



Introduction

It is usually possible to link directly to an online article in a library database from D2L, a PowerPoint presentation, a web page, etc. However, direct linking requires more than simply copying and pasting a URL from a browser. The URL that appears in the browser address box when you have searched a database is dynamic (meaning that it changes depending on how you got there), and it is not a sufficient URL for returning to the same article. Instead, a persistent (or permanent) URL is needed. In addition, this persistent URL has to be preceded by a base URL, or “authentication string,” that will ensure access to the article for those connecting to it from off campus (provided they have a campus username and password). This guide illustrates how to build a link directly to an online article in a library database.

Linking directly to specific articles in a database

Sometimes you can link directly to a full-text article within a library database like *Academic Search Elite*. To do so:

1. You must link to the article using a “persistent” or permanent URL provided by the database. (NOTE: Not all databases provide a persistent link enabling you to link directly to articles. See “Databases providing persistent URLs” below. Note that *LexisNexis* does not currently offer a convenient method for linking directly to articles).
2. You must provide the authentication information to ensure that students off campus will be able to login to the database. This information will be part of the link. (See “The authentication string” below.)

1. Some databases providing persistent URLs to articles


The following McIntyre Library databases provide persistent URLs for full-text articles.

Database	Where to find persistent URL (use copy & paste to add URL to your document)
EBSCOhost databases	■ In the article citation, under “Persistent Link to this Article.”
WilsonWeb databases	■ Under “Persistent URL. Right-click to copy shortcut.
ProQuest databases	■ Look under the <i>Indexing (document details)</i> section for the “Document URL.”
JSTOR	■ Click on “Article Information” at the top of the screen and then find the “Stable URL.”
Project Muse	■ When viewing the article, the URL listed in the address area of your browser.
BioOne	■ When viewing the article, the URL listed in the address area of your browser.

2. The authentication string for articles

To ensure that off-campus users can connect directly to articles, you must add the following authentication string to the beginning of the persistent URL: <http://proxy.uwec.edu/login?url=>

Example:



Title:	Needed: A New Educational Civil Rights Movement. (cover story)
Author(s):	Clinchy, Evans
Source:	Phi Delta Kappan , Mar2001, Vol. 82 Issue 7, p492, 7p, 1c
Document Type:	Article
Subject(s):	CIVIL rights -- United States UNITED States -- Economic conditions EQUALITY SOCIAL problems EDUCATIONAL change
Geographic Term(s):	UNITED States
Abstract:	Looks at problems with United States schools, and offers suggestions on how to fix inequalities. T early 21st century, between wealthy and prosperous school districts; Comparison to U.S. schools' Reasons why reform efforts are too narrow and authoritarian; Concerns about for-profit and charter educational rights; The importance of having diverse standards and assessments.
Full Text Word Count:	5410
ISSN:	0031-7217
Accession Number:	4187193
Persistent Link to this Article:	http://search.epnet.com/direct.asp?an=4187193&db=afh

- Persistent URL:
<http://search.epnet.com/direct.asp?an=4187193&db=afh>
- Persistent URL with authentication string:
<http://proxy.uwec.edu/login?url=http://search.epnet.com/direct.asp?an=4187193&db=afh>
- To insert this URL into a webpage or other document with html coding:
Clinchy article in Phi Delta Kappan

What appears to your reader:

[Clinchy article in Phi Delta Kappan](#)

DOIs (document object identifiers)

Many articles now have DOIs assigned to them. These unique identifying numbers can be used to create persistent URLs. To build a persistent URL from a DOI:

1. Start with the authentication string, <http://proxy.uwec.edu/login?url=>
2. Add <http://dx.doi.org> to get: <http://proxy.uwec.edu/login?url=http://dx.doi.org/>
3. Add the DOI. For example: 10.1021/bp980203f to get:
<http://proxy.uwec.edu/login?url=http://dx.doi.org/10.1021/bp980203f>

This is your persistent URL.

Linking to e-reserve articles

- In the catalog record for the e-reserve article, right-click on the e-item, select "copy shortcut" to copy the entire URL, and paste into your document or web page.