

What's New in Online Publishing

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Trend #1:

Google™ and the Death of the Homepage

- Fun Fact: 80% of AP's 2007 incoming traffic is going straight to an article
 - Most of that traffic is from Google and Google Scholar
 - Ask.com, Microsoft Live and Yahoo are all right behind

Trend #1:

Google™ and the Death of the Homepage

What does this mean?

- Need to focus on page delivery
 - Need to provide concise, clear branding on every page
 - Advertising is not just for homepages anymore
 - Need alternate methods of communicating ideas normally reserved for homepages
 - Email notifications
 - RSS feeds



Trend #2: Further Blurring the Line

As societies focus on adding services to bolster membership value, there is a need to consolidate functionality across multiple systems to present a comprehensive user experience.

There are several options available to connect multiple sites together.



Trend #2: Further Blurring the Line

- Option 1: Merge the multiple sites into one site
 - Pros: most consistent end-user experience
 - Cons: time consuming; issue with managing shared data (access control, member identification)
- Option 2: Referring URLs
 - Pros: established method; quick and easy to setup
 - Cons: very clickflow dependant

Trend #2: Further Blurring the Line

- Option 3: Federated authentication (Single Sign On)
 - OpenID
 - Pros: easy to setup, end-user consistency
 - Cons: provides only identification; not authorization
 - Shibboleth
 - Pros: industry-standard authorization protocol; provides identification and authorization
 - Cons: protocol necessitates both sides maintain a piece of the system; setup is just this side of rocket science

Trend #3:

End-users are Important too!

- Just what is this Web 2.0? *
 - Core Idea: the end-user as a participant
 - Traditional data presentation remains, but layered on top of it is a ‘user space’ that allows users to modify, organize, or ‘mashup’ data as they see fit
 - Google Maps mashups
 - CiteULike
 - Blogging
 - RSS feeds
 - Wikipedia

* *Extra Credit: **What Is Web 2.0** - an excellent article by Tim O'Reilly with an in-depth explanation of the core tenets of Web 2.0*

Trend #3:

End-users are Important too!

- Why not Web 2.0?
 - Removes the authoritative voice from publication
 - Versioning nightmares abound
 - Whole point of Web 2.0 is to de-centralize authority over data
- Why scholarly publishing should ‘borrow’ some of these ideas anyway:
 - User spaces on top of traditional data presentation allow users to slice ‘n dice content as they see fit, making a site more user-friendly and functional
 - Focus on user functionality, not fads

Trend #3:

End-users are Important too!

- Some Web 2.0 ideas that work well with scholarly publishing:
 - Virtual ‘bookshelf’
 - Allows users to organize articles as they want
 - Useful for personal use, but also for class course books
 - Export to other formats (HTML, PDF, XML)
 - Saved searches
 - Allows users to save criteria for a search for later
 - Over time any new article hits will be identified
 - Email or RSS notifications on new search results

Trend #3:

End-users are Important too!

- Some Web 2.0 ideas that work well with scholarly publishing (cont):
 - Supplemental data
 - Allows authors to include research data and extra information
 - RSS (Really Simple Syndication) feeds
 - Many creative ways to organize data into feeds
 - Subscribers are notified as soon as the feed changes
 - Article commentary
 - Caveat: probably need a sign-off process before comments are released to public

Trend #4:

Show the Libraries Some Love

- Take the idea of end-user functionality and expand it to apply to a library or other institution
- Can include a library-centric version of any of the previous ideas, plus:
 - IP administration
 - Usage reporting administration
 - Library branding
 - Basically a ‘custom’ view of a site, branded to identify the library/institution
 - Library portal/homepage
 - Content suppression (gulp)

Trend #5:

Decoupling from Printing Conventions

- The print version is no longer the only meaningful version of a document
 - Content is going online as soon as possible, regardless of print status - the publication date is attached to the online version
- Slicing content into ‘virtual issues’
 - Could be pre-set or user-defined
 - A ‘pool’ of articles can be subdivided in several different ways:
 - Subject/Topic/Key Words
 - Authors
 - Rating
 - Publication Date
 - Just kidding; it’s called an issue 😊



Trend #5:

Decoupling from Printing Conventions

- Online-only conventions
 - Traditional issues becoming less important as a single entity; rather as a container for articles
 - The decline of the importance of page numbers
 - Not needed with online Table of Contents
 - PDFs on the fly could make even article-level page numbers meaningless
 - Print On Demand
 - Easy way to get a copy of the issue
 - Allows users to print their virtual issues



Trend #6: Come and Get It!

- Not everyone coming in from Google has a subscription and access to content. Here are some ways to grant access or attract users:
 - PPV/article blocks
 - Additional revenue from people not interested in subscriptions
 - Virtual issue subscriptions
 - If you can organize it, you can sell it



Trend #6: Come and Get It!

- Rolling Open Access windows
 - Content is switched to Open Access after a fixed period of time
- Featured articles/sample issues
 - Get the content out there for people to see
- Scratch-offs
 - Physical ‘coupons’ to redeem online, with pre-set article limit



Thank You!

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