

Three Steps to Heaven: Semantic Publishing in a Real World Workflow

Phillip Lord, Simon Cockell, Robert Stevens

Newcastle and Manchester

Abstract. Semantic publishing offers the promise of computable papers, enriched visualisation and a realisation of the linked data ideal. In reality, however, the publication process contrives to prevent richer semantics while culminating in a ‘lumpen’ PDF. In this paper, we discuss a web-first approach to publication, and describe a three-tiered approach which integrates with the existing authoring tooling. Critically, although it adds limited semantics, it does provide value to all the participants in the process: the author, the reader and the machine.

1 Introduction

The publishing of both data and narratives on those data are changing radically. Linked Open Data and related semantic technologies allow for semantic publishing of data. We still need, however, to publish the narratives on that data and that style of publishing is in the process of change; one of those changes is the incorporation of semantics [1,2,3]. The idea of semantic publishing is an attractive one for those who wish to consume papers electronically; it should enhance the richness of the computational component of papers [2]. It promises a realisation of the vision of a next generation of the web, with papers becoming a critical part of a linked data environment [1,4], where the results and naratives become one.

The reality, however, is somewhat different. There are significant barriers to the acceptance of semantic publishing as a standard mechanism for academic publishing. The web was invented around 1990 as a light-weight mechanism for publication of documents. It has subsequently had a massive impact on society in general. It has, however, barely touched most scientific publishing; while most journals have a website, the publication process still revolves around the generation of papers, moving from Microsoft Word or L^AT_EX [5], through to a final PDF which looks, feels and is something designed to be printed onto paper¹. Adding semantics into this environment is difficult or impossible; the content of the PDF has to be exposed and semantic content retro-fitted or, in all likelihood, a complex process of author and publisher interaction has to be devised and followed. If semantic data publishing and semantic publishing of academic narratives are to work together, then academic publishing needs to change.

¹ This includes conferences dedicated to the web and the use of web technologies.

In this paper, we describe our attempts to take a commodity publication environment, and modify it to bring in some of the formality required from academic publishing. We illustrate this with three exemplars - different kinds of knowledge that we wish to enhance. In the process, we add a small amount of semantics to the finished articles. Our key constraint is the desire to add value for all the human participants. Both authors and readers should see and recognise additional value, with the semantics a useful or necessary byproduct of the process, rather than the primary motivation. We characterise this process as our “three steps to heaven”, namely:

- make life better for the machine to
- make life better for the author to
- make life better for the reader

While requiring additional value for all of these participants is hard, and places significant limitations on the level of semantics that can be achieved, we believe, it does increase the likelihood that content will be generated in the first place, and represents an attempt to enable semantic publishing in a real-world workflow.

2 Knowledgeblog

The **knowledgeblog** project stemmed from the desire for a book describing the many aspects of ontology development, from the underlying formal semantics, to the practical technology layer and, finally, through to the knowledge domain [6]. However, we have found the traditional book publishing process frustrating and unrewarding. While scientific authoring is difficult in its own right, our own experience suggests that the *publishing* process is extremely hard-work. This is particularly so for multi-author collected works which are often harder for the editor than writing a book “solo”. Finally, the expense and hard copy nature of academic books means that, again in our experience, few people read them.

This contrasts starkly with the web-first publication process that has become known as blogging. With any of a number of ready made platforms, it is possible for authors with little or no technical skill, to publish content to the web with ease. For knowledgeblog (“kblog”), we have taken one blogging engine, WordPress [7], running on low-end hardware, and used it to develop a multi-author resource describing the use of ontologies in the life sciences (our main field of expertise). There are also kblogs on bioinformatics² and the Taverna workflow environment³ [8]. We have previously described how we addressed some of the social aspects, including attribution, reviewing and immutability of articles[6].

As well as delivering content, we are also using this framework to investigate *semantic academic publishing*, investigating how we can enhance the machine interpretability of the final paper, while living within the key constraint of making

² <http://bioinformatics.knowledgeblog.org>

³ <http://taverna.knowledgeblog.org>

life (slightly) better for machine, author and reader without adding complexity for the human participants.

Scientific authors are relatively conservative. Most of them have well-established toolsets and workflows which they are relatively unwilling to change. For instance, within the kblog project, we have used workshops to start the process of content generation. For our initial meeting, we gave little guidance on authoring process to authors, as a result of which most attempted to use WordPress directly for authoring. The WordPress editing environment is, however, web-based, and was originally designed for editing short, non-technical articles. It appeared to not work well for most scientists.

The requirements that authors have for such ‘scientific’ articles are manifold. Many wish to be able to author while offline (particularly on trains or planes). Almost all scientific papers are multi-author, and some degree of collaboration is required. Many scientists in the life sciences wish to author in Word because grant bodies and journals often produce templates as Word documents. Many wish to use L^AT_EX, because its idiomatic approach to programming documents is unreplicable with anything else. Fortunately, it is possible to induce WordPress to accept content from many different authoring tools, including Word and L^AT_EX[6].

As a result, during the kblog project, we have seen many different workflows in use, often highly idiosyncratic in nature. These include:

Word/Email: Many authors write using MS Word and collaborate by emailing files around. This method has a low barrier to entry, but requires significant social processes to prevent conflicting versions, particularly as the number of authors increases.

Word/Dropbox: For the *taverna* kblog, authors wrote in Word and collaborated with Dropbox.⁴ This method works reasonably well where many authors are involved; Dropbox detects conflicts, although cannot prevent or merge them.

Asciiidoc/Dropbox: Used by the authors of this paper. Asciiidoc⁵ is relatively simple, somewhat programmable and accessible. Unlike L^AT_EX which can be induced to produce HTML with effort, asciidoc is designed to do so.

Of these three approaches probably the Word/Dropbox combination is the the most generally used.

From the readers perspective, a decision that we have made within knowledgeblog is to be “HTML-first”. The initial reasons for this were entirely practical; supporting multiple toolsets is hard, particularly if any degree of consistency is to be maintained; the generation of the HTML is at least partly controlled by the middleware – WordPress in kblog’s case. As well as enabling consistency of presentation it also, potentially, allows us to add additional knowledge; it makes semantic publication a possibility. However, we are aware that knowledgeblog currently scores rather badly on what we describe as the “bath-tub test”; while

⁴ <http://www.dropbox.com>

⁵ <http://www.methods.co.nz/asciidoc/>

exporting to PDF or printing out is possible, the presentation is not as “neat” as would be ideal. In this regard (and we hope only in this regard), the knowledge-blog experience is limited. However, increasingly, readers are happy and capable of interacting with material on the web, without print outs.

From this background and aim, we have drawn the following requirements:

1. The author can, as much as possible, remain within familiar authoring environments;
2. The representation of the published work should remain extensible to, for instance, semantic enhancements;
3. The author and reader should be able to have the amount of “formal” academic publishing they need;
4. Support for semantic publishing should be gradual and offer advantages for author and reader at all stages.

We describe how we have achieved this with three exemplars, two of which are relatively general in use, and one more specific to biology. In each case, we have taken a slightly different approach, but have fulfilled our primary aim of making life better for machine, author and reader.

3 Representing Mathematics

The representation of mathematics is a common need in academic literature. Mathematical notation has grown from a requirement for a syntax which is highly expressive and relatively easy to write. It presents specific challenges because of its complexity, the difficulty of authoring and the difficulty of rendering, away from the chalk board that is its natural home.

Support for mathematics has had a significant impact on academic publishing. It was, for example, the original motivation behind the development of \TeX [9], and it still one of the main reasons why authors wish to use it or its derivatives. This is to such an extent that much mathematics rendering on the web is driven by a \TeX engine somewhere in the process. So MediaWiki (and therefore Wikipedia), Drupal and, of course, WordPress follow this route. The latter provides plugin support for \TeX markup using the `wp-latex` plugin [10]. Within kblog, we have developed a new plugin called `mathjax-latex` [11]. From the kblog author’s perspective these two offer a similar interface – differences are, therefore, described later.

Authors write their mathematics directly as \TeX using one of the four markup syntaxes. The most explicit (and therefore least likely to happen accidentally) is through the use of “shortcodes”.⁶ These are a HTML-like markup originating from some forum/bulletin board systems. In this form an equation would be entered as `[latex]e=mc^2[/latex]`, which would be rendered as “ $e = mc^2$ ”. It is also possible to three other syntaxes which are closer to math-mode in \TeX : `$$e=mc^2$$`, `$latex e=mc^2$`, or `\[e=mc^2\]`.

⁶ <http://codex.wordpress.org/Shortcode>

From the authorial perspective, we have added significant value, as it is possible to use a variety of syntaxes, which are independent of the authoring engine. For example, a $\text{T}_{\text{E}}\text{X}$ -loving mathematician working with a Word-using biologist can still set their equations using $\text{T}_{\text{E}}\text{X}$ syntax; although Word will not render these at authoring time but, in practice, this causes few problems for such authors, who are experienced at reading $\text{T}_{\text{E}}\text{X}$. Within an $\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$ workflow equations will be renderable both locally with source compiled to PDF, and published to WordPress.

There is also a W3C recommendation, MathML for the representation and presentation of mathematics. The kblog environment also supports this. In this case, the equivalent source appears as follows:

```
<math>
  <mrow>
    <mi>E</mi>
    <mo>=</mo>
    <mrow>
      <mi>m</mi>
      <msup>
        <mi>c</mi>
        <mn>2</mn>
      </msup>
    </mrow>
  </mrow>
</math>
```

One problem with the MathML representation is obvious: it is very long-winded. A second issue, however, is that it is hard to integrate with existing workflows; most of the publication workflows we have seen in use will on recognising an angle bracket turn it into the equivalent HTML entity. For some workflows ($\text{L}^{\text{A}}\text{T}_{\text{E}}\text{X}$, asciidoc) it is *possible*, although not easy, to prevent this within the native syntax.

It is also possible to convert from Word’s native OMML (“equation editor”) XML representation to MathML, although this does not integrate with Word’s native blog publication workflow. Ironically, it is because MathML shares an XML based syntax with the final presentation format (HTML) that the problem arises. The shortcode syntax, for example, passes straight-through most of the publication frameworks to be consumed by the middleware. From a pragmatic point of view, therefore, supporting shortcodes and $\text{T}_{\text{E}}\text{X}$ -like syntaxes has considerable advantages.

For the reader, the use of `mathjax-latex` has significant advantages. The default mechanism within WordPress uses a math-mode like syntax `$\text{\$latex } e=mc^2\text{\$}$` . This is rendered using a $\text{T}_{\text{E}}\text{X}$ engine into an image which is then incorporated and linked using normal HTML capabilities. This representation is opaque and non-semantic; it has significant limitations for the reader. The images are not scalable – zooming in cases severe pixelation; the background to the mathematics is coloured inside the image, so does not necessarily reflect the local style.

Kblog, however, uses the MathJax library[12]; this has a number of significant advantages for the reader. First, where the browser supports them, MathJax uses webfonts to render the images; these are scalable, attractive and standardized. Where they are not available, MathJax can fall-back to bitmapped fonts. The reader can also access additional functionality: clicking on an equation will raise a zoomed in popup; while the context menu allows access to a textual representation either as T_EX or MathML irrespective of the form that the author used. This can be cut-and-paste for further use. Kblog uses the MathJax library[12] to render the underlying T_EX directly on the client.

Our use of MathJax provides no significant disadvantages to the middleware layers. It is implemented in JavaScript and runs in most environments. Although, the library is fairly large (>100Mb), but is available on a CDN so need not stress server storage space. Most of this space comes from the bit-mapped fonts which are only downloaded on-demand, so should not stress web clients either. It also obviates the need for a T_EX installation which `wp-latex` may require (although this plugin can use an external server also).

At face value, `mathjax-latex` necessarily adds very little semantics to the maths embedded within documents. The maths could be represented as `$$E=mc^2$$`, `\(E=mc^2\)` or

```
<math> <mrow> <mi>E</mi> <mo>=</mo> <mrow> <mi>m</mi>
<msup> <mi>c</mi><mn>2</mn> </msup>
</mrow> </mrow> </math>
```

So, we have a heterogenous representation for identical knowledge. However, in practice, the situation is much better than this. The author of the work created these equation and has then read them, transformed by MathJax into a rendered form. If MathJax has failed to translate them correctly, in line with the author's intention, or if it has had some implications for the text in addition to setting the intended equations (if the T_EX style markup appears accidentally elsewhere in the document), the author is likely to have seen this and fixed the problem. Someone wishing, for example, to extract all the mathematics as MathML from these documents computationally, therefore, knows:

- that the document contains maths as it imports MathJax
- that MathJax is capable of identifying this maths correctly
- that equations can be transformed to MathML using MathJax⁷.

So, while our publication environment does not result directly in lower level of semantic heterogeneity, it does provide the data and the tools to enable the computational agent to make this transformation. While this is imperfect, it should help somewhat.

In short, we provide a practical mechanism to identify text containing mathematics and a mechanism to transform this to a single, standardised representation.

⁷ This is assuming MathJax works correctly in general. The authors and readers are checking the rendered representation. It is possible that an equation would render correctly on screen, but be rendered to MathML inaccurately

4 Representing References

Unlike mathematics, there is no standard mechanism for reference and in-text citation, but there are a large number of tools for authors such as BibTeX, Mendeley [13] or EndNote. As a result of this, the integration with existing toolsets is of primary importance, while the representation of the in-text citations is not, as it should be handled by the tool layer anyway.

Within kblog, we have developed a plugin called kcite.⁸ For the author, citations are inserted using the syntax:

```
[cite]10.1371/journal.pone.0012258[/cite].
```

The identifier used here is a DOI, or digital object identifier and, is widely used within the publishing and library industry. Currently, kcite supports DOIs minted by either CrossRef⁹ or DataCite¹⁰ (in practice, this means that we support the majority of DOIs). We also support identifiers from PubMed¹¹ which covers most biomedical publications and arXiv,¹² the physics (and other domains!) preprints archive, and we now have a system to support arbitrary URLs. Currently, authors are required to select the identifier where it is not a DOI.

We have picked this “shortcode” format for similar reasons as described for maths; it is relatively unambiguous, it is not XML based, so passes through the HTML generation layer of most authoring tools unchanged and is explicitly supported in WordPress, bypassing the need for regular expressions and later parsing. It would, however, be a little unwieldy from the perspective of the author. In practice, however, it is relatively easy to integrate this with many reference managers. For example, tools such as Zotero [14] and Mendeley use the Citation Style Language, and so can output kcite compliant citations with the following slightly elided code:

```
<citation>
  <layout prefix="[cite]" suffix="[/cite]"
    delimiter="[/cite] [cite]">
    <text variable="DOI"/>
  </layout>
</citation>
```

We do not yet support L^AT_EX/BibTeX citations, although we see no reason why a similar style file should not be supported. We do, however, support BibTeX-formatted files: the first author’s preferred editing/citation environment is based around these with Emacs, RefTeX, and asciidoc. While this is undoubtedly a rather niche authoring environment, the (slightly elided) code for supporting this demonstrates the relative ease with which tool chains can be induced to support kcite:

⁸ <http://wordpress.org/extend/plugins/kcite/>

⁹ <http://wordpress.org/extend/plugins/kcite/>

¹⁰ <http://www.datacite.org/>

¹¹ <http://www.ncbi.nlm.nih.gov/pubmed/>

¹² <http://arxiv.org/>

```
(defadvice reftex-format-citation (around phil-asciidoc-around activate)
  (if phil-reftex-citation-override
    (setq ad-return-value (phil-reftex-format-citation entry format))
    ad-do-it))

(defun phil-reftex-format-citation( entry format )
  (let ((doi (reftex-get-bib-field "doi" entry)))
    (format "pass:[[cite source='doi'\%s[/cite\%s]]" doi)))
```

The key decision with `kcite` from the authorial perspective is to ignore the reference list itself and focus only on in-text citations, using public identifiers to references. This simplifies the tool integration process enormously, as this is the only data that needs to pass from the author's bibliographic database onward. The key advantage for authors here is two-fold: they are not required to populate their reference metadata for themselves, and this metadata will update if it changes. Secondly, the identifiers are checked; if they are wrong, the authors will see this straightforwardly as the entire reference will be wrong. Adding DOIs or other identifiers moves from becoming a burden for the author to becoming a specific advantage.

While supporting multiple forms of reference identifier (CrossRef DOI, DataCite DOI, arXiv and PubMed ID) provides a clear advantage to the author, it comes at considerable cost. While it is possible to get metadata about papers from all of these sources, there is little commonality between them. Moreover, resolving this metadata requires one outgoing HTTP request¹³ per reference, which browser security might or might not allow.

So, while the presentation of mathematics is performed largely on the client, for reference lists the `kcite` plugin performs metadata resolution and data integration on the server. A caching functionality is provided, storing this metadata in the WordPress database. The bibliographic metadata is finally transferred to the client encoded as JSON, using asynchronous call-backs to the server.

Finally, this JSON is rendered using the `citeproc-js` library on the client. In our experience, this performs well, adding to the readers' experience; in-text citations are initially shown as hyperlinks; rendering is rapid, even on aging hardware, and finally in-text citations are linked both to the bibliography and directly through to the external source. Currently, the format of the reference list is fixed, however, `citeproc-js` is a generalised reference processor, driven using CSL¹⁴. This makes it straight-forward to change citation format, at the option of the reader, rather than the author or publisher. Both the in-text citation and bibliography support outgoing links direct to the underlying resources¹⁵. As these links have been used to gather metadata, they are likely to be correct. While these advantages are relatively small currently, we believe that the use of JavaScript rendering over a linked references can be used to add further reader value in future.

¹³ In practice, it is often more; DOI requests, for instance, use 303 redirects.

¹⁴ <http://citationstyles.org/>

¹⁵ Where the identifier allows – PubMed IDs redirect to PubMed.

For the computational agent wishing to consume bibliographic information, we have added significant value compared to the pre-formatted HTML reference list. First, all the information required to render the citation is present in the in-text citation next to the text that the authors intended. A computational agent can, therefore, ignore the bibliography list itself entirely. These primary identifiers are, again, likely to be correct because the authors now need them to be correct for their own benefit.

Should the computational agent wish, the (denormalised) bibliographic data used to render the bibliography is actually available, present in the underlying HTML as a JSON string. This is represented in a homogeneous format, although, of course, represents our (kcite's) interpretation of the primary data.

A final, and subtle, advantage of kcite is that the authors can only use public metadata, and not their own. If they use the correct primary identifier, and still get an incorrect reference, it follows that the public metadata must be incorrect¹⁶. Authors and readers therefore must ask the metadata providers to fix their metadata to the benefit of all. This form of data linking, therefore, can even help those who are not using it.

4.1 Microarray Data

Many publications require that papers discussing microarray experiments lodge their data in a publically available resource such as ArrayExpress [15]. Authors do this placing an ArrayExpress identifier which has the form E-MEXP-1551. Currently, adding this identifier to a publication, as with adding the raw data to the repository is no direct advantage to the author, other than fulfilment of the publication requirement. Similarly, there is no existing support within most authoring environments for adding this form of reference.

For the knowledgeblog-arrayexpress plugin,¹⁷ therefore, we have again used a shortcode representation, but allowed the author to automatically fill metadata, direct from ArrayExpress. So a tag such as:

```
[aexp id="E-MEXP-1551"]species[/aexp]
```

will be replaced with *Saccharomyces cerevisiae*, while:

```
[aexp id="E-MEXP-1551"]releasedate[/aexp]
```

will be replaced by "2010-02-24". While the advantage here is small, it is significant. Hyperlinks to ArrayExpress are automatic, authors no longer need to look up detailed metadata. For metadata which authors are likely to know anyway (such as Species), the automatic lookup operates as a check that their ArrayExpress ID is correct. As with references 6, the use of an identifier becomes an advantage rather than a burden to the authors.

Currently, for the reader there is less significant advantage at the moment. While there is some value to the author of the added correctness stemming from the ArrayExpress identifier. However, knowledgeblog-arrayexpress is currently under-developed, and the added semantics that is now present could be used

¹⁶ Or, we acknowledge, that kcite is broken!

¹⁷ <http://knowledgeblog.org/knowledgeblog-arrayexpress>

more extensively. The unambiguous knowledge that:

```
[aexp id="E-MEXP-1551"]species[/aexp]
```

represents a species would allow us, for example, to link to the NCBI taxonomy database.¹⁸

Likewise, advantage for the computational agent from knowledgeblog-array-express is currently limited; the identifiers are clearly marked up, and as the authors now care about them, they are likely to be correct. Again, however, knowledgeblog-arrayexpress is currently under developed for the computational agent. The knowledge that is extracted from ArrayExpress could be presented within the HTML generated by knowledgeblog-arrayexpress, whether or not it is displayed to the reader for, essentially no cost. By having an underlying short-code representation, if we choose to add this functionality to knowledgeblog-arrayexpress, any posts written using it would automatically update their HTML. For the text-mining bioinformatician, even the ability to unambiguously determine that a paper described or used a data set relating to a specific species using standardised nomenclature¹⁹ would be a considerable boon.

5 Discussion

Our approach to semantic enrichment of articles is a measured and evolutionary approach. We are investigating how we can increase the amount of knowledge in academic articles presented in a computationally accessible form. However, we are doing so in an environment which does not require all the different aspects of authoring and publishing to be over-turned. More over, we have followed a strong principle of semantic enhancement which offers advantages to both reader and author immediately. So, adding references as a DOI, or other identifier, ‘automagically’ produces an in text citation and a nicely formatted reference list: that the reference list is no longer present in the article, but is a visualisation over linked data; that the article itself has become a first class citizen of this linked data environment is a happy by-product.

This approach, however, also has disadvantages. There are a number of semantic enhancements which we could make straight-forwardly to the knowledgeblog environment that we have not; the principles that we have adopted requires significant compromise. We offer here two examples.

First, there has been significant work by others on CiTO [16] – an ontology which helps to describe the relationship between the citations and a paper. Kcite lays the ground-work for an easy and straight-forward addition of CiTO tags surrounding each in-text citation. Doing so, would enable increased machine understandability of a reference list. Potentially, we could use this to the advantage to the reader also: we could distinguish between reviews and primary research papers; highlight the authors’ previous work; emphasise older papers which are being refuted. However, to do this requires additional semantics from the author. Although these CiTO semantic enhancements would be easy to insert

¹⁸ <http://www.ncbi.nlm.nih.gov/Taxonomy/>

¹⁹ the standard nomenclature was only invented in 1753 and is still not used universally.

directly using the shortcode syntax, most authors will want to use their existing reference manager which will not support this form of semantics; even if it does, the author themselves gain little advantage from adding these semantics. There are advantages for the reader, but in this case not for both author and reader. As a result, we will probably add such support to kcite; but, if we are honest, find it unlikely that when acting as content authors, we will find the time to add this additional semantics.

Second, our presentation of mathematics could be modified to automatically generate MathML from any included $\text{T}_\text{E}\text{X}$ markup. The transformation could be performed on the server, using MathJax; MathML would still be rendered on the client to webfonts. This would mean that any embedded maths would be discoverable because of the existence of MathML, which is a considerable advantage. However, neither the reader nor the author gain any advantage from doing this, while paying the cost of the slower load times and higher server load that would result from running JavaScript on the server. More over, they would pay this cost regardless of whether their content were actually being consumed computationally. As the situation now stands, the computational user needs to identify the insert of MathJax into the web page, and then transform the page using this library, none of which is standard. This is clearly a serious compromise, but we feel a necessary one.

Our support for microarrays offers the possibility of the most specific and increased level of semantics of all of our plugins. Knowledge about a species or a microarray experimental design can be very precisely represented. However, almost by definition, this form of knowledge is fairly niche and only likely to be of relevance to a small community. However, we do note that the knowledgeblog process based around commodity technology does offer a publishing process that can be adapted, extended and specialised in this way relatively easily. Ultimately the many small communities that make up the long-tail of scientific publishing adds up to one large one.

6 Conclusion

Semantic publishing is a desirable goal, but goals need to be realistic and achievable. to move towards semantic publishing in kblog, we have tried to put in place an approach that gives benefit to readers, authors and computational interpretation. As a result, at this stage, we have light semantic publishing, but with small, but definite benefits for all.

Semantics give meaning to entities. In kblog, we have sought benefit by “saying” within the kblog environment that entity x is either **maths**, a **citation** or a **microarray** data entity reference. This is sufficient for the kblog infra-structure to “know what to do” with the entity in question. Knowing that some publishable entity is a “lump” of maths tells the infra-structure how to handle that entity: the reader has benefit from it looking like maths; the author has benefit by not having to do very much; and the infra-structure knows what to do. In addition, this approach leaves in hooks for doing more later.

It is not necessarily easy to find compelling examples that give advantages for all steps. Adding in CiTO attributes to citations, for instance, has obvious advantages for the reader, but not the author. However, advantages may be indirect; richer reader semantics may give more readers and thus more citations—the thing authors appreciate as much as the act of publishing itself. It is, however, difficult to imagine how such advantages can be conveyed to the author at the point of writing. It is easy to see the advantages of semantic publishing for readers, as a community we need to pay attention to advantages to the authors. Without these “carrots”, we will only have “sticks” and authors, particularly technically skilled ones, are highly adept at working around sticks.

References

1. Shadbolt, N., Hall, W., Berners-Lee, T.: The semantic web revisited. *Intelligent Systems, IEEE* **21**(3) (2006) 96–101 [1](#)
2. Shotton, D.: Semantic publishing: the coming revolution in scientific journal publishing. *Learned Publishing* **22**(2) (2009) 85–94 [1](#)
3. Shotton, D., Portwin, K., Klyne, G., Miles, A.: Adventures in semantic publishing: exemplar semantic enhancements of a research article. *PLoS computational biology* **5**(4) (2009) e1000361 [1](#)
4. Bizer, C., Heath, T., Berners-Lee, T.: Linked data-the story so far. *International Journal on Semantic Web and Information Systems (IJSWIS)* **5**(3) (2009) 1–22 [1](#)
5. Landport, L.: *The L^AT_EX book*. Adison wesley, Reading, MA (1984) [1](#)
6. Lord, P., Cockell, S., Swan, D.C., Stevens, R.: The ontogenesis knowledgeblog: Lightweight publishing about semantics, with lightweight semantic publishing. In: *Semantic Web Technologies for Libraries and Readers*. (2011) [2](#), [3](#)
7. Wordpress: <http://www.wordpress.org>. [2](#)
8. Hull, D., Wolstencroft, K., Stevens, R., Goble, C., Pocock, M.R., Li, P., Oinn, T.: Taverna: a tool for building and running workflows of services. *Nucleic Acids Res* **34**(Web Server issue) (Jul 2006) 729–732 [2](#)
9. Knuth, D.E.: *The T_EX Book*. 3rd edition edn. Adison Wesley, Reading, MA (1986) [4](#)
10. WP Latex: <http://wordpress.org/extend/plugins/wp-latex/>. [4](#)
11. Mathjax-Latex: <http://wordpress.org/extend/plugins/mathjax-latex/>. [4](#)
12. Mathjax: <http://www.mathjax.org>. [6](#)
13. Mendeley: <http://www.mendeley.org>. [7](#)
14. Zotero: <http://www.zotero.org>. [7](#)
15. Brazma, A., Parkinson, H., Sarkans, U., Shojatalab, M., Vilo, J., Abeygunawardena, N., Holloway, E., Kapushesky, M., Kemmeren, P., Lara, G.G., Oezcimen, A., Rocca-Serra, P., Sansone, S.A.: ArrayExpress- public repository for microarray gene expression data at the EBI. *Nucleic Acids Research* **31**(1) (2003) 68–71 [9](#)
16. Shotton, D.: CiTO, the Citation Typing Ontology. *Journal of Biomedical Semantics* **1**(Suppl 1) (2010) S6 [10](#)