

**Books Unbound:
Changing How We Think About
Books in a Digital World**

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Morgan & Claypool Publishers

- Founded in 2003 by Mike Morgan and Joel Claypool, both experienced book publishers.
- Motivation was to use online delivery to overcome some of the shortcomings of traditional print books.

- Synthesis Digital Library of Engineering and Computer Science
 - First content published late 2005
 - First university licenses late 2005
 - Now 225 original ebooks published, 100+ new ebooks per year
 - +200 licensing universities, labs, companies
 - American Society for Engineering Education's Engineering Library Division: Best Reference Product of the Year 2008.
- Colloquium Digital Library of the Life Sciences
 - Launching 2009

Basic Print Book Parameters

- Length: 125 pages to 1000+ pages. Artifact of print delivery
- Distribution Model: Sold as a stand alone product-we expect to be able to buy one.
- Scope: Self Contained (more or less). Driven by the above.

- Creation and revision cycle: multi-year
 - 1-2 years to write
 - 6-12 months to edit, format and print
 - 2-5+ years as relevant and interesting
- Emphasis on Text and Static Illustrations

New Approaches

- Targeted scoping: trying to match the reader and author's sphere of interest. Short and efficient: 50-150 page treatments.
- A dynamic document that is published and updated as the author continues to develop the material and as the topic develops. A “streamed” delivery model instead of a single work purchase.
- Use of video, audio, interactive code.

Length and Scope

- Growing demand for shorter more targeted works.
- Herbert Simon's concept of an attention economy where "attention" is the scarcest resource (not information) has come into existence. All readers have more to read than they can. The value for them is in selection and economy of presentation.
- Authors can write more authoritatively on a subject that they are close to and which matches the scope of their expertise.
- Demand for tutorial treatments of new areas that are fluid and not yet mature enough for the traditional book paradigm.

- Need for short, efficient presentations of broader topics for the interdisciplinary reader who needs a quick introduction to a subject
- Because of length and scope conventions (in both books and journals) there is no place for the 50-100 page treatment of a topic (other than in an aggregated work)
- Electronic delivery relaxes the length and scope constraints of traditional print books.

The Evolving Work

- Typical book cycles are becoming less relevant to fast moving science and technology disciplines, especially at the R&D level.
- Content creation and delivery need to match the pace of the field.
- Quickly written, quickly published works
- Choose appropriate level of polish to match the subject content.

- Ongoing updating and polishing with frequent, organized publishing events.
- Revision based on development of field and feedback from community.
- Lifecycle of work:
 - Early stage: first treatment, quickly published, somewhat unpolished.
 - Transition over time to a more polished, stable, mature document reflecting the maturity of the field.

- Streaming (institutional) business model
 - Libraries acquire access to a stream of future publications rather than post publication access to a single work.

Multimedia

- One of the greatest potential benefits of digital delivery is incorporation of animation, video and sound.
- Ability to provide illustrations and visualizations of complex processes.
- Challenges
 - Author expertise
 - Departure from print
 - Need for common target platform.

Examples

- [The Data Center as a Computer: An Introduction to the Design of Warehouse-Scale Machines](#)
Luiz Barroso and Urs Hölzle
Google Inc
- [Quantum Computing for Computer Architects](#)
Tzvetan S. Metodi and Frederic T. Chong
University of California at Davis and University of California at Santa Barbara
- [Virtual Crowds: Methods, Simulation, and Control](#)
Nuria Pelechano, Norman Badler, and Jan Allbeck
Universitat Politecnica de Catalunya and University of Pennsylvania

- [Modeling and Data Mining in Blogosphere](#)
Nitin Agarwal and Huan Liu
University of Arkansas at Little Rock and Arizona State University
- [Introduction to Chinese Natural Language Processing](#)
Kam-Fai Wong, Wenjie (Maggie) Li, Ruifeng Xu, Zhengsheng Zhang
Chinese University of Hong Kong, Polytechnic University of Hong Kong, San Diego State University
- [Exploratory Search: Beyond the Query-Response Paradigm](#)
Ryen White and Resa Roth
Microsoft Research
- [Faceted Search](#)
Daniel Tunkelang
Endeca

- [New Concepts in Digital Reference](#)
R. David Lankes
Syracuse University
- [Reading and Writing the Electronic Book](#)
Catherine C. Marshall
Microsoft Research
- [Understanding User-Web Interactions via Web Analytics](#)
Bernard J. Jansen
Penn State University

- [Location Systems: An Introduction to the Technology Behind Location Awareness](#)
Anthony LaMarca and Eyal de Lara
Intel Corporation and University of Toronto
- [A Practical Guide to Testing Wireless Smartphone Applications](#)
Julian Harty
Google UK

- [Engineering the Knee Meniscus](#)
Kyriacos A. Athanasiou and Johannah Sanchez-Adams
Rice University
- [BioNanotechnology](#)
Elisabeth Papazoglou and Aravind Parthasarathy
Drexel University
- [Brain-Machine Interface Engineering](#)
Justin C. Sanchez and José Principe
University of Florida