

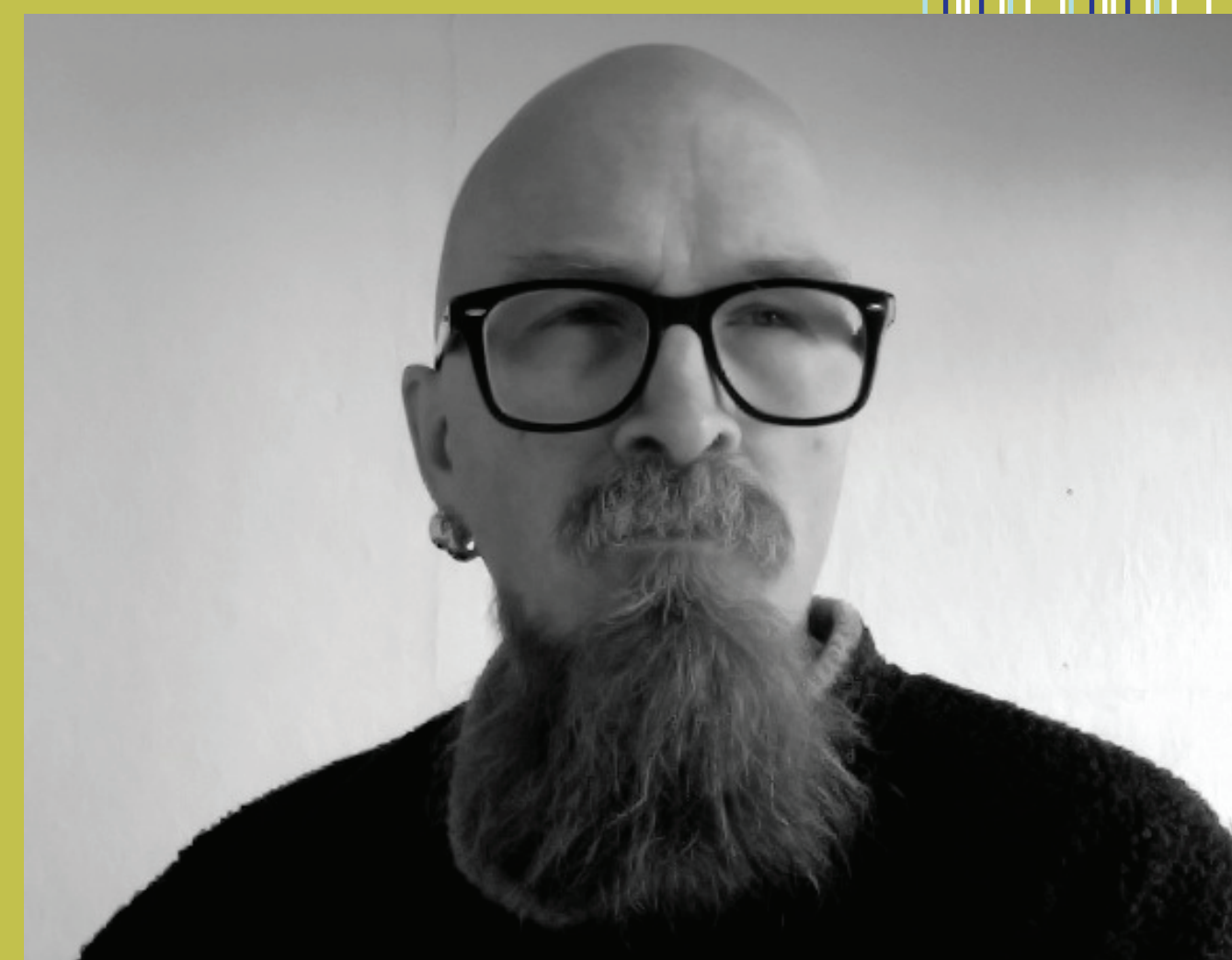
What Color is Your Paratext?

Trust and the Web

A Presentation by Geoffrey Bilder

The fundamental challenge for scholarly, professional and mission-driven publishers is to create a new epistemic infrastructure that allows different audiences such as scholars, professionals, politicians and ordinary citizens to more easily evaluate and judge the trustworthiness of the content we produce.

This talk will propose some concrete steps that publishers and institutions can take—both individually and collectively—in order to create a new class of heuristic tools to help readers identify trustworthy content online.



OPENING REMARKS:

Carlos Rossel

*Publisher, External Affairs
Office of the Publisher
World Bank*

PRESENTER:

Geoffrey Bilder

*Director
Strategic Initiatives
CrossRef*

**Wednesday
November 18, 2009
3:00-4:30 PM**

Coffee & cookies will be served

Auditorium J1-050

World Bank J Building
18th Street and Pennsylvania Ave, NW
Washington, DC

RSVP infoshopevents@worldbank.org

First in a series of events

Publishing For Impact: A Conference for Mission-Driven Non-Profit Publishers

This event is sponsored by the InfoShop and the Office of the Publisher (EXTOP)