

Handout 2.

A student read the article "Stop Knocking Curation" by Steven Rosenbaum and made notes. Then he wrote a **summary-response essay** about the article.

Read the **introduction** to the topic of content curation and then read the article. Take notes while reading on any interesting, unclear or debatable ideas.

Student Model

*Content
Curation is
not
appreciated
but it is
invaluable*

Curation is the act of finding and organizing information on a topic online, while also providing links to the original content. Companies that benefit from using content curation include the Huffington Post, an insignificant online news aggregator and blog, and Reddit, a popular website where contributions from its community members provide for amusing discussions and tales from the world of entertainment, news and social networking.

ANNOTATED REAL-WORLD ARTICLE

Stop knocking Curation (Adapted) Steven Rosenbaum

Curation is a growing concept as the enormous volume of mostly identical content has made it nearly impossible for mere mortals to find useful, thoughtful, contextual content on the web. But its practice is undervalued. In just one example, a 2012 writing in the Atlantic called "curate" one of the "words we'd just as soon never write or see or hear spoken again."

I disagree. Information overload **inevitably** drives content consumers to look for human-filtered, journalist-vetted, intellectually related material. This demand for coherence is not unreasonable; it is essential. And for those who think and write every day, gathering bits of ideas here and there that can be turned into a thoughtful narrative "on a topic" is not cheating, or being lazy. Far from it. For those who could dismiss or minimize curating, it is in many ways harder than writing (at least good curating is). It is far easier for me to write 500 words from my head than to find themes and sources and tie them into a border narrative.

*AGREE-there is too much
info-we need help
choosing*

*Is this what
Tartakovsky
meant?*

Now, my issue with the current state of curation is that there are many people who wrongly attribute misguided meanings to the word. In so doing, they **deviate** from the core concepts that make curation so appealing and relevant.

Curation started as a term for a practice that was emerging over the past few years to filter the overabundance of data and create quality, thoughtful, human-organized collections. The most urgent need for curation was in Web content. This is because there is far too much data being produced by digital devices, video-enabled mobile phones, auto-tweeting devices, and overzealous Facebook friends. Curators create entirely new editorial works by finding, filtering, and contextualizing. Meaning is produced from within massive amounts of data.

Curation, in its purest form, helps to **establish** a solution to a problem that meets a growing need. But then a bunch of random marketers and sign makers got in the act. Today, things are curated that should not be. For example, a wine store can be known as a "social wine store" (whatever that means) if it claims to provide "curated" craft beer and spirits. As if another wine shop is not "curated" (heck, they just stock whatever boxed wine they can get their hands on).

If the word *curation* is allowed to be diluted to simply mean "selected" or "quality collection", then it no longer solves the problem we need to solve. Content *needs* curation. The **constant** overflow of unfiltered content would overwhelm us if there was no one to objectively organize and watch over it. Wine does not pose this problem.

Here are a few scary stats, everyday, 50 million photos are uploaded to Facebook, 864, 000 hours of video are uploaded to YouTube, and 294 BILLION emails are sent. That is why you cannot read all the mail you get any more.

*Wow! It is
not just me-
haha!*

YIKES!

*Not clear-What is
"misguided meanings"?*

How?

*Interesting example-
why cannot wine
be accurate???*

*Now, I see what he means
by "misguided meanings"!*

Tartakovsky would agree!

This all makes curation an important, even essential part of journalism. The word is full of meaningless data. Readers are hungry for clarity and understanding. And journalists are trained to find meaning and assemble facts into something that can be rationally and logically understood. They are rewarded with enlightened readers, engaged audiences, and a revitalized role in the new world. In this new world, anyone can be a creator of information. Quality curation is a wonderful thing.

*What about the reader's role?
Is not that important?*