

'Continental Connections': international indexing conference

Berlin, 17–18 October 2022

Organised jointly by the Netherlands and German indexing networks (NIN and DNI)
and the Society of Indexers, in cooperation with the Deutsche Gesellschaft für
Information und Wissen e.V. (DGI)

MONDAY 17 OCTOBER

(Note: all times are Central European Time)

08.45 Conference registration + tea/coffee

Online participants can log on from 09.00

09.30 Opening of conference and welcome by Caroline Diepeveen (conference organising committee) and Monica Hagedorn-Saupe (DGI president), followed by the opening address:

Sam Leith: Developments in publishing

Sam Leith will talk a little – from the perspective of a literary editor – about how publishing has changed in the digital age and under the straitened circumstances of the pandemic, and what the dangers and opportunities are as we go forward.

Sam Leith is honorary president of the Society of Indexers, Literary Editor of the Spectator and the author of a number of books.



Session sponsored by the American Society for Indexing (ASI)

<https://www.asindexing.org/>

Next conference: 28–29 April 2023

10.00 Mary Coe, Max McMaster and Ann Kingdom: Indexing *The Indexer*

Following a series of articles in *The Indexer* on journal indexing, and in particular the problems that have beset the indexing of *The Indexer* itself,* an online survey was launched on National Indexing Day 2022. Its aim was to investigate how users search for information in the journal's 60+ years of back issues and determine the best approach for making this content findable into the future. In this session we look at the history of indexing *The Indexer*, report on the main results of the survey, discuss some of the issues raised, and consider the implications for future indexing policy. We are keen to involve conference participants in this discussion and welcome comments and suggestions, either during the session or afterwards.

Mary Coe is a freelance book and database indexer based in Australia and is Editor of The Indexer: The International Journal of Indexing.



Ann Kingdom is semi-retired after a long career indexing, editing and proofreading. She has held many positions within the Society of Indexers and is still involved in conference organisation and is on the editorial board of The Indexer.



Max McMaster is an Australian freelance book indexer who has compiled over 2750 indexes and been awarded the ANZSI Medal on three occasions.



*See Kingdom, A. (2022) 'Indexing *The Indexer*, Part 1', *The Indexer* 40(1), 17–38; Kingdom, A. (2022) 'Indexing *The Indexer*, Part 2', *The Indexer* 40(2) 105–28 and McMaster, M. (2022) 'Finding content in *The Indexer* survey', *The Indexer* 40(2) 129–32. All available online via <https://www.liverpooluniversitypress.co.uk/journals/id/87>



Session sponsored by the Australian and New Zealand Society of Indexers (ANZSI)

<https://www.anzsi.org/>

10.45 Coffee/tea break

11.00 KEYNOTE SPEAKER. Urs Stäheli: What's in an index? Cultural and sociological perspectives

Lists have only recently attracted interest in sociology and media studies. Too mundane and banal, it seemed, to merit proper analysis (with the notable exception of Jack Goody's seminal work). Although list-making is one of the most ancient cultural techniques, it was only with the advent of digital technologies that lists entered current debates: e.g. databases, rankings, playlists etc. Lists fascinate with their simple but versatile structure: discrete entities find themselves within a minimally ordered structure, opening up countless possibilities for re-ordering, subtraction and addition. Indexes can be seen as a particular type of list, often including entangled ordering structures (e.g. with sub-categories). What makes the history of indexing attractive for a cultural analysis of lists is the well-established but often overlooked practical knowledge of indexers. How are the entities of the list (i.e. index entries) produced? The indexer embodies a particular perspective: seeing like a list, but still understanding the not-yet-indexed world, and thus occupying a middle position between 'analogue' (i.e. continuous) and 'digital' (i.e. contiguous) knowledge. Analysing the knowledge work of indexers may provide a privileged perspective for answering the question of how the world becomes listable.

Urs Stäheli is professor for sociological theory at the University of Hamburg, working at the intersection of sociology and media/cultural studies, and the author of a number of books and journal articles in this area, including 'Indexing – the politics of invisibility', Environment and Planning D: Society and Space 34(1), 2016.



Session sponsored by le-tex

<https://www.le-tex.de/de/index.html>



From useful tools to complete workflow solutions, le-tex is a publishing services provider with more than 20 years' experience in editorial services, typesetting, software development, training and consulting.

11.45 KEYNOTE SPEAKER. Kiene Brillenburg Wurth: Tabularity and emptiness – who/what reads in the digital age?

This presentation aims to connect a history and a speculative future of writing to indexing. What is the role of indexing in a future beyond the dominance of alphabetic script? Immediately prior to and during the print age, reading was reshaped through what Christian Vandendorpe has called the *tabular* page: a type of text designed to facilitate visual oversight and allow for multiple entry points by means of chapter titles, margin summaries, headers, footers, or page number, and indexing. Such aids facilitated a new relation between readers and texts, allowing them, as Vandendorpe has aptly explained, to 'consider the text in the same way they look at a painting or a tableau'. If print books opened a speedier spread of knowledge, the page allowed knowledge to be processed in a meaningful way – and dissociated writing from speech in the process. The digital age has been as disruptive as the print age. Philosophers like Vilém Flusser even speculated that the digital or electronic age would see the end of the dominance of alphabetic writing. The dominant script would now be code, and reading and writing would become more and more the business of machines (AI). This development will be considered and we will speculate on the future of writing and reading in the digital age – what remains of (indexing as part of) tabular textuality? Is such textuality still relevant and useful, or not? Is it a remnant of a bygone sphere or would this sphere persist within a newer one?

Dr Kiene Brillenburg Wurth is professor of Literature and Comparative Media at Utrecht University, focusing on Comparative Literature. Her research on literature, (new) media and creative thinking has been published in a number of peer-reviewed books, edited books, special issues in journals, book chapters, and journal articles.



Session sponsored by Klarso GmbH <https://klarso.com/>

Klarso GmbH develops innovative semantic software technology with its core product klar:suite. Based on a proprietary semantic network, it is used for highly flexible, high-performance information storage and processing and as an editorial system for complex content and product data in a wide variety of industries.

12.30 Discussion with the two keynote speakers

13.00 Lunch break at local restaurant

Online breakout rooms:

- Let's talk about *The Indexer* (hosted by Mary Coe)
- Got a problem? Your Agony Aunt will have the answers (hosted by Kate Mertes)
- Strategies for professional development (hosted by Melanie Gee)

14.00 Walter Greulich: Embedded indexing with Word

This presentation aims to overcome prejudices about Word as an indexing tool and show what is really inside the program. It will introduce the basic elements of embedded indexing with Word – the XE field and the index field – and show how entries can be created and edited. Then the focus will be on the advanced methods that are hidden in Word's huge range of functions and only need to be brought to light so that indexing with this program can be both fun and successful. Key features to be covered will include: observing the growth of an index, page range specifications without bookmarks, the shifting method, page specifications with annotations, different sorting methods, export of index data and use of fields.

Walter Greulich, a physicist and long-time editor and proofreader of scientific journals and books, has been involved in the professional creation of indexes since the mid-1980s and is one of the founding members of the German Network of Indexers (Deutsches Netzwerk der Indexer – DNI).



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14.45 Johannes and Katharina Munk: Indexing as content enrichment and its potential for intelligent information services

Companies are challenged by the daily growth of content and new information. What is needed are new tools and technologies that efficiently support the preparation and aggregation of content to make the relevant information quickly accessible on service or knowledge platforms. Indexing can contribute to this in several ways. Embedded index tags can improve the ranking of search results. They can be used as content facets. And finally they can be leveraged to build the structure of a taxonomy, which is a good starting point for the building of a knowledge network. Word-processing software such as Word and InDesign have their own basic indexing functions, which provide insufficient support, especially for larger projects. A software that can be used to create embedded index tags efficiently and quickly, even in large amounts of text, is Index-Manager. In the future, it will become increasingly possible to automatically extract relevant index terms and text passages with innovative functions based on automatic language processing. This will open up new tasks and fields of work for indexers. For decades, even centuries, indexers have been identifying core statements and keywords of content and dealing with content structure. Their skills are now in demand to build knowledge networks that build the foundation of next-generation information services.

Dr Katharina Munk and Johannes Munk are two of the three founders of Klarso GmbH. Katharina initiated the development of Index Manager (Idx) and is responsible for marketing, sales and product development. Johannes leads Klarso's technology development.



15.30 Coffee/tea break

15.50 Devon Thomas and Gwen Henson: It takes two to tango: communicating with publishers and editors

How do indexers and indexing societies communicate with publishers? What is effective? How can we get our voices heard? Indexers and indexing societies know they have much to offer, including happy authors, better reading experiences for users, and books that are produced more easily and sell better. Yet we still very much feel like the wallflowers at a dance. Many indexers feel as if they are working in a void when it comes to overall awareness of indexing in the industry. Indexing societies struggle with targeting communications to reach and appeal to publishers. An experienced indexer and a society executive director will explore some of the current and past strategies used by both individuals and by societies to communicate with publishers. They will consider communication at both the micro and macro levels, including

- professionalism in communication
- advocacy for indexing and
- how to be a resource for industry professionals.

Gwen Henson has served as the executive director of the American Society for Indexing (ASI) since 2013 and has more than 25 years' experience in association management and event planning.



Devon Thomas has been a freelance indexer since 2006, preparing both traditional back-of-the-book indexes and embedded indexes using InDesign. She has held several positions within ASI and is currently an instructor for the University of California, Berkeley online indexing course.



Session sponsored by River Valley Technologies

<https://rivervalley.io/>

River Valley Technologies have been accelerating the communication of research since 1988 by pushing the boundaries in publishing technology with end-to-end solutions.

16.30 Publishers' panel: Tim Kersebohm (Deutscher Apotheker-Verlag), Martin Müller (Springer Nature) and Joed Elich (Brill)

Founded in 1683, Brill has a rich history and a strong international focus on the Humanities and Social Sciences, and International Law. Brill publishes close to 1,400 books and reference works per year in both print and electronic format, and over 330 journals. Brill has always stimulated the inclusion of indexes in its books and reference works

Deutsche Apotheker Verlag is the largest pharmaceutical publisher in Germany. It provides pharmacists, pharmaceutical technical assistants and pharmaceutical commercial employees in training and professional positions with comprehensive scientific information.

Springer Nature aims to advance discovery and serve researchers by publishing research, supporting the development of new areas of knowledge, making ideas and information accessible around the world, and championing open access. Every year it publishes over 3000 journals in science, technology, medicine and social sciences and thousands of reference works, monographs, briefs, proceedings, textbooks and series.

Joed Elich has been responsible for various lists for Brill, most recently in Middle East and African Studies, and including *Index Islamicus*.



Tim Kersebohm has been publishing textbooks and technical books in the fields of natural sciences, medicine and nutrition at the Mediengruppe Deutscher Apotheker Verlag in Stuttgart since 2007.

Martin Müller is Ontology Manager for Springer Nature, a role that encompasses the building and coordination of a unified ontology and the classification and annotation process of published content.



18.00 Berlin participants disperse for dinner at local restaurants of their choice (online participants will be able to network in breakout rooms for up to an hour).

TUESDAY 18 OCTOBER

8.30 Coffee/tea and online participants log on

9.00 Opening of session/practicalities

9.10 Liu Lijun: Building China Legal Thesaurus to enhance legal literature organization and retrieval

Legal subject indexing is an important tool for improving the organisation of legal literature and the accuracy of retrieval. Thus, it is imperative that a comprehensive thesaurus suitable for legal subject indexing is compiled. The goal of this project is to construct and complement the Chinese legal thesaurus based on the existing national subject system. The project started with the subject of International Law, and the working materials include classical and reputable scholarly work and reference tools, including textbooks, dictionaries, and other legal materials. The project is moving forward slowly and making some progress, but faces challenges. The main difficulties include further verification of the relevance of over 4500 newly collected entries in relation to the existing system, lack of sufficient professional supervision on the selection of the entries, and enhancing the use of technologies to substitute for manual work. The thesaurus developers hope to discuss with and learn from the experts around the world through this conference to advance the project effectively.

Joan Lijun Liu is currently a curator and MLIS program faculty advisor, Institute for Humanities and Social Science Data at Fudan University Library. She teaches both library and information science and law courses in the library and the Law School. She is presenting this progress report on behalf of her co-researchers, Yanping Lin (Professor and PhD faculty advisor, East China University Political Science and Law) and Jun Zhu (Library Director, East China University Political Science and Law).



9.40 Chunxiang Xue: A brief introduction to Chinese indexing standards

There are three current China national indexing standards, namely: Guidelines for establishment of indexes (General), Guidelines for establishment of indexes of the local chronicles, and Guidelines for establishment of indexes of theses. The first is for general material, the other two for special literatures. This talk will outline the origin and history of these standards, the formulation process, the main features, and their application and promotion in China. It will be divided into three sections:

- Family of Chinese indexing standards
- Details of Chinese indexing standards (structure, features and index examples)
- Promotion of Chinese indexing standards (policies, related guide books, training and other promotional activities)

Chunxiang (Sherry) Xue is an associate professor at Fudan University Library and has served as the Secretary of the China Society of Indexers since 2019. She was involved in the compilation of some large thesauri and classifications that are widely used in Chinese libraries.



10.10 Jochen Fassbender and JoAnne Burek: International indexing dictionary

The presentation is mainly about the latest developments of the multilingual dictionary of indexing terminology which was developed in a team effort after the 2021 conference of the Indexing Society of Canada/Société canadienne d'indexation (ISC/SCI) and published in the December 2021 issue of *The Indexer: the international journal of indexing*. The origin and structure of the project, translation problems, and plans for future expansion will be discussed. As of July 2022 the dictionary is being tested to be made available online and the result can probably be shown by the time of the conference.

Jochen Fassbender, a freelance indexer and information architect specialising in various subject areas, is also active in multilingual indexing (German, English, Spanish) and is one of the founding members of the German Network of Indexers (Deutsches Netzwerk der Indexer – DNI).



JoAnne Burek divides her time between freelance indexing and website copywriting. She has given presentations to indexers on how to market themselves, especially through their websites.

10.40 Coffee/tea break

11.00 Glenda Browne, Walter Greulich and Pilar Wyman: E-book indexing update

Options for creating embedded and other linked indexes for quality, active information access in electronic books (e-books) continue to evolve. There are many tools to use, including ‘traditional’ publishing software such as Microsoft Word and Adobe InDesign, specialised software such as Index-Manager, DEXembed or WordEmbed, and spreadsheet tools such as Excel, as well as utilities such as IndexExploit and KPS Index Utilities. Indexers can also use dedicated indexing software, and then output linked files. Just as there are many tools to consider, there are also various production workflows to consider. In this presentation, Pilar Wyman, Walter Greulich and Glenda Browne will share updated Matrix flowcharts for producing e-book indexes. The updated Matrix flowcharts provide algorithms for how to navigate the various production workflows and choose which tools to use, and when. We invite you to ‘enter the Matrix’ and join us as we review the progress that has been made since 2018, when the Matrix flowcharts were last presented, and discern where we are now, and what may happen in the future.

Glenda Browne, a freelance indexer of books, journals and websites since 1988, is co-author of *Website indexing* and *The indexing companion* and has held many positions within the Australian and New Zealand Society of Indexers (ANZSI), including representing ANZSI on the IDPF EPUB Indexes Working Group.



Pilar Wyman, chief indexer and consultant, Wyman Indexing, has been writing indexes and providing related services since 1990 and leads the ASI Digital Publications Indexing Special Interest Group.



Session sponsored by the Australian and New Zealand Society of Indexers (ANZSI)

<https://www.anzsi.org/>

11.45 Kate Mertes: Developing an indexing plan for unconventional texts

‘The best-laid plans of mice and men gang aft agley.’ (Robert Burns)

This is true not only for mice, and people, but for indexers as well! Kate has a standard approach to the text that usually serves her very well, but some of her most interesting projects have involved texts that do not fit into the standard structure of western writing. For each of these she has had to abandon her ordinary methodology and devise a new approach, and each has taught her something new about indexing. But this does not mean that she has had to abandon structure in indexing. On the contrary, novel texts require their own unique plans of attack. In this talk, we will look at some texts that present unique challenges to the indexer, and discuss steps to take to create inventive approaches to texts. If you’ve ever been brought up short by a project that seems to defy your usual methodologies, this talk aims to provide you with new tools.

Kate Mertes, sole proprietor of Mertes Editorial Services, has been providing indexing, information retrieval and editorial expertise for complex, challenging projects in law and the humanities since 1998. She has held several positions in the American Society for Indexing (ASI), and twice won ASI’s Award for Excellence in Indexing.



Session sponsored by the Indexing Society of Canada/ Société canadienne d’indexation (ISC/SCI)

<https://indexers.ca/>

ISC/SCI Conference 2023 See also Newfoundland

12.30 Lunch break at local restaurant

Online breakout rooms:

- Options for indexing training (hosted by Max MacMaster)
- Multilingual indexing (hosted by Jochen Fassbender)
- Finding and keeping indexing clients (hosted by Nicola King)

13.30 KEYNOTE SPEAKER. Judith Flanders: A place for everything, and everything that came before

Indexers spend their lives immersed in alphabetical order. So, too, do most people who work with words, be it using a library, running your eye along the electoral register or even a list of attendees at an indexing conference. Alphabetical order to the modern mind is synonymous with sorting. It is therefore all too easy to forget that this has not always been the case. In this session, we explore the historical developments before – and after! – alphabetisation took control in the fourteenth century. Hierarchy, geography, subject – even caste and class – have all been used as long-term sorting systems, systems that to some, even as late as the nineteenth century, seemed superior. Technology has also promoted alphabetisation, and we will look at how the development of printing in the fifteenth century, and on to the creation of encyclopaedias in the eighteenth and nineteenth centuries, promoted alphabetical order to its present A1 position.

Judith Flanders is a social historian and senior research fellow at the University of Buckingham. In addition to having written several books on social history, she is also the author of four crime novels.



Session sponsored by Liverpool University Press, publishers of *The Indexer*

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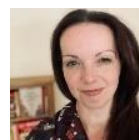
14.30 Dennis Duncan, Paula Clarke Bain and Chiara Baffa: *Index, a history of the: translating the index to*

Dennis Duncan's latest book – *Index, a history of the* – was published in the UK by Allen Lane in September 2021 and in the US by W.W. Norton in February 2022. Both the book, and its index by SI member Paula Clarke Bain, have received much acclaim and many positive reviews since publication, as discussed by author and indexer in interviews and indexing conferences over the year. The book has now also been released as an Italian-language edition – *Indice, storia dell'*, published by Utet Libri in January 2022 – and a German edition – *Index, eine Geschichte des*, published by Kunstmann in August 2022. For these European editions, the decision was made to translate Paula's original index, rather than re-index the book, as might usually be the case. Dennis and Paula will talk together about the translated editions of the book compared to the original UK version, and they will consider the benefits and pitfalls of translating an index in this way. Their session will be informed by input from the Italian and German translators (Chiara Baffa and Ursel Schafer).

Dennis Duncan is a writer, translator, Associate Professor in English Literature at University College London and a Fellow of the Royal Historical Society and the Society of Antiquaries. His numerous academic books include *Book parts* and *The Oulipo* and modern thought, as well as translations of Michel Foucault, Boris Vian and Alfred Jarry. His writing has also appeared in several prestigious national newspapers.



Paula Clarke Bain is a Fellow of the Society of Indexers (SI) and an Advanced Professional Member of the Chartered Institute of Editing and Proofreading (CIEP). A full-time editorial freelancer for 20 years, she plays a key role in promoting indexing, as co-creator of National Indexing Day (#indexday), and through her comedy book indexes blog and on Twitter.



Chiara Baffa translates North American, British and Australian fiction and non-fiction into Italian. She loves everything about translation: the long nights, the painstaking precision, the peace, the craft and the joy of bringing a book to those who could never read it otherwise.



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15.30 Close of conference and refreshments

Online participants may continue to chat until 16.30

We hope you enjoy the conference. Don't forget to let us have your feedback via the link on the conference 'practical issues' website page.