

Digital Publishing

New Advances and the Future of Interactivity

While traditional publishers continue to focus on digital rights management, copyright and related legal issues, small digital publishers and software developers are changing the definition of books as we know them:



book, (bʊk), *n.*, **1.** a written or printed work consisting of pages glued or sewn together along one side and bound) covers.

Well, that won't exactly fly anymore, will it? All of those books on gutenberg.org, texts archived on Google Books, etc. wouldn't apply here. Maybe this definition of "e-book" will be more accurate?

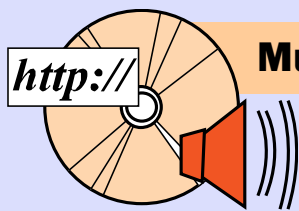


e-book, (ē bʊk), *n.*, **1.** an electronic version of a printed book that can be read on a computer or handheld device designed specifically for this purpose.

"An electronic version of a printed book"— Where does this leave books like Al Gore's *Our Choice*, which was originally designed as an app for tablets and mobile devices? In this case, the printed version of the book actually followed the digital version—an inverse of the above definition!

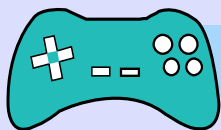


The **technology** behind *Our Choice*—and other "native digital" books—allows creators to build **content-rich, interactive stories** driven by:



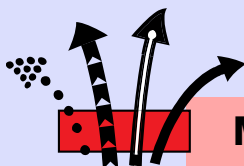
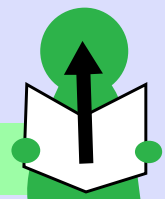
Multimedia—Video, sound, web content

Augmented Text—Reactive/explanatory



Achievement—Incorporates goals, gaming

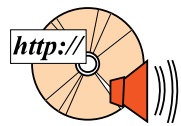
Participation—Reader assists narrative



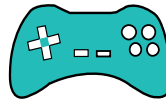
Multiple Narratives—Alternate storylines and endings

Digital Publishing *continued*

Interactivity is a trend which long predates the creation of digital books:



Multimedia
Book trailers



Achievement
Gamebooks, Strategy



Augmented Text
Works of Mark Z. Danielewski

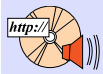


Multiple Narratives
Choose-Your-Own-Adventure



Participation
Anti-Coloring Book, Mad Libs

Some examples of interactive digital books shared at Tech Speed Dating:



Aa

Our Choice
Al Gore
Push Pop Press



Aa 

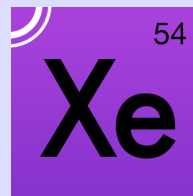
Stride & Prejudice
Jane Austen
No Crusts Interactive



Aa



DEVICE 6
Simogo



The Elements: A Visual Exploration
Theodore Gray
Touch Press



Don't let the Pigeon Run this App!
Mo Willems
Disney



Joe Dever's Lone Wolf
Bulkypix

Ideas for your library:

- Lend preloaded digital devices inside/outside the library.
- Start an "App Club" where people highlight their favorite apps.
- Use an app as a read-along in storytime.
- Create a "What's next in digital publishing" web site/newsletter/bookmark.
- Use a digital book in your next book club (patron technology permitting).