

Metadata Instruction Set: Fields Requiring Little Instruction

Overview/Coverage

In this week's metadata assignment, you will be gathering data for the following fields:

- Authors
- [Webtext] Title
- Volume.Issue
- Language
- Designers
- Peer-Reviewers

Cross-References

Please refer to the handouts "Metadata Project Description Sheets [English 354]" and "Metadata Schema" as needed to help you determine what the above fields refer to. This instruction sheet will give you details on how to find and input the data into the Excel spreadsheet, "Blank Metadata spreadsheet," which you can download from <http://www.ceball.com/classes/354/spring11/assignments/metadata-project/>

Spreadsheet Tab

In this week's assignment, you will be working with the **Webtext tab** in the spreadsheet.

TERMS

Authors:

- (1) To find the authors for a webtext, look at the Table of Contents (TOCs) for each issue of *Kairos* or on the "home" page for each individual webtext. To access the back issues, go to the Kairos home page (<http://kairos.technorhetoric.net>) and click on the tab at the top for "Issues." The TOC is on the main page of the journal, EXCEPT for the following issues: 7.3, 6.2, 5.2, 4.1, where the TOC for the "CoverWeb" section has to be accessed by clicking on the themes or the hyperlinked title to the CoverWeb.
- (2) Once you find the authors, copy them from the webtext and paste them into the Authors column in the Webtext tab of the Excel spreadsheet. Authors should be listed just like they appear in the webtext, including any middle initials, but NOT including any degrees or ranks (e.g., PhD, if it follows a name).
- (3) If there are multiple authors for a single webtext, they should be listed in the order they appear on the webtext, with commas separating each full name. BUT MAKE SURE TO DELETE the "and" which will usually be included in the TOC.

EXAMPLE:

Author listing in the TOC: Christopher Dean, Will Hochman, Carra Hood, and Robert McEachern

Author listing in the spreadsheet: Christopher Dean, Will Hochman, Carra Hood, Robert McEachern

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Title:

- (1) You will probably want to do this at the same time you are copying and pasting the Authors, because finding the webtext titles is the same process as above.
- (2) Once you find the webtext title, copy it from the webtext and paste it into the spreadsheet, in the Webtext tab, under Title.
- (3) Include the FULL title (pre- and post-colon, if any) and any punctuation in the title itself. Do NOT put quotation marks around the title or any non-Roman text. Also make sure to REMOVE the hyperlink once you put it into the spreadsheet.

EXAMPLE:

title as it appears in the TOC: ['Just' Professing: A Call for the Valuation of Electronic Scholarship](#)

title as it should appear in the spreadsheet: 'Just' Professing: A Call for the Valuation of Electronic Scholarship

Volume.Issue

- (1) This is one of the easier ones. I am assigning you two issues. Just make sure you write the correct one in the spreadsheet for whichever one you're working on at the moment. If you totally space out and don't know what volume/issue you're working on, it will ALWAYS be in the URL *and* on the main TOC for the issue.
- (2) Always write the volume.issue with the dot in the middle (e.g., 2.1, 15.2, 7.x) into the Volume.Issue column in the spreadsheet.

EXAMPLE:

<http://kairos.technorhetoric.net/2.1/binder2.html?coverweb/nahrwold/kairos.html>
→ the 2.1 indicates that this webtext is volume 2, issue 1.

Language

Language is even easier. It will always (for now) be English. This should be indicated in the spreadsheet, under the Language column, as the appropriate metadata abbreviation EN. (Do not put the period in the spreadsheet.)

Designers

Most webtexts don't have separate authors and designers. If that's the case, leave this row blank. Some will, however, and sometimes you need to hunt for that information.

- (1) To find the designer's name, you will often need to look at the main page of the webtext itself, by clicking the link to it from the TOC. Sometimes a designer is made evident by calling the title out to readers, such as in the "Diogenes, Dogfaced Soldiers, and Deployment Music Videos" from issue 14.3 (see <http://kairos.technorhetoric.net/14.3/topoi/carter-williamson/index.htm>), where Bill Williamson is listed as a Designer at the top of the page. (See Figure 1).

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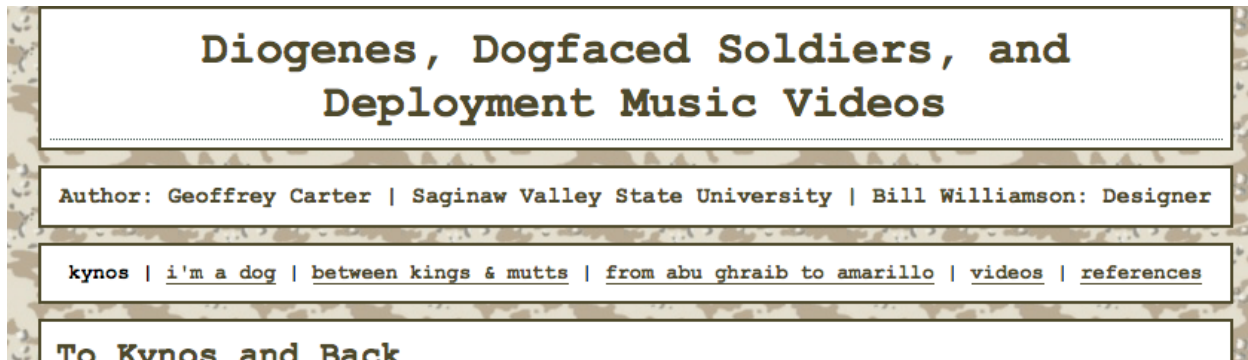


Figure 1. A screenshot showing the Designer's attribution.

- (2) Sometimes you will have to hunt a little more for it. Start by checking for anything called Acknowledgements, Credits, References/Works Cited, etc. Figure 2 is an example of a Designer's work listed well "below the fold" of the main page from this webtext.

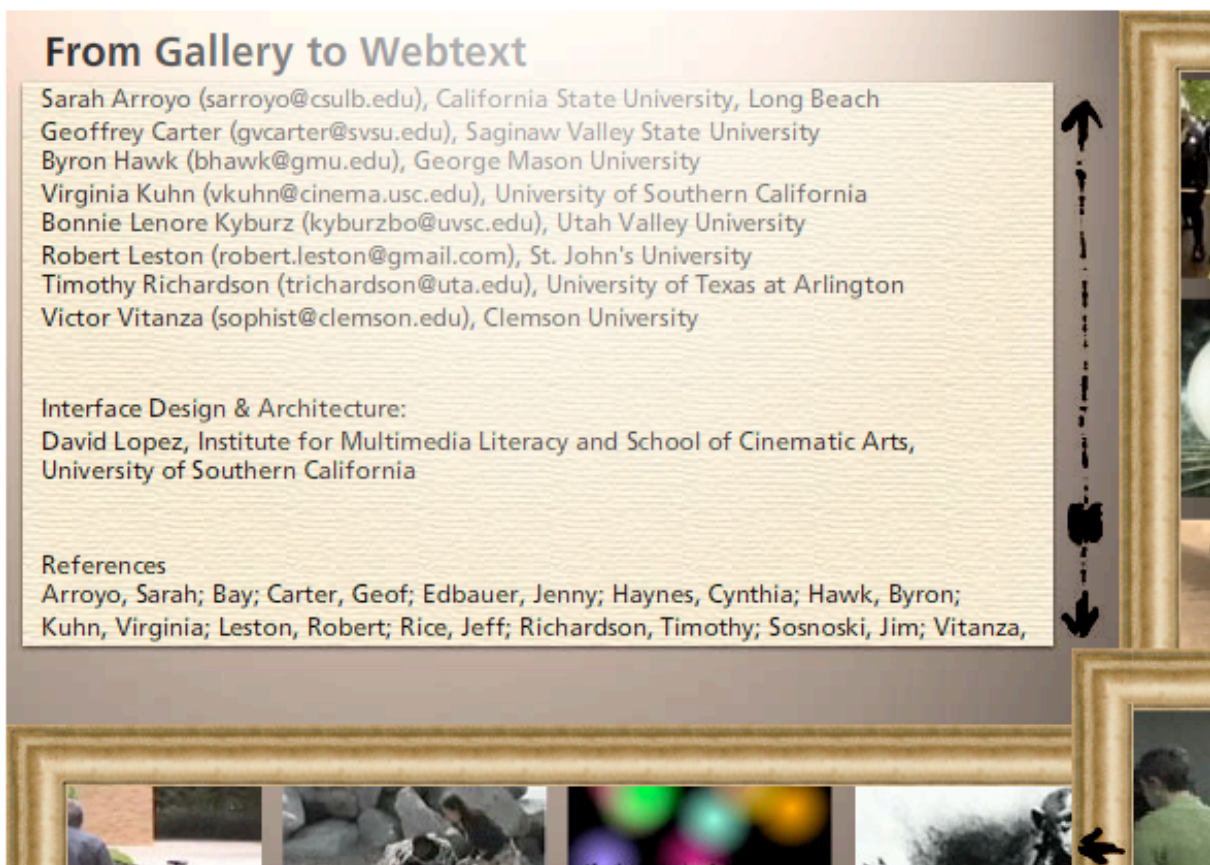


Figure 2. See the "Interface Design & Architecture" line for the Designer's credit. Notice how far down the "scroll" it's listed.

- (3) Once you do find the designer, follow the same directions for placing author info into the spreadsheet, but put it in the Designer column.

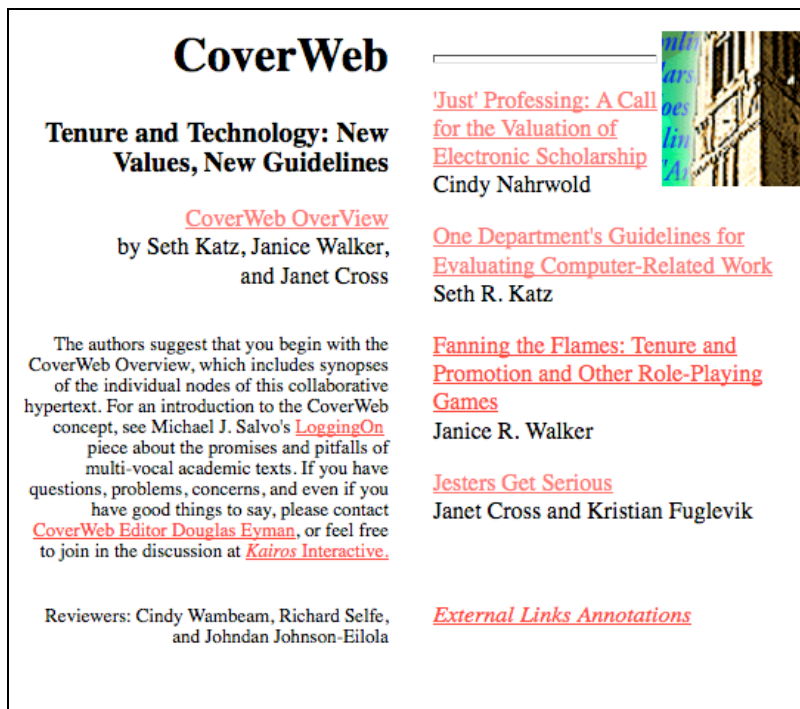
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Peer-Reviewers

Peer-reviewers can only be traced for some of the back issues. This isn't a standard metadata category, but is data that the editors of *Kairos* would like to collect for future research. For the most part, reviewers will only be listed on older issues of the journal, including 8.1 (under the CoverWeb introduction), and from 1.1 to 3.1 via the archival interface.

- (1) To access that old interface (for 1.1 to 3.1), go to the Issues archive on the main Kairos webpage. In that list, you will see a link under each issue for *Archival Interface*. Click on that link.
- (2) Choose the "non-frames" version, where possible.
- (3) Click on the CoverWeb link and/or the Features webtext links. The CoverWeb will have a single set of reviewers listed, such as in Figure 3. The Features webtexts will have reviewers for EACH webtext, such as the one webtext seen in Figure 4.
- (4) Copy and paste those reviewers names, just as you would for the Authors or Designers, into the Peer-Reviewers column in the spreadsheet. Make sure to remove italics, "ands" and any extraneous punctuation other than a comma to separate names.

EXAMPLE: From Figure 4, the reviewers were listed as "Eric Crump, Bill Hart-Davidson, and Terry Harpold" on the webtext itself. In the spreadsheet, this would be changed to "Eric Crump, Bill Hart-Davidson, Terry Harpold"



The image shows a screenshot of a web page titled "CoverWeb". The main heading is "Tenure and Technology: New Values, New Guidelines". Below this, there is a link for "CoverWeb OverView" by Seth Katz, Janice Walker, and Janet Cross. A paragraph of text follows, mentioning Michael J. Salvo's "LoggingOn" piece and providing contact information for CoverWeb Editor Douglas Eyman and Kairos Interactive. In the bottom left corner, reviewers are listed: Cindy Wambeam, Richard Selfe, and Johndan Johnson-Eilola. On the right side, there are three article links with their authors: "Just' Professing: A Call for the Valuation of Electronic Scholarship" by Cindy Nahrwold, "One Department's Guidelines for Evaluating Computer-Related Work" by Seth R. Katz, and "Fanning the Flames: Tenure and Promotion and Other Role-Playing Games" by Janice R. Walker. Below these is another link "Jesters Get Serious" by Janet Cross and Kristian Fuglevik. At the bottom right, there is a link for "External Links Annotations". A small image of a building is visible in the top right corner of the page.

Figure 3. Reviewers are listed in the bottom left corner of the CoverWeb "bridge" page

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Rhetorics of the Web: Implications for Teachers of Literacy

by **Doug Brent**
University of Calgary

Abstract

We are **beginning** to see hypertext that uses this new medium to argue for a point of view. But is rhetorical interchange possible in a form that works against the linear-sequential argumentative structures that have traditionally underpinned rhetoric? If an author fully deploys the resources of hypertext, can she still present a point of view for critique and analysis, or is she limited to posing questions and raising issues without asking the reader to try on an answer for size?

What are the forms of rhetorical hypertext and what functions can be best served by which form? Do these forms discourage critical analysis by the reader? Is the reader of hypertext drawn to channel-surf rather than to engage in disciplined engagement with another's ideas?

This web calls upon theories of hypertext design, rhetorical theory, genre theory and the theory of transformative technology to suggest some answers to these questions and to explore possibilities for hypertext as a reading and writing tool in the classroom.

External Links Summary

This web was peer-reviewed by Eric Crump, Bill Hart-Davidson, and Terry Harpold of the Kairos Editorial Board.

[Contact Doug Brent](#)

About the Author
Doug Brent is an Associate Professor in the Faculty of General Studies at the University of Calgary. He is director of the Writing Program and the Communications Studies Program. He teaches courses in Rhetoric, History of Communications and Information Technology, and Telecommunications Policy.

Figure 4. Reviewers for this Features article are listed near the bottom right of this screenshot.