

“An Idea Whose Time Has Come”

The Future of e-books

Seth Cayley

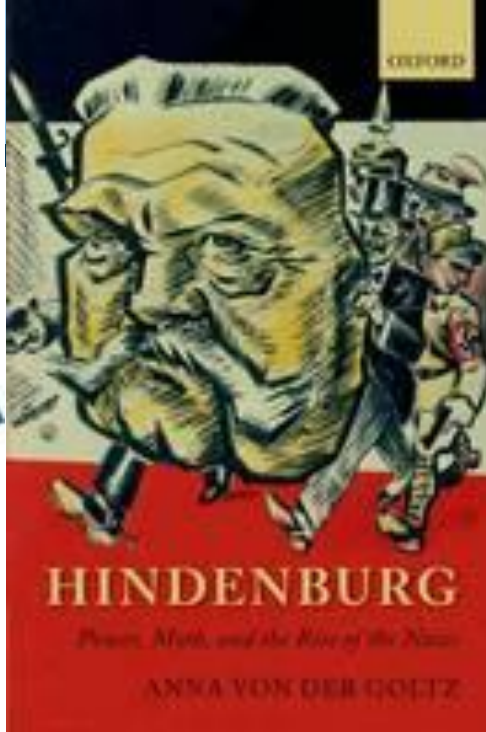
Publisher, Cengage Learning

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THE TIMES

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Czechs Sentenced For Espionage.
FROM OUR OWN CORRESPONDENT.

The Times (London, England), Monday, Jan 22, 1951; pp. 5; Issue 51905.
(111 words)
Category: Law

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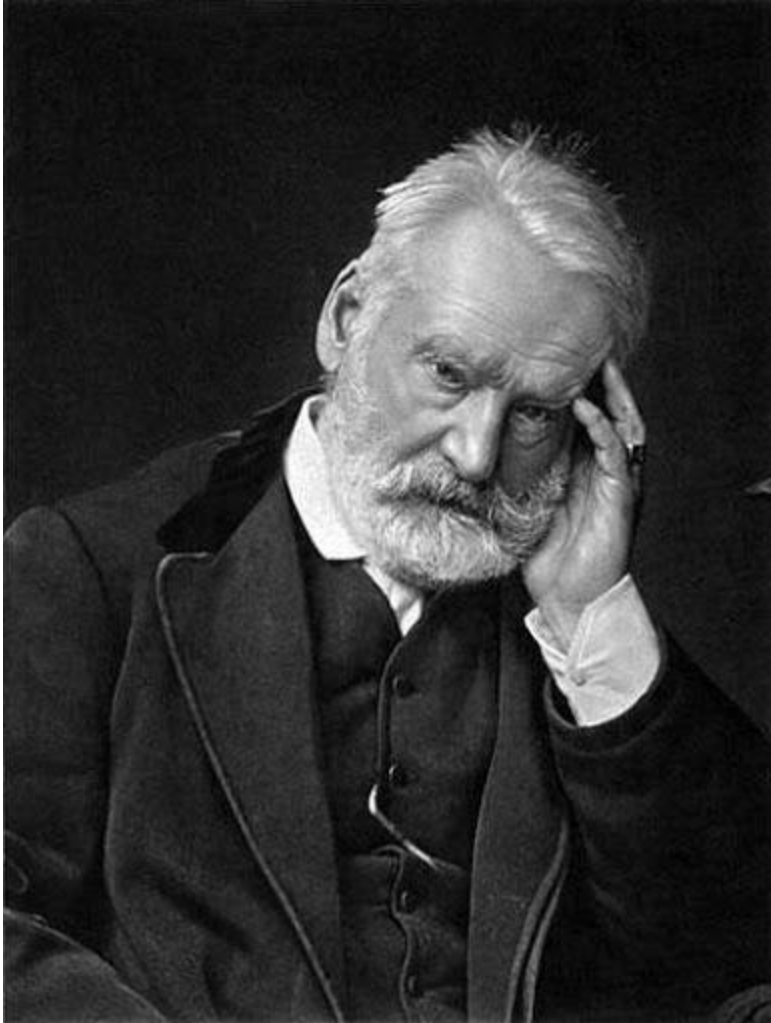
CZECHS SENTENCED FOR ESPIONAGE

FROM OUR OWN CORRESPONDENT

VIENNA, Jan. 21.

The trial of a group of Czechoslovak workers for espionage and high treason is reported today. The leader, Miloslav Jirovec, was sentenced to hard labour for life, two were sentenced to 20 years' imprisonment, and others to terms varying between 10 months and 18 years. The trial, which was held in Vienna, appears to have been the first in which the accused are all described as workers. But it is not expected to be the last. In contrast to the professional classes, who no longer disguise their opposition openly, the workers are





“Armies cannot
stop an idea
whose time has
come”

Victor Hugo
The History of a Crime 1877

Ebooks are an old idea...



Ángela Ruiz Robles Mechanical Encyclopedia, 1949



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Cvičení maličkých ve svatém náboženství křesťansko-katolickém

Goto page:

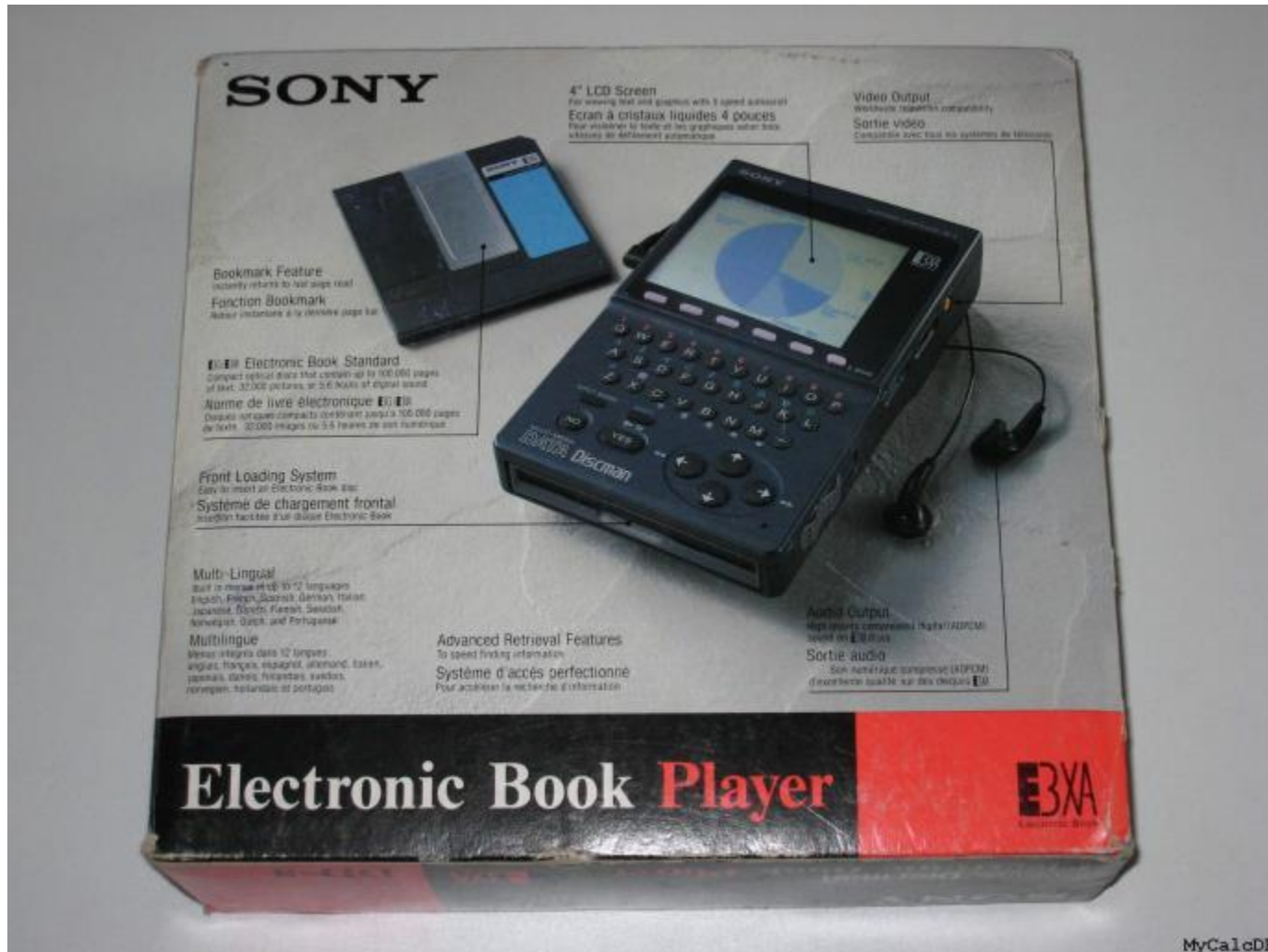
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The Project Gutenberg EBook of Cvičení maličkých ve svatém náboženství křesťansko-katolickém ponejvíce v prostonárodním rýmování podává Peregrin Obdržálek, by Peregrin Obdržálek

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Title: Cvičení maličkých
ve svatém náboženství
křesťansko-katolickém

Data Discman, 1992



Microsoft®
Reader
with ClearType™



Microsoft Reader and
Stephen King's first e-book,
2000



Google Books, 2005



Kindle, 2007

E-Books have reached a tipping point

- US fiction e-book sales rose 42% in 2012
- US non-fiction e-book sales rose 22%
- E-books now account for 20% of publishers' revenues

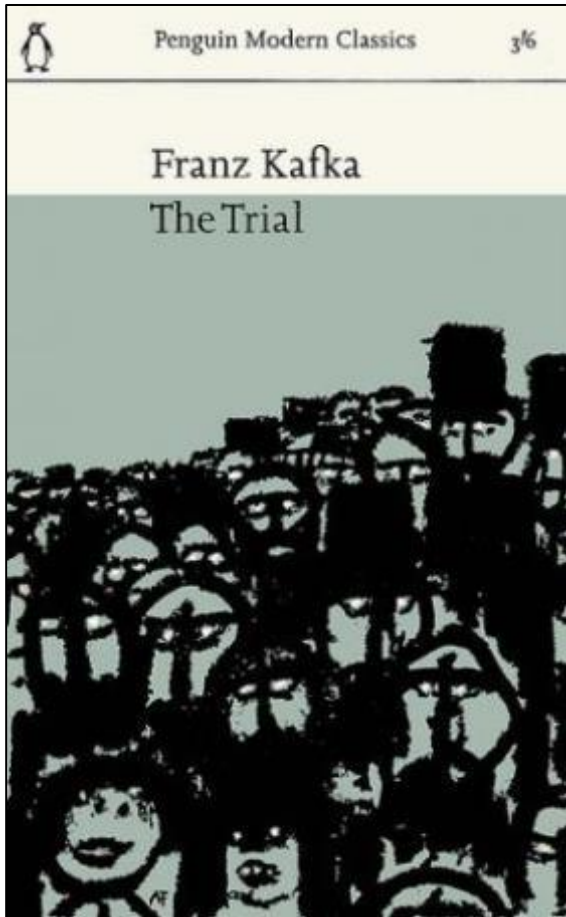
- Even higher in the UK:
 - e-books represent 38% of UK sales in 2012
 - estimated to be 52% of UK sales by end of 2013

(Sources: New York Times "E-Book Sales a Boon to Publishers in 2012" May 15 2013; The Bookseller "Bowker charts rise in e-retailer market share" March 18 2013)

Today's Workshop

1. The Future of e-books
2. E-books and education
3. Business models for library e-books
4. BREAK
5. Speed Dating and Group Discussion

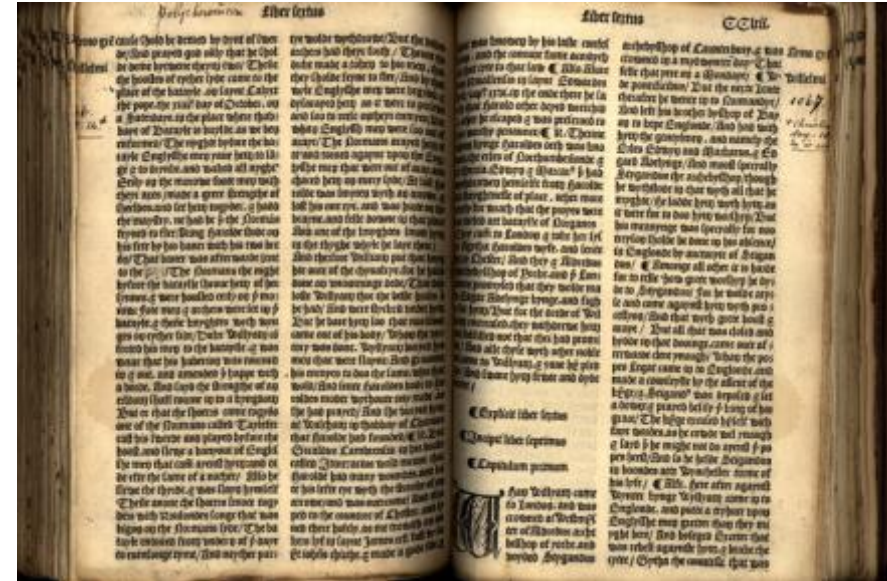
THE FUTURE OF E-BOOKS



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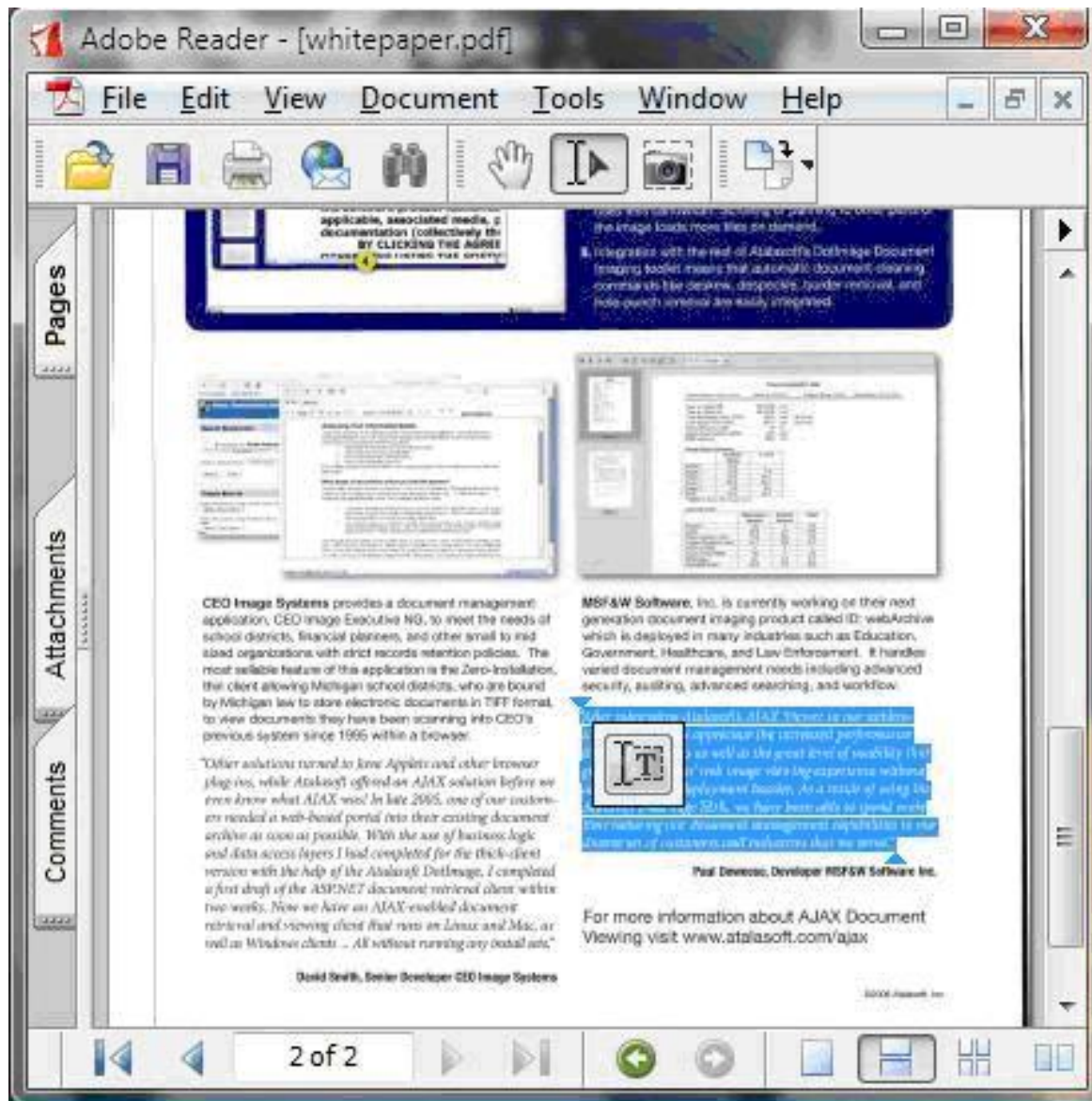
...as this?

Books are a type of technology

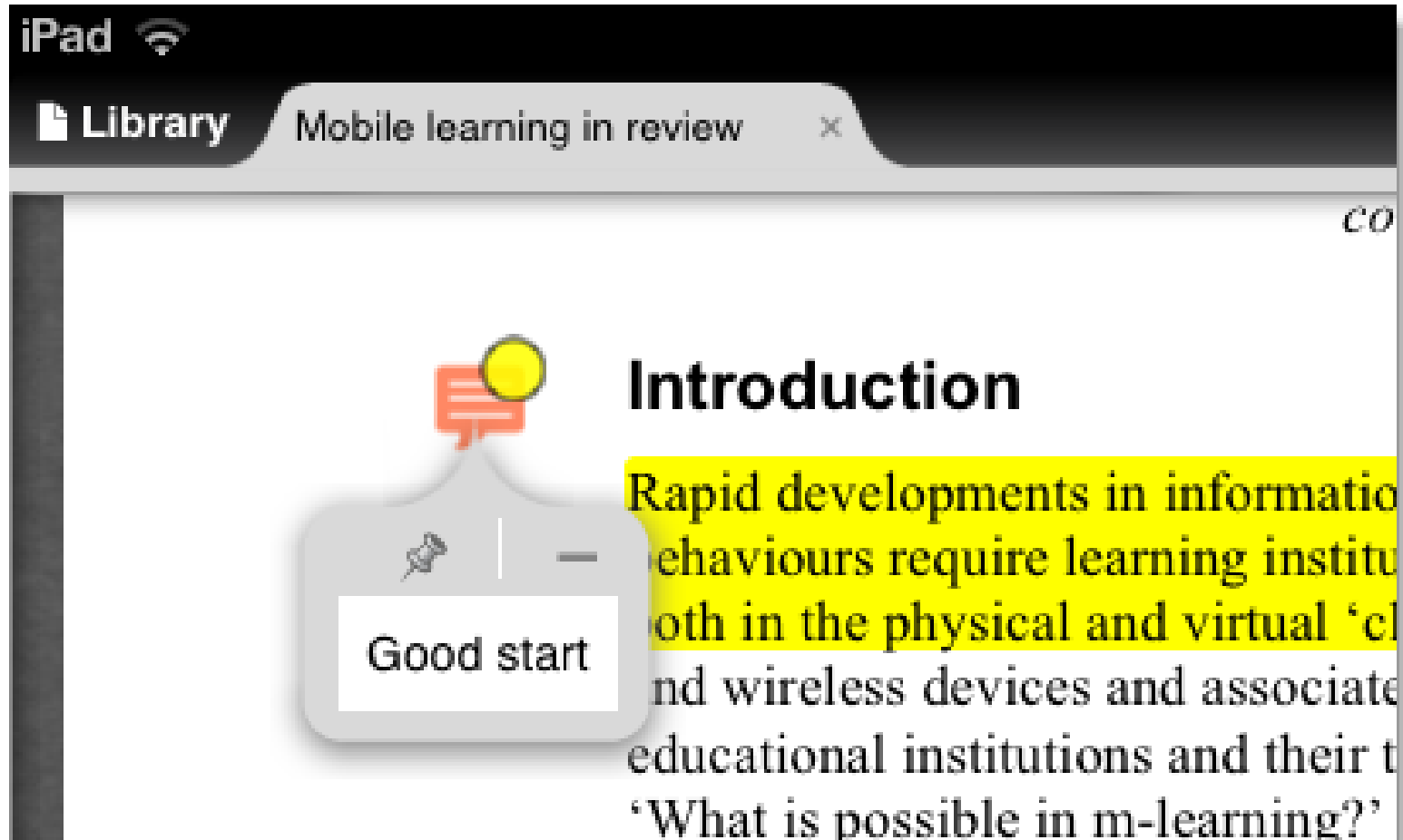



The shift from manuscripts to printed books was as momentous as the shift from print to digital



Modern e-books were originally 'just' PDFs



...but even simple PDFs are searchable, and therefore a different experience from print.



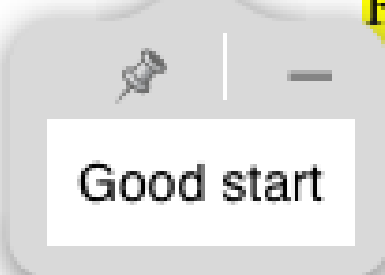
iPad 

 Library Mobile learning in review 

CO

Introduction

Rapid developments in information technologies and learning behaviours require learning institutions to adapt to changes both in the physical and virtual 'cloud' environments and wireless devices and associated applications. This document explores the role of educational institutions and their role in the future of learning. 'What is possible in m-learning?'


Good start



13 Machine Translations:

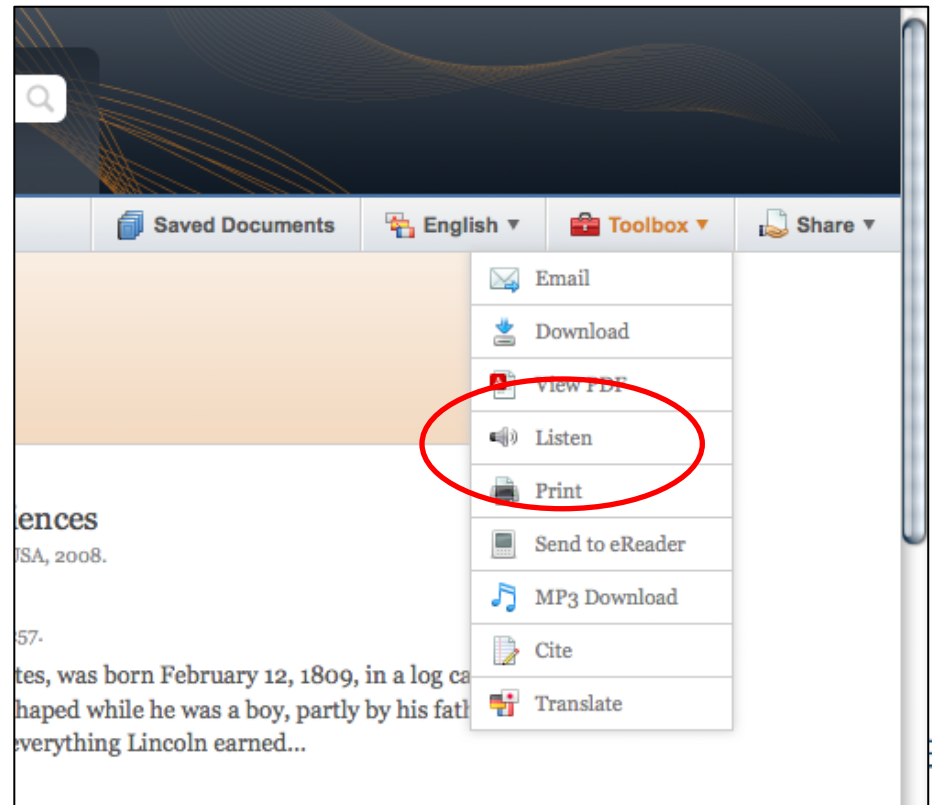
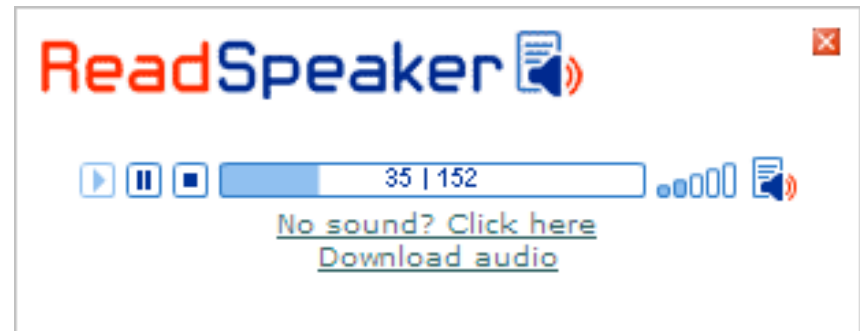
- English ⇔ Arabic
- English ⇔ Chinese
- English ⇔ Dutch
- English ⇔ French
- English ⇔ German
- English ⇔ Italian
- English ⇔ Japanese
- English ⇔ Korean
- English ⇔ Portuguese
- English ⇔ Russian
- English ⇔ Spanish
- English ⇔ Greek
- English ⇔ Polish



The screenshot shows the Gale Virtual Reference Library interface. At the top, there is a navigation bar with four main sections: "Saved Documents" (with a folder icon), "English" (with a language dropdown arrow), "Toolbox" (with a toolbox icon), and "Share" (with a share icon). Below this is a document viewer. The document content is partially visible, showing the word "ences" in a large font, followed by "ISA, 2008." and "57." Below that, there is a paragraph of text: "tes, was born February 12, 1809, in a log ca", "haped while he was a boy, partly by his fat", and "everything Lincoln earned...". A toolbar is overlaid on the right side of the document viewer, containing several icons and labels: "Email" (envelope icon), "Download" (download icon), "View PDF" (PDF icon), "Listen" (speaker icon), "Print" (printer icon), "Send to eReader" (eReader icon), "MP3 Download" (music note icon), "Cite" (notepad icon), and "Translate" (language icon). The "Cite" and "Translate" options are circled in red.

19 ReadSpeaker Text-to-speech Languages

- Arabic
- Chinese (Cantonese)
- Chinese (Mandarin)
- Czech
- Dutch
- English
- French
- German
- Greek
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Welsh



Automatic organisation of titles

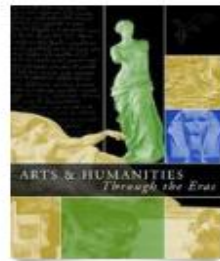


Subjects

- Arts
- Biography
- Business
- Education
- Environment
- General Reference
- History
- Information and Publishing
- Law
- Library Science
- Literature
- Medicine
- Multicultural Studies
- Nation and World
- Religion
- Science
- Social Science
- Technology

Arts

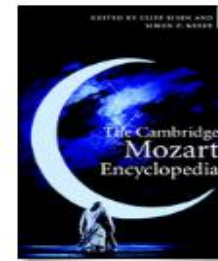
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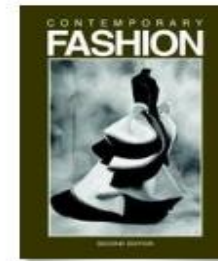
Arts and Humanities Throu...
2005



Baker's Biographical Dict...
2004



The Cambridge Mozart Ency...
2006



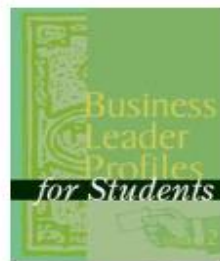
Contemporary Fashion
2002



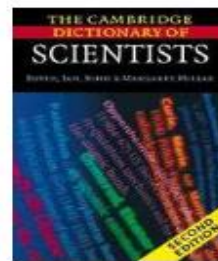
Contemporary Theatre, Fil...
Series

Biography

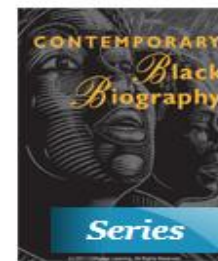
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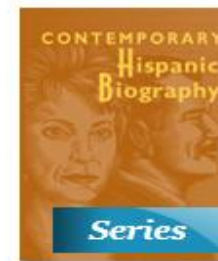
Business Leader Profiles ...
1999



Cambridge Dictionary of S...
2002



Contemporary Black Biogra...
Series



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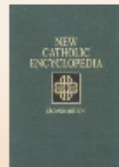
One-click Subject Indexing

within publication

- all editions
- all volumes in this edition
- within this volume

Related Subjects:

- Hussites
- Jerome of Prague
- Martyrs
- Prague, Czech Republic
- Reformation
- Wycliffe, John (English theologian)



BIOGRAPHY

Jerome of Prague

New Catholic Encyclopedia

Vol. 7, 2nd ed. Detroit: Gale, 2003. p760. COPYRIGHT 2003 Gale, COPYRIGHT 2006 Gale, Cengage Learning
J. PAPIN

Save Article

Page 760

JEROME OF PRAGUE

Pre-Hussite; b. **Prague**, c. 1365; d. Constance, May 30, 1416. He studied at **Prague**, Paris, and then Oxford, where he copied John WYCLIF's theological treatises *Dialogue* and *Triologue*, which he brought back to **Prague** (1401). On his return Jerome (Jeromyn) became a zealous propagator of Wyclif's doctrine in **Prague**, where he was on the university faculty. He was an active participant in the disputes at the University of **Prague** and played a special part in the Kutná Hora decree of 1409 (*see* HUS, JOHN). Through his traveling and eloquence he left his imprint on Paris, Heidelberg, Cologne, and Vienna; but the Wyclifite doctrine he propounded forced him to flee from city to city; e.g., in 1410 he had to flee the Inquisition in Vienna. Because of his renown and learning, King Ladislaus II JAGIEŁŁO of Poland employed him (1413) to organize the University of Cracow; but because of his dissemination of Wyclifite doctrine during his travels with Prince Vytautas, the Polish bishops turned against him. In April 1415 Jerome secretly went to the Council of CONSTANCE in a vain attempt to defend his friend Hus. On the way home he himself was arrested and brought back before the

What about tomorrow?



Amazon (and others) gather data about readers...

...how are they going to use that data?

The screenshot shows the Amazon Kindle website interface. At the top, there is a navigation bar with the Amazon Kindle logo, the tagline 'Read. Review. Remember.', and links for 'Your Books', 'Daily Review', 'Your Highlights', and 'Most Popular'. A search bar is also present. Below the navigation bar, there are two main sections: 'Most Highlighted of All Time' and 'Most Highlighted Passages of All Time'. The 'Most Highlighted of All Time' section has sub-sections for 'Passages' and 'Books'. The 'Most Highlighted Passages of All Time' section features a list of three items:

- Catching Fire (The Second Book of the Hunger Games)** by Suzanne Collins. The highlighted passage is: "Because sometimes things happen to people and they're not equipped to deal with them." It is highlighted by 17784 Kindle users. A link to see the book on Amazon.com is provided.
- Pride and Prejudice** by Jane Austen. The highlighted passage is: "It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife." It is highlighted by 9260 Kindle users. A link to see the book on Amazon.com is provided.
- The Hunger Games** by Suzanne Collins. The highlighted passage is: "The rules of the Hunger Games are simple. In punishment for the uprising, each of the twelve districts must provide one girl and one boy, called tributes, to participate. The twenty-four tributes will be imprisoned in a vast outdoor arena that could hold anything from a burning desert to a frozen wasteland. Over a period of several weeks, the competitors must fight to the death. The last tribute standing wins." It is highlighted by 9031 Kindle users. A link to see the book on Amazon.com is provided.

Books that change for different readers?

Savage Chickens

by Doug Savage



www.savagechickens.com

Books that write themselves?

The 2009-2014 World Outlook for 60-Milligram Containers of Fromage Frais



by
Professor Philip M. Parker, Ph.D.
Chaired Professor of Management Science
INSEAD (Singapore and Fontainebleau, France)

Professor Philip M Parker has 'written' over 200,000 books



Term Frequency

View search results over time by entering a word or phrase, comparing multiple terms if desired. Choose to graph either the frequency of your search term (the number of documents per year) or its popularity (the percent of the total documents each year). By clicking on a point on the graph, retrieve search results for that year or, by clicking and dragging, select a time period to zoom in on.

Term

potato

famine

+ Add row

- Delete row

Search

Year Range

1800

- 1900

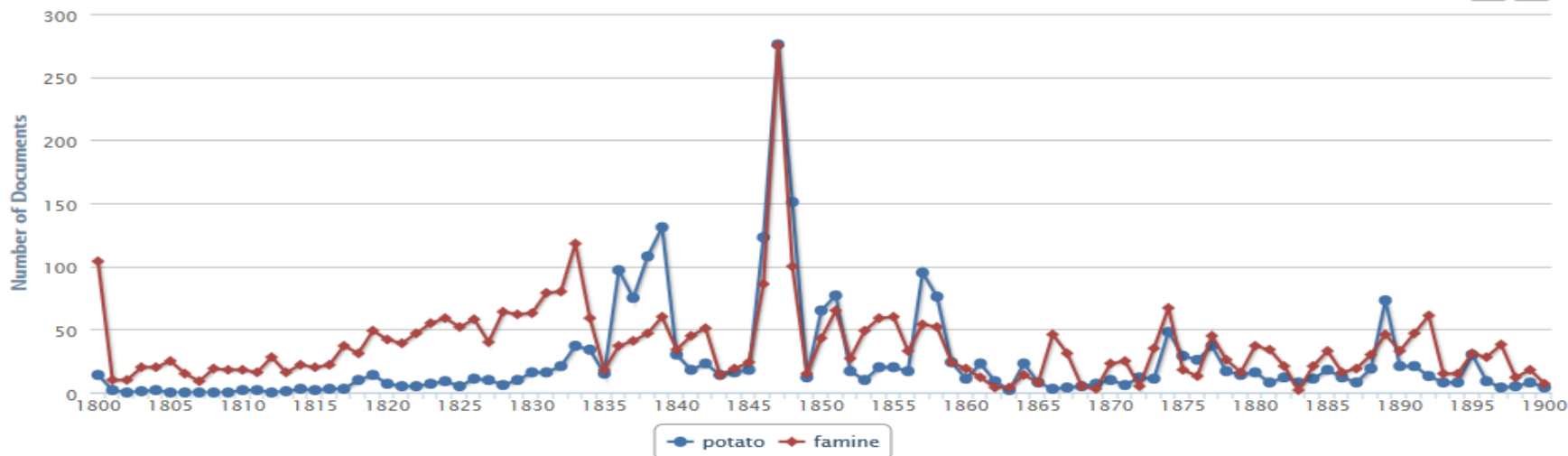
Content Type

 Monographs Photographs Manuscripts Maps Newspapers & Periodicals

Databases

 Eighteenth Century Collections Online Nineteenth Century Collections Online
 Frequency
 Popularity
 

Frequency: Number of Documents By Year, 1800–1900





Results for query "nose"

case insensitive,
using the Google API,
from sites: news.bbc.co.uk

1: Printable version Driver fined 'for blowing his nose' Please turn on JavaScript. Media requires
2: he has been fined by the police for blowing his nose while driving. Michael Mancini, from Prestwick,
3: handbrake on when he used a tissue to clean his nose. He claimed he was waved over by four police
4: business in Ayr, said: "The traffic was nose to tail in the high street and the traffic
5: thought that was quite a good time (to blow his nose). "I stopped the van and put the handbrake on. I
6: EDITORS' BLOG In pictures: Faces of Battle New nose One of Gillies' biggest successes was William M
7: M Spreckley (pictured) who lost his entire nose in the Battle of Ypres. The surgeon implanted a
8: of skin into the nasal cavity to create a new nose. Over time the new tissue fused with the old and
9: after footage of him stuffing lettuce up his nose appeared on YouTube has avoided a jail term.
10: in Peru when a specimen was plucked from the nose of a girl who had been bathing in a river. The
11: our T. rex may have been up that other T. rex's nose Dr Mark Siddall American Museum of Natural
12: was discovered when one was plucked from the nose of a young girl The DNA analysis also revealed
13: our T. rex may have been up that other T. rex's nose." Although around 600 to 700 species leeches
14: 2010 E-mail this to a friend Printable version 'Nose blow' driver case dropped The case against
15: claimed he was fined by police for blowing his nose while driving has had the case against him
16: handbrake before using the tissue to clear his nose. But he claimed to have been "stunned" when he
17: version SEE ALSO Driver fined 'for blowing nose' 28 Jan 10 | Glasgow, Lanarkshire and West TOP
18: 2010 E-mail this to a friend Printable version Nose scanning techniques could sniff out criminals By

Nineteenth Century

Collections Online

Searching 4 of 4 Archives



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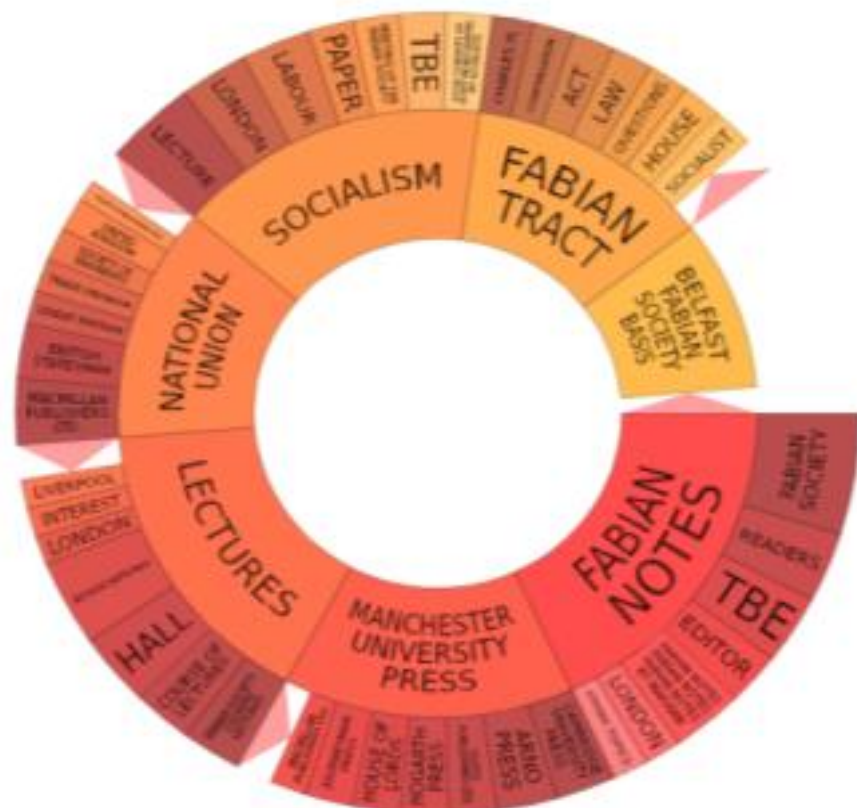


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Term Clusters 1

Categories are derived by an algorithm that creates clusters of terms based on the first 100 words of the first 100 search results per content type. By clicking on a category, you will be able to refine your search further.

Search results: Keyword= *fabian*



1. [M.A the Economic Foundations of the Women's Movement - Nyerere, Julius K. Freedom Unity Na Umaio](#)

301412 HA F20 Box 8 The Economic Foundations of The Womens Movement Fabian Tract No 175 Fabian Womens Group Series No 4 The Fabian Society London 1914 24p Bibliog 320 MABBOTT JD H 18 The state... [Oxford University Press (Oxford, England)] [Pluto Publishing Ltd.] [Journeyman Press] [Merlin Press Ltd.] [Longmans, Green and Co.] [Book publishing] [Publishing industry] [The Historical Association] [National Union of Railwaymen] [National Union of Seamen] [National Union of Students] [Manchester University Press] [National Union of Textile Workers] [Mosley, Oswald] [Peel, Robert (British statesman)] [de Valera, Eamonn] [Allen, George] [Mac Neill, Eoin] [Markievicz, Constance] [Marshall, Herbert] [Montagu, Ivor Goldsmid Samuel] [Ramsay, James] [Kerr, Charles H.]

2. [Oakeshott, J. F. The Humanizing of the Poor Law - Rysakoff, a. The National Policy of the Soviet Union](#)

2 F 20 OAKESHOTT JF The humanizing the Poor Law Box 9 Revised edit Lon London Fabian Society 905 44423 p Fabian Tract no 54b 3346 OAKESHOTT Peter H39 The Case for Workers CoOps RKP London... [Macmillan Publishers Ltd.] [William Isbister Ltd.] [Arno Press] [Longmans, Green and Co.] [Book publishing] [United Kingdom. House of Lords] [Soviet Union. Workers and Peasants Red Army] [American Historical Association] [Ruskin College] [Gaelic League] [Independent Labour Party] [Irish Parliamentary Party] [International Federation of Trade Unions] [Paine, Thomas] [Foot, Michael] [Ruskin, John] [Harper, James] [Peel, Robert (British statesman)] [Allen, George] [Priestley, Joseph] [Rogers, John] [Stewart, Charles] [Herbert, George] [Owen, Robert] [Kerr, Charles H.]

Where could this go?

Places mentioned in this book



Map Satellite Hybrid

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Kiev - Page 52
At **Kiev**, the Russian nobles told them it was vain at such a season to use their own homes in a country where there was neither hay nor grass; and
...
more pages: [42](#) [48](#) [51](#) [53](#) [60](#)



References from scholarly works

- 1. [A Study of Personalized](#)
- 2. [Acquisition of Historical Traditions: A Critical Comparison](#)
- 3. [Acquisition in The Context of Learners' First and Second Languages](#)
- 4. [Cultural Memory in the Philosophical and Social Anthropology of the](#)
- 5. [Contextualization](#)
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It's your personalized,
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E-BOOKS AND EDUCATION



...I want to give a lecture knowing that all the students have the textbooks'....

Quotes from students at Plymouth University

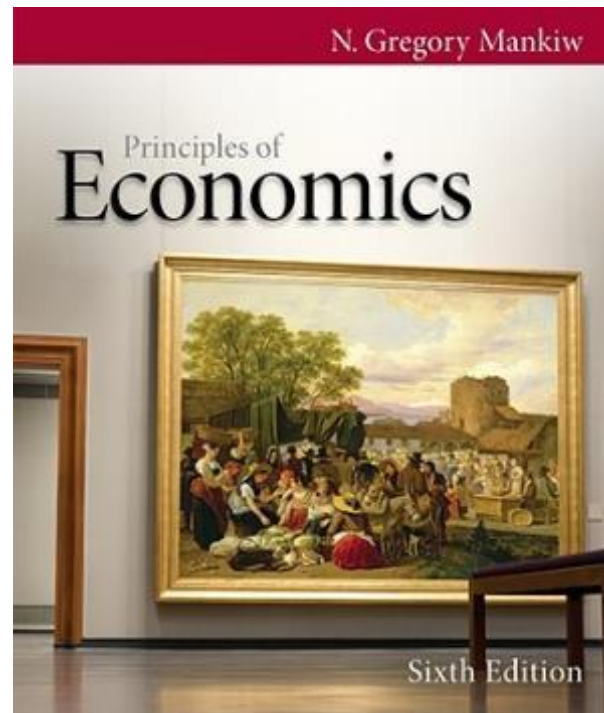
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“Instead of carrying heavy books around, I only have to carry my laptop”

...and my personal favourite

“I can make the print bigger and I don’t drop it on my chihuahua dog, like I do with normal books”



Tradition e-textbook Table of Contents

Principles of Economics x

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CourseSmart Principles of Economics, International Edition, 6th Edition Help

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- Principle 2: The Cost of Something Is What You Give Up to Get It 5
- Principle 3: Rational People Think at the Margin 6
- Principle 4: People Respond to Incentives 7

Case Study: The Incentive Effects of Gasoline Prices 8

In The News: Incentive Pay 9

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MindTap Table of Contents

The screenshot displays the MindTap Economics interface. At the top, the browser address bar shows the URL: ng.cengage.com/static/nb/ui/index.html?nbid=10610&nbNodeId=1587443#!&parentId=1587445. The page title is "Chapter 1 Pre-Lecture: Ten Principles of Economics". The main content area is a table of contents with the following items:

- Pre-Lecture: Chapter 1 Introduction Video - Worker Productivity** (Video icon)
- Pre-Lecture: Chapter 1 Learning Objectives** (Book icon) - Description: The outcomes capture the most essential concepts from the entire chapter and briefly show how these are interrelated. The Learning Objectives are in a format that can be quickly referenced before each class session.
- Pre-Lecture: Chapter 1 Overview** (Book icon) - Description: The overview provides a breakdown of each major topic area and includes illustrations and examples which can be easily reviewed before each class session.
- Pre-Lecture: Chapter 1 Quiz** (Quiz icon) - Description: The quiz covers topics from the Pre-Lecture Overview and is designed to be a self-guided assessment tool which can be used before each lecture. Quizzes range from 10-20 multiple-choice and/or true-false format. Due Oct 24 at 11:59 PM BST | No Submissions | **COUNTS TOWARD GRADE**

The background shows a blurred view of the "1-1 Learning Objectives" section, which includes text such as "By the end of this chapter..." and "That economic resources...".

Traditional E-Textbook: Margin notes

The screenshot shows a web browser displaying a CourseSmart page for 'Principles of Economics, International Edition, 6th Edition'. The page is titled '4 PART I INTRODUCTION'. The main text discusses the management of society's resources and the study of economics. On the left side, there are two margin notes:

- scarcity**
the limited nature of society's resources
- economics**
the study of how society manages its scarce resources

The main text includes the following paragraphs:

they produce. It must decide who will eat caviar and who will eat potatoes. It must decide who will drive a Ferrari and who will take the bus.

The management of society's resources is important because resources are scarce. Scarcity means that society has limited resources and therefore cannot produce all the goods and services people wish to have. Just as each member of a household cannot get everything he or she wants, each individual in a society cannot attain the highest standard of living to which he or she might aspire.

Economics is the study of how society manages its scarce resources. In most societies, resources are allocated not by an all-powerful dictator but through the combined actions of millions of households and firms. Economists therefore study how people make decisions: how much they work, what they buy, how much they save, and how they invest their savings. Economists also study how people interact with one another. For instance, they examine how the multitude of buyers and sellers of a good together determine the price at which the good is sold and the quantity that is sold. Finally, economists analyze forces and trends that affect the economy as a whole, including the growth in average income, the fraction of the population that cannot find work, and the rate at which prices are rising.

The study of economics has many facets, but it is unified by several central ideas. In this chapter, we look at *Ten Principles of Economics*. Don't worry if you don't understand them all at first or if you aren't completely convinced. We will explore these ideas more fully in later chapters. The ten principles are introduced here to give you an overview of what economics is all about. Consider this chapter a "preview of coming attractions."

How People Make Decisions

MindTap: Margin notes (= Flash Cards)

The screenshot displays the MindTap Economics web application. The browser's address bar shows the URL: ng.cengage.com/static/nb/ui/index.html?nbid=106108&nbNodeid=1587443#!&parentid=1587447. The page title is "Pre-Lecture: Chapter 1 Learning Objectives Principles of Economics".

The main content area is titled "Learning Objectives" and contains a list of objectives. Several lines of text are highlighted in yellow, indicating they have been captured as flashcards. The flashcard overlay is currently displaying the word "Economics".

The flashcard interface includes a title bar "Flashcards" and a dropdown menu showing "1 - Ten Principles of Economics". The current card is "5 of 16 | Hide Card". The card content is "Economics". Navigation buttons include "Next Card", "Previous Card", "Shuffle Deck", and "+ Create a Card".

The Windows taskbar at the bottom shows several open applications: Evernote_4.6.2.....exe, BookshelfSetup....exe, and Show all downloads... x.

MindTap: Margin notes (= Flash Cards) - flipside

The screenshot displays the MindTap Economics interface. On the left, a document titled "Pre-Lecture: Chapter 1 Learning Objectives" is visible, with several lines of text highlighted in yellow. A red arrow points from the top of this document towards the right, where a "Flashcards" window is open. The flashcard window shows the title "1 - Ten Principles of Economics" and "5 of 16 | Hide Card". The main content of the flashcard is "the study of how society manages its scarce resources". To the right of the flashcard are buttons for "Next Card", "Previous Card", "Shuffle Deck", and "Create a Card". The bottom of the screenshot shows a Windows taskbar with several open applications, including Evernote and BookshelfSetup.

MindTap: Other tools

The screenshot displays the MindTap Economics mobile application interface. At the top, the browser address bar shows the URL `ng.cengage.com/static/mobile/index.html?nblid=10610&nbNodId=1587`. Below the browser, the app header includes the text "Instructor SSO - My Dashboard", "MindTap", "Gmail", and "ACHICA | Furniture Favourites". The main header features the "MindTap Economics" logo and the user name "Rossella PROSCIA". A "Back" button is on the left, and an "Apps" button is on the right.

The main content area is titled "1-1 Learning Objectives" and contains the following text:

By the end of this chapter, students should understand:

- That economics is about the allocation of scarce resources.
- That individuals face trade-offs.
- The meaning of opportunity cost.
- How to use marginal reasoning when making decisions.
- How incentives affect people's behavior.
- Why trade among people or nations can be good for everyone.
- Why markets are a good, but not perfect, way to allocate resources.
- What determines some trends in the overall economy.

An "Apps" menu is open on the right side of the screen, listing various tools:

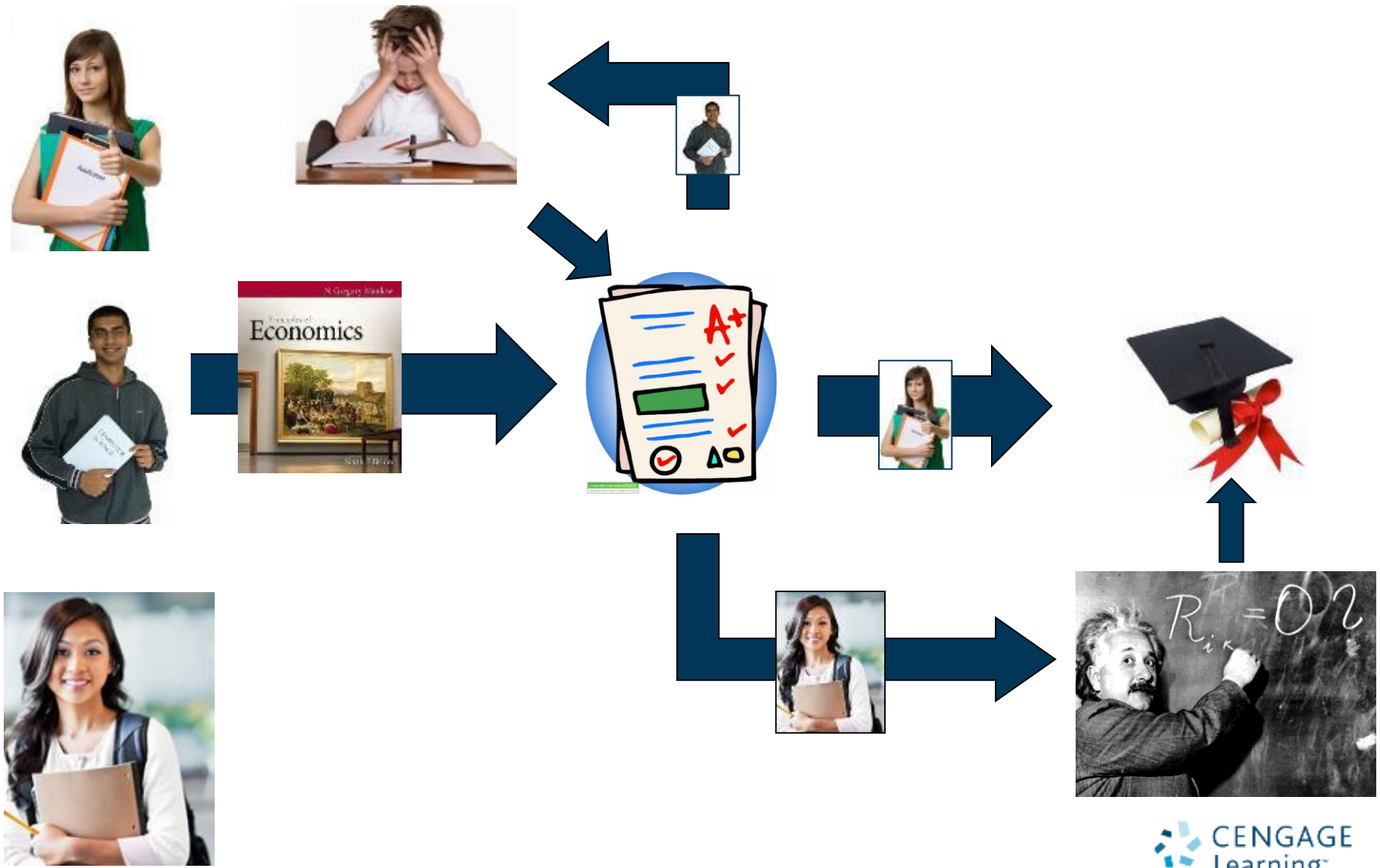
- A-Z Glossary
- Merriam-Webster's Dictionary
- RSS Feed
- Google Docs
- Full Book
- Flashcards
- ReadSpeaker
- View Progress
- Notebook
- Highlights
- Bookmarks
- ConnectYard
- Kaltura

- Re-structure the textbook
- Add in additional content e.g. videos, notes, newspaper articles
- Set assignments and tests
- Automatic marking by the programme
- Track what students have read, and how they're scoring in the tests

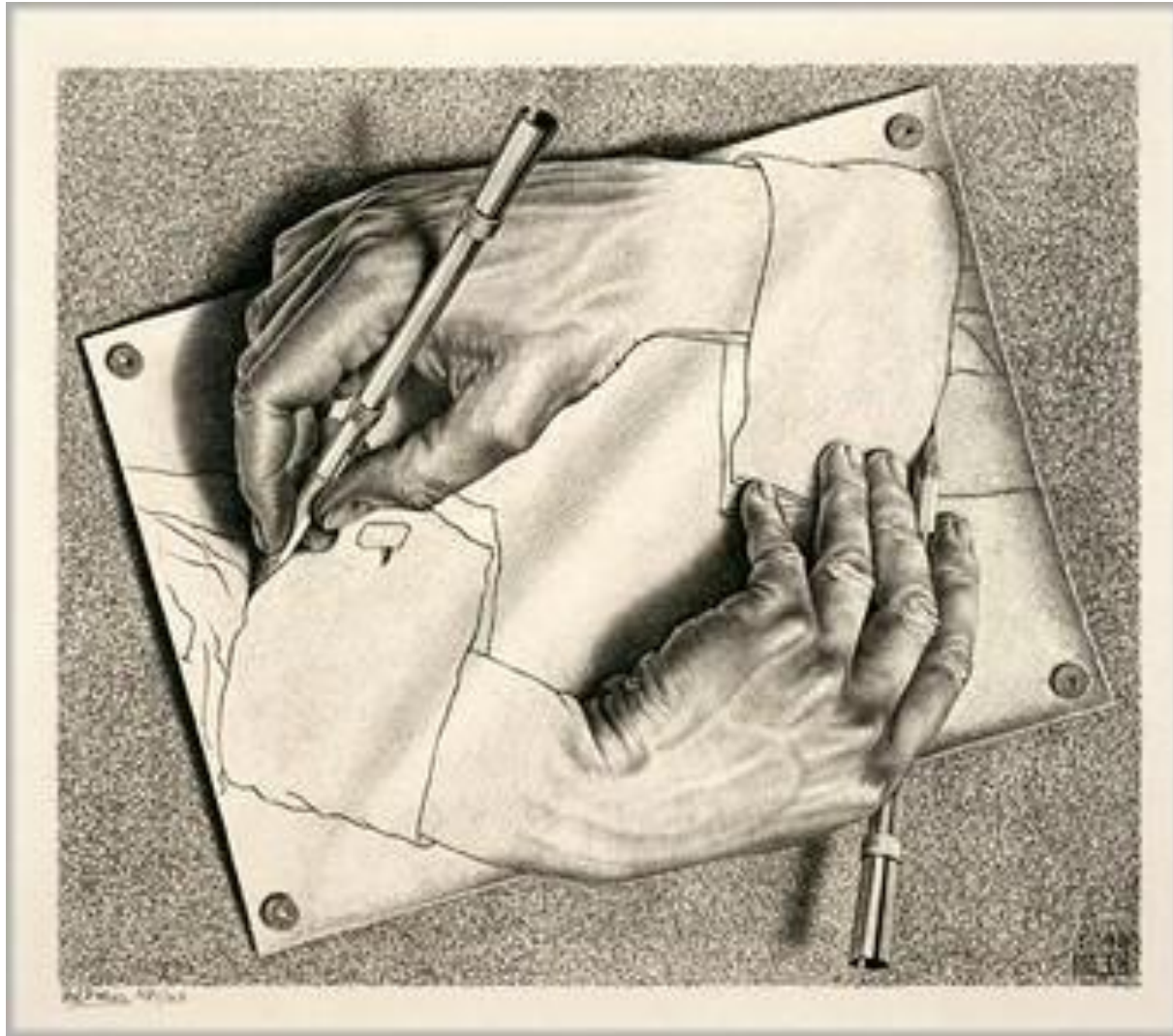




Where Next? A Personal Learning Experience



The Course Writes Itself



BUSINESS MODELS FOR LIBRARY E-BOOKS

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“Enterprise” Model for E-Textbooks



- A library loads e-book MARC records into its catalogue.
- A user browses the catalogue. If they start “using” an e-book, it is automatically purchased by the library.
- The user does not know they have triggered a purchase. They simply get instant access to the book.

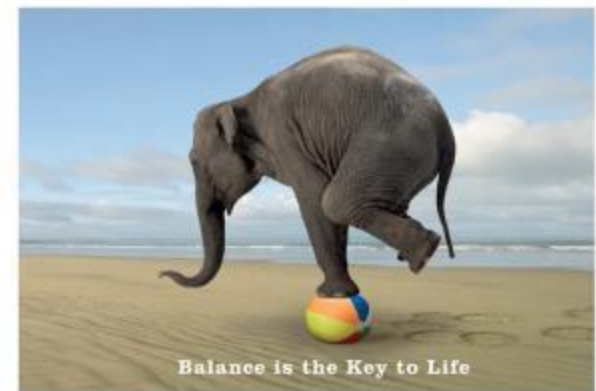
Benefits of PDA?

- A lot of books purchase by libraries are never used!
 - 40% of monographs are never borrowed (Uni of Pittsburgh)
 - 20% of books account for 80% of library circulation
- PDA means libraries only purchase books that will be used.
- Saves time for librarians – less guesswork!



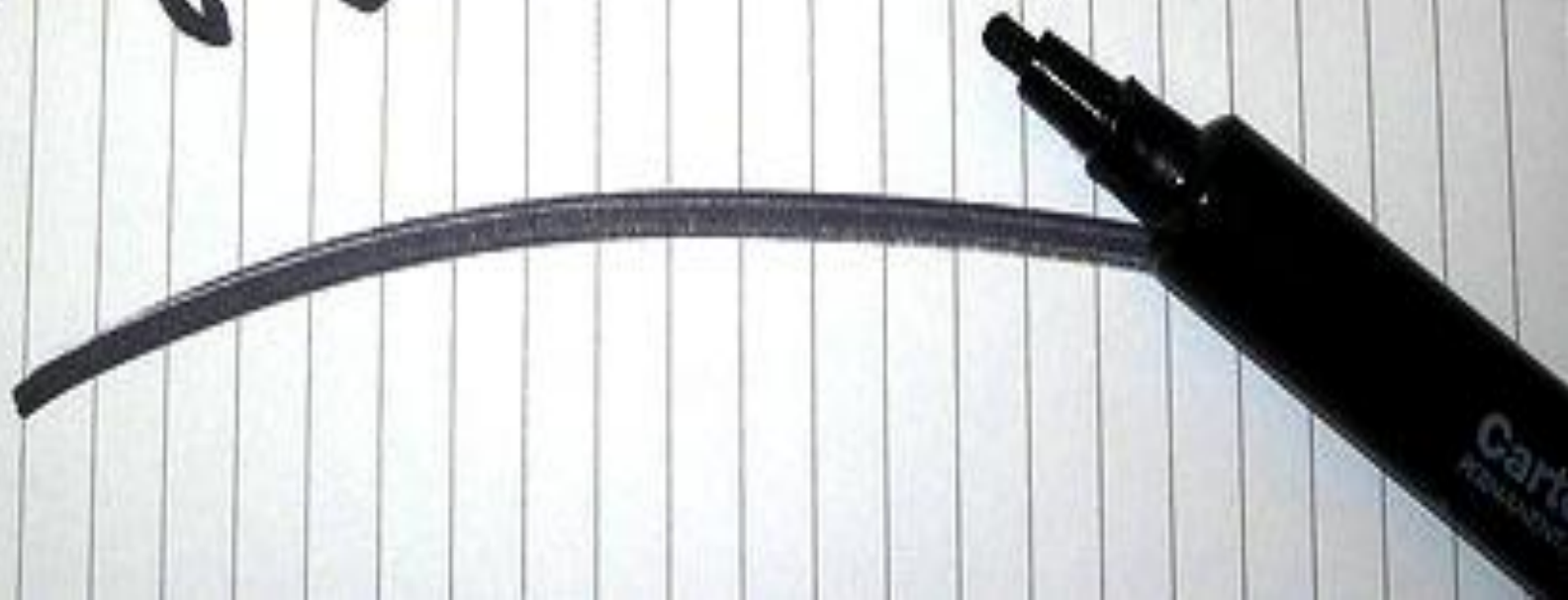
Drawbacks?

1. Increased spending?
2. Lack of library control over purchases – anarchy!
3. Impact on collection development policy



1. E-books will respond to the user, as much as the reader responds to the content.
2. In education, this is going to change the lecturer's role. If used correctly, e-textbooks will free up their time for more important things.
3. The way we pay for books is changing. Technology = disruption.

Questions?



What are your personal experiences of e-books in the library?

- Are they a good thing?
- Have they caused any problems?
- How are e-books changing your library/university?

GROUP 1

How do e-books change the role of the librarian?

GROUP 2

What are the biggest challenges you have with e-books in your library?

GROUP 3

What do you think is the best way to purchase e-books?