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The Future of the Printed Word

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The Future of the Printed Word

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Image from Library Research Service (LRS) http://www.lrs.org/
Today’s Outline

• Impact of technology on information & reading
• What this means for...?
  ▫ Newspaper Industry
  ▫ Books & Publishing Industry
  ▫ Education
• Some Big Questions
“It doesn’t matter how good or bad a product is, the fact is that people don’t read anymore. Forty percent of the people in the U.S. read one book or less last year. The whole conception is flawed at the top because people don’t read anymore.”


Image from: [http://images.businessweek.com/ss/06/08/personalbest_list/source/6.htm](http://images.businessweek.com/ss/06/08/personalbest_list/source/6.htm)
Does anyone read anymore?

- Nearly half of all Americans (18-24 yrs old) “read no books for pleasure”
- 65% of college freshman read less than an hour per week
- Each day, 15-24 yr olds spend an average of 7-10 minutes on voluntary reading & 2-2.5 hours watching television.
- 35-44 yr. olds read an average of 12 minutes/day; 65+ yr. olds read close to an hour each day
- Average reading scores for adults have declined at virtually all education levels.

The Impact of Technology on Reading

  - Internet affects ability to concentrate
    - Decreased attention span
    - Increase of skimming
    - Deep reading (deep thinking) is now difficult

What does this mean for...?

The Newspaper Industry

- Does access equal exposure?
- Watchdog role?
- Will the Internet be able to compensate?
  - ProPublica wins Pulitzer, 1st online-only publication to win

Image from: http://www.flickr.com/photos/mfobrien/3382977725/
What does this mean for...?

Books & the publishing industry

- Amazon’s Kindle
- Apple’s iPad
- Barnes & Noble’s Nook
- Sony Reader

E-books & E-book Readers: Important Issues

- Pricing (Publishing Companies)
  - Bookstores
- Content compatibility across platforms
- Digital Rights Management (DRM)

Image from: http://www.flickr.com/photos/eiriknewth/4160037018/
What does this mean for...?

Education

- Digital textbooks
  - States: Florida, California, Texas
  - Schools: Princeton, Arizona State, Case Western Reserve, Penn State University, Seton Hill

- Pros/Cons

- Digital Information Literacy

Image from: [www.onlinedegrees.org/t/digital-textbooks/](http://www.onlinedegrees.org/t/digital-textbooks/)
Some Big Questions to Ponder

• Will ebooks increase readership?
  ▫ Books available at anytime at any place (mobile technology)
  ▫ Potential target audience: young people?

• Will ebooks & ebook readers change the way we read? Change what we read?

• What’s a “real book”?
  ▫ Alice for the iPad
  ▫ Content v. container
    • Formless content
    • Definite content

Image from: http://www.flickr.com/photos/shanegorski/2698411476/
References

References continued...