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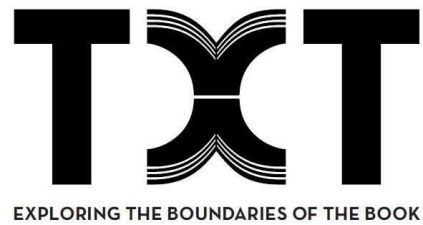
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Apple's iPad 2: What's in it for us?

By Anne Rackwitz

Early 2011, Apple will launch its new iPad. According to several Asian websites, iPad 2 will be improved on several aspects. The new iPad will be smaller and equipped with two cameras and a USB portal.

The big question is, however, what's in it for us? Will it be improved to benefit students or researchers (or digital media experts as we may hope to become one day)? The following suggest this might be the case:

For one, and maybe the most important reason, the new version has a USB-portal. So not only can we carry our smaller, lighter iPad, we also do not have to wait on slow Internet connections in order to move a file from the iPad to a PC. This new addition will thus allow the easy movement of files and information from USB drives, as well as enable the use of peripherals like the printer or mouse. The iPad can thus function as a fast back-up system. Users can just connect the iPad and PC and start working on whatever was

stored on the iPad. Or users can make completely new files to be viewed and edited on big-screen computers at home or in the office. According to Ben Parr, co-editor of social and digital news site Mashable, users can 'connect their digital cameras and iPhones to the iPad directly so that it can import photos to enjoy viewing on the big screen, maybe even edit them using Photoshop on the iPad itself'.

But there is more: the new iPad will have two cameras, one on the front and the other on the back of the device, as well as a large number of screen pixels, allowing for high-resolution, high quality pictures on the go. We



ILLUSTRATION: LUCAS ROZENBOOM

can leave our large, heavy single or double lens cameras at home when we, for example, need to take good pictures of antique books.

The iPad 2 will also have wide-range speakers, a flatter back, and a dual-core processor which will give

the device far greater multitasking capabilities.

Apple plans to launch the new iPad in March or April this year in the US. Belgium and the Netherlands will have to wait till July. The company anticipates selling a large quantity in the first month. Some even say Apple will sell about six million devices, which would transcend the sales of the first version by five million in the same period.

Ritman library closed

Because of financial problems, the Ritman library will be dissolved. Although one third of the books is currently held by the Dutch government, owner Joost Ritman is unable to maintain the rest of the collection and the building they are housed in.

More on page 4

We still need publishers

Phew! Publishers are still needed! Or at least, that is what Melanie Lasance assures us. This and more in an interview with Lasance, joint managing director and head of the children's books department at Gottmer Uitgevers Groep.

More on page 6

Government digilliterate?

The Dutch government is missing the opportunity to cash in on the social media hype. With WikiLeaks on the roll and the rapid spread of information on the Internet, the government should use social media to its advantage. But, do they know how?

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Here we are!

by Daan Peters

The publication you are reading now, EDiT, replaces Ezelsoor. The departmental newsletter for the Book and Digital Media Studies MA programme has not appeared since early 2006. Five years later, BDMS publishes a newsletter once again. With a new start goes a new name. Due to the increased focus on 'digital', EDiT is now web-only. Developments within the university and in the structure of the MA inspired a selection of February 2010 starters to create EDiT single-handedly with but a pencil and a piece of string, rather than to involve the teaching staff and add to their workload.

Yet, newsletters will be always newsletters – so expect plenty of news regarding the BDMS field. Our choice of articles reflects the contents of the programme's courses. From reviews of relevant books and films, gossip on the latest iPad, an interview with Gottmer publishers, to an article on late-medieval book conservation, EDiT has it all. Particularly useful is our extensive 2011 calendar of book events – making this an issue of EDiT you no doubt will want to turn to again and again.

The Apprentice *by Anne Rackwitz*

I remember well the very first time I wrote an article. I had an overflow of information. Nonetheless, getting that first word on paper was the hardest thing I had to do. I needed a catchy phrase to really get to my readers. Hours, maybe even days, went past before I wrote down a sentence to

my liking. Now, after some practice, and occasionally learning the hard way, I'm only beginning to get the hang of it. I can't imagine how journalists with years of experience once began. Did they go through the same hell as I did? Now, a new challenge has crossed my path; I am helping to create

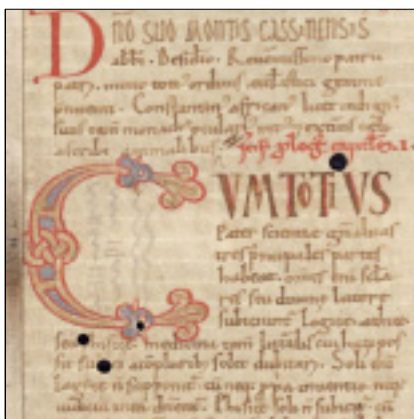
a complete newsletter! This quarterly magazine, which we named EDiT (catchy, isn't it?), will provide news, articles, and lots more, all in coherence with BDMS. We hope that you will enjoy reading it, and maybe even continue what we started. To that I say: Yay! Together, let's make EDiT happen!

Mr. Nabokov resurrected

No word processors or e-readers for Vladimir Nabokov: *The Original of Laura*, published posthumously in 2009, reveals his preference for index cards. Penguin, who paid son Dmitri a six-figure sum for the rights, takes Nabokov into the digital age. After a collection of one hundred English poems in November, his play *The Tragedy of Mister Morn* is set for 2013. Nabokov's love-letters to his wife, and collected poems and essays on Shakespeare and Pushkin, are expected next. **(DP)**

Erik Kwakkel discovers manuscript

Dr. Erik Kwakkel, instructor of 'Manuscript Book in the West', has discovered the oldest manuscript on medicine known in the West. The medical reference work, written under the supervision of Constantine the African, is known as *Liber Pantegni*, and



The manuscript is damaged by woodworms (see black spots), but remains a highly valuable artefact.

is dated to around 1080. Kwakkel found it by coincidence in the Royal Library in the Hague. **(OV)**

Travellers go 2.0

With the ongoing digitisation of reference materials the word 'spoorboekje' might become obsolete.

Train travellers need to use online planners or free print-outs, as train information will no longer be disseminated in book format. No doubt this will pave the way for the elimination of paper telephone directories; all the same, the 'paper-saving' and 'customers prefer digital' arguments have not yet yielded a noticeable decline in unsolicited ad mail. **(DP)**

UU terminates information science

The University of Utrecht has removed information science from its list of beta programmes. According to *DUB*, the university's digital newsletter, the faculty is forced to give up 30 percent of its current space, cancel the information science programme, and merge several subject areas, all due to insufficient funding. The BA continues for those who have already started, but from September 2012 no new students will be accepted. The MA will continue. A petition to retain the programme can be signed at www.redinformatiekunde.nl. **(AR)**



Audubon's Columbia jays brighten up the walls of Lady Hertford's Temple Newsam Estate, England.

World's most expensive printed book sold

Print isn't dead yet, and being overpriced is not reserved for e-books: an 1839 printed, hand-painted copy of John James Audubon's *Birds of America* fetched €8.647.111 at its December 7th Sotheby's auction, where arts dealer Michael Tollemache outbid four anonymous phone bidders. The price approaches the unsurpassed €22.000.000 paid by Bill Gates in 1994 for Da Vinci's 'Leicester manuscript', but sets a new record for printed books. A physical copy is in the John Rylands University Library in Manchester. The e-book is available for free from Google Books. **(DP)**

Dissolution for Ritman library imminent

A large portion of the Bibliotheca Philosophica Hermetica (BPH) in Amsterdam, known colloquially as the Ritman library, was recently moved to the Royal Library. The Ritman library is threatened with dissolution due to financial problems its owner, millionaire Joost Ritman, is facing. *By Olga Veldhorst*

The Ritman library in Amsterdam houses the book collection of entrepreneur Joost Ritman. It contains philosophical, theological, astrological, magical

and alchemical works on hermetic philosophy. This direction in philosophy is also known as Neoplatonism and has become concerned with Christian mysticism and symbolism. It is also associated with Rosicrucianism and Freemasonry.

Ritman's collection holds many invaluable manuscripts and a large collection of printed material, including the rare manuscript *The Grail of Rochefoucauld*, which is said to be one of the most expensive and beautiful manuscripts still in private possession, and one of the first illustrated copies of Dante's *Divina Commedia*.

It is not the first time the existence of the library has been threatened. As early as 1990, Dutch bank ING confiscated

some of the books in order to sell them if Ritman did not pay off his debts. The government prevented this catastrophe by acquiring 40% of the collection, after which

the BPH was registered as protected cultural heritage. Since then more items have been acquired under the assumption that the government will purchase the entire collection in the long run. Plans were developed to create a unique centre for the study of hermetic philosophy under the aegis of Amsterdam University

Library.

In 2010, the library ran into financial problems again, and Ritman decided to auction *The Grail of Rochefoucauld* at Sotheby's in London. As the collection was used as a collateral for Ritman's 15-million euro debt to Friesland Bank, the entire collection was confiscated by the bank as soon as that news came out. As a result, a major disagreement has ensued which no doubt will be harmful to the collection in the end.



Rouchefoucauld Grail (detail), 1315-1323, Sotheby's, London

Professor Hoftijzer, expert on book history, feels that Ritman could have seen this downfall coming and has partly himself to blame: 'Of course it would have been smarter if he had transferred the collection to a library or foundation before troubles started. Now his great dream is shattered.'

Meanwhile, the government-owned part of the collection was moved to the Royal Library in The Hague, where the books will be made available to readers as soon as possible. It is as yet undecided what will happen to the remainder of the books. A petition has been set up by the University of Amsterdam (UvA) in order to keep the collection together, which has already been signed by a large number of book lovers from all over the world. ♣

The petition and more information can be found at <http://www.amsterdamhermetica.nl/Ritman.php?id=21>.

Foreign affairs...

A South African student looks back on a year of all things Dutch. *By Renata Harper*

When I first arrived at Leiden University, I attended one of those introductory meetings for international students, where we were taught about the beauty of a '6.0'. Honestly, the only six I have ever appreciated takes place (and not often enough) in a cricket match. But here, it seems, to excel is to err; to pass divine! And *how* divine, I thought. I can prioritise my paid work, which enables me to study here (I'm aware of the irony).

Initially homesickness was *geen gedoe*. My Afrikaans had me well-prepared for those guttural 'g's, as well as for little cups of tea, little train tickets, little evening snacks (over a small beer or two) in little frog land.

Plus, I'd chosen a great time to arrive, as Holland was deafened by *vuvuzelas* for at least 30 days last year. It was fantastic to march with the orange army (the Netherlands was of course my second favourite team), although my Spanish housemates were certainly more chuffed with the result than anyone else in my street.

It wasn't long though before I experienced some cultural shocks that measured well, higher than a 6.0. The thing about culture shock is that, when you're submerged in its most sensitive stage, every encounter becomes synonymous with that country. Locals who are just going about their day, some having a good one, others not,

are suddenly (and unwittingly) burdened with the enormous responsibility of being ambassadors for their country – which means of course, that some days you feel good about being foreign, and others you don't.

As anyone familiar with culture shock will know, it's a time of both self-reflection and self-indulgence, and we all have to go through it to some degree or another.

My first major (public) cultural blunder was attending a De Dijk concert in a turquoise summer dress from Thailand, complete with swirling gold dragons and pink hibiscus flowers. It was then, crying in the bathroom and wishing I had worn track pants and trainers, or even my pyjamas, that I understood the expression '*doe maar gewoon dan doe je al gek genoeg*'.

Frankly, I am quite relieved to have reached the *gewoon* stage of my stay in Holland. I know how the *OV chipkaart* works and that sometimes it doesn't; I know to check the direction of the tram before leaping in; and I know that *ijzel* is more dangerous than Johannesburg.

What always strikes me about the Netherlands, and Europe as a whole, is how history appears to merge into the present; how it is seen but unseen. Here, people live their modern lives amongst the very physical remnants of their histories – obscure museums, medieval city



halls and walls, the oldest known bar in town... Maybe that's why many Europeans appear at first to have a certain air about them, a sort of smugness. They hold the privilege of being at home in their heritage.

In South Africa, we are so conflicted about it all, and the past jars with the everyday. Yet there is something new and shiny about us... If Holland hums, South Africa positively crackles.

As for what I miss about home, the obvious things are vast tracts of open space, an average temperature of 13°C in winter, and mountains. I had to laugh at the home page of the Utrechtse Heuvelrug, which boasts that the reserve is 'in many places dozens of metres in height'.

The not-so-obvious things? Warmth between strangers and men who can dance.

What I will take home with me once I've graduated is my Dutch boyfriend, honed bargain hunting skills, and a much better understanding of a country to which my own is tied. Though of course, I'll miss the little things... ♣

Publishing is not all **child's** play

We speak to **Melanie Lasance**, joint managing director and head of the children's books department at **Gottmer Uitgevers Groep, Haarlem**. Apart from children's and young adult's books, **Gottmer publishes in the genres of travel, lifestyle and spirituality**. *By Renata Harper*

ILLUSTRATION SUPPLIED BY GOTTMER

When and how did you get into publishing?

I always liked the sound of publishing. I have an interest in languages and love to read, and I had this romantic idea of making money out of my hobby. I soon found out that I didn't stand a chance of getting into the industry without experience though, so I worked as a secretary at Gottmer – a good way to see every aspect of the business. A few years later, a vacancy came up in the copy-editing department. Twelve years after that I took over some of the publisher's duties when she was off sick for about a year – and that was that...

Any advice for students?

It's a great job; the best job there is. It's not a place to make a lot of money though and it's difficult to get into the industry. We sometimes take on trainees and if they're good, we might keep them.

Are publishers still necessary?

I think they will always be necessary. You can put anything directly online, but you still need people to get the product into the market. A big part of our work is marketing and promotion. Then there's the perfecting of the text – from copy-editing and design to choosing a format. We rarely receive

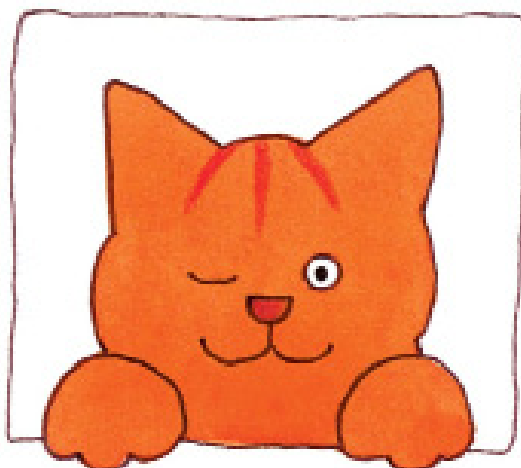
a text that's good to go as it is. I'd rather be a publisher than a bookseller today.

Is there a future for the printed book?

I'm very confident it won't disappear. Sure, we'll sell more e-books, and if you just want the content, you may as well buy the e-book. But I think it'll become more and more important to have attractive print books; to have something you love or want to keep.

Tell us more about the manuscripts you receive...

We get about 20 a week, includ-



ing digital, print and picture books. About one percent is accepted. I know something's good when I not only finish the book, but also enjoy it – and that's rare.

Why did Gottmer buy the children's books division of Nieuw Amsterdam?

The bulk of our profits comes from books whose rights we have bought abroad. [Gottmer sells the Dutch versions of *Gossip Girl*, *Dr. Seuss* and *Ranger's Apprentice*, to mention a few]. Nieuw Amsterdam worked with a lot of great local authors, like Ted van Lieshout and Jan Paul Schutte, and with them came a very good, well-connected editor.

Tell us about some of your digital projects.

We've already published about 60 titles as e-books. We were the first in the Netherlands to publish a book [*Gossip Girl*] on mobile phone a few years ago, though we only sold about 45 copies. We do believe though that there's an opportunity for picture books on tablets. Like everybody, we're starting with our first apps. In February we're launching a Dikkie Dik [see image] app for the iPhone and iPad,

with animation and games... It's everything an app should be. We're anxious to see if our investment into digital ventures will pay off. It's a big gamble of course, but also very exciting. ♣

Government not 2.0 enough?

Twitter, Facebook and YouTube are becoming increasingly popular. These social media are influencing the way in which we communicate. Public institutions will need to adapt and use social media tools to their advantage.

By Anne Rackwitz



Thanks to the Internet and social media, information can be spread at a rapid rate. According to the report 'Zelf Vertrouwen' of Stichting Nationale DenkTank [National Think-Tank Foundation], released in October 2010, our government just can't keep up with online developments any more.

The report, which focuses on the ever-decreasing trust Dutch

citizens seem to have in their government, says public organisations are dealing inappropriately with this form of attention about threats and criminals generated in new media. The police in particular have too little experience in dealing with, for instance, social networks. Furthermore, the rapid spread of stories and images of criminal incidents, which would otherwise remain hidden from the public eye, is undermining the authority of the police and decreases the confidence people have in the police force.

The report's evaluation of activities on several social media platforms, suggests the Dutch do not have faith in their leaders. The government, in turn, reacts inappropriately to criticism with ill-advised and rushed legislative proposals, which

serve merely to fuel further public discontent. The report also

states that, should this situation persist, the reputation of governmental institutions will continue a downward spiral.

Nevertheless, the upside is that, although many of the issues have arisen as a result of social media, the solutions may also lie in them. Stichting Nationale DenkTank states that press releases and other messages generated by governmental organisations have a great influence on the public.

However, many of the websites created by the public sector reflect a Web 1.0 ideology, in which communication is one-sided. Taking a Web 2.0 approach would create an opportunity for dialogue and conjure up a sense of involvement. The report recommends that public organisations increase the contact element on their websites. According to the report, 62 percent of those polled are of the opinion that public organisations should make more use of these media.♣

Communication expert Arjan Keijzer says, '[Public] organisations need to be responsive when it comes to social media. They need to involve their citizens in their thinking processes and take any form of critique seriously. The discussions on diverse social media give meaning and direction to the public's opinion. This can be used for further policy issues the organisation might follow.'

Do NOT give your books to children!

(and other guidelines on book conservation from 1527) *By Thijs Porck*



PHOTOGRAPH: THIJS PORCK

This manuscript from 1527, The Hague, KB, contains the text *Hoemen alle boucken bewaren sal om eewelic te duerene*. In the left margin, an eighth rule has been added by the author.

Gashed gatherings, boded bindings and faltering fly-leaves, alongside picture-perfect parchment. The current state of a medieval manuscript reflects the manner in which it has been retained and used over the centuries. Today, the concern over book preservation has led to ever stricter regulations concerning access, handling, and storage. Were books protected similarly in the Middle Ages? Did contemporary makers or users of books set any rules on how to treat these objects?

Medieval, written sources on the care of books are relatively scarce. Monastic rules reveal that monks were aware that dust, bookworms, dirt, fire and humidity posed dangers, but how these dangers could be minimised is not mentioned. Two bibliophilic texts, *Philobiblon* by Richard de Bury (1287-1345) and *De Laude Scriptorum* (1492-1494) by Johannes Trithemius, mention sixth danger to books: the user. De Bury vividly laments the ill-treatment of books by, for example, snotty youths who,

rather than wipe their noses, stain their books. Trithemius, similarly, denounces readers who do not keep books immaculate, as this would reflect their (dis)respect for the books' contents. Both texts offer practical advice on handling books, such as refraining from eating and drinking whilst reading (De Bury), and arranging books properly on bookshelves (Trithemius), but neither go into much detail or give guidelines for long-term storage. Perhaps they deemed such specific regulations unnecessary; Trithemius states: 'But why do we dwell on the care of books with many words? Those who love books doubtlessly treasure and keep them even without a word from us.'

The author of the text entitled *Hoemen alle boucken bewaren sal om eewelic te duerene* [How one shall preserve all books to last eternally], apparently, *did* find it necessary to stipulate specific rules on book conservation. The result is a unique text, in the vernacular, outlining eight rules on access, handling and storage. The text is found in The Hague, KB 133 F 2: a miscellany on 180 folia of 120x79, written entirely by one hand. Various ownership inscriptions, in the hand of the main text, suggest this book was manufactured in 1527 and that it belonged to a Margrieten van der Spurt from Ghent.

The contents of this manuscript suggest the book was used as an educational treatise for children. Most included texts

are of a didactic nature, such as a text entitled *Eenen gheestelicken A.B.C.* [A spiritual A.B.C.]. Other texts focus on the ways in which children should treat their parents, and have running headers such as 'in quade kinderen sal niement verblijden' [evil children will not make anyone happy] and 'vader ende moeder moet men in alder noot bijstaen' [one must help one's father and mother in every need]. *Hoemen boucken bewaren sal om eewelic te duerene* immediately follows the first ownership inscription and is the manuscript's first stand-alone text. This prime place within the manuscript suggests that the proper care of books was an important part of the education of a child, during the first half of the sixteenth century.

In the introduction to his guidelines on book care, the author remarks that, if his rules are followed, books will last 'menich jaer [...], ja te minsten twee hondert jaer' [many years..., yes, at least two hundred years]. [An overview of these rules can be found in the red box.] For each rule, the author outlines the consequences of ignoring it. Violating the fifth rule, for example, results in the following: 'dan werden se ter stont vort ende duergheten van de motten, ofte de stoffe duereet haer selven' [they will be eaten through by moths, or the fabric will eat itself]. Not following the sixth rule would lead to the book falling apart: 'want alser een beghint te

faelgierene dander volghen' [because if one starts to fall, others will follow].

Interestingly, the eighth rule was added in the margin after the main text had been finished: 'Ten 8sten, men sal huut gheen-en boucken diemen ter heeren hauwen wilt, de kinderen laten leeren. Want wat in haerlieder handen comt, soe wij sien het blijfter oft het bedeerft.' [Eighth, one should not let children learn from any books that one wants to preserve. Because whatever

on account of the author.

Nevertheless, the fact that the book containing these eight rules is still available in the KB (albeit rebound), proves that it has far exceeded its expected 200-year life span. We can only conclude, then, that the contemporary and later users of this manuscript abided by the eight rules and that they took to heart the morale which was added to the end of the text: 'Men pleegt te segghene an de plume sietmen wat vueghel dat es ende

EIGHT RULES FROM 1527

- 1) Store your books in a dry and dustless place.
- 2) Do not handle your books with dirty fingers.
- 3) Do not let your books lie near the fire, or leave them open for too long.
- 4) Never pull the pastedowns off the boards.
- 5) Preserve books from mould and decay, by, for example, not touching them with wet fingers.
- 6) Do not tear out a page or quire.
- 7) Do not doodle in the margins.
- 8) Do not give your books to children.

an eens cleercs boucken sietmen wel wat cleerc dat es. Ende alsoe weetmen gheware an de boucken van de lieden of se reijn van ijete beseghen, goddelic ofte duechdelic van levne sijn.' [They say that one can recognise a bird by its plumage, and one can recognise a clerk by his books. And so it will be revealed by the books of people, whether they are clean, god-fearing or good of living.] ♣

For more information, see M.H. Porck & H.J. Porck, 'Hoemen alle boucken bewaren sal om eewelic te duerene.

comes into their hands, as we see, it either stays there or it is ruined]. This rule was added by the same scribe who wrote down the first seven rules. Given the suggestion that this manuscript was used as an educational treatise for children, the addition of the eighth rule could have been due to 'progressive insight'

Acht regels uit 1527 over het conserveren van boeken, Jaarboek voor Nederlandse Boekgeschiedenis 15 (2008), 7-21. A revised, English version of the article (including full translation of the text) is scheduled to be published elsewhere in 2011. The text featured can be found in *The Hague, KB 133 F 2, ff. 1r-6r.*

Leadership.24

Excellent students are to be encouraged by the University to experiment and think for themselves. With this in mind, a leadership.24 course was organized, in which 24 students from Leiden University were engaged, under which Niels Janssens, currently BDMS student. Their assignment was to write a book about leadership in the year 2024. This resulted in a Wiki, a book and a leadership.24 symposium with keynote speakers such as Maurice de Hond, Mat Herben and Alexander Rinnooy Kan.

One of the conclusions on leadership in 2024 is that hierarchical leadership will be replaced by dynamic group leadership, based on an Open Access stance. Having a vision will become more important for the next leading generation, as well as authenticity.

To read more views on leadership and to contribute to the discussion, please visit www.leadership24.nl (in Dutch). **(OV)**

Towards a Digital Order

Changing Our Textual Minds (COTM) anticipates the technological transition from the established Order of the Book towards a Digital Order. Van der Weel, Bohn Professor of Modern Dutch Book History, analyses this evolution as the next step in the history of textual transmission. This focus on the modality of text is what conceptually differentiates COTM from various popular treatises, most of which are based on personal experience and trend watching. The quality of writing

The Facebook movie

Usually, when filming a book adaptation, the film receives bigger popular acclaim than the book: Stanley Kubrick's *Clockwork Orange* wasn't Kubrick's, to name just one. Hence, Ben Mezrich receives little attention for his 2009 *The Accidental Billionaires* novel; which he might have expected when director David Fincher, of *Se7en* and *Benjamin Button* fame, decided to film it. Unsurprisingly, the resulting *The Social Network* is the talk of digi-town. Highly popular among internet-users and Facebook-addicts, the film has its own Facebook page (and 502,102 "likes"), is overloaded with praise on Rotten Tomatoes, IMDB, and other film sites, and after winning four Golden Globes, the film is trending on Twitter: good scores for a critical docudrama about websites and lawsuits. Film subject Zuckerberg, although unhappy about his portrayal by Mezrich and ignoring *The Social Network*, has, with 2.604.253 Facebook "likes", 'Time Person of the Year 2010', and \$1.5 billion in the bank, the last laugh. **(DP)**



Mark Zuckerberg in a social network

PHOTOGRAPH: MAURICESWAY ON FLICKR.COM

deserves mention, as does the fact that COTM gathers insights from science studies, philosophy and linguistics and, as such, does not limit itself to the humanities' latest craze: cognitive studies.

Considering the previous remarks, the book's closing statement, in which Van der Weel compares his effort to 'the Baron von Münchhausen dragging himself out of the morass by his own hair' is remarkable, if not completely misjudged. In a world of dilettante Münchhausens wailing to attract the public attention for their fictitious disease, i.e. the (uncertain) future of the book, Van der Weel keeps his cool.

True, it is hard to come to grips with the expanding and rapidly changing whirlpool that may

come to a standstill as a full-blown Digital Order, and it is even harder to predict its impact on human knowledge and culture in general.

However, backed by a strong and nuanced argumentation, COTM attests how textual technologies shape society, without oversimplifying the relation between man and machine. As we gradually evolve towards an era of digital reading and a succession of increasingly sophisticated electronic devices, Van der Weel leaves us with the resigned Curtisian message that we have lost control again. **(NJ)**

Changing Our Textual Minds (Manchester University Press, 2011) by Adriaan van der Weel

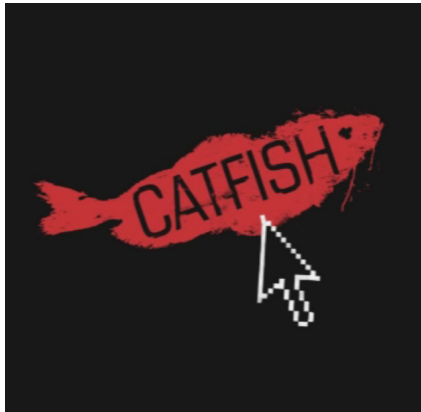
Catfish – the other Facebook movie

Catfish is promoted as a thriller-documentary, 'the best Hitchcock film Hitchcock never directed' with 'a shattering conclusion'. Various reviews, however, indicate that many people are bitterly disappointed after viewing what is not a 'thriller' in the regular sense of the word.

In this documentary young photographer Nev and his current online love interest are monitored on camera. After he re-

ceives a painting of one of his photos, he builds up a friendship with the artist, eight-year-old girl Abby, through Facebook. He befriends her family, makes calls to her mother and falls in love

with her half-sister, Megan, all through Facebook and over the phone. Megan is a very good singer and every now and then she uploads new demos on her Facebook page. When however, Nev finds out that she is not the singer of these demos, he decides to investigate the situation.



So he, his roommate and his brother travel to Michigan, to pay a surprise-visit to Megan, Abby and their mother. A visit

that ends with an apotheosis that is shocking. This film is a study in new media and how easy it is to manipulate people with Facebook, Google and Youtube. But not only the

movie itself shows us this, also the marketing campaign around it, is tricking us into believing this is a new *Blair Witch Project*, while in fact it is not. In the end this movie raises more questions than it answers, and it could very well be that that is just the aim. **(OV)**

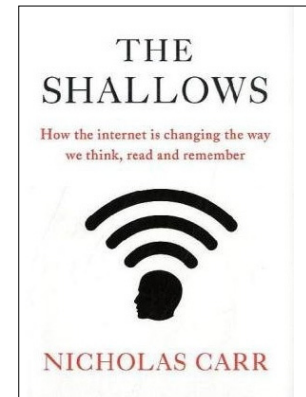
Social Media Marketing

It may well be the case that books about Social Media, provided that they are written by smart marketers, are not much more than an easy way to sell blown-up blog posts for too much money. This book, however, is different. Contrary to her colleagues, the author has a hideous website (www.lianaevans.com), she does not seem to try to build a 'smart' image of herself, she keeps her outdated Livejournal blog online, and... she actually wrote a good book. Between the catchy oneliners, lots of useful information can be found. How to deal with negative results? How to research the results of social media efforts without just relying on buzz monitoring? Why do interns make coffee and not social media strategies? This well-structured and clear book provides answers instead of promises. **(SD)**

Social Media Marketing (Que, 2010), by Liana Evans



Is the Internet rewiring your brain?



Carr embarked on this investigation into the cognitive effects of the Internet after noticing that he was struggling to concentrate for more than a few minutes at a time. 'My brain, I realised, wasn't just drifting, it was hungry,' he writes. 'It was demanding to be fed the way the Net fed it.... Even when I was away from my computer I yearned to check e-mail, click links, do some Googling ... The Internet, I sensed, was turning me into something like a high-speed data processing machine...'

Carr's concern is exacerbated by discoveries in neuroscience in the past two decades, which point to the plasticity of the brain. Yet, for all the adaptability the brain exhibits, it can also lock us into certain behaviours as some neural circuits strengthen after repeated activity at the expense of others.

Carr's ideas about a future in which the Internet dominates are insightful, if alarmist at times. What the book does is remind us to be mindful of the ways in which we use our technologies. **(RH)**

The Shallows: What the Internet is doing to our brains (Norton & Company, 2010), by Nicholas Carr

Looking ahead: on careers in BDMS

By Daan Peters

As a student, one's working life may seem distant yet full of promise, in a hazy sort of way. It can come as a shock to realise that being a student actually means being 'hidden unemployed'. As luck has it, job prospects for those in the BDMS field are not quite desperate and may allow us to flee chronic poverty; a bit of ambition can go a long way, as Daniël van der Meer and Daan Heerma van Voss have proved. These 24-year-olds, a political scientist and a history student, are the driving forces behind their own publishing house in Amsterdam. It is their daring, ambition, and their network, that helped them launch the book *Wat we missen kunnen* [What we can miss]. It marked the official start of their Babel & Voss Publishers, which is officially headed by co-founder Reinjan Mulder (61). *Wat we missen kunnen* is exemplar for their vision of publishing; 'keep it small, do it yourself, and be daring': it is a collection of pieces on things the Netherlands could do very well without, voiced by a range of authors. Experienced writers such as Arnon Grunberg, Jan Jaap van der Wal, and Kees

van Kooten thus find themselves quire-to-quire with newcomers such as Deru Schelhaas and Thomas Heerma van Voss – the latter two from the personal network of the publishers; it goes to show that family ties and university connections matter on the road to fulfilled ambitions!

The same goes of course for finding jobs or internships. Employers tend to be human and are therefore tempted to hire people who are recommended or in any other way familiar to them. The alternative of objectively going for the candidate with the highest qualifications, on the other hand, is seen as a risk. Needless to say, introducing yourself as a

student from the Leiden Book and Digital Media Studies programme can help to open doors. After all, students from our Master have found employ at an ever-growing number of companies: so, be inspired by the list on the left! All companies mentioned have welcomed fellow students in the past. Let it not keep you, however, from daring to go off the beaten paths... ♣

Libraries

DBNL, Leiden

www.dbnl.nl

KB, Den Haag

www.kb.nl

University Library, Leiden

www.ub.leidenuniv.nl

Trade Publishing

De Bezige Bij, Amsterdam

www.debezigebij.nl

SDU uitgevers, Den Haag

www.sdu.nl

Uitgeverij Catullus, Soest

www.catullus.nl

Lemniscaat, Rotterdam

www.lemniscaat.nl

MM Boeken, Amsterdam

www.mmboeken.nl

STM/Others

Blauw Media, Maarssen

www.blauwmedia.nl

Brill Publishers, Leiden

www.brill.nl

Managementboek, Schiedam

www.managementboek.nl

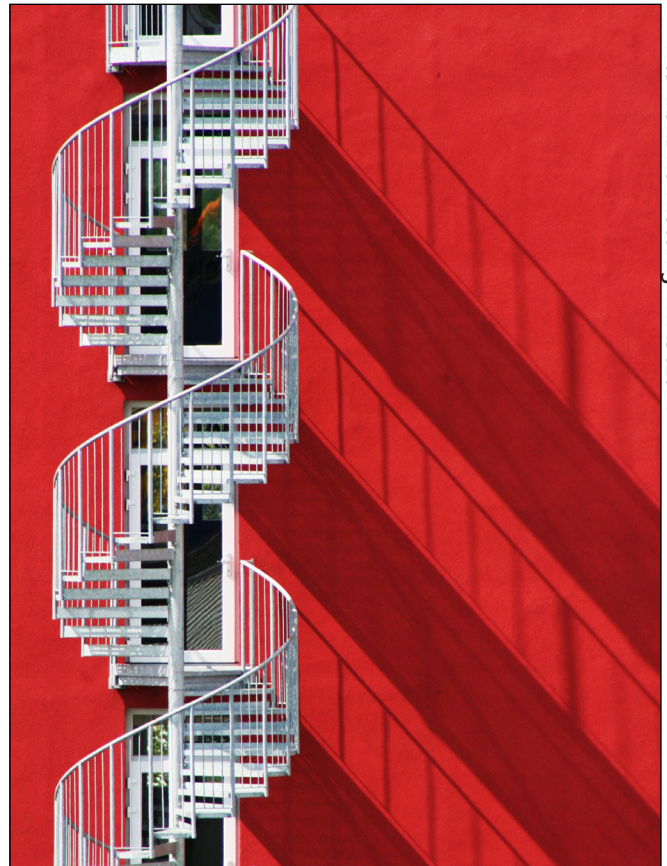
MYbusinessmedia, Capelle a/d

IJssel

www.mybusinessmedia.nl

NCD|VBK Publishers, Leeuwarden

www.ncdvbk.nl



PHOTOGRAPH: SWISSCAN ON FLICKR.COM

Where you need to be this year

Every year there are several events for publishers, authors and other people interested or working in the literary field to sell, buy and do some networking. The following calendar highlights the most important events. *By Susan Derksen*



Workshop: How to Write and Publish a Book

5 February, Amsterdam, NL

This workshop gives information and practical advice on how to plan, write and prepare a book for publication. Jo Parfitt will teach you the tricks that will make your book more likely to sell and she will help you find out what you might need to put in, and what you should leave out.

<http://www.treehouse.abc.nl>

The First OAPEN Conference

24–25 February, Berlin, DE

The aim of this conference is to create awareness for the Open Access future of academic monographs in the humanities and social sciences. The results of the OAPEN project will be presented and there are internationally-recognised speakers from the various stakeholder groups involved in book publishing in the humanities and social sciences including rectors, librarians, funders of research and publishers.

<http://meetings.copernicus.org>

Nationale Boekenweek

16–26 March, The Netherlands

This Dutch event, this year organised for the 76th time, is a way to promote the buying and reading of books, both fiction and non-fiction. Each Boekenweek has a theme, and this year's theme will be Curriculum Vitae – Geschreven Portretten ('Written Portraits'). The 'Boekenweekgeschenk' is written by Kader Abdolah.

www.boekenweek.nl



London Book Fair

11–13 April, London, UK

The London Book Fair is the global marketplace for rights negotiation and the sale and distribution of content across digital channels.

<http://www.londonbookfair.co.uk>

Bologna Children's Book Fair

28–31 March, Bologna, IT

This book fair is an important international event dedicated to the children's publishing and multimedia industry. Different branches from the book trade industry will sell and buy copyright, find new production opportunities and discover business opportunities and discuss latest sector trends.

<http://www.bookfair.bolognafiere.it>

World Book and Copyright Day

23 April, Worldwide

By celebrating this day throughout the world, UNESCO seeks to promote reading, publishing and the protection of intellectual property through copyright. Each year, numerous activities are organised all over the world, such as educational programmes, seminars, bookstore events and reading competitions.

<http://portal.unesco.org/>

Symposium: 'Waardevol digitaal'

27 April, The Hague, NL

This annual symposium is usually visited by Dutch booksellers, publishers, journalists, scholars and students, and deals with the future of the booktrade. It is organised by the Koninklijke Vereniging voor het Boekenvak ('Royal Booktrade Society') and the P.A. Tiele Foundation.

<http://www.kvb.nl/activiteiten>

BookExpo America

23–26 May, New York, USA

This leading event in the North American publishing world connects book trade professionals with the media during a three days expo in New York featuring exhibitions, conferences and a number of events that are affiliated to the programme.

<http://www.bookexpoamerica.com>

Deventer Boekenmarkt

7 August, Deventer, NL

The annual Deventer Boekenmarkt takes place in the picturesque old city centre and along the IJssel river. It is the largest book market in Europe. The market stalls include sellers of new and second-hand books in many languages, book publishers and several book-related cultural organisations. It's not only fun for Dutch people, but also for tourists

http://www.vvvdeventer.nl/nl/site/deventer_boekenmarkt



International Literacy Day

8 September, Worldwide

On International Literacy Day each year, UNESCO reminds the international community of the status of literacy and adult learning globally. Many activities related to literacy will be organised on this day.

<http://www.unesco.org/>

Manuscripta

3–5 September Amsterdam

This annual event marks the beginning of each new 'reading season', with three days of lectures, debates, interviews and signing sessions with authors, and information stands of more than 100 publishers and other book-related organisations. Interesting for Dutch book-lovers, but also for foreigners who would like to get a one-day overview of the Dutch booktrade.

<http://www.manuscripta.nl>

Congress: 'Book Design from the Middle Ages to the Future: Traditions and Evolutions'

29–30 September, Antwerp, BE

The objective of the international congress Book Design from the Middle Ages to the Future Traditions and Evolutions is to explore traditions and innovations in book design and Typography from the manuscript era to the age of the electronic book. Key-note speaker is Prof David McKitterick (Cambridge University). Confirmed speakers include Dr. Erik Kwakkel (Leiden University) and Prof. Gerard Unger (Leiden University).

<http://www.vlaamse-erfgoedbibliotheek.be>



Open Access Week

24–30 October, Worldwide

This global event promotes Open Access as a new norm for scholarship and research. Most university libraries and research organisations organise activities during this week, to raise scholars' and students' awareness for Open Access possibilities and funding models.

<http://www.openaccessweek.org>

Frankfurt Book Fair

12–16 October, Frankfurt, DE

The Frankfurt Book Fair is a meeting place for all actors in the literary field and it also is the most important marketplace for books, media, rights and licences worldwide. It offers more than 7,300 exhibitors from 100 countries, 299,000 visitors and over 10,000 journalists.

<http://www.buchmesse.de>

Boekkunstbeurs

5–6 November 2011, Leiden, NL

This event includes an exhibition of hand-bound books, modern-day prints that were made by using traditional techniques, examples of calligraphy and other art expressions in paper. There are also market stalls where materials for bookbinding and calligraphy are available, as well as books about different techniques, and paper from a number of paper companies that will be present to show their products. Also several book-related crafts will be demonstrated.

<http://www.drukwerkindemarge.nl>



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Gill Sans
Tahoma
Apple Casual

Units of coffee

14.000

Nervous breakdowns

4

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WANTED: Students to continue our good work

Our intention was to reintroduce the quarterly magazine of our MA BDMS. Lots of things are going on in our field and this is a good way to ventilate our opinion on those changes, share news and present opportunities to network. However, this is only one issue and all contributors will hopefully be graduated in spring. That is why we are looking for a fresh group to take over. Creating such a paper as this is an excellent way to practice writing in English, editing texts and using a DTP program. Most of the knowledge acquired during this Master is of theoretical nature, to prepare the students for the real world

and their future career in libraries, publishing companies, archives and other institutions. This way you can try out if writing, designing or editing is something you'd like to do in your daily life and if you can deal with peer pressure and stress.

However, the most important aspect and benefit of working together is that you get to know each other and that it's FUN! You can share all your frustrations and doubts, but also encourage and compliment each other. And in the end, when you're finally finished, you can sit back and enjoy your wonderful creation together.