



# The Royal Society leverages Google Scholar and YouTube to make its scholarly content more easily discoverable and accessible to people everywhere.

## Challenge

“Working with Google, you can have many different routes for your audience to reach you. Some people prefer to read articles, some prefer to get their information through weblogs, some watch videos and so on. We strive to make our content easily accessible to everyone.”

**Dr. Stuart Taylor**  
Head of Publishing, Royal Society



The Royal Society is a guardian of excellence in scientific research and publishing, with an extraordinary history of promoting innovation and discovery in science, engineering and technology. As part of its efforts to increase public access to scientific research, the Society pursues a forward-thinking strategy of opening multiple online channels for disseminating its publications.

“Our mission is to raise the profile of science generally – not only in the UK, but around the globe,” explains Dr. Stuart Taylor, Head of Publishing at the Royal Society. “We aim to publish the very best scientific scholarship and disseminate it as widely as possible, which includes ensuring that our online content is fully networked, linked and accessible – that there are many different routes for people to find it.”

According to the Royal Society’s Production Manager, Matthew Llewelin, a key challenge is finding innovative ways to expand its audience beyond the traditional STM readership.

“We want to bring science into everyday life – to make it accessible to everyone,” explains Llewelin. “We’re fortunate enough to have extensive coverage in the media of many of our articles, especially the ones about biology that capture the public imagination – stories about the discovery of dinosaur bones, for example – and we look for ways to extend that success.”



## ABOUT GOOGLE SCHOLAR

Google Scholar provides a simple way to search for scholarly literature. From one place, users can search across many disciplines and sources: peer-reviewed papers, theses, books, abstracts and articles, published by academic publishers, professional societies, preprint repositories, universities and other scholarly organizations. Google Scholar helps users identify the most relevant research across the world of scholarly publications -- all with the speed and accuracy of Google search.

Scholarly publishers can use Google and Google Scholar to boost the worldwide visibility and accessibility of their content. We work with you to index your publications -- including peer-reviewed papers, theses, preprints, abstracts and technical reports -- so they are discoverable on Google and Google Scholar.

“The Royal Society published what is generally considered the world’s first scientific journal, so our archives are really a chronicle of the birth of Western science. We envision bringing Google’s amazing power to expose those archives, so we can see what emerges.”

## Solution

After hearing about Google Scholar through email discussion lists in 2004 and contacting Google to learn more, the Royal Society decided to include its publications in the Google Scholar index. A free service, Google Scholar enables publishers of scholarly information to boost the visibility of their scholarly content by indexing the content and making it discoverable by people using Google and Google Scholar.

“Scientists are not known for having a great deal of time to search for information,” says Dr. Taylor. “We’ve observed that they often choose Google as the way they access information, because it allows them to get the content quickly. At the same time, scientific publishers traditionally have poor access to the public. Google has an enormous presence online in the academic market, so a partnership made perfect sense to us.”

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## ABOUT YOUTUBE

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YouTube is the world's most popular online video community, allowing millions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.

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According to Dr. Taylor, the partnership has so far been a tremendous success. "We have a great relationship with Google. It's been incredibly valuable for us," he says. To build on this success, the Royal Society has been exploring using other Google services to open new channels for disseminating its research. One of its most successful strategies to date has been posting videos as supplementary material for articles, first on Google Video in the UK, and then on Google's YouTube, where the Royal Society now has its own YouTube Channel.

"We first started posting on Google Video in January of 2007, but it was the giant squid video that we uploaded in February 2007 that attracted our attention to the power of video as a distribution channel," explains Production Manager Llewelin. "Over the past year, we've seen a growing amount of interest in online video, and we've also seen a growing number of articles come with video attached. It's great to have a platform with such a big audience. Now we're considering adding video to our articles as part of our regular practice, to reach the broader audience of people interested in science. It fits our mission perfectly."

Dr. Taylor echoes the sentiment. "Working with Google, you can have many different routes for your audience to reach you," he says. "Some people prefer to read articles, some prefer to get their information through weblogs, some watch videos and so on. We strive to make our content easily accessible to everyone."

The Royal Society plans to continue expanding its partnership with Google. Says Dr. Taylor, "The Royal Society published what is generally considered the world's first scientific journal, so our archives are really a chronicle of the birth of Western science. We envision bringing Google's amazing power to expose those archives, so we can see what emerges."

