

11 Digital Publishing Trends To Watch This Year and Their Potential Impact On Libraries

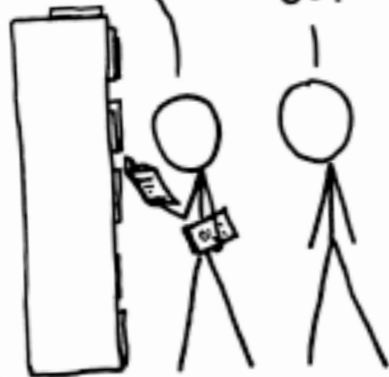
LITA National Forum
October 5, 2012

ALL YOUR BOOKS ARE FULL OF BLANK PAGES.

NOT TRUE. THAT ONE HAS SOME INK ON PAGE 78.

A SMUDGE.

SO?



THERE ARE NO WORDS. YOU'RE NOT READING, THERE'S NO STORY THERE.

MAYBE NOT FOR YOU. WHEN I LOOK AT THOSE BOOKS, I THINK ABOUT ALL KINDS OF STORIES.



READING IS ABOUT MORE THAN WHAT'S ON THE PAGE. HOLDING A BOOK PROMPTS MY MIND TO ENRICH ITSELF.

FRANKLY, I SUSPECT THE BOOK ISN'T EVEN NECESSARY.



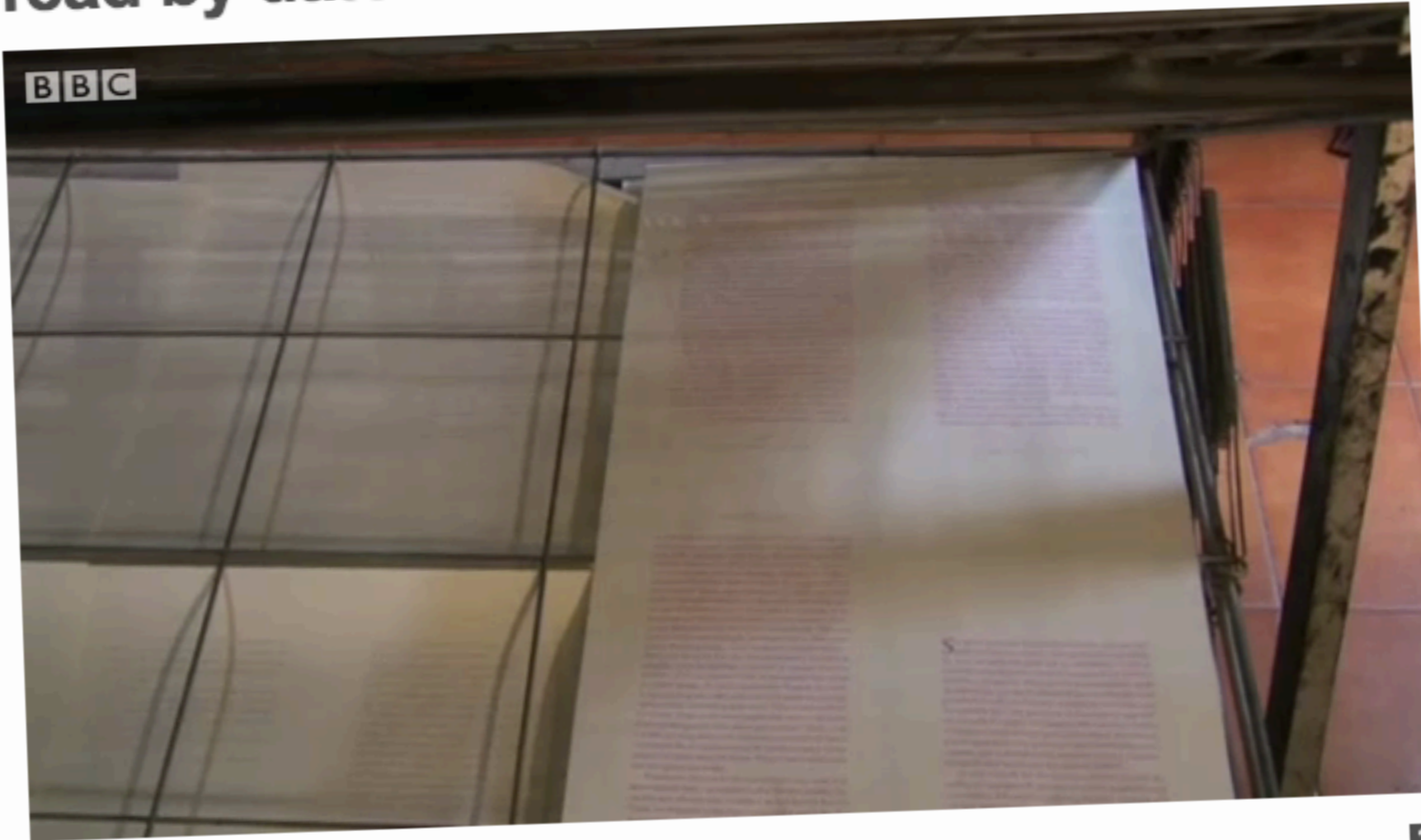
THE WHOLE INDUSTRY IS EVIL. GREEDY PUBLISHERS AND RICH AUTHORS TRY TO CONVINCE US OUR BRAINS NEED THEIR WORDS.

BUT I REFUSE TO BE A SUCKER.

WHO SOLD YOU ALL THESE BLANK BOOKS?



Disappearing ink gives books in Argentina read by date



25 September 2012 Last updated at 16:18 GMT

A publishing company in Argentina has begun printing books with ink that fades away after just two months.

Revolution

- “There are decades where nothing happens; and there are weeks where decades happen.” -- V.I. Lenin
- Nov. 2007 Kindle, July 2010 ebooks outsell new hardcovers, April 2011 ebooks outsell all print books
- PA 2.6 mm children’s ebooks sold 1st half of 2012
- More the half of US adults have a tablet or smartphone
- 2 billion internet connected devices and 5 billion smartphones
- 41% of tablet owners have used their devices to access

Wild West

- Tremendous growth in digital publishing
- New technologies - iPad, iPhone, Kindle, Nook, HTML5, cloud computing, jQuery mobile, high resolution graphics
- Creativity, experimentation, imagination
- Paper to digital, passive to interactive, individual to social, consumer to producer
- Mobile technology
- Print is in secular decline



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Story Telling

- Technology and platform to combine storytelling & play
- Original transmedia & alternative reality games
- Creative experience
- Look at how people write and reward people for writing
- Literary tie-ins



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Conan O'Brien ✓
@ConanOBrien

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I hear that in order to expand “The Hobbit” into a trilogy, they incorporated some of my pornographic Gandalf fan fiction.

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Creativity Research Journal

Publication details, including instructions for authors and subscription information:
<http://www.tandfonline.com/loi/hcrj20>

The Creativity Crisis: The Decrease in Creative Thinking Scores on the Torrance Tests of Creative Thinking

Kyung Hee Kim ^a

^a School of Education, The College of William and Mary

Version of record first published: 09 Nov 2011.

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To link to this article: <http://dx.doi.org/10.1080/10400419.2011.627805>

THE WRITTEN WORLD

OH HELLO

WELCOME TO THE WRITTEN WORLD'S BLOG. PROBABLY YOU WANT TO READ THE LATEST NEWS ABOUT OUR STORY WRITING GAME.

YOU MIGHT WANT TO
**READ ON THE
BLOG**

GREAT

NOW YOU'RE ALL CAUGHT UP IT'S TIME TO GET INVOLVED WITH THE COMMUNITY. WE'VE JUST FINISHED BREWING UP A CUP OF TEA SO THAT MAKES IT TIME TO HAVE A CHAT.

COME AND SAY HELLO, VISIT
THE FORUMS

HANG ON A SEC

YOU'VE PROBABLY GOT SOME QUESTIONS. WE'VE GOT A HANDY PAGE FILLED WITH THINGS YOU MIGHT WANT TO KNOW.

MAYBE YOU WANT TO
**LEARN LOADS
MORE**





"The Night Circus"
An award-winning digital narrative
based on the novel by Erin Morgenstern,
produced for Random House.

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Failbetter makes challenging, addictive, award-winning, playable stories which get into your dreams. Our focus is text, and interactive *writing*.

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Information

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The New Yorker

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Reviews of Fallen London

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Playing Fallen London on a social network allows you to experience the story with your friends online. It's entirely optional.

#1 NATIONAL BESTSELLER

The
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ERIN MORGENSTERN



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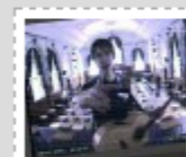
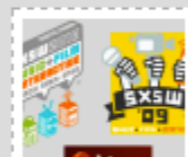
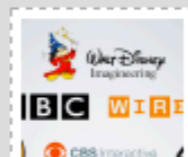


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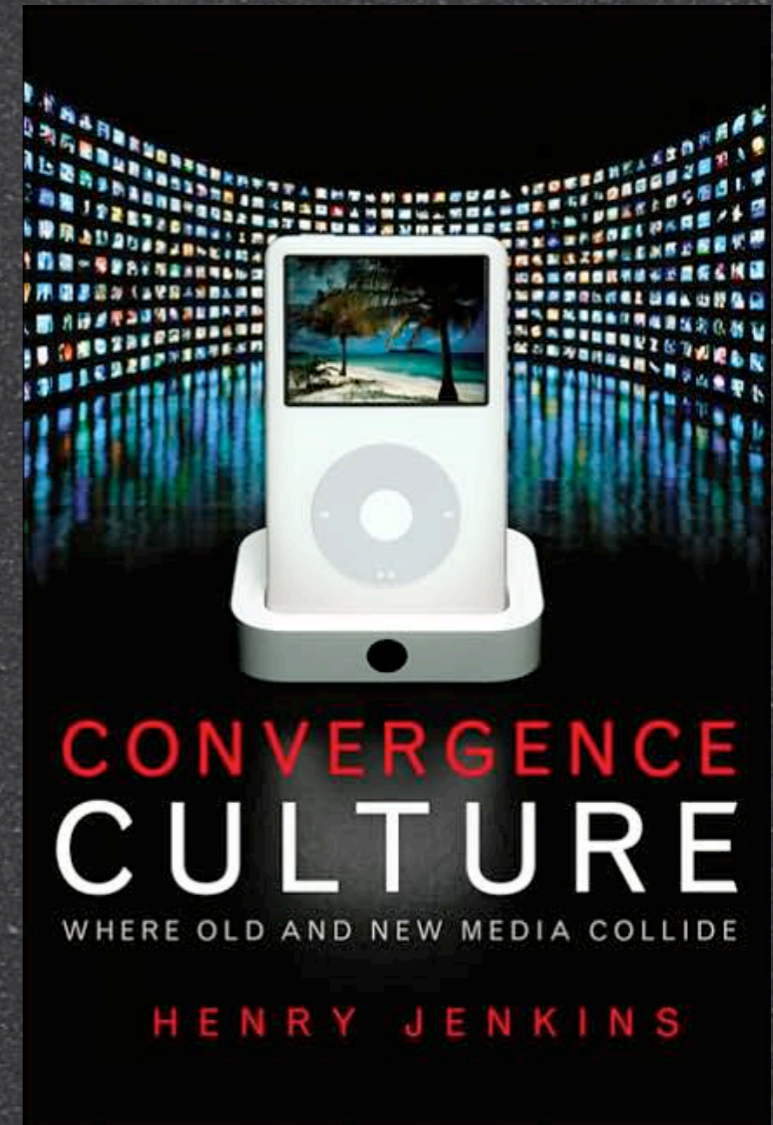
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- 📌 *“Transmedia storytelling is storytelling by a number of decentralized authors who share and create content for distribution across multiple forms of media. Transmedia immerses an audience in a story’s universe through a number of dispersed entry points, providing a comprehensive and coordinated experience of a complex story.”*





Last on

Episode 6

6/6 Charlie and the team have 24 hours to locate the bomb and identify the MI5 traitor.

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BBC HD

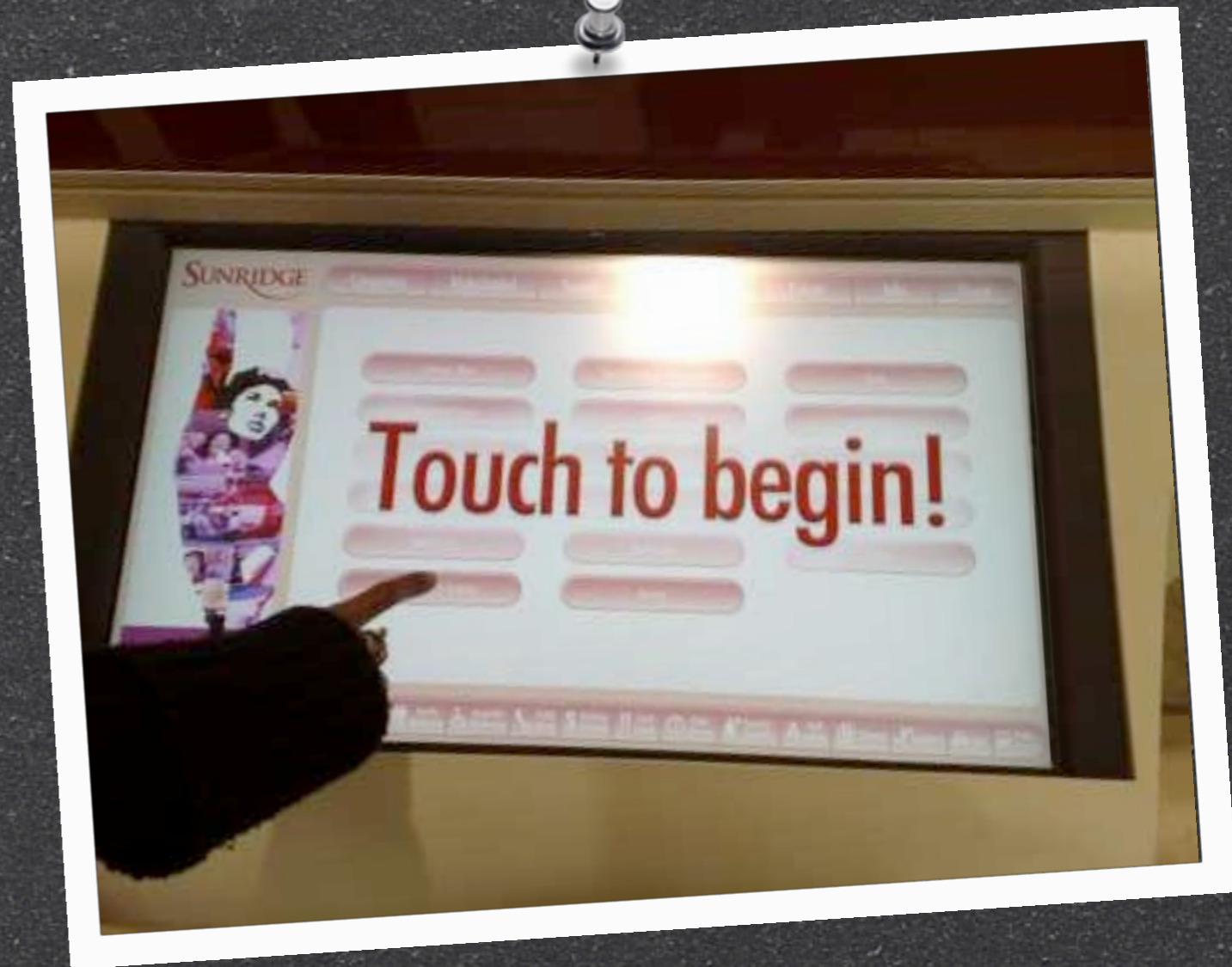
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PHOTOS AUDIO VIDEOS MAPS INFOGRAPHICS

The top section of the website features a navigation bar with five categories: PHOTOS, AUDIO, VIDEOS, MAPS, and INFOGRAPHICS. Below this, there is a grid of content thumbnails. The first thumbnail is a photo of a wind turbine in a field with sheep. The second is a video player showing a man speaking. The third is a world map with a red location marker. The fourth is an infographic showing a wind turbine and a house. The fifth is another infographic with a wind turbine and a house.

Push Pop Press TED Talk

vimeo.com/22879244

vimeo Join Log In Explore Help Search +VIDEOS

The middle section shows a video player interface. At the top, there is a search bar and a '+VIDEOS' button. The main content is a video frame showing a man in profile, wearing a headset, holding a tablet. The tablet screen displays a green-themed infographic of a wind turbine and a house. Below the video frame, there is a title 'Push Pop Press TED Talk' with a play button icon.

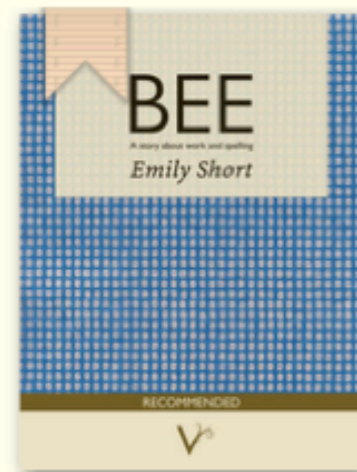
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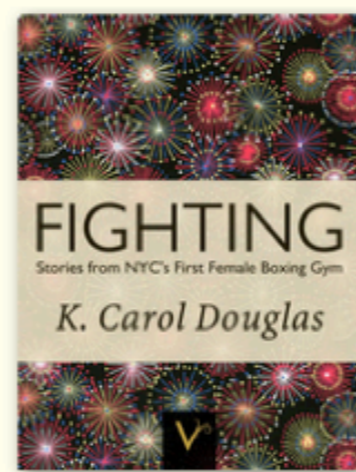


Bee

A story about work and spelling
Emily Short

Sooner or later, you're going to lose. Only one person wins the National Spelling Bee each year, so an elementary understanding of the odds means it almost certainly won't be you. The only question is when you fail, and why.

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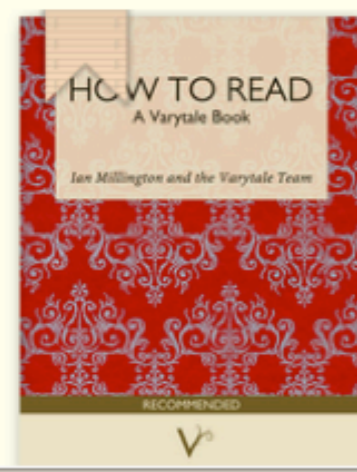


Fighting

Stories from NYC's First Female Boxing Gym
K. Carol Douglas

When a woman who's lost everything sets up a gym in a disused building, she becomes an accidental role-model for the disaffected girls of 1970s Brooklyn. It starts with punchbags and skipping ropes, but things soon spiral out of control.

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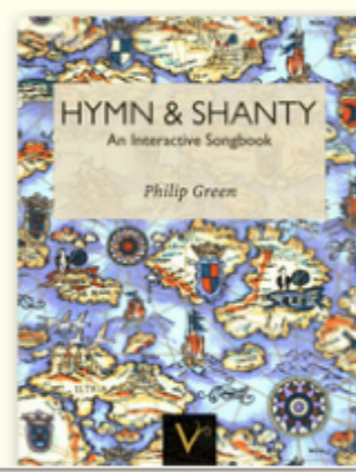


How To Read

A Varytale Book
Ian Millington and the Varytale Team

An introduction to interactive books: why authors use interactivity in their stories, and the patterns of interactivity you can expect.

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Hymn & Shanty

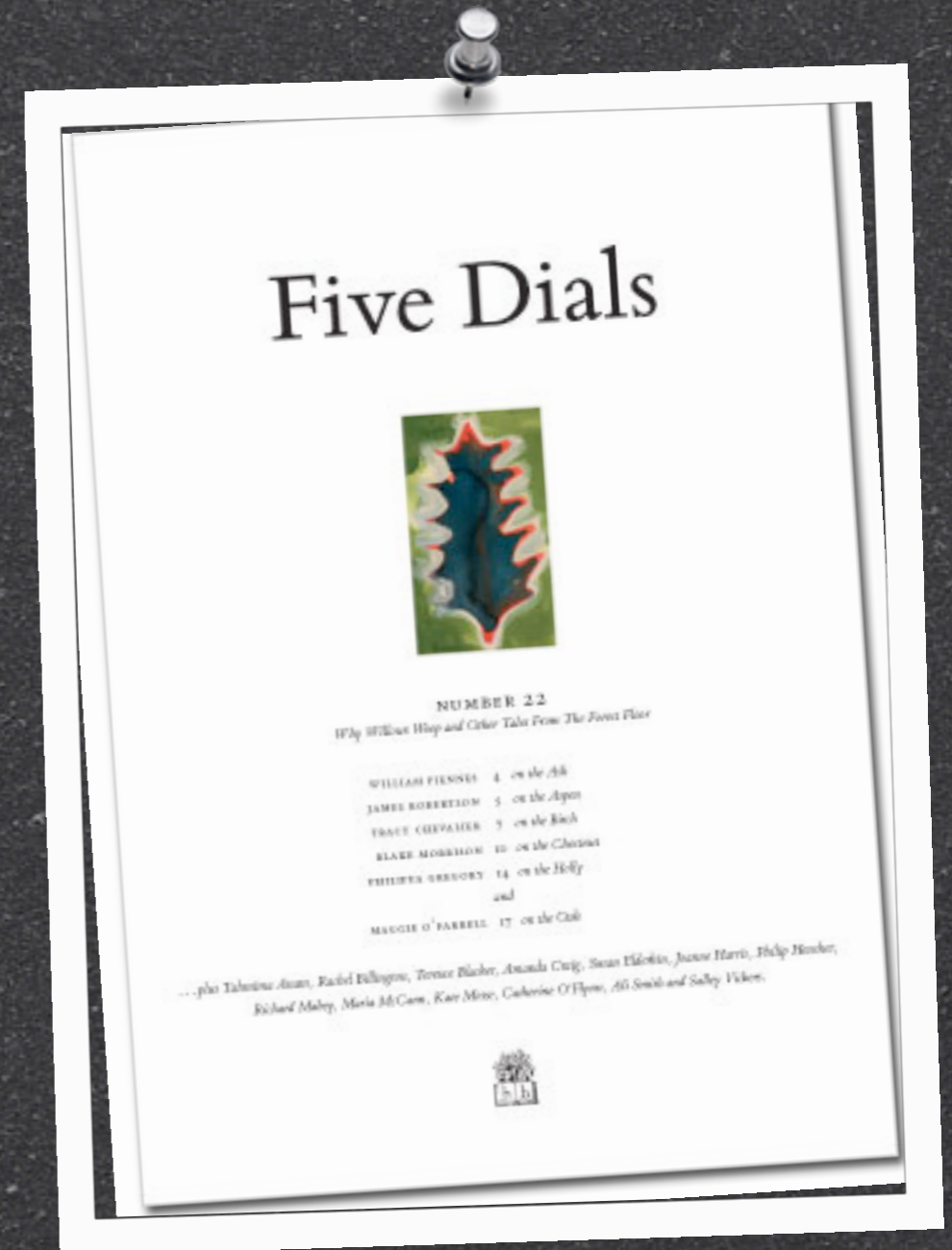
An Interactive Songbook
Philip Green

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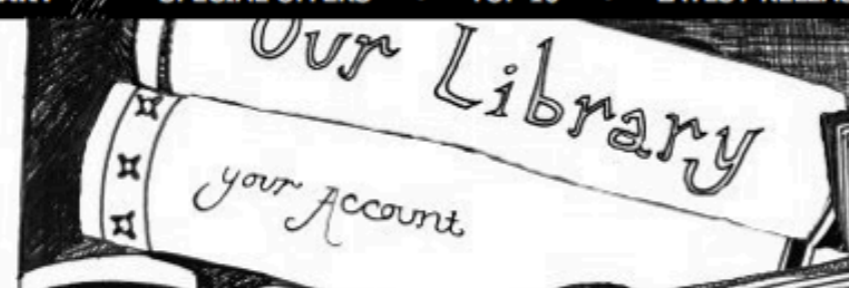
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Source: <http://appazoogle.files.wordpress.com/2012/08/word-of-mouth-book.jpg>



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Books have a big future

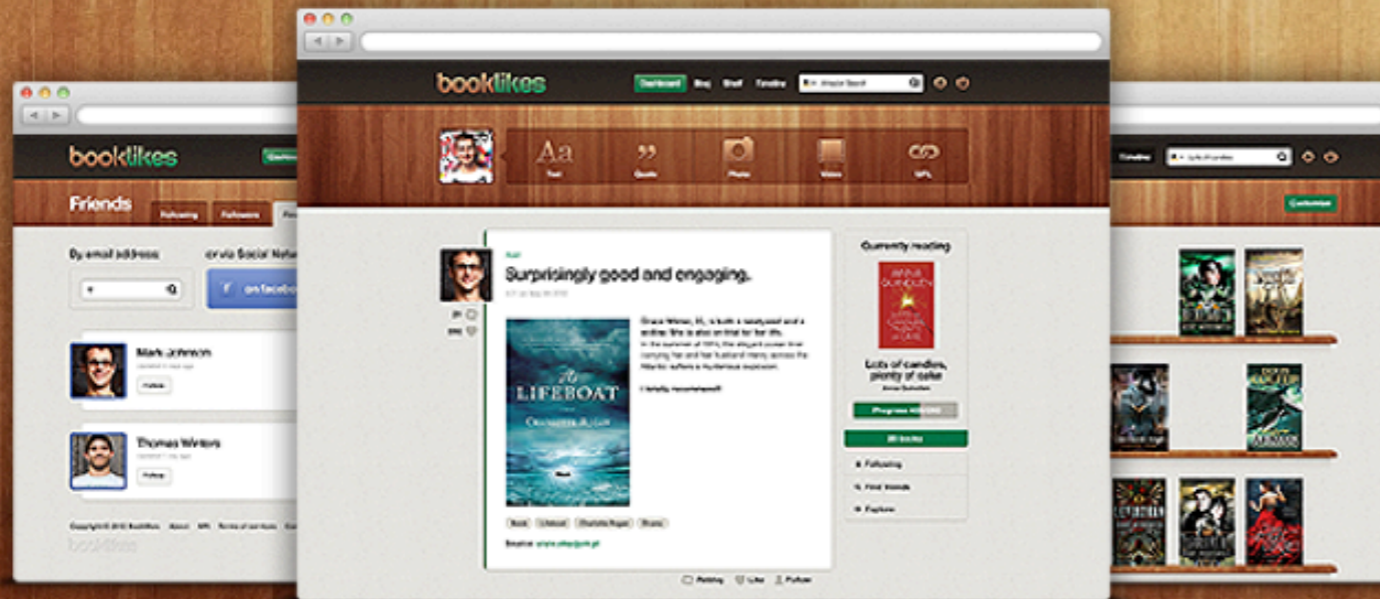
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Author Insight

Committing to Excellence
"One of the reasons I write this passage was to establish that sensitivity to the myriad components of literature is a key ingredient to success in Letters. (Letters in the traditional definition.) The young student, Fidelity, is bored with what she is reading, but in essence, she is being herself. This would not be the case for all students/readers who were bored—and this is a key message in this section: *some readers should not read books.*"

Excerpt

Fidelity & Barbara Pym

Thank you for your email—I am glad that our correspondence seems to be of help. And you have finished *Some Time Grief*. Now we begin.

Your notes aren't bad. You have touched on a few themes that Pym's biographers, editors, and critics analyse repeatedly: Silly men. Mean women. Tea. Religion. Quotations. These are worthy of mention. The fact that you still think nothing happens is not. It merely shows that you do not respond to what *does* happen in the novel, for whatever reason—innocence, suspicion, skepticism, youth, cynicism, thoughtlessness, expectation, or too rapid and therefore too shallow reading of the novel—too light, perhaps, a perception of the economy of expression Miss Pym employs.

This is not to say that you must respond to what happens in any particular way nor even like these works; I merely point out that a good many things happen. I will list a few of them.

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Anyone Can Be Shakespeare

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- Use metrics and sales tracking
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Publishing is not evolving. Publishing is going away. Because the word “publishing” means a cadre of professionals who are taking on the incredible difficulty and complexity and expense of making something public. That’s not a job anymore. That’s a button. There’s a button that says “publish,” and when you press it, it’s done.

-- Clay Shirky



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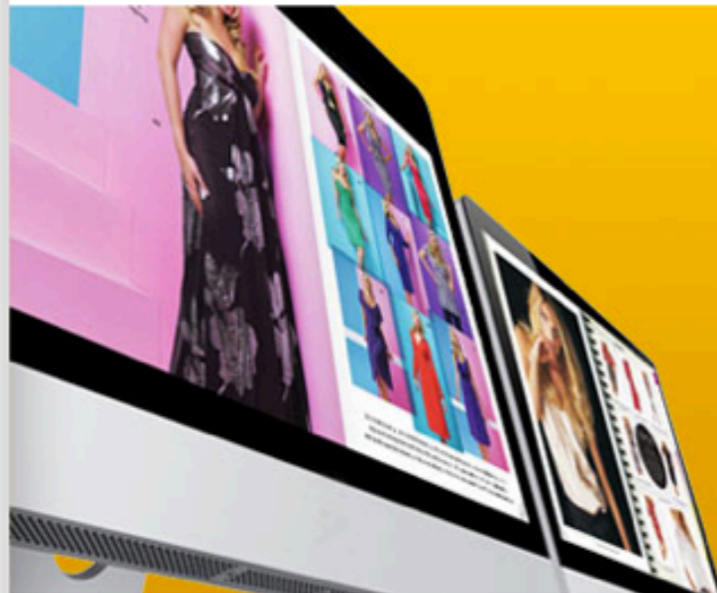
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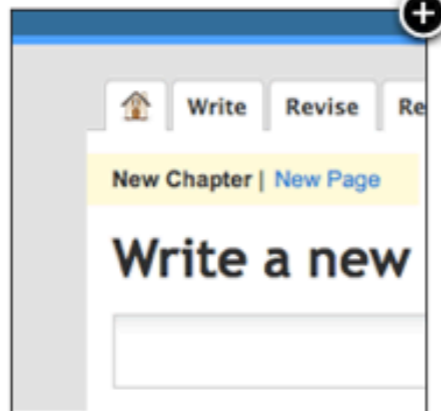




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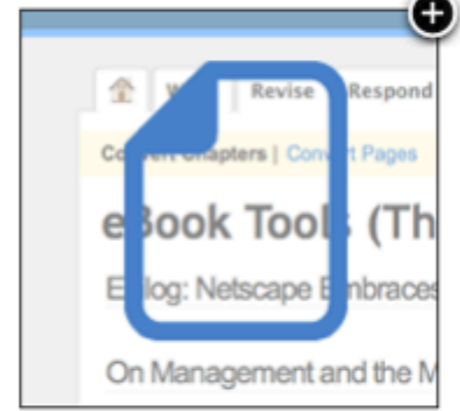
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Pew Report: 65% View Personalized Search As Bad; 73% See It As Privacy Invasion

Danny Sullivan, Search Engine Land

Mar 9, 2012

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Personalized search? Both Google and Bing will tell you that it provides better results. But two-thirds say they don't care. They view personalized search as a "bad thing," a new survey finds. Nearly three-quarters also view gathering data to personalize results to be a privacy invasion.

The findings come out of a survey from the [Pew Internet & American Life Project](#). Around 2,000 adults in the US were questioned between January 20 and February 19 of this year as part of a wide-ranging poll about search engine use, though fewer may have answered particular questions.

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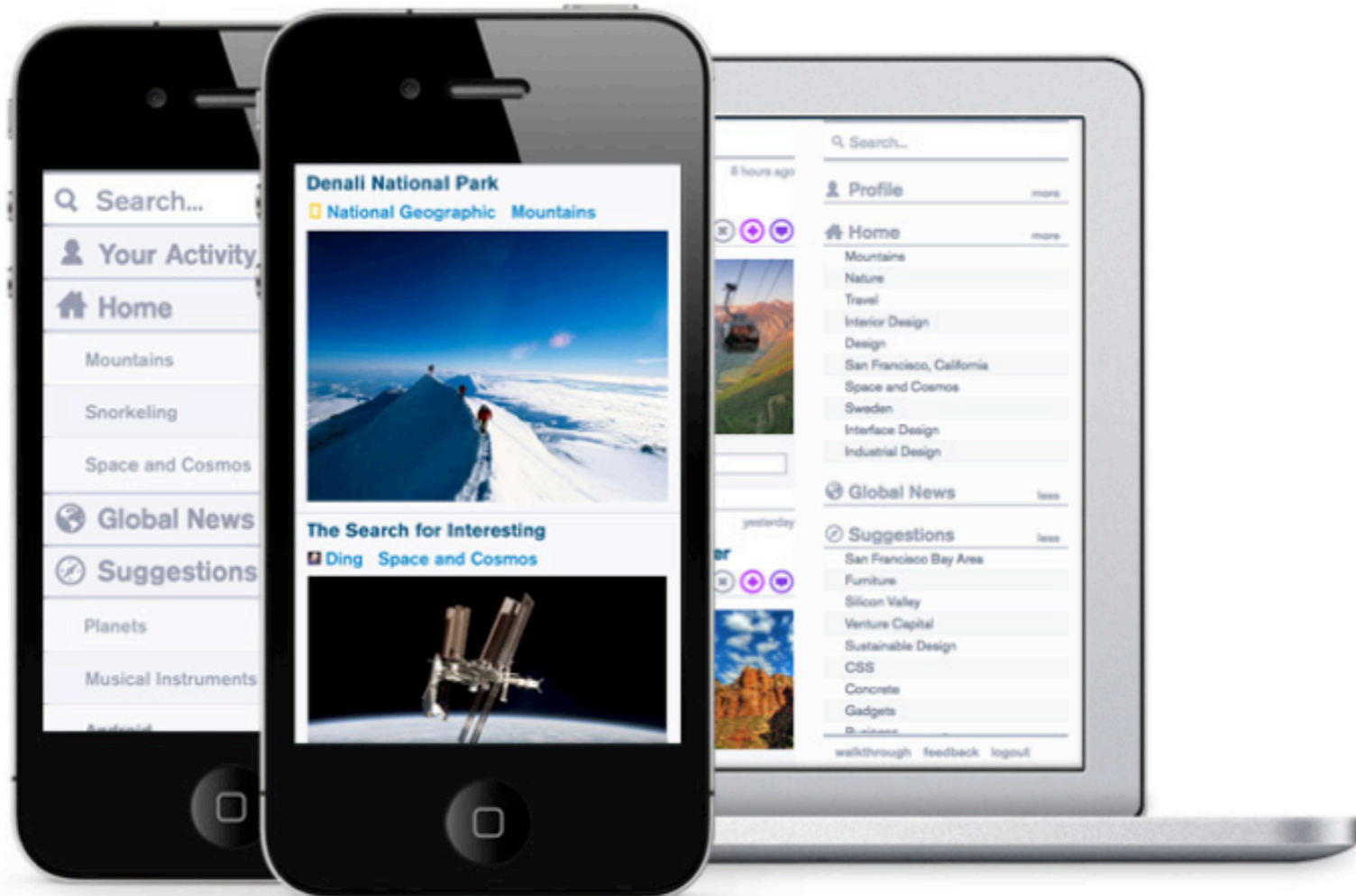
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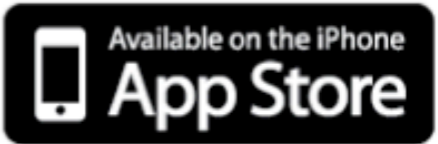
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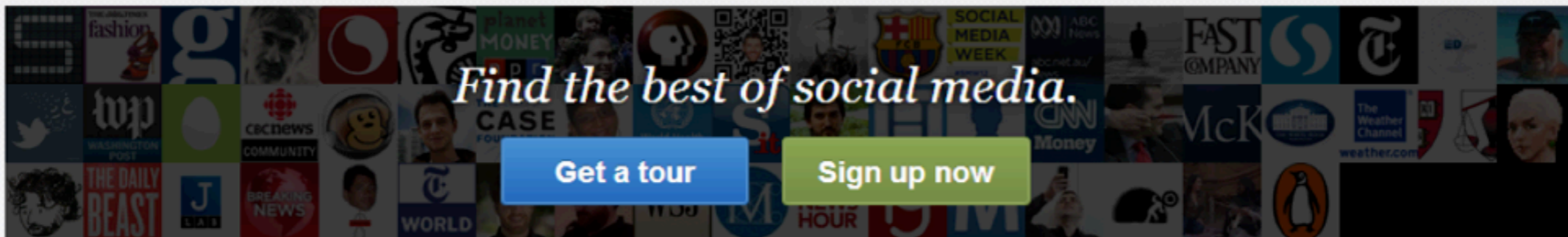
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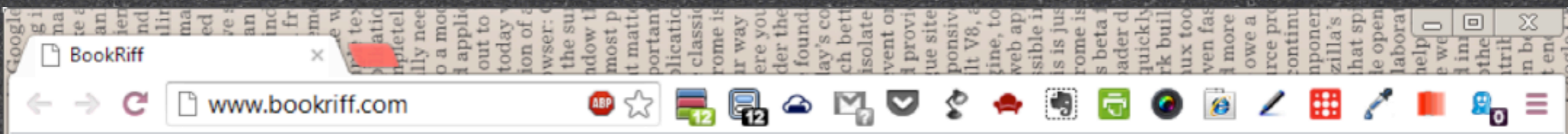
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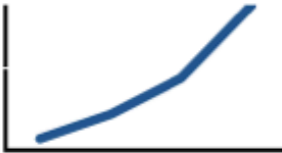


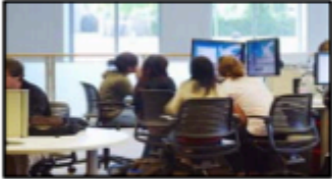
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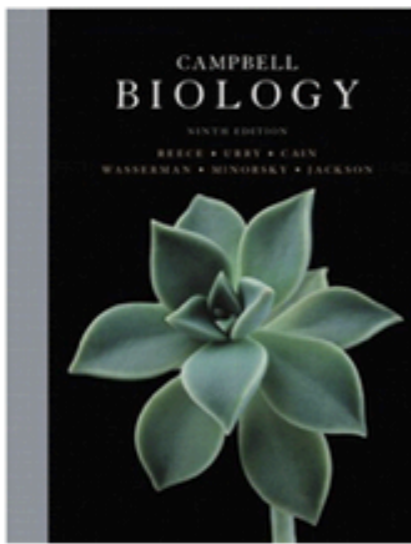
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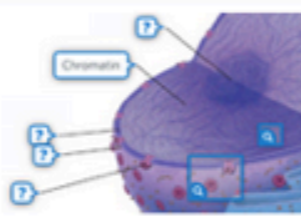
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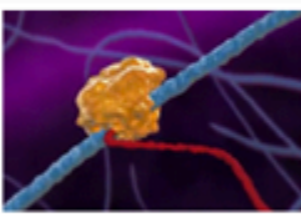
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 A mammal's digestive system provides m



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 (prou-ker-ee-oh) A type of cell with a membrane-enclosed nucleus and membrane-enclosed organelles. Organisms with eukaryotic cells (plants, fungi, and animals) are called eukaryotes.
 Prokaryotic cells have ribosomes and a circular DNA molecule. In a eukaryotic cell, most of the DNA is





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Department of Psychiatry and Biobehavioral Sciences and Semel Institute for Neuroscience and Human Behavior, University of California, Los Angeles, Los Angeles, CA, USA. gsmall@mednet.ucla.edu
Abstract
OBJECTIVE: Previous research suggests that engaging in mentally stimulating tasks may improve brain health and cognitive abilities. Using computer search engines to find information on the Internet has become a frequent daily activity of people at any age, including middle-aged and older adults. As a preliminary means of exploring the possible influence of Internet experience on brain activation patterns, the authors performed functional magnetic resonance imaging (MRI) of the brain in older persons during search engine use and explored whether prior search engine experience was associated with the pattern of brain activation during Internet use.
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1-Year-Old Plays With Magazine Like It's an iPad [VIDEO]

October 13, 2011 by Todd Wasserman
137

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Kids today. They think the world revolves around them, that texting trumps face-to-face conversations and that print magazines are actually iPads.

Say what? Well, about that last part: While there are apocryphal stories about toddlers trying to activate their TVs by touching their screens, the same apparently holds true for non-electric objects. As this video demonstrates, to a 1-year-old, Apple's iPad is something that's literally been around all of their lives.

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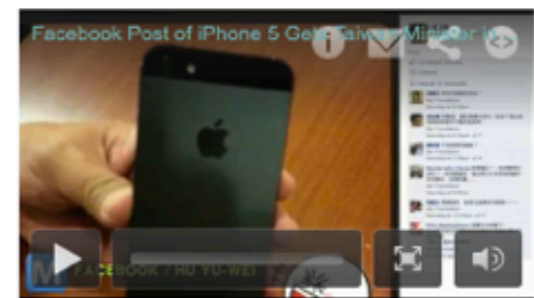
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