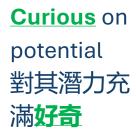


Market research -- what are <u>customers</u> saying about AI? 市場研究 -- 客戶(i.e.圖書館)對 AI 有何評價?

How are <u>libraries</u> feeling about AI? 圖書館對人工智慧有何看法?







Skeptical / nervous about the implications on librarian value proposition.
對圖書館員價值主張的影響持懷疑/緊張態度。



Threatened or jeopardized in their ability to teach / promote library fundamental principles, or to succeed in their role 在教學/推廣圖書館基本原則或成功履行其職責的能力方面受到威脅



Overburdened

trying to learn new
tools

嘗試學習新工具的
負擔過重



Uniquely positioned / empowered to draw upon their distinct skillset to **lead** the way in the Al era, **elevating** the library's role and prominence 具有獨特的定位/能力, 能夠利用他們獨特的 技能在人工智慧時代 引領潮流,提升圖書館 的作用和突出地位



Unclear on campus standards / policy (and faculty variations) 校園標準/政策 (以及教師差異) 不明確

How are libraries incorporating Al tools? 圖書館如何 導入AI工具?

Smart Search & Discovery 智慧搜索和發現

• Al enables natural language search, allowing users to ask questions conversationally. Al 支持自然語言搜索,允許用戶以對話方式提問。

Metadata & Cataloging Automation 詮釋資料和編目自動化

 Machine learning algorithms can assist in tagging and classifying new materials, improving catalog accuracy and reducing manual workload. 機器學習演算法幫助標記和分類新材料,提高目錄準確性並減少人力工作量。

Virtual Assistants & Chatbots 虛擬助理和聊天機器人

• Al-powered chatbots can answer FAQs, guide users through databases, and provide 24/7 support for common queries. Al 驅動的聊天機器人可以回答常見問答集,引導用戶瀏覽數據庫,並為常見查詢提供全天候支持。

Research Support & Impact Forecasting 研究支持和影響預測

 Al can help researchers analyze citation networks, predict research impact, and identify emerging academic trends. Al可以幫助研究人員分析引文網絡、 預測研究影響並識別新興學術趨勢。

Accessibility Enhancements 無障礙(可訪問)功能提升

• Al tools can support multilingual translation, voice interaction, and screen reader compatibility, making library services more inclusive. AI工具可以支援多語言翻譯、語音互動和螢幕閱讀器相容性,使圖書館服務更具包容性。

How are librarians communicating Al tools to patrons? 圖書館員如何向讀者介紹與傳達人工智慧 (AI) 工具?

Workshops & Hands-On Programs

研討會和實務課程

- Libraries are hosting Al literacy workshops where patrons learn to use Al tools and ethical ways to interact with them.
- ·圖書館正在舉辦AI素養研討會,顧客學習使用AI工具以及與他 們互動的道德方式。

Curated Resource Guides

精選資源指南

- Librarians create online guides or printed brochures that explain AI tools available at the library, including usage tips and ethical considerations.
- 圖書館員創建在線指南或印刷小冊子,解釋圖書館提供的AI工具,包括使用技巧和道德考慮。

Digital Literacy Campaigns

數位素養活動

- Libraries are integrating AI into broader digital literacy initiatives, teaching patrons how AI works, where it's used, and what risks to consider.
- 圖書館正在將AI整合到更廣泛的數位素養計劃中,向用戶傳授 AI的工作原理、使用地點以及需要考慮的風險。

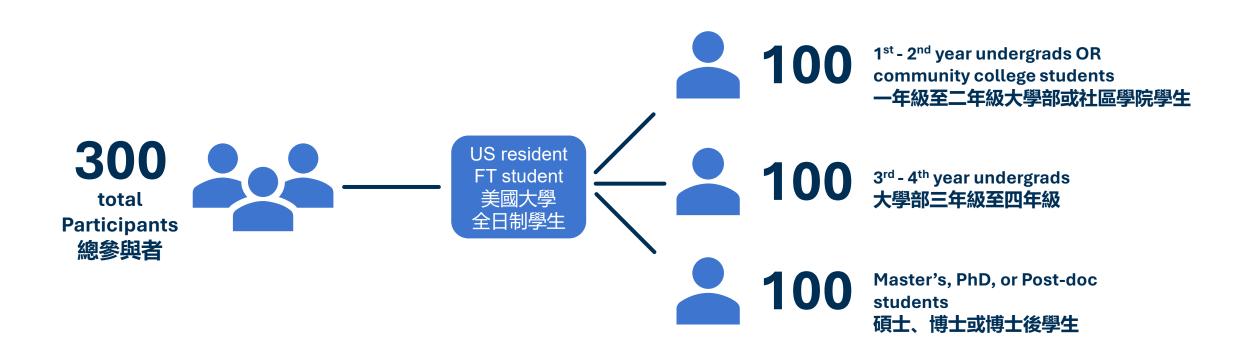
One-on-One Tech Help

一對一技術幫助

- 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.
- 讀者可以預訂圖書館員的時間,使用 AI 工具獲得個性化幫助——無論是工作準備、寫作/研究協助還是無障礙支持。

User research -- what are <u>users</u> saying about AI? 用戶研究——用戶對人工智慧有何評價?

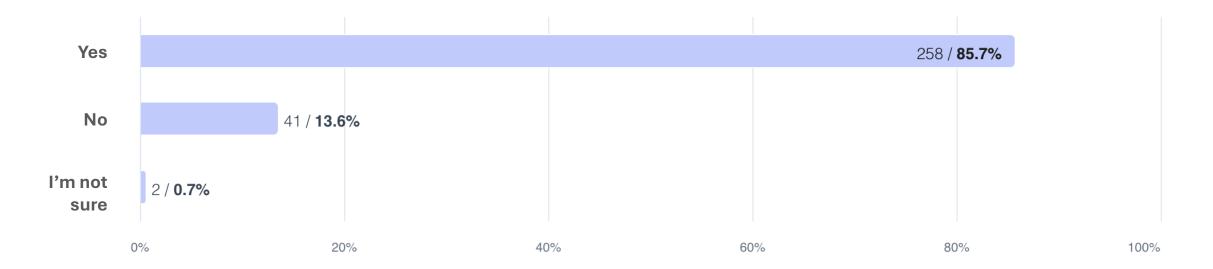
Survey audience and participants 調查受眾和參與者



Nearly all students have used AI for research in some capacity ... 幾乎所有學生都使用AI進行研究......

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

你是否使用AI技術來協助學術研究的任何階段——主題細化、尋找來源、評估來源、寫作等?



Summarization and "pre-search" are the most common Al tasks 摘要和"預搜索"是最常見的AI工作任務

	1	2	3	4	5	Mean
Answer a specific research question 回答特定的研究問題	49	49	49	106	48	3.2
Find most relevant sources on your topic 查找與您的主題最相關的來源	67	60	45	98	31	2.9
Summarize long articles or book chapters 總結長文章或書籍章節	49	29	42	84	97	3.5
implify or rephrase complex academic language 簡化或改寫複雜的學術語言	61	43	42	84	71	3.2
Make connections and insights across multiple sources 跨多個來源建立聯繫/見解	74	67	48	80	32	2.8
Make writing or phrasing suggestions 提出寫作或措辭建議	56	44	37	84	80	3.3
Generate writing from notes and bullet points 從筆記和要點生成寫作	79	45	42	81	54	3.0

Almost always

Never

Mainstream tools dominate usage 主流工具主導了使用情況

How often do you use the following AI tools when performing academic research? 在進行學術研究時,您使用下列人工智慧(AI)工具的頻率為何?

	1	2	3	4	5	Mean
General AI chat and search tools	32	26	38	84	121	3.8
Research-specific Al tools	150	63	26	46	16	2.1
Al tools within research platforms	138	70	31	46	16	2.1

Never Almost always

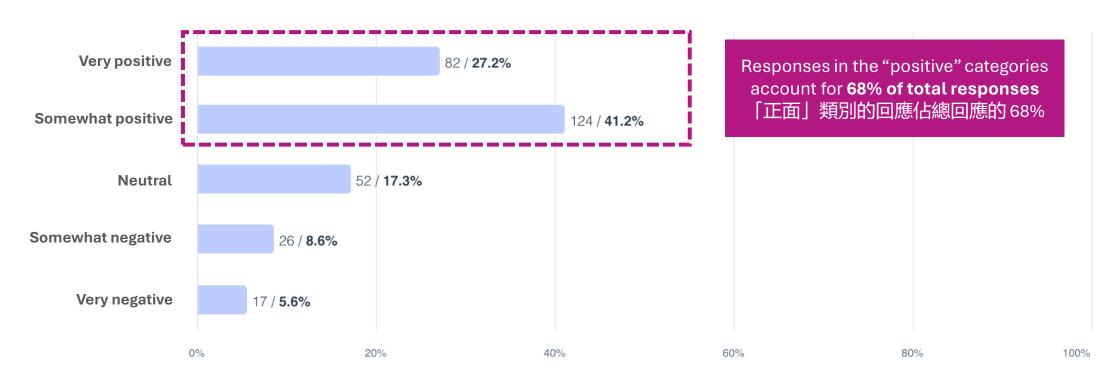
General AI chat and search tools: ChatGPT, Perplexity, CoPilot, etc.

Research-specific AI tools: Consensus, Elicit, SciSpace, Semantic Scholar, etc.

Al tools within research platforms: JStor, Clarivate (ProQuest), EBSCO, etc.

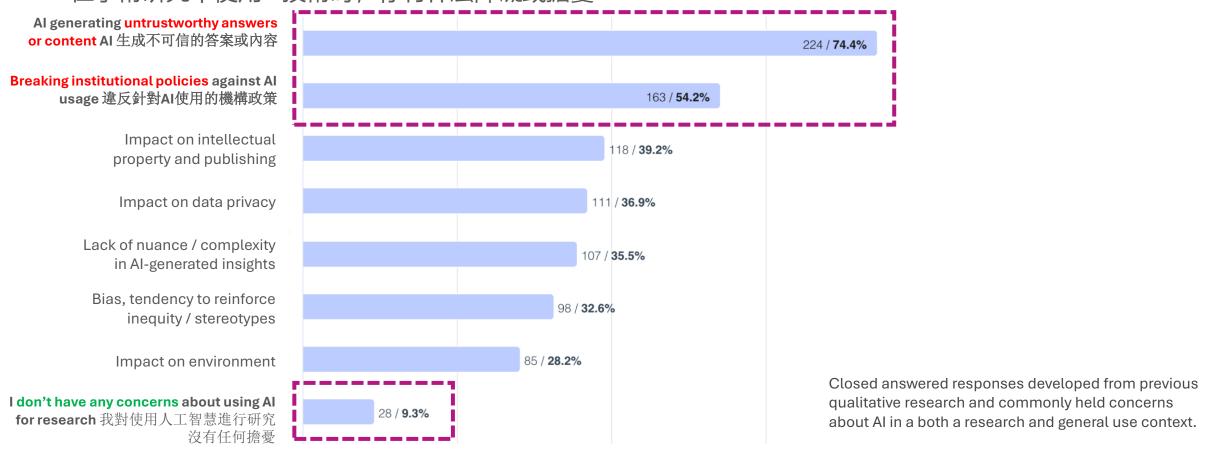
Students are generally positive about using AI for research ... 學生普遍對使用人工智慧進行研究持積極態度......

How do you feel overall about the use of AI technology in academic research? 你對在學術研究中使用AI技術的整體看法為何?



... But have trust issues and are wary of institutional backlash ...但存在信任問題,並對可能來自機構(大學)的反彈保持警惕

What, if any, barriers or concerns do you have about using AI technology in your academic research? 在學術研究中使用AI技術時,你有什麼障礙或擔憂?



Conversational discovery streamlines undergrad workflow 對話式探索使大學生的學習過程更為順暢(?)

Undergraduate students are normalizing asking research questions directly of ChatGPT (or similar tool.) In these cases, users will typically ask ChatGPT to provide sources to check accuracy or for citation purposes.

大學生正在常態化直接使用 ChatGPT (或類似工具) 提出研究問題。在這些情況下,使用者通常會要求 ChatGPT 提供來源以檢查準確性或用於引用目的。

The result is a **collapsing of the topic refinement and discovery phases** into a series of conversational interactions between AI and user, where the student can not only gain further understanding of research material, but walk away with relevant sources they can cite in their assignment.

結果是將主題細化和發現階段**分解**為人工智慧和使用者 之間的一系列對話交互,學生不僅可以進一步瞭解研究 材料,還可以獲得他們可以在作業中引用的相關來源。

Pre-search

What are the pros and cons of renewable energy sources?
可再生能源的優缺點是什麼?



Show me sources that support these claims 向我顯示支援這些說法的來源

Students trade ease of discovery for wariness of Al accuracy 學生們以探索的難易程度換取了對AI準確性的警惕

Students try to overcome their biggest concern of using AI— trusting the accuracy of AI responses— by **using several other research and AI platforms to complete their research tasks**. Some participants (especially undergrads) will cross-reference ChatGPT content with other bots or fact-check via NL searching on Google.

學生們試圖通過使用其他幾個研究和AI平臺來完成他們的研究任務,從而克服他們對使用AI的最大擔憂——相信AI回應的準確性。一些參與者(尤其是大學生)會將 ChatGPT 內容與其他機器人交叉引用,或通過 Google 上的 自然語言搜索進行事實核查。

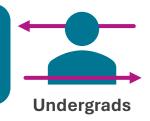
Other barriers include disappointing AI responses that **lack specificity of research discipline**, potentially costing saved time iterating on question and clarifying the context needed to get better AI responses.

其他障礙包括缺乏研究學科特異性的令人失望的AI回答,可能會浪費節省時間來反覆運算問題和澄清獲得更好的AI回答所需的背景。

Conversational discovery, Al summarization

FT resources, abstracts, course materials

Conversational discovery, Al summarization



Conversational discovery, Al summarization

"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."

AI總是有可能錯過一些東西。如果我自己不閱讀或流覽這些文章,就有 可能遺漏一些東西。

- 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."

我並排使用ChatGPT 和Google。我會問ChatGPT 一個問題,然後在Google 中查找同樣的東西。我還使用Quizlet、Chegg 和Course Hero 等 學術網站來確保我從ChatGPT 獲得的所有答案都是匹配的。

– Undergrad, frequent Al user, February 2025

Faculty-driven AI policies are added burden for students 教師驅動的人工智慧政策給學生增加了負擔

Students report that AI usage policies at their institution tend to vary by professor, **creating additional friction in the research process**. Onus is placed on students to not only keep track of what platforms do and don't utilize AI (which may not always be clear) and in which cases they can and can't use those platforms.

學生們反應,他們所在機構的人工智慧使用政策往往因教授而異,這在**研究過程中造成了額外的阻力**。學生有責任不僅要跟蹤哪些平臺使用人工智慧,哪些平臺不使用人工智慧(這可能並不總是很清楚),以及在哪些情況下他們可以使用和不能使用這些平臺。

Directives from faculty often lack nuance – "you can't use any Al" – even in instances where library resources at those institutions contain Al-driven search features and/or summarization (e.g. Ehost / EDS) 教師的指令通常缺乏細微差別——"你不能使用任何人工智慧"——即使在這些機構的圖書館資源包含人工智慧驅動的搜索功能和/或摘要(例如 Ehost / EDS)的情況下也是如此

Faculty relate a similar ambivalence, wanting to student to learn the "right way," while observing how AI is rapidly transforming their fields. 教師們也表達了類似的矛盾心理,觀察人工智慧如何迅速改變他們的領域時,希望學生以"正確的方式"學習,同時。

54%

are concerned about misusing Al according to their institution's Al usage policies

擔心違反其所屬機構的 AI 使用政策而誤用/不正當使用AI工具

Managing conflicting expectations and messaging from faculty may account for anxiety associated with AI usage 面對教師對 AI 使用的不同期待與訊息,可能使學生在使用 AI 時感到焦慮

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.

我有教授告訴我,我必須學會使用AI才能與我的領域相關,而也有教授 告訴我,我不能在課堂上使用ChatGPT 做任何事情。

– Undergrad, moderate Al user, February 2025

Key Takeaways <mark>重點摘要</mark>

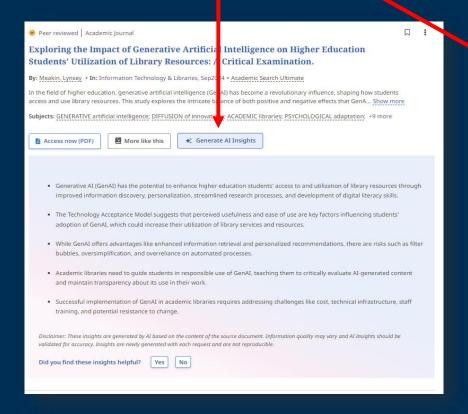
- While Al usage and use cases vary, **nearly all students are using generative Al to some degree** to streamline their research process 雖然AI的使用情況和用途各有差異,但<mark>幾乎所有學生都多少運用生成式 AI</mark>來讓他們的研究流程更有效率
- "Conversational discovery" is **collapsing once distinct parts of the research process** with increased reliance on AI to find and deliver sources 隨著對AI在尋找與提供資料來源上的依賴日益增加,"對話式探索"**正在使研究過程中**原本各自獨立的部分逐漸融合。
- Reliance on Al for summarization and discovery tasks shifts effort from searching and compiling to reviewing and fact-checking 對AI在摘要與探索任務上的依賴,使研究重心從搜尋與彙整轉向審閱與事實查核。
- Student awareness and willingness to engage with necessary "in the loop" reviewing and fact-checking varies
 based on investment in assignment, time, and comfort with generative AI 學生是否願意投入必要的"人工審閱與事實查核",取決於他們對作業的重視程度、時間安排,以及對生成式 AI 的使用熟悉度
- Institutional constraints and concerns represent one of the biggest blockers to usage for students <mark>學校制度上的</mark> 規範與疑慮,是阻礙學生使用 AI 的主要因素之一
- It's difficult not to acknowledge generative AI is emerging as an essential part of student research workflow 很難
 否認,生成式 AI 正在成為學生進行研究時的重要工具與核心環節

EBSCOhost & EBSCO Discovery Service

Features supported by generative Al

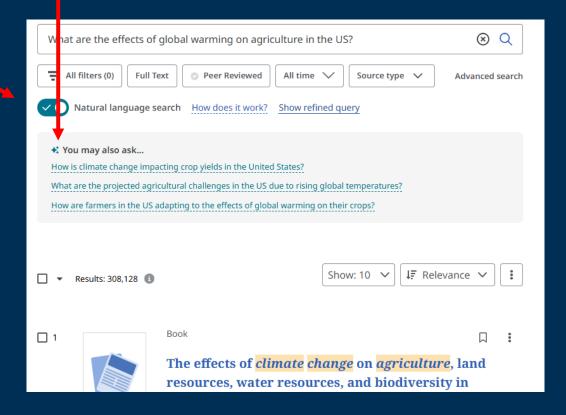
Releases: March 2025

- Al Insights (summaries)
- Natural Language Search



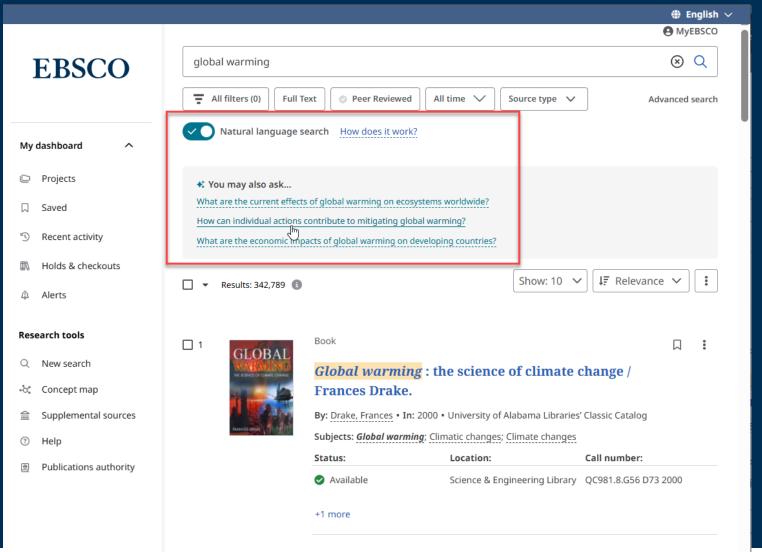
November 2025

- Recommended Searches
 - As part of Natural Language Search

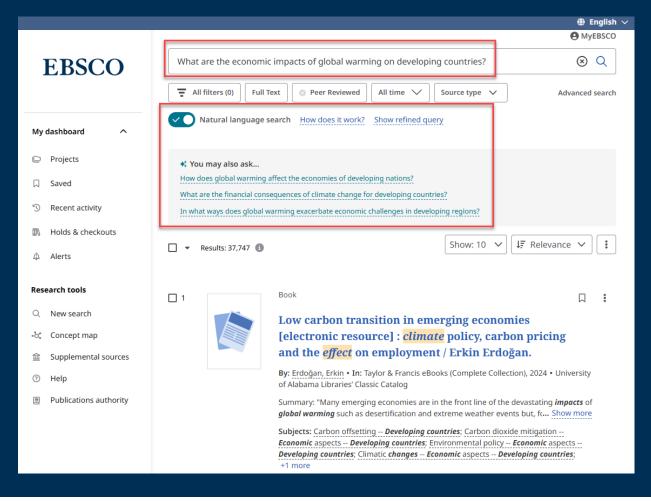


Recommended Searches – Basic Search with helpful

'next questions'
Recommended Searchs Recommended Search



Result after clicking on a Recommended Search – drill even deeper into a 'newly discovered' topic



Linked Data @ EBSCO

A Network of Possibilities

Our Linked Data Journey

1995 EBSCO launches **EBSCOhost**

Based on EP-MARC, a format to normalize and link publisher data across databases for better discovery. An early form of linking data.

2003 EBSCO Leverages CINAHL

CINAHL, which uses medical vocabularies to link related research together from cross-links. An early form of hyperlinking research.

2010 EBSCO Discovery Service is launched

Creating hyperlinked full text and linked database data for discovery.

2014 EBSCO Unified **Subject Index** is created

Linking all subject vocabularies in the publishing space

2021 BiblioGraph 2018 USI launched becomes a

From the Zepheria scholarly graph

2024 EGSG launched

Combining all linked data and KGs at **EBSCO**

1998 Tim Berners-Lee creates the Semantic Web Roadmap

Establishing the Semantic Web for the future

1999 RDF is created

One of the main ways linked data is represented

2003 SKOS is launched

A popular linked data schema for vocabularies

2009 LOC LD

Created a linked vocabulary data service

2011 schema.org is launched

A schema for open web linked data

2012 Google publishes paper on their Knowledge Graph

knowledge

graph

Increasing LD

across

vocabularies.

LD sources, and

languages

Showing early KG integrations with Al

1995 Dublin Core is created

A popular linked data standard

2010 Google Acquires Freebase

the Google Knowledge Graph

2012 Wikidata is created

The linked data behind Wikipedia

published showing KG helps Al Starts neuro-

2023 Research

symbolic push into Al for higher-Al accuracy

Freebase is later turned into

Start of GenAl push

2022 OpenAl

ChatGPT

launched

www.ebsco.com | EBSCO

What is the relationship between Al and Linked Data?

Early research* has shown that when an LLM is connected to linked data in the form of a knowledge graph, there is a 54% increase in accuracy which reduces the chance for hallucinations in Al responses. Grounding Al with authoritative, networked (i.e. linked), structured data improves accuracy, reduces hallucinations, and helps combine data from disparate sources. Linked data is an area EBSCO has been investing in for years and which is now providing a strong foundation for us to test grounding LLM responses, have more robust entity resolution, enable academic and citation network analysis with the EBSC

A Little

How big is the ESG (what is th

As of 7/17/25. There are close to organizations, topics. Between the authors, and more included in the https://bibfra.me/vocab/scholar

from?

ncluding works, authors, ships such as cites, ilde ontology at

Submitted on 13 Nov 2023,

https://arxiv.org/abs/2311.07509

^{*}A Benchmark to Understand the Role of Knowledge Graphs on Large Language Model's Accuracy for Question Answering on Enterprise SQL Databases by Juan Sequeda, Dean Allemang, Bryon Jacob, 34 pages.

EBSCO 學術圖譜(ESG)的一些應用

引文發現(Citations Discovery):

透過傳統的搜尋方式,使用者找到了一篇與他/她的研究計畫相關的文章。透過學術圖 譜(scholarly graph),使用者可以即時查看引用這篇重要文章的其它文獻—只需點 擊一下按鈕,研究者便能發現那些基於、討論或甚至反駁該原始論文研究結果的其他 研究。

參考文獻發現(References Discovery):

在找到感興趣的文章後,學術圖譜能夠連結到該文章作者所引用的論文或著作,讓使 用者立即發現其他具權威性與影響力的研究成果。

人物頁面(People Pages):

學術圖譜將論文與作者連結起來,並進一步連結到共同作者與研究主題。透過學術圖 譜,研究者可以查看作者的相關資訊,進而發現該作者的常見合作者、其他著作及所 屬機構。透過這些連結,研究者能探索更多主題、出版物以及合作研究者。

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 th 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

Access now More like this

Academic Journal

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

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

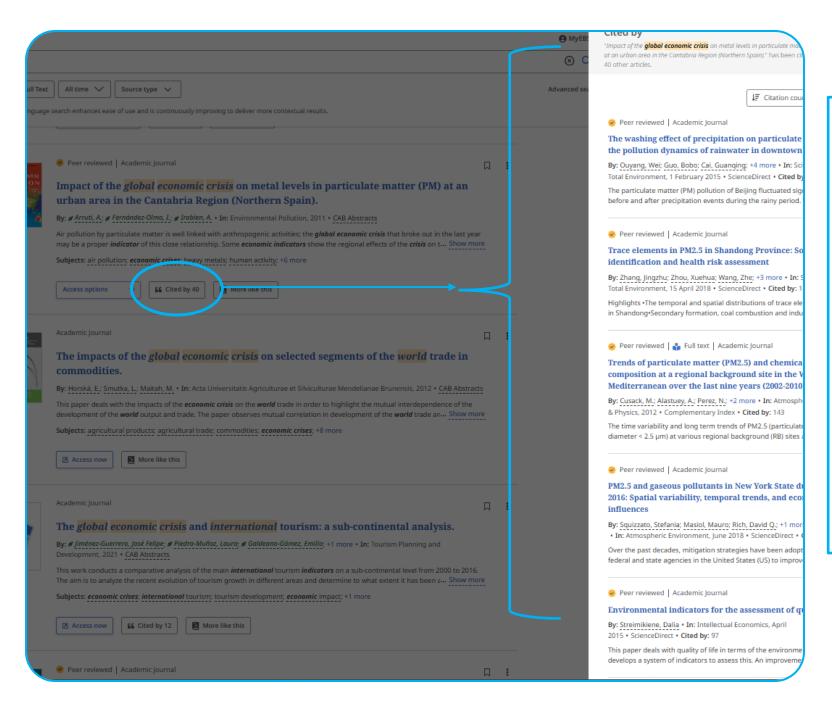
This work conducts a comparative analysis of the main *international* tourism *indicators* on a sub-continental level from 200. The aim is to analyze the recent evolution of tourism growth in different areas and determine to what extent it has been a...

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

Access n w GG Cited by 12 More like this

引文發現 (Citation Discovery)

- 允許使用者透過特定文章的引文路徑來進行研究,
- 提供簡便的方式尋找並評估被引用的文章,
- 其内容比「舊平台」中的引文功能更豐富,
- 在有全文的情况下, 快速存取被引用文章的全文。
- 學術圖譜 (Scholarly Graph) : 透過 ESG, 使用者可以即時存取引用原始文章的其他文獻。只需點擊一下, 就能發現其他基於、討論或反駁原始研究結果的論文。

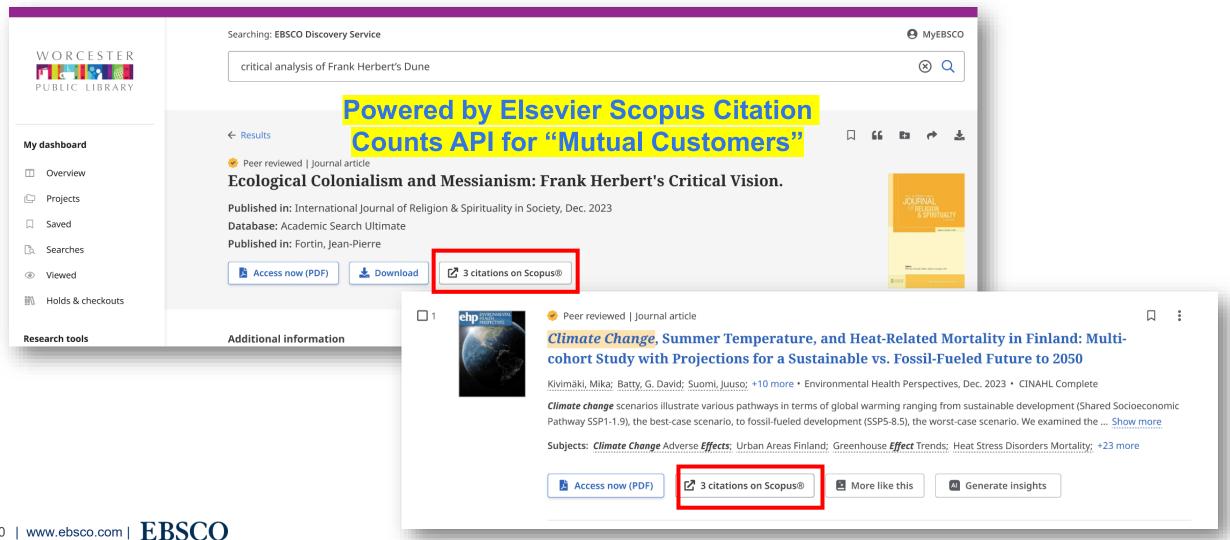


Available Now

- 點擊被引用 (Cited By <#>) 按鈕
- 即可看到引用原始文章的 文獻清單
- 若有全文,使用者迅速存 取引用該原始研究的文章 全文

Scopus Citation Counts on EDS & EBSCOhost

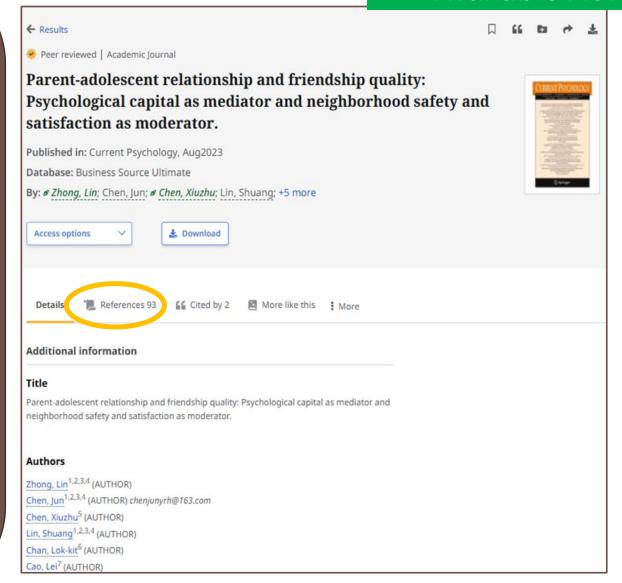
Available Now



參考文獻發現 References Discovery

- 位於**詳細紀錄 (Detail Record) **中
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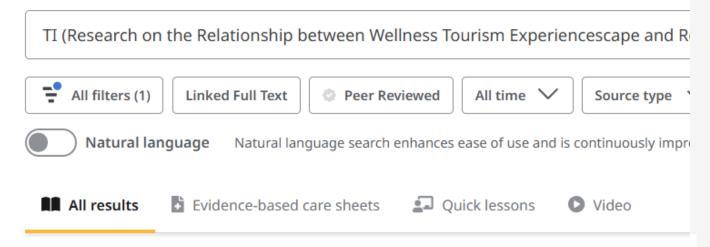
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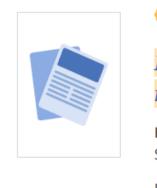
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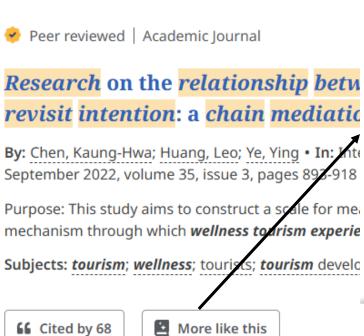
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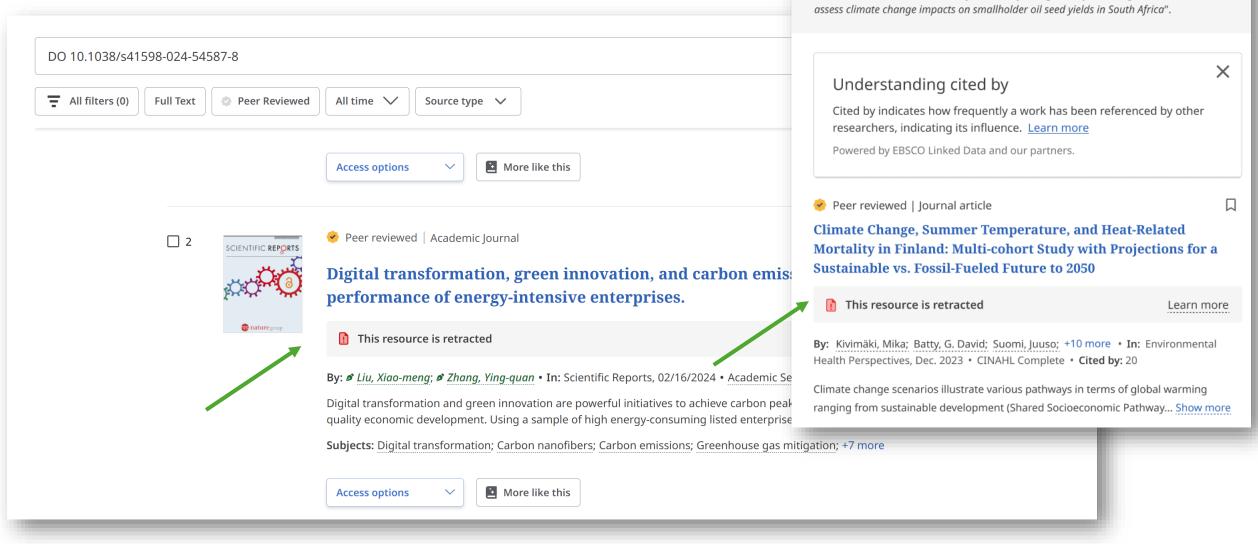
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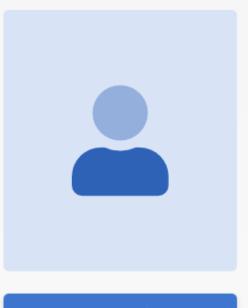
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作者: Yeh Jen-Yuan; Ke Hao-Ren; Yang Wei-Pang • 於: Information Processing & Management, January 2005 • Education Abstracts (H.W. Wilson) • 引用者: 251

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作者: Lin, Jung-Yi; Ke, Hao-Ren; Chien, Been-Chian; 多 1 個 • 於: Expert Systems with Applications, Feb2008 • Academic Search

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作者: Wang, Chun-Yi; Ke, Hao-Ren; Lu, Wen-Chen • 於: Electronic Library, 2012 • Education Abstracts (H.W. Wilson) • 引用者: 48

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