Metadata 2020: why we should strive for richer metadata

Rachael Lammey
What is Metadata 2020?

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.
“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/](http://jennriley.com/metadatamap/) CC BY-NC-SA

Jenn Riley, Associate Dean, Digital Initiatives, [McGill University Library](http://jennriley.com/metadatamap/)
Metadata 2020 is not about standards!

Source: 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, 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.

http://www.metadata2020.org/blog/
Activity & outputs

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

**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

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)

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

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American Medical Association (AMA)

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Help define the issues & get involved
"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
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Time’s Up!

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