

Text Transcription and Online Editing

To create fulltext editions of digital collections TEI-Markup is used according to the TEI P5 element set. The elements that are currently captured by DLC are restricted to about 300 elements (e.g. footnotes, citations, illustration remarks). The TEI-XML can be created locally by xml editors like XML-Mind, Oxgen or Altova.

If no TEI-XML document was ingested but only scans and bibliographic metadata, it is possible to create the TOC (i.e. the pagination of scans and the application of structural information like headings and author) afterwards within an online editing tool in DLC. It is now possible to navigate through the document by using the TOC.

DLC Further requirements

Until now many solutions have been realized to create the basic infrastructure of DLC (i.e. ensuring ingest, viewing, searching, TOC editing, fulltext enrichment and export features). In 2012 the application will be stabilized and soon rare collections of the institutes will be transferred to DLC. The next steps within the project are the development of:

Annotation tool(s): One of the main goals of the project is to embed a flexible annotation and tagging system, including the quotable referencing of image (-areas). Eventually, researchers and/or libraries will be enabled to create collections. Interdisciplinary research groups can use DLC to work online on new research topics collaboratively. Libraries will create digital library collections and handle the DLC-content professionally. DLC will present rare texts and images that can be accessed from all over the world.

Authorization and authentication tools: This topic will be handled by the eSciDoc administration tool, which will be fully embedded into the DLC environment. Institutes will manage different user roles (moderators and editors).

Authority Files is a future topic which is not yet implemented in DLC. A lot of referencing possibilities e.g. to authority files like PND/GND, Cone, linked open Data or geo-referencing are discussed. Finally, it will depend on the project time schedule which kind of features will be implemented.

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Web Content Management within the Organizational Identity Framework A Study for Hacettepe University Department of Information Management Web Content Management System

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Abstract: Environmental factors that are created by humans have an important role in today's organizational structures. In this framework, organizational structures are generally under the effects of factors such as new inventions, economic conditions, technological capabilities and new management approaches. On the other hand usage of these factors by organizations reflects organizational culture and characteristics of organization. In this context web content management systems have an important role in terms of maintenance of web pages and organizational identity. Beyond the organizational identity, web content management systems develop organizational web assets with information architecture and usability factors. According to these developments, this study aims to evaluate a web content management system that was developed for Hacettepe University Department of Information Management in terms of organizational identity, information architecture and usability factors. This study also reveals the life cycle features that are provided by web content management system in collaboration with Web 2.0 technologies, information architecture and usability factors according to organizational structure.

Introduction

Relations with environment, which are set up by humans as a social entity, are the main part of the foundation of organizational structures. New inventions, economic conditions, technological capabilities and new management approaches help to advancement of organizational structures. In the literature, concept of organization is generally evaluated from different frameworks with the effect of its technical and social properties and it is expressed that as a concept, organization is related with management field in many studies (Koçel, 2005, p. 166; Vural, 2005, p. 39).

Organizations are set of coordinated components such as opinions, beliefs, traditions and behaviours (Brewer & Crano, 1994; Bilgin, 2003). According to this statement it wouldn't be wrong to say that organizations have relative continuity and unity values. Distinctive features of organizations that are shared by employees constitute organiza-

tion's system and organizational identity (Freedman, Sears & Carlsmith, 2003; Öztop, 2006). At this point, organizations with their unique cultures and characteristics generate their identities in the community that they have belonged and all over the world. Organizational culture is one of the most important steps for generation of organizational identity. It especially determines written and nuncupative rules that affect employees' behaviours and organization's structure as a transcendental reality (Erdem & Dikici, 2009, p.205). Organizational identity is generally under the effect of not only target audience's needs but also communities' needs and parameters (Öztop, 2006). It is defined as a whole of forms that are used for representation of an organization and organizational identity determines how the organization is perceived by target audiences and community (Okay, 2000, p.39). Main elements that reflect organizational identity to community are logo, letterhead, business card, web sites and social media environments with the Web 2.0 technologies. Especially Web 2.0 technologies and web sites of the organizations became new fields to represent themselves and their products. Today organizations develop template based content management systems that are supported by Web 2.0 technologies to represent themselves as a whole on the web platforms.

Web Content Management

Web content management is considered to be a component used for the presentation of the content stored by the organization. These content management systems ensure the effective operation of the organization. Intranets, portals and all of the web pages about organization covered by web content management and web content management as an application of enterprise content management provide standardized structure for web assets of organizations (McNay 2002, p.397; Jenkins, Köhler & Shackleton, 2005, p.26; AIIM Europe & AIIM International, 2007). With the web content management systems, organizations can manage and develop their web assets effectively and consistently (Nakano, 2002, p.33). As a reflection of organizational identity, web content management systems promote organizations' products, and meet information needs of target audiences and employees. It is also pointed out in the literature that employees have different computer skills and behaviours for the new technologies (Nielsen, 2009).

Hacettepe University Department of Information Management Academic Web Content Management System

Academic web content management system was developed for Hacettepe University Department of information management faculties and administrative staff with the aim of providing dynamic structure in terms of organizational identity. With this point of view, Hacettepe University web pages templates were used for web content management. The system that was developed according to this study allows faculties and administrative staff to create their own web pages by using their computer literacy skills. As an architectural structure the system consist of three layers these layers are management layer that provide content management by internal users, data layer that content stored to database and presentation layer that provide end user interface. According to content management system study, user groups of the system were also determined as internal and external users. In this study internal users were described as faculties and administrative staff who are content developers as well. On the other hand external

users are end users who interact with third layer of the system such as students, other academicians, researchers etc. Among the layers, management layer provide a user friendly interface to creating related content. This layer with its interface helps its users to create content with a text editor instead of dealing with codes. Presentation layer provides end user interaction and access to content with the reflection of organizational identity. Users can also interact with presentation layer and web content management system via Web 2.0 technologies like RSS, share buttons.

Conclusion

As a conclusion web content management systems help employees in terms of maintenance of web pages. They also provide the usage of new technologies such as tagging, RSS feeds and comment applications with user friendly interfaces in the determined templates according to organizational identity. Beyond the organizational identity, web content management systems develop web assets of organizations in a standardized structure with information architecture and usability factors. Organizations have more accessible web pages and they can access to information at the right time without leaving the context.

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