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# Tablets for dissemination of digital scholarly editions

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# Overview

- Some relevant results from my user study on tablets
- What's currently available for tablets? What's in development?
- Technological considerations for the creation of the various publication formats: eBooks, native apps, responsive websites

# Why study tablets?

- Proliferation of handheld TUI devices
- Digital Scholarly Editions slow to adapt?
- Potential new avenues for dissemination?

# Users

- Importance of understanding users

“despite the popular image of the luddite humanities scholar who does not know what they need or how to use it, we have found that users have very complex models of their information needs and environment; they are thoughtful and critical about the affordances of physical and digital resources” – Claire Warwick

(“Studying Users in the Humanities” in *Digital Humanities in Practice*, 2012, p6)

- If we also want to target users who are not scholars *per se*, then user studies become even more vital and more complex

# User study on tablets for DSEs

## Methodology:

### Online Survey

- 222 completed responses from 22 countries (84% completion)
- Humanities Scholars, Lecturers, Uni Students, High School Teachers

### Interviews

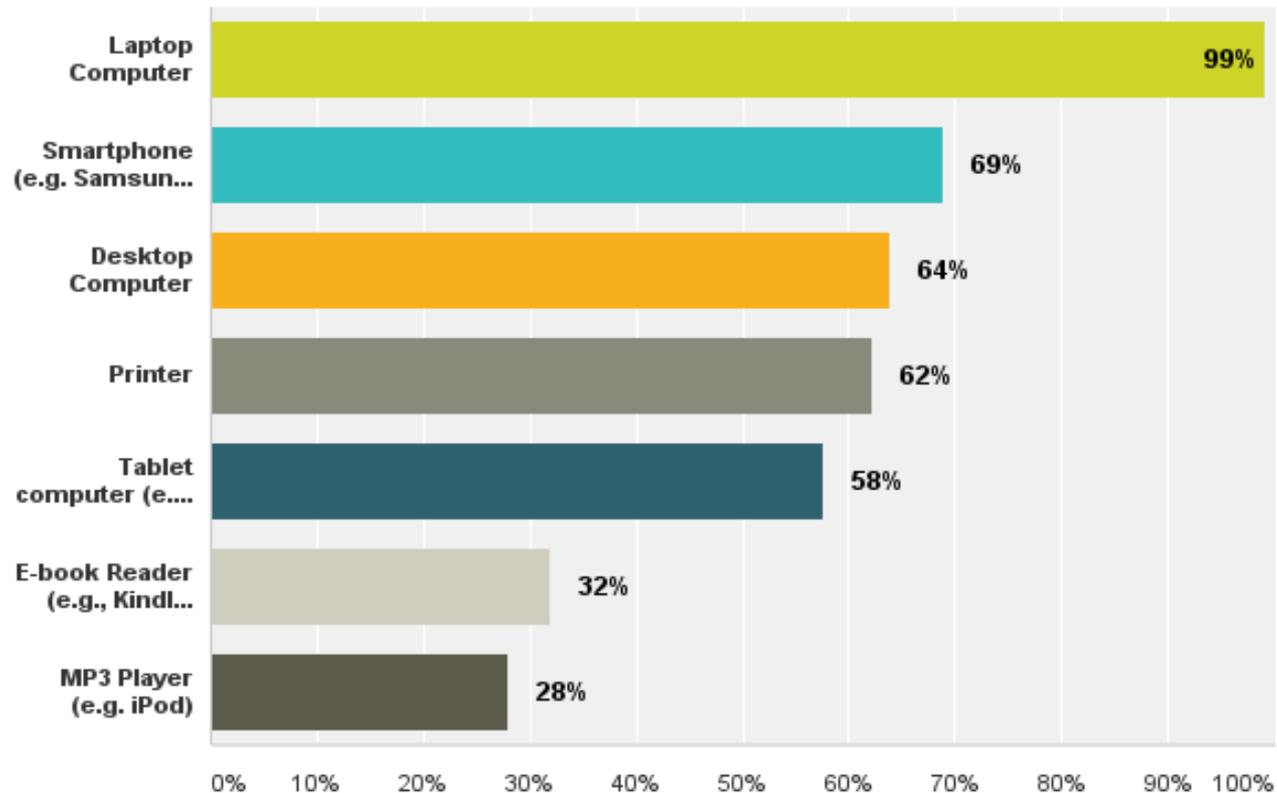
- Cross-section of 7 respondents

Work habits, technology usage and valued aspects of editions among all levels of users

# Device ownership

**Q4 Which of the following electronic devices do you use? (Please select all that apply.)**

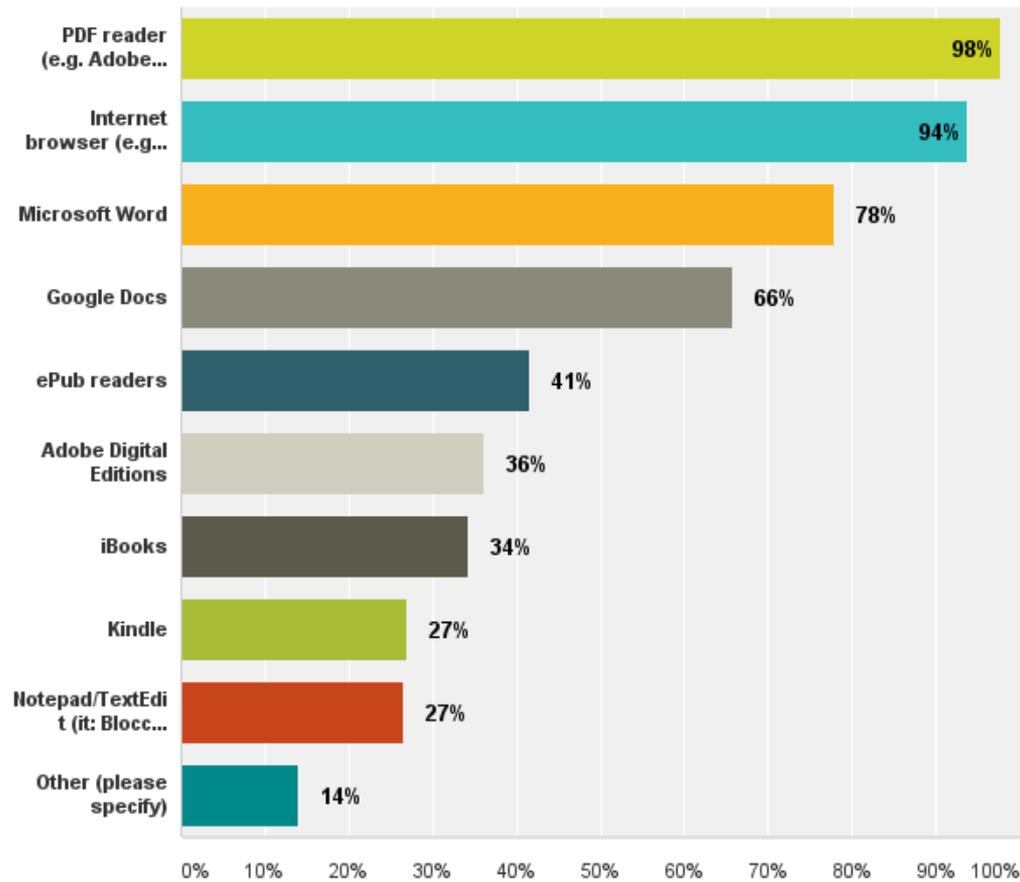
Answered: 222 Skipped: 0



# Reading software

## Q8 Which software have you used for work/study reading?

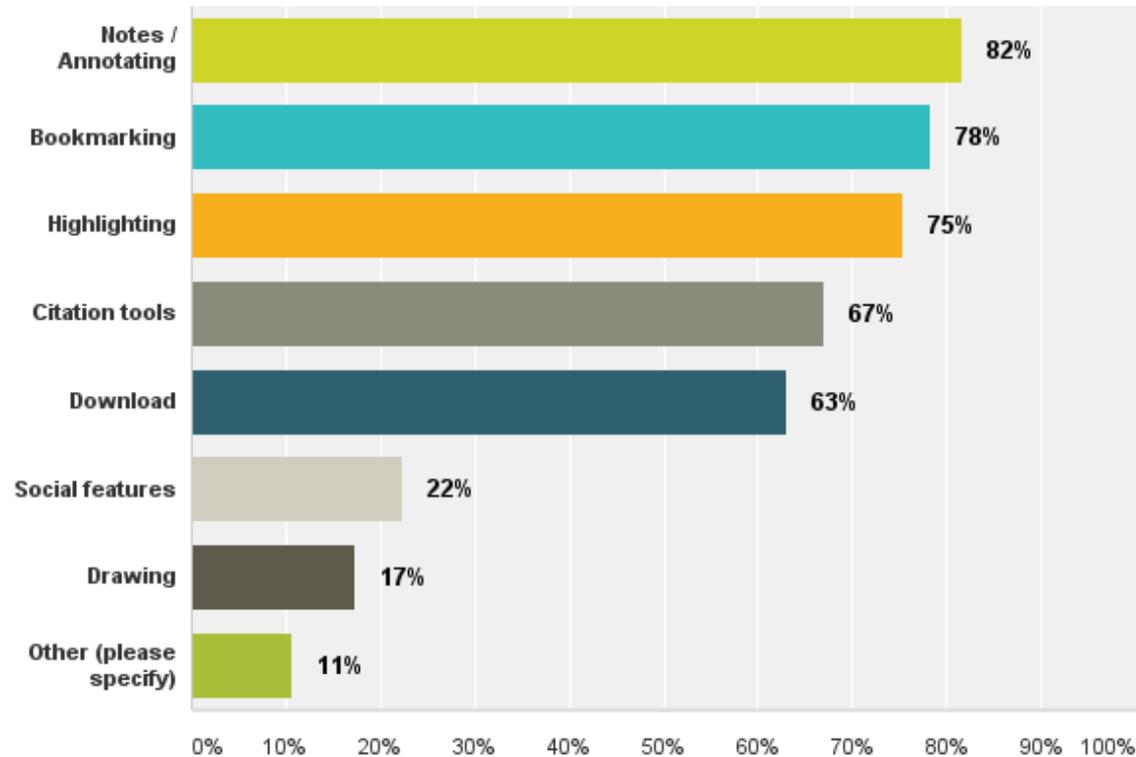
Answered: 222 Skipped: 0



# Desired functions on tablet

**Q35** What types of functionalities do you wish you had in a digital edition on a tablet?

Answered: 179 Skipped: 43

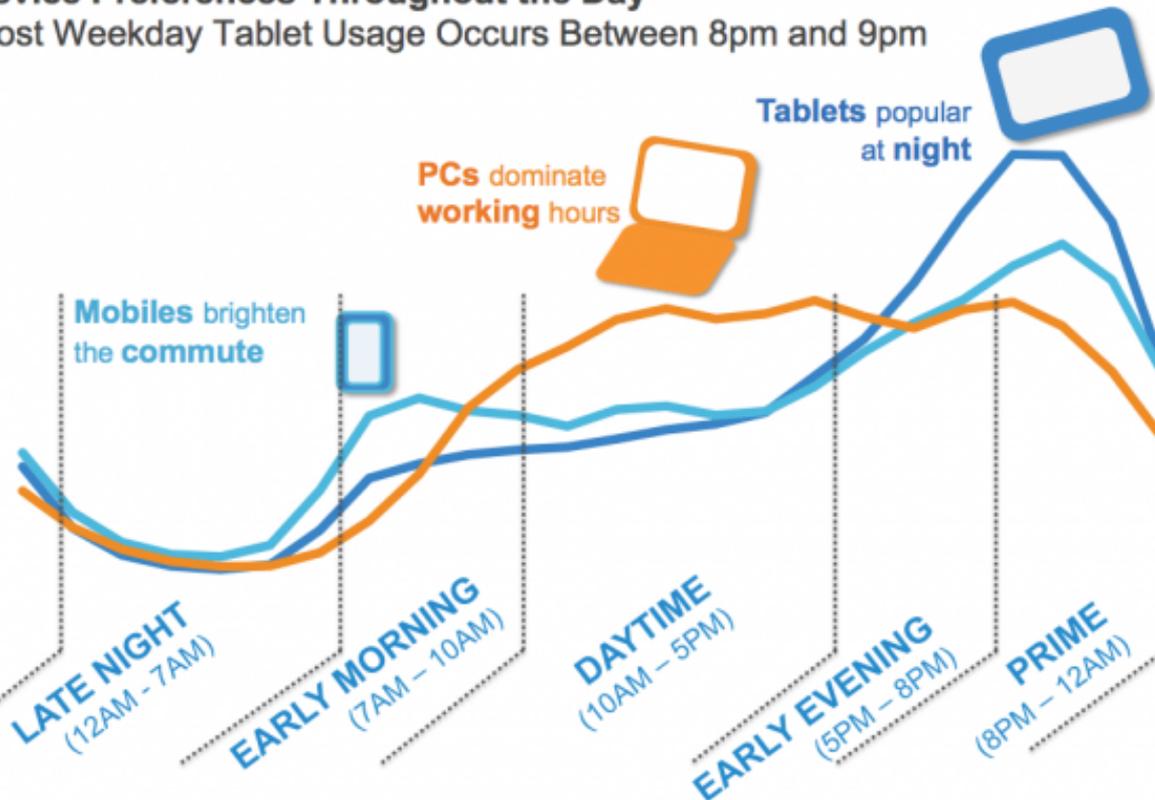


# Usage patterns

## Device Preferences Throughout the Day

Most Weekday Tablet Usage Occurs Between 8pm and 9pm

Share of Device Page Traffic on a Typical Workday



**91%**  
 of mobile internet  
 access is to socialize...



...compared to  
**79%**  
 on desktops

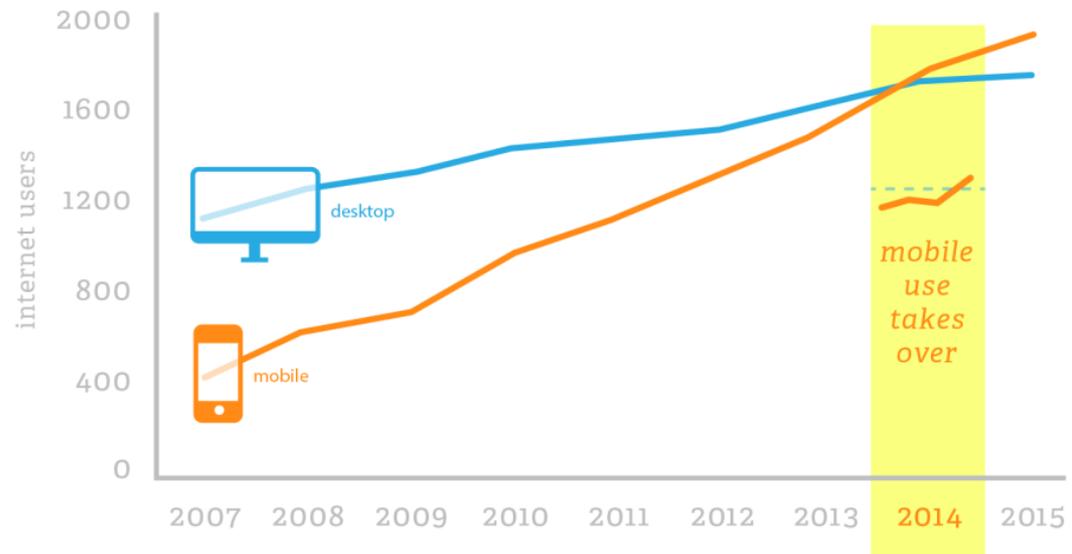
# Mobile growth

Mobiles  
overtaking  
desktop?

Not quite yet,  
but this has  
happened in a  
number of  
countries in  
2014

## 2014: YEAR OF THE Mobile Revolution

MOBILE INTERNET USE WILL OVERTAKE DESKTOPS THIS YEAR.



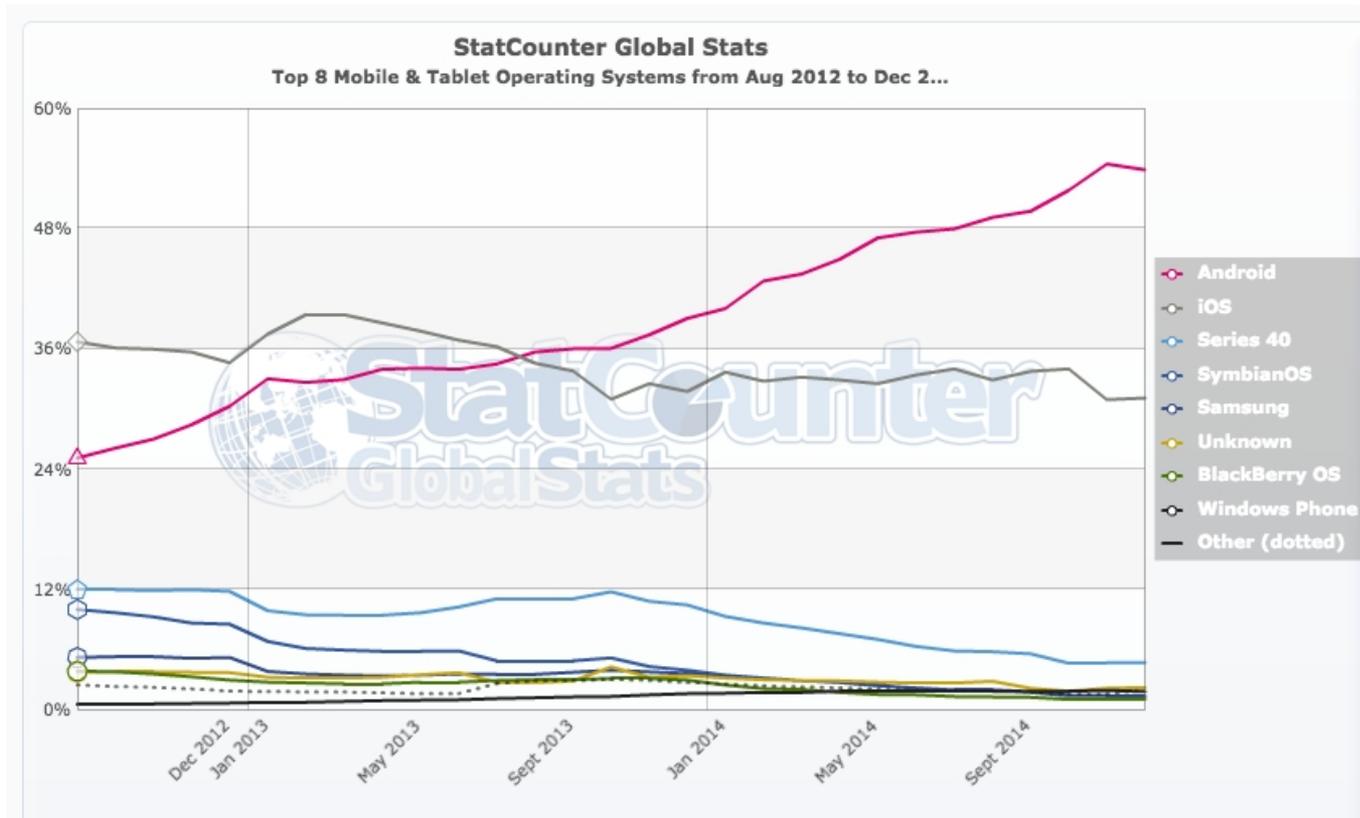
Source: ComScore

# Operating systems

Survey respondents:

- 68% iOS
- 40% Android
- 3% Windows

(Some owned more than one device)



# Apps or Browsers for Digital Editions?

- 70% of tablet owners had never attempted to open a DSE on a tablet before
  - Why?
- 20% more respondents said they would prefer a responsive website over a native app for a digital edition
- But, 87% also wanted to have it available offline.
  - How to resolve?

# Main outcomes of the study

Tablets can definitely play a role in dissemination and usage of DSEs!

- **Diversification** of publication formats desired
- **Reading editions**
  - Users showed frustration with readability of digital editions as they are presented on a website.
- **Teaching & Learning**
  - 74% of tablet users had used it for learning
  - 72% lecturers & teachers used editions for teaching
- **Engagement & Outreach**
  - Public digital editions
  - Games
- **Social approaches**
  - Social editions
  - Social reading editions

# What about mobiles?

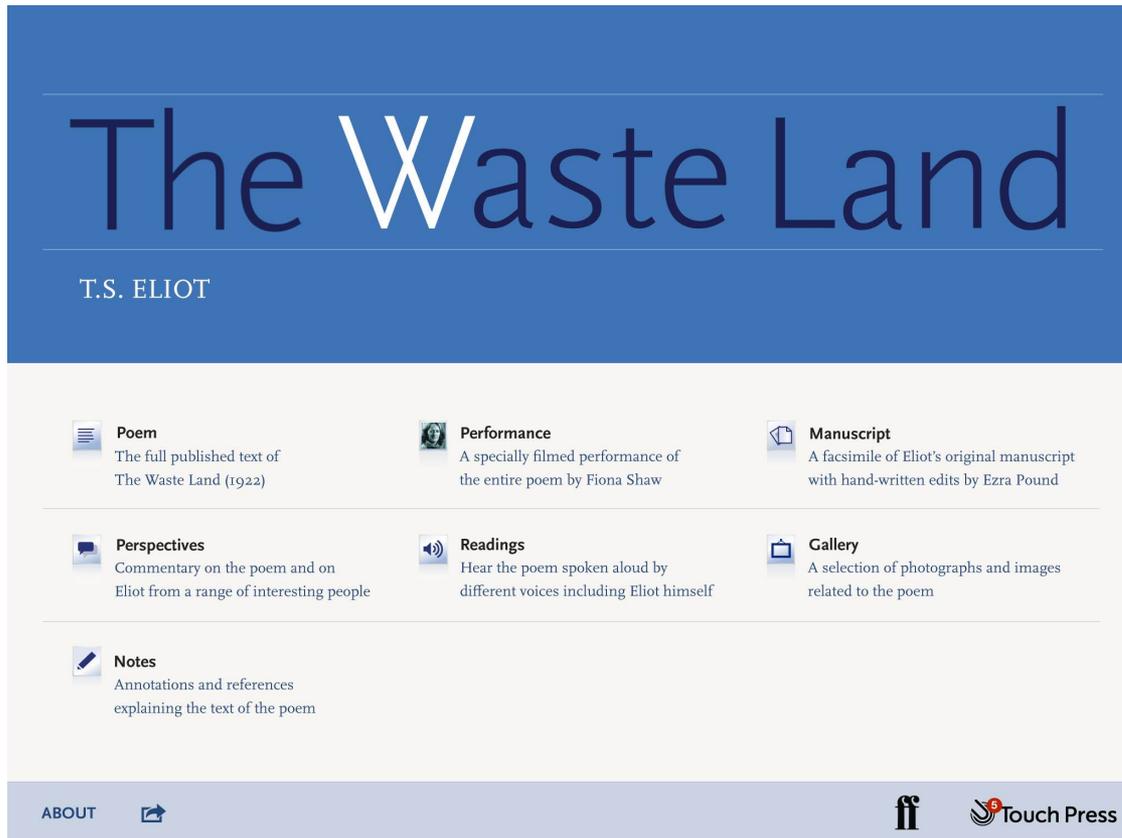
- Not part of the initial user study
- Realistic as a reading/usage environment?  
Apparently yes
- Many survey respondents expressed interest
- People in developing nations access many literacy programmes via mobile devices
- INKE group “Small books and Small Screen” worked on creating edition mobile display for historically small format books (thumb bibles etc)



So what has been created already  
and what is under development?

# The Waste Land

- Built by commercial publisher TouchPress
- Sold over 27,000 units at €12 each



The screenshot displays the digital edition interface for 'The Waste Land' by T.S. Eliot. The title 'The Waste Land' is prominently displayed in a large, white, serif font against a dark blue background. Below the title, the author's name 'T.S. ELIOT' is written in a smaller, white, sans-serif font. The interface is organized into a grid of content categories, each with a small icon and a brief description:

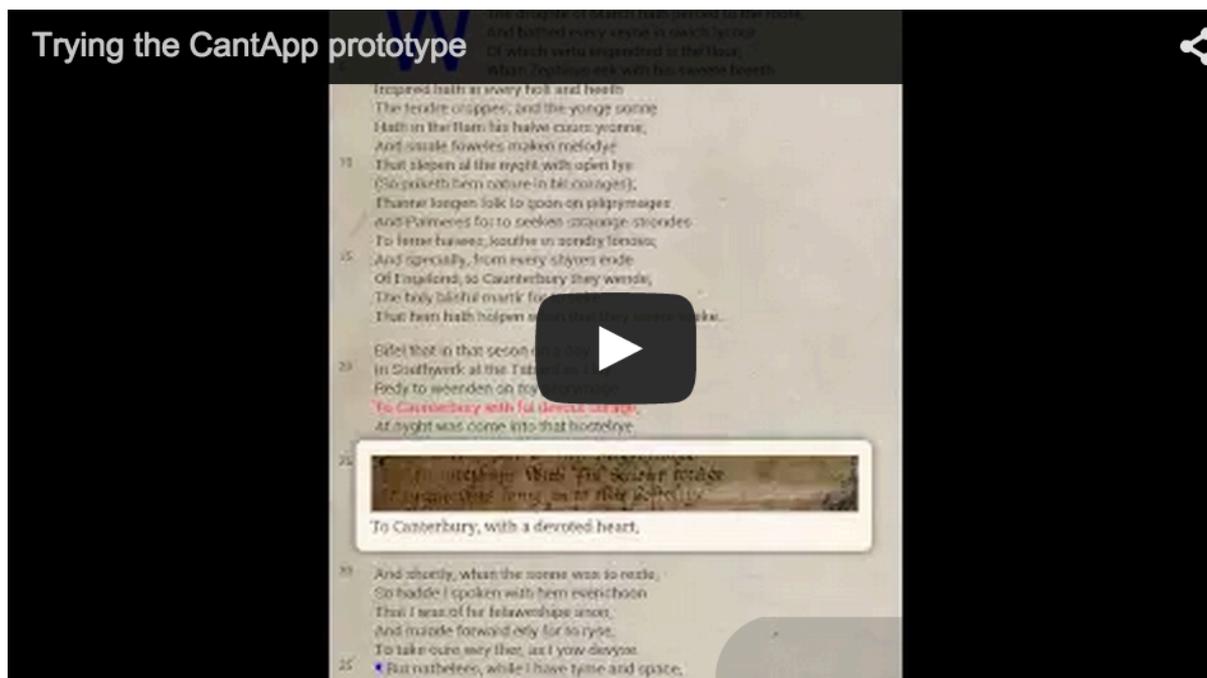
- Poem**: The full published text of The Waste Land (1922)
- Performance**: A specially filmed performance of the entire poem by Fiona Shaw
- Manuscript**: A facsimile of Eliot's original manuscript with hand-written edits by Ezra Pound
- Perspectives**: Commentary on the poem and on Eliot from a range of interesting people
- Readings**: Hear the poem spoken aloud by different voices including Eliot himself
- Gallery**: A selection of photographs and images related to the poem
- Notes**: Annotations and references explaining the text of the poem

At the bottom of the interface, there is a navigation bar with the word 'ABOUT' and a share icon on the left, and the 'ff' logo and 'Touch Press' logo on the right.

<http://vimeo.com/63324590>

# CantApp

Canterbury Tales, Peter Robinson,  
Uni. Saskatchewan and Scholarly Digital Editions

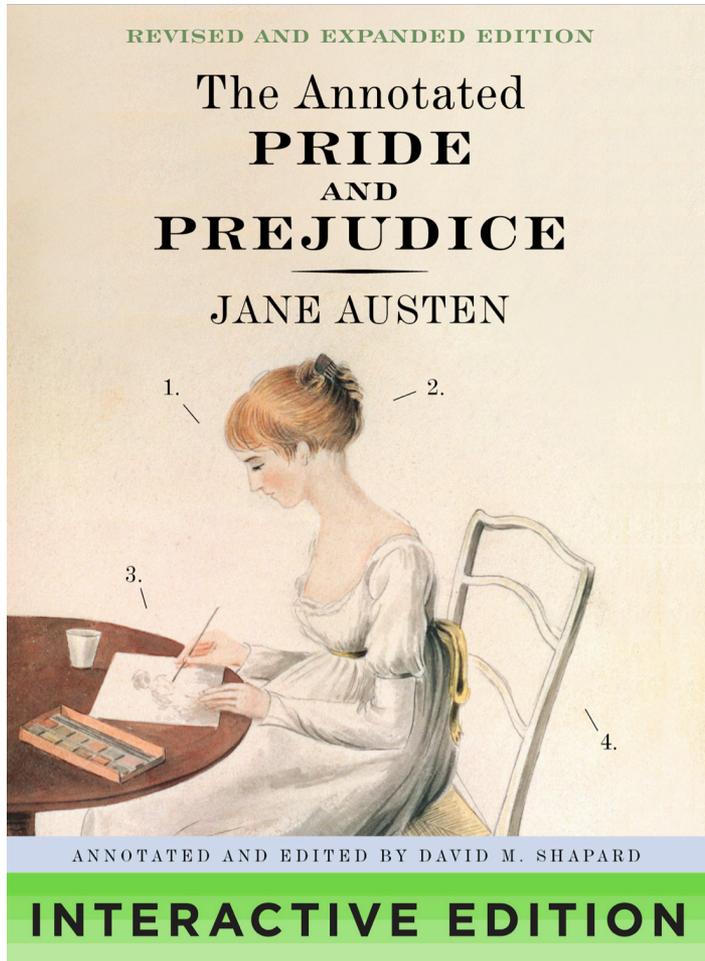


- Teaching & Learning
- Public outreach
- Awareness

<https://play.google.com/store/apps/details?id=com.sdeditions.CantAppTest>

# Pride and Prejudice Interactive iBook

The Annotat...active Edition)



- Not exactly ‘scholarly’ but the structure of the apparatus is roughly the same as would be for scholarly edition
- Includes various interactive learning and contextualising features

<http://youtu.be/z9Q1HujQtXI>

# Digital Dubliners iBook

Boston College Students



# Geolocation opportunities



Location functionality of handheld TUI devices opens up some different possibilities to increase engagement

JoyceWays (Boston College)

HistoryPin

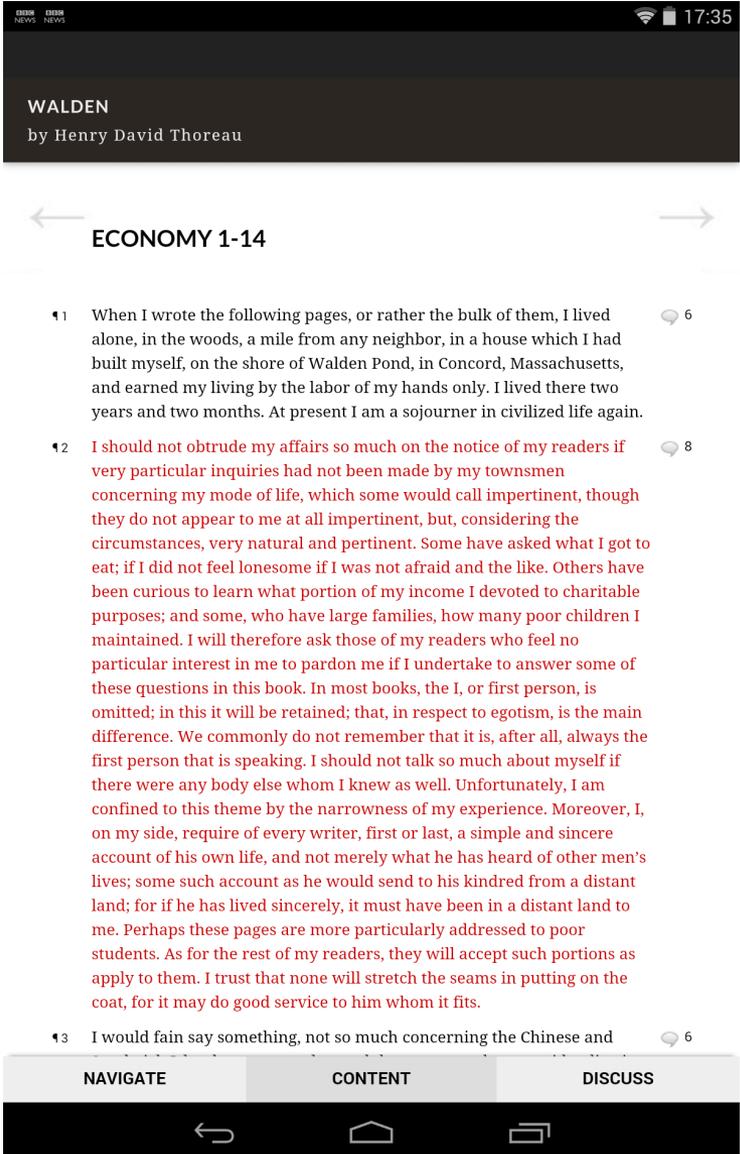
# Social reading

Online collaborative reading communities beginning to flourish?

*Reader's Thoreau*  
built using social tools  
CommentPress and Commons in  
a Box to create a space for social  
annotation and discussion.  
Responsive design.

Social Editions?

Digital knowledge communities?



NEWS NEWS 17:35

WALDEN  
by Henry David Thoreau

← ECONOMY 1-14 →

¶1 When I wrote the following pages, or rather the bulk of them, I lived alone, in the woods, a mile from any neighbor, in a house which I had built myself, on the shore of Walden Pond, in Concord, Massachusetts, and earned my living by the labor of my hands only. I lived there two years and two months. At present I am a sojourner in civilized life again. 6

¶2 I should not obtrude my affairs so much on the notice of my readers if very particular inquiries had not been made by my townsmen concerning my mode of life, which some would call impertinent, though they do not appear to me at all impertinent, but, considering the circumstances, very natural and pertinent. Some have asked what I got to eat; if I did not feel lonesome if I was not afraid and the like. Others have been curious to learn what portion of my income I devoted to charitable purposes; and some, who have large families, how many poor children I maintained. I will therefore ask those of my readers who feel no particular interest in me to pardon me if I undertake to answer some of these questions in this book. In most books, the I, or first person, is omitted; in this it will be retained; that, in respect to egotism, is the main difference. We commonly do not remember that it is, after all, always the first person that is speaking. I should not talk so much about myself if there were any body else whom I knew as well. Unfortunately, I am confined to this theme by the narrowness of my experience. Moreover, I, on my side, require of every writer, first or last, a simple and sincere account of his own life, and not merely what he has heard of other men's lives; some such account as he would send to his kindred from a distant land; for if he has lived sincerely, it must have been in a distant land to me. Perhaps these pages are more particularly addressed to poor students. As for the rest of my readers, they will accept such portions as apply to them. I trust that none will stretch the seams in putting on the coat, for it may do good service to him whom it fits. 8

¶3 I would fain say something, not so much concerning the Chinese and 6

NAVIGATE CONTENT DISCUSS

# Technological Considerations

# Building Apps and eBooks

- **ePub3** – these interactive eBooks can be created in lot's of different places including InDesign. OxGarage allows conversions to normal ePub.
- **iBooks** – built in iBooks Author but also possible to build ePub3 and release
- **Android Apps** – can be built in several different software development environments (SDKs) but Eclipse is most common, written in Java
- **iOS Apps** – built in Xcode environment using Objective-C language
- **Cross Platform apps** – there are some SDKs that allow you to build for both at same time such as Titanium, using Javascript. But can be difficult to make consistent
- Adobe PhoneGap is another multiplatform framework which also allows you to package a HTML5 website as an app

# Choosing an Operating System (OS)

- Principle decision is between iOS and Android or both
- Ethical concerns with corporate control
- Large readership or scholarly freedom
- Accessibility. Developing world and most of Asia are almost exclusively Android users

# Responsive Design?

- Needs to be considered early in the process of building a website
- Frameworks for building responsive sites like Foundation Framework by Zurb
- ‘Mobile first’ is best approach, then expand outwards
- Can be as simple as setting ‘break points’ for a variety of screen sizes
- Awareness of technologies that don’t work on some TUIs such as Flash
- Some work being done at Arizona State on responsive design for dealing with inline footnotes in a digital reading context  
<http://andrew.pilsch.com/blog/2014/12/05/stylish-markdown-footnotes-w-jquery/>
- W3C is working on a web standard to that will allow offline/portable usage of websites by easily saving webpages – called EPUB-WEB project

# Thank You

Aodhán Kelly

The anonymised raw data of the survey is openly accessible via  
Google Docs at: <http://goo.gl/zgOrDw>

