Event 201.
Why weren’t we paying attention?

(A story about wild content)

CNI Virtual Spring Meetings. April 21st 2020 #cni20s
https://www.cni.org/spring-2020-webinars
Toby Green
Co-Founder, Coherent Digital
Disc Golfer

Previously:
Chief Operating Officer and Head of Publishing, OECD
Associate Marketing Director, Elsevier Science
Chair: Association of Learned and Professional Society Publishers (ALPSP)
Why Coherent Digital?

Wanderer above a sea of fog, Caspar David Friedrich (1818)
Event 201 – Why weren’t we paying attention?

18th October 2019, 15 business, government, and health leaders met for a tabletop exercise called Event 201.

It simulated an outbreak of a novel coronavirus that led to a severe pandemic.

You probably missed it . . .
... as did most everyone else.
(unless you listen to BBC Radio 5 Live at 2h30am or read the Nigerian Guardian).
Afterwards, the following media were released:

- Recommendations
- B-roll video (5h:50)
- Segments 1–5 on video (3h total)
Six days later . . .

Ranked! 195 countries’ pandemic preparedness.

(This isn’t click bait . . . .)
Welcome to the 2019 Global Health Security Index

The GHS Index is the first comprehensive assessment of global health security capabilities in 195 countries. Read more about the Index and the international panel that helped develop it, download the report and data model, and watch our introductory video.

“... seeks to illuminate pandemic preparedness at national and international levels.”

- Visualisations, Reports & Data
- Only available via https://www.ghsindex.org/
Here are six Covid-19 resources.

You’ve probably only heard of one.

(Don’t worry, you can find all six on our website)
None of these are published formally

- They have no identifiers
- They are hard to cite
- They are difficult to find
- They are at risk of link rot (who’s going to maintain these websites over time?)
- They are wild content
How many libraries capture this type of wild content in their catalogues?

- How many can connect this content with materials from the 1918 Spanish ‘flu pandemic?
- How many can include this content in their local discovery services?

Source: https://commons.wikimedia.org/wiki/File:2009_3962573662_card_catalog.jpg
Berkeley’s Jim Church is an expert on this type of content.

“NGO & IGO information is:
- Poorly documented
- Primarily digital
- Difficult to acquire
- In peril of digital demise

“Most NGOs lack the staff and financial resources to fund a publishing operation.

https://issuu.com/damarismoore/docs/ fiat_33

Source: https://www.slideshare.net/freegovinfo/ngos-in-librariesjimchurch-presentation
It’s almost as if wild content doesn’t want to be found
Clay Shirky is famous for saying publishing is now “a button”.

“There’s a button that says ‘publish’, and when you press it, it’s done.

Clay Shirky, 2012

Let’s check the source: http://blog.findings.com/post/20527246081/how-we-will-read-clay-shirky
This site can’t be reached

blog.findings.com’s server IP address could not be found.

DNS_PROBE_FINISHED_NXDOMAIN

Yeah, right, Clay . . .
“It’s done” . . .

As Kent Anderson put it:

“I used to write for CompuServe.. Where’s my CompuServe publishing button today?

Source (and this link still works!):
https://scholarlykitchen.sspnet.org/2012/06/04/were-all-publishers-now-not-so-fast/
There are more IGOs, NGOs, and Think Tanks than you may realise

- 40,300 active IGOs and NGOs
- Major knowledge-creators: they publish >250,000 reports/year (probably, no-one knows)
- And blog posts, datasets, videos, podcasts . . .
- cf – there are 20,400 universities worldwide²

¹Source: https://uiia.org/yearbook (accessed 14 April 2020)
²Source: http://www.webometrics.info/en/apde/54
Could we have moved faster on Covid had we stood on the shoulders of earlier giants?

Even when it’s cataloged by WorldCat®, it’s really hard to find this stuff.

Table: Weekly deaths from influenza, by city, in New York State, Nov–1918–Jan 1919
And it’s not just about Covid–19 . . .
Clearly, there’s valuable stuff in wild content

Whether modern or ancient
What we need is a system that adds wild stuff to the catalog...
... so that wild content is tamed: findable, useful and safe.
A simple, C21st system that uses the cloud and the crowd . . .

(because IGOs and NGOs aren't about to invest in our little ones.)
Using disc golf to introduce the Coherent Commons Platform
Event 201. Why weren't we listening?

Capture . . . . . . . . . .

How?
- Manual upload, Harvesting, Feeds
- AI tools to allocate ID number, base record created, stored in the cloud

What happens next?
- It can be shared, embedded, cited
- Usage can be tracked by content owner

( . . . not my dog)
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How?
- Via discovery services & search
- Via repositories
- Via Commons platforms

What happens next?
- With what they know, users can fill in the blanks, add folksonomies, stories, links

... Circulate .......

(He’s showing off a nice driver ...)
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How?
- Co-creation by the crowd

What happens next?
- Records available for ingestion into library catalog systems
- Items saved (with permission)

Catalog

(aka my Christmas list)
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Circulate . . . . . . . .

New users can add what they know . . . .

( Spinning a disc on your finger is called pediddling.)
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. . . enriching the catalog entry still further for new users . . .

. . . And repeat . . .
A simple, C21st system that uses the cloud and the crowd . . . to tame wild content.
Table: Weekly deaths from influenza, by city, in New York State, Nov–1918–Jan 1919

Our system will make it easy for me to enrich a record...

...making this table more findable and useful.
Now, imagine all that working at scale . . .

- >1.5 million items from IGOs
- >1 million items from NGOs and think tanks
- ‘000s of content items saved from defunct NGOs and think tanks
- Exclusive content licensed from partners and archives
Tools to enable you to extract data from tables
Individual members can receive alerts, be introduced to other members, upload their own content
Institutional members can upload content from their projects and research groups – and get usage and impact reports
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BERKELEY'S JIM CHURCH AGAIN

“the level of student interest (for IGO & NGO content) across a wide variety of courses is intense.

The problem is that 25% of links in syllabi don't work . . .

. . . which is why Policy Commons will keep a saved copy of everything it harvests*.  

Jim Church
Librarian for Economics & International Government Information
University of California, Berkeley

https://issuu.com/damarismoore/docs/ fiat_33a

*with permission
Asbestos: It took more than 100 years from science warning to policy action

Our goal is to make policy content findable, useful, impactful . . .
What’s next?

Now: Capturing >2.5 million records from 50 IGOs and NGOs

And: Adding persistent IDs to create basic catalog records, Building the user experience

Then: Beta release – open for testing in June

Do join in and, together, let’s lift the fog on IGO and NGO content!
Thank you

And if you’d like to join in, drop us a line via our website:

www.coherentdigital.net

@tobyabgreen