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The Content Consumption Survey
of Outsell:

How professionals think and behave
around content and information

Capitalizing on Trust to Counter a Dramatic Rise in Content Sharing

Opportunities for Information Providers: Trust is the New Algorithm

By Ned May, Outsell Market Intelligence (London)



A recent survey of enterprise knowledge workers indicates a significant increase in the velocity of content, highlighting the changing nature of information markets and how information providers might respond.

Important Details

Outsell's recently completed Content Consumption survey points to a dramatic increase in the amount of information being shared across professional environments today. On average, respondents indicated sharing work-related content at least once a day (5.9 times per week), and when they did, they shared it with an average of 21 people. Considering that 45% of that content is sourced from external or third-party providers, a sobering statistic emerges: the potential that every employee is violating someone's copyright 56 times per week. This "velocity of content" is more than three times higher than it was in a similar survey we completed in 2016 and reverses a trend of decline we'd witnessed since 2013.

In a study for Copyright Clearance Center (CCC), Outsell surveyed 350 professionals evenly split across seven industries: Chemicals & Fuels, Computers & Electronic Components, Consulting & Professional Services, Energy, Finance & Insurance, Law Firms, and Life Sciences. Respondents were US based and worked full time in companies with 1,000 or more employees. The research updated a series of surveys we have conducted for CCC since 2003 that tracks how professionals think and behave around content and information.

This year's study modified the language of one question in a meaningful way. Instead of asking how often respondents "forwarded" information, we asked them how often they "shared" content. The change likely accounts for some of the rise in the level of activity since 2016. Yet, while statistically speaking it might not be an entirely accurate comparison to make, there are times when statistics miss the point. This is one of them because the increase in sharing in this study highlights a critical trend: the changing nature of how content and information now moves inside and outside our organizations.

Why This Matters

Thanks to new digital tools, sharing is on the rise. But, as recent studies [indicate](#), increases in the velocity of content can have negative effects. In one recent example, clearly unedited video circulated among millions and appeared to portray a public interaction that in truth unfolded in quite a different way. That incident exposed just how elusive trust can be even when high-quality content is involved.

To ensure trust, the context and source of content need to be clear. That may seem obvious, but it is often overlooked by those embracing the expediency of digital tools. There are signs, however, that even if this behavior isn't changing, awareness among some individuals as to the problems it

can cause is on the rise — signs that support our meta-theme of 2019: “Trust is the New Algorithm.”

Recent research by a global communications marketing firm [highlights](#) a growing disparity in trust levels between the general population and those that are “informed.” Furthermore, the same study identifies that individuals seeking trust look to their employers for this more than they look to any other entity — including the media and even NGOs. Putting all this together indicates that not only is the volume of content rising in the enterprise, but the importance of ensuring that it is high-quality content from a trusted source is rising as well.

Despite this, corporate intranets operating on the likes of Microsoft’s Sharepoint and internal collaboration tools such as Slack and Asana do not always distinguish between the content types being shared, nor do they limit audiences to those inside a particular organization. Add to this an employee’s activity on LinkedIn, Twitter — and yes, Facebook — and any underlying premise of trust can disappear, to say nothing of the nightmare it poses for enterprise risk professionals.

This creates an opport

unity for information providers who can capitalize on trust in profitable ways. While much attention is rightfully directed at the platform opportunity to serve as the central clearinghouse of information while meeting the needs of a professional’s workflow, there is also an opportunity for content originators to be at this table as well. Very few can win at the platform game, but all are incented to ensure that the authority and legitimacy of content are assured and known.

To benefit from the increased content sharing, information providers must take steps to ensure readers remain copyright compliant and properly informed. Some of these are relatively simple: for example, provide sharing tools that keep the reader on a compliant site. Educate both actively and passively by using the likes of unobtrusive popups and simple footers that remind a reader that your content is meant to be shared. Crafting compliance messages that address the sharing behavior (and its pitfalls) on social media is an important step in the education process.

Some of the steps to take are more complex: one size doesn’t fit all. As we have in the past, Outsell continues to stress that different industry sectors, roles, and company sizes all require awareness campaigns that take into account the variables, behaviors, and nuances of each organization when it comes to messaging. A CEO who wants to share important legal information with her board, even if she unwittingly violates copyright, requires a different message than an individual contributor in a biology lab who wants to make his colleague aware of a recent journal article in their area of expertise.

These differences require more comprehensive strategies for certifying information literacy across the various enterprise roles and enlisting the assistance of information management (IM) professionals along the way. In companies where IM roles remain actively engaged, this group provides a critical partner in ensuring compliance. Most importantly, regardless of where engagement occurs, it must be easy to secure access, allowing broader licensing agreements, enabling single sign, and offering terms that align with everyone’s unique workflow.

In an era where trust in news and information is at an all-time low, enabling an individual’s ability to share high-quality content is not just good in an altruistic sense — it can also be good for the bottom line. Indeed, this is the year that Trust is the New Algorithm.

**Nach der Didacta
und nach dem Digitalpakt
zur Ausstattung der Schulen**

5% Umsatz für Bildungsprodukte und eine schier unglaubliche Vielfalt

Dr. Ilas Körner-Wellershaus ist Vorstandsvorsitzender beim Verband Bildungsmedien, gemeinsam mit dem Didacta Verband der Bildungswirtschaft einer der ideellen Träger der didacta - die Bildungsmesse.

Der Branchenumsatz der Bildungsmedien mit digitalen Produkten liegt unverändert bei 5 Prozent?

Dieser geringe Umsatz wird oft als Gradmesser für die Verbreitung oder gar Akzeptanz der digitalen Bildungsmedien genommen. Das ist vollkommen falsch. Die Verlage geben digitale Produkte häufig im Verbund mit gedruckten ab, zu einem reduzierten Preis oder gratis. Sie tun dies in dem Wissen, dass keine ausreichenden Budgets für digitale Produkte vorhanden sind oder es überhaupt keine definierten Beschaffungswege für die Schulen gibt. Wenn wir als Verband den geringen Umsatzanteil der digitalen Produkte bedauern, so bezieht sich dies auf die Schwierigkeit, digitale Produktentwicklungen zu refinanzieren. Das Kundeninteresse aber und der Wunsch der Lehrkräfte, sich mit den didaktischen Möglichkeiten der Digitalisierung auseinanderzusetzen, sind - wie die didacta 2019 mehr denn je gezeigt hat - sehr groß.

Fragen tatsächlich viele Lehrkräfte auch 20 Jahre nach den ersten digitalen Produkten noch nach Karteikarten und Overhead-Folien?

Man muss sich die unglaubliche Vielfalt im deutschen Bildungssystem vor Augen führen. Wir erleben die föderale Struktur schon bei der Lehrerausbildung und haben viele unterschiedliche Schulformen in allen Bundesländern. Oft ändern sich nach einer Landtagswahl Stundentafeln und Curricula. Dazu kommt eine Vielzahl unterschiedlicher Weiter- und Fortbildungsangebote für Lehrkräfte auch durch die Privatwirtschaft. Rechnen Sie unterschiedliche didaktische Wege hinzu, so gibt es nicht "den Lehrer", nicht "die Lehrerin", sondern Fachkräfte, die sehr genau wissen, wie ihre jeweilige Unterrichtsstunde ablaufen soll, und dafür die entsprechenden Unterrichtsmaterialien aussuchen. Die Verlage reagieren darauf mit einer großen Bandbreite von Produkten, aus denen Lehrkräfte idealerweise auswählen können sollten. Karteikarten und Overhead-Folien können dann ebenso sinnvoll und "richtig" sein wie Online-Portale und Augmented-Reality-Anwendungen.

Wie geht es nun voran mit der Digitalisierung in der Bildung?

Alle Akteure müssen - und wollen sicher auch - an einem Strang ziehen. Die Schulen möchten beginnen; die Verlage verfügen über ein breites Angebot; Bund, Länder und Kommunen sind bereit, die Gelder für ein zukunftsfähiges und gerechtes Bildungssystem zur Verfügung zu stellen. Aber es reichen keine Einmalfinanzierungen aus, und es darf auch nicht nur bei der Hardwareausstattung bleiben. Denn selbstverständlich gehört die regelmäßige Aus- und Weiterbildung der Lehrkräfte dazu und es geht weiter beim Datenschutz, beispielsweise durch die Vergabe von Schüleridentitäts- und Schulidentifikationsnummern, und bei der kontinuierlichen Wartung und Betreuung der digitalen Infrastruktur. Die Bildungsmedienverlage sind auf diesem Weg Partner der Lehrkräfte.

Provider's Corner

Bloomberg mit geballter China-Information

Bloomberg.com has launched “Next China,” a new content hub that will track the growth of the Asian superpower. The hub will examine “where China stands now and where it’s going next.” Verticals include Tech & Innovation, Trade & Commerce, Markets & Money, Politics & Diplomacy and Wealth & Spending. A weekly “Next China” newsletter is also launching.

Google kombiniert Snippets aus mehreren Verlagen. Google is now displaying featured snippets that pull content from multiple publishers and combine it into one result. The featured snippet answers questions for searchers by creating a listicle of sorts. The trouble with these featured snippets is they do not do the best job of directing traffic to publishers. If a searcher gets the answer they’re looking for in the snippet, there’s no need to click through to another site.

Bildungsinformationsanbieter Pearson mit sinkenden Umsätzen. Pearson: Good progress against strategic priorities, adjusted operating profit in the upper half of the guidance range, efficiency programme ahead of plan. Highlights: Revenue down 1% in underlying terms. Total underlying revenue down 1% year on year, with declines in US Higher Education Courseware of 5% and in US K12 Courseware largely offset by the rest of the business growing in aggregate at over 1%.

DTN: Saisonale Marktinformationen für Bauern. DTN, the provider of agricultural insights and data, is releasing DTN Ag Marketplace, a mobile app that facilitates end-to-end cash grain sales to help growers take advantage of seasonal marketing opportunities and track important information, all in one place. The app provides each grower with instant access to grain prices, as well as their current inventory levels and market positions.

APSA: Preprints der Politikforschung. The American Political Science Association (APSA) will be launching its own open research preprint platform in collaboration with Cambridge University Press, called APSA Preprints. The service will be a home for early research outputs in political science and related disciplines and the first of its kind to be hosted on Cambridge University Press’s developing open research platform.

Wolters Kluwer mit Tax Essentials . Wolters Kluwer Legal & Regulatory U.S. announced the launch of Tax Essentials, a new digital tax research and analysis solution that streamlines the research process for tax attorneys and legal professionals. Developed by tax experts, the solution integrates expert content with timely curation and intuitive technology for a 360-degree view of key tax issues.

Kudos: Wie Autoren ihre Texte teilen. Kudos: We are excited to have just launched the latest feature for our publisher partners, allowing them to gain new insights on how their authors are sharing and which share channels are most effective. With over 275,000 researchers now using Kudos, we have an excellent data set which provides new insight regarding how researchers are sharing.

Aus Schibsted wird teilweise ADEVINTA. Shareholders of Schibsted Media Group voted to demerge Schibsted into two separate companies, spinning off its marketplaces operations outside the Nordics into a new company which plans to list on the Oslo Stock Exchange on 10 April 2019. CEO Rolv Erik Ryssdal introduced the name and brand identity for the new company (previously known as MPI): ADEVINTA. ADEVINTA helps local marketplaces thrive through global connections and networks of knowledge.

The Power of Artificial Intelligence and Knowledge Graphs

9.-12. September, SEMANTiCS 2019 - The Power of Artificial Intelligence and Knowledge Graphs - 15th International Conference on Semantic Systems, in Karlsruhe - Call for Papers: <https://2019.semantics.cc/calls> Key Topics:

- + Web Semantics & Linked (Open) Data
- + Enterprise Knowledge Graphs, Graph Data Management and Deep Semantics+ Machine Learning & Deep Learning Techniques
- + Semantic Information Management & Knowledge Integration
- + Terminology, Thesaurus & Ontology Management
- + Data Mining and Knowledge Discovery
- + Reasoning, Rules and Policies+ Natural Language Processing
- + Data Quality Management and Assurance+ Explainable Artificial Intelligence
- + Semantics in Data Science
- + Semantics of Blockchain & Distributed Ledger Technologies
- + Trust, Data Privacy, and Security with Semantic Technologies
- + Economics of Data, Data Services and Data Ecosystems
- + Special Sub-Topic: Digital Humanities and Cultural Heritage+ Special Sub-Topic: LegalTech

Aus dem Archiv

Push-Dienst Archiv 2016/2017

Push-Dienst Archiv 2016 Frisch per E-Mail: Aktuelle Beiträge und Meldungen Mit dem Passwort Push-Dienst sind sie bestens informiert. Kostenfrei und regelmäßig informiert der Newsletter über die Informationsbranche. Per Klick können Sie den jeweiligen Push-Dienst öffnen. April 2016
Gescheiterter Protest - 5 vor dem Komma - Wochenrückblick Unternehmensbibliotheken zwischen Neupositionierung und Überlebenskampf Welcher Interessensverbund vertritt die Information Professionals? Oh wie schön ...

[Mehr...](#)

Mit einem Klick

Danke sagen



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