

# A Captologic Approach To the Challenges of Digital Discover

Shahed Rashidi  
*University of Tehran*

Nader Naghshineh  
*University of Tehran*

---

Shahed Rashidi and Nader Naghshineh, "A Captologic Approach To the Challenges of Digital Discover." *Proceedings of the IATUL Conferences*. Paper 33.

<http://docs.lib.purdue.edu/iatul/2008/papers/33>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

## **A Captologic Approach To the Challenges of Digital Discovery**

**Shahed Rashidi and Nader Naghshineh, University of Tehran**

**Email: [Shahedrashidi@yahoo.com](mailto:Shahedrashidi@yahoo.com) and [nnaghsh@ut.ac.ir](mailto:nnaghsh@ut.ac.ir)**

Human nature inevitably compels one to evaluate before selection. The selection process is governed by the soleptic perception of truth. It seems that no human advancement (or regression) is capable to change this innate quality. Perceptions however can change. They can be influenced by the environment. The impact is often so swift that it is imperceptible. Today we are faced with a colossal amount of web-based information that while chronologically new, but its sheer volume is analogous to all the printed and written resources of the past several centuries. What has not changed is our very own finiteness and the fact that we still need to select. We are still bound by a process in which credibility is still a necessary constant. According to the principle of "least effort", we would go for the easiest way for evaluating credibility, even if it is the superficial one. Among different approaches and models, Dual Processing Model of credibility assessment would be one of the best to analyzing how users make their credibility assessments. Based on this model, one of the reasons, and may be the important one, is the lack of interest and motivation of the user. Another reason could be the hurry we have in decision making about web resources and the anxiety about getting what we really need among the breathtaking race for gaining the one in the "infocean". Our initial finding is that machine assisted trend in digital discovery while gaining momentum by seconds, is prone to the Dual Processing Model of Credibility Assessment. Considering prominence-interpretation theory in mind, it is inevitably necessary to make credibility issues known and visible. Providing precise subject categorization, up to date information and systematic indexing, with presenting them all in a pleasant challenging way, make users thirsty for assessing quality and credibility on the web. This thirst would be the best light for the seekers of reality and truth, bringing to mind this verse of great Iranian Sophist, Rumi: "Do not search for water; seek the thirst, and then water would come to you".