What color is your Paratext?

Geoffrey Bilder

What Color Is Your Paratext?

Trust Metrics
Librarians In the Digital Age

Geoffrey Bilder
Director of Strategic Initiatives

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Some definitions...

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Paratext

- Paratext is a concept related to published literary works that provides a framework for the written text;
  The work of the author is the text bound within that frame
- Paratext includes elements typically added during the distribution process by editors, printers, and publishers;
  It provides a reference for the authorial text;
  Paratext is most often associated with books as they include a cover, dedication, title, and opening information;
  Paratextual materials are usually included with the author's consent because they shape how the written text is interpreted

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http://en.wikipedia.org/wiki/Paratext

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Trust

- ...Belief in the veracity, good faith, and honesty of another party, with respect to a transaction that involves some risk

Q: What is the "risk?"

A: Wasted time and effort;
Reputation, Possibly much more...

4

Phil Wendly, *"Digital Identity"*, ISBN 978-0-596-00878-9

What's this got to do with us?

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Trust: the publisher problem

- Value proposition being questioned:
  - Distribution
  - Sales/Marketing
  - Editorial/Production
- Accused of profiteering
- Content comparatively hidden
- Brand increasingly hidden
- Deprecation of intermediaries ("gatekeepers")

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Trust: the librarian problem

- Value proposition being questioned:
- Ownership *vs.* Access
  - Organization, categorization
  - Curation, preservation
  - Awareness, outreach
- Content comparatively hidden
- Brand increasingly hidden
- Deprecation of intermediaries (“gatekeepers”)

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Synecdoche

- Synecdoche |si’nekdəkē|
  - Noun
  - A figure of speech in which a part is made to represent the whole or *vice versa*, as in *“Cleveland won by six runs”* (meaning Cleveland's baseball team)

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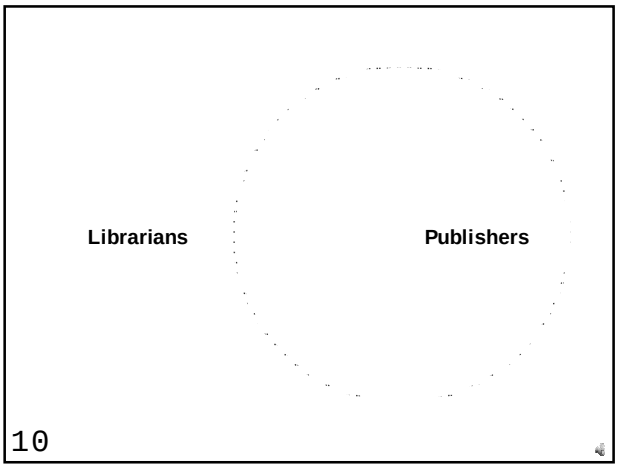

Pubrarians
Liblishers

John Unsworth, SSP 2005

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http://www3.isrl.illinois.edu/~unsworth/SSP.2005.swf

Scholarly communication

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Internet trust problem

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“Internet trust anti-pattern”

- System is started by self-selecting core of high-trust technologists (or specialists of some sort)
- System is touted as authority-less, non-hierarchical, *etc.*- but this is not true (see A)
- The unwashed masses start using the system
- The system nearly breaks under the strain of untrustworthy users
- Regulatory systems are put into place in order to restore order; Sometimes they are automated, sometimes not
- System is again touted as authority-less, non-hierarchical, *etc.* but this is not true (see E)

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Email, IRC, USENET, *etc.*

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Trust: the internet user problem

- Subjected to:
  - Spam
  - Viruses/Trojans
  - Phishing
  - Urban myths
  - Dodgy content
- And they don't realize that they have a general trust problem!

Yet

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Publisher: Icon Books
ISBN: 184046531X

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Local	**Global**
• Through personal acquaintance • Sometimes transitive	• Extends trust through proxy • Proxy transitively extends trust to "strangers"
Doesn't scale	**Increases systemic risk**

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Horizontal	Vertical
• Amongst equals • Little possibility of coercion	• Within hierarchy (possibly through deference) • Coercion can be used to enforce behavior
Not enforceable	**Subject to abuse**

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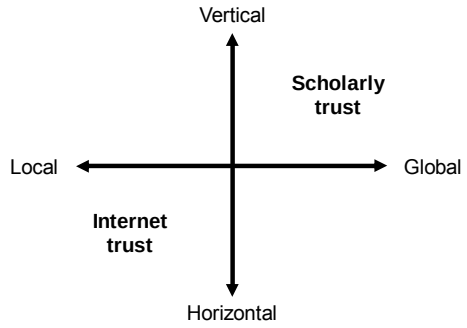
Internet trust / Scholarly trust



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The researcher problem

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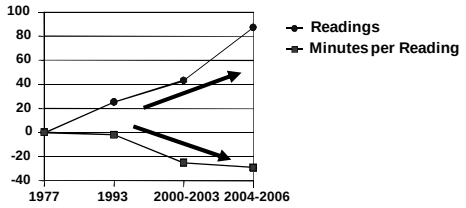
Average number of article readings per year and average minutes per reading by university faculty in the US
(percent change)



22 Carol Tenopir

THE UNIVERSITY of TENNESSEE School of Information Sciences

- 64 million tweets per day; 2.7 million tweets per hour; 44,481 tweets per minute; 741 tweets per second

Researche hor”

r”

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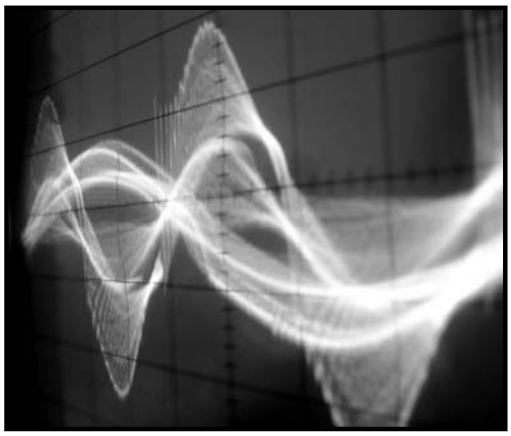
http://royal.pingdom.com/2010/06/08/twitter-now-2-billion-tweets-per-month/



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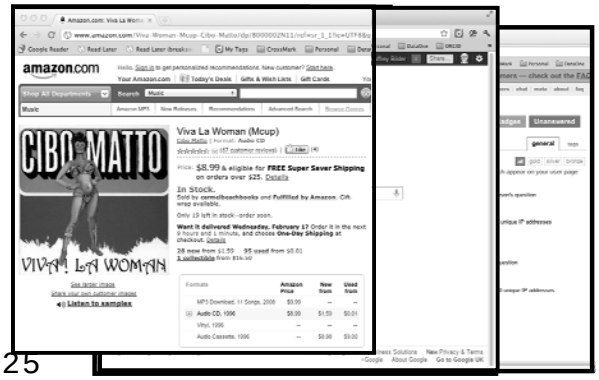
How have we successfully dealt with trust on the internet?



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Gaming the system

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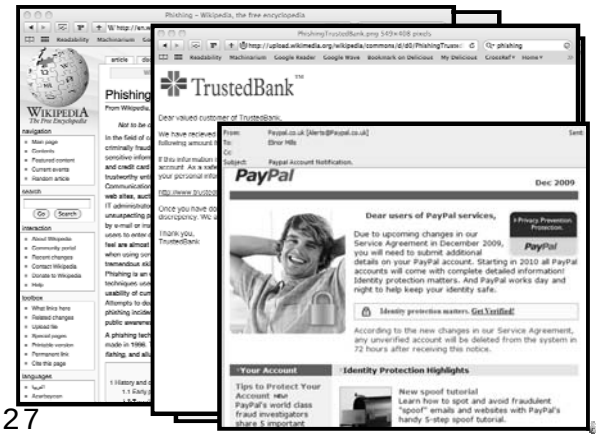

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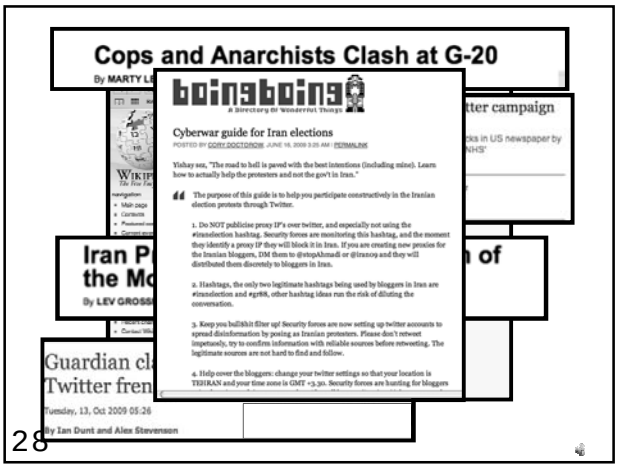

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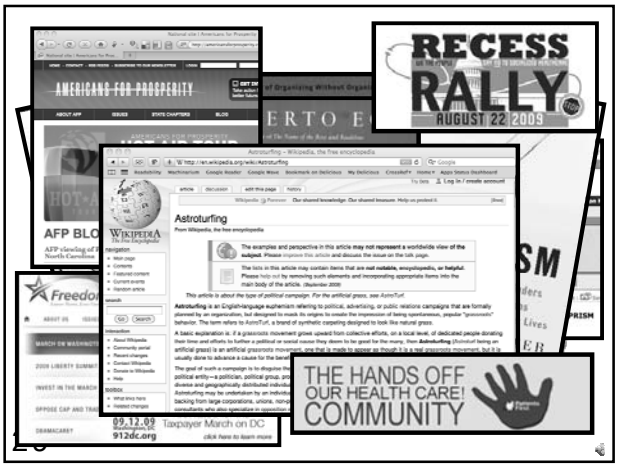

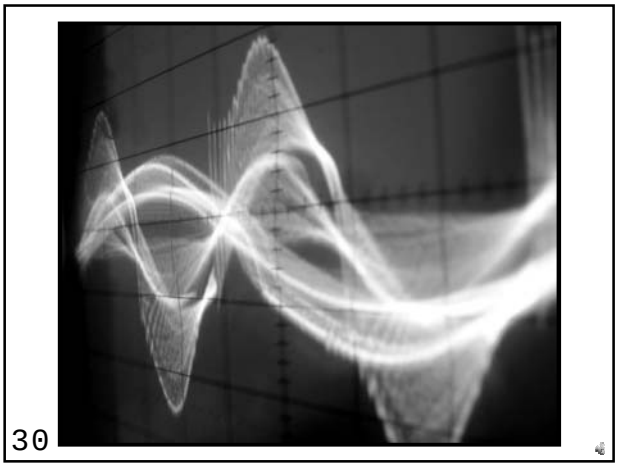

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So what can we learn from the past?

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Heuristic

- We proto-librarians are informed with much fanfare in library school that librarians have a better sense for "source authority and quality" than the average joe, and that the information sources we choose are therefore better than those the average joe chooses when left alone to choose sources
- One would think that a profession that makes sweeping claims like this would spend a *lot* more time than it does teaching students how to evaluate sources;
  Leaving that Achilles heel aside, however…

Dorothea Salo
New Oxford American Dictionary
http://cavlec.yarinareth.net/

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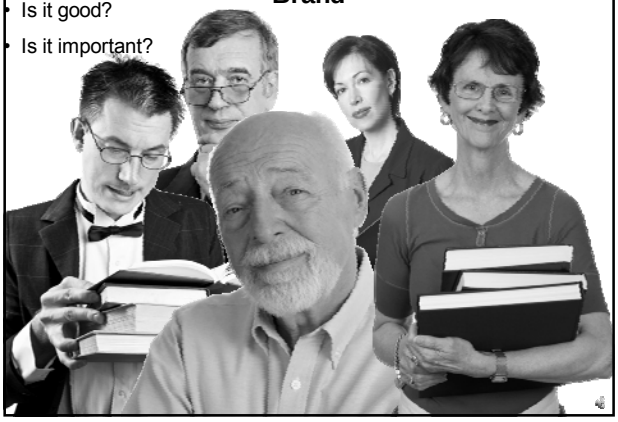
- Is it relevant?
- Is it good?
- Is it important?

Brand



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Brand (2)

- Is it relevant?
- Is it good?
- Is it important?

- "Book gallery: half-price books"
- "Books-a-million"
- "Bargain books"

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Brand

- Is it relevant?
- Is it good?
- Is it important?

*What is it? *Where can I get it? *What refers to it? *What does it refer to?	*What has been done to it? *Who provides stewardship of it?	*Who do we credit it to? *What are their credentials?

Provenance infrastructure

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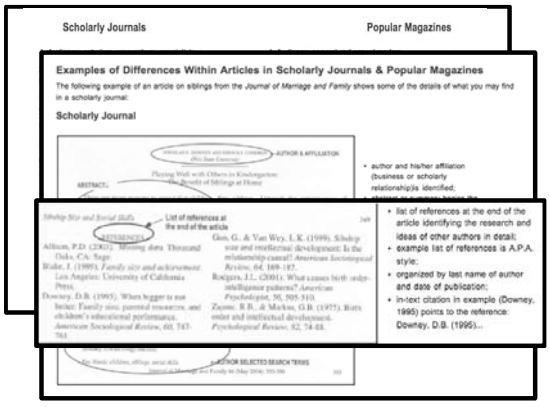

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http://www.laspositascollege.edu/library/magazines_journals.php

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Let's play a game...

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Paucity of heuristics

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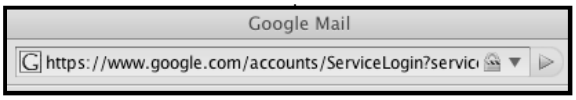
https
.gov



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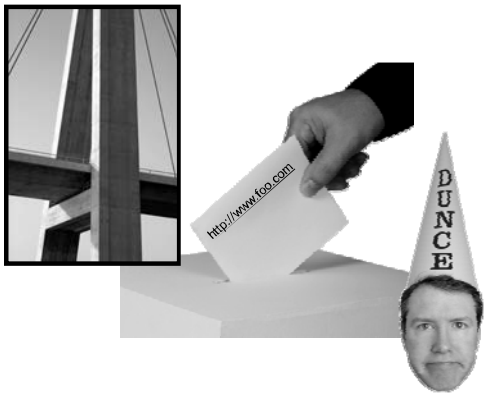

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What can we do?

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We want to know (the rise of meta-brands)

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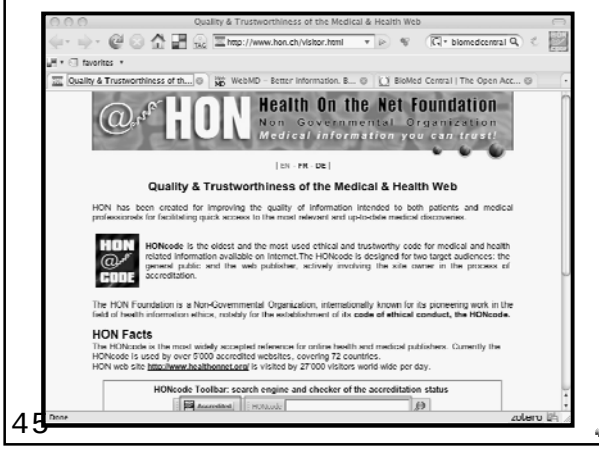

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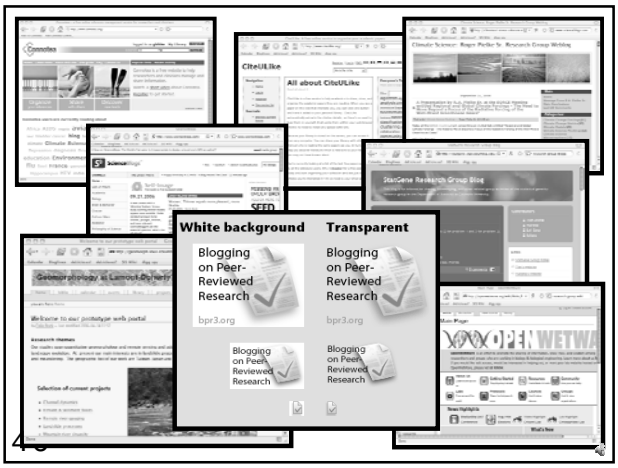

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- *"How can we determine whether we can trust the material emanating from a site?*
  The Web was originally conceived as a tool for researchers who trusted one another implicitly;
  Strong models of security were not built in;
  We have been living with the consequences ever since;
  As a result, substantial research should be devoted to engineering layers of trust and provenance into Web interactions..."

Nigel Shadbolt & Tim Berners-Lee,
Web Science: Studying the Internet to Protect Our Future *Scientific American* 2008

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Warning sounded on web's future

By Pallab Ghosh
Science correspondent, BBC News

- Sir Tim told BBC News that there needed to be new systems that would give websites a label for trustworthiness once they had been proved reliable sources…
  So I'd be interested in different organizations labeling websites in different ways

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The early modern internet

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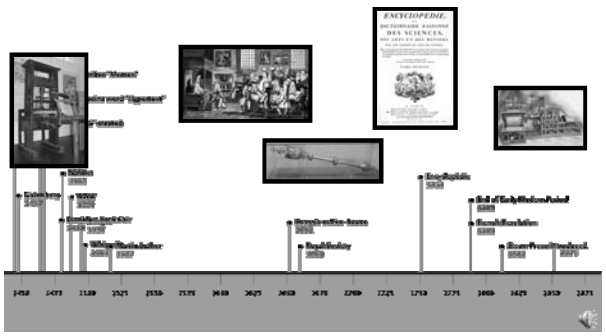

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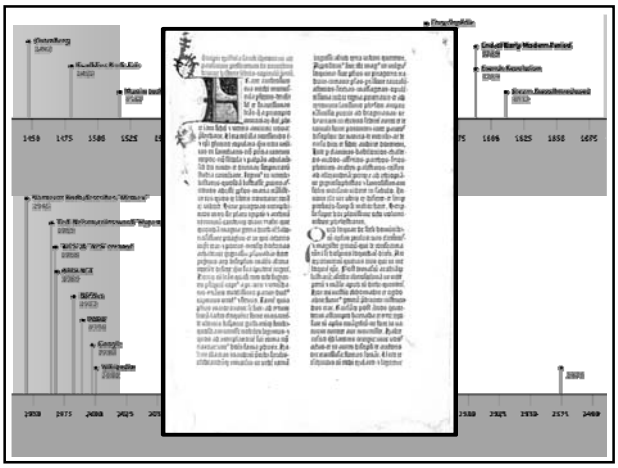

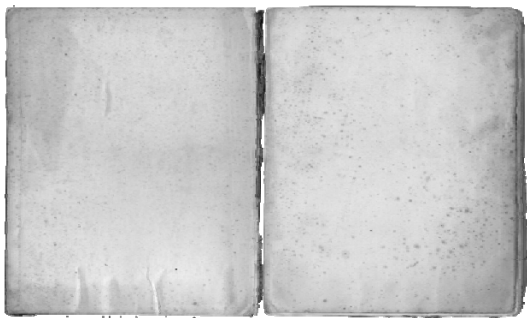

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Thank You

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