1996 Frontiers in Education Conference
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“The Future Role of Publishers in the New Educational Dynamic”

PANEL CHAIR:
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OUTLINE

- Opening
- Instant Survey
- Prepared Questions
- Audience Questions
- Conclusions
OPENING:
Why am I Up Here?

- Newspaper Automation Study (1970), IR
- CD-ROM (1986) -> VA Discs 1,2,3
- Documentary (1990) “Interactive Digital Video”
- Founded ACM Multimedia and DL Conf. Series
- Largest WWW CS Repository
  http://ei.cs.vt.edu (100K hits/week)
- MKP Book Series: Multimedia Info. & Systems
OPENING:
Digital Libraries

✦ JCR Licklider (1965) “Libraries of the Future”
✦ ENVISION (ACM, IEEE-CS; 1991), EI
✦ Sourcebook on Digital Libraries (1993)
  http://www.ncstirl.org (please join!)
✦ National DL of Theses and Dissertations
  http://etd.vt.edu/etd/ (please join!)
OPENING:
Scope of Discussion

- Goals: Teaching, Learning, Pedagogy
- Roles: Authors, Universities, R&D Labs, Associations, Commercial Publishers, (Digital) Libraries, Bookstores, Students
- Collaboration: Produce/Consume, Co-design, Prototype/Commercialize
- $$: Copyright, IPR, Economics
- Time: Now, Paradigm Shifts, Archives
OPENING:
Delivery / Format

- Books
- Journals
- Magazines
- CD-ROMs
- Internet
- Gopher
- WWW

- Text
- Hypertext
- Graphics
- Video
- Multimedia
- Hypermedia
- VR
- Interactive
PANELISTS

✦ Addison Wesley Longman: Denise Descoteaux (Senior Producer, Interactive Engineering Products)

✦ PWS Publishing: Leslie Bondaryk (Manager, Technology Development)

✦ Wiley: Charity Robey (Executive Editor, Engineering & Computer Science)
PANELIST STATEMENTS:

Denise

- 10 years in publishing
- Autodesk Collection
- Multimedia Engineering Dynamics (author Kurt Gramoll): New Media Magazine Bronze Envision Award
- Statics companion product this month
- ActivPhysics
PANELIST STATEMENTS:

Leslie

✦ EE: BS MIT, MS UC Santa Barbara
✦ 10 years with educational materials
✦ 2 years w. MathSoft (Mathcad), Schaums Interactive Outline Series w. McGraw-Hill
✦ Calculus Modules Online
✦ PWS Multimedia Approach Series
✦ Electronics Workbench
✦ Head, Thomson Publishing Center of Excellence in Web Tools for Instruction
Charity

- BS University of Virginia
- 11 years at John Wiley and Sons
- textbooks, software - undergrad Eng. / CS
- interactive media: Thermodynamics, Fluid Mechanics, Circuits, Dynamics
- CD-ROM-based custom publishing
- Wiley College Division homepage
INSTANT SURVEY: Office / Home Connectivity

✧ ATM?
✧ 100BaseT?
✧ Ethernet or token ring?
✧ ISDN?
✧ around 28.8?
✧ slower?
✧ none?
INSTANT SURVEY:
Authors of

- textbooks?
- videotapes?
- CD-ROMs?
- multimedia courseware?
- simulations?
- interactive tutorials?
- VR worlds?
INSTANT SURVEY:
Competency

- run a WWW site?
- word processing?
- presentation tools?
- authoring tools?
  - AuthorWare
  - ToolBook
  - Director
  - other
INSTANT SURVEY:
WWW

- home page?
- lecture notes?
- assignments? (solutions?)
- quizzes? (solutions?)
- # links (0, 1-10, 11-25, 26-50, 51-100, 100+)
  - local?
  - other universities?
  - publishers? industry?
INSTANT SURVEY: Reading Materials for Courses

- technical reports / research reports?
- journal or magazine articles?
- newspapers?
- encyclopedia? other reference works?
- textbooks?

- < 30%
- < 60%
- < 90%
INSTANT SURVEY: Reuse (besides texts)

- lecture notes?
- other demos or presentations?
- lab guides?
- self-study units?
- quiz questions / test banks?
- simulations?
- interactive tutorials?
- other WWW materials?
INSTANT SURVEY:
Packing Preferences

- CD-ROM vs. WWW?
- to individuals vs. for labs?
- per course? per year? for program?
- unit purchase? subscription?
PREPARED QUESTIONS: Not a Profitable Business

Charity: Since publishing interactive media for college courses is not generally a profitable business, should commercial publishers stop developing interactive media?
PREPARED QUESTIONS:
Slow Adoption of New Media

- Denise: Why have most instructors been slow to adopt new media courseware materials?
- Ed: Why have publishers moved so slowly into electronic publishing?
PREPARED QUESTIONS: Objectives

- Leslie: What are the primary objectives of electronic publishing:
  - for publishers
  - for administrators
  - for instructors
  - for students

- All: How do publishers and faculty react to the increasing role of the student in choosing their own learning materials?
PREPARED QUESTIONS: Value / Charge

✧ Denise: To seem economically worthwhile to students, must interactive courseware contain a “value-added” component:
  – have tools or application software
  – be usable in other courses / for other purposes

✧ Leslie: What is a reasonable charge for a multimedia product / book / CD / online:
  – to a student
  – for a lab license
PREPARED QUESTIONS: Collaboration

✧ Leslie: How can publishers facilitate and encourage collab. among teams of educational multimedia developers:
  – cross-disciplinary
  – cross-university
✧ Ed: Are there examples / stories (of success / failure)?
✧ Ed: What roles are best played by each?
PREPARED QUESTIONS: WWW

✧ Ed: Will WWW wipe out current publishers?
✧ Ed: How will copyright law have to change to make electronic publishing work on WWW?
✧ Ed: What IPR protection is needed for WWW distribution to be trusted by publishers:
  – cheap charges for electronic commerce?
  – watermarking? cryptolopes?
PREPARED QUESTIONS:
Textbooks

✧ Ed: Will textbooks recede in importance?
  – a) students buy subscrip’s to all publisher works
  – b) students buy large items (CD-ROMs)
  – c) students buy small items (modules)

✧ Ed: Will there be a shift from text to multimedia? Will we continue with both?
PREPARED QUESTIONS:
Specialty Services

❖ All: What is the role of custom publishing?

❖ Ed: Will there be a shift from objects to services? to student-centered support?
PREPARED QUESTIONS: Engineering

- All: How should publishers treat the special characteristics of the engineering fields?
- All: How should publishers address the expanding engineering knowledge base?
PREPARED QUESTIONS: Distance Learning

✧ Ed: How will publishers fit into distance / distributed learning?

✧ Ed: Will publishers provide support / help?

✧ Ed: Will there be a shift to direct sales? Electronic direct sales?
PREPARED QUESTIONS: Digital Libraries

🔹 Ed: What will be the impact of digital libraries in the future?

🔹 Ed: What should be the role of publishers? universities? associations? government?
PREPARED QUESTIONS: Long Term

- Ed: Why not make standard practice for books be to “retire” them onto WWW? Let authors buy back for $1?
- Ed: How can we make multimedia materials:
  - last for years
  - run everywhere
- Ed: What is / will be the role of standards?
AUDIENCE QUESTIONS
CONCLUSIONS