

INFORMATION WORLD review

CrossRef initiative puts Google search at heart of academic publishing as IPO raises billions for growth

Google refines scientific search with CrossRef pilot

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Google's search engine has finally made a major move into the scientific publishing community, following the announcement of a one-year trial initiative with index-linking specialist CrossRef.

CrossRef Search incorporates Google's search technology with CrossRef's index-linking digital object identifiers (DOIs), allowing users to search across nine key websites, including Blackwell, Nature, Wiley InterScience, IoPP and the Oxford University Press.

CrossRef Search offers full-text searching across the scientific journals and conference papers available from the publishers, and follows increasing use of Google by researchers. "We've seen an increase in



Larry Page and Sergey Brin: their technology appeals to younger generation of researchers

search usage of our content coming from Google," said Gordon Tibbitts, president of Blackwell US.

It is expected other publishers will join the scheme in time. "The aim is to have all publishers join and create a ubiquitous search," Tibbitts said. "Users don't care where information is

published, they just want access, it is better to have something that everyone can use," said Peter Wrobel, managing editor of *Nature*.

The deal is expected to add an authoritative element to content delivered by Google, as the company prepares for its IPO.

"Google is interested in getting as much good quality content on its search engine as possible," said CrossRef's executive director, Ed Pentz.

Tibbitts added that CrossRef search is a better alternative to publishers creating their own search engines. The multi-publisher Google/CrossRef scheme will provide an alternative to such single-publisher developed sites as Elsevier's Scirus.

Information professionals in the UK have welcomed the announcement. Allen Foster, director of information services at Keele University, said: "This is part of Google's interest in providing access to the 'invisible web'. Google has already demonstrated its abilities as a search engine."

→ www.crossref.org