Mendeley as a component in the open science infrastructure

Dr. Victor Henning
Co-Founder & CEO
Mendeley

www.mendeley.com

Back in 2008:

Jan

Paul

Victor

...funded by founders/execs of:

skype™

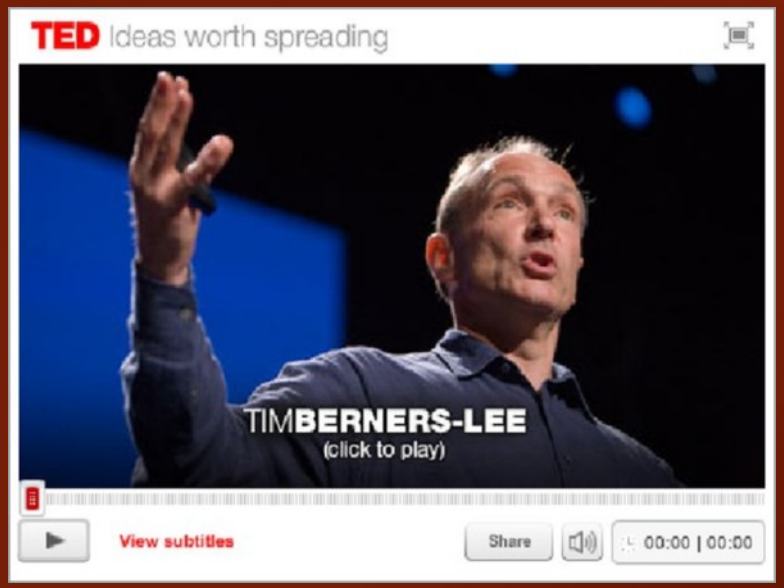
last·fm™ the social music revolution

...and research grants from:

JISC

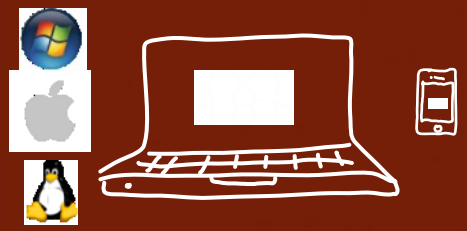
eurostars™

Technology Strategy Board
Driving Innovation

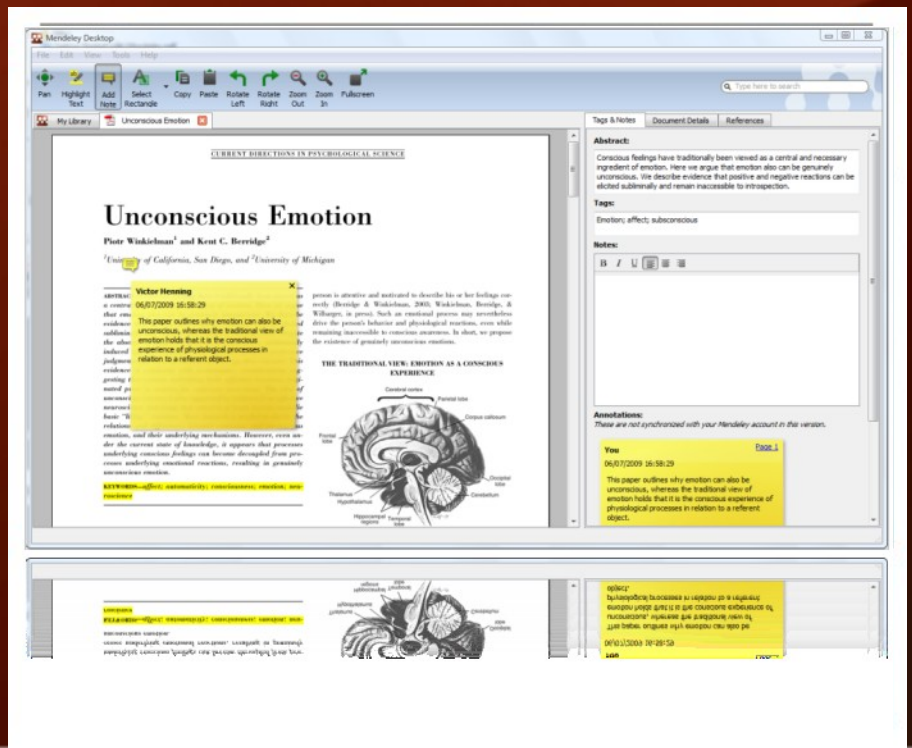


"All the time we are very conscious of the huge challenges that human society has now – curing cancer, understanding the brain for Alzheimer's.

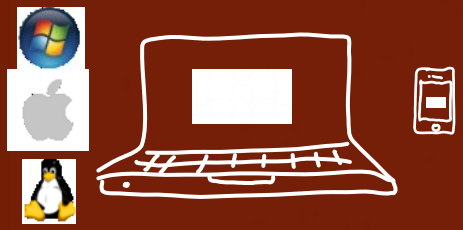
But a lot of the state of knowledge of the human race is sitting in the scientists' computers, and is currently not shared. We need to get it unlocked so we can tackle those huge problems."



Mendeley extracts research data..



..and aggregates research data in the cloud



Mendeley extracts research data..

Recommended articles

Based on the contents of your Library, Mendeley recommends:

Neural correlates of behavioral preference for culturally familiar drinks.
Samuel M McClure, Jian Li, Damon Tomlin, Kim S Cypert, Latané M Montague, P Read Montague in *Neuron (2004)*

Save reference to library — **92** readers

Incorporating contextual information in recommender systems using a multidimensional approach
Gediminas Adomavicius, Ramesh Sankaranarayanan, Shahana Sen, Alexander Tuzhilin in *ACM Transactions on Information Systems (2005)*

Save reference to library — **65** readers

Constructive Consumer Choice Processes
James R Bettman, Mary Frances Luce, John W Payne in *Journal of Consumer Research (1998)*

Save PDF to library — **51** readers

Neural Correlates of Behavioral Preference for Culturally Familiar Drinks

Neuron, Vol. 44, 379–387, October 14, 2004, Copyright ©2004 by Cell Press

Neural Correlates of Behavioral Preference for Culturally Familiar Drinks

Samuel M. McClure,[1,2] Jian Li,[1] Damon Tomlin, Kim S. Cypert, Latané M. Montague, and P. Read Montague*
Department of Neuroscience
Menninger Department of Psychiatry and Behavioral Sciences
Baylor College of Medicine
1 Baylor Plaza
Houston, Texas 77030

Summary

Coca-Cola® (Coke®) and Pepsi® are nearly identical in chemical composition, yet humans routinely display strong subjective preferences for one or the other. This simple observation raises the important question of how cultural messages combine with content to shape our perceptions; even to the point of modifying behavioral preferences for a primary reward like a sugared drink. We delivered Coke and Pepsi to human subjects in behavioral taste tests and also in passive experiments carried out during functional magnetic resonance imaging (fMRI). Two conditions were examined: (1) anonymous delivery of Coke and Pepsi and (2) brand-cued delivery of Coke and Pepsi. For the anonymous task, we report a consistent neural response in the ventromedial prefrontal cortex that correlated with subjects' behavioral preferences for these beverages. In the brand-cued experiment, brand knowledge for one of the drinks had a dramatic influence on expressed behavioral preferences and on the measured brain responses.

Introduction

Perceptual constructs are generally multidimensional, integrating multiple physical and cognitive dimensions to generate coherent behavioral preferences. In sensory processing, the idea of multidimensional integration has long been used to frame a range of questions about cross-modal interactions in physiological and behavioral responses (Stein et al., 1996; 1999; Wallace and Stein, 1997; Armony and Dolan, 2001; Dolan et al., 2001; Laurienti et al., 2002, 2003). This same multidimensional perspective has also been developed for olfactory and gustatory processing, where the detection, discrimination, and perceived intensity of stimuli are not only functions of the primary physical properties (odors, flavors) but are also modulated "cross-modally" by visual input (Gottfried and Dolan, 2003), auditory input, and current neural responses, and the modulation of both by nonodor or nonflavor stimuli—that is, the sensory problem. Ultimately, such sensory discriminations and the variables that influence them serve to influence expressed behavioral preferences. Hence, there is another large piece of the problem to understand. For modern humans, behavioral preferences for food and beverages are potentially modulated by an enormous number of sensory variables, hedonic states, expectations, semantic priming, and social context. This assertion can be illustrated with a quote from Anderson and Sobel (2003) profiling the work of Small et al. (2003) on taste intensity and pleasantness processing:

> "A salad of perfectly grilled woodsy-flavored calamari paired with subtly bitter pale green leaves of curly endive and succulent petals of tomato flesh in a deep, rich balsamic dressing. Delicate slices of pan-roasted duck breast saturated with an assertive, tart-sweet tamarind-infused marinade."

The text goes on further, but note that the sheer lushness of the description adds somehow to the appeal of the food described. Also notice one implicit point of the description: many levels of social, cognitive, and cultural influences combine to produce behavioral preferences for food and drink. The above description likely would not appeal to a strict vegan or an owner of a pet duck. Anderson and Sobel point out that the preferences indexed by their prose originated from the economic demands on our early forebears and were unlikely to have been strictly about aesthetic responses to food and drink.

However, the modern problem is different. Cultural influences on our behavioral preferences for food and drink are now intertwined with the biological expediency that shaped the early version of the underlying preference mechanisms. In many cases, cultural influences dominate what we eat and drink. Behavioral evidence suggests that cultural messages can insinuate themselves into the decision-making processes that yield preferences for one consumable or another. Consequently, the appeal or repulsion of culturally relevant sights, sounds, and their associated memories all contribute to the modern construction of food and drink preferences. The neural substrates underlying food and drink preferences and their influence by cultural images have not been explored. As alluded to above, the majority of work on olfaction and gustation has focused on sensory processing. In this paper, we combine simple taste tests and event-related functional magnetic resonance imaging (fMRI) to probe the neural responses that

Related research

Uncovering "Theories-in-use": Building Luxury Wine Brands
M Beverland in *European Journal of Marketing (2004)*

Save reference to library · **Related** research — **9** readers

Sind Luxusmarken Tatsächlich Starke Marken? Empirische Studie zum Nutzen und zur Markenstärke von Basis-, Premium- und Luxusmarken in Der Türkei
Carsten Baumgarth, Gülpmar Kelemci Schneider, Bahar Ceritoğlu in *Design (2009)*

Save reference to library · **Related** research — **2** readers

Brand Love, Brand Image and Loyalty in Australian Elite Sport
Sarah Broadbent, Kerrie Bridson, Lesley Ferkins, Ruth Rentschler in *Australian and New Zealand Marketing Academy (2010)*

Save reference to library · **Related** research — **4** readers

Luxusguetermarketing unter Spezieller Beruecksichtigung der Modebranche
Felix Blank *(2005)*

Save reference to library · **Related** research — **2** readers

Observations: Understanding the World of International Luxury Brands: The "Dream Formula"
Bernard Dubois, Claire Paternault in *Journal of Advertising Research (1995)*

Save reference to library · **Related** research — **4** readers

More related papers

Readership Statistics

92 Readers on Mendeley

by Discipline
39% Psychology
15% Biological Sciences
13% Medicine

by Academic Status
25% Ph.D. Student
16% Student (Master)
15% Post Doc

by Country
29% United States
15% Germany
11% United Kingdom

Groups

Memory systems

Tags

brand · neuroscience

motivation

Tag summary

Motivation is the driving force by which we achieve our goals, and is said to be intrinsic or extrinsic. The term is generally used to describe human behavior, but can refer to the causes of animal behavior as well. According to various theories, motivation may be rooted in a basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, selfishness, morality, or avoiding mortality. The most well-known theories of motivation include Maslow's hierarchy of needs, Herzberg's Motivation-Hygiene theory, Alderfer's ERG theory, Deci and Ryan's self-determination theory, and Vroom's expectancy theory.

Edit description

Related tags

achievement · motor skills · emotion · discrimination learning · group processes · thematic apperception test · hypnosis · reaction time · anxiety · problem solving

Popular groups

Persuasive Technology

In this group we gather information about the field of persuasive technology (aka. captology), and discuss our findings. The term 'captology' was...

behavior · behavioral science · captology · hci · motivation · persuasive technology

Join group · Follow group

16 papers · **11** members

Popular papers

How to build a motivated research group.

Uri Alon in *Molecular Cell (2010)*

> Motivated group members experience a full sense of choice: of doing what one wants. Such behavior shows high performance, is enjoyable, and enhances innovation. This essay describes principles of building a motivated research group.

Save reference to library · **Related** research — **251** readers

Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being.

R M Ryan, E L Deci in *American Psychologist (2000)*

> Human beings can be proactive and engaged or, alternatively, passive and alienated, largely as a function of the social conditions in which they develop and function. Accordingly, research guided by self-determination theory has focused on the...

Save reference to library · **Related** research — **226** readers

A Theory of Human Motivation

A H Maslow in *Psychological Review (1943)*

> This paper develops a theory of social norms: what they are, how they form, and how they change. The theory also makes predictions about group formation, categorization, and discrimination, and it can be extended to model leadership and fairness....

Save reference to library · **Related** research — **186** readers

Persuasive Technology

Group newsfeed

kristina Curtis

is anyone familiar with the work of Jakob Nielsen? How does he compare to BJ Fogg? Apparently we should not be put off by the website..

24th May

kristina Curtis has joined this group

24th May

Frank Mathmann is now following this group

13th May

Kevin Smith has joined this group

11th May

Robert Vann is now following this group

2nd May

Earl F Spangler III has joined this group

22nd April

Tomoaki Sano is now following this group

15th April

Ciarán Mc Mahon added a document to this group

Hobbes - Leviathan.pdf

11th April

Ciarán Mc Mahon has joined this group

5th April

Ray Sullivan is now following this group

1st April

Lisa Lahr is now following this group

12th March

Lennart Olsen

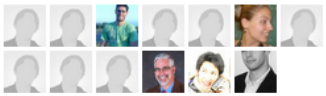
About this group

In this group we gather information about the field of persuasive technology (aka. captology), and discuss our findings. The term 'captology' was coined by BJ Fogg, and the field is well described in his article "Persuasive computers: perspectives and research directions," Proceedings of the SIGCHI conference on Human factors in computing systems - CHI '98, 1998, pp. 225-232. The majority of the articles should be from the HCI perspective.

Owned by **Lennart Olsen**
Computer and Information Science

11 members

13 followers



Subscribe to RSS

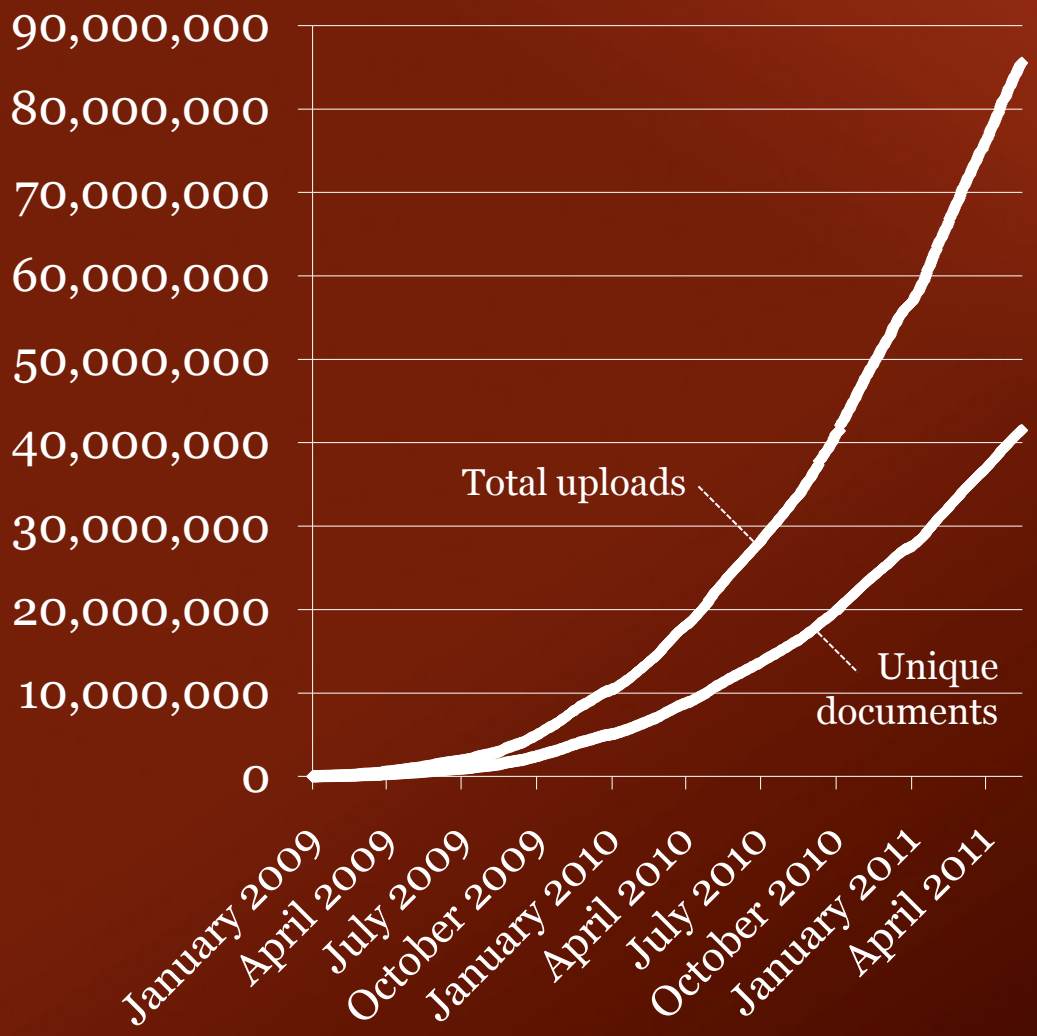
Embed

Share this group

1 tweet

E-mail to colleagues

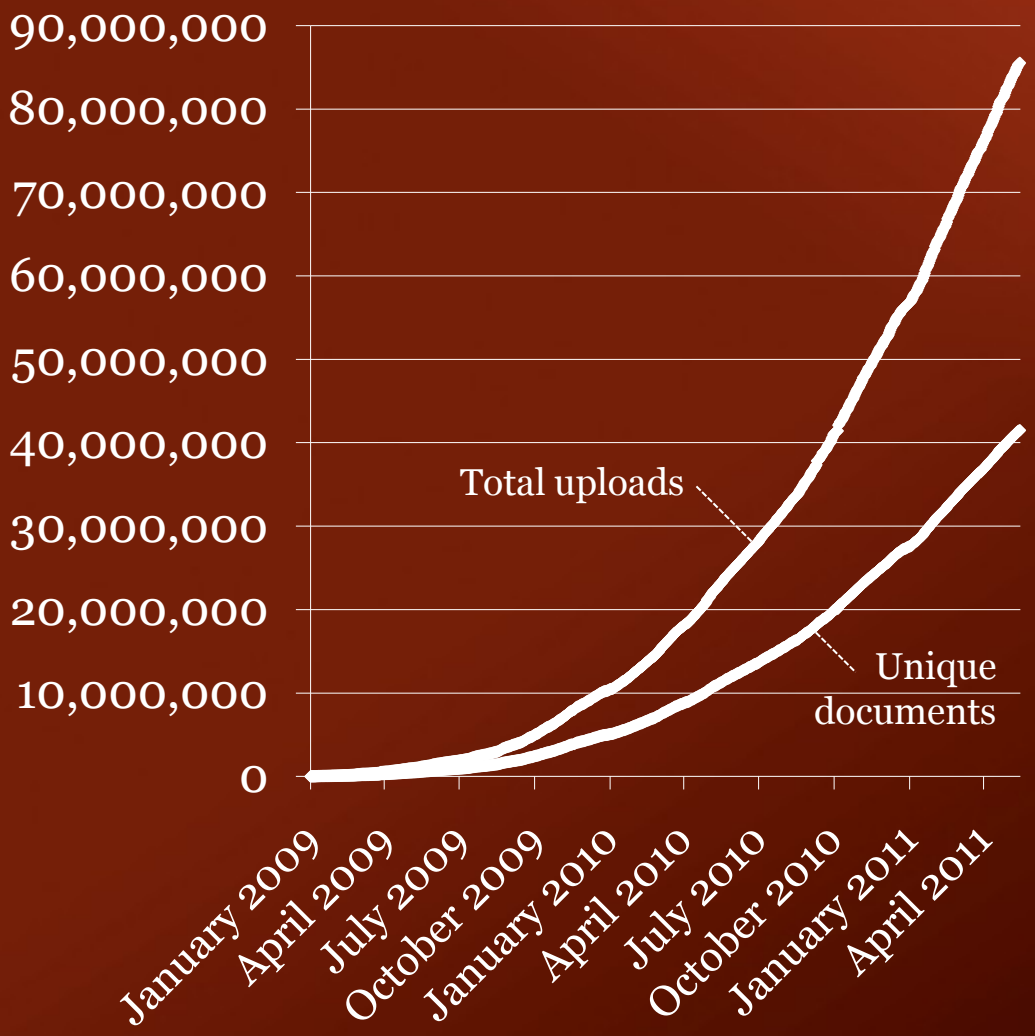
90m documents uploaded by 1m users:



For comparison:

---------- 19m: National Library of Medicine *PubMed*

90m documents uploaded by 1m users:

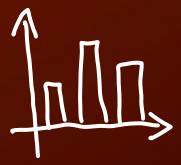


Documents

Interdisciplinary user demographics

User-generated tags

Related research recommendations



Real-time reading stats

JISC DURA Project

http://jisc-dura.blogspot.com

UNIVERSITY OF CAMBRIDGE

http://dev.mendeley.com creative commons

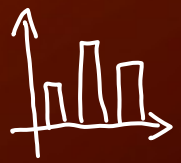
Mendeley Open API

Documents

Interdisciplinary user demographics

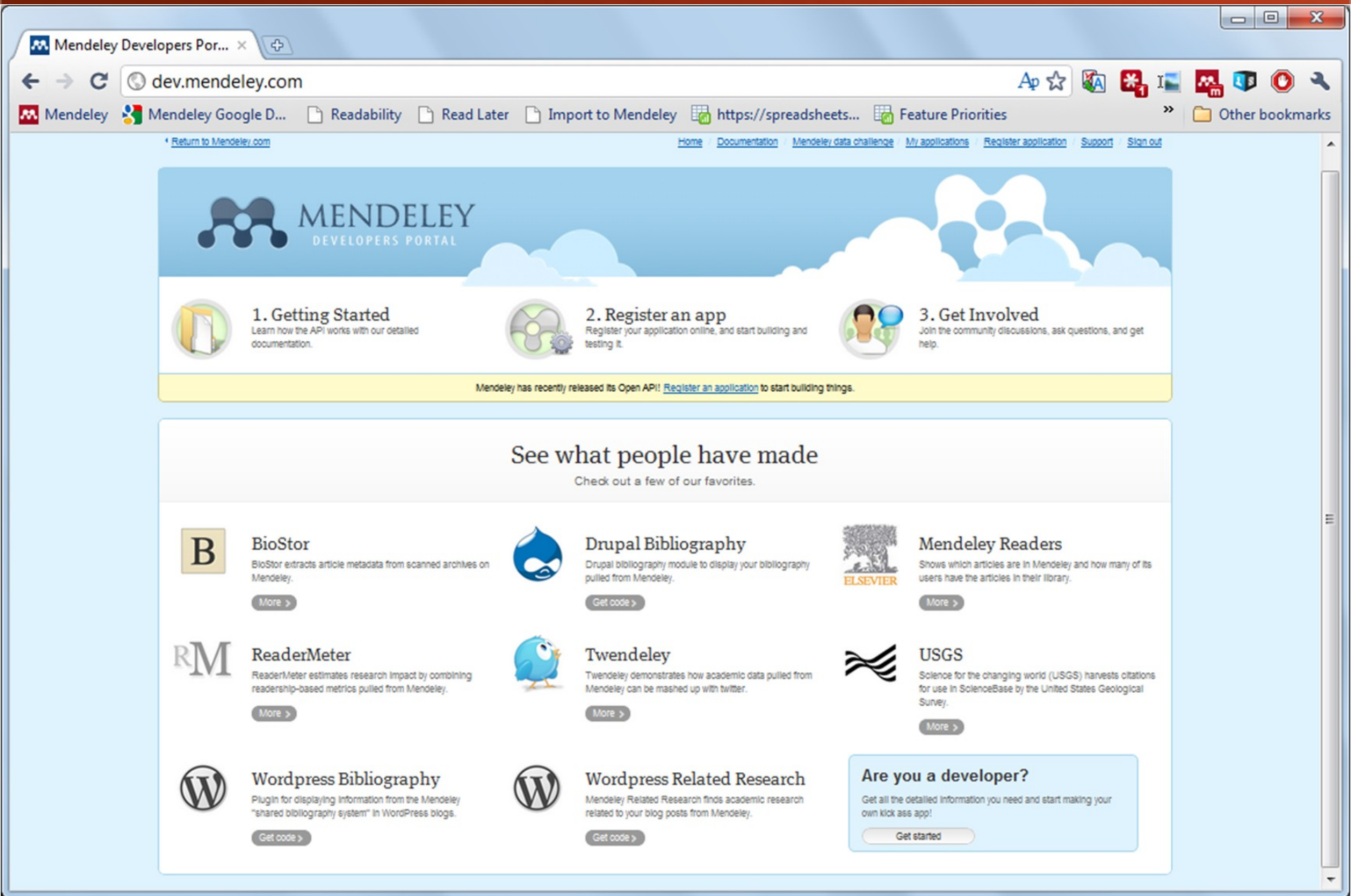
User-generated tags

Related research recommendations



Real-time reading stats

http://dev.mendeley.com



Duncan J Watts

H_R-Index: 20

G_R-Index: 31

Most read publication: 183

Total number of publications: 90

Total bookmarks: 1185

[what's this?]

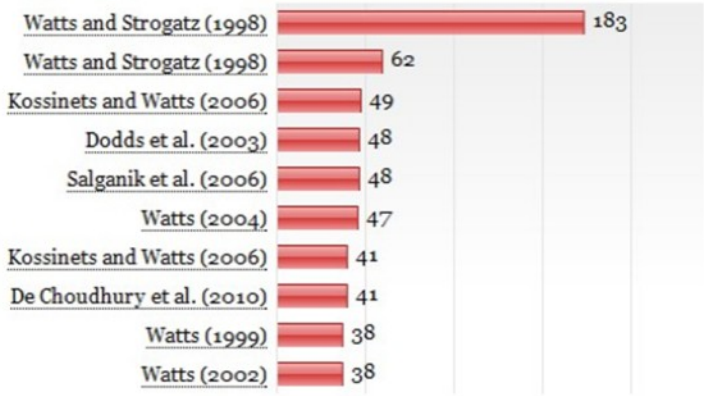
Permalinks

HTML: http://readermeter.org/Watts.Duncan_J

JSON: http://readermeter.org/Watts.Duncan_J/json

Powered by MENDELEY

Top 10 publications by readership (?)



[show all]

Duncan J Watts's coauthors

Luis A N AMARAL, Albert-Laszlo BARABASI, Munmun De CHOUDHURY, FrÃ©dÃ©ric DALSACE, Coralie DAMAY, Munmun DE CHOUDHURY, Ap DIJKSTERHUIS, Peter S DODDS, Peter Sheridan DODDS, Peter DODDS, David DUBOIS, Robert G ECCLES, Karen FRASER, Rashi GLAZER, Sharad GOEL, Nobuyuki HANAKI, Steve HASKER, Jake M HOFMAN, Yoshito HORI, Harry HUTSON, Yoko ISHIKURA, Gueorgi KOSSINETS, G KOSSINETS, Phillip LONGMAN, R Dean MALMGREN, Michael C MANKINS, Winter A MASON, Winter MASON, Daniel C MEDINA, Roby MUHAMAD, M E J NEWMAN, Mark NEWMAN, Mark E J NEWMAN, David M PENNOCK, Barbara PERRY, Alexander PETERHANSL, Daniel M REEVES, Economic RESEARCH, Charles F SABEL, Matthew J SALGANIK, Michael SCHRAGE, Linda STONE, Steven H STROGATZ, Steven H. STROGATZ, S H STROGATZ, Siddharth SURI, Eric VON HIPPEL, Liv WATSON, Geoffrey B WEST, Mike WILLIS

Duncan J Watts's alternate spellings

Duncan J. WATTS

Search

Duncan J Watts

183 Collective dynamics of 'small-world' networks.

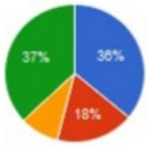
Duncan J WATTS Steven H STROGATZ

Nature (393) Nature Publishing Group, 1998

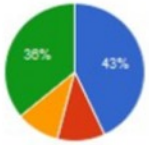
PMID: 9623998 ISBN: 9780691113579 DOI: 10.1038/30918

Networks of coupled dynamical systems have been used to model biological oscillators, Josephson junction arrays, excitable media, neural networks, spatial games, genetic control networks and many other self-organizing systems. Ordinarily, the connection topology is assumed to be either completely regular or completely random. But many biological, technological and social networks lie somewhere between these two extremes. Here we explore simple models of networks that can be tuned through this middle ground: regular networks 'rewired' to introduce increasing amounts of disorder. We find that these systems can be highly clustered, like regular lattices, yet have small characteristic path lengths, like random graphs. We call them 'small-world' networks, by analogy with the small-world phenomenon (popularly known as six degrees of separation. The neural network of the worm Caenorhabditis elegans, the power grid of the western United States, and the collaboration graph of film actors are shown to be small-world networks. Models of dynamical systems with small-world coupling display enhanced signal-propagation speed, computational power, and synchronizability. In particular, infectious diseases spread more easily in small-world networks than in regular lattices.

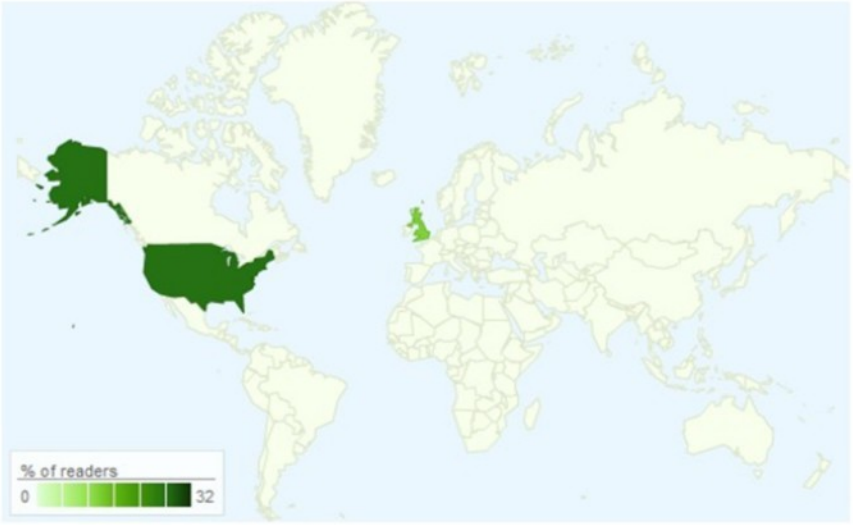
% of readers by discipline



% of readers by status



% of readers by location



Source

Mendeley API Binary Battle

Mendeley Open API

$10,001 for the best app

amazon web services™

PLoS

Mendeley API Binary Battle

Mendeley Open API

$10,001 for the best app

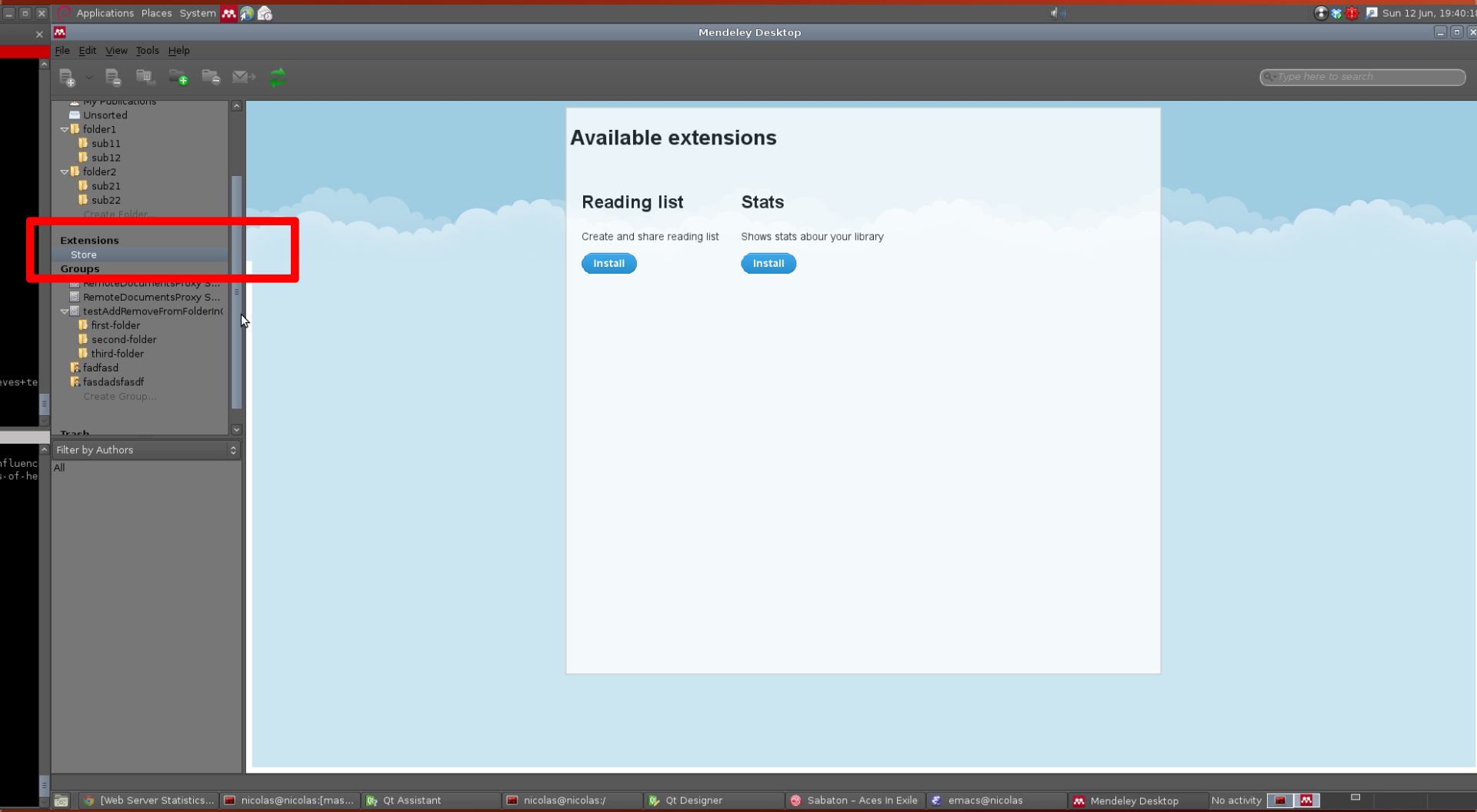

Tim O'Reilly

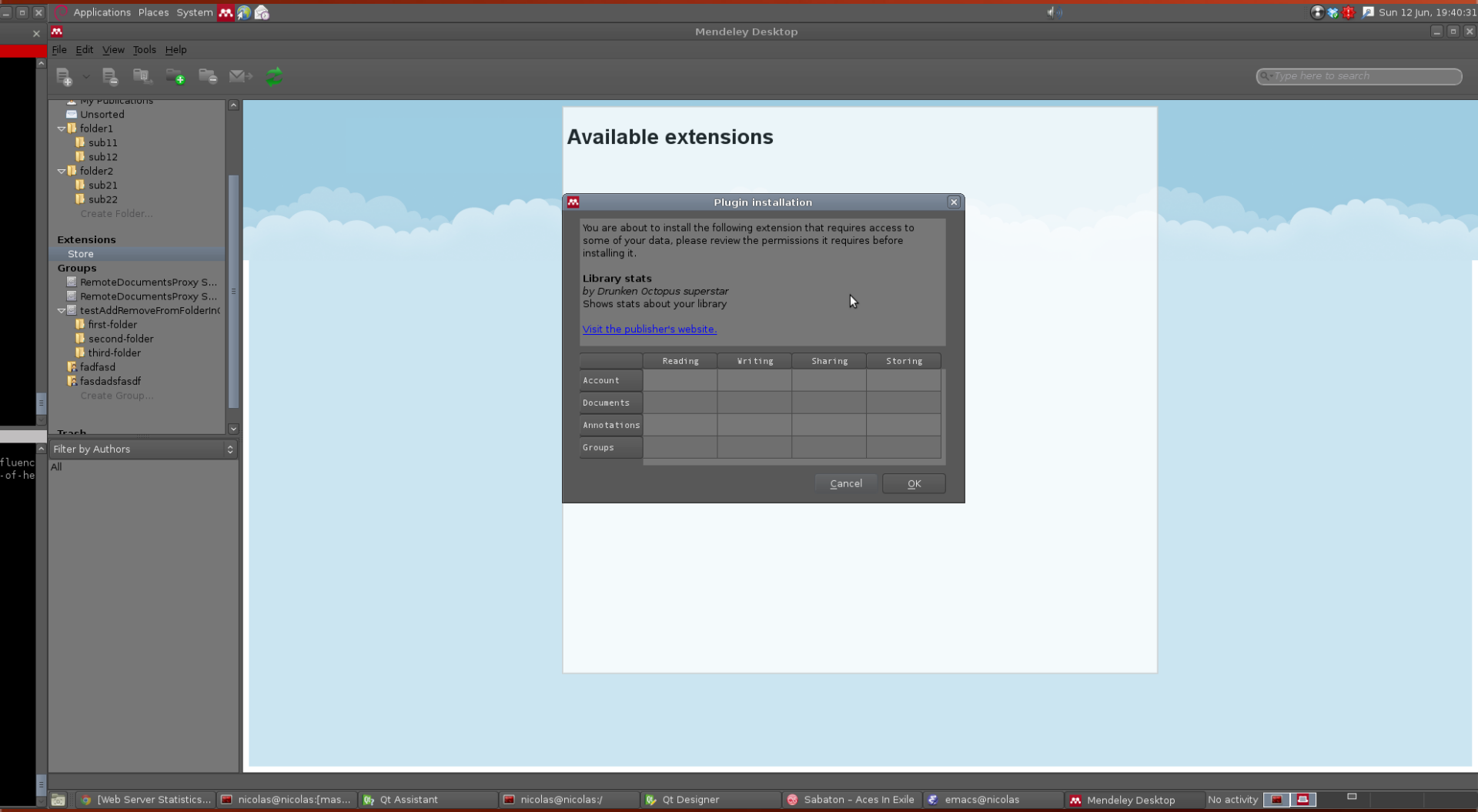

Werner Vogels


James Powell


John Wilbanks


Juan Enriquez


Applications Places System
Sun 12 Jun, 19:40:1
Mendeley Desktop
File Edit View Tools Help
Type here to search
Unsorted
folder1
sub11
sub12
folder2
sub21
sub22
Extensions
Store
Groups
RemoteDocumentsProxy S...
testAddRemoveFromFolderIn(
first-folder
second-folder
third-folder
fadfasd
fasdadsfasdf
Create Group...
Trash
Filter by Authors
All
Available extensions
Reading list
Create and share reading list
Install
Stats
Shows stats abour your library
Install
[Web Server Statistics...
nicolas@nicolas:[mas...
Qt Assistant
nicolas@nicolas:/
Qt Designer
Sabaton - Aces In Exile
emacs@nicolas
Mendeley Desktop
No activity


Applications Places System
Sun 12 Jun, 19:40:31
Mendeley Desktop
File Edit View Tools Help
Type here to search
Unsorted
folder1
sub11
sub12
folder2
sub21
sub22
Create Folder...
Extensions
Store
Groups
RemoteDocumentsProxy S...
RemoteDocumentsProxy S...
testAddRemoveFromFolderIn(
first-folder
second-folder
third-folder
fadfasd
fasdadsfasdf
Create Group...
Filter by Authors
All
Available extensions
Plugin installation
You are about to install the following extension that requires access to some of your data, please review the permissions it requires before installing it.
Library stats
by Drunken Octopus superstar
Shows stats about your library
Visit the publisher's website.
Reading
Writing
Sharing
Storing
Account
Documents
Annotations
Groups
Cancel
OK
[Web Server Statistics...
nicolas@nicolas:[mas...
Qt Assistant
nicolas@nicolas:/
Qt Designer
Sabaton - Aces In Exile
emacs@nicolas
Mendeley Desktop
No activity

Mendeley Desktop

File Edit View Tools Help

Type here to search

Library stats Installed

Close

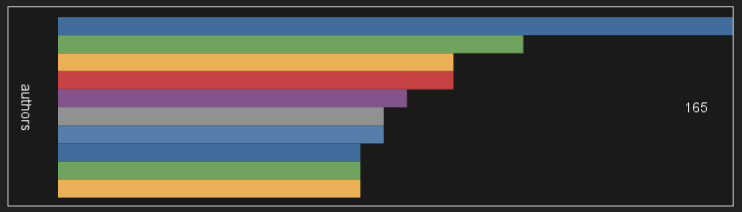
My Library
- Welcome to Mendeley
- All Documents
- Recently Added
- Favorites
- Needs Review
- My Publications
- Unsorted
- AI
- Biometrics
- Books
- Computer graphics
- Fingerprinting
  - Audio
  - Pictures
- Game programming
- Generative modeling
- Genetics
- Graphics
- Hacking
  - Blackhat
- Image Processing
  - Derivatives

Filter by Authors

All

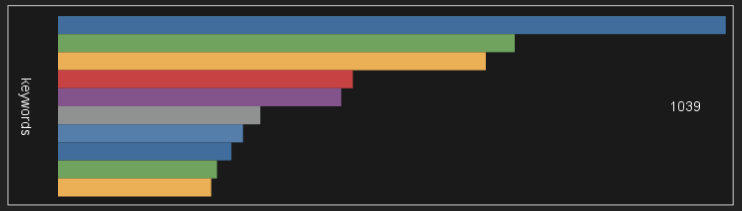
authors

Gustavo K. Rohde	29
Richard Szeliski	20
Andrew J. Milne	17
M Hassenzahl	17
Alan R Templeton	15
Christian P Robert	14
Andrew Zisserman	14
H. Akaike	13
Michael Mateas	13
James L. Crowley	13



keywords

Humans	231
Algorithms	158
Animals	148
Bayes Theorem	102
Computer Simulation	98
Models	70
Phylogeny	64
Reproducibility of Results	60
Action Potentials	55



MENDELEY

www.mendeley.com