



Content enrichment: driving innovation, revenue growth and cost savings across the publishing life-cycle

About 67 Bricks

- We build content platforms for publishers
- We implement content enrichment capabilities in the platforms that we build to unlock the data in your content
- We do this to increase automation, develop new revenue streams, improve discoverability and increase the value to content consumers
- Based in Oxford, our clients include:

WILEY

SPRINGER NATURE

BMJ

Our work with publishers has demonstrated that content enrichment delivers value across the whole publishing life cycle.

Content enrichment

“The process of adding structure, metadata or context to content to make it more useful to internal and external users and systems.”

One content enrichment approach that we find very useful that can deliver value across the whole publishing life cycle is the creation of a **semantic fingerprint**.



Creating a semantic fingerprint

The activity of antibodies against filoviruses is poorly understood but has important consequences for vaccine design and passive prophylaxis. To investigate this activity, a panel of recombinant human monoclonal antibodies to Ebola virus antigens was isolated from phage display libraries constructed from RNA from convalescents who recovered from infection in the 1995 Ebola virus outbreak in Kikwit, Democratic Republic of Congo. Antibodies reactive with nucleoprotein (NP), envelope glycoprotein (GP), and secreted envelope glycoprotein (sGP) were characterized by immunofluorescence and radioimmunoprecipitation assays. Four antibodies reacting strongly with sGP and weakly with GP and two antibodies reacting with NP were not neutralizing. An antibody specific for GP neutralized Ebola virus to 50% at 0.1 µg/ml with the recombinant Fab fragment and to 50% at 0.3 µg/ml (90% at 2.6 µg/ml) as the corresponding whole immunoglobulin G1 molecule. The studies indicate that neutralizing antibodies are produced in infection by Ebola virus although probably at a relatively low frequency. The neutralizing antibody may be useful in vaccine design and as a prophylactic agent against Ebola virus infection.

Creating a semantic fingerprint: Keywords

The activity of antibodies against filoviruses is poorly understood but has important consequences for vaccine design and passive prophylaxis. To investigate this activity, a panel of recombinant human monoclonal antibodies to Ebola virus antigens was isolated from phage display libraries constructed from RNA from donors who recovered from infection in the 1995 Ebola virus outbreak in Kikwit, Democratic Republic of Congo. Antibodies reactive with nucleoprotein (NP), envelope glycoprotein (GP), and secreted envelope glycoprotein (sGP) were characterized by immunofluorescence and radioimmunoprecipitation assays. Four antibodies reacting strongly with sGP and weakly with GP and two antibodies reacting with NP were not neutralizing. An antibody specific for GP neutralized Ebola virus to 50% at 0.4 $\mu\text{g/ml}$ as the recombinant Fab fragment and to 50% at 0.3 $\mu\text{g/ml}$ (90% at 2.6 $\mu\text{g/ml}$) as the corresponding whole immunoglobulin G1 molecule. The studies indicate that neutralizing antibodies are produced in infection by Ebola virus although probably at a relatively low frequency. The neutralizing antibody may be useful in vaccine design and as a prophylactic agent against Ebola virus infection.

Creating a semantic fingerprint: Entities

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Creating a semantic fingerprint: Relationships

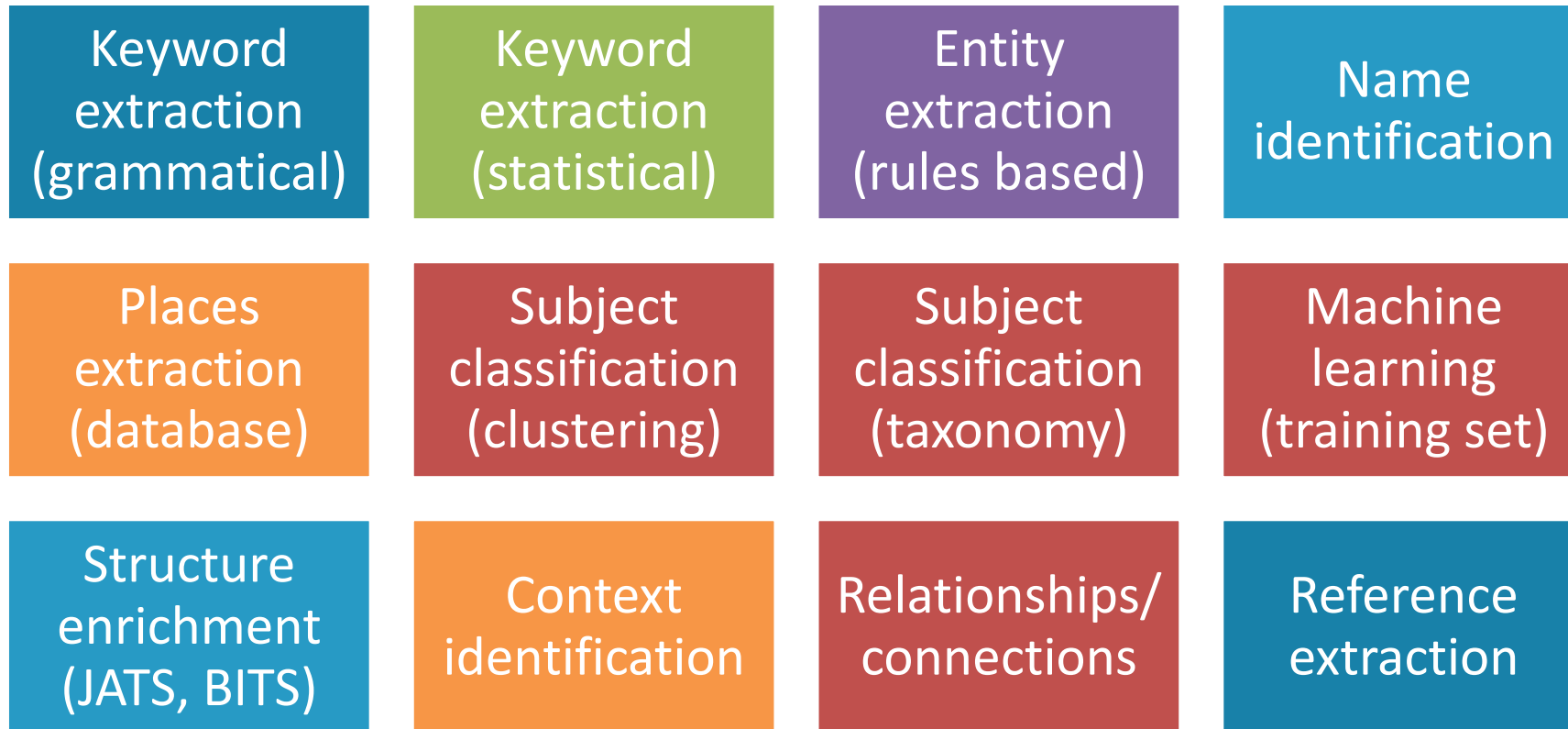
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Creating a semantic fingerprint: Categorisation

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Virology

Some techniques used to generate a semantic fingerprint

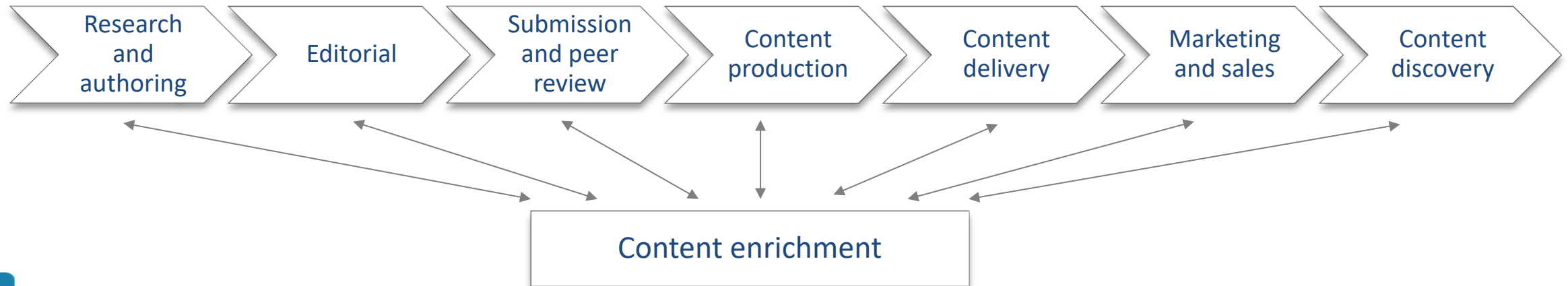


With the ability to create semantic fingerprints you can now augment activities throughout the publishing life cycle.

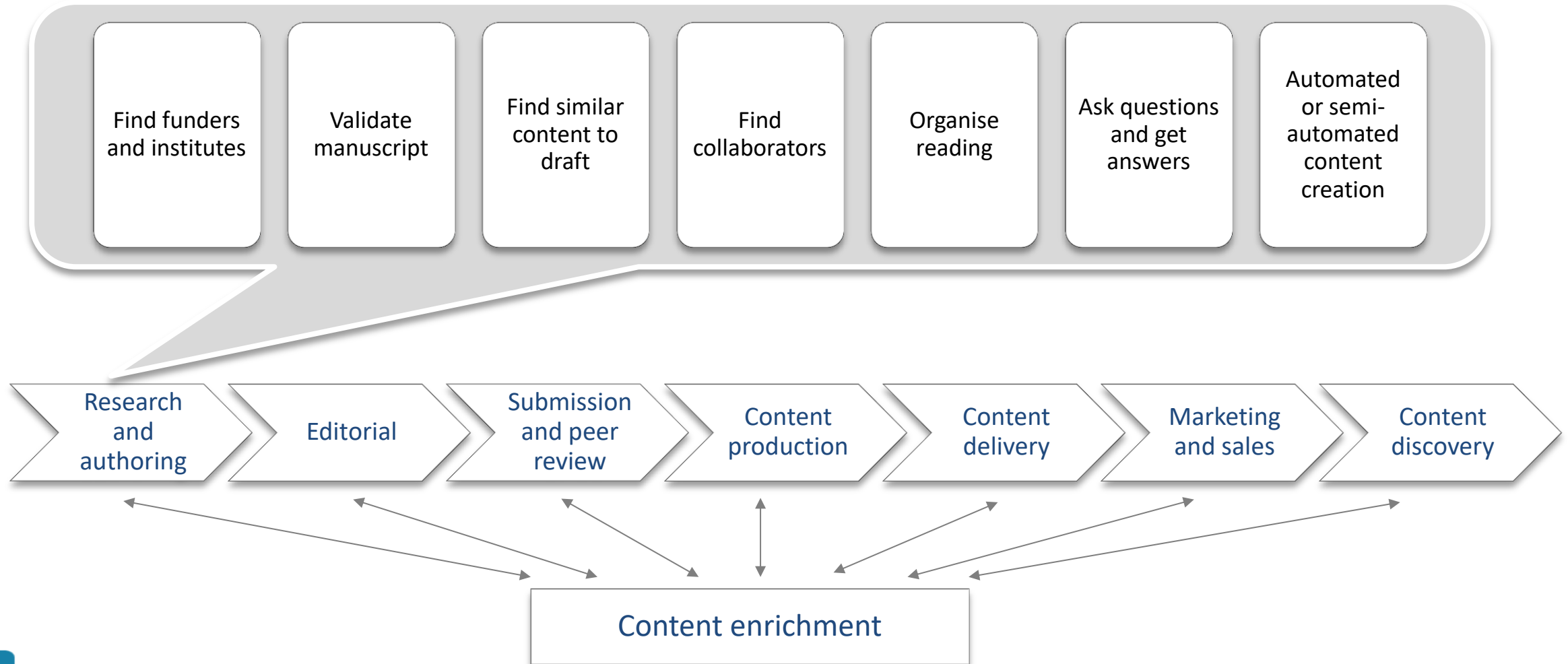
Content enrichment delivering value throughout the publishing life cycle



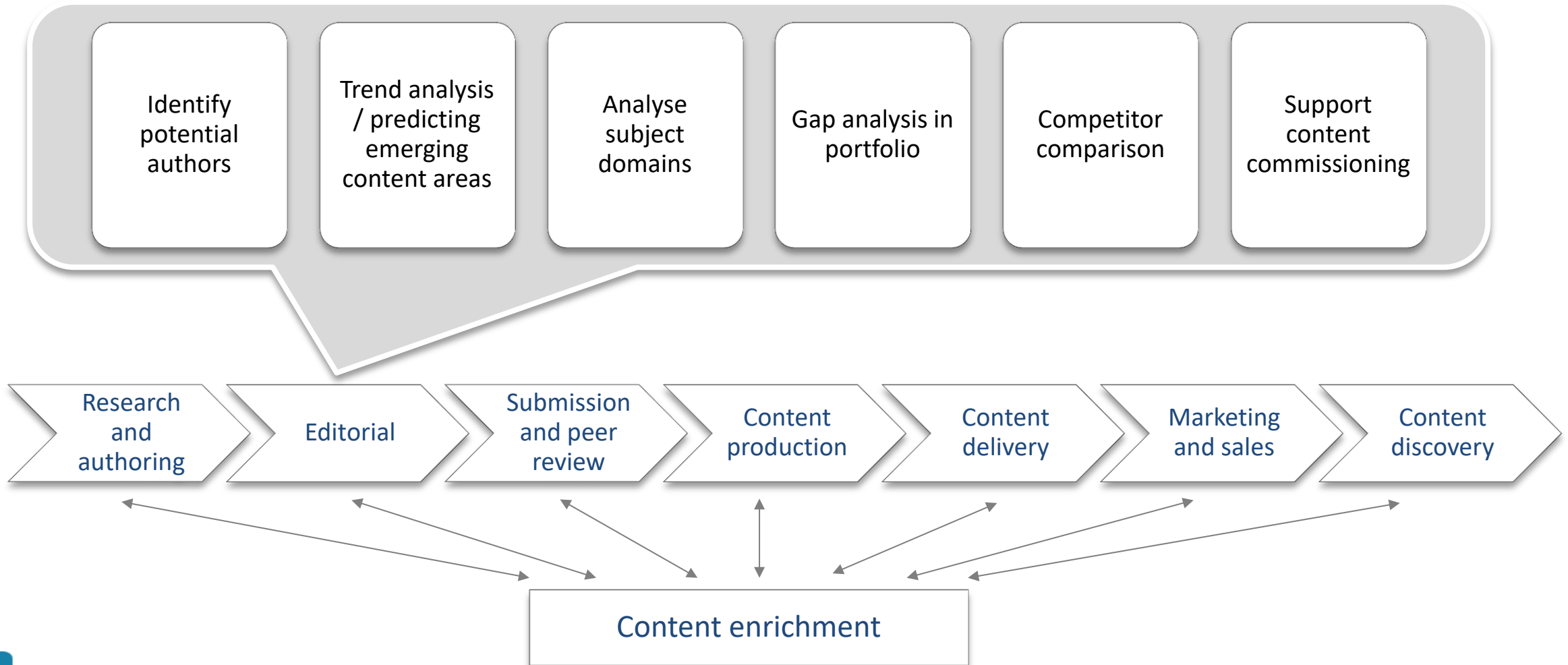
Content enrichment delivering value throughout the publishing life cycle



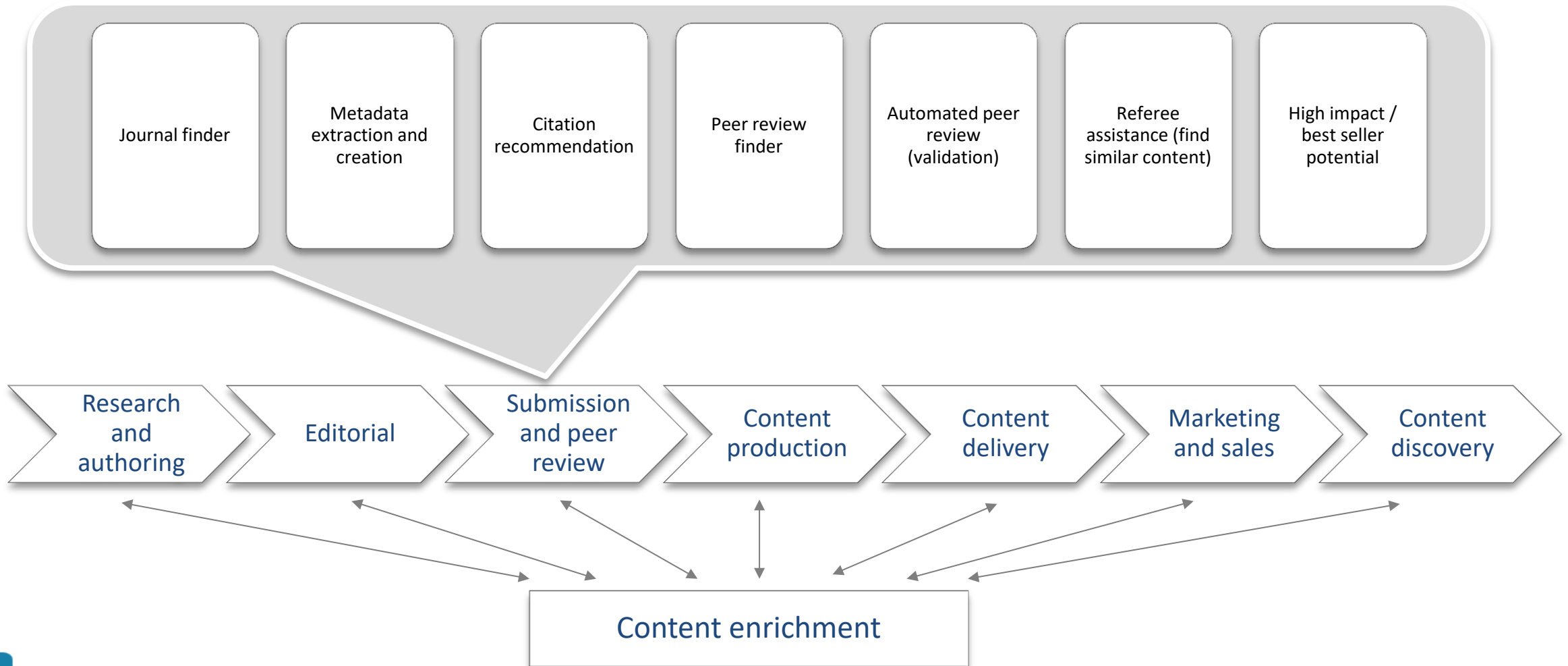
Content enrichment delivering value throughout the publishing life cycle



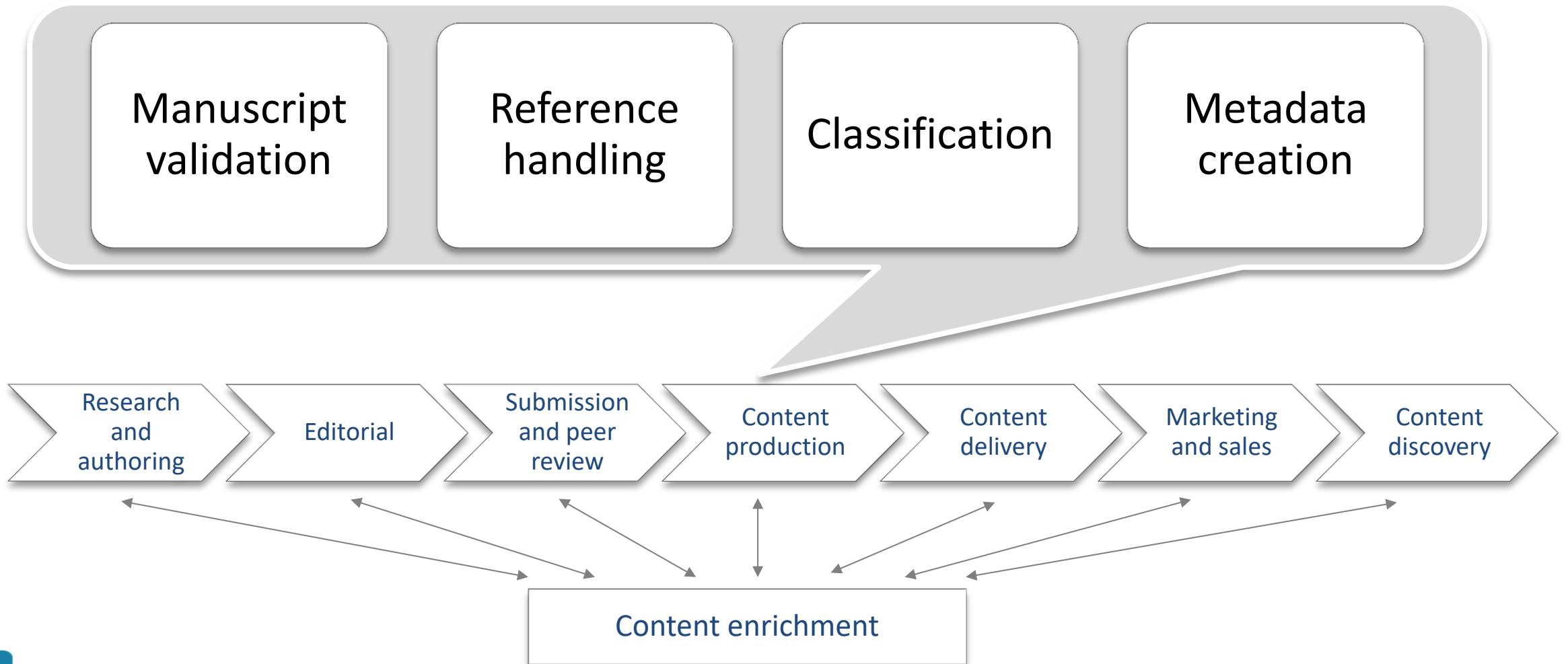
Content enrichment delivering value throughout the publishing life cycle



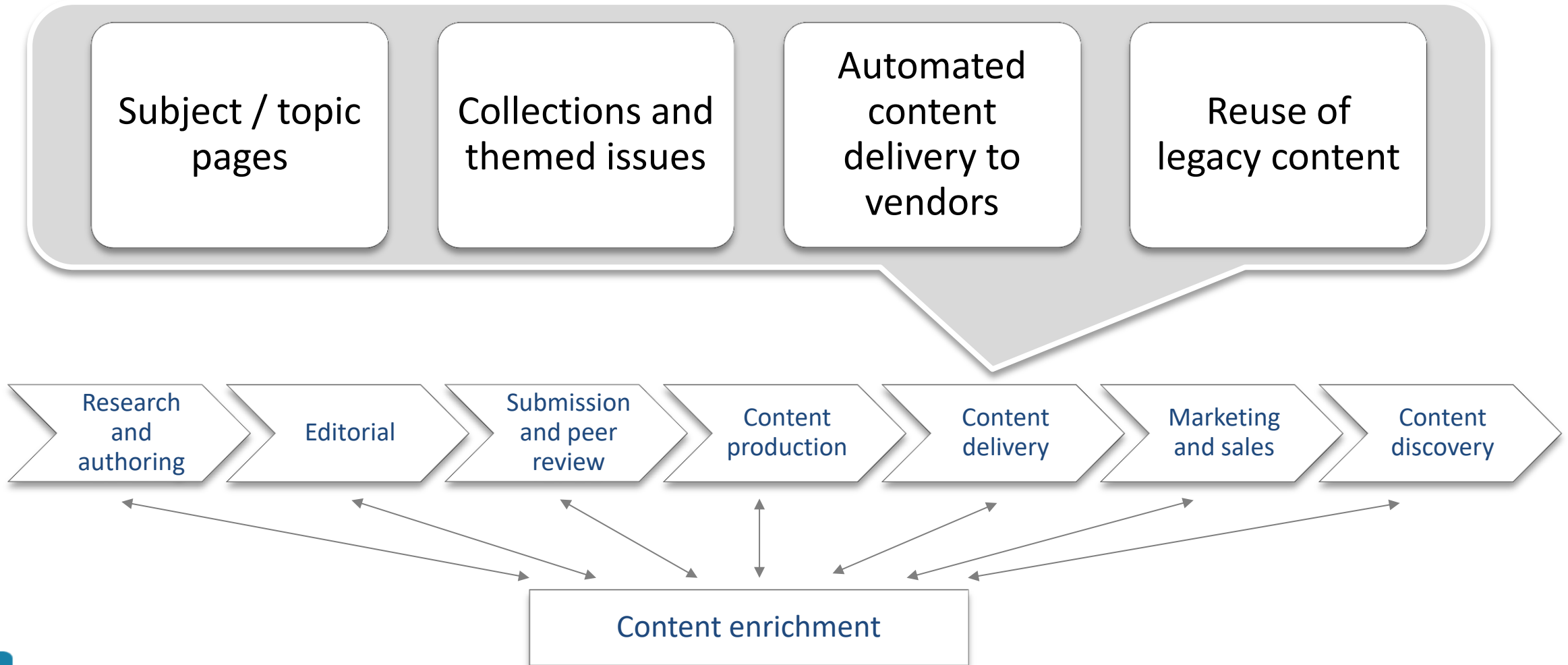
Content enrichment delivering value throughout the publishing life cycle



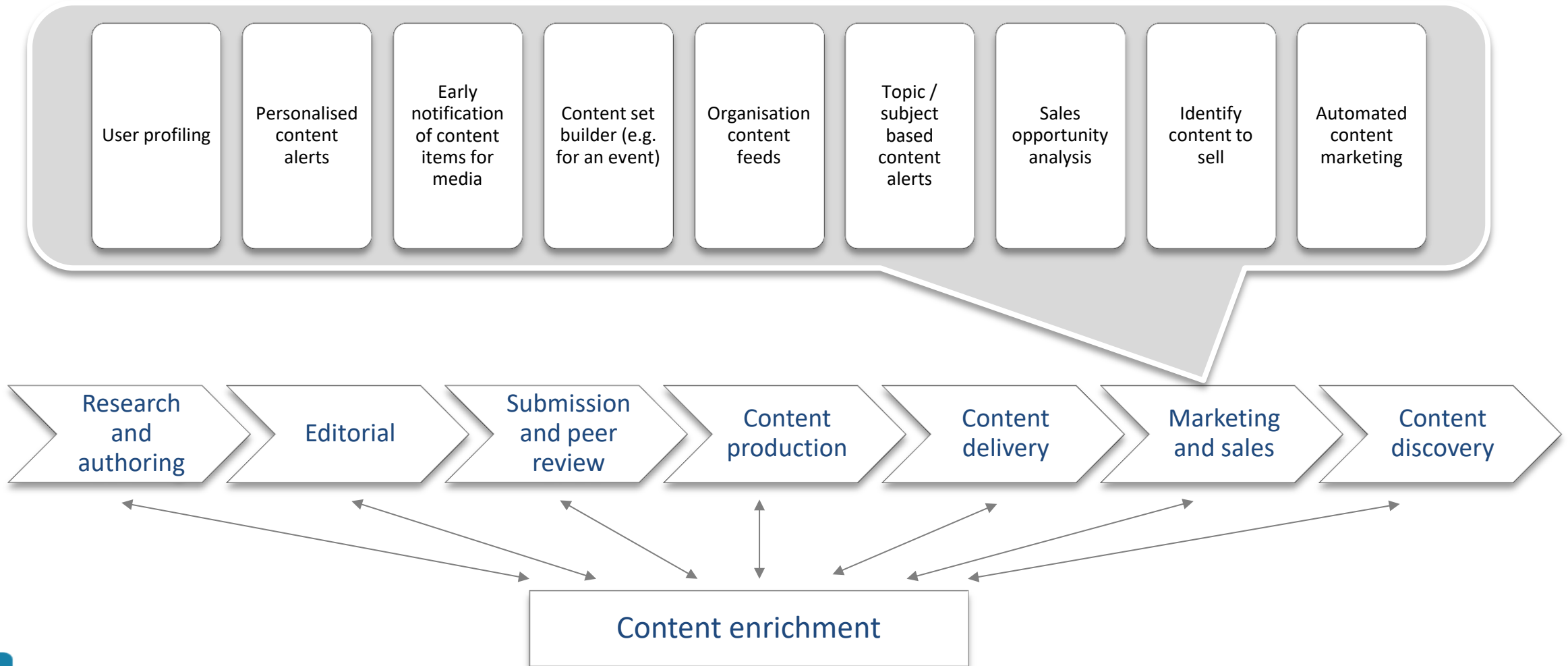
Content enrichment delivering value throughout the publishing life cycle



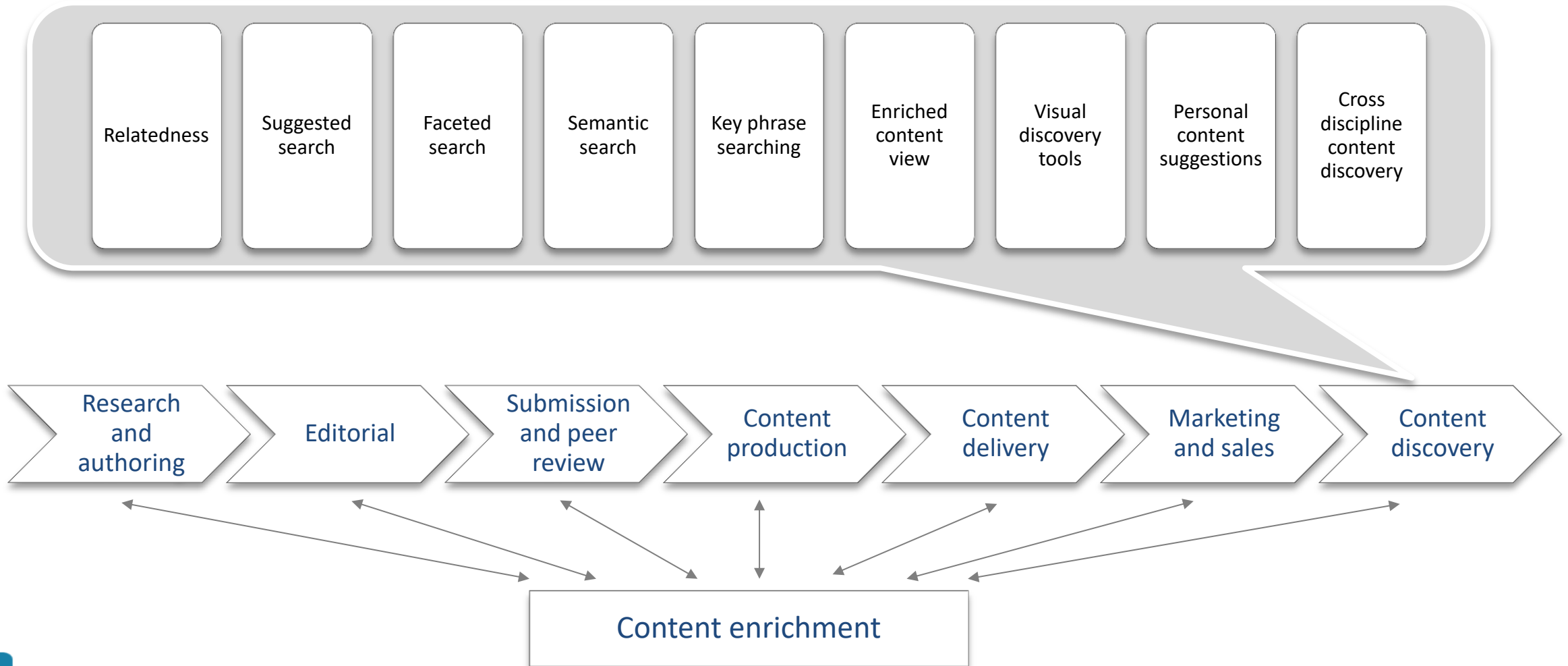
Content enrichment delivering value throughout the publishing life cycle



Content enrichment delivering value throughout the publishing life cycle



Content enrichment delivering value throughout the publishing life cycle




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Search text

Social psychology seeks to understand how people think, feel and act in relation to others and the world around them. As such, the topics of interest to social psychologists cover almost everything humans do, from personal choices to conflict and violence in society. Because social psychology is applicable to so many domains, it is also directly relevant to everyday life – by learning about social psychology, inevitably you also learn something about yourself. This module is structured as a “sampler” of key topics in social psychology, topics which you may go on to explore in more detail in advanced modules. A specific topic will be introduced in each lecture; together we will identify why it is important, and discuss classic and contemporary theories and research that have tried to understand that topic from a social psychological perspective.

Title


Insert the title of your course outline or other text, if applicable.


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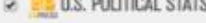
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Content Type


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 **Data**


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 **Article**


 **Entry**

 **Podcast**

 **Video**

 **Report**

 **Case**

 **Literature review**


Filters results by content type.

Limit results

Reduce number of results for faster response.



SAGE Content Matchmaker

 Content Matchmaker

Query text

Economics studies how consumers, firms and governments make decisions that together determine how resources are allocated. An appreciation of economics helps to make sense of government policy-making, the conduct of businesses and the enormous changes in economic systems which are occurring throughout the world. Management is concerned with the effective use and coordination of materials and labour within organisations in the pursuit of the organisation's defined objectives. It considers the interrelationship and interactions between distinct parts of an organisation, and between the organisation and its environment. Management students look at theories, models and frameworks in order to understand how managers behave and consider their role in the process of decision-making.

Results: 50

Keywords: government, management, organizations, decision making, economics

Recommended content

Risk Management

Found in: Key Concepts in Public Relations (2009)



Bob Franklin, Cardiff University, UK, United Kingdom
Mike Hogan, University of Cardiff, United Kingdom
Quentin Langley, University of Cardiff, United Kingdom

8 related keywords
risk management, risk, management, management techniques, organizations, hazards, media, government

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Social Organisation

Found in: The SAGE Dictionary of Sociology (2008)

Steve Bruce, University of Aberdeen, United Kingdom
Steven Yearley, University of Edinburgh, United Kingdom

8 related keywords
organizations, social order, social structures

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- SAGE researchmethods video
- SAGE researchmethods datasets
- CO PRESS
- CQ RESEARCHER
- U.S. POLITICAL STATS
- Social Science Bites

Content Type

- Any type
- Debate
- Entry
- Case
- Book chapter
- Video
- Literature review

Content enrichment delivers value across the publishing life cycle and should be considered a core capability for all publishers.



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