

The E-book Phenomenon

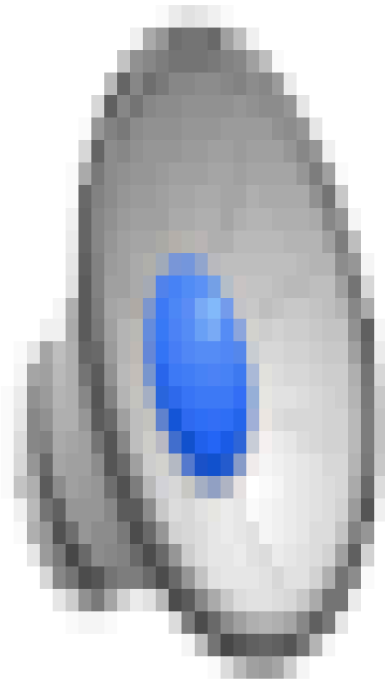


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Introduction



- Defining the e-book: a screen presentation with book-like qualities.
- When the scroll became the codex, the page was born – and the page is still central to the experience of the e-book.
- Printed books retain their position in many sectors because the *affordances* of print on paper continue to have their uses.



DO YOU HAVE ANY BOOKS
ON HOW TO GET MY
KINDLE TO WORK?



How did we get here?



- *'A simple reading machine which I can carry or move around, attach to any old electric light plug and read hundred-thousand-word novels in 10 minutes if I want to, and I want to' (Brown, 1930, p. 28).*

shiny-milk-pails Harry's-curls-his-individual
egg-shell-mother-bought-coffee-cup-different-from-
thick-white-uncultured-family-drinking-mugs -
Mooney-Ma's-egg-shell-curly-Harry-where-art-
thou?—Harrys-white-gloves-first-public—
performance-church-sociable.-Mothers-pride -
mothers-throaty-teary-wetty-pride-even-after-falls-
Pearly-priced-mother-drudgery-what-price-knee-
drudgery-knuckles-elbows-red-drudged.-Her -
Rosary-her-Harry-play-TurkeyintheStraw!-Naw—
t'aint-dignified!-Harry-Give-us-Empty-Bed-Blues!
Naw-t'aint-classical!-Ta-te-de-de-dum-ta-te-te-
ta-dumb-Harry-Empty-Head-musical-pastels-fussy-
fugues-balmy-a r i e t t a s-tinkling-tarantellas -
formerly-supposed-tarantula-bite-cure-Ta-te-de-de-
dumb-Naw-no-Hot-Mama-Mammy-stuff-no -
ragtime-rhythms-Ach-Harry-don't-jiggle-so!
Neffervill-music-come-so!-Harry-conceitedly—
masturbating-music-Harry-sprouting-sixfeetfour
silk-socked-Harry.-Mother-bought-socks—
matching-Mother-made-milky-silvery-fond—
fondling-curls-Great-gift-parlor-sofa-pillow
musician,-lifting-eyebrows-lifting-egg-shell-little-
fingers-Dresden-daintiness-realold-Dutch-Dresden-
China-dainty-silk-sixfoot-Harry-holding-quivering-
bow-soul-sobs-while-brothers-swilled-sows-busted-
broncos-milked-cows.-Harry-big-boy-now-taller
than-three-violin-bows-yet-looking-daily-more-like-
stuffed-Department-Store-Santa-Claus—
demonstrating-toy-violin.-Mother-mooing:oH,
Father!-Harry-must-finish-education-Oberlin—
Musical-Conservatory!-Father-chirping
unmusically:-Finish-us-all-off-then!.-Harassed—

Early history



1971



1998 – Rocket E-book

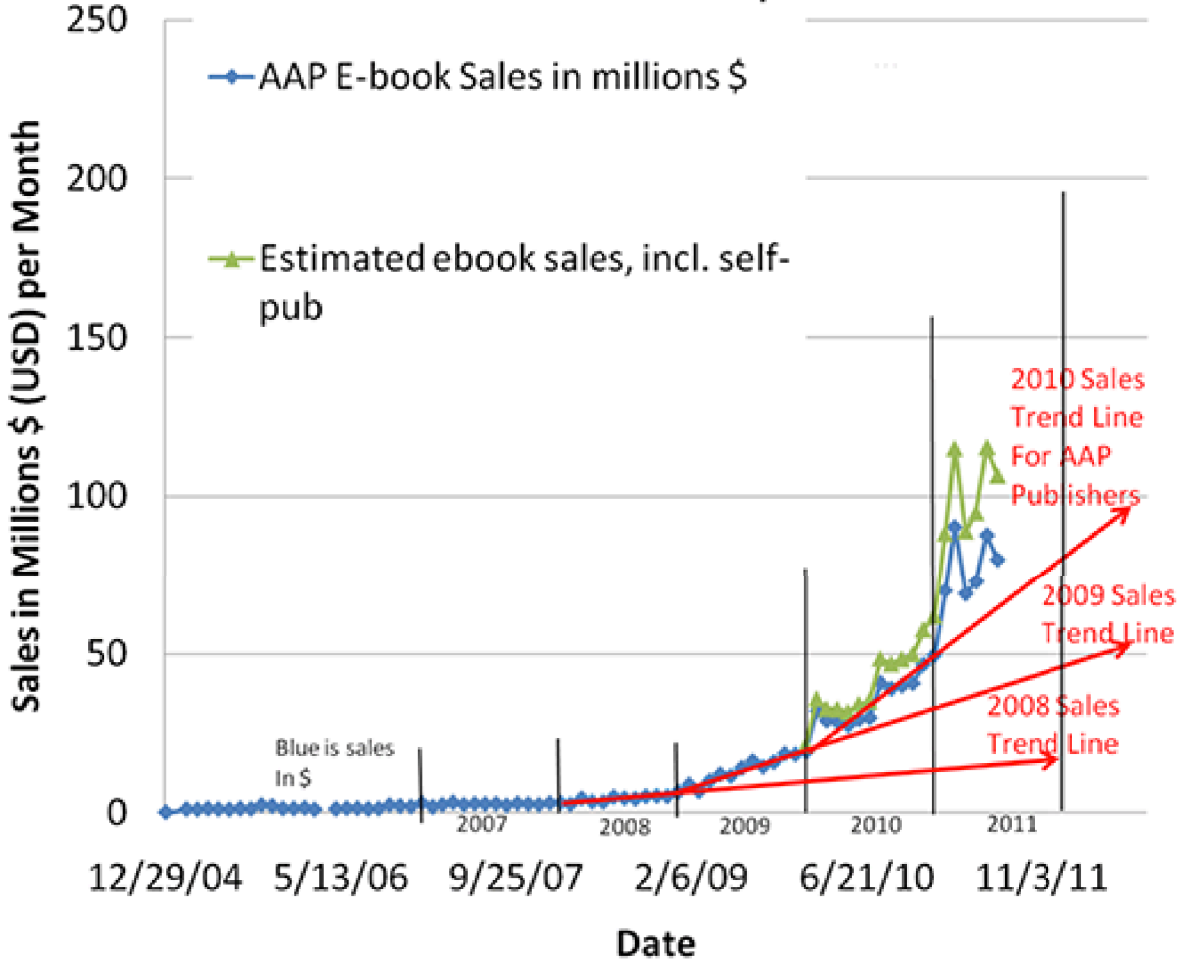


Take-off

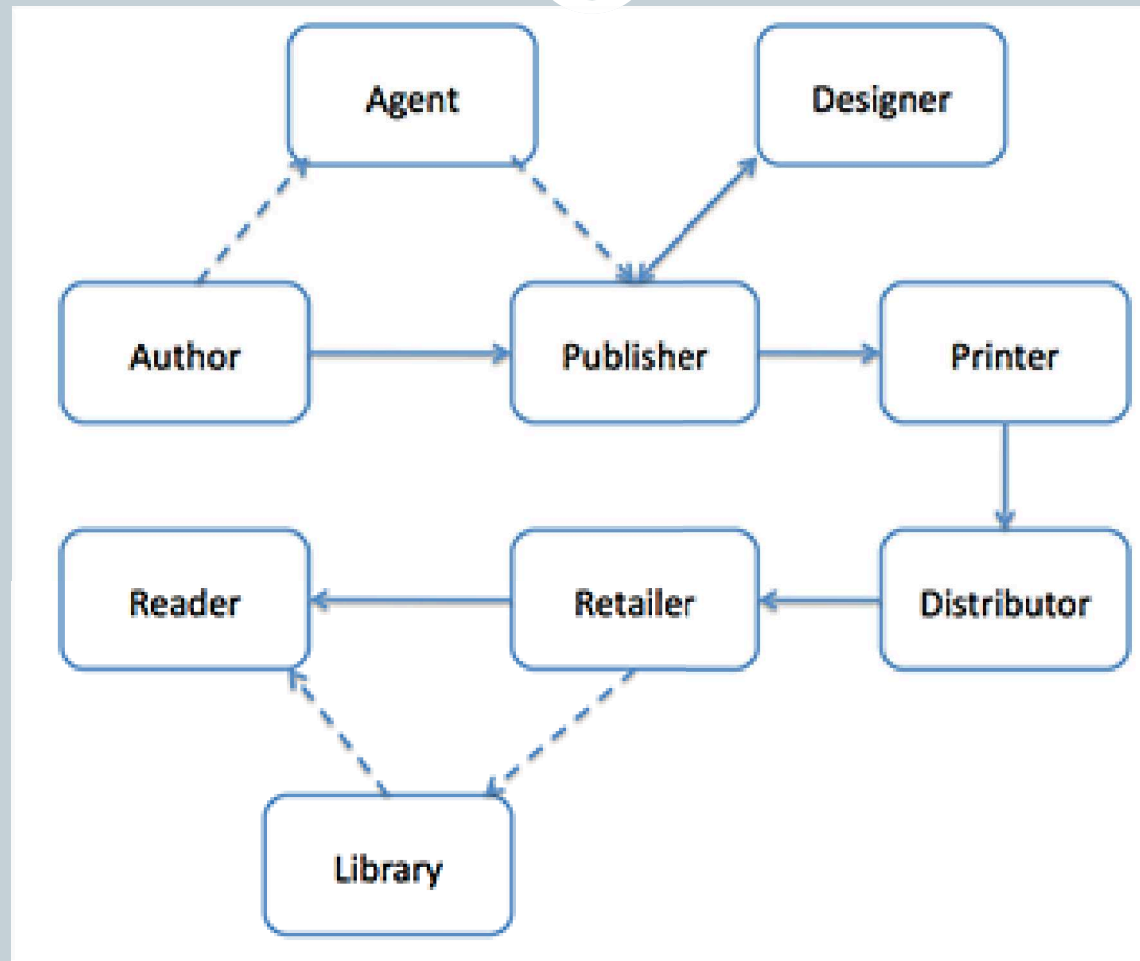


E-book Sales

Note Sales Well Above prior Growth Curves



The current situation



The emerging situation



The author – self-publishing



- “Self-published books' share of the UK market grew by 79% in 2013, with 18m self-published books bought by UK readers last year...”
- “Bohme said that the more successful self-publishing is, the “more authors will look at it” as an option. “It's a growth market in the industry. Publishers as well will be looking at it to see how they can harness that.”

Academic self-publishing



- “Entirely produced by Irish authors, designers and developers, these e-books can help create a more interactive learning environment with videos, e-tests, animations and podcasts. Students can take notes, highlight and search text, and create bookmarks, enabling them to personalise their educational resources as they progress through the exam cycle.”

Universities as publishers

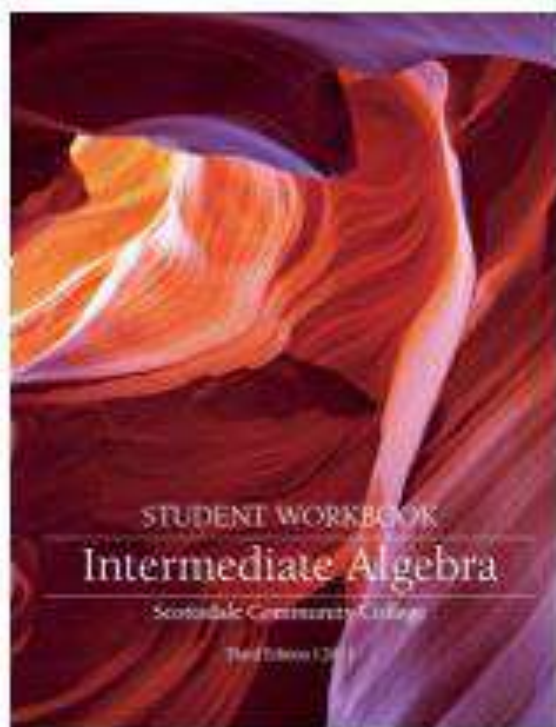


- “recommends that the Florida Distance Learning Consortium develop professional development materials, a media kit and offer an awareness campaign on individual campuses that will raise awareness of and promote the use of open access textbooks and instructional materials.”

Welcome to College Open Textbooks!



Our Featured Book:



Intermediate Algebra

This is the third edition of a core textbook at Scottsdale Community College (SCC). Authored by members of the SCC Math Department faculty, it has been used by thousands of students. Continually improved, it is now part of a comprehensive resource package that includes online help and assessment tools as well as an instructor's guide. This text represents the very best of professional-grade Open Educational Resources.

The publisher



- The first publishers to really embrace e-books have been the STM publishers such as Elsevier, serving the academic research market.
- University libraries are now frequently preferring to buy (or license) such e-books in preference to printed books.
- Publishers of literary and genre fiction, however, seem to be less happy with e-books

Swedish survey



- About 50% of the responding companies had not published any e-books, and almost 50% of those who had published had produced only ten or fewer e-books.
- Sales of e-books in Sweden are about 1-2% of total sales, whereas in the USA and the UK they are about 25%

Swedish survey



- The e-book allows publishers to cut out the distribution channel and sell directly to customers – in our survey, 52% of those producing e-books were selling directly, and saw this as a means of increasing sales.
- Regardless of developments such as this, publishers saw the e-book market in Sweden as continuing to grow only slowly.

Strongly agree Agree
Disagree Strongly disagree

Self-publishing has little relevance for the publishing industry



Self-publishing can help to identify new authors



Self-publishing forces us to market products more actively



Self-publishing is a threat to our market position

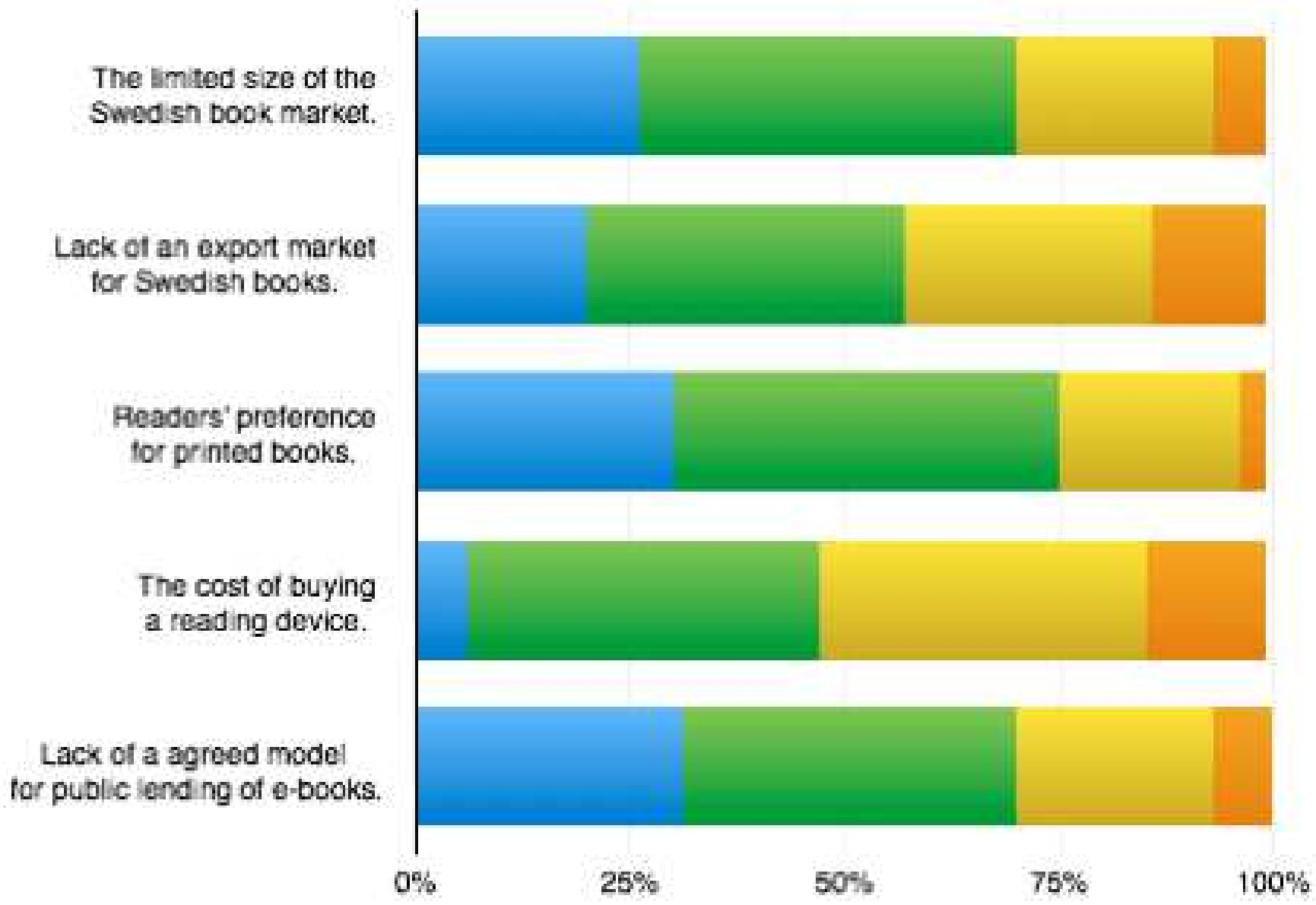


We need to develop our own self-publishing channel



0 25 50 75 100

- Very significant
- Fairly significant
- Not very significant
- Not at all significant



Bookselling



- It is widely understood that booksellers in the USA and the UK have suffered a major hit as a result of the rise and rise of Amazon in both countries.
- Apart from big impacts, such as the demise of Borders and the reduction in the number of Barnes and Noble bookshops in the USA, independent booksellers are falling in numbers in both countries, e.g., in the UK 73 closed in 2012 alone.

Bookselling



- Booksellers lose out in relation to e-books because the majority of them do not retail e-books.
- We recently surveyed bookshops in Sweden – with a low response rate. However, of 48 respondents, only 6 were selling e-books – most probably those owned by one or other of the big publishers in Sweden

Bookselling



- The main reason Swedish booksellers proposed for not selling e-books was that there was no demand from customers.
- This is not surprising – another of our studies, part of a national survey of the Swedish population (1,631 respondents) found that only 2.5% had read an e-book in the past 12 months. In other words, these are the ‘early adopters’ of the technology.

Libraries

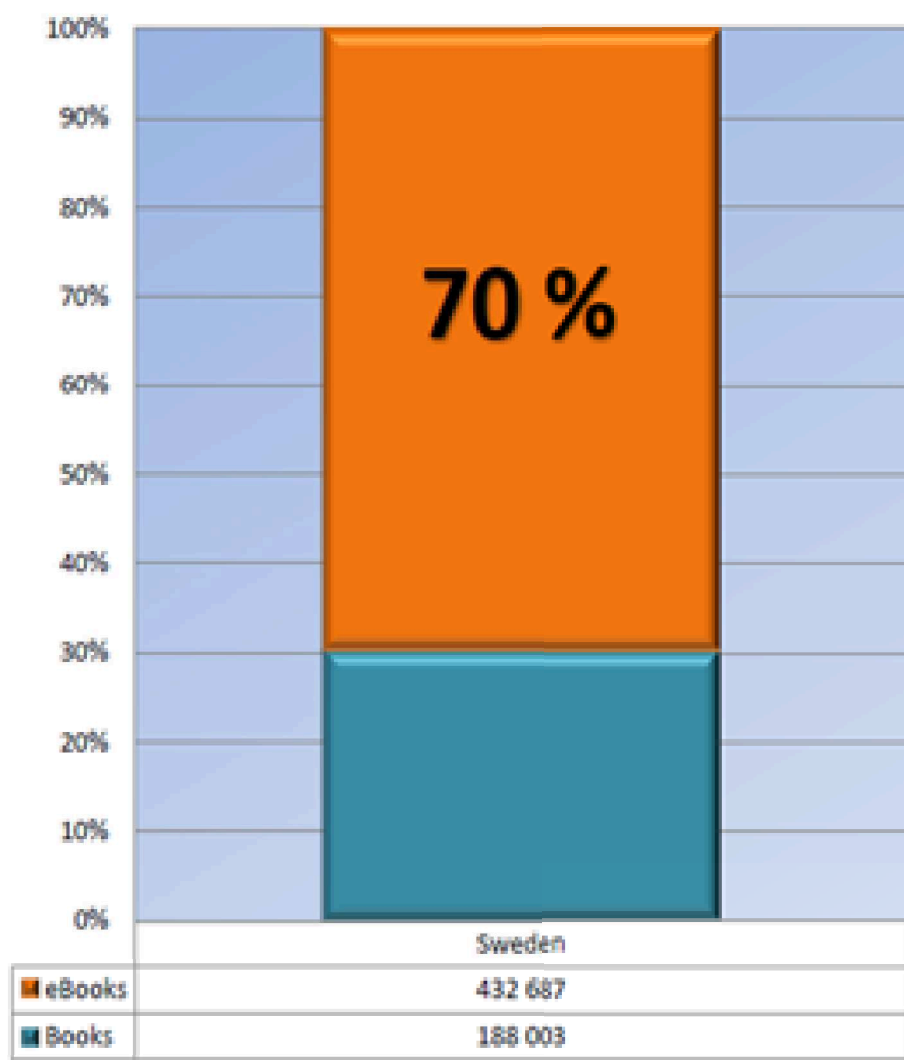
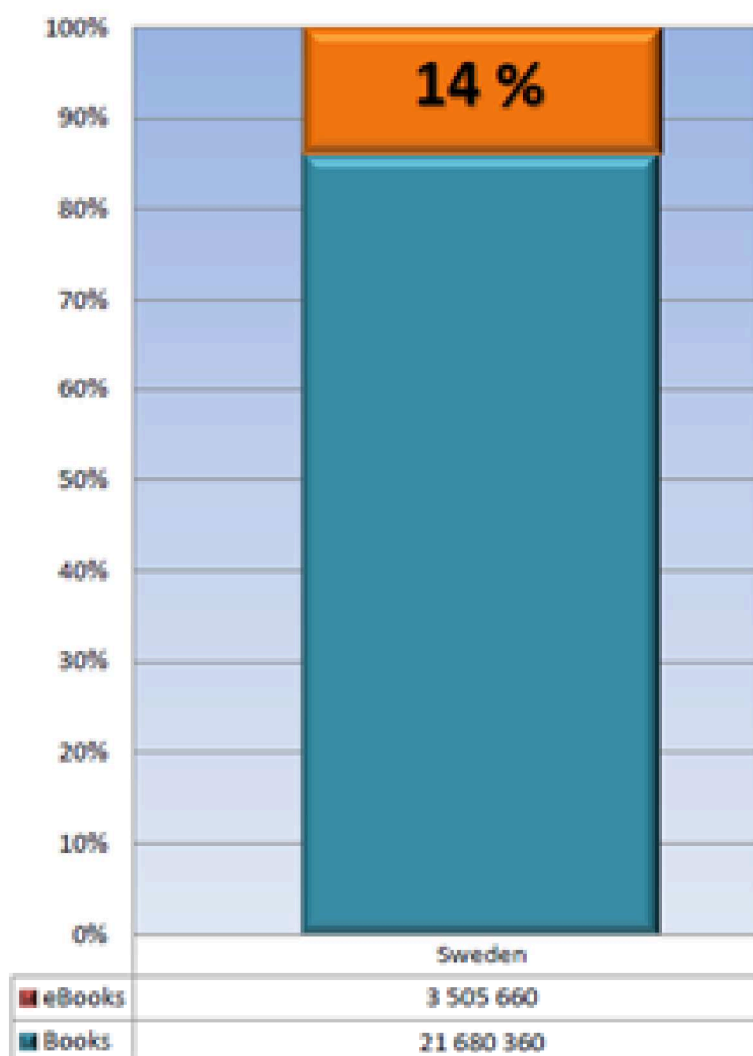


- The library scene is not homogenous – there are real differences between public and academic libraries in their response to the e-book.
- Academic libraries appear to be adopting the e-book in preference to the printed book, especially in science and technology, where English is the international language.

Book stock (printed, e-books)

Acquisition (printed, e-books)

Swedish universities 2012 (From Borg, Martin 2013, based on Swedish statistics 2012)



Libraries



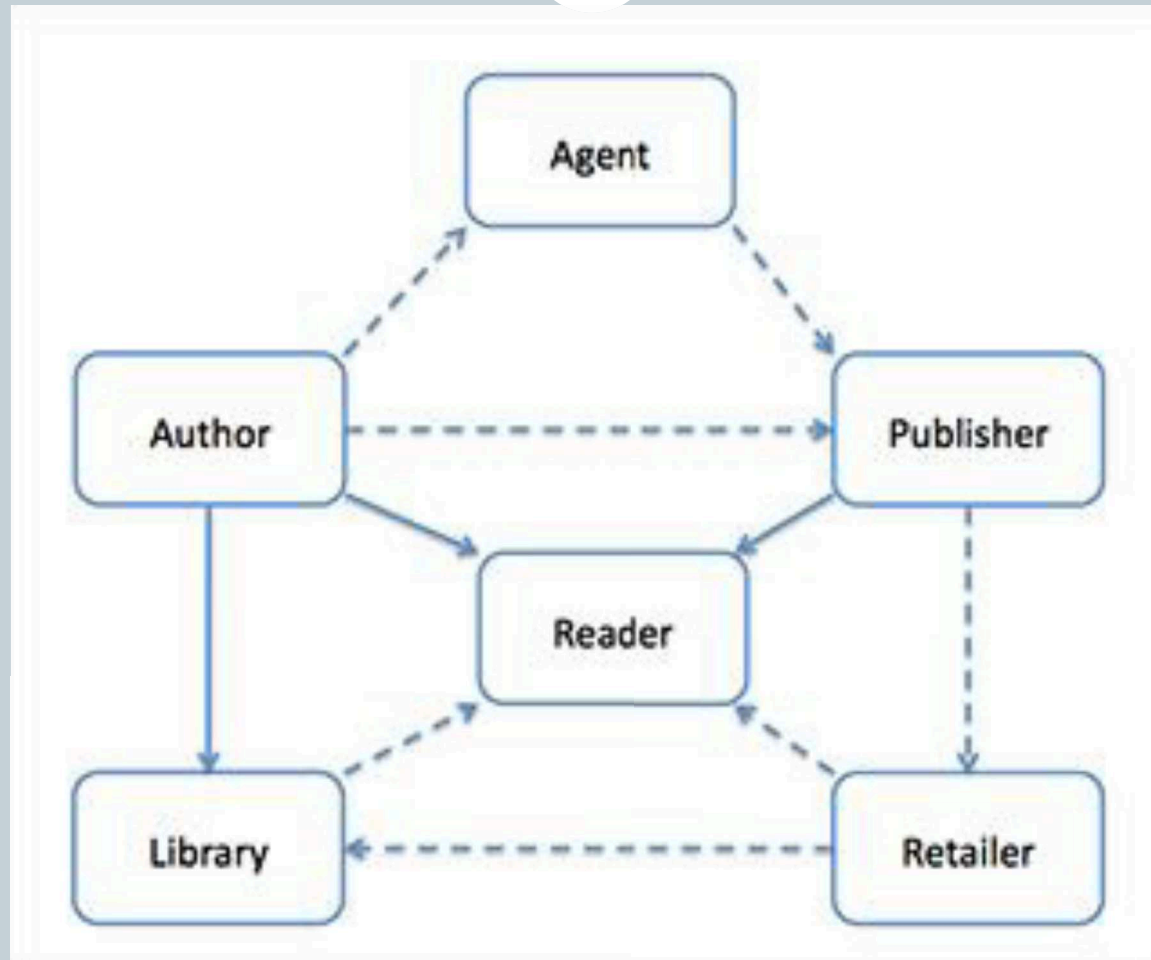
- The situation in public libraries is rather different.
 - They are limited in what they can acquire by the policies of the publishers.
 - Demand for e-books, although growing quite rapidly still constitutes a small proportion of the total lending.
 - Multiple suppliers with different platforms present difficulties in access

Public Libraries in Sweden



- 95% of libraries offer an e-book service (75% in US, 79% in UK)
- they use the eLib service – provided by a consortium of the four biggest publishers in Sweden
- publishers receive 20 SEK per loan (c. €2, \$3)
- satisfaction with that service is low
- a new system has recently been proposed to try to overcome the objections

The emerging situation



Trends



- Children's use of e-books will increase because of e-textbooks.
- The commercial digital lending library will develop further – Oyster and Scribd – “Netflix for books”
- Self-publishing continues to grow – the most successful authors in certain genres may sell direct.

Trends



- Use of e-textbooks, often open access, will grow in higher education.
- Major STM publishers may shift to e-book only, because of library demand.
- STM publishers form consortium for e-book lending directly to students and researchers?
- Developing country use of e-books continues to grow – especially in education

In any event...



- ...things will continue to be interesting!

To find out more...



Keep in touch with the Swedish project at:

<https://projectebooks.wordpress.com/>

Also – see [Information Research Vol. 19 No. 2](#), June 2014 for reports on research into e-books

To follow developments in e-books see the Flipboard magazine “News on e-books” – for IOS and Android tablets – also available at:

<https://flipboard.com/section/news-on-e-books-btm8lm>

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THANK YOU!