

**1996 Frontiers in
Education Conference
12:30-2pm, Nov. 7, 1996
Salt Lake City, Utah**

**“The Future Role of Publishers in
the New Educational Dynamic”**

PANEL CHAIR:

Edward A. Fox

fox@vt.edu

<http://fox.cs.vt.edu>

OUTLINE

- ◆ Opening
- ◆ Instant Survey
- ◆ Prepared Questions
- ◆ Audience Questions
- ◆ Conclusions



OPENING:

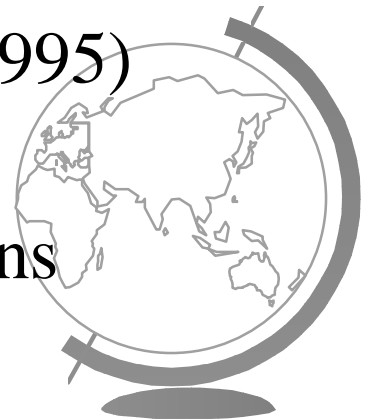
Why am I Up Here?

- ◆ Newspaper Automation Study (1970), IR
- ◆ CD-ROM (1986) -> VA Discs 1,2,3
- ◆ ACM Press DB & Electronic Publ. (1987-91)
- ◆ 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)
- ♦ NSF/ARPA/NASA DL Initiative (1994)
- ♦ Networked CS Tech Report Library (1995)
<http://www.ncstrl.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



PANELIST STATEMENTS:

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: Packaging 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?

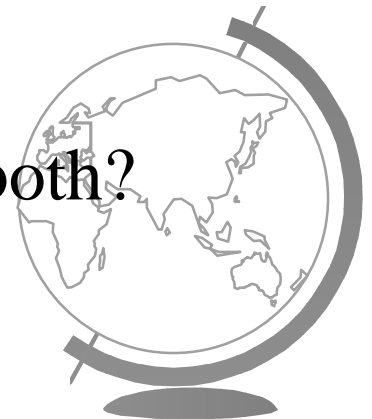


PREPARED QUESTIONS:

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

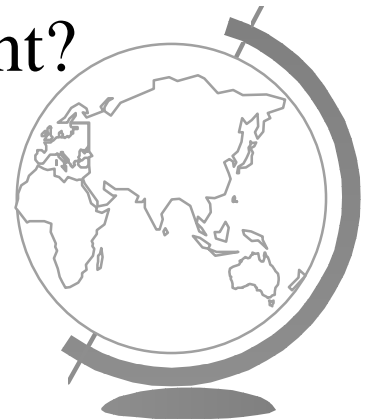
- ♦ Ed: How will publishers fit into distance / distributed learning?
- ♦ Ed: Will publishers provide support / help?
- ♦ Ed: Will there be a shift to direct sales?
Electronic direct sales?



PREPARED QUESTIONS:

Digital Libraries

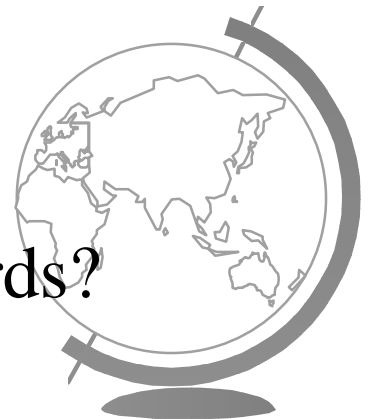
- ♦ Ed: What will be the impact of digital libraries in the future?
- ♦ Ed: What should be the role of publishers?
universities? associations? government?



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

