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# Publicity brochure: Engaging the Web for Scholarship, Pedagogy, and Publication

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### “Engaging the Web for Scholarship, Pedagogy, and Publication”

Friday, March 28, 2008  
9:30 a.m. — 1:30 p.m.  
Campus Center Room 163C

### “The Googlization of Everything”

**Keynote Speaker: Dr. Siva Vaidhyanathan**  
Associate professor of Media Studies and Law  
University of Virginia

### Faculty Panel Presentation of Scholarworks Implementations

### Remarks on the Carnegie Classification on Community Engagement

### Roundtable Facilitated Luncheon for Faculty and Staff

Over the past several years, UMass Amherst has made a significant investment in ScholarWorks to enable the shift to a digital culture. Using this digital technology and the web has its benefits but its use also raises many questions including, "Have I been losing the rights to my own work?" "How can I keep my author rights?" and, "If my work isn't online, is it invisible?"

A cultural historian and media scholar, Siva Vaidhyanathan is the author of *Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity* and *The Anarchist in the Library: How Peer-to-Peer Networks are Transforming Politics, Culture, and Information*. He is co-editor of *Rewiring the "Nation": The Place of Technology in American Studies*.

For more information and to RSVP for the luncheon by March 19,  
contact Marilyn Billings,  
545-6891 or [mbillings@library.umass.edu](mailto:mbillings@library.umass.edu).



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