

# **Metadata 2020: why we should strive for richer metadata**

Rachael Lammey

# What is Metadata 2020?

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Metadata 2020 is a collaboration that advocates richer, connected, and reusable, open metadata for all research outputs, which will advance scholarly pursuits for the benefit of society.



**RICHER**



**CONNECTED**



**REUSABLE**

**“The goal? To demonstrate why richer metadata should be the scholarly community's top priority, how we can all evaluate ourselves and improve, and what can be achieved when we work harder, and work together.”**

*- Ginny Hendricks, Instigator, Metadata 2020*

**“Everyone benefits from better discoverability. Make the content easier to find and disambiguate. As the metadata gets richer the more you can do with it, so it just gets better and better.”**

*– Eva Mendez Rodriguez, Deputy VP Strategy & Digital Education, Universidad Carlos III , Spain*

We already have a lot of standards...



Source: <http://jennriley.com/metadatamap/> CC BY-NC-SA  
Jenn Riley, Associate Dean, Digital Initiatives, [McGill University Library](#)

# Metadata 2020 is not about standards!

HOW STANDARDS PROLIFERATE:  
(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)



Source: [xkcd.com/927](http://xkcd.com/927) (CC BY-NC 2.5)



## Who is involved? A “core team”:

Ginny Hendricks - *Instigator*

John Chodacki - *Convenor*

Clare Dean - *Communicator*

Paula Reeves - *Brander*

Ed Pentz - *Sponsor*





# Who is involved? Interviewees & advisors

John Chodacki, California Digital Library - **Chair**

Cameron Neylon, Curtin University

Caroline Sutton, Taylor & Francis

Dario Taraborelli, Wikimedia

Eva Mendez Rodriguez, UC3M

Ed Pentz, Crossref

Genevieve Early, Taylor & Francis

Ginny Hendricks, Crossref

Juan Pablo Alperin, Public Knowledge Project

Kristen Ratan, Coko Foundation

Carly Strasser, Moore Foundation

Laure Haak / Alice Meadows, ORCID

Mark Patterson, eLife

Mike Taylor, Digital Science

Natalia Manola, OpenAIRE

Patricia Cruse, DataCite

Paul Dlug, American Physical Society

Roy Tennant, OCLC

Scott Plutchak, University of Alabama

Stefanie Haustein, University of Ottawa

Steve Byford, JISC



# Who is involved? **Community working groups**

**Funders** - 3 organisations: Arcadia, Gates, Moore - looking for more!

**Services, platforms and tools** - Led by Marianne Calilhanna, Cenveo; 17 individuals from 15 organizations

**Data publishers/repositories** - Led by John Chodacki, <sup>[L]</sup><sub>[SEP]</sub> California Digital Library; 6 individuals

**Publishers** - Individuals from 13 Publishers

**Librarians** - Led by Juliane Schneider, Harvard Catalyst; Individuals from 8 organizations

**Researchers** - Led by Cameron Neylon, Curtin; Individuals from 7 organizations across 5 countries



## PARTICIPATING IN METADATA 2020

By Clare Dean In *Strategy*

Mon, Oct 2, 2017

Following the launch of Metadata 2020 at the beginning of September, we have been delighted to receive many enquiries from individuals across scholarly communications who are eager to participate in the collaboration. The support is also clear through Twitter conversations. Thank you to all of you who have offered your help! As a result of the interest received, we have been able to start to form a variety of Community Groups for Publishers, Librarians, Researchers, Funders



## WHEN IT COMES TO RICHER METADATA, KNOW WHAT YOU DON'T KNOW

By Paula Reeves In *Research*

Thu, Nov 2, 2017

Full disclosure: I am not a metadata expert. What I am is a branding and marketing consultant specialising in scholarly communications. I've been working in the industry since 1999 and in that time I've done a whole lot of research with pretty much every type of audience you can imagine. Hundreds of in-depth interviews and dozens of focus groups later, I know a thing or two about publishers, librarians, researchers, funders and other stakeholders in the scholarly ecosystem.

[CONTINUE READING](#)

<http://www.metadata2020.org/blog/>

# Activity & outputs

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Stories per community, good and bad

Identification of barriers + problems statements

Shared results

Business cases / value propositions

Consistent language!

Self-evaluation + guided steps for levelling up

Beyond 2020!

# Refining the scope

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**Publishers:** issues with metadata use and distribution

**Librarians:** communicating with researchers about metadata; challenges we face in making use of metadata created by others, and librarian roles in applying metadata

**Researchers:** reducing duplication of metadata entry

# Refining the scope

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**Service providers, platforms and tools:** potential to be advocates for improving metadata usage and understanding across the industry

**Funders:** how to communicate and engage

**Data publishers and repositories:** providing stewardship and stories from their experiences. Can they offer advice?

<http://www.metadata2020.org/blog/2017-11-27-refining-our-scope/>

**Many publishers have no idea  
what metadata they are  
registering.**



# Korean Academy of Medical Sciences (KAMJE)

DOIs 5,183 Prefixes 1

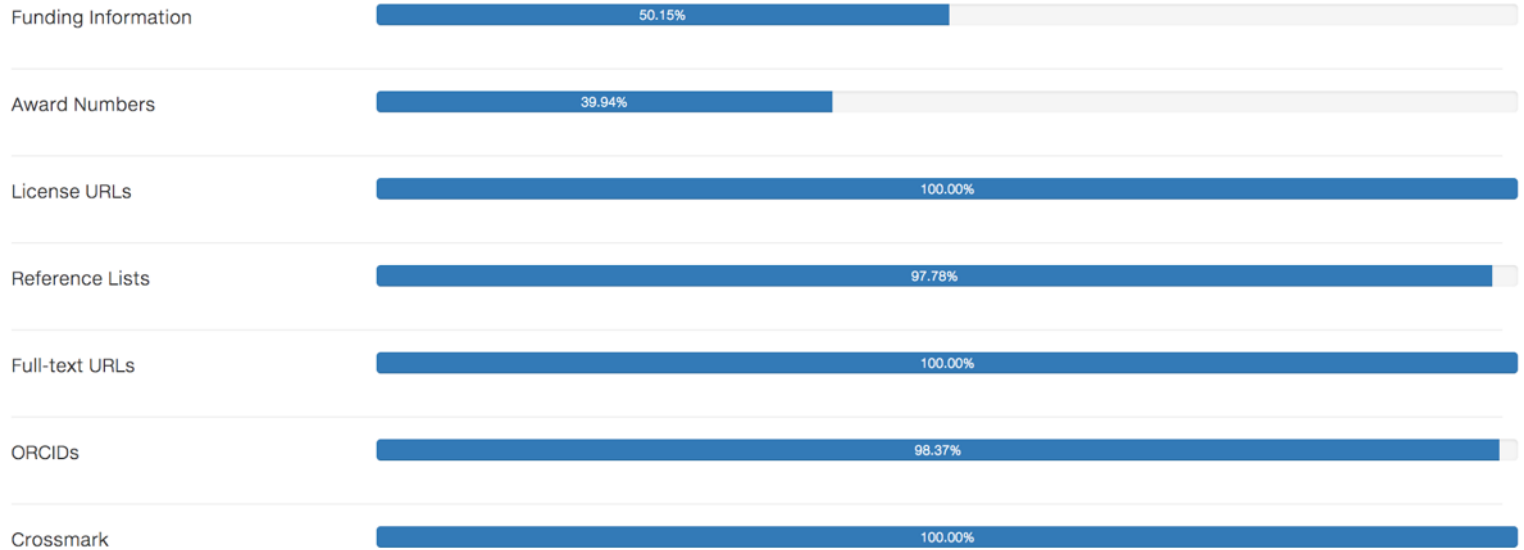


302-75 Ichon1-Dong  
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Korea

Coverage DOIs Prefixes Updates

Coverage information last updated Saturday, November 18, 2017 1:05:12 AM UTC

## Published Last 2 Years





# American Medical Association (AMA)

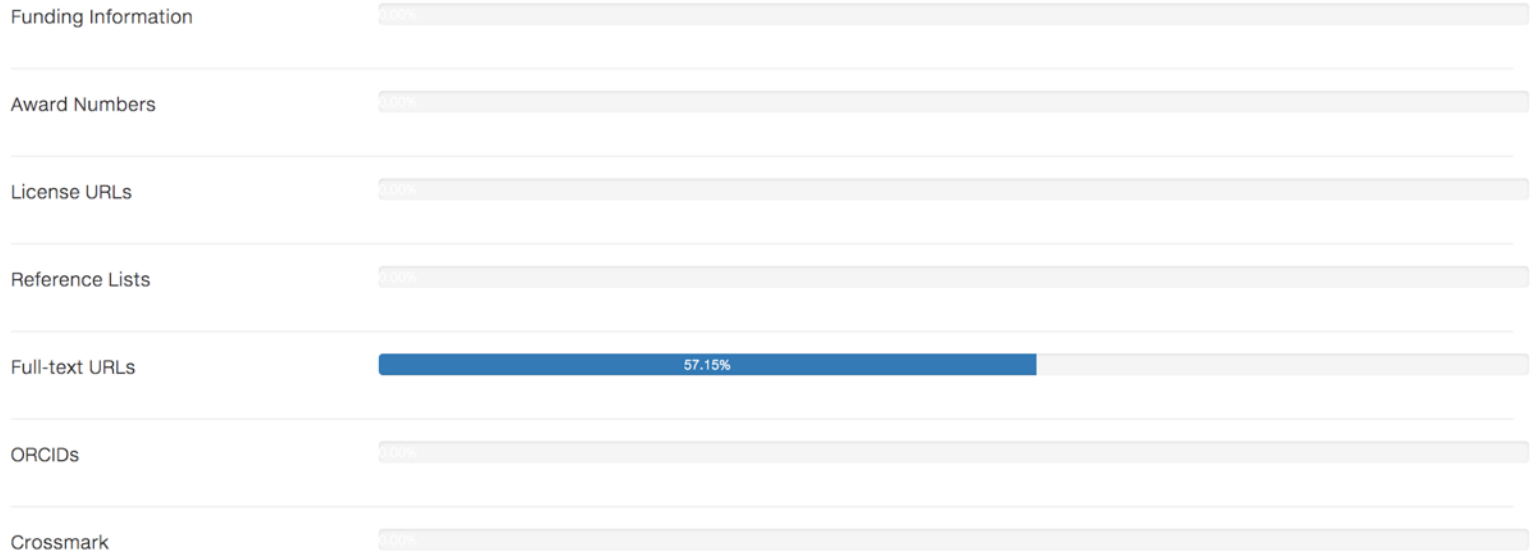
DOIs 591,399 Prefixes 1



Coverage [DOIs](#) [Prefixes](#) [Updates](#)

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## Published Last 2 Years



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**Help define the issues  
& get involved**


**METADATA  
2020**

**"In the end it's in everybody's best interest to have improved outputs. We would, as a community, redeem ourselves if we were able to use all this infrastructure and data to delight our users and improve their lives."**

*– Metadata 2020 interviewee*

**Metadata2020.org**  
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# Time's Up!



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