Background data - HighWire by the numbers

- Number of publications online with HighWire: 1,650+
  - Includes 1,000 mobile optimized web sites
- Number of publications online with HighWire: 1,650+
- Number of books online: 1,100+
- Number of publishers: 150+
- Article count: 6.9 Million (free full text: 2.1 Million)

- New journals launched in 2012: 53
- Abstracts viewed per month: 91 Million
- New-Content alerts sent per month: 12 Million
- Registered Bench>Press users: 650,000+
- Search requests per day: ~1,000,000
Overview of key topics for today’s discussion

• The importance of open platforms
  • The importance of open platforms
    – Information across a broad information scope
    – Customized user experience interaction

  – Best of breed supplier choice
    • The emergence of linked open data
      – Semantic tagging

  – Semantic web, Semantic analysis
    • Benefit based development efforts
      – Avoiding ‘Overreaction Syndrome’
      – Innovation frameworks
What is an Open Platform?

• A building block for development and innovation
• Standards based collection of web services
  • User interface layer
  • Content services
  • Access control
  • Search, etc
• Purpose:
  – The ability to open up deeper layers using APIs, feeds, and more
  – Enables others to build on the platform
  – Facilitates integration of third party programs
  – Give publishers more control, ownership and flexibility
HighWire/BMJ Co-development project – leveraging the open platform and the best of breed supplier choice

• Joint Development teams (Project management and development)
  • Joint Development teams (Project management and development)
  • BMJ – London

• Project objectives
  • Boost discoverability of new content
  • Increase engagement
  • Drive traffic to and from channel pages
  • Drive traffic to other BMJ Group pages
BMJ Group site redesign co-development project

Launched November 2012
BMJ’s launch benefits

• Validated Results – first 75 days

• Homepage Views: +10-20%
• Full Text Views: +10-20%
• Poll Engagement: +2X-3X
• Referrals to BMJ Group Products: Doubled
British Editorial Society – Bone and Joint

• User Profile:
  – Large proportion of individual users
  – Orthopaedic surgeons and trainees are often cash rich but time poor
  – Relevance and recency are key
  – Education
• Orthopaedic surgeons divide into a number of pots

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New feature set: Specialty pages

- Fast changing lead article, edited in Drupal CMS
- Up-to-date widgets:
  - Features
  - Multimedia
  - Latest articles
  - Calendar
  - Most read

Visit: hpp://www.boneandjoint.org.uk/specialty/spine
How do specialty channels work?

• Articles
  – Subject collections
  – Tagging happens within XML – specific “specialty” tag

• Non article content
  – Drupal CMS
  – Ensure all content can be tagged
  – All content must be tagged to appear
  – General tag

• Widgets and work
Semantics at HighWire: Balancing the internal and external elements of content

- Expose metadata to the outside world
- Use linked data from the outside world
- Computationally generate "tags" from scholarly text
- Use tags for grouping, searching, personalization

Producer
Consumer

Open Web Publisher
Web
Benefits driven development
Optimize the results
Optimize the Results – Avoid ‘Overreaction Syndrome’

- **Active analytics** tune system to user/cohort
- Evaluate results in near real-time
- Understand & respond to trends

- Behavioral fingerprinting
- Profile accumulation
- Targeted messaging
- Cross-site tracking
Thank you

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