

**DIGITAL
PUBLISHING
TOOLKIT**



**HYBRID WORKFLOWS FOR HYBRID PUBLISHING
INC project group
Off the Press, May 22nd, 2014**

INC PROJECT GROUP

Joost Kircz

Silvio Lorusso

Michael Murtaugh

Miriam Rasch

Kimmy Spreeuwenberg

INC Reader #9: Society of the Query

INC Reader #8: Unlike Us

networkcultures.org/publications

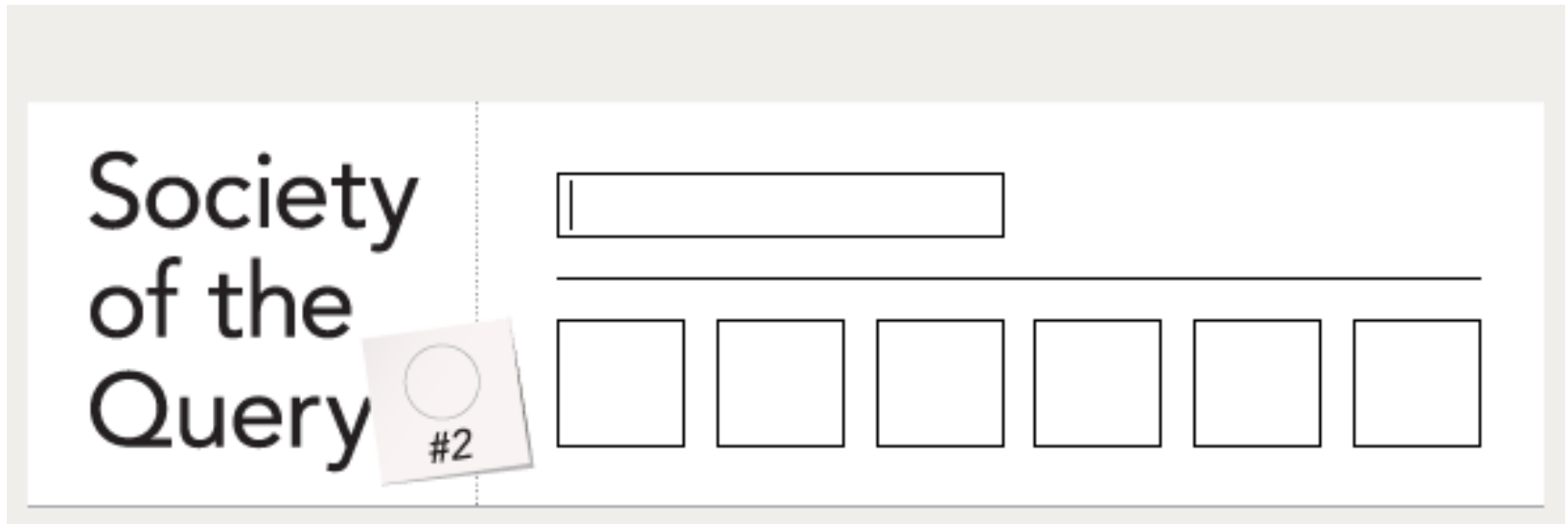
HYBRID PUBLISHING

- * Hybrid output of publication formats
- * Change in workflow
- * A look ahead

networkcultures.org/publications

MULTIPLE OUTPUT FORMATS

print, ePub, PDF, conference material ...



_DESIGNED PDF

Reflect and Act!

Introduction to the Society of the Query Reader

In the span of only a few years, search engines such as Google and Bing have become central infrastructure-like elements of the web. Within milliseconds they offer answers to pretty much all of our questions, providing a remarkably effective access point to the ever-growing ocean of information online. As usual for infrastructures, there is a harsh contrast between the importance they have in our daily lives and the attention we pay them. Just as we expect water running from the tap, electricity coming from the plug, and roads to drive on, we take for granted that there are search engines to give us the information we need.

However, search engines are becoming invisible, thereby increasing their implicit power. To counter this tendency, we need to design visibility campaigns to make their influence apparent. This is the main aim of Society of Query and similar initiatives such as Deep Search.¹ Integrated in smart phone interfaces, browsers, apps, and platforms such as YouTube, we take for granted that there is a search bar in close range. Within a remarkably short time range we have familiarized ourselves with the search logic: type, select, click, and move on. The ever-increasing speed we use to search has created a collective 'techno-unconsciousness' from which we have to wake up. This INC Reader is a modest step in this direction.

The rise of mobile devices and connections has increased the infrastructural significance of search engines even further, with a deep impact on our cultures and societies. We carry search technology with us all the time; we use it like an extended memory for factual questions (what was the name again of the author playing Julian Assange in that 2013 biopic? And while we're at it, what year did Wikileaks start again?); we feed them with our existential fears and doubts ('my daughter is overweight, my son is a genius – what should I do?'). But we do not grasp their workings or question the answers they give. We're not in control of our search practices – search engines are in

1. See Society of the Query project page: <http://networkcultures.org/query/>; the Deep Search conference page http://world-information.org/wi/deep_search/en and book: Konrad Becker and Felix Stalder (eds) *Deep Search: The Politics of Search beyond Google*. Innsbruck: Studienverlag, 2009.
2. Amanda Marcotte, 'Parents Ask Google If Their Sons Are Geniuses and If Their Daughters Are Fat', *Slate*, 21 January 2014, http://www.slate.com/blog/x_factor/2014/01/21/parents_ask_google_is_my_son_gifted_and_is_my_daughter_overweight.html.

control of us and we readily agree, though mostly unconsciously, to this domination. 'We're citizens, but without rights'³ in the Society of the Query.

It is of the greatest importance to understand critically that search engine infrastructures are mostly commercial operations, in contrast to the state-owned or at least state-regulated electricity and water infrastructures or road systems. Web search is not just about providing users with the information they are looking for in the most efficient way possible; search engine companies are also driven by the desire to make a profit, and to increase this profit by penetrating ever more areas of our lives and social relationships, predicting our behavior and (information) needs.

With revelations about how user data flow almost directly from companies such as Google to the NSA we seem to be at a crossroads. These insights raise public awareness, leading to a demand for insightful and critical information about the workings of digital technologies such as web search. At the same time there is a growing interest in this subject in fields outside of traditional computer studies – in humanities, history, social sciences, legal sciences, and so on. The time is right to tear apart our common sense of search engines; how to do that exactly remains difficult, however. Just as we don't really know where the water from our taps and the electricity from our plugs come from, and hardly notice the street until it is cut off, we usually do not have much insight into the functionality of web search. It is a black-boxed technology, which means operating a search engine doesn't really require any further knowledge of the technology itself. While previous information systems often demanded a certain level of expertise, modern search engines rather follow the Silicon Valley mantra 'the user is always right'. Since most search engine-providing companies are led by commercial interests, they aim to attract as many users as possible by keeping the entry barriers low. Everyone must be able to use the technology, and when the technology fails to meet the demands of the user, then it must be amended.

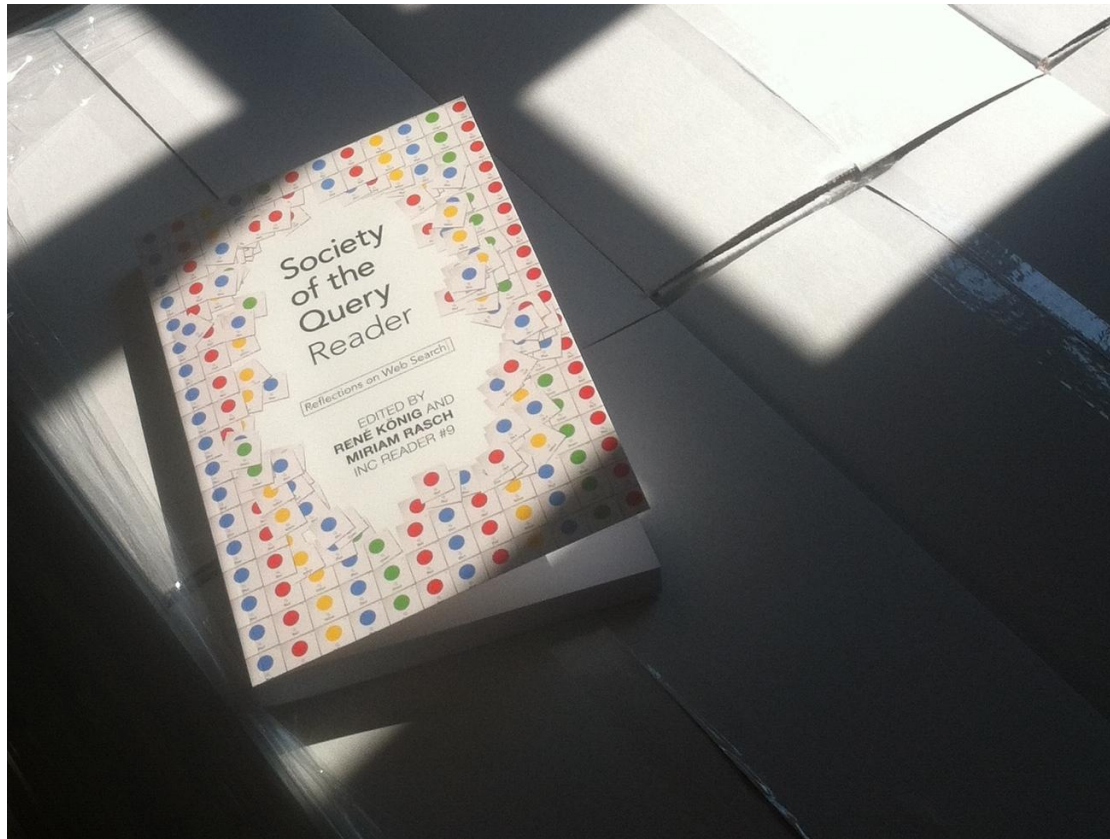
In practice, this leads to user interfaces such as Google's, which is as 'neutral' and clean as possible. The user still is required to enter a query in the search bar – at the moment this remains the core interaction between users and search engines. But already today, autocomplete features try to predict what users want to know before they actually formulate their queries. Services such as Google Now even bypass user queries by giving information before you've asked for it: 'From knowing the weather before you start your day, to planning the best route to avoid traffic, or even checking your favorite team's score while they're playing' as the website asserts.⁴ Increasing localization and personalization, with the help of encompassing data gained from mobile devices, allow and speed up this development.

3. William Gibson, 'Google's Earth', *The New York Times*, 31 August 2010, http://www.nytimes.com/2010/09/01/opinion/01gibson.html?ref=todayspaper&_r=0. The quote begins with: 'In Google, we are at once the surveilled and the individual retinal calls of the surveillant, however many millions of us, constantly if unconsciously participatory. We are part of a post-geographical, post-national super-state, one that handily says no to China. Or yes, depending on profit considerations and strategy. But we do not participate in Google on that level. We're citizens, but without rights.'

4. See, <http://www.google.com/landing/now/#whatistat>.

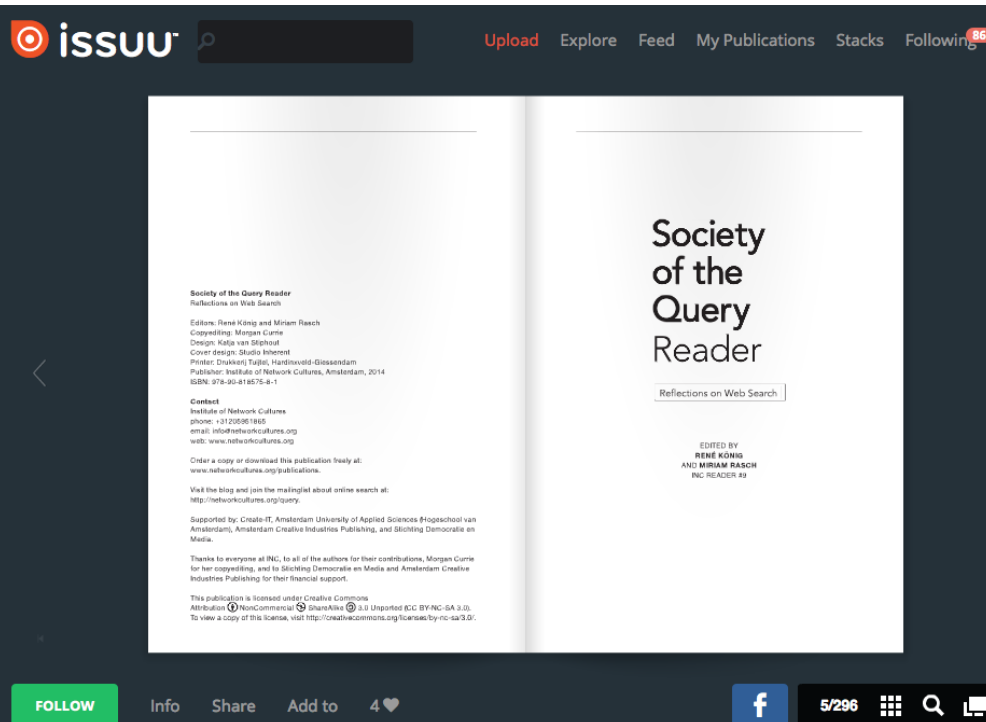
DIGITAL
PUBLISHING
TOOLKIT

PRINT BOOK



ONLINE READING

DIGITAL PUBLISHING TOOLKIT



Articles for download Society of the Query Reader

Below you find the PDF's for the separate articles included in the *Society of the Query Reader: Reflections on Web Search*. Feel free to download and share.

René König and Miriam Rasch

[Reflect and Act! Introduction to the Society of the Query Reader](#)

POLITICS OF SEARCH ENGINE ARCHITECTURES

Kylie Jarrett

[A Database of Intention?](#)

Andrea Miconi

[Dialectic of Google](#)

Vito Campanelli

[Frictionless Sharing: The Rise of Automatic Criticism](#)

GOOGLIZATION & ALTERNATIVES

Dirk Lewandowski

[Why We Need an Independent Index of the Web](#)

Astrid Mager

[Is Small Really Beautiful? Big Search and Its Alternatives](#)

Ippolita

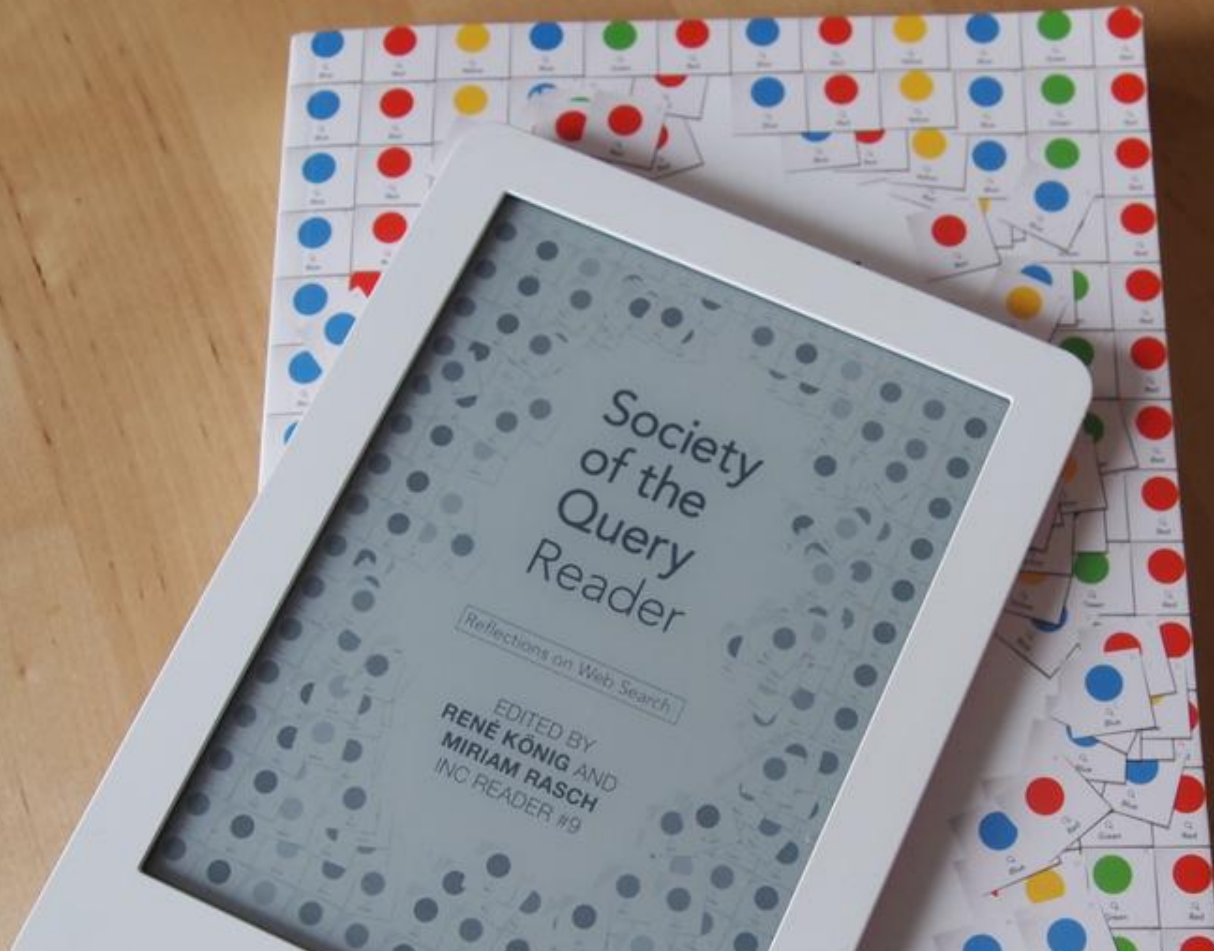
[The Dark Side of Google: Social Media Times](#)

Angela Daly

[Dominating Search: Google Refracts the Law](#)

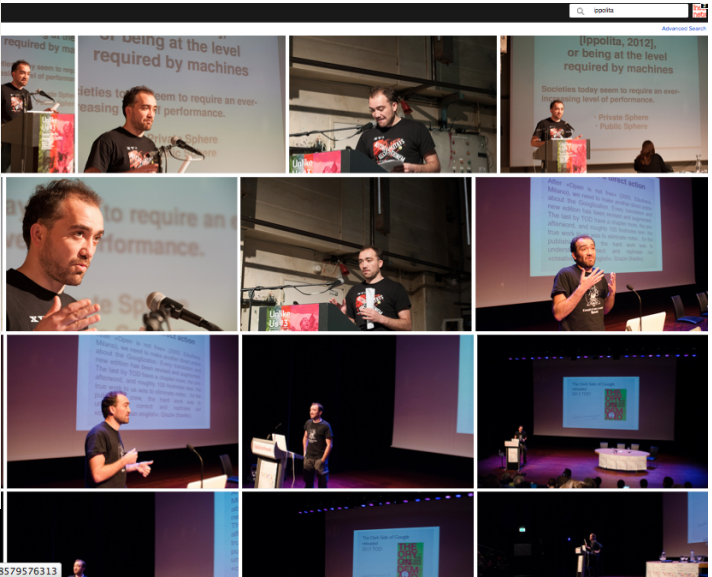
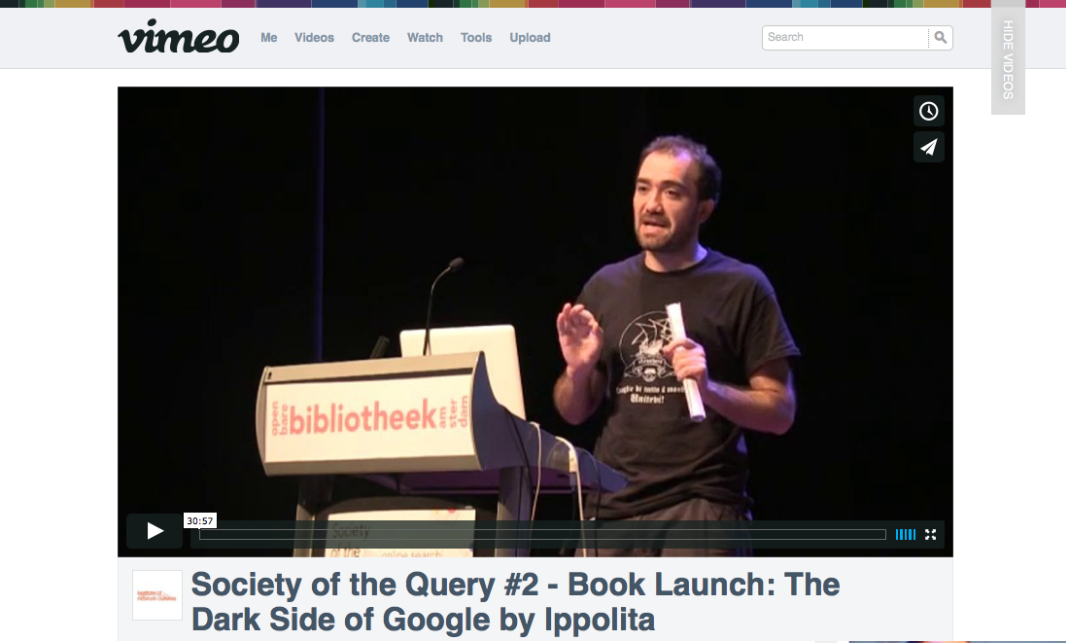
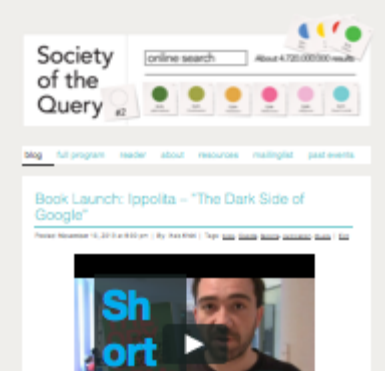
_EPUB

**DIGITAL
PUBLISHING
TOOLKIT**



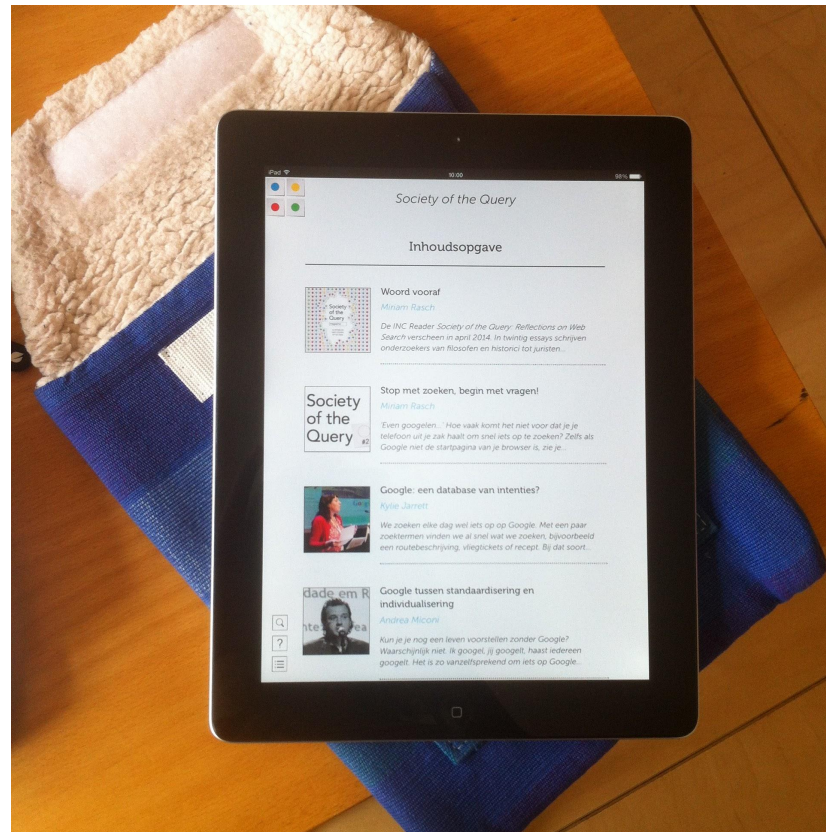
_(WEB) CONTENT

DIGITAL PUBLISHING TOOLKIT



DIGITAL PUBLISHING TOOLKIT

_IPAD MAGAZINE



HYBRID PUBLISHING

- * Hybrid output of publication formats
- * **Change in workflow**
- * A look ahead

networkcultures.org/publications

_FROM INDESIGN



_TO MARKDOWN

The image shows a side-by-side comparison of a document in its raw Markdown state (left) and its rendered HTML state (right). The window title is 'Introduction.markdown' and it shows '3258 Words'.

Left Panel (Raw Markdown):

```

##Reflect and Act! Introduction to the Society of the Query Reader

##René König and Miriam Rasch

In the span of only a few years, search engines such as Google and Bing have become central infrastructure-like elements of the web. Within milliseconds they offer answers to pretty much all of our questions, providing a remarkably effective access point to the ever-growing ocean of information online. As usual for infrastructures, there is a harsh contrast between the importance they have in our daily lives and the attention we pay them. Just as we expect water running from the tap, electricity coming from the plug, and roads to drive on, we take for granted that there are search engines to give us the information we need.

However, search engines are becoming invisible, thereby increasing their implicit power. To counter this tendency, we need to design visibility campaigns to make their influence apparent. This is the main aim of Society of Query and similar initiatives such as Deep Search.[^1] Integrated in smart phone interfaces, browsers, apps, and platforms such as YouTube, we take for granted that there is a search bar in close range. Within a remarkably short time range we have familiarized ourselves with the search logic: type, select, click, and move on. The ever-increasing speed we use to search has created a collective 'techno-unconsciousness' from which we have to wake up. This INC Reader is a modest step in this direction.

The rise of mobile devices and connections has increased the infrastructural significance of search engines even further, with a deep impact on our cultures and societies. We carry search technology with us all the time; we use it like an extended memory for factual questions (what was the name again of the author playing Julian Assange in that 2013 biopic? And while we're at it, what year did Wikileaks start again?); we feed them with our existential fears and doubts ('my daughter is overweight, my son is a genius - what should I do?'[^2]). But we do not grasp their workings or question the answers they give. We're not in control of our search practices - search engines are in control of us and we readily agree, though mostly unconsciously, to this domination. 'We're citizens, but without rights'[^3] in the Society of the Query.

It is of the greatest importance to understand critically that search engine infrastructures are mostly commercial operations, in
  
```

Right Panel (Rendered HTML):

Reflect and Act! Introduction to the Society of the Query Reader

René König and Miriam Rasch

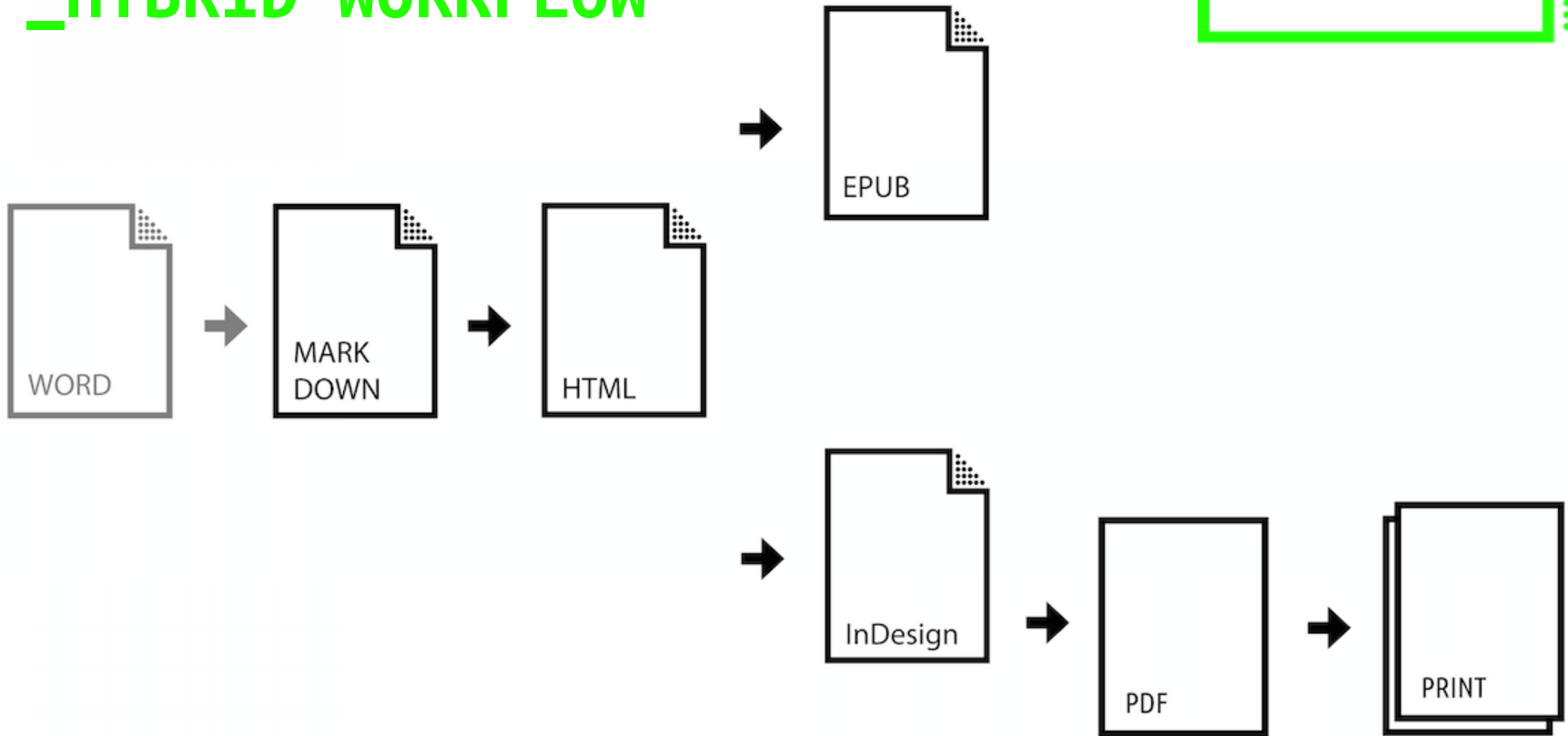
In the span of only a few years, search engines such as Google and Bing have become central infrastructure-like elements of the web. Within milliseconds they offer answers to pretty much all of our questions, providing a remarkably effective access point to the ever-growing ocean of information online. As usual for infrastructures, there is a harsh contrast between the importance they have in our daily lives and the attention we pay them. Just as we expect water running from the tap, electricity coming from the plug, and roads to drive on, we take for granted that there are search engines to give us the information we need.

However, search engines are becoming invisible, thereby increasing their implicit power. To counter this tendency, we need to design visibility campaigns to make their influence apparent. This is the main aim of Society of Query and similar initiatives such as Deep Search.¹ Integrated in smart phone interfaces, browsers, apps, and platforms such as YouTube, we take for granted that there is a search bar in close range. Within a remarkably short time range we have familiarized ourselves with the search logic: type, select, click, and move on. The ever-increasing speed we use to search has created a collective 'techno-unconsciousness' from which we have to wake up. This INC Reader is a modest step in this direction.

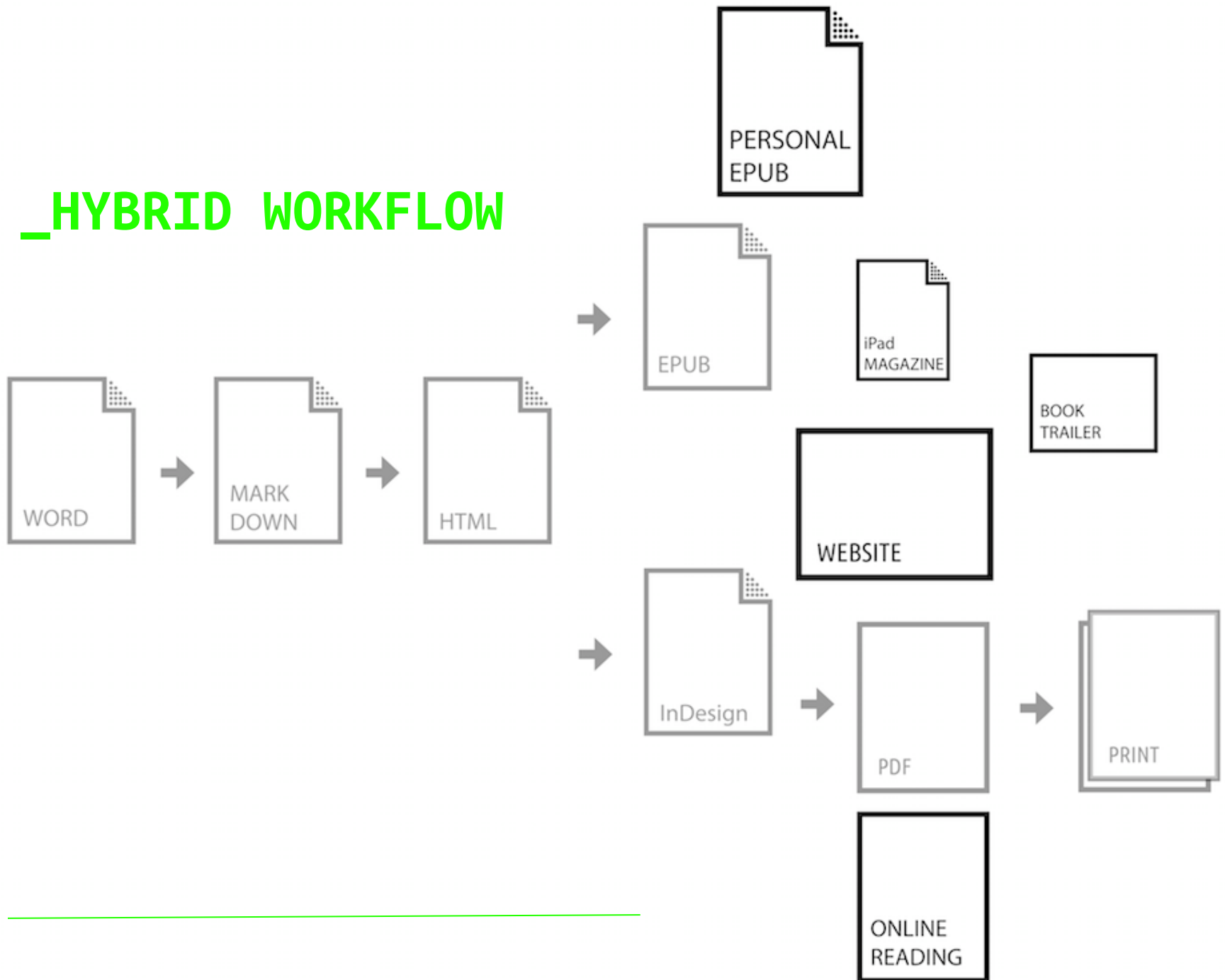
The rise of mobile devices and connections has increased the

_HYBRID WORKFLOW

DIGITAL
PUBLISHING
TOOLKIT



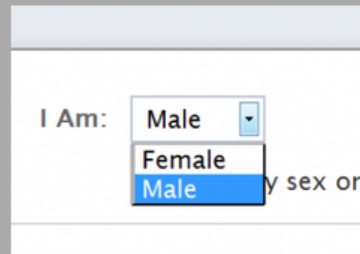
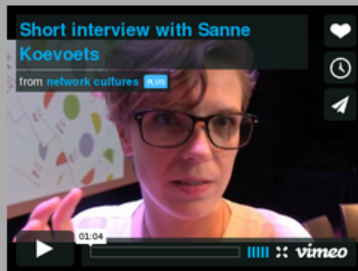
HYBRID WORKFLOW



_PERSONAL EPUB SEARCH

 Search in: readers blogs photos videos


Sanne Koevoets- Society of the Query #2
(photo by Martin Risseuw)



Ganaele Langlois- Unlike Us #2: Software
Matters on the 10th of March 2012



None of Your Business?: Analyzing the Legitimacy and Effects of Gendering Social Spaces Through System Design

Author(s): Andrew McNicol

or 'feminine' **gender**. Sex and **gender** do not always correlate...name, sex, or **gender** in social media spaces...from hiding their **gender** status from Google



Sanne Koevoets – Library Dwelling: Quest and Query Tropes in Narratives on Libraries and the Internet

new media studies at Leiden University College in The Hague. In her research she focuses on the **gendered** dynamics of the library in the network society,



Polluted and Predictive, in 133 Words

Author(s): Méli Hogan and M.E. Luka

friendship, gay, **gender**, girl, girlfriend



Social Media, or Towards a Political Economy of Psychic Life

Author(s): Ganaele Langlois











and **Gender** in Psychoanalysis



Add to book

_PERSONAL EPUB SEARCH

Contents

1.  **None of Your Business?: Analyzing the Legitimacy and Effects of Gendering Social Spaces Through System Design**
Author(s): Andrew McNicol
or 'feminine' **gender**. Sex and **gender** do not always correlate...name, sex, or **gender** in social media spaces...from hiding their **gender** status from Google
2.  **Sanne Koevoets – Library Dwelling: Quest and Query Tropes in Narratives on Libraries and the Internet**
Author(s): Sanne Koevoets
new media studies at Leiden University College in The Hague. In her research she focuses on the **gendered** dynamics of the library in the network society,
3.  **Polluted and Predictive, in 133 Words**
Author(s): Méli Hogan and M.E. Luka
friendship, gay, **gender**, girl, girlfriend
4.  **Social Media, or Towards a Political Economy of Psychic Life**
Author(s): Ganaele Langlois
5.  **Facebook Resistance Augmented Freedom**
Author(s): Marc Stumpel
to ideas such as the '**gender** slider', which critiques
6.  **Frictionless Sharing: The Rise of Automatic Criticism**
Author(s): Vito Campanelli
orientation, **gender**, religion, etc.5 Beyond
7.  **Finding Knowledge: What Is It to 'Know' When We Search?**
Author(s): Simon Knight
language and **gender** dominance among
8.  **Talking About Escape**
Author(s): Mariann Hardey, David Beer
9.  **A Database of Intention?**
Author(s): Kylie Jarrett
racial, economic, **gender**, sexual, or geographic
10.  **Historicizing Google Search: A Discussion of the Challenges Related to Archiving Search Results**
Author(s): Jacob Ørmen
such as age, **gender**, place of residence

BOOK TRAILER

Unlike Us Reader

WRAP UP

Hybrid publishing

Multiple outputs: print, ePub, PDF, ...

Hybrid workflow

combination of easy-to-use tools

document based instead of web based

Markdown centered instead of InDesign centered

Docx > Markdown > HTML >

* ePub

* InDesign > PDF, print

Hybrid

Your Own Personal ePub

adding web content

combining content from different publications

book trailer

**DIGITAL
PUBLISHING
TOOLKIT**



THANK YOU!

**HYBRID WORKFLOWS FOR HYBRID PUBLISHING
INC project group
Off the Press, May 22nd, 2014**