Demystifying Digital Scholarship

Web publishing and platforms

Dale Askey, Administrative Director
Lewis & Ruth Sherman Centre for Digital Scholarship
January 29, 2016
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
Thoughts on ...

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

<table>
<thead>
<tr>
<th>Campus pros</th>
<th>Commercial pros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Close</td>
<td>Cheap</td>
</tr>
<tr>
<td>May be door to a relationship</td>
<td>Flexible</td>
</tr>
<tr>
<td></td>
<td>Cheap</td>
</tr>
<tr>
<td></td>
<td>Graphical</td>
</tr>
<tr>
<td></td>
<td>Cheap</td>
</tr>
<tr>
<td></td>
<td>Management tools</td>
</tr>
</tbody>
</table>
Cheap, really cheap

We have plans for every type of website

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Storage</th>
<th>Bandwidth</th>
<th>Domains</th>
<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tiny Plan</td>
<td>$2.92</td>
<td>500 MB</td>
<td>5 GB</td>
<td>1 Domain</td>
<td>24/7 Email + LiveChat Support</td>
</tr>
<tr>
<td>Medium</td>
<td>$10</td>
<td>15 GB</td>
<td>150 GB</td>
<td>Unlimited</td>
<td>24/7 Email + LiveChat Support</td>
</tr>
<tr>
<td>Large</td>
<td>$20</td>
<td>30 GB</td>
<td>500 GB</td>
<td>Unlimited</td>
<td>24/7 Email + LiveChat Support</td>
</tr>
</tbody>
</table>

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

We will not use your submitted content in any way that you do not tell us to.

- ColWiz Terms of Service, section 11, User Generated Content
Case study: Figshare

Company does not guarantee that any Content or User Submissions (as defined below) will be made available or will be continuously available on or through the Service. Company has no obligation to monitor the Site, Service, or Content. However, Company reserves the right to (i) remove, edit or modify any Content in its sole discretion, including without limitation any User Submissions, from the Service at any time, without notice to you and for any reason ...

If You have chosen to make Your Information Publicly Available, You understand that Company may share User Submissions with third parties in connection with your use of the Service, and that Company cannot and does not control any such third parties.

- Figshare Terms and conditions
Case study: Academia.edu

By making any Member Content available through the Site or Services, you hereby grant to Academia.edu a worldwide, non-exclusive, transferable, sublicenseable, perpetual, royalty-free license to reproduce, modify for formatting purposes, prepare derivative works based upon, publicly display, publicly perform, distribute, and otherwise use your Member Content in connection with operating and providing the Services and Content to you and to other Members.

- Academia.edu Terms of Use, License granted by Member
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 get recommended, the editor would still need to review your paper, so you'd still get a fair assessment.

Thank you for your time. I look forward to hearing from you.

Adnan
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