

Adding Citation Features to Shares for e-Commerce, News, and other Non-academic Sites

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Most web pages are made to facilitate sharing via popular social media sites. This usually involves presenting the viewer a button and in essence sharing links. Among academic sites, facilitates often exist for citing the content of a web page and crediting it in a bibliography as part of a larger work that uses many sites' content. Before the internet, bibliographic citations to reputable sources such as news sites were a common way of using and crediting others' work. Shares are good but miss out on this more complete way of describing a source and composing a more detailed description of how ideas and products may work together. Products can be used in rather unexpected or complicated situations and a more detailed description than a simple share may be needed to understand how the product contributed. The bibliographic information provides better credit to sources- authors or product manufacturers- than a simple link especially if the reader does not feel compelled to investigate at the time. Many more web sites could benefit from the use of "cite" functionality. While technologies have various tradeoffs, allowing a user to put the web page URL onto a clipboard and having an automated but simple program such as a script extract a bibtex entry from the content of that URL (read from a simple wget download) would be almost ideal for most applications.

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1. INTRODUCTION

Web content is often shared informally by passing url's around social media. This falls short of a typical "citation" that is common in more elaborate works such as research articles or even more comprehensive blogs on some topic. A bibliography and bibliographic information about each link may be useful for the casual reader and allow a more interested reader to follow up more quickly. If viewers decide they need the information and it is not provided by the publisher, they often have to construct it manually allowing for errors and more abuse of source attribution. Alternatively, the web content goes uncredited or ignored.

Research articles are typically written in the hope they will be cited by others and bibliographic information is an integral part of the content ecosystem. Historically, many popular publications such as magazines and newspapers would be reasonable things to cite and even perhaps owner's manuals depending on the type of new content being composed. Today that is difficult for internet researchers as many of these sources do not have easy to find bibliographic information or even permanent links or DOI's attached to the content.

A citation feature would allow the publisher to be credited even if the link and content is of passing interest to most viewers or the work does not seem appropriate for a DOI.

Citing this for example,

Publishers may insert somewhat customized fields and adopt as suitable for objectives,

M.J. Marchywka. Adding citation features to shares for e-commerce, news, and other non-academic sites. Technical Report MJM-2019-003, not institutionalized , independent, 306 Charles Cox , Canton GA 30115, October 2019. version 0.00 likely to change significantly [3]

2. THE BENEFITS AND NEED FOR MAKING CITATIONS EASY AND ACCURATE

Consider the immediate need as I want to reference a web post on this topic. I can simply post a link,

I tried to make the case here ,

<https://forum.joomla.org/viewtopic.php?f=715&t=974664>

and then maybe quote some of it here but it would take more time for a reader to get oriented to understand this is a forum at the joomla site although he could "read" the URL.

If the user is left trying to construct a bibliographic entry, that can be a complicated process that does not end up citing the work as a publisher may desire. For example in one forum post it is not clear how to deal with an online source that historically has been in print. In theory anyway a newspaper that happens to be online is STILL a newspaper, it just happens to be the online addition. You could argue for using some type specific to "newspaper" or "periodical", but the publisher can control that if supplied by the web page,

<https://tex.stackexchange.com/questions/358136/citing-an-online-news-article-using-biblatex>

Apparently this forum recommended a result like this,

```
@Online{Darroch.2017,
  author = {Darroch, Gordon},
  year = {2017},
  title = {Netherlands 'will pay the price' for blocking Turkish visit â€” ErdoÄŸan },
  journal = {The Guardian},
  url = {https://www.theguardian.com/world/2017/mar/12/netherlands-will-pay-the-price-for-blocking-turkish-visit-erdogan},
  urldate = {2017-03-12}
}
```

but it is not hard to find other examples of problems that arise.

2.1. Even When a DOI may not seem worthwhile,

Some of this is solved when a source has an attached DOI. In this case the DOI can be used to get the information via crossref. However, a person attempting to cite the web page still needs to get the right DOI to his automated

software. Prodcut literature and works of transient interest may not be appropriate for a DOI but may still be more valuable if they can be consistently cited by others.

3. EXAMPLES

3.1. Typical Research Article Example

An citation like this,

F. Landmann, O. Bain, C. Martin, S. Uni, M. J. Taylor, and W. Sullivan. Both asymmetric mitotic segregation and cell-to-cell invasion are required for stable germline transmission of wolbachia in filarial nematodes. *Biology Open*, 1(6):536–547, apr 2012. URL: <https://doi.org/10.1242/bio.2012737>, doi:10.1242/bio.2012737 [2]

Could be produced from a bibtex entry like this,

```
% srcurl: https://bio.biologists.org/content/biolopen/1/6/536.full.pdf
% citeurl: http://api.crossref.org/works/10.1242/bio.2012737/transform/application/x-bibtex
% med2bib comment: handlepdf
% date Fri Oct 4 19:38:07 EDT 2019

@article{Landmann_2012,
  doi = {10.1242/bio.2012737},
  url = {https://doi.org/10.1242/bio.2012737},
  year = 2012,
  month = {apr},
  publisher = {The Company of Biologists},
  volume = {1},
  number = {6},
  pages = {536--547},
  author = {F. Landmann and O. Bain and C. Martin and S. Uni and M. J. Taylor and W. Sullivan},
  title = {Both asymmetric mitotic segregation and cell-to-cell invasion are required for stable
    germline transmission of Wolbachia in filarial nematodes},
  journal = {Biology Open}
}
```

3.2. Product Example

Considier the product described here,

https://www.amazon.com/gp/product/B01721PWBG/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1

The text and url may give user some idea of what this is but the user may need to hit the link and still not find simple things.

Relentless Improvement. Relentless improvement vitamin k2 mk4 plus mk7 vegan naturally-derived no-fillers science-based dosing. URL: https://www.amazon.com/gp/product/B01721PWBG/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1 [1]

```
@www{RelImpVKMK4and7,
title={Relentless Improvement Vitamin K2 MK4 Plus MK7 Vegan Naturally-Derived No-Fillers Science-Based
  Dosing},
author={Relentless Improvement},
somefeature={cool thing about this maker etc },
urldate={2019-10-08},
url={https://www.amazon.com/gp/product/B01721PWBG/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1}
}
```

4. SUGGESTED IMPLEMENTATION

4.1. Suggested Bibliography Technology

Many citation managers and software pieces exist to handle bibliographies. Bibtex format is open and easy to parse although I have not tried to look at others. Ideally this format or something similar would be used and all web inteactions would be handled with dumb download programs like wget without the need to execute or render webpages or get javascript or other supporting files.

4.2. Workflow for Viewer or User

A typical workflow for anyone wishing to cite the webpage would be,

1. User visits a web page- may be anything from scientific abstract or product description
2. User presses "Cite" button
3. User may have choices of download for picked at this time or previously
4. Citation info downloads
5. User software or manual actions include citation into library or document

My prefered workflow,

1. User visits any web page
2. User copies URL from browser navigation to clipboard or browser extension does something similar
3. User's automated software downloads the webpage text or html using url on clipboard- no javascript, flash, etc
4. User software finds link to bibtex file in something like metadata.
5. User software includes citation into library or document with option for manual edits

4.3. Workflow for Publisher : collecting the info

Most of the information is probably already available in the content managment system allowing bibtex files to be generated or created at many different phases of web site creation.

4.4. Workflow for Publisher : presenting to user and analytics

The overall scheme is not much different from a social media share feature although many details may differ. Ideally the URL in the user's browser could be read with a "dumb" download utility like wget and the bibtex URL ectracted from that with any simple parsing scheme. Adding meta data for example should integrate well with most html generation schemes.

Tracking the "hits" on the bibtex link should not be different from other assets although once the citation is downloaded actual usage will not be tracked although the site may put a key-value pair in the bibtex url to indicate it as the source for future hits.

5. CONCLUSIONS

Many sites could benefit from a "cite" feature ideally grouped with other share features. Implementation allowing automated open software to use the bibiographic information will faciliate accurate consistent attribution of web materials of all kinds.

6. SUPPLEMENTAL INFORMATION

6.1. Computer Code

7. BIBLIOGRAPHY

- [1] Relentless Improvement. Relentless improvement vitamin k2 mk4 plus mk7 vegan naturally-derived no-fillers science-based dosing. URL: https://www.amazon.com/gp/product/B01721PWBG/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1.
- [2] F. Landmann, O. Bain, C. Martin, S. Uni, M. J. Taylor, and W. Sullivan. Both asymmetric mitotic segregation and cell-to-cell invasion are required for stable germline transmission of wolbachia in filarial nematodes. *Biology Open*, 1(6):536–547, apr 2012. URL: <https://doi.org/10.1242/bio.2012737>, [doi:10.1242/bio.2012737](https://doi.org/10.1242/bio.2012737).
- [3] M.J. Marchywka. Adding citation features to shares for e-commerce, news, and other non-academic sites. Technical Report MJM-2019-003, not institutionalized , independent, 306 Charles Cox , Canton GA 30115, October 2019. version 0.00 likely to change significantly.

Acknowledgments

1. Free software including Linux, R, LaTeX etc.
2. Thanks everyone who contributed incidental support.

Appendix A: Statement of Conflicts

No specific funding was used in this effort and there are no relationships with others that could create a financial conflict. I would like to develop these ideas further and have obvious bias towards making them appear successful. I would tend to support free and open software over alternatives.

Appendix B: General caveats and disclaimer

This document was created in the hope it will be useful to someone including myself by providing information about some topic that may include personal experience or a literature review or description of a speculative theory or idea. In no case am I claiming to provide useful advice on any matter but attempting to describe events in terms of literature known to me.

All statements in this document were true to the best of my knowledge at the time they were made. However, information provided by others and observations that can be manipulated by unknown causes may be misleading. Any use of this information should be preceded by validation including replication where feasible. No assurance can exist that obvious conclusions will be useful and may be misleading.

Documents labelled "NOTES" or "not public" contain substantial informal or speculative content that may be terse and poorly edited or even sarcastic or profane. Documents labelled as "public" have generally been edited to be more coherent but probably have not been reviewed or proof read.

Generally non-public documents are labelled as such to avoid confusion and embarrassment and should be read with that understanding.

Appendix C: About the Author

The author of this report ,Mike Marchywka, has a background in electrical engineering and has done extensive research using free online literature sources.

Appendix D: Symbols, Abbreviations and Colloquialisms

TERM definition and meaning

Appendix E: Citing this as a tech report or white paper

Note: This is mostly manually entered and not assured to be error free.
This is tech report MJM-2019-003.

Version	Date	Comments
0.01	2019-10-08	Create from empty.tex template
-	October 10, 2019	version 0.00 MJM-2019-003
1.0	20xx-xx-xx	First revision for distribution

```
@TECHREPORT{mmarchywka-MJM-2019-003,
AUTHOR = {M.J. Marchywka},
TITLE = { Adding Citation Features to Shares for e-Commerce, News, and other Non-academic Sites},
NUMBER = {MJM-2019-003},
VERSION = { 0.00 },
INSTITUTION = { not institutionalized , independent},
ADDRESS = {306 Charles Cox , Canton GA 30115},
NOTE = {Version 0.00 , may change significantly if less than 1.00 },
DATE = {October 10, 2019},
DAY = {08},
MONTH = {10},
YEAR = {2019},
```

```

AUTHOR1EMAIL = {marchywka@hotmail.com},
AUTHOR1ID = {orcid.org/0000-0001-9237-455X},
PAGES = { 8 },
CONTACT = {marchywka@hotmail.com},
FILENAME = {allbib}
}

```

Supporting files. Note that some dates,sizes, and md5's will change as this is rebuilt.

This really needs to include the data analysis code but right now it is auto generated picking up things from prior build in many cases

```

4106 Oct 10 08:30 ./allbib.aux 81819ee50f7f8ba3f1f9563dc0c6ea29
1117 Oct 10 08:30 ./allbib.bbl 86f72f6ac8f9a89b4e8b1843f6e64eba

1472 Oct 10 08:30 ./allbib.bib ece12da775566b027bb666c39eae3860
1269 Oct 10 08:30 allbib.blg a10d8920f6f5c79220752fba15424e2c
255 Oct 10 08:30 ./allbib.bundle_checksums 343981824ca02fe482cc3c4466b8b264
2 Oct 10 08:30 ./allbib.last_page c30f7472766d25af1dc80b3ffc9a58c7
59275 Oct 10 08:30 allbib.log 5720e2fc2da5e98ad68e618daef35765
1551 Oct 10 08:30 ./allbib.out 899d4c0fed2df5bd9beb5856bdbb92ed
18662 Oct 10 08:30 ./allbib.tex c201b8e99323449b82ede2128e799eec
2000 Oct 10 08:30 ./allbib.toc 4ab7aa19c48951f1db41d71e1a3ca1bc

2459 Oct 10 08:30 ./comment.cut 1adf3ba5d5dfb7a1a98156163bb132bc
10526 Oct 10 08:18 /home/documents/latex/bib/mjm_tr.bib ebb302b94833492c3fccd09a7a3155a6
7331 Jan 24 2019 /home/documents/latex/pkg/fltpage.sty 73b3a2493ca297ef0d59d6c1b921684b
7434 Oct 21 1999 /home/documents/latex/pkg/lgrind.sty ea74beead1aa2b711ec2669ba60562c3
7162 Nov 13 2015 /home/documents/latex/pkg/mol2chemfig.sty f5a8b1719cee30a4df0739275ac75f8a
829 Oct 10 08:16 /home/documents/latex/share/includes/bibtex.txt 303ad23a3c48fe1837fd23f74f1afe7b
777 Sep 2 11:50 /home/documents/latex/share/includes/disclaimer-informal.tex 7462749562
    b13683a98845571e46f579
424 Sep 2 11:51 /home/documents/latex/share/includes/disclaimer-status.tex f374e3907a4aac2ddee51e7269823223
770 Mar 2 2019 /home/documents/latex/share/includes/mycommands.tex 41059fcc4d31182c634b63a4a37694e0
2511 Sep 15 14:48 /home/documents/latex/share/includes/myskeletonpackages.tex 34
    c92cffe59b576fa81392c5852b083e
1074 Oct 8 16:15 non_pmc_allbib.bib 929550dca57913b396ee0027c64b6cf6

```