

# **Web 2.0 and Semantic Web for Society Publishers**

## **Pilot Project: Call for Participants**

### **Overview**

New web-based technologies continue to impact on scholarly communications and the next wave of major change is likely to result from a more connected and interactive Web environment. Academic and professional societies – particularly those with a publishing program – have traditionally provided a hub for the exchange and development of knowledge within their specialist communities. As such, they are perhaps the natural providers of semantic technologies and community building tools for their disciplines. However, this requires a level of resource and technical expertise that few societies can justify. Even for those that can invest in these developments, doing this independently may not be the best route if instead a common platform could be found that could be adapted to the needs of individual niche communities but at the same time form part of a larger, cross-discipline inter-connected network.

With these challenges in mind, TBI Communications and Talis have joined forces to offer a pilot program through which we would hope to evaluate the benefit of the application of Web 2.0 and semantic technologies for society publishers and the communities that they serve.

### **What will the pilot program offer?**

We are looking for a small number of societies (2-3) to participate in a pilot program that will create a test site for each society whereby members (or a selected group of members) will be able to access a web-based service through which they can:

- access links to research that they have published with the society
- organize and share research links
- find others in their specialist areas of research
- track who they are citing and who is citing them
- track new articles published on topics or by people of interest

The trial will be made available for a period of three months. At the end of the trial, we will provide registrants with access to an online survey to gain feedback on overall impressions of the service and which features were most useful. This feedback will be provided to the individual participating societies.

N.B. The site will not provide free access to content – it simply uses metadata to provide links to content, which may then be accessed by the usual access control rules.

### **How do I qualify for the pilot program?**

You will need to be a society publisher with a journals programme, with well-structured metadata associated with your journal articles. The value of the test-site is dependant on the quality and quantity of metadata that can be provided. A minimum of 500 articles is envisaged, which can be drawn across several journal titles. You will need to have a membership with a mechanism against which registrants to the test site can be authenticated (e.g. membership number). The ideal participant (or participants, if several related societies wished to collaborate) will have between them a high volume of the published content for a particular discipline. TBI and Talis will jointly select participants from applications received based on their suitability for this pilot.

### **How much will participation cost me?**

If you are selected as a pilot for this project, there will be no cost to you from either Talis or TBI. Both Talis and TBI will be providing their time free of charge and there is no commercial arrangement between Talis and TBI relating to this project.

### **What will I need to provide if I want to participate?**

You and/or your online host provider will need to be prepared to provide a suitable amount of metadata to us (e.g. 500 articles) to enable us to establish a test site. You will also need to provide information about your membership/testing group to help us develop a process to authenticate their access to the test site (e.g. based on a membership number). We will also need your support in helping us make your members/testing group aware of the test site (e.g. via email, announcement in society newsletter etc) to ensure a reasonable level of usage during the trial. We may also request some analysis of content usage to see how the trial might have impacted on this.

### **What happens at the end of the trial?**

At the end of the trial, participating Societies will be given the results of an online survey that we will conduct with registered users. The society can use this information for further development of services for members. The society will be under no obligation to continue a relationship with either Talis or TBI. TBI and Talis will publish the results of the survey and the feedback will be used by Talis for the further development of the software and by TBI in wider discussions with societies and publishers in the potential marketing application of these technologies.

### **How do I apply?**

To find out more, or to express an interest in participating, please contact Melinda Kenneway at: TBI Communications, 62a Church Road, Wheatley, Oxford OX33 1LZ, UK; email: [Melinda.Kenneway@tbicomuniations.com](mailto:Melinda.Kenneway@tbicomuniations.com); tel: +44 (0)1865 875896

### **Who are TBI Communications and Talis?**

Talis are a technology company based in Birmingham in the UK with a history of providing technology solutions to academic institutions and public libraries. Through Project Xiphos, Talis is exploring the impact of applying the latest Web scale

technologies, including Web 2.0 and the Semantic Web, to the challenges of education and research in Higher Education institutions today. As part of Project Xiphos, Talis have developed a new service for the scholarly community that uses metadata from journal articles to present a range-of value added services based on semantic interpretation of that data.

More information: [www.talis.com](http://www.talis.com)

TBI Communications is a strategic marketing agency based in Oxford, UK. We work with societies and publishers around the world and have a particular interest in the application of new technologies to increase usage and dissemination of scholarly content.

More information: [www.tbicommunications.com](http://www.tbicommunications.com)

### **Why are TBI and Talis collaborating for this pilot project?**

Both Talis and TBI Communications are committed to innovation in scholarly communications. We have developed this pilot project as both our organizations hope to learn more about the value of these technologies to the research community. For Talis, this project will provide valuable feedback in the ongoing development of its software solutions. For TBI, this project will give us insight into the impact of these tools on the usage of content and on the engagement of members with each other and their societies. This in turn will inform our consultancy work within the industry.