

JISC

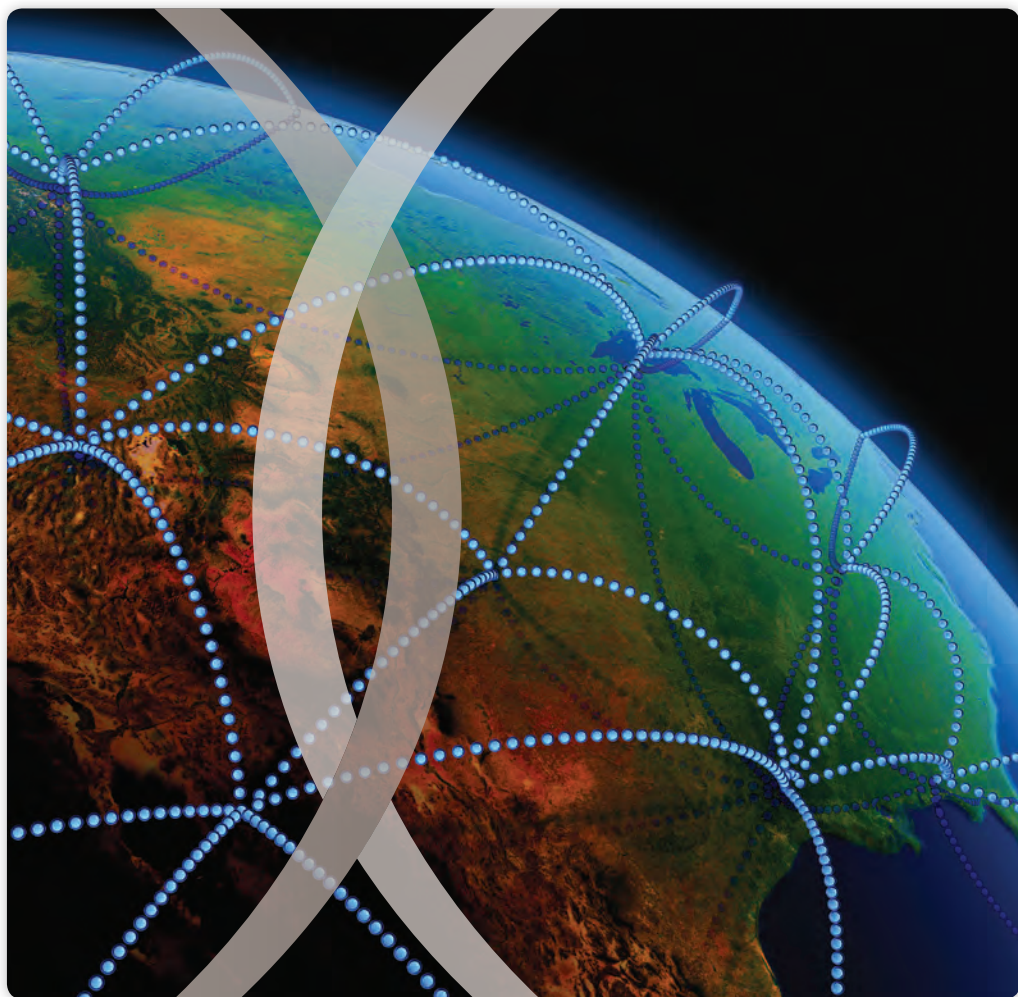
Strategic
Content
Alliance

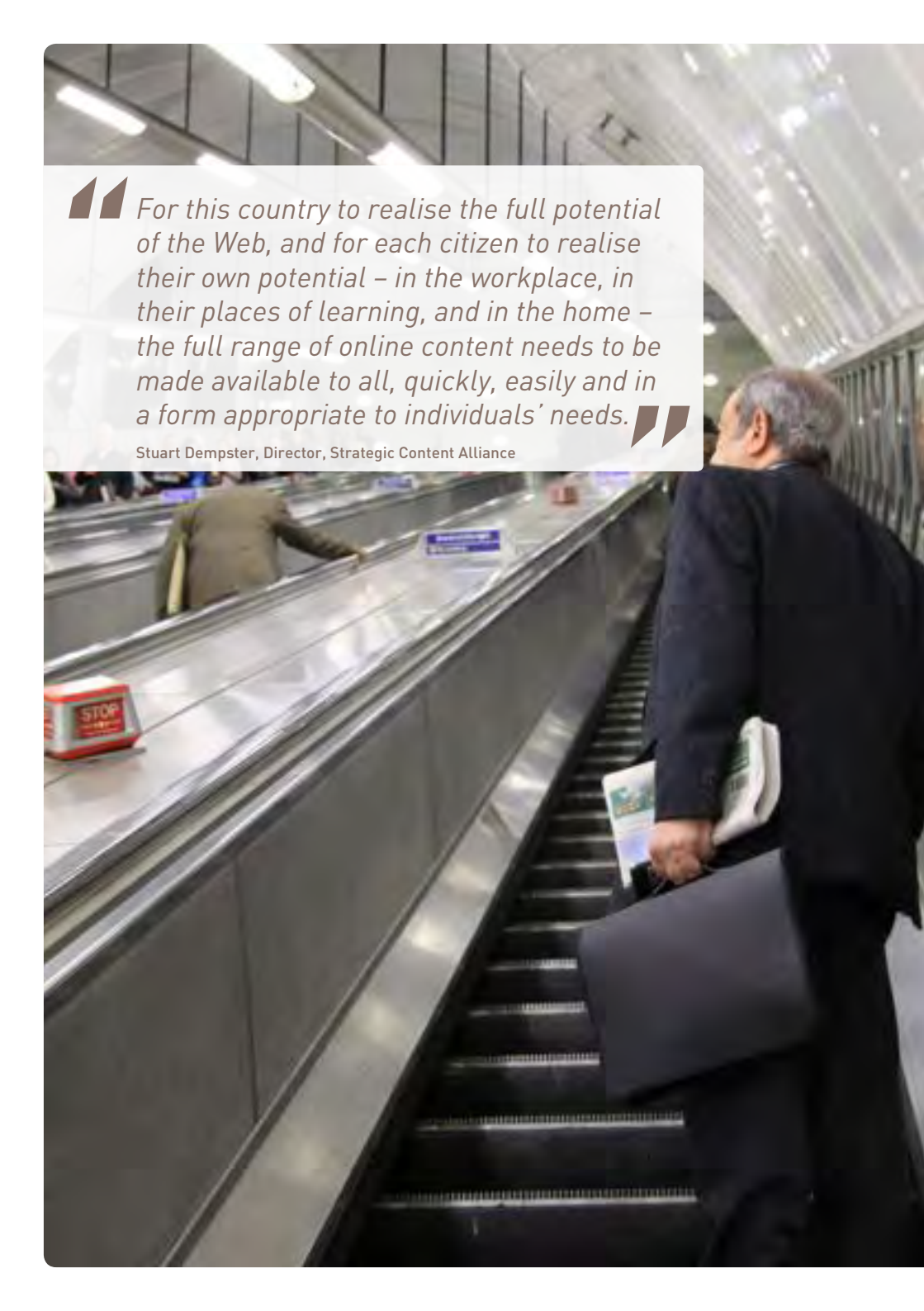
building
bridges
to digital
content

Developing Digipedia

Guide to the digital content lifecycle

JISC Content





“ For this country to realise the full potential of the Web, and for each citizen to realise their own potential – in the workplace, in their places of learning, and in the home – the full range of online content needs to be made available to all, quickly, easily and in a form appropriate to individuals’ needs. ”

Stuart Dempster, Director, Strategic Content Alliance

The story so far

We now live in a knowledge society – where unprecedented opportunities for creativity, ingenuity and innovation are stimulated and enabled by the Internet generally and the provision of digital content specifically. Much of this content stems from UK publicly funded resources developed over the last ten years or so in a fragmented and piecemeal approach. If the UK public sector is to be able to maximise its financial and intellectual investment in digital content, a much more systemic view of pooling and coordinating our investments and resources must be taken, particularly at a time of economic downturn.

The Strategic Content Alliance (the Alliance) is a unique collaboration between organisations, all different, but all deeply involved in the creation, management and exploitation of digital content for public benefit. The Alliance has undertaken an ambitious programme to explore and develop techniques in support of the above Mission Statement. The programme has mapped current activity and also commissioned a range of research projects to increase knowledge in such key areas as audiences, business models, content aggregation, standards and Intellectual Property Rights.

Early in 2009 the Alliance commissioned a consortium led by Chris Batt Consulting to develop a prototype service that would bring together knowledge on all aspects of the digital content lifecycle in a form that would inform policy makers and practitioners to make effective decisions on the funding and development of digital services. The purpose was to create a demonstrator for “a road map on how public sector and other organisations should collaborate to align their activities for the benefit of all”.

Digipedia, the resulting prototype, was launched at an international seminar in Oxford in Spring 2009 and as a result of its reception Chris Batt Consulting has now been commissioned to develop the prototype into a pilot that will form the foundation of sustainable service.

UK Content Framework

“The Alliance has developed a UK Content Framework of ‘good practice’ to aid, inform and provide guidance to all those involved in creating or putting content online throughout the digital lifecycle. It is also useful to those at strategic and policy-making level.”

For Digipedia to be an effective and usable access tool to the UK Content Framework, the road map must be part guidebook, part rulebook and part encyclopaedia. It must persuade policy makers of the need for a strategic approach to digital content development and the value that such an approach will achieve. Alongside that it must provide to the professional engaged directly in the development and management of digital content, both authoritative guidance around standards and processes and the means to exchange the experience and knowledge with colleagues.

Digipedia will provide access to a comprehensive knowledge base aggregating and organising relevant information, standards, resources and research relating to the digital content lifecycle. The knowledge base will, of course, be web-based, importing

information, signposting to other sources and making it possible to embed the Digipedia service within other web services. To be useful to the widest range of users, the content of the knowledge base will include FAQs and the facility for the formation of communities of interest and the moderation of content from a wide range of contributors. Success will be measured in Digipedia’s ability to give practical, trusted answers to questions from audiences with different needs and levels of knowledge. For example:

- My museum has a unique collection of 10,000 paintings and we have a bequest to digitise them. What options do I have?
- How can I digitise my shoebox of old photos of the area and how can I make them available to other people?
- What is the digital content lifecycle?
- How do I find existing resources in my research discipline in the UK and beyond?
- I need a reliable and practical guide to IPR

Digipedia Homepage

http://beta.digipedia.org.uk/

Digipedia Homepage

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Digipedia - the essential guide to digital content

search

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Starting Out with Digital Content

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JISC Workshops



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Strategic Content Alliance workshops

The Strategic Content Alliance is delighted to announce a series of workshops across the UK aimed at senior policy makers and practitioners involved in the delivery of online content and services over the internet. The events will deliver enhanced professional understanding, as well as the opportunity to evaluate and critique, the following alliance areas of work:

- Audience Analysis - meet users needs
- Business Modelling and Sustainability
- Intellectual Property Rights and Licencing
- Search engine Optimisation / internet Marketing
- Introduction to 'Digipedia' - a moderated wiki aimed at synthesising the digital content life-cycle information and knowledge from authoritative sources

The workshops are designed to appeal anyone involved in the digital content lifecycle from creation to curation. Please do put a date in your diary for an event near you.

Events

Find details of upcoming SCA events and catch up on reports and live blogs from past conferences, workshops and forums.

- Open Knowledge Conference 2009

Discussion

Hello, and welcome to Digipedia Discussion. I've been working through Digipedia today and it is quite amazing the amount of staff we already have in it and at the same time the amount of staff that could easily be added.

SCA Blog

- Event: June 7, London: Everything you wanted to know about Wikipedia but were too afraid to ask
- Download: Funders' Forum presentations
- Out now: Digital Content Quarterly Issue 2
- More dates for Maximising the effectiveness of your online resources' workshops

Strategic Content Alliance

The Strategic Content Alliance is a three-year initiative funded as part of JISC's capital programme. It began in March 2006 and will conclude its current phase of work in March 2009.

Strategic Content Alliance

BBC Becta

JISC

NHS

Digitisation of this resource has been funded via the JISC Digitisation Programme. JISC supports UK higher education and research by providing leadership in the use of Information and Communications Technology in support of teaching, learning, research and administration. JISC receives funding from all the UK higher and further education funding councils.

“ Digipedia will be a practical tool for people involved in the digital content lifecycle in any way. It will be a ‘one-stop-shop’ for information on all aspects of the topic – very much like Wikipedia and using wiki technology to allow people to add and update – so a sustainable practical tool. ”



The vision for Digipedia

Think Wikipedia for the Digital Content Lifecycle

Digipedia will be a 'one-stop-shop' for information on all aspects of the digital content lifecycle using MediaWiki technology that allows free or moderated control over different aspects of the knowledge base. For example, Alliance guides on subjects such as IPR and audience research have been user tested and peer reviewed to provide definitive guides and will, therefore, remain moderated, while discussion groups or case studies around those topics might be open to all.

The architecture of Digipedia will exploit the latest semantic web tools now available within MediaWiki to enable the efficient integration of resources from different sources and the creation of customisable dashboards that make it possible for different organisations to embed the Digipedia service in their own service offering. Other features will include:

- 'How to' guides to various components of the digital content lifecycle, presented in a variety of forms and styles for different audiences
- Advocacy resources designed for politicians and policy makers locally, regionally and nationally
- Case study exemplars supplied by community groups and individuals
- Bulletin board facilities to post conferences and meetings
- Social networking resources to allow the creation of communities of interest and to undertake shared problem solving
- Relevance ranking of content linked to user discussion groups
- User tagging of content and the provision of answers to others' questions

Work programme



Chris Batt Consulting Ltd has formed a partnership with content specialist Susi Woodhouse, web specialists Orangeleaf Systems Ltd and the Collections Trust to produce the Digipedia pilot service by April 2011.

The long-term benefit of using wiki technology also provides short-term value to the development process since, once functionality and architecture have been agreed and tested fully using data from the Collections Trust, the link with or ingestion of further content will depend only on the agreement of content providers to become involved.

The programme contains four Work Packages:

1. Delivery system

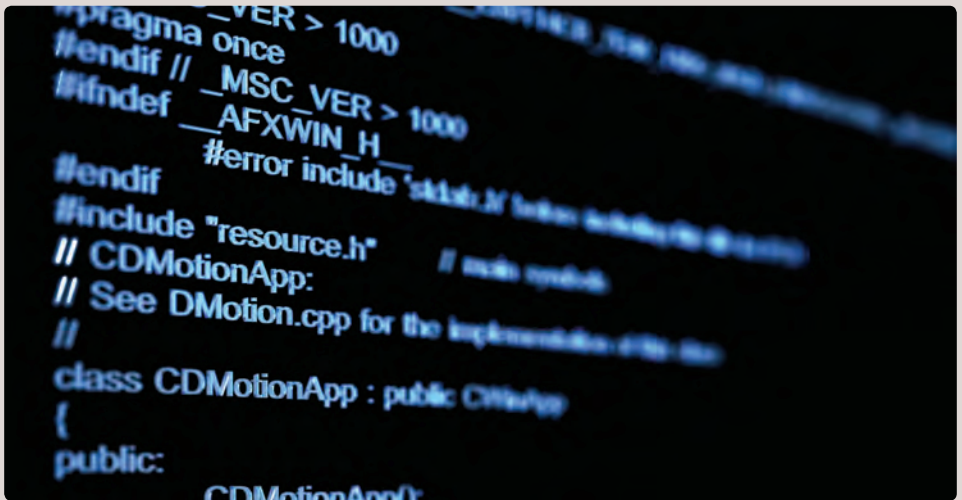
The design and testing of four iterations of the MediaWiki system architecture and related systems:

- **Version 1:** demonstrate the functionality of the systems and architecture proposed
- **Version 2:** test the ingestion of and linking to a controlled set of content (Collections Link)
- **Version 3:** extend content ingestion to more content providers
- **Version 4:** sign off final pilot

At the end of each of the first three stages there will be a period of evaluation and sign off from a project steering group.

2. Content and contributors

The scoping of the content to be included in Digipedia, covering all aspects of the digital content lifecycle. This will involve both the mapping of content and also negotiations with content providers, nationally and internationally to make resources available to Digipedia.



3. Wider engagement

There are two components to Work Package 3:

- Communication and evaluation will involve the creation of a programme of usability testing, assessment of the performance of each of the versions and regular briefing on progress
- Business planning and sustainability will look at strategies for developing and sustaining the pilot into a full service

4. Project management

All aspects of financial and programme management including progress monitoring, organisation of meetings and interviews together with formal reporting arrangements and the co-ordination of all deliverables.

Further information

Digipedia stage one prototype:

<http://beta.digipedia.org.uk>

Strategic Content Alliance

www.jisc.ac.uk/contentalliance

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Developing Digipedia: Guide to the digital content lifecycle

This document is available in alternative formats
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