

Is e-Content out of control?



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Outline of this session

- Introduction to the Strategic e-Content Alliance

- Views from across the public sector

- Panel discussion and debate about the future of e-Content
 - Museums, Libraries, Archives
 - Schools, FE
 - Universities
 - e-Science, e-Research
 - Public Broadcast

Is e-Content out of control

- **Is there really a role for formal published content in the future of education and research?**
 - **e-Resources and ways of making them available have changed radically**
 - **Rise of informal peer to peer networks, software, technologies and environments**
 - **Will content provided by the organisations in the public sector and by academic publishers rise above the trend for informal exchange of information and learning and research opportunities?**

Is e-Content out of control

- **Will a few multi national corporations delivering information and learning become the force of the future by passing the need for publicly funded institutions and content?**
 - Consolidation of content and learning and research activity around certain global nexuses
 - Google Scholar
 - Microsoft learning etc.
- **Is this the future?**
- **Is e-Content already spiralling out of control?**
- **Is that a bad thing?**

JISC

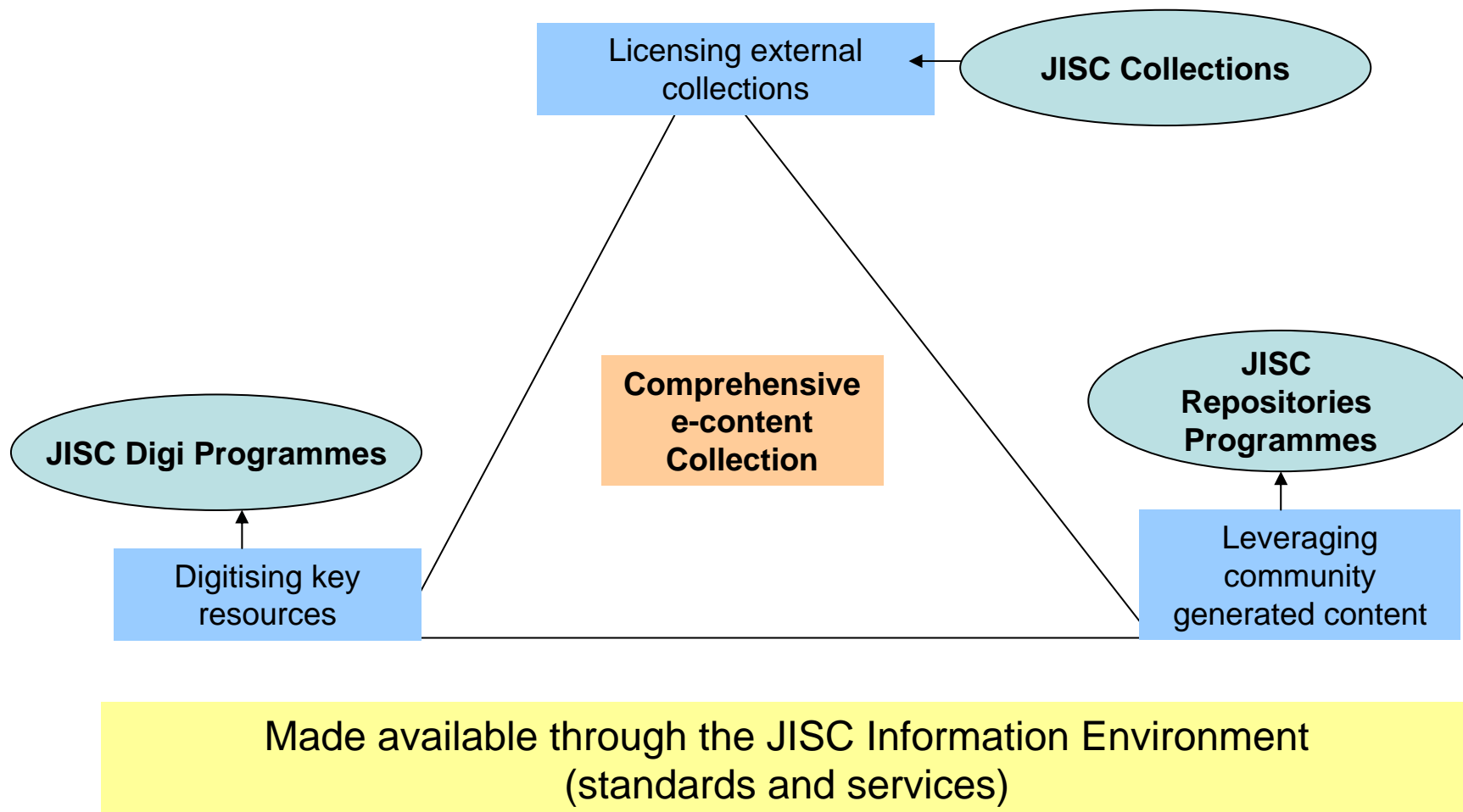
Over to:

**Stuart Dempster: *Project Director* – Strategic
e-Content Alliance**

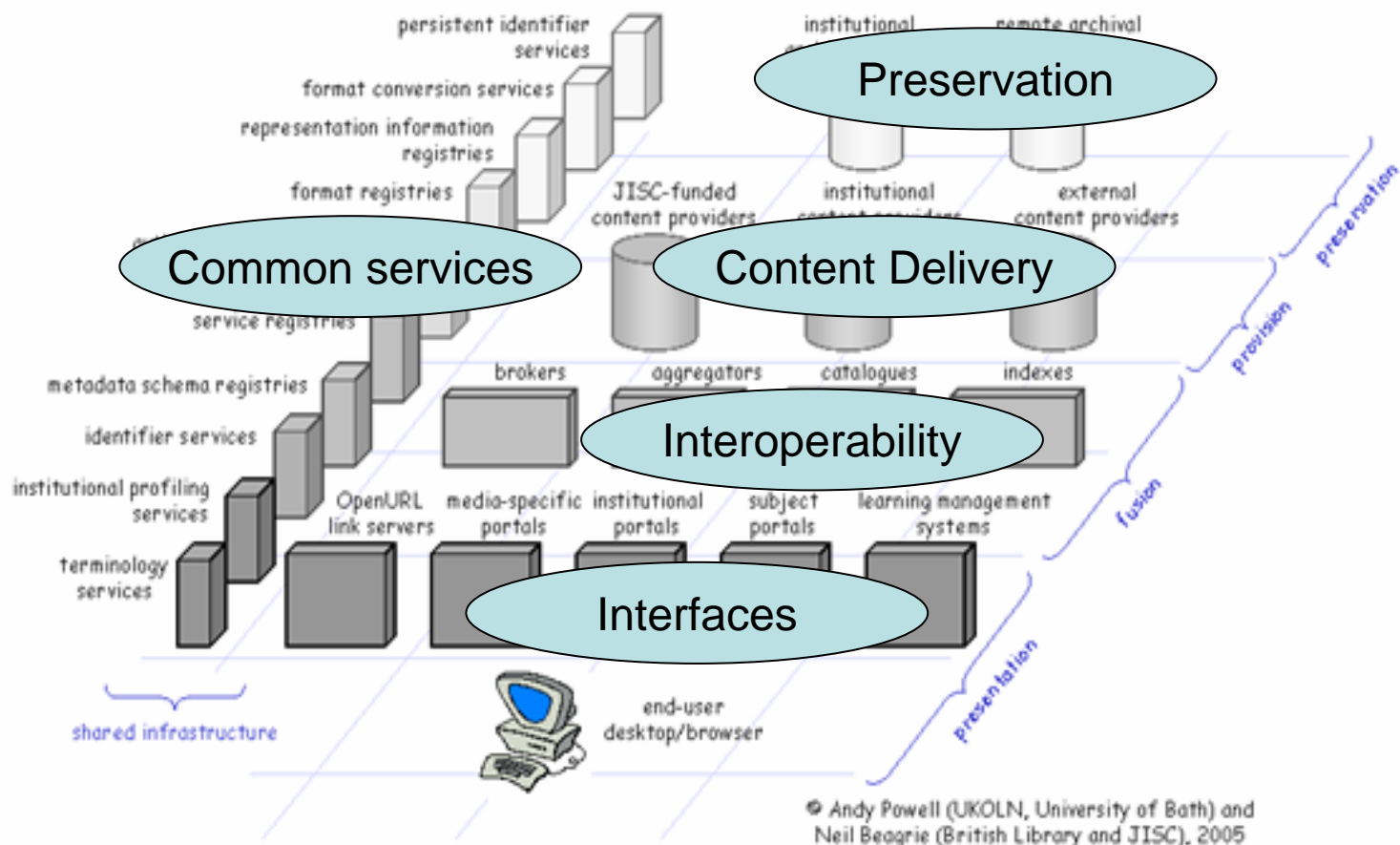
Is e-Content out of control

- 1. What the role of the public sector in the provision of e-Content?**
- 2. What should the future e-Content market place look like?**
- 3. How do we engage with the new players – e.g. Flickr, Utube, Google etc.?**
- 4. What is the role of JISC?**
- 5. Is there really a common agenda across the public sector or are they audiences and requirements too diverse?**
- 6. How do you design the next generation e-Content e.g. – “raw” content plus “packaging”?**

The “Content Triangle”



Information Environment Technical Architecture



DRAFT JISC Digitisation Strategy

- **4. Through consultation with our users JISC will prioritise the digitisation of collections that:**
- **Make the hidden visible: enable access to and use of difficult or impossible to access collections**
- **Address a recognised need or gap within learning, teaching or research provision**
- **Map to a particular area of the curriculum or research interest**
- **Inspire new avenues of research, or new approaches within learning and teaching**
- **Contribute to creating critical mass within a given area or help to create a theme across previously unassociated materials**
- **Would not otherwise be funded, or be able to attract significant funding from other sources**
- **Are at risk from being lost to our community through sale, deterioration or disaggregation**

DRAFT JISC Digitisation Strategy

- **5. The JISC will aspire to create digital collections that are:**
- **Standards based:** employ and develop standards for digital capture and description
- **Interoperable:** deploy the standards specified within the JISC Information Environment for interoperability and offer excellence in resource discovery
- **User Focussed:** have been created with a high level of user engagement, offer a high quality user experience, and where users have been actively engaged in the design of interfaces and delivery mechanisms
- **Innovative:** explore new approaches and embrace current developments in technology
- **Contextualised:** are accompanied by contextual examples to help take up for learning and research
- **Sustainable:** where suitable service provision and business models can be put in place to ensure future sustainability
- **Legal:** where all third party rights including copyright have been cleared for a minimum ten year term educational use, re-use and deposit in archives or repositories

DRAFT JISC Digitisation Strategy

- **JISC will work with other funders and strategic agencies within the public sector in the UK to co-ordinate digitisation policy and to ensure that overlaps in digitisation programmes can be minimised**
- **The JISC will monitor the changing e-content landscape and will seek synergies and alliances where appropriate with both private and public initiatives, with a particular watching brief on activities within Europe and North America.**
- **The JISC will strive to ensure that its Digitisation Programmes are exemplars of best practice and will ensure that all lessons learned about the process of digitisation are captured and disseminated widely to the JISC community and beyond**
- **The JISC will proactively seek out opportunities to increase the funds available for the digitisation of key resources to build a critical mass of resources for education and research and to contribute to the knowledge economy**

Aim - To build sustainable collections that meet the needs of and are of benefit to life-long learning, teaching and research in the United Kingdom

■ **2003-07 - £10m will deliver:**

- Six new collections covering the 17th-21st Century

■ **2006-09 – (approx £12.5m) will deliver:**

- Up to 16 new projects to be announced on January the 25th 2007
- Different formats: text, images, sound, multimedia
- Subjects: Arts, Humanities, Social Sciences, Cross-curricular
- All resources to be supported by learning and contextual materials and in consultation with educational advisers
- International Partnership for Research Excellence Strand
- A framework to coordinate the creation of new e-resources across the UK public sectors (SEA)

JISC Mass Digitisation: new approaches

Aim - To build sustainable collections that meet the needs of and are of benefit to life-long learning, teaching and research in the United Kingdom

- 4 new areas of emphasis for Phase 2

- 1. Much greater learning and teaching emphasis
- 2. International Research emphasis
- 3. Contextualisation for Life long learning (in collaboration with BECTa and DFES)
- 4. Framework for collaboration across the public sector in e-content

- **The Common Information Environment (CIE)**
- **Initiative begun by JISC in 2001 to make better links across the public sector to encourage more use of investment in digital content**
- **In 2005, JISC and the Consortium of University Research Libraries (CURL) commissioned the Loughborough Digitisation Study**
The three main recommendations from that study were:
 - *Establish a UK framework for digitisation*
 - *Co-ordinate existing services*
 - *Investigate users needs*

Aim: To develop a common framework of principles and good practices for e-content activities across the domains of life long learning and teaching, research and cultural heritage.

■ Main features of the work:

- Collaboration (Life Long learning, Education, Research, Health, Cultural Heritage)
- Policy and good practice recommendations
- Economies of scale
- More integration and best value for public content
- Registers of digital collections
- Better coordination

Who's in the Alliance? - What's the Vision?

Vision:

Working across the public sector to fully realise the potential of e-content for all users through the greater integration of services and technologies and the removal of political and administrative barriers.

□ Who's in the Alliance?

- JISC
- The BBC
- The NHS
- The British Library
- Museums and Libraries Archive
- e-Science Core programme
- BECTa

- *Co-ordinated approach to the identification of public sector e-content
Collaboration for improved quality of the outputs*
- *An overview of the different e-content strategies*
- *Better market intelligence about the public sector e-content requirements
of our users*
- *A stronger commitment to the development of standards and
interoperability*
- *Shared direction and coherent messages about public sector e-content
provision*
- *A common approach to IPR, Licensing and Digital Rights Management in
order to facilitate access, use and re-use of e-content by citizens*
- *Identification of affordable solutions for the ongoing sustainability*
- *A common understanding of the risks*

- *A reduction in the technical, political, and administrative barriers which currently inhibit the use of public sector e-content*
- *An increase in the use of public sector e-content from audiences who may not currently be actively engaged with the e-content currently on offer and ultimately a richer and more personalised searching environment*
- *An increase in re-use and redeployment of e-content resources beyond the audience that they were originally intended for*
- *More streamlined and easier access (through enhanced resource discovery) to users of public sector e-content resources irrespective of location*