

Dissemination Guidelines

These Dissemination Guidelines are also based on the topics addressed in the official COST Communication and Dissemination Guidelines (<http://www.cost.eu/media/dissemination-corporate-identity>). Please feel free to add / subtract / modify as necessary.

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Introduction

Purpose of this document

The purpose of these *Dissemination Guidelines* is to support all members of the COST Action "Distant Reading" when sharing information about the COST Action, its aims, activities, achievements and outcomes. The *Guidelines* indicate possible communication channels and provide some basic information on how to proceed when using them. Please consult the *Guidelines* whenever you have an occasion to speak or write about the COST Action. The *Guidelines* will be updated as the need arises.

These *Dissemination Guidelines* are meant to support the specific objectives of our COST Action regarding dissemination and impact as outlined in the *Memorandum of Understanding* (https://e-services.cost.eu/files/domain_files/CA/Action_CA16204/mou/CA16204-e.pdf) (sections 2.1 and 2.2, notably). The Memorandum identifies a range of stakeholders we would like to reach, among them established researchers as well as early career investigators in corpus linguistics, computational linguistics, computer science, literary theory, and literary

history, but also colleagues from academic libraries as well as the wider public interested in matters of European literature and culture. Many of our communication and dissemination activities will have as their primary goal increasing awareness of the Action's upcoming activities and events as well as any results we produce in order to maximize the overall impact of the Action.

Three ways of sharing research activities and results

COST distinguishes three types of activities surrounding or following research: the first is called *dissemination* and means any publications with a scholarly content and targeting fellow scholars and researchers; examples include articles in scholarly journals and posters or papers at conferences or workshops. The second is called *communication* and means any publications and activities with content understood not just by fellow scholars and targeting the wider, interested public; examples include press releases or video statements. The third is called *exploitation* and means any activities by which the results from research are turned into applications with a commercial or otherwise practical value, typically in conjunction with commercial entities or public service entities; examples include, in our case, mobile phone apps showing a quotation from a European novel mentioning the city where a user is located.

Essential advice

Whenever you produce any of these science communication, dissemination or exploitation activities or publications, please inform WG4 about it. For details, see the section #Letting_others_know.

Communication Channels & Tools

Depending on the audience, the communication channels and tools to be used can vary.

For dissemination to scientific communities, industry, or other organisations online tools may include websites (COST Action, conferences, etc.), social media, blogs, e-newsletters, e-books, online scientific journals, articles in scientific magazines, videos, etc. Additionally, events may include exhibitions, conferences, workshops, seminars, congresses, videos, posters, and/or brochures.

To reach out to policymakers and national authorities via online/print/TV or the radio, dissemination tools may include articles for EU policy/research websites & magazines, in national/local media, press releases, videos, e-books, white papers, interviews, articles for national and/or regional/local press, dailies, weeklies, television, videos as well as events such as one-on-one meetings, conferences, workshops, and seminars.

Last, but not least, the action must reach the layperson with any of the following means: social media, educational materials (such as videos, or multimedia), interviews, success stories, press releases, articles for national and/or regional/local press, dailies, weeklies, television, radio, as well as events such as info days, lectures, and festivals.

Important Resources

Acknowledging the Action

Any science dissemination item (such as a scholarly article or poster at a conference) or communication material (such as a blog post or press release) should acknowledge the COST Action title, number and acronym. The following is an minimal example for such an acknowledgement:

The research described in this paper was conducted in the context of the COST Action "Distant Reading for European Literary History" (CA16204 - "Distant-Reading").

If possible, the URL to the website should also be included. Example:

This poster describes the COST Action *Distant Reading for European Literary History* (CA16204 -

Distant-Reading). More information: <http://www.distant-reading.net>.

Whenever possible, the inclusion of an acknowledgement of the funding source is also encouraged:

The research described in this paper was conducted in the context of the COST Action "Distant Reading for European Literary History" (CA16204 - "Distant-Reading"). Find out more at: <http://www.distant-reading.net>. COST is funded by the Horizon 2020 Framework Programme of the EU.

Whenever possible, the inclusion of the COST Action's logo, the COST Association's logo and the European Commission's logo is encouraged. This is particularly true for conference posters, presentation slides, or materials such as flyers or cards. The latter two logos are available from the COST Association's page on Action dissemination (<http://www.cost.eu/media/dissemination-corporate-identity>). For details on how to best place the COST Association logo, please see the COST Associations's brand book available from the same page. The most important suggestion is to leave plenty of white space around the COST logo.

Whenever a science communication item or some dissemination material is published or archived in an Open Access repository (as is encouraged by COST's OA policy), the COST Action title, number and acronym as well as the Action website's URL should also be added to the metadata.

Letting others know

Whenever you have produced some scholarly publication or created some dissemination material, please let the WG4 know so that we can help you let others know about it. To do so, please write an email to Justin at justin.tonra@nuigalway.ie (<mailto:justin.tonra@nuigalway.ie>) with information about it.

Please send us a full bibliographic reference. This reference should include the standard elements of such a reference, including the first and last names of all authors as well as the URL under which the publication is available.

- Note that COST strongly encourages publications in Open Access (for more details, see the #Open Access policy).
- If your publication is not available online, please send us a digital copy for documentation purposes.
- If your publication is in a language other than English, please send us a translation of the title.
- If you have materials such as pictures or graphics which could be placed on the Action website or used for a Twitter post, please send these along as well.

Any scholarly publication emerging from the Action will be listed in the relevant section of the Action website. Any publication about the Action will be listed in the relevant section of the website. Any new publication will be mentioned and linked to on Twitter.

Describing the Action

One sentence

The COST Action "Distant Reading for European Literary History" is a European networking project bringing together scholars interested in corpus building, quantitative text analysis and European literary history.

Three sentences

The COST Action "Distant Reading for European Literary History" is a European networking project bringing together scholars interested in corpus building, quantitative text analysis and European literary history. It aims to create a vibrant and diverse network of researchers jointly developing the resources and methods necessary to change the way European literary history is written. Fostering insight into cross-national, large-scale patterns and evolutions across European literary traditions, it will facilitate the creation of a broader, more inclusive and better-grounded account of European literary history and cultural identity.

An additional paragraph

The scientific objectives of the COST Action include coordinating the creation of a multilingual European Literary Text Collection (ELTeC) containing digital full-texts of novels in different European languages. We will use the ELTeC to establish best practices and develop innovative methods of Distant Reading for the multiple European literary traditions. Furthermore, we will engage in an investigation into the theoretical consequences of Distant Reading approaches for literary history and literary theory. We also aim to foster the acquisition of state-of-the-art methods related to data curation, standards, best practices and quantitative analysis in workshops and training schools. The COST Action will support distributed research, the systematic exchange of expertise, and the visibility of all participants, activities and resources. Last but not least, we aim to address the current gender imbalance among practitioners of Distant Reading research.

What is distant reading?

In the context of our project, “distant reading” is understood as an umbrella term for recent computational, and particularly quantitative, approaches to the study of large collections of literary texts. Such approaches provide an important methodological perspective that usefully complements, and at times challenges, more established approaches to literary history and theory in areas like authorship attribution, genre analysis, periodization, canonization or intertextuality.

Who is a member of this COST Action?

Our network of members is currently comprised of researchers in Corpus Linguistics, Computational Linguistics, (Digital) Literary History and Literary Theory from 27 different countries and more than 40 cities across Europe and beyond. For a full list, please see: http://www.cost.eu/COST_Actions/ca/CA16204?management

Our key deliverable: the ELTeC

Our key deliverable is the *European Literary Text Collection* (ELTeC) that brings together comparable sets of nineteenth-century novels from at least 10 different European languages. Each set will comprise 100 different novels published in the late nineteenth century, with extensions covering the early nineteenth century or adding additional novels from the late nineteenth century. The purpose of the ELTeC is to serve as a benchmark corpus for the evaluation and development of annotation tools and distant reading methods across languages and as the basis for investigations into patterns and trends in literary history in multiple literary traditions.

What is a COST Action?

COST (<http://www.cost.eu/>) stands for ‘European Cooperation in Science and Technology’: COST Actions are essentially flexible and lightweight networking initiatives focused on a particular, timely and innovative research topic. They aim to bring together a critical mass of researchers from Europe and beyond and coordinate their activities through working group meetings and offer Training Schools and opportunities for scientific exchange. Examples of other COST Actions in Digital Humanities include *Interedition* (<http://www.interedition.eu/>, 2008-2012), *e-Lexicography* (<http://www.elexicography.eu/>, 2013-2017) and *Reassembling the Republic of Letters* (<http://www.republicofletters.net/>, 2014-2018).

Distant Reading Website

The website for the Distant Reading Action is available at <http://www.distant-reading.net/>.

Social Media

- **What to use?** Currently, our only Social Media channel is Twitter, @DistantReading (<https://twitter.com/DistantReading>).
- **When to use it?** Whenever you engage in a communication activity, please let us know so we can tweet about it. Make sure to include links and, if possible, images.
- **What to watch?** If you have a Twitter account yourself, you can tweet about your communication activity yourself. Please make sure to mention @DistantReading (<https://twitter.com/DistantReading>), both as a reference to the Action and as a way to alert us. We will then retweet your tweet using the

@DistantReading (<https://twitter.com/DistantReading>) account. If you don't have a Twitter account, please send an email to Justin at justin.tonra@nuigalway.ie (<mailto:justin.tonra@nuigalway.ie>).

Blogs

In our field, blogs are a type of dissemination generally aimed at academic colleagues, and are a useful means of communicating updates about the Action's activities, works-in-progress, or summaries of recently published research. As is the case with all dissemination activities, please alert the Dissemination working group if you post a blog, so that it can be shared more widely through the Action's various communication channels.

Photographs

There will be occasions when the opportunity to disseminate a photograph related to our action arises. In all instances, you should credit the photographer. In addition, you should endeavour to secure permission to use the image from any person who appears in it. In practice, this might mean alerting attendees, at the beginning of an event such as a meeting or Training School, to the fact that photographs may be taken and shared. Asking attendees who *do not* wish to have their image used in dissemination materials related to the event is an appropriate (opt-out) way of securing tacit permission.

Video

COST recommends this short video (<https://youtu.be/X3bFTst0Adc>) from the University of Sheffield about using video to communicate your research. Videos from the Action will be shared through the Action's communication channels and uploaded to the Action website.

What could be filmed?

- your presentation about distant reading at the conference
- a round table organised about distant reading or digital humanities
- short talk about your career in the field of digital humanities
- lecture held for wider audience

Press Releases & Other Media

- **When to use?** Press releases aimed at mainstream media are appropriate when the Action has something newsworthy to publicise. Occasions for a short article in a university news outlet or more specialised media can be an event (like a meeting or a training school) organized at your institution, when a member of your institution comes back from a Short Term Scientific Mission, or when a guest researcher is visiting your institution through a Short Term Scientific Mission. Always think about adding a good photo or video to your news content. Recommended length: max 350 words.
- **What to Write?** On such occasions, try to avoid jargon as much as possible – for instance, people outside our field probably don't know what “corpus building” is. Remember to answer the “so what?” question every time you want to reach out to a wider audience.
- **What to watch?** As always, please make sure the COST Action's title, abbreviation, number and website are mentioned either in the text or in a separate acknowledgement (for more details, see [#Acknowledging_the_Action](#) above).

Mailing lists

Calls for participation in Short-Term Scientific Missions (STSMs), Integration Target Country Conference Grants and Training Schools will be published on the Action's website in the appropriate section. We will usually also provide a short announcement of each call for ease of circulation. This announcement will be distributed to all MC members. Please feel free to circulate it widely in your community and to colleagues who might be interested.

Recommended mailing lists

The following is a list of mailing lists relevant to our Action.

Name	Field	URL	email address	Language(s)	Who relays our messages there?
Humanist-L	Digital Humanities	http://dhhumanist.org/	humanist@lists.digitalhumanities.org (mailto:humanist@lists.digitalhumanities.org)	en	tbc
Corpora-L	Corpus Linguistics	http://clu.uni.no/icame/corpora/	corpora-request@uib.no (mailto:corpora-request@uib.no)	en	tbc
Linguist-List	Linguistics (generally)	https://linguistlist.org/indexfd.cfm	linguist@linguistlist.org (mailto:linguist@linguistlist.org)	en	tbc
DARIAH	Digital Humanities	https://listserv.gwdg.de/mailman/listinfo/dariah-all	dariah-all@gwdg.de (mailto:dariah-all@gwdg.de)	en	tbc
CLARIN	Linguistics (generally)	https://lists.clarin.eu/cgi-bin/mailman/listinfo/all	all@lists.clarin.eu (mailto:all@lists.clarin.eu)	en	tbc
DHd	Digital Humanities	http://dig-hum.de	dhd-owner@mailman.rrz.uni-hamburg.de (mailto:dhd-owner@mailman.rrz.uni-hamburg.de)	German	Christof
romanistik.de	Romance Studies	http://www.romanistik.de	N/A	German	Christof

Science fairs

Other communication channels

Beyond those outlined above, other communication channels and tools such as flyers, brochures, stickers, education materials, etc. can also be considered. As the Action develops, the Dissemination Guidelines will be enhanced to include additional recommendations and information about such channels and tools.

Dissemination of Scholarship

This section concerns *dissemination*, that is sharing results and ideas with peers. This means any publication with a scholarly content and targeting fellow scholars and researchers. Examples include articles in scholarly journals and posters or papers at conferences or workshops.

Open Access policy

COST has a strong Open Access policy and the "Distant-Reading" COST Action does so, as well. Not only will all of our corpora and tools be made freely available to others, we also encourage all Action members to share any scholarly publications they produce in connection to the Action in Open Access, whether in the form of Green OA (copy of the publication made available in an OA repository, e.g. Zenodo or an institutional OA repository) or Gold OA (primary publication in an Open Access journal such as *Journal of the Text Encoding Initiative* or *Digital Humanities Quarterly*).

Template for conference presentations

(We will provide you with a template for PowerPoint slides for use when presenting research in connection with

the COST Action. This template will include the COST Action's logo and take visual cues from the website's design and color scheme.)

Relevant regular conferences

Name	Field	Location	Time	Language(s)	URL
DH Conference	Digital Humanities	worldwide	annually in late June / early July	English, mostly	http://adho.org/conference
PALA	Stylistics, Corpus Linguistics	worldwide	annually in late July	English	http://www.pala.ac.uk/conference.html
DHd-Tagung	Digital Humanities	DE/AT/CH	annually in February	German, mostly	http://dig-hum.de/aktuelles
DH BeNeLux	Digital Humanities	BE/NL/Lux	annually in May	English, mostly	http://dhbenelux.org/

Recommended journals

Name	Field	URL	Language(s)	Open Access?	peer-reviewed?
Digital Scholarship in the Humanities (DSH)	Digital Humanities	https://academic.oup.com/dsh	en	no (exceptions)	yes
Digital Humanities Quarterly	Digital Humanities	http://www.digitalhumanities.org/dhq/	en,fr,sp	yes	yes
Journal of Machine Learning Research	Computer Science	http://www.jmlr.org/	en	yes	yes
Style	Stylistics	http://www.psupress.org/Journals/jnls_Style.html	en	no	yes

Intellectual Property

The official COST Communication and Dissemination Guidelines (<http://www.cost.eu/media/dissemination-corporate-identity>) contains recommended policies on this topic (page 19-22). For our Action, policies on citation, use and reuse of corpora and tools, Creative Commons licences, etc. have yet to be fully determined and agreed. When they have been, these Guidelines will be modified to reflect our policies. (In the meantime, such suggestions in this area can be found below).

Code and Data Publications

At the January meeting of WG4 Dissemination in Amsterdam, it was agreed that it would be appropriate for the WG to make some suggestions to colleagues in WG1 and WG2 about aspects of ELTeC that bear upon issues of dissemination and communication. Doubtless, these are issues that these working groups have already considered to some degree, so this note is merely intended to offer the views of WG4 as a contribution towards opening discussion and reaching consensus about these particular issues.

First, the COST Association and this COST Action has a strong open access policy, and we affirm the previously expressed intention to make all of the corpora and tools produced by our Action freely available to others.

Second, and related, we encourage an Action-wide consensus on the adoption of appropriate Creative Commons (<https://creativecommons.org/>) license(s) for the corpora and tools that we produce. Broadly, WG4 is in favour of licenses that allow for free sharing and adaptation, but recognise that there may be conflicting views among the

group about more fine-grained restrictions on Commercial and ShareAlike usage. WG4 recommends that the Action addresses this issue as a short-term priority.

Third, in designing and building the ELTeC corpora and tools, WG4 suggests that colleagues consider the issue of how to cite the resources and work towards a simple, intuitive, and prominent method for users to cite ELTeC materials.

Fourth, WG4 suggests that the action give some consideration to how the ELTeC corpora are made available for download, perhaps allowing users multiple options for downloading corpora: by language, by date and/or place of publication, or by other customisable requirements.

We hope these suggestions are a catalyst for promoting dialogue across the Action on these and related topics, and ultimately, for reaching decisions about how we disseminate our work.

Relevant Dates for Dissemination and Communication

Date	Event/Occasion	Further Details
11 February	International Day of Women and Girls in Science	http://www.un.org/en/events/women-and-girls-in-science-day/
23 April (normally)	World Book Day	https://en.wikipedia.org/wiki/World_Book_Day
16 June	Bloomsday	https://en.wikipedia.org/wiki/Bloomsday
2nd Tue in October	Ada Lovelace Day	https://findingada.com/
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