Social Software and Libraries
BarCamp, Tag Cloud, Mashup, and Ruby, oh my!
Learn why you should care about wikis, blogs, folksonomies, and more

- Edward Corrado, TCNJ
- Jim Robertson, NJIT

PALINET Conference: Think Outside the Books – Creating the Customer-Driven Library
Oct 24, 2006 (Harrisburg, PA)
Social Software and Libraries

Abstract:

What is social software? What implications does it have for libraries? Clay Shirky, who is largely credited with creating the term, defines social software as “software that supports group interaction.”

Some examples include instant messaging, RSS, blogs, wikis, folksonomies (tagging), photo sharing, social bookmarking, and more.

The presentation will start with an overview of some of these social software technologies and their applications in libraries. The presenters will discuss current and future implications of social software for librarians and library services.
Social software

  - www.shirky.com/writings/group_enemy.html
- Collaborative
- Leverages “wisdom of the crowds” or “hive mind”
- “People are in fact kind of a killer app” -- Tim O’Reilly
  - www.pcworld.com/news/article/0,aid,114855,00.asp
- Low-barrier to use and adoption
- “Open” (can be expanded, linked, mashed, etc.)
- Foster and support “community”
- Fun, social, entertainment, lifestyle ...
Social software

- a tool (for augmenting human social and collaborative abilities)
- a medium (for facilitating social connection and information interchange)
- an ecology (for enabling a "system of people, practices, values and technologies in a particular local environment")

» http://www.educause.edu/er/erm05/erm0513.asp
Instant messaging and IRC

- IRC: Internet Relay Chat
- Low-barrier
- Interactive
- Can be instantaneous/synchronous (In fact, normally is)
- Local (and/or web-based clients)
- Usually relies on outside entities to host service (Yahoo!, AOL, Freenode, etc.)
- Can be logged
- Possible firewall issues (esp. with IRC)
Instant messaging and IRC
Instant messaging and IRC
Instant messaging and IRC – library implications

- Instant Messaging often used for “Virtual Reference”
- IRC can be used for online meetings and planning. For example, the 2006 Code4lib conference was mostly planned over IRC
- IRC channels can be good place to go to ask for help from colleagues from other institutions (especially useful for lone systems librarians)
- “Under the radar” back-channel communications during conferences
  » en.wikipedia.org/wiki/Backchannel
Instant messaging and IRC – library implications

Figure 2. Number of Chat Entries Over First Six Weeks of Spring 2005 Academic Semester

Figure 2. Backchannel presentation
Collaborative Note Taking

» nvac.pnl.gov/ivitcmd_chi06/papers/sub22.pdf
» http://groups.sims.berkeley.edu/classchat/papers/SaritaYardi_ISLS2006.pdf
Blogs

- Web logs = blogs
- Low-barrier
- Time-oriented ("diary")
- Commentable
- Trackback / pingback features (weaves together the "blogosphere")
- Syndicatable
- Subscribe-able
- Discrete and addressable "chunks" and threads of conversations (allows for "distributed conversation")
- Freeware and commercial
- Locally installed and hosted
- Some more popular "commercial" blog host ads
A tip from Ryan sent me looking at Alcordo, a new identity layer to the web and Microformats that allows anyone to simply claim verifiable ownership over their own pages and content hosted anywhere. The idea is to hash a user's email address [or other identifier] with the name of the site it will be published on, [...]
Blogs – examples

Quick and easy to add content. No need to know HTML.
Blogs – syndication

All these Blogs are syndicated on planet code4lib.
Blogs – library implications

- Librarian to librarian communication
- News / “newletters”
- Feedback
- Community of your users
- Virtual book clubs (“blog this book”)
- Library Web site (Ann Arbor District Library)
- Conference interaction
- Collection development implications
- Preservation implications
Nature blogs

New NM papers (published online February 26th)

Otten et al., Brain activity before an event predicts later recollection
Tangwongs et al., Sustained hippocampal cholinergic regulation in a mouse model of depression and antidepressant action
Williams & Ekandem, Selective enhancement of associative learning by microinjection of the anterior caudate

Hope you like 'em.

Posted by Anneke Markus on February 20, 2003 10:49 AM | Permalink

I found the article by Williams & Ekandem both interesting and intriguing in number of ways. Both the function and the dysfunctions of the basal ganglia are areas of significant interest. A couple of questions and thoughts came to my mind while reading the article:

Based on traditional views of basal ganglia function, one would expect that the putamen should have a prominent role in acquisition of basic sensory-motor associations. The corticostriatal loops through the basal ganglia are considered to be segregated to a large extent, respecting the topological layout of the cortical projections. Frontal regions projecting to caudate and putamen association areas to the putamen. (of course, I should check the anatomical references cited in the paper.) In this study, caudate activity was primarily associated with feedback, while activity of putamen neurons closely tracked the learning curves, suggesting that putamen is a candidate for the locus of the memory for the stimulus-response associations. In the context of what is known about the wiring of basal ganglia circuits, through which pathways) feedback-related activity could likely to have a guiding influence on the putamen.
Nature blogs

How is the Blog indicated in our Serials Solutions A-Z list?

How is the Blog referred to in our federated searching interface or our OpenURL link resolver?

How is the Blog indicated in catalog?

(NJIT is experimenting with putting RSS feeds for tables of contents into its catalog)
Wikis

- Wiki: Hawaiian for quick
- Low-barrier
- Commentable
- Editable
- Versioning capabilities
- Collaborative
- Syndicatable / subscribe-able
- Backlinks – shows which web pages refer to the page you are viewing
- Community “policed” (a type of peer review)

- Con: the John Seigenthaler case (USA Today, Nov 29, 2005)
- Wikipedia vs. Britannica
  » www.nature.com/nature/journal/v438/n7070/full/438900a.html
Wikis – examples
Wikis – examples

This article is being considered for deletion in accordance with Wikipedia’s deletion policy. Please share your thoughts on the matter at this article’s entry on the Articles for deletion page. You are welcome to edit this article, but please do not blank this article or remove this notice while the discussion is in progress. For more information, particularly on merging or moving the article during the discussion, read the Guide to deletion. If you created the article, please don’t take offense. Instead, please join the discussion and consider improving the article so that it meets the Wikipedia inclusion criteria.

How to list a page for deletion (log in)

- Delete as not very important, WP:VPN refers to ( asteroids ) (talk) 19:16, 6 April 2009 (UTC)
- Keep Not very important, WP:VPN refers to ( asteroids ) (talk) 19:16, 6 April 2009 (UTC)

Keep We already convened a panel of Wikipedia editors to discuss the relevancy of Talk:Danah's blog article three weeks ago. And her page survived that. Since then, Boyd appeared on the O'Reilly factor, on Fox News, to talk about the internet. So she's increasingly visible! Again, for the second this spring, keep. --JustinHill 20:11, 10 April 2006 (UTC)

Justin, there wasn’t so much a “convened panel of Wikipedia editors”, as just two or three people talking about the article since March 22 (at least), which is a very different thing from the formal (and much more serious) Deletion Review process that’s going on right now. Please, can you provide any proof about the Fox News appearance, like a link to her name on the Fox News site, or any other major press? CNN, MSNBC, BBC? At the moment, I’m on the fence about her bio, but leaning towards “Delete”, since the way that the bio is currently written, it’s clearly a vanity article (please read the policies at WP:VANITY). The article has been trying to claim that Danah is amazingly famous, but if she’s so famous, then where’s the information on her in major news sites? So far, the only thing that I can see is that this article is just a bunch of empty claims about her fame and status. She’s well known, but no one really understands who she is, and many editors are on the fence about the article. Unless some serious reliable evidence can be provided to cover Danah’s fame, I’m probably going to go along with the “Delete” decision.

Keep Danah is still here, so this seems silly to delete here at Wikipedia. She is a leading authority about all sorts of social and internet topics, and there are many people who want to look up here. -- Mark Hopper 14:39, 11 April 2006 (UTC)

Keep This can hardly count as a vanity page. -- Robby 14:47, 10 April 2006 (UTC)

Keep As the talk page shows, we’ve made some rounds on this and figured that this is an interesting borderline case in terms of notability. I don’t see any evidence that Danah is a notable person and I think it would be best to remove the article. -- Jason (talk) 11 April 2006 (UTC)

Discussion on the “to delete or not to delete” decision

Later: I should be clear: I would hate to see that the fact that someone like myself, a friend and colleague, edited her article would lead to it being deleted. I can commit not to editing it, if that would help. I did some more poking around on Lewis and found at least one other news article from a major paper that is a profile.
Wikis vs. The Blog

- A wiki can be a blog, but a blog does not have to be a wiki (indeed, very few blogs are wikis)

- Wikis promote content over form

- Blogs promote form over content (form is chronological)

- They share a lot, however: trackback, syndication, etc.
Wikis – library implications

Structure of Scientific Information

Scholarly communications:
Author → Publisher → Article

In the future, will scholarly communication happen within wiki spaces?
Wikis – library implications

- Faculty teaching
- Group projects
- Ongoing research

Where is the librarian? Where are the library resources?

- Uses inside the library include: documentation, procedures, answers to repeated reference questions, and more!
Folksonomies (tagging)

- User-supplied “cataloging” and “collection building”
- Folk taxonomy = Folksonomy
- Collection sharing
- Ground-up, not top-down
- More responsive to current trends, terms, jargon, etc.
- Useful patterns emerge as many individual decisions are aggregated.
- Tagging applied to:
  - Bookmarks
  - Photos
  - Book collections
  - etc
Social bookmarking

• Shared internet bookmarks
• Often accessible to anyone (although some bookmarks can be password protected)
• Social bookmarks are often assigned informal user-defined *keywords* or tags (e.g. folksonomies)
• Bookmarker can sometimes comment or provide an abstract of bookmarked site
• “Cloud tags” show popularity of tag terms; “the marketplace” decides which are “adopted” in practice
• Examples: Unalog, del.icio.us, Technorati
Social bookmarking – del.icio.us
Social bookmarking – del.icio.us

<table>
<thead>
<tr>
<th>del.icio.us / james.c.robertson /</th>
</tr>
</thead>
<tbody>
<tr>
<td>your favorites</td>
</tr>
</tbody>
</table>

| url | http://www.online-publishers.org/ |
|-----------------------------------|
| description | Online Publishers Association |
| notes | space separated |
| tags | space separated |

- **recommended tags**
  - research
  - web

- **your tags**
  - articles
  - automation
  - blog
  - blogs
  - ColdFusion
  - converter
  - copyright
  - CreativeCommons
  - EZProxy
  - factsheet
  - higher+education
  - OCLC
  - open+access
  - research
  - services
  - web
  - web2.0

- **popular tags**
  - media
  - publishing
  - research
  - marketing
  - internet
  - web
  - content

- **suggestions**
  - publishing

- **save**
Social bookmarking – del.icio.us
Social bookmarking – examples
Social bookmarking
PennTags in the OPAC!
Social bookmarking – Nature’s Connotea

- Cataloging vs. tagging
- Searching vs. discovery
Photo sharing

- Community tagging of image collections for rapidly building metadata
- Community tagging of image collections using community-driven terms
- Local history and archives – community identification of people, places, events, etc.
- Local history and archives – building a community that evolves into action, funding, participation, critical mass, etc.
- PictureAustralia – National Library of Australia, Flickr, and others
Flickr.com

Images tagged

Commented

Parts of images annotated
Photo sharing - examples
Video sharing

- Similar to photo sharing, but with videos
- Some sites feature TV and movie clips
- Amateur (home) videos
- Training videos
- Conference / meeting presentations
- Online courses
- Google Video, YouTube (now owned by Google), Yahoo! Video
Video sharing - examples
Photo sharing / Video Sharing – library implications

- Collection development
- Archiving / preservation

- Additional implications for video sharing:
  - Bandwidth usage
  - Special software
  - Microphones / speakers
RSS

- XML-format protocol (not software or website)
- RSS, Atom, etc. – means to syndicate content
- Computer to computer exchange
- Makes subscriptions (and auto-updates) possible
- Sharing of content
- Microcontent
- Portal ("channel") into another info-space
- User-customizable (control)
- Allows the weaving together of the blogosphere, as well as "mashups" of many of these social software applications
- "Result Set Syndication" – Walter Lewis @ code4lib 2006
### RSS

Your query: TITLE-ABS-KEY(heart attack)  | Edit  | Save  | Save as Alert  | RSS

#### Refine Results

<table>
<thead>
<tr>
<th>Source Title</th>
<th>Author Name</th>
<th>Year</th>
<th>Document Type</th>
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<tbody>
<tr>
<td>American Journal of Cardiology (191)</td>
<td>Shaper A G (32)</td>
<td>2006 (01)</td>
<td>Article (6,513)</td>
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<td>Circulation (149)</td>
<td>Goldberg R J (30)</td>
<td>2005 (502)</td>
<td>Review (867)</td>
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<tr>
<td>Stroke (147)</td>
<td>Lee T H (30)</td>
<td>2004 (471)</td>
<td>Note (128)</td>
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</table>

#### Results: 8602

1. 2006

Medical nutrition therapy for hypertension and albuminuria

#### CNN RSS

Subscribe to CNN's RSS (Really Simple Syndication) feeds to get news delivered directly to your desktop!

To view one of the CNN feeds in your RSS Aggregator:
1. Copy the URL/identical that corresponds to the topic that interests you.
2. Paste the URL into your reader.

My Yahoo! users:
1. Click on the "Add to My Yahoo!" button.
2. Follow the instructions for adding the feed to your My Yahoo! page.

NEW: CNN now offers [podcast feeds](http://rss.cnn.com/rss/podcastfeeds.htm).

Please note that by accessing CNN RSS feeds, you agree to our terms of use.

What is RSS? | How do I access RSS?
--- | ---

<table>
<thead>
<tr>
<th>Title</th>
<th>Copy URLs to RSS Reader</th>
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<tbody>
<tr>
<td>Top Stories</td>
<td><a href="http://rss.cnn.com/rss/topstories.rss">RSS</a></td>
</tr>
<tr>
<td>World</td>
<td><a href="http://rss.cnn.com/rss/world.rss">RSS</a></td>
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<tr>
<td>U.S.</td>
<td><a href="http://rss.cnn.com/rss/us.rss">RSS</a></td>
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<td>Politics</td>
<td><a href="http://rss.cnn.com/rss/politics.rss">RSS</a></td>
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<td>Technology</td>
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<td>Science</td>
<td><a href="http://rss.cnn.com/rss/sciences.rss">RSS</a></td>
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<td><a href="http://rss.cnn.com/rss/entertainment.rss">RSS</a></td>
</tr>
<tr>
<td>Travel</td>
<td><a href="http://rss.cnn.com/rss/travel.rss">RSS</a></td>
</tr>
</tbody>
</table>

#### Librarians' Internet Index

Websites You Can Trust

<table>
<thead>
<tr>
<th>Arts &amp; Humanities</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>History, Literature, and Books, Music</td>
<td>Magazines, News, Newspapers, more</td>
</tr>
<tr>
<td>Business</td>
<td>People, Gay and Lesbian, Notable</td>
</tr>
<tr>
<td>Computers</td>
<td>Recreation, Crafts, hobbies, Sports, Travel, more</td>
</tr>
<tr>
<td>Government</td>
<td>Reference, Dictionaries, Holidays, more</td>
</tr>
<tr>
<td>Military, Politics, Taxes, more</td>
<td>New This Week April 6, 2000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Featured Site</th>
<th>New This Week April 6, 2000</th>
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</thead>
<tbody>
<tr>
<td>LIJ Survey Results</td>
<td>Subscribe to email or RSS</td>
</tr>
</tbody>
</table>

[View Full Site](http://www.librarians.info)
RSS – uses in libraries

- Push content to users
- Re-purpose content within library/patron learning environments
- Current examples:
  - New books RSS feed
  - Journals tables-of-contents feeds
  - Events and programs
  - Library news
  - Current awareness (“SDI”)

- Collection development implications
RSS – new books @ TCNJ
This subject guide includes RSS feeds for French learning resources from About.com.
Podcasting

- RSS + MP3’s = podcasting
- Audiofiles (mostly MP3s)
  - Napster, iTunes, Rhapsody, etc.
- Some videofiles
  - iTunes, Desperate Housewives $1.99/episode
- “Information space” to fine, located, download, buy, subscribe to updates
- XML metadata files
- Ground-up
- Low-barrier
- Less collaborative than some other social software
- One-to-many, not many-to-many
Podcasting – library implications

- There’s Something in the Air: Podcasting in Education
  GARDNER CAMPBELL

Podcasting is taking its place among the dizzying variety of grassroots media now available to everyone. Those in higher education need to understand the potential uses and value of rich media authoring, bringing podcasting into courses so that students can lift their learning to a whole new level.

View: PDF 347KB | HTML Format

Digital Technologies in Courses - Spring 2006

The following instructors have confirmed plans for using digital technologies during the Spring 2006 semester as part of the Duke Digital Initiative. Some instructors will have students use iPod devices in their courses, while other instructors will use iPod devices in instructional activities that do not involve student use of iPod devices. Additional courses may be added to this during the course of the semester. Course descriptions are listed below the table listing and are linked with the table.

<table>
<thead>
<tr>
<th>Course Listing</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>AALL 170</td>
<td>Indian Cinema</td>
<td>Sabrina Khanna</td>
</tr>
<tr>
<td>COMPSCI 1</td>
<td>Principles of Computer Science</td>
<td>Jeffrey Forbes</td>
</tr>
<tr>
<td>CULANTH 1965</td>
<td>Senior Distinction Seminar</td>
<td>Richard Collier</td>
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<td>CULANTH 180.02</td>
<td>The Arts and Human Rights</td>
<td>Louise Meintjes and Catherine Adley</td>
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<td>DOCST 1555</td>
<td>Intermediate Audio Documentary</td>
<td>John Bromen</td>
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<td>DOCST 1805</td>
<td>Children and Illness</td>
<td>John Moses</td>
</tr>
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<td>EDUC 1525</td>
<td>Civic Engagement and the Duke-Durham Neighborhood Partnership</td>
<td>Jennifer Ahern-Dodson</td>
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<tr>
<td>EGR 165.02</td>
<td>Rebuilding From Ruins</td>
<td>David E Schaad</td>
</tr>
<tr>
<td>ENGLISH 117F</td>
<td>Spiritual Autobiography</td>
<td>Christine Askounis</td>
</tr>
<tr>
<td>ENGLISH 63</td>
<td>Intermediate Spanish Language &amp; Culture</td>
<td>Laura Florand &amp; Branch 63</td>
</tr>
</tbody>
</table>
Podcasting – library implications

- Library tours
- Tutorials
- Implications for collection development
  - How to provide student access to faculty lectures?
  - How to point students toward quality podcast information?
- Uses in the classroom (physical and virtual)
- Distance Learning / e-Learning
- Audio reserves

- “Software Above the Level of a Single Device” – vertical interrogation -- Web 2.0 design patterns -- Tim O’Reilly
  - iTunes web site with huge database
  - Desktop MP3 file and metadata manager
  - Portable handheld player
MySpace.com

See who’s online while you are
Other social spaces
What do all these have in common?

- Easy of use – “If I can’t figure it out in two minutes, it’s not worth my time.”
- Flexibility, re-usability
- Community
- “Less than a decade ago ... people described the act of going online as venturing into some foreign realm called cyberspace. But that metaphor no longer applies. MySpace, Flickr and all the other newcomers aren't places to go, but things to do, ways to express yourself, means to connect with others and extend your own horizons. Cyberspace was somewhere else. The Web is where we live.”

» www.msnbc.msn.com/id/12015774/site/newsweek/page/5/
Social software and Web 2.0

- **Participative:** Web 2.0 is participative ... Web 2.0 applications have been quick to spot the value of user-generated content.

- **Modular:** Web 2.0 applications are modular, with developers and users able to pick and choose from a set of interoperating components in order to build something that meets their needs.

- **Sharing:** Web 2.0 is about sharing ... content and ideas.

- **Communication:** Web 2.0 is about communication and facilitating community.

- **Smart:** Web 2.0 is smart; applications will use knowledge of us ... to deliver services that meet our needs.

- **Trust:** Web 2.0 is built upon trust ... placed in individuals ... or in the users and reuses of data.

» www.dlib.org/dlib/december05/kirriemuir/12kirriemuir.html
Mashups: the programmable web

» www.dlib.org/dlib/december05/kirriemuir/12kirriemuir.html
Mashups: the programmable web

» www.dlib.org/dlib/december05/kirriemuir/12kirriemuir.html
Why do we need to care?
Horizon Report 2006

• “Already in common usage outside of the educational arena, social computing practices are cropping up on campuses with increasing frequency.” p. 8

• “Collaboration is increasingly seen as critical across the range of educational activities, including intra- and inter-institutional activities of any size or scope ... knowledge is becoming a community property, and the construction of knowledge is becoming a community activity ...” p. 4

Educating the Net Generation
(2005 EDUCAUSE)

“Net Geners use technology extensively to network and socialize. In their personal lives, buddy lists, virtual communities, and social networks such as Flickr or Orkut are heavily used. Then we poll users about what they actually do with their computers, some form of social interaction always tops the list -- conversation, collaboration, playing games, and so on. The practice of software design is shot through with computers-as-box assumptions, while our actual behavior is closer to computer-as-door, treating the device as an entrance to a social space. ” p. 2.12

» Educating the Net Generation,
2005 EDUCAUSE
Millennials (these are our users!)

Millennials (or NextGens) are:

- Format agnostic
- Nomadic
- Multitasking
- Experiential
- Collaborative
- Integrated
- Principled
- Adaptive
- Direct

Why do we need to care?

“The importance of the Millennial generation to library planning is not just that they have a different networked, interactive, multimedia-oriented young adult culture, it is that they have acquired their own new lifelong culture.” – Richard Sweeney, NJIT

- Second largest generation
- Future voters, faculty, funders

Seven (simple and free) ways to get started
Seven ways to get started:

1. Instant Messaging

- Sign up for an Instant Messaging account.
- Advertise it on your library home page.
- Place it on your business card.
Seven ways to get started:

2. Social bookmarking

- Start putting your favorite URLs into del.icio.us
- Use the del.icio.us feeds script to display what you bookmark on your library Web site.
Seven ways to get started:

3. Photo sharing

- Take digital photos of your library, upload them to Flickr
- Link to them from your library Web site.
Seven ways to get started:
4. Blogging

- Sign up for a blog on blogger.com
- Write about a topic that interests you in the field of librarianship.
Seven ways to get started:
5. LibraryThing

- Catalog some books on LibraryThing.
- Write reviews
- Use LibraryThing’s script to display it on your library’s Web site.
Seven ways to get started: 6. Wikis

- Create a Wiki on pbwiki.com for your library or a library committee that you are on.
Seven ways to get started:

7. Social networking sites

- Create a MySpace page for your library.
- List your library events there, and see how many friends you get.
- Use the events RSS script to display it on your library’s Web site.
Scripts

- Del.icio.us feed

  ```javascript
  <script type="text/javascript"
  src="http://del.icio.us/feeds/js/tags/james.c.robertson?icon;size=11-16;color=87ceeb-0000ff;title=my%20del.icio.us%20tags"></script>
  ```

- Flickr “badge” feed

  Must be a member; sign on and go to » www.flickr.com/badge_new.gne

- LibraryThing feed

  ```javascript
  <script language="javascript" type="text/javascript"
  ```

- RSS feed of Blog from MySpace (using Feed2js)

  ```javascript
  <script language="JavaScript"
  src="http://feed2js.org//feed2js.php?src=http%3A%2F%2Fblog.myspace.com%2Fblog%2Frss.cfm%3FfriendID%3D48693250&amp;chan=y&amp;amp;desc=1" type="text/javascript"></script>
  ```
Social Software and Libraries

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- Jim Robertson, NJIT

PALINET Conference: Think Outside the Books – Creating the Customer-Driven Library
Oct 24, 2006 (Harrisburg, PA)

Thanks!

» www.tcnj.edu/~corrado/scholarly/