From Container to Context

How cataloguers can drive a fundamental and necessary change in resource description

Kent Fitch
National Library of Australia

Australian Committee on Cataloguing Seminar
October 2010
I'm assuming...
• You're passionate about libraries and facilitating public access to information and culture

• You're wondering how libraries will survive as access to information and culture is increasingly commercialised
I need to keep track of information about the ongoing disease resistance of genetically modified canola - what's the best way to do this?

I want to study critical analysis of the tactics used by Whitlam in his response to the supply crisis of 1975 - where should I start?

My 10 year old is very keen on Egyptian art - how can I find resources to inspire her to keep exploring?

I'm interested in the social impacts of railways in the mid-west of America during the 19th Century. What are useful ways of investigating this? What should I read first? What should I read next?
My 10 year old is very keen on Egyptian art - how can I find resources to inspire her to keep exploring?
I need to keep track of information about the ongoing disease resistance of genetically modified canola - what's the best way to do this?
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I'm interested in the social impacts of railways in the mid-west of America during the 19th Century.

What are useful ways of investigating this?

What should I read first?
What should I read next?
Why catalogue?

Traditionally...

Cutter, 1876
FRBR, 1998
Eversberg, 2002
Cutter, 1876
Cutter, 1876

Find

knowing author, title, subject or category

Show what's available

by given author, subject or kind of literature

Assist in the choice

as to edition or literar or topical character
FRBR, 1998

Find
meeting search criteria

Identify
confirm found entity is the entity sought, or distinguish between similar entities

Select
an appropriate entity

Obtain
access by purchase, loan, electronically
Produce reliable results
"known-item" search, consistent description using well defined attributes

Clearly display differences, present meaningful choices
succinct yet precise description, differentiate versions

Bring together what belongs together
works by author, editions of a work, parts of a whole, related resources, works about a person or another work
Is cataloging even necessary?
Little Feat, Dixie Chicken video

Google Search Results:

- little feat dixie chicken
- little feat dixie chicken lyrics
- little feat dixie chicken wikipedia
- little feat dixie chicken torrent
- little feat dix

About 65,100 results (0.25 seconds)

Videos for little feat dixie chicken

- Little Feat Dixie Chicken
  7 min - 6 Oct 2007
  Uploaded by nutbrook
  youtube.com

- Little Feat Dixie Chicken
  4 min - 6 Oct 2007
  Uploaded by nutbrook
  youtube.com

Amazon.com: Dixie Chicken: Little Feat: Music
Although both LITTLE FEAT and SAILIN' SHOES, their first two albums, are exceedingly close to being as fine as the masterful DIXIE CHICKEN, what separates...

www.amazon.com Music Classic Rock Southern Rock - Cached - Similar

Little Feat – Dixie Chicken – Video, listening & stats at Last.fm
Watch the video & listen to Little Feat – Dixie Chicken. Dixie Chicken appears on the album Dixie Chicken. Little Feat is a band who have mixed blues, R&B, ...

www.last.fm/music/Little+Feat_/Dixie+Chicken - Cached - Similar

Dixie Chicken - Little Feat (Lyrics and Chords)
...
D / - / - / C {Refrain} If you'll be my Dixie chicken I'll be your Tennessee lamb And we can walk together Down in Dixieland Down in Dixieland, ...

www.guntheranderson.com/v/data/dixiechi.htm - Cached - Similar
Melting point of sulphur

Sulfur melting point — 115.21 - Feedback
According to jlab.org, webelements.com and answers.com - Show sources

Chemical Elements.com - Sulfur (S) ★
Name: Sulfur Symbol: S Atomic Number: 16. Atomic Mass: 32.066 amu. Melting Point: 112.8 °C (385.95 K, 235.04001 °F) Boiling Point: 444.6 °C (717.75 K, ...
www.chemicalelements.com/elements/s.html - Cached - Similar

It's Elemental - The Element Sulfur ★
The Element Sulfur [Click for Isotope Data] 16  S  Sulfur, 32.065. Atomic Number: 16. Atomic Weight: 32.065. Melting Point: 388.36 K (115.21 °C or 239.38°F) ...
education.jlab.org/itselemental/ele016.html - Cached - Similar

Sulfur - Wikipedia, the free encyclopedia ★
When burned, sulfur melts to a blood-red liquid and emits a blue flame which is ..... resistance is desired for floor-mounted equipment attachment points. ...
en.wikipedia.org/wiki/Sulfur - Cached - Similar

WebElements Periodic Table of the Elements | Sulfur | physical ... ★
Melting point: 388.36 [or 115.21 °C (239.38 °F)] K; boiling points of the chemical ... Sulfur around us. Geology: Abundance of elements in the universe; ...
www.webelements.com › Sulfur - Cached - Similar

Melting Point > Sulfur ★
The melting point of Sulfur is 112.8 °C. Sulfur. Atomic Mass · Atomic Number · Boiling Point ·
Macbeth study guide

SparkNotes: Macbeth
From a general summary to chapter summaries to explanations of famous quotes, the SparkNotes Macbeth Study Guide has everything you need to ace quizzes, ...
1, scenes 1–4 - Themes, Motifs & Symbols - Plot Overview
www.sparknotes.com/shakespeare/macbeth - Cached - Similar

Shakespeare's Macbeth essay, summary, quotes and character analysis.
Master Shakespeare's Macbeth using Absolute Shakespeare's Macbeth essay, plot summary, quotes and characters study guides ...
absoluteshakespeare.com/guides/macbeth/macbeth.htm - Cached - Similar

Macbeth
www.cummingsstudyguides.net/xMacbeth.html - Cached - Similar

Macbeth Study Guide & Literature Essays | GradeSaver
16 Aug 2010 ... Legend says that Macbeth was written in 1605 or 1606 and performed at Hampton Court in 1606 for King James I and his brother-in-law, ...
Major Themes - Macbeth Summary - Character List
www.gradesaver.com/macbeth/ - Cached - Similar

PDF] Macbeth Study Guide
File Format: PDF/Adobe Acrobat
www.nac-cna.ca/pdf/eth/0708/macbeth_guide.pdf - Similar

Macbeth: Study Guide and Homework Help - CliffsNotes
Get free homework help on William Shakespeare's Macbeth: play summary, scene summary and analysis and original text, review, glossary, character analysis.
"Buddhism" introduction

A Basic Buddhism Guide: Introduction to Buddhism
This short essay is intended to give a brief introduction to Buddhism. It will discuss the way Buddhists perceive the world, the four main teachings of the...

A Basic Buddhism Guide: 5 Minute Introduction
A five-minute introduction. What is Buddhism? Buddhism is a religion to...

An Introduction to Buddhism
Explores the history of Buddhism and its basic tenets.

Buddhism: Introduction
Introduction. Buddhism began in northeastern India and is based on the teachings of Siddhartha Gautama. Buddhism is divided into two major branches...

What Is Buddhism - An Introduction to Buddhism for Beginners
There's more to Buddhism than shaving one's head and being blissful. Here is an introduction to Buddhism for beginners.

Basics of Buddhism
The Living Edens Thailand - Jewel of the Orient Basics of Buddhism. Buddhism. An Introduction. Buddhism is a major global religion with a complex history...

BBC - Religion: Buddhism
is it wrong
is it wrong to sleep with your mother
is it wrong to sleep with your dog
is it wrong to sleep with your teacher
is it wrong to be strong
is it wrong to sleep with your cousin
is it wrong to sleep with your mum
is it wrong to eat meat
is it wrong to fancy your cousin
is it wrong to be bi
irish people are
irish people are impervious to psychoanalysis
irish people are friendly
irish people are known for
irish people are from
irish people are called
irish people are short
irish people are white
irish people are awesome
irish people are
irish people are drunks
railways society mid west nineteenth century
railways society mid west nineteenth century
Google Magic...
Google Magic...

- distributed, page popularity contest, voted for by you (everyone)
- sophisticated natural language processing
- secret and very clever algorithms
- tens of thousands of servers
... all paid for by AdWords

# Google investor relations

## 2010 Financial Tables

Full year financial tables with quarterly data.

### Income Statement Information

*(In millions, except share amounts which are reflected in thousands and per share)*

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Metacrap

Putting the torch to seven straw-men of the meta-utopia

Cory Doctorow, 2001
1. People lie
Your mailbox is full of spam with subject lines like
"Re: The information you requested."

2. People are lazy
- your clones are sending you email with no subject line
- half the pages on GoToSite are called "Please RITE this page"
- your boss sees all of his files on his desktop with helpful titles like "UNTITLE3D DOC"

3. People are stupid
You can almost always get a bargain on a Pian Filit at eBay

4. Mission: Impossible -- know thyself
When Nielsen used log-books to gather information on the viewing habits of their sample families, the results were heavily skewed to Masterpiece Theater and Sesame Street.

Replacing the journals with set-top boxes that reported what the set was actually tuned to showed what the average American family was really watching...

5. Schemas aren't neutral
The conceit that competing interests can come to easy accord on a common vocabulary totally ignores the power of organizing principles in a marketplace.

6. Metrics influence results
It's wishful thinking to believe that a group of people competing to advance their agendas will be universally pleased with any hierarchy of knowledge.

The best that we can hope for is a detente in which everyone is equally miserable.

7. There's more than one way to describe something
Reasonable people can disagree forever on how to describe something.

Arguably, your Self is the collection of associations and descriptors you ascribe to ideas.

Requiring everyone to use the same vocabulary to describe their material denudes the cognitive landscape, enforces homogeneity in ideas.
1. People lie

Your mailbox is full of spam with subject lines like

"Re: The information you requested."
2. People are lazy

- your clueless aunt sends you email with no subject line
- half the pages on Geocities are called "Please title this page"
- your boss stores all of his files on his desktop with helpful titles like "UNTITLED.DOC."
This laziness is bottomless.
No amount of ease-of-use will end it
3. People are stupid

You can almost always get a bargain on a Plam Pilot at eBay
4. Mission: Impossible -- know thyself

When Nielsen used log-books to gather information on the viewing habits of their sample families, the results were heavily skewed to Masterpiece Theater and Sesame Street.

Replacing the journals with set-top boxes that reported what the set was actually tuned to showed what the average American family was really watching...

- naked midget wrestling
- America’s Funniest Botched Cosmetic Surgeries
- Jerry Springer presents: "My daughter dresses like a slut!"
• naked midget wrestling

• America's Funniest Botched Cosmetic Surgeries

• Jerry Springer presents: "My daughter dresses like a slut!"
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Arguably, your Self is the collection of associations and descriptors you ascribe to ideas.

Requiring everyone to use the same vocabulary to describe their material denudes the cognitive landscape, enforces homogeneity in ideas.
And that's just not right.
From: Tim Spalding <tim@librarything.com>
Date: Sat, Oct 16, 2010 at 3:44 AM
Subject: Re: [ol-discuss] Series titles: include individual ID or not?
To: Open Library -- general discussion <ol-discuss@archive.org>

FWIW, the matter has been discussed for years on LibraryThing's "Combiners!" and Series groups, in excruciating depth. The options are more complex than seems at first sight, because—like so much library-related metadata—getting it right requires taking account of:

1. Degrees of truth
2. Differences of opinion
3. Awareness of different levels of hierarchy
4. Understanding who says something as an element of the something
5. Understanding that metadata for an item continues to change AFTER the item is cataloged.
1. Degrees of truth
2. Differences of opinion
3. Awareness of different levels of hierarchy
4. Understanding who says something as an element of the something
5. Understanding that metadata for an item continues to change AFTER the item is cataloged.

Examples of the concepts in practice:

- In what sense are Tom Sawyer and Huck Finn in the same series? When did they become so?
- Are all those Bond books, including the recent ones, in the same series? How about sequels to Jane Eyre? Does it change when a publisher packages the book and its faux-sequels together as a sequel?
- What is the order of the Narnia books?
- Does the Harvard Classics include the Odyssey? Yes. Is the Odyssey part of the series "Harvard Classics." Not so much.
Context
- FRBR - editions/versions
- Series - author, publisher
- Lists
- Subject trails
- Citation trails
- Related
- Reviews
- Annotations
- Ratings
- Scope
- Provenance
A pattern language: towns, buildings, construction
Christopher Alexander ...

NBD subjects:

Symbolism in architecture
Semiotics
City planning.
Design.
Tags derived from Wikipedia

Design methods
Design paradigm
Design pattern
Design pattern (computer science)
Pattern (architecture)
Pattern language
Sense of place
LibraryThing's tags

- aesthetics
- alexander
- architectural theory
- architecture
- art
- building
- buildings
- center for environmental structure series
- christopher
- alexander
cities
- city planning
- community
- construction
- design
- design patterns
- environment
- essays
- form
- home
- making
- nature
- non-fiction
- pattern language
- patterns
- philosophy
- planning
- read
- reference
- sustainability
- systems
- theory
- to read
- town planning
- unread
- urban
- urban design
- urban planning
- urbanism
- wishlist
Amazon's tags

architecture(36)  expertise(2)  interior design(1)
design(23)        patterns architecture(2) lifestyles(1)
home design(14)   urban planning(2)    organization(1)
christopher alexander(13) arch bk(1) paradigm shifting(1)
patterns(12)       book(1)            pattern languages(1)
reference(11)      building construction(1) planning and zoning(1)
ideas(10)          city design(1)      school(1)
city planning(6)   community affairs(1) structure(1)
nonfic(4)          comprehensive plans(1) sustainable development(1)
etech07(2)         history(1)
Amazon's reviews

Customer Reviews
A Pattern Language: Towns, Buildings, Construction (Center for Environmental Structure Series)

94 Reviews

Average Customer Review

Search Customer Reviews

Create your own review

The most helpful favorable review

295 of 299 people found the following review helpful:

★★★★★ This book changed the way I look at buildings ... and life!
My fascination with Christopher Alexander's work began with "The Timeless Way of Building," but increased tenfold upon discovering his inexhaustible classic, "A Pattern Language." At over a thousand pages (I think,) "A Pattern Language" is an encyclopedic study of what makes buildings, streets, and communities work -- Indeed, what makes...

Read the full review

Published on May 22, 2000 by James DeRossitt

Vs.

The most helpful critical review

8 of 9 people found the following review helpful:

★★★★★ Idealism is wonderful
A Pattern Language was probably ground-breaking for its time, it is certainly spoken about in some circles with reverence. I found that it contains many fascinating ideas and many that I thoroughly agree with, however is based on very slender or no evidence and a distinct world view, that tends towards the didactic. If your personal philosophy is in alignment with... Read the full review

Published 11 months ago by wilful

See more 3 star, 2 star, 1 star reviews

See more 5 star, 4 star reviews
Amazon's cites & cited by

Citations (learn more)

This book cites 48 books:

- The Peckham Experiment: A Study of the Living Structure of Society by Innes H. Pearse on page 254, page 258
- The Two Paths by John Ruskin on page 807, and page 1126
- Motivation and Personality by Abraham Harold Maslow on page 45, and page 48
- Urban Prospect by Lewis Mumford on page 329, and page 339
- The Silent Language by Edward T. Hall on page 714, and page 878

See all 48 books this book cites

100 books cite this book:

- Introduction to Landscape Design, 2nd Edition by John L. Motloch on page 43, page 57, and page 259
- City as Landscape: A Post Post-Modern View of Design and Planning by Tom Turner in Front Matter, page 31
- Patterns in Game Design (Game Development Series) by Staffan Bjork on page 33, page 40, and Back
- Rationale Management in Software Engineering by Allen H. Dutoit on page 44, and page 370
- Design First: Design-based Planning for Communities by David Walters in Index, and page

See all 100 books citing this book
Google Scholar's cited by:

[BOOK] **A pattern language**
C Alexander, S Ishikawa, M Silverstein, JR i Ramió, M ... - 1977 - phil.philos.bme.hu
Christopher Alexander's A Pattern Language—I take the perhaps unfair liberty of ascribing authorship essentially to him—could very well be the most read architectural treatise of all time, yet in the architecture schools I know, it is as if this book did not exist. This guide to designing ...
Cited by 2323 - Related articles - View as HTML - All 7 versions

**A pattern approach to interaction design**
JO Borchers - Cognition, Communication and Interaction, 2008 - Springer
... Even Alexander (Alexander et al., 1979: xviii) admits that, 'since the language is in truth a network, there is no one sequence which perfectly captures it'. The hypertext model of a pattern language presented here makes it possible to create tools for navigating through the ...
Cited by 512 - Related articles - BL Direct - All 40 versions

widely held (31 libs - a classic "cited by 29338")

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<th>LibraryThing tags</th>
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prezi.com

widely held (31 lbs - a classic "cited by 29338")
Two problems...
Two problems...

Doctorow: Schema aren't neutral
There's more than one way..
Two problems...

Doctorow: Schema aren't neutral
There's more than one way..

Weinburger: Control doesn't scale
The choice for libraries
Business as usual?

Stick with AACR2/RDA/LCSH
Remain a tiny, closed ecosystem
Don't try to scale
Ignore most content
The choice for libraries

Business as usual?  vs  Adapt and grow

Stick with AACR2/RDA/LCSH  vs  Adopt new approaches
Remain a tiny, closed ecosystem  vs  Open to the web
Don't try to scale  vs  Build scalable descriptive frameworks
Ignore most content  vs  Describe everything
Help everyone participate  vs  Add context to everything
LCSH

Not a thesaurus:

- Broadening and narrowing search is very unreliable
- Hard to use (for cataloguers and searchers)
LCSH

Kelley McGrath, Cataloging & Metadata Services Librarian, Ball State University, chair of Online Audiovisual Cataloguers Cataloging Policy Committee "Facet-Based Search and Navigation with LCSH: Problems and Opportunities" CODE4Lib issue 1, Dec 2007,

- Too many top level terms
- Compound headings break facets & hierarchical navigation "Art, Buddhist"; "Cookery, Japanese"; "Adult children of alcoholics, Writings of,"
- and makes it difficult to search for:
  communicable diseases (broad) in Kenya (narrow), or AIDS (narrow) in Africa (broad)
Something had to be done with LC subject headings, but is this it?

LC Subject Heads are disguised as a Thesaurus

By Mary Dykstra

Most of us have come to understand the truth of the saying that the more things change, the more they stay the same. Unfortunately, those of us who work with Library of Congress Subject Headings (LCSH) have to live with the fact that the more things change, the worse they get. LCSH has gotten worse again recently, and now things are very bad indeed.

For some time there had been hints and rumblings, but the Summer 1987 Cataloging Service Bulletin finally spelled it out:

New codes have been used (beginning with the December 1986 LSCH in microfiche) to show the cross reference structure.

USE Use the heading referred to (formerly see)
UF Used for (formerly xx)
BT Broader Term (formerly xxx)
RT Related Term (former xx and see)
SA See Also (used to introduce general see also references)
NT Narrower Term (formerly so)

In other words, until recently a cluster of subject headings attached to the heading “Television and children” (for example) looked like this:

Television and children
  sa Television advertising and children
  x Children and television
  xx Arts and children
  Chilren
  Mass media and children
  Radio and children
  Television—Psychological aspects
  Television and youth

With the change, the same cluster now looks this way:

Television and children
  UF Children and television
  BT Arts and children
  Chilren
  Mass media and children
  Radio and children
  Television—Psychological aspects
  RT Television and youth
  NT Television advertising and children
  Television programs for children

A considerable improvement?

On the face of it, the second grouping looks like a considerable improvement. Ambiguities that have always plagued the display of the “syndetic structure” of LCSH seem to have been removed. No longer is it necessary to list both related headings and more specific headings under the confusing code sa, and to list both related headings and more generic headings under the even more difficult xx. Using the old codes, for example, “Television and youth” had to be listed both under sa and xx, because this was what was supposed to happen with these so-called “related” headings. I must confess that it took me a long time to figure this out in library school. It will be a genuine pleasure not to have to explain it from now on to unsuspecting students. I am also 90 percent certain that there does not yet exist in all of North America a library user who has managed to figure out what these codes are supposed to mean.

Clearly something had to be done with LCSH. There is no need to test out yet again the statistics that show how many library users have simply given up trying to use manual subject catalogs, only to increase their efforts dramatically in the expectation that the technological magic of online public access catalogs (OPACs) will suddenly clear up the problems. While outdated or inappropriate terminology in subject headings has been partially to blame, it is clear that the far deeper problems lie in the way the headings themselves are constructed and relate to each other.

Is it not a good thing, then, that the LC Subject Cataloging Division, with the efforts of the American Library Association’s Subject Analysis Committee, has at last decided to do something about these problems? Is it not a first big step toward improvement that it has adopted for LCSH the much clearer codes that are used in a standard thesaurus?
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Credibility in subject access

More solidly establishing our credibility in the area of subject access to information is a matter of urgency. We are not the only players in the field, and have not been for quite some time. Now is a very bad time indeed to show up our lack of rules by trying to use those of a different game. Only the most smug or naive among us could think otherwise.

Rules for subject access do matter, however. With each advance in technology, they matter more. The reason they matter lies at the heart of librarianship. Intellectual freedom and the right to know, increasingly illusive, are directly affected by the sophistication of our capability to make the contents of our library collections accessible.

Faster than perhaps any of us realize, we are reaching the point where it is no longer logical or feasible to make accessible the contents of machine-readable publications by means of manual indexing. Will there still be "subject catalogers" at LC in the 21st Century who will be tediously poring over an enormous manual in order to assign subject headings to books that can be technologically stored, read, and analyzed? Judging by the amount of research presently being conducted on text analysis systems by computer and information scientists, I seriously doubt it.

Subject access/freedom of access

Yet of all professionals, we are the ones who most understand the importance of subject access and its ramifications for knowledge and cultural richness. If we could develop a rigorously rule-based system for manual indexing now, we would accomplish much more than the ability to satisfy the needs of our present-day OPAC users, however important an achievement that would be.

The future text analysis systems will be expert systems, and by definition an expert system is a rule-based system. Our development of a rule-based indexing system now would place us in the best possible position to make a unique and powerful contribution in the foreseeable future to the design of those text-analysis systems that are already being concocted in the most sophisticated computer laboratories around the world.

Alternatively, we could remain in the worst possible position we find ourselves in now, our present OPAC users unsatisfied and our contribution of unruly LCSH to the research of tomorrow almost completely irrelevant.
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Commerce is taking over bibliographic description, discovery and delivery

Google
Amazon
Apple

Shelfari (now owned by Amazon)
LibraryThing (1.2m users, 40% Amazon)
GoodReads (3m users)
Find and acquire are library goals, not the goals of users

Eric Lease Morgan

Paul Hagon: http://www.flickr.com/photos/paulhagon/2965862244/
The fundamental processes of librarianship (collection, preservation, organization, and dissemination) need to be expanded to fit the current digital environment.

The next “next generation library catalog” is not about find, instead it is about use.

Eric Lease Morgan
"The Next Next-Generation Library Catalog"
http://infomotions.com/blog/2010/06/the-next-next-generation-library-catalog/
What can cataloguers do?
Specify, build, promote, maintain environments/systems which:

**Thrive on a diversity of description**

Only a tiny percentage of information will ever be described in AACR2/RDA/MARC/LCSH

**Encourage and combine the expertise of the community**

- librarians
- subject experts
- the general public

**Facilitate**

- Description using a real thesaurus
- Description using tags
- Lists
- Related resources
- Reviews
- Annotations
- Collection and organisation of snippets
- Link out, link in

**Are open**

- open to reuse
- open to arbitrary extension
- commercially disinterested

**Support metadata services**

- versioning
- subsets/views/layers
- scopes
- attribution/provenance
- rating

**Automatically perform**

- Reading level characterisation
- Identification of characteristic text
- Citation chaining
- Related resources
  - "People who accessed this also accessed..."
- Textual analysis
- Link out

**Are easy to use**

A better cooperative cataloguing environment? Visit OpenLibrary [http://openlibrary.org](http://openlibrary.org)

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[http://openbiblio.net/](http://openbiblio.net/)

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Ever wanted to play librarian?
It's OK. We all do.

If you love books, why not help build a library?

Browse the Catalog
You can always search, but try jumping in to subjects, like Astronauts, Texas, Diaries, Riots, Assam, Pleistocene, Colette or Carpentry, Accessible books...

Add a Book
There are millions of records in Open Library, but nowhere near every book ever published! Would you like to try adding a book to the library?

Open an Account
You can keep track of your edits if you open an account.

It's a wiki too, which means anyone can edit or correct it anytime.

blog.openlibrary.org
- Why Computers Can't Do The Job - October 12, 2010
- Merge Authors: The Screencast - September 21, 2010
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Without librarians and what librarians understand, what we build would likely be less usable, less reliable, less diverse, less provocative.

What we build without librarians would unnecessarily constrict our understanding and imagination, rather than exuberantly expanding them.

This is especially true given that the system is being designed to a large degree by commercial entities.

David Weinberger

Knowledge As a Network
ALCTS Midwinter Symposium
January 15, 2010
Harriet Rubin

Freedom is actually a bigger game than power. Power is about what you can control. Freedom is about what you can unleash.