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

Position paper

Name: Zoran Velagić

WG(s): WG4 Ergonomic aspects of reading

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

A. WG interest and Scientific programme:

Research into ergonomics of reading includes understanding of readers' interactions with both media (or better technology of content delivery) and delivered contents, primarily textual, but also visual and multi-medial. The medium and organization of the contents inside the medium condition understanding of the text and the possibility of interacting with it. My current research tries to answer questions as to how the form of medium, the possibility of presentation of contents that the medium offers, the organisation of contents and the extra connotative elements in the e- or p-book affects the possibility of text-reader interaction. For the moment, it is entirely impossible to correlate the interactions enabled by printed books on one hand and electronic books on the other, for the interactivity of the e-book is crucially dependent on the device. My further research will focus on structural changes, information architectures and organizational principles of the printed and the electronic book. I see my contribution to the project in questioning and analyzing such aspects of reading ergonomics, but also in connecting publishing studies with reading research, particularly regarding development of methodological tools which would correlate publishing practices and readers' behaviour.

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

Aforementioned research could contribute to the action objectives by providing recommendations for optimal text/content design depending on media of delivery and by providing a methodology for better understanding of main relations between publishing business models and reading practices. As both require multidisciplinary approach, I see the E-read project as a unique opportunity to increase scientific collaboration that could result in deliverables relevant for both publishing industry and educational institutions.

2. Interest in: organizing training school

Book reading and publishing research methodology: training school*

The aim of the proposed training school is development and testing of methodological tools that will help in understanding relations among recent trends in publishing markets, changes in book formats and changes in reading practices.

Training school will consist of following stages: 1) juxtaposing different methodological approaches as used in publishing studies and in reading research, 2) identifying approaches which could provide models and guidelines for building a high-quality adjusted methodological tools, 3) development of tools that will allow assessment of relations between changes in book/text industries and changes in reading practices, 4) testing of the new methodological tools (post-school period).

Training school will contribute to the ERead project by supplying a methodology for better understanding main relations between publishing business models and reading practices. Final outcome of the workshops should be a book market/reading assessment methodology that could be tested at different markets in order to get wider comparative picture of publishing/ reading interrelations and their developments in Europe.

*Joint proposal by Miha Kovač and Zoran Velagić