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## The State of The Research

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# The State of The Research

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## CONCLUSION

*The State of The Research*, appears to be a suitable way of getting engaged in a relevant communication leading to further understanding of the support researchers need in their research intelligence.

We make personal visits to research group and provide them with a prepared marketing package (*The State of The Research*) covering their areas of research interest from a different angle than they are used to.

## Aim

❖ *To support researchers with their applications and their ability to generate innovations benefitting societal and interdisciplinary developments.*

Objectives:

- Identify specific research trends, collaborations & funding opportunities
- Identify experts, tendencies, incidents and stakeholders

## Methods

- ❖ News and social media monitoring, evaluation, customized newsletters
- ❖ Research and patent landscape analysis using text mining and visualization tools as well as bibliometric analysis to study the research area of interest in medicine
- ❖ Research trend analysis; identifying rapid global changes by using bibliometrics, text mining, news and social media monitoring to help researchers cope with information overload



## Introduction

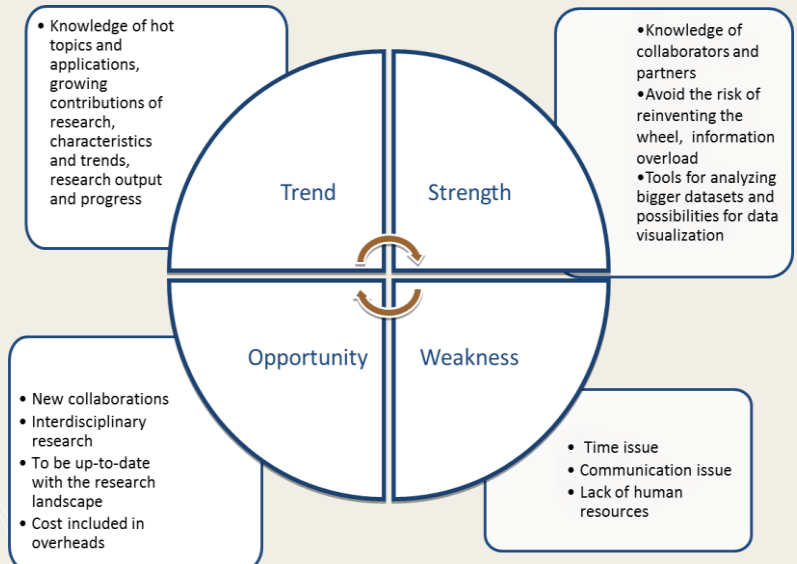
Librarians can and should embrace value-added activities that demonstrate return on investment. Today the librarians are working all over the campus, going to the places where the library's clients are (1). High quality research needs tenable funding, innovative ideas and increased knowledge in transdisciplinary science.

*The State of The Research* is a concept that covers information analysis and visualization, news and social media monitoring, patent landscape analysis and bibliometric analysis all based on the particular research area/areas of interest for the individual researcher or the research group.

## Benefits

The SWOT analysis below illustrates the benefits for the researchers when the research intelligence team and the researcher - in collaboration- adopt the concept *The State of the Research*

Based on this concept, during 2013-2014, we have analyzed the following areas: Parkinson disease, melanoma, social epidemiology, COPD/PET/CT, elderly care, hemophilia, surgery and mortality and Paleolithic diet.



## References

1. Jane Blumenthal, (2014) Creating the future. J Med Lib Assoc 102(1).2-4.