Advocacy campaign for richer metadata

A cross-community collaboration

Vision to create common understanding

Express why metadata is so important

Shared messaging & educational resources
"Most people wouldn't think: ‘Well, if we can fix this metadata we can find a cure for a terrible illness.’ If we can find a way to connect those dots, that would be huge. Nobody is asking: ‘What is the cost to society?’"
The problem

• Authors want increased visibility
• Researchers need easier reproducibility
• Funders and institutions are looking for better performance data
• Publishers and service-providers need to demonstrate value with increased usage

We share some metadata…with gaps. We can do better.

#Metadata2020
A path

• The opportunities are significant and far-reaching
• If we can overcome technical, economic, and social obstacles we will be able to reuse and remix the metadata to:
  • Map interconnections
  • Balance consistency and flexibility
  • Provide a common, distributed resource for all
• The entire scholarly community needs to be on board in order to meet this ambitious goal.
• Everyone has a role to play. The time is now.
It’s not just us!

Sign in to Metadata Support Group
metadatasupportgroup.slack.com

What is your sign-in email address?

you@example.com

Continue →

I forgot which email address I used

Metadata Haikus
@metadata_haikus

Just a bot creating haikus from the subject headings in the Digital Public Library of America’s Metadata

Joined May 2016

Tweet to Metadata Haikus

Tweets
17.9K
FOLLOWING
11
FOLLOWERS
182
LIKES
13

Metadata Haikus
@metadata_haikus

Plant ecology
Amazon River Valley
Pictorial works

Tweet to Metadata Haikus

Metadata Haikus
@metadata_haikus

Press conferences
Playgrounds--Georgia--Atlanta
Civil rights movement

Tweet to Metadata Haikus
It’s not just us! (con’t)

Key findings include:

**Metadata is a top priority:** Metadata ranked as the highest priority for publishers across all verticals (4.6 out of 5), but also represented the largest gap in current organizational ability (2 out of 5). Determined to overcome key challenges and make strategic investments to accelerate their progress, 90 percent of all publishers are planning to invest in metadata over the next three years.

**Discoverability is a close second:** Publishers ranked discoverability as the second most important transformation element (4.5 out of 5) and felt that current abilities were the highest in this category (2.5 out of 5). Roughly 30 percent of publishers reported recent efforts in platform, widget and partner services, with an additional 30 percent actively reviewing new tools to help end users discover content.
Starting Point

We want to facilitate the collaboration of all involved in scholarly communications to consistently improve metadata to enhance discoverability, encourage new services, and create efficiencies, with the ultimate goal of accelerating scholarly research.

#Metadata2020
Goals

• Raise awareness of the importance of sharing richer metadata.
• Provide information for the community on the role of metadata in making scholarly content discoverable.
• Encourage publishers, aggregators, funders, research institutions, and service providers to make a public commitment to increase the quality of their metadata.
• Facilitate communication between the stakeholders to encourage collaboration.
• Equip all stakeholders with tools and information.

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Steering group

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METADATA 2020

- Introduction
- Research insights
- Getting involved
- Discussion
On Creating Metadata
“The way to create valuable, richer metadata is to make it very simple for the authors. Starting with the author could be a good first step but this is really, really difficult.”
"If you tell somebody, here's all the metadata we need from you, the librarians and the archivists in the room will be quite happy but nobody will ever contribute anything because it's too arduous."
"The minute you think you have a standard someone comes along and says it won't work for my community/discipline/data type."
On Using Metadata
“To be able to make connections between the research objects. As a researcher using this kind of data, I'd rather have empty fields if the information is not available than a field that combines different kinds of examples. For me it's really detailed information with exact definitions. Remove the ambiguity. A blank field helps us more and is more transparent.”
On ‘Fixing’ Metadata
“Metadata has become a brand. Then I thought, what does it mean? Come up with a clear statement of what we mean about metadata quality in the scholarly world.”

“It's like having fantastic telephone lines but if you're speaking a foreign language, the two parties can't communicate effectively. The best technology in the world won't help”
“Defining success is tricky. Most success would be that every publisher is working with interconnected systems that make it routine to supply metadata to other systems that can work with it. All of that would work seamlessly. I don't see any way that we'll get to that point in three years, if ever.”
“I think of this as a sort of wicked problem. It's a problem where the boundaries are not well defined. It requires people with a lot of different skill sets to work on it. You don’t really solve it, you just kind of nudge things forward.”
Aren’t we all metadata librarians?
Take the survey:

MD2020 2017 Survey

Thank you for your interest in participating in the Metadata 2020 2017 survey.

This survey is confidential. The information from this survey may be used in an overall report about the industry's metadata in general, but no specifics will be given about your organization.
Librarians make for natural metadata facilitators:

• Scholcomms librarians working with researchers

• Collaborations between (actual) metadata librarians & publishers’ production offices
Librarians make effective metadata ambassadors:

- Catalogs & discovery systems = drivers of usage
  - Don’t let ‘em forget it!
- Sharing expertise, e.g. at community meetings
METADATA 2020

- Introduction
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What about non-bibliographic metadata?
What resources do librarians need?

• Internal
• External

What resources can librarians provide?

• Internal
• External

Thank you

- Contribute your stories and perspectives
- Volunteer to advocate
- Follow us on twitter @Metadata2020
- Email info@metadata2020.org to stay in touch