# Manifold Scholarship

Matthew K. Gold
The Graduate Center, CUNY
@mkgold

Susan Doerr
University of Minnesota Press
@susanmpls

Zach Davis
Cast Iron Coding
@zdavis

# Pathways to $ustainability

Susan Doerr,
Associate Director

University of
Minnesota Press

@susanmpls

doer0012@umn.edu

# sus·tain·a·bil·i·ty

*Noun*

The ability to be maintained at a certain rate or level.

"the sustainability of scholarly publishing"

THE GRADUATE CENTER
CITY UNIVERSITY OF NEW YORK

MINNESOTA

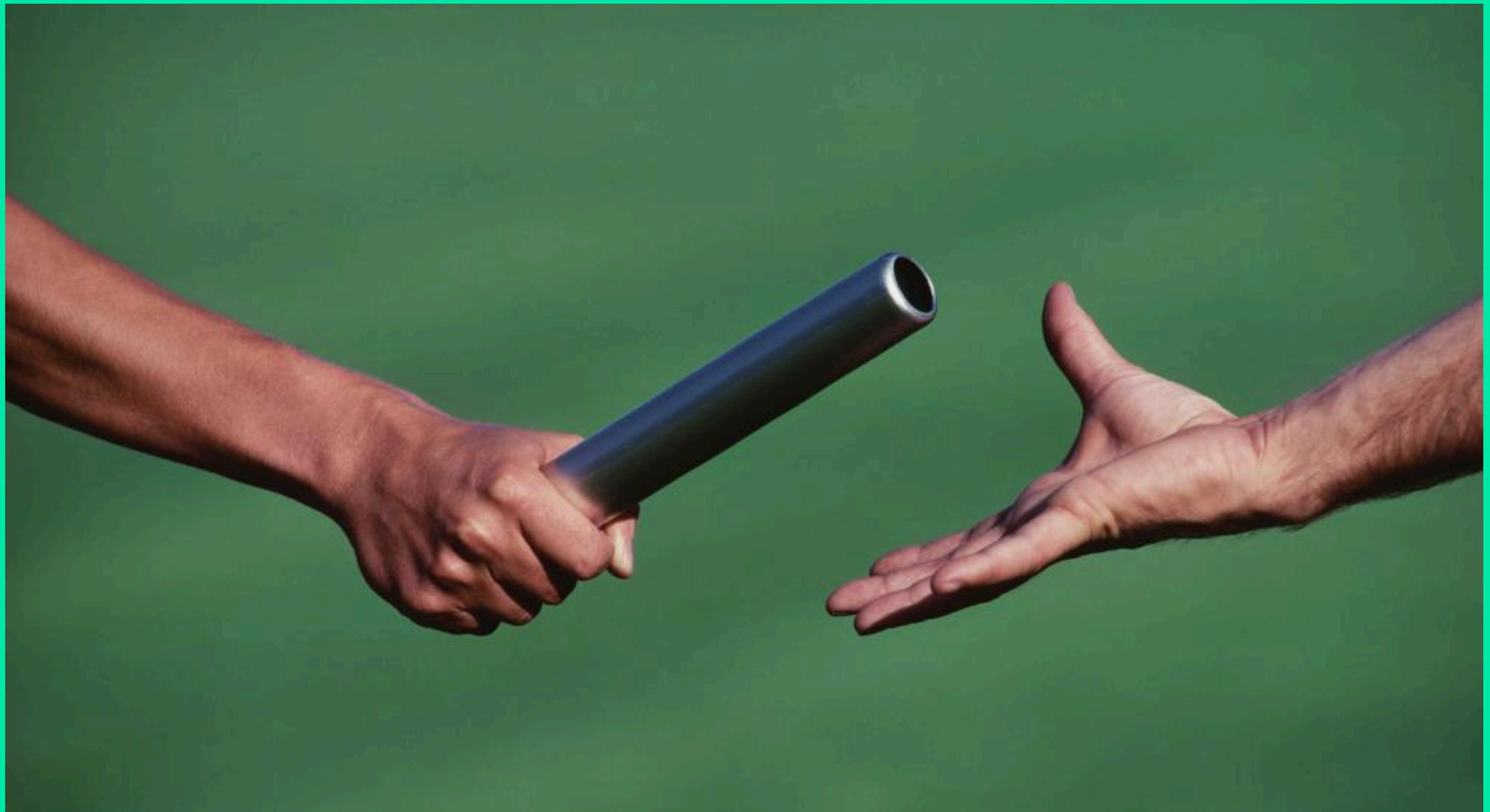CAST [/] IRON

THE ANDREW W.
MELLON
FOUNDATION

# Pilot Program Round 1 (2018–2019)

- Athabasca University Press
- The University of Cincinnati Press and Library Publishing Services
- Concordia University Press
- Emory Center for Digital Scholarship
- Indiana University Press

- Liverpool University Press
- Reanimate publishing collective
- Temple University Press
- The University of Washington Press and Libraries
- The University of the West Indies Press

# Pilot Program Round 2 (2019–2020)

- Affordable Learning Georgia
- Arte Público Press
- Daughters of the African Atlantic
- Fembot Collective
- Gallaudet University Press
- George Washington University Publishing Master of Professional Studies Program
- Intermezzo
- Lapham's Quarterly
- MESH, Michigan State University
- University of Georgia Press
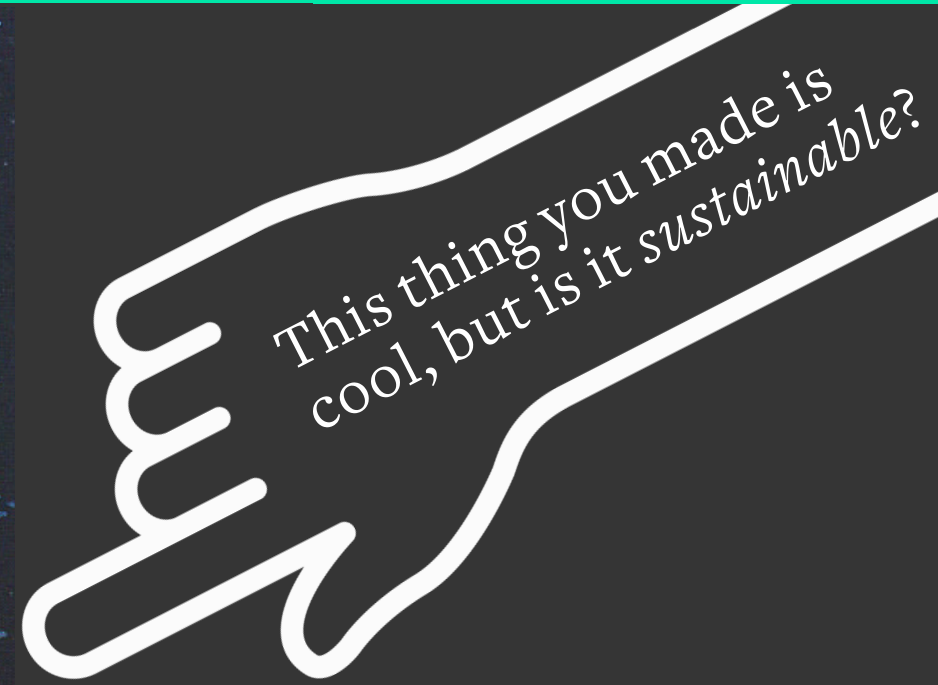
This thing you made is cool, but is it *sustainable*?

# Sustainable Development

Zach Davis
Partner at Cast Iron Coding
Lead Developer, Manifold

@zdavis
zach@castironcoding.com

*Image: "We are Alone", John Berkey*

# Odds are stacked against platforms becoming sustainable.

- We have a (relatively) small user bases.

- There's an awful lot of competition.

- Our projects get less fun over time.

There are development strategies
we can use to improve those odds.
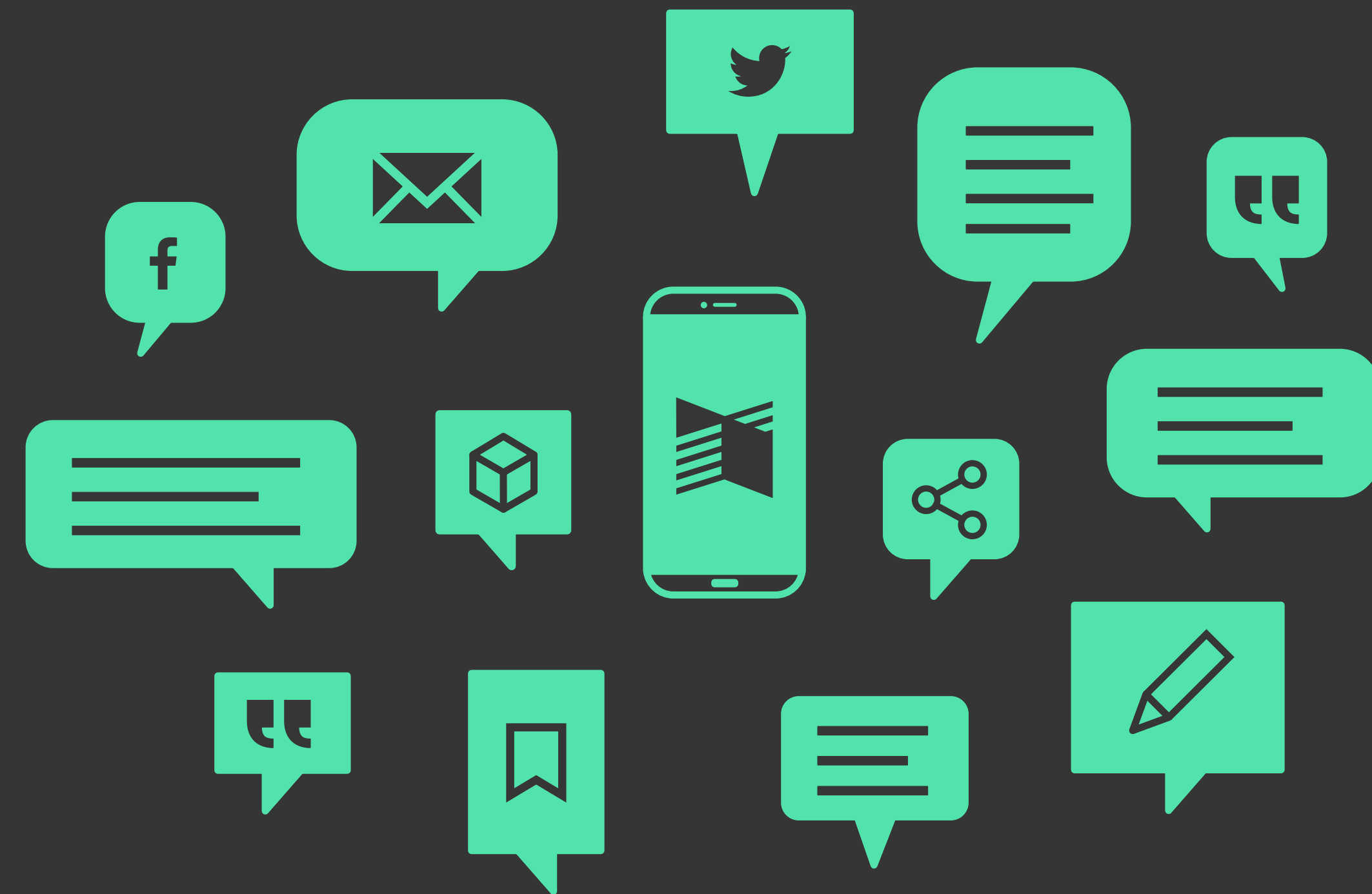
# Include Developers In Community Building

- Ensure your developers are engaged with your users.

- Avoid hired guns (internal, external) or make sure they have a real stake (in addition to $).

- Embrace open development infrastructure.

- Ask developers to communicate publicly.

- Send developers to conferences.

# Write **Sustainable** Code

- So much time & money goes into maintaining, patching, and fixing software.

- Reduce those costs by writing code that's less expensive to maintain.

- Invest early in:

  - Automated testing (unit tests, acceptance tests, integration tests)

  - Automated packaging (reduce the cost involved in releasing new versions)

  - Automated deployments (if hosting is a revenue stream, increase your profit margins)

- Defined, streamlined, documented dev. practices.

*Illustration: Jon Juarez*

# Don't Act Like a Startup.

- Technical debt is the **platform-killer.**

- Startups move quickly and accrue technical debt because if they find traction, they expect funding to increase over time. They can afford to fix things later.

- Funding for projects like Manifold is the inverse of the startup. We receive our largest investments early and investment likely diminishes over time. With luck, we end up with a consistent, small revenue stream.

- Deferring technical debt will vastly reduce the platforms ability to survive, let alone innovate, post-grant.

*Image: As the Worm Turns, Doug Beekman (1997)*

**Ruthlessly expand your market.
Build features that are broadly useful.**

# Sustainability
# through Diversification

Matthew K. Gold,
Associate Prof of English
and Digital Humanities

CUNY Graduate Center

@mkgold
mgold@gc.cuny.edu

# Use Cases

1. *Debates in the Digital Humanities*
2. Manifold as an OER/Teaching Platform
3. Reading Groups for Courses
4. Access Controls

# Welcome to the online home for *Debates in the Digital Humanities*, a hybrid print/digital book series that explores debates in the field as they emerge.

With biannual volumes that highlight current issues in the field, and special volumes on topics of pressing interest, *Debates in the Digital Humanities* tracks the field as it continues to grow.

## Debates in the Digital Humanities

All the books in our series are here, available in Manifold Project editions.

DEBATES IN THE DIGITAL HUMANITIES

BODIES OF INFORMATION
Intersectional Feminism and Digital Humanities

MAKING AND DRAWING Things and Boundaries

DEBATES IN THE DIGITAL HUMANITIES 2016
MATTHEW K. GOLD AND LAUREN F. KLEIN, EDITORS
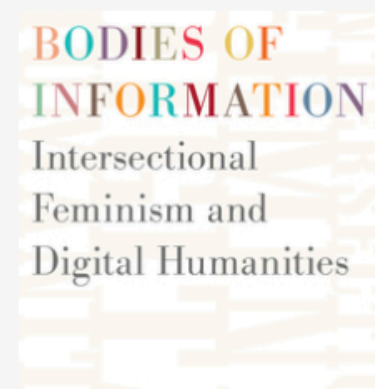
# Debates in the Digital Humanities 2019
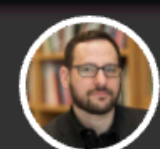
Matthew K. Gold,    Lauren F. Klein

*Debates in the Digital Humanities* 2019 collects a broad array of important, thought-provoking perspectives on the field's many sides. With a wide range of subjects including gender-based assumptions made by algorithms, the place of the digital humanities within art history, and data-based methods for exhuming forgotten histories, it assembles a who's who of the field in more than thirty impactful essays.

READ ONLINE    BUY THE PAPERBACK

## Table of Contents

Cover

# Introduction

## A DH That Matters

Matthew K. Gold and Lauren F. Klein

What matters in 2019?

On the surface of things, not much. In the United States, we have seen "fake news" take the place of informed reporting, "free speech" replace equal protection, and personal profiteering vault a chaos agent into the role of commander in chief. There he remains, secured by a welter of corporate interests, conservative media moguls, GOP enablers, and a vocal minority of the U.S. citizenry who find the rhetoric of racism, sexism, xenophobia, and generalized vitriol more appealing than the aspiration of a more perfect union. Events that only a few years ago seemed impossible—the intentional destruction of the nation's social safety net, open rallies of armed white supremacists, and even the prospect of nuclear war—have become part and parcel of our daily lives.

What is the role of the digital humanities in the charged environment of 2019, and how can digital humanists ally themselves with the activists, organizers, and others who are working to empower those most threatened by it? Having spent nearly a decade immersed in the *Debates in the Digital Humanities* series, and even longer in the field, we are convinced that digital humanists can contribute significantly to a larger technically and historically informed resistance. By enabling communication across communities and networks, by creating platforms that amplify the voices of those most in need of being heard, by pursuing projects that perform the work of recovery and resistance, and by undertaking research that intervenes in the areas of data surveillance and privacy, the "artist-theorists, programming humanists, activist-scholars,

# 2. Manifold as an OER/Teaching Platform

# Teaching Models

- Rich Course Version or Course Pack
  - Embed multimedia resources into the text
  - Selections from *Petrarch's Canzoniere*
- Common Text with Social Annotation
  - Ensure students have access to the same, high quality edition
  - Nathaniel Hawthorne's *Scarlet Letter*
- Portfolio of Student Work
  - Publish students' final papers or collaborative project
  - *Structuring Equality*

# 3. Reading Groups for Courses

**Left screen:**

Home   Projects   Reading Groups
ADMIN MODE

← BACK TO: PREVIOUS PAGE NAME HERE

New Reading Group Name
SEE ALL MEMBERS   DETAILS

☆ HOME                    NOTES + COMMENTS

MANAGE GROUP: *Edit the Home Page or the settings for your Reading Group.*
EDIT HOME PAGE:     EDIT SETTINGS

SHOWING **20 OF 20** RESULTS:

### Category Block A: Title

Category Block: description text goes here. Bitters bushwick subway tile photo booth knausgaard. Distillery hoodie franzen ennui, four dollar toast everyday carry incididunt narwhal tousled crucifix pabst man bun 3 wolf moon. Typewriter reprehenderit intelligentsia venmo artisan vexillologist hashtag whatever. Adaptogen mlkshk tousled quinoa jianbing tilde keffiyeh echo park ut viral bicycle rights tumeric lomo. Keffiyeh post-ironic bicycle rights +1. Irure bitters irony asymmetrical in ut ipsum +1 green juice before they sold out.

#### Projects

The Title of the Project Goes Here in This Spot
Quentin Meillassoux
*Updated April 3, 2018*

The Title of the Project Goes Here in This Spot
Quentin Meillassoux
*Updated April 3, 2018*

Project Title Goes Here
*Subtitle of The Project Goes Here*
Gore Verbinski
● *Updated April 3, 2018*

The Title of the Project Goes Here in This Spot
Quentin Meillassoux
*Updated April 3, 2018*

### Category Block B: Title

#### Texts

**Right screen:**

Home   Projects   Reading Groups
ADMIN MODE

← BACK TO: PREVIOUS PAGE NAME HERE

New Reading Group Name
SEE ALL MEMBERS   DETAILS

☆ HOME                    NOTES + COMMENTS

MANAGE GROUP: *Edit the Home Page or the settings for your Reading Group.*
EDIT HOME PAGE:     EDIT SETTINGS

### Edit Home Page

*Organize and edit the contents of your Reading Group's home page. Search for new content to add. Create your own Categories and add or edit category descriptions. Move content between categories and within content types by dragging with the handle.*

SEARCH + ADD CONTENT: *Search for and star the content you want to add to the home page:*
ADD CONTENT

CREATE A NEW CATEGORY:

Enter Category Name...     ⊕ ADD

MY 1ST CUSTOM CATEGORY NAME

PROJECTS:
Project Name Goes Here     REMOVE

TEXTS:
Text Name Goes Here     REMOVE

Text Name Goes Here     REMOVE
Text Name Goes Here     REM

TEXT SECTIONS:
Text Section Name Goes Here     REMOVE
Text Section Name Goes Here     REMOVE

RESOURCE COLLECTIONS:
Resource Collection Name Goes Here     REMOVE

RESOURCES:

# 4. Access Controls

EXIT ADMIN MODE

All Projects    Project Collections

### The Magnificent Ambersons

👁 PREVIEW    🗑 DELETE

General

Layout

**Access**

People

Texts

Resources

Resource
Collections

Activity

Metadata

Social
Integrations

Exports

Log

**EDITOR PERMISSIONS**

*Use permissions to specify which users may modify this project in the backend, and the extent to which they can modify it.*

⊕  Grant editor permissions

*Sorry, no results were found.*

**PROJECT ENTITLEMENTS**

*Entitlements give users and/or reading groups access to this project. In Manifold, all projects are open by default. Configure access restrictions, below, and enable restrictions to limit access to your project.*

Configure Access Restrictions
*Enable access restrictions and adjust messaging*                                    ✎

Project Access is Restricted                                                          ⬤

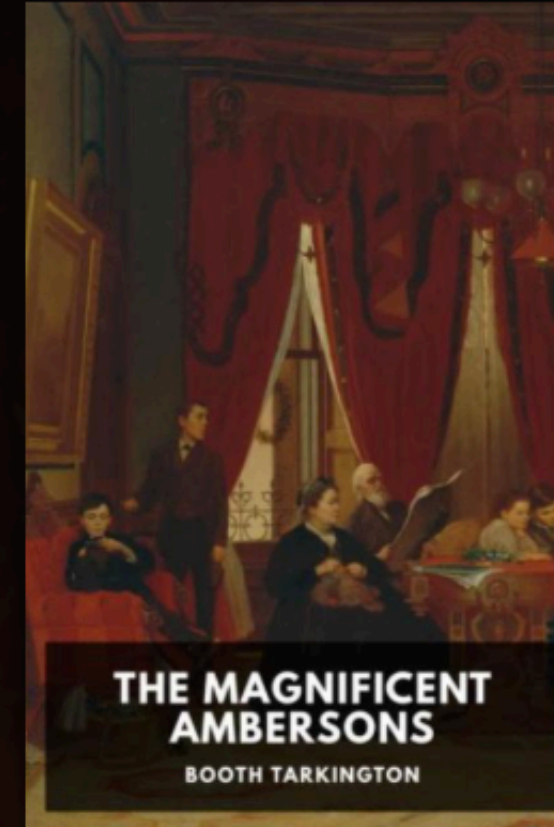RESTRICTED ACCESS NOTICE HEADER

Access to this project is restricted.

RESTRICTED ACCESS NOTICE BODY

Only users granted permission may view this project's texts, resources, and other content.

# The Magnificent Ambersons

*by* Booth Tarkington

The Magnificent Ambersons, winner of the 1919 Pulitzer prize, is considered by many to be Booth Tarkington's finest novel and an American classic. The story is set in the Midwest, where George, the spoiled and oblivious scion of an old-money family, must cope with their waning fortunes and the rise of industry barons in the automobile age.

**Access to this project is restricted.**
*Only users granted permission may view this project's texts, resources, and other content.*

## Recent Activity

**TEXT ADDED**
The Magnificent Ambersons
NOVEMBER 26, 2019

**PROJECT KICKOFF**
A Manifold project is born!
NOVEMBER 26, 2019

## Texts

# Manifold Scholarship

@ManifoldScholar

ManifoldScholar/manifold

→ manifoldapp.org