

Eleventh International Conference on Books and Publishing

26–27 SEPTEMBER 2013 | UNIVERSITÄT REGENSBURG UNIVERSITÄTSBIBLIOTHEK
REGENSBURG, GERMANY | BOOKSANDPUBLISHING.COM



ELEVENTH INTERNATIONAL CONFERENCE ON BOOKS AND PUBLISHING

UNIVERSITÄT REGENSBURG UNIVERSITÄTSBIBLIOTHEK
REGENSBURG, GERMANY

26-27 SEPTEMBER 2013



www.BooksAndPublishing.com



Universität Regensburg
UNIVERSITÄTSBIBLIOTHEK

International Conference on Books and Publishing

www.booksandpublishing.com/the-conference

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CONFERENCE ON BOOKS AND PUBLISHING

Dear Book Conference Delegates,

Welcome to the Eleventh International Conference on the Book.

The concerns of this conference center on the future of the book in rapidly changing times. In the context of today's developments in information technologies, the book is indeed an old medium of expression. Do the new media (the internet, multimedia texts and new delivery formats) represent a threat or an opportunity? What is the book's future as a creature of and conduit for human creativity? These are the key questions that will be addressed at the 2013 Books and Publishing Conference. This conference will address the provocative suggestion that, rather than being eclipsed by the new media, the book will thrive as an artifact. More than this, the information architecture of the book, embodying as it does thousands of years' experience with recorded knowledge, may well prove critical to the success of the new media.

This series of conferences began in 2003 in Cairns, Australia as the culmination of a major research project by RMIT University in Melbourne and funded by the Australian Government's Department of Industry, *Creator to Consumer in a Digital Age: Book Production in Transition*. This conference was such a success, raising many critical issues about the future of books, publishing, libraries, literacy and learning in the information society that we decided to continue to hold it annually. The second of these conferences was held in 2004 in Beijing, in conjunction with China's National Library; the third in 2005 at Oxford Brookes University in the UK, in conjunction with Oxford International Centre for Publishing Studies; the fourth in 2006 in Boston, USA, in conjunction with Emerson College; the fifth at CSIC (Consejo Superior de Investigaciones Científicas - Spanish National Research Council), Madrid, Spain; the sixth in 2008 at The Catholic University of America, Washington, D.C., USA; the seventh at the University of Edinburgh, UK in 2009; the eighth at the University of St. Gallen, Switzerland in 2010; the ninth at the University of Toronto, Canada in 2011; and the tenth at the Universidad Abat Oliba in Barcelona, Spain in 2012.

In addition to organizing the Book Conference, Common Ground publishes papers from the conference at www.BooksAndPublishing.com/Publications/Journal. We encourage all conference participants to submit a paper based on their conference presentation for peer review and possible publication in the journal. We also publish books at www.BooksAndPublishing.com/Submitting-Your-Work/Book-Proposals in both print and electronic formats. We would like to invite conference participants to develop publishing proposals for original works, or for edited collections of papers drawn from the journal which address an identified theme.

Thank you to all who have put such a phenomenal amount of work into preparing for the conference. I am grateful for the important role played by the Universität Regensburg Universitätsbibliothek in Regensburg for providing the ideal setting for the 2013 Books and Publishing Conference. A personal thank you goes to our Common Ground colleagues who have put such a significant amount of work into this conference: Monica Hillison, Kathryn Weisbaum and Jessica Wienhold-Brokish.

We wish you all the best for this conference, and hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the world.

Yours Sincerely,



Bill Cope
Director, Common Ground Publishing
Professor, Educational Policy Organizational and Leadership
University of Illinois, Urbana-Champaign, USA



COMMON GROUND PUBLISHING

Our Mission

Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide platforms for meaningful interactions across diverse media.

Our Message

Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground identifies some of the pivotal ideas and challenges of our time and builds knowledge communities that cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of the humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for these conversations, shared spaces in which differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. We strive to create the places of intellectual interaction and imagination that our future deserves.

Our Media

Common Ground creates and supports knowledge communities through a number of mechanisms and media. Annual conferences are held around the world to connect the global (the international delegates) with the local (academics, practitioners, and community leaders from the host community). Conference sessions include as many ways of speaking as possible to encourage each and every participant to engage, interact, and contribute. The journals and book series offer fully-refereed academic outlets for formalized knowledge, developed through innovative approaches to the submission, peer review, and production processes. The knowledge community also maintains an online presence—through presentations on our YouTube channel, monthly email newsletters, as well as Facebook and Twitter feeds. And Common Ground's own software, Scholar, provides path-breaking platforms for online discussions and networking, as well as for creating, reviewing, and disseminating text and multi-media works.

THE BOOKS AND PUBLISHING KNOWLEDGE COMMUNITY

Community Focus

The concerns of this conference center on the future of the book in rapidly changing times. In the context of today's developments in information technologies, the book is indeed an old medium of expression. This conference will address the provocative suggestion that, rather than being eclipsed by the new media, the book will thrive as an artifact. More than this, the information architecture of the book, embodying as it does thousands of years' experience with recorded knowledge, may well prove critical to the success of the new media.

The Books and Publishing knowledge community is dedicated to the concept of independent, peer-led groups of scholars, researchers, and practitioners working together to build bodies of academic knowledge related to topics of critical importance to society at large. Focusing on the intersection of academia and social impact, this knowledge community brings an interdisciplinary, international perspective to discussions of new developments in the field including research, practice, policy, and teaching. Specific themes of interest to this community include:

- Theme 1: Publishing Practices: Past, Present and Future
- Theme 2: Reading, Writing, Literacy, and Learning
- Theme 3: Books and Libraries

For a more extensive discussion of the community's Scope and Concerns, and detailed descriptions of the themes, visit www.BooksAndPublishing.com/Our-Focus/Themes.

Engaging in the Community

Present and Participate in the Conference

You have already begun your engagement in the community by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with community colleagues that will continue well into the future.

Publish Journal Articles or Books

We encourage you to submit an article for review and possible publication in *The International Journal of the Book*. In this way, you may share the finished outcome of your presentation with other participants and members of the Books and Publishing community. As a member of the community, you will also be invited to review others' work and contribute to the development of the community knowledge base as an Associate Editor. As part of your active membership in the community, you also have online access to the complete works (current and previous volumes) of *The International Journal of the Book*. We also invite you to consider submitting a proposal for the book series, perhaps a manuscript or set of collected works.

Engage Through Social Media

There are several methods for ongoing communication and networking with community colleagues:

- Email Newsletters: Published monthly, these contain information on the conference and publishing, along with news of interest to the community. Contribute news or links with a subject line 'Email Newsletter Suggestion' to Support@BooksAndPublishing.com.
- Facebook: Comment on current news, view photos from the conference, and take advantage of special benefits for community members at: www.Facebook.com/BooksAndPublishing.CG
- Twitter: Follow the community: @BooksAndPublish
- YouTube Channel: View online presentations or create your own at www.youtube.com/user/CGPublishing. See instructions at www.BooksAndPublishing.com/The-Conference/Types-Of-Conference-Sessions/Online-Presentations/Upload-Your-Video
- Scholar: Common Ground's path-breaking platform that connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works. To learn more and for steps on creating an account, please see page 28.

THE INTERNATIONAL ADVISORY BOARD FOR THE BOOKS AND PUBLISHING COMMUNITY

- **Florentina Armaselu**, University of Montreal, Centre for Research on Intermediality (CRI), Montreal, Canada
- **Sidney Berger**, Departments of English and Communications, Simmons College, Boston, USA
- **Paul Callister**, Leon E. Bloch Law Library, University of Missouri-Kansas City, Kansas City, USA
- **Bill Carman**, International Development Research Centre, Ottawa, Canada
- **David Emblidge**, Emerson College, Boston, USA
- **Jason Epstein**, 3 Billion Books, New York, USA
- **Jan Fullerton**, National Library of Australia, Canberra, Australia
- **Laurie Gerber**, Language Weaver, San Diego, USA
- **DeWitt Henry**, Emerson College, Boston, USA
- **Michael Jon Jensen**, National Academies Press, Washington D.C., USA
- **John Man**, London, UK
- **Karim Gherab Martín**, Bibliotecas Digitales, Madrid, Spain
- **Rogelio Blanco Martínez**, Book, Archives and Libraries of Ministry of Culture, Madrid, Spain
- **Bozena Mierzejewska**, University of St. Gallen, St. Gallen, Switzerland
- **Mónica Fernández Muñoz**, Promotion of Books, Reading and Spanish Literatura of Ministry of Culture, Madrid, Spain
- **Sarah Pedersen**, The Robert Gordon University Aberdeen, Aberdeen, UK
- **Michael Peters**, University of Illinois, Urbana-Champaign, USA
- **Angus Phillips**, Oxford International Centre for Publishing Studies, Oxford Brookes University, Oxford, UK
- **Agnes Ponsati**, Spanish National Research Council (CSIC), Madrid, Spain
- **Alfred Rolington**, Jane's Information Group, Oxford, UK
- **Colin Steele**, Scholarly Information Strategies, The Australian National University
- **John W. Warren**, RAND Corporation, Santa Monica, USA
- **John Willinsky**, Stanford University, Stanford, USA
- **Margaret Zeegers**, University of Ballarat, Ballarat, Australia

THE BOOKS AND PUBLISHING CONFERENCE

CONFERENCE PRINCIPLES AND FEATURES

The structure of the conference is based on four core principles that pervade all aspects of the knowledge community:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the Books and Publishing conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 20 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this community. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this community and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this community.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.

SESSION DESCRIPTIONS

Plenary Sessions

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Sessions.

Garden Sessions

Garden Sessions are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.

Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.

Paper Presentations in Thematic Sessions

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.

Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by commentary and/or group discussion. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.

Workshop/Interactive Session

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate – all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.

Virtual Presentations

If unable to attend the conference in person, an author may choose to submit a virtual presentation. Opportunities and formats vary but may be a YouTube presentation or an online discussion with interested delegates at the conference. Abstracts of these presentations are included in the online "session descriptions," and an article may be submitted to the journal for peer review and possible publication, according to the same standards and criteria as all other journal submissions.

CONFERENCE PROGRAM AND SCHEDULE

DAILY SCHEDULE

Thursday, 26 September

08:30-09:00	Conference Registration Desk Open
09:00-09:15	Conference Opening and Host Comments
09:15-09:30	Regensburg University Welcome Address
09:30-10:00	Plenary Session – <i>Rafael Ball, University of Regensburg, Regensburg, Germany</i>
10:05-10:35	Garden Session and Break
10:35-11:15	Talking Circles
11:25-12:25	Library Tour
12:30-13:20	Lunch
13:20-15:00	Parallel Sessions
15:00-15:15	Break
15:15-16:55	Parallel Sessions
17:00-18:00	Welcome Reception

Friday, 27 September

09:30-10:00	Conference Registration Desk Open
10:00-10:10	Host Remarks
10:10-10:40	Plenary Session - <i>David Emblidge, Emerson College, Boston, USA</i>
10:40-11:10	Garden Session and Break
11:10-12:25	Parallel Sessions
12:25-13:15	Lunch
13:15-14:30	Parallel Sessions
14:30-14:40	Break
14:40-15:10	Conference Closing

CONFERENCE HIGHLIGHTS

Welcome Cocktail Reception

Date: Thursday 26 September – 17:00-18:00

Location: University of Regensburg Central Library

Description: Common Ground Publishing and the Books and Publishing Conference will be hosting a Welcome Reception on 26 September following the last session of the day. All delegates are welcome to attend and enjoy complimentary refreshments. This is an excellent opportunity to network and get to know your fellow delegates.

CONFERENCE SECRETARIAT

Monica Hillison
Kathryn Weisbaum
Jessica Wienhold-Brokish

CONFERENCE PLENARY SPEAKERS

David Emblidge

David Emblidge is Associate Professor at Emerson College (Dept. of Writing, Literature and Publishing), where he teaches publishing courses. A primary research interest is the history and future of American bookstores. He is also writing a set of essays about major publishing snafus.

David was Acquisitions Editor at Harvard and Cambridge university presses; Executive Editor at Continuum; Publisher at Berkshire House (sold to WW Norton); Director at David Emblidge -- Book Producer; and Editor in Chief at The Mountaineers Books. Among his many edited books are *Beneath the Metropolis: Secret Lives of Cities* (Running Press), "My Day" Eleanor Roosevelt's *Acclaimed Columns* (Da Capo), and *The Appalachian Trail Reader* (Oxford). His hiking guide series *Exploring the Appalachian Trail* (Stackpole Books) is moving into a second edition.

David's essays and reviews have appeared in *The New Republic*, *Saturday Review*, *Boston Globe*, *New York Times*, and scholarly journals such as *Publishing Research Quarterly*, *LOGOS*, and *The International Journal of the Book*. He is a contributor to *The Oxford Companion to the Book*.

He has been a Fulbright professor, in France, a National Endowment for the Humanities scholar at Yale, and a Fellow at the International Center for Jefferson Studies, at Monticello. In 2007, his essay "The Palmer Method: Penmanship and the Tenor of Our Time" captured the McGinnis Prize for best nonfiction, in *Southwest Review*, and in 2009 David won the Rose Ethics in Communication Award at Emerson College.

Rafael Ball

Professor Rafael Ball is currently Director of the University Library Regensburg in Regensburg, Germany. After receiving his doctorate (Dr. rer. nat.) in biology in 1994 from the Institute of General Botany at the University of Mainz, he went on to train as a scientific librarian at the University of Freiburg and the School of Librarianship in Frankfurt from 1994-1996. Following this, he took the position as the Head of the Central Library at the Research Centre Jülich where he stayed from 1996-2008 before moving on to the University of Regensburg.

At the University of Regensburg, Rafael is responsible for establishing the university's Open Access Policy and has been instrumental in the institution of the Regnburger Bibliotheksverbund, an alliance of all libraries and archives in Regensburg. In addition, he has worked along side the Bavarian State Library to implement a long term preservation system of digital materials.

In addition to his position as the Director of the University Library, he also supervises diploma candidate and PhD students both at the University of Regensburg and the University of Dusseldorf. Rafael is also the Managing Editor for the B.I.T. online journal and is a member of the editorial board for the *International Journal of Information Science*.

Throughout his work, his focus has been on the practical and theoretical work of library management, scholarly communication, scientometrics and the development of new digital library services.

SCHEDULE OF SESSIONS

Thursday

8:15-9:00

REGISTRATION DESK OPEN

9:00-9:15

CONFERENCE OPENING AND HOST REMARKS

Kathryn Weisbaum, *Common Ground Publishing, USA*

9:15-9:30

UNIVERSITY OF REGENSBURG WELCOME ADDRESS

University Rector Professor Dr. Udo Hebel

9:30-10:00

PLENARY SESSION

Rafael Ball, *University of Regensburg, Regensburg, Germany*

10:05-10:35

GARDEN SESSION AND BREAK

10:35-11:15

TALKING CIRCLES

Rooms 1-3

*ROOM 1: Publishing Practices: Past, Present, and Future; ROOM 2: Reading, Writing, Literacy, and Learning;
ROOM 3: Books and Libraries*

11-15-11:25

TRANSITIONAL BREAK

11:25-12:25

REGENSBURG LIBRARY TOUR

Delegation to meet in front of registration desk for start of tour

12:30-13:20

LUNCH

13:20-15:00

COLLOQUIUM

Room 1

Between Library and Research Centre: Metadata, Text, and Criticism

Prof. Teresa de Ataíde Malafaia, Faculty of Humanities, Portugal — Prof. Alcinda Pinheiro, Lisbon University, Portugal — Pedro Estacio, -, United States — Jorge Bastos da Silva, Faculdade de Letras da Universidade do Porto/ Centro de Estudos Anglísticos da Universidade de Lisboa, Portugal — Cristina Baptista, University of Lisbon Centre for English Studies (ULICES), Portugal — Milan Jovanović, University of Lisbon, Portugal

A transdisciplinary practice among librarians, teachers, researchers has been implemented in the Faculty of Humanities, Lisbon University. Its results will be available in a website including bibliographic and critical data.

WORKSHOP

Room 2

Interactive History: e-Books, Apps, and the Written Word

LeAnn Erickson, Center for the Arts, Temple University, United States

Workshop participants are encouraged to bring laptops, available software, and media files to explore e-book possibilities using their own projects, focusing on primary research and media sources.

PUBLISHING PRACTICES: PAST, PRESENT, AND FUTURE 1

Room 3

Developing the Reverse Internship Program

Bradley Webb, Northern Melbourne Institute of TAFE, Australia

The program allows professional writers, editors and publishers the opportunity to partake in skilled interaction alongside publishing degree students utilizing state of the art technology in commercially inspired surroundings.

Examining a Prediction: Are Books on Religion, Literature, and Technology Still the Most-published Subjects in the Iranian Book Publishing Industry?

Prof. Mortaza Kokabi, Shaheed Chamran Univ., Islamic Republic of Iran

This paper examines a prediction from 2008 questioning whether religious, literary, and technological disciplines are still the highest ranked disciplines in the Iranian book publishing industry.

Ink into Stone: Re-mediation in Architectural Decoration of the Upper-Swabian Baroque

Dr. Lauren Shohet, Villanova University, United States

This paper examines representations of one medium in another in monastic churches around Lake Constance. These images playfully and self-consciously redress the representational incapacity of any single medium.

Thursday

13:20-15:00 (Continued, Room 3...)

Trench Publishing: The Character and Functions of World War I Soldiers' Periodicals

Prof. Graham Seal, Curtin University of Technology, Australia

Allied soldiers of World War I produced a body of vernacular periodical publications that enabled them to negotiate the terms on which they would consent to fight.

OPEN SOURCE AND OPEN ACCESS

Room 04

Directory of Open Journals in Thailand

Laksana Thaotip, Faculty of Informatics, Mahasarakham University, Thailand

A survey of open access journals in Thailand that publishes in both Thai and English languages. To create the criteria for evaluating, organizing, and making them accessible online.

Open Source Textbooks: A New Paradigm for the Publication of Textbooks

Prof. Seth D. Bergmann, Rowan University, United States

Open source textbooks, like open source software, are developed and published on the internet by authors with neither direct financial compensation nor official corporate structure.

The University of Adelaide ePress

Ray Choate, University of Adelaide, Australia

The Barr Smith Library established an ePress with print-on-demand options. This university library's experience with the ePress and open-access publishing in general will be discussed and future options explored.

15:00-15:15

BREAK

15:15-16:55

ROLES OF AUTHORS EDITORS, PUBLISHERS, AND DESIGNERS

Room 1

Before and After a Poet's Suicide: The Reception of Sylvia Plath

Marianne Egeland, University of Oslo, Norway

How and to what did Sylvia Plath's critics react before the knowledge of her tragic death became public and her name was associated with "A Glamour of Fatality"?

Hereward Carrington: Author, Psychic Researcher, Science Communicator, and His Blue Books

Dr. William Palmer, Curtin University, Australia

Hereward Carrington is best known as a psychic researcher. Emanuel Haldeman-Julius was the editor and publisher of Blue Books. Carrington became a major scientific contributor to Haldeman-Julius's publications.

Thursday

15:15-16:55 (Continued, Room 1...)

Ludwig Bemelmans' "The Blue Danube": Regensburg and the Significance of the Illustrated Novel

Prof. J.T. Scanlan, Providence College, United States

Ludwig Bemelmans' lavishly illustrated "The Blue Danube" (1945) anticipates today's "graphic" novels, and enables us to ask important questions about the changing place of art in narrative fiction.

Scholarly Rites, Autoethnographic Reflections, and Familial Relations: Professional and Personal Experiences of Research Book Co-authorship and Publishing Practices

Prof Patrick Alan Daanher, University of Southern Queensland, Australia

The co-authorship of research books contributes simultaneously to enacting scholarship, enabling authors' reflections on their lives and those who participate in their research, and extending prior relationships among the authors.

CHANGING ROLE OF THE LIBRARY

Room 2

The Early-modern Internet: The Communications System of Thurn and Taxis

Prof. Iain Stevenson, University College London, United Kingdom

An overview of the Europe-wide postal service operated by the house of Thurn and Taxis from the c15 to the c19.

Go, Lovely Rose: On the Ephemeral Nature of Interactive E-books

Kevin Herrera, University of Mississippi, United States

In spite of interactive e-books' rich content, technological complexity makes them almost impossible for libraries to preserve. This paper discusses these complexities and demonstrates what we risk losing.

Libraries as Laboratories: Collection Management Strategies in Light of Humanities Research

Candice Dahl, University of Saskatchewan, Canada

Strategies for managing books in libraries are being redefined even as humanities scholars continue to regard libraries as laboratories. Examining collections-related strategies through this metaphorical lens can inform both parties.

An Uneasy but Powerful Alliance: Faculty Use of E-books

Debbi Dinkins, Stetson University, United States — Jean P. Wald, — Laura N. Kirkland, Stetson University, United States

A survey of the faculty at a small American university revealed faculty attitudes towards e-books provided by the library. Results will inform development of a personalized training program for faculty.

Thursday

15:15-16:55

PUBLISHING PRACTICES: PAST, PRESENT, AND FUTURE 2

Room 3

Electronic Book Publishing and the Return to the Dark Age: A True Paradox

Dr. John Malala, University of Central Florida, United States

The papers discusses current advances in electronic book publishing, specifically the benefits to most people in the Westen world and the problems it poses for individuals in developing nations.

Graphic Imprints: The New Research Reprography

Andrew Morrison, University of Gloucestershire, United Kingdom

A case for the publication of visual research in physical book form in the age of the digital and an investigation of methods by which this can still be achieved.

Self-publishing and the Supposed Downfall of Publishing Houses: Contributions of the Transaction Cost Theory to Analyze the Publishing Value Chain

Dr. Svenja Hagenhoff, University of Erlangen-Nuernberg, Germany

Following up the discussions about self-publishing the paper demonstrates how the transaction cost theory can be used to analyze the value chain of the publishing industry.

The Success and Implications of Publishing Electronic Short Books in the Trade Books Sector in South Africa

Jana Moller, University of Pretoria, South Africa

An investigation into the state of trade book reading in South Africa with a focus on the new trend of short books and their possible success in this particular market.

17:00-18:00

WELCOME RECEPTION

Friday

9:30-10:00

REGISTRATION DESK OPEN

10:00-10:10

HOST OPENING REMARKS

Kathryn Weisbaum, *Common Ground Publishing, USA*

10:10-10:40

PLENARY SESSION

David Emblidge, *Emerson College, Boston, USA*

Bibliomany Has Possessed Me: Thomas Jefferson, The Booksellers' Customer Extraordinaire

10:40-11:10

GARDEN SESSION AND BREAK

11:10-12:25

LITERARY CRITIQUES AND ANALYSIS

Room 1

A New Genre of "Self-censored" Fiction Books: A Case Study of Sub-cultural Fiction Literature in Israel

Moshe Yitzhaki, Bar-Ilan University, Israel

An interesting socio-literary phenomenon is the new genre of ultra-orthodox fiction literature, by which a religious-cultural minority seeks to inculcate a specific sub-culture, advocating maximal separation from surrounding secular culture.

Recent Historical Fiction on the Anglo-Boer War in Afrikaans: A Symbiosis between the Fruits of Historian and Writer

Prof. Fransjohan Pretorius, University of Pretoria, South Africa

This paper looks at recent historical fiction on the Anglo-Boer War (1899-1902) by distinguished Afrikaans writers, and reveals some new trends and a clear symbiosis between historian and writer.

When Russo Street was Mussolini Street: Re-visiting an Apocryphal Chapter in the Italian American Cultural Narrative

Kenneth DiMaggio, Capital Community College— Dr. Carl Antonucci, Central Connecticut State University, United States

The Italian American cultural narrative is well documented. Yet one narrative chapter--the 1930s Italian American support for Italian fascism, continues to get little notice, which this paper will re-examine.

Friday

11:10-12:25

BOOKS AND LIBRARIES

Room 2

Early Modern Academic Libraries: The Seventeenth-century Fulcrum of Change

Ned Fielden, San Francisco State University, United States

A tumultuous variety of social, political, and religious forces transformed seventeenth-century academic libraries whose evolving practices signaled important changes to university education and the educated elite.

Keeping the Social Psyche Aware of Physical Books: Book Exhibits and Talks for the General Public

Anne Marie Lane, University of Wyoming, United States

Those in the academic world (both librarians and professors) can promote an appreciation of material books through collaborative exhibits and outreach talks to the public in their communities.

Preserving the Art and Culture of Indonesia by Empowering the Library

Hesthi Rahmadhani, University of Brawijaya, Indonesia — Fildzah Amalya, Brawijaya University, Indonesia — Yeni Arista, Brawijaya University, Indonesia — Ardiyan Wahyudi, University of Brawijaya, Indonesia

Preserving the art and culture of Indonesia through Library Empowerment. The brilliant view to improve awareness and teach people to be global persons which is full of future challenges.

MARKETING, PUBLICATION, AND DISTRIBUTION OF OF BOOKS

Room 3

Crossing Linguistic and Other Borders: A Writer's Own Story

Dr. Andrej Blatnik, Faculty of Arts, University of Ljubljana, Slovenia

A fiction author with twelve books in Slovenian and twenty-three in translation analyses the mechanisms of choice in translation programs of international publishers through his own experience.

The Greek Book in Crisis: Structural Deficiencies and Challenges

Anna Karakatsouli, University of Athens, Greece

This paper compares the features and impact of the two major economic crises of the Great Recession of the 1930s and the current one, on the book sector in Greece.

How to Use Social Media Creatively in Book Marketing and Publishing

Samantha Angelique Buitendach, University of Pretoria, South Africa

In order to build brand awareness and provide real benefits for South African publishers, social media campaigns need to involve potential book buyers – directly and interactively.

SPECIAL TOPICS: READING AND LEARNING

Room 4

"The Archetypture of Time": The Time of Interaction

Marika Wata, University of Information Technology and Management in Rzeszow
Rzeszów, Poland

"Archetypture of Time" connects the traditional book with an interactive application. It changes the perception of literary communication; it draws the reader into a dialogue and interaction.

Friday

11:10-12:25 (Room 4 Continued...)

There Is a Dragon in My Blood: Using Children's Books for AIDS Awareness and Understanding

Prof. Thomas van der Walt, University of South Africa, Pretoria, Gauteng, South Africa

The role of South African children's fiction dealing with AIDS in helping the young readers understanding and accepting what it means to be HIV positive.

Did Gutenberg Change China?: The Rise of Chinese Modern Newspapers and Its Relationship with the Transformation of Western Printing Technology

Dr. Iok Fong Lam, University of Macau, Macau, China

This is a paper on how the introduction of the concept of newspaper changed China in the 19th Century together with the Gutenberg printing technology.

12:25-13:15

LUNCH

13:15-14:30

LITERACY AND LEARNING

Room 1

The English Language in the Digital Age: Some Implications for English Education

Lori Ward, University of Hawai'i, United States

I will discuss some of the factors driving the change of English and look at some implications for teaching English from the perspectives of sociolinguistics and new literacies theory.

Improving Boys' Reading Skills with Interesting Reading Materials

Dr. Tuula Merisuo-Storm, University of Turku, Finland — Prof. Marjaana Soininen, University of Turku, Finland

This study aimed to find out what kind of reading material could motivate boys as well as girls. The results show that textbooks of today do not interest all students.

Parents and Children Choosing Books to Read: Does Gender Play a Role?

Dr. Jon Shapiro, University of British Columbia, Canada

Presents results of studies that examine choices of books parents make for their young children and books that children select for themselves and others.

READING, WRITING, LITERACY, AND LEARNING

Room 2

Mobile Books: The Bookcrossing Phenomenon

Asst. Prof. Dr. Lubomira Parijkova, State University of Library Studies and Information Technologies, Bulgaria

Bookcrossing is a global phenomenon, where the books are as mobile as the modern man in a globalized world —a book, released in Bulgaria can get across Europe or another continent.

Friday

13:15-14:30 (Room 2 Continued...)

The Nanotech-based Book: A Solution to Increase Reading in Society

Yeni Arista, Brawijaya University, Indonesia — Hesthi Rahmadhani, University of Brawijaya, Indonesia — Ardiyan Wahyudi, University of Brawijaya, Indonesia — Fildzah Amalya, Brawijaya University, Indonesia

Reading interest should be fostered by providing interesting and representative books. It also has penetrated the world of technology. The book that the authors offer is a book-based nanotech.

Social Aspects of Editing Ancient Texts and the Influence on Subsequent Texts

Prof. Ben Zion Rosenfeld, Bar Ilan University, Israel — Dr. Haim Perlmutter, Ashkelon College, Israel

The Mishna and contemporary texts, the New Testament or Roman Law, all have terms for the "rich" and "poor" and not for "middling" economic stratum. This issue will be discussed.

TEXTBOOK AS MEDIUM OF INSTRUCTION: PAST, PRESENT, AND FUTURE

Room 3

The "2Plus-pass Method" for Improving Learning and Teaching

Dr. Thang Nguyen, California State University Long Beach, United States

This paper proposes an improvement to learning and teaching by revisiting the delivery of textbook materials with the development of Chapter 0 as a sufficiently condensed version of a textbook.

Corrupting the Arts: Why Biblos and Didaskalos Need Technai

Dr. Daryl L. Hale, Western Carolina University, United States

Historically, scholars took book and teacher as sufficient for liberal learning. However, I argue that craftsmanship is central, not only to production of books and learning, but also to wisdom.

14:30-14:40

BREAK

14:40-15:10

CLOSING SESSION

Kathryn Weisbaum, Common Ground Publishing, USA

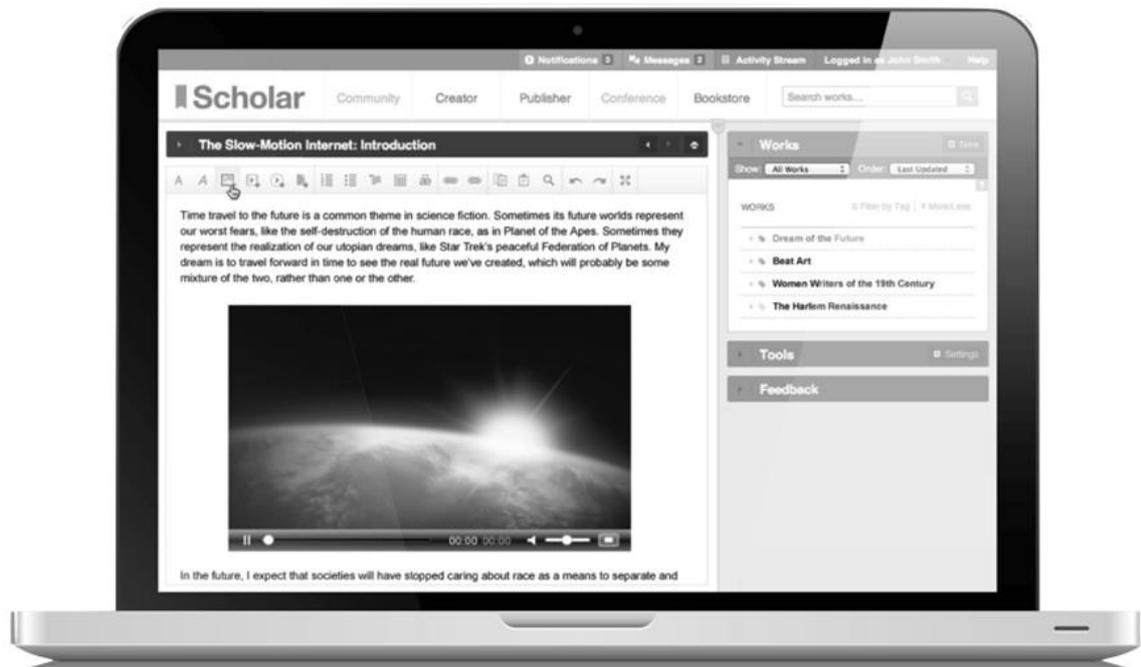
Talking Circles Closing Report and Closing Comments

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Create Your Academic Profile and Connect with Peers



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3. Click on the "Find and join communities" link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
4. Search for a community to join or create your own.

Scholar

A Digital Learning Platform

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- **Publisher:** All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.

A Digital Learning Platform

Use Scholar to Support Your Teaching

Scholar is a social knowledge platform that transforms the patterns of interaction in learning by putting students first, positioning them as knowledge producers instead of passive knowledge consumers. Scholar provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

Scholar also answers one of the most fundamental questions students and instructors have of their performance, "How am I doing?" Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, Scholar contains a knowledge community space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following Scholar features are only available to Common Ground Knowledge Community members as part of their membership. Please email us at support@cgscholar.com if you would like the complimentary educator account that comes with participation in a Common Ground conference.

- Create projects for groups of students, involving draft, peer review, revision and publication.
- Publish student works to each student's personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.

Scholar is a generation beyond learning management systems. It is what we term a Digital Learning Platform, it transforms learning by engaging students in powerfully horizontal 'social knowledge' relationships.

For more information, visit: www.learning.cgscholar.com.

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