

STM Frankfurt Conference 2012

“Publishing Transformed: New Players, New Outcomes”

Session “Driving Change: Funders as Catalyst”



MAX PLANCK

digital library

- MPDL's Perspective
- Four Changeless Requirements
- The early 21st Century Technological Situation
- Consequences
- Mantra Peril and Regeneration

- **MPDL's Perspective**

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Max Planck Digital Library – What we do

**Ensure appropriate availability of
(digital) scientific information**

**Build the next generation
information infrastructure**

**Of special
interest to us**

- Requirements of science, scientists and research organizations
- Technology situation
- Business, sourcing and operational models
- Organization and accessibility of information
- Integration of information (flows) with scientific workflows

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Changeless Requirement #1

Best possible support of ...

Scientific discourse

- Creation of unconditional access to released information and data w/o exclusion of anybody
- Activating the relevant audience

Changeless Requirement #2

Best possible support of ...

Novel scientific ways of working

currently:

- Close collaboration and leverage of swarm intelligence
- Usage of semantic/mining technologies on full texts and data (e.g. semantic search, content relations, corpus analytics)

Changeless Requirement #3

Best possible support of ...

Scientific working efficiency

- Building of relevant coherent corpora and compatible (“linked”) data collections
- Conversion into state-of-the-art formats and enriching

Changeless Requirement #4

Best possible support of ...

Dissemination of released information beyond the scientific community

- Society
- Commercial players

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The early 21st Century Technological Situation

Digital Objects

- Copying occurs naturally
(as natural as transport for physical goods)
- There are no originals and identifiable copies
(this is a concept for physical goods)

Internet infrastructure

- Remote copying is possible at no cost and no effort
- Capacity is sufficient for any human audio-visual perception

Machine reading

- Machines are readers of and decision makers on information
- Full texts and images have become data

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With the technology of...

- Digital Objects
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**Not the natural
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**Hard to imagine
w/o full Open
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**Business models
ignoring this are
potentially a bad idea
long term**

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Mantra Peril

- Don't get lost with strategic mantras – they might be historic
- Don't get stuck with making old processes and tools more efficient, invent more effective ones
- Talk to your shareholders, check your organizational structures

10 Examples to Think About

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10. **Helping to properly solve the scientific relevance evaluation problem** might turn out to be more lucrative than living on it.

Regeneration

- Get creative
- Stay agile
- Innovate

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- Stay agile
- Innovate



**Science needs
state-of-the-art
information service
providers**

Thank you for your attention