

BOOK

CONFERENCE

Beijing Friendship Hotel, 29-31 August 2004

**Plenary Sessions will be held in Rest Hall – Located in the main building Friendship Palace.
Parallel Sessions will be held in the building Symposium Hall.**

TIMETABLE

Sunday 29th August

8:00...	REGISTRATION - SECRETARIAT OPEN FROM 8:00AM
9:00-10:00	PLENARY SESSION ONE
10:00-10:30	RMIT SESSION DAY 1- INTRODUCTION - SCENARIO CAFE 1
10:30-11:00	MORNING TEA
11:00-12:00	RMIT SESSION DAY 1 - WORKSHOPS - SCENARIO CAFE 2
12:00-1:00	PAPERS & WORKSHOPS - GROUP 1
1:00-1:45	LUNCH
1:45-2:45	PAPERS & WORKSHOPS - GROUP 2
2:45-3:45	PAPERS & WORKSHOPS - GROUP 3
3:45-4:00	AFTERNOON TEA
4:00-5:00	PAPERS & WORKSHOPS - GROUP 4
5:00	ASSEMBLE in foyer for transport to <i>PRINTING MUSEUM</i> visit Printing Museum: Depart 5:00pm

Monday 30th August

	SECRETARIAT WILL OPEN UPON RETURNING FROM THE <i>NATIONAL LIBRARY</i>
9:00-12:00noon	ASSEMBLE by 8:45am in foyer for transport to <i>NATIONAL LIBRARY</i> visit
12:30-2:00	PLENARY SESSION THREE
2:00-2:30	LUNCH
2:30-3:30	PAPERS & WORKSHOPS - GROUP 5
3:30-4:30	PAPERS & WORKSHOPS - GROUP 6
4:30-4:45	AFTERNOON TEA
4:45-5:30	RMIT SESSION DAY 2 - REGROUP - SCENARIO CAFE 3
EVENING	Conference Dinner

Tuesday 31st August

9:00	SECRETARIAT OPEN FROM 9:00 AM
9:00-10:30	PLENARY PRESENTATION
10:30-11:00	MORNING TEA
11:00-12:00	PAPERS & WORKSHOPS - GROUP 7
12:00-1:00	PAPERS & WORKSHOPS - GROUP 8
1:00-1:30	RMIT SESSION DAY 3 - REGROUP - SCENARIO CAFE 4
1:30-2:00	LUNCH
2:00-2:30	PLENARY SESSION FIVE
2:30-3:30	PLENARY SESSION SIX
3:30-4:00	AFTERNOON TEA
4:00-4:30	RMIT SESSION DAY 3 – REPORTING/CLOSING

Sunday 29th August

8:00...	REGISTRATION - SECRETARIAT OPEN FROM 8:00 AM
9:00-10:00	PLENARY SESSION ONE
Room 1	CONFERENCE OPENING: Welcome and Introduction Howard Dare , <i>Collie Director, International Centre for Graphic Technology, RMIT University, Australia</i> John Man , historian and author of <i>The Gutenberg Revolution</i> and <i>Genghis Khan</i> .
10:00-10:30	RMIT SESSION DAY 1, INTRODUCTION
Room 1	SCENARIO CAFE 1, facilitated by Howard Dare and Oliver Freeman Every participant will be assigned to a group of 20 or nearest even working on registration. In this session, the groups gather in the main conference room and meet their facilitator. They are welcomed by the meeting chair and then introduced to the RMIT scenarios as an example of how scenarios impact on thinking about the future of the book.
10:30-11:00	MORNING TEA
11:00-12:00	RMIT SESSION DAY 1, WORKSHOPS - delegates divide into groups
Room 1	SCENARIO CAFE 2 Identify in addition to the two RMIT drivers some of the key environmental forces behind the emergence of new forms of book publishing in the next decade or so — the ‘axes of uncertainty’. Results are written large in textas on flip charts. Each group chooses its working name.

12:00-1:00	PAPERS & WORKSHOPS - GROUP 1 - Sunday 29 August	
	12:00-12:30 (30 min Papers) GROUP 1A	12:30-1:00 (30 min Papers) GROUP 1B
Room 1	Jay Dominick , <i>Doctoral Student, Information and Library Science, University of North Carolina at Chapel Hill</i> Textemetry: The In-situ Study of Reading Interaction through Instrumented Reading Devices <i>Data Projector</i>	Joanna V. Hill , <i>Director, Templeton Foundation Press, United States</i> How Nonprofit Foundations Can Contribute to Advancement and Progress through Books—In Print and Other Formats <i>Data Projector</i>
Room 2	Brian Franklin Clark , <i>Reference/Media Librarian, Malpass Library, Western Illinois University, United States</i> The Curse of the E-book Metaphor <i>Data Projector</i>	Sherman Young , <i>Lecturer, Media Department, Macquarie University, Australia</i> , and Graham Meikle , <i>Australia</i> From Readers to Writers: Opportunities for Publishers in an Intercreative Age <i>Data Projector</i>
Room 3		Dr Steven Escar Smith , <i>Director and Associate Dean, Cushing Memorial Library and Archives, Texas A&M University, United States</i> The Preservation of Born Digital Collections: Not how, but why at all?
1:00-1:45	LUNCH	

1:45-2:45	PAPERS & WORKSHOPS - GROUP 2 - Sunday 29 August	
	1:45-2:15 (30 min Papers) GROUP 2A	2:15-2:45 (30 min Papers) GROUP 2A
Room 1	Dr. David Stork , <i>Chief Scientist, California Research Center, Ricoh Innovations, United States</i> , and Jamey Graham , <i>United States</i> Reader's Helper: An on-screen electronic aid to reading <i>Data Projector</i>	Prof. Anna H. Perrault , <i>Professor, School of Library and Information Science, University of South Florida, United States</i> WorldCat = Worldwide Access <i>Overhead Projector</i>
Room 2	John Kennedy , <i>Lecturer, Librarianship and Information Studies, School of Information Studies, Faculty of Science and Agriculture, Charles Sturt University, Australia</i> Do Today's Students of Librarianship & Information Studies need to know about Publishing & Distribution? <i>Data Projector</i>	Prof. David Emblidge , <i>Associate Professor, Writing, Literature and Publishing Department, Emerson College, United States</i> The Future of the (Good) Book is in the Past <i>Data Projector, Whiteboard</i>
	1:45-2:45 (60 min Workshops) GROUP 2C	
Room 3	Malik Lechelt , <i>Director of Marketing and Sales, Thieme International, Georg Thieme Verlag, Germany</i> Skills and Competencies in Professional and STM Publishing: Professional and STM Publishing is Different! <i>Data Projector</i>	

2:45-3:45	PAPERS & WORKSHOPS - GROUP 3 - Sunday 29 August	
	2:45-3:15 (30 min Papers) GROUP 3A	3:15-3:45 (30 min Papers) GROUP 3B
Room 1	Pearl Tan , <i>Consultant: Public Library Services, Public Library Services, State Library of Western Australia, Australia</i> The Tyranny of Distance: Providing Books to Isolated Public Libraries in Western Australia Data Projector	Dr Margaret Zeegers , <i>Lecture and Xiaohong Zhang</i> , <i>Visiting Scholar, School of Education, University of Ballarat, Australia</i> China and Secondary School English Textbooks: Surface and Deep Learning Approaches
Room 2	Professor Martha Carothers , <i>Professor of Art, Department of Art, University of Delaware, United States</i> Types of Reading and Reading Types 35mm Slide Projector	Dr. Lewis Liu , <i>Associate Professor, Library, City University of New York at Baruch College, United States</i> Economic Research on Scholarly Publishing: Review and Analysis Overhead Projector, 35mm Slide Projector, Whiteboard
	2:45-3:45 (60 min Workshops) GROUP 3C	
Room 3	Dr Mark Mizuko , <i>Professor, Communication Sciences & Disorders, University of Minnesota Duluth, United States</i> , Kent Brorson , <i>University of Minnesota, United States</i> , and Jolene Hyppa Martin , <i>Communication Sciences and Disorders, University of Minnesota Duluth, United States</i> Different Forms of ePortfolio Data Projector	
3:45-4:00	AFTERNOON TEA	

4:00-5:00	PAPERS & WORKSHOPS - GROUP 4 - Sunday 29 August	
	4:00-4:30 (30 min Papers) GROUP 4A	4:30-5:00 (30 min Papers) GROUP 4B
Room 1	Assoc Prof Norshuhada S. Shiratuddin , <i>Associate Professor, Faculty of Information Technology, Universiti Utara Malaysia, Malaysia</i> Collaborative eBook Publishing and Marketing: Higher Institutions and ePublishers Overhead Projector, Data Projector	Prof. Ashton Nichols , <i>Curley Faculty Professor of English Language and Literature, Department of English, Dickinson College, United States</i> The Hypertextual Monograph: An Alternative Model for Scholarly Publishing Overhead Projector, Data Projector
Room 2	Joanna Brown , <i>Lecturer in Education, School of Humanities, Faculty of Education and Arts., University of Newcastle, Australia</i> "Do the New Electronic Media Foretell the Death of the Book?": Daniel Certainly Hopes Not! Overhead Projector	Dr Margaret Zeegers , <i>Lecturer, School of Education, University of Ballarat, Australia</i> Living on the Planet of the Readers: Exploring books beyond the boundaries of literacy Overhead Projector
	4:00-5:00 (60 min Workshops) GROUP 4C	
Room 3	Mike Ottoy , <i>Chief Executive Officer, Ubiq Technologies Pty Ltd, Australia</i> eBook Technology - Present and Future Overhead Projector	
5:00PM	ASSEMBLE IN FOYER FOR TRANSPORT TO PRINTING MUSEUM VISIT	
	Printing Museum: Depart 5:00 pm	

Monday 30th August

SECRETARIAT WILL BE OPEN UPON RETURNING FROM THE NATIONAL LIBRARY

ASSEMBLE IN FOYER BY 9:00 AM FOR TRANSPORT TO NATIONAL LIBRARY VISIT

National Library: Depart by bus at 9:00 am, return to venue at 12:00 noon

12:30-2:00	PLENARY SESSION THREE	
Room 1	<p>Sun Wei, <i>Chief Engineer, National Library, Beijing China</i> Robert Stein, <i>Director, Institute for the Future of the Book, Columbia University and The University of Southern California</i> Dr. Sidney Berger, <i>Professor, English and Communications, Departments of English and Communications, Simmons College, United States</i></p>	
2:00-2:30	LUNCH	
2:30-3:30	PAPERS & WORKSHOPS - GROUP 5	
	2:30-3:00 (30 min Papers) GROUP 5A	3:00-3:30 (30 min Papers) GROUP 5B
Room 1	<p>Dr Kurt Lushington, <i>Senior lecturer, School of Psychology, University of South Australia, Australia</i> Ebook Reading Devices In The Primary School Setting <i>Data Projector</i></p>	<p>Kelvin Bong, <i>Master Degree Student, Graduates School, The Northern University of Malaysia, Malaysia</i> A Qualitative Study of eBook Digital Rights Managements <i>Data Projector</i></p>
Room 2	<p>Robert J. McClelland, <i>Reader in Educational Technology, Schools of Business Information and Management, Liverpool John Moores University, United Kingdom</i> The Future of the Book: Perspectives on the use of Books in Higher Education when considering the Emphases on Development of e-Learning Materials by Academics and the Increased use of Virtual Learning Environments <i>Data Projector</i></p>	<p>Prof. John Eric Ligon, <i>Associate Professor in Communication Design, Division of Design Faculty of the School of Visual Arts, The University of North Texas, United States</i> Designing Braille Books: An Early Literacy Exploration <i>Data Projector</i></p>
	2:30-3:30 (60 min Workshops) - GROUP 5C	
Room 3	<p>Dr Tim Luke, <i>Program Chair, Government and International Affairs, Department of Political Science, Virginia Polytechnic Institute and State University, United States</i> The Virginia Tech Cybershool: Critical Reflections on a Decade of Distance Learning on the Web with eTexts, On-line Courses, and Virtual Faculties <i>Overhead Projector, Data Projector</i></p>	

3:30-4:30	PAPERS & WORKSHOPS - GROUP 6 - Monday 30 August	
	3:30-4:00 (30 min Papers) GROUP 6A	4:00-4:30 (30 min Papers) GROUP 6B
Room 1	<p>Nina D. Ziv, <i>Industry Associate Professor, Department of Management, Institute for Technology and Enterprise Polytechnic University, United States</i> Mobile Content: A New Frontier for Book Publishers <i>Data Projector</i></p>	<p>Janette Gadanidis, <i>PhD student, Education, University of Western Ontario, Canada</i> Learning Objects, Hypermedia and the English Classroom <i>Overhead Projector, Data Projector</i></p>
Room 2	<p>Gabrielle Weinberger, <i>Professor, School of Communication and Literature, Lenoir-Rhyne College, United States</i> Books: The Love-Hate Relationship of a Writer/Researcher.</p>	<p>Paul Mercieca, <i>Lecturer – Information Management and Digital Publishing, School of Business Information Technology, RMIT Business, Australia</i> Triangulating The Experiences Of Content Providers, Distributors And Mediators In The E-Book Market Place: An Exploration Of Current Australian Digital Initiatives? <i>Data Projector</i></p>
	3:30-4:30 (60 min Workshops) GROUP 6C	
Room 3	<p>Portia Diaz-Martin, <i>Assistant Professor, Reference/Instructional Design Center, Indiana University of Pennsylvania, United States</i>, and Basil Martin, <i>Clarion University of Design, United States</i> Using WebCT for Information Access in the Digital Age <i>Data Projector</i></p>	
4:30-4:45	AFTERNOON TEA	

4:45-5:30	RMIT SESSION DAY 2
Room 1	<p>SCENARIO CAFE 3 Groups reconvene and examine their drivers of change and add new ones based on what they have learned since day one. Results are posted to the flip charts.</p>

EVENING	Conference Dinner - Monday 30 August
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Tuesday 31st August

9:00	SECRETARIAT OPEN FROM 9:00 AM	
9:00-10:30	PLENARY PRESENTATION	
Room 1	<p>Dr Tim Luke, <i>Program Chair, Government and International Affairs, Department of Political Science, Virginia Polytechnic Institute and State University, United States</i> The Unbundling of Discourse: How Digitalization Can Open the Scholarly Text and the Practices of Academic Communication Walter Bgoya, <i>Founder and Chairman of African Books Collective. Managing Director of, Mkuki na Nyota Publishers, Tanzania</i>, and Mary Jay, <i>Head of African Books Collective, United Kingdom</i> The African Book: Hypotheses for the Future</p>	
10:30-11:00	MORNING TEA	
11:00-12:00	PAPERS & WORKSHOPS - GROUP 7 - Tuesday 31 August	
	11:00-11:30 (30 min Papers) GROUP 7A	11:30-12:00 (30 min Papers) GROUP 7B
Room 1	<p>Dr Lynne Spender, <i>Australia</i>, and Dr Dale Spender, <i>Australia</i> Go Digital or Die?: An Author Perspective on the Future of the Book</p>	<p>Dr. Meredith Kennedy DVM, <i>Author, United States</i>, and Dr Marty Zusman, <i>United States</i> The Dancer's Gift: A Sociology Novel <i>Overhead Projector, TV/VCR, 35mm Slide Projector</i></p>
Room 2	<p>Dr Jie Liu, <i>Professor of Computer Science, Computer Science, Western Oregon University, United States</i>, and Dr Jackson He, <i>United States</i> Internationalization and Localization: From Software to e-Books <i>Data Projector</i></p>	<p>Chen-chung Chien, <i>PhD Research Student, Department of Information Science, Loughborough University, United Kingdom</i>, James Dearnley, <i>United Kingdom</i>, and Steve Proberts, <i>Loughborough University, United Kingdom</i> Taiwan's E-Books Development in the Past, Present and the Future <i>Data Projector</i></p>
Room 3	<p>Mohammed Ayyub, <i>Co-ordinator, Indian Muslim Rights and Reservation Movement, India</i> What is the Relavent Political Philosophy in this Changing World <i>Whiteboard</i></p>	
12:00-1:00	PAPERS & WORKSHOPS - GROUP 8 - Tuesday 31 August	
	12:00-12:30 (30 min Papers) GROUP 8A	12:30-1:00 (30 min Papers) GROUP 8B
Room 1	<p>Angus Phillips, <i>Senior Lecturer, Oxford International Centre for Publishing Studies, Oxford Brookes University, United Kingdom</i> Where is the value in Publishing?: The Internet and the Publishing Value Chain <i>Data Projector</i></p>	<p>Dr. Mona C. Clerico, <i>Postdoc Scholar</i>, and Dr Eva Wattolik, <i>Department of German Philology Faculty of Literature and Linguistics, Ludwig-Maximilians-Universität München, Germany</i> Preserving by Changing: Rodney Graham's Book Objects as a Perspective for a Seemingly Old-fashioned medium <i>Overhead Projector, Data Projector</i></p>
Room 2	<p>Dr Karen De Wet, <i>Senior Lecturer, Information Science, Department of Information Science School of Information Technology, University of Pretoria, South Africa</i> Strategies and Infrastructure for e-ways and e-words in Gauteng Libraries: Reflecting on Problems and Possibilities in a Developing Country <i>Overhead Projector, Data Projector</i></p>	<p>Perry Roland, <i>Library Technologist, Digital Library Research & Development, University of Virginia, United States</i> The Other Codex: Music Notation in the Digital Era <i>Overhead Projector</i></p>
1:00-1:30	RMIT SESSION DAY 3, REGROUP	
Room 1	<p>SCENARIO CAFE 4 Groups reconvene and chose the driver which they think will have the most impact on the future of the book. They identify what the three major impacts will be on the industry if the axis delivers change.</p>	
1:30-2:00	LUNCH	
2:00-2:30	PLENARY SESSION FIVE	
Room 1	<p>• Tiziana Terranova, <i>Lecturer in Sociology of Media, Department of Sociology, University of Essex, United Kingdom</i> Another Interactivity: Inter-media Resonance and the Future of the Book</p>	

2:30-3:30	PLENARY SESSION SIX - Tuesday 31 August
Room 1	Dr Deborah Middleton , <i>Senior Lecturer in Drama, Department of Drama, Theatre and Performance, University of Huddersfield, United Kingdom</i> , and David Praties , <i>United Kingdom</i> Book Building: Being A Treatise on Building, Canvassing, Sailing, and the General Management of Books and Other Artistic Craft in Storms and Heavy Weather
3:30-4:00	AFTERNOON TEA
4.00-4:30	RMIT SESSION DAY 3, REPORTING
Room 1	SCENARIO CAFE 5 Each group reports back in plenary to the conference its major ‘axis of uncertainty’ so that we will end up with about seven key drivers. These will be edited in plenary to aggregate ones which overlap heavily. The Conference will now have created a ‘bundle’ of axes of uncertainty which it believes will drive change in the future of the book and will have identified 25 or so major impacts. These may include the RMIT drivers but need not be limited to them. These drivers of change and their impact will form the basis of the program for the next Conference.

BOOK

CONFERENCE