What is RefME?
Make the world citable.
Months to 1 Million Users

- RefME: 9 months
- Facebook: 10 months
- Pinterest: 20 months
- Twitter: 24 months
Challenges:

- Metadata is tough to work with.
- Identifiers are often wrong.
- Every student has their own citation style.
Why is a one click citation process so important for publishers?

- Usage
- Discoverability.
<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
<th>Issued</th>
<th>Pages</th>
<th>Note</th>
<th>Quote</th>
<th>Name</th>
<th>Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wither Qualitative/Quantitative?: Grounds for Methodological Convergence</td>
<td>Springer</td>
<td>2006</td>
<td>104</td>
<td>Is this then not just another attempt by qualitative to be quantitative?</td>
<td>New software like NUD*IST, and NVivo (Richards, 2002) or use of microsoft word functions for coding and quantifying (La Pelle, 2004) have become part of an increasing tendency to use techniques of dividing and counting social interaction data.</td>
<td>Macquarie University</td>
<td>Masters</td>
</tr>
</tbody>
</table>
- Who your users are
- You know what they were looking for
- What they found useful
- What they didn’t find useful.
Discoverability

- Future is open access
- Future is not search
Problems with search

- searching for content is broken
- you get the nearest 40,000 results.
- research is dependent on how good you are at search.
‘The future of search is to try to build the ultimate personal assistant’

- Behshad Behzadi
Future of search

- Context
- Personal Information
Lastly... Link Rot.