INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

# Content Mining, a short introduction to practices and policies

Summary of
a study for the Publishing Research Consortium
into Journal Article Mining,
By Eefke Smit, Maurits van der Graaf (2011)

Full study available on **PRC** website

#### Let's start with a potential user (1)

### Use-case-1: keeping up-to-date

- Since 1982:
  - 90,000 journal articles on neuroregeneration (e.g. spinal cord injury)
- New articles:
  - on average 22 journal articles per day on neuroregeneration

Prof. Joost Verhaagen PhD, Netherlands Institute for Neuroscience, Amsterdam





#### Let's start with a potential user

## **De-**case-2: Information needed as result of laboratory experiments

- Which molecules do play a role in this process?
- Typical outcome of an experiment: hundreds of molecules show enhanced activity
- Next step: how to filter out the relevant molecules?
- 'You would like to have for each of these molecules a meta-analysis about what is already known about these molecules in other processes'

Prof. Joost Verhaagen PhD, Netherlands Institute for Neuroscience, Amsterdam

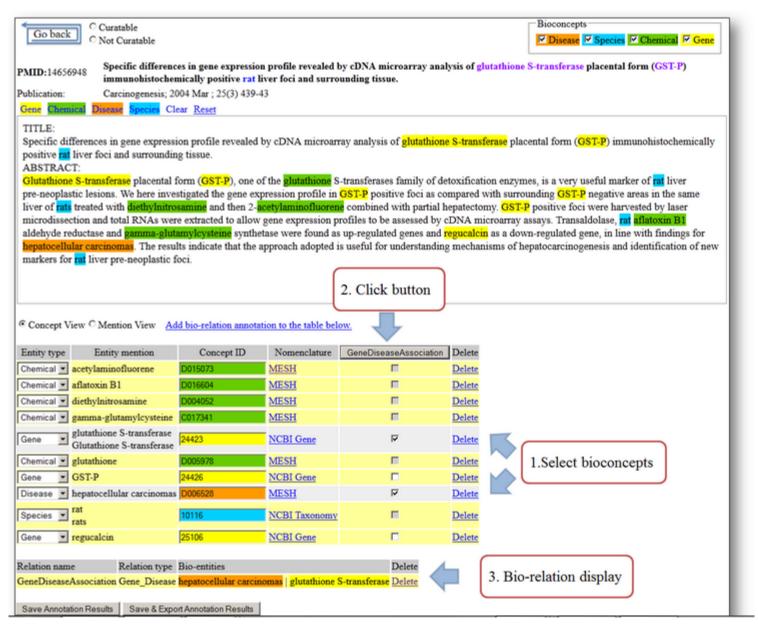




#### The essence of TDM is:

So much information to analyse: Can a machine do this for him?







#### Typical text mining consists of

- Processing large corpora of text in an automated way
- To identify entities, instances, actions, relationships and patterns and also for assertion- and sentiment analysis
- For example: genes, proteins, gene-disease patterns, compound properties, chemical structures, side effects of drugs

#### Text mining output typically consists of:

- Article clusters and categorisations, indexes
- Topical maps, to show the occurrence of topics and their interrelationships
- Databases with facts, patterns, relationships, statements, assertions, properties found in the articles,
- Visualisations like graphs, mappings, plot-graphs and topicical maps



#### **Optimists and Pessimists on TDM**

#### Skeptics:

- Has always over-promised
- Only in specialized fields
- Tools still complicated
- Manual curation necessary
- High investments
- Domain dependent
- No common dictionary
- Overambition in the promise of knowledge discovery

#### Optimists:

- Vast digital corpus available and growing
- More and more application areas (business, legal, social, etc)
- Tools improving fast
- Manual work reduced
- Public domain or domain precision
- Processing power less of a problem, analytical tools better, visualisation adds to analysis



## Study commisioned by the Publishing Research Consortium

- Authors:
  - Eefke Smit,
  - Maurits van der Graaf, Pleiade Management & Consultancy
- Two parts:
  - Qualitative study:
    - 29 interviews with experts in academia, research, libraries, vendors and publishers
  - Quantitative study
    - Survey among publishers (members Crossref & STM)
    - 190 responses
- Full report on PRC website www.publishingresearch.net
- Article in the 1st issue of 2012 of Learned Publishing

#### **Publishers are optimistic:**

#### **Opinions/ expectations for Content Mining in the next 3 years**

Content mining will rapidly expand into new areas, new applications and new directions

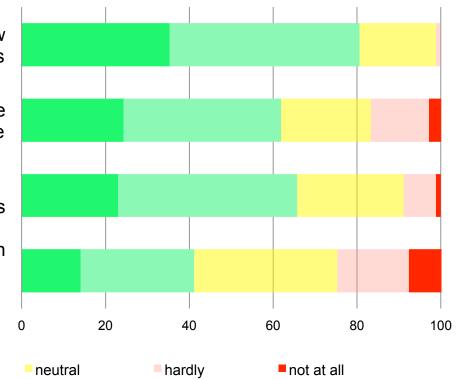
Content mining tools and techniques will become simple enough for the average researcher to use

Content mining will bring real knowledge discovery by unveiling hidden relationships

Content mining tools will deliver high precision results in an automated way, without manual curation

somewhat

very much





#### Publishers are optimistic, continued:

Opinions/ expectations for Content Mining on scholarly content in the next 3 years

Scholarly publishers will mine their content for the purpose of content enrichment, semantic tagging and better navigation.

More new services like Mendeley and Citeseer will emerge as a result of better content mining technology.

The institutional repository world will use content mining for better discoverability of their content.

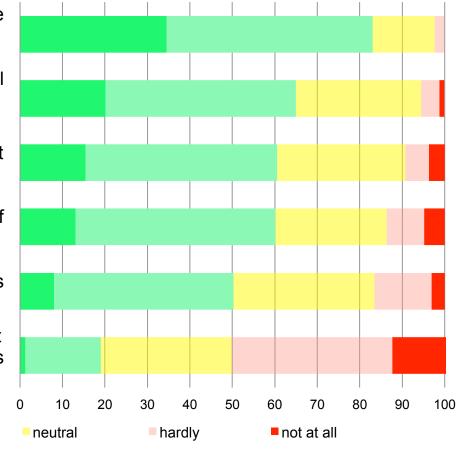
The investments needed for semantic tagging of scholarly content will be a limiting factor.

The lack of real use cases and proven business benefits is a limiting factor to semantic tagging.

somewhat

Content mining will remain limited to certain subject fields (such as biomedicine, chemistry) where it was applied first.

very much

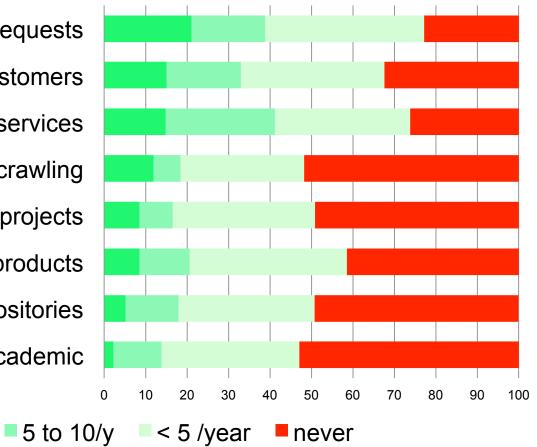




## ...but publishers do not get many mining requests from 3rd parties:

Downloading or crawling requests From corporate customers From Abstracting and Indexing services Illegal downloads or crawling From individual research projects For derivative information products For Open Access repositories Projects with commercial/academic

> 10 /year



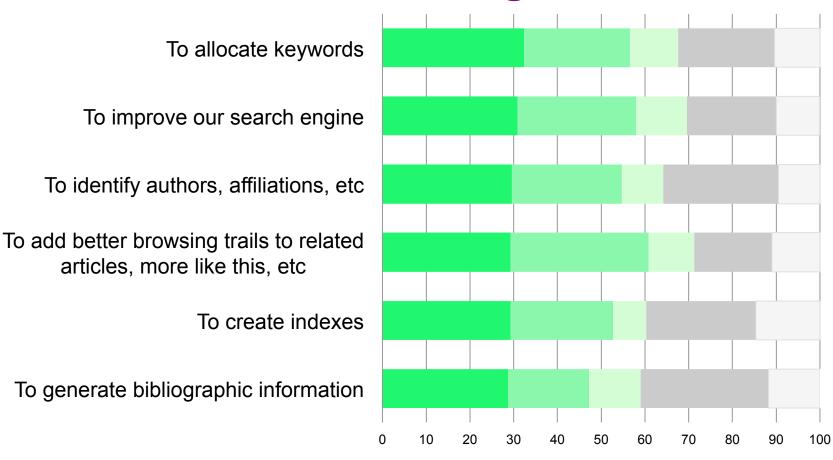


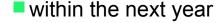
### Publishers are liberal in allowing mining: How case-by-case requests are treated

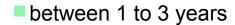
generally to grant permission to require information about the intent and purpose to request a financial compensation for commercial purposes to grant permission for navigational products that drive more traffic to our content to grant permission for research purposes to decline for navigational products that compete/replace our content 50 80 100 ■in 100% in majority of cases in some cases never



### ...and plan more mining themselves: for retrieval and navigation







between 3 to 5 years



## **Cross-sector solutions to facilitate Content Mining better**

Suggestions made by experts during the interviews:

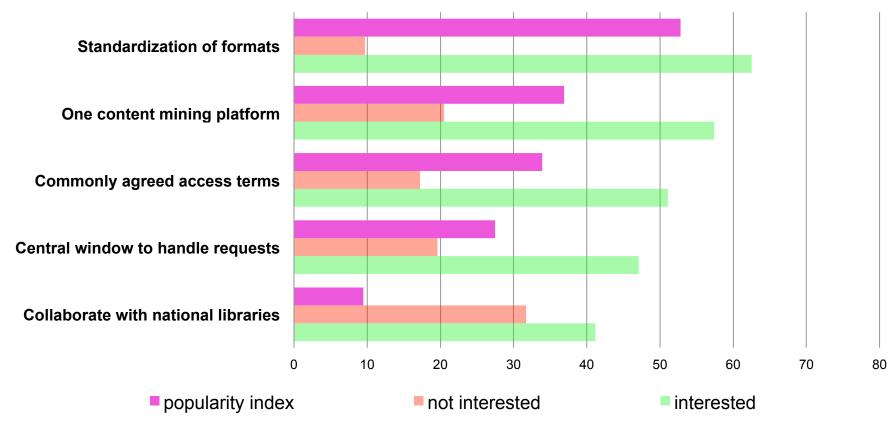
- 1. Standardization of Content Formats
- 2. One Content Mining platform
- 3. Commonly agreed access terms
- 4. One window for mining permissions
- 5. Collaboration with national libraries

(ad 3: most interviewed experts do NOT see Open Access as a related issue; access terms also relate to datafile delivery or mining on the platform itself)



# Survey results for the 5 suggestions for cross-sector solutions

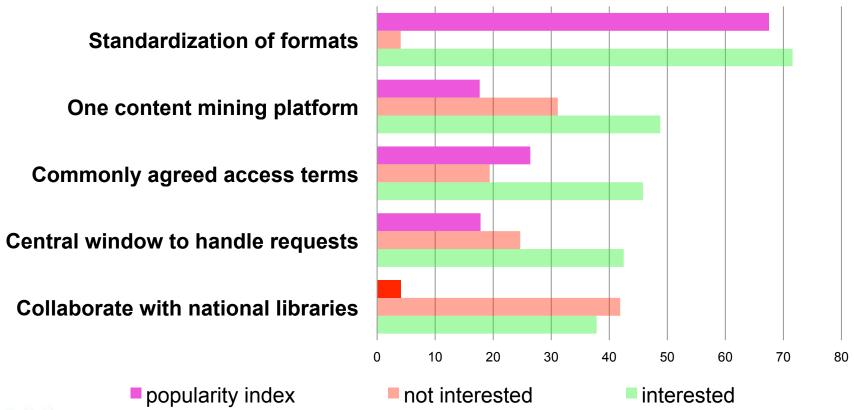
All respondents





# Survey results for the 5 suggestions for cross-sector solutions: Experts

Expert respondents





### Standardisation best prefered, of content formats (and of API's)

Experts believe less in one platform and support standardisation even stronger, not just for content, also for APIs:

Top 3 for all Respondents:

- Standardisation of Formats
- 2. One Mining Platform
- Agreed Permission Terms

Top 3 for Experts only:

- Standardisation of Formats
- Agreed Permission Terms
- 3. One Mining Platform



#### Questions?

Eefke Smit
Director Standards and Technology
International Association of STM Publishers
<a href="mailto:smit@stm-assoc.org">smit@stm-assoc.org</a>

