



# Taxonomy challenges in digital publishing

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# My background...

- ▶ Honours degree in Information Management and Publishing
- ▶ Temp to permanent role at Croner Publications Ltd after graduation
  - ▶ Product development role for first content published on CD-ROM
  - ▶ Moved on to content management and thesaurus management roles
  - ▶ Manager of the Croner-I content platform
  - ▶ Spent three years as Content Architect leading a team of developers and content specialists



# Wolters Kluwer UK and Wiley

- ▶ **Wolters Kluwer** are a global publishing company
- ▶ Reference publisher in finance, business and compliance, and healthcare
- ▶ Croner and CCH publishing houses formed WK UK through acquisition
  
- ▶ **Wiley** are a global academic publishing company
- ▶ Academic journal and scholarly research publisher



# WK content online

- ▶ First attempt at creating an online-only product – disastrous...
- ▶ Croner-i: content created for online-only publishing – ahead of its time
  - ▶ ‘Smart’ content
  - ▶ XML
  - ▶ Thesaurus for classification metadata
  - ▶ Un-siloed content in contrast to books, etc
- ▶ Comparison with major competitor
  - ▶ ‘Books on screen’ – right down to the emulation of a ‘page’ flipping over



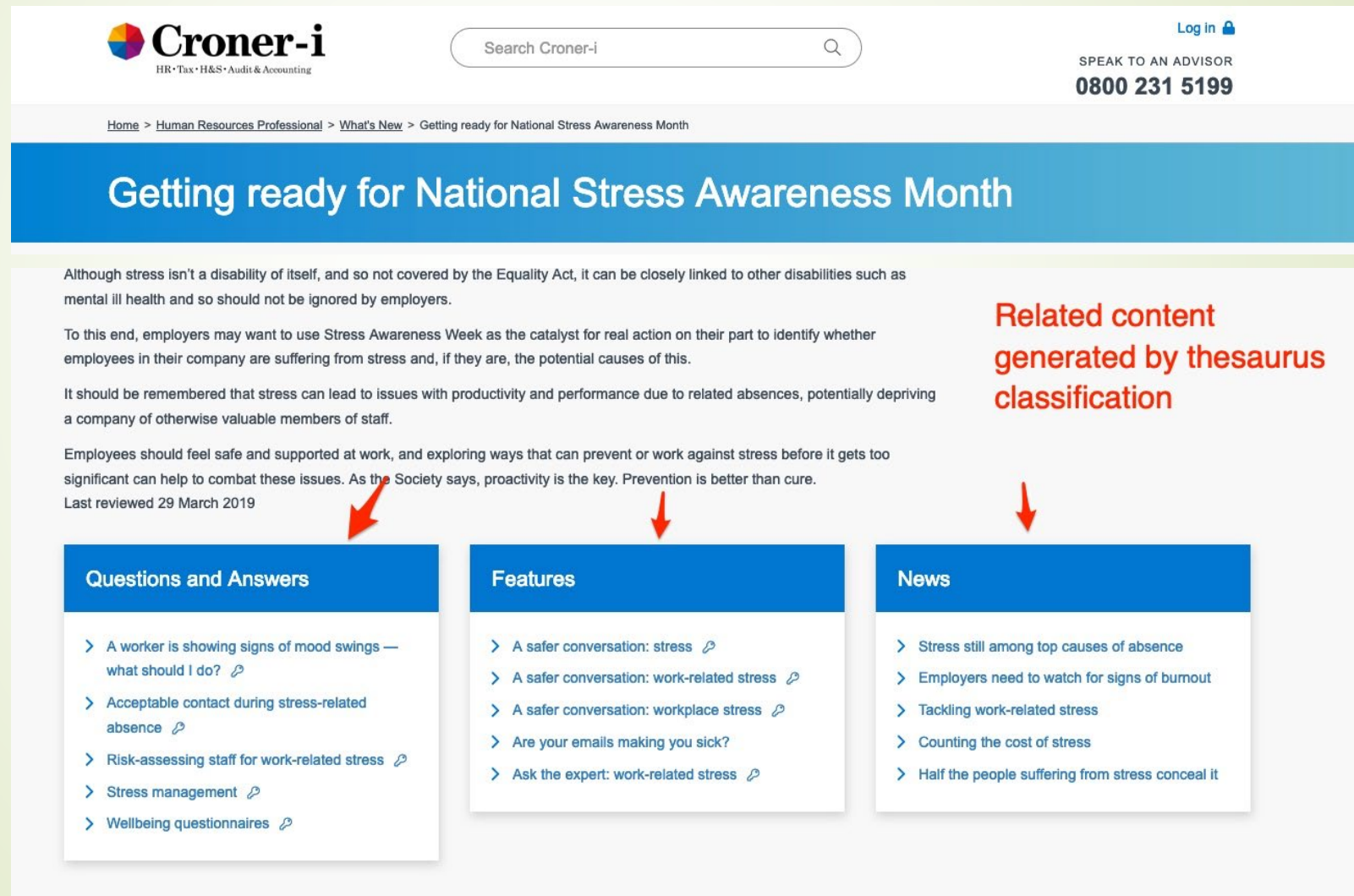
# CHALLENGE #1: metadata and silos

- ▶ Pros of un-siloed metadata
  - ▶ Reuse of content
  - ▶ Flexibility for content configuration and online product development
  - ▶ Relating content previously buried
  - ▶ Maximising content assets
  - ▶ Enhanced user / customer experience
  - ▶ New revenue stream with multiple options to grow
- ▶ Cons of getting to un-siloed metadata
  - ▶ Cost
  - ▶ Effort
  - ▶ Resistance to change – new ways of working

# Croner-i: metadata generated related content

The screenshot shows the Croner-i website interface. At the top left is the Croner-i logo with the tagline 'HR • Tax • H&S • Audit & Accounting'. A search bar is located at the top center. On the top right, there is a 'Log in' link and a contact number '0800 231 5199' with the text 'SPEAK TO AN ADVISOR'. Below the header is a breadcrumb trail: 'Home > Human Resources Professional > Recruitment and Selection > Interviewing: Summary'. The main content area has a blue header 'Interviewing'. Below this, a text box states: 'This topic examines the importance of selecting the right candidates, tips on how to prepare for and conduct selection interviews and what to do after all the interviews are complete.' There are two blue boxes: 'Quick Facts' with the text 'Key points you need to know on this topic.' and 'In-depth' with 'Detailed information on all matters in this topic.' Both have 'Read more' buttons. A 'Resources' section is highlighted with a red circle and contains a list of documents: 'Invitation to Interview — Letter', 'General Job Description Framework', 'Interview Expenses Claim Form', 'Job Interview Assessment Form — Clerical', and 'Job Interview Assessment Form — Managerial'. A 'Read more' button is at the bottom right of this section. Below is a 'How To...' Guides section with a link to 'How to Conduct a Successful Interview'. On the right side, there is a sidebar with a dark blue header 'Interviewing' and a list of links: 'Summary', 'Quick Facts', 'In-depth', 'Resources', 'How To... Guides', 'Factsheets', and 'Line Manager Guides'. Below this is a purple header 'Human Resources Professional Newsletter' with a sign-up form and a 'Sign Up' button.

# Croner-i: metadata generated related content



**Croner-i**  
HR • Tax • H&S • Audit & Accounting

Search Croner-i

Log in

SPEAK TO AN ADVISOR  
0800 231 5199

Home > Human Resources Professional > What's New > Getting ready for National Stress Awareness Month

## Getting ready for National Stress Awareness Month

Although stress isn't a disability of itself, and so not covered by the Equality Act, it can be closely linked to other disabilities such as mental ill health and so should not be ignored by employers.

To this end, employers may want to use Stress Awareness Week as the catalyst for real action on their part to identify whether employees in their company are suffering from stress and, if they are, the potential causes of this.

It should be remembered that stress can lead to issues with productivity and performance due to related absences, potentially depriving a company of otherwise valuable members of staff.

Employees should feel safe and supported at work, and exploring ways that can prevent or work against stress before it gets too significant can help to combat these issues. As the Society says, proactivity is the key. Prevention is better than cure.  
Last reviewed 29 March 2019

**Related content generated by thesaurus classification**

- Questions and Answers**
  - > A worker is showing signs of mood swings — what should I do? [🔗](#)
  - > Acceptable contact during stress-related absence [🔗](#)
  - > Risk-assessing staff for work-related stress [🔗](#)
  - > Stress management [🔗](#)
  - > Wellbeing questionnaires [🔗](#)
- Features**
  - > A safer conversation: stress [🔗](#)
  - > A safer conversation: work-related stress [🔗](#)
  - > A safer conversation: workplace stress [🔗](#)
  - > Are your emails making you sick?
  - > Ask the expert: work-related stress [🔗](#)
- News**
  - > Stress still among top causes of absence
  - > Employers need to watch for signs of burnout
  - > Tackling work-related stress
  - > Counting the cost of stress
  - > Half the people suffering from stress conceal it

# By contrast...



HR • Tax • H&S • Audit & Accounting




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Tax and Accounting

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      - + WHAT'S NEW IN KEY DATA
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      - + Management of taxes
      - + Scheme of income tax
      - + Income tax: residence, domicile and the remittance basis
      - + Income tax: rates and liability
      - + Income tax: personal reliefs
      - + Income tax: business profits
      - + Income tax: property income
      - + Income tax: investment income
      - + Income tax: earnings
      - + Income tax: share related income and exemptions
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      - + Tax credits
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      - + Retail prices index
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      - + Capital allowances

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<b>Tax - Quick Overview</b> Clear and concise explanation.	<b>Tax - In-Depth</b> Thorough and authoritative analysis.	<b>Navigate Tax</b> Transaction-based and tool-rich planning modules.	<b>Tax - Expert Analysis</b> Insightful commentaries from leading experts.
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<b>Tax - International</b> Global tax resources and guidance.	<b>Tax - General Commentary</b> Succinct and readable commentary.	<b>Practice Management</b> Essential guidance on compliance and practice management.	<b>Business Focus</b> Over 100 detailed business sector profiles.
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<b>Audit and Accounting Tools</b> Audit and accounts work programmes, accounts...	<b>Tax, Audit and Accounting Guides</b> Specialist guides covering a range of industries...	<b>Employment Law - International</b> Employment law guidance for the Asia Pacific region...	





# Wiley content online

- ▶ All journals and most reference works are on the Wiley Online Library
- ▶ Societies are entitled to have a Hub built by Wiley for their content, if they wish
  - ▶ Benefits of the Hub include enrichment
  - ▶ Content is 'enriched' with either an existing taxonomy, or a custom-built taxonomy

# A Hub....

**Publications** **The Physiological Society** | **WILEY** Access by Wiley

Search   Login / Register

**JOURNALS** ▾ **TOPICS** ▲

The Physiological Society

- Cardiovascular Physiology
- Cellular and Molecular Physiology
- Computational Physiology and Modelling
- Endocrinology and Metabolism
- Environmental Physiology
- Exercise Physiology
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- Genomics and Proteomics
- Integrative Physiology
- Muscle Physiology
- Neuroscience
- Renal Physiology
- Reproductive Physiology
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# Different taxonomic approaches

## Wolters Kluwer

- ▶ One (beautifully formed) thesaurus covering eight main market areas
- ▶ Active use of related terms
- ▶ Embedded as part of the Content Pipeline
  - ▶ Product builds would fail if content was not classified

## Wiley

- ▶ Almost 200 taxonomies
- ▶ Currently, little reuse among content domains
- ▶ Audit of domains required
- ▶ Not part of the Content Pipeline (yet)
- ▶ Taxonomies come in many and various forms...



# CHALLENGE #2: can you have too many taxonomies?

- ▶ One taxonomy or many?
- ▶ Croner went for one to cover all domains
- ▶ Wiley have many
- ▶ Software used
  - ▶ Concept schemes – can different projects or taxonomies be linked?
  - ▶ How are concept schemes treated? Wiley's software treats concept schemes quite differently from Croner's, which was different again from the original thesaurus management software used
  - ▶ Influences how you approach the formation of your thesaurus



# CHALLENGE #3: understanding and expectations

- ▶ Internal resistance
  - ▶ New ways of working often required
  - ▶ "It's not broken, why fix it?"
  - ▶ "Why can't X do it – I'm too busy"
- ▶ Working with SMEs
  - ▶ Often have a mixed understanding of what's required from them
  - ▶ The kitchen sink HAS to be included!
  - ▶ Anxiety that something essential won't get covered
- ▶ Business expectations and views of enrichment
  - ▶ "It's just a mechanical tool, isn't it?"
  - ▶ "What's my ROI?"
  - ▶ "What do you mean, it might never be finished??!"



# Reactive or proactive?

- ▶ To quote Henry Ford: “If I’d asked people what they wanted, they’d have said, ‘A faster horse!’”
- ▶ It’s not always easy for non-taxonomists to see the benefit of content classification
  - ▶ Have to accept that some people will never see the point in taxonomies
- ▶ Great advantage in doing the work before the business realises it needs it
- ▶ Look for opportunities to enrich content and display the power of metadata
  - ▶ More persuasive than discussions, etc



# Future challenges

- ▶ Embed taxonomy application into the content pipeline
- ▶ Promote understanding and enthusiasm for taxonomic classification
- ▶ Explore machine learning to build taxonomies
  - ▶ Content mining and entity extraction
- ▶ Expansion of taxonomy features on front end
- ▶ Development of ontologies



## A quote from Patrick Lambe...

“At the end of the day, most of our categorisation decisions are pragmatic ones, which is why so many information scientists need to forget a lot of their training if they are to design knowledge taxonomies that work in practice.”

*Organising Knowledge: Taxonomies, Knowledge and Organisational Effectiveness*  
Patrick Lambe, 2007





Thanks for listening!

Questions?

