

Web Publishing 2.0

Jason Hunter



Introductions

- Jason Hunter
 - Principal Technologist at Mark Logic
 - jhunter@marklogic.com
 - <http://developer.marklogic.com>
 - <http://www.marklogic.com>



Mark Logic

- Enterprise grade XML Content Server
 - Load, Query, Manipulate, Render
 - Elsevier, WoltersKluwer, O'Reilly, Thomson, Bowker, Congressional Quarterly, New England Journal of Medicine, Oxford University Press, Reed Business, Wiley, DataMonitor, NERAC, JetBlue, DISA, DTIC, BCKS, DOD

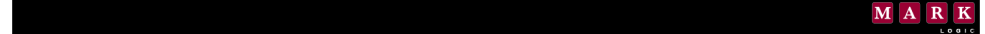


If we're moving toward
Web 2.0, what does that mean for
web publishing?



The Business Situation

- Increasing content sizes
- More *public* content, more *private* content, and more *government* content
- Increasing user expectations
- Easy, immediate, searchable access to all content



The Origin of Species - Google Book Search - Mozilla Firefox

http://books.google.com/books?id=528F451529655td=xxx2x09h12c3pg=PP18pg=PP18ots=fffALX4Yf8q=or

The Origin of Species - Google Book Search

Search Books

jhunter@gmail.com | My Account | Sign out

The Origin of Species By Charles Darwin

Page 31

Full screen

CHAPTER I
VARIATION UNDER DOMESTICATION

Causes of variability—Effects of habit and the use or disuse of parts—Correlation between inheritance—Character of domestic varieties—Difficulty of distinguishing between varieties and species—Origin of domestic varieties from one or more species—Domestic species, their differences and origin—Principles of selection, ancestry followed, and their effects—Methodical and unconscious selection—Unknown origin of our domestic productions—Circumstances favourable to man's power of selection.

Causes of Variability

WHEN WE COMPARE the individuals of the same variety or sub-variety of our older cultivated plants and animals, one of the first points which strikes us is, that they generally differ more from each other than do the individuals of any one species or variety in a state of nature. And if we reflect on the vast diversity of the plants and animals which have been cultivated, and which have varied during all ages under the most different climates and treatments, we are driven to conclude that this great variability is due to our domestic productions having been raised under conditions of life not so uniform as, and somewhat different from, those to which the parent species had been exposed under nature. There is, also, some probability in the view propounded by Andrew Knight, that this variability may be partly connected with excess of food. It seems clear that organic beings must be exposed during several generations to new conditions to cause any great amount of variation; and that, when the organisation has once begun to vary, it generally continues varying for many generations. No case is on record of a variable organism ceasing to vary under cultivation. Our oldest cultivated plants, such as wheat, still yield new varieties; our oldest domesticated animals are still capable of rapid improvement or modification.

As far as I am able to judge, after long attending to the subject, the conditions of life appear to act in two ways,—directly on the whole organisation, or on certain parts alone, and indirectly by affecting the reproductive system. With respect to the direct action, we must bear in mind that in every case, as Professor Weismann has lately insisted, and as I have

31

Pages 32-58 are not part of this book preview.

Free Trial AFLP Software Highest Accuracy easy to use and learn www.softgenetics.com

Summary

The classic book that changed the course of scientific inquiry, introduced the theory of evolution, and exploded some of humankind's most enduring myths is reissued with a special introduction by Sir Julian Huxley, Reissue.

More about this book

Contents

Table of Contents	5
Title Page	i
Index	475
Copyright	ii

Buy this book

Penguin.com - Publisher

Amazon.com

Barnes&Noble.com

BookSense.com

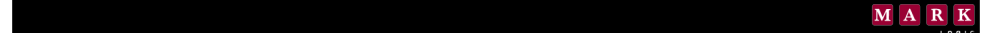
Froogle

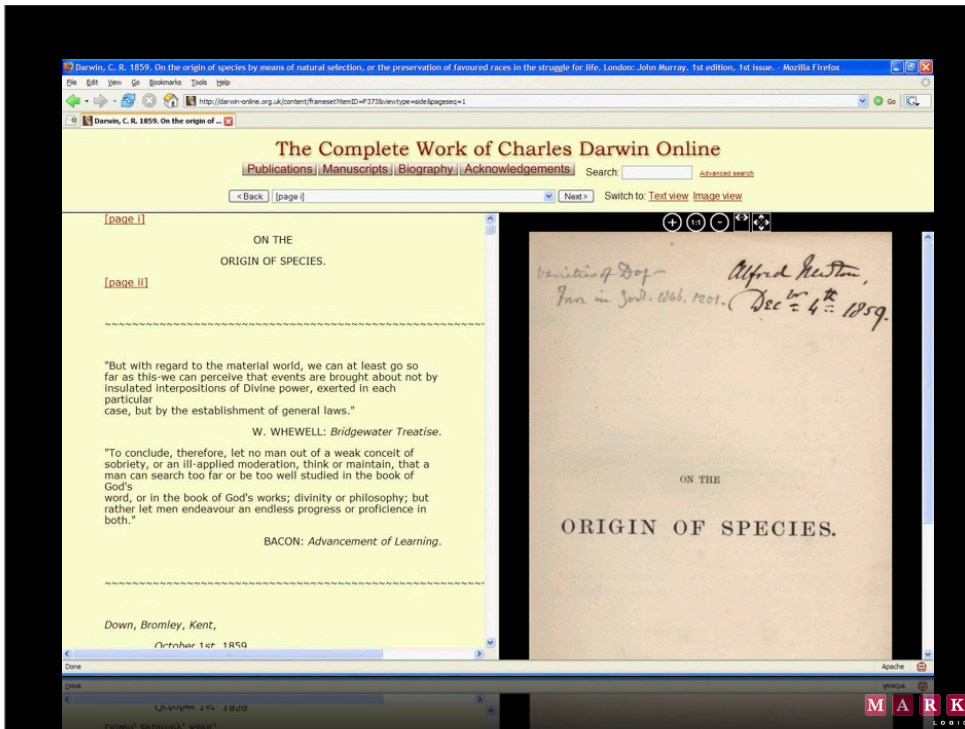
Find this book in a library

Search in this book

Publisher info

Published by Signet Classic





Technology Situation

- Standardization on XML
- Web, blogs, books, articles, citations
- Expanding XML processing capabilities
- Why XML?
 - Ordered, hierarchical, textual, irregular, not naturally relational

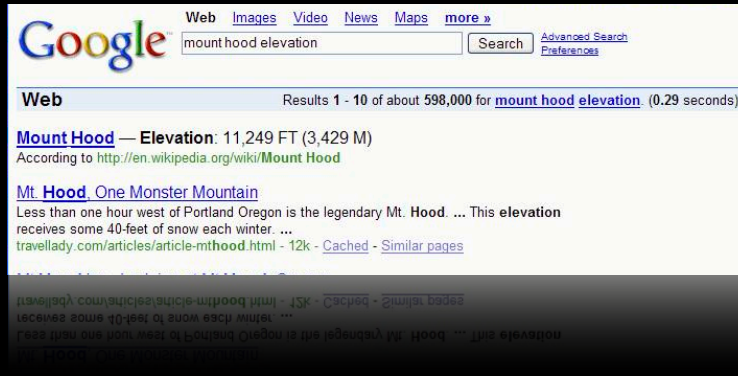
Major Trends

Answers Not Links

- People want to be one step away from answers, not two

Answers Not Links

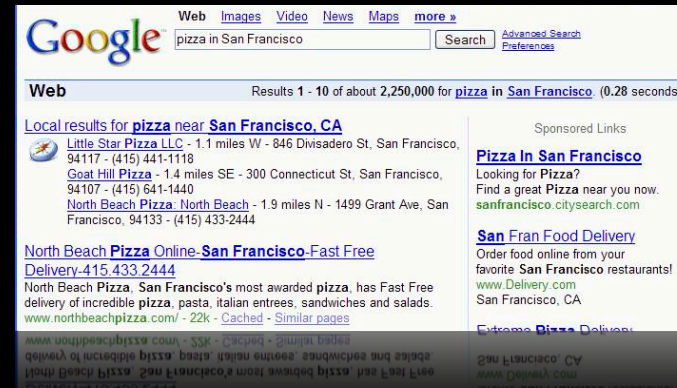
- People want to be one step away from answers, not two



M A R K

Answers Not Links

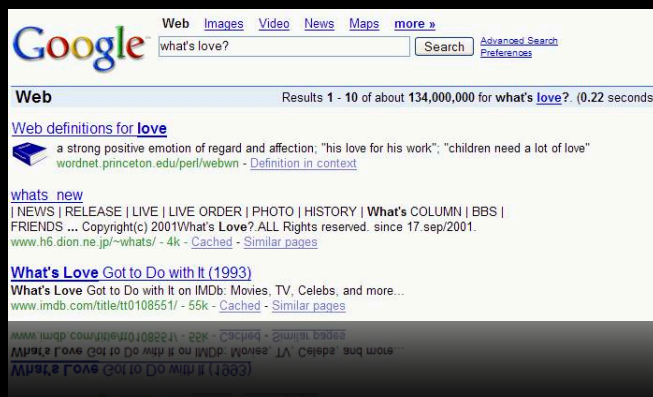
- People want to be one step away from answers, not two



M A R K

Answers Not Links

- People want to be one step away from answers, not two

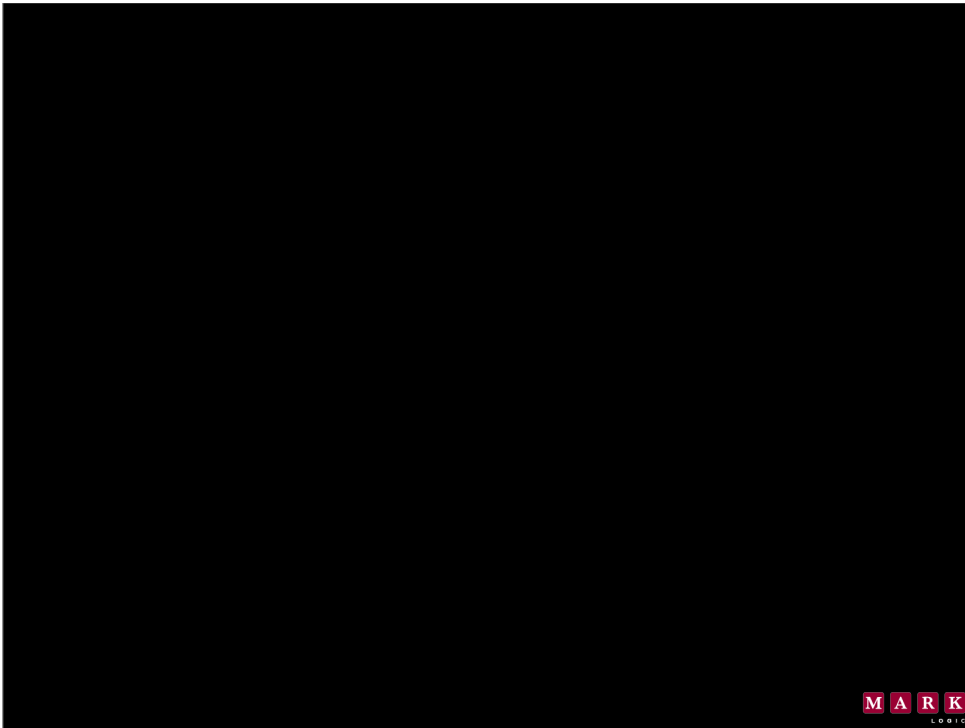


M A R K

Answers Not Links

- As a publisher, you want to do this as well
- Leveraging your XML structure

M A R K



O'REILLY® Sign in to your account, or create one now.

Home Network Store Safari Books Online Conferences Courses Academic Solutions About

Labs Home > Code Search > Search Results Code Use Policy | Please give us your feedback.

Code Search

Results 1-10 of about 23 for "pubyear:2005 XMLHttpRequest" [Search images](#)

From **Greasemonkey Hacks**
Chapter 5: Developer Tools
By Mark Pilgrim · Published November 01, 2005 · Statistics

Save the following user script as `xmlhttprequest-tracing.user.js`: Condensed View | Full View

```

02 // ==UserScript==
03 // @name XMLHttpRequest Tracing
04 // @namespace http://blog.monstuff.com/archives/cat_greasemonkey.html
05 // @description Trace XMLHttpRequest XMLHttpRequest logging calls into a JavaScript consolecalls
06 // @include http://pick.some.domain

11
12 XMLHttpRequest.prototype.uniqueID = function() {
13   if (!this.uniqueIDMemo) {

```

[Similar Code](#)

AT A GLANCE
Tubman, Harriet Ross

	Sex: Female
	Born: Dorchester County, Maryland c.1820
	Died: Auburn, New York 10 March 1913
	Activity/Profession: Abolitionist, Slave

6 articles on Tubman, Harriet Ross

Tubman, Harriet

Source: *Encyclopedia of African American History, 1619-1895: From the Colonial Period to the Age of Frederick Douglass*

Word Count: 732 **Includes:** Bibliography

(b. c. 1821; d. 10 March 1913), legendary Underground Railroad conductor. Born Araminta "Minty" Ross in Dorchester County, Maryland, to the slaves Harriet Greene and Benjamin Ross, Harriet Tubman spent her early childhood as a housekeeper on the large plantation of Edward Brodas in Maryland. Disabled by physical abuse and starvation, she moved into the fields at the age of thirteen. Two years later she nearly died when an overseer struck her on the head after she blocked his pursuit of a fleeing slave. The attack left the slight, five-foot-tall Ross with a permanently convex forehead and a lifelong somnolence to accompany her missing upper front teeth. By 1844 she had recovered enough to be forced to marry the freeman John Tubman. In 1849, upon her owner's death, Tubman faced separation from her family ... [Read full article](#) ▶

Tubman, Harriet Ross

Source: *Africana: The Encyclopedia of the African and African American Experience, Second Edition*

Word Count: 1051

1820?-1913
American abolitionist who escaped from slavery and returned repeatedly to the South to lead other

PathCONSULT YOUR EXPERT DIAGNOSIS SOURCE Welcome, Sales User [Edit Profile](#) - [Logout](#)

Home Diagnoses by Body System

Differential Diagnosis

Summary Low Power High Power Cytology Gross **Stains**

[Remove from comparison](#)

Follicular Carcinoma

Name	+/-	% positive
Thyroglobulin	+	96
TTF-1	+	100

Diagnostic Pearls

- TTF-1 positive
- Thyroglobulin positive

[Additional stain information for Follicular Carcinoma](#)

[Remove from comparison](#)

Papillary Carcinoma

Name	+/-	% positive
CK7	+	100
TTF-1	+	100
CK19	+	100

Diagnostic Pearls

- Nuclei are TTF positive

[Additional stain information for Papillary Carcinoma](#)

Add a diagnosis

- Adenomatoid Goiter
- Adenomatous Hyperplasia
- Anaplastic Carcinoma
- Angiosarcoma [Liver]
- Autoimmune Thyroiditis
- Basedow's Disease
- Benign Bile Duct Proliferations
- Benign Bile Duct Proliferations
- Benign Infantile Hemangioendothelioma
- Bile Duct Adenoma
- Bile Duct Carcinoma
- Bile Duct Hamartoma
- Biliary Adenofibroma
- Biliary Cystadenoma and Cystadenoma

Sweat the Content

- You have two ways to make more money
 - 1. Create more content
 - 2. *Do more with the content you have*



Sweat the Content: Microproducts



Sweat the Content: Microproducts

Browse > Biographies

All (7809)	Biographies(3233)	Subject Entries (2828)	Primary Sources(204)	Images(1246)	Maps(142)	Charts & Tables(156)
------------	--------------------------	------------------------	----------------------	--------------	-----------	----------------------

Previous Go to entry starting: GO Next >

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Displaying: Aar - Ace

At a Glance
Aaron, Henry Louis ("Hank") (1934 -) Baseball Player

Aaron, Hank (Biography)
Source: *African American National Biography*

Aaron, Henry Louis (Hank) (Biography)
Source: *Africana: The Encyclopedia of the African and African American Experience, Second Edition*

Abacha, Sani (Biography) (1943 - 1998) President, Government Official (Foreign), Soldier
Source: *Africana: The Encyclopedia of the African and African American Experience, Second Edition*

Abacha, Sani (Biography) (1943 - 1998) President, Government Official (Foreign), Soldier
Source: *Africana: The Encyclopedia of the African and African American Experience, Second Edition*



Sweat the Content: Custom Publishing



Sweat the Content: Custom Publishing

Current Estimated Totals*: Pages: 205 Cost: \$32.80

Table of Contents

Custom Book Content Add Chapter or Section Title

- ▼ [Chapter 1] Advanced XML Hacks remove 60 \$9.60
 - Hacks #91-100 remove 1 \$0.16
by Michael Fitzgerald; XML Hacks
 - Pipeline XML with Ant remove 7 \$1.12
by Michael Fitzgerald; XML Hacks
 - Use Elements Instead of Entities to Avoid the "amp
Explosion Problem" remove 4 \$0.64
by Michael Fitzgerald; XML Hacks
 - Use Cocoon to Create a Well-Formed View of a Web Page,
Then Scrape It for Data remove 6 \$0.96
by Michael Fitzgerald; XML Hacks
 - From Wiki to XML, Through SGML remove 7 \$1.12
by Michael Fitzgerald; XML Hacks
 - Create Well-Formed XML with JavaScript remove 6 \$0.96
by Michael Fitzgerald; XML Hacks
 - Inspect and Edit XML Documents with the Document
Object Model remove 6 \$0.96
by Michael Fitzgerald; XML Hacks
 - Processing XML with SAX remove 4 \$0.64
by Michael Fitzgerald; XML Hacks

M A R K

Sweat the Content: Custom Publishing

Test.html

To add items to your document, you can either check "Add This Page" or click on text / images to select them. Once you have made your selection, click on "Add to File" to add it to the document of your choosing.

Add This Page

U.S. Army War College Guide to National Security Policy and Strategy

Value Factors Cost/Risk Factors

Proximity of the danger Economic costs of hostilities Nature of the threat Estimated casualties
Economic stake Risk of protracted conflict Sentimental attachment Risk of enlarged conflict
Type of government and human rights Cost of defeat or stalemate Effect on the balance of power
National prestige at stake Risk of UN opposition
Support of allies Risk of congressional opposition

* Note there is no direct correlation between values and cost/risk factors; they are randomly listed.

None there is no direct correlation between values and cost/risk factors; they are randomly listed
Support of allies Risk of congressional opposition
National prestige at stake Risk of UN opposition
Type of government and human rights Cost of defeat or stalemate Effect on the balance of power
National prestige at stake Risk of UN opposition

M A R K

Sweat the Content: Amusement


O'REILLY® Sign in to your account, or create one now.

Home Network Store Safari Books Online Conferences Courses Academic Solutions About


Labs Home > Image Search > Search Results Please give us your feedback.

Image Search


Thumbnail View Full View Results 1-8 of about 8 for "bill gates" Search code



Bill Gates, 1977.
Paul Graham



Bill Gates, Mitch Kapor, and Fred Gibbons: early third-party developers
Andy Hertzfeld



Bill Gates in the early days
Andy Hertzfeld

M A R K

Sweat the Content: Amusement

What book is this code example from?

[Sign in](#) to keep track of your score.

```
// For EJB 1.1, returns a ShipPK
public ShipPK ejbCreate(int id, String name, int capacity, double tonnage) {
    this.id = id;
    this.name = name;
    this.capacity = capacity;
    this.tonnage = tonnage;
    return null;
}

public ShipPK ejbCreate(int id, String name) {
    this.id = id;
    this.name = name;
    capacity = 0;
}
```

Select one:

- A. sed & awk, 2nd Edition
- B. Excel 2000 in a Nutshell
- C. Learning Perl, 4th Edition
- D. Enterprise JavaBeans, 2nd Edition

Point value: 6

[Skip This One](#)



Content in Context

- Location of text, situation of the user, historical context



Content in Context

- Location of text, situation of the user, historical context

Important discussion of "milrinone"...

From article:

Medical Treatment of Peripheral Arterial Disease and Claudication (May 24, 2001)

...

Because of the experience with **milrinone**, the cilostazol label includes a black-box warning that cilostazol should not be given to patients with claudication who also have heart failure. [\[Jump\]](#)

From article:

Heart Failure (May 15, 2003)

...

Inotropes such as dobutamine and **milrinone** increase myocardial contractility. [\[Jump\]](#)



Content in Context

- Location of text, situation of the user, historical context



Content in Context

- Location of text, situation of the user, historical context

The language of this bill would change 20 laws

- PL 109-59 — SAFETEA-LU (5 changes)
- PL 109-53 — Dominican Republic-Central America-United States Free Trade Agreement Implementation Act (1 change)
 - 19 USC 4034 (1 change)
- PL 108-429 — Miscellaneous Trade and Technical Corrections Act of 2004 (4 changes)
 - 7 USC 7101 (4 changes)
- PL 108-218 — Pension Funding Equity Act of 2004 (1 change)
- PL 107-210 — Trade Act of 2002 (2 changes)
 - 19 USC 3807 (2 changes)
- PL 106-200 — Trade and Development Act of 2000 (1 change)
- PL 105-34 — Taxpayer Relief Act of 1997 (2 changes)
- PL 103-465 — Uruguay Round Agreements Act (2 changes)
- PL 99-272 — COBRA (1 change)
 - 19 USC 58c (1 change)
- PL 93-618 — Trade Act of 1974 (4 changes)
 - 19 USC 2317 (1 change)
 - 18 USC 3311 (1 change)

Emphasis on Google

- Fear: Owning the content, the user
- Opportunity: Instant AdWords registration
- Opportunity: Personalized landing pages
- Opportunity: Better search

User Participation

- Direct: blogging, reviewing, tagging
- Direct: User-centric peer reviews
 - <http://nature.com/nature/peerreview/>
- Indirect: Search and guidance based on collective intelligence

Personalized Access

- Search my bookshelf
- Personalized RSS

Personalized Access

- Search my bookshelf
- Personalized RSS

Form titled "Edit a Smart Collection (Advanced Search)" with the following fields and values:

- Collection: jason
- Hack Title contains: (empty)
- Author contains: (empty)
- Hack contains: tivo
- Published on or after: (dropdown)
- Published on or before: (dropdown)
- Rating at or above: 3 (Great)
- Rating at or below: (dropdown)
- Read or unread: (dropdown)

Buttons: Submit Changes, Delete Collection

Personalized Access

- Search my bookshelf
- Personalized RSS

Page titled "Hacks in Smart Collection 'Jason'..." with an "[Edit Conditions]" link.

Body contains: tivo
AND
Rating at or above: 3

Rock Out with Knoppix Multimedia (Knoppix Hacks)

Knoppix comes with a full suite of tools to perform common multimedia tasks, such as listening to CDs or MP3s, editing audio, and burning CDs.

TiVo Your Computer (Knoppix Hacks)

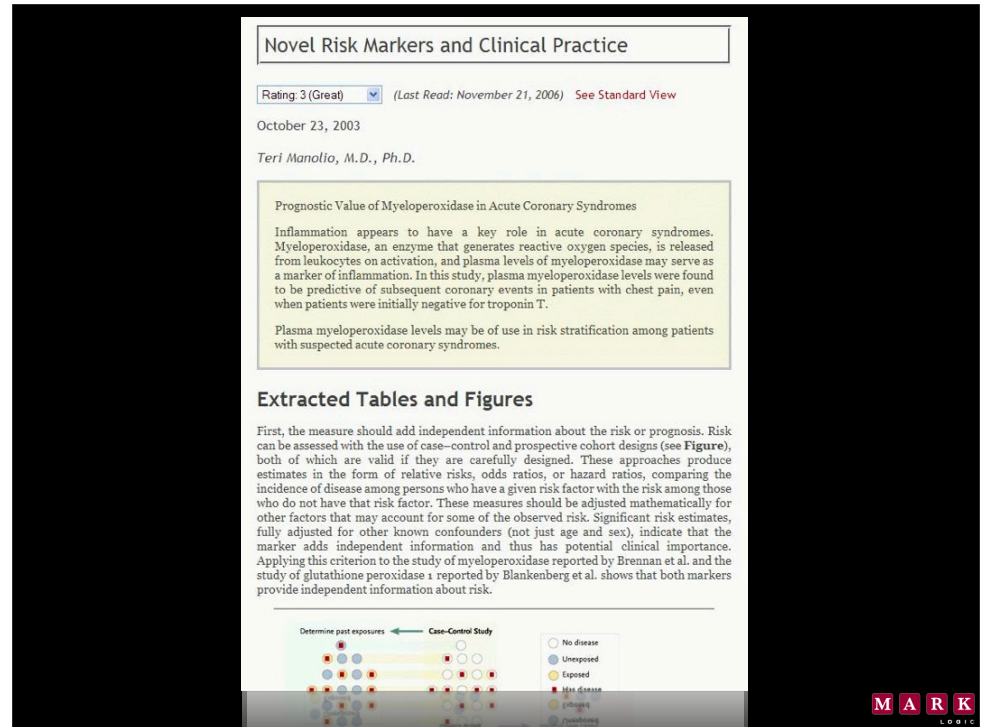
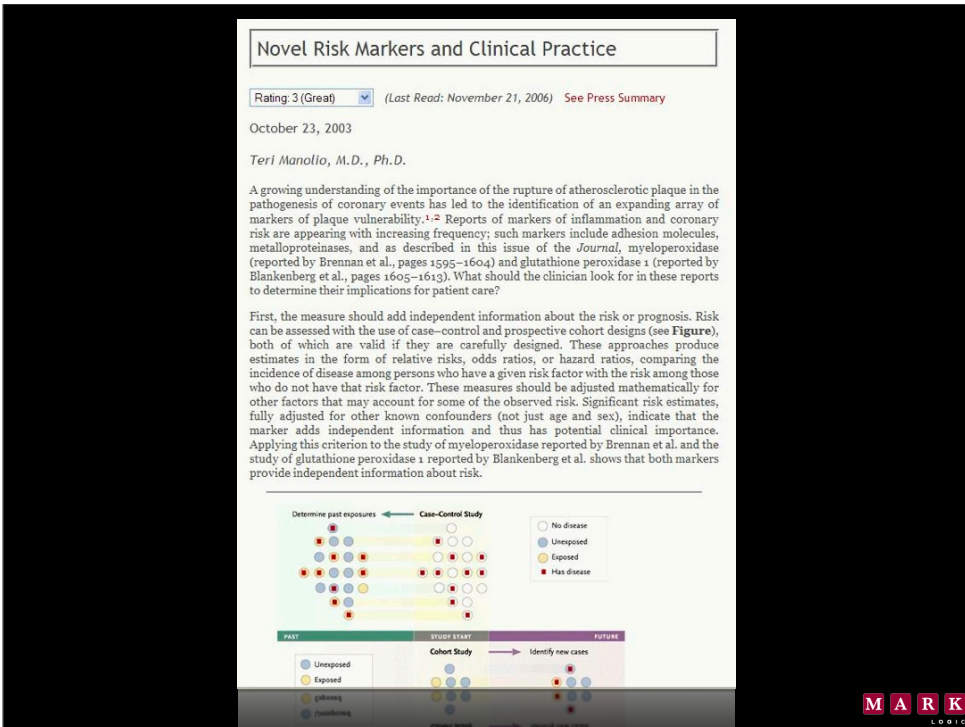
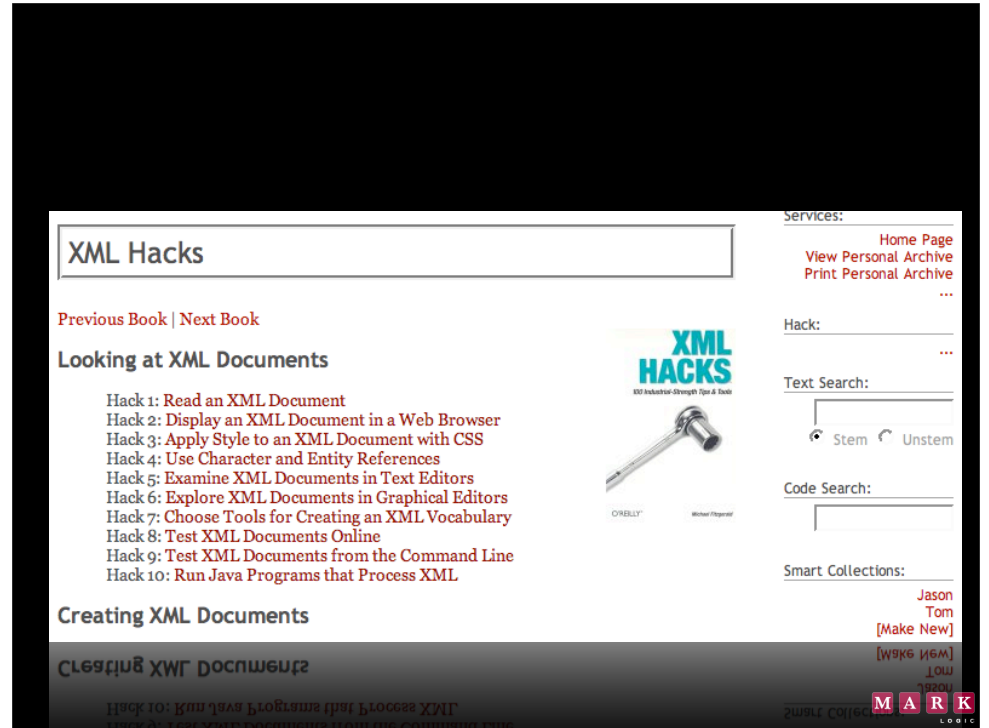
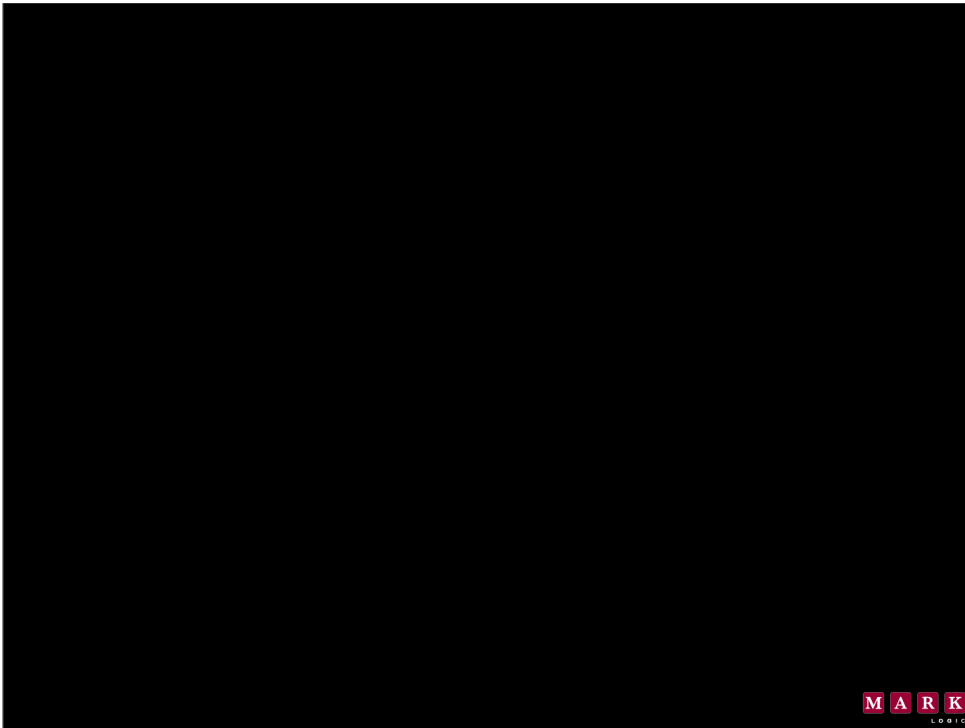
Use KnoppMyth to quickly turn any computer into a standalone TiVo-like PVR using MythTV.

Personalized, Customized Learning

- *Customized*: Editors reuse and repackage
- *Personalized*: Objective-driven pre- and post-testing

Leveraging the Structure

- For search of course
- For browse
- For offline access
- For special views
- For historical analysis
- For printing actual books



Enrichment

- Adding Structure:
- People, Places, Companies, Facts, ...



Build Query:

paris [delete] [As person: Paris Hilton] [As city: Paris]

By Source:

[www.infoplease.com](#) (22) [bbc.co.uk](#) (7) [cnn.com](#) (2) [aljazeera.net](#) (1) [reuters.co.uk](#) (1)

By Date:

2006 (26) 2005 (7)

33 Results (Showing top 10):

BBC - Music / Features - Paris in the 1920s

Paris in the 20s

People: Debussy (2), Oh (1), Maurice Chevalier (1), Geoffrey Smith (1), Paris (1)

Cities: Paris (10)

Countries: France (2)

Organizations: BBC Orchestras (1)

[bbc.co.uk/news/3580716615-33746-16860-1243492.xml](#) - Nov 11, 2005

Jacobins

Maximilien Marie Isidore Robespierre: Early Life - Early Life A poor youth, he was enabled to study law in Paris through a scholarship. He won ...

See entities

[www.infoplease.com/bio/218447190-47113-20139-1243492.xml](#) - Feb 2, 2006

MARK



Build Query:

napoleon [delete] [As person: Napoleon Bonaparte; Napoleon I; Napoleon II; Napoleon III]

City: Paris [delete]

Require Term Proximity:

100 words (8) 20 words (6) 5 words (4) [anywhere]

By Source:

[www.infoplease.com](#) (8)

By Date:

2006 (7) 2005 (1)

8 Results:

August 15 Birthdays: Napoleon I

entered Paris (March 20), beginning his ephemeral rule of the Hundred Days . Attemp
Bibliography: See Pieter Geyl , **Napoleon** : For and Against (1949); studies of
Napoleon and his era by J. C. Herold (1955), Louis Bergeron (1981), Jean Tulard (1971), Owen...

People: Napoleon (39), Bonaparte (13), Napoleon I (2), Josephine (2), Nelson (2)

Cities: Paris (5), Vienna (4), Amiens (2), Moscow (2), Toulon (1)

Countries: France (19), Russia (8), Italy (7), Austria (6), Britain (5)

Organizations: Congress (3), Second Coalition (2), Homework Center (1), Fifty States (1), al-Qaeda (1)

[www.infoplease.com/bio/1928011674-31981-16586-1243492.xml](#) - Feb 2, 2006

MARK



Content Analytics

- Find the Haystack

The screenshot displays a content analytics dashboard with three main sections: Averages, Search, and Book List.

Averages

Page Count:	460
Word Count:	451,166
Words/Page:	979
Chapters:	14
Sections:	124
Reference Sections:	75
Tables:	24
Figures:	92
Sidebars:	15
Paragraphs:	4,109
Tips:	61
Blocks of Code:	183
Lines of Code:	3,732
Index Terms:	1,783

Totals

Page Count:	309,647
Word Count:	303,183,808
Words/Page:	979
Chapters:	9,550
Sections:	83,797
Reference Sections:	50,906
Tables:	16,143
Figures:	62,015
Sidebars:	10,229
Paragraphs:	2,761,421
Tips:	41,518
Blocks of Code:	123,439

Search

Search by book title, isbn, author or use a fielded search like:

tag:replication tag: search in books containing a specific tag
cat:perl cat: allows you to search in a specific category
pubyear:2004 pubyear: is used to narrow the search to a specific year
author:hunter author: restricts to books by an author

cat.xml

42 books match cat.xml

attributes classes colors CSS data types datatypes declarations documents
DOM DTDs elements entities feeds formatting functions HTML HTML
documents images interfaces Java methods namespaces nesting nodes parsers
properties RSS SAX schemas servers SOAP strings styles stylesheets tables tags
templates text URLs variables W3C web services web sites whitespace XHTML

XML XML documents XML Schema XPath XSLT

Book List

1. XSLT
2. Programming Web Services with XML-RPC
3. .NET and XML
4. Java and XML Data Binding
5. Office 2003 XML
6. Java and XML, 2nd Edition
7. HTML & XHTML: The Definitive Guide, 4th Edition
8. Learning WML & WMLScript
9. Perl and XML
10. Ant: The Definitive Guide, 2nd Edition

Agility

- We're feeling our way forward
- People have dreams, but aren't sure what will work and what won't
- Must be agile in design, in development, and in business
- *The Red Queen Paradox*: You must run as fast as you can just to stay in place

The Trends

- Answers Not Links
- Sweat the Content
- Content in Context
- Emphasis on Google
- User Participation
- Personalized Access
- Leveraging the Structure
- Enrichment
- Content Analytics
- Agility

Contact Information

- Jason Hunter
 - Principal Technologist at Mark Logic
 - jhunter@marklogic.com
 - <http://developer.marklogic.com>
 - <http://www.marklogic.com>