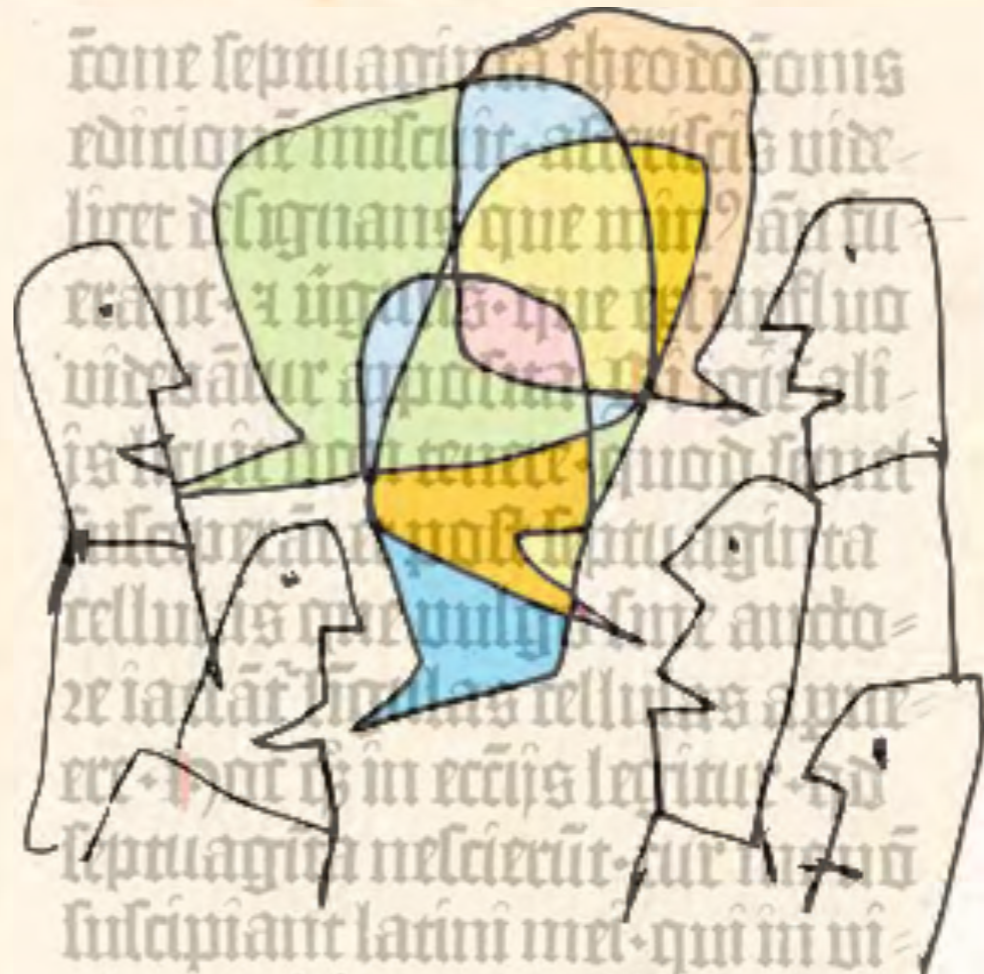


Incipit. Prologus in paralipomenon.

St. Michaelis in Faltensbach.

Septuaginta inter-
pretū pura. et ut ab
eis in grecū uersa est
editio pmaneret: su-
pfl ue me micromaci epus sanc-
tissime atq; doctissime impelle-
res. ut tibi hebreā uolumina lati-
no sermone transferre. **Q**uā eū
semel aures hoīm occupauerat
et nascentis ecclie roborauerat
fidem: iustū erat eciam nro silē-
tio cōprobari. **N**unc uero cū p



**FROM PAGE TO PARTICIPATION:
RE-IMAGINING PUBLISHING
IN THE AGE OF CONVERSATION**

Paul Pangaro, [Cybernetic Lifestyles.com](http://CyberneticLifestyles.com)
March 2, 2011 Random House

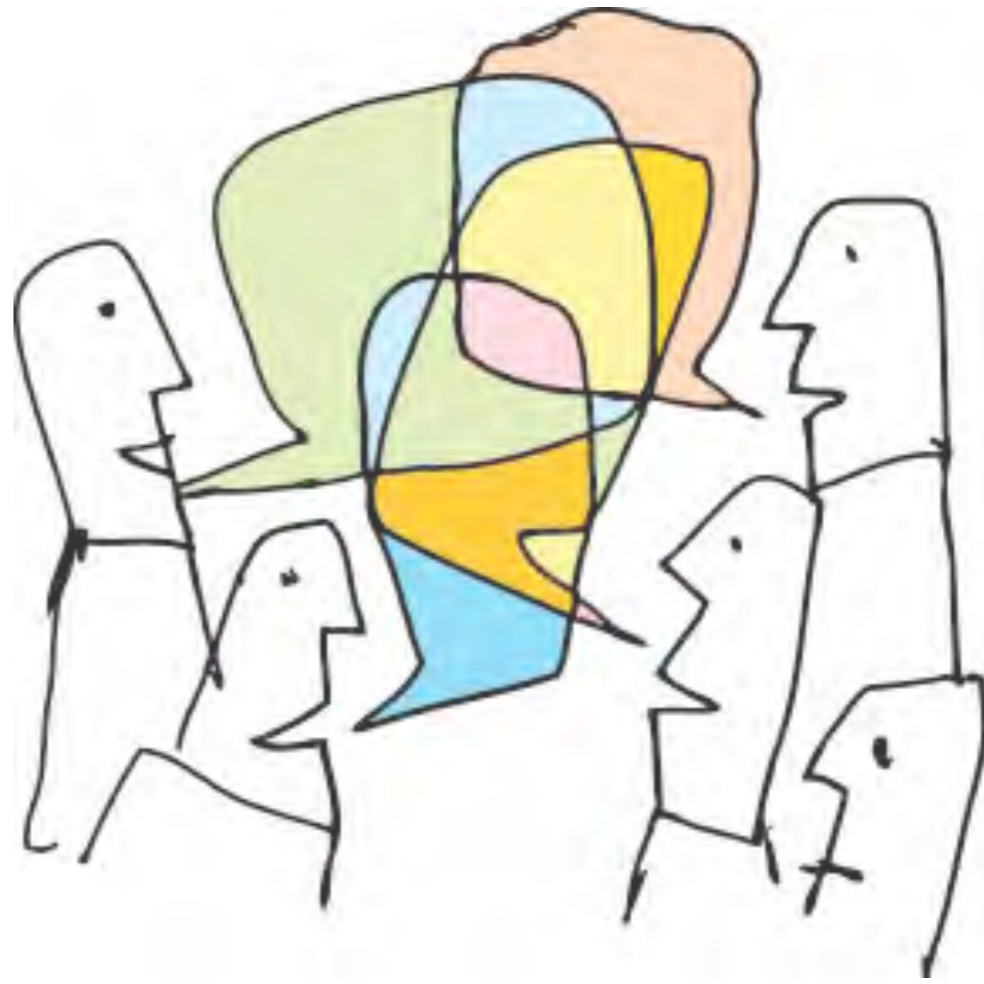
IN THE BEGINNING...

- SPEAKING
- WRITING
- PRINTING
- READING
- * COMPUTING

RE-IMAGINING



IN THE BEGINNING...
- SPEAKING



- WRITING



Sargis Ptisak, 14th century Armenian artist. First Page of the Gospel of Mark.
http://en.wikipedia.org/wiki/File:Sargis_Pitsak.jpg

- PRINTING

Septuaginta inter-
pretū pura. et ut ab
eis in grecū uersa est
editio pmaneret: su-
pplue me micromaci epus saue-
tissime atq; doctissime impelle-
res. ut tibi hebreā uoluntia lati-
no sermone transferere. Qd̄ eū
semel aures hoīm occupauerat
et nascentis ecclie roborauerat
fidem: iustū erat eciam nro silē-
tio cōprobari. Nunc uero cū p
uarietate regionū diuisa fecan-
tur exemplaria. et germana il-
la antiq̄ que trāslatō corrupta
sit atq; violata: nri arbitriū pu-
tas ā eplurib; iudicare qd̄ uerū
sit. aut nouū opus ī ueteri ope
tudere. illudentib; q; iudeis corni-
tum ut dicit oculos configere.
Alexandria et egiptus in septu-
aginta suis elychū laudāt auc-
torem. Constantinopolis usq;
ad antiochia luciani iuris p-
bat exemplaria. Medie inter has
prouincie. palestinos codices le-
gunt. quos ab origine elabo-
ratos eusebius et pāphil; vul-
gauerūt: totusq; orbis hac int̄
se trifaria uarietate cōpugnat.
Et certe origines nō solū exēpla
cōposuit. q̄tuor editionū regio-
ne singula uerba describēs. ut
unus dissentiēs statim ceteris ī-
ter se cōsentientib; arguatur. sed
quod maioris audicte est medi-

tone septuaginta theodoronis
editionē miscuit. asteriscis uide-
licet designans que min; aū fu-
erant. i uigulis. que resupfluo
uidebātur apposita. Si igit̄ ali-
is licuit non tenere. quod semel
susceperāt et post septuaginta
cellulas que uulgo sine aucto-
re iactāt sigulas cellulas apue-
ere. Hoc q; in ecclis legitur. qd̄
septuaginta nescierūt. cur me nō
suscipiant latini mei. qui in ui-
olata editione ueteri ita nouā
condidi. ut laborem meū hebre-
is. et quod hys manus ē aplis
auctorib; pbem: Scripsi nup
librū de optimo ḡne interpretan-
di. ostendēs illa. de euāgelio ce-
egipto uocauī filiū meū i quo-
niam. nazareus uocabit̄. et ui-
debunt inquē cōpūxerūt. et il-
lud apli que oculus non uidit
nec auris audiuit nec ī cor hoīs
ascendit. que p̄parauit deus dili-
gentib; se. et atq; hys similia: ī
hebreis libris inueniri. Certe apo-
stoli et euāgeliste septuaginta ī-
terptes nouerant. Et unde ris h;
dicere que in septuaginta inter-
pretes non habēt: Christus deus
noster utriusq; testamenti cōdi-
tor in euāgelio scdm̄ io hem. q̄
credit inqt̄ in me sicut dicit scrip-
tura. Flumina de ventre eius flu-
ent aque uiuē. utiq; scriptū est:
qd̄ saluator scriptū esse testat̄.

CONSERUATUM
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EX LIBR. S. P. A. S. S. S.

BIBLIOTHECA
REGIA
MONACENSIS

- **READING**

- READING = ??

- READING =



- **READING = MAKING MEANING**



- READING = **MAKING
MEANING** = UNDERSTANDING
= ANALYZING
= APPLYING
= EVALUATING
= CREATING = **INTEGRATING**

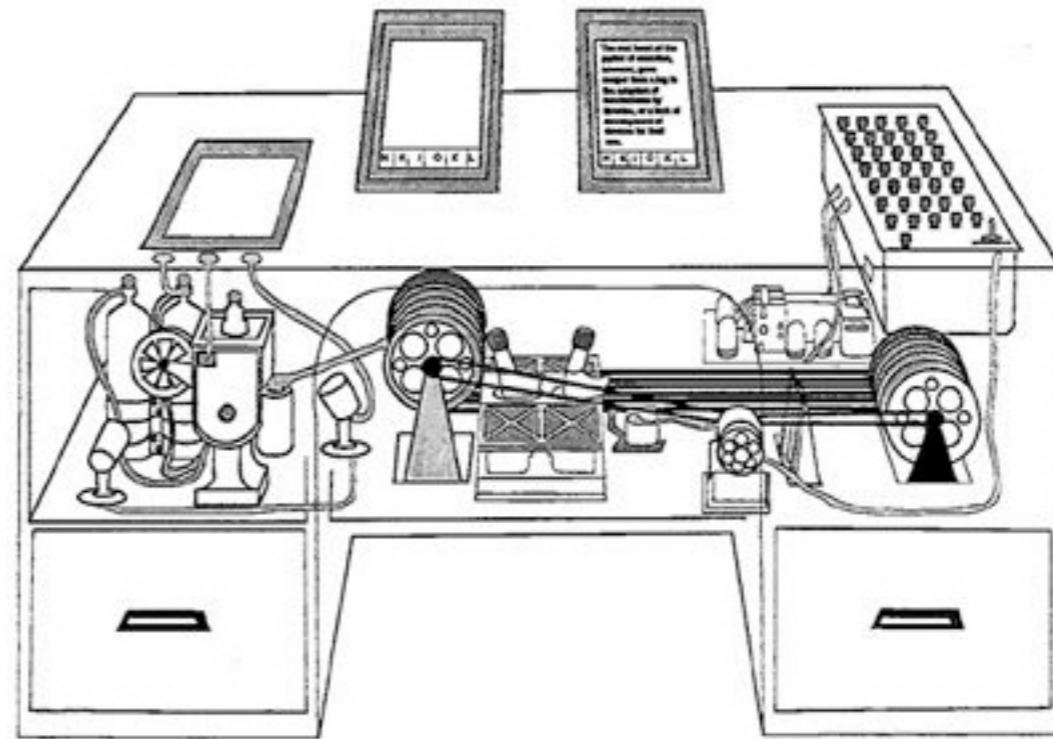
*COMPUTING



Moore's Law—exponential pace

- computation + networks + communication
- convergence = all media + delivery
- always-connected + always-on
- wireless + sensor networks + cloud

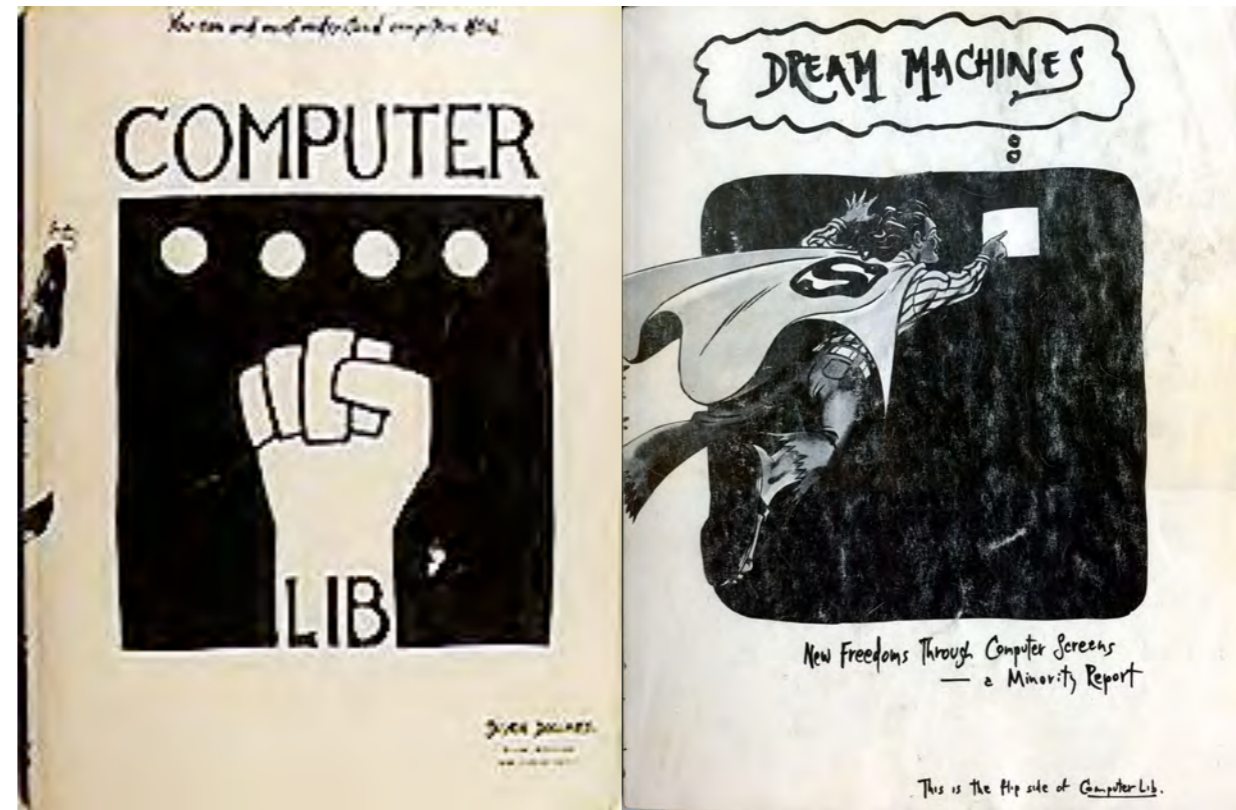
- **DIGITAL
MEMORY**



Vannevar Bush—MEMEX 1945

- augmenting mental capacity
- content storage
- associative memory
- compare & contrast display

- **DIGITAL
LITERATURE**

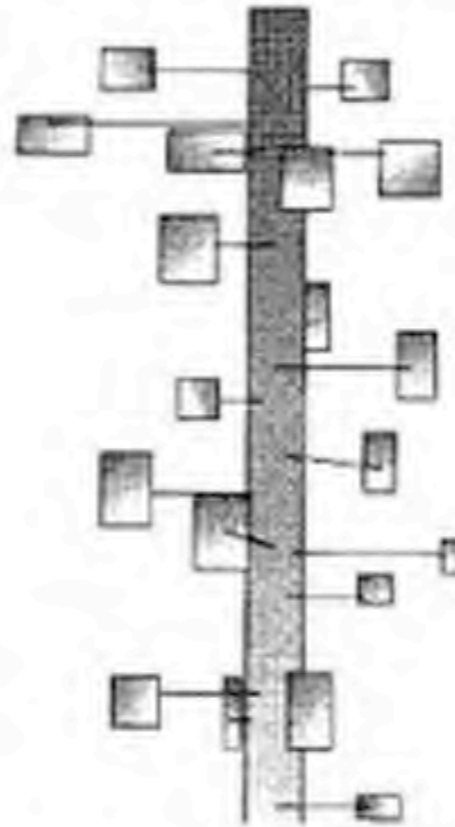


Ted Nelson—Hypertext 1965

- two-way semantic linking
- elaborate publishing model
- protection of copyright
- incremental monetary value of snippets of information-in-context

- DIGITAL LITERATURE

Axial structure characteristic of electronic books and scholarly books with foot- or endnotes



versus
Network structure of hypertext

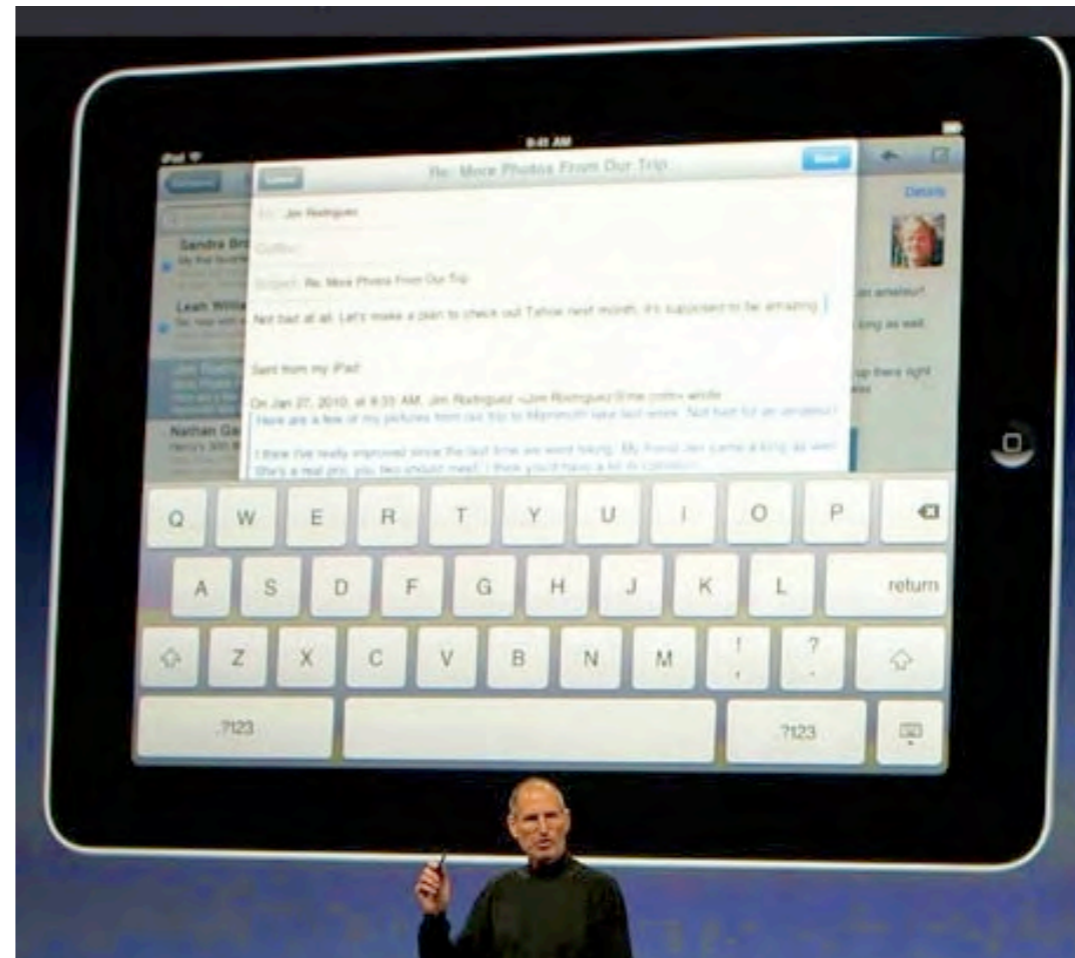


1. Where does the reader enter the text?
2. Where does the reader leave the text?
3. Where are the borders of the text?

Ted Nelson—Hypertext 1965

- two-way semantic linking
- elaborate publishing model
- protection of copyright
- incremental monetary value of snippets of information-in-context

- DIGITAL INTERACTIVITY



Steve Jobs—2010 iPad + Apps + Services

- user experience = magical + revolutionary
- interaction = consumption + “mutuality”
- portability = vast content (re)distribution
- business model

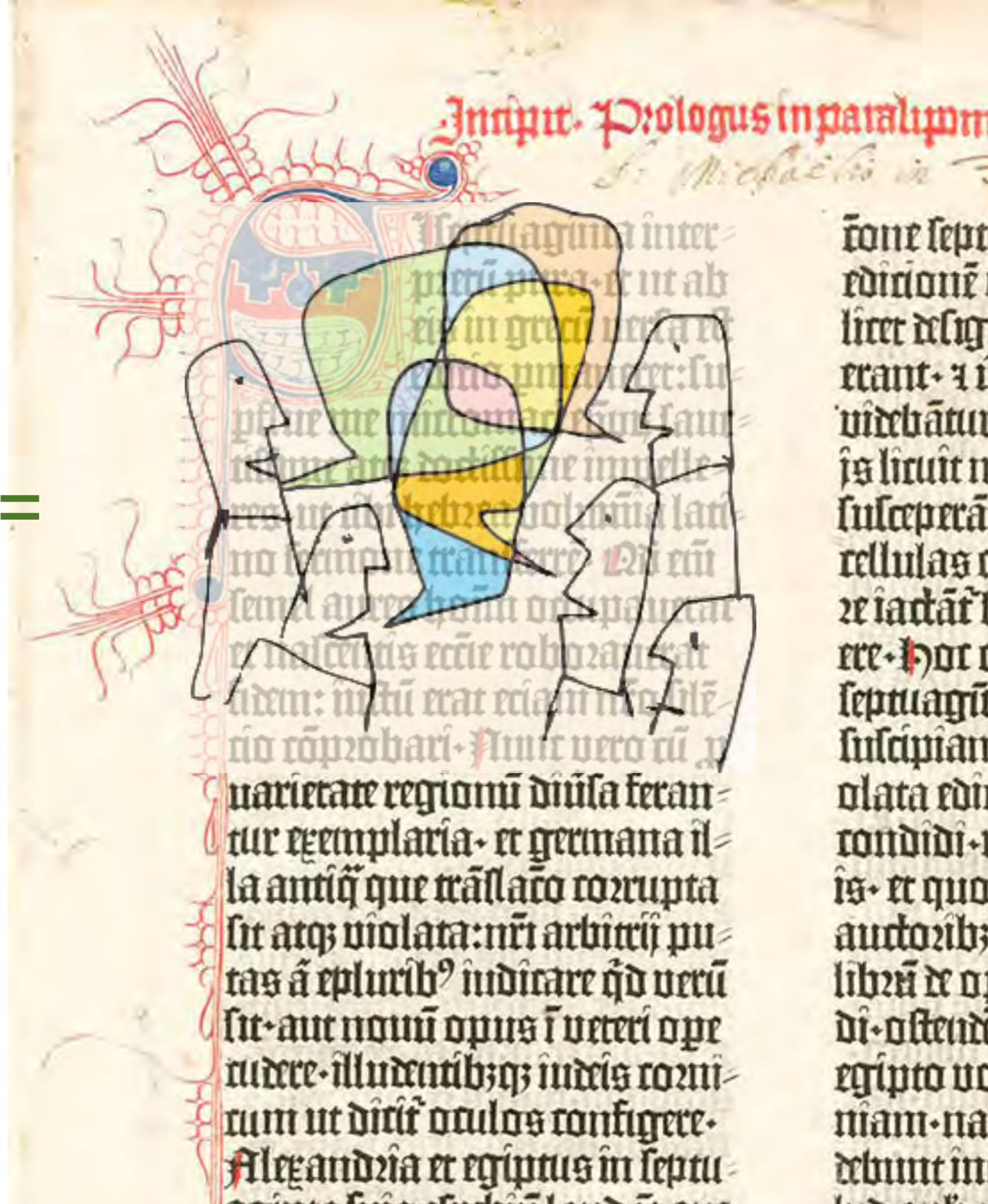
- **DIGITAL
EXPERIENCE**

≠

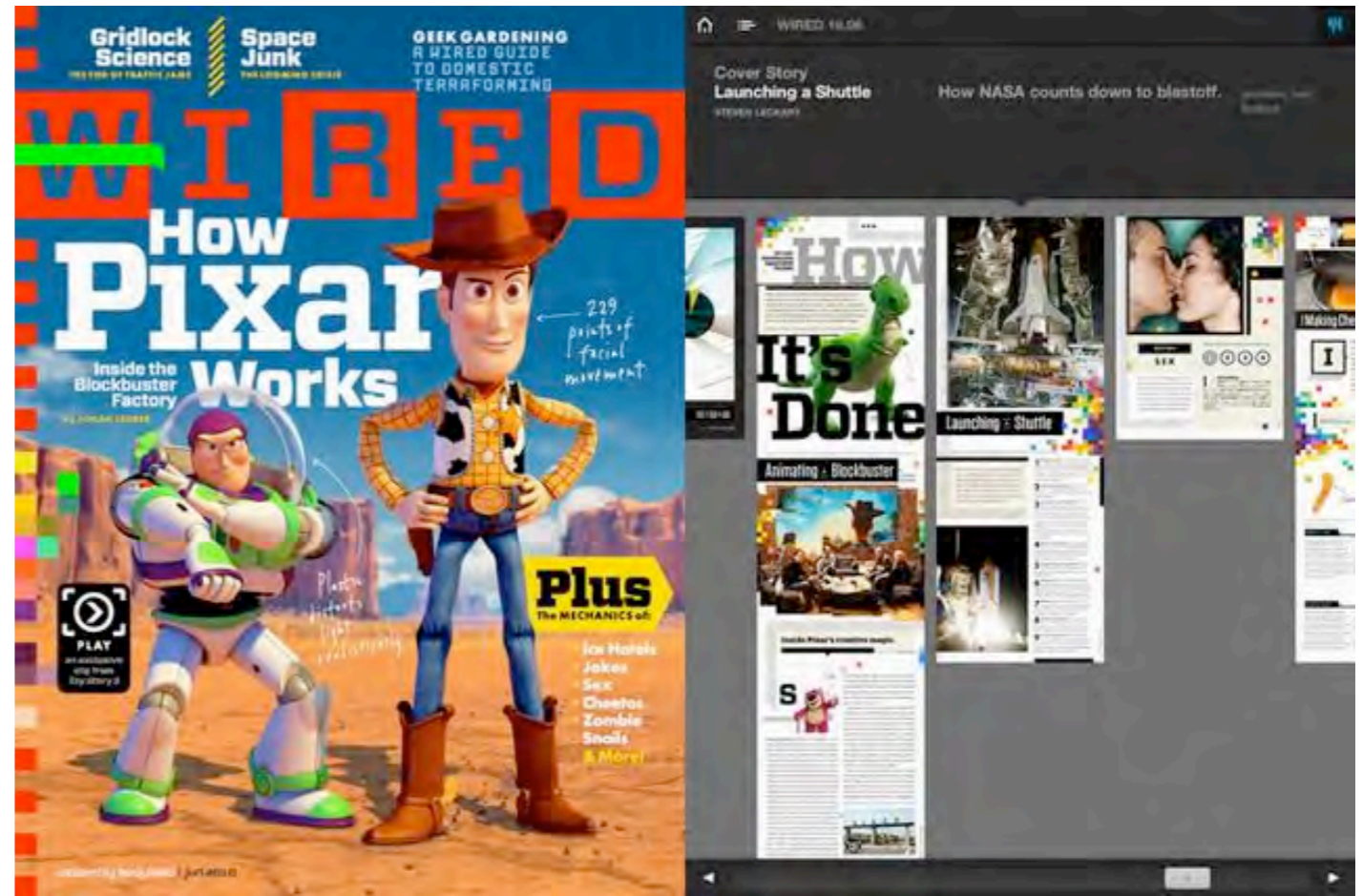


- DIGITAL
EXPERIENCE =

=



tone septu-
edicionē
licet delig-
erant. et i-
uidebātur
is licuit n-
susceperā
cellulas
re iactāt
ere. Hoc
septuagū
suscipian
olata edū
condidi.
is. et quo
auctorib;
librū de o-
di. ostend
egypto uo-
niam. na
debunt in



Wired iPad “App”

bookglutton unbound reader

LOGOUT SAVE & EXIT Public

I—DOWN THE RABBIT-HOLE

Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do. Once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, "and what is the use of a book," thought Alice, "without pictures or conversations?"

So she was considering in her own mind (as well as she could, for the day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.

There was nothing so very remarkable in that, nor did Alice think it so very much out of the way to hear the Rabbit say to itself, "Oh dear! Oh dear! I shall be too late!" But when the Rabbit actually took a watch out of its waistcoat-pocket and looked at it and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and, burning with curiosity, she ran across the field after it and was just in time to see it pop down a large rabbit-hole, under the hedge. In another moment, down went Alice after it!

[Illustration]

The rabbit-hole went straight on like a tunnel for some way and then dipped suddenly down, so suddenly that Alice had not a moment to think about stopping herself before she found herself falling down what seemed to be a very deep well.

Either the well was very deep, or she fell very slowly, for she had plenty of time, as she went down, to look about her. First, she tried to make out what she was coming to, but it was too dark to see anything; then she looked at the sides of the well and noticed that they were filled with cupboards and book-shelves; here and there she saw maps and pictures hung upon pegs. She took down a jar from one of the shelves as she passed. It was labeled "ORANGE MARMALADE," but, to her great disappointment, it was empty; she did not like to drop the jar, so managed to put it into one of the cupboards as she fell

TALK RANGE: WHOLE BOOK ACTIVE 1

Type here.

20:44:23 added jossalinn to the roster

20:47:24 This room is not anonymous.

Thursday, June 12, 2008 04:28:26

18:28:56 Inferia has selected paragraph 8 of section 8 [Section 8, paragraph 8]

18:30:03 Inferia has selected paragraph 18 of section 8 [Section 8, paragraph 18]

18:30:39 Inferia has selected paragraph 18 of section 8 [Section 8, paragraph 18]

20:41:33 jossalinn has gone to section 1 [Section 2, paragraph 1]

20:41:38 jossalinn has gone to section 2 [Section 3, paragraph 1]

Type here.

SAY IT

READ A COMMENT See what everyone else has been saying about this. It's easy. Select a comment. Respond. Repeat.

I—DOWN THE RABBIT-HOLE

[liminality, liminality](#)
no responses

[Sweet...](#)
5 responses

[What is the use of a book without conversations?](#)
1 response

[Illustrations](#)
1 response

II—THE POOL OF TEARS

[Alice's noise](#)
1 response

[Similarly with Blake](#)
no responses

[Illustration?](#)
4 responses

[White Rabbit identity](#)
2 responses

[French orthograph](#)

Or skip it and make a comment of your own.

MAKE A COMMENT

Embed This Book (Widget)

BookGlutton

Long Bread Lines and Barricades in Libya's Capital

BY DAVID D. KIRKPATRICK



An effort by Col. Muammar el-Qaddafi to prove that he was firmly in control of Libya appeared to backfire as foreign journalists he invited to the capital discovered blocks of the city in open defiance.

THE LEDE BLOG

Latest Updates on Libya's Revolt and Mideast Protests

BY VICTOR MATHER AND ROBERT MACKAY

The LeDe is following the uprising in Libya and protests in Egypt, Yemen, Bahrain, Iraq and the West Bank.

Tribe Chief Opposes President of Yemen

BY LAURA KASINOF AND NEIL MACFARQUHAR



In a significant challenge to President Ali Abdullah Saleh, a powerful tribal leader has called for his downfall.

Tahrir Square, Egypt's Newest Tourist Draw

BY JENNIFER CONLIN



New destinations are emerging as must-sees for travelers hoping to experience the "new Egypt."

Indiana Informs Wisconsin's Push

BY STEVEN GREENHOUSE



The experience of Indiana, where the governor ended bargaining for state employees, shows how much is at stake for workers and the government.

CONGRESSIONAL MEMO

Budget Battles Without Earmarks

BY CARL HULSE

The impact of a decision by House and Senate leaders to ban earmarks for at least two years is already felt.

Gunmen Attack Iraq's Largest Oil Refinery

BY JACK HEALY

A predawn attack on Saturday raised questions about the security of Iraq's antiquated refineries.

Suddenly, a Rise in Piracy's Price

BY JEFFREY GETTLEMAN



Officials suggest that the killings of four Americans could be a game-changer.

A Patrol for the Web's Playgrounds

BY CHRISTINE LARSON



A company's nationwide network of moderators aims to keep Web sites free of cyberbullies.

The New York Times
Times Limited
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nytimes.com/timelimited

ARTSBEAT BLOG

'Spider-Man' Producers Mulling Another Delay

BY PATRICK HEALY



The musical's producers are considering a delay, perhaps as late as June, say people familiar with the deliberations.

Israeli Strikes Wound Man and Baby

BY REUTERS

Israeli warplanes bombed a half-dozen targets in the Gaza Strip, wounding a 7-month-old girl and a Palestinian man, medics in the coastal territory said.

DEALBOOK

Warren Buffett Sings Praises of U.S.

BY PETER LATTMAN



After a year of improvement at his holding company, Warren E. Buffett praised American growth prospects.

General's Spokesman Denies 'Psychological Operations'

BY THOM SHANKER

The spokesman for a general in Afghanistan who was accused of instructing troops to carry out "psychological operations" to sway members of Congress says the general was innocent of any wrongdoing.

Suicide Bomb Attack Continues Afghan Trend

BY ALISSA J. RUBIN

The attack in Faryab Province killed at least 3 people and wounded 30, the provincial governor said.

Ireland's Ruling Party Headed for Crushing Defeat, Early Poll Shows

BY SARAH LYALL



An exit poll showed that Prime Minister Brian Cowen and the ruling party, Fianna Fail, had been soundly rejected by an angry Irish electorate.

CARPETBAGGER BLOG

James Franco's Prep, Captured by James Franco

BY MELENA RYZIK

The multitasking star of "127 Hours" has two people filming all his preparations as an Oscar co-host.

Times Skimmer

"All the News That's Fit to Print"

The New York Times

Late Edition
Today's Special Sections: A 12-page
guide to tonight's election, including
analysis, profiles, and a special
page on the election results. Page 10B

VOL. CXXII No. 34,853 • NEW YORK, WEDNESDAY, NOVEMBER 6, 2008 • \$1.00

OBAMA

RACIAL BARRIER FALLS IN DECISIVE VICTORY

ONLINE

- The latest news for election night: the presidential contest and state-level and government races.
- The 2008 election results from The Times's Election Center.



- Interactive graphics for the election night, from profiles and results.
- Live audio and photo galleries from the election night.

www.nytimes.com

PRESIDENT-ELECT

Obama's Journey to the Top

1. Origins of Barack Obama's journey to the presidency. 2. The start of Obama's campaign. 3. Obama's rise to prominence. 4. Obama's victory over Clinton and McCain. 5. Obama's inauguration.

ELIZABETH DILETTANTE

When looking for a new home, Elizabeth Dilettante found a place to call home. She is now a resident of the White House.

Black Women Win

Black women voters played a key role in Obama's victory. They were the most likely to vote for Obama.

G.O.P. Spins

The Republican Party is trying to spin Obama's victory as a defeat for the American people.



President-elect Barack Obama with his wife, Michelle, and their daughters Malia and Sasha on Tuesday night.

Democrats in Congress Strengthen Grip

By MICHAEL SCHWARTZ

Barack Obama's victory over McCain gave Democrats a decisive victory in the 2008 election. The victory gave Democrats a strong grip on the White House and Congress.



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THE CHALLENGE

No Time for Laurels; Now the Hard Part

BY STEVE BERNARD

WASHINGTON — The president-elect faces a daunting task. He must now turn his victory into a mandate for change.



THE MOMENT

After Decades, A Time to Reap

BY MICHAEL SCHWARTZ

ALLABING — It's a moment of triumph for the Obama campaign. The victory has been a long and hard-fought one.



THE FUTURE

For Many Abroad, An Ideal Renewed

BY MICHAEL SCHWARTZ

WILSON — Obama's victory has inspired many people around the world. They see in him a leader who represents a new ideal.



"All the News That's Fit to Print"

The New York Times

Life Edition
Today's special section is devoted to the 2008 election. For more information, visit www.nytimes.com/election.
VOL. CLXXII No. 34,853 • NEW YORK, WEDNESDAY, NOVEMBER 5, 2008 • \$1.00

NEW YORK, WEDNESDAY, NOVEMBER 5, 2008

OBAMA

RACIAL BARRIER FALLS IN DECISIVE VICTORY

THE RACE

◆ The Obama campaign's victory in the general election and the inauguration of Barack Obama as the first African American president.

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Democrats in Congress Strengthen Grip

By David S. Gergen

WASHINGTON, Nov. 5 — Democrats in Congress have strengthened their grip on the legislative branch, with the House and Senate both electing Democratic leaders in a decisive victory.

The House of Representatives elected Nancy Pelosi, a San Francisco Democrat, as its 54th speaker, a position she had held twice before. She defeated Rep. Dennis Bonior, a Republican from Michigan, by a margin of 237 to 191.

The Senate elected Harry Reid, a Nevada Democrat, as its 111th majority leader, a position he had held twice before. He defeated Sen. Mitch McConnell, a Kentucky Republican, by a margin of 58 to 41.

The victory in the House was particularly significant because it gave Democrats a clear majority in both chambers of Congress, a situation that had not occurred since the 1990s.

Mr. Obama's victory in the White House, combined with the Democratic gains in Congress, marks a historic moment in American history. It is the first time since the Reconstruction era that a Black man has been elected president and that Democrats have won both the executive and legislative branches of the federal government.

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THE CHALLENGE

No Time for Laurels, Now the Hard Part

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THE PROMISE

For Many Abroad, An Ideal Renewed

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THE FUTURE

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Wild About Books

**RE-IMAGINING
THE DIGITAL
PUBLISHING
PLATFORM**

**RE-IMAGINING
THE DIGITAL
PUBLISHING
PLATFORM**

enabling conversations...
for enacting the content...
directed by a reader...
who participates as if face-to-face.

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

questions about content

- vocabulary
- syntax
- format
- interpretation(s)

questions about context

- history
- locality
- biography
- genre

RE-IMAGINING THE DIGITAL PUBLISHING PLATFORM

control of participation

- author
- experts
- peers
- “strangers with experience”
- anyone else

control of conversational focus

- curiosity
- **uncertainty**

**- FINDING A WAY
(A FEW EXAMPLES)**



POETRY FOUNDATION.ORG

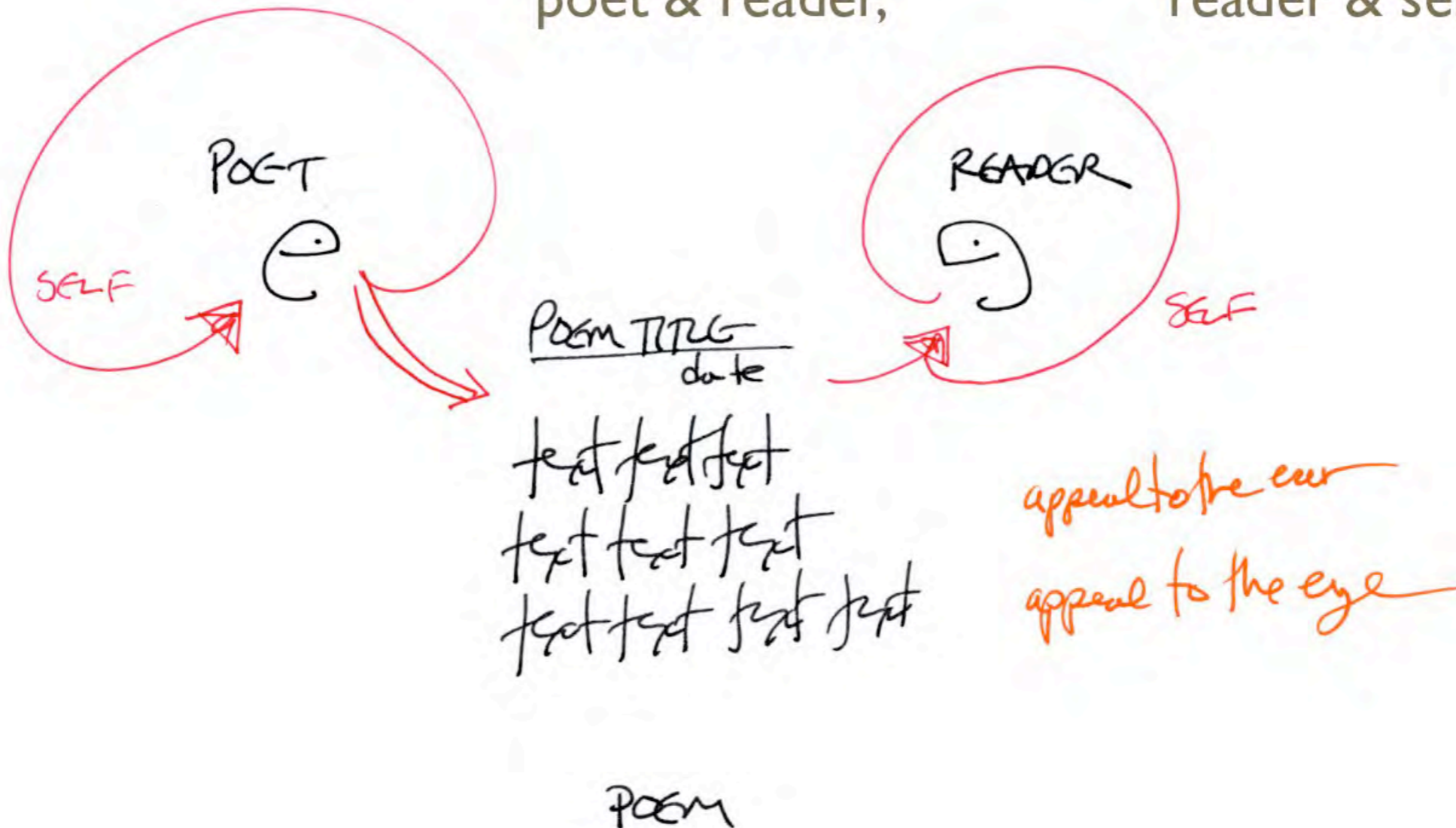
poetry is essentially dialogue.

poetry machine's purpose is to enact relationships between
poet & poem, poem & reader,
poet & reader, reader & self.

PARTICIPATION WITH POETRY

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poetry machine's purpose is to enact relationships between
poet & poem, poem & reader,
poet & reader, reader & self.



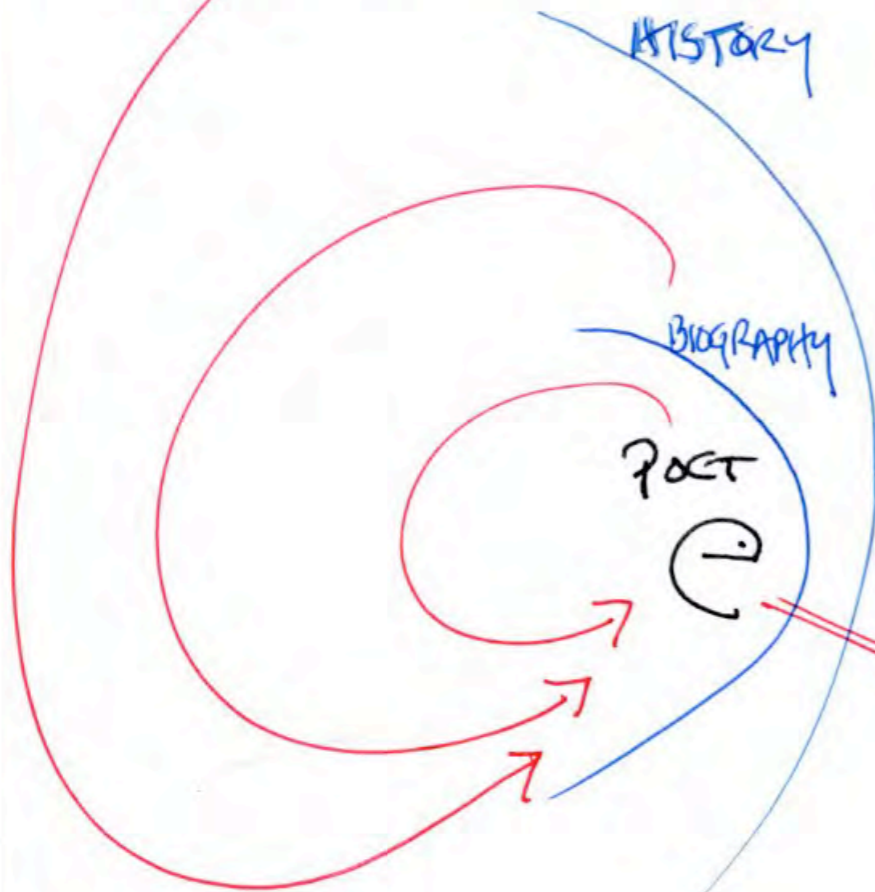
just as the biography & historical context of

the poet affects a poem, the reader's era,

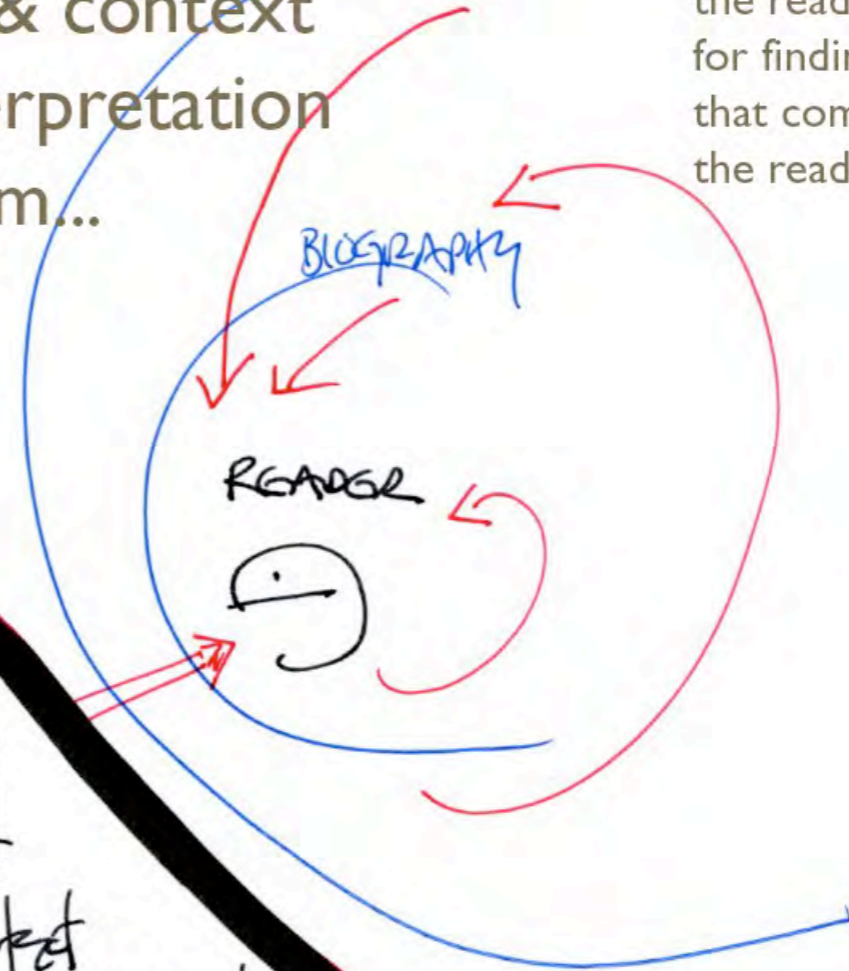
biography & context affects interpretation of the poem...

CONTEXT/LOCAL HISTORY

the reader has a purpose for finding and reading poems that comes from the reader's context.



the poet has a purpose for writing a poem that comes from the poet's context.



POEM TITLE
date
 text text text
 text text text
 text text text text
 text.

POEM

... and affords both a barrier to, & opportunity for, enactment by poetry machine.

opportunity + barrier for enactment

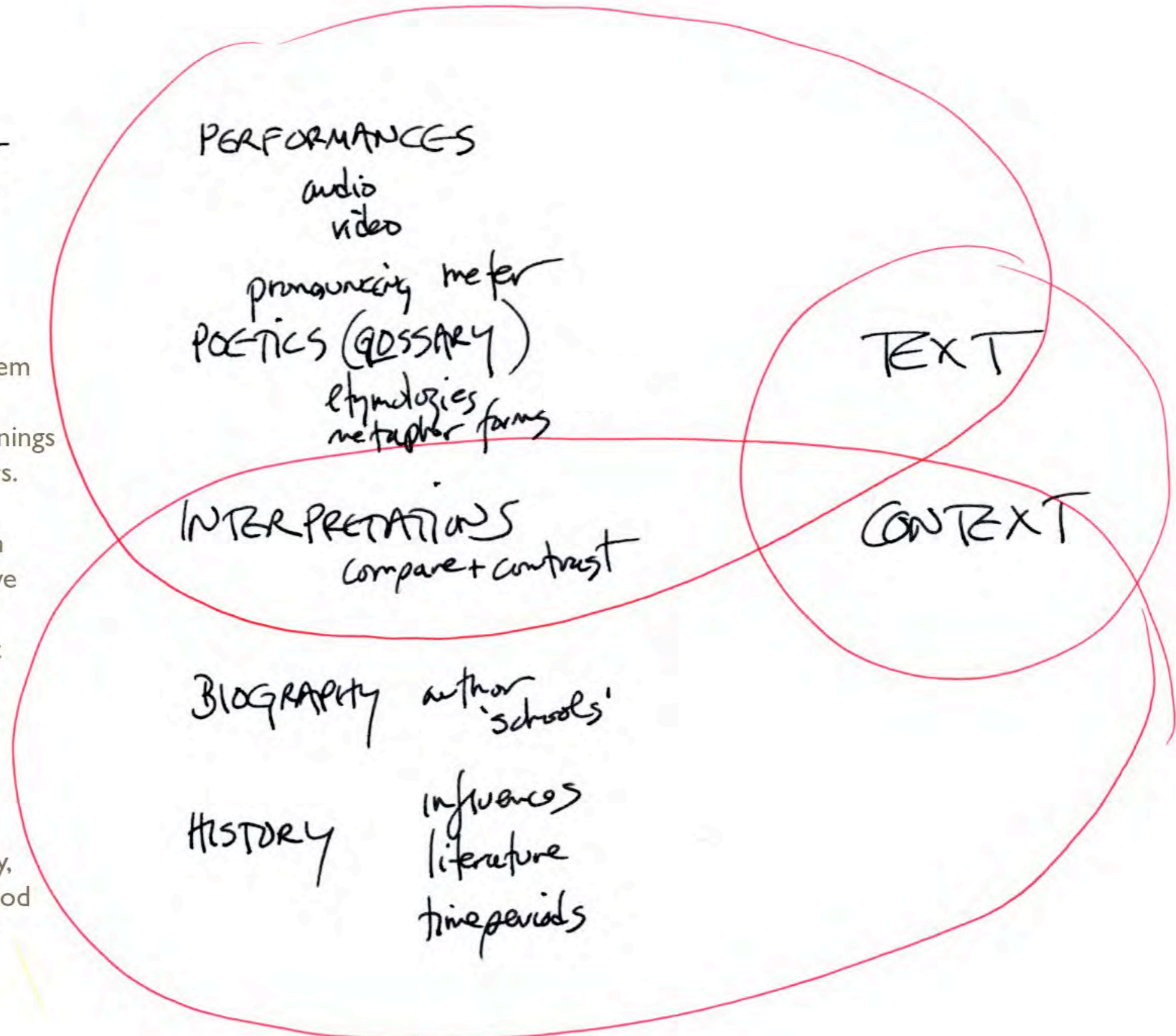
to enact a poem for a reader, poetry machine needs materials—
texts, images, audio, video—that amplify the poem's text and context
to bring alive the poet's purpose.

ELEMENTS of ENACTMENT

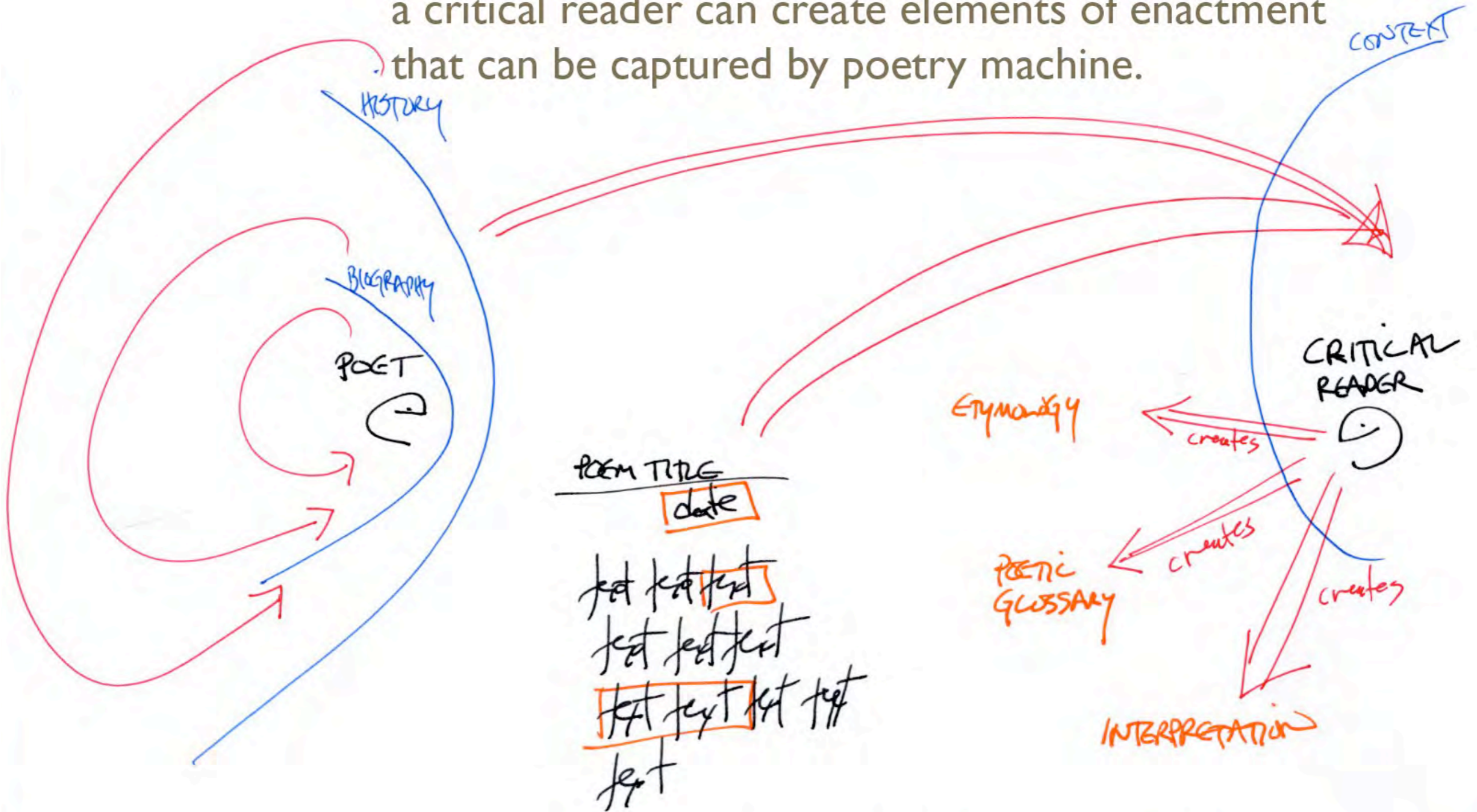
elements may be
performances of the poem
being read, guides to
speaking it, and the meanings
of its terms & metaphors.

or, elements may explain
what critical readers have
said about possible
interpretations & how it
relates to other poems
with the same form, by
the same author, or
of the same era.

and, the poet's biography,
influences, and time period
all bring the poem alive.



from an understanding of the poet's biography, historical context, and the poem itself, a critical reader can create elements of enactment that can be captured by poetry machine.



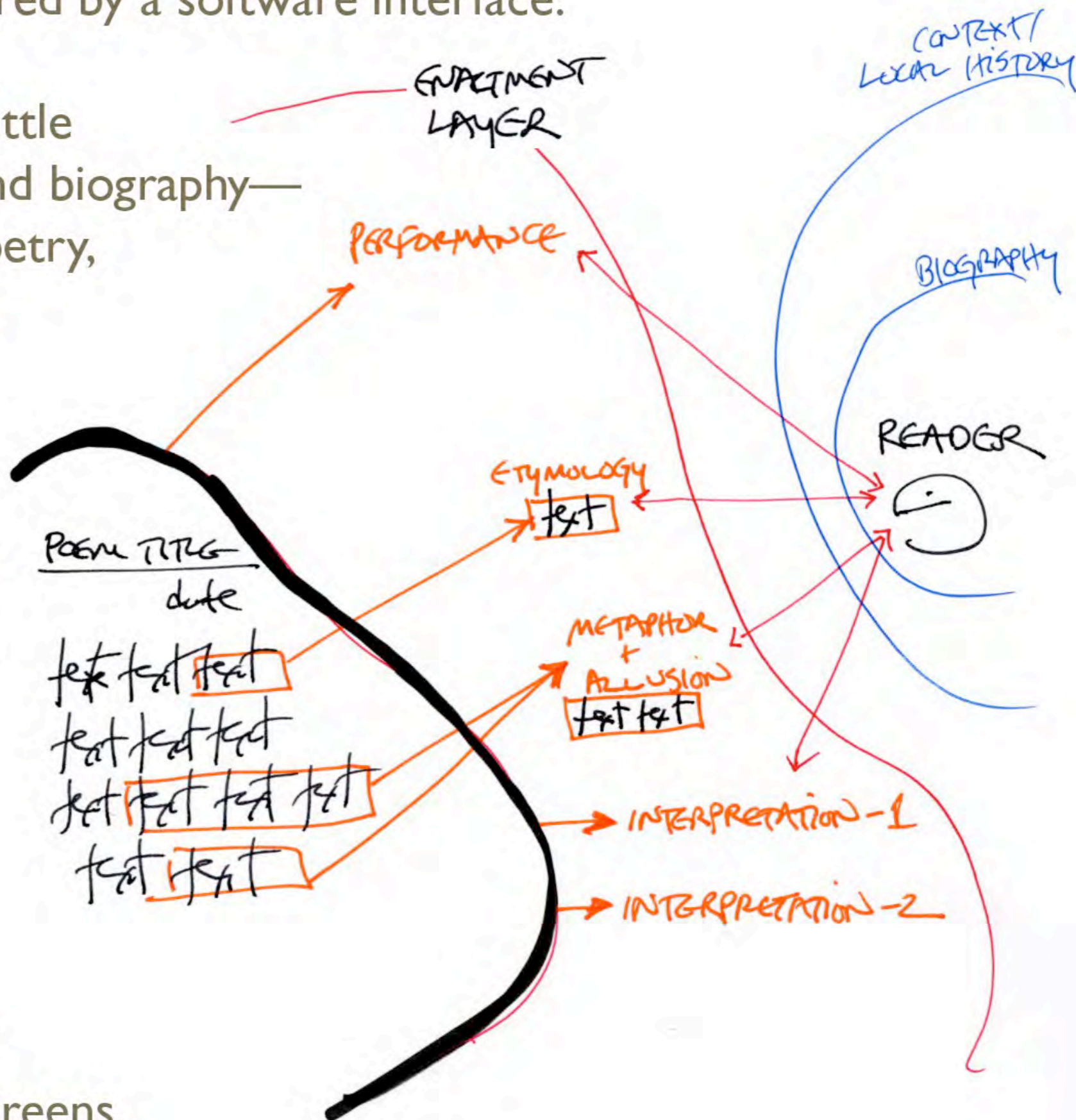
many readers could provide these perspectives, giving poetry machine a rich storehouse of enactments.

poetry machine's storehouse of enactments allows a basic dialog, delivered by a software interface.

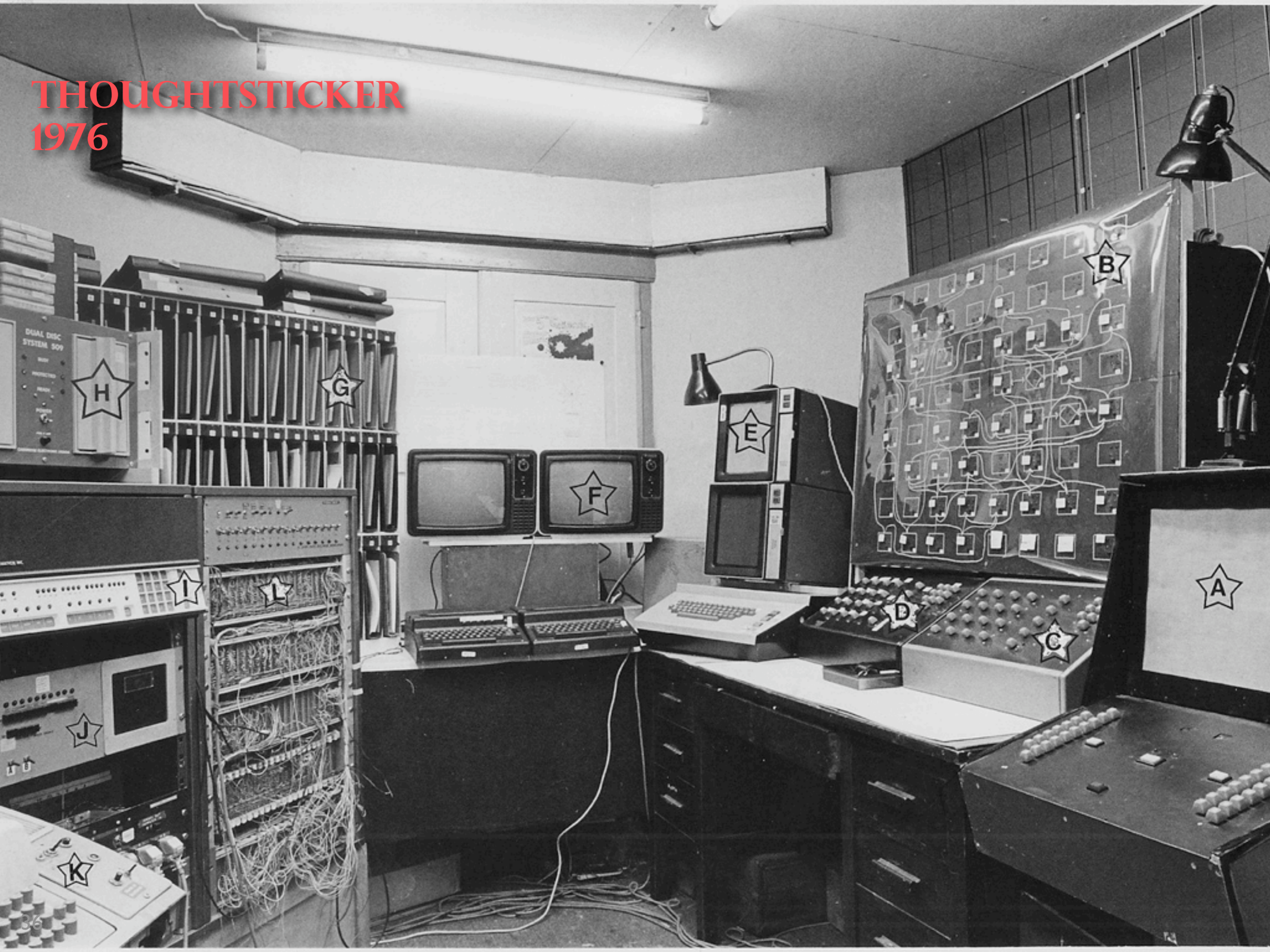
if poetry machine knows a little about a reader's context and biography—level of experience with poetry, purpose in seeking poetry, prior poems read—it can create an enactment layer to match specific enactments to a specific reader.

the dialog connects poem & reader, poet & reader, reader & self.

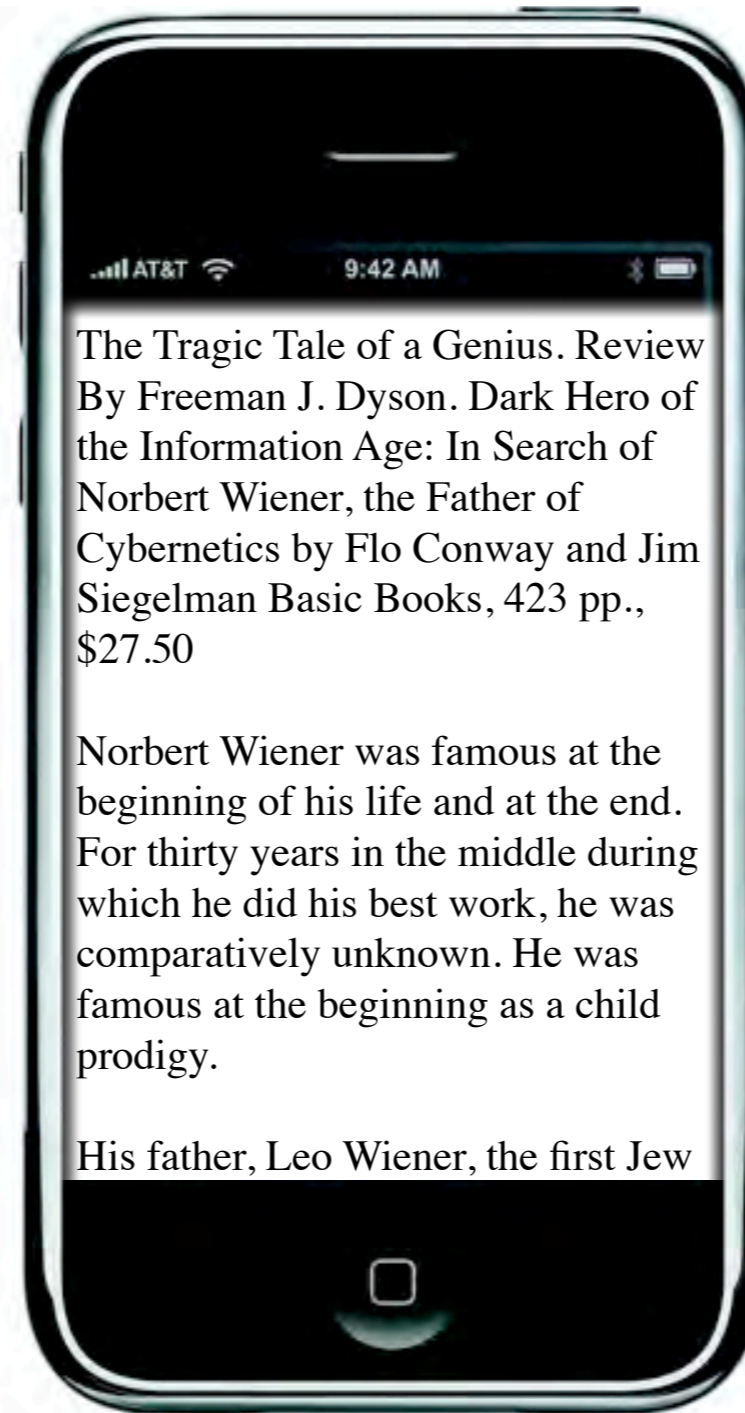
the “pilgrim of one candle” has new light from many screens.



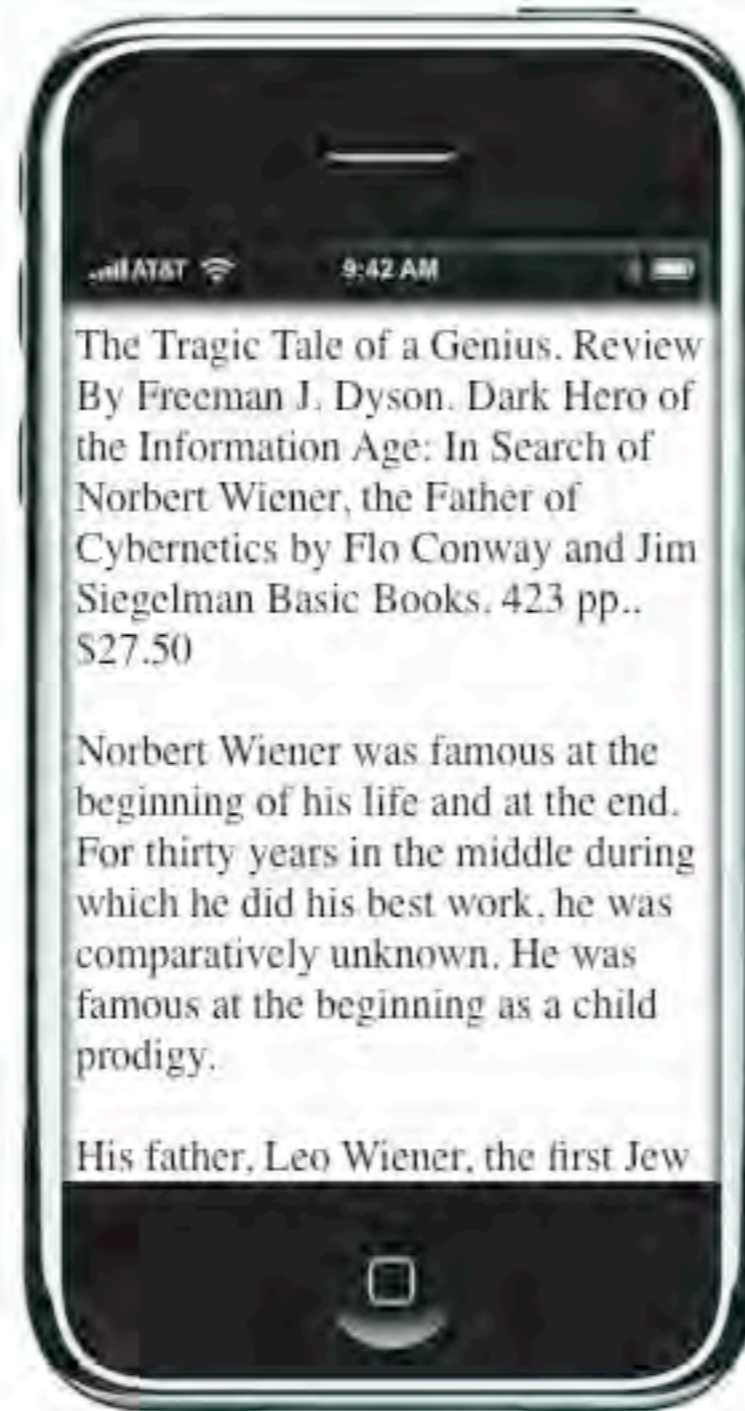
THOUGHTSTICKER 1976



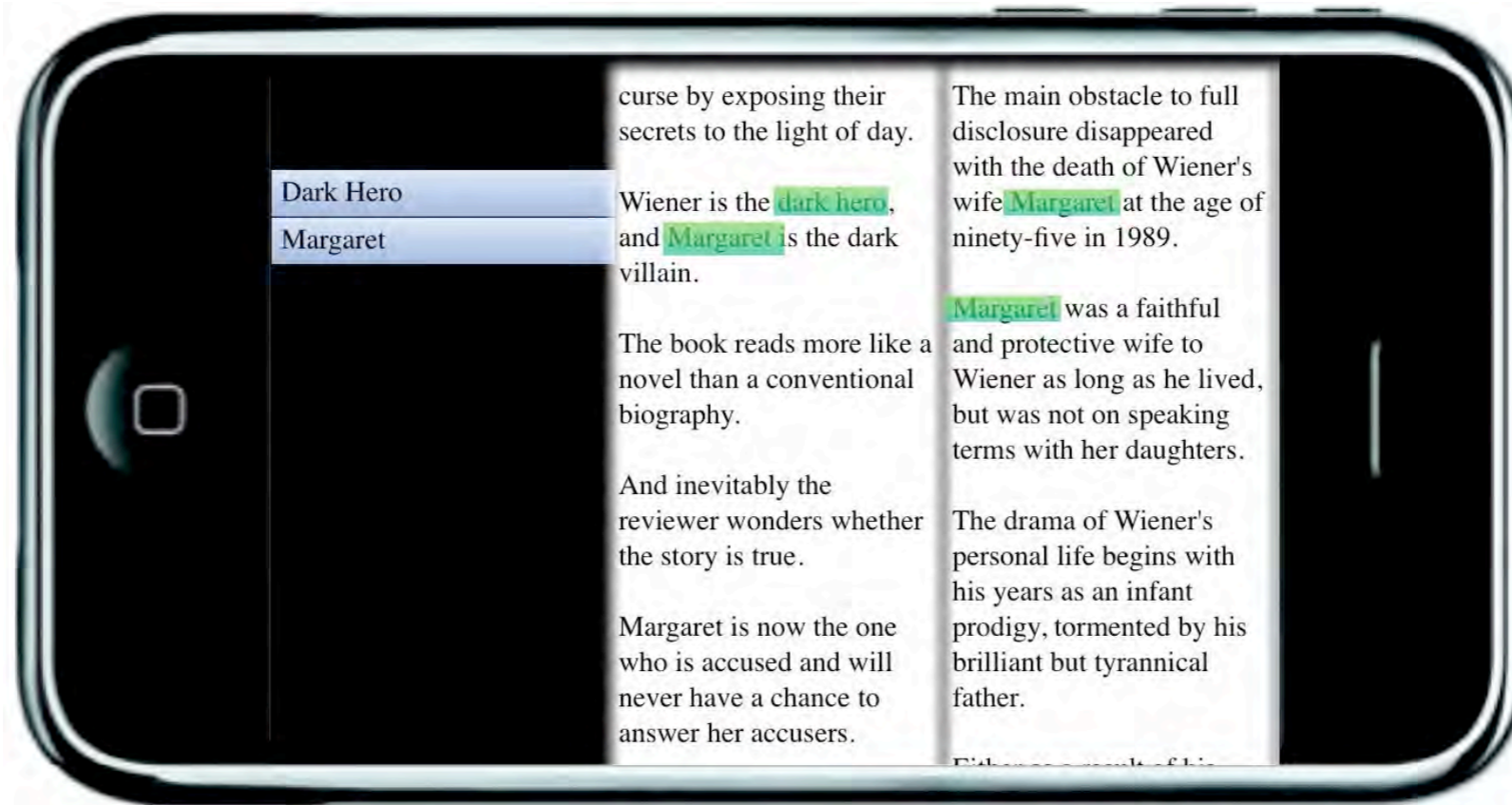
THOUGHTSHUFFLER 2008



PARTICIPATION FOR MEANING

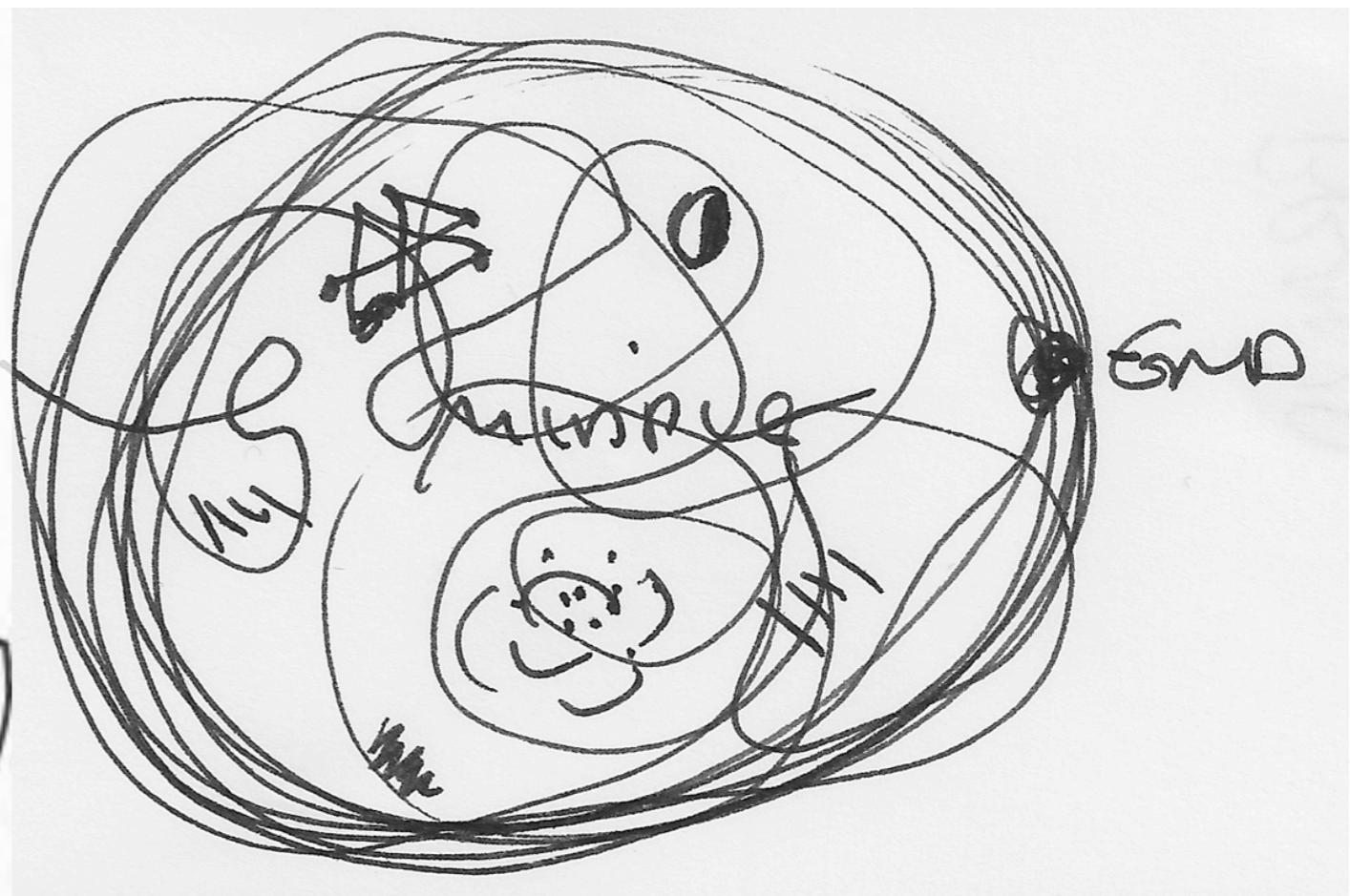


PARTICIPATION FOR MEANING

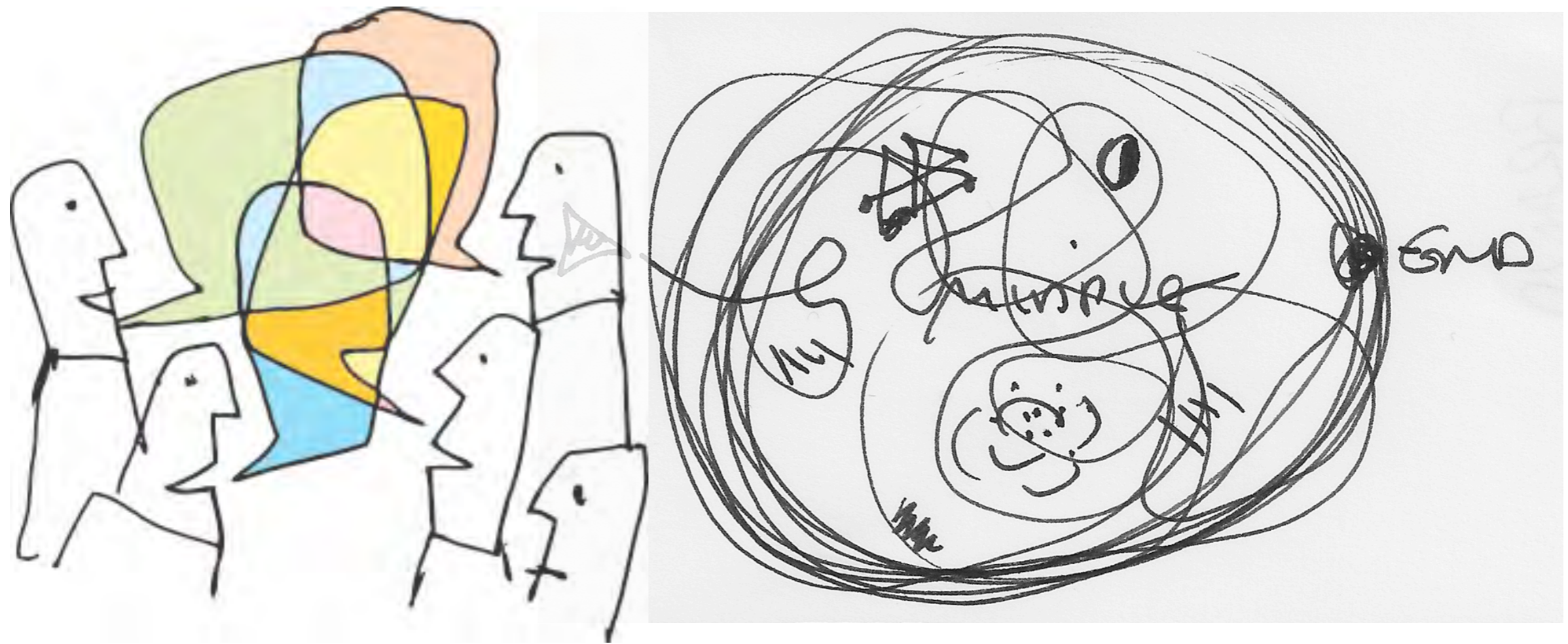




- **STARTING**



- AIMING



- MAKING MEANING

IN THE BEGINNING...

- SPEAKING
- WRITING
- PRINTING
- READING
- * COMPUTING



IN THE BEGINNING...

- **SPEAKING**
- **WRITING**
- **PRINTING**
- **READING**
- * **COMPUTING**



RE-IMAGINING

ENABLING CONVERSATIONS...

FOR ENACTING THE CONTENT...

DIRECTED BY A READER...

WHO PARTICIPATES AS IF FACE-TO-FACE...

FOR A NEW KIND OF MEANING-MAKING.

INTELLIGENCE
AWAKENING
MANKIND

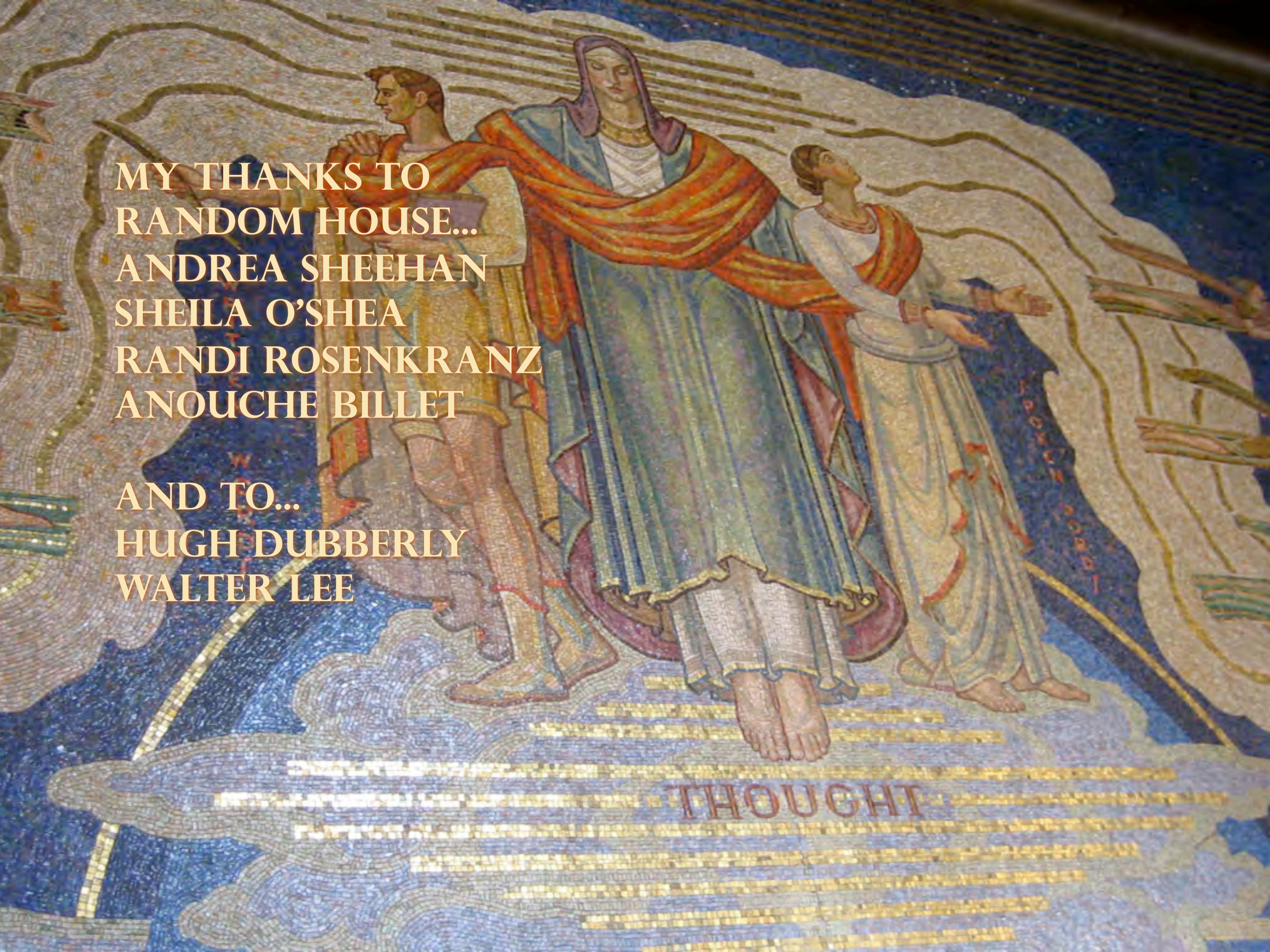
BARRY
FAULKNER
1933



THOUGHT

WORLD

WORLD



MY THANKS TO
RANDOM HOUSE...
ANDREA SHEEHAN
SHEILA O'SHEA
RANDI ROSENKRANZ
ANOUCHE BILLET

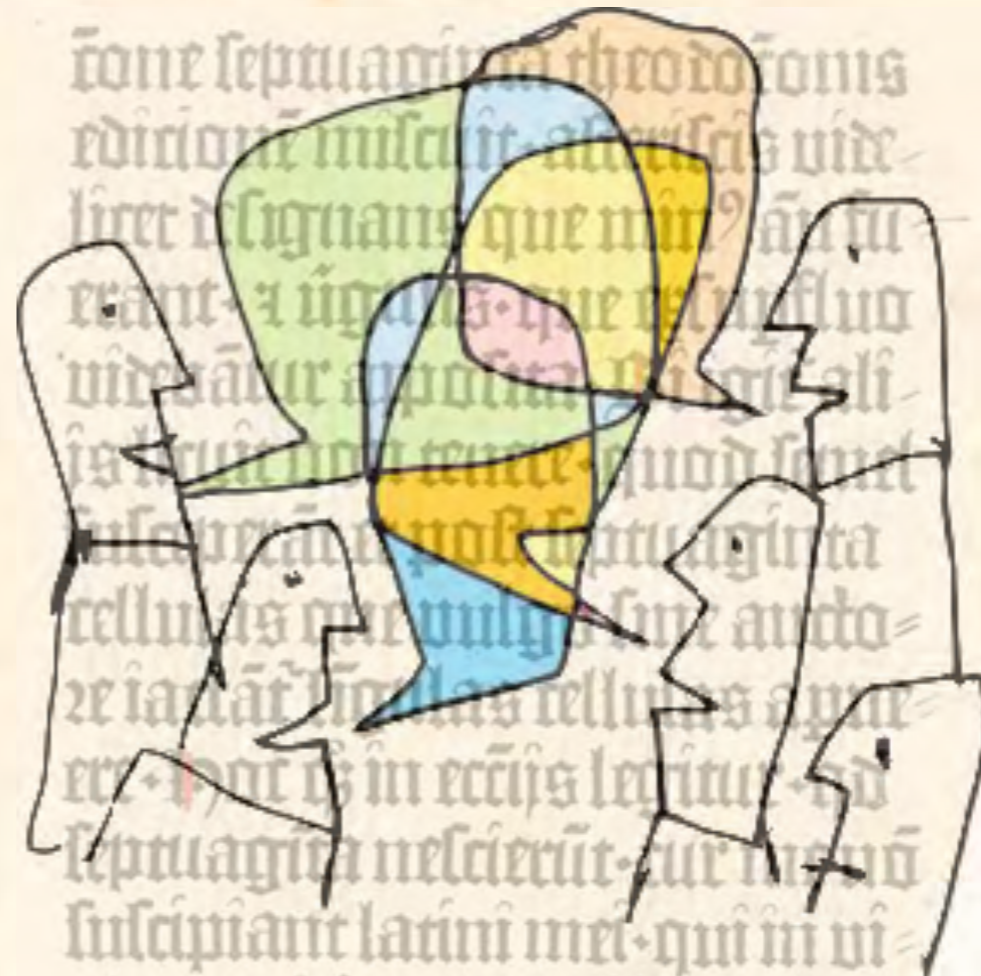
AND TO...
HUGH DUBBERLY
WALTER LEE

THOUGHT

Incipit. Prologus in paralipomenon.

St. Michaelis in Fultenbach.

Septuaginta inter-
pretū pura. et ut ab
eis in grecū uersa est
editio pmaneret: su-
pfl ue me micromaci epus sanc-
tissime atq; doctissime impelle-
res. ut tibi hebreā uolumina lati-
no sermone transferre. **Q**uā eū
semel aures hoīm occupauerat
et nascentis ecclie roborauerat
fidem: iustū erat eciam nro silē-
tio rōprobari. **N**unc uero cū p



**FROM PAGE TO PARTICIPATION:
RE-IMAGINING PUBLISHING
IN THE AGE OF CONVERSATION**

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CADENCE OF REVOLUTIONS

ROLE OF MACHINES	Industrial Revolution	Internet Revolution	Conversation Revolution
extend + enhance ...	muscles	nervous system	collaboration
create wealth by lowering cost of ...	doing physical work	lowering uncertainty	new classes of meaning-making
	1750—1850	1955—1995	2010—??