

# Managing Institutional Knowledge

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# Mary Ellen's background

Ran my first online search in 1977 (Lexis case search)

Special librarian for a dozen years

Infopreneur since 1991

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# White Paper

## Managing Institutional Knowledge and Insight

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Text and data mining (TDM) tools are enabling researchers and information managers to enrich internal and external content and discover relationships among a variety of content and across disciplinary fields. Information and knowledge managers can play key roles in the development and implementation of TDM projects – acquiring and licensing the right tools and content, managing and linking knowledge models, and identifying data silos and specialized resource collections. Learn more about how information managers can contribute to TDM projects and what questions information managers need to ask before a TDM project is initiated in this white paper.

[tiny.cc/Springer-TDM](https://tiny.cc/Springer-TDM)

Interviews with

**8** info directors and KM professionals

from **5** companies and **4** countries

Focused on **WHY** text and data mining and **HOW** info  
/ KM managers can participate

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# Evolution of info retrieval



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# TDM (in today's context)

- An automated process
- that selects and analyzes large volumes of text or data
- to increase discoverability of content and/or discern patterns and relationships

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# Two key TDM uses

## DISCOVERABILITY

Goal: increase recall with high precision

Outcome: highly relevant full-text articles

Example: Instead of reviewing all articles that had the keywords "Glutamate" and "Obsessive Compulsive Disorder", retrieve only those where glutamate has an effect on OCD

# Two key TDM uses

## PATTERN DISCERNMENT

Goal: find patterns and trends across a dataset

Outcome: hypotheses and predictions of likely prospects for therapy, material design, or strategy—not articles

Example: Match biochemical properties of molecules to a viral protein's properties to identify a molecule likely to bind to the virus

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# Impact on info pros

**Discoverability** enhances access to full text; can associate value with output

**Pattern discernment** doesn't need full text; can't tie value to output

**TDM licensing is a challenge for all parties; different perspective on where value lies**

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# Roles for Info and Knowledge Managers

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# What TDM requires

1. A **data set** with consistent metadata
2. A sense-making **knowledge structure**—taxonomy, ontology, knowledge graph

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# What info pros can do

Find data sets with consistent metadata

Existing enterprise subscriptions

Open access data sets (free vs fee issues)

Internal content

Data sources outside clients' subject domain

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# What info pros can do

Identify and curate knowledge structures

Internally-developed taxonomies

Ontologies from industry consortia, associations, publishers

Open access knowledge models

APIs from content vendors, APIs developed by other internal groups

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# Bring focus and functionality

"The magic happens once the content is brought in-house and we figure out how to make it useful. TDM brings intelligence to the data."

Expand users' perspective of information sources

Identify data sets that have consistent metadata

How are users likely to query the content?

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# Be the Chief Ontology Curator

Identify internal data silos, taxonomies

Sell them on the value of sharing (when appropriate)

Facilitate resource coordination

Show the value of cross-platform searchability of resources

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# Add TDM to content licensing

Conversations can be lengthy, technical

We're **all** learning, figuring out where the value lies

Info managers bring an enterprise-wide perspective of information use and value

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# What to ask before a TDM project

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# What to ask

- What's the purpose? What's the ideal outcome?
- Is this to better uncover existing content or to discover new connections?
- What kind of data do you need? What do you already have?
- Will you need APIs developed for this project?

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# What to ask

- Do you already have an ontology or knowledge graph?
- Can or should this project's content or metadata be shared within our enterprise for later uses?
- Should we get an institutional license for this content?

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# What to ask

- Should other stakeholders be brought in for cost-sharing?
- What are your plans for archiving the content and metadata after the project is ended?
- How much technical/user support will you need?

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# Want more info?

Springer Nature's text and data mining portal

TDM tools and resources, Springer Nature's TDM policy

[springernature.com/text-and-data-mining](https://springernature.com/text-and-data-mining)

Springer Nature 2018 white paper on TDM  
and info pros [is.gd/springer\\_tdm](https://is.gd/springer_tdm)

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## Want more info?

Request the white paper, *Managing Institutional Knowledge and Insight* at [tiny.cc/Springer-TDM](https://tiny.cc/Springer-TDM)

or email Caitlin Cricco, Springer Marketing Manager,  
at [caitlin.cricco@springernature.com](mailto:caitlin.cricco@springernature.com)

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