





















2025 Sino-Foreign University Library Annual Conference 2025中外合作办学高校图书馆年会

Al & Scholarly Linked Data: EBSCO Insights

Note: This deck is for internal reference of SFUL Group only and shall not post publicly.

承办方: 温州肯恩大学图书馆

Organizer: Wenzhou-Kean University Library

AI @ EBSCO

Responsible Research, Responsible Al

EBSCO's journey with Al: Listening, Learning, Evolving

Deep immersion via library workshops, conferences, end-user research.

& Press Release

Beta programs (Al Insights & NL Search) with ~70 libraries

Webinar & Website on AI @ EBSCO, EUG kickoff

General Availability of AI Insights & NL Search, iterate, evolve, **measure** and assess impact.

+ Al Lit short-course

2019-2022

2023

2024

2025

WE ARE HERE

ChatGPT release

Machine Learning & non-generative AI for internal quality and efficiencies

Proof-of-Concept & hosting partnership;
Assessing fit for purpose for Library use cases

GenAl tools for customer support: Chat Bot, service rep assistance

First on-product GenAl use cases are built; Incorporate learning from libraries and their users

EIS Cross-team
Center-ofExcellence /
collaborations
on GenAl



EBSCO AI Tenets

At EBSCO, we are dedicated to upholding the principles of responsible research as the foundation of our approach to Al. Guided by insights from our customers, partners, and regulatory bodies, we have established and adhere to a set of core Al Tenets.

Read more

Al Products & Features

Artificial intelligence (AI) at EBSCO represents just one of the many tools we leverage to develop and deliver high-quality, authoritative, and trusted products and services. By integrating Al with other advanced technologies and input from subject matter experts, we strive to enhance the user experience, ensure accuracy, and maintain the highest standards in everything we offer.

Read more



Al at EBSCO

EBSCO AI Tenets AI Products & Features

AI Resources

Responsible Research, Responsible Al

EBSCO aims to harness the responsible, equitable use of Al to seamlessly connect each unique researcher and library to the world's most trustworthy content and discovery.

Al Resources for Libraries

Explore a vast array or resources designed to expand your knowledge of artificial intelligence (AI), including its evolving role in research and information discovery. Delve into how Al enhances processes, streamlines workflows, and delivers tangible value to end users, empowering them to access and utilize information more efficiently and effectively.

Explore resources

EBSCO AI Literacy Short Course

Al literacy is essential, and librarians have the unique skillset to teach it across libraries, corporations and influence policy and regulations. Explore EBSCO's new Al Literacy Short Course and learn how Al literacy is shaping the field of librarianship.

Access EBSCO Al Literacy Short Course



Market research -- what are <u>customers</u> saying about AI? 市场研究 -- 客户(i.e.图书馆)对 AI 有何评价?

How are <u>libraries</u> feeling about AI? 图书馆对人工智能有何看法?



Curious on potential 对其潜力充满好奇



Skeptical / nervous about the implications on librarian value proposition.
对图书馆员价值主张的影响持怀疑/紧张态度。



Threatened or jeopardized in their ability to teach / promote library fundamental principles, or to succeed in their role 在教学/推广图书馆基本原则或成功履行其职责的能力方面受到威胁



Overburdened
eir trying to learn new tools
尝试学习新工具的
负担过重
role
馆
履行
面受



Uniquely positioned / empowered to draw upon their distinct skillset to **lead** the way in the Al era, **elevating** the library's role and prominence 具有独特的定位/能力, 能够利用他们独特的 技能在人工智能时代 **引领**潮流,**提升**图书馆 的作用和突出地位



Unclear on campus standards / policy (and faculty variations) 校园标准/政策 (以及教师差异) 不明确

How are libraries incorporating Al tools?

Smart Search & Discovery

• AI enables natural language search, allowing users to ask questions conversationally.

Metadata & Cataloging Automation

 Machine learning algorithms can assist in tagging and classifying new materials, improving catalog accuracy and reducing manual workload.

Virtual Assistants & Chatbots

• Al-powered chatbots can answer FAQs, guide users through databases, and provide 24/7 support for common queries.

Research Support & Impact Forecasting

• Al can help researchers analyze citation networks, predict research impact, and identify emerging academic trends.

Accessibility Enhancements

• Al tools can support multilingual translation, voice interaction, and screen reader compatibility, making library services more inclusive.

How are librarians communicating Al tools to patrons?

Workshops & Hands-On Programs

 Libraries are hosting Al literacy workshops where patrons learn to use Al tools and ethical ways to interact with them.

Digital Literacy Campaigns

 Libraries are integrating AI into broader digital literacy initiatives, teaching patrons how AI works, where it's used, and what risks to consider

Curated Resource Guides

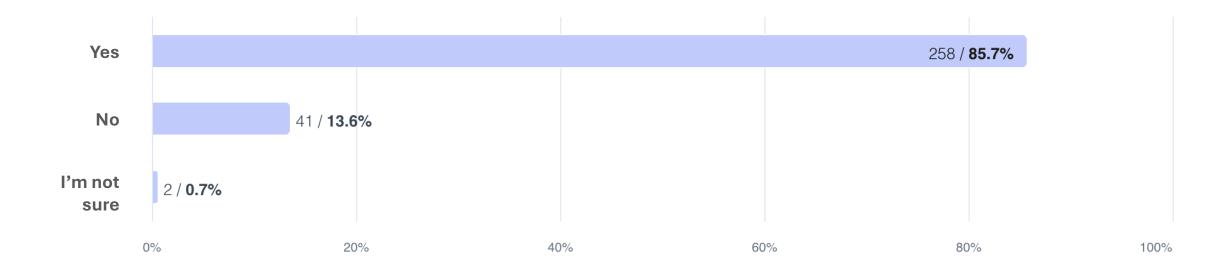
 Librarians create online guides or printed brochures that explain Al tools available at the library, including usage tips and ethical considerations.

One-on-One Tech Help

 Patrons can book time with a librarian for personalized help using AI tools—whether it's for job prep, writing/research assistance, or accessibility support. User research -- what are <u>users</u> saying about AI? 用户研究——用户对人工智能有何评价?

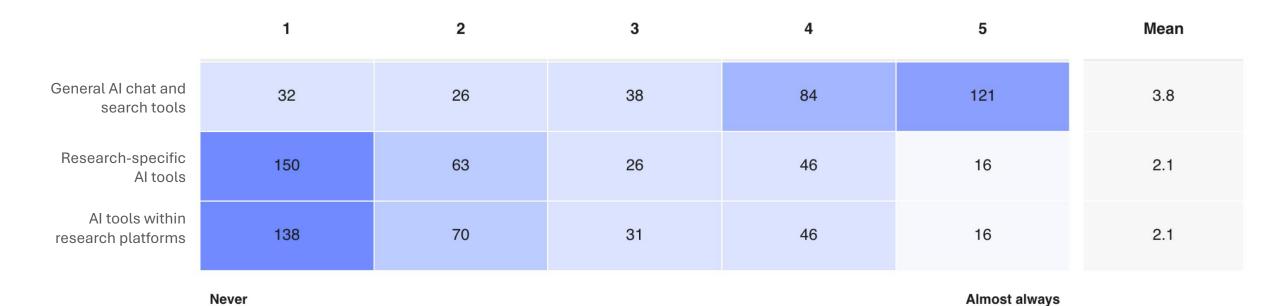
Nearly all students have used AI for research in some capacity ...

Have you used AI technology to assist in any stage of your academic research – topic refinement, finding sources, evaluating sources, writing, etc.?



Mainstream tools dominate usage

How often do you use the following AI tools when performing academic research?

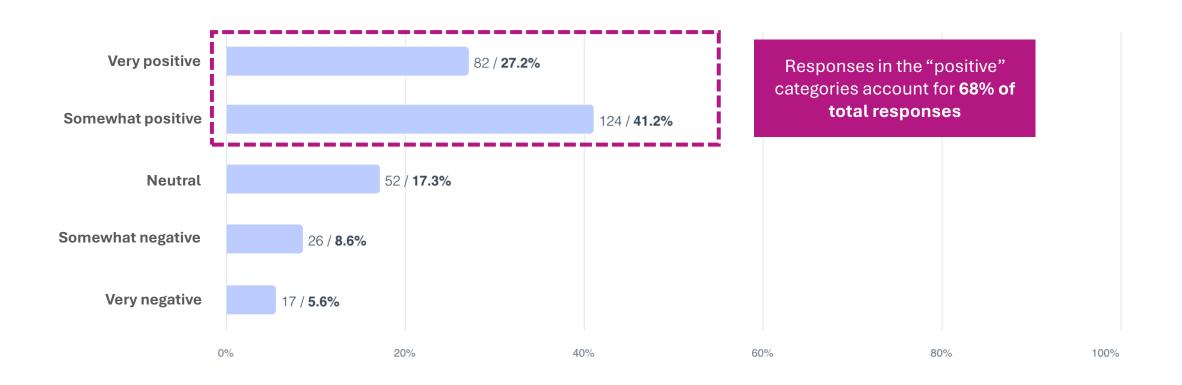


General AI chat and search tools: ChatGPT, Perplexity, CoPilot, etc.

Research-specific AI tools: Consensus, Elicit, SciSpace, Semantic Scholar, etc. AI tools within research platforms: JStor, Clarivate (ProQuest), EBSCO, etc.

Students are generally positive about using AI for research ...

How do you feel overall about the use of AI technology in academic research?



"There's always a chance AI could miss something. If I don't read or skim the articles myself, there's a chance something's getting missed, something's getting left out."

- Grad, moderate Al user, February 2025

"I use ChatGPT and Google side by side. I'll ask ChatGPT a question and then look for the same thing in Google. I also use academic websites like Quizlet, Chegg, and Course Hero to make sure that all of the answers I'm getting from ChatGPT are matching."

– Undergrad, frequent Al user, February 2025

I have professors that are telling me I have to learn to use AI to be relevant in my field and others who are telling me I can't use ChatGPT for anything in their class.

– Undergrad, moderate Al user, February 2025

EBSCOhost & EDS

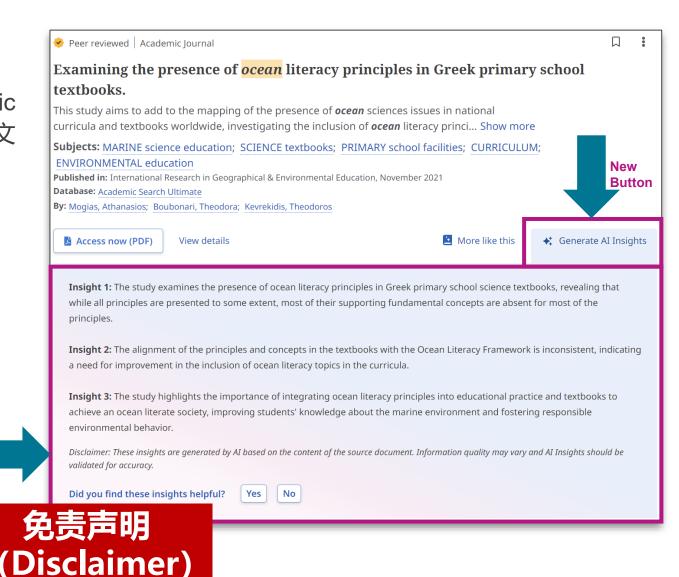
Features supported by generative Al

Generate Al Insights (生成AI洞察)

EBSCO Al Insights is a new tool that helps users evaluate relevancy of an article to their research topic EBSCO Al Insights 是一种新工具,可帮助用户评估文 章与其研究主题的相关性

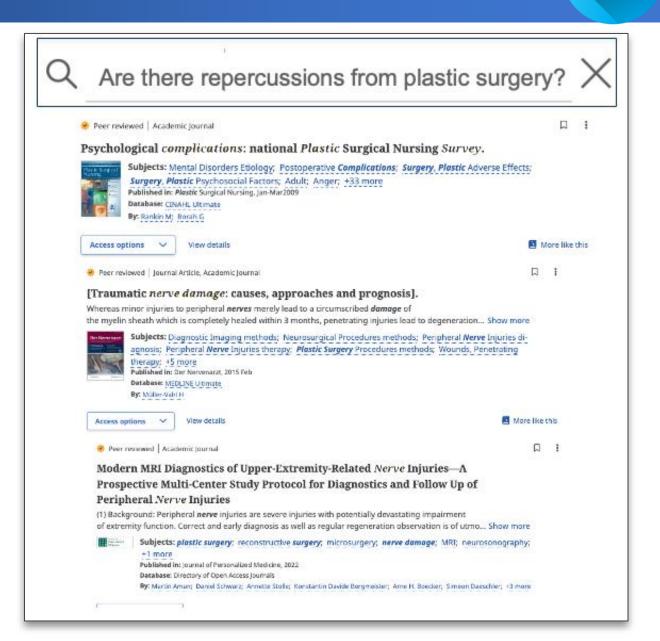
- 结果列表记录上的"新建"按钮
- 见解是文章要点的按需摘要
- 利用生成式人工智能
- 多语言支持: 提供新平台支持的所有 32种语言 (110+)

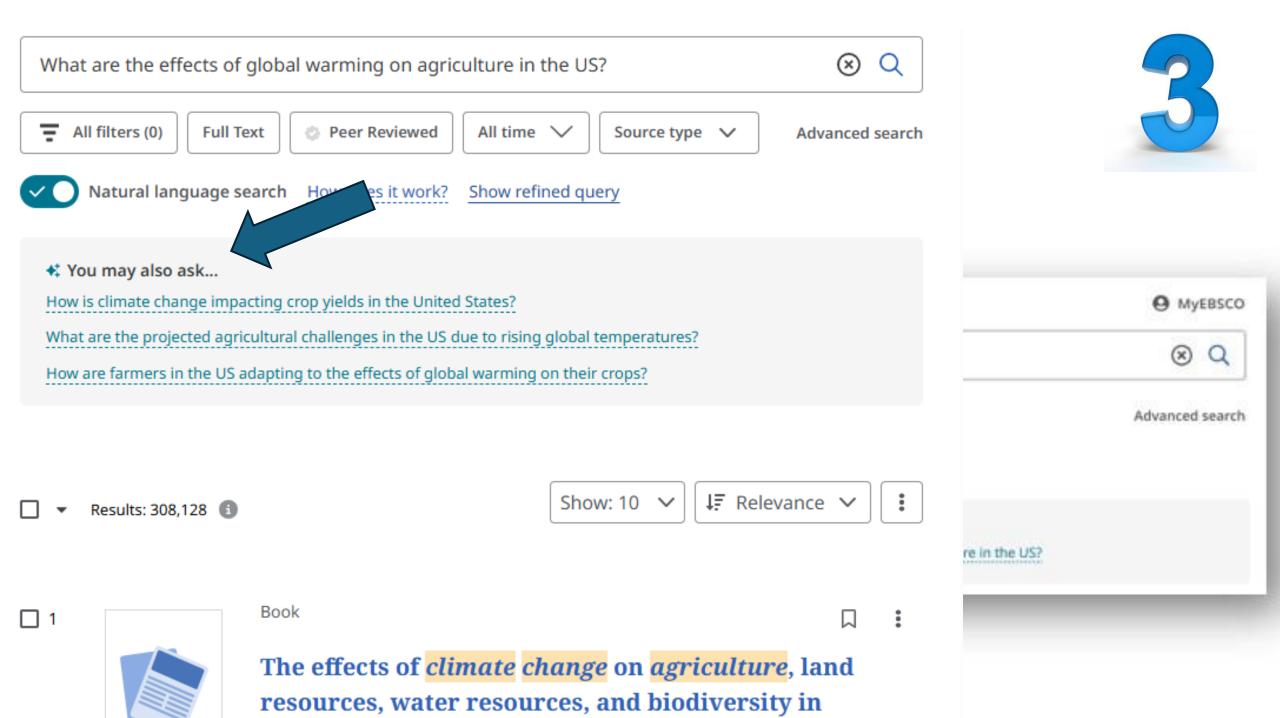
Generative AI outputs are clearly marked with disclaimers encouraging users to validate outputs against the source documents 生成式 AI 输出清楚地标有免责声 明,鼓励使用者根据源文档验证输出



Natural Language Search (NLS)

- Our upcoming natural language query allows for searching in the researcher's regularly spoken language, including questions.
- The underlying search technology leverages our relevance ranking, thesauri mapping via the **USI** and authoritative metadata
- Natural language search is intended to help increase equity in research allowing anyone, regardless of their background, experience in research, or what they speak, can find information through our search.





Linked Data @ EBSCO

A Network of Possibilities



Peer reviewed | Academic Journal

Impact of the *global economic crisis* on metal levels in particulate matter (PM) a urban area in the Cantabria Region (Northern Spain).

By: # Arruti, A.; # Fernández-Olmo, I.; # Irabien, A. • In: Environmental Pollution, 2011 • CAB Abstracts

Air pollution by particulate matter is well linked with anthropogenic activities; the **global economic crisis** that broke out in the may be a proper **indicator** of this close relationship. Some **economic indicators** show the regional effects of the **crisis** on t...

Subjects: air pollution; economic crises; heavy metals; human activity; +6 more

Access options Cited by 40 More like this

Academic Journal

The impacts of the *global economic crisis* on selected segments of the *world* tradicommodities.

By: Horská, E.; Smutka, L.; Maitah, M. • In: Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis, 2012 • CA

This paper deals with the impacts of the economic crisis on the world trade in order to highlight the mutual interdependent development of the world output and trade. The paper observes mutual correlation in development of the world trade an...

Subjects: agricultural products; agricultural trade; commodities; economic crises; +8 more



Academic Journal

The global economic crisis and international tourism: a sub-continental analysis

By: # Jiménez-Guerrero, José Felipe; # Piedra-Muñoz, Lauro; # Galdeano-Gómez, Emilio; +1 more • In: Tourism Planning and Development, 2021 • CAB Abstracts

This work conducts a comparative analysis of the main *international* tourism *indicators* on a sub-continental level from 200 The aim is to analyze the recent evolution of tourism growth in different areas and determine to what extent it has been a...

Subjects: economic crises; international tourism; tourism development; economic impact; +1 more

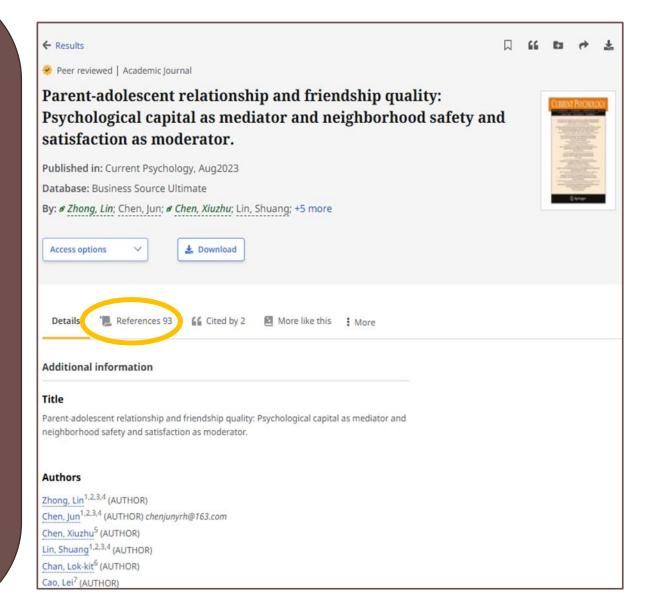


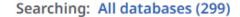
Citation Discovery

- Allows users to follow a path to research through the citations of a particular article
- Provides an easy way to find and evaluate the cited articles
- Includes more content than the citation feature in Classic
- Provides for quick access to full text cited articles, where available.
- Scholarly Graph: Through the ESG, the user has instant access to articles that cited the original article. With a click users can discover other research papers that have built on, discussed, or refuted the findings of the original paper.

References Discovery

- Located in the Detail Record
- Linked records from the work's cited references to explore other related works.
- Allows users to investigate previous studies upon which the current work is built.
- Scholarly Graph: The ESG connects the papers/works the authors referenced in their paper allowing instant discovery of other authoritative and impactful works.





1

TI (Research on the Relationship between Wellness Tourism Experiencescape and Research on the Relationship between Wellness Tourism Experiencescape and Research all filters (1)

Linked Full Text

Peer Reviewed

All time

Source type

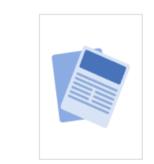
Natural language

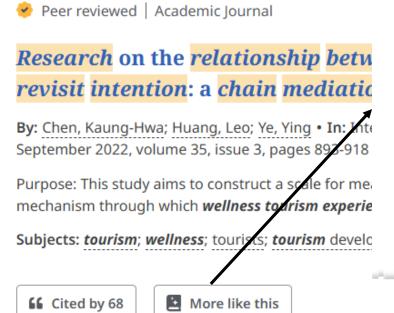
Natural language search enhances ease of use and is continuously improved the search all results

Evidence-based care sheets

Quick lessons

Video





More like

Research on the relationship between wellness tourism experiencescape...

Journal Article

The evolution of the initiative and tourism centers between 1951 and 1962. The cases of promoting tourism in Majorca and the Tarragona initiative and tourism union.

By: Reus, Antoni Vives

View details

Did you find this recommendation helpful?

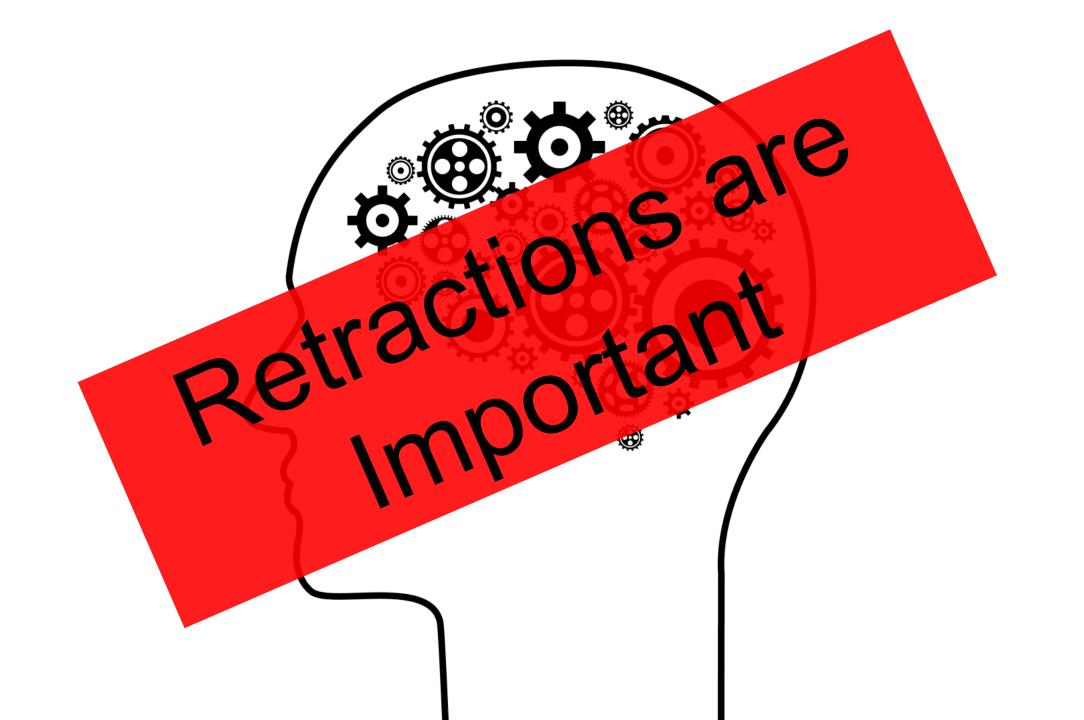




Abstract

The period between 1951 and 1962 represents a very significant stage in the history of tourism in Spain. And it is precisely in this context that it is also interesting to analyze the future of two of the most important centers of initiative and tourism: the Majorca Tourism Promotion Society, founded as early as 1905, and the Tarragona Union of Initiative and Tourism, created in the year 1910. These entities, which, by the way, would evolve through different

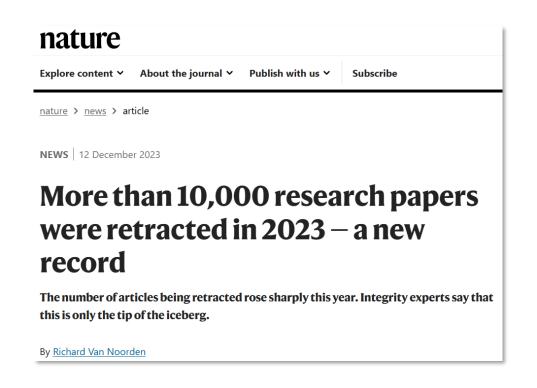
channels, continue in force until today and offer the possibility of

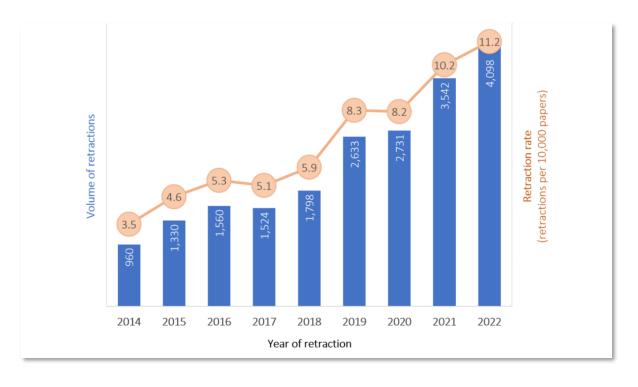


The Problem: Increasing Unreliability of Research

"Retraction is a mechanism for correcting the literature and alerting readers to articles that contain such seriously flawed or erroneous content or data that their findings and conclusions cannot be relied upon. Unreliable content or data may result from honest error, naïve mistakes, or research misconduct. Research misconduct includes "fabrication, falsification or plagiarism in proposing, performing or reviewing research, or in reporting research results."

NISO 2024 Communication on Retractions, Removals, and Expressions of Concern (CREC)

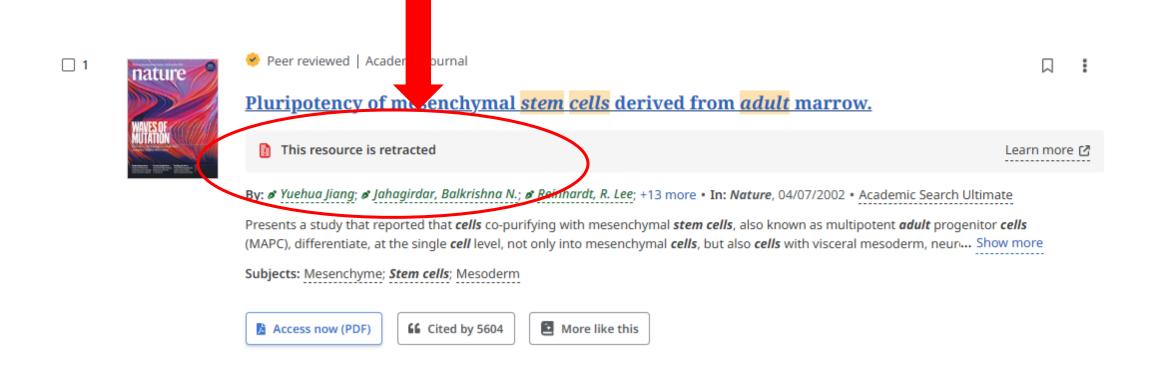




Retractions in research are increasing

- Researchers use works to continue to build their research.
 - If the research output cannot be trusted, research cannot continue to be built.
 - The identification of retracted articles is critical to continued research
- Al allows for the mass production of fake papers, whereas before Al it was dependent on corrupt editors
- The issue of fake science will increase, therefore the ability to identify bad science is becoming more important.

Retractions within the result list

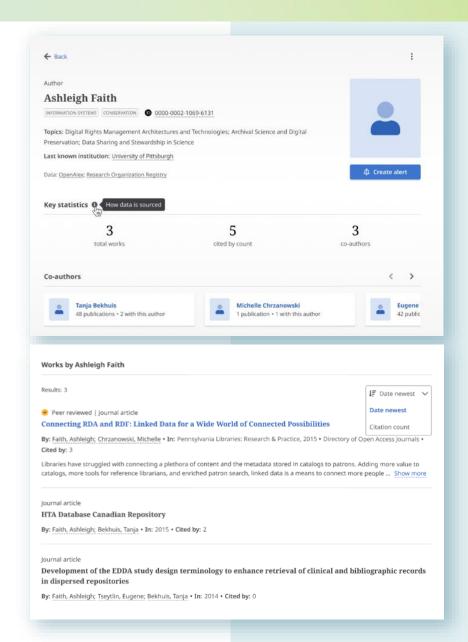


Dynamic People Pages

EBSCO Dynamic People Pages connect users with trustworthy information about specific authors and researchers including ORCID IDs, key statistics, related topics, co-authors and works published.

Users who want to read specific works published by this author can navigate links directly to records on EDS and EBSCOhost.

Tooltips provide information about data sourcing & users are encouraged to reach out with questions about data provenance, supporting information literacy.





thank you