

Frequently Asked Questions

How to enhance a publication?

'Enhanced publication' has become a rather confusing term, which may refer to quite different, innovative forms of digital scholarly publication. Most enhanced publications "live" within a (online) journal, however, there are exceptions: websites containing a scholarly report of research in certain ways comparable with journal papers or published books. Enhancement may pertain to:

1. Contextualizing the digital publication by adding metadata about authors, project, related material, etc.
2. Usability: easing the ingestion of the publication's content (hyperlinked indices, search facilities)
3. Visualizing research objects and procedures (rather than only describing them)
4. Adding (access to) the research data on which the publication is based for exploration and re-analysis
5. Facilitating the propagation of results by providing persistent identifiers, PowerPoint slides, etc.
6. Socializing the publication by facilities for annotation and discussion

How can readers grasp faster the main ideas exposed in the text?

You may do one of the following or make a combination:

1. Add a detailed [table of contents](#), which could be [expandable](#) and collapsible to prevent information overload.
2. Add a separate section with [summary points](#), or [important terms](#) hyperlinked to related text sections.
3. Add a [facility to highlight terms](#) in the text, comparable with the search highlighting in browsers.

More: categories *Navigation* and *Outlining*.

How to make a specialized text more accessible to a broader audience?

Consider one of the following:

1. Add a [video introduction](#). Make sure that the video is embedded in the publication text or has at least a eye-catching hyperlink in the text. A more advanced variant is [pubcasting](#), which can guide the reader through the text by means of a spoken tutorial.
2. Add a [schematic introduction](#) to the paper containing some helpful illustrations.

More: category *Outlining*.

How to add more information about project and co-authors?

Many journals publish articles with a sidebar containing [additional information](#) about [authors](#) and projects, which may be quite extensive in some cases (example [1](#) and [2](#)).

However to enable the discovery by search engines and to create automatically links to related material this information should be available online in the form of meta data. Authors can do that by themselves using for example the [ESCAPE editor](#). This tool makes it possible for end users to create links between various items of digital material and identify the significant relationships between them (see [video 1](#) and [video 2](#)). This is more than just a hyperlink from one document to another; a hyperlink tells you only that the documents are linked but not how or why. ESCAPE, however, defines the relationships in 'Resource Maps' that are

stored in a Resource Map Repository.

More: category *Context*

How to explain technical terms without blurring the discourse?

The traditional solution in some scholarly fields is using footnotes for this purpose. However, this requires frequent look-ups and many journals do not encourage this style.

A more elegant solution is providing the explanation as a [popup text](#), for example appearing when the mouse pointer hover above the term. Alternatively, this information can be placed in a [sidebar](#) (in online publications the sidebar content may frequently change depending on the context). This explanation does not to be confined to text; also [images](#) or even [interactive multimedia](#) can be embedded.

More: categories *Terms and concepts*, *Visualisation object and procedure* and *Attachments and downloads*.

How to start a discussion about a publication?

For this purpose you will be highly dependent on the infrastructure of the publisher. Ideally a reader must be able to [annotate and comment specific parts](#) of the publication, not just the publication as a whole. He/she should be able to start a thread, i.e. other reader can not only annotate but also [react to posted comments](#).

More: category *Tagging and annotation*.

How to add many images of different objects of experiments?

You may have too many images to insert into the publication text itself. In an online publication an [image gallery](#) or slideshow with manual navigation can be used, which provides a compact presentation of a large number of illustrations, usually with the option of [enlarging the thumbnail image in the list](#).

More: category *Visualisation object and procedure*.

How to add many images of the same object?

The best solution depends on the situation:

1. The images represent views from different angles: consider in this case a [3D-model](#) that can be turned around. This type of interactive models can also be [embedded](#) in a PDF file.
2. The images show different layers of an object or place (e.g. in excavations): a [layered image](#) may be helpful.
3. The images display time dependent stages of an object: a [video](#) or [animation](#) will be most adequate. There are different styles in animation: [movies](#) and [interactives](#). These are sometimes [combined](#).

More: category *Visualisation object and procedure*.

How to visualize data?

This website is certainly **not** a guide to the complex field of data visualisation, which comprises both statistical charts and a great variety of diagrams. Interactive

charts have the advantage of [data exploration](#) and displaying [precise numerical values on mouse over](#). Most of these diagrams have interactive variants, mostly found without much text on a separate website, and rarely occurring as integrated part of a scholarly publication. A non-scientific example of a [tree map](#) was published in the New York Times.

A good starting point for further orientation is the [Dataviz](#) website, in particular the list of [links](#), and the the [Periodic Table of Visualization Methods](#), which provides a very compact overview of visualization universe. A more substantial introduction is Kahn & Kahn (2011), [Data and Information Visualization Methods, and Interactive Mechanisms: A Survey](#).

More: categories *Visualisation data and results* and *Exploring data and computation*.

How to handle time and place dependent information?

When text or images are related to time and place a (set of) maps controlled by a timeline is the proper way to represent the information. When the time period is implicit a [simple interactive map](#) may suffice. The [Simile timeline](#) can be used in combination with Google maps (see examples in the [Timemap](#) project), but there are various other technical solutions such as [Flash maps](#) and [mashups](#).

More: category *Visualisation data and results*.

How to let users explore data?

There are multiple answers to this question:

1. The simplest way is attaching a data file or spreadsheet to the publication (e.g. [data as supplement](#) and [enhanced publication as an aggregation](#)). The drawback of this approach is, that the user can not easily switch between reading and exploring, so the data exploration takes place outside the context of the discourse.
2. A more integrated exploration requires a data user interface in the publication text itself (e.g. the embedded connection with the Perseus Digital Library in [PhiloLogic](#)) or [closely linked to it](#). A simple solution is, for example, an online interactive spreadsheet with filter options, appearing in a new tab or projected as an overlay on top of the publication text.
3. The most extensive gateway is [access to an online database](#), together with a user friendly querying interface.

More: category *Visualisation data and results*, *Querying databases*, *Attachments and downloads*.

How to make a publication more engaging?

As a rule the use of more interactive multimedia together with an explorative design will make a publication more engaging and interesting for a broader audience. The drawback is that the authoring of such a presentation will require the assistance of a multimedia expert because of all the graphics and complex interactivity. This takes time and makes the application expensive in comparison with regular publications. Therefore, examples are relatively rare and mostly found the educational domain. The big plus, however, is the greatly enhanced visibility of the research project, which may be reflected in frequent and recurring visits to the website. A few examples:

- [Visualizing Cultures](#): image-driven scholarship with focus on Japan
- [Viking Voyages](#): retrace the voyages of discovery and settlement of the Vikings
- [Medieval Memoria](#): The Mariënpoel convent near Leyden (Netherlands)

More: category *Visualisation data and results*.