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2024

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Elton B. Stephens in 1944

EBSCO generates more than
$3.1 billion in annual sales

2,900+ employees
920+ employees outside the U.S.

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serving the information needs of institutions
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EBSCO Information Services

Annie Callanan

CEO of EBSCO Information Services

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Provide access to the most qualitative research, clinical decision support, learning, and intelligence-gathering

The World's Leading Aggregator of Premium Journal Information

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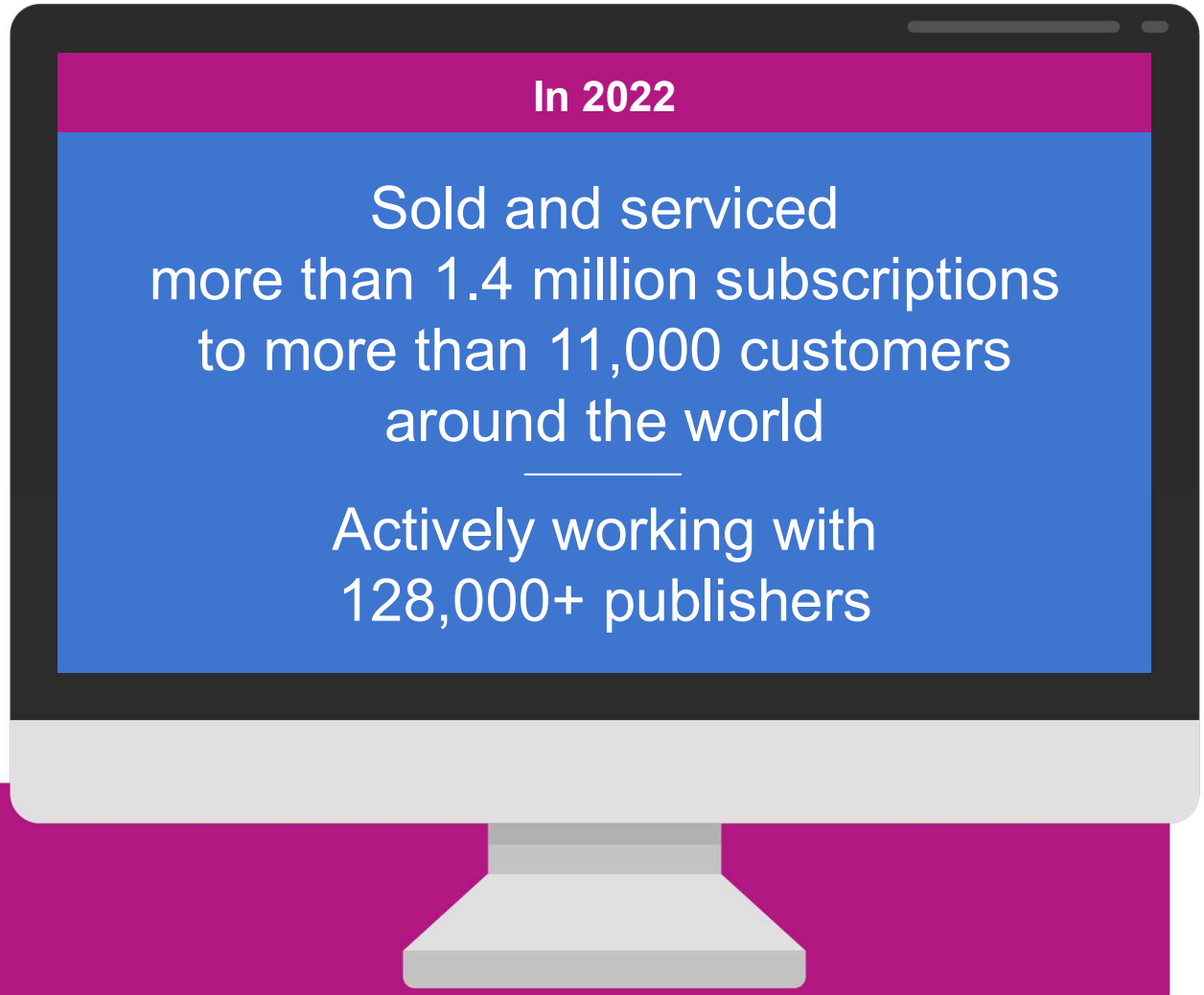
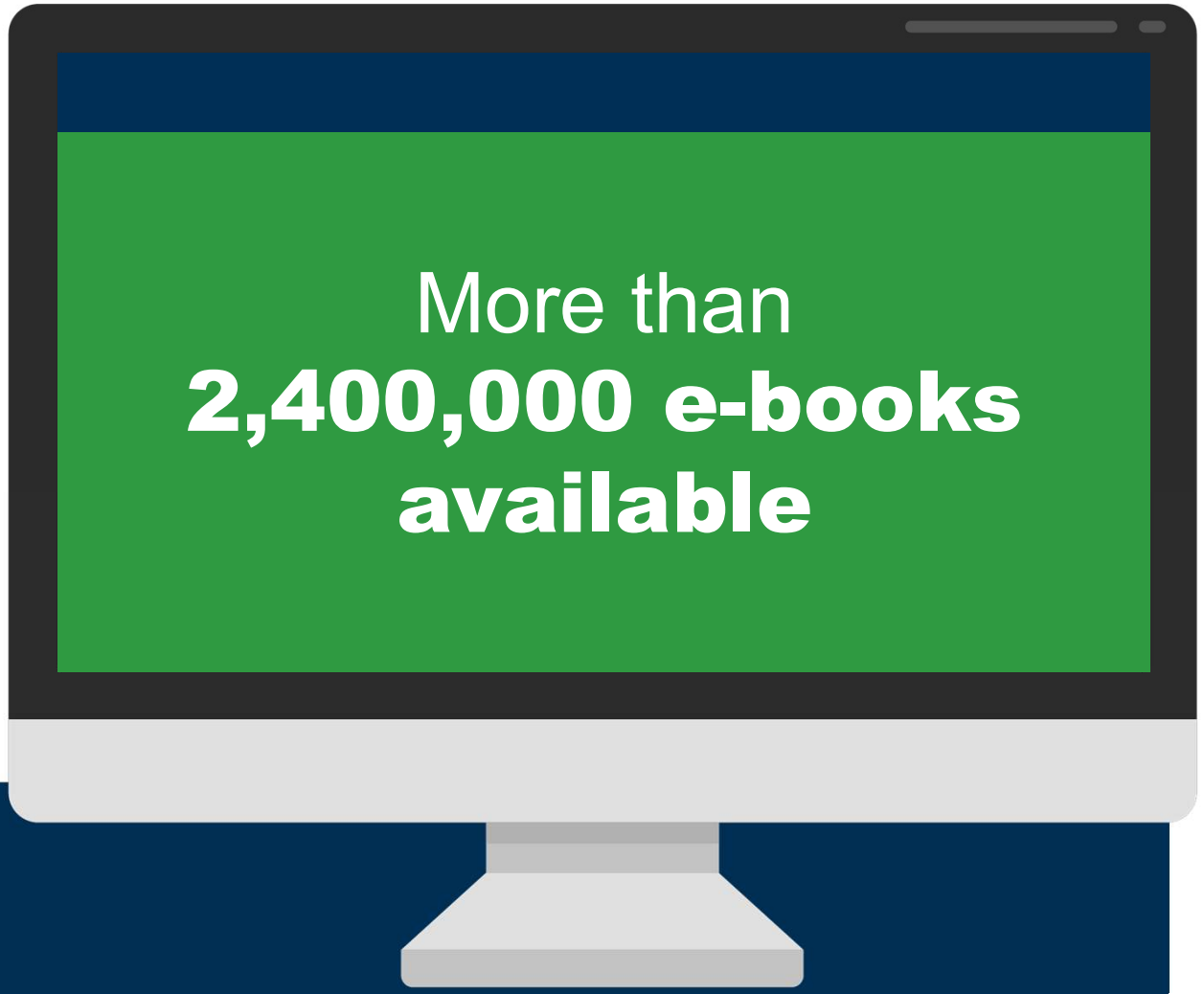
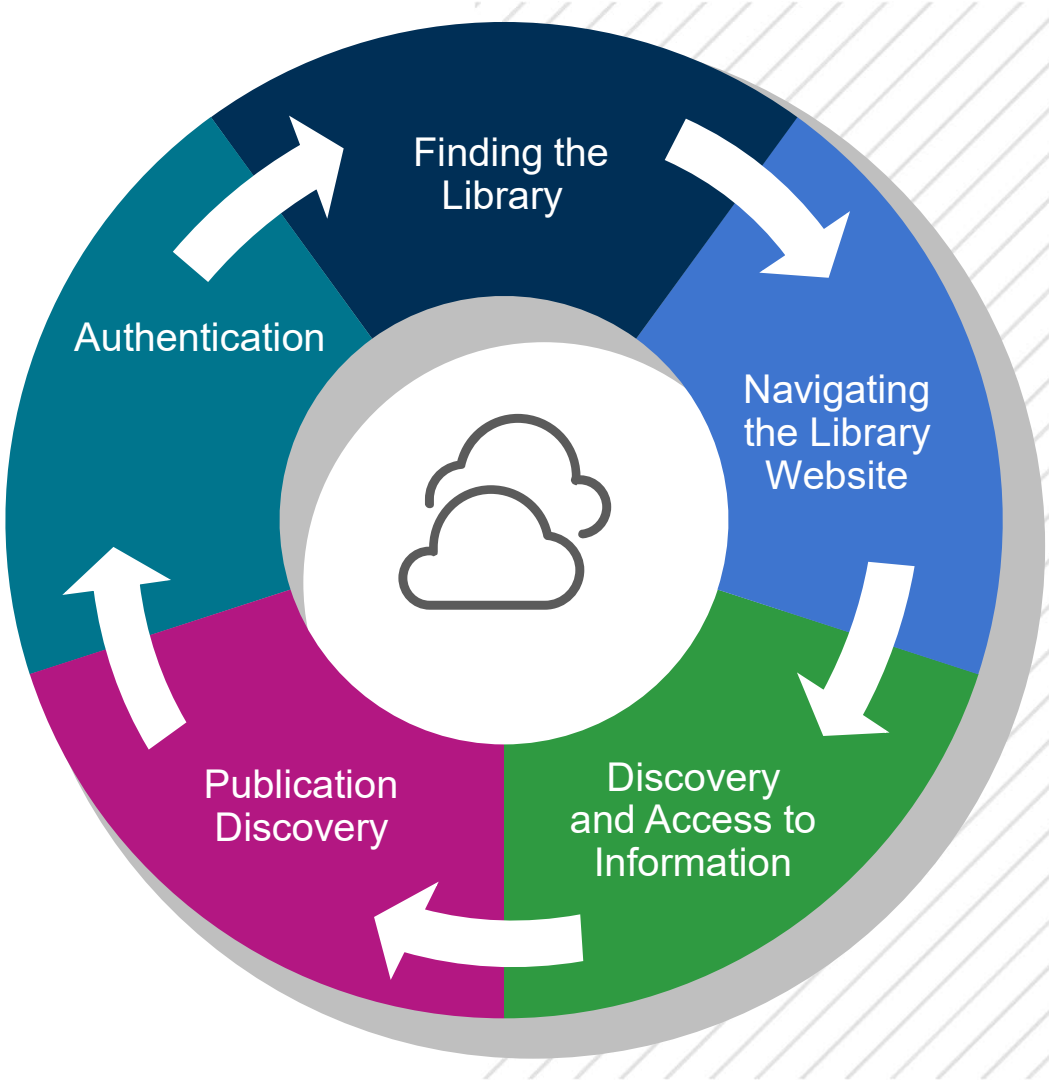


Global Provider of Print and E-books with Supporting Management System



Leading Software-as-a-Service Provider and Technology Partner for Libraries



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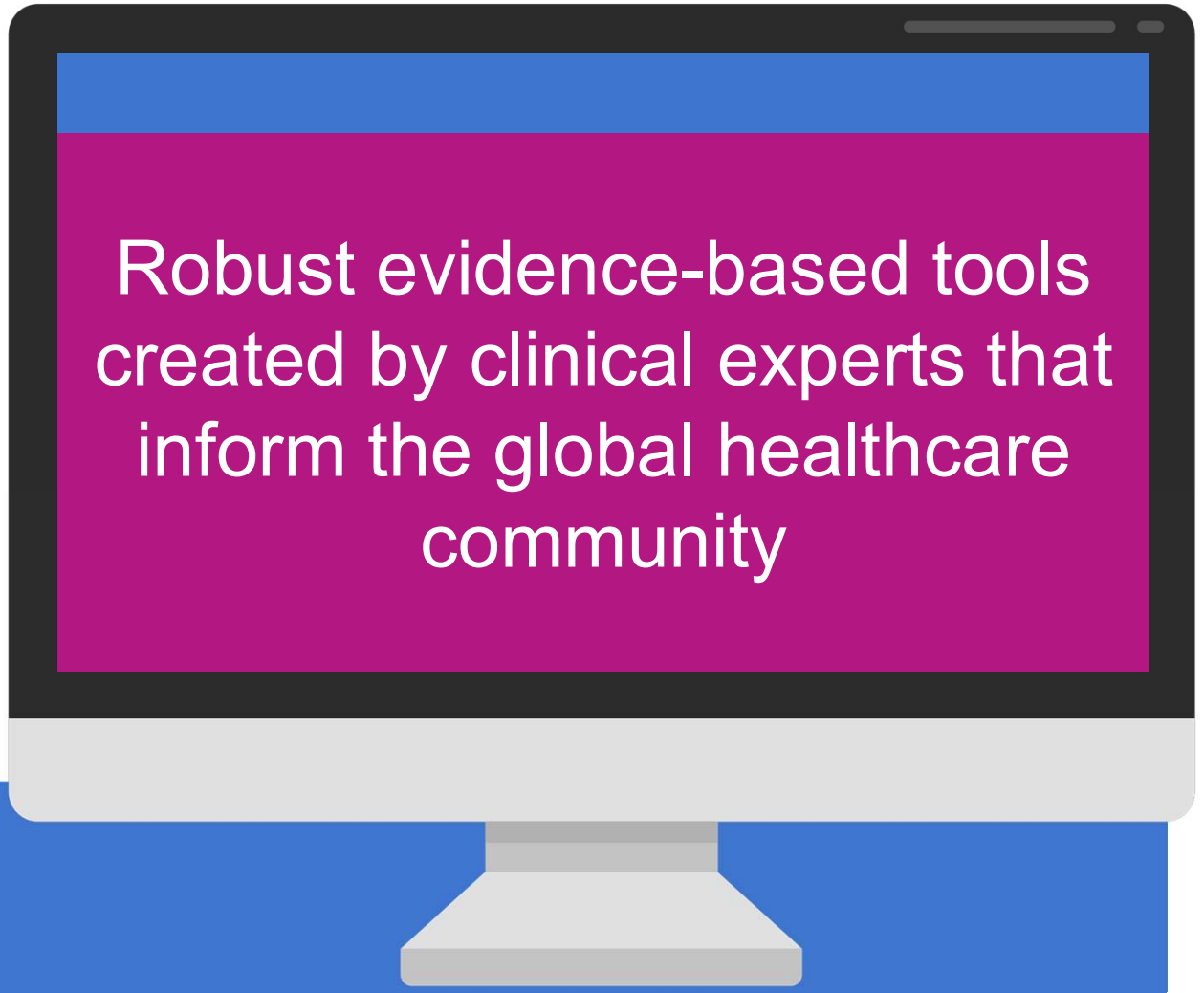
A Leading Provider of Point-of-Care Resources and Clinical Decision Making Tools



Generative AI
at EBSCO

Generative AI: What are the challenges and opportunities in the research space (and where can/are librarians leading the way)

Challenges	Opportunities
Misinformation, hallucinations, inaccurate, incorrect, and inconsistent AI generation	Grounding AI in the library and academic publishing sources of truth
Information, data, and AI literacy to faculty	Recommendations for content, authors, research topics, subject heading indexing, collection development and deaccessioning
Specificity of AI generation and domain expertise	Insights into content and search; hypothesis tuning and literature review surveys; research findings, topics, and authors and institutions; research habits, library habits, borrowing habits
Maintaining the rigor of research and librarianship while balancing the efficiencies AI offers	Semantic search through honoring user intent and existing query expansion
Responsibility in ethics, protecting against biases, copyright infringement, plagiarism, environmental impact, unbalanced training sets, costs; maintaining privacy	Task automation, reference desk assistant chat, copy cataloging, and matching library collection materials to curricula and syllabi
Rapid advancements in AI; slow advancements in AI standards and regulation	Translation, breaking down barriers to entry, and improved OCR and digitization of content

Where librarians are/can lead the conversation:

How does AI work?

Vast Information from Web

Authoritative data from trusted and verified sources

Market
Garden
Nature

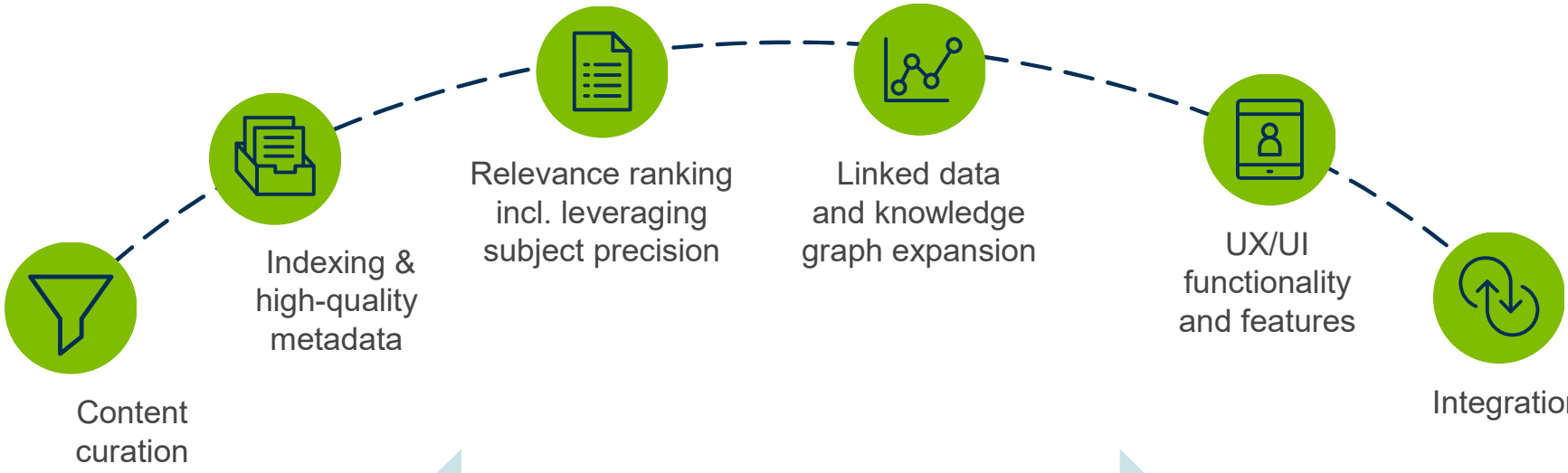
Risky Smoothie

LLM trained only on Open Web Data is prone to misinformation and hallucinations

Grounded LLM Responses from the EBSCO Grounding Services. Grounding Services are separate from the AI so the content is kept safe

Tasty and Nutritious Smoothie

AI at EBSCO is just one of the many tools we use to create high quality, authoritative, and trusted products and services.



EBSCO AI

Trustworthy content
From across the globe

Search technology
Most relevant, meaningful results

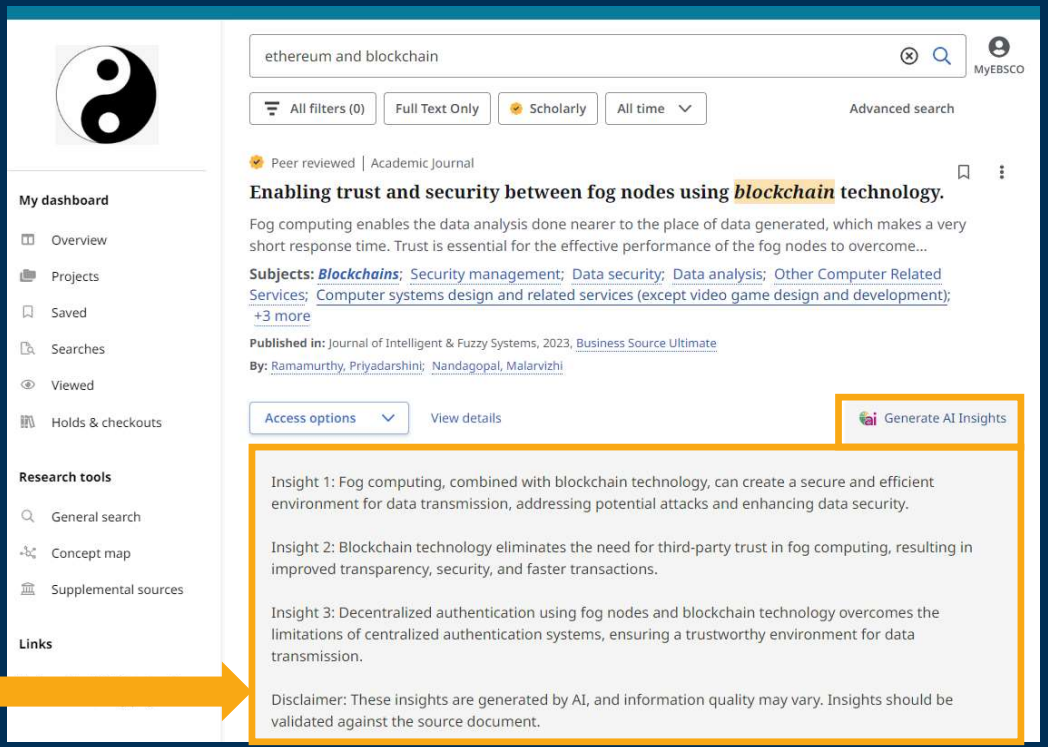
User experience
To access, search, choose, use content

EBSCO's AI Beta Program (i.e., not on live products): Experimentation Seeking Customer and User Feedback

Focusing on the Research Method Framework	2024 Betas	2025 Beta Themes (so far)
Observe and be inspired to ask a question	Natural Language search	Reference Desk; Chat Features
Create a hypothesis		AI Assistance w/ Literature Review; Chat Features
Test the hypothesis with experimentation and evidence gathering	DynaAI Summaries; AI Insights; Natural Language Search	AI Assistance w/ Literature Review and Recommendations
*Analyze findings through scholarly methods	*We are not currently investigating any AI that would affect the assessment and critical thinking pieces of the research process. Our goal is to retain the use of critical thinking and information (and AI) literacy skills during the researchers journey though EBSCO products.	
Document findings compared to hypothesis		AI Assistance w/ Literature Review; Chat Features, Plagiarism Checkers
Library Efficiencies		Collection Development; Cataloging; Process Automation

AI Insights are intended to help users evaluate search relevancy and increase click-throughs to the source material.

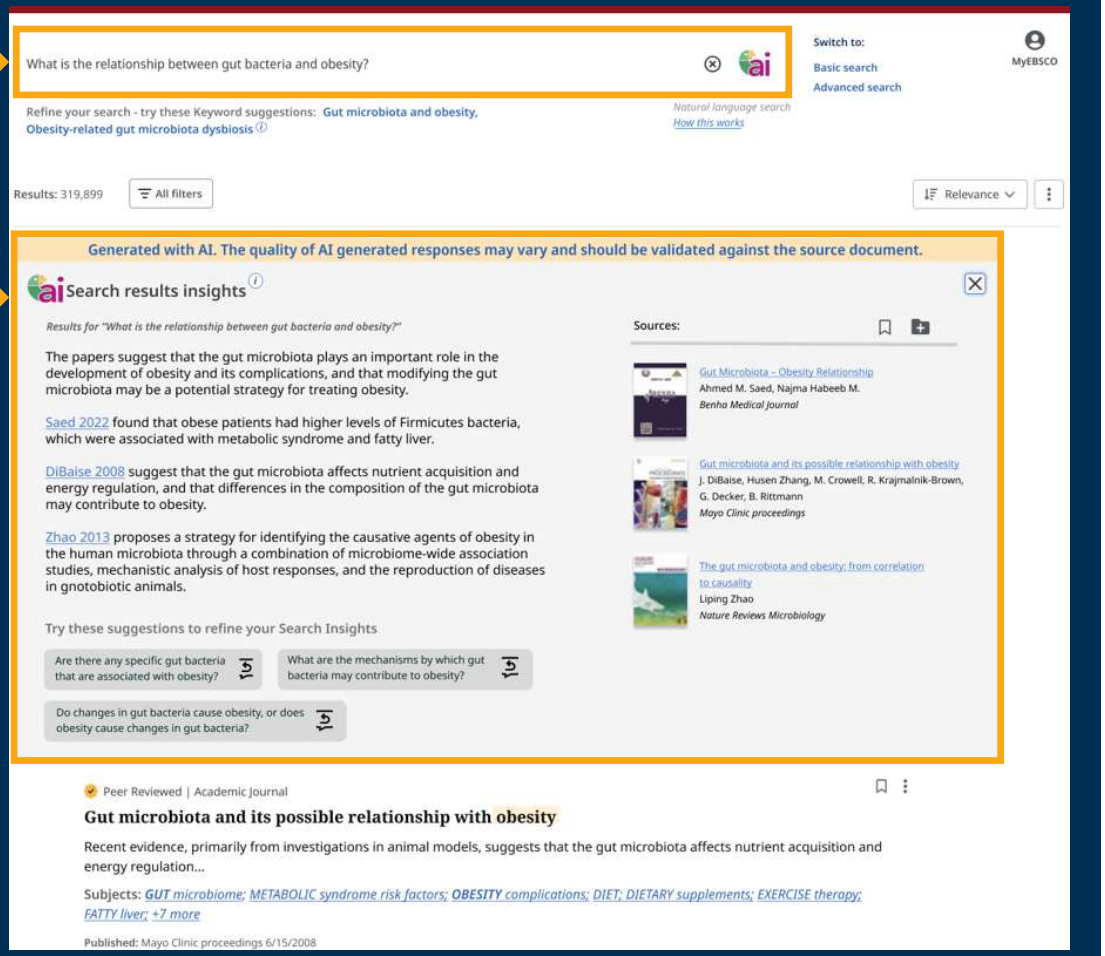
Generative AI outputs will be clearly marked with disclaimers encouraging users to evaluate outputs against the source documents.



Using AI, we can support natural language queries.

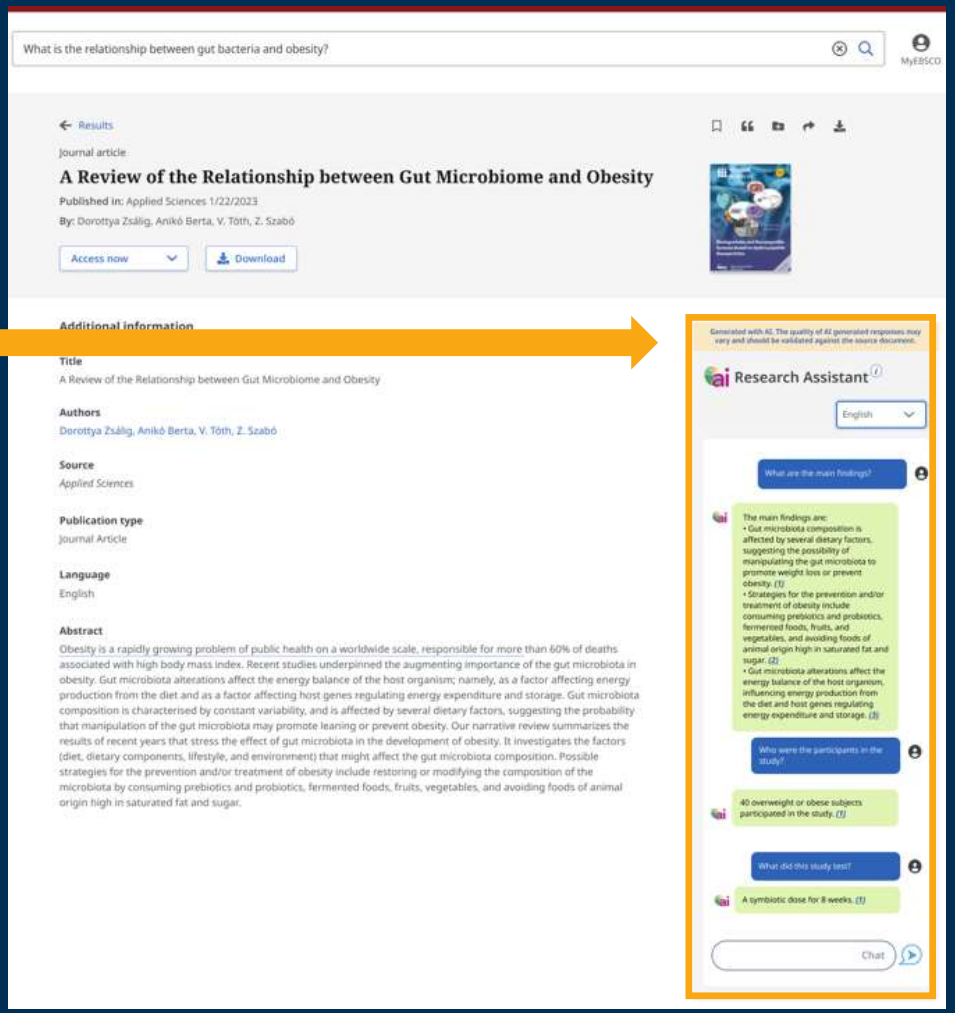
The AI Search Results Insights is an optional view which the administrator can apply. It explains how the most top search results are relevant to the intent and topics of the search query.

Source documents are clearly cited and referenced, preserving the integrity of the published sources and encouraging users to click-through to the source.

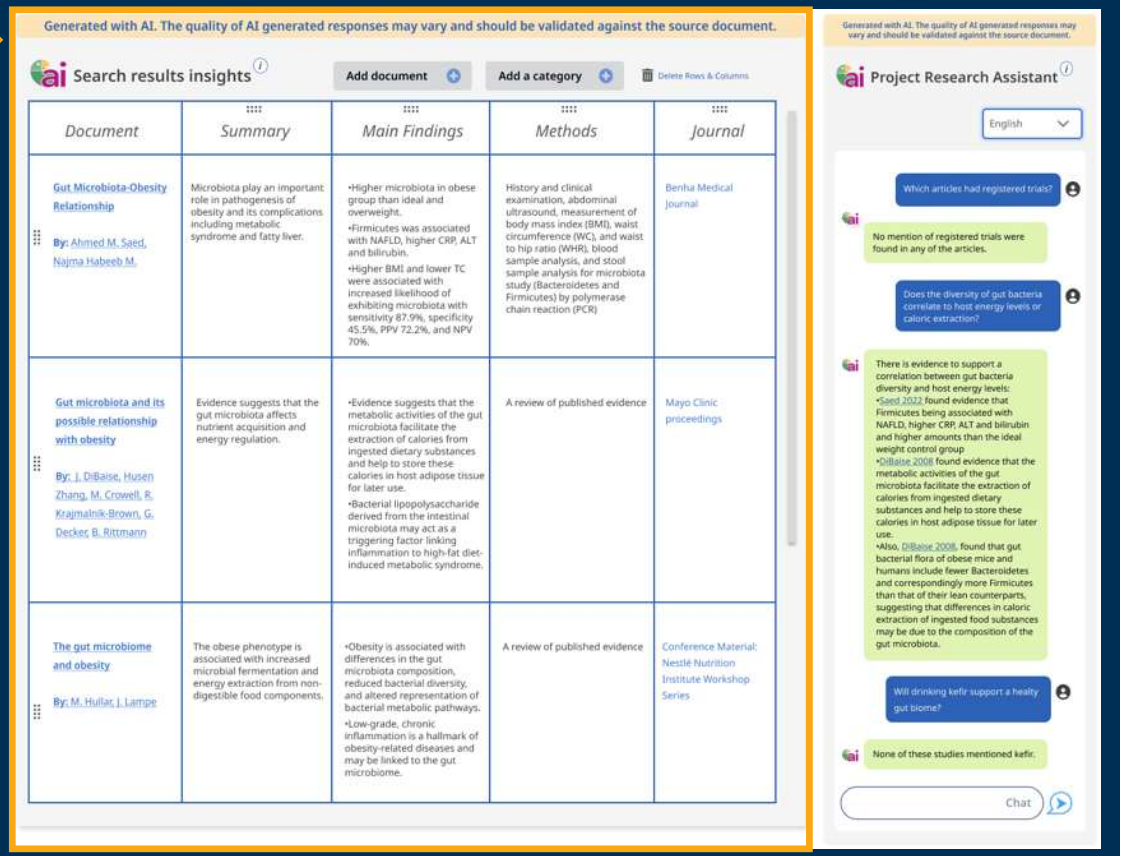


The Research Assistant allows for users to “chat” with the full text of the source document.

The Research Assistant is grounded in the full text of the document and directly references and links to the relevant sections of the document in support of its responses.



The Literature Review interface enables the display of key aspects of source documents for easy evaluation across multiple sources. It uses AI to retrieve relevant text, summarize, and populate each cell.



Kysymyksiä?

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