Demystifying Digital Scholarship

Web publishing and platforms

Dale Askey, Administrative Director
Lewis & Ruth Sherman Centre for Digital Scholarship
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2 notions

We really do hear these a lot!

We need a Website!

We need a server!

The reality

We need to publish some sort of information on the Web!

Stating the obvious

Information that is not expressed on the Web or via apps is increasingly invisible

To be "real," a project, idea, topic, paper--pretty much anything-- must find some form of Web expression

Nearly every grant application or project proposal concludes with a KM section that more or less says "we'll put this on the Web"

More basic points

There is no such thing as a Website

The tool you need has in most cases already been created

You almost certainly do not need/want a server in your life

Internet services are commodities and (mostly) cheap

Content Management Systems

Content Management Systems

Database-backed, themed Websites

Open source and proprietary

Design and functionality are separate

CMS = heavy lifting done by others

Examples:

- Wordpress themes & plugins
- Drupal modules

Community contributions

CMS = easy content creation & editing

POST

🔗 **Thoughts on ...**

| Visual | HTML |

🖼️ | Paragraph ⌄ | **B** | *I* | ☰ | ☰ | 🔗 | ❝ | ☰ | ☰ | ☰ | ▦ | •••

Lorem ipsum dolor sit amet, lorem verear pro eu, vel cetero animal ea. Nam solum luptatum no, sed ut sale habeo liber. Nec ut primis mediocritatem, ad sea iudico euripidis reformidans. Vim eirmod accusam patrioque in, nihil integre in pri. Cu eos tantas doctus efficiantur. Vim no alii dicant labores, erant inermis per eu.

Hosting

Where?

- Your own machine (bad)
- Campus partner (better, but ...)
- Commercial (good, with a few caveats)

Suggestion: before looking for a host, decide what your pain points will be

Hosting: Campus vs. Commercial

Campus pros

- Close
- May be door to a relationship

Commercial pros

- Cheap
- Flexible
- Cheap
- Graphical
- Cheap
- Management tools

Cheap, really cheap

We have plans for every type of website

🍊 tiny plan

$2⁹²
per month

500 MB of Storage

5 GB of Bandwidth

1 Domain

24/7 Email + LiveChat Support

BUY NOW!

🍊 Medium

$10
per month

15 GB of Storage

150 GB of Bandwidth

Unlimited Domains

24/7 Email + LiveChat Support

BUY NOW!

🍊 Large

$20
per month

30 GB of Storage

500 GB of Bandwidth

Unlimited Domains

24/7 Email + LiveChat Support

BUY NOW!

Get 2 months free and a .com domain when you purchase 12 months or greater on small, medium, and large plans.

Graphical management tools

typology

What kind of Website do you really need?

An attempted typology

- Promotional / informational
- Archival / curatorial
- Surveying / data gathering
- Interactive
- Multimedia
- Publishing

Match type to platform

Promotional / informational

*

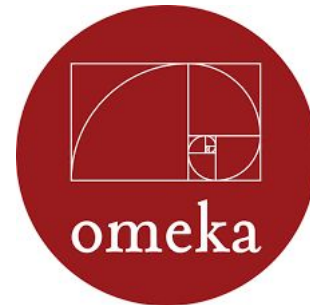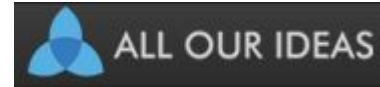*commercially hosted

Match type to platform

Archival / curatorial

Match type to platform

Surveying /
data gathering

Match type to platform

Interactive

Match type to platform

Multimedia

Match type to platform

Publishing

Commercial is fine, but control your data.

Case study: Mendeley

Elsevier has two reasons to buy Mendeley. One is to squash it—to destroy or coöpt an open-science icon that threatens its business model. Many critics fear that's the case. The other reason is to possess the aggregated data that Mendeley's users generate with all of their searching and sharing. … No one has that kind of data at the scale of Mendeley. Mendeley had been selling access to segments of that data to publishers and other institutions, including Elsevier, as part of its business model. Now Elsevier owns all of that data.

- David Dobbs. "*When the Rebel Alliance Sells Out.*" The New Yorker, April 12, 2013

Case study: ColWiz

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- ColWiz Terms of Service, section 11, User Generated Content

Case study: Figshare

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- Figshare Terms and conditions

Case study: Academia.edu

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Scott Johnson
@thememorious

Follow

Hey @academia, is this for real? Or have you been hacked? Here's hoping for the latter.

Certification Value
Today at 6:29 PM

Hi Dr. Johnson,
   My name is Adnan, I'm the Product Director here at Academia. I noticed you had received a few recommendations on your papers. Would you be open to paying a small fee to submit any upcoming papers to our board of editors to be considered for recommendation? You'd only be charged if your paper was recommended. If it does

What do you use? What do they stipulate?

A few final considerations

Running your own server

Security

Linked data and search engine optimization

Ending projects and archiving Web artifacts

Running your own server

Physical security

System security

Evergreening and continuity

What value does this add?

Security

Appropriate levels of access

Strong passwords

Two-factor authentication

Encryption - three stages: pre, transit, post

Linked data & SEO

SEO ≠ gaming search results for profit

Make sites machine readable: "things not strings"

Wikipedia & Google show the way ([example](#))

Open source tools lead the way

Ending projects & archiving

When do you take down a Website or Web project?

What do you do with it? (IA is a rough archive)

To archive or not to archive? What to archive?

Future Demystifying seminars - Fridays

Data Wrangling - February 12

Programming - February 26

Project Ideation - March 11

Knowledge Mobilization - April 1