

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'nekdekə]
- 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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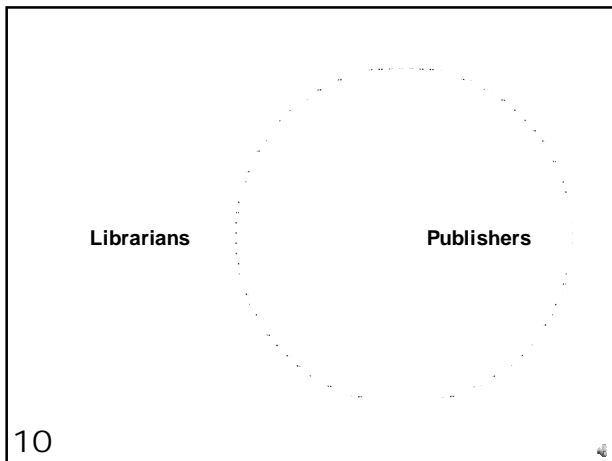


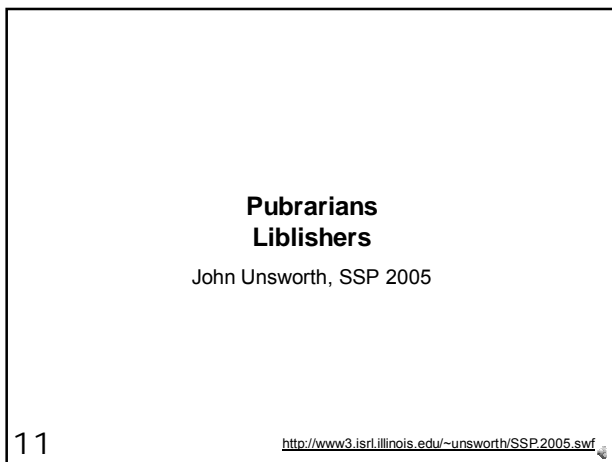


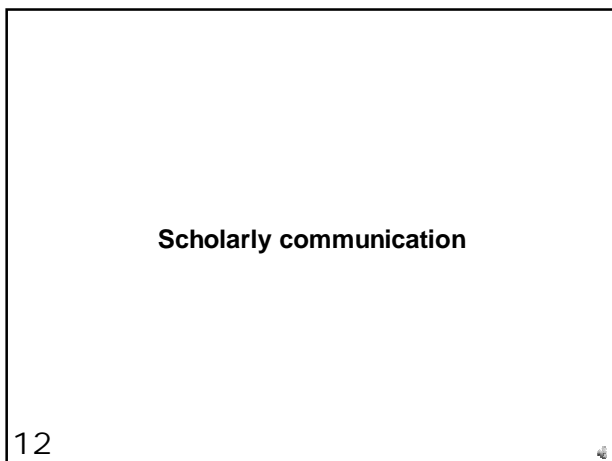
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Internet trust problem

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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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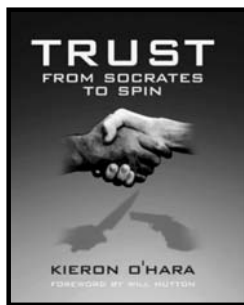
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Trust: the internet user problem

- 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

- Through personal acquaintance
- Sometimes transitive

Doesn't scale

Global

- Extends trust through proxy
- Proxy transitively extends trust to "strangers"

Increases systemic risk

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<u>Horizontal</u>	<u>Vertical</u>
<ul style="list-style-type: none">• Amongst equals• Little possibility of coercion	<ul style="list-style-type: none">• 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

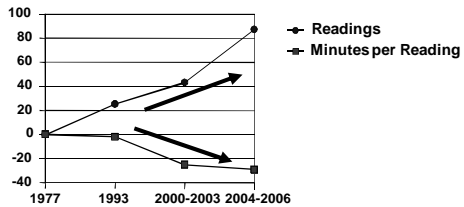
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The researcher problem

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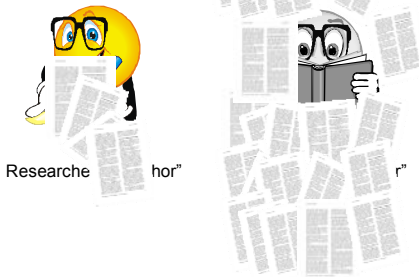
Average number of article readings per year and average minutes per reading by university faculty in the US (percent change)



22 © Tenopir

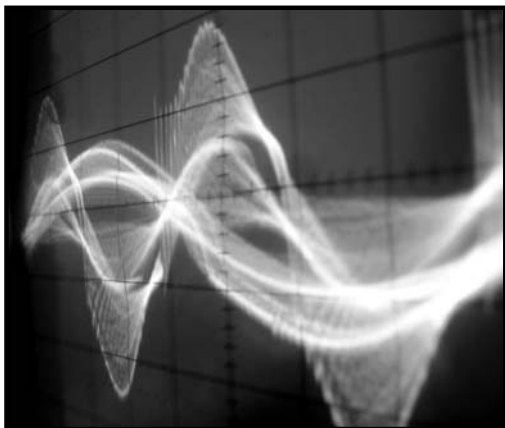


- 64 million tweets per day; 2.7 million tweets per hour; 44,481 tweets per minute; 741 tweets per second



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



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Cops and Anarchists Clash at G-20
By MARTY LI

boingboing
A Directory of Wasteful Things

Cyberwar guide for Iran elections
POSTED BY GUYLOZGOLDSTEIN JUNE 18, 2009 2:01 AM (GMT-5)

Yuhay see, "The road to hell is paved with the best intentions (including mine). Learn how to actually help the protesters and not the gov't in Iran."

“The purpose of this guide is to help you participate constructively in the Iranian election protests through Twitter.”

1. Do NOT publicize proxy IP's over twitter, and especially not using the misdirection hack. Security forces are monitoring this hacking, and the moment they identify a proxy IP they will block it in Iran. If you are creating new proxies for the Iranian Bloggers, DM them to @stopahmad1 or @iran09 and they will distribute them directly to bloggers in Iran.
2. Hashtags, the only two legitimate hashtags being used by bloggers in Iran are #iran09 and #g20. Other hashtag ideas run the risk of diluting the conversation.
3. Keep you bulklist filter up! Security forces are now setting up twitter accounts to spread disinformation by posing as Iranian protesters. Please don't retweet anything, try to verify the information with reliable sources before retweeting. The legitimate sources are not hard to find and follow.
4. Help cover the bloggers: change your twitter settings so that your location is TEHRAN and your time zone is GMT +3.30. Security forces are hunting for bloggers

Iran Protest the Media
By LEV GROSS

Guardian closes Twitter friend
Tuesday, 13. Oct 2009 05:26
By Ian Dunt and Alex Stevenson

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AMERICANS FOR PROSPERITY

RECESS RALLY
AUGUST 22, 2009

ERTOE

AFP BLOG

WIKIPEDIA

Astroturfing
From Wikipedia, the free encyclopedia

The explicit and perspective in this article may not represent a worldwide view of the subject. Please remove this message and discuss the issue on the talk page.

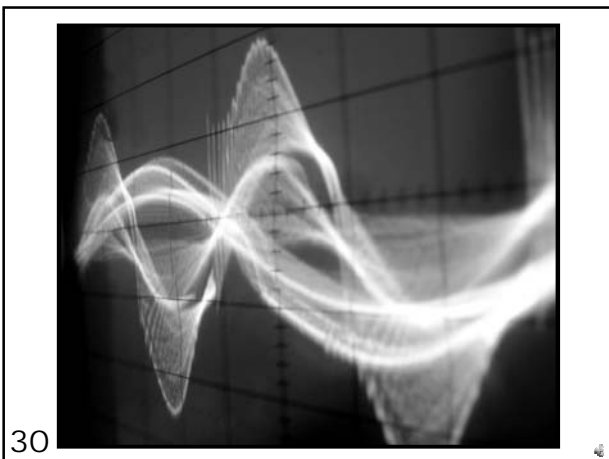
The text in this article may contain items that are not reliable, unencyclopedic, or factual. Please help by removing such elements and restoring appropriate form to the main body of the article. (March 2008)

This article is about the type of political campaign. For the artificial grass, see AstroTurf.

SM

THE HANDS OFF OUR HEALTH CARE! COMMUNITY

09.11.09 Taxpayer March on DC
912dc.org



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So what can we learn from the past?

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Heuristic

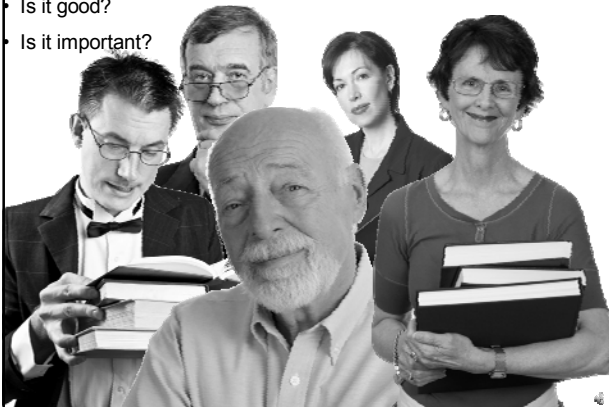
- We proto-librarians are informed with much fanfare in library school that librarians have a better sense for “source authority and quality” than the average joe, and that the information sources we choose are therefore better than those the average joe chooses when left alone to choose sources
- One 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...

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Dorothea Salo
New Oxford American Dictionary
<http://cavlec.yarfnareth.net/>

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

Brand



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Brand (2)

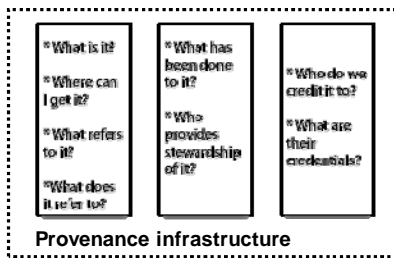
- Is it relevant?
- Is it good?
- Is it important?
- “Book gallery: half-price books”
- “Books-a-million”
- “Bargain books”



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Brand

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



Provenance infrastructure

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Scholarly Journals Popular Magazines

Examples of Differences Within Articles in Scholarly Journals & Popular Magazines
The following example of an article on siblings from the *Journal of Marriage and Family* shows some of the details of what you may find in a scholarly journal:

Scholarly Journal

Playing Well with Others as Kindergarten: The Quality of Siblings at Home

Author and Affiliation: Gao, G. & Van Woy, L. K. (1995). *Scholarly journal*

Abstract: [Text]

Keywords: [Text]

List of references at the end of the article:

Alison, P.D. (2002). *Popular magazine*

Bohn, J. (1995). *Family size and achievement*. Los Angeles: University of California Press.

Downey, D.B. (1995). *When bigger is not better: Family size, parental resources, and children's educational performance*. *American Sociological Review*, 60, 743-762.

Gao, G. & Van Woy, L. K. (1995). *Siblings and academic development: Is the relationship causal?* *American Sociological Review*, 60, 108-127.

Ruckman, J.L. (2001). *What causes high- and low-achieving students?* *American Psychologist*, 56, 900-910.

Zeman, R.B. & Markes, G.B. (1975). *Birth order and intellectual development*. *Psychological Review*, 82, 73-82.

Author and higher affiliation (business or scholarly relationships) identified.

List of references at the end of the article identifying the research and ideas of other authors in detail.

Example list of references in A.P.A. style:

organized by last name of author and date of publication.

In-text citation in example (Downey, 1995) points to the reference: Downey, D.B. (1995)...

SEARCH RELATED SEARCH TERMS

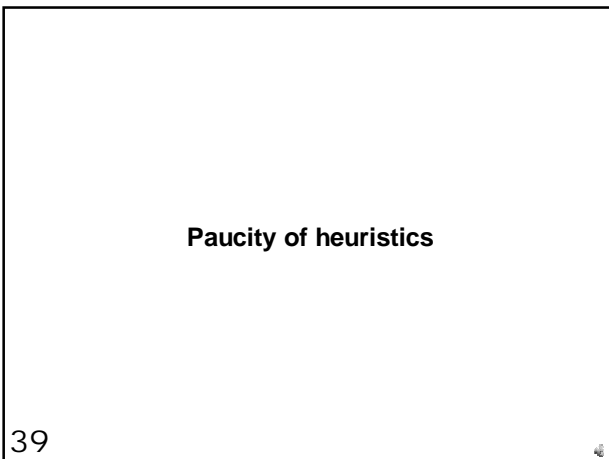
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http://www.laspositascollege.edu/library/magazines_journals.php

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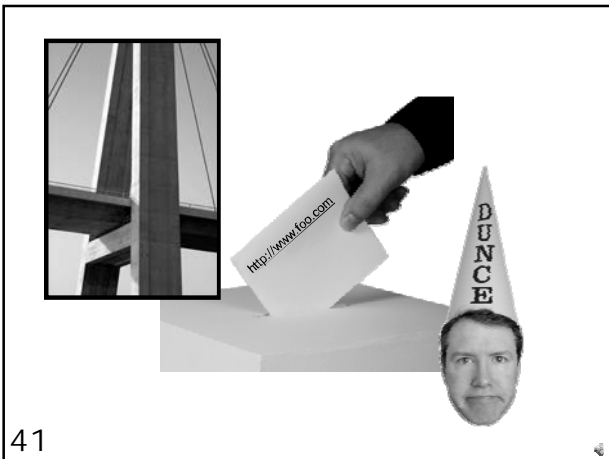




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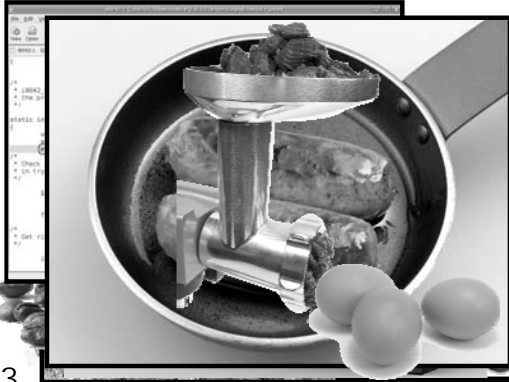


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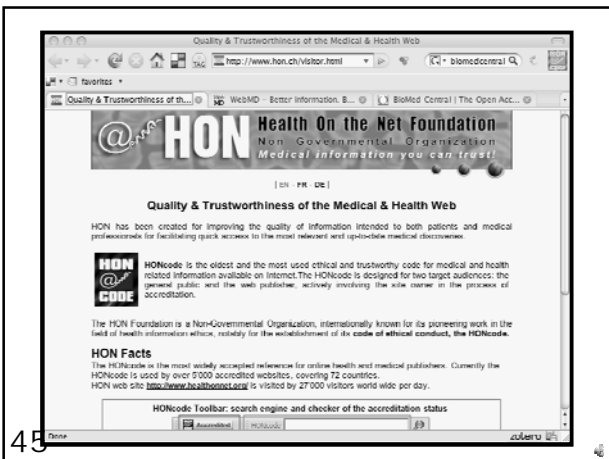
We want to know (the rise of meta-brands)



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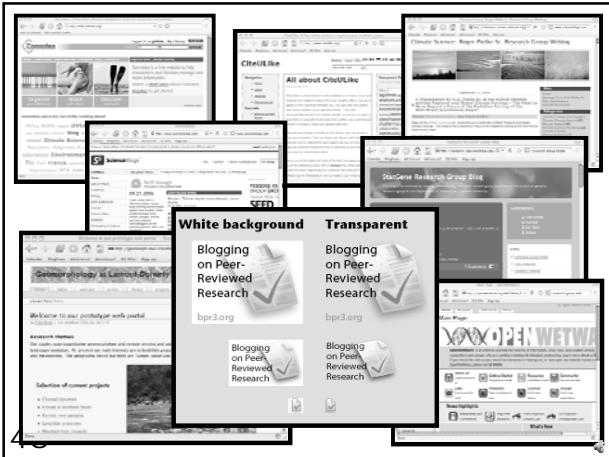


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• *“How can we determine whether we can trust the material emanating from a site?
The Web was originally conceived as a tool for researchers who trusted one another implicitly;
Strong models of security were not built in;
We have been living with the 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

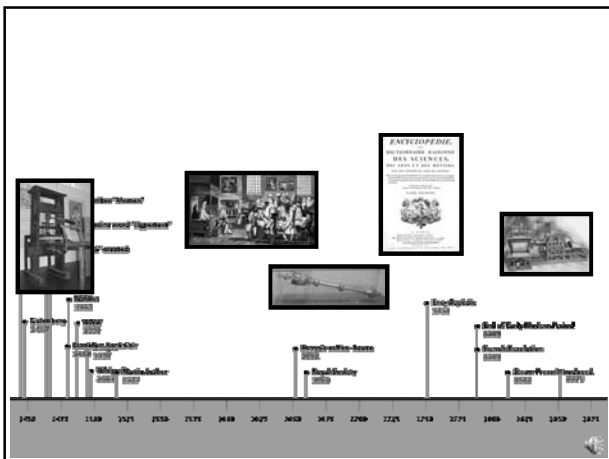
By Pallab Ghosh
Science correspondent, BBC News

- 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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