BCLA 2001

eBook Generation: Realities for Libraries

Agenda

- General Remarks
- What is an eBook?
  - Physical eBooks
  - Virtual eBooks
- Issues for Libraries
- eBook Future

The Press

- *eBook Done Right* [PCMag 20(8), 32]
- *New E-book devices don't threaten the printed word* [US News & World Rep 130(13), 57]
- "*the last paper edition of the New York Times will appear in 2018*"]Dick Brass, Microsoft VP]
- Now for a real expert…

A Reader

What Is An eBook?

- A digital book which can be viewed on either a special device or computer
- Special device is called a Reader
- Content is called the eBook
- May include only text, text and images, text with audio, text and multimedia
- Usually allows for full text searching

eBook Standards

- Only meaningful standard is for the content itself
- No real HW standards (other than PC)
- Content standards
  - OEB (HTML/XML) – only open standard
  - MS Reader is based on OEB
  - PDF is a proprietary format with wide use

Physical eBooks

The Numbers

- ~ 100,000 eBook readers in use today
- Currently ~ 5 readers on the market
- Have been dozens of experimental eBook readers (Lectrice, Xlibris) which have never come to fruition

Description

- Physical device shaped like a book
  - either pocketbook or magazine size
  - usually ties content to the specific unit
  - usually relies on proprietary format
  - usually requires connection to desktop
  - battery life from days to hours
  - $300 - $1200 +

RCA/Thompson

- REB1100 (B&W - RocketBook) $500 & REB1200 (Colour - SoftBook) $1,000
- Online bookstore via dial-up/Ethernet
- Use with RCA proprietary content only (over 4,000 titles currently)
- Few titles use colour – no support for industry standards like PDF/MS Reader

Franklin

- eBookMan – released this year ($300)
- Slightly larger than Palm PDA
- Uses proprietary eBook format (MS Reader support coming)
- Content currently very limited (dictionaries and popular pDomain)
- Plays MP3's and digital audio books

goReader

- goReader PC-like appliance (Q3 2001)
- Targeting student market - eTextbook
- Just announced partnership with Harcourt College Publishers
- Supports XML/PDF/OEB/Office/Audio
- Support for Bluetooth
- Most promising technology today

PDA Devices

- Palm or Pocket PC
- Support for various formats including HTML, PDF, Office, OEB, MS Reader
- Disadvantage is small size
- Fairly common, relatively inexpensive device
- Some audio capabilities also

Conclusions

- Essentially a personal device, not well suited to libraries
- Best for reading fiction
- Some use in libraries to provide access to collections of books

Virtual eBooks

Numbers

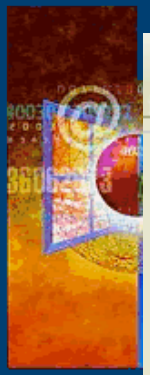
- Much more common than physical
- Actual use not known
- Available from various vendors
  - book publishers (Safari.oreilly.com)
  - book dealers (Barnes & Noble)
  - eBook only publishers (MightyWords.com)
- Relies on user having a PC, PDA, tablet or other device

Description

- A digital resource containing the content of a book
  - formats vary from simple ASCII text (e.g. Project Gutenberg) to rich (PDF)
  - viewable on a range of computers, usually with special helper/viewer software
  - may or may not have copy protection
  - usually allows FT search functions

netLibrary

- Good example of web-based eBooks
- Both online and offline viewers
- Strong support for Library model
  - variable circulation policies, consortia
  - usage reports, collection/user management
- Example of vendor making partnerships with eLibrary systems like Questia



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by Nardi, Bonnie A.

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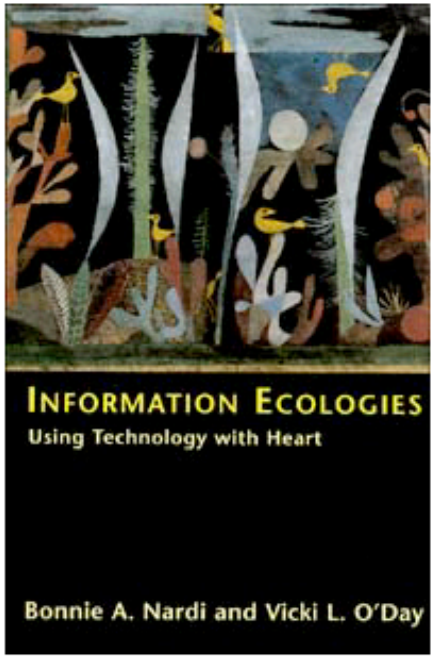

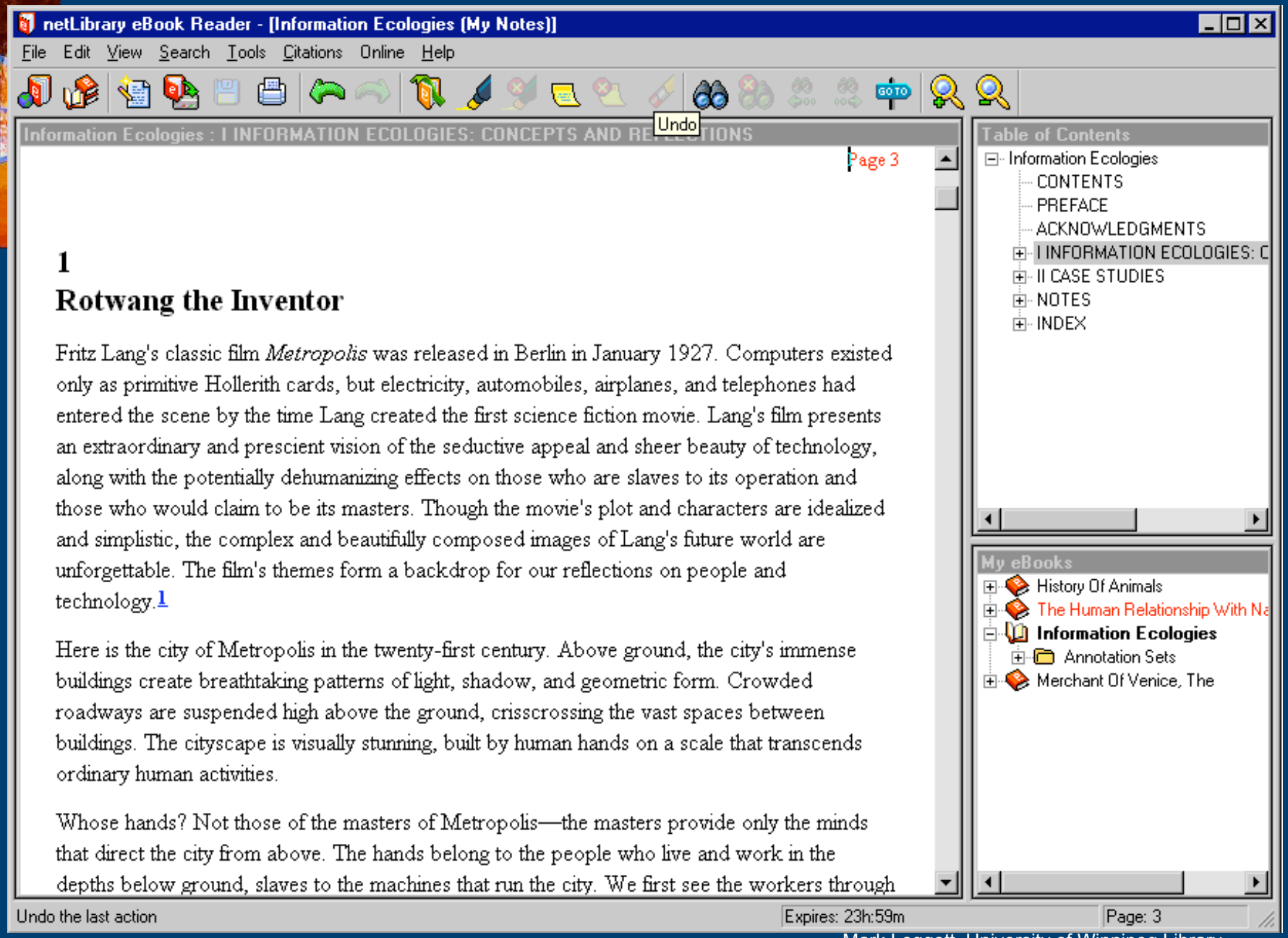
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Rotwang the Inventor
Fritz Lang's classic film Metropolis was released in Berlin in January 1927. Computers existed only as primitive Hollerith cards, but electricity, automobiles, airplanes, and telephones had entered the scene by the time Lang created the first science fiction movie. Lang's film presents an extraordinary and prescient vision of the seductive appeal and sheer beauty of technology, along with the potentially dehumanizing effects on those who are slaves to its operation and those who would claim to be its masters. Though the movie's plot and characters are idealized and simplistic, the complex and beautifully composed images of Lang's future world are unforgettable. The film's themes form a backdrop for our reflections on people and technology.1
Here is the city of Metropolis in the twenty-first century. Above ground, the city's immense buildings create breathtaking patterns of light, shadow, and geometric form. Crowded roadways are suspended high above the ground, crisscrossing the vast spaces between buildings. The cityscape is visually stunning, built by human hands on a scale that transcends ordinary human activities.
Whose hands? Not those of the masters of Metropolis—the masters provide only the minds that direct the city from above. The hands belong to the people who live and work in the depths below ground, slaves to the machines that run the city. We first see the workers through
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Expires: 23h:59m
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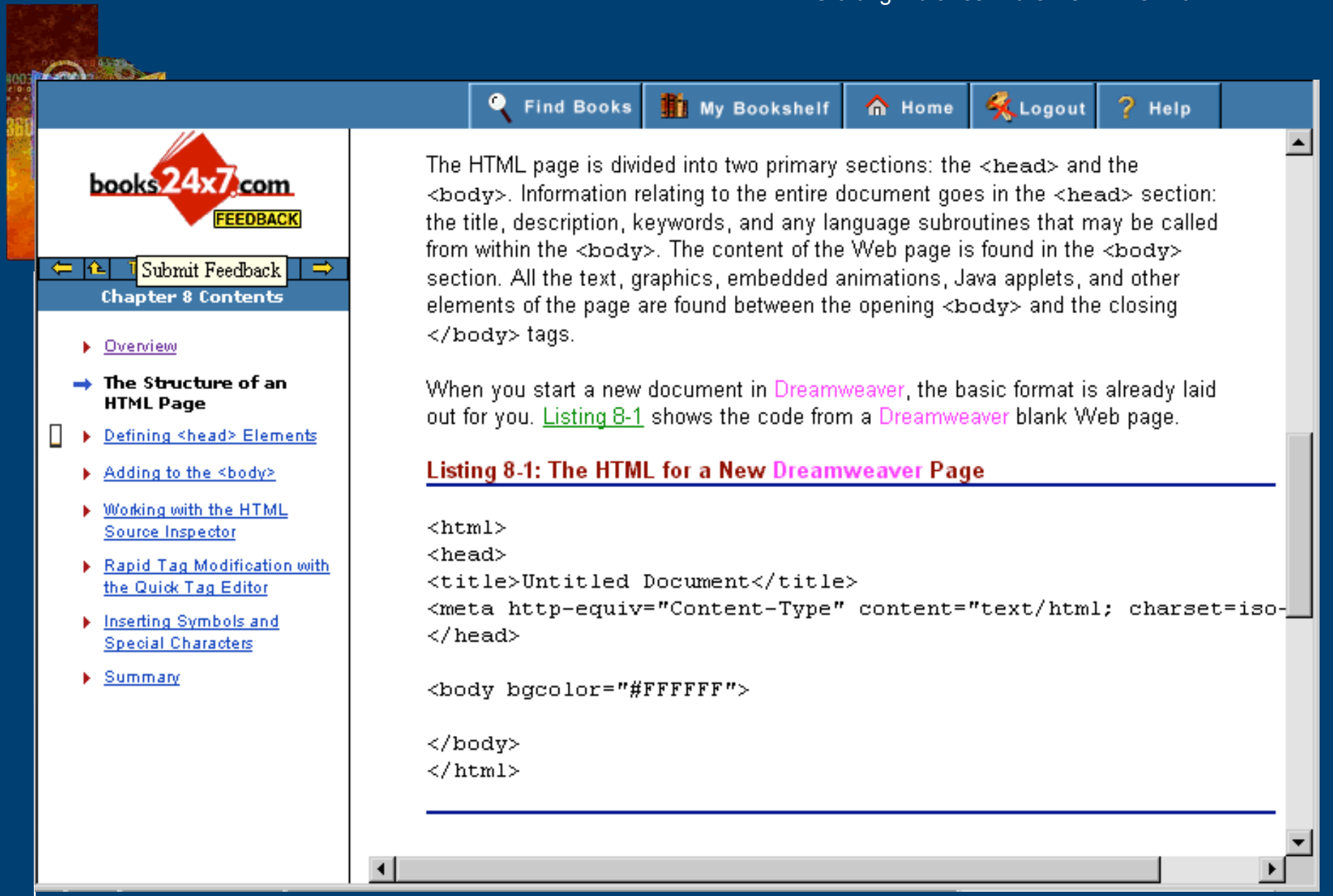
books24x7.com

- Similar to netLibrary but more specific
  - IT collection, subscription model
  - extra features – e.g. download code
  - personalization features
- IT Knowledge similar but recently folded
- Publishers starting to do their own in addition (O'Reilly's good example)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Help
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FEEDBACK
Submit Feedback
Chapter 8 Contents
Overview
The Structure of an HTML Page
Defining <head> Elements
Adding to the <body>
Working with the HTML Source Inspector
Rapid Tag Modification with the Quick Tag Editor
Inserting Symbols and Special Characters
Summary
The HTML page is divided into two primary sections: the <head> and the <body>. Information relating to the entire document goes in the <head> section: the title, description, keywords, and any language subroutines that may be called from within the <body>. The content of the Web page is found in the <body> section. All the text, graphics, embedded animations, Java applets, and other elements of the page are found between the opening <body> and the closing </body> tags.
When you start a new document in Dreamweaver, the basic format is already laid out for you. Listing 8-1 shows the code from a Dreamweaver blank Web page.
Listing 8-1: The HTML for a New Dreamweaver Page
<html>
<head>
<title>Untitled Document</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-
</head>
<body bgcolor="#FFFFFF">
</body>
</html>

Acrobat Family

- Acrobat is the original product
- New products Acrobat on steroids
- Recent acquisition of Glassbook
  - Adobe Content Server (secures & sells PDF files)
  - Adobe Acrobat eBook Reader (adds bookmarking, highlighting, annotation as well as personal Library organizer, EBX)
  - Barnes and Noble example partnership

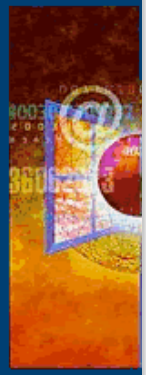
CHAPTER ONE

My Uncle Makes a Discovery

Looking back to all that has occurred to me since that eventful day, I am scarcely able to believe in the reality of my adventures. They were truly so wonderful that even now I am bewildered when I think of them.

Microsoft Reader

- Microsoft's response to Acrobat
  - Based on OEB standard
  - Simple conversion from HTML files
  - Uses "ClearType" technology
  - Popular alternative to PDF since it takes standard HTML documents
  - Virginia eText Center is a good example
- Amazon example partnership



Microsoft Reader

Governments struggle with the social ramifications of random violence, family dysfunction and teenage lawlessness as giant corporations engage in technological espionage and influence peddling at the highest levels of authority; contributing to a national mood of mistrust and melodrama. The grim fictional predictions of Huxley and Orwell may very well be upon us. Are we ready to meet the challenge o Fascism brought about through superior techr apathy?

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These uneasy questic sible horrific results are examined throughout pical collection of accessible material. Over-a re academic jargon, the terrible twins of toda l writing, are left to the roadside. In their place are subject matter dealt with in a clear and brief fashion. Another healthy bonus for the average citizen scrambling for thoughtful work sparing the propensity of talking down to its readers. Much of our freedom and way of life are at stake to pad examinations and possible answers in doubletalk.

Standard Whole-Pixel Windows TrueType rendering:

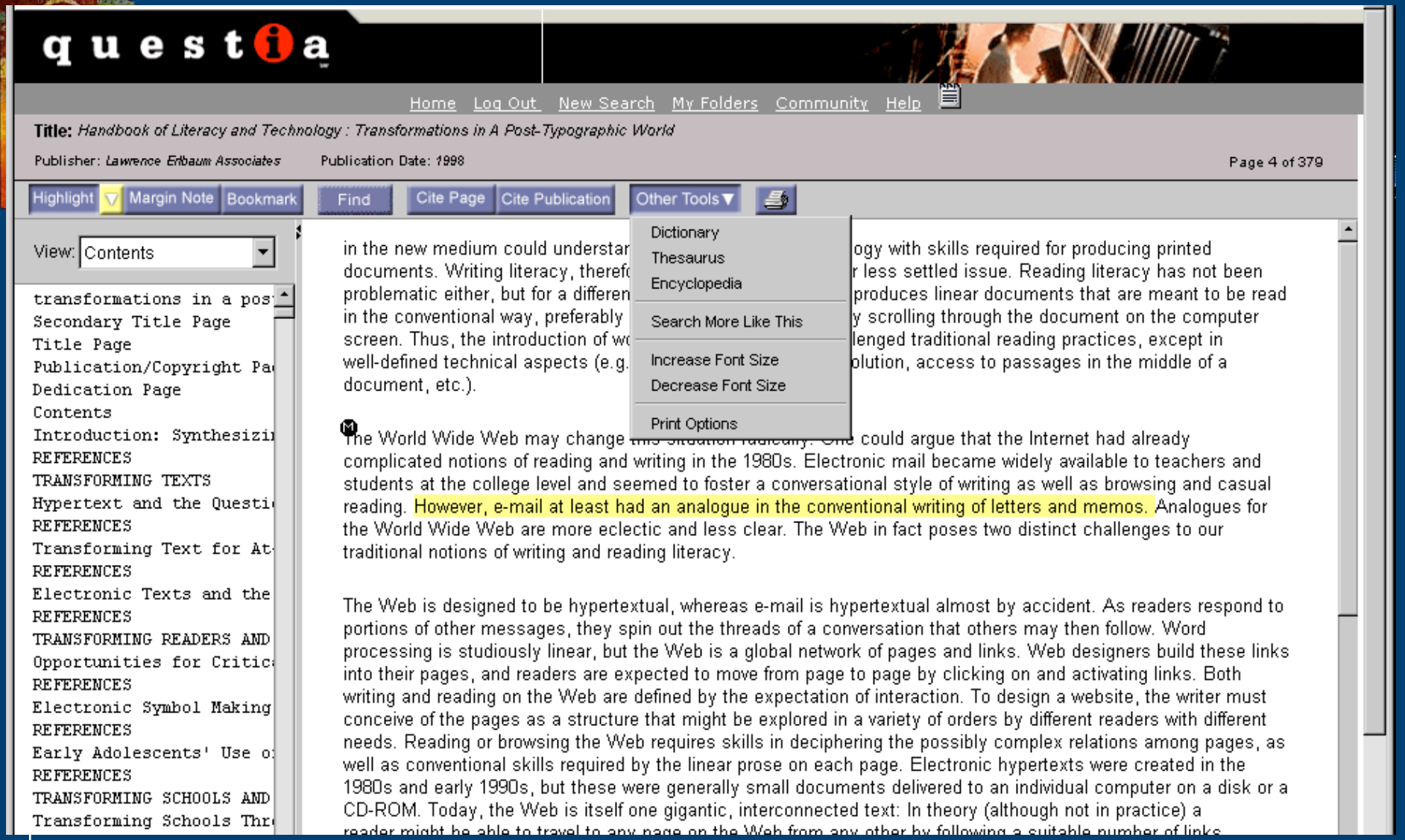
Here we stand, on the brink of a significant step forward in ***Personal Computing Evolution:*** *Old and mature display technology is merging with modern LCD display panels to deliver breathtaking new clarity and elegance to the written word.* ***Indeed . . . this changes the world!*** *(right?!)*

Sub-Pixel Rendered Text:

Here we stand, on the brink of a significant step forward in ***Personal Computing Evolution:*** *Old and mature display technology is merging with modern LCD display panels to deliver breathtaking new clarity and elegance to the written word.* ***Indeed . . . this changes the world!*** *(right?!)*

Questia

- An online Library
  - Has “over 35,000 books”
  - Journals yet to come
  - Paper writing/citing/proofing tools
  - Reference tools
- An online work environment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Home Log Out New Search My Folders Community Help
Title: Handbook of Literacy and Technology : Transformations in A Post-Typographic World
Publisher: Lawrence Erlbaum Associates Publication Date: 1998
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Encyclopedia
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TRANSFORMING SCHOOLS AND
Transforming Schools Thr
in the new medium could understar ogy with skills required for producing printed documents. Writing literacy, theref r less settled issue. Reading literacy has not been problematic either, but for a differen produces linear documents that are meant to be read in the conventional way, preferably y scrolling through the document on the computer screen. Thus, the introduction of wo lenged traditional reading practices, except in well-defined technical aspects (e.g. olution, access to passages in the middle of a document, etc.).
The World Wide Web may change could argue that the Internet had already complicated notions of reading and writing in the 1980s. Electronic mail became widely available to teachers and students at the college level and seemed to foster a conversational style of writing as well as browsing and casual reading. However, e-mail at least had an analogue in the conventional writing of letters and memos. Analogues for the World Wide Web are more eclectic and less clear. The Web in fact poses two distinct challenges to our traditional notions of writing and reading literacy.
The Web is designed to be hypertextual, whereas e-mail is hypertextual almost by accident. As readers respond to portions of other messages, they spin out the threads of a conversation that others may then follow. Word processing is studiously linear, but the Web is a global network of pages and links. Web designers build these links into their pages, and readers are expected to move from page to page by clicking on and activating links. Both writing and reading on the Web are defined by the expectation of interaction. To design a website, the writer must conceive of the pages as a structure that might be explored in a variety of orders by different readers with different needs. Reading or browsing the Web requires skills in deciphering the possibly complex relations among pages, as well as conventional skills required by the linear prose on each page. Electronic hypertexts were created in the 1980s and early 1990s, but these were generally small documents delivered to an individual computer on a disk or a CD-ROM. Today, the Web is itself one gigantic, interconnected text: In theory (although not in practice) a reader might be able to travel to any page on the Web from any other by following a suitable number of links

Conclusions

- Essentially an information seeking or research environment
- Ideal eBook environment for most libraries to venture into
- Virtual eBooks may well feed Readers as they come to support standard file formats – function for libraries?

Issues for Libraries

Physical eBooks

- Current value greatest for Public Library (primarily content) - those with $$?
- Biggest benefit now seems to be PR
- Integration difficulties
  - Cost vs. print books, Damage
  - How to circulate/administer?
  - Some success with genre/collection groups

PL Sample Scenario

- Suite of readers (e.g. RocketBook or REB1100) divided by genre/author
- Advantages
  - User “borrows” complete collections
- Disadvantages
  - Problem is reading collection in 3 weeks ;-)
  - Damage to units, Loss of peripherals
  - Colour images not great (magazines)

Virtual eBooks

- Libraries should have support for basic types and formats
  - MS Reader, PDF software
  - NetLibrary, 24x7, etc.
- Still some integration issues
  - Cataloguing
  - Circulation (COPPUL netLibrary is 24 hrs)
  - Information Literacy

UL Sample Scenario

- Purchase collection (NetLibrary, 24x7)
- Integrate into DB lists & catalogue
- Add titles with heavy use in print form
- Advantages
  - FT search, work environment, circ period
- Disadvantages
  - Need PC, circ period, printing costs to user

eBook Future

Where They Fail

- As Books
- Reading most fiction titles
- Children's books
- Beach Reading – bad for eBook
- Bed Reading – bad for humans ;-)
- Recent survey had 73% young readers rejecting eBooks/books online

Where They Pass

- Self Publishing
- Leading Edge/Underground publishing
- News and Current Events
- Scholarly use
- Users with visual/physical disabilities
- Traveling Library

What Will it Take?

- Free wireless device
- Digital Rights Management issue is addressed
- Support for OEB 1 and successors
- Resolution of copyright issues (e.g. paper to digital)

The Future?

- Digital paper or eInk
  - 1st prototype in 1970's – Xerox PARC
  - Not much else until mid 1990's with a new technology from MIT – led to E Ink
- Currently limited to large signs
- In 3-5 years will reach 100 dpi
- 10 years before real eBook with ePaper

Then where will libraries be?

"If every blank book is a potential library, will there continue to be a need for libraries?"

Charles C. Mann. *Electronic paper Turns the Page.* **Technology Review,** Mar 2001 42-48