



BEYOND FORM LIVES FUNCTION

EXPLORING THE IMPACT OF THE RISE OF E-BOOKS
ON TODAY'S READERS AND STUDENTS

DIGITAL PRINTING INSIDER | JULY 2016 | FOR BOOK PRINTERS AND PUBLISHERS

EDUCATION AND THE E-BOOK: WHAT DO READERS TELL US?

There is no doubt that whether it is words on screen or words on paper, reading advances retention skills. In today's digital world, though, are changing formats helping or hindering our reading habits? Is the very nature of reading changing as the publishing market evolves?

According to the *Emerging Trends: Digital Media Adoption in Book Publishing* research conducted by InfoTrends and NAPCO in 2014, print remains a major source of revenue. Digital printing (print on demand) is expected to increase at the expense of traditional offset printing, and more and more titles will become available in e-book versions. All of this aside, what is really interesting is how the evolution from paper to screen is impacting reading today.

In the ongoing power struggle between printed books and e-books, which format is better? "There is a lot of controversy about that very question."

In the Canon Solutions America sponsored webinar entitled *Education and the E-Book: What Do Readers Tell Us?* presented by Printing Impressions and Book Business magazines, InfoTrends' Barb Pellow discusses the ongoing power struggle between printed books and e-books. Which format is better? "There is a lot of

LEARN MORE. VISIT POWERFULPRODUCTIONPRINT.COM



E-books have experienced tremendous growth. Federal and state initiatives are making high school and college textbooks available digitally to lower costs. But what is the impact on learning? This webinar explores recent research on this question, which found a surprising preference for print.

**WATCH THE WEBINAR:
EDUCATION AND THE E-BOOK:
WHAT DO READERS TELL US?**



Over the past 10 years, Canon Solutions America has partnered with Palm Beach County's school district to inspire the next generation of writers. Through the Future Authors Project, young writers experience the process of creating a book, from crafting their story to seeing it published.

**VIEW THE VIDEO:
FUTURE AUTHORS PROJECT**





controversy about that very question,” Pellow states in her introduction. “That’s exactly what this webinar is all about.”

Joining Pellow in this exciting exploration of the reading controversy is Naomi Baron, Professor of Linguistics and Executive Director of American University’s Center for Teaching, Research, and Learning. With her new book entitled *Words Onscreen: The Fate of Reading in a Digital World*, Baron brings fact-based data to the case for printed words on paper. She and her colleagues surveyed over 400 university students in the United States, Japan, Germany, Slovakia, and India. Her survey found a surprising preference for the printed format, particularly when students wanted to concentrate. Throughout this webinar, Baron shares her insightful research findings as well as her comments regarding publishers’, distributors’, and educators’ motivations for print versus screen format. She also poses an engaging argument about who should decide what lies ahead for future readers.

Readers’ Goals: Form Versus Function

“Consider the platform shoe and margarine,” says Baron in her opening remarks. Using these examples, Baron weighs the benefits of form versus function. In the case of the platform shoe, form (fashion) took center stage while function was overlooked. With margarine, the idea itself was functional but the form proved wrongheaded,

due to new awareness of the dangers of trans fats. Baron quickly shifts focus to how form and function pertain to the written word, providing examples like art books and newsprint. As we venture into today’s new world of reading and discover the advantages and disadvantages of e-books, Baron challenges publishers and book printers to figure out what their reader-centered goals are and then create practical ways of achieving them.

“Do we know what readers would tell us about their preferences if we bothered to ask them?”

Baron then dives into an overview of the rise of e-books and the trajectory of e-books since the introduction of the Kindle. Next, she moves on to two key issues that are central to the reading controversy — motivation (who wants us to want e-books?) and reader preferences (do readers want e-books, and if so, why?). She asks, “Do we know what readers would tell us about their preferences if we bothered to ask them?”



Join Pellow and Baron in this exciting webinar that uncovers the actual preferences of today's young adult readers. "We have assumed that in some way the market knows best," Baron notes. "Our assumptions may or may not be true. Who decides for the next generation on how they get to learn?" This webinar shares insights on print versus on-screen reading, with a particular focus on the education market.

VISIT POWERFULPRODUCTIONPRINT.COM

E-books have experienced broad growth, and educational textbooks are becoming available digitally to lower costs. But what is the impact on learning? This webinar explores the research, which found a surprising preference for print.



**WATCH THE WEBINAR:
EDUCATION AND THE E-BOOK:
WHAT DO READERS TELL US?**

THE CONNECTION

A NEW VIDEO SERIES FROM CANON SOLUTIONS AMERICA

Get Connected.

Canon Solutions America is committed to connecting with its customers to build a results-driven future in digital production printing technology. That connection extends to the end user through each unique application print service providers develop and print on behalf of their customers using Canon Solutions America technology.

See this connection in action as customers share personal experiences of their relationship with Canon Solutions America. [Click here](#) to view the first four videos in the series.





BEYOND ACCLAIM UNLEASH INNOVATION

VOTED "COMPANY
TO WATCH" AT
INKJET SUMMIT
2016 FOR THE
THIRD TIME

At Canon Solutions America, our history of award-winning products is inspired by our commitment to customers. With the **Océ VarioPrint® i300** high-speed, sheetfed inkjet press, **featuring ColorGrip technology** and an enhanced ink set, you can print on a wider range of stocks, while delivering an outstanding color gamut. Or, for smaller spaces, the **Océ ColorStream® 3000 Z series** is a slim, continuous feed inkjet press with the quality, speed, and reliability you need. Discover why Canon Solutions America has been recognized year after year.



HEAR FROM OUR CUSTOMERS. DOWNLOAD THE INKJET SUMMIT CASE STUDIES.
VISIT PPS.CSA.CANON.COM/INNOVATION

877-623-4969 CSA.CANON.COM

ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit csa.canon.com.

PRODUCTION PRINT RESOURCE CENTER

Canon Solutions America helps you stay on the leading edge of our quickly changing industry with free access to our robust Production Print Resource Center including:

- Customer videos
- Webinars
- Case studies
- Press demos
- White papers
- Articles

VISIT PPS.CSA.CANON.COM

Canon
CANON SOLUTIONS AMERICA

QUESTIONS?
1-877-623-4969
us.oceinfo@csa.canon.com

 CANON SEE IMPOSSIBLE