



Crossref

Metadata 2020: Discoverability in the hands of many



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We are Crossref, a not-for-profit membership organization for scholarly publishing, working to make content easy to find, cite, link and assess. We do it in five ways: rallying the community; tagging metadata; running a shared infrastructure; playing with new technology; and making tools and services to improve research communications.

It's as simple—and as complicated—as that.



Crossref Overview

- 5500+ publisher members, 1 member 1 vote
- Metadata store of over 80 million scholarly content items
- Persistent citation linking
- Funder identifiers
- Report and display corrections & retractions
- Check manuscripts for similarities
- Data about content activity e.g. social, dataset links
- Open REST API & Search

What is richer metadata?

Metadata about scholarly works extends beyond the DOI.

In addition to bibliographic details, layers of information accompanying published works may now extend to data that describes the research, such as the source of research funding.

It may also include non-descriptive information that facilitates usage, such as copyright and access permissions.

Examples of rich metadata

Author data – Crossref metadata may include information specifying the author's unique ORCID, allowing you to find other works by the same person.

Copyright and access indicators – You can view the license terms under which the full content may be available, which is very helpful for scholars who want to access the full content for research and teaching or for text and data mining.

Examples of rich metadata

Funding data – Metadata may also include the identity of the grant-making institution that funded the research, so that the funder and, in the case of publicly funded research, the general public and other researchers, have visibility on the resulting research outputs.

Clinical Trials data – Similarly, when research involves a clinical trial, (testing of medicines and treatments on human beings), Crossref metadata can enhance output visibility by displaying the clinical trial number and the related clinical trial registry.

**Why should anyone
care about a campaign
for richer metadata?**

In the hands of many

“It's layers upon layers. The value is that it's in the hands of the community, in that it's in the control of many. It shouldn't be in the hands of one.”

You go first...

“I find it a bit depressing that I'm not asked for my ORCID more often and when they do, it's not used. You know how it is, everyone is waiting for someone else to make the first move.”

Worth the pain

“The smaller publishers will probably be doing something really basic like Excel and they're difficult to reach. If you can provide them with a story that richer metadata will increase their visibility, I am quite sure that there would be some good response from that.”

So ...

In recognition that ...

Metadata is the engine that drives discoverability, use, and reuse of scholarly communications.

In recognition that ...

Everyone in the scholarly communications community has a vested interest in enhancing and improving shared metadata in order to make scholarly content even more discoverable.

A campaign is born!

Crossref will be launching “Metadata 2020” in late 2016 with a mission to **educate** and **motivate** scholarly publishers to supply richer metadata and also to recognize metadata champions across the scholarly landscape.

Preliminary campaign goals:

- Encourage publishers to make a public commitment to submit all of the metadata relevant to their content.
- Equip all stakeholders with the tools they need to comply with agreed thresholds.

What is Crossref's role in Metadata 2020?

We will drive **awareness** of the need for richer metadata through a comprehensive campaign that informs and inspires.

We will **educate** and **equip** the community on the importance of richer metadata with tools designed to encourage participation, reduce barriers, and help members promote their own involvement within their organization.

Participation Reports

In the future ...

- Crossref will provide information about which metadata each publisher deposits (and which they do not)
- Each publisher will have a private login to view this information via a Members Only section of Crossref's new website (coming soon!)

Participation Reports

- In the Members Only section, publishers will find a scorecard that reports on their organization's use of Crossref services
- Publishers will be able to assess their own participation and determine whether to change deposit processes

Campaign Timeline

- The campaign commenced with a preliminary working group meeting in October 2016 and the first milestones will conclude in 2020, a date which marks the 40th anniversary of the World Wide Web and 20 years since the founding of Crossref, and an opportune time for an in-depth conversation on metadata as the longstanding bedrock of digital scholarly communications.

Thank you!

This campaign is still a work in progress. You may have some ideas and questions that we haven't even thought about yet - we'd love to hear them!

Questions?

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