

의학분야 소셜 북마크 서비스 사례 분석 및 활용 방안

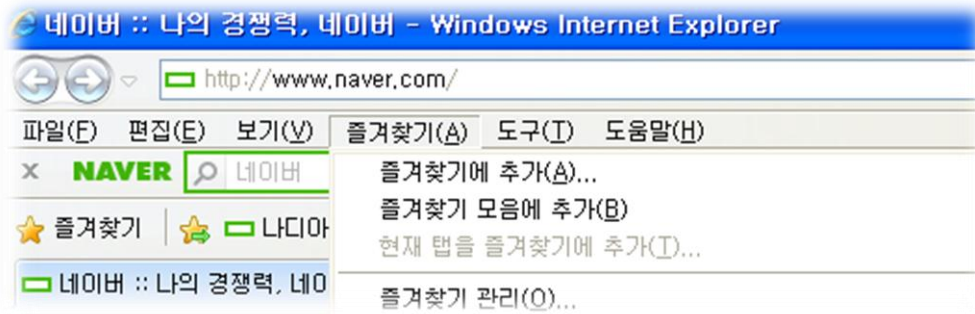
2011. 2. 10

구 중 익

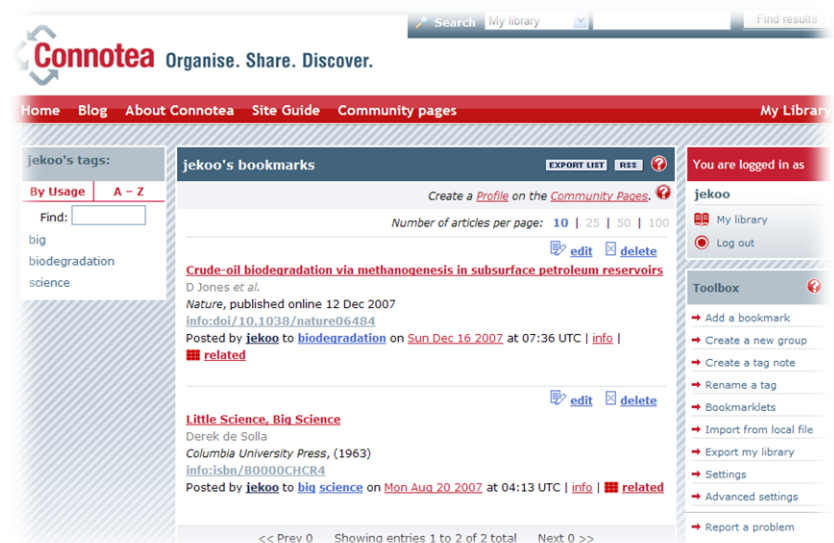
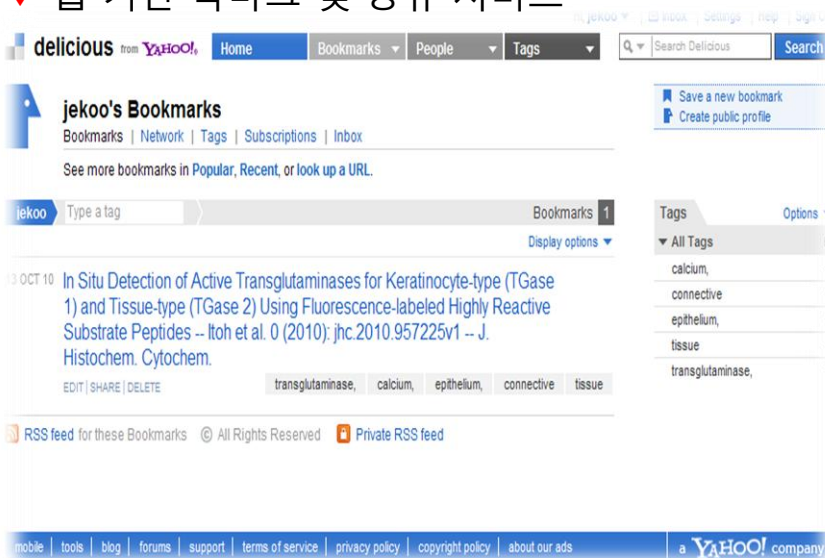
jekoo@kbsi.re.kr

소셜 북마크 서비스

▼ PC 웹브라우저 기반 북마크(즐거찾기)



▼ 웹 기반 북마크 및 공유 서비스



소셜 북마크 종류 및 사용환경

▼ 소셜 북마크 종류

구분	소셜 북마크 사이트
일반형	Delicious, Digg, Facebook, Reddit, StumbleUpon, Technorati, Twitter 등
서지형	2Collab, CiteUlike, Connotea, EndNote, RefWorks 등

▼ 소셜 북마크 사용환경

		일반형			서지형			
		Delicious	Facebook	Twitter	CiteUlike	Connotea	EndNote	RefWorks
PC	웹사이트	○	○	○	○	○	○	○
스마트폰	모바일 웹	○	○	○	-	-	○	○
	모바일 앱	-	○	○	-	-	-	-

소셜 북마크 서비스 사례 분석: 전자저널

구분	서비스명	사례수	소셜북마크 사이트	
			일반형	서지형
Archives of Internal Medicine	Social Bookmarking	8	Delicious, Digg, Facebook, Reddit, Technorati, Twitter	CiteULike, Connotea
British Medical Journal	Social Bookmarking	10	Complere, Delicious, Digg, Facebook, Reddit, StumbleUpon, Technorati, Twitter	CiteULike, Connotea
Cell	-	-	-	-
Journal of the American Medical Association	Social Bookmarking	8	Delicious, Digg, Facebook, Reddit, Technorati, Twitter	CiteULike, Connotea
Lancet	Bookmark	6	Delicious, Digg, Facebook, Reddit, StumbleUpon	2Collab
Medicine	-	-	-	-
Nature Medicine	Bookmark & Share	6	Delicious, Digg, Facebook, Twitter	CiteULike, Connotea
New England Journal of Medicine	-	-	-	-
Physics in Medicine and Biology	Bookmark	327	Facebook, Twitter 등	CiteULike, Connotea 등
Science	Post to CiteULike	1	-	CiteULike

소셜 북마크 서비스 사례 분석: 웹 데이터베이스

구분	서비스명	사례수	소셜북마크 사이트	
			일반형	서지형
EBSCOHost	Bookmark	327	Delicious, Digg, Facebook, Twitter 등	CiteULike, Connotea
MedlinePlus	Share	326	AOL Mail, Digg, Facebook, Messenger, Reddit, StumbleUpon, Twitter 등	CiteULike, Connotea
PubMed	-	-	-	-
Scopus	Add	1	2collab	2collab
Web of Science	Save	-	-	EndNote Web, RefWorks

소셜 북마크 서비스 사례 분석: 출판사

구분	서비스명	사례수	소셜북마크 사이트	
			일반형	서지형
Elsevier	-	-	-	-
Oxford University Press	Share	5	Delicious, Facebook, Twitter	Connotea, CiteULike
Rockefeller University Press	Share	43	Delicious, Facebook, Twitter 등	Connotea, CiteULike
Taylor & Francis	Bookmark	327	Delicious, Facebook, Twitter 등	Connotea, CiteULike 등

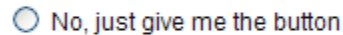
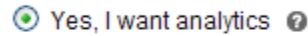
소셜 북마크 서비스 활용 방안

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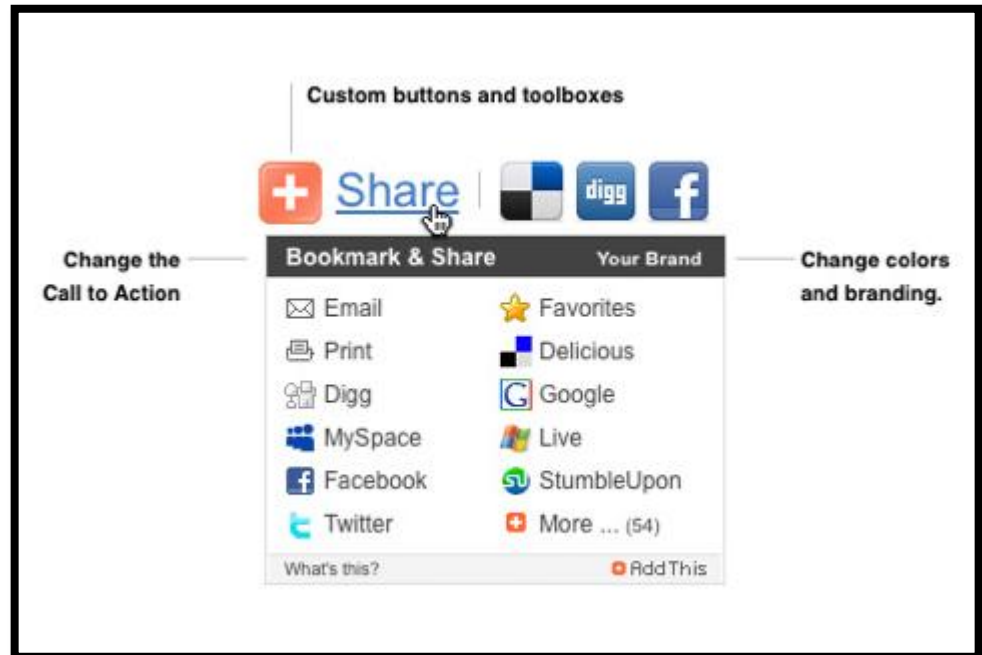


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Get Your Button



참고: <http://www.addthis.com/>

소셜 북마크 서비스 활용 방안

AddThis - The #1 Bookmarking & Sharing Service (2)

Features

- [300+ Sharing Services](#)
- [50+ Languages](#)
- Fastest Performance
- Lightweight File Size
- Menu Personalization
- [Comprehensive APIs](#)
- Optimized for Mobile

Analytics

- Audience Trends
- Content Trends
- Service Trends
- Geographic Trends
- Domain filtering
- Custom date selection
- [Click Tracking](#)
- [Google Analytics](#)
- [Analytics API](#)

Compatibility

- Any website
- Blogger
- Wordpress
- Typepad
- Tumblr
- MySpace
- Joomla!
- Drupal
- Movable Type
- Email newsletters
- RSS Feeds
- Flash

소셜 북마크 서비스 활용 방안

AddThis - The #1 Bookmarking & Sharing Service (3)

Customizable

- Classic buttons
- 16x16 Toolbox
- [32x32 Toolbox](#)
- [Facebook Like Button](#)
- [Twitter Tweet Button](#)
- [Customize Colors](#)
- [Customize Branding](#)

Security

- Private and Secure
- SSL/HTTPS security

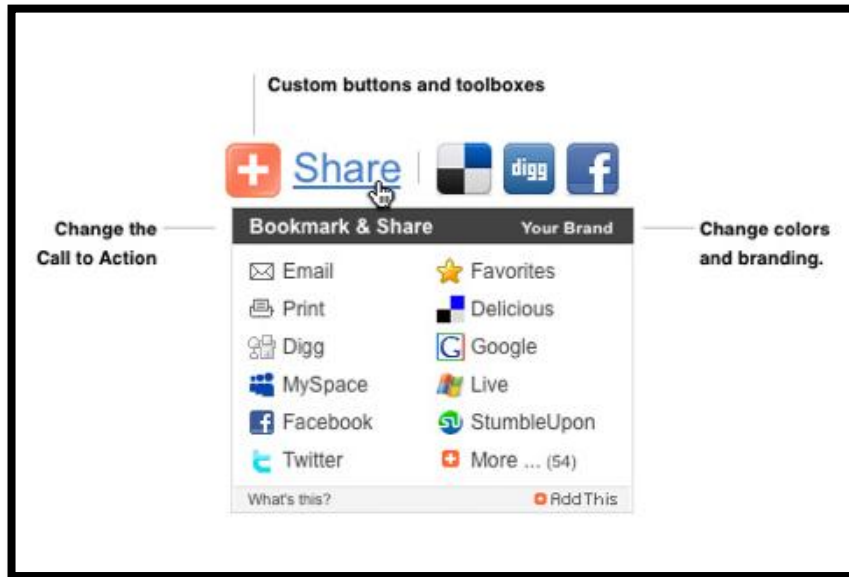
Even More Stuff

- Browser Plugins
 - [Internet Explorer](#)
 - [Firefox](#)
 - [Chrome](#)
- [Bookmarklet](#)
- [Follow Me](#)
- [Android App](#)

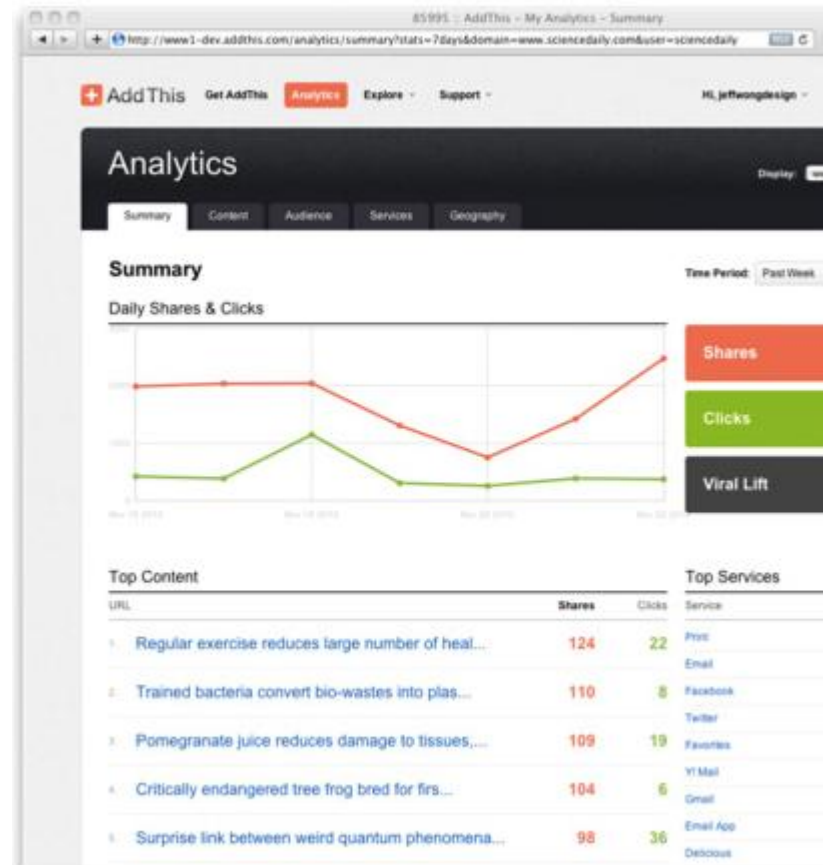
소셜 북마크 서비스 활용 방안

AddThis - The #1 Bookmarking & Sharing Service (4)

▼ Customize



▼ Analytics



참고: <http://www.addthis.com/>

소셜 북마크 서비스 활용 방안

▼ Physics in Medicine and Biology 저널

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- StumbleUpon
- Messenger
- 이메일
- 더 보기 (334)

Export

- BibTeX format (bib)
- Abstract
- References

Export Results

Connotea

Identified: [Imaging the elastic properties of tissue: the 20 year perspective](#)
K Parker, M Doyley, and D Rubens
Physics in Medicine and Biology **56** (1), R1 (20 Oct 2011)
[info:doi/10.1088/0031-9155/56/1/r01](#)

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참고: <http://iopscience.iop.org/0031-9155/>

소셜 북마크 서비스 활용 방안

▼ KoreaMed + 학회간행물(예: 한국의학교육학회)

The screenshot displays the homepage of the Korean Journal of Medical Education (KJME). The page features the journal's logo, navigation links, and a table of contents. A social bookmarking overlay is visible on the right side, listing various sharing options such as Email, Facebook, Twitter, and Google+. The article title is "Correlations of Communication and Interpersonal Skills between Residents and Residents".

KJME
KOREAN JOURNAL OF MEDICAL EDUCATION
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Correlations of Communication and Interpersonal Skills between Residents and Residents

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