



Word Play: Interactivity, Gaming, and the Future of Digital Texts

September 18, 2015
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Head, Mason Publishing Group/
George Mason University Press

From
Gutenberg
and the
incunabula
a ~50 year
transition
period led to
the book as we
know it

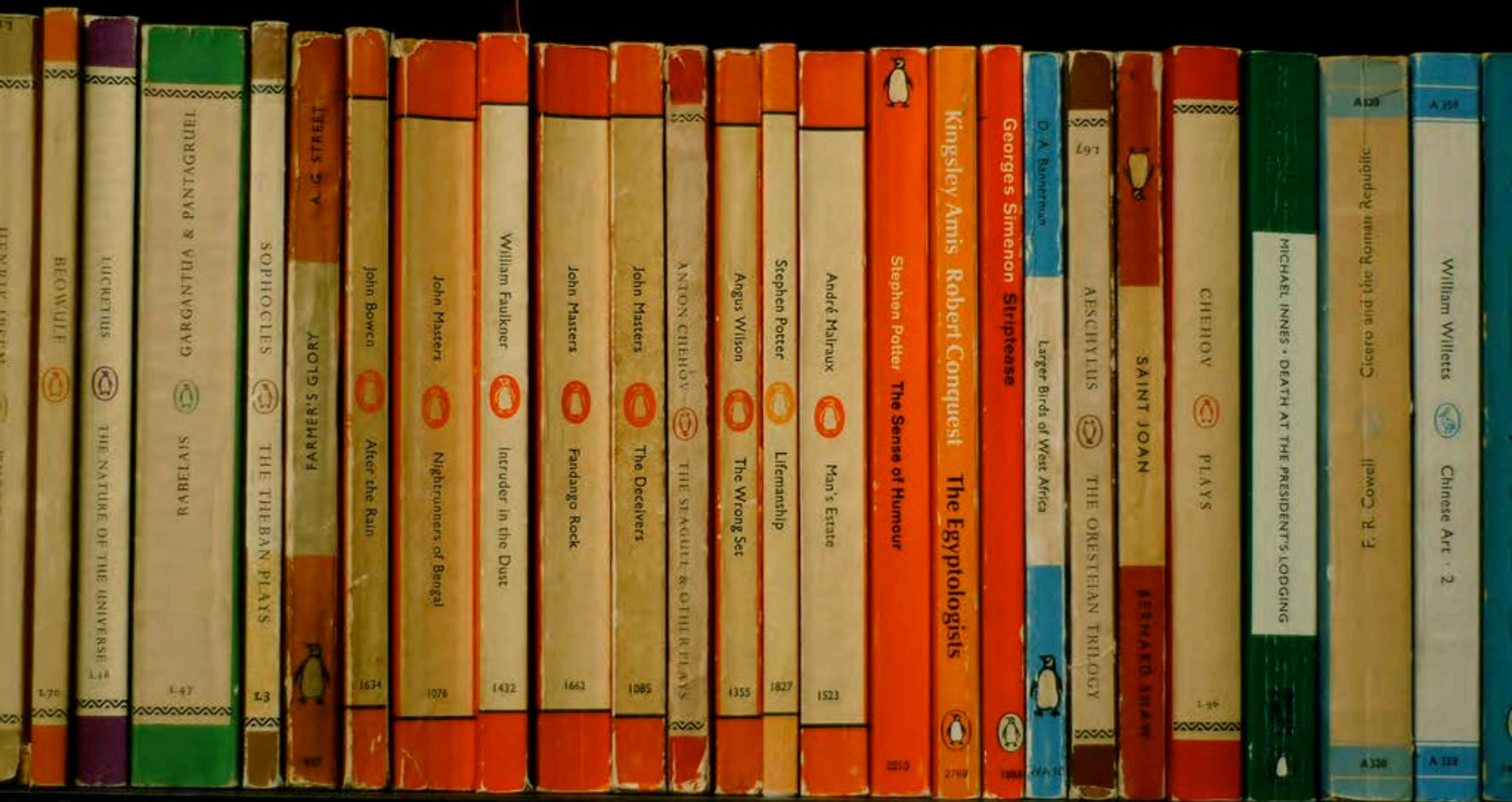
Hic generacionis ihesu xpi
filij david: filij abraham.
Abraham genuit ysaac.
Ysaac autē genuit iacob.
Iacob autē genuit iudā et fratres ei⁹:
iudas autē genuit phares et zara de
thamar. Phares autē genuit esrom:
esrom autē genuit aminadab: aminadab autē ge-
nuit naaso. Naason autē genuit salo-
mon: salomō autē genuit booz de raab.
Booz autē genuit obeth et ruth: obeth
autē genuit iesse. Iesse autē genuit da-
uid regē: david autē rex genuit salo-
monē et ea q̄ fuit urie. Salomō autē
genuit roboam: roboam autē genuit
abyam. Abyas autē genuit asa: asa
autē genuit iosaphat. Iosaphat autē
genuit ioram: ioram autē genuit ozi-
am. Ozias autē genuit ioathan: ioa-
than autē genuit achaz. Achaz autē
genuit ezechiam: ezechias autē genuit
manasses: manasses autē genuit am-
non: amnon autē genuit iosiam:
iosias autē genuit ieremiam: ieremias autē genuit
iohanem: iohannes autē genuit iesum christum filium
marie: iesus christus autē genuit regem et
salvatore[m] mundi.

usq; ad xpm. generan-
decim. Xpi autem ge-
Cum esset despōsara
ria ioseph: atq; cou-
i uero habēs de spi-
autem uir ei⁹ nūc
eam traducere: uo-
re eam: hec autē
lus dñi apparui-
rens. Ioseph fil-
cipere maria et
ra natū est: et
et autē filius: et
sum. Ipse et
a peccatis re-
est: ut abin-
minus p p-
go in uer-
tabilē
regnatū
autē ioh-
ri dicit
Et u-
ra h-

Incunabula
were initially
considered
inferior, even
dangerous,
compared with
illuminated
manuscripts



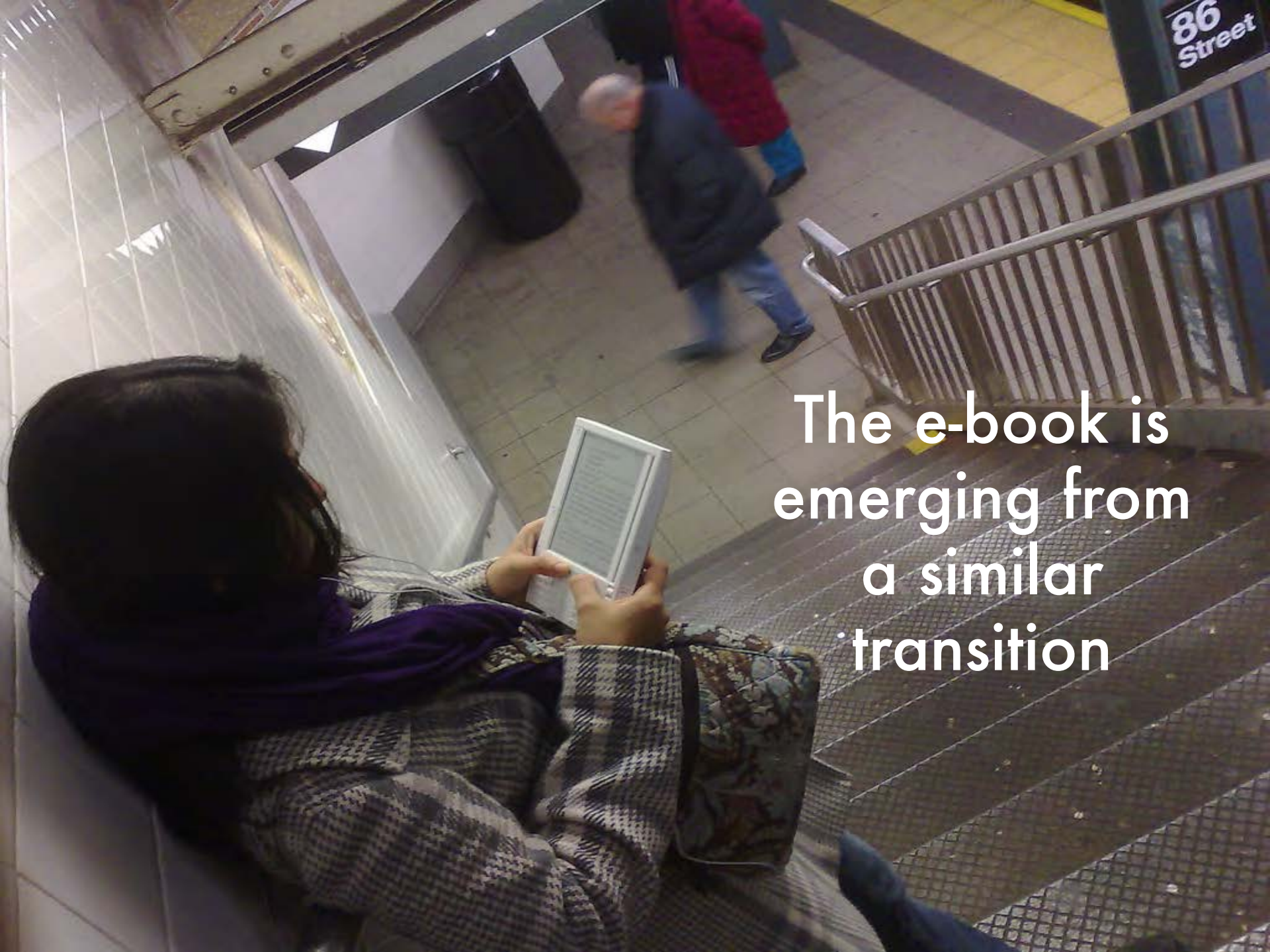
Quodnosce anima fidelis. q̄ cum fides natiuitatis
ihesu cristi domini nostri ad omnium hominum
spectaret salutem. conuenientissimum fuit. ut natiuitas
ipsa cristi tēporalis uniuerso declarantur mūdo. Quā
uis enim ysraxeliticam gentem ⁊ ipsius gētis unam fa
miliā delegisset. de qua naturam humanam assumeret.
noluit tamen intra matere habitationis angustias or
tus sui latere primordia. sed mox ab omnibus uoluit
agnosci. qui dignatus ē omnibus nasci. Tribus igitur
magis ī regione orientis gentium primitiis stella noue
claritatis apparuit. que illustrior ceteris. lucidiorq; syde
ribus facile ī se tuentium oculos. animosq; conuerteret.
ut confestim aduerteretur non esse ociosum qd̄ tam inso
litum uidebatur. dedit ergo aspiciētibus intellectū qui
prestiterat signum. ⁊ qd̄ fecit intelligi. fecit inquiri. ⁊ se tue



They led to the democratization of reading

“It’s not books you need, it’s some of the things that once were in books.... Books were only one type of receptacle where we stored a lot of things we were afraid we might forget. There is nothing magical in them at all. The magic is only in what books say, how they stitched the patches of the universe together into one garment for us.”

—Faber, a character in Ray Bradbury’s *Fahrenheit 451* (1953), pages 82-83



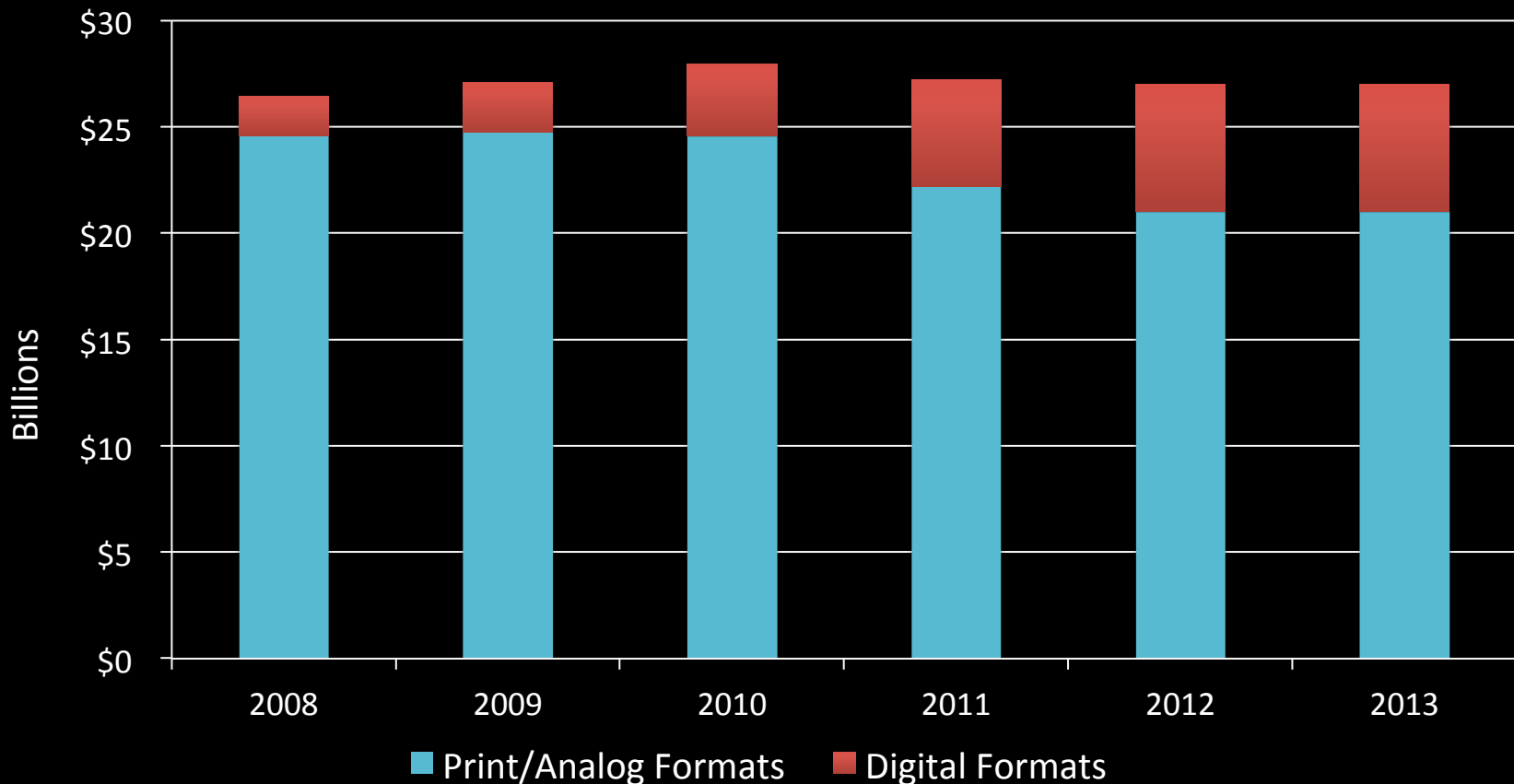
The e-book is
emerging from
a similar
transition



An explosion
of devices has
ensued

Ebooks are finally beginning to represent a significant share of publishing revenue...

U.S. Publishing Revenue by Overall Format



Source: Bookstats reports 2010–2013



And yet, most e-books today are merely a “picture of a book”



Some
innovative
e-books
offer a
glimpse into the
future of the
book



The Digi-Novel
uses multimedia to
tell its story





I'm playing a game I made up –
Matryoshka.
I need to collect all the dolls
in order to finish the game.

Inanimate Alice converts the reader into
an active participant through text, audio,
video, effects, and gaming

Participation
increases as
readers
progress
through
each
episode



Gaming
becomes
Alice's
emotional
journey



Inanimate Alice explores new ways of storytelling through digital tools

- Story was “born digital”—conceived digital from the outset, not adapted from a printed work
- Provided a great opportunity for collaboration—between author Kate Pullinger and digital artist Chris Joseph, and subsequently with audience
- The player is part of the story
- Has had appeal to young people, educators, university students
- Wide range of electronic curriculum as well as reader-created stories have ensued organically

Inanimate Alice also offered new challenges

- The income stream from the project presented (and presents) a conundrum
- Difficult to decide how much text the multimedia can support and how elements work together
- Need to gradually bring the reader up to speed because of inexperience with form
- More than five year gap between episodes 4 and 5 due to lack of funding; 10 episodes planned
- Key challenge is to find a new way to tell stories that fits into the commercial market

Digital storytelling provides new opportunities for artist and audience

- Use of computer or electronic device such as an iPhone is the unique component of digital storytelling or new media writing
- **Multimedia**—text, audio, video, interactivity/gaming—can be blended in ways impossible in printed books
- **Hypertext** provides alternative construction, concept, characterization, for fiction and nonfiction, perfectly suited to the online or e-book form
- **Interactive** stories may employ reader's use of avatar to become a character that navigates through and interacts with the story

Hypertext storytelling has print precedents but potential in electronic

- Envisioned by Vannevar Bush in “As We May Think,” (1945); expanded upon by Ted Nelson in the 1970s
- Novels that play with the hypertext include Julio Cortázar’s *Rayuela* (Hopscotch, 1963), Norman Mailer’s *Advertisements for Myself* (1961)
- **Choose Your Own Adventure** series (1980s) allowed young adult readers to make plot decisions; series sold more than 250 million copies
- Michael Joyce’s *afternoon: a story* (1987) is an early example of the hypertext novel
- Alternative construction, characterization, co-creation potential perfectly suited to the online or e-book form

A *Dark Room* lights hypertext fire, inspired by Cormac McCarthy's "The Road"

strange noises can be heard through the walls.

the room is freezing.

the fire is dead.

the room is cold.

should cure the meat, or it'll spoil. builder says she can fix something up.

builder says leather could be useful. says the villagers could make it.

a trading post would make commerce easier.

villagers could help hunt, given the means.

A Dark Room | A Lonely Hut

light fire

Noises

through the walls, shuffling noises can be heard.

can't tell what they're up to.

investigate

ignore them

build

trading post

tannery

smokehouse

stores	
fur	302
meat	301
teeth	34
wood	15237

Hypertext also has its challenges

- Traditional storytelling (beginning, middle, end) is more difficult to fit into the hypertext format
- Frequently, not all combinations lead to results, frustrating some users
- Business model for publishers is largely unproven, though Eastgate Systems has for many years carved out a niche in this space
- Hypertext creations also fall out of the traditional book review process, hampering discoverability

New (and free) platforms are emerging for writing text-based games

- **Twine** is a popular open-source tool for telling interactive, nonlinear stories
- **Quest** lets you make interactive story games with pictures, music and sound effects, embedded video, and even customized user interfaces using HTML and Javascript
- **Inklewriter** a free platform for interactive fiction, allows teachers and students to mix computer skills and creative writing
- **Versu** is another platform for interactive stories using Artificial Intelligence
 - Uses an AI engine designed by Richard Evans, the lead AI designer for Sims 3, which allows characters in the story to act autonomously or be played by a human player

Blood and Laurels, set in ancient Rome, offers dozens of outcomes

Blood and Laurels: Part 1

By Emily Short

It's the eight hundred and twenty first year of the city of Rome, a year of bad omens and unrest. The Emperor is bloodthirsty and watches keenly for anyone who might be trying to overthrow him. The grain dole is running out and the people are going hungry. Romans are beginning to put their faith in foreign gods, as their old gods seem indifferent. In this dangerous environment, Marcus is concerned with two things: his poetry and keeping his patron Artus happy. But when Artus twists him to ask a secret question of an oracle, Marcus is forced to get involved, with conspiracies, politics, and a woman he is trying to forget.

Achievements



Olive glory



Olive loyalty



Olive peace



Olive self-complacency



Get wealthy



Get famous



Obedient



Blamed by Artus



Mocked by Minerva



Play

Continue

Part 1

Part 2

More from Story

About

Blood and Laurels: Part 1

possibly not Marcus himself.



The dining hall

Slaves stand nearby to see to every necessity; the couches are arranged around the tables, and the nearest ones are occupied by familiar people: Veronius on one side, Artus himself, Artus's perhaps mistress Sophronia.

Artus's dinner tonight is a very different affair from the small party a few nights ago, when only a few of Artus's clients and Sophronia were in attendance.

This is a banquet on a grander scale, thrown to impress political allies, heads of great families, members of the senatorial elite. Many of them come from older and wealthier families than Artus's; some would not ordinarily attend dinners thrown by a mere Spanish soldier, however successful at war.

It has taken much work to bring them all here.

The slaves have been hard at work for days. Snow has been brought down from the mountains to make cold desserts. The best wines have been fetched up over the sea. Veronius has been taken some elaborate set-piece meal.

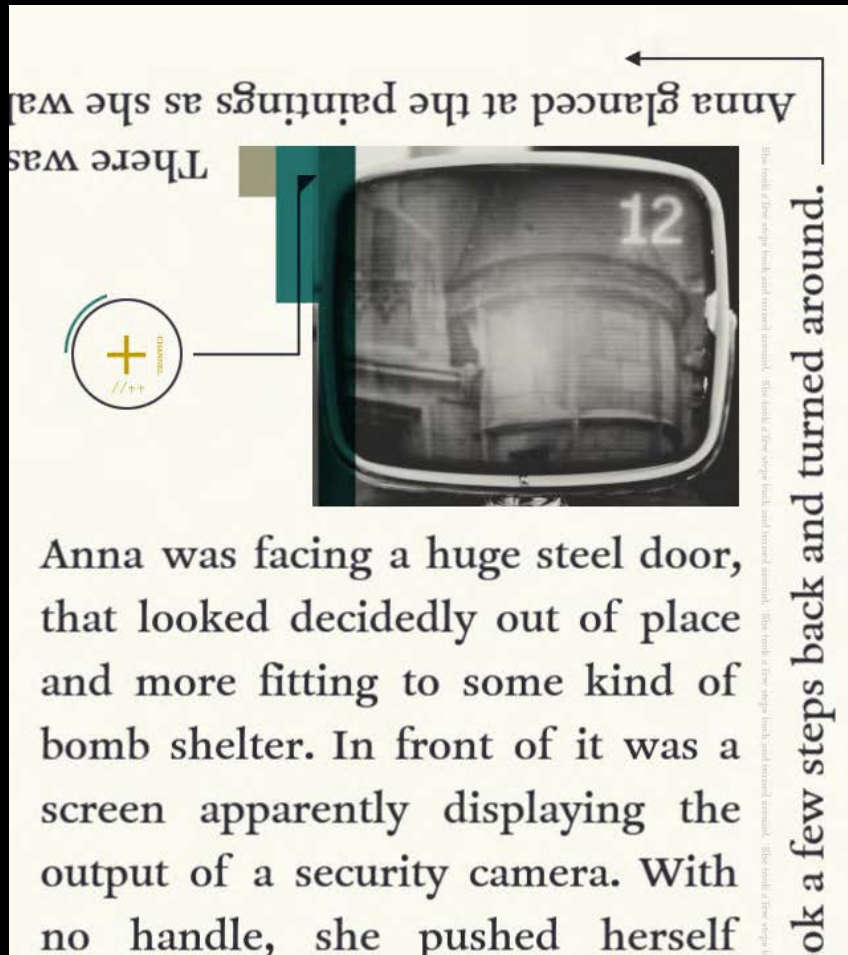
Veronius looks sad. 'Marcus just turned me down.'



Act Now

More

Device 6 merges a spy story with a series of interactive puzzles



- Text moves story along and serves as game's map
- Words twist and turn, making readers do the same with their iPad
- Readers can move backwards through the story to look for clues
- Includes audio clues, music, and interactive puzzles

Gaming techniques engage users

“Gamification” is the use of gaming techniques to engage users—and make activities more fun:

- Appropriate pacing, progress bars, and reward schedules are dynamics adapted from behavioral psychology
- Design for “onboarding” beginners, habit-building that leads to mastery
- Engage users with PERMA
 - Positive emotions
 - Engagement
 - Relationships
 - Meaning
 - Accomplishment

Successful games have four elements in common

- The **goal** is the specific outcome players hope to achieve and gives participants a sense of purpose
- **Rules** place constraints on the achievement of participants and drive the development of strategic thinking
- The **feedback** system tells players how close they are to achieving the goal, provides a promise the goal is achievable, and offers motivation to continue
- Participants agree on the goal, rules, and feedback system through voluntary participation, providing common ground, and making a pleasurable experience

Winning is not a defining characteristic



£2,743

DAY 7

MONDAY

6:30 AM



The key is involving the reader

and almost fell down in surprise as a young woman hurried in.

“Passepartout!” she said wildly. “I have changed my mind. I’ll marry you!”

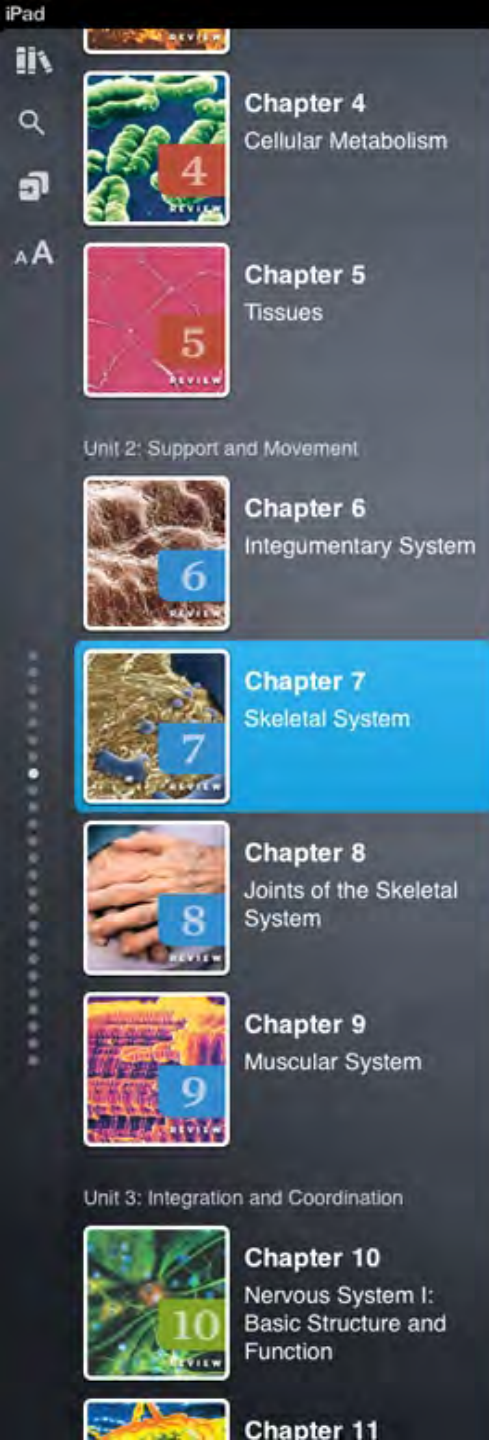
It was Mademoiselle Elsa Ekéus, the girl from the airship.

I tried to usher her out before Monsieur Fogg noticed...

**Inkle Studio’s interactive fiction
80 Days chosen as *Time’s*
‘Game of the Year’; nominated
for 4 BAFTA Awards**



78



Digital textbooks provide opportunities for interaction, engagement, and self-assessment

Forces have been converging for digital textbooks and online learning

- Movement by students, parents, and professors against high price of traditional textbooks promoting increased use of Open Educational Resources (OERs)
- U.S. Department of Education meta-analysis found that, on average, students in online learning performed better than those receiving face-to-face instruction alone
 - Online learning *combined* with face-to-face delivered the best outcomes
 - Out of 1,132 studies examined, researchers found 51 that met strict criteria comparing online and face-to-face—most in higher education or professional training and few in K–12

Digital technology trajectories are enabling digital textbooks and OERs

- Adoption of e-texts and OERs has increased alongside growth in device ownership
- More students have access to e-text during class
- Auto-assessment and analytics promote progress tracking, early alert systems, and individualized instruction
- OERs and e-textbooks are easily integrated into Next Generation Learning Management Systems
- Students appreciate convenience of digital textbooks, though many still prefer print

Inkling, iBooks Author, other tools offer no-/low-cost textbook authoring

inkling

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CART

SIGN UP

LOG IN

TEXTBOOKS

Lightweight learning

Textbooks on any device. Put that heavy backpack behind you.



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FOOD & DRINK

HOME & GARDENING

INKLING CLASSICS

MEDICINE PROFESSIONAL

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MUSIC

Popular Textbooks

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Campbell Biology

9th edition by Reece, Urry, Cain, Wasserman, Minorsky, Jackson.



The Enjoyment of Music: An Introduction to Perceptive Listening

11th edition by Kristine Forney & Joseph Machlis.



Give Me Liberty!: An American History

3rd edition by Eric Foner.



Traditions & Encounters: A Global Perspective on the Past

5th edition by Jerry H. Bentley & Herbert F. Ziegler.



Looking at Movies

4th edition by Richard Barsam and Dave Monahan.



Experience History

1st edition by James West Davidson.

Interaction and multimedia elements punch up the learning quotient

- Photos “come to life” as in-place videos; diagrams and models can be set in motion or 3-D
- Student scores on computer-scored quizzes, labs and practice tests provided to instructors
- Instructors can annotate pages of e-textbook to add text, share notes in real-time, provide Web links, or add videos
- Students respond to issue questions and polling with responses displayed in-class or online; can send questions to their instructor from any page in the textbook

Open-access, “freemium” and low cost textbook initiatives come and go

- Flat World Knowledge’s “freemium” model, backed by venture capital, aimed to offer expert-authored and peer-reviewed textbooks
- Openly licensed content for free online, encouraged purchases such as downloads, POD, quizzes, add-ons
- Tools to modify and remix encouraged new derivatives
- Restructured, now pursuing “low cost” textbook sales
- Instructors at ~1,300 colleges and high-schools have adopted e-texts from Rice University’s OpenStax (formerly Connexions)

Purdue University is pursuing a digital textbook development project



- Faculty receive \$5,000 honorarium to build an e-text replacing a current textbook
- Textbooks developed with Purdue University Press are made available in print and through an e-text platform named Skyepack
- ~\$20 price tag for e-text; print (POD) component at a low cost
- Faculty can include enhanced materials such as videos, interactive media, slides, quizzes, and assessment

MOOC (Massive Open Online Course) is next-generation textbook

- “The MOOC is not the future of education, it’s the future of the textbook”—Randy Bass, Georgetown University’s
- Self-contained presentations of course materials—a multimedia textbook
- Coursera: 400+ courses, 4+ million learners
- Udacity: ~600K learners; offering a \$7,000 MBA through GA Tech, with support from ATT
- EdX: Founded by Harvard and MIT; 30 institutions in consortium

MOOCs—and e-texts—are based on solid pedagogical foundations

MOOC characteristic	Pedagogical benefits
Online mode of delivery	Efficacy of online learning
Online quizzes and assessments	Retrieval learning
Short videos and quizzes	Mastery learning
Peer and self–assessment	Enhanced learning through this assessment
Short videos	Enhanced attention and focus
Online forums	Peer assistance, out–of–band learning

Features of the ebook of the future



Let's imagine a future scholarly book on the Americas before Columbus

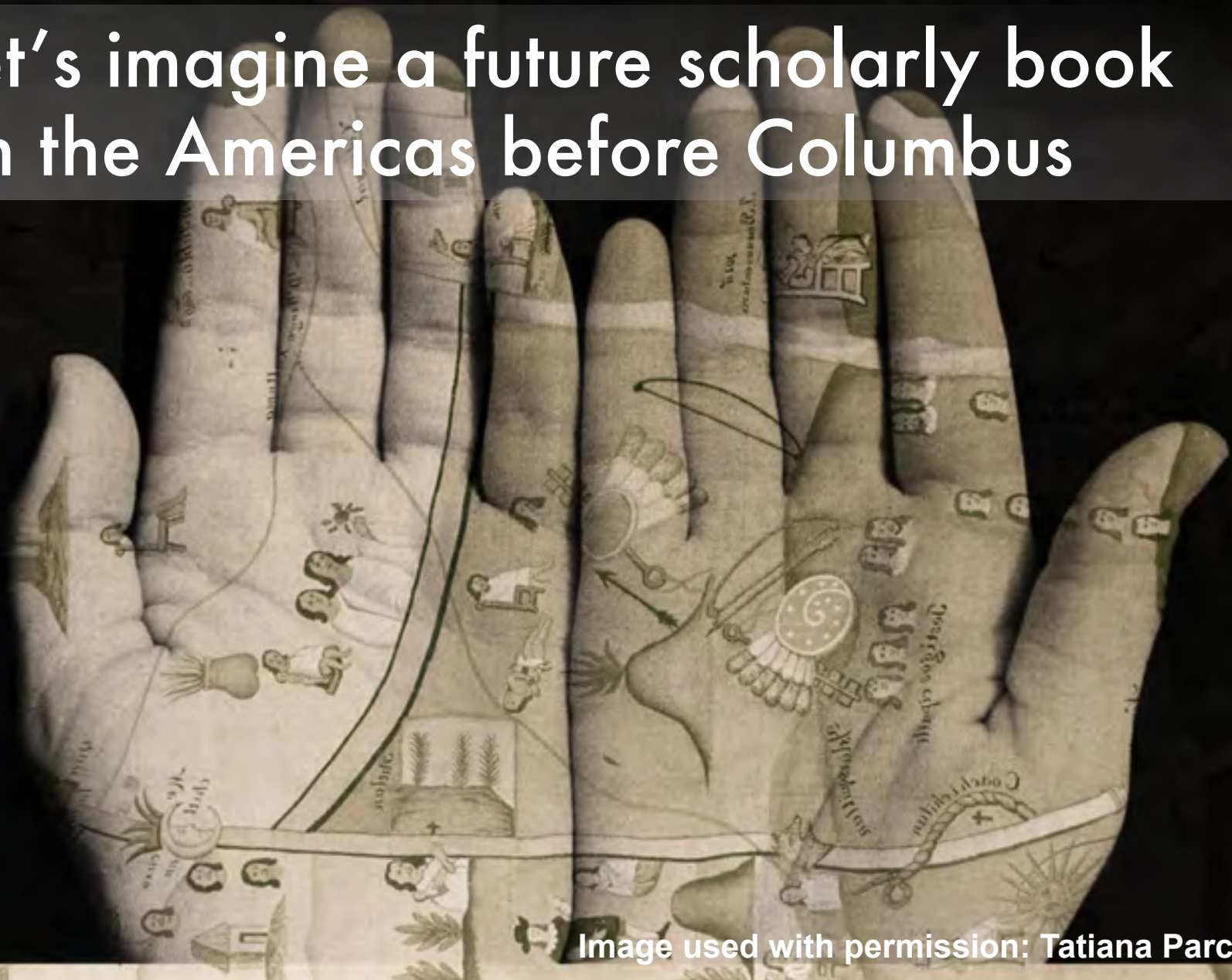


Image used with permission: Tatiana Parcero

Obtrude

obtrude *verb*
[ob- + trude] *transitive*
to force one's way into an unwelcome or intrusive way : a crowd from the museum had *obtruded* into his thoughts.
[ob- + trude] *intransitive* to force (something) on someone in such a way : I *felt* unable to *obtrude* my private sorrow upon anyone.

DERIVATIVES

I should not **obtrude** my affairs so much on the notice of my readers if very particular

Placing the cursor next to a term brings up its definition



Clicking on a place-name deploys
Google Earth

Interactive maps show the rise and fall of empires over time

Where e.g. Gettysburg, PA [hint](#)

When e.g. 1962; Oct 14,1066; 1880-1886 [hint](#)

What e.g. Battle [hint](#)

Piura, Peru

Search current map shown.

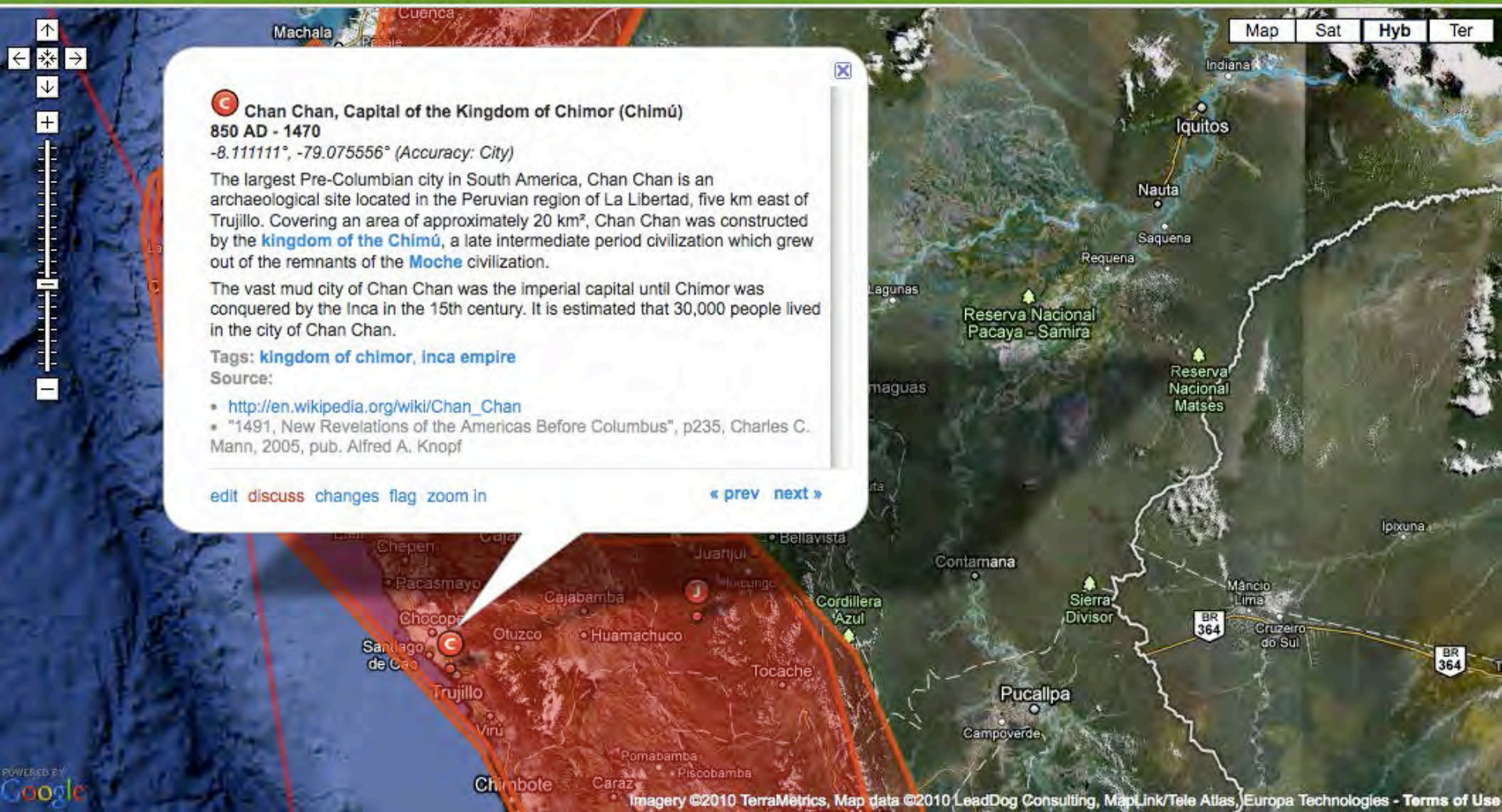
Find events that occurred only *within* the time frame specified.

Search

onchart

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[Link to here](#) [kml](#)



Chan Chan, Capital of the Kingdom of Chimor (Chimú)

850 AD - 1470

-8.111111°, -79.075556° (Accuracy: City)

The largest Pre-Columbian city in South America, Chan Chan is an archaeological site located in the Peruvian region of La Libertad, five km east of Trujillo. Covering an area of approximately 20 km², Chan Chan was constructed by the **kingdom of the Chimú**, a late intermediate period civilization which grew out of the remnants of the **Moche** civilization.

The vast mud city of Chan Chan was the imperial capital until Chimor was conquered by the Inca in the 15th century. It is estimated that 30,000 people lived in the city of Chan Chan.

Tags: [kingdom of chimor](#), [Inca empire](#)

Source:

- http://en.wikipedia.org/wiki/Chan_Chan
- "1491, New Revelations of the Americas Before Columbus", p235, Charles C. Mann, 2005, pub. Alfred A. Knopf

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From shapeshift



From mdanys



From ScallopHolde...



From CasaDeQueso



From shapeshift



From shapeshift



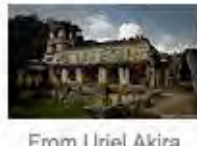
From The...



From kyle simourd



From joiseyshowaa



From Uriel Akira



From WTL photos



From larry&fl...



From wine me up



From KM&G-Mor...



From Tarzan!!!



From CasaDeQueso



From shapeshift



From nimboo



From slack12



From hexodus...



From jim944



From joiseyshowaa

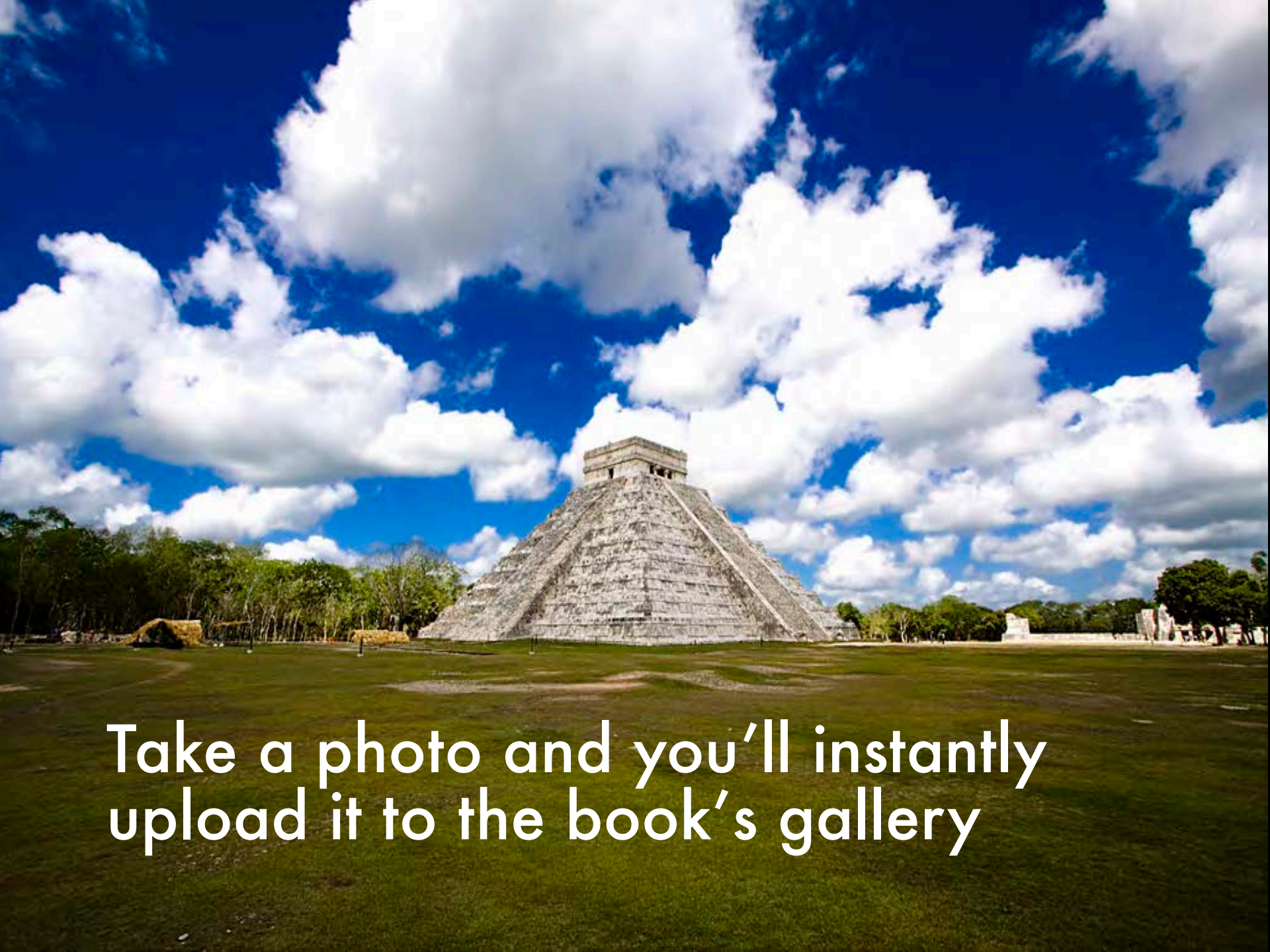


From chrissy575



From CasaDeQueso

Instead of a single picture there'll be a gallery of photos



Take a photo and you'll instantly
upload it to the book's gallery

Gesture-based computing allows users to interact physically with virtual worlds



Augmented reality offers 3-D simulations

Circa

the rue Accrue their Creature chi Each recruit A heretic
cur A chic ureter Archer cube A pute richer Cuna etcher Aerie crutch
Catcher I rue Cache ire nut Racier chute Accrue her it Cacti hue err Ace their cur
Reach ice nut I teach reur Achier truce A ncer chute I cache truer Char ecru be Hear ice c u r t
Heart ice cur Ecru air tech Charter I cue teach cur ire Racier cut eh Ice care thru Cure era itch Ethic cur
I reur a tech A tech curer I Cue hat crier Cue their car Cue rear itch Cue air fetch Cue hire cart Cue rare chit
Arch ber **Charcuterie** Air tech cure At richer Cue A creche I rut A crier he cut Cite her a cur A curer tic eh A c u t e
re A cue itch err A rich cur tee A tic cur here Thrice a cure Cut heir care Race thru ice Hurt ice acre Hut
ice carer I rue ice char Acute chi err Re cute chair Ace curter hi I reach truce Reach cut ire Thru ice acre Cat
hue crier Ecru cat heir Rich are cute Are chic true Hire ecru cat bat nch cure Ecru ice hart Recur ice hat
Ear itch cure Cut air cheer The car I cure The cur I race The acre I cur The arc I cure Char cut ere I are tech
cur Ear tech cur I Ho erect cur I Circa the rue Accrue their Creature chi Each recruit A heretic cur A chic
ureter Archer cube A cute ncher Cuna etcher Aerie crutch Catcher I rue Cache ire nut Racier chute Accrue
her it Cacti hue err Ace their cur Reach ice nut I teach reur Achier truce A ncer chute I cache truer Char ecru
be Hear ice curt Heart ice cur Ecru air tech Charter I cue teach cur ire Racier cut eh Ice care thru Cure era itch
Ethic cur era I reur a tech A tech curer I Cue hat crier Cue their car Cue rear itch Cue air fetch Cue hire cart
Cue rare chit Cue arch ber Air tech cure At richer Cue A creche I rut A crier he cut Cite her a cur A curer
tic eh A cute nich re A cue itch err A rich cur tee A tic cur here Thrice a cure Cut heir care
Race thru ice Hurt ice acre Hut ice carer I rue ice char Acute chi err Re cute
chair Ace curter hi I reach truce Reach
Cut hue crier
Rich are cute
true Hire
bat rich
Ecru ice
Recur
hat
itch
Cut air
The car
Are chic
ecru cat
cure
hart
ice
Ear
cure
cheer
cure

“Think of it as a permanent, global book club. As you read, you will know that at any given moment, a conversation is available about the paragraph or even *sentence* you are reading. Nobody will read alone anymore. Reading books will go from being a fundamentally private activity—a direct exchange between author and reader—to a community event, with every isolated paragraph the launching pad for a conversation with strangers around the world...”

—Steven Johnson, “How the E-Book Will Change the Way We Read and Write,” *Wall Street Journal*, April 20, 2009

appellatur dicitur in gignit... Quam passionem sic curare

Adponit. videndum e... Quod ut intelligatur... Sclerocornia... Quam curare sic debet...

Marginal notes on the right side of the top half of the page, containing small text and symbols.

Alia quae... Sclerocornia... Quam curare sic debet... (Main body text starting with a large red initial 'A')

Marginal notes on the right side of the middle section, including a red heading.

Marginal notes on the right side of the bottom half of the page, continuing the commentary.

Teachers and students used the marginalia of ancient books as a jumping off point for an oral conversation and to deepen collective understanding

The eBook of the future encourages collaboration and continuous learning

- Links to in-depth topics of interest to the reader, encourage comments and collaboration
- Social features promote comments, conversations, and collaboration between authors, scholars, and readers
- Creative Commons license encourages modules to be remixed and repurposed
- Open video allows easier editing and remixing of video, audio, and text
- Deep Web semantic search reveals customized content, uncluttered by irrelevant results

Social Book turns each document, each paragraph, into a conversation

The screenshot displays the Social Book interface. On the left is a sidebar with navigation options: 'Conversations', 'Community', 'Inline: 2483', 'General: 15', and 'New group'. The main content area shows a document titled 'Book I' with the following text:

Book I
FIRST BOOK
OF THE DISCUSSION WHICH THE EXCEPTIONAL MAN
RAPHAEL HYTHLODAY HELD CONCERNING
THE BEST STATE OF A COMMONWEALTH,
BY WAY OF THE ILLUSTRIOUS MAN THOMAS MORE,
CITIZEN AND UNDERSHERIFF OF THE
GLORIOUS CITY OF LONDON IN BRITAIN

Henry VIII, the unconquered King of England, a prince adorned with all the virtues that become a great monarch, having some differences of no small consequence with Charles the most serene Prince of Castile, sent me into Flanders, as his ambassador, for treating and composing matters between them.¹ I was colleague and companion to that incomparable man Cuthbert Tunstall,² whom the King, with such universal applause, lately made Master of the Rolls; but of whom I will say nothing; not because I fear that the testimony of a friend will be suspected, but rather because his learning and virtues are too great for me to do them justice, and so well known, that they need not my commendations, unless I would, according to the proverb, "Show the sun with a lantern."³

Those that were appointed by the Prince to treat with us, met us at Bruges, according to agreement; they were all worthy men. The Margrave of Bruges⁴ was their head, and the chief man among them; but he that was esteemed the wisest, and that spoke for the rest, was George Temse, the Provost of Casselsee;⁵ both art and nature had concurred to make him eloquent; he was very learned in the law; and, as he had a great capacity, so, by a long practice in affairs, he was very dexterous at unraveling them. After we had several times met, without coming to an agreement, they went to Brussels for some days, to know the Prince's pleasure; and, since our business would admit it, I went to Antwerp.⁶

While I was there, among many that visited me, there was one that was more acceptable to me than any other, Peter Giles,⁷ born at Antwerp, who is a man of great honor, and of a good rank in his town, though less than he deserves; for I do not know if there be anywhere to be found a more learned and a better bred young man; for as he is both a very worthy and a very knowing person, so he is so civil to all men, so particularly kind to his friends, and so full of candor and affection, that there is not, perhaps, above one or two anywhere to be found, that is in all respects so perfect a friend: he is extraordinarily modest, there is no artifice in him, and yet no man has more of a prudent

Annotations on the right side of the text include: 'Cuthbert Tunstall.', 'Adages.', and 'Peter Giles.'

On the right side of the interface is a comment sidebar with the following content:

All | comments and underlines | everyone | Inline | General

- Was it customary to start a piece of work by noting or dedicating the book to the King? Was it only so that he could maintain relations with him?
- like the concept of justice from The Republic
- Welcome to Utopian Imagination. If you have any questions on how to operate the application, consult <http://livemargin.com/socialbook/client/help.html>. Good luck!
- Off with his head
- It's funny how there seems to be an implicit class distinction between "exceptional" and "illustrious" in separating himself (More) from Hythloday, a commoner, and fictitious character.
- The only time he is named in the book, but he's everywhere implied.
- 11/1/2013 - Please begin tonight's reading here.
- what does it mean by, "Show the sun with a lantern"?
- defining virtues: conformity of ones life and conduct to moral and ethical principles; uprightness; rectitude.
- defining Margrave: the hereditary title of some princes of the Holy Roman Empire.
- defining virtues: conformity of ones life and conduct to moral and ethical principles; uprightness; rectitude.
- what does "Show the sun with a lantern."

At the bottom of the sidebar is a navigation button: 'Next page with comments and underlines'.

Interactive e-texts can improve learning and student outcomes

- Features coincide with research on the brain and teaching/learning
- Interleaving different learning strategies and subjects makes learning more versatile and enduring
- Auto-assessment fosters practice quizzing/retrieving new learning from memory
- Multimedia and modeling promote more active learning; students retain more information when presented in a multi-sensory format
- Analytic reports related to student reading behavior and engagement with the e-text inform teachers about student progress

Instructors may need more professional development to effectively employ e-texts

- Instructors can benefit from e-text features such as assessment, reading and engagement analytics, customization, note sharing and annotation, and multimedia
- Few instructors acknowledge availability of e-textbook on syllabus; fewer model use of e-textbook in classroom
- Modeling e-textbook in classroom increases use of digital text and promotes their effective use
- When professors engage with e-textbooks, so do their students

Discussion/Questions

- Please contact me with any questions or for a copy of this presentation:

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