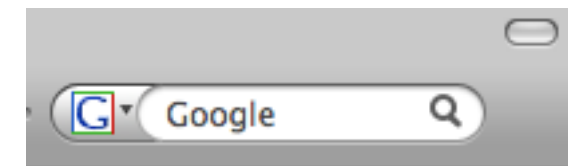


# searching for information

---

**what are we searching for?**



**YAHOO!**



# overview

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**history and information**

**information and the book**

**opening the library**

**google books**

**reconsiderations**

**cycling around**

# history and information

---

## A NATION TRANSFORMED BY INFORMATION

HOW INFORMATION HAS SHAPED THE UNITED STATES FROM COLONIAL TIMES TO THE PRESENT

EDITED BY ALFRED D. CHANDLER, JR.  
JAMES W. CORTADA



### **economic historians**

"the technology and culture  
of *access to information*"

--Joel Mokyr, *Riches of Athena*, 2002

Alfred Chandler & James Cortada,  
*A Nation Transformed by Information*, 2002

# history and information

---

## **cultural historians**

"every age was an age of information, each in its own way ... hearsay did not satisfy Parisians with their powerful appetite for information"--Robert Darnton, "An Early Information Society," 2000

"coping with information overload, ca 1550-1700" --Ann Blair, 2003



# (anthropologists, too)

---

"The search for information... the central  
experience of life in the bazaar

--Clifford Geertz,

"The Bazaar Economy Information and Search  
in Peasant Marketing," 1978

## **dissenting voice**

modus operandi vs opus operatum

--Pierre Bourdieu,

*Outline of a Theory of Practice*, 1977

# modus operandi

---

## **fighting presentism**

examining "what early modern people--rather than the present author and his readers--considered to be knowledge. ... A history of concepts ... is an indispensable part of this enterprise ... changes in the meaning of older terms ... social contexts ... original associations."

--Peter Burke, *The Sociology of Knowledge*,  
2000

# hold 'em and fold 'em?

---

"we will use the term 'information' ...  
relatively 'raw,' specific and practical,  
while 'knowledge' denotes what has been  
'cooked,' processed, or systematized by  
thought ...

"Librarians ... brought information to the  
notice of their colleagues....

"Oldenburg...[noted] information coming into  
London."

--Burke, *The Sociology of Knowledge*



# what Oldenberg noted

---

"Relations ... Collections ... Reports ...  
Instructions ... Essays ... Extracts ..  
Entries ... *Monthly Advices* ...  
Enlargements of our *Philosophical*  
*Correspondencies* .... many  
particulars ...ingenuities ...  
Observations, Experiments and Inventions."

--Oldenburg, *Philosophical Transactions*,  
1666-7



# overview

---

history and information

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google books

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# book historians

---

## **presentism to determinism**

"The need for readily available information, which had been steadily rising, was accelerated by the advent of Christianity.

...

"The need to find information more rapidly than is possible in a papyrus-roll-form book initiated the development of the Greco-Roman codex in the second century ..."

-- Frederick Kilgour,  
*Evolution of the Book*, 1998

# history of information: punctuated evolution

---

|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
| Offset Printing | Sixth Punctuation   | 1970    |
| Electronic Book | Seventh Punctuation | 2000    |

-- Frederick Kilgour,  
*Evolution of the Book*, 1998

# futurism?

---

## **a new kind of library**

"the Internet ... is a library"

--Frances Cairncross,

*The Death of Distance*, 1997

"the web is a global library  
produced by millions of people"

--Yochai Benkler,

*The Wealth of Networks*, 2006





# what kind of library?

---

"The Internet is a library with  
all the books on the floor."

*Librarian's Guide  
to Cyber Space*



# new libraries, new tools

---

## the birth of grep

The next morning I [Doug McIlroy] found a note in my mail announcing a program named grep. It worked like charm. When asked what that funny name meant, Ken [Thompson] said it was obvious. It stood for the editor command that it simulated, g/re/p (global regular expression print). ... The date given for the creation of **grep is March 3, 1973**, following the creation of pipes -- *Netizens: An anthology*: 1996

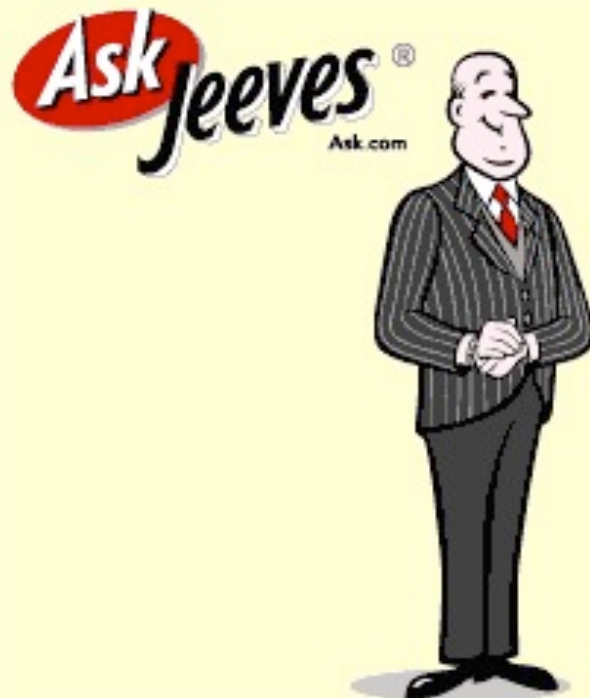


# new libraries, old tools?

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LYCOS

altavista™



**1988**, WAIS

**1990**, Archie

**1992**, Veronica (Gopher)

**1994**, Lycos

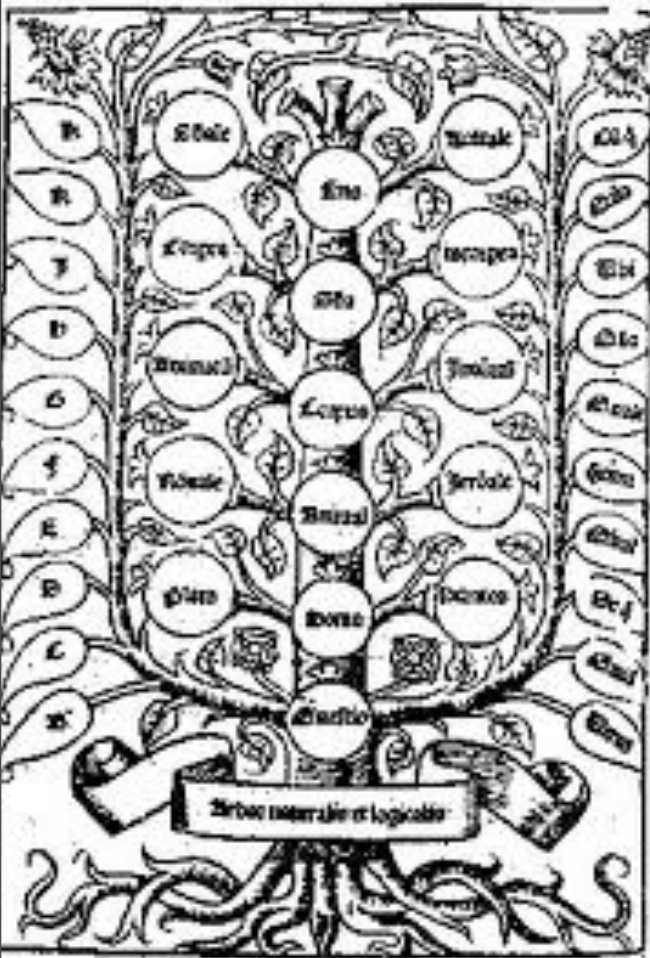
**1995**, Alta Vista, Yahoo

**1996**, Inktomi

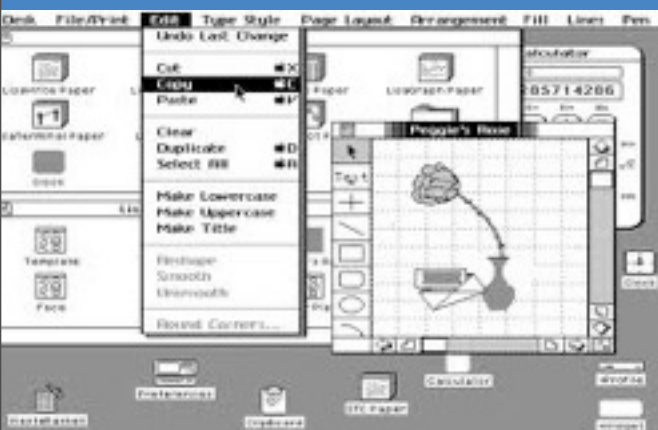
**1997**, Ask Jeeves

**1998**, Google

a long tradition



# YAHOO!



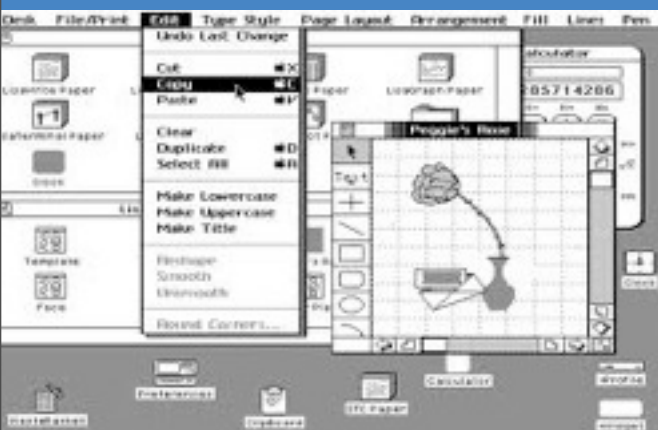
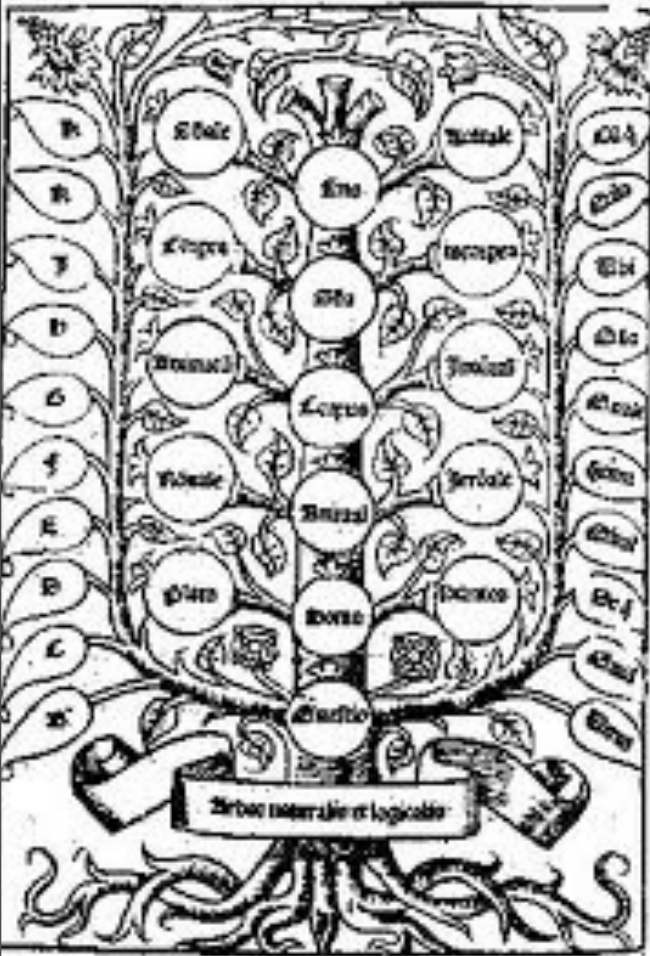


a long tradition

YAHOO!

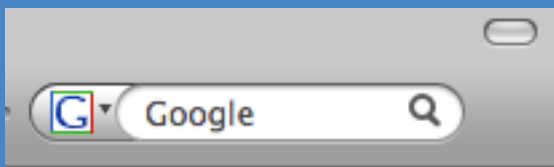


yet another hierarchical officious oracle



*real change?*

---



Google™

"To organize the world's information"

not all new



## London Gazette

1666 June 18

An Advertisement.

Being daily prest to the Publication of Books, Medicines, and other things, not properly the business of a paper of Intelligence. This is to notifie once and for all, that we will not charge the Gazette with Advertisements, unless they be matter of State.

# old claims

---

"In 1993, 1.5% of web servers were on .com domains. This number grew to over 60% in 1997. At the same time, search engines have migrated from the academic domain to the commercial. Up until now most search engine development has gone on at companies with little publication of technical details. **This causes search engine technology to remain largely a black art and to be advertising oriented.** ... we have a strong goal to push more development and understanding into the academic realm."



# old claims

---



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google books

reconsiderations

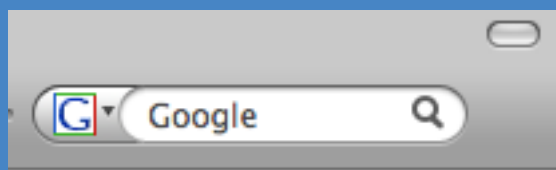
**cycling around**

Cofl-Search 20



# back to the books

---



[Page & Brin]"dreamed of making the incredible breadth of information that librarians so lovingly organize searchable online."



# long-held wishes

---

*Photography applied to Catalogues of Books.*—May not photography be usefully applied to the making of catalogues of large libraries? It would seem no difficult matter to obtain any number of photographs, of any required size, of the title-page of any book. Suppose the plan adopted, that five photographs of each were taken; they may be arranged in five catalogues, as follows:—Era, subject, country, author, title. These being arranged alphabetically, would form five catalogues of a library probably sufficient to meet the wants of all. Any number of additional divisions may be added. By adopting a fixed breadth—say three inches—for the photographs, to be pasted in double columns in folio, interchanges may take place of those unerring slips, and thus librarians aid each other. I throw out this crude idea, in the hope that photographers and librarians may combine to carry it out. ALBERT BLOR, LL.D.  
Dublin.

*Photographic Copies of Ancient Manuscripts.*—Might not photography be well employed in making facsimiles of valuable, rare, and especially of unique ancient manuscripts? If copies of such manuscripts could be multiplied at a moderate price, there are many proprietors of libraries would be glad to enrich them by what, for all purposes of reference, would answer equally well with the originals. A.

[This subject, which has already been touched upon in our columns, has not yet received the attention it deserves. We have now before us a photographic copy of a folio page of a MS. of the fourteenth or fifteenth century, on which are inscribed a number of charters; and, although the copy is reduced so as to be but about 2 inches high and 1½ broad, it is perfectly

*Notes & Queries, 1854, 1855*

Cofl-Search 22

# books unchained

---



"The external make-up of a book, its format and the personality of its author are unimportant provided that its substance, its sources of information and its conclusion are preserved and can be made an integral part of the organization of knowledge, an impersonal work, created by the efforts of all ... to strip each article or each chapter in a book of whatever is a matter of fine language or repetition or padding and to collect separately on cards whatever is new and adds to knowledge."

Paul Otlet, "Something about bibliography," 1893  
Cofl-Search 23

# immaterial

---

"A book-or, for clarity's sake, let's say a work of literature-is impervious to the constraints of its physical medium. ... every instance of "The Lake Isle of Innisfree" is identical. Whether you read it in a cheap paperback or a first edition, on a computer monitor, an e-reader, or in Yeats' own handwriting, it's the same poem."

--Jim Lewis, *Slate* Oct 2010

# info-frustration

---

Bezos calls the Kindle a response to “the failings of a physical book.” He told attendees of a technology conference in New York: “I’m grumpy when I’m forced to read a physical book because it’s not as convenient.

Turning the pages . . . the book is always flopping itself shut at the wrong moment.” His conclusion? “It’s had a great five-hundred-year run . . . but it’s time to change.”

<http://bostonreview.net/BR35.6/>

roychoudhuri.php

Cofl-Search 25



# more frustration



**On Newsstands Now**

Issue 11.02 | February 2003

VIEW

[Print, email, or fax  
this article for free.](#)

## Any Text. Anytime. Anywhere. (Any Volunteers?)

**The mechanics of a universal library are simple. The tricky part: harnessing the free labor.**

*By J. Bradford DeLong*

It's a bad day in the stacks.

I go three for seven: three books found, one that should be there but isn't, one recorded lost, and one checked out that will have to be recalled. The seventh is the one I really want: QB54.C661. There's no copy in UC Berkeley's main Doe Library stacks - it's shelved in the Math Library. The Math copy is not where it's supposed to be, but the catalog claims there are two copies on the shelves in Moffitt. Then time's up. It will be 64 hours before I get another crack at tracking down Appendix D of Carl Sagan, ed., *Communication With Extraterrestrial Intelligence*.

And that's after two hours doing very low grade work: looking up call numbers, wandering down corridors, waiting for the crowds to clear out between the compact movable stacks so I can get at the shelves without crushing grad students in the next aisle. Knowledge revolution, indeed.

So why can't I just call up the text on my computer screen? Where is my universal online library?

In 1971, Michael Hart asked himself the same question, and started Project Gutenberg with the goal of making every single text ever written freely accessible. From a worldwide cost-benefit standpoint, Project Gutenberg is a no-brainer. Sure, it'll cost \$750 million in volunteer time (if the typists are in the United States - just \$50 million if they're in India), but some 1 million book titles could be called up anytime anywhere from anything with an Internet connection. We're talking 10 cents per person, or less, to create the universal

VIEW

[Will biometric security scans  
really make us safer?](#)

[Memory Overload](#)

[Hot Seat](#)

[Dumb Mobs](#)

[Any Text. Anytime.  
Anywhere. \(Any  
Volunteers?\)](#)

# benkler's dozen

---

## open source cultural projects

|            |              |
|------------|--------------|
| clickworks | google       |
| SETI       | open         |
| gutenberg  | directory    |
| eureka     | ginsparg     |
| openlaw    | wikipedia    |
| academic   | slashdot     |
| enterprise | mozilla      |
|            | OED (Lessig) |

# benefits of openness

---

"Peer production may outperform market-based production in some information production activities" ... the rise of effective, large-scale cooperative efforts .. beyond [core software platforms] ... encyclopedias, to news and commentary, to immersive entertainment".

--Yochai Benkler, "Coase's Penguin," 2003

# quality

---

"the point here is qualitative. It is not ... that more people can participate in production .... [but] that the widely distributed model of information production will better identify who is the best person to produce a specific modular component."

--Benkler, "Coase's Penguin"

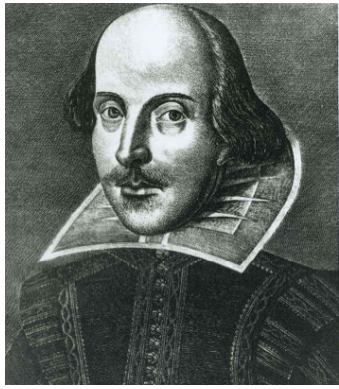
# benefits of openness

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## **graham's law**

`"The method of ensuring quality" in peer production is "Darwinian ... People just produce whatever they want; the good stuff spreads, and the bad gets ignored."`

`--Paul Graham`



## going open

---

Well, old man, I will tell you news of your son: give me your blessing: truth will come to light; murder cannot be hid long; a man's son may, but at the length **truth will out**.

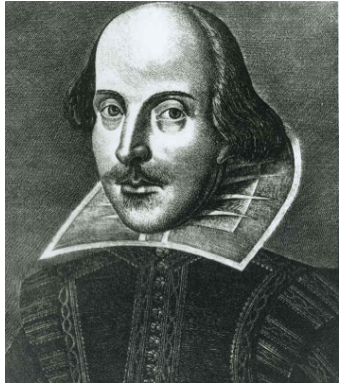
Shakespeare, *Merchant of Venice*

And though all the winds of doctrine were let loose to play on the earth, so **Truth be in the field**, we do injuriously by licensing and prohibiting misdoubt her strength. Let her and Falsehood grapple; **who ever knew Truth put to the worse in a free and open encounter?**

Milton, *Areopagitica*



In courts of law men literally care nothing about truth,  
but only about conviction."



--Plato, *Phaedrus*

going open

---

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Cofl - Search 31

# open source as metaphor?

---

**the wisdom of crowds**

**a liquidity trap?**

**material matters**

"Don't break the build" --FreeBSD



STEVE COOGAN

A MICHAEL WHEELBRIGHT FILM  
**TRISTRAM  
SHANDY:**  
A CODE OF BILL STORIES

HELMUT  
PLAYS THE ROLE OF  
HELMUT



# crowd-sourcing

---

STEVE COOGAN

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**TRISTRAM  
SHANDY:**  
A CODE OF BILL STURDY

HELMUT  
IS NOT THE NAME OF  
THE



# crowd-sourcing

## THE LIFE AND OPINIONS OF TRISTRAM SHANDY, GENTLEMAN.

By Laurence Sterne

(two lines in Greek)

A MICHAEL WHEELER FILM  
**TRISTRAM SHANDY:**  
A CODE OF BILL STORIES

RELEASED  
BY THE HOUSE OF  
PENGUIN



# crowd-sourcing

## THE LIFE AND OPINIONS OF TRISTRAM SHANDY, GENTLEMAN.

By Laurence Sterne

### THE LIFE AND OPINIONS OF TRISTRAM SHANDY, GENT.—VOLUME THE FIRST

(two lines in Greek)

- |                                |                                 |                                   |                                  |
|--------------------------------|---------------------------------|-----------------------------------|----------------------------------|
| <a href="#">Chapter 1.i.</a>   | <a href="#">Chapter 1.XIV.</a>  | <a href="#">Chapter 1.XXVII.</a>  | <a href="#">Chapter 1.XL.</a>    |
| <a href="#">Chapter 1.ii.</a>  | <a href="#">Chapter 1.XV.</a>   | <a href="#">Chapter 1.XXVIII.</a> | <a href="#">Chapter 1.XLI.</a>   |
| <a href="#">Chapter 1.iii.</a> | <a href="#">Chapter 1.XVI.</a>  | <a href="#">Chapter 1.XXIX.</a>   | <a href="#">Chapter 1.XLII.</a>  |
| <a href="#">Chapter 1.IV.</a>  | <a href="#">Chapter 1.XVII.</a> | <a href="#">Chapter 1.XXX.</a>    | <a href="#">Chapter 1.XLIII.</a> |
| <a href="#">Chapter</a>        | <a href="#">Chapter</a>         | <a href="#">Chapter</a>           |                                  |

# overview

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history and information

information and the book

opening the library

**google books**

cycling around

## What's the goal of this project?

The Library Project's aim is simple: make it easier for people to find relevant books

[<http://books.google.com/googlebooks/library.html>]

# the mountain view

---

## google books

"we'll scan them all"

"we went to the libraries because that's  
where the information is"

"artificial impediments"

"what's metadata; we've got algorithms"

"we read books too"

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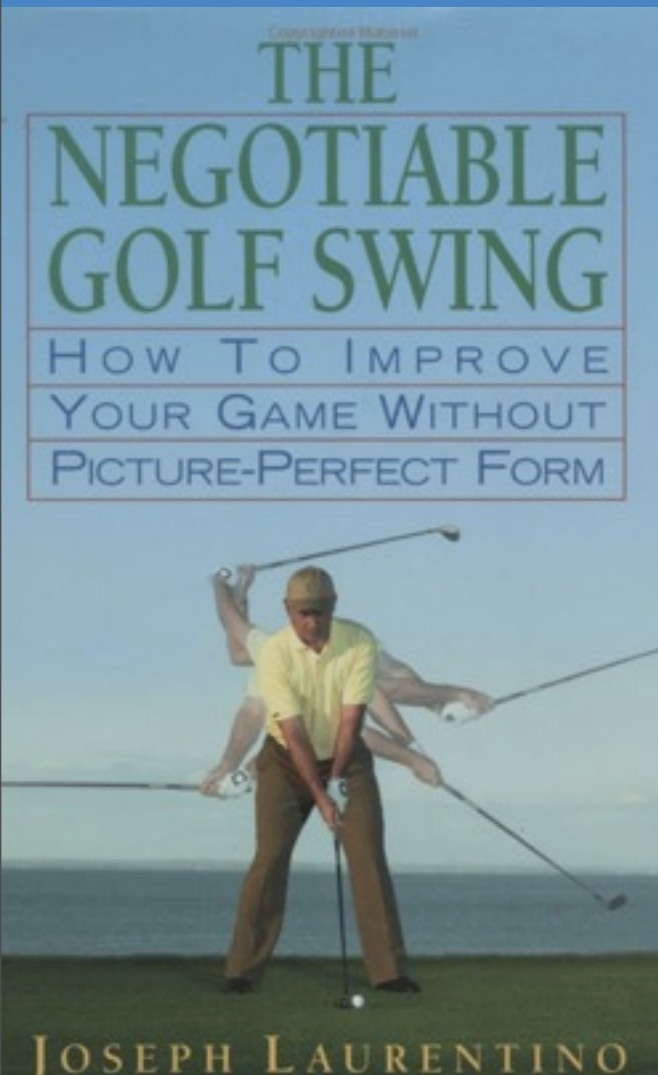
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By Geoffrey Nunberg

Whether the Google books settlement passes muster with the U.S. District Court and the Justice Department, Google's book search is clearly on track to becoming the world's largest digital library. No less important, it is also almost certain to be the last one. Google's five-year head start and its relationships with libraries and publishers give it an effective monopoly: No competitor will be able to come

after it on the same scale. Nor is technology going to lower the cost of entry. Scanning will always be an expensive, labor-intensive project. Of course, 50 or 100 years from now control of the collection may pass from Google to somebody else—Elsevier, Unesco, Wal-Mart. But it's safe to assume that the digitized books that scholars will be working with then will be the very same ones that are sitting on Google's servers today, augmented by the millions of titles published in the interim.

# trainwreck

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### Madame Bovary By Henry James



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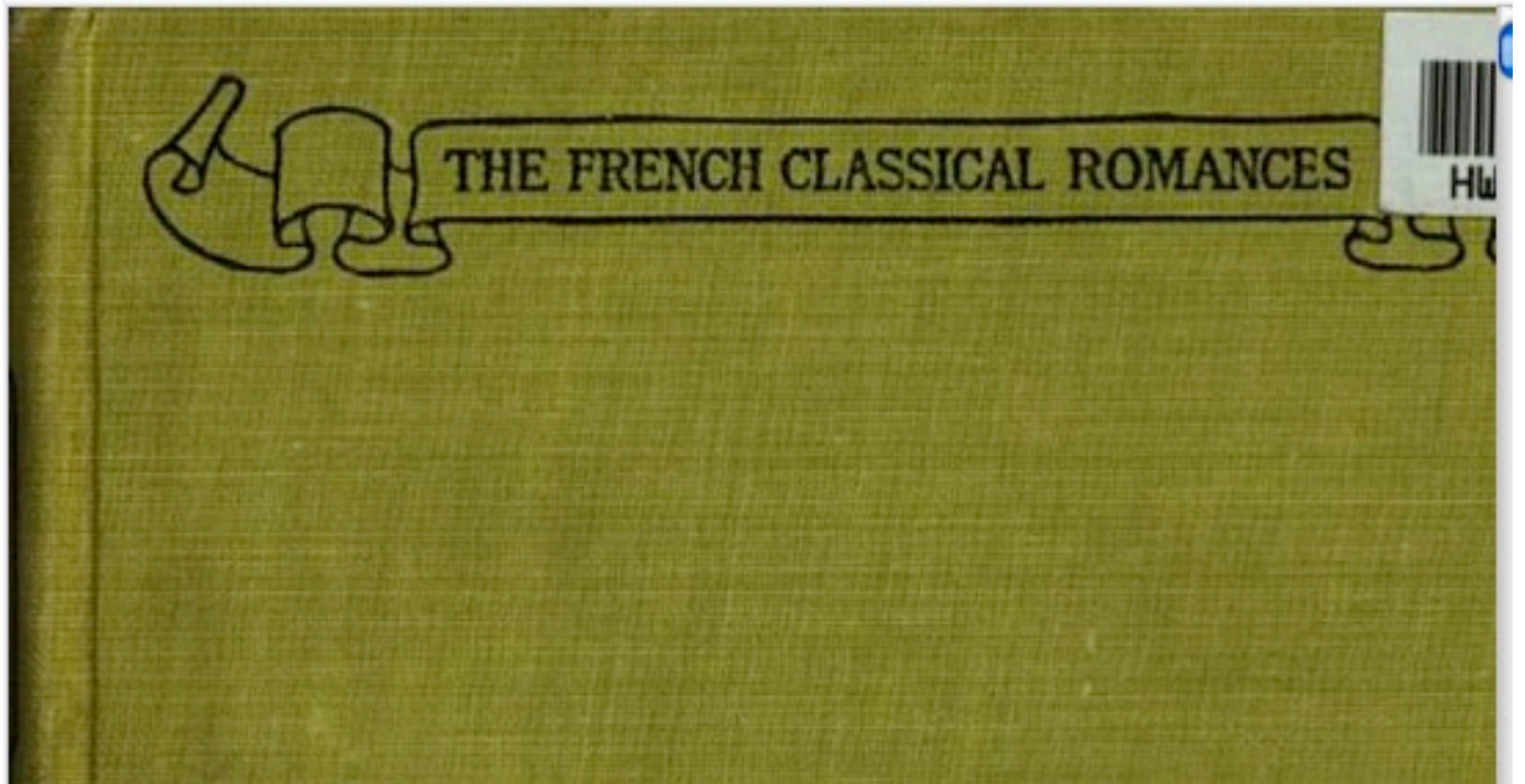
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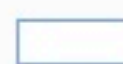
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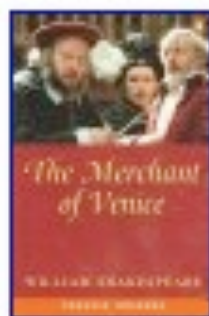
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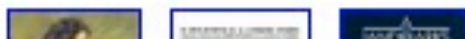
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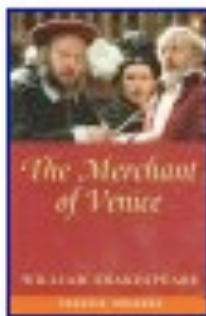
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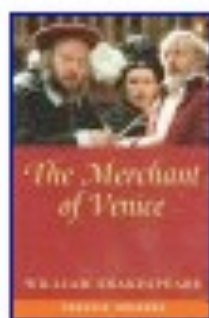
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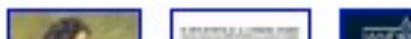
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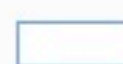
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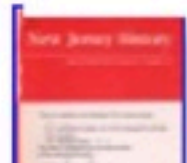


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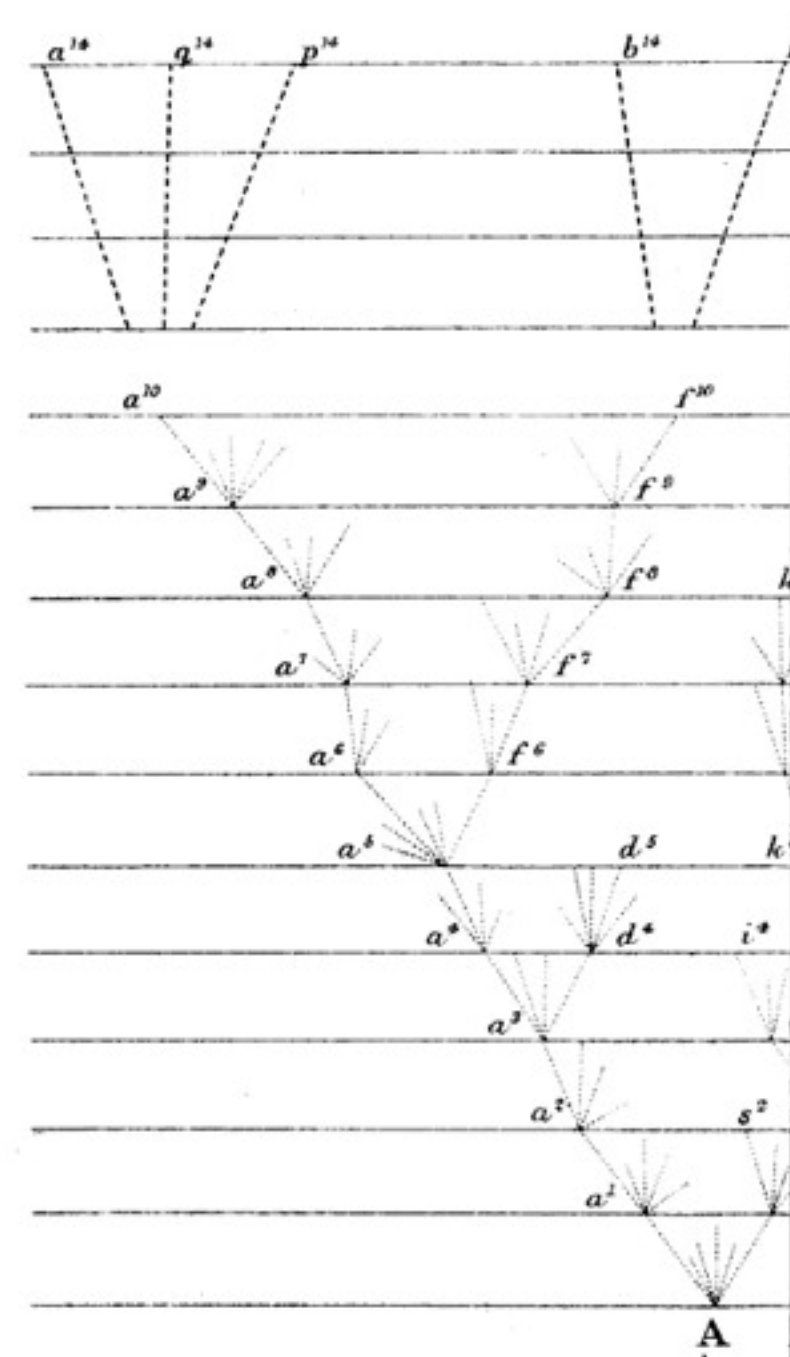


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# pan-dering?

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Pan

Knut Hamsun

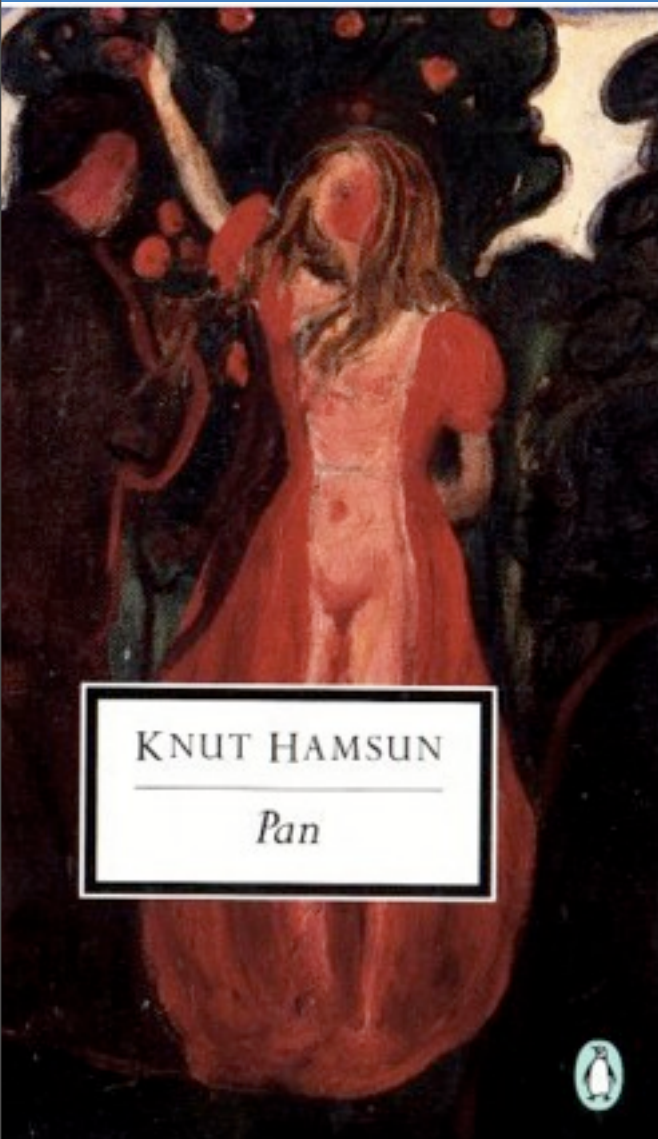
And the huntsman is myself, and she will give me a glance of her eyes that I may understand. And when she comes, my heart knows all, and no longer beats like a heart, but rings as a bell. I lay my hand on her.

“Tie my shoe-string,” she says, with flushed cheeks. . . .”

The sun dips down into the sea and rises again, red and refreshed, as if it had been to drink. And the air is full of whisperings.



# pan-dering?

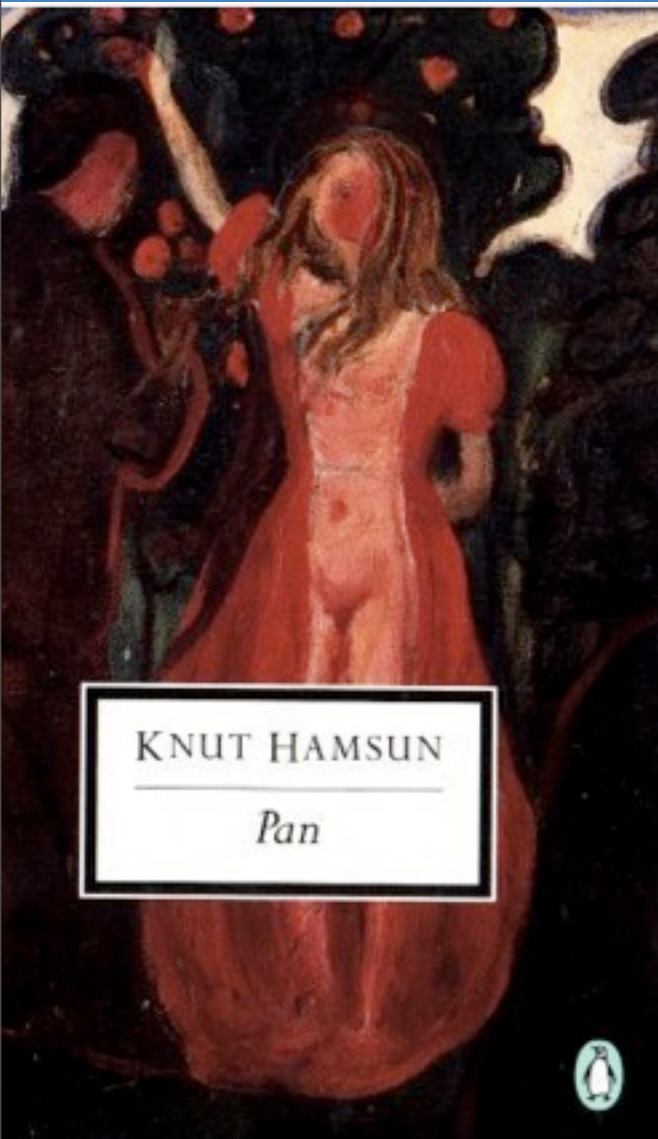


And the huntsman is myself, and she will give me a glance of her eyes that I may understand. And when she comes, my heart knows all, and no longer beats like a heart, but rings as a bell. I lay my hand on her.

“Tie my shoe-string,” she says, with flushed cheeks. . . .”

The sun dips down into the sea and rises again, red and refreshed, as if it had been to drink. And the air is full of whisperings.

# pan-dering?



KNUT HAMSUN

*Pan*

The hunter, that's me, and she will give me a sign with her eyes to make me understand. And when she comes my heart understands all, and it no longer beats, it peals. And she is naked under her dress<sup>7</sup> from head to foot, and I lay my hand upon her.

Tie my shoelace! she says with flaming cheeks. And a little later she whispers directly against my mouth, against my lips, Oh, you're not tying my shoelace, sweetheart, you're not tying . . . not tying my . . .

But the sun dips its disk into the sea and then rises again, red, renewed, as if it has been down to drink. And the air is full of whisperings.

An hour later she says against my mouth, Now I must leave you.



# forward to the past

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the majority of errors in Tristram Shandy  
"originate in some popular nineteenth-  
century edition"


--R.C. Bald

*Pan:*

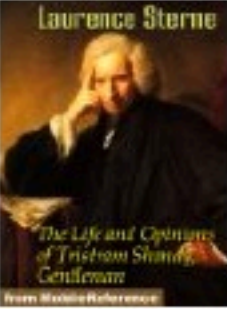
Translated from the Norwegian of Knut Hamsun

by W. W. Worster


New York: Alfred A. Knopf, 1927

1.  **The Life and Opinions of Tristram Shandy, Gentleman** by Laurence Sterne (**Kindle Edition** - Oct. 1, 1997) - **Kindle eBook**  
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2.  **The Life and Opinions of Tristram Shandy, Gentleman by Laurence Sterne (mobi)** by Laurence Sterne (**Kindle Edition** - May 6, 2009) - **Kindle eBook**  
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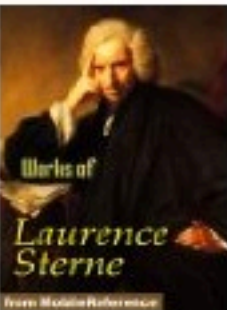
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information and the book

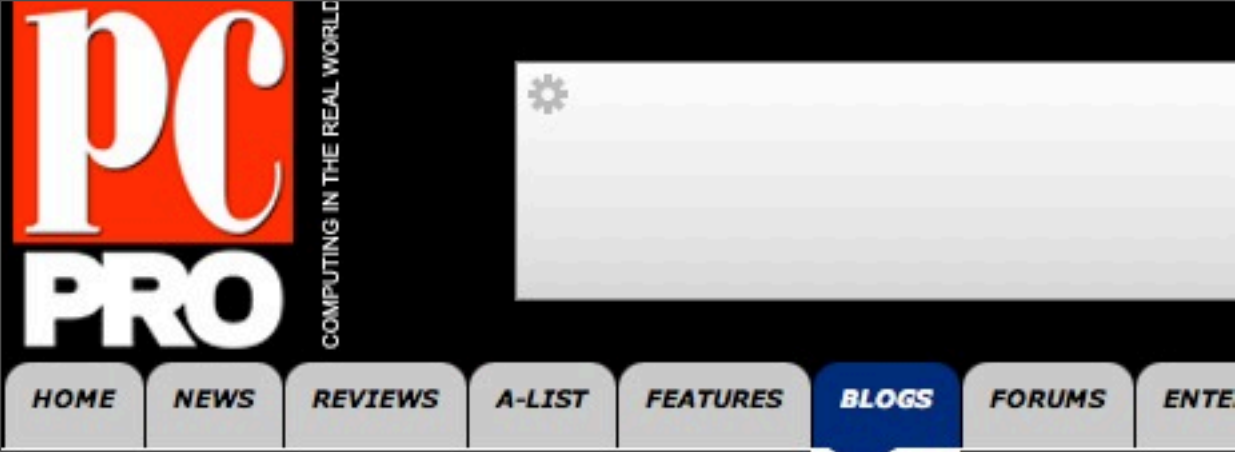
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Home / Blogs  
Posted on April 19th, 2011 by Nicole Kobie

### Berners-Lee: Stop foaming at the mouth, Twitter



OP-ED CONTRIBUTOR  
**A Digital Library Better Than Google's**  
By ROBERT DARNTON  
Published: March 23, 2011

Cambridge, Mass.

ON Tuesday, Denny Chin, a federal judge in Manhattan, rejected the settlement between Google, which aims to digitize every book ever published, and a group of authors and publishers who had sued the company for copyright infringement. This decision is a victory for the public good, preventing one company from monopolizing access to our common cultural heritage.

Nonetheless, we should not abandon Google's dream of making all the books in the world available to everyone. Instead, we should build a digital public library, which would provide these digital copies free of charge to readers. Yes, many problems — legal, financial, technological, political — stand in the way. All can be solved.

Sir Tim Berners-Lee  
what's on it — and th  
Sir Tim has a well-dc  
gardens of Faceboo  
open-natured Twitte  
he doesn't have kin

# reconsideration

The web is dead

"walled gardens" TBL

wikimedia



**HATHI TRUST**  
a shared digital repository



# contrasting narratives?

---

## **liberation**

"information wants to be free"

freedom through technology

## **constraint**

information needs to be constrained?

books contain information

vs books produce information

Cofl-Search 46

# contrasting narratives?

---

**liberation**

a linear account

**constraint**

a cyclical account

# important issues

---

**what is *the book*?**

**constraints & resources**

**conduit metaphors**

**embedding & disembedding**

# correct punctuation?

|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
| Offset Printing | Sixth Punctuation   | 1970    |
| Electronic Book | Seventh Punctuation | 2000    |

-- Frederick Kilgour,  
*Evolution of the Book*, 1998



|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
| Offset Printing | Sixth Punctuation   | 1970    |
| Electronic Book | Seventh Punctuation | 2000    |



|                  | paper | codex | printing | typography |
|------------------|-------|-------|----------|------------|
| <b>China</b>     |       |       |          |            |
| <b>Korea</b>     |       |       |          |            |
| <b>India</b>     |       |       |          |            |
| <b>Japan</b>     |       |       |          |            |
| <b>Jews</b>      |       |       |          |            |
| <b>Byzantium</b> |       |       |          |            |
| <b>Islam</b>     |       |       |          |            |
| <b>Europe</b>    |       |       |          |            |

|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
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| Electronic Book | Seventh Punctuation | 2000    |



|                  | paper    | codex | printing | typography |
|------------------|----------|-------|----------|------------|
| <b>China</b>     | 1-2c bce |       |          |            |
| <b>Korea</b>     | 3c       |       |          |            |
| <b>India</b>     | 6c       |       |          |            |
| <b>Japan</b>     | 7c       |       |          |            |
| <b>Jews</b>      | 10c      |       |          |            |
| <b>Byzantium</b> | 1c       |       |          |            |
| <b>Islam</b>     | 9c       |       |          |            |
| <b>Europe</b>    | 12-13ce  |       |          |            |

|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
| Offset Printing | Sixth Punctuation   | 1970    |
| Electronic Book | Seventh Punctuation | 2000    |



|                  | paper    | codex      | printing | typography |
|------------------|----------|------------|----------|------------|
| <b>China</b>     | 1-2c bce | 7c [sutra] |          |            |
| <b>Korea</b>     | 3c       | 7c[s]/20c  |          |            |
| <b>India</b>     | 6c       | 7c [s]     |          |            |
| <b>Japan</b>     | 7c       | 8c [s]     |          |            |
| <b>Jews</b>      | 10c      | 7-10c      |          |            |
| <b>Byzantium</b> | 1c       | 8c         |          |            |
| <b>Islam</b>     | 9c       | 7c         |          |            |
| <b>Europe</b>    | 12-13ce  | 1-5c       |          |            |



|                 |                     |         |
|-----------------|---------------------|---------|
| Clay Tablet     | First Punctuation   | 2500 BC |
| Papyrus Roll    | Second Punctuation  | 2000 BC |
| Codex           | Third Punctuation   | AD 150  |
| Printing        | Fourth Punctuation  | 1450    |
| Steam Power     | Fifth Punctuation   | 1800    |
| Offset Printing | Sixth Punctuation   | 1970    |
| Electronic Book | Seventh Punctuation | 2000    |



|                  | paper    | codex      | printing | typography |
|------------------|----------|------------|----------|------------|
| <b>China</b>     | 1-2c bce | 7c [sutra] | 7c       |            |
| <b>Korea</b>     | 3c       | 7c[s]/20c  | 8c       |            |
| <b>India</b>     | 6c       | 7c [s]     | 18-19c   |            |
| <b>Japan</b>     | 7c       | 8c [s]     | 8-11c    |            |
| <b>Jews</b>      | 10c      | 7-10c      | 14c      |            |
| <b>Byzantium</b> | 1c       | 8c         |          |            |
| <b>Islam</b>     | 9c       | 7c         | 19c      |            |
| <b>Europe</b>    | 12-13ce  | 1-5c       | 14c      |            |

|                 |                     |         |
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|                  | <b>paper</b> | <b>codex</b> | <b>printing</b> | <b>typography</b> |
|------------------|--------------|--------------|-----------------|-------------------|
| <b>China</b>     | 1-2c bce     | 7c [sutra]   | 7c              | 11c               |
| <b>Korea</b>     | 3c           | 7c[s]/20c    | 8c              | 13c               |
| <b>India</b>     | 6c           | 7c [s]       | 18-19c          | 18-19c            |
| <b>Japan</b>     | 7c           | 8c [s]       | 8-11c           | 16c               |
| <b>Jews</b>      | 10c          | 7-10c        | 14c             | 15c               |
| <b>Byzantium</b> | 1c           | 8c           |                 |                   |
| <b>Islam</b>     | 9c           | 7c           | 19c             | 19c               |
| <b>Europe</b>    | 12-13ce      | 1-5c         | 14c             | 15c               |

# overview

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**history and information**

**information and the book**

**opening the library**

**google books**

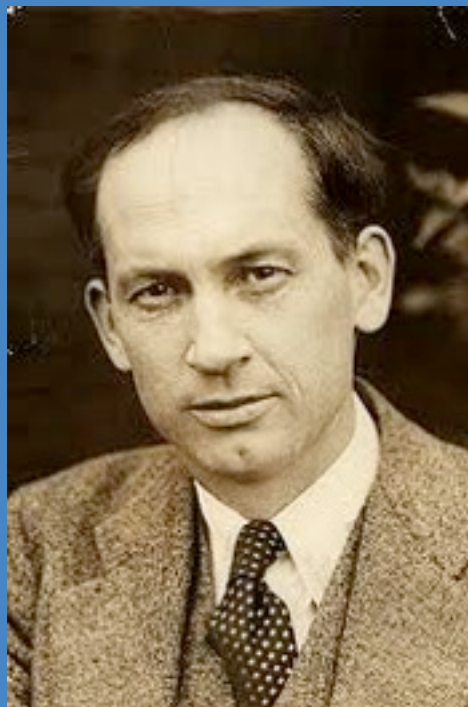
**reconsiderations**

**cycling around**

Cofl-Search 51



THE  
MASTER  
SWITCH  
THE RISE AND FALL OF INFORMATION EMPIRES  
TIM WU



Harold Innis  
1894-1952

## cyclical theories

"**Institutions** develop social impulses ...  
the drive to innovate and the  
opposite drive to resist innovation ... sooner or  
later congeal and become obstacles."

Peter Burke, *A Social History of Knowledge*, 2000

"time binding" and "space binding"  
Harold Innis, *Empire and Communications*, 1950

"The oscillation of information industries  
between open and closed"

Tim Wu, *The Master Switch:  
The Rise and Fall of Information Empires*, 2010



# what are we searching for?

---

If the wise man or any other man wants to distinguish the true physician from the false, how will he proceed? .... He will consider whether what [the physician] says is true, and whether what he does is right, in relation to health and disease?

... But can any one attain the knowledge of either unless he have a knowledge of medicine? ... No one at all, it would seem, except the physician can have this knowledge; and therefore not the wise man; he would have to be a physician as well as a wise man.

--Plato, *Charmides*

Cofl - Search 53

# what are we searching for?

---

## **... authority?**

*Christianity*

monastic copying, Carolingian minuscule

*Islam*

"the golden chain"

*Byzantium*

the university

*China*

the National Academy

*general government control*

copyright; stationers ...



# going open

---

## **nullus in verba**

"Men did generally think, that no man was fit to meddle in matters of this consequence, but he that had bred himself up in a long course of Discipline for that purpose; that had the habit, the gesture, the look of a Philosopher. Whereas experience on the contrary tells us, that greater things are produc'd, by the free way, than the formal."

-Thomas Sprat, *History of the Royal Society*,

1667

Cofl-Search 55

going closed?

(1)

Numb. 1.

PHILOSOPHICAL  
TRANSACTIONS.

Munday, March 6. 1664.

The Contents.

*An Introduction to this Tract. An Account of the Improvement of Optick Glasses at Rome. Of the Observation made in England, of a Spot in one of the Belts of the Planet Jupiter. Of the motion of the late Comet predicted. The Heads of many New Observations and Experiments, in order to an Experimental History of Cold; together with some Thermometrical Discourses and Experiments. A Relation of a very odd Monstrous Calf. Of a peculiar Lead-Ore in Germany, very useful for Essays. Of an Hungarian Bolus, of the same effect with the Bolus Armenus. Of the New American Whale-fishing about the Bermudas. A Narrative concerning the success of the Pendulum-watches at Sea for the Longitudes; and the Grant of a Patent thereupon. A Catalogue of the Philosophical Books published by Monsieur de Fermat, Counsellour of Tholouse lately dead.*

Numb. 364.

Beginning the Thirty first Volume.

# PHILOSOPHICAL TRANSACTIONS.

For the Months of *January, Feb. March and April.* 1720.

## The CONTENTS.

- I. *Some Remarks on a late Essay of Mr. Cassini, wherein he proposes to find, by Observation, the Parallax and Magnitude of Sirius.* By Edmund Halley, L. L. D. Astron. Reg. Geom. Prof. Savil. & R. S. S.
- II. *An Account of the External Maxillar, and other Salivary Glands: Also of the Insertions of all the Lymphatics (as well above as below the Subclavians) into the Veins; which Glands and Insertions have not hitherto been mentioned. or not truly described by any Authors.* By Richard Hale, M. D. Reg. Soc. & Col. Med. Lond. Soc.
- III. *De Peste Constantinopoli grassante. Auctore nupero V. Cl. Emanuele Timone. M. D. Hoc scriptum ab Auctore Clarissimo, qui Constantinopoli per multos annos Medicinam fecerat, Excellentissimo Ablegato Britannico, Roberto Sutton, Eq. Aurato, traditum, ejusdem Equitis permisso, cum Societate Regia communicavit idem R. Hale, M. D.*
- IV. *An Account of a Luminous Appearance in the Air, seen at Dublin on January the 12th, 1719.* By Philip Percival, Esq; Brother to the Right Honourable the Lord Percival, F. R. S. and communicated by his Lordship to the Royal Society.

V. Oj

going closed?

(1)

Numb. 1.

# PHILOSOPHICAL TRANSACTIONS.

Munday, March 6. 1664.

## The Contents.

*An Introduction to this Tract. An Account of the Improvement of Optick Glasses at Rome. Of the Observation made in England, of a Spot in one of the Belts of the Planet Jupiter. Of the motion of the late Comet predicted. The Heads of many New Observations and Experiments, in order to an Experimental History of Cold; together with some Thermometrical Discourses and Experiments. A Relation of a very odd Monstrous Calf. Of a peculiar Lead-Ore in Germany, very useful for Essays. Of an Hungarian Bolus, of the same effect with the Bolus Armenus. Of the New American Whale-fishing about the Bermudas. A Narrative concerning the success of the Pendulum-watches at Sea for the Longitudes; and the Grant of a Patent thereupon. A Catalogue of the Philosophical Books published by Monsieur de Fermat, Counsellour Tholouse lately dead.*

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V. Oj

going closed?

- V. *Of the Infinity of the Sphere of Fix'd Stars.* By Edmund Halley, L. L. D. R. S. S.
- VI. *Of the Number, Order, and Light of the Fix'd Stars.* By the same.
- VII. *An Account of the Method of making Sugar from the Juice of the Maple Tree, in New England.* By the Honourable Paul Dudley, Esq; F. R. S. Communicated by John Chamberlayne, Esq.
- VIII. *A Copy of an Affidavit made in Scotland, concerning a Boy's living a considerable time without Food.* Communicated by Patrick Blair, M. D. F. R. S.
- IX. *A Discourse concerning a Method of discovering the Virtues of Plants by their External Structure.* By the Same.
- X. *An Account of a Book, Entituled, Geometria Organica, sive Descriptio Linearum Curvarum Universalis.* Auctore Colino Mac Laurin, Matheseos in Collegio Novo Abredonensi Professore, & R. S. S.



# circling libraries

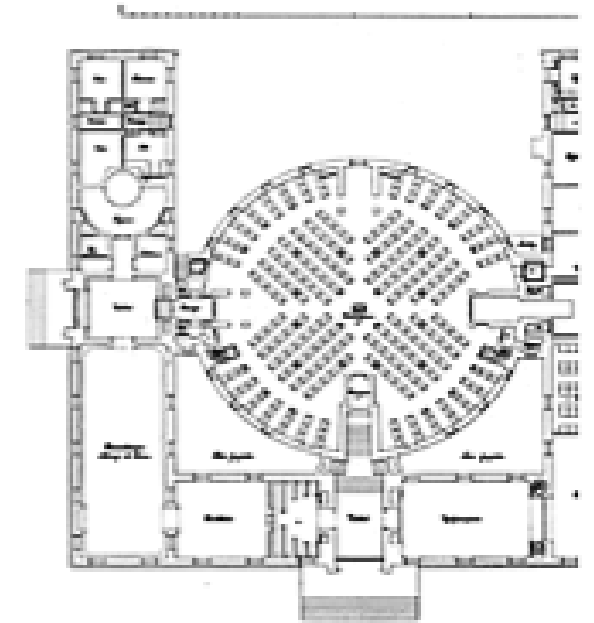
Smirke, British  
Museum Reading  
Room, 1851



Pelz/Casey Reading Room,  
LOC, ca 1898



Labrouste, Bibliothèque  
Nationale 1868



Asplund, Stockholm City  
Library, 1928

# institutions of the enlightenment

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## **collection to selection**

encyclopaedias

dictionaries

*trésors*

scholarly editions

fourth estate

university reborn



# going open again





# open again

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## **French Revolution's new science**

"plea for liberty in science and equity for  
the unrecognized genius" --Gachet

"popular medicine infinitely preferable to,  
and more certain than, all the often  
erroneous practices of our physicians"

*Nouveau Plan ... pour la Médecine en France,*  
1790



# going open

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## **Thomsonian revolution**

"medicine, like every useful science should be thrown open to the observation and study of all ... We should at once explode the whole machinery of mystification and concealment--wigs, gold canes, and the gibberish of prescriptions--which serve but as a cloak to ignorance and legalized murder!"

*New York Evening Star 1833*



# law reports

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"It has long been considered a practicable scheme for any barrister and bookseller who unite together with a view to notoriety or profit, to add to the existing list of law reports ... indiscriminately reporting cases ... the enormous mass of constantly accumulating materials ... these evils ... attributable to .. the multiplication of contemporaneous Reports ... has arisen from applying the principle of competition to correct the evils of prolixity, delay, and expense incident to the system of authorized reporting. ... new evils created ... confusion and uncertainty in the law producing perplexity in the administration of justice.

-- W.T.S. Daniel, *History and Origin of Law Reports*, 1884

# what are we searching for?

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**information**

**authority**

**context**

**institutions?**

vital

sclerotic

# going open

