



Crossref

Crossref Event Data & the Eternal Struggle between Marketing & Tech

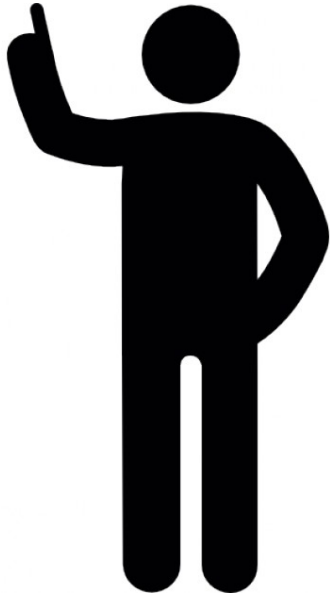
Jennifer Kemp

Joe Wass

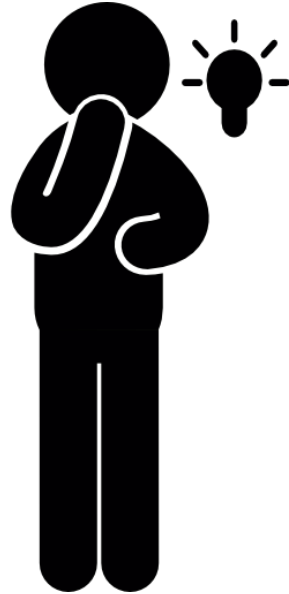
3:AM Bucharest 29 September #3amconf



Act I: 'Quick Question'



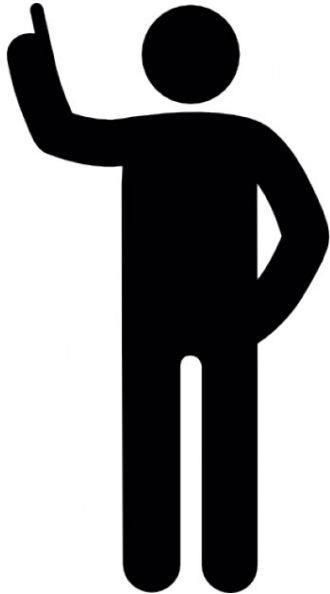
Different providers can give different results. How do you reconcile them?



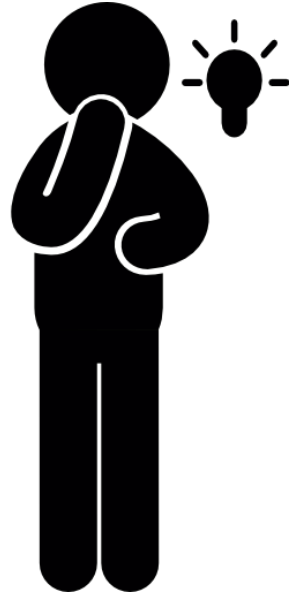
Icons made by Freepik from www.flaticon.com

Also: it's *never* a 'quick' question (but then you knew that already right?)

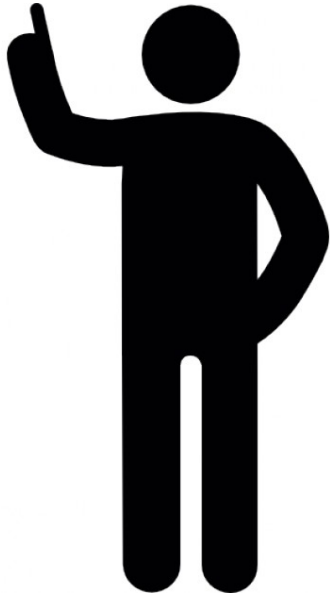
Act II: 'But....but...'



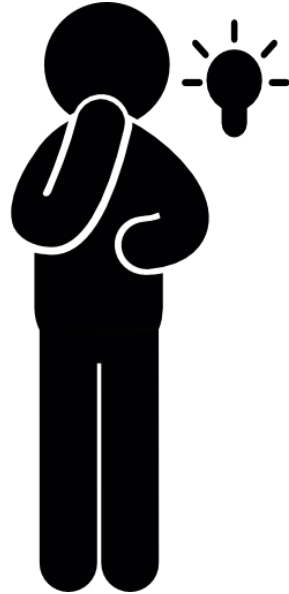
Don't just look at the numbers. Look at the content.



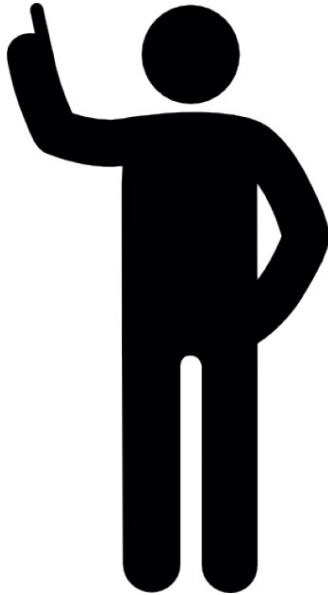
Act III: 'Consider the Source(s)'



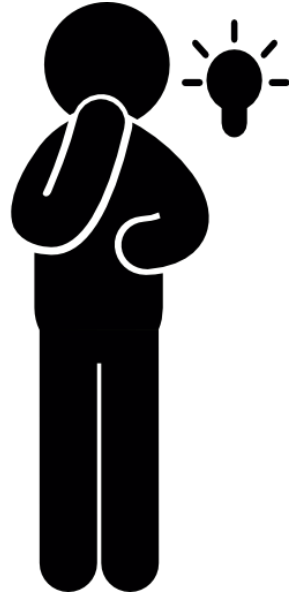
Not all events from the same data source are equal.



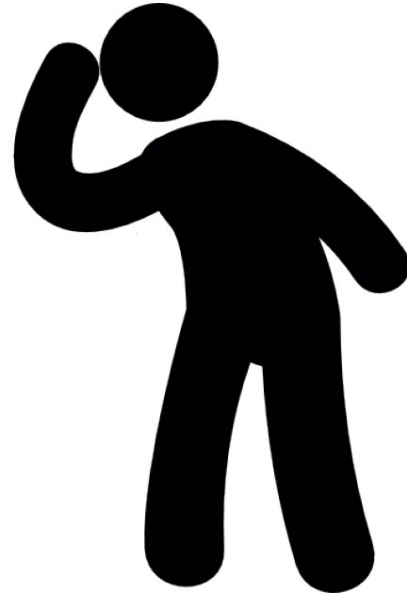
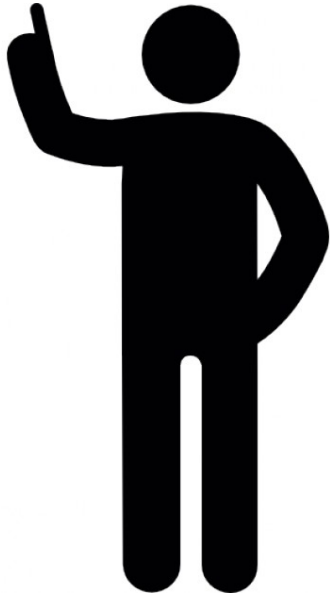
Act IV: 'Comings and Goings'



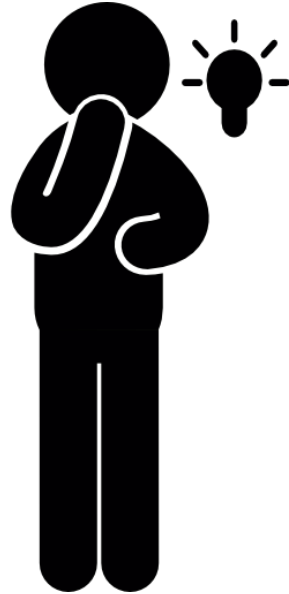
Information isn't immutable. It can come and go.



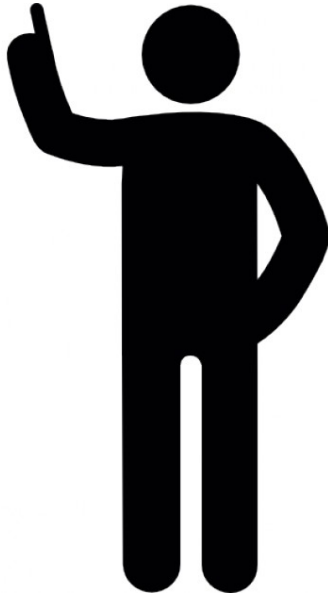
Act V: 'It's Complicated'



Events can only ever be pointers. The context is important.

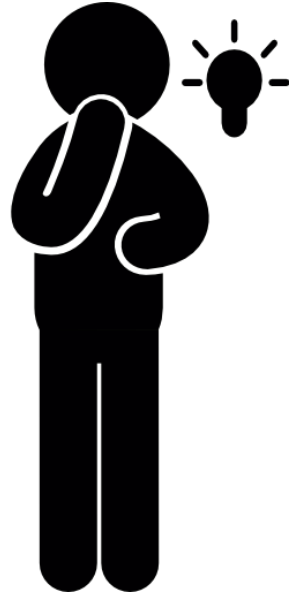


Act VI: 'The Best Laid Plans...'

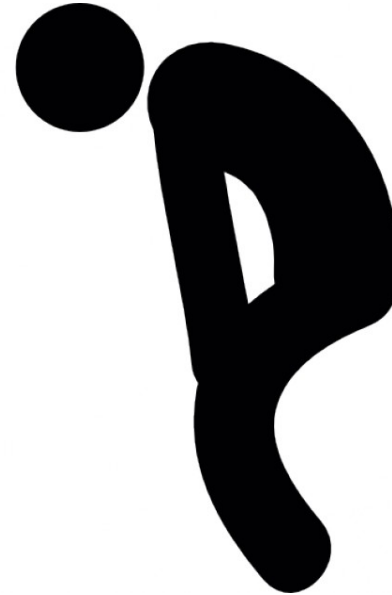
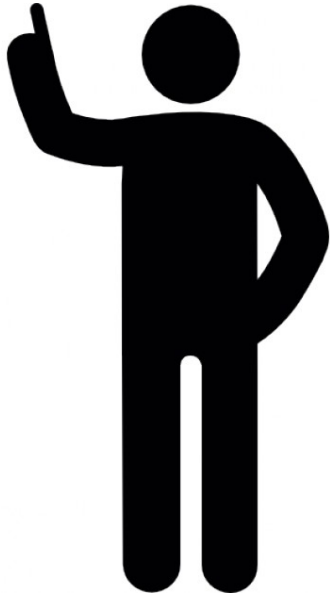


Images depicting emotions felt at this point are not appropriate for use in this professional setting, but you know what I am talking about...

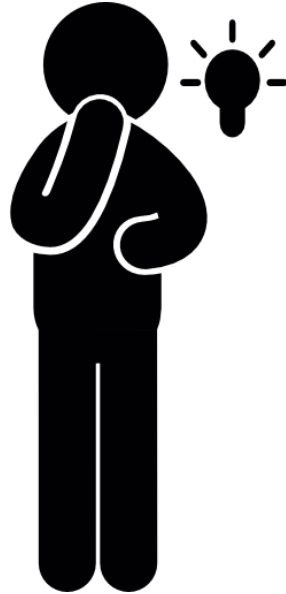
Not all subjects of events are created equal.



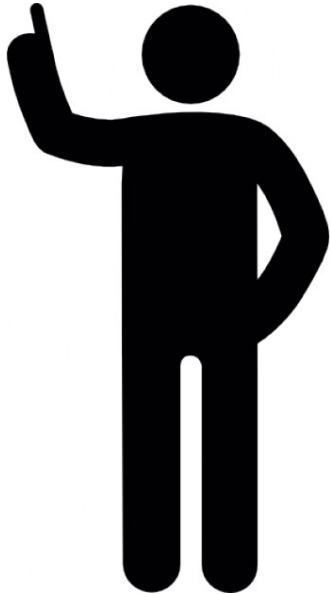
Act VII: 'The Best Laid Plans...'



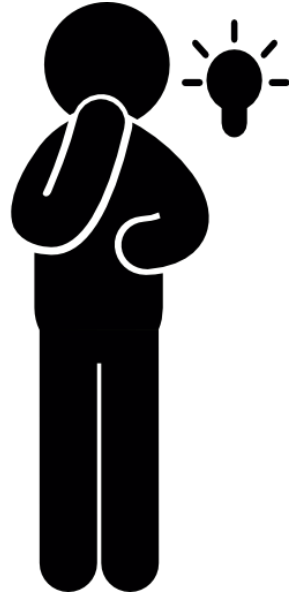
Events from different services may disagree. It's important to be able to compare the data inputs, how they're processed, and how they relate to the output.



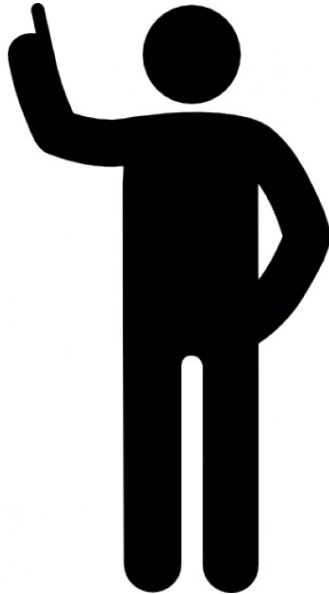
Act VIII: 'Persistence is Key'



Data needs responsible interpretation.



Act IX: 'It Bears Repeating'



Different providers can give different results. How do you reconcile them?

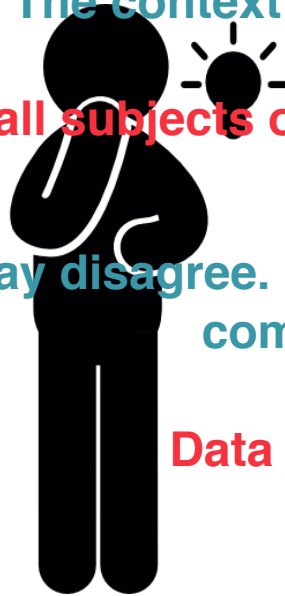
You can't just look at the numbers. You have to look at the content.

Not all events from the same data source are equal.

Information isn't immutable. It can come and go.

Events can only ever be pointers. The context is important.

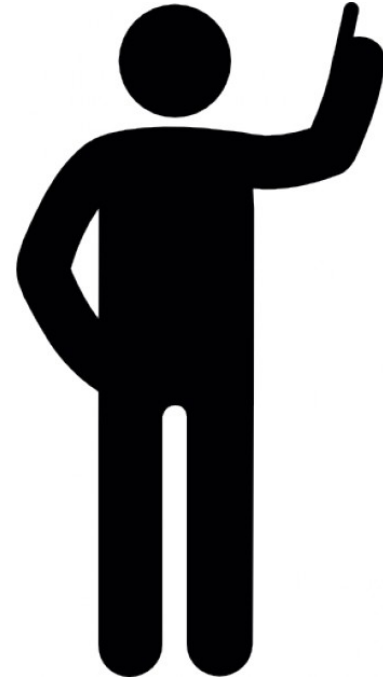
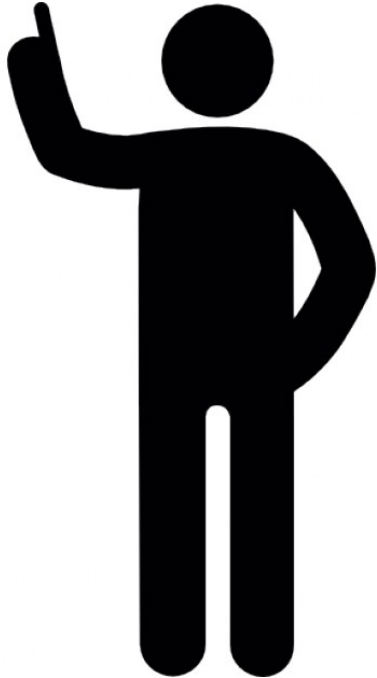
Not all subjects of events are created equal.



Events from different services may disagree. It's important to be able to compare the data processing.

Data needs responsible interpretation.

Conclusion: The Eternal Struggle Continues



Questions?



jwass@crossref.org
[@joewass](https://twitter.com/joewass)



mwatson@crossref.org
[@mwats0n](https://twitter.com/mwats0n)



jkemp@crossref.org
[@SaysJKemp](https://twitter.com/SaysJKemp)

<http://eventdata.crossref.org>