



Greetings from the Engineering Village Team!

It's now springtime here in the northern hemisphere and the changing seasons reminds us of the need to uncover fresh, new ideas to confront pressing issues. The challenges ahead require science and research, and even in these troubled economic times with revenues falling the need for scientific innovation cannot be ignored. In fact, the Wall Street Journal reports that big U.S. R&D spenders continued to spend nearly as much on research at the end of 2008 as they did a year earlier. The key is to go beyond traditional research, to look at systematic approaches to innovation in order to breathe new life into scientific ideas and endeavours, and to take advantage of all the resources available to you.

In this issue, we take a look at one Elsevier methodology to stimulate innovation, from concept development through to results, and how this framework could be applied to your next challenge. We also talk to Georgia Tech Librarian William Baer about the role of open innovation between academic and corporate institutions. As research funding gets tighter, this can be a win-win strategy for both parties.

Finally, we're pleased to tell you about our redesigned Engineering Information website, going live on May 4th at www.ei.org. We've added a host of new features, including a Q&A bulletin board, podcasts, product tours and user case studies. Ei.org, like this newsletter, is designed to help you get the most from EV. We have also been busy with some robust "behind-the-scenes" data processing changes which will enable us to provide you with richer search results in the future.

Are there features or search approaches you'd like to learn about? Topics you'd like to see us cover? Questions or comments on an article in this issue? What's on your mind? We'd love to hear from you.

[EMAIL THE EDITOR](#)

Tips and Tricks

Looking for ways to save time and better manage your research?

Need to know which researchers are publishing at which institutions? Get the answers through the newly-enhanced Author Affiliation field in Engineering Village's abstract record view:

1. Go to www.engineeringvillage.com
2. Do a search on your area of interest
3. Select the abstract view of a result
4. View affiliations of all authors of that record. Author Affiliations are now available for all new records as well as many older records.
5. Link to additional results by individual author

[View a quick demo](#) to see how it can help you accelerate your research!

Engineering Village Product News

- **Coming May 4th: New Ei Website!** Simplified navigation and additional EV training & support options will maximize the benefits of your EV subscription. New additions include podcasts, product tours, and a title suggestion form, where you can recommend articles and/or journals for inclusion in Engineering Village databases. Check out the EV Ask an Expert feature bulletin board, where you'll find answers to common questions and see what the experts have to say!
- **User Enhancements:** Recent infrastructure changes, including a migration of all EV's back-end data to an xml format, open up possibilities for interface and feature enhancements as well as faster results retrieval. One change you can use now: New multiple author affiliations in every abstract record lets researchers track which institutions are publishing in their area of interest. Use it to collaborate and connect more easily with other researchers. Find out how in this issue's Tips and Tricks!

Research in Action:

From re-imagined cars to all-terrain wheelchairs, last year was a blockbuster for extraordinary new products powered by innovative engineering.

Here are [Popular Mechanics'](#) picks for top innovations of 2008:

- [Simple, low-cost Engineering For the Developing World](#)
- [Lightweight, aerodynamic, ultraefficient car](#)
- [Robotic space laboratory proof of H2O on Mars](#)
- [Climate-friendly renewable fuel](#)
- [Silicon chip for fast, affordable cancer diagnosis](#)
- [Real-time motion capture for a revolutionary computer interface](#)
- [Low-cost water purification for the developing world](#)
- [Record-breaking, no-fuel solar power](#)
- [Affordable all-terrain wheelchairs for developing countries](#)
- [Electricity from thermo-electrochemical converter system](#)

Which is your favorite? What innovations will you help to develop this year? [Tell us what you think!](#)



IDEAS Stimulating Innovation

Daryl Dunbar, Senior Vice President of Innovation, Elsevier



When thinking about innovation, most organizations put their emphasis on forming the idea. The ideation phase must be based on well thought out stimulus, clues, hunches, insights, trends, etc. As researchers and librarians, you play a critical role in innovation in this idea generation step, providing trend analysis and basic research to ensure an idea has basic feasibility. Yet ideation cannot stand alone. You need a structured framework to carry these ideas forward through agreed evaluation and on to action, which could mean ending, temporarily shelving or advancing an idea on to existence.

[READ MORE](#)

Smarter Search

In the last issue, we asked readers to tell us which technologies have enabled smarter research. The results are in, and collectively you are impacted by:

Wikis	33%
RSS feeds	23%
Blogs	22%
Tagging	11%
Other	11%
Podcasts	0%
Social Networks	0%

Breaking Boundaries: The Power of Collaboration An Interview with William Baer, Reference and Subject Librarian, Georgia Institute of Technology (Georgia Tech)



William Baer uses his expertise in mechanical engineering and the ethical use of engineering information to provide support and promote information literacy among library users at Georgia Tech. Over the years, he has seen the role of collaboration between corporate and academic institutions develop.

Ei's Leah Snyder recently spoke with William about the impact of growing corporate and academic collaboration on the library. Listen to his viewpoint on this trend and what it may mean for engineering research going forward

[READ THE TRANSCRIPT](#)

[LISTEN TO PODCAST](#)

Upcoming Events:

ASEE - June 14-17 2009, Austin, TX. Visit us at the Elsevier Booth #716-718. As always, we look forward to seeing members of the Engineering Librarians Division at the ELD Dinner on June 16th!

SLA - June 16-19 2009, Washington, DC. Visit us at the Elsevier Booth #805. You can also find us at the Science and Engineering 101 Session on Monday, June 15th from 9-10:30am, and announcing the SLA Engineering Library Division's Librarian of the Year at the Engineering Division Business Meeting on June 16th.

Free online seminars - Join us online to learn how EV saves time, streamlines research, and improves results. Visit the Ei Support Center for the full schedule and to register.