



**Blackwell  
Publishing**

# **“MAKING THE RIGHT CONNECTIONS”**

**Linking: Past, Present  
and Future**

*Alan Bacon -*

**Fiesole 2004**

18<sup>th</sup>. March 2004



## Background

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- ❖ **Alan Bacon**
- ❖ **Production Services, Blackwell**
- ❖ **Supporting Production:**
  - **Electronic Content, inc. XML, DTD**
  - **Internal Project Management**
  - **Supplier support and education**
  - **Training**
- ❖ **With Blackwell for 9 years, all in electronic publishing**



At the end...

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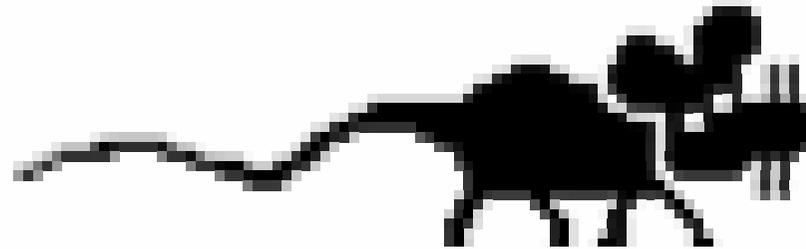
❖ **Will be asking for your ideas, too...!**

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# What is a (hyper) link?

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❖ A bit ambiguous...



❖ “The chief of many mechanical devices enabling us to get away from where we are to [a place] where we are no better off...”

❖ Simply, a means of navigating the ‘Web,’ in a non-hierarchical manner

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# How did we get here...?

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<http://www.blackwellpublishing.com>

1. BOUSQUET J, VAN CAUWENBERGE P, KHALTAEV N. Allergic rhinitis and its impact on asthma. *J Allergy Clin Immunol* 2001;108(5 Suppl): S147-334.
2. International Consensus Report on Diagnosis and Management of Rhinitis. International Rhinitis Management Working Group. *Allergy* 1994; 49(19 Suppl):1-34.
3. VAN CAUWENBERGE P, BACHERT C, PASSALACQUA G, et al. Consensus statement on the treatment of allergic





## The computer age

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- ❖ **1950s : Few large computers, primarily “number-crunchers”**
  - ❖ **1960s : “Hypertext” and “Hyperlinking” proposed**
  - ❖ **1980s : Concept of a World Wide Web proposed by Tim Berners-Lee, with linking between individual documents**
  - ❖ **1990s : Linking a practical reality, initially on CD-ROM products, then on the Web**
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## URLs and URIs

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*What's the difference?*

- ❖ **URL: Uniform Resource Locator** : the “home address”  
[www.blackwellpublishing.com](http://www.blackwellpublishing.com)
- ❖ **URI: Uniform Resource Identifier** : the address of each “room”, even each sock drawer!  
[www.blackwellpublishing.com/journals/ABC](http://www.blackwellpublishing.com/journals/ABC)
- ❖ **But links can be created to either**
- ❖ **And if you're really into socks...!!**  
<http://www.mysockdrawer.net/>



## ...and behind the screen

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*In HTML:*

**<A HREF=http://www.blackwellpublishing.com/journals/abc>**

*In Blackwell XML:*

**<externallink type="URL" name="http://www.blackwellpublishing.com/journals/abc">**

- ❖ **Link can be text, or attached to a graphic**
  - ❖ **Email uses similar concept**
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## What about the downside?

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Click [here](#) and...

- ❖ “AltaVista found 161,783 (approximately) related links”
  - ❖ ERROR 404 – Page Not Found, or...  
“You step in the stream,  
But the water has moved on.  
This page is not here.”
  - ❖ “We know who you are, and where you live, and what you eat, how much you have in you bank account, what colour socks you buy....”  
**BIG BROTHER REALLY IS WATCHING YOU!**
  - ❖ “Stickiness” (most important for we commercial types!! – how do we make sure you come back to us?)
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## The Publishers' Perspective (1)

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- ❖ **Adding value with appropriate external links:**
  - Bibliographic references
  - Authors
  - Keywords
- ❖ **DOI: Digital Object Identifier, e.g.**  
[10.1111/1234-5678.2004.abc999.x](https://doi.org/10.1111/1234-5678.2004.abc999.x)
- ❖ **It's unique to the piece of content**
- ❖ **Stays with the work for life, and can be re-directed if the URI changes**



# The Publishers' Perspective (2)



## ❖ “Portal Sites”

Slide Atlas of Gastrointestinal Endoscopy and Related Pathology - CD-ROM  
Klaus F.R. Schiller, Roy Cockel, Bryan F. Warren



**GastroHep.com**  
RoyPounder PeterCotton EmmetKeeffe PetePeterson GuidoTytgat

*The Global Online Resource for Gastroenterology, Hepatology and Endoscopy*

**fishknowledge.com** incorporating Blackwell Publishing

Fisheries & Fishing • Aquaculture • Fish Biology

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- FAR series

**thatconstructionsite.com**

search:

Welcome to the Blackwell Publishing website

Blackwell  
**Compass**

HISTORY ▶ *What is History Compass?*

**ThatNursingSite.com**



16 March 2004



## Good, Bad or Ugly?

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Eaton KK, Downing FS, Griffiths DA, Lynch S, Hockland S, McNulty DW. Storage mites culturing, sampling technique, identification and their role in house dust allergy in rural areas in United Kingdom. *Ann Allergy* 1985;55: 62-67.

MEDLINE

Conger, R. D., Cui, M., Bryant, C. M., & Elder, G. H., Jr. (2000). Competence in early adult romantic relationships: A developmental perspective on family influences. *Journal of Personality and Social Psychology*, 79, 224-237.

 crossref

MEDLINE

ISI Abstract

CSA

**MADONNA ≡ BRITNEY SPEARS: I don't think so!**

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**And Finally...**

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**Many Thanks !**

**...and over to you...**

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