



# METADATA 2020

- Advocacy campaign for richer metadata
- A cross-community collaboration
- Vision to create common understanding
- Express why metadata is so important
- Shared messaging & educational resources



"Most people wouldn't think: 'Well, if we can fix this metadata we can find a cure for a terrible illness.' If we can find a way to connect those dots, that would be huge. Nobody is asking: 'What is the cost to society?'"



# The problem

- Authors want increased visibility
- Researchers need easier reproducibility
- Funders and institutions are looking for better performance data; and
- Publishers and service-providers need to demonstrate value with increased usage
- We share some metadata, but there is more to be done
- None of this is possible when there are gaps in metadata. And everyone suffers as a consequence.

# It's not just us!

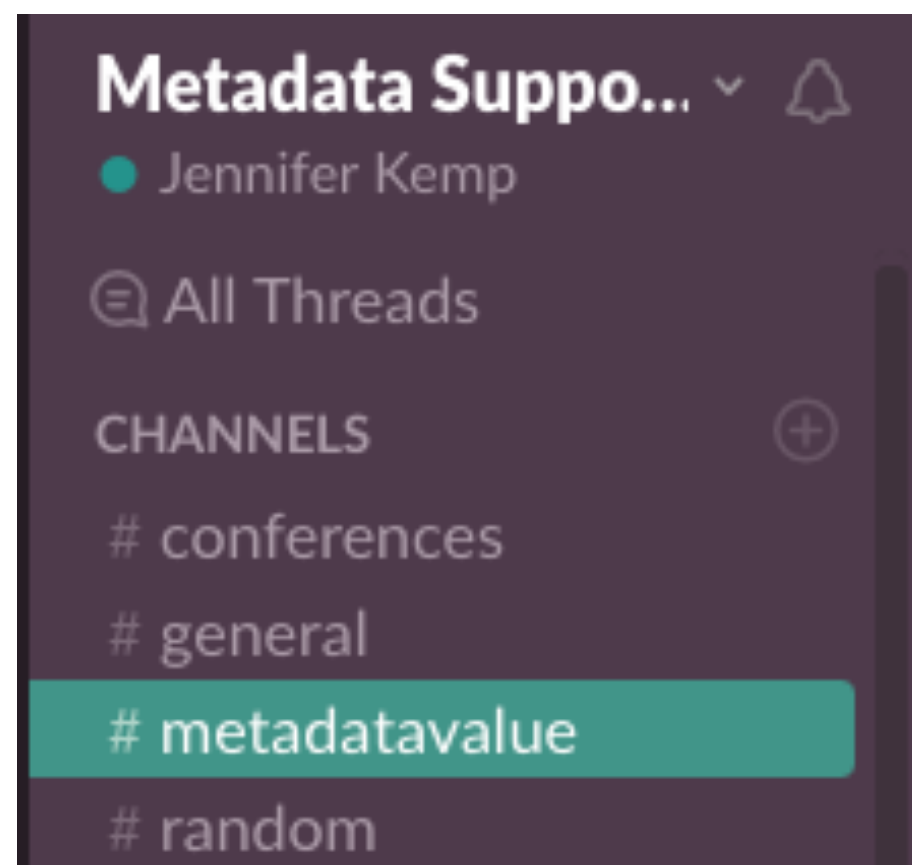


**Sign in to Metadata Support Group**  
metadatasupportgroup.slack.com

What is your sign-in email address?

**Continue** →

[I forgot which email address I used](#)



**Metadata Haikus**

TWEETS **17.9K** FOLLOWING **11** FOLLOWERS **182** LIKES **13**

**Metadata Haikus**  
@metadata\_haikus

Just a bot creating haikus from the subject headings in the Digital Public Library of America's Metadata

Joined May 2016

[Tweet to Metadata Haikus](#)

**Tweets** Tweets & replies

**Metadata Haikus** @metadata\_haikus · 8m  
DPLA Subject Haiku #17924

Plant ecology  
Amazon River Valley  
Pictorial works

**Metadata Haikus** @metadata\_haikus · 38m  
DPLA Subject Haiku #17923

Press conferences  
Playgrounds--Georgia--Atlanta  
Civil rights movement



# It's not just us! (con't)



Key findings include:

**Metadata is a top priority:** Metadata ranked as the highest priority for publishers across all verticals (4.6 out of 5), but also represented the largest gap in current organizational ability (2 out of 5). Determined to overcome key challenges and make strategic investments to accelerate their progress, 90 percent of all publishers are planning to invest in metadata over the next three years.

**Discoverability is a close second:** Publishers ranked discoverability as the second most important transformation element (4.5 out of 5) and felt that current abilities were the highest in this category (2.5 out of 5). Roughly 30 percent of publishers reported recent efforts in platform, widget and partner services, with an additional 30 percent actively reviewing new tools to help end users discover content.



Industry Leaders' Perspectives  
on the Digital Transformation  
Journey in Publishing

WHAT'S IMPORTANT AND WHY—  
STRATEGIC INSIGHTS FROM THE FRONT LINE

► We speak with 25 industry leaders  
in STM, Trade and Education.





# Starting Point

We want to facilitate the collaboration of all involved in scholarly communications to consistently improve metadata to enhance discoverability, encourage new services, and create efficiencies, with the ultimate goal of accelerating scholarly research.

# Steering group



Cameron Neylon	Curtin Univ / FORCE11
Caroline Sutton	Co-Action/Informa
Dario Taraborelli	Wikimedia
Ed Pentz	Crossref
Eva Mendez	UC3M / OSPP / DCMi
Genevieve Early	Taylor & Francis
Ginny Hendricks	Crossref
John Chodacki	California Digital Library
Juan Pablo Alperin	PKP
Kristen Ratan	Coko Foundation

Laure Haak / Alice Meadows	ORCID
Mark Patterson	eLife
Mike Taylor	Digital Science
Natalia Manola	OpenAIRE
Patricia Cruse / Laura Rueda	DataCite
Roy Tennant	OCLC
Scott Plutchak	Univ Alabama
Stefanie Haustein	Univ Montreal
Steve Byford	JISC



# Goals



- Raise awareness of the importance of **sharing richer metadata**.
- Provide information for the community on the **role of metadata in making scholarly content discoverable**.
- Encourage publishers, aggregators, funders, research institutions, and service providers to make a **public commitment increase the quality of their metadata**.
- Facilitate communication between the stakeholders to **encourage collaboration**.
- Equip all stakeholders with **tools and information**.





**Aren't we all metadata librarians?**

**#Metadata2020**

# METADATA 2020



## **Librarians make for natural metadata facilitators:**

- Scholcomms librarians working with researchers
- Collaborations between (actual) metadata librarians & publishers' production offices

# METADATA 2020



## **Librarians make effective metadata ambassadors:**

- Catalogs & discovery systems=drivers of usage
  - Don't let 'em forget it!
- Sharing expertise, e.g. at community meetings

# Insights/questions



- How can we help the researcher to understand the needs for better metadata and make supplying it easier?
- How can we encourage collaboration to share better metadata?
- How do we make better use of what we have? Can we strike a balance between consistency and flexibility?
- What lessons can we learn from other industries?
- Are you willing to sacrifice completeness for detail?



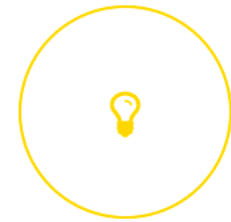




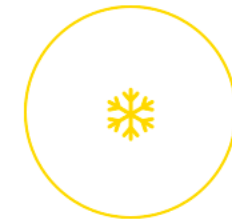
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**Do you have stories to share?**

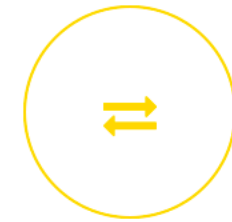




THE BIG IDEA



METADATA IS CRITICAL



METADATA IN, METADATA OUT



Metadata 2020 is a collabora  
connected and reusable m  
output

## GOALS

### Mission

Metadata 2020 is a collaboration that  
discoverability and innovation; connect  
duplication of effort.

When we settle for inadequate metac

## HOW TO PARTICIPATE

**As we gear up this website with resources and information, please sign up to receive news and updates or contact us directly through [info@metadata2020.org](mailto:info@metadata2020.org).**

Thanks for your early interest!

First Name \*

Last Name \*

Email Address \*

Submit



# Thank you

- Contribute your stories and perspectives
- Give us your attention - volunteer to advocate
- Follow us on twitter @Metadata2020
- Email [info@metadata2020.org](mailto:info@metadata2020.org) to stay in touch