationships around research themes or locations or groups of people.</p>
Team working: again, through a private group it is possible to have a team-specific collection of content, which can be edited, commented on and	

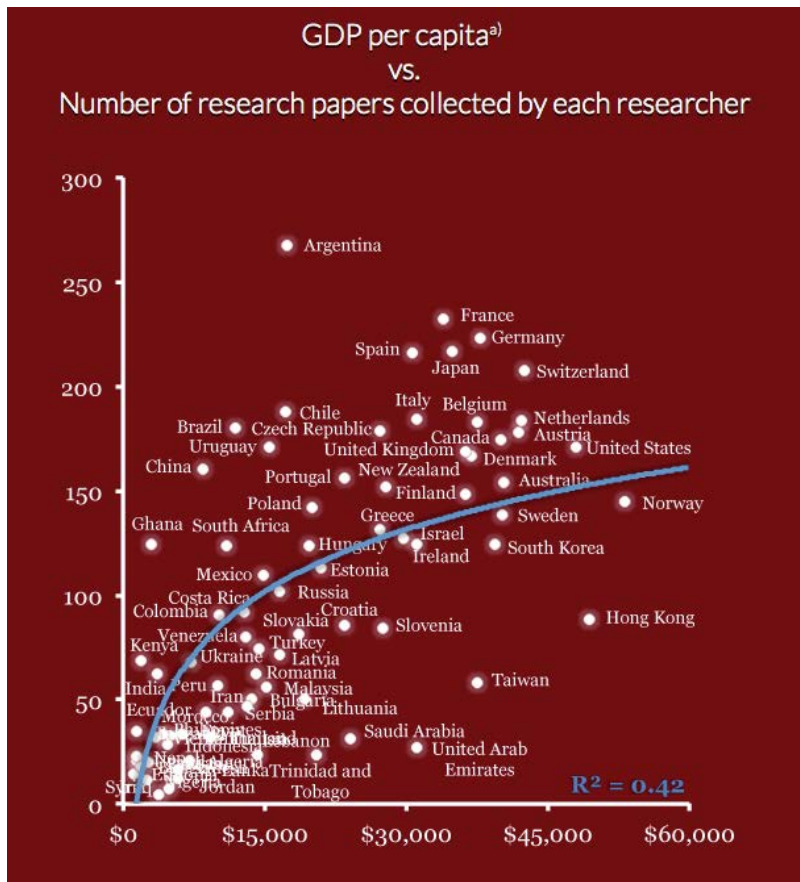
<p>developed collaboratively. This function is also very useful for maintain and building collaboration from the relationships that develop at events. IFPRI set up a Mendeley group from a conference, <i>'Leveraging agriculture for improving nutrition and health'</i>¹³ that has become a strong locus of connection, as well as a space to prepare for future events.</p> <p>The 'Team Plan' licences described above increase the support for collaborative activities.</p>	
<p>Identifying collaboration partners, by providing complete information in a personal profile (which makes it more likely a user will be identified in searches), using the search directory to link with known colleagues or identify others through the directory, which is sorted by people, topics and disciplines (broken down into multiple sub-disciplines) and joining groups</p>	<p>As well as benefitting individual researchers and teams this is one of the ways in which DfID funded research uptake could be increased, through promotion of content and projects It also potentially reduces the risk of duplication and could improve research quality through the development of new connections outside the normal circles in which particular individuals operate, especially since most new connections on other social networks, like LinkedIn, come from identifying friends of friends: identifying for researchers working in a particular field but also being able to see who in turn they connect to provides this 'guided-serendipity' function.</p>
<p>Creating awareness through creating public groups, adding content, commenting on content, providing regular updates and following other activity feeds.</p>	<p>These are typical, and strong, online social network features. Well used, by those with a particular research or campaign interest, they can attract and engage significant numbers of other users who, through their own web of links, provide the classic network multiplier effect – at speed, and across the location and time constraints that constrain those using offline tools.</p>

<p>Promoting individuals, teams and research outputs, through profile information, indexing publications, embedding profile information in web pages, blogs or email signatures, as well as keeping track of statistics showing readership and downloads</p>	<p>These are key project communication tools and, if used consistently, offer significant opportunities for increasing the reach of DfID funded research.</p>
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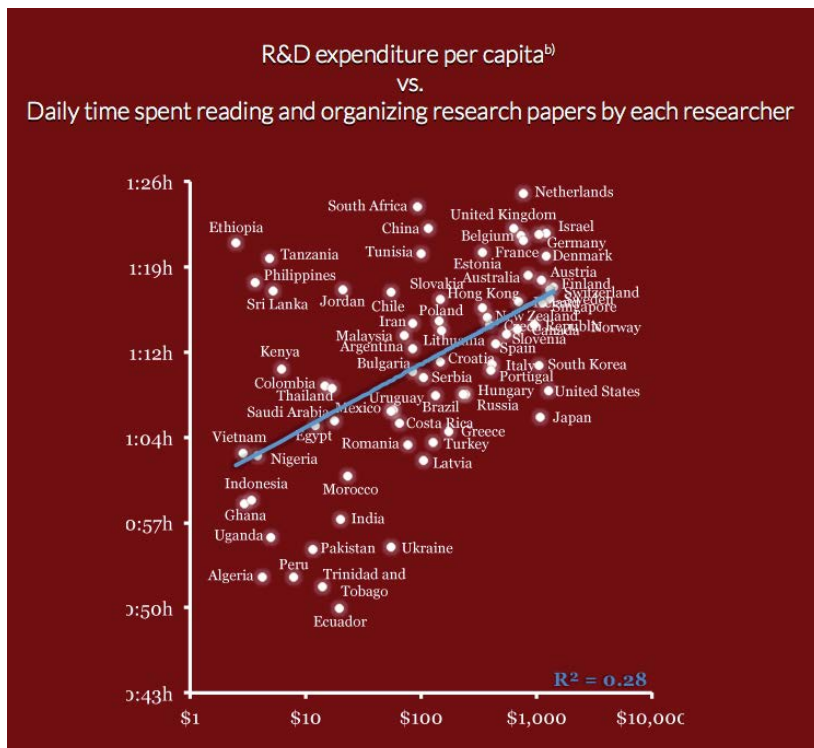
3.1.1 International profile

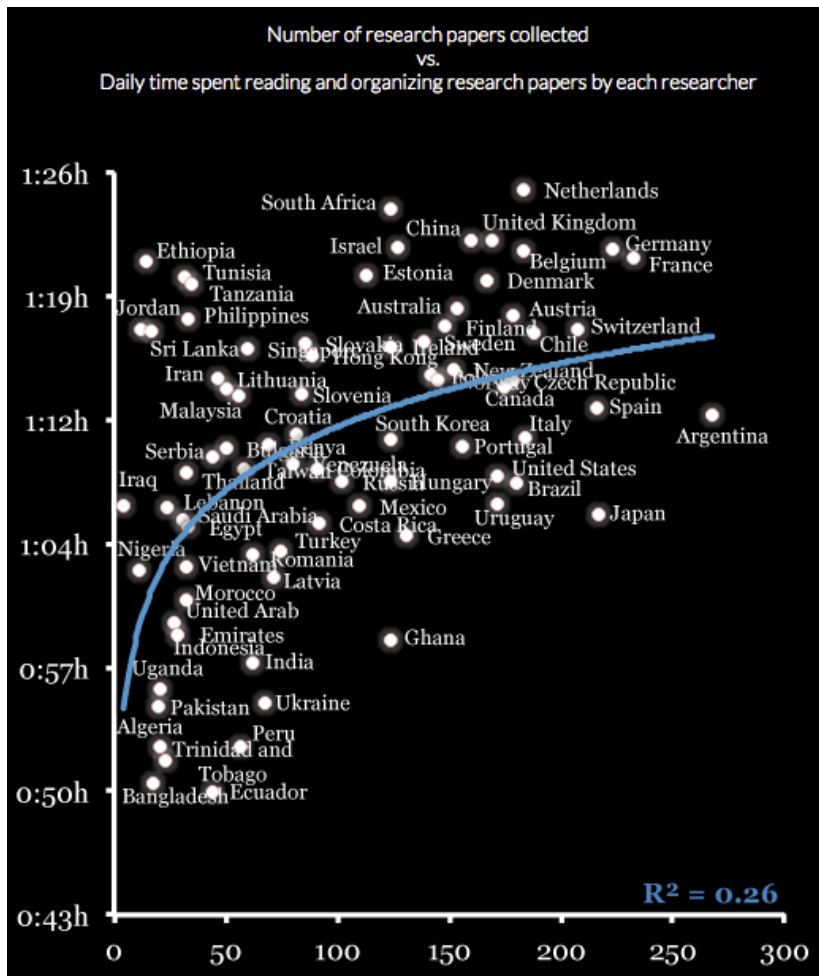


At a higher level, DfID’s Open Access policy provides a clear rationale for supporting and engaging with Mendeley. Supporting open access benefits researchers in lower-income countries, most of whom are less able to afford access to research papers, which limits the time they spend studying, which in turn is linked to lower research output, as illustrated in these graphs from Mendeley’s internal research.¹⁴



The following two figures illustrate the importance of the resource to researchers in many of the Dfid priority countries.





3.2 What would be the most efficient and effective way to link the two repositories, and their respective user bases?

3.2.1 Profile

We opened a profile on Mendeley called *DfID ResearchForDevelopment*. We explored options in terms of naming and administrator account but in the end the only realistic option is to use a standard admin email since, although Mendeley allows signing in on Facebook, it then automatically associates the account with the email to which the Facebook account is registered. For the purposes of this study we used a temporary account that has now been closed.

Like Facebook, LinkedIn and MySpace in their start-up phase, the default – and only – configuration assumes that the user is an individual and so the personal profile asks for information inappropriate to an institution. Establishing an account representing an organisation also requires a clumsy use of first and second name formats, as in *DfID ResearchForDevelopment*. Therefore we provided a bare minimum of information on the profile, which reduces the opportunities for the profile, and the material, to be discovered.

For reference, we also established an individual account, with a profile as a communication specialist with a special interest in social media. This profile overlapped only a very small amount with the DfID research identity.

3.2.2 Connecting to an existing group with interests that map into the R4D content

Part of the impetus for this study came from learning about a Mendeley group that had been set up by the Library team in the International Food Policy Research Institute (IFPRI). As described above, the group was set up to accompany a February 2011 conference in New Delhi, *Leveraging Agriculture for Improving Nutrition and Health*. The conference objectives were to:

- Bring together information and ideas to strengthen linkages among agriculture, nutrition, and health
- Identify “best practices” in policies and programs
- Facilitate networks among stakeholders

The group is called, ‘*Agriculture, Nutrition and Health*’. According to IFPRI staff, its aim was to increase awareness about the conference, and to improve the relevance and impact of the research programme through enabling a ‘dynamic exchange of information’. Group size has continued to increase to its present 242 members, which is an indication of the value of a group whose aim is to continue an agenda established at a conference two years ago.¹⁵ And the group is impressively diverse, comprising economists, researchers, academicians, librarians, other professionals and students at PhD, Masters and undergraduate levels from Africa, Asia, Europe, Middle East as well as both North and South America. IFPRI consider this to be an effective tool to promote and extend the reach of their research, since members continue to join two years on, comment on documents and share new material.

We researched other groups on Mendeley. It’s important to note that Mendeley content is organised from an academic perspective, by Disciplines and sub-disciplines. *International Development* spreads across many sub-disciplines, which makes searching and connecting more difficult, especially for generalists or communications staff. There are also no groups on ‘Development’ as such. It was also notable that the majority of the groups that we looked at were largely a collection of publications and other content, with little visible interaction in terms of comments or updates. In many groups the major activity involved students asking for resource material.

Therefore we focused our activities on the IFPRI Agriculture, Nutrition and Health group.

3.2.3 Loading a small sample of material

With help from Debbie Cousins of CABI, we identified a group of relevant records. They were identified through an advanced search on the R4D database for nutrition ('all these words and all fields'). The resulting 567 records were filtered by the theme 'crops', which gave [183 records](#). In selecting a sample we used other filters, including document type and keywords (e.g. human nutrition). We added a sample of content into the IFPRI group.

Tagging material in Mendeley is important. According to Hugo Besemer of Euforic Services, an active Mendeley user, the platform is 'more of a library than appears on the surface'. The system also adds tags, largely through language technology. Users often find material through tags. Therefore we also added tags and keywords. As non-specialists we were flying, if not blind, then partially sighted: our selection of keywords and tags was based on those already selected in R4D. Tagging accurately increases the possibility that any particular research will be discovered.

We added content relating in the topic of the group in general, and specifically on maternal health and vitamin enrichment. We added 29 of the records obtained from the original search that had been filtered on nutrition. Adding records from R4D is straightforward, using the widget.

3.2.4 Seeking to connect with individuals and institutions.

This is the most time-consuming activity, more difficult in Mendeley than it first appears. Search is relatively rudimentary, with none of the variations and fields available through the kind of advanced search provided in R4D, for example, and available in other social spaces. Search is made more difficult since in our experience only a minority of people fill in their profiles so fields such as *location* or *institution* yield slim pickings. It is hard to apply standard practice from working in other online social networks such as finding friends of friend since, in an indicator of standard usage patterns, not a lot of people seem to have many friends on Mendeley.

Even in the short period, and with the limited material added to date, there are signs of take-up, as illustrated in this data about a paper approximately one month after it was uploaded. Although it's important to understand what Mendeley means by the '19 readers on Mendeley': "Readers" is a count of the number of users on Mendeley who have added the same paper to their library"¹⁶. Those users may have already had the paper in their library, or they may have been triggered by its appearance on Mendeley. But the activity happened outside the social functions with which we were experimenting. Our goal was to build engagement around R4D content in the way that we have built engagement around R4D content on other sites.

Current and Planned Research on Agriculture for Improved Nutrition: A Mapping and a Gap Analysis

by Corinna Hawkes, Rachel Turner, Jeff Waage

Social Sciences > Miscellaneous Papers

Save reference to library

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Overview

Related research

(2012)

Issue: August, Pages: 48

ISBN: A report for DFID

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Abstract

This report examines current and planned research projects on agriculture for improved nutrition and uses a mapping process to identify gaps in research coverage. A conceptual framework has been developed to define and characterize agricultural research for improved nutrition. Placing nutrition at the centre, the framework identifies pathways by which research may contribute directly and indirectly to nutrition and how evidence of impact may be gathered along these.

Author-supplied keywords

agriculture food security framework nutrition

Related

Papers Groups



Evaluation of the current knowledge limitations in breast cancer research: a gap analysis

Alastair Thompson, Keith Brennan, Angela Cox, Julia Gee, Diana Harcourt, Adrian Harris, et al. in *Breast Cancer Research* (2008)

Save reference to library

2 readers



Evaluation of the current knowledge limitations in breast cancer research: a gap analysis.

Readership Statistics

19 Readers on Mendeley

by Discipline
 42% Social Sciences
 21% Environmental Sciences
 16% Medicine

by Academic Status
 21% Other Professional
 21% Ph.D. Student
 16% Researcher (at a non-Academic Institution)

by Country
 16% United States
 5% United Kingdom

Tags

agriculture-nutrition analyses
 empirical review productivity

Interrogating our difficulties in connecting easily with other users is crucial to understanding the nature of Mendeley and similar platforms, and therefore for our recommendations. We drew on considerable experience from our work with online collaborative and social platforms. In general, the approach is well understood and widely practised, and indeed was the basis of our advice from Euforic Services and the subsequent work by CommsConsult in developing strong followings for R4D Twitter and Facebook profiles. Loosely expressed a typical pattern would be as follows:

- Establish a profile
- Publish interesting content
- Identify with and then connect with like-minded or supporting individuals and organisations on the platform
- Provide a consistent and varied flow of content over time
- Interact with connections, supporting their work and interests, respond to questions and comments, and thanking connections who have been supportive

This kind of exercise is a communication function, and can be provided internally by an organisation or project team, or through external support, as was demonstrated convincingly by CommsConsult during the R4D project. However, Mendeley is a different in two key respects to more open social network platforms such as Facebook and Twitter.

1. **Mendeley's focus is on content**, not on sociability and communication. In that it is analogous to photos sharing sites like *Flickr.com* or *Instagram*, and video sharing sites like *YouTube* and *Vimeo*. Within social media circles it is generally acknowledged that it is much more difficult to build a large social base on such content-based platforms, in the sense that the platforms specialise in facilities to support content sharing and promotion and pay less attention to features which support making connections more easily. Mendeley is similar. It is hard to browse through networks of users on the basis of their connections, which is the basis of research in Twitter et al. Mendeley user connections are via content, and achieved mainly through groups. The relatively small number of users who have large networks, and who actively use the 'social functions' provides evidence for this. Many users have almost no personal data, which constrains social search.
2. **Mendeley is a platform for specialists**, *par excellence*, which makes working within it very different to working with other online social spaces. Communication specialists working for CommsConsult, for example, with little detailed knowledge of the content in the research programmes, were able to generate communications material about that specialist research of a general kind, sufficient to provide the kind of content that travels in Twitter et al. Mendeley, on the other hand, is the place where the subject specialist gather, and for a non-specialist it proved impossible to find an entry point to groups whose material deals with levels of detail and expert knowledge. Trying to connect with the group, which contains specialists in a range of disciplines, on the basis of a paper about, "*Bioavailability of trace elements in beans and zinc-biofortified wheat in pigs*" or "*Nutrition-sensitive interventions and programmes: how can they help to accelerate progress in improving maternal and child nutrition?*" requires 'insider' knowledge to be able to highlight key elements in the research in a way that will attract and engage other specialists.

And, crucially, researchers in specialist areas are motivated by the normal urge to promote their work, to learn about and from others working in similar areas (or from and about competitors) and to identify routes to further work. Mendeley is built around that passion, in the same way that Flickr.com successfully engages with the passion photographers feel for their work and in consequence many photographers build strong followings and networks on Flickr, mainly involving other photographers.

Our experience setting up a second Mendeley account, as an individual, establishing a profile as a specialist in communication in general and social media in particular, supports these conclusions. We were able immediately to

identify some names of people working in our area, papers that we knew of or looked interesting, and focus our search on the gaps in our current knowledge – such as literature on using academic-oriented social networks¹⁷.

The profiles of active Mendeley users provide a final illustration of this. There are those who simply add their collections, and trust the content will talk for them. These users do not provide any personal or professional history or details. Other individuals are more active, and promote themselves as specialists but they are in a minority. Personal interests, passion even, matters in all networks: in Mendeley the passion centres on the research topics. This is the opportunity for DfID funded research, since on top of the enthusiasm for specialist subjects typical of researchers, those working in research related to International Development have an added range of interest and motivations relating to the urgency of the Development agendas in which they are working.

4 Conclusions and Recommendations

4.1 Mendeley in the future

Mendeley has followed one of the traditional routes for software start-ups.

1. **Rebellion & innovation:** “Mendeley, founded in late 2008 by three tech-savvy scholars, had become a sort of rebel-scientist icon for producing a software-and-paper-sharing service that threatened to disrupt scholarly publishing in the way that Napster and [last.fm](#) had disrupted the music industry a few years earlier.¹⁸” There were already online platforms to store and share academic and scientific papers but Mendeley focused on the social functions, enabling academics and organizations to share research and collaborate with others via a social network. It also championed standard and open data formats.
2. **Develop a user base:** the Mendeley user and content base grew phenomenally fast and at 2.5 million users and with over 300 million content items is already a unique and powerful resource
3. **Search for a longer-term sustainable business model,** a point at which many start-ups fail. Some are bought out and very few break the mould. Mendeley falls into the second category, being bought out by Elsevier in April 2013. In common with many such purchases, Elsevier is seen to have been buying people and skills as much as a product. Senior management and the majority of staff have been retained in a new company structure.

Before recommending further engagement with Mendeley, we researched views on its likely future, now that it is no longer an independent company. Many are concerned that through this acquisition Elsevier aims to close down Mendeley,

since it represented a strong threat to the profitable, gated, publication model. However, Elsevier's main aim, according to their Director of Research, is to gain better control of usage metrics, including from social media such as Twitter or LinkedIn. Elsevier have been buying such data since 2009. The company say they have learnt from all the turmoil and are considering alternative business models, taking account of the increasing interest in Open Access from major institutions (such as DfID) and may move to one where they champion Open Access and seek payments instead from institutions and authors.

While this would be a dramatic change for Elsevier, it would be consistent with their declared strategic goal to provide an integrated solution to institutions, based on a 'web of science' project, targeting mainly the library sector. Elsevier's own bibliographic database is *Scopus*¹⁹, available through subscription. It has many features that correspond to Mendeley's own. In an interview, Mendeley CEO announced that they would be seeking to integrate the two – currently *Scopus* data can't be imported into Mendeley – on the basis that users will get 'cleaner and richer' data²⁰. However, as many have noted, the decisions on the future of Mendeley and whether it will continue to support standard and open data formats, for example, are dependent on the product contributing to, or at least not impacting negatively on Elsevier's bottom line.

We judge that investment in engaging with Mendeley would not be threatened if the platform itself began to decline, which would lead to its closure or absorption into another platform. Online platforms continually evolve and change. Some disappear but the overall ecosystem in which they operate is more secure and mature in the second decade of the 21st Century than it has been in previous decades. It is one of the strengths of successful platforms that they enable users to transfer data in and out. Mendeley, for example, supports import from several of its challengers, including *Zotero*, *EndNote*, *Papers*, *JabRef* and *RefWorks*²¹. So when a particular platform is threatened there are almost always several competitors queuing up to offer data transfer services into their own platform. Elsevier itself would surely offer an alternative, which would at least ensure data security. But, more importantly, if a new Elsevier product didn't support the principles of Open Access that Mendeley currently supports, other already competing products would step into the gap. Nonetheless, given Elsevier's own strong market position it is fair to conclude that Mendeley, in some form or other, will continue to be an important platform for researchers, those wishing to promote and extend the reach of their own research and the broader policy positions targeted by DfID funded research in particular.

An important final point is that, in our view, that the platform itself is less important than the functionality, the community and an approach to sharing and collaborating on research that Mendeley represents, a point that we will develop

further in our recommendations below. We judge that Mendeley represents an approach to working in and with research that is more important than any particular platform and for that reason, given its market position, Mendeley offers rich opportunities for DfID funded research.

4.2 Conclusions from the study

Returning to our research questions:

1. We believe that there is a strong case to support the proposition that working with Mendeley could increase the reach and impact of DfID funded research. Mendeley is a social platform, in a way that R4D cannot be. Although its social functions are limited, and its orientation makes it difficult for non-specialists to enter effectively, Mendeley's content-oriented social networking dimension offers considerable scope for increasing collaboration within and between projects, for promoting the output of DfID funded research and for strengthening the Development Research ecosystem by enabling new links to be made through 'managed serendipity'. The experience of IFPRI provides a compelling case-study on how a limited investment has delivered positive impact in terms of visibility and awareness, furthering the agenda of a particular programme, increasing collaboration and supporting project teams,
2. We believe that the most efficient and effective way to link the two repositories, and their respective user bases is to focus on DfID research project teams to:
 - a. Promote the value add of Mendeley to their research work, their teams and projects and to their own profiles
 - b. Train teams on how to engage most effectively on the platform
3. We also believe that there are three more strategic options for engagement with Mendeley that should be explored. They would need to be coordinated by a support function, such as the DfID group that will be providing support to R4D in the future. Such a support group could consider:
 - a. Establishing R4D as an academic source on Mendeley, branded on the platform, and available to researchers to bulk upload
 - b. Acquiring and administering an institutional licence
 - c. Working with other DfID and programme staff to set up a group for International Development, or policy priority areas, to gather like-minded people.

In Section Two we provide a short primer for researchers on Mendeley. There are many, detailed support materials available online, including excellent help and tutorials on Mendeley's own site. However, we believe providing a route-map for researchers in International Development will be valuable.

5 Endnotes

- ¹ <http://r4d.dfid.gov.uk>
- ² Social Media Engagement: A report of activities from the R4D project
http://r4d.dfid.gov.uk/pdf/outputs/Communication/R4D%20Social%20Media%20Engagement%20Report_HR.pdf
- ³ <http://www.mendeley.com>
- ⁴ <http://blog.mendeley.com/start-up-life/mendeley-has-2-5-million-users/>
- ⁵ <http://techcrunch.com/2012/08/22/mendeleys-open-api-approach-is-on-course-to-disrupt-academic-publishing/>
- ⁶ <http://blog.programmableweb.com/2013/01/10/interview-a-look-into-mendeleys-api-development/>
- ⁷ <http://techcrunch.com/2013/01/17/elsevier-mendeley-education/>
- ⁸ <http://support.mendeley.com/customer/portal/articles/227875-what-is-mendeley->
- ⁹ <http://www.wired.co.uk/magazine/archive/2010/03/start/research-papers-get-scrobbed>
- ¹⁰ Napster was a free web service that enabled users to download and share music. As a free service and one that millions used to develop and share private collections of copyright material, the original Napster was closed down as a result of a series of legal challenges from musicians and recording companies. The brand was bought during bankruptcy proceedings and its owner provides similar, but legal, services. <http://en.wikipedia.org/wiki/Napster>
- ¹¹ <http://www.newyorker.com/online/blogs/elements/2013/04/elsevier-mendeley-journals-science-software.html>
- ¹² <http://www.mendeley.com/how-we-help/>
- ¹³ <http://2020conference.ifpri.info/2013/03/11/science-forum-on-nutrition-and-health-outcomes-of-agricultural-research/>
- ¹⁴ <http://www.mendeley.com/global-research-report/#.Um0BSZHYfU5>
- ¹⁵ <http://www.mendeley.com/groups/844241/agriculture-nutrition-and-health/>
- ¹⁶ <http://support.mendeley.com/customer/portal/questions/135705-publication-statistics>
- ¹⁷ There isn't very much and , to date, we have not identified sources that provide new information or insights.
- ¹⁸ "When the Rebel Alliance Sells Out", David Dobbs, The New Yorker, April 2013.
<http://www.newyorker.com/online/blogs/elements/2013/04/elsevier-mendeley-journals-science-software.html>
- ¹⁹ <http://en.wikipedia.org/wiki/Scopus>
- ²⁰ <http://paidcontent.org/2013/04/09/is-it-a-good-thing-that-elsevier-bought-mendeley/>
- ²¹ http://sandbox.vidric.com/mendeley/index.php?title=Main_Page