Søren Peter Sørensen (Systime) talked about ‘Services Change Everything’ open and semi-open platforms in digital, process oriented publishing. First he showed the internet based i-book “Worlds of English” with a lot of interactive possibilities and use of different media in the language learning process, e.g. interviews with David Crystal. Furthermore he presented an ‘Author Collaboration platform’ (using Google Sites), in addition a user involvement platform (using WordPress open source), including several author tools and more internet i-books (using TYPO3 which is open source). He defined the educational materials as a service, and stated that the i-books are services (=processes) rather than products. Systime has at the moment more than 600 Google sites where authors and editors work together on all the products/processes [Please click to see the presentation]
The most famous piece of art when visiting the Aros museum before the welcome dinner: THE BOY

Visitors looking at the THE BOY’s elbows

Eduard Perez-Mañanet, Editorial Vicens Vives, presented the EduBook 3D project “Learn offline-teach online”. New curricula coming next year in Spain, the main problems in digital teaching and learning in Spain concern respect for the learning process in general and the low interest for digital tools in the schools: Only few classrooms have internet connections, there are difficulties in using LMS. The general norm regarding devices in schools is: bring your own computer! Tablets are being introduced especially iPads (in private schools). PDF and FLASH have been used as platforms, but now educational publishers are trying to introduce digital applications based on HTML5 with total compatibility on all platforms. Different LMS are in use in Spain, and Moodle is the most popular. The EduBook3D is an innovative, pioneer solution
on the market, compatible with iPad, Android, Win8 and PC, Linux and Mac. It works both online and offline. Eduard also showed ‘tiching’, which is a platform for teachers to communicate about their different teaching experiences. To ensure that the pupils do not leave the e-book and disappear in the ‘cloud’ of the internet, the pupil version of EduBook3D is meant for offline learning only, whereas the teacher version is open and allows internet connection and use of links etc. [Please click to see the presentation]

Claes Sønderriis, Systime, presented and explained the pricing and business model of Systime. The 200 titles of ibooks are stand alone products, not supplementary to the actual learning process. When Systime they started the ibook projects in 2009 there was no market, so Systime created the market themselves. In the secondary schools in DK all students bring their own computers/laptops/tablets, so there is a 100% coverage. The last printed textbook from Systime will be printed in 2016, according to the plan. For example a printed textbook is bought every 7 years for 370 DKR x 2 in a decade, i.e. 740 DKR, but a license for an ibook costs 50 DKR per year, i.e. for a decade 500 DKR, but the schools are still somewhat hesitant, although it is actually cheaper for them in the long run to use e-books [Please click to see the presentation]

Claes Sønderriis, Systime, presented ‘The Internet Book’ with several examples. For example he showed an ibook on Music where the students can work on their own to create music. In addition he presented a Math application for upper secondary. Among the advantages of the ibooks he mentioned video access, sound, interactivity, tests, note taking by the learners etc. Finally he explained the ideas behind the next generation of ibooks, including such characteristics as responsive design, help for dyslectics, and improved possibilities for involving the learners [Please click to see the presentation]

Preben Späth presented some theories about the different learning styles and discussed how these different ways of learning could be taken on board in planning learning materials where differentiation is considered in the planning process. After the presentation he made a test of the participants and stated how many/few of them were visual, auditory and kinaesthetic [Please click to see the presentation]

Holger Behm, Cornelsen Schulverlage, talked about ‘Education in Europe - Digital Development in Extracts’ where he gave an overview of the situation of digital learning in most of the countries of Europe. The most important criteria for the descriptions include 1) state vs. private funding, 2) open(free) vs. paid content, 3) access to and use of OERs Open Educational Resources, 4) plans to change/attack the copyright of learning materials, 5) actions from the Ministry of Education to get directly involved in the production of digital resources, 6) who pays for the devices? All in all Holger summarized:there are three groups of countries: a) “full-force” initiatives, b) “in-betweens”, c) “digitally sleeping” countries [Click here to see the presentation]

Magdalena Lindberg, Otava, presented trends in digital educational publishing in Finland. She explained that Finland is one of the countries that are best equipped with computers, but the Finnish students do not use them in schools, they use them at home. As for printed and digital material the printed books are still far more popular and used than the digital materials. Regarding the learning materials sold by Otava there is a clear trend that the revenue mainly comes from printed books for languages, humanities and science, whereas only 0,9 of the revenue stems from digital publishing [Please click to see the presentation]
Pauliina Veijalainen, Otava, continued by presenting digital materials to be used by the teachers in class. This material is for primary schools and includes such features as games for smart boards, songs, audio books, animations, simulations and videos and interactive exercises [Please click to see the presentation].

Mari Rakkolainen, Otava, presented digital textbooks for Upper Secondary, all developed with HTML5 format because it suits all devices (and allows responsive design). The layout is inspired by the magazines already produced and sold by Otava. Students may choose the same to study the same content in printed or digital format. The digital materials have been tested in 40 experimental schools. It is planned to publish 11 digital textbooks in August 2013 covering English, Geography, Finnish, Social Science, Chemistry, Swedish, Biology and History [Please click to see the presentation].

Friday:

Preben Mejer gave an inspiring and impressive presentation of the many trends in digital developments in general and with specific relations to the world of learning, among his statements were: Books will disappear; Publishers have to come closer to the customers; Digital business development for educational publishing is very important at the moment. The present time and the development for the coming years is clearly dominated by the so called DILI trends: Digitalization, Internationalization, Liberalization,
Individualization. Preben Mejer has offered the participants to read his presentation for which we are very grateful. [Please click to see the presentation]

Gatis Neimanis, Zvaigzne ABC Publishers & Maris Polkmanis, Zvaigzne ABC Publishers gave a presentation and initiated a discussion on the topic: Switching Educational Publishing Business to Digital in Small Markets. Heavy investment is needed for producing digital materials. Zvaigzne is for the moment producing learning materials for Flash based devices, i.e. laptops. The Latvian pupils know very well the tablets, but teachers do not know anything about them. Publishers are becoming support for the teachers, which is a new role for publishers. The Latvian Ministry of Education thinks that all digital materials should be free for teachers as well as learners. Actually there are lawyers who have found out that what the Ministry is doing and planning is forbidden and violates many copyrights. For example a teacher has scanned a whole book and put it on the internet, and there is now a law suit for violating the copyright of the authors.

This presentation initiated a longer debate among the participants: Holger Behm mentioned an EU person who had presented at an IPA conference plans to change the EU copyright law in a direction, which can be a danger to educational publishing especially. The best thing we can do is to produce better materials! i.e. the quality is what we can offer. Poul Henrik Mikkelsen, Systime, mentioned that the production and use of digital learning materials is not to be seen as a threat to educational publishing but as a challenge.

General discussion about teachers producing digital materials at home and give them freely away or very cheaply. We cannot fight this, but maybe try and find good ‘authors’ – again quality is the solution for educational publishers.

On behalf of all participants I would like to thank our hosts and hostess (Eva Ardik) at Systime for their warm hospitality and their excellent way to organize the meeting,

Preben Späth

Ideas for next meeting (some of the ideas are taken from the evaluation sheets):

What about keeping the printed book page design when transferring to digital platforms?

Should the pupils always be able to change the look of the learning materials?

How does digital learning actually affect learning?

Quality criteria for digital learning material?

Security of resources and distribution (and copyright problems)?

New tools for making e-books?