1. Available feature norms and their format
2. Pointers about how to collect the data
   1. instructions, generation, verification, importance
3. Typical operations performed on features
   1. stemming, spelling, normalization
      1. exceptions dictionary
      2. bing spell checker service
   2. Weighting
   3. feature type ontologies
   4. identify cut off for idiosyncratic features (should it be necessary?)
4. Specification of how this is automated (package description)
   1. tests to see if things work: e.g. manual spell checks vs automated ones
5. Evaluation of the approach
   1. internal (quality, size, consistency) - ?
      1. feature size number of features work
      2. classifier for ontology, compare results to previous work
   2. externally (categorization, similarity) – MEN dataset, Lapata categorization task
6. Challenges and opportunities