Annotation in a Publishing Context
(Or Thinking Beyond the Annotated Bibliography)

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Annotation in Publishing

- Many in the field don’t associate what they do on a daily basis with annotation, but it is.

- Copy Editing, Proofreading, Reprint Corrections, Errata, Footnotes, Reference Citations are all forms of annotations during the authoring process when you think about it.
Current Applications of Annotation in Publishing

- Often Limited & Third Party Managed
- Everyday Digital Reading
- Journals Publishing
- Higher Education Publishing
- Annotation Beyond the “Contact Us” Button
- Annotation in Manuscript Development
Our current reading experience offers little natively in terms of annotation functionality.

- Some Reading Systems offer highlight and note functionality, BUT they don’t port from device to device.
- Some use third party partners to offer some annotation functionality.
- Some have none at all.
iBooks & Kindle Reading

—You can highlight and make a note in each (iBooks in this case)…

2 OVERVIEW OF THE QUARTER*

This is an important sentence.

With that stated, we see the first quarter of 2014 as a...
Kindle & iBooks Reading

— … But when you switch devices, the note does not carry over. (And here’s Kindle…)}
Annotation Pet Peeve

- There needs to be a Hide/Off switch
  - “1000 other people have highlighted this part of the book”.
  - When a user highlights a passage in a Kindle book and it DOES carry over to others reading the same book.
  - When it’s some inconsequential word in a novel, the annotation is then practically useless and just interrupts the reading experience.

Linguists use what is called the “comparative method” to reconstruct dead languages based on changes in a single language. There is no one set of steps used by historians, but there are a few basic steps that most follow. One of these is to compare those in the table above with “cognate” word sets. Cognates are words in different languages that have descended from one original word. Each row in the table represents a different language, and the columns show how the word has changed over time. By comparing these changes, linguists can infer the original meaning of the word and how it spread to other languages.
Annotation in Academic Journals

- Wiley Online Library Journals currently have some Annotation functionality built in.
  - Footnotes
  - Publication History
  - Citing Literature
  - Errata

- These are accomplished with cross-linking or pop-ups.
Annotation in Academic Journals

Information
DOI
10.1111/j.1471-0528.2012.03356.x

Publication History
Issue published online: 17 June 2012
Article first published online: 13 June 2012
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Keywords
Infant morbidity; low birthweight; randomised trial; timing of birth; twin pregnancy

References

Annotation in Academic Journals

- And some annotation functionality that is aided by Third Party Partners
  - Reference Management Tools
    - Users can track articles for their own reference & research purposes.
    - E.g. Mendeley & CiteULike
  - Social Media Evaluators
    - Scores articles by numbers of shares on Twitter, Facebook, etc. or number of mentions in blogs.
    - E.g. AltMetric
Annotation in Academic Journals

- Currently most articles have no highlight or note taking functionality.
- There are no comment features to foster scholarly discussion of articles.
- Errata is published separately & linked to the whole page rather than annotated to a specific point.
- Enhanced PDF Journals will allow some annotation. It is unique to that user and device.
Journal entries have a “Contact Us” button.
These submissions are sent to the publisher.
The publisher curates these and sends them to the organization responsible for the journal.
Some journal organization publish selections of these comments with their next revisions, sometimes up to two years later.
To begin from the beginning...

- Annotations and the Authoring and Copy Editing Process
  
  —From Tear Sheets to Authoring Tools
Tear Sheets & Manual Merge

—Actually torn from a book, glued to a larger page, & circulated by mail for mark up... No, Really!
Copy Editing in Word Track Changes

—Various Users are color-coded

is right for your culture and can scale to your ultimate number. In your current state, it is likely that you have people responsible for “digital” in three places that are probably overlapping: Marketing, IT, and Digital. Digital usually sits inside of Marketing or IT, unless an there is an e-Commerce team that sits within Scales or Channels.

So two The primary initial to--do items are:

1. Sort out your digital talent. Who do you have who can create digital services? Digital media and digital advertising talent are not what you’re looking for. You need people who can design and develop digital services (like mobile apps, self-service kiosks, video games). People like software engineers and user experience experts. Your existing digital talent pool may only run only as deep as your website team.

2. Give digital services a home. Determine the future home for running digital services as though it were a start-up business within the company. We won’t elaborate on the process of operating like a digital. All the foundational principles of the “lean start-up” movement and agile software development apply to the creation of digital products and services, including such concepts as rapid prototyping, the minimally viable product, and using quantifiable data to inform the process of continuous development. Start-up. We think Eric Ries has done an admirable job on what he calls “Lean Startup” thinking, which all applies to jump starting your Functional Integration initiative.

[AU: This paragraph has a few statements that read more like an ad. Is there a way to make the discussion more generic?]
Copy Editing Annotations

—Author/Editor Communications, Comments, In-Text Queries, Basic Editing Functionality,

what you’ve accomplished.

None of today’s largest and most important ecosystems of value were ever planned much beyond a three-year horizon, because planning farther ahead is neither possible nor desirable. [AU: This says that services and platforms = a journey, which feels a bit off. Doing something to or with the services and platforms could be a journey. Please review to see what verbal you might add.] The development of every digital service, and platform and ecosystem, which are software-based solutions, constitute a figurative journey, which is why all software development is managed with road maps for future development, with margins for “flaring” and then eliminate or disprove hypotheses (a process we call “focusing”).

Figure needs text ref above. MK

Figure 5.1: R/GA Synchronous Design Process [FILENAME]

Beginning with the Explore cycle, the design group begins by investigating product or service possibilities in order to arrive at a set of ideas. [AU:
Proofreading with PDF Notes

— Editor/Compositor
Communications using Sticky Notes & Callout Comment Tools

As instructed in MSS, we can’t fix the text in Recto following Varso, so we occupied the outside margin as showed. Kindly confirm this setting is OK.
Proofreading PDF Annotations

— Author/Editor Queries
— Adobe Acrobat Pro Mark Up & Comment Functionality

Helplessness Blues
I was raised up believing I was somehow Like a snowflake distinct among snowflakes And now after some thinking, I'd say I'm a functioning cog in some great machine I didn't know that what will I get back to you someday soon you will. What's my name, what's my station, oh, I don't need to be kind to the armies of Or how down and low grateful and song.

Scott in his approach. Amundsen
QU: OK to restate Amundsen here? So many "he's" I thought being close to whom we're referring would be helpful. Yes, OK. MK

Viewed by many as a true genius, he been more different from Scott's. He relience to planning, preparation, practice learning from others. In his mind, nothing in advance should be left to chance. He also not even telling the members of his own party the South Pole until they were halfway there.
Proofreading PDF Annotations

— Adobe Mark Up & Comment Functionality
— Wiley-made Copyediting Stamps
Authoring Tools & Annotations

- Several Authoring Tools now allow annotations during the authoring process.
- Allows for simultaneous interaction and faster communication between authors, editors, compositors.
- Version control is important to store these annotations and changes to the manuscript.
- An option for annotation carry through between versions would be ideal.
Coming Soon in Annotation Innovation

- Wiley Plus Learning Space
- Wiley/ReadCube Partnership & Enhanced PDF Journals
Coming Soon to Higher Education Annotation…

- Wiley Plus Learning Space
  - WileyPlus’ predecessor was great for reading, test taking, & homework,
  - Piloting this Summer, Wiley Plus Learning Space advances publishing annotation features.
Annotation in Higher Education

—Highlight and Note Taking Functionality

BIRTHPLACE OF CIVILIZATIONS

Indus Valley Civilization
A complex and technologically advanced civilization emerged in the Indus Valley by about 2500 BC, simultaneous with other Bronze Age "urban revolutions" in Egypt and Mesopotamia. The Indus Valley civilization was centered on two major cities, Harappa and Mohenjo-Daro, which may have been capitals during different periods of its history (Fig. 8A-4); in addition, there were more than 100 smaller urban settlements. The Indus Valley people were apparently called their state Sind both Indus (for the river) and Indi the later state) may derive from the same name. Although the influence of this civilization extended as far east as present-day Delhi, it did not last because of environmental change and, perhaps, because the political center of gravity shifted south-eastward into the Ganges Basin.

Aryans and the Origins of Hinduism
Around 1500 BC, northern India was invaded by the Aryans (peoples speaking Indo-European languages based in what is today Iran). As the Iron
Annotation in Higher Education

—Bookmarking content for review on a more granular level
Annotation in Higher Education

— Student's can input their confidence level in their response to a question before seeing the correct answer.
  - Potentially a short term annotation you may not want to stick.
Annotation in Higher Education

—Better curating and organizing of annotated topics
Annotation in Higher Education

—Discussion forums between students, professor, and any sub-group within the class.
FIGURE 8A-1

Ch 8A: THE SOUTH ASIAN REALM

Andreea Cimoca: I traveled here last year!

Andreea Cimoca: posted a discussion
What are the other roles of the EIC?
Annotation in Higher Education

—Sharing capabilities for Links, Files, or Discussion topics.
Annotation in Higher Education

—Tracking student performance on assignments for instructors to better gauge understanding.
Annotation in Higher Education

- These advancements in Annotation will...
  - Promote scholarly discussion and class participation
  - Gauge student understanding
  - Foster student/teacher interaction
  - Allows for the portability of notes between the user’s various devices where they have Wiley Plus Learning Space installed
  - Make e-learning, reading & note taking less of a hindrance than its print book predecessor
What we would still like to see in Academic Publishing...

- More native annotation capabilities while reading
- More portability of notes from one device to another
- Better instantaneous discussion capabilities
- More direct application of Errata annotations to affected content
Conclusion and Thoughts

- **Curation**
  - What’s to keep a annotation discussion on a scholarly journal from devolving into the Gawker comments section?

- **Storage & Retention**
  - Should annotations about a corrected typo really be retained?

- **Edited/Deleted Content**
  - What becomes of annotations relating to removed content?

- **Out-of-Print Content**
  - What becomes of annotations on content no longer available for sale/online?
Thank You!

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