How do you say “new” ... in a useful way?

“Discovery on This Side of the Virtual Wall”
ARLIS/NA Annual Conference 2009
Indianapolis, Indiana

Sherman Clarke
New York University Libraries
The dilemma:

- Catalogers want to provide access by collocating information, to put things in pigeon holes.
- Writers want to break the box and not stick to categories.
Tools:

• *Subject cataloging manual*
  – introduction: principles, policies, procedures
  – pattern headings
  – individual topics, e.g., fine arts, buildings, photography, catalogs
• reference works and the literature
• existing headings as models
Our job as catalogers:

- find the happy medium between the literature that wants to be “out of the box” and the need for access by controlled headings
Case study:

“new media”
subject words from MIT Press catalog received recently

• synthetic reality
• new media art
• technology
• digital era
• visuality
• techno-human interface
• embodied technology
• technologized body

• intersection of life, science, art
• experimental
• media study, media practice
• video
• computer art
The new media reader

“This reader collects the texts, videos, and computer programs – many of them now almost impossible to find – that chronicle the history and form the foundation of the still-emerging field of new media. ...” (and so starts the description of this 2003 title from MIT Press)
A Survey of "New Media" Programs

The titles of programs that emerged over the past ten years vary from "Digital Humanities," "New Media," "Media & Communications," "Media Study," "Cyberstudies," "Multimedia," "Intermedia," "Computer Art" and "Digital Arts" to "Experimental Media."

When people ask me which "new media" program I think is best, I usually say that the educational new media landscape varies too much to point fingers. There are, of course, programs that are very good at what they are good at. But the local histories of these programs and networks differ enormously. This makes it hard to move any program into my top 8.
Where else to look for synonyms

• indexes, e.g., Art Index, Avery Index
• dictionaries, e.g., *Artspeak*, *Photospeak*
• curriculum pages for art schools
• textbooks on contemporary art
LC Control Number:  sh 00007354

HEADING:  Digital art

Search Also Under:  Computer art

Found In:  Work cat.: Pope N. Somewhere, c1998: p. 15 (digital art, artists using digital technology and tools in the process of creating and presenting their work)


LC Control Number: sh2008008269

**HEADING:** Digital humanities centers

**Search Also Under:** Humanities Study and teaching

**Found In:**
Work cat.: 2008045242: Zorich, D. A survey of digital humanities centers in the United States, 2008: CIP galley ("A digital humanities center is an entity where new media and technologies are used for humanities-based research, teaching, and intellectual engagement and experimentation. The goals of the center are to further humanities scholarship, create new forms of knowledge, and explore technology’s impact on humanities-based disciplines"; definition excludes "libraries, academic departments, or other institutions that function solely as repositories for digital humanities collections")

Univ. of Maryland UM newsdesk www homepage, Oct. 21, 2008 (headline from Mar. 27, 2007: Summit aims to create national coalition of digital humanities centers; "At digital humanities centers ... historians, archaeologists, and other humanities scholars have been working with computer scientists and engineers to develop innovative ways of applying emerging digital technologies to the humanities. These collaborations have created new methods of conducting research, interpreting archival data, and teaching the humanities.")

Nat. Endowment for the Humanities www homepage, Oct. 21, 2008 (digital humanities centers)

Unsworth, J. Digital humanities centers as cyberinfrastructure (address given at NEH, April 12, 2007)

Digital Humanities wiki, Oct. 21, 2008 (digital humanities centers)
Getting warm

LC Control Number:    sh 00000134
LC Class Number:     N6494.M78
                    N7433.92
HEADING:             Multimedia (Art)
Used For/See From:   Multimedia (Art)
                    Multimedia art
Search Also Under:  Arts
                    Grove dict. of art, 1996 (Term used in an art-historical context to describe art forms that include a variety of media, often unconventional. Multimedia may also comprise live or performance art, happenings, environmental art, video art and installations.)
                    AAT (Multimedia works: use for 20th century works of art that employ several distinct art forms, such as sculpture and music or painting and light art.)
Even warmer ... perhaps

LC Control Number: sh2007005472
HEADING: Multimedia installations (Art) [proposed]
Search Also Under: Installations (Art)
Multimedia (Art)
Found In: Work cat.: Collection New Media installations, c2006: p. 15 (New Media collection at Centre Pompidou comprises two categories; first category covers multimedia installations using one or several monitors, one or several projections, closed circuits (video camera and monitor) slide projections controlled by a computer program, and also monitors and projectors linked to computers)
Women’s studies encyclopedia, 1999: African American artists (African American artists’ approach to creativity has broadened to include video, performance, and multimedia installations)
The Postmodern turn, 1997: p. 124 (postmodernism brought new art forms, such as happenings, performance art, multimedia installations, and computer art)
Grove Art online, July 12, 2007: multimedia (multimedia may also comprise installation)
Media anthropology, 2005: p. 159 (highly successful multimedia installations at the British Film Institute’s (now closed) Museum of the Moving Image)
LC Control Number: sh 85029482
LC Class Number: N7433.8 N7433.85 TT869.5

HEADING: Computer art

Used For/See From: Art, Computer
Computer craft

Search Also Under: Art, Modern 20th century
Computers

Scope Note: Here are entered works on art produced by using computers as an artistic medium. Works on the relationship between computers and traditional hand-produced art, including the influence of computers on such art, are entered under Art and computers.

Found In: Computer crafts for kids, c1994: t.p. (Computer crafts)
Search results for 'new media'

1. **New Media Art in India** (Subject Entry)
   Since the mid-1990s, video and new media practice in India has dealt with issues of identity, critiques of violence, narrative and performance, and...
   Source: Grove Art Online

2. **Xu Bing: An Introduction to New English Calligraphy, mixed media** (Image)
   photo by and courtesy of the artist
   Source: Grove Art Online

3. **Xu Bing: An Introduction to New English Calligraphy, mixed media** (Image)
   photo by and courtesy of the artist
   Source: Grove Art Online

4. **Pollaiuolo** (Biography)
   Italian family of artists. The brothers (1) Antonio Pollaiuolo and (2) Piero Pollaiuolo were the sons of Jacopo d’Antonio di Giovanni Benci, a...
New Media Art in India

“Since the mid-1990s, video and new media practice in India has dealt with issues of identity, critiques of violence, narrative and performance, and other subjects that come under the umbrella of third world issues. Video art has grown to mimic not only the older model of documentary cinema, but also the internet, interactive toys and video games, digital imaging and performance art. Its content is often politically insistent and responsive to many of the social issues debated within the subcontinent. Interest in new media emerges as much from artists’ training and residencies abroad and the initiatives of foreign curators as it does from artists’ concerns with the politics of identity. The new media experience in India has little synergy with India’s great software boom, or its widespread receptiveness to technological communication, a fact borne out since the 1850s with the successful use of photography, cinema, radio and television even in remote pockets of the country. From 1990–2005, new media remained a closed activity, accessible only in a few Indian viewing spaces and galleries.”
We could check AAT.

multimedia works
(<visual works by medium or technique>, <visual works (Guide Term)>, ... Visual and Verbal Communication) [300047910]
multi-media art
multi-media works
works, multimedia
multimedia art
multimedia
multi-media
multimedia work
art, multimedia
Note: Contemporary works of art that employ several distinct art forms, such as sculpture and music or painting and light art. For the concept that certain contemporary works merge known art forms to inaugurate a new type, use "intermedia." To indicate that works are composed of a variety of materials, use "mixed media. "
AAT

- “multimedia works” is the result, a product
- “new media” is a process

- AAT also shows us the hierarchical position of our heading
- LCSH has some hierarchy but not always there and usually only through broader or related terms
- when authority records are built into searching, full hierarchy will aid discovery
Also in AAT:

generative art (computer art, <art genres>, ... Associated Concepts)

Note: Electronic art that incorporates process in the creation of the work. The work itself is usually experienced through time and space, and may include sound, motion, animated graphics, sculptural elements, or any combination of these. Generative art has a performative aspect. For visual art that incorporates algorithms to produce static visual works, use "algorithmic art."

Terms:
generative art (preferred,C,D,U,English-P)
art, generative (C,UF,U,English)
generative computer art (C,UF,U,English)
What to do?

- We could propose “New media” as a new subject heading.
- We could propose changes to “Multimedia”
  - add reference from “New media”
- We could check AAT.
Things to think about:

• What does the user want?
• How does our OPAC search?
  – don’t repeat the words?
• Users in other catalogs or OCLC including worldcat.org
  – links on headings can expedite follow-on searches
SACO proposal form

Today's date: 

008/06 Direct or indirect geographic subdivision:
No decision ▼ Select decision from pull down tab (cf. SCM H364, sec. 3)

040: [Input institutional MARC 21 code; not utility code]

053: [Input classification number, if appropriate (cf. SCM H365)]

150 ▼ Select 1XX from pull-down tab. Diacritics list

Select 4XX from pull-down tab.
Select 4XX from pull-down tab.
Select 4XX from pull-down tab.
Select 4XX from pull-down tab.
SACO proposal form (cont.)

Broader Term (BT) select 5XX from pull-down tab. Do not input subfields $w or $a; Subfield information is supplied based on selection of this field.

Related Term (RT) select 5XX from pull-down tab. Subfield information is supplied based on selection of this field. Note: RTs require an accompanying change proposal or an accompanying new reciprocal heading; please note this in comments field below.

670 Work cat.: (Include subfield $b when appropriate)

670 Additional Sources: (cf. SCM H202, paragraph 2.a.(1))
Your SACO subject heading proposal submission was received. It will be reviewed and you will be notified if there are any problems. Print this page as a record for your files.

All SACO proposals are considered pre-approved unless notified otherwise. To find out when the proposal is scheduled to be reviewed by CPSO check the Weekly Tentative list available on the SACO Home Page.

LIB=SACO date=28 March 2008
008_02=i
f040=NNU
1xx=150 f1XX_heading=Evidence-based design
5xx=550 f5XX_BT1_heading=Interior architecture
5xx=550 f5XX_BT2_heading=Architectural design

sources1=Compassion in architecture : evidence-based design for health in Louisiana, 2005: $b p. 6 (evidence-based movement in architecture for health predated yet parallels evidence-based medicine movement in the U.S., though borrowed term "evidence-based" to large extent)

sources2=Wikipedia, Mar. 28, 2008 $b (Evidence-based design is a process used by architects, interior designers, facility managers, and others in the planning, design, and construction of commercial buildings. An evidence-based designer, together with an informed client, makes decisions based on the best information available from research and project evaluations.)

sources3=Avery index to architectural periodicals, Mar. 27, 2008 $b (evidence-based design appears in one abstract and one title)

not_found=Art and architecture thesaurus, Mar. 27, 2008
bfm=1

pattern=Evidence-based medicine; Evidence-based social work

comments=Verderber book cited in work-cat 670 seems to be only record in LC catalog for bfm
name=Sherman Clarke
email=sherman.clarke@nyu.edu
SACO submission:

SUBJECT AUTHORITY PROPOSAL FORM

Your SACO subject heading proposal submission was received. It will be reviewed and you will be notified if there are any problems. Print this page as a record for your files.

All SACO proposals are considered pre-approved unless notified otherwise. To find out when the proposal is scheduled to be reviewed by CPSO check the Weekly Tentative list available on the SACO Home Page.

LIB=SACO
date=22 September 2006
008_02=-
f040=NNU
1xx=110 ind=2 f1XX_heading=Aranciera di Villa Borghese (Rome, Italy)
4xx=410 ind=2 f4XX_1_heading=Casino dell'Aranciera a Villa Borghese (Rome, Italy)
4xx=410 ind=2 f4XX_2_heading=Primo Casino (Villa Borghese, Rome, Italy)
4xx=410 ind=2 f4XX_3_heading=Casino del Muro Torto (Rome, Italy)
5xx=550 f5XX_BT1_heading=Outbuildings $z Italy
sources1=Museo Carlo Bilotti, Aranciera di Villa Borghese, c2006: $b p. 82 (Casino dell'Aranciera a Villa Borghese, now houses Museo Carlo Bilotti; earlier called Primo Casino or Casino del Muro Torto)
not_found=Blue guide. Rome and environs, 1994
pattern=Casino dell'Aurora (Palazzo Pallavicini-Rospigliosi, Rome, Italy); SCM H 1334
name=Sherman Clarke
email=sherman.clarke@nyu.edu
SACO change proposal form

010 LCCN of record to be changed: [ ]
  e.g., sh200101234 (do not include hyphens)

040 MARC 21 identification code: [ ]
  (not utility code)

Circle: [ ] Change  [ ] Add  [ ] Delete 053:

1XX heading on existing record: [ ]

Change 1XX to:

Circle: [ ] Change  [ ] Add  [ ] Delete 4xx:

Circle: [ ] Change  [ ] Add  [ ] Delete 4xx:

Circle: [ ] Change  [ ] Add  [ ] Delete 4xx:

Circle: [ ] Change  [ ] Add  [ ] Delete 5xx:

Circle: [ ] Change  [ ] Add  [ ] Delete 5xx:

Circle: [ ] Change  [ ] Add  [ ] Delete 5xx:

Note: When adding 5XX RT, please note in comments box below.

Add 670; use dollar sign before subfield; copy diacritics from list and paste before the affected letter (e.g., Kam(macron)anche)
SACO change submission:

- revised headings usually come from LC Editorial Team, e.g., “Industrial design” recently changed from “Design, Industrial”
- add “New media” as a reference
- add new forms of heading, e.g., different language when appropriate
- typos and other “errors” – sometimes treated as editorial
AAT contribution

• similar web form to those used by SACO Program
  – Patricia Harpring and CONA contribution

• more built-in instructions, documentation, and help
We could do tagging.

- "power to the people"
  - vested interest in collocation
- 653 as quasi-tag
  - remembering the ones you’ve used
- PennTags and other experiments
http://tags.library.upenn.edu/
Issues:

- artist groups vs movements
  - groups acting collectively vs terminology applied by historians and critics

- resulting headings may be the same
  - “(Group of artists)” as qualifier
Example (SAF):

LC Control Number: sh 97008116

HEADING: Ecole de Nancy (Group of artists)

Used For/See From: Alliance provinciale des industries d’art (Group of artists)
   Nancy, Ecole de (Group of artists)
   Nancy, School of (Group of artists)
   School of Nancy (Group of artists)

Search Also Under: Decorative arts France

   The dict. of art, 1996: v. 2, p. 564, under Art nouveau, France (in 1901 the Alliance provinciale des industries d’art (later called Ecole de Nancy) was founded; composed of glassmakers, furniture makers, designers, architects)

Not Found In: McGraw-Hill art
Example (NAF):

LC Control Number: no2007075943
HEADING: 75B (Group of artists)
Found In: 75B : 10 x 10, 2006 : colophon (75B is Robert Beckand, Rens Muis, Pieter Vos) p. [4] of cover (75B, an independent design group from Rotterdam, the Netherlands, has been in action for over a decade)
Issues:

• buildings vs institutions
  – capability of authorship (AACR2 vs SCM)
• buildings will always be qualified
• corporate names may be qualified (conflict or if name does not connote corporate-ness)
Example (SAF):

LC Control Number: sh 96010041
HEADING: Palazzo Greppi (Milan, Italy)
Used For/See From: Greppi Palace (Milan, Italy)
                   Palazzo Antonio Greppi (Milan, Italy)
Search Also Under: Palaces Italy
           Italia, guida artistica, c1992: p. 149 (Palazzo Greppi)
Example (NAF):

LC Control Number: n 82211166

HEADING: Palazzo Grassi

Issues:

• archeological sites and extinct cities vs geographic names
  – jurisdictions (AACR2)
• extinct cities get qualifier “(Extinct city)”
• sites and inhabited places may get same result
  – both will get geographic coordinates if available
    and they can be coded in MARC format
Example of archeological site (SAF):

LC Control Number: sh 96007694
HEADING: Balāmūn, Tall al- (Egypt)
Geographic Subdiv Usage: Egypt Balāmūn, Tall al-
Used For/See From: Ahmar, Tell el- (Egypt)
Balamun, Tell el- (Egypt)
Tall al-Balāmūn (Egypt)
Tell el-Ahmar (Egypt)
Tell el-Balamun (Egypt)
Search Also Under: Mounds Egypt
Egypt Antiquities
BGN, Egypt, 1988 (Balāmūn, Tall al; HLL 31°16’ N 31°34’ E)
Not Found In: Lippincott; Web. geog.; Illust. encyc. of archaeology, 1977
Example of extinct city (SAF):

LC Control Number: sh 95003061
HEADING: Abaceno (Extinct city)
Geographic Subdiv Usage: Italy Abaceno (Extinct city)
Used For/See From: Abacaenum (Extinct city)
Search Also Under: Extinct cities Italy
   Italy Antiquities
   Encic. italiana: v. 1, p. 5 (Abaceno--Anc. city in Sicily, continued in existence to the end of second cent. A.D.)
Not Found In: Princeton encic. class. sites; Oxford class. dict.
Art SACO

- collaboration
- affiliated with Art NACO
- need to fill out SACO application form
  - code in 040 has to be supported by application

- ARLIS/NA liaison to Subject Analysis Committee (ALA/CCS)
WARNING: a wor(l)d of warning & delight

• museum labels as sources for name/title authority
  – inscriptions and curatorial research

• varying tags for pictures
  – “arlisny” vs “arlis_ny”

• subject control
  – “hook and loop fastener” (Velcro)
  – “Craft sticks” (Popsicle sticks)