



Welcome To DCMI Special Session: *Applying Taxonomies in Publishing – Leveraging Your Semantic Enrichment Investment*

13 October 2016, 10:30 to 12:00

Access Innovations, Inc.

Changing search to found

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Albuquerque, NM

Publishers ask, “I have a taxonomy! Now what?”

- ❖ What do you plan to do with your taxonomy?
 - Print it and...
 - Put your monitor on top of it
 - Use it as a door stop
 - Send it to Dad along with your student loan
 - Archive it and...
 - Send a copy to your boss
 - Post it on FaceBook
 - Turn it into a Broadway musical
 - Make a documentary and put it on YouTube

What do you have in mind?

- ❖ Your ideas...
- ❖ Who has a
 - Taxonomy, thesaurus, controlled vocabulary, ontology, etc?
- ❖ Who plans on getting one?
- ❖ Why?

Use Case 1 - Maintain your thesaurus

- ❖ Who – someone must be tasked with the responsibility
- ❖ How many – a part time person to two FTEs
- ❖ Process
 - Mine contributions
 - Subject matter experts (SME)
 - Authors
 - Users
 - Search logs

Use Case 1 - Maintain your thesaurus

❖ Process cont.

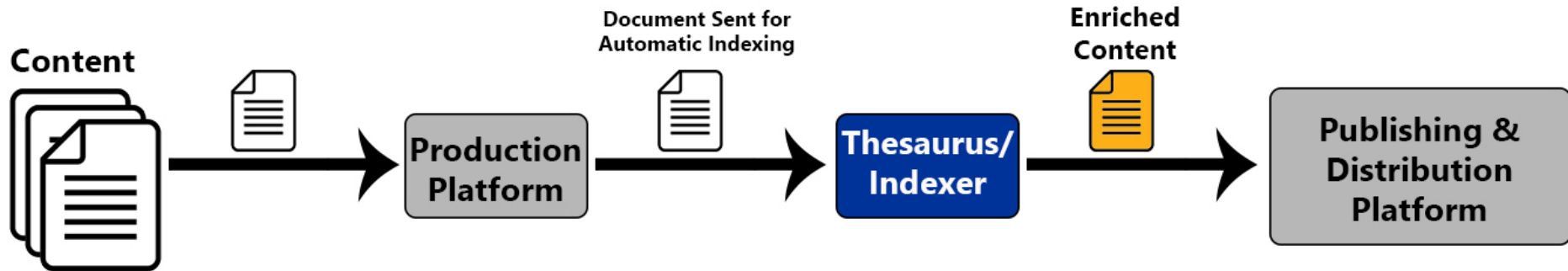
- Review source material
- Tools for maintenance

❖ How often

- Analyze frequency of new terms and changes to existing terms
- Set a fixed schedule

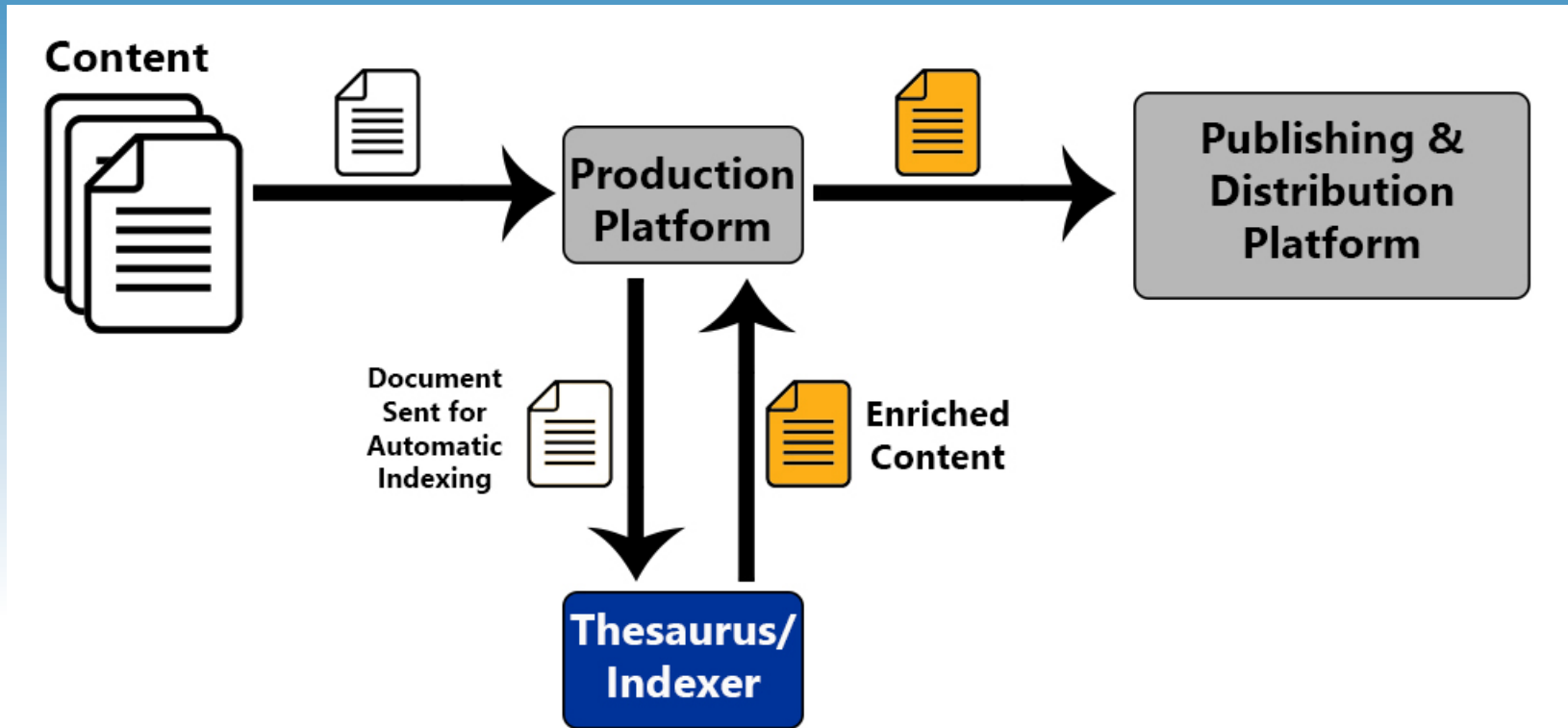
Use Case 2 – Index your content

Tag
Catalog
Classify
Categorize



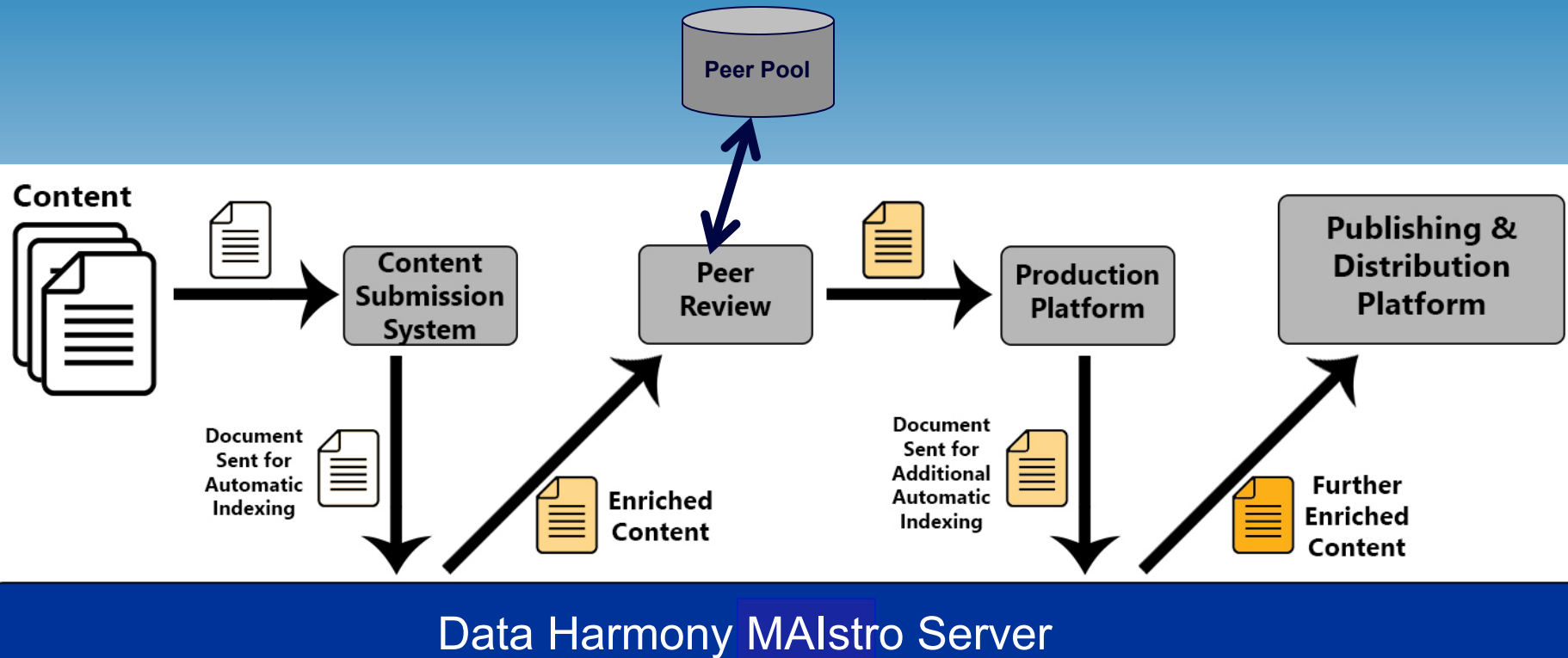
Content Publishing Pipeline

Use Case 2 – Index your content



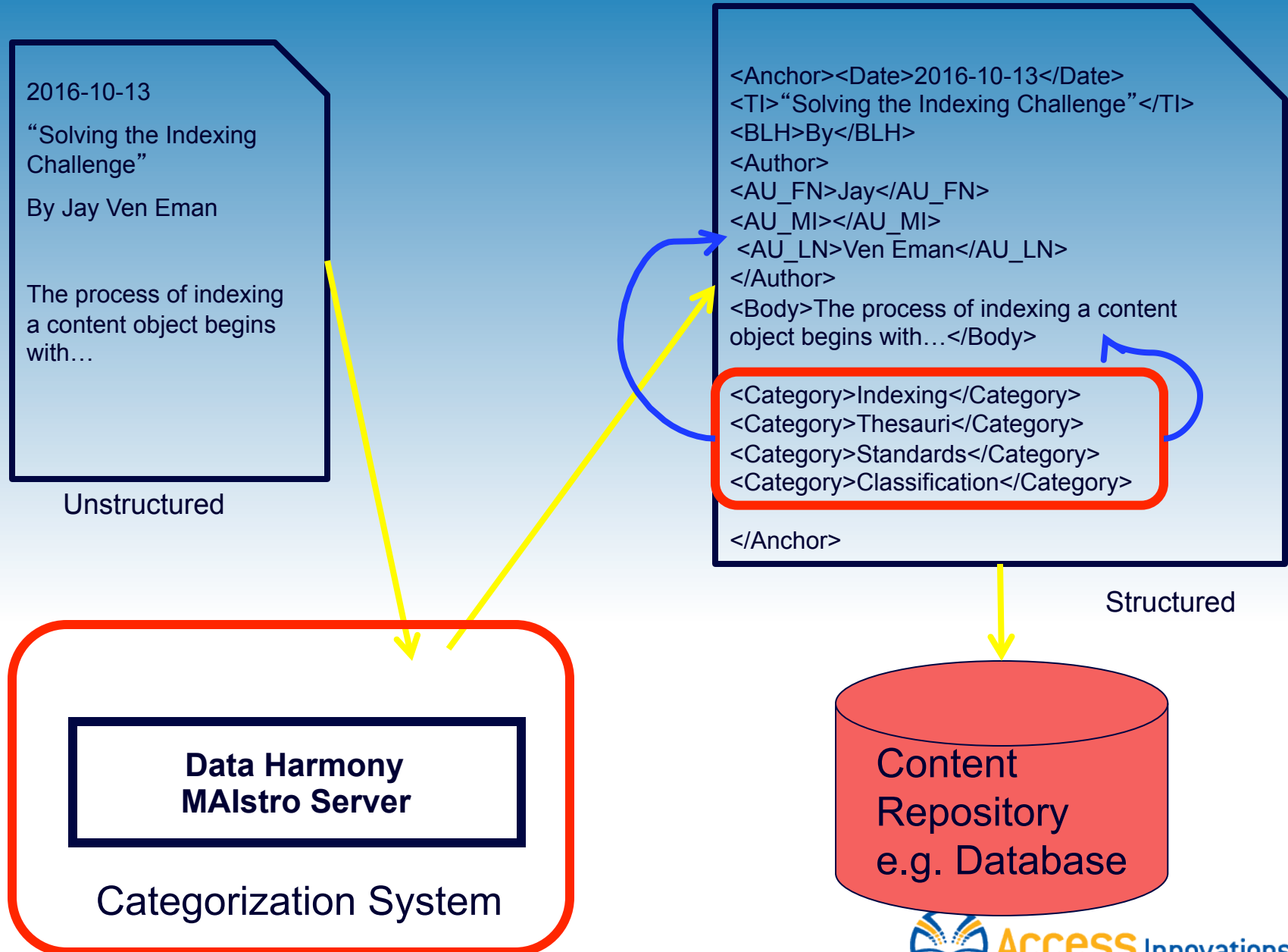
Content Publishing Pipeline

Use Case 2 – Index your content

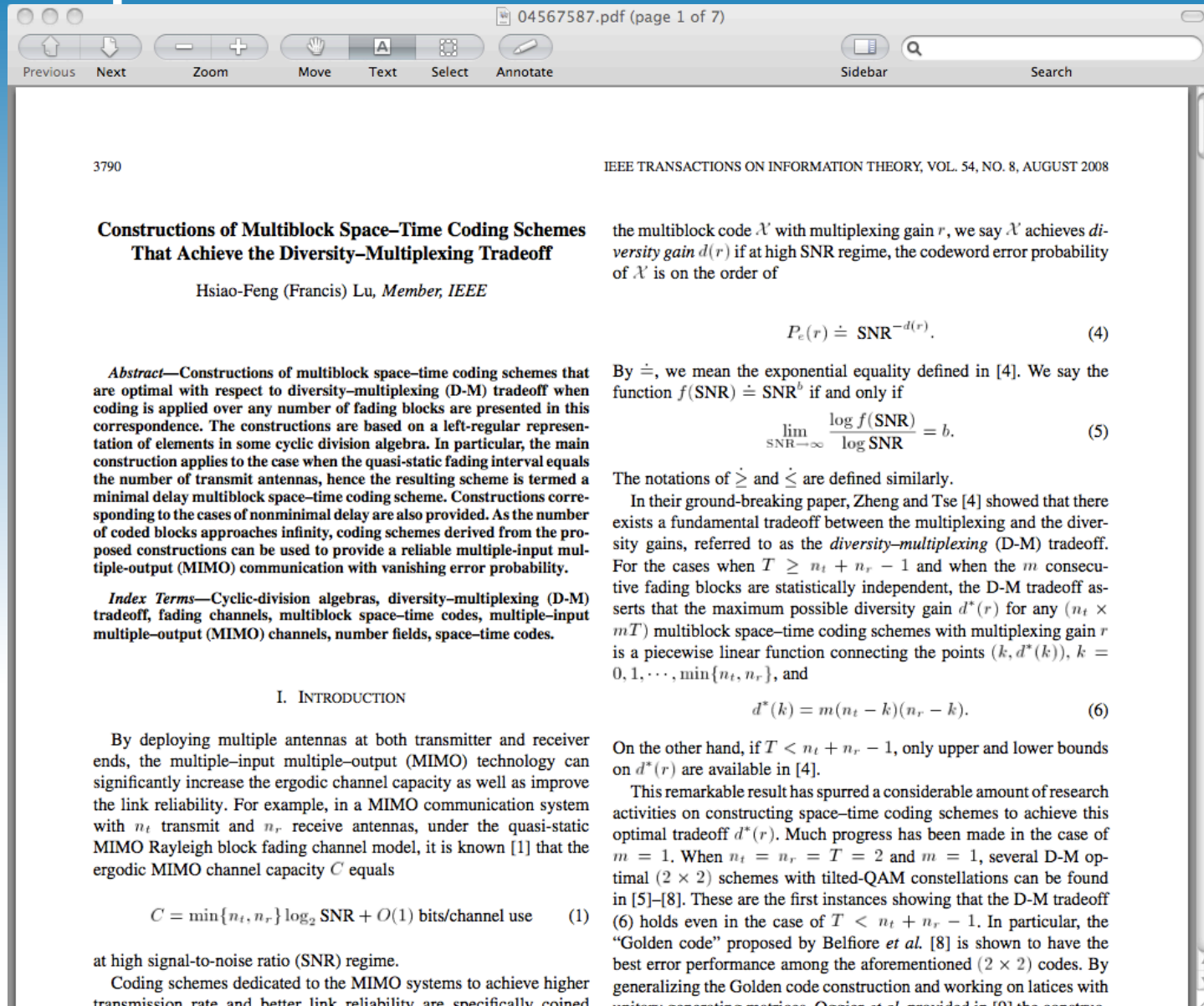


Content Publishing Pipeline

Use Case 2 – Index your content



Sample unstructured document



Run the documents through Metadata Extractor™ to create well-formed, rich XML

```
-<Metadata>
  <DocumentName>04567587.pdf</DocumentName>
- <Title>
  Constructions of Multiblock Space-Time Coding Schemes That Achieve the Diversity-Multiplexing Tradeoff
</Title>
- <Publication>
  <Source>IEEE TRANSACTIONS ON INFORMATION THEORY</Source>
  <Volume>54</Volume>
  <Number>8</Number>
- <PublicationDate>
  <Month>AUGUST</Month>
  <Year>2008</Year>
  </PublicationDate>
</Publication>
- <Page>
  <StartPage>3790</StartPage>
  <EndPage>3796</EndPage>
</Page>
- <Abstract>
  - <P>
```

- Automatic (per doc template)
- E.g. Dublin Core Metadata, JATS
- Bibliographic citation

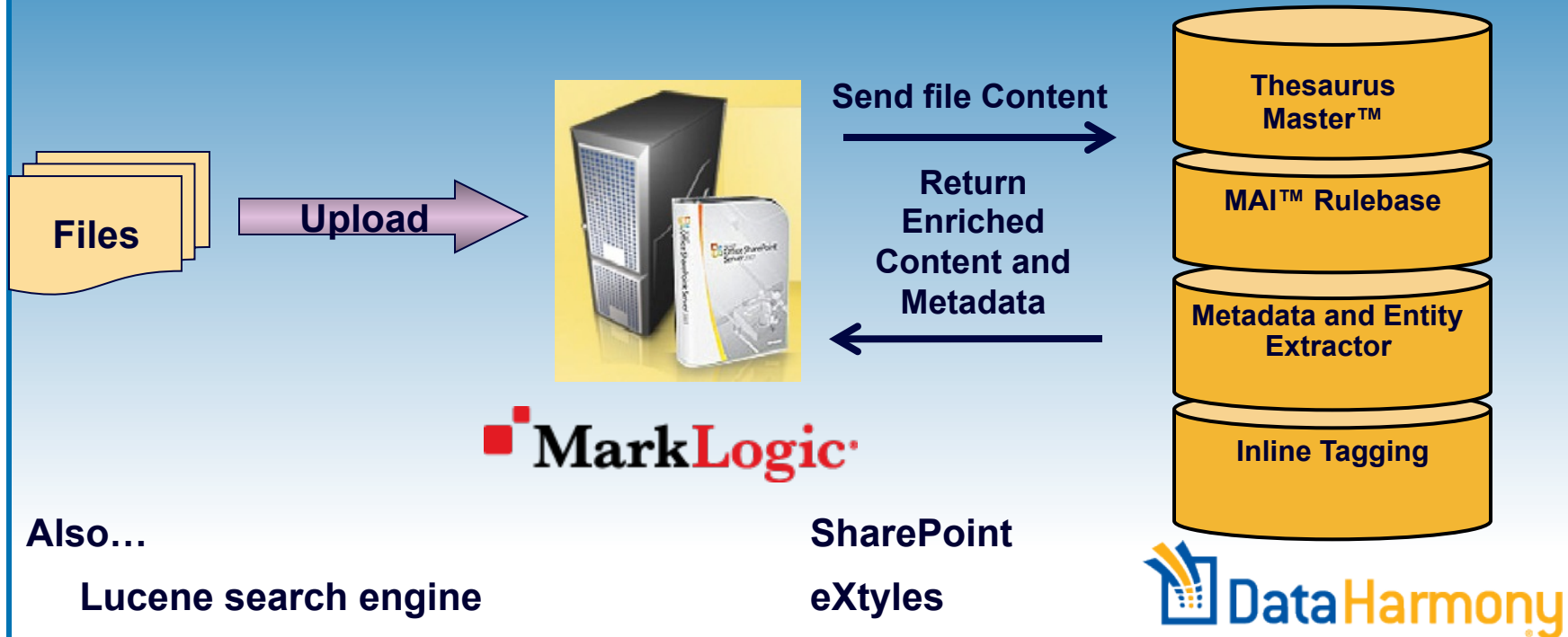
Constructions of multiblock space-time coding schemes that are optimal with respect to diversity-multiplexing (D-M) tradeoff when coding is applied over any number of fading blocks are presented in this correspondence. The constructions are based on a left-regular representation of elements in some cyclic division algebra. In particular, the main construction applies to the case when the quasi-static fading interval equals the number of transmit antennas, hence the resulting scheme is termed a minimal delay multiblock space-time coding scheme. Constructions corresponding to the cases of nonminimal delay are also

Automatically add the taxonomy terms

```
- <Subject>
  - <AuthorPickedTerms>
    <Term>Cyclic-division algebras</Term>
    <Term>diversity-multiplexing (D-M) tradeoff</Term>
    <Term>fading channels</Term>
    <Term>multiblock space-time codes</Term>
    <Term>multiple-input multiple-output (MIMO) channels</Term>
    <Term>number fields</Term>
    <Term>space-time codes</Term>
  </AuthorPickedTerms>
  - <MAISuggestedTerms>
    <Term>Construction industry</Term>
    <Term>Encoding</Term>
    <Term>Fading</Term>
    <Term>Delay</Term>
    <Term>Transmitting antennas</Term>
    <Term>MIMO</Term>
  </MAISuggestedTerms>
</Subject>
- <Authors>
  - <Author>
    - <Name>
      <LastName>Lu</LastName>
      <FirstName>Hsiao-Feng (Francis)</FirstName>
```

Entity extraction: People,
Places, Things
Conceptual indexing: using the
taxonomy

Use Case 3 – Integrate



Also...

Lucene search engine
CambridgeSoft
Ektron CMS 400.net
EMC Documentum
OpenText Connectivity
Jive

SharePoint
eXtyle
OpenText ECM
Oracle
PostgreSQL
Apache OpenOffice

Use Case 4 – Website navigation

Courtesy: ASCE

Client Name: ASCE Design Study wireframes
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Early Release of Report Card Helps Shape Stimulus Plan

Stepped-up efforts by the Society to persuade Congress and the White House of the need for more infrastructure investment have paid off in the \$790 billion economic recovery package. As reached by House and Senate negotiators this week, the compromise plan includes billions of dollars for a wide scope of infrastructure jobs.

- >> ASCE's Government Relations blog, Our Failing Infrastructure, has funding details [here](#).
- >> Get details of the new 2009 Report Card [here](#).
- >> President Obama recently cited ASCE and our Report Card. Learn where and why [here](#).



Upcoming Events



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Tel: 301-768-0112 | Email:

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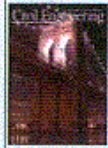
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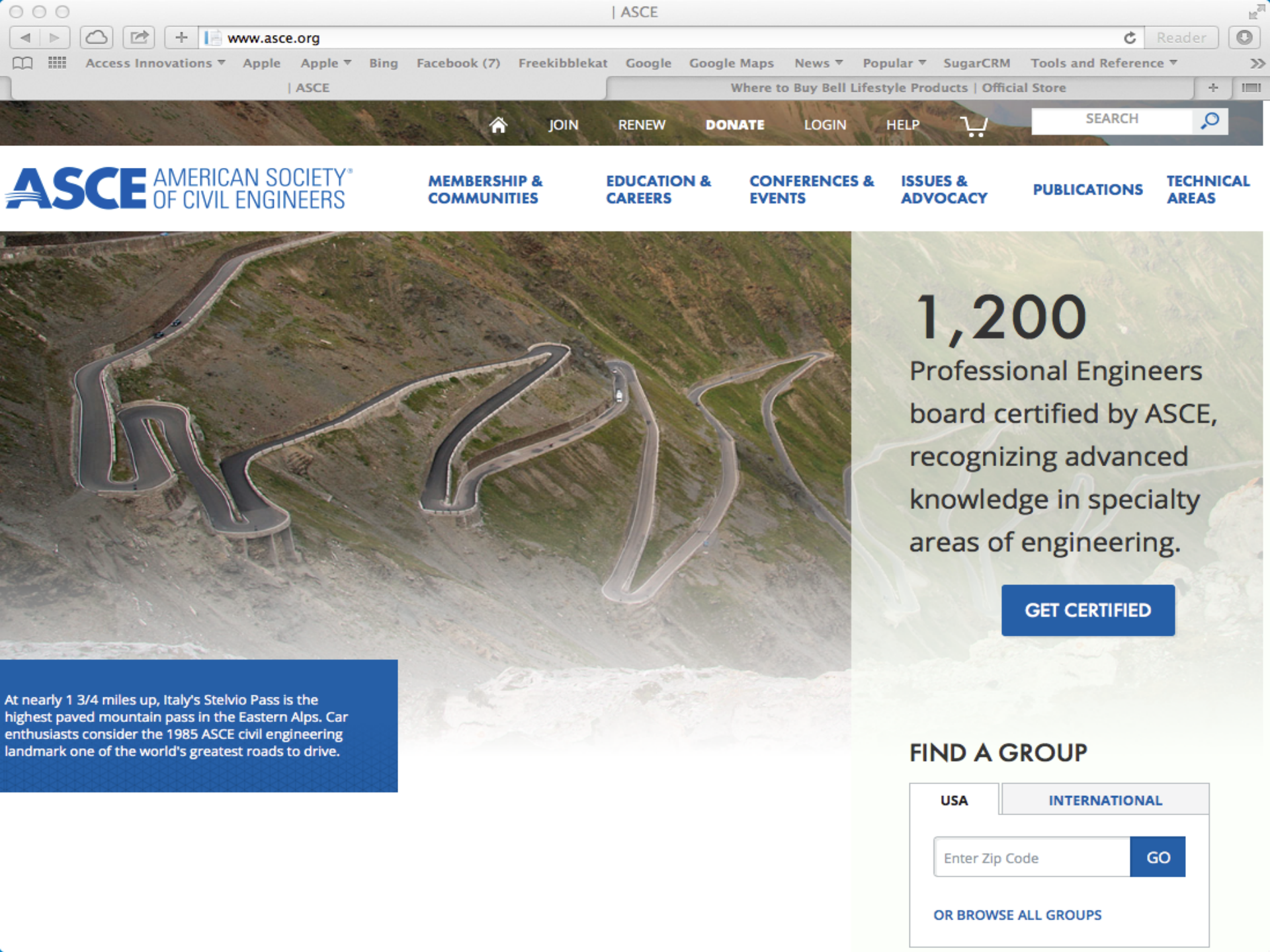
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Use Case 5 – Search Harmony Recommender



The screenshot shows the top navigation bar of the Access Innovations Inc. Content Management system. Below the navigation bar, a search bar contains the text 'music'. To the right of the search bar is a 'Search' button. A dropdown menu is open below the search bar, displaying a list of thesaurus terms. A blue bracket on the left side of the dropdown menu points to the text 'Thesaurus terms'.

Thesaurus terms

- music
- Christian music (nonpreferred)
- Marching music (nonpreferred)
- Pop music (nonpreferred)
- Salsa music (nonpreferred)
- Soul music (nonpreferred)
- Spiritual music (nonpreferred)
- World beat music (nonpreferred)
- A capella music
- Acoustic music
- African music
- American music
- Band music
- Baroque music
- Big band music
- Bluegrass music
- Chamber music
- Children's music
- Choral music
- Church music
- Chamber music groups

With Access Innovation's *Search Harmony* navigation layer, typing in the text box prompts the user to select from thesaurus terms for a search.

Use Case 5 – Search Harmony Recommender

National Information Center for Educational Media

Results for **music theory** [click here for a key word search](#)

Music Theory Fundamentals

Includes ten study charts featuring **music** alphabet, sharps, flats, rhythm, time signatures, key

Descriptors : Meter and rhythm - **Music theory** and composition

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=82275>

Music Theory Fundamentals

Includes ten study charts featuring **music** alphabet, sharps, flats, rhythm, time signatures, key

Descriptors : Meter and rhythm - **Music theory** and composition

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=179810>

Practical Music Theory Series

Presents the complete three - part series on practical **music theory** created by Sandy Feldstein

Descriptors : Musicology - Musical notation - **Music** - **Music theory** and composition - Meter and rhythm - Harmony

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=404250>

Essentials of Music Theory - Compact Disc 1

Introduces musical concepts through lessons followed by exercises. Covers note values, time signatures, triads, intervals, scales, and ear training. Includes rhythmic, melc performed by a number of different instruments including piano, flute, clarinet, and cello.

Descriptors : **Music theory** and composition - **Music** appreciation

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=473483>

Essentials of Music Theory - Compact Disc 2

Introduces musical concepts through lessons followed by exercises. Covers note values, time signatures, triads, intervals, scales, and ear training. Includes rhythmic, melc performed by a number of different instruments including alto sax, trumpet, trombone, and violin.

Descriptors : **Music theory** and composition - **Music** appreciation

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=473485>

A list of content containing the selected thesaurus term is returned.
Selecting an item returns its full record...



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Practical Music Theory Series

Presents the complete three - part series on practical music theory created by Sandy Feldstein for Alfred's Publishing. Covers staff, clefs, measures, time signatures, notes, rests, ties and slurs, repeats and endings, flats, sharps and naturals, scales, key signatures, dynamics, tempos, chords, inversions and harmonizing. Apple version compatible with Commodore computers, IBM version available in 3.5 and 5.25 diskettes. Includes theory books.

Descriptors : Musicology - Musical notation - Music - Music theory and composition - Meter and rhythm - Harmony

More like this documents:

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- [Alfred Music Achievement Series](#) : and rhythmic notation , music terminology and ties...
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- [Basic Piano Theory Software - Student Version - Level 1B](#) : Offers student diskette only, Level 1B, from Alfred's...
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Thesaurus terms

Similar content

...as well as suggesting other content with similar semantic fingerprints—not just the original search term.

Use Case 6 - Related-term/concept navigation – semantic navigation

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Home | Company | Buyer's Guide

- ⊕ Agriculture (695)
- ⊕ Applied technologies (83)
- ⊕ Business (2246)
- ⊕ Communications (443)
- ⊕ Computer and information science (109)
- ⊕ Economics (1177)
- ⊕ Education (5211)
- ⊕ Family and consumer sciences (13)
- ⊕ Geography (1486)
- ⊕ Health and wellness (449)
- ⊕ History (7801)
- ⊕ Language arts (303)

MediaSleuth

Results for **Cell**

Cell

Cell chemistry
Cell communication
Cell division
Cell life cycles
Cell nutrition
Cell pathology
Cell phones (nonpreferred)
Cell physiology (nonpreferred)
Cell structure
Cello
Cellular biology
Cellular telephones (nonpreferred)
Sickle cell disease
Fuel cells
Stem cells

153 docs (0.0 seconds)

> **Expand your search**
-Thesaurus Related Terms

[Cell chemistry](#)
[Molecular biology](#)

> **Target your search**
-Thesaurus Narrower Terms

[Biosynthesis](#)
[Cells \(Biology\)](#)
[Enzyme production](#)
[Nucleic acids](#)

Auto-completion using the taxonomy

- ⊕ Political science (510)
- ⊕ Psychology (2438)
- ⊕ Religion and philosophy (532)
- ⊕ Science (2524)
 - Children's science activities (196)
 - History of science (134)
 - ⊕ Natural sciences (394)
 - ⊕ Biology (794)
 - ⊕ Biological classification (113)
 - Biological competition (2)
 - Biological diversity (55)
 - ⊕ Biological evolution (131)
 - Biological succession (8)
 - Biophysics (1)
 - Biorythms (3)
 - Botany (518)
 - Cellular biology (153)**
 - Biosynthesis (2)
 - ⊕ Cells (Biology) (9)
 - Enzyme production (5)
 - ⊕ Nucleic acids (0)

Descriptors : **Cellular biology**

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=1>

[Cell Structure](#)

Explores the **biology** of cells.

Descriptors : **Cellular biology**

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=1>

[The Bio - Bombshell](#)

Tells the story of the latest and most far - reaching scientific revolution, the growth of bioindustry.

Explores the new techniques and how they will be used.

Descriptors : Microbiology - Genetics - **Cellular biology**

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=1>

[The Building Blocks of Life](#)

Provides a comprehensive look at the basic unit of life, the cell, and how cells function both together and alone.

Descriptors : **Cellular biology** - Cells (Human)

<http://www.mediasleuth.com/revmai/bibrec.php?accnum=1>

Guide the user

Navigate the full taxonomy "tree"

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Histology

Integumentary system

Liver

Lymphatic system

Musculoskeletal system

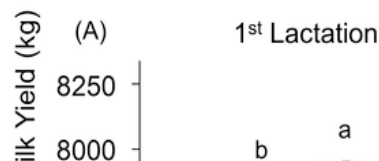


Breadcrumbs searching with a twist

In the News

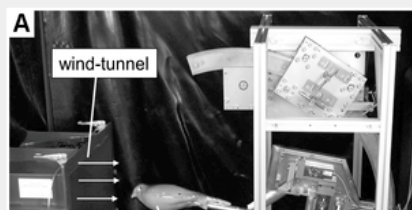
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Egr3 Induces a Th17 Response by Promoting the Development of $\gamma\delta$ T Cells

Rose M. Parkinson, Samuel L. Collins, Maureen R. Horton, Jonathan D. Powell

Published: January 24, 2014 • DOI: 10.1371/journal.pone.0087265

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Abstract

The transcription factor Early Growth Response 3 (Egr3) has been shown to play an important role in negatively regulating T cell activation and promoting T cell anergy in Th1 cells. However, its role in regulating other T helper subsets has yet to be described. We sought to determine the role of Egr3 in a Th17 response using transgenic mice that overexpress Egr3 in T cells (Egr3 TG). Splenocytes from Egr3 TG mice demonstrated more robust generation of Th17 cells even under non-Th17 skewing conditions. We found that while Egr3 TG T cells were not intrinsically more likely to become Th17 cells, the environment encountered by these cells was more conducive to Th17 development. Further analysis revealed a considerable increase in the number of $\gamma\delta$ T cells in both the peripheral lymphoid organs and mucosal tissues of Egr3 TG mice, a cell type which normally accounts for only a small fraction of peripheral lymphocytes. Consistent with this marked increase in peripheral $\gamma\delta$ T cells, thymocytes from Egr3 TG mice also appear biased toward $\gamma\delta$ T cell development. Coculture of these Egr3-induced $\gamma\delta$ T cells with wildtype CD4+ T cells increases Th17 differentiation, and Egr3 TG mice are more susceptible to bleomycin-induced lung inflammation. Overall our findings strengthen the role for Egr3 in promoting $\gamma\delta$ T cell development and show that Egr3-induced $\gamma\delta$ T cells are both functional and capable of altering the adaptive immune response in a Th17-biased manner. Our data also demonstrates that the role played by Egr3 in T cell activation and differentiation is more complex than previously thought.

Figures

Subject Areas



Cell differentiation



Cytokines



Immune response



Inflammatory diseases...



Lymphocytes



Lymphoid organs



T cells



Thymocytes

New
Video

Use Case 7 - Facilitate eCommerce

❖ Term disambiguation

- Sofas – couches
- Motorcycle helmets – brain buckets
- Bikes
 - Motorcycles
 - Tricycles
 - Bicycles
 - Unicycles

❖ Related terms

- Bicycle helmets – bicycle seats
- Motorcycles – health insurance

Use Case 8 - Facilitate cross-marketing

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Client Name: ASCE Design Study wireframes
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Use Case 8 - Facilitate cross-marketing



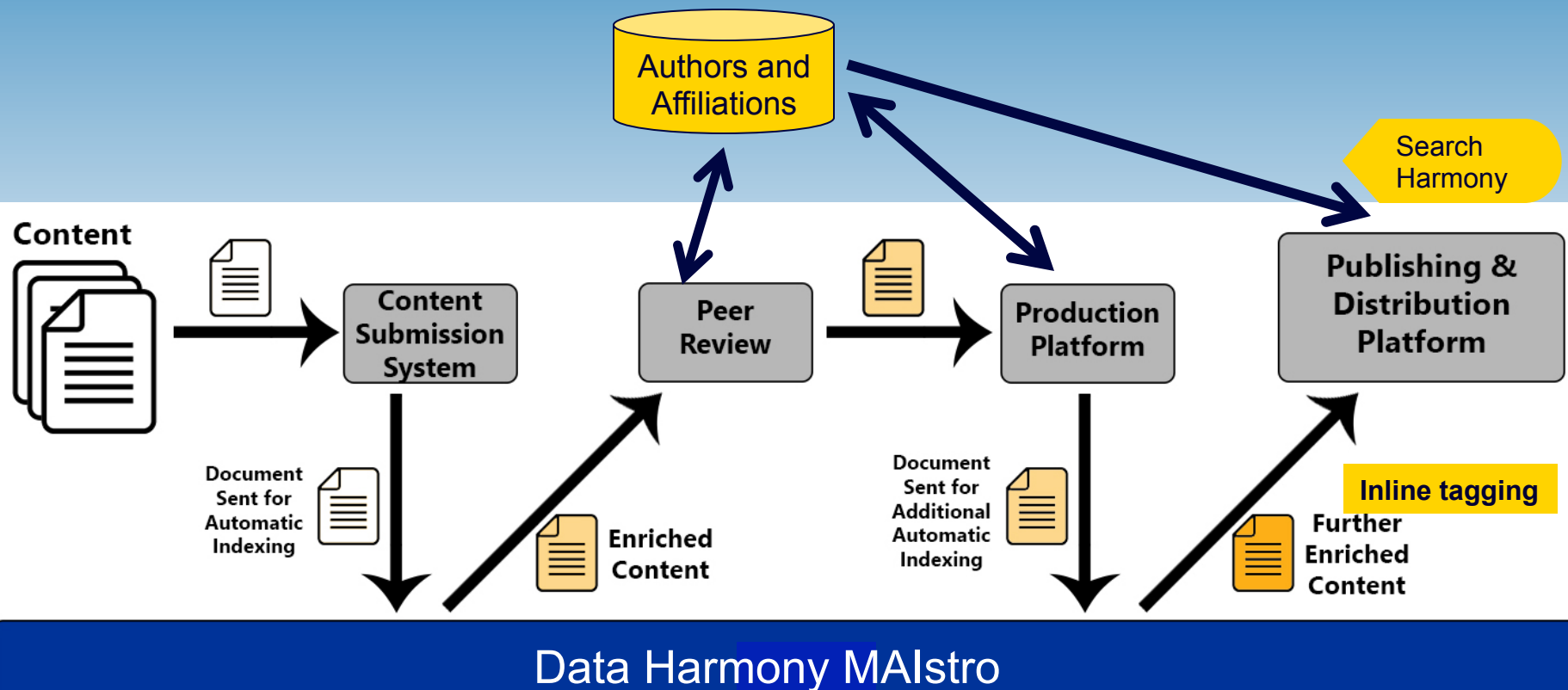
Courtesy: AACR

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Use Case 9 – Author networks



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AF0048808	Restorative and Laser Department Largo Rosanna Benzi 10 Pad IV 16132 Genova
AF0049264	Retired physics teacher and active tuba player Milford CT
AF0049271	Retired physics teacher and active tuba player Milford CT
AF0049315	Rhein Main University of Applied Sciences
AF0049532	RIBER Its
AF0048144	RIKEN Center for Emergent Matter Science
AF0049939	RMIT University

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State

City

Street

Postcode

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Affiliations to review

Affiliation Authority Control

Affiliation Review

Institution name

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Department

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State

Country

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Merge Affiliation

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AFF#

Update Record

Add New Record

Delete

Search results : 11 hits

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AF0002649	Royal Melbourne Institute of Technology (RMIT)	Melbourne and the melbourne centre for nanofabrication		Australia
AF0007933	ArcelorMittal	NDE - Instrumentation - Control Dept.		France
AF0009777	Farmitalia Carlo Erba-Erbamont, Research Lab, Milano, Italy			Italy
AF0039842	ArcelorMittal Global R&D Gent			Belgium

Search for Affiliations

Remaining authors : 70

1108447	Galář	P
1108550	García Aznar	J M
1108638	Gehrig	Jeffrey C
1108573	Griffith	Michelle M
1108540	Hagner Derengowska	Magda
1108470	Hjörvarsson	B
1108495	Hussain	Aftab M
1108448	Ishikawa	Shinji

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Given

Authors to review

Keywords

Author Review

Given name
Surname

Merge With

Given-name
Surname
Auth#

Subjects

Sputter deposition
II-VI semiconductors
Solar cells
Thin film devices
Metallic thin films

Affiliations

Auth# Institution
941 Colorado School of Mines

Emails

Coauthors

Auth#	Given-name	Surname
1108572	Daniel M	Meysing
173600	Collin A.	Wolden
1108573	Michelle M	Griffith

Add as a New Author

Merge

Delete

Author Disambiguation

Author record linked by DOI's

Search results : 150 hits

Search for Authors

Search authors results

AU0435519	Linda G.	Griffith	Massachusetts Institute of Technology (MIT)
AU0728451	Martin G.	Griffith	-
AU0955410	Matthew D.	Griffith	Centre for Electrochemical Technologies (CIDETEC)
AU0426954	Matthew J.	Griffith	University of Wollongong
AU0526494	Michelle L.	Griffith	University of Michigan
AU0180356	N.	Griffith	Ford Motor Company
AU0629734	Neil J.	Griffith	

Cell cultures
Ground states
X-ray scattering
Macromolecules
Suspensions
Manufacturing
Magnetic heads

Use Case 10 - Semantic fingerprint

❖ Semantic profiles

- Your content
- Members
- Customers
- Authors/contributors
- Companies, institutions

❖ Personalization, customization, targeting

- Topics
- Communities
- Centers of excellence

Use Case 10 - Semantic fingerprint

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Keith Johnson

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- Keith Johnson [31]
- Peter Ladefoged [4]
- Shinae Kang [3]

Sort Results By: NEWEST FIRST | OLDEST FIRST [VIEW ALL DESCRIPTIONS](#)

- 1. Talker variability in vowel perception**
Keith Johnson
J. Acoust. Soc. Am. **98**, 2949 (1995); <http://dx.doi.org/10.1121/1.414090>
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- 2. Methods for testing vowel perception in the field**
Peter Ladefoged and Keith Johnson
J. Acoust. Soc. Am. **93**, 2393 (1993); <http://dx.doi.org/10.1121/1.406015>
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- 3. Subphonemic mismatches and perceiving by segments or by syllables**
Keith Johnson
J. Acoust. Soc. Am. **79**, S10 (1986); <http://dx.doi.org/10.1121/1.2023060>
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- 4. Phonetic reality and phonological prediction: Stress clash and rhythm in English**
Keith Johnson and Dorothy Evans
J. Acoust. Soc. Am. **81**, S66 (1987); <http://dx.doi.org/10.1121/1.2024346>
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- 5. Individual differences in vowel production**
Keith Johnson, Peter Ladefoged and Mona Lindau
J. Acoust. Soc. Am. **94**, 701 (1993); <http://dx.doi.org/10.1121/1.406887>
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- 6. Memory for vowel exemplars**
Keith Johnson
J. Acoust. Soc. Am. **95**, 2977 (1994); <http://dx.doi.org/10.1121/1.408940>
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List of Articles

Use Case 11 – Find-an-expert, peer review

- ❖ Index at manuscript submission
- ❖ Map to semantic profiles
 - Authors
 - Members
 - Reviewers

Use Case 12 - Matchups

- ❖ People to people
- ❖ People to resources and activities
- ❖ People to organizations
- ❖ Resources to resources

Semantics adds precision to the matching process

Use Case 13 - Mapping terminology differences

- ❖ Department to department
 - Finance to marketing
 - Legal to production to...
- ❖ Professional to lay person
 - ❖ Iron pyrite – fool's gold
 - ❖ *Dionaea muscipula* – venus flytrap
- ❖ Scientific to generic to trade name
 - ❖ N-acetyl-p-aminophenol – paracetamol – acetaminophen – Tylenol – Panadol
 - ❖ Acetylsalicylic acid – aspirin – Bayer Aspirin
- ❖ Old to new
 - ❖ Consumption – tuberculosis
 - ❖ Light amplification by stimulated emission of radiation – LASER - laser

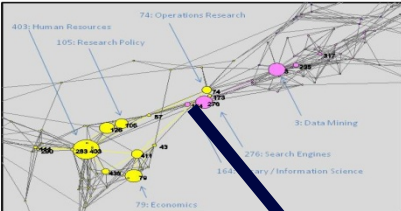
Use Case 14 - Different views

❖ Thesaurus Master[®]

- Hierarchical
- Alphabetical
- All Term Records
- Candidate Terms
- Frequency
- Permuted (Comma)
- Permuted (Tab)
- Deleted Terms
- Dynamic View

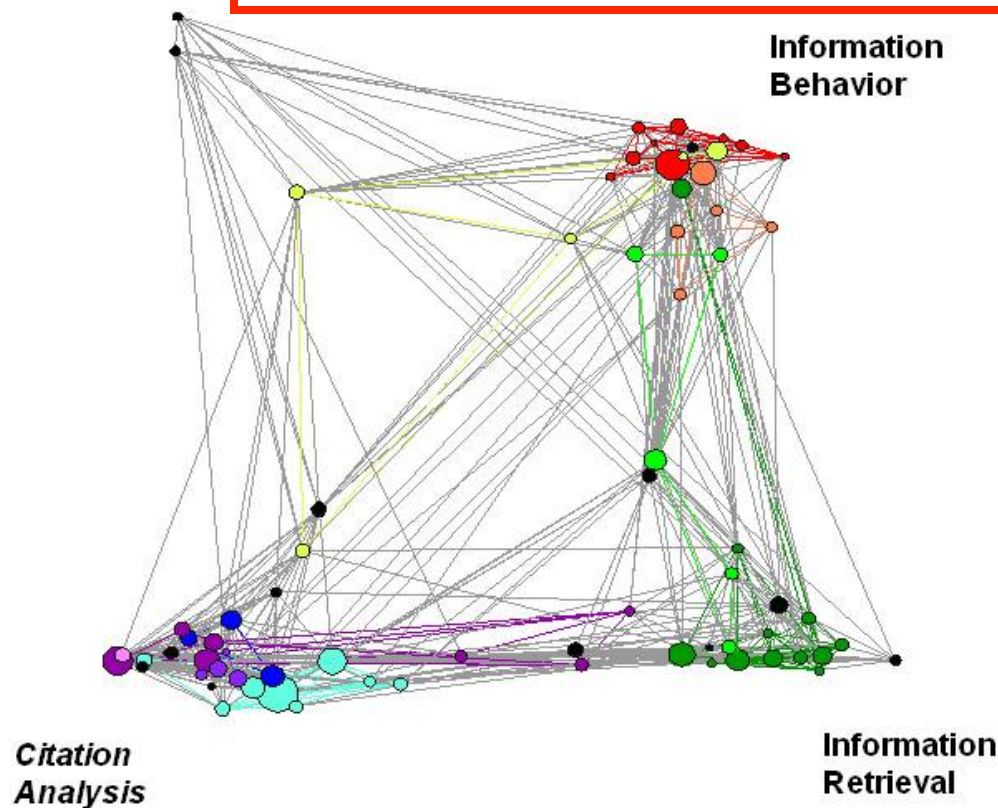
Use Case 15 – Concept/term mining & visualization

Relevant Disciplines for Science Mapping



Use Case 15 – Concept/term mining & visualization

Research Communities in the Information Science Discipline



Use 16 – And more!!

- ❖ Image indexing
- ❖ Fate predicting & SciGen – bogus papers detection
- ❖ Mining for grants & funding
- ❖ Patent mining & analysis
- ❖ Hot-topic page production
- ❖ Ad serving
- ❖ Analytics for product development, competitive analysis, metrics
- ❖ And more!!

Thank you!
Questions?



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