The 7 Digital Arts

Approaching Electronic Publishing

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ACLS History E-Book Project
&
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http://www.getty.edu/art/gettyguide/artObjectDetails?artobj=1574

Fol. 24r: The 7-Headed Beast Arrives and Is Adored
The Trivium & Quadrivium

The Trivium
1. Geometry: Build Structures — Avoid Rubble
2. Logic / Dialectic: The Social Contract of Scholarly Communication
3. Arithmetic: Corporate Use or Fair Use? The Equation Is Ours

The Quadrivium
4. Astronomy: Reject the Digital Millennium
5. Rhetoric: The Age of Print Is Over
6. Music: Learn from iTunes
7. Grammar: Fix Metaphors — Shift Paradigms
The Trivium

Fol. 3r: Vision of Candles
Geometry

BUILD STRUCTURES — AVOID RUBBLE

- Georges Bataille (*Theory of Religion*): “Thought is like a brick cemented into a wall… The new brick, which is the book, cannot be an element, but must be the ensemble in which it is inserted… [the whole assemblage and edifice of scholarly communication…] not just a pile of scraps… In looking back on oneself the being who thinks he sees a free brick… doesn’t see the waste ground and the heaps of detritus to which a sensitive vanity consigns his brick.”
- Build with common standards, tools, and interoperable modules
- Don’t build discrete websites: vanity works or digital antiquarianism
- Build alliances.
Logic / Dialectic

PUBLISHING IS A SOCIAL CONTRACT

• Involves author, publisher and audience

• Contract has been broken in the print world

• Authors/scholars removing themselves from the contract

• In the digital world, author must be reinserted and must accept responsibility to publisher & audience

Fol. 27r: The Angel with the Eternal Covenant
**Arithmetic**

**CORPORATE USE OR FAIR USE?**

**THE EQUATION IS OURS**

- Terms of the debate set by corporate America?
- Fair Use: Use it or loose it.
- “Creative” vs. “Quantitative” Fair Use (S. Thatcher, *AAUP News*)
- “Google” is not a force for the good.
- Balance the equation by asserting Fair Use in practice.
- *Don’t* submit to the beast.
- ACLS fair-use policy statement: http://www.historyebook.org/copyrts.html

Fol. 25v: People adore the Beast (Contrarians are punished)
The Quadrivium

Fol. 3r: Vision of Candles
REJECT THE DIGITAL MILLENNIUM

• St. Augustine: “Put down your digital calculations, and stop trying to predict the millennium.” City of God 18.53
• “Omnium vero de hac re calculantium digitos resoluit et quiescere iubet ille…”
• Vincent Mosco, The Digital Sublime: Myth, Power and Cyberspace
• Do not expect the digital millennium
• Do not believe its false prophets
• Digitization will not bring salvation

Augustine of Hippo Refuting Heretics
Rhetoric

THE AGE OF PRINT IS OVER

- five exabytes of new information/year
- = Library of Congress (17 million vols.) x 37,000
- Growing 30% a year (since 2003)
- one-tenth of one percent (00.01%) is print
- book has been electronic since 1985
- everything we produce is produced electronically

Albrecht Dürer, St. John Eating the Book. Apocalypse of 1498.
Source: Dover Books.
LEARN FROM iTUNES

• Clayton Christiansen, *The Innovator’s Dilemma*
• Sustainable vs. disruptive technologies
• (“technology” ≈ Bourdieu’s *habitus*)
• Small-scale workgroups
• + off-the-shelf technology
• + Standardization of interface
• + Use of “Standards” to start
• + Aggregation
• + Accessible pricing
• = Innovation AND Sustainability
Grammar

FIX METAPHORS — SHIFT PARADIGMS
- not manuscript vs. print codex
- but block book vs. moveable type
- (2 forms of print)
- Discreet Website vs. E-Book Collection
- (2 forms of e-publishing)

Parse the Book:

Build New Grammar of the Book

HEB White Paper
(http://www.historyebook.org/heb-whitepaper-1.html)

Scholarly Communication is a Grammar:
- replicable & predictable
- citable & self-reflective
- Scalable & sustainable
- mediated (content, production & use)

Conclusions

CONTROL THE BEAST
1. Build Structures and Alliances
2. Reestablish the social contract
3. Fair use: Use it or lose it
4. Reject apocalyptic thinking
5. Discover a New Rhetoric of the Book
6. Innovate through standardization
7. Write a New Grammar of the Book

Fol. 41v: The Beast is Controlled (for a time).