

# THE CHANGING FACE OF SCHOLARLY COMMUNICATION:

## UNIVERSITY LIBRARIES AND PRESSES TRANSFORM THE BOOK

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UNIVERSITY LIBRARIES

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# Introduction

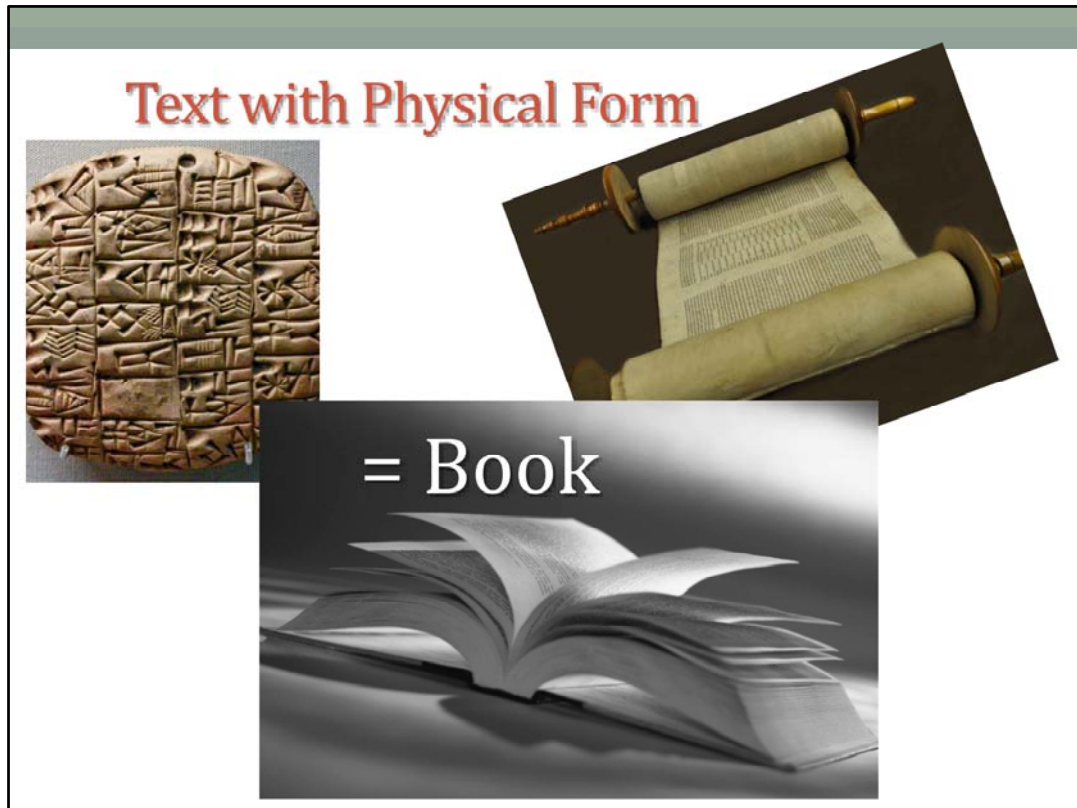


We stand at a notable moment in the history of human communication. We look back on a long history, and we look forward to an unknown future transformed by digital technology. And though we do not know what the future holds, we can look back through history and document how texts and books have changed, and perhaps find some indications of the tenor and significance of the change we are witnessing today.

## Text without Physical Form

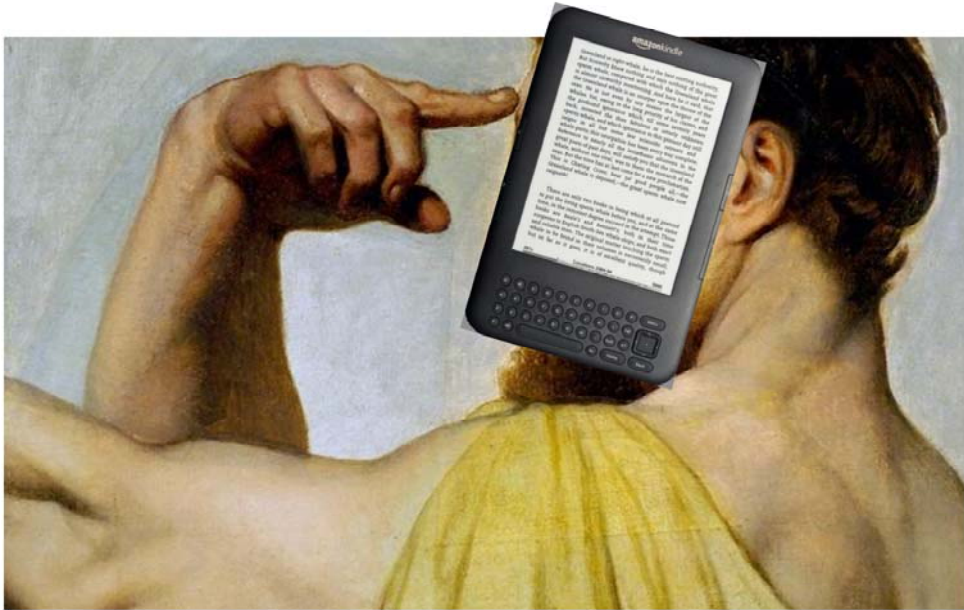


The first, and many would say the most significant event in the history of human communication, was the invention of language. This of course was an iterative process that took many centuries, and even millennia, to develop into the sophisticated system that we recognize as language. And with language comes the ability to create a “text,” that entity discussed by literary critics and historians divorced from any physical entity such as a book. Thus we might discuss “Hamlet” as a text that exists in some other intellectual space beyond the printed page. Text is a useful concept for us as we consider the transformation of the printed page. And so what of text in the period before writing, before the invention of the alphabet? Text existed in the mind, in memory. Homer composed his epics—the *Iliad* and the *Odyssey*— without the aid of writing, and these texts lived in human memory, passed down through generations. This was possible because the texts had poetic form that enabled and enhanced memorization. Poetry has its origin in this period of oral culture.



Writing represents language in a physical form, and for us in the West this is alphabetic. Now writing must take form on some surface, such as the clay of a cuneiform tablet. Writing in ancient Sumeria developed to record the most mundane things such as business and governmental records, and rarely the epic poems of authors like Homer. Prose had its origin in this period of the written text. As texts increased in length, new structures were developed to accommodate them. In the ancient world the scroll or roll was ubiquitous, but by the 4<sup>th</sup> century AD, the codex—what we know as the book—became the dominant form for recording written texts. And of course with the invention of printing in the 15<sup>th</sup> century, the text became fixed on the page and this form has remained dominant up until the present time.

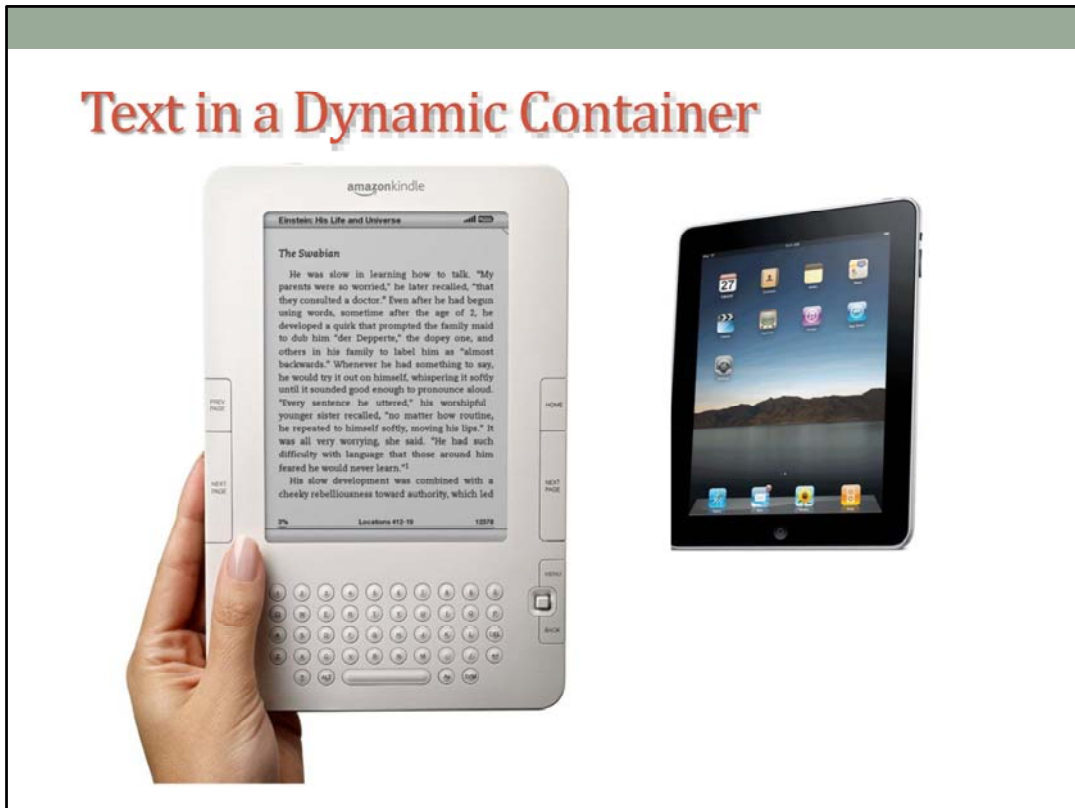
## Text without Physical Form?



Now with text in digital form have we returned in a way to the Homeric age of text divorced from a physical form? Yes and no. Text has become unfixed (as in the time before the invention of writing), but it can only exist with the appearance of printed text in a digital environment. There are those who would suggest that this is not an improvement, but there were those who said the same thing about the invention of writing. With each transformation we lose something, but gain more.



## Text in a Dynamic Container



What we have now is digital text in a container. It is a dynamic container that may be as limited as a Kindle e-reader (which simply repurposes printed text to a digital page) or an iPad tablet which has more capabilities, or a laptop computer which has even more potential. But in any case we haven't yet seen the container that will hold the new digital book. It's coming, but we just don't know what it will look like yet.

What happens when the  
reading experience  
catches up with new  
technologies?

Duane Bray,  
IDEO

# THE EVOLVING BOOK

Attitudes and attributes

Cheryl D. Walters, Head of Digital Initiatives,  
Utah State University

I will address Rick's question about what happens when authorship catches up with the new technologies by telling you about some general attributes of the evolving book, what some authors and publishers have to say about it, and then showing you actual examples.



## Attributes of the evolving book

Pushes the boundaries of the traditional book container, actively connecting authors, readers, researchers, and libraries

- **Open-ended: easy to edit and expand with new content**
- **Multiple components in multiple formats:** web-based, multimedia, interactive, mobile
- **Links to related content**
- **Users are active, not passive**
  - Marginalia = Commenting in public forum
  - Transcribe or translate text
  - Identify & fill in missing information
  - Add new content
- **Use is easy, efficient**
  - Search, navigate, zoom, change font size
  - Highlight, copy, paste, print, download, reformat, remix

Let's take a look at some of the ways the book is evolving in response to new technology, pushing the boundaries of the traditional book container to actively connect authors, readers, researchers, and libraries. **Web-based books are dynamic and open-ended**, easily edited and expanded with new content, composed of multiple components, often multimedia, interactive, and mobile. They can quickly **link readers to related content**. Digital books can engage users in many ways. Tapping the power of "Web 2.0" functionality, formerly passive consumers of information become creators and what Wikipedia calls "prosumers:"<sup>1</sup>

Where once a reader's marginalia consisted of a static comment scrawled on a page in a single copy of a work, now a reader can contribute marginalia to a web-based text by commenting, engaging other readers and perhaps the author in an ongoing conversation. Also, readers can enhance what they read by transcribing handwritten or illegible text, contributing searchable, readable text to a work thereby adding value for the benefit of other users. Experts and laypersons alike can help identify unknown people in photographs and fill in missing or supplementary information based on their personal experience and knowledge, adding context and depth to existing resources.

Besides enriching subsequent uses of material by others, readers can *control their reading experience* by altering font type and size, page views, text and background colors, zooming in/out, and more. Search capabilities permit use and analysis of text in amazing and fruitful ways unimagined just a few years ago. Using navigation aids, users nimbly jump to desired points in a work via a virtual table of contents, keyword searching an index, or by entering a specified page number. They can *repurpose* the content of "books" in digital format by

An author's perspective:

## A "Brave New Space"

- **Neni Panourgiá**, author of *Dangerous Citizens: The Greek Left and the Terror of the State*

- *This brave new space, where everything  
And anything seems possible*



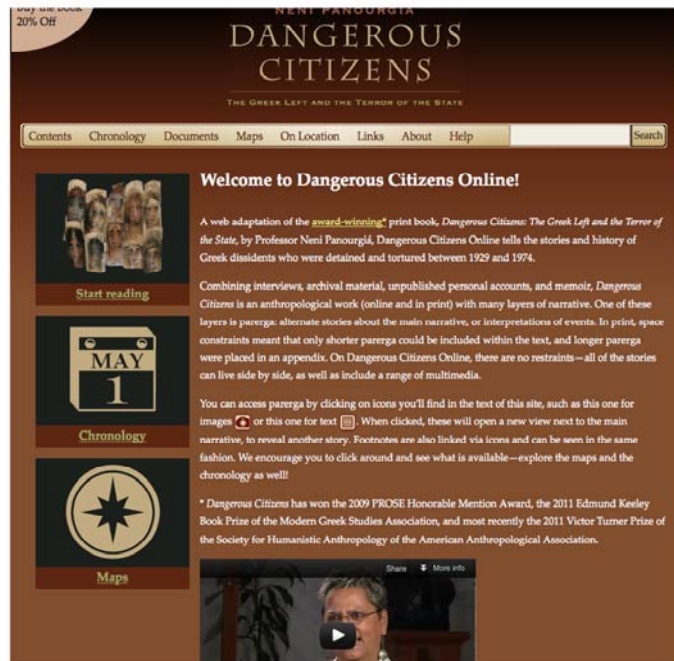
- Anthropologist studying political dissent in Greece frustrated by her inability to include recent fast-breaking events in her print book. The electronic version of her work is allowing her to bypass the time and space constraints of the print book.
- "This is precisely the conundrum that the online book resolves," she says. "It provides the author with infinite possibilities for the expansion of the text through ongoing research."

Neni Panourgia, author of [Dangerous Citizens: the Greek Left and the Terror of the State](#) calls the evolving book a "*brave new space where everything and anything seems possible.*" As an anthropologist studying political dissent in Greece, she was frustrated by her inability to include recent fast-breaking events in her print book being published by Fordham University Press. The electronic version of her work is allowing her to bypass the time and space constraints of the print book. "*This is precisely the conundrum that the online book resolves,*" she says in the About section of her online work. "*It provides the author with infinite possibilities for the expansion of the text through ongoing research.*"

A web “book” that offers so much more than the print:

Website created by Columbia University Press complements the print book by Fordham University Press by providing:

- Chronology of events
- Digitized primary sources
- Digitized maps, including one showing prisons and places of exile
- Audio and text narratives describe uninhabited, desert islands used concentration camps for political dissidents from the 1920s - 1980s.
- Clips from TV and radio broadcasts



<http://dangerouscitizens.columbia.edu/>

The electronic version of Dangerous Citizens is a website created by Columbia University Press to complement the print book published by Fordham University Press. Elements offered by the web version include a chronology of events, immediate access to digitized primary sources, digitized maps such as the one showing prisons and other places where dissidents were exiled, audio and text narratives describing uninhabited, desert islands used concentration camps for political dissidents from the 1920s - 1980s, and clips from TV and radio broadcasts of the day.

Another author's perspective:

## “An Author’s Dream”

- **Peggy Battin**, author of
- *Ethics of Suicide*  
Book forthcoming from Oxford University Press  
Complimentary web version by University of Utah
- “Elation”
- “Nobody is telling me to make it shorter now.”
- “The cooperation between Oxford University Press and the library [at University of Utah] has been amazing”
- Allows her to publish print book of “reasonable size” via Oxford University Press while continuing to collect and add new material via online version of work hosted by University of Utah. “I always want to be able to add more material and allow anyone out there to suggest additions.”



Another aficionado of the evolving book is Peggy Battin, author of the forthcoming book from Oxford University Press entitled “The Ethics of Suicide”. What are her feelings about this evolving book format? “Elation!” she enthuses. “Nobody is telling me to make it shorter now.” Long after passing the original deadline for her traditional print book, she found a way to publish a print book “of reasonable size” while continuing to collect and provide access new material via the online version of her work produced by a collaboration with University of Utah. “I always want to be able to add more material and allow anyone out there to suggest additions.”

Dante Alighieri (1265-1321) from The Divine Comedy: I

The renowned Italian poet and thinker Dante was born at Florence in 1265 to a Guelf family which opposed the pope, though it later reversed its view about papal-imperial conflicts. Dante received an education from various Churches, which permitted him to cultivate the "art of versifying." While he was young—he nine, she eight—she died, commonly identified as Bice, the daughter of Folco Portinari) who, after she died in 1290, was often later immortalized in Dante's verse. Dante agreed to an arranged marriage with someone else which may have taken place around 1283; he had at least three children, two sons and a daughter who became a nun, taking the name Beatrice. Dante became active in the political affairs of his day, an involvement that led to his exile from his native Florence. While in exile, Dante was

value. A total prohibition of suicide can only be justified because of the "scandal and paradox of the cross": "live and suffer." By "paradox," Landsberg alludes to the perspective of pagan philosophies such as Stoicism, which could not understand the martyrdom or suicide of the early Christians; he also considers the ways in which Buddhism's view, though averse to suicide, is deeply different from the Christian one. Suicide, on Landsberg's view, is unjustified because to throw away one's life is to throw away one's suffering; this would be equivalent to rejecting the final meaning of one's life.

Paul-Louis Landsberg, *The Experience of Death and The Moral Problem of Suicide*, Trans. Cynthia Rowland. New York: Philosophical Library, 1953.

For a listing of all libraries that hold a copy of this work, click here: <http://www.worldcat.org/oclc/2421280>

The Moral Problem of Suicide

I shall be told that the problem I propose to discuss since it does not exist or, at any rate, does not exist for Christians. We all that know that Christianity, the Catholic Church in particular, and all moral theologians, whether catholic or protestant, consider suicide to be moral sin, and do not admit that it is ever justified in any circumstances whatsoever. All this is quite clear, and there seems nothing more to be said. Suicide is forbidden by divine authority and man's duty to himself. There can be no doubt that the prohibition of suicide is one of the most important and most difficult of the moral principles of the Christian religion.

**Entry describing subject's views on suicide**

**Online version gives hyperlinks out to WorldCat records: full bibliographic info, libraries that own it**

**Online version offers fuller excerpts from works discussing ethics of suicide**

***Ethics of Suicide* is a comprehensive look at how people throughout history have viewed the ethics of suicide. It consists of her in-depth analysis of authors and works that discuss suicide.**

*Ethics of Suicide* is a comprehensive look at how people throughout history have viewed the ethics of suicide. It consists of her in-depth analysis of authors and works that discuss suicide. The online version allows her to offer full excerpts from works, with links out to Worldcat entries where readers can find details on a cited work, see which libraries own it, and even link to their home library in some cases to check it out or borrow it via Interlibrary Loan.



## Transporting readers to archival sources

Coming Jan. 2013

*Spacewalker: My Journey in Space and Faith as NASA's Record-Setting Frequent Flyer*

– Purdue University Press

Links to online archive of items from Purdue Libraries' Barron Hilton Flight and Space Exploration Archives

Ebooks:

- e-PDF, e-Pub on website
- Kindle and Nook versions with video and audio links
- iPad app with interactive quizzes, timeline, and shuttle model.

[Book & ebooks available soon](#)



Just as the evolving book is empowering authors and readers, so too is it allowing publishers to innovate. For example, libraries with publishing arms can use their products to benefit other parts of the library. Charles Watkinson, director of Purdue University Press and head of scholarly publishing services for Purdue Libraries, says that their forthcoming book/ebook *Spacewalker: My Journey in Space and Faith as NASA's Record-Setting Frequent Flyer* will link to and heighten the visibility of the Libraries' Barron Hilton Flight and Space Exploration Archives containing the papers, photographs, and other items of NASA astronaut Jerry Ross. While the print book is limited to offering about 30 still images because of cost and space constraints, the ebook version will offer 80 still images, plus video and twenty 90-second commentaries, some from home videos never made public before. Purdue is also outsourcing an enhanced ebook version for iPad which will offer an extra interactive quiz, timeline, and cutaway model of the shuttle.



## Many parts, connected & expanding

The **book** contains *selective, edited* interviews with the lawyers

A complementing **website** offers all the narratives in full at <http://dlib.nyu.edu/quantanamo>

**Online archive** solicits other texts, images, and oral histories to add to the website.

A **blog** keeps the conversation going

<http://dlib.nyu.edu/quantanamo>



Finally, I end with The Guantanamo Lawyers, a book published in 2009 with an established online presence that offers a blog as well as developing archive of narratives. New York University Press and the authors of this book are partnering with NYU's Tamiment Library to document, preserve, and make accessible the legal records and human stories of the Guantanamo Bay Detention Center.

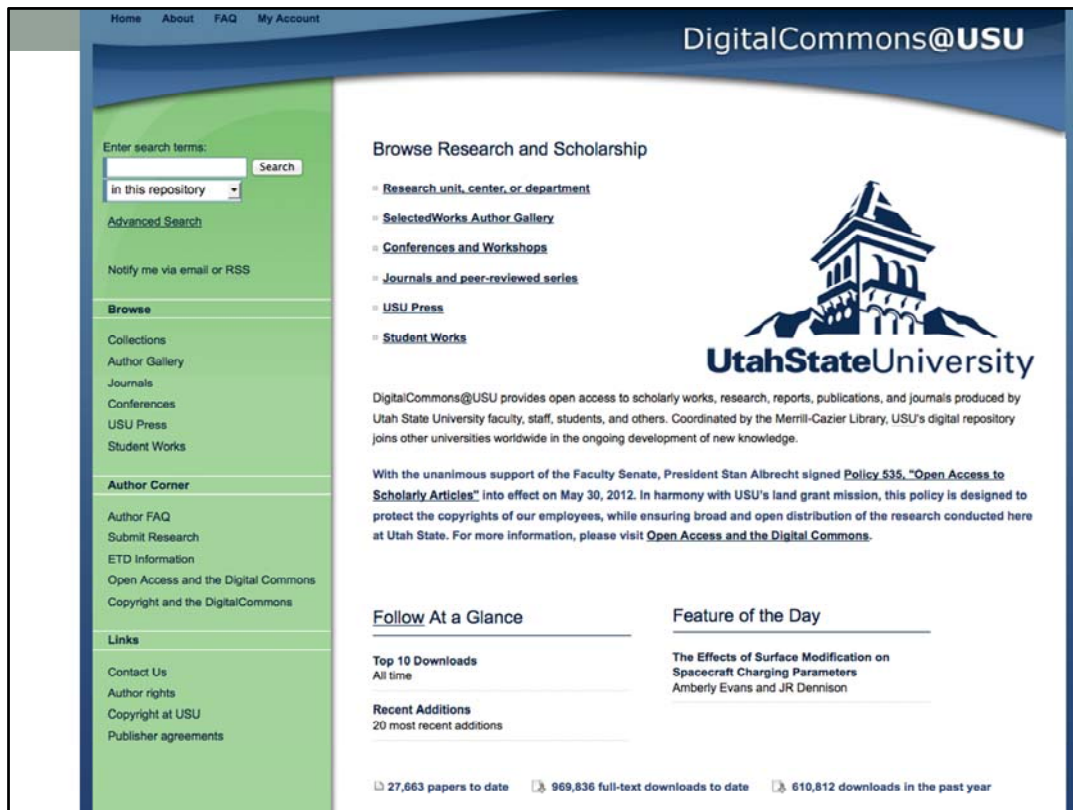
I have just shown you some interesting treatments of the book by some other university libraries and presses. Now we will talk a bit about what we are doing specifically at our own university.

# INSTITUTIONAL REPOSITORIES:

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Vehicles for change


Andrew Wesolek, Scholarly Communications  
and IR Librarian, Utah State University



Institutional repositories (IRs) can, and indeed are, serving as hubs for library based publishing efforts. Utah State University hosts a thriving IR on a bepress Digital Commons platform. This repository, which aims to capture preserve and promote the intellectual output of the institution has coupled the innovative research conducted at USU, with highly efficient Search Engine Optimization, to yield nearly 1 million total full text downloads.


Now, many of the works in our repository are published via traditional avenues and hosted in Open Access (OA) forms in the IR. However, the repository also publishes grey literature, conference posters and presentations, among other academically interesting, works that may not find exposure through traditional publication

## Traditional Text, New Vehicle:



Merrill-Cazier Library

LIBRARY DIGITAL MONOGRAPHS



### An Introduction to Editing Manuscripts for Medievalists

**János M. Bak**, *Central European University, Budapest*

[Download Full Text](#) (9.6 MB) [Download](#)

**Description**

This practical guide was prepared by the author—in cooperation with Denis L. Bethell (UC Dublin)—based on the relevant parts of Heinz Quirin's widely used *Einführung in das Studium der mittelalterlichen Geschichte* (6th ed. Stuttgart: Steiner, 1991) and planned to be part of an expanded English language version thereof. Prof. Bethell's untimely death cancelled this project, but the author felt that this chapter may be useful for students of medieval manuscripts even in its incomplete form. For a few years it served as part of a Handbook used by graduate students at the Central European University, Budapest. Work on the text (with the exception of "Translating") was terminated in the 1980s and only rarely could more recent literature be included and recent developments considered. Yet, most of it is traditional enough to be still relevant in the twenty-first century as well. For expert counsel in preparing the present digitalized edition the author is grateful to Frank Schaer, his colleague at CEU, and to Rick Clement for encouraging the publication.

**Publication Date** 2012

**Publisher** USU Libraries

**City** Logan, Utah

**Disciplines** Medieval Studies

**Comments**

This work made electronically available on June 21, 2012

**Recommended Citation**

Bak, János M., "An Introduction to Editing Manuscripts for Medievalists" (2012). *Library Digital Monographs*. Book 1.  
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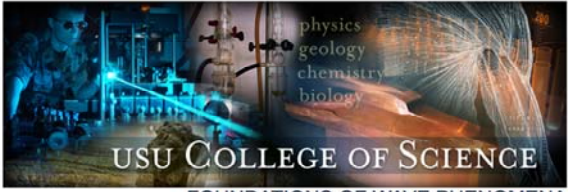
For the purposes of this presentation, we'll focus on several ways that we have used the IR to produce intellectually interesting and potentially transformative texts. Our first example illustrates how the IR can give life to works that fall in the grey area between books and articles. Our IR does not offer any of the value added services provided by traditional publishers or university presses. This allows us to offer the repository as a vehicle for publication to those who may not have another outlet.

This text is both highly specialized and relatively short, making it economically unattractive to traditional publishers and university presses. By publishing through the IR, though, we can provide a specialized textbook by a recognized authority to the hundreds of graduate students worldwide who will use this text as part of an advanced course in Medieval manuscripts.

DigitalCommons@USU

Home > Science > Physics > Foundations of Wave Phenomena

## The Vehicle Shapes the Text:



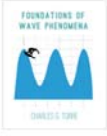
**How To Navigate This Text**

This text is designed to provide an introduction to some of the foundations of wave phenomena. Each of these foundational concepts has been given its own module, below. Prerequisite modules have been identified on each page, which may be used to better understand the concept at hand. In addition, you will find supplemental information, problem sets, and links to appendices where appropriate. Finally, each module also contains a comment field that you may use to ask questions of, or start discussions with the author or other readers of the text.

Please follow links to the left for more information about this text and how to use it.

The entire work may be downloaded as a single file Here: [http://digitalcommons.usu.edu/foundation\\_wave/1/](http://digitalcommons.usu.edu/foundation_wave/1/)

[Switch View](#) [View Slideshow](#)



### 01 Harmonic Oscillations

Charles G. Torre

Everyone has seen waves on water, heard sound waves and seen light waves. But, what exactly is a wave? Of course, the goal of this course is to answer this question for you. But for now you can think of a wave as a traveling or oscillatory disturbance in some continuous medium (air, water, the electromagnetic field, etc.). As we shall see, waves can be viewed as a collective effect resulting from a combination of many harmonic oscillations. So, to begin, we review the basics of harmonic motion.

We are also able to use the IR to transform texts that were conceptualized in a traditional sense into highly dynamic and socially responsive works. In this example, we have taken a traditional (though unpublished) text, *The Foundations of Wave Phenomena* and reconceptualized it to draw on the strengths of the vehicle of publication—the IR. First, we give a brief introduction to the text, how it is to be used, and how it is to be navigated. However:

The screenshot shows a web page titled "FOUNDATIONS OF WAVE PHENOMENA". On the left, there is a sidebar with the text "An Interconnected Web of Concepts:" and "The Book Becomes Social:". The main content area is for "01 Harmonic Oscillations" by Charles G. Torre, Department of Physics, Utah State University. It features a "Download Full Text (1.9 MB)" button and a list of downloadable items: "Problem Set 1 (557 KB)", "Appendix A: Taylor Theorem (302 KB)", and "Appendix B: Vector Spaces (953 KB)". Below this is a "Description" section, a "Publication Date 2004", "Keywords", "Comments" section with a "Post a new comment" form, and a "Recommended Citation" section. At the bottom, there are login options for "intensedebate", "WordPass.com", and "OpenID", and fields for "Name", "Email", and "Website (optional)".

Instead of presenting the text as one to be read linearly, we have structured the work such that each module (traditional chapter) stands independently, yet is deeply connected with the other modules. So, rather than a linear work to be read from start to finish, this transformed text exists as an interrelated web of concepts, where users can enter and exit at points of their choosing, as well as easily trace linked prerequisite concepts, supplemental materials, and practice problem sets.

In essence, the aim of a text is to transmit a complex concept from the author to the reader by way of a set of interrelated sub concepts. When confined to a traditional structure: IE a physical book, these sub concepts progress linearly. Here, though, we are able to present these subconcepts as a web—one in which the reader may enter and exit at points of his choosing, investigate supplemental materials where necessary or ignore them when they are not.

This approach has the added benefit of attracting Google and other search engine crawlers to the concepts outlined in each chapter (for example, Harmonic Oscillations) to a much greater degree than if those chapters remained part of a traditional book. So, rather than attracting users to the text as a whole, crawlers identify and make findable each of the subconcepts contained within that work.

Here we see the record page for each chapter. Notice that users are given the option to download helpful appendices, and problem sets to further their understanding of this chapter. Perhaps most interestingly, though, you'll notice that through the IR we are able to add user-generated comments, thus allowing for the book to become a social space. In this instance, our faculty author monitors this comments field, so each reader is able to ask questions of the



BIOCHEMISTRY

**Looking Forward:**

**Chapter 16 (Part 1): Electrophilic Aromatic Substitutions**

Mike A. Christiansen, Utah State University

**Document Type**  
Course

**Journal/Book Title/Conference**  
Organic Chemistry Lecture Videos: Second Semester

**Publication Date**  
2012

**Abstract**  
In this video, I (Dr. Mike Christiansen from Utah State University) will begin teaching you organic chemistry, starting with several reactions of substituted benzenes. These include bromination and oxidation of benzyl carbons, as well as the reduction of benzonitrile and nitrobenzene. I also mention how organic chemistry is a little like playing with Legos.

**Recommended Citation**  
Christiansen, Mike A., "Chapter 16 (Part 1): Electrophilic Aromatic Substitutions" (2012). *Biochemistry*. Paper 1.  
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**Free O-Chem Lectures' Video 1: Electrophilic Aromatic Substitution**



4:29 / 16:25

Looking forward, the IR also allows us to integrate multimedia components. There is tremendous potential here to integrate these components with the nonlinear and socially negotiated transformed texts of the type discussed above. We have the potential to add animations, supplemental labs for use in large classrooms, lectures, etc. We are seeing these multimedia components make their way into journals (JoVE) and Open Courseware, but the potential for them to help transmit the ideas contained within texts, are as yet unrealized.

# SUSTAINABLE INNOVATION

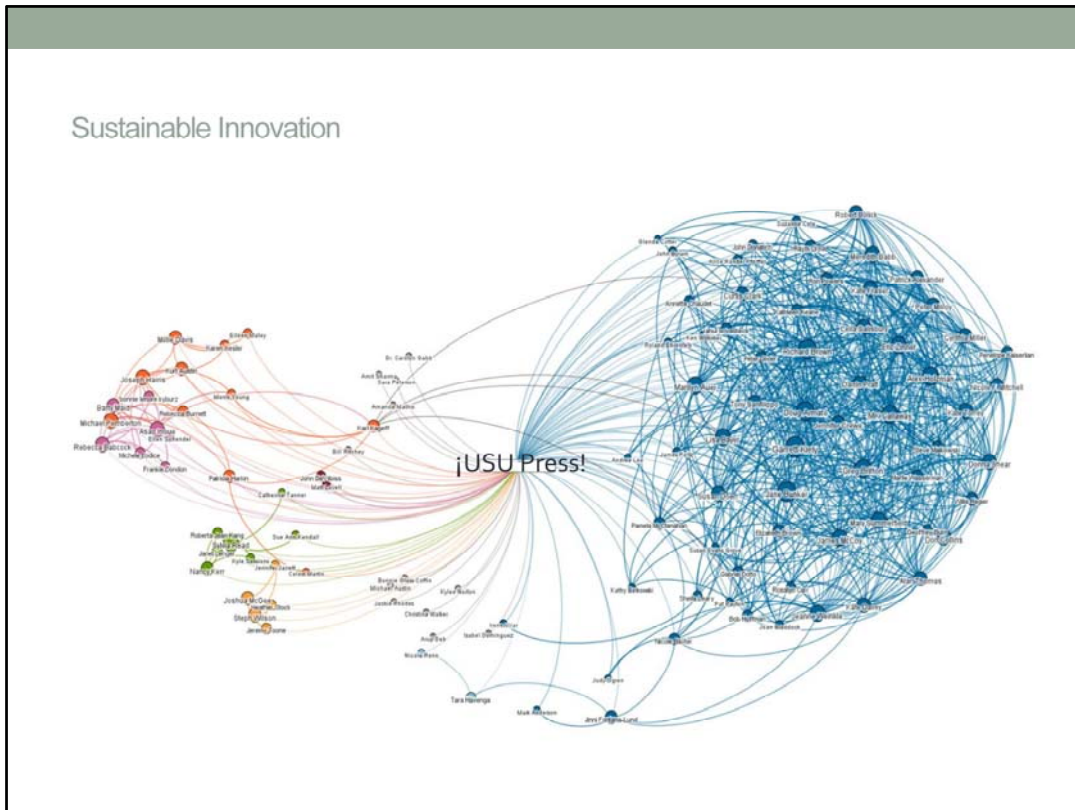
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Digital Book Publishing at  
Utah State University Press



Michael Spooner, Director  
Utah State University Press  
Associate Director  
University Press of Colorado

Innovation is not produced by isolated moments of genius. There is always an environment from which new ideas emerge, an ecosystem that supports them.



Though America as a nation is wealthy, most American universities and their presses are not. Our budgets, like many others around the world, are tightly restricted, and we do not have the resources to invest in developing our own breakthrough ideas and products. Yet we also exist within the digital ecosystem.

As a small publisher, our path to sustainable innovation lies in creating relationships with others who have more resources.

Sustainable Innovation

### Strategic Questions for a Scholarly Press

- Is the platform appropriate to our audience/readers?
- Longevity of the software/hardware?
- Longevity of the partner?
- Exclusivity or flexibility?
- Reaching which markets or readers?
- Business model?

As we choose our partners in the digital publishing environment, we must face a bouquet of important questions: how will software address our readers' specialized ways of reading? how long will this software or hardware or aggregator survive? Will this partnership be exclusive or flexible? How do we value different markets? For this ecosystem, what is the appropriate business model?

Sustainable Innovation

### Strategic Answers

- Multiple processes and partners
- Simultaneous evolution
- Versatility
- Multimodality

At least conceptually, the answer to that last question is simple. At our press, as at many others, we are investing in multiple processes, so that we may respond to simultaneously evolving formats, hardware, and delivery systems. In an environment where so many elements are developing at once, *versatility* and *multimodality* are key to sustainable innovation for us.

Here are some examples of how we use multimodal thinking in our unique situation.

Sustainable Innovation

### Digital publishing partners

- University Press of Colorado
- Utah State University Digital Commons
- Bibliovault
- O'Reilly Media
- Univ Press Content Consortium
- Ebrary
- EBSCO/netLibrary
- Cengage/Questia
- Ebooks.com/ EBL
- Amazon
- BN.com
- Folletts
- Ingram
- HathiTrust

The first USU Press digital books appeared in 1999 with a dot-com startup called netLibrary. Since then, we have engaged with a growing number of suppliers to academic libraries, to trade bookstores, and to individuals.

Today, we count among our partners a growing list of retail and library ebook vendors.



## EBSCO Interface

### Chapter One

#### Coyote Creates a Sanctuary for the Animals

Curling like a crescent moon, this shifting beach marks a border between Antelope Island's rocky, sage-sprinkled slope and Buffalo Bay. On the one hand, its gravel and sand forms an embracing margin for Great Salt Lake. On the other, a walkway at the edge of life. American Indians might say that Coyote built this highway for himself, for easier passage down and up the island. According to some Trickster myths, Coyote created everything.

I kneel in the soft, oolitic (UH-e-litic) sand. These smooth spheres of aragonite crystallize in concentric bands around a mineral grain or over a particle of expelled waste from a brine shrimp. Coyote is like that, making a pleasant and beautiful thing out of something distasteful. Sometimes he walks the other way too.

On all fours, the pearly pellets compressed against my knees, I gently touch my fingertips into the pads of a crisp track. I lower my face to examine the four sharp holes left by the claws, evidence of a canine. *Canis latrans*. The track is fresh; gravity has not yet eroded its rim, dragging the tiny oolites down to fill the claw holes. Not long before our arrival on this calm, Indian Summer morning, Coyote walked south, into the far corner of the bay.

American Indian creation myths credit Coyote with giving humans the deer's keen eyes and ears, the bear's ability to stand erect and gain vision beyond its broad nose, and the long and flexible claws of the eagle. I think of these things as I watch my friend José Knighton, who accompanies me. He grew up in nearby Bountiful and has explored this island even longer than I have. An artist and a poet, he masquerades as a bookseller, a very good disguise that pays his way. But he is Trickster through and through, creative and mischievous, employing his bag of tricks to make you open a book, to make you read. Poetry. Natural history. Science fiction. He doesn't care as long as your eyes walk through the pages and you tell him what you feel. His home is a library, and dozens of books on the facts and fictions of Coyote line its shelves.

This morning, though, he is just a rogue coyote looking for himself, wondering what to make of this remote place in the middle of a supposedly "dead" sea. Just out for a stroll, José follows the trail down the beach with the easy gait of his eyes.

You'll recognize the EBSCO/netLibrary interface here. I hear that libraries give this interface mixed reviews, but since EBSCO is one of the major aggregators for the library market, we distribute our content through them.

Sustainable Innovation

## Ebrary's Interface

UNIVERSITY LIBRARIES

Info Search QuickView Bookshelf

Simple Search: Search Advanced All Subjects

InfoTools ← → ↻ ↺ ↻ ↺ ↻ ↺ Download Ebrary Reader

IRRIGATION PLANNING 91

### Evapotranspiration Method for Calculating Water Needs

Evapotranspiration (ET) is the term irrigation managers use to determine how much water is needed to replace what is lost from their landscapes. Evapotranspiration is the loss of water from the soil both by evaporation and by transpiration through plants. ET is determined by a number of factors, including solar radiation, relative humidity, wind speed, and temperature. ET is recorded as a rate, such as inches per day, and is calculated from data measured by a weather station.

Weather stations can be used to determine a very accurate irrigation schedule based on real-time data; however, many sites do not have the luxury of an accessible weather station. In Utah and some other intermountain western states, ET information has been made available online. The Utah Division of Water Resources provides this information as a part of its ongoing water conservation program. Data can be found online at <http://www.conservewater.utah.gov>.

Several agencies in Utah, including Utah State University Extension, the U.S. Bureau of Reclamation, and the Utah Division of Water Resources have developed a generalized watering schedule based on historic, 30-year-average ET data. These data, when used with the irrigation scheduling



Figure 6-9. Weather station at Greenville Farm, North Logan, UT.

TOC NOTES(0)

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The Ebrary interface accommodates the original page design, so I like it a little better. In addition to EBSCO and Ebrary, as you know, there are many other aggregators around the world. We develop relationships with as many of them as we can.

## Sustainable Innovation

### UPCC's Interface

The screenshot shows the Project MUSE website interface. At the top, there is a navigation bar with the Project MUSE logo, a search bar, and links for 'About', 'Contact', 'Help', 'Tools', 'Order', and 'Saved Citations (0)'. Below the navigation bar, the breadcrumb trail reads 'Browse > Education > Higher Education'. The main content area features the book title 'Higher Education and the New Society' by George Keller, published in 2008. A brief description follows, mentioning Keller's views on higher education and his death in 2007. To the right of the text is a book cover image and a 'Research Areas' dropdown menu. Below the text are tabs for 'Contents', 'Search Inside This Book', and 'Book Details'. At the bottom of the page, there is a 'Search Inside This Book' search bar and the University Press Content Consortium (UPCC) logo.

We are also a member of the University Press Content Consortium (UPCC), an aggregator of monograph content that comes solely from university presses.

Books from aggregators like these are normally delivered through a library and are readable on the user's desktop or laptop computer.

## Adobe's Digital Edition Interface



In recent years, as *personal* ebook readers have improved, we began to release USU Press books in a couple of the most versatile formats. The Adobe Digital Editions reader is a free, cross-platform application, making ebooks deliverable from the shopping cart on our own website—instead of only through a library subscription.

These ebooks download easily to a desktop or laptop, and work well with free apps for mobile devices.

Sustainable Innovation

## Amazon's Kindle Interface

### Comb Ridge

#### A ROCK, A VIEW, SOME THOUGHTS

*I stood and turned to look at Comb Ridge, still a couple of miles away. From this vantage it had the appearance of an ice palace—its white sandstone slick with rain—and canyons melted out of its face. . . . Usually bone-dry, Comb Ridge was inhaling the previous night's storm, and now it slowly let water back out through its porous sandstone, dribbling from seeps and springs where maidenhair ferns grow.*

— Craig Childs, *House of Rain*<sup>1</sup>

**C**omb Ridge is unique. The rock's massive serrated edge jabs the blue sky with knife-like points, prodding the clouds for rain. Heated in the summer and doused with snow in the winter, this tempered blade stretches for one hundred miles, cautioning people to cross its sharp two-hundred-foot cliffs carefully. A barrier, a place of protection, a sentinel, the rock has figured significantly in the prehistory, history, and current events of the region. Just how

We also convert our files to the epub/prc format, which is the basis for the Kindle book, the iBook, and others.

All of these downloadable formats allow an individual scholar to build a personal library on their own hardware in a manner not unlike the way we build a music library from iTunes. They are an especially good solution for international scholars.

One thing very evident here is that although there is a cutting edge of technology—as we see in what Cheryl and Andy have been showing us—those formats are not common yet. To create them requires skills that authors generally do not have, and an investment of time and capital that few scholarly publishers have access to. This is why, as Rick implied in his opening remarks, the vast majority of current ebooks are simply electronic editions of traditional page formats like we see here.

## USUP/Computers and Composition Digital Press

backdrop for the lives of Gorjana and Mirza. Read and listen to their interpretations of their transnational literate lives from Sarajevo to Sydney. Introducing each video is a sampling of their responses in their own words. Also included are links to complete transcripts of the video clips.

### CHAPTER 2: Gorjana Kisa

"We came to Sydney actually as refugees from Belgrade.... in Sarajevo, because of the war, we had to leave our house and all our belongings and we moved to Belgrade.... However, [in Belgrade] there was another war in 1999 and that's where we had to leave everything all over again, and that's when we came to Sydney."



Gorjana on coming to Sydney <transcript>

"[W]e just realized that all the material things around us can disappear very quickly and that what's important is that we keep our bonds really strong...."



Sarajevo, Bosnia-Herzegovina, and Sydney, Australia

+ Narrative as a Way of Knowing

+ Gorjana Kisa

+ Mirza Nurkic

+ Tessa Kennedy

+ Kate Polglaze

+ Chapter 3: Cultural Designs for Writing Digitally: From Urbana, Illinois, and Afta

+ Chapter 4: Acts of Translation in the Academy and Across National Boundaries

+ Chapter 5: Global Digital Divide: From Nigeria and the People's Republic of China

+ Conclusion

However, here is an example of a series that we created through a collaboration with several other institutions. This is the Computers & Composition Digital Press (CCDP). CCDP is dedicated to works that are native to the digital ecosystem—that is, they may include video, audio, database, and other elements not well suited for publication in print formats. These volumes are available open access.

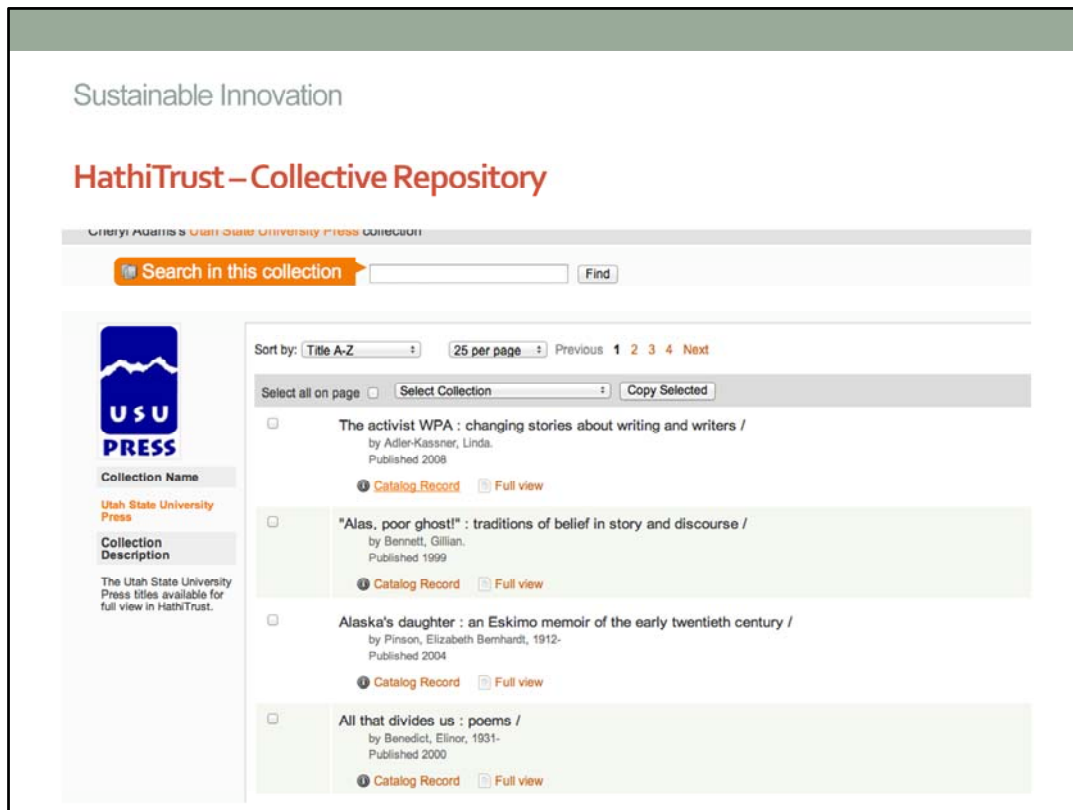


Sustainable Innovation

## Digital Commons – Institutional Repository

The screenshot displays the Utah State University Press Digital Commons Institutional Repository. At the top left, the text "Sustainable Innovation" is visible. Below it, the title "Digital Commons – Institutional Repository" is prominently displayed. The main content area features a search bar with the text "Enter search terms:" and a "Search" button. Below the search bar, there are options for "Advanced Search" and "Advanced Search - All Repositories". A navigation menu on the left side includes sections for "Browse" (Collections, Journals, Conferences), "Author Corner" (Author FAQ), and "Links" (USU Press). The main content area shows a banner for "Utah State University Press" with a background image of a building and mountains. Below the banner, the text "ALL USU PRESS PUBLICATIONS" is displayed. There are two buttons: "Switch View" and "View Slideshow". A grid of book covers is shown, including "A HISTORY OF UTAH'S AMERICAN INDIANS", "Alaska's", "ALAS POOR GEORGE", and "ANONIMO MEXICANO".

The USU Institutional Repository, which Andy has discussed, is a larger set of open access collections in ongoing development. Within the last year, USU Press publications in this collection (readable as PDFs) have been downloaded over 50,000 times.



Extending the repository idea, Utah State University is a partner of the HathiTrust, which is the first large-scale digital library in the US.

In addition, USU Libraries have joined with other partners in a project called OpenFolklore, an open-access resource for researchers in folkloristics.

**Traditional  
printed books**



Figure 0.1. The Casually Pepper Spray Everything Cop. Lieutenant John Pike of the UC–Davis Police pepper-sprays student protestors on November 18, 2011. This photograph (in addition to various accompanying videos of the event that were later posted online) set off a firestorm of controversy and provided the impetus for the “Pepper Spray Cop” meme.



(see O'Brien 2011). Within hours, the image went viral, and creative Internet users quickly began Photoshopping Pike into various historic paintings (such as John Trumbull's [1819] painting *Declaration of Independence* and Georges Seurat's [1884] *A Sunday Afternoon on the Island of La Grande Jatte*), symbolic figures and images in religious and popular culture (Figure 0.2), and actual photographs from modern history.

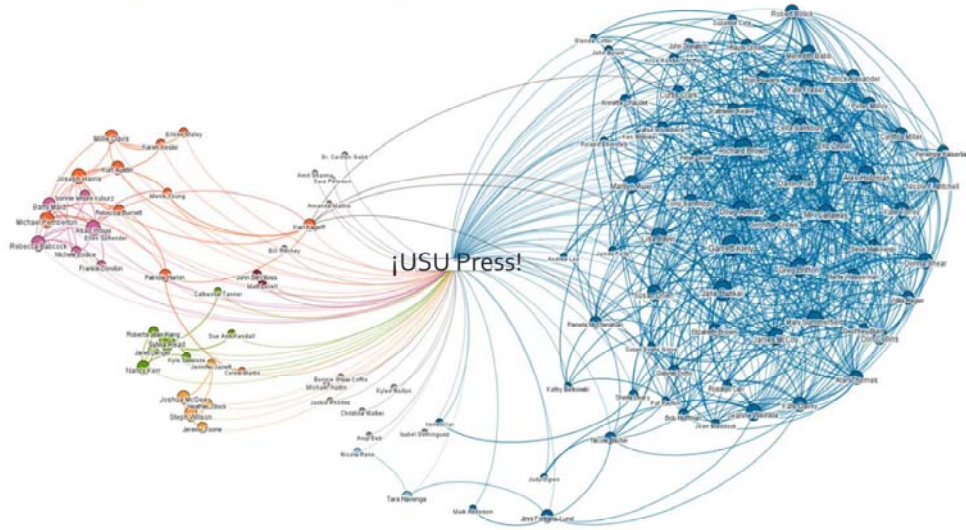
We should not forget the role of traditional printed books, since—although the market for ebooks is growing, print remains the dominant format for published books today, at least in the US.

But even in producing print books, we employ multiple digital technologies. We have, for example, drawn on resources at the University of Toronto Press to initiate an XML-first production flow, making conversion to various ebook formats easier at the end of the process.

And, as you can see here, even the printed page can deliver electronic access—via QR codes in this case. In ebook editions of this volume, of course, the QR code becomes clickable.

Sustainable Innovation

## Versatility and Multimodality



Digital publishing is an idea in motion.

If our goal is not just innovation but *sustainable innovation*, then we who publish digital books need to maintain a versatile, multimodal approach. No university press has the resources alone to create and maintain a perfect product in such a fluid ecosystem. We must draw upon a network of connections, learning from one, delegating to another, contracting with another.

We have to do it all, and we have to do it all at once.

This approach allows us to address the fluctuating range of viable options, and allows us to stay flexible, open toward new developments and markets as they emerge.

# CONCLUSIONS

