



**RIXML.org**

# Quarterly Update

## 2014-Q2

### RIXML Standards Committee



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## Emerging Technology Committee

Richard Brandt led two calls since our last Quarterly Meeting – on May 2nd and June 6th. Topics of discussion mostly followed the activities of our two active working groups – Componentization and Social Media. We also spent some time talking about the challenges surrounding the uniqueness and consistency of author identifiers. In addition to the regular calls, the group met for an in-person workshop on May 29th at Jordan & Jordan in New York.

## Componentization Working Group

Our plan for Componentization remains as follows:

1. List component types: We've had contributions from several members and we believe we have a viable set of types with which to work.
2. Leverage our newly-created RIXML Wiki on Wikispaces, where members are collaborating on content, section by section, toward the finished product – i.e. our guidelines for componentization and leveraging HTML5. We must demonstrate clarity of purpose via our documentation, and light the path for implementing teams. This is the outline we envision:
  - a. Business issue, mission, and purpose.
  - b. Proposed solution and details.
  - c. Itemized component type list, describing the meaning of each type and referring to related terms.
  - d. Limitations.
  - e. FAQ (after pilot program).
  - f. HTML5 example.
  - g. Use-cases, both production and consumption. For example, conference books, Year Ahead across sectors and regions, Morning Call, Ratings, Valuation Survey, etc..
3. Pursue a pilot program with one or more member firms to model our approach. This will provide some grounding to what we expect to accomplish, and generate some "Ah, ha!" moments.
4. Productize the documentation artifacts via Deirdre Goldenbogen. Artifacts should follow the design principles Deirdre established for our RIXML v2.4 release in 1Q13.
5. Implement a production release of the RIXML Componentization results.
6. Arrange an eSeminar to spread awareness. We've had some success with this format in the past, and we feel it's a good vehicle for this introduction.

The group is behind schedule on completing step 2. We expect the new Wiki to help us better coordinate our efforts and move forward. As a result, we're updating our target delivery timeframe from 2Q14 to 3Q14.

## Social Media Working Group

We're thinking about Social Media from the following angles:

1. Distribution: Research publishers using social media platforms as another distribution channel. One-way communication from publishers to consumers of content.
2. Engagement: Two-way communication between publishers and consumers of content that fosters meaningful discussions of analyst ideas. Includes event marketing.
3. Analysis: Sentiment analysis of social media data and the *Big Data* techniques prominent in that space.

Here are some of the highlights from the Social Media conversations during our working group calls and during the workshop:

- Social media is primarily being used for marketing and engagement, with training for those managing the interaction. Analysts are not yet participating.
- Some firms are converting unstructured social media content and applying tools to structure and search it.
- Conversations about social media in the investment research marketplace remain Compliance-focused.
- Some social data search tools mentioned: Solarity (?), Data-Miner, Alphasense.
- We shouldn't limit our thinking to the content production side. Must also consider content consumption.
- Supporting link-back will be challenging, given the requirement for short messages.
- Supporting short messages associated with Research products (such as for Tweets) in the RIXML schema would be a natural extension to the Abstract/Synopsis/Title/Sub-Title fields already present in the Resource package.
- Richard had posted a glossary of social media platforms and terms on the RIXML Wiki.

## Gnip Social Data Seminar

Jack Roehrig and Sal Restivo attended a seminar on May 21st called "Introduction to Using Social Data" led by Scott Hendrickson (photo, right), a data scientist from [Gnip](#). Gnip provides access to a variety of social data sources, including Twitter, Tumblr, Foursquare, Wordpress, Disqus, and StockTwits. The Gnip product offering includes data feeds, API consolidation, and searching and filtering capabilities. (GNIP was acquired by Twitter earlier this year.)



The seminar addressed the common "build, buy, or blend" question for establishing social data ingest and sentiment analysis capabilities. Scott offered lots of great perspectives on the compliance angle (licensing, terms of service, dealing with deletes), the technical angle (JSON structuring), pattern matching, and visualization.



RIXML facilitates content discovery through rich, structured, context-aware tagging. We are still exploring where our charter intersects the social media space and where the best opportunities for us to contribute will lie. It is clear, though, that that intersection represents an expanding frontier territory.

## ORCID

Bob Hecht introduced us to Laure Haak and Laura Paglione (photo, right) from [ORCID](#), a non-profit organization that provides a registry of unique identifiers for authors and a method for linking them to their published products. We had an introductory call with ORCID on April 29th and began exploring potential synergies.



Recall that author ID uniqueness is an on-going challenge for publishers of investment research – one that the RIXML standard attempts to address. The challenge actually lies not solely with uniqueness, but with uniqueness combined with consistency across job transitions.

Laura was also a featured presenter during our May 29th RIXML workshop. Laura explained more of ORCID's purpose and history and discussed real-world applications of their model.

## RIXML Wiki at Wikispaces

The purpose of the [RIXML Wiki](#) is to provide a collaborative tool aimed at developing organizational content for guidance to our members and the public at large.

The Wiki is located at: <http://rixml.wikispaces.com>. To participate in the Wiki and contribute content, request membership from Jack Roehrig, Sal Restivo or Richard Brandt. Alternatively, you can navigate to the site and request to join as a member. Instructions for interacting with the Wiki are noted below.

The initial projects we are undertaking with the Wiki are the development of a Componentization Guidance for HTML5, the description of Use Cases for Componentization in the Investment Research industry and additionally to prepare a glossary of Social Media providers who might ultimately impact the RIXML organization and its mission.

### *Componentization – HTML5 Guidance*

In an effort to provide the industry with a recommendation on how to componentize research content or define research content as chunks of information rather than monolithic documents, RIXML is issuing a Guidance document. The Wiki is being used to separate the Guidance into sections and provide a mechanism for members to contribute to each section. The Guidance sections include:

1. Business Issue
2. Proposed Solution
3. Component Type List
4. Limitations
5. FAQ
6. Tag Implementation
7. HTML5 Example
8. HTML5 Options
9. RDF

Each of the sections has a designated leader responsible for ensuring the section is properly edited and completed in a timely manner.

### *Componentization Use Cases*

To provide the community with a good understanding of how the concept of componentization can be leveraged in the investment research industry, a number of use cases have been identified, and we anticipate the number of use cases will grow over time. The initial Use Cases identified include:

- Conference Books
- Morning Call
- Publish to Mobile
- Ratings
- Valuation Survey
- Year Ahead

A suggested Use Case format is under development and will be provided to each of the Use Case leaders.

### *Social Media Glossary*

In an effort to better understand how RIXML.org can and should play a role in the realm of Social Media (SM), the SM working group is developing a glossary of terms and companies active in the space. The RIMXL SM Wiki will help all members become more familiar with the SM players and provide a means to explore how the products and services of each SM firm may provide value to the investment research community.

### *Instructions*

1. Join the RIXML.Wiki – request membership or navigate to the site and click on the Join button (top right of web page).
2. Navigate to the desired page – Use the table of contents on the right hand side of the web page and click on your preferred subject.
3. Contribute Content – Click on the Edit button and a text editor will open on the page. As a member, you are free to make changes to the content. Once you are finished making your changes, click on the Save button. It's just that simple!
4. Make Comments – If you do not want to make content changes, but would like to make a comment on the page, click on the bubble icon next to the edit button. A discussion tool will appear – click on the New Post button and you will be able to identify your subject and add a discussion message.
5. View Page Versions – To see previous versions of a page, click on the clock icon also located near the edit button. You will be able to select from all page versions and request comparisons between versions.
6. Other Features – In addition to the features noted above, you can also select additional tools by clicking on the ellipsis tool (,,,), also near the edit button on the toolbar.
7. Ask Questions – Contact Jack, Sal, Richard or the page leader.

We encourage your use of this tool as we shape and build out deliverables in our working groups in the coming months.