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Dear colleagues!

You are welcome to Issue 15 of MIPP e-Bulletin focused on news and developments in the area of Russian Electronic Resources. Please feel free to forward this e-Bulletin on to your colleagues if you find it useful.

If you missed out our previous issues you can read them online:

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Thanks for reading!

Kindest regards,
Electronic Resources Department
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NEWS AND ANNOUNCEMENTS

Subject collections at eLIBRARY.RU platform

eLIBRARY.RU is the outstanding Russian information resource in the sphere of science, technologies, medicine, education, humanities. It offers subscription to the [subject collections](#). The list of current subject collections is as follows.

HUMANITIES

PEDAGOGIS AND EDUCATION

ECONOMICS AND FINANCE

FINANCE AND CREDIT

ENERGETICS AND GEOSCIENCES

LAW

APPLIED AND ENGINEERING SCIENCES

MEDICINE

CONSTRUCTION AND ARCHITECTURE

NATURAL AND BASIC SCIENCES

AGRICULTURE, FORESTRY AND FISHERIES

Each subject collection comprises current year issues and all available archives. The cost of collections is provided upon request. Access to the subject collection is provided for the subscription period only.

You are welcome to send your orders or questions to eresources@mippbooks.com.

IN THE SPOTLIGHT

Medialogia. Its features and abilities.

[Medialogia](#) is the Russian automated real-time media monitoring and analysis system.

The system contains a media database and an automated analytical module, enabling customers to search and analyze quantitative and qualitative parameters for any period of time, with results available immediately.

The media database is filled with data on the daily basis from nearly 11,000 media sources: news agencies, newspapers, magazines, radio, Internet and blogs. Text versions of TV programs are also available for the main federal channels: Channel 1, Rossiya, NTV, Ren TV, TVC, RBC.

Its system enables prompt control of the media field 24 hours a day, providing clients with texts converted into traditional monitoring formats as well as capabilities for end of month analysis, with results presented as charts and tables.

General Technologies.

The analytical module technology is based on mathematical linguistics, i.e. all texts are "pre-read" by the computer. Objects in the text are automatically highlighted. Then the system determines how frequently the media channel is quoted.

The following parameters are also incorporated in the analysis process:

- page placement or airing time;
- article size;
- photo;
- the object's role: prominent or episodic;
- the object's mention in the title;
- direct speech or quote;
- tone: negative, neutral or positive.

MediaIndex (MI)

MI® is a parameter developed by Medialogia for qualitative analysis of PR campaigns and is determined for each object (company, person or brand) in each media report.

The MI® formula has three key elements:

1. Citation rate

This is a basic qualitative parameter that is based on the number of links to media coverage and the influence of the cited resources, without self-citation.

2. Positive | Negative

This is a qualitative parameter that defines the tone of a message for each object in the message. It also shows the media report's value based on the following parameters: a) the object's main or episodic role, b) direct speech or quote presence, c) illustrations presence, d) expressive headline presence.

3. Ad value and media circulation

This cumulative parameter is based on the message "cost" depending on the page placement, size of the message, and the publication's circulation volume.

Please feel free to contact us at eresources@mippbooks.com if any questions arise.

CHANGES AND DEVELOPMENTS

Publisher's collection "Finances, Credit and Statistics" in University Library Online Basic Package

Subscribers to the database University Library Online at www.biblioclub.ru have at their disposal a number of publisher's collections which are included in the basic ebook collection. One of them is "Finances, Credit and Statistics" . Please, have a look at some of the titles included into it.



Buhgalterskij finansovyj uchet
Pas'ko A. I.

M.: Finansy i statistika, 2009. - 185 s.
ISBN: 978-5-279-03336-2.

[eBook Preview](#)



Mezhdunarodnye standarty finansovoj otchetnosti
Under the editorship of: Get'man V. G.

M.: Finansy i statistika, 2009. - 473 s.
ISBN: 978-5-279-03309-6

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MIPP International
150 Corbin Place #2A, Brooklyn
NY 11235 USA