



서황욱, Strategic Partner Development Manager



- Google: An Overview
- Google Scholar
  - Basics
  - Library Access
  - Cooperation
- Discussion

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Employees:	12,238 as of March 31, 2007
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\* comScore qSearch (April 2006)

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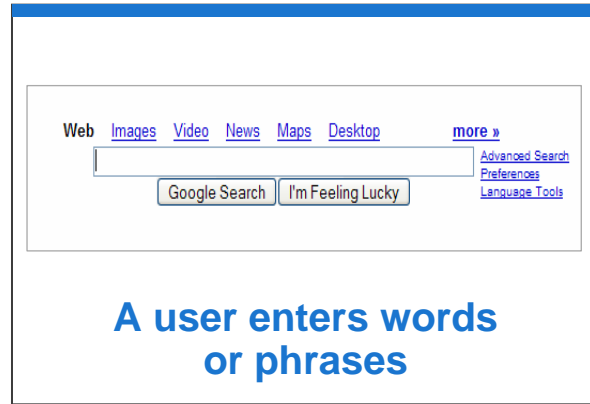


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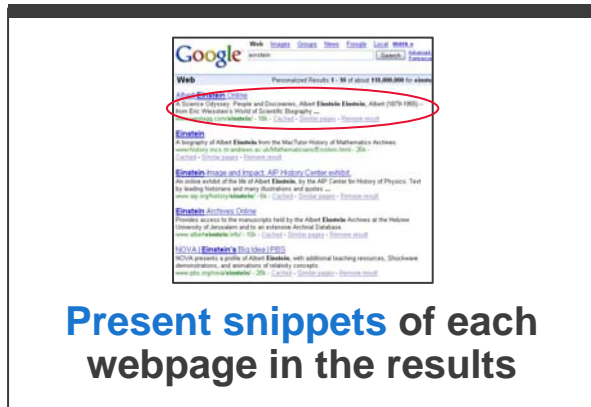


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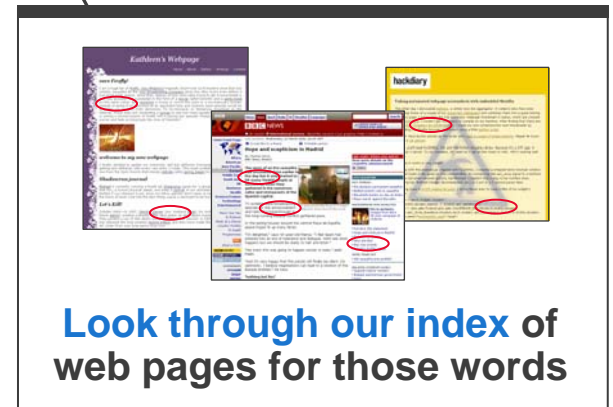
# Search: How does it work?



A user enters words or phrases



Present snippets of each webpage in the results



Look through our index of web pages for those words



Analyze other sites that link to the page to determine popularity

# But How Do We Make Money?



## AdWords

The screenshot shows a Google search for "toronto tourism". The search bar contains the text "toronto tourism" and is highlighted with a blue box. Below the search bar, the results are categorized into "Local results for tourism near Toronto, ON, Canada" and "Sponsored Links". The local results include links for "Skyline Tours", "Maple Kanko Tours", and "C U Tours Inc". The sponsored links section contains three ads: "Visiting Toronto?", "Toronto City Travel Guide", and "Toronto Hotel Deals".

**Local results for tourism near Toronto, ON, Canada**

- [Skyline Tours](#) - 7.7 km N - 6026 Yonge Street, North York - (416) 250-0600
- [Maple Kanko Tours](#) - 9.9 km S - 1 Atlantic Avenue - (416) 531-2227
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User's search term

Paid Search Ads

Organic Search Results

# Google Scholar

## Basics





- Single place to find scholarly material
  - All research areas, all sources, all time
  - Relevance-based ordering (“Google-like”)
- Easy to use
  - Common queries should just work
  - Researchers, like everyone else, just want answers
  - Facilitate access for entitled users

Provide worldwide visibility to  
scholarly literature





# Key underlying ideas

- Index all forms of articles – full-text is preferred
- Be inclusive – find ALL scholarly works
- Rank as researchers do – relevancy, authority, citations
- Automate citation extraction – scale, normalization
- Rank works, not instances

# Providing useful results

Improved **photovoltaic** properties for Au/AIPcCl/n-Si **solar cells** with morphology-controlled AIPcCl ...

H Yanagi, H Kataura, Y Ueda - Journal of Applied Physics, 1994 - link.aip.org

... **Photovoltaic solar cells** were constructed by successive vacuum deposition of chloroaluminum phthalocyanine (AIPcCl) and Au on a single-crystal n-Si wafer. ...

Cited by 3 - [Web Search](#) - [adsabs.harvard.edu](#)

**Publisher's version**

**Other instances**

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## Google Scholar results include more than full-text papers:

[BOOK] [Hydrogenated Amorphous Silicon](#)

RA Street, RW Cahn, EA Davis, IM Ward - 2002 - [print.google.com](#)

... properties. The material is gaining increasing use in **photovoltaic solar cells** and in large area arrays of electronic devices. Only ...

Cited by 334 - [Web Search](#) - [Library Search](#)

**Book Citations**

We know when one is cited by a paper.

Link to Google Book Search

[BOOK] **Solar cells**: operating principles, technology, and system applications

MA Green - 1982 - Englewood Cliffs, NJ: Prentice-Hall

... Improved silicon cell technology -- Design of silicon **solar cells** -- Other device ... stand-alone systems -- Residential and centralized **photovoltaic** power systems ...

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[CITATION] Nature of **Photovoltaic** Action in Dye-Sensitized **Solar Cells**

D Cahen, G Hodes, M Graetzel, JF Guillemoles, I ... - J. Phys. Chem. B, 2000

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If a paper is cited by another document, but we haven't indexed or identified the paper, we offer a citation-only result

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S. Roorda and WC Sinke Fundamenteel Onderzoek der Materie ...  
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[Optical dispersion relations for amorphous semiconductors and amorphous dielectrics](#)  
AR Forouhi, I Bloomer - Physical Review B, 1986 - link.aps.org  
Optical dispersion relations for amorphous semiconductors and amorphous dielectrics. AR Forouhi IBM Almaden Research Center, 650 ...  
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[Negative-U States in the Gap in Hydrogenated Amorphous Silicon](#)  
R FISCH, DC LICCIARDELLO - Physical Review Letters, 1978 - link.aps.org  
Negative-U States in the Gap in Hydrogenated Amorphous Silicon. R. Fisch and DC Licciardello Department of Physics, Princeton University ...  
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[Photoconductivity, trapping, and recombination in discharge-produced, hydrogenated amorphous silicon](#)  
CR Wronski, RE Daniel - Physical Review B, Condensed Matter, 1981 - link.aps.org  
Photoconductivity, trapping, and recombination in discharge-produced, hydrogenated amorphous silicon. Christopher R. Wronski \* and ...  
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[Proton-magnetic-resonance studies of microstructure in plasma-deposited amorphous-silicon—hydrogen ...](#)  
JA Reimer, RW Vaughan, JC Knights - Physical Review B, 1981 - link.aps.org  
Proton-magnetic-resonance studies of microstructure in plasma-deposited amorphous-silicon—hydrogen films. Jeffrey A. Reimer \* and ...  
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[Sensitivity of CMOS based imagers and scaling perspectives](#)  
T Lule, S Benthien, H Keller, F Muetze, P Riewe, K ... - IEEE Transactions on Electron Devices, 2000 - ieeexplore.ieee.org  
Page 1. 2110 IEEE TRANSACTIONS ON ELECTRON DEVICES, VOL. 47, NO. 11, NOVEMBER 2000 Sensitivity of CMOS Based Imagers and Scaling Perspectives ...  
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[... method for the preparation of a highly oriented and highly photoactive alpha-PbO film](#)  
P Veluchamy, H Minoura - Applied Physics Letters, 1994 - link.aip.org  
... oriented (110 plane parallel to the substrate) and highly **photoactive**  $\alpha$ -PbO ... **Materials** science ... Photoconduction and **photoactive** effects; photodielectric effects ...  
[Cited by 1](#) - [Web Search](#) - [adsabs.harvard.edu](#) - [csa.com](#) - [csa.com](#)

[Dithienothiophene and dithienothiophene-S, S-dioxide copolymers for photovoltaics](#)  
M Catellani, B Boselli, S Luzzati, C Tripodi - THIN SOLID FILMS, 2002 - csa.com  
... that exhibit low energy gap are promising **materials** for **photovoltaic** applications ...  
Their use as **photoactive materials** in blends with buckminsterfullerene C sub(60) ...  
[Cited by 2](#) - [Web Search](#)

[Flexible photoelectrochemical devices based on conducting polymers](#)  
WA Gazotti, AF Nogueira, EM Girotto, MC Gallazzi, ... - Synthetic Metals, 2000 - netserv.ipc.uni-linz.ac.at  
... 10 y3 -10 y2 %, which limits their application as practical **photovoltaic** devices. ...  
mW cm illumination --- for a P3Met and b PEDT-PSS as **photoactive materials**. ...  
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[Photovoltaic and photoactive materials—properties, technology and applications](#)  
KA Gesheva, D Dimova-Malinovska, JM Marshall, JM ... - Solar Energy **Materials** and Solar Cells, 2003 - ingentaconnect.com  
... **Photovoltaic** and **photoactive materials**-properties, technology and applications.  
Authors: Gesheva KA; Dimova-Malinovska D.; Marshall JM; Maud JM. ...  
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**[book] Photovoltaic and Photoactive Materials-Properties, Technology and Applications: Properties, ...**  
JM Marshall - 2002 - print.google.com  
... JM Marshall and D. Dimova-Malinovska NATO Science Series Page 2. **Photovoltaic** and **Photoactive Materials** — Properties, Technology and Applications Page 3. ...  
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[... and Interface Morphology on the Power Conversion Efficiency of Small Molecular Photovoltaic Cells](#)  
P Peumans, S Uchida, SR Forrest - nrel.gov  
... (a) (b) (c) Figure 1. Types of donor-acceptor organic **photovoltaic** cells. ... This requires **photoactive materials** with an absorption edge extending to 940nm. ...  
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About this Book

**LARGE-AREA SMART GLASS AND INTEGRATED PHOTOVOLTAICS**

C.M. LAMPERT  
Star Science  
8730 Water Road, Cotati, CA 94931-4252 USA  
E-mail: cmlampert@juno.com

**1. Introduction**

The field of switchable materials is ever expanding, with many types of new material and the technology [1-4]. Switchable windows can be used for many applications including architectural and vehicle windows, aircraft windows, skylights and sunroofs. Related to glazing are applications for low-information-content displays for the presentation of information. Switchable windows rely on a variety of processes and materials. Several companies throughout the world are developing dynamic glazing. University and National Laboratory groups are researching new materials and processes to improve these products. Switchable glazing for building and vehicle application is very attractive. Conventional glazing only offers fixed transmittance and control of energy passing through it. Given the wide range of illumination conditions and glare, dynamic glazing with adjustable transmittance offers the best solution.

Photovoltaic technology can be integrated with switchable glass, to give self-powering and possibly wireless features. This study covers selected electrical switching technologies, including electrochromes (EC), suspended particle devices (SPD), also known as electrophoretic media, and phase dispersed liquid crystals (PDLC). Currently, much development in switchable devices is aimed at deposition processes suitable for glass substrates. In the future, there will be a movement towards plastic substrates for weight savings. Cost of production and defects in large-area deposition are two of the largest issues. These exciting technologies create many challenges and opportunities for glass and plastic companies, along with excitement for building designers.

**2. Markets**

The use of flat glass is very widespread, with the global production running at about 3.8 billion m<sup>2</sup> per year, for all markets. The largest geographical producing regions are Asia (1.6 Bm<sup>2</sup>), followed by Europe (1.2 Bm<sup>2</sup>) and the Americas 875 Mm<sup>2</sup> [5].

J.M. Marshall and D. Dimova-Malinovska (eds.),  
Photovoltaic and Photoactive Materials—Properties, Technology and Applications, 1–10,  
© 2002 Kluwer Academic Publishers. Printed in the Netherlands.

ISBN: 1402006244

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Abstract  
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**Blood**, 15 April 2004, Vol. 103, No. 8, pp. 2879-2891.  
Republished online as a Blood First Edition Paper on November 20, 2003, DOI 10.1182/blood-2003-06-1824.

**REVIEW ARTICLES**

## The FIP1L1-PDGFR $\alpha$ fusion tyrosine kinase in hyper eosinophilic syndrome and chronic eosinophilic leukemia: implications for diagnosis, classification, and management

Jason Gotlib, Jan Cools, James M. Malone, III, Stanley L. Schrier, D. Gary Gilliland, and Steven E. Coutre

From the Division of Hematology, Department of Internal Medicine, Stanford University School of Medicine, Stanford, CA; Division of Hematology, Department of Medicine, Brigham and Women's Hospital, Boston, MA; and Howard Hughes Medical Institute, Harvard Medical School, Boston, MA.

Idiopathic hyper eosinophilic syndrome (HES) and chronic eosinophilic leukemia (CEL) comprise a spectrum of indolent to aggressive diseases characterized by unexplained, persistent hyper eosinophilia. These disorders have eluded a unique molecular explanation, and therapy has primarily been oriented toward palliation of symptoms related to organ involvement. Recent reports indicate that HES and CEL are imatinib-responsive malignancies, with rapid and complete hematologic remissions observed at lower doses than used in chronic myelogenous leukemia (CML). These *BCR-ABL*-negative cases lack activating mutations or abnormal fusions involving other known target genes of imatinib, implicating a novel tyrosine kinase in their pathogenesis. A bedside-to-benchtop translational research effort led to the identification of a constitutively activated fusion tyrosine kinase on chromosome 4q12, derived from an interstitial deletion, that fuses the platelet-derived growth factor receptor- $\alpha$  gene (*PDGFRA*) to an uncharacterized human gene FIP1-like-1 (*FIP1L1*). However, not all HES and CEL patients respond to imatinib, suggesting disease heterogeneity. Furthermore, approximately 40% of responding patients lack the *FIP1L1-PDGFR* $\alpha$  fusion, suggesting genetic heterogeneity. This review examines the current state of knowledge of HES and CEL and the implications of the *FIP1L1-PDGFR* $\alpha$  discovery on their diagnosis, classification, and management. (Blood. 2004;103:2879-2891)

**Related Letter in Blood Online:**

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J. Clin. Oncol., September 10, 2005; 23(26): 6285 - 6295.  
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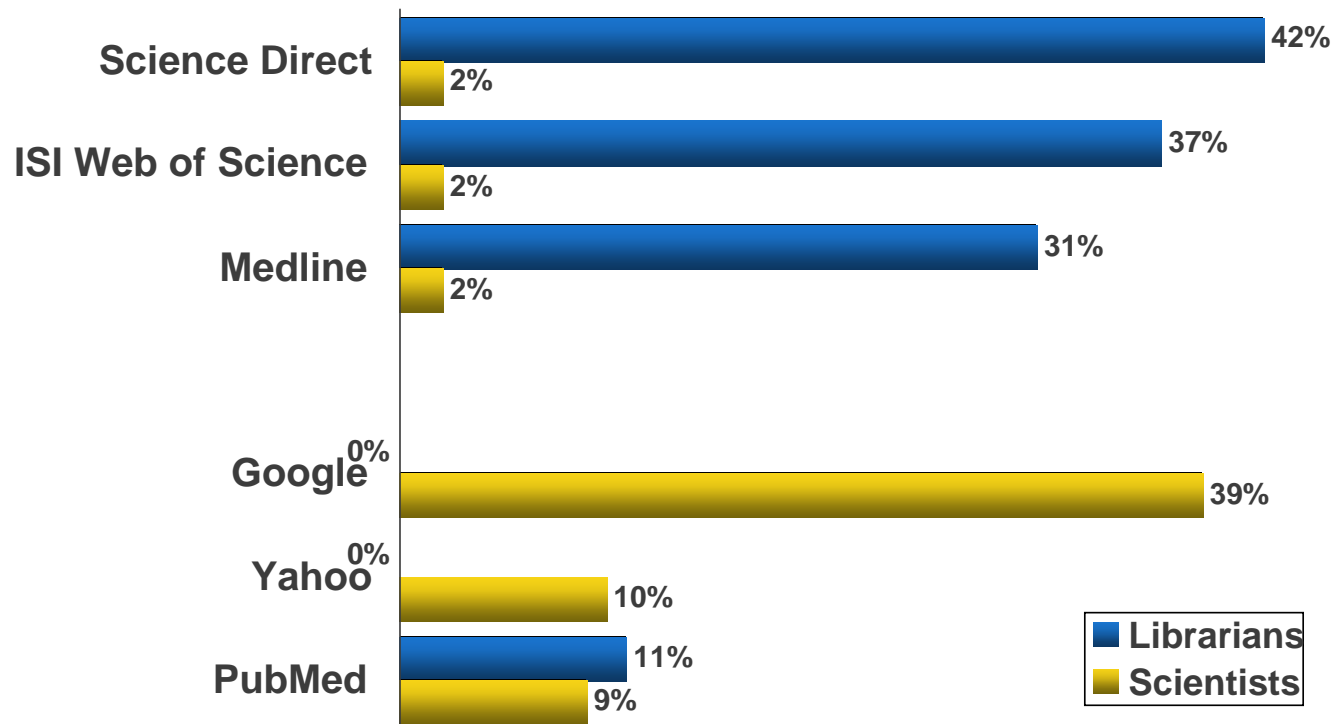
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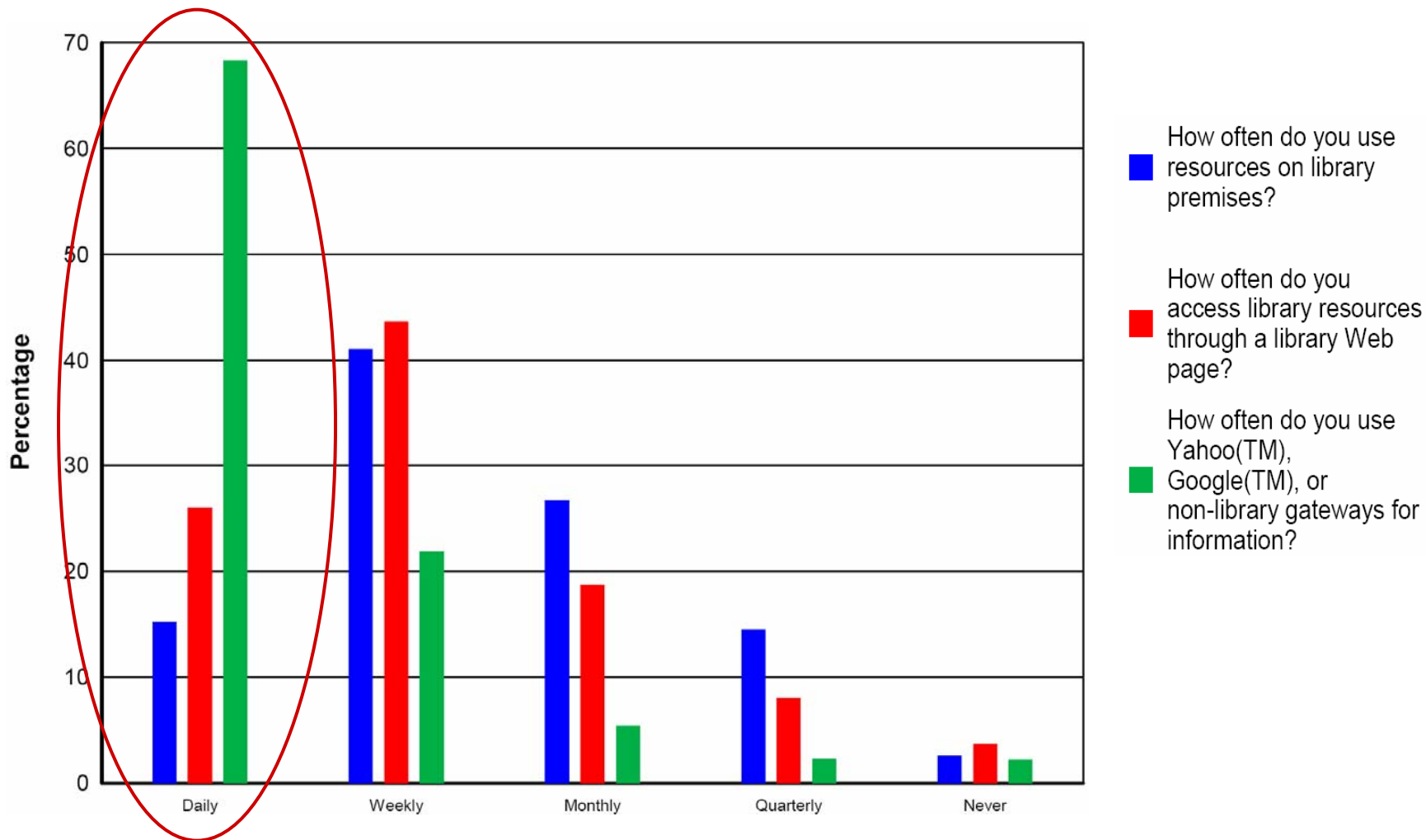
## Top 3 Online Scientific Search Resources

### Librarians VS Scientists





# Resource usage (LibQUAL 2005)



CNI Spring 2005 Task force meeting

## Library Links

- Entitled users are linked to resources in a given library
- Available for libraries that use link resolvers/OpenURLs
- Libraries provide coverage information
- For journal articles and books

## Library Search

- Users can determine if books from search results are held at nearby libraries
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- As yet, only for books

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CJ Brabec, NS Sariciftci, JC Hummelen - *Advanced Functional Materials*, 2001 - doi.wiley.com

Plastic **Solar Cells**\*\* By Christoph J. Brabec, N. Serdar Sariciftci,\* and Jan C.

Hummelen 1. Prologue It is intriguing to think of **photovoltaic** (PV) elements ...

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M Graetzel - *Nature*, 2001 - nature.com

... 24. Cahen, D., Hodes, G., Grätzel, M. Guillemoles, JF & Riess, I. Nature of

**photovoltaic** action in dye-sensitized **solar cells**. *J. Phys. Chem.* ...

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WU Huynh, JJ Dittmer, AP Alivisatos - *Science*, 2002 - sciencemag.org

... readily processed and efficient hybrid **solar cells** together with ... of the cell and the **solar** emission spectrum ... A **photovoltaic** device consisting of 7-nanometer by ...

[Cited by 124](#) - [Web Search](#) - [light.utoronto.ca](#) - [dx.doi.org](#) - [adsabs.harvard.edu](#) - [all 10 versions »](#)

## [Complete microcrystalline p-i-n solar cell—Crystalline or amorphous cell behavior?](#)

J Meier, R Flueckiger, H Keppner, A Shah - *Applied Physics Letters*, 1994 - link.aip.org

... Complete  $\mu\text{-Si:H}$  p-i-n **solar cells** have been prepared by the very high ... intrinsic

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D Wohrle, D Meissner - *Adv. Mater*, 1991 - doi.wiley.com

... 2020, 0.20 DM/kWh.\*\*] Figure 1 shows the efficiency of **photovoltaic solar cells** under sunlight illumination. Today, **photovoltaic** ...

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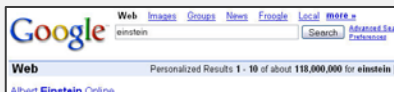


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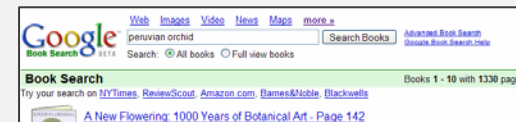
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**Summary**

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