

# WILEY

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

**James Williamson**

# 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

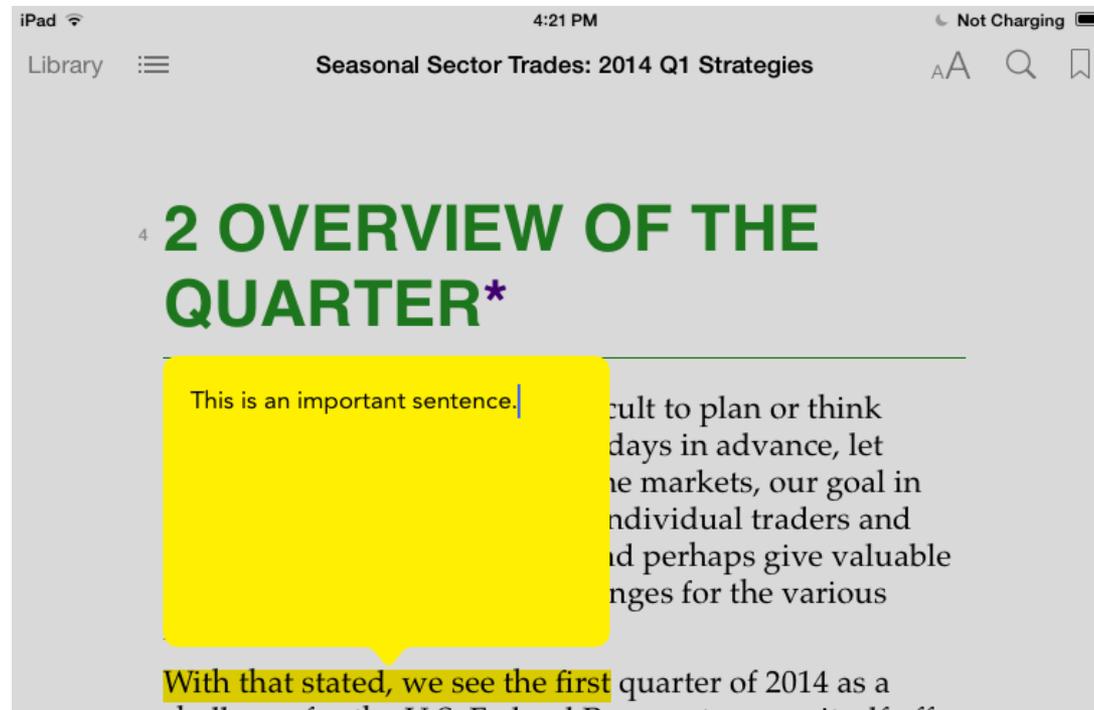
- Often Limited & Third Party Managed
- Everyday Digital Reading
- Journals Publishing
- Higher Education Publishing
- Annotation Beyond the “Contact Us” Button
- Annotation in Manuscript Development

# The Current Annotation Reading Experience

- 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.

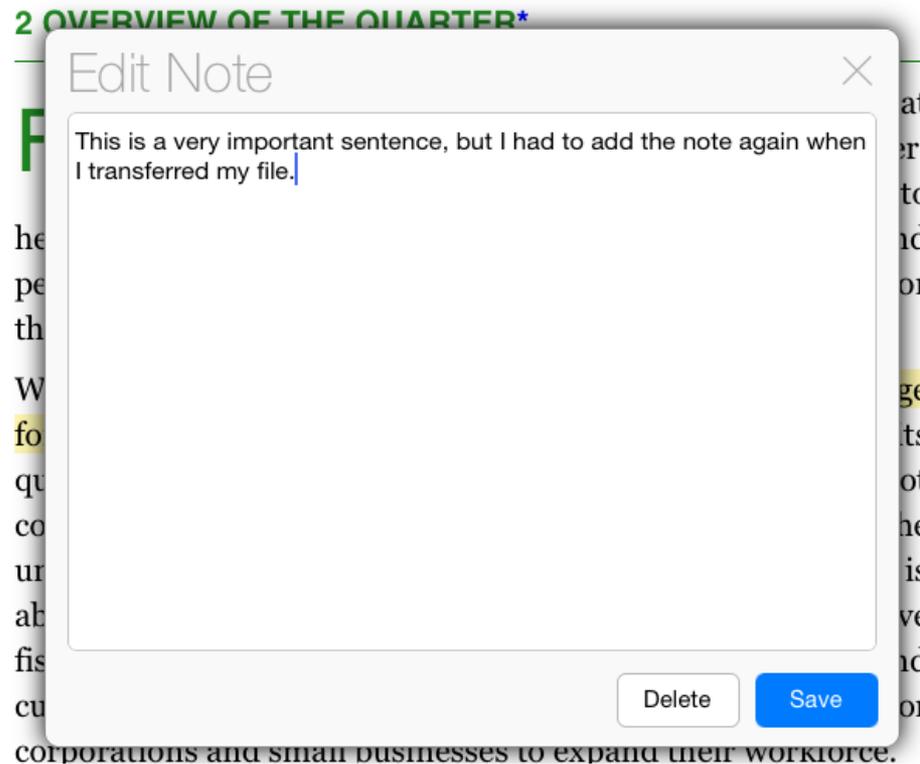
# iBooks & Kindle Reading

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



# 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 living languages. There is no one set of steps used by his or her colleagues, but the following are the basic steps that most follow. Cognate linguist starts with examples like 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

**21 other people highlighted this part of the book**

Popular Highlights can be turned off and on in Settings by going to the Info menu in the bottom right corner of the Home screen.

# 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

onlinelibrary.wiley.com/enhanced/doi/10.1111/j.1471-0528.2012.03356.x/

**BJOG** An International Journal of Obstetrics and Gynaecology

### 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

Accepted 15 March 2012. Published online 13 June 2012.

#### Keywords

Infant morbidity; low birthweight; randomised trial; timing of birth; twin pregnancy

© 2012 The Authors BJOG An International Journal of Obstetrics and Gynaecology © 2012 RCOG

ve birth at 37 weeks of gestation: standard care for women with an uncomplicated twin pregnancy at the time of Birth Randomised

obstetrics

ve birth at 37 weeks of gestation: standard care for women with an uncomplicated twin pregnancy at the time of Birth Randomised

1, CA Crowther, RR Haslam, JS Robinson, [Twin Timing of Birth Trial Group](#)

lished: 13 June 2012 [Full publication history](#)

1111/j.1471-0528.2012.03356.x

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ata | Volume 119, Issue 10, 1291. Article first published 13 June 2012

onlinelibrary.wiley.com/enhanced/doi/10.1111/j.1471-0528.2012.03356.x/

### References

- 10 Gulmezoglu AM, Crowther CA, Middleton P. Induction of labour for improving birth outcomes for women at or beyond term. *Cochrane Database Syst Rev* 2006;4:CD004945. [PubMed](#)
- 11 Dodd JM, Crowther CA, Haslam RR, Robinson JS. Timing of birth for women with a twin pregnancy at term: a randomised controlled trial. *BMC*

preterm, approximately 46% will give birth after pregnancy continues beyond 37 weeks of gestation with advancing gestational age.<sup>3-9</sup> Most studies indicate the lowest risk of perinatal mortality is of gestation.<sup>3-9</sup> These findings have implications for the 'term' in multiple pregnancies to be 38 weeks rather than 37 weeks. It is estimated that more than 80% of the mortality reduction can be attributed to ensuring optimal gestation at birth.

of labour for women with an uncomplicated twin pregnancy at or beyond 41 weeks of gestation.<sup>10</sup> Although the increase in perinatal mortality at 37 weeks of gestation parallels that seen with planned early term birth for women with a twin pregnancy, the uncertainty led us to evaluate in the Twins' study women with an uncomplicated twin pregnancy, and with a reduction in the risk of serious

# Annotation in Academic Journals

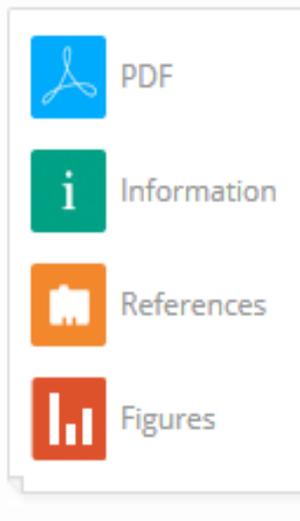
- And some annotation functionality that is aided by Third Party Partners

## 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.

# The “Contact Us” Button as Annotation

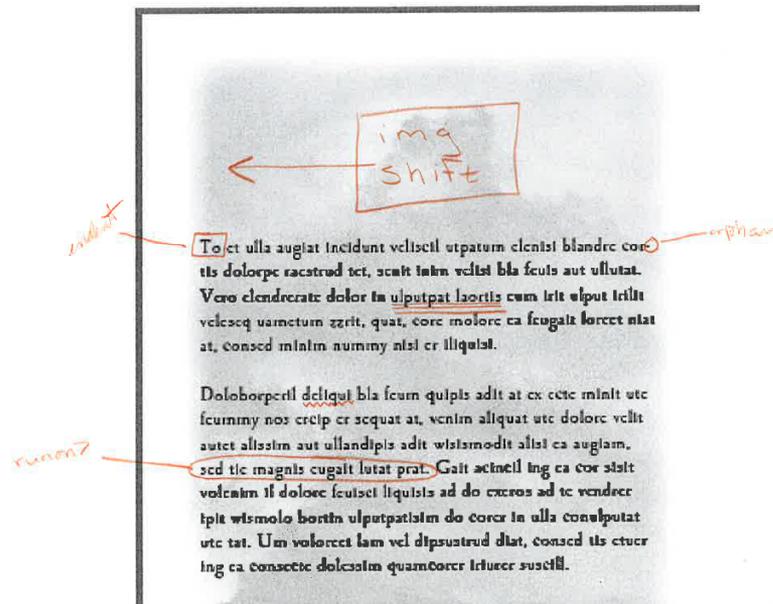
- Journal entries have a “Contact Us” button.
- These submissions are sent to the publisher.
- The publisher curates these and sends them to the organization responsible for the journal.
- Some journal organization publish selections of these comments with their next revisions, sometimes up to two years 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

05 Ch.doc [Read-Only] [Compatibility Mode] - Microsoft Word

File SD Tech Home Insert References Review View Developer Add-Ins SD Units SD Body SD Lists SD Figs+Tables SD Features SD Recipes SD Code SD Digital

Tech Checks ✓ Sybex Checks ✓

Para ParaContinued QueryPara H1 ChapterTitle H2 PartTitle H3 PartFeaturingList ListBulleted ListBulletedSub ListNumbered ListNumberedSub ListUnmarked ListUnmarkedSub Slug TableCaption CodeSnippet CodeTitle Style Inspector InlineURL URLPara TableEntry CodeScreen CodeListing InlineCode Variable Features Troubleshooting Macros Code60 CodeListing80 InlineCodeVariable UserInput

IS right for your culture and can scale to your ultimate ambitions. In your current state, it is likely that you have people responsible for “digital” in three places that are probably overlapping: **M**arketing, **I**T, and **D**igital. Digital usually sits inside of **m**arketing or **I**T, unless **an**there is **an**-**e**-**c**ommerce team **th**at sits within **S**ales or **C**hannels.

**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**we’re looking for. You need people who can design and develop digital services (like mobile apps, self-service kiosks, video games)—**p**. 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 sStartup” 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.

[Insert Text Break Here]

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 Ddigital services, and platform and ecosystem s, which are software-based solutions, constitute constitutes a figurative journey, which is why all software development is managed with road maps for future development, with "flaring") and then eliminate or disprove hypotheses (a process we call "focusing").

Formatted: TextBreak

Comment [KM1]: Feels like this chapter just stops. Please add a bit more to end the chapter narratively.

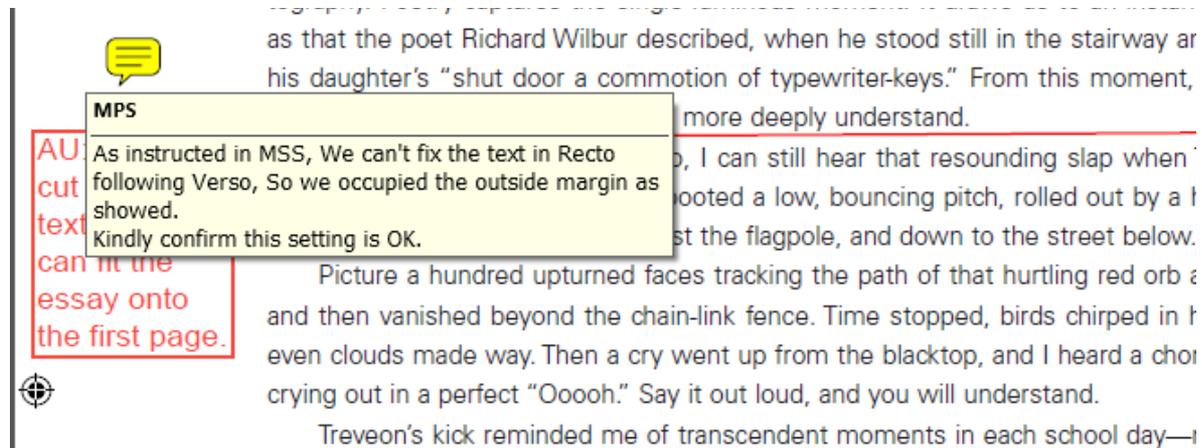
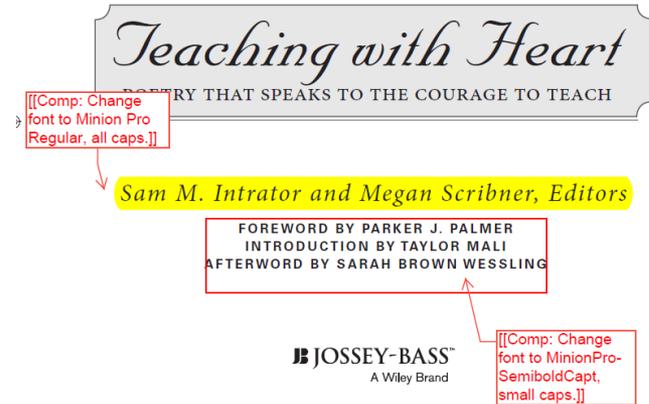
[Figure needs text ref above. MK](#)

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

Beginning with the Explore cycle, the design group begins by investigating investigates 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



# Proofreading PDF Annotations

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

[[PRF: CE queried for a page number for the attribution. AU response below.]]

I am wondering on this... since we use the word "attributed" and I can't seem to find the reference to Taylor Mali's quotation in the Selden text can we delete the footnote and just leave "attributed to the Roman poet Horace"?

...one of the best teachers.

A teacher instructs, certainly—that's intuitively that part of their job is to bring to as much delight as possible. Students spend their care about—even though they may be bored them or don't seem to be relevant to their attention and imagination, and they care about the subject, sometimes in spite of themselves.

For a spoken-word poet, one whose work is seen through the eye, Horace's dictum is equally true. As I must not forget to delight, entertain, or enlighten my commentaries on the world. Trying to do so from my life lessons in beautiful turns of phrase, often of the poet John Dryden, who may well have written that "delight is the chief, if not the admitted but in the second place, for poets."

1. Quoted in R. Selden, *The Theory of Criticism from 1988*.

2. J. Dryden, *An Essay of Dramatic Poesy*, 3rd ed., ed. Clarendon Press, 1918, 104.

Introduction

## 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

0.26 in

0.19 in

But I don't, I don't know what that will  
 I'll 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 be grateful and say "be"

Scott in his approach. Amundsen

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

tion. Viewed by many as a true genius, he has been more different from Scott's. He relies on commitment to planning, preparation, practical learning from others. In his mind, nothing in advance should be left to chance. He also did not even tell the members of his own party about the South Pole until they were halfway there.

# Proofreading PDF Annotations

- Adobe Mark Up & Comment Functionality
- Wiley-made Copyediting Stamps

Mindset

Understanding Closed and Open Mindsets		center over table
Closed Mindset	Open Mindset	center over column
With a closed mindset we are likely to believe that:	With an open mindset we are likely to believe that:	insert space
We know best.	We may not know best.	
There is a best way to do things.	There are many ways to do things.	
Immediate results are valuable.	Discovering possibilities is valuable.	
Having the right expertise is key.	Having an open mind is essential.	
Internal brainstorming is the best way to come up with ideas.	Engaging the world around us is the best way to come up with ideas.	
We should protect knowledge.	We should share knowledge.	
People we know are important.	Strangers are also important.	

close up space and don't indent

Make BL; wrapping lines: close up space and don't indent; leave space between bullets

Fonseca in

# / e

o

which challenges us to appreciate the great dignity, resourcefulness, and potential to be found in even the poorest corners of Mumbai; or Isabel Fonseca's *Bury Me Standing*, a passionate story of the rich culture and history of the Roma or gypsies, one of the least understood and least valued people on earth; or the work of anthropologist Wade Davis, whose studies of cultures provide a dynamic and energizing picture of the power of differences in enriching all of us—we still struggle to get past our preconceived notions.

What makes this even more frustrating is the fact that all of us are, at least in terms of our genetic makeup, 99.9 percent the same by virtue of being human. Granted, there is a lot of diversity in our 0.1 percent difference that tends to provoke our aversion to strangers. But our real

norm

#

10

# 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 civilization was apparently called their state *Sindhu* (both *Indus* (for the river) and *India* (the later state) may derive from this 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.



**FIGURE 8A-4**  
THE INDUS VALLEY CIVILIZATION

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(1) Like · (3) Comments

**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

Highlight  

Add Note  

Add Discussion 

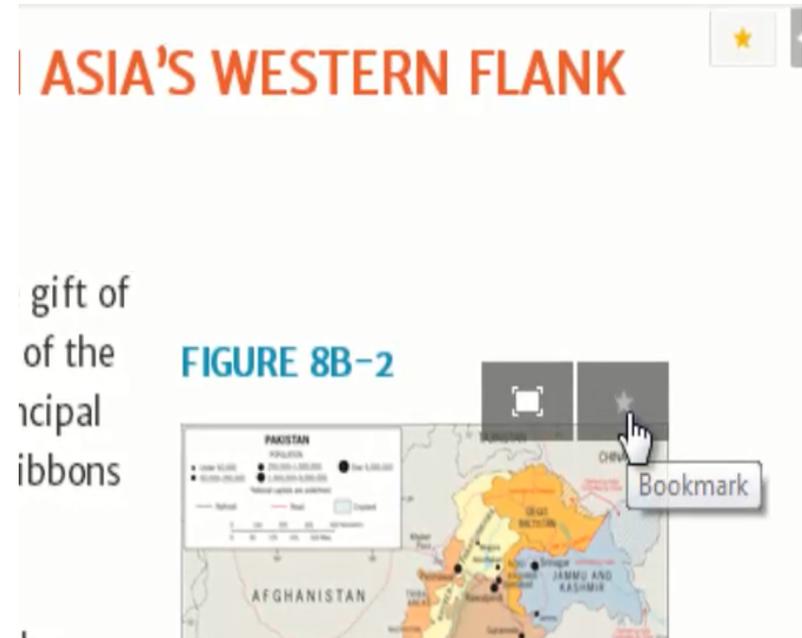
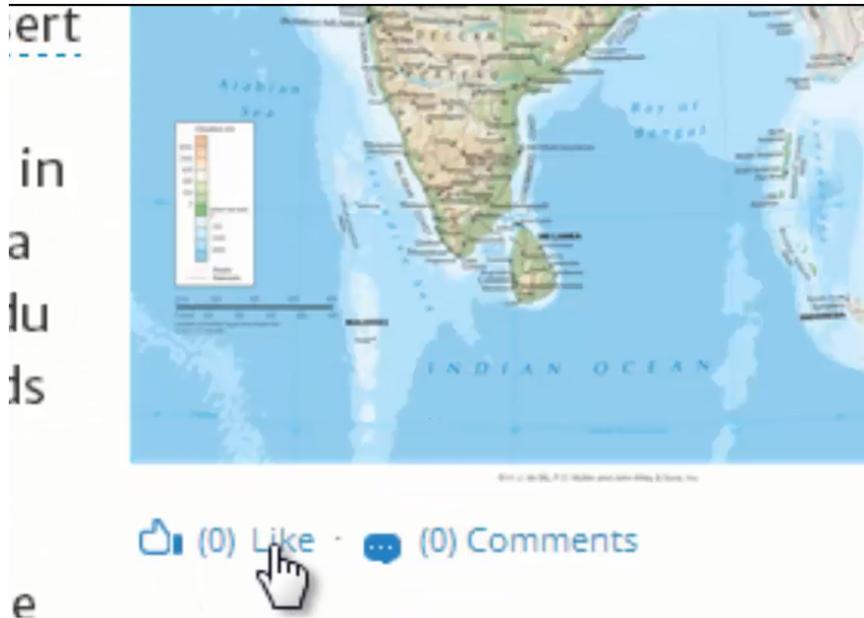
Read more on this later |

I

Cancel

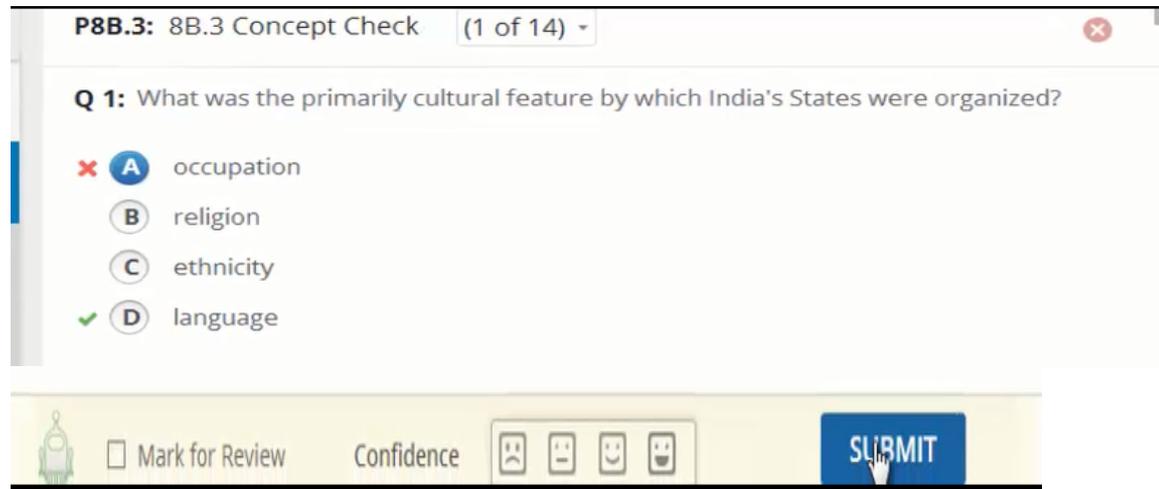
# Annotation in Higher Education

—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.



P8B.3: 8B.3 Concept Check (1 of 14)

Q 1: What was the primarily cultural feature by which India's States were organized?

A occupation

B religion

C ethnicity

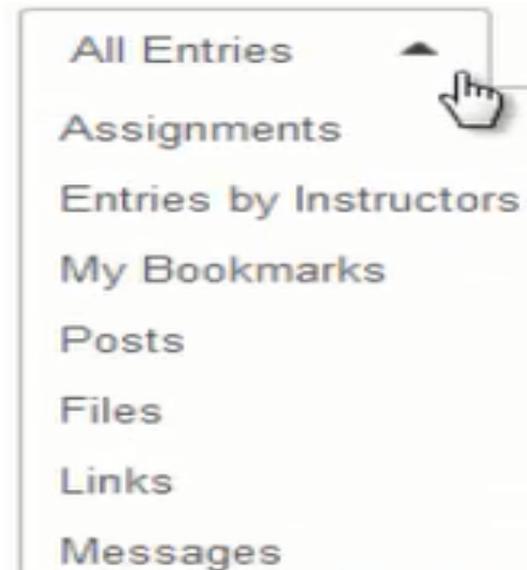
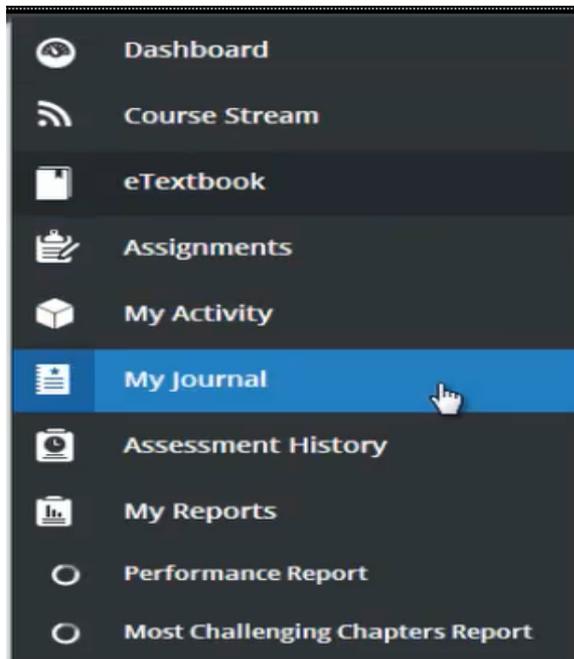
D language

Mark for Review

Confidence

# 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.

### Course Stream

---

 **Andreea Cimoca** added a comment. ★  
Ch 8B: SOUTH ASIAN REGIONS

  
*FIGURE 8B-1*

---

 **Andreea Cimoca** posted a discussion. ★  
What are the other roles of the EIC?

---

 **Luke Curtin** posted a discussion. ★  
**Ch 8A: THE SOUTH ASIAN REALM**  
*"The Indus Valley civilization was centered on two major cities, Harappa and ... "*  
What are some easy ways to remember the names of these two cities?

[> See all](#)

All Entries ▼



**Renee Hill** Instructor liked this ★

**Ch 8A: THE SOUTH ASIAN REALM**



FIGURE 8A-1

👍 (2) Like · 💬 (1) Comments · Feb 26 at 4:03 PM



**Andreea Cimoca** I traveled here last year!

👍 (0) Like · Mar 05 at 11:50 AM



Write a comment

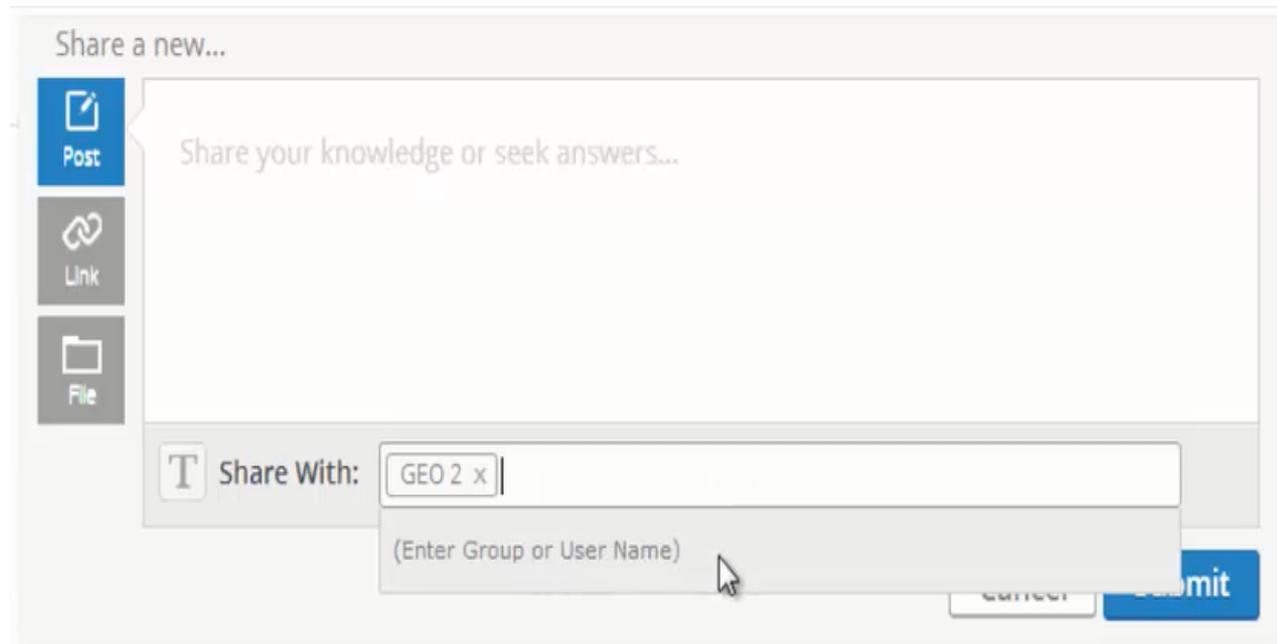


**Andreea Cimoca** posted a discussion ★

What are the other roles of the EIC?

# Annotation in Higher Education

- Sharing capabilities for Links, Files, or Discussion topics.



Share a new...

Post

Link

File

Share your knowledge or seek answers...

Share With: GEO 2 x

(Enter Group or User Name)

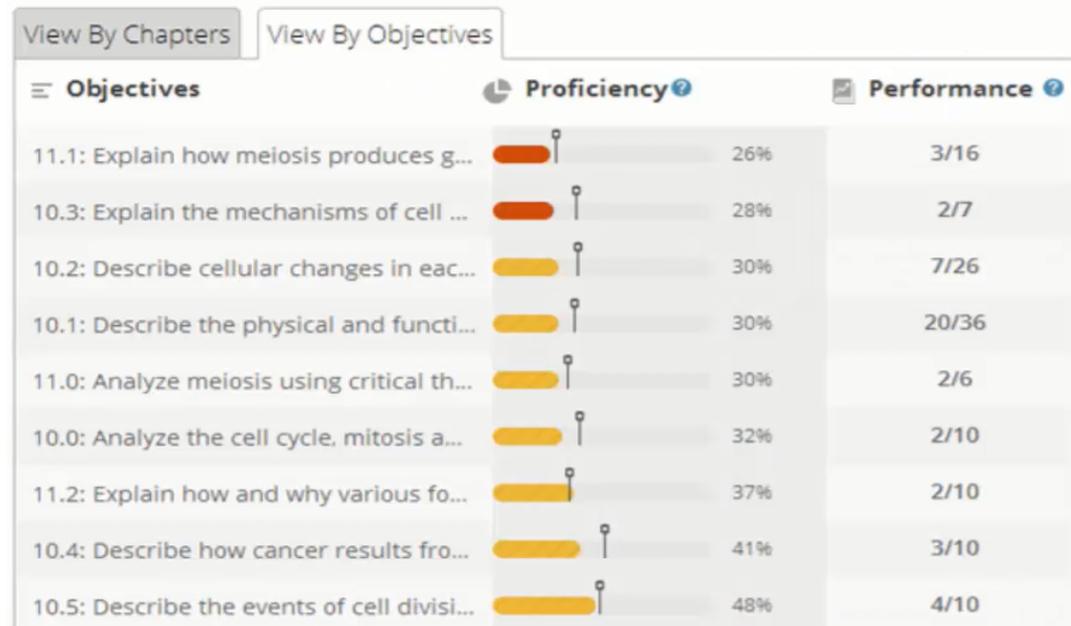
cancel submit

The image shows a user interface for sharing content. On the left, there are three buttons: 'Post' (highlighted in blue), 'Link', and 'File'. The main area contains a text input field with the placeholder text 'Share your knowledge or seek answers...'. Below this, there is a 'Share With:' section with a text input field containing 'GEO 2 x'. A tooltip or dropdown menu is visible below the input field, containing the text '(Enter Group or User Name)'. At the bottom right, there are two buttons: 'cancel' and 'submit'.

# Annotation in Higher Education

- Tracking student performance on assignments for instructors to better gauge understanding.

## Most Challenging Activities ( Students )



# 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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