

IS1404 E-READ: Evolution of Reading in the Age of Digitization

Position paper

Name: **Gerhard LAUER**

WG(s): 3 – Experiential/emotional aspects of reading

1. **Potential research contribution** in light of, or linked to

A. WG interest and Scientific programme:

Detailed research project on reading e-books in comparison to reading traditional books: The subjects, selected for the experiment, are PISA-age readers, the examples of e-books are taken from youth literature. My colleagues and I use e-books in the sense of ‘enhanced books’, i.e. books, here taking classical examples of youth literature and enhance them by video clips, games, and/or interaction. All the books are recently published and represent new formats of e-books. We investigate closely by questionnaires and experimental methods the transportation in e-books. We hypothesise, that e-books in the above mentioned sense enable better transportation during reading, although changing media and formats might distract readers.

B. Action objectives (pages 7-10 in the MoU):

The objective is twofold. On the one hand we try to investigate how much new (digital) forms of books could foster pupils’ reading. On the other hand we are in correspondence with German publishing houses and schools about recommendations for a better digital design of children and youth literature.

2. Interest in

A. organizing and/or participating in a **short-term scientific mission (STSM)**.

Optional: pursuing what research questions/projects; where to/with whom; linked to what objective(s) of the Action:

I am interested in developing a reliable set of questionnaires and experimental methods like EEG, eye tracking etc. for the evaluation of reading. Except of PISA data on reading habits and reports on reading within Europe are not sufficiently comparable. E-READ could be the platform for sharing methods and standards to measure changes in reading habits triggered by digitization.

B. organizing and/or participating in a **Training School** (please indicate what kind of training [theoretical; methodological; technical]).

Optional: linked to what objective(s) of the Action:

In my field, which is literary studies, empirical methods are still not standard. A training school on empirical methods starting with established questionnaires like Davis test, Mind in the eye test etc. would be a big step forward to get evidence-based data on the change of reading we are facing.