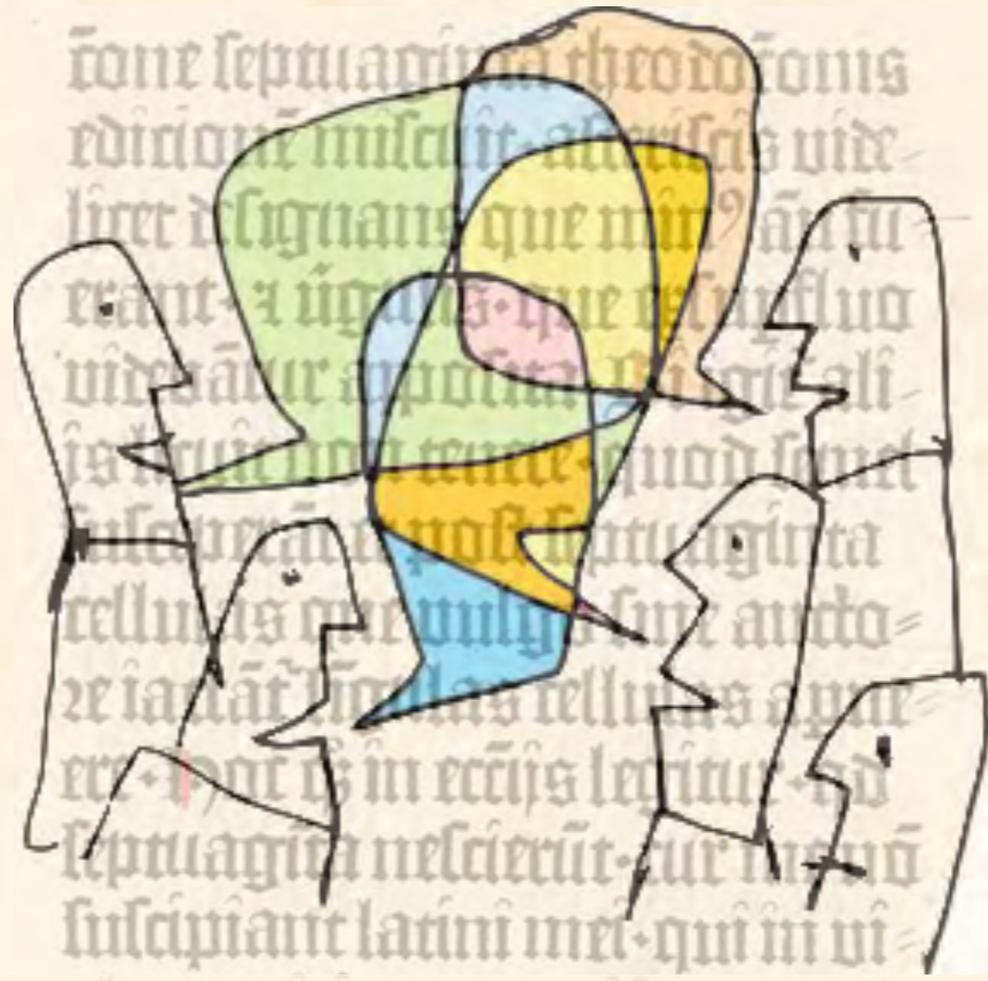


Incipit. Prologus in paralipomenon.

St. Michaelis in Faltentbach.

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



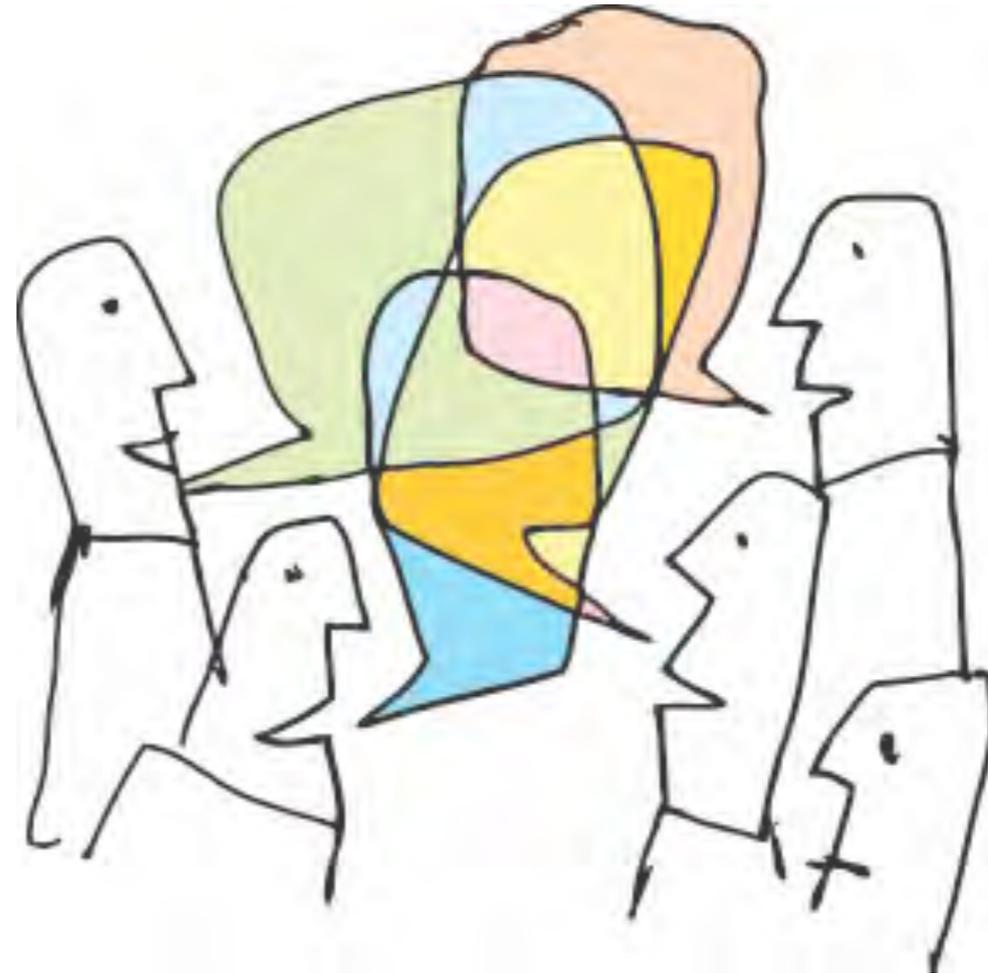
**FROM PAGE TO PARTICIPATION:
RE-IMAGINING PUBLISHING
IN THE AGE OF CONVERSATION**

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

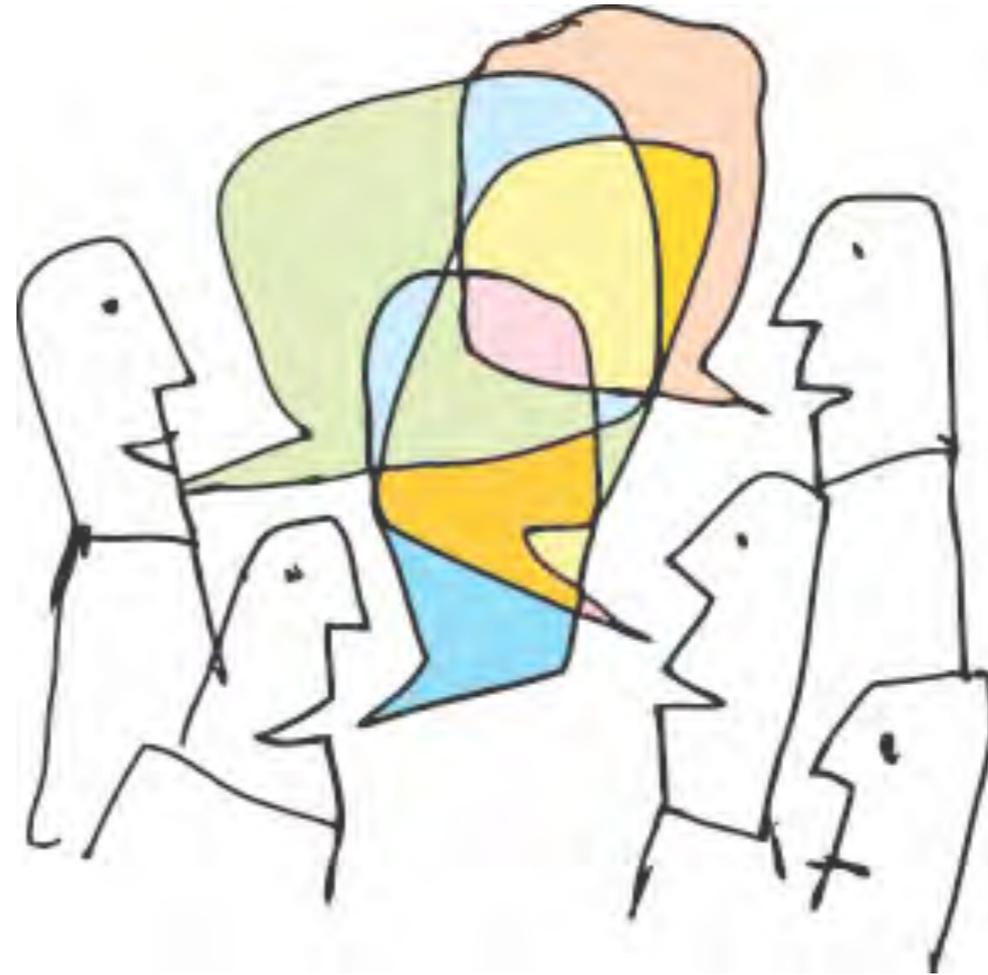
IN THE BEGINNING...

- 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

- **READING**

- READING = ??

- READING =



- **READING = MAKING MEANING**



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

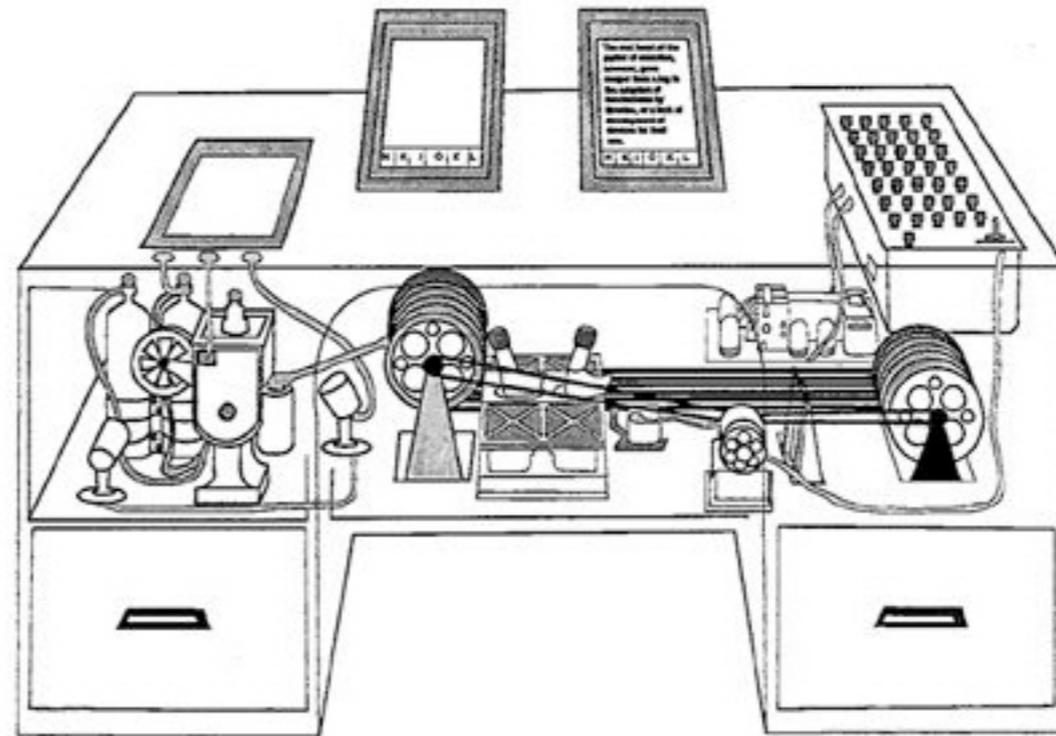
*COMPUTING



Moore's Law—exponential pace

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

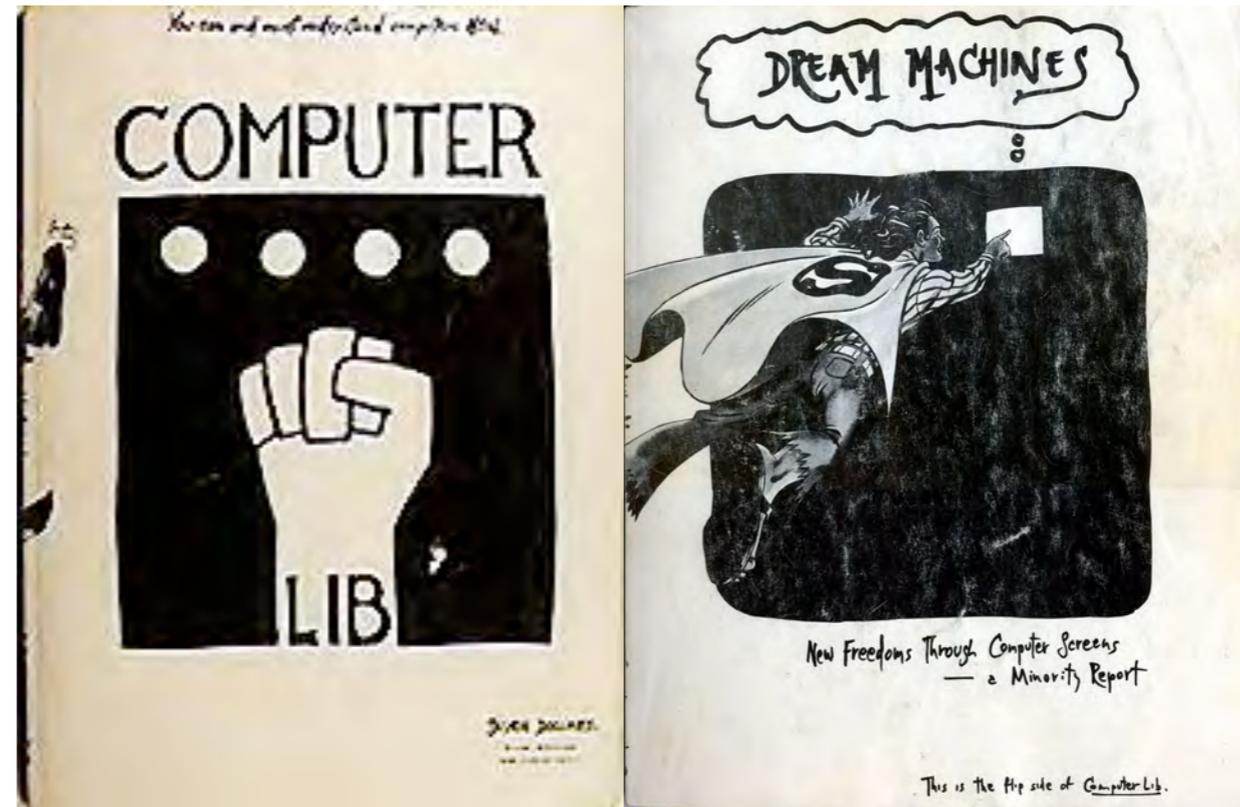
- **DIGITAL
MEMORY**



Vannevar Bush—MEMEX 1945

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

- **DIGITAL
LITERATURE**

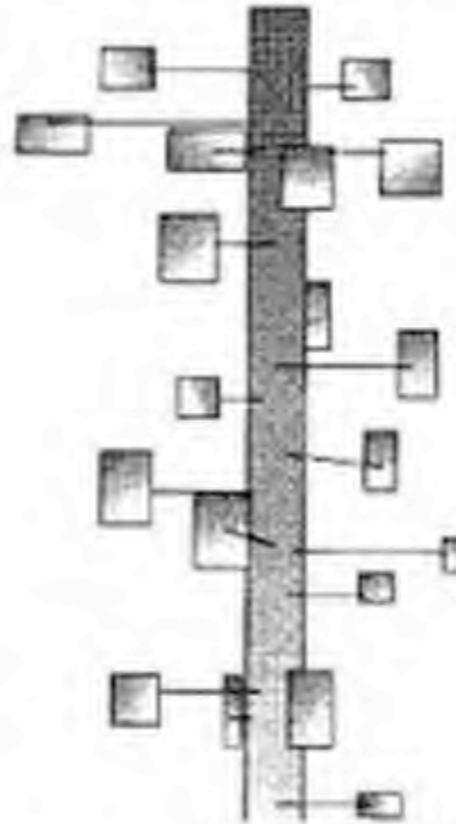


Ted Nelson—Hypertext 1965

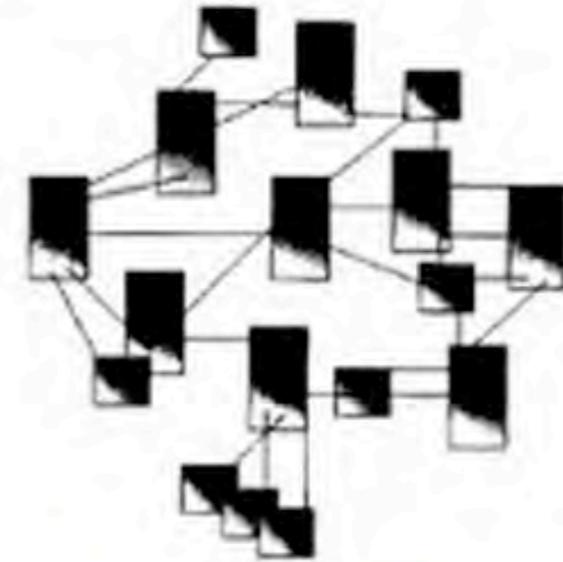
- two-way semantic linking
- elaborate publishing model
- protection of copyright
- incremental monetary value of snippets of information-in-context

- DIGITAL LITERATURE

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



versus
Network structure of hypertext

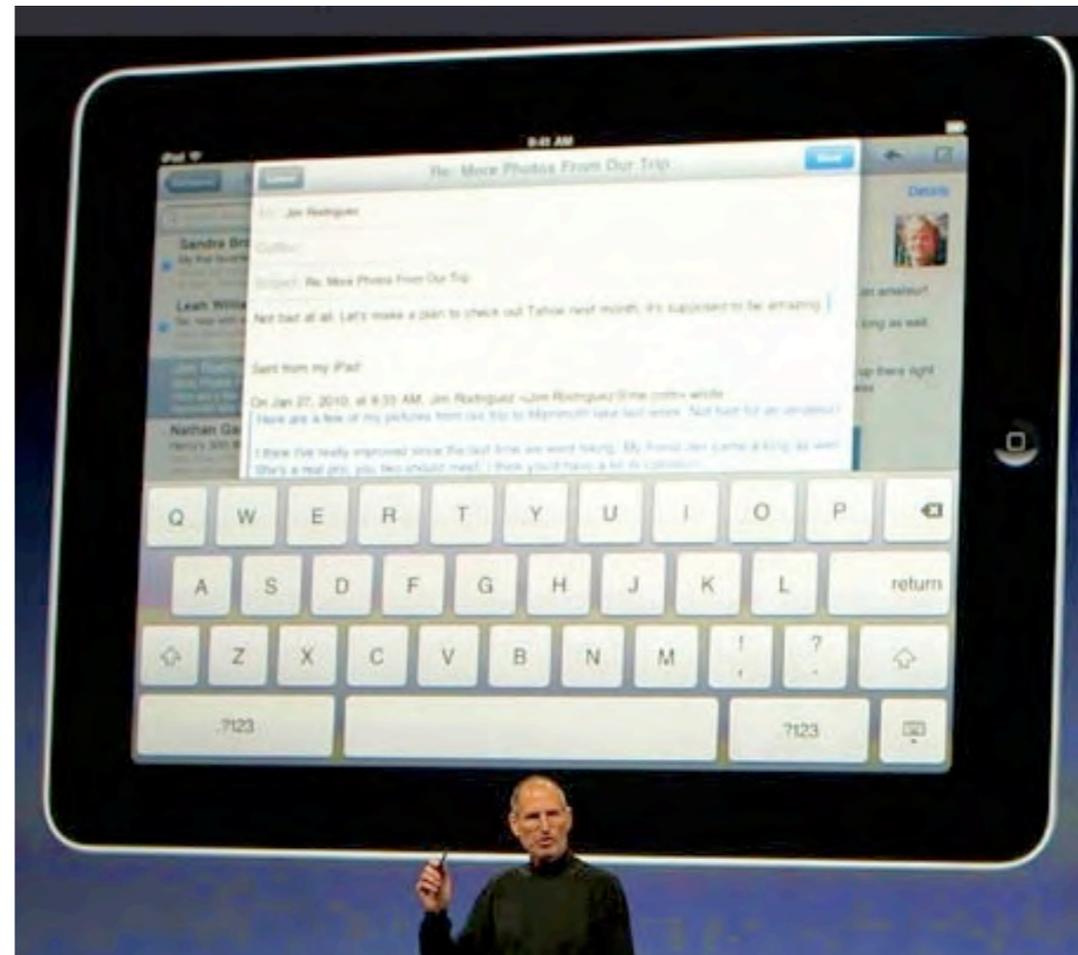


1. Where does the reader enter the text?
2. Where does the reader leave the text?
3. Where are the borders of the text?

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

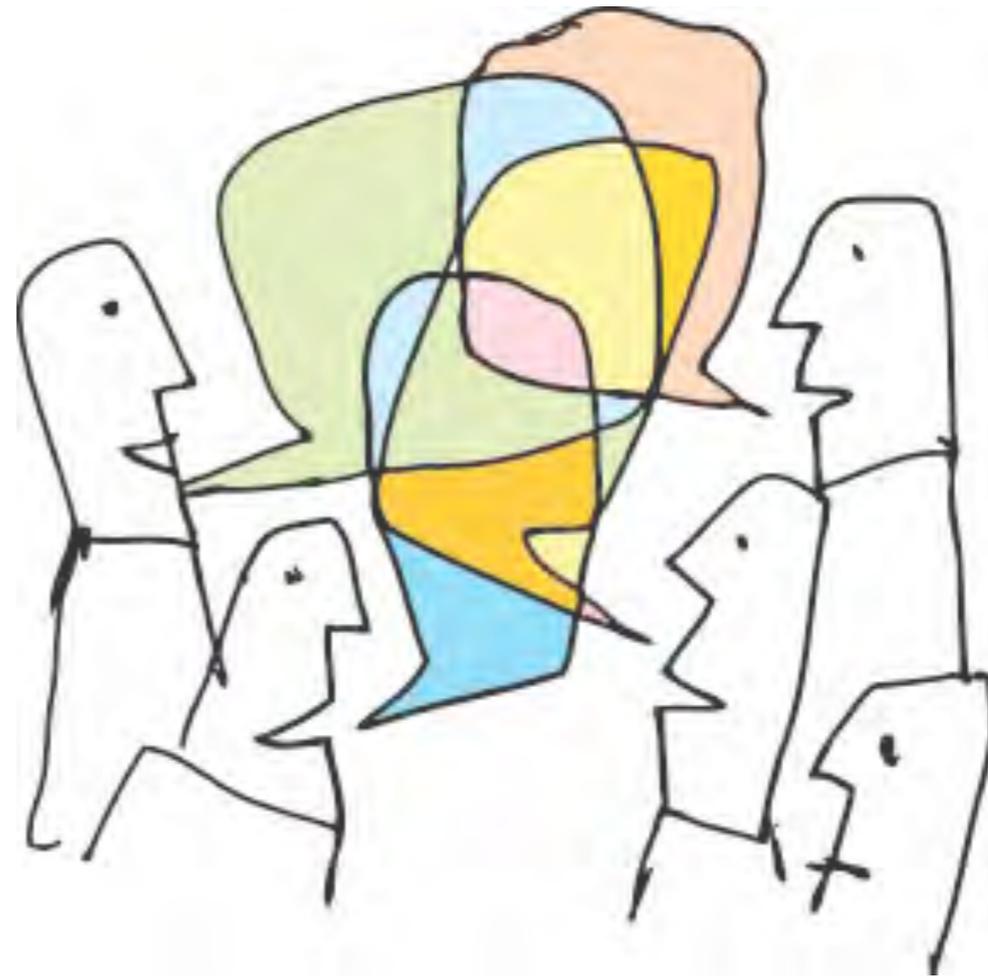


Steve Jobs—2010 iPad + Apps + Services

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

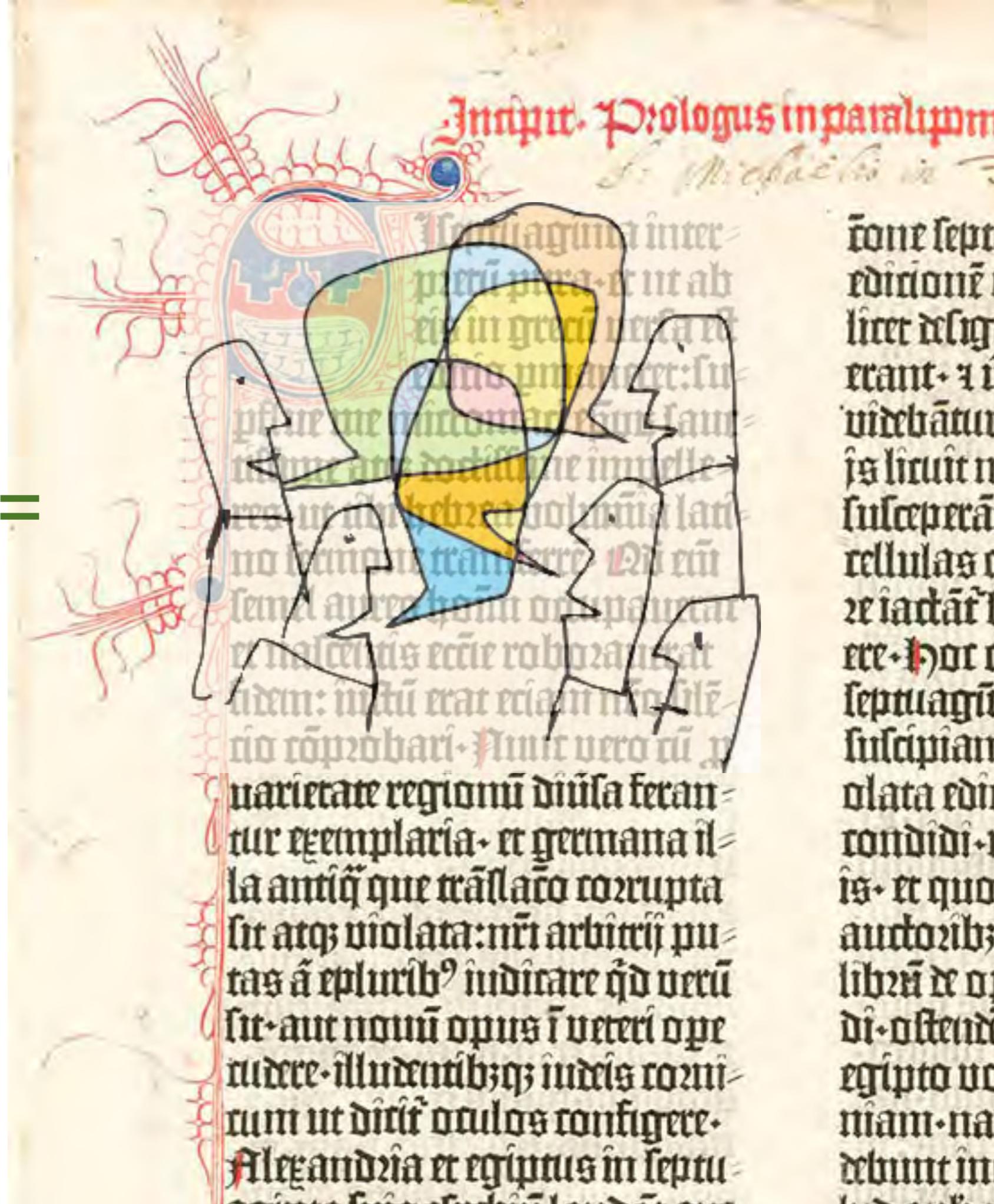
- **DIGITAL
EXPERIENCE**

≠



- DIGITAL
EXPERIENCE =

=

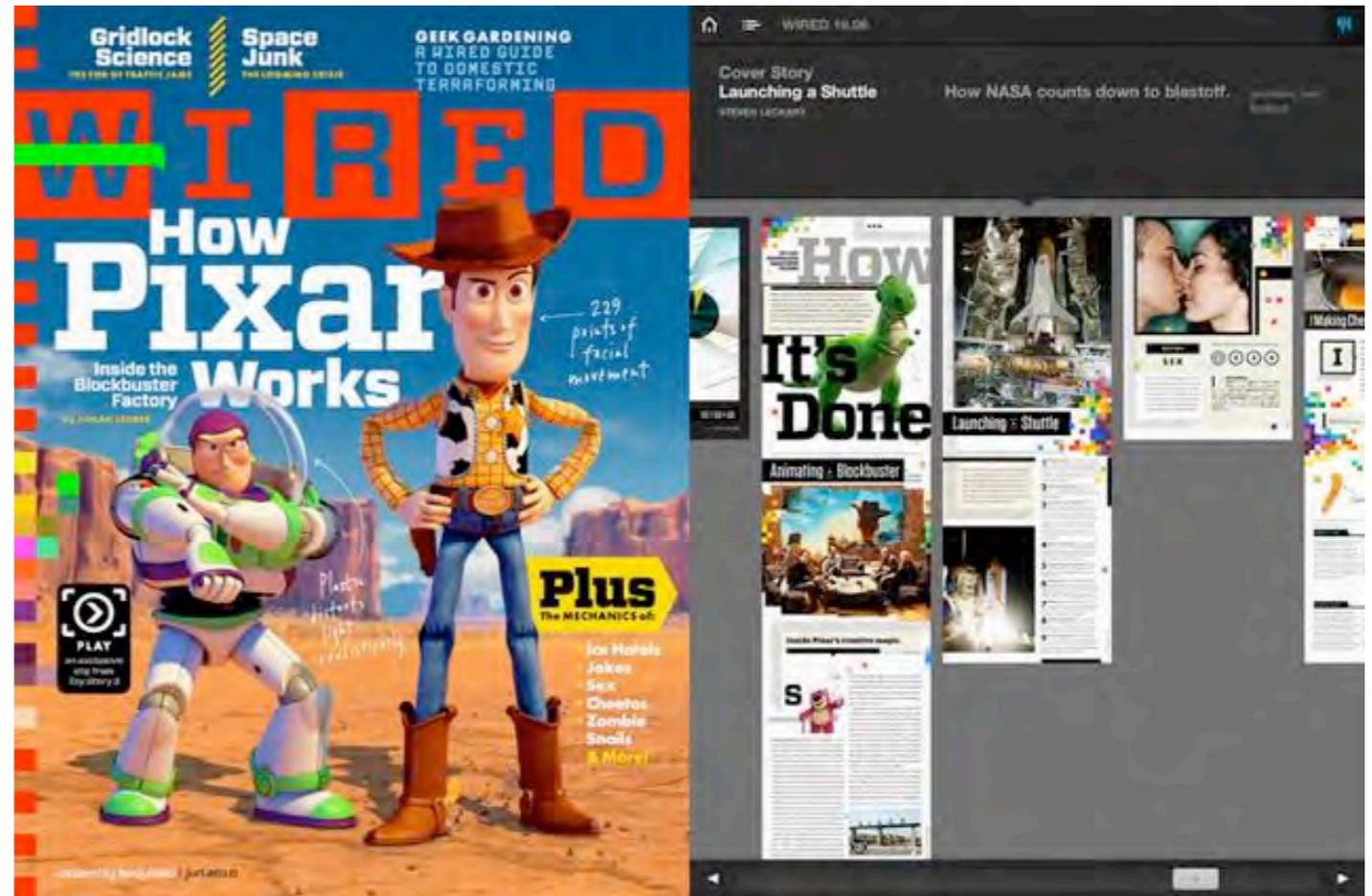


Incipit. Prologus in paralipomenis

St. Michaelis in

Septuaginta inter-
pretū para. et ut ab
eis in grecū versa est
omnis purior: su-
pplere me videtur cum san-
ctissime ant. doctissime imelle-
res ut in hebraeo volūta lati-
no remanere tran. ferre. Quā eū
semel aures hōmū occupaverat
et moleratis ecclie roborauerat
idem: multū erat etiam in ille-
tio cōprobari. Fuit vero cū p
uarietate regionū diuisa feran-
tur exemplaria. et germana il-
la antiq̄ que trāslāco corrupta
sit atq; violata: nri arbitriū pu-
tas ā eplurib; iudicare qd verū
sit. aut nouū opus ī veteri ope
rudere. illudentib; q; iudeis corni-
cum ut dicūt oculos configere.
Alexandria et egyptus in septu-

tone sept
edicionē
licet desig
erant. 7 i
uidebātur
is licuit n
susceperā
cellulas o
re iactāt
ere. Hoc
septuagū
suscipian
olata edū
condidi. i
is. et quo
auctorib;
librū de o
di. ostend
egypto uc
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

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](#) 1 response
- [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 pre-dawn 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
Exclusive offers delivered to your inbox
SIGN UP NOW
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

TV ONLINE

- The latest news for election night: the presidential contest and other events and government action.
- The latest news for election night: the presidential contest and other events and government action.



► Election results for the presidential contest and other events and government action.

► Election results for the presidential contest and other events and government action.

PREMIER ELECTION

► Election results for the presidential contest and other events and government action.



Democrats in Congress Strengthen Grip

By MICHAEL SCHWARTZ

Barack Obama's victory over Sen. McCain gave Democrats a decisive victory in the Senate, strengthening their grip on the country's legislative branch. The election of Mr. Obama, a Democrat, to the White House, and the election of Sen. Obama, a Democrat, to the Senate, will give Democrats a 59-41 majority in the Senate, the largest since 1980.



Mr. Obama, a Democrat, won the White House, and Sen. Obama, a Democrat, won the Senate. The election of Mr. Obama, a Democrat, to the White House, and the election of Sen. Obama, a Democrat, to the Senate, will give Democrats a 59-41 majority in the Senate, the largest since 1980.

THE CHALLENGE

No Time for Laurels; Now the Hard Part

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THE MOMENT

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THE FUTURE

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"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. CXXXI No. 34,883 • 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 victory in the electoral college.

◆ The Obama campaign's victory in the general election and victory in the electoral college.

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Democrats in Congress Strengthen Grip

By [Author Name]

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No Time for Laurels, Now the Hard Part

THE PROMISE

After Disaster, A Time to Reap

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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

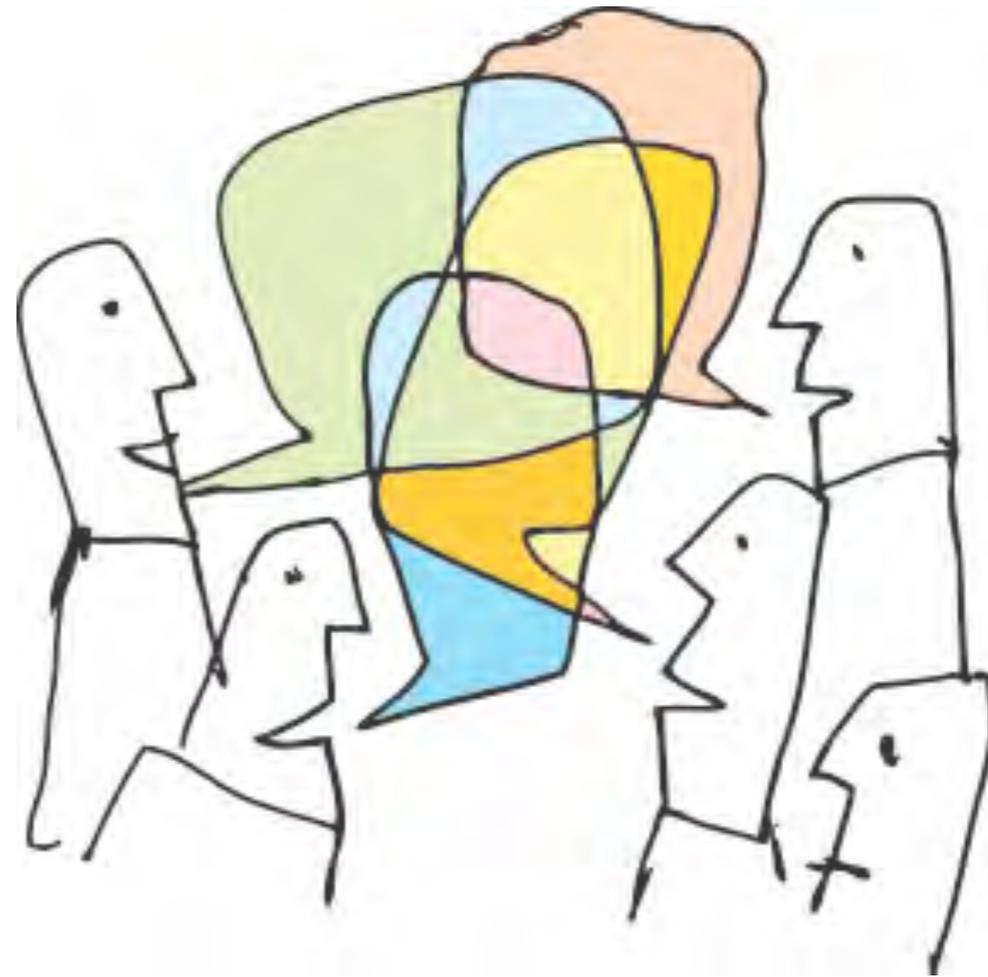
control of participation

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

control of conversational focus

- curiosity
- **uncertainty**

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



POETRY FOUNDATION.ORG

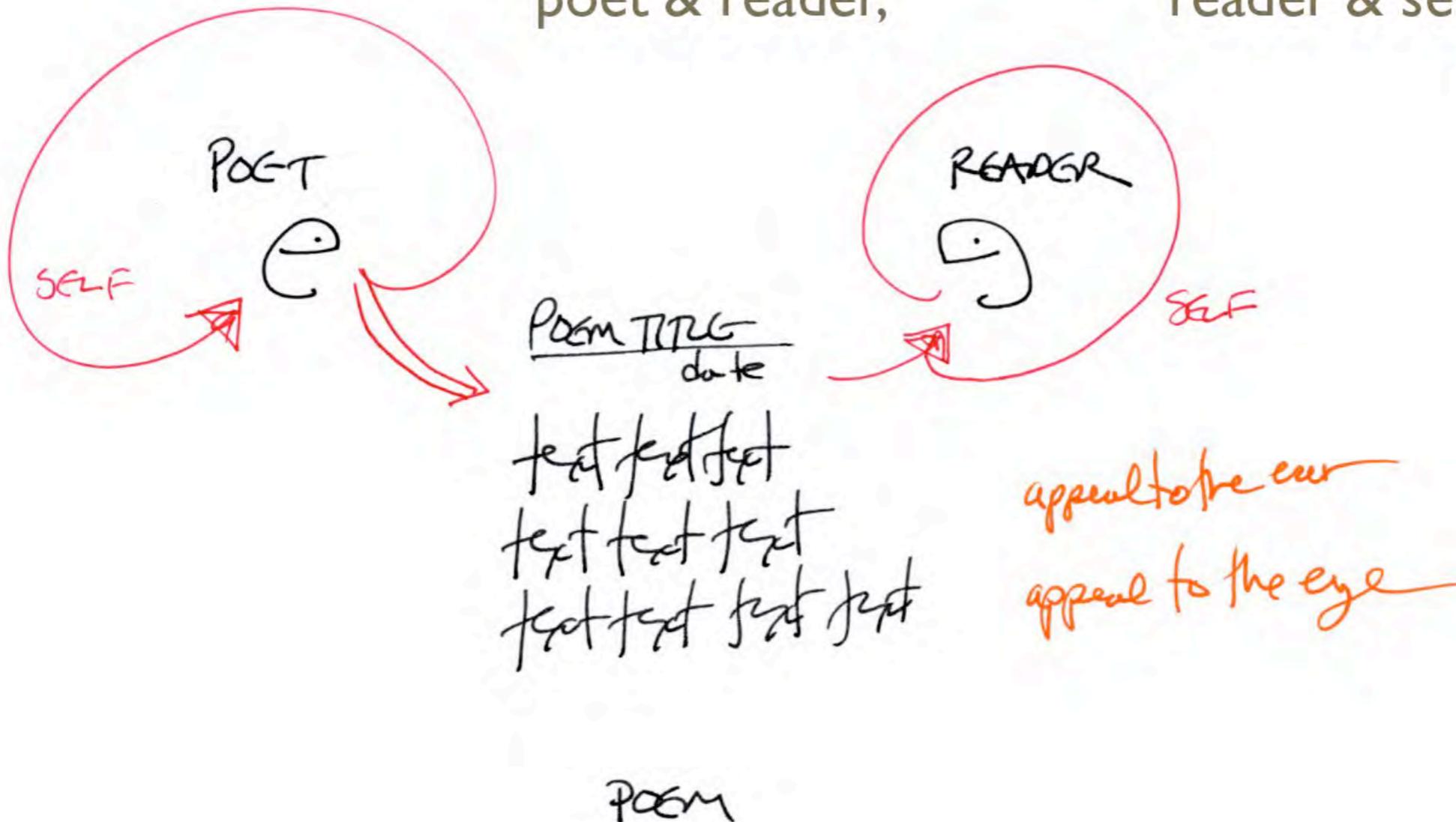
poetry is essentially dialogue.

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,
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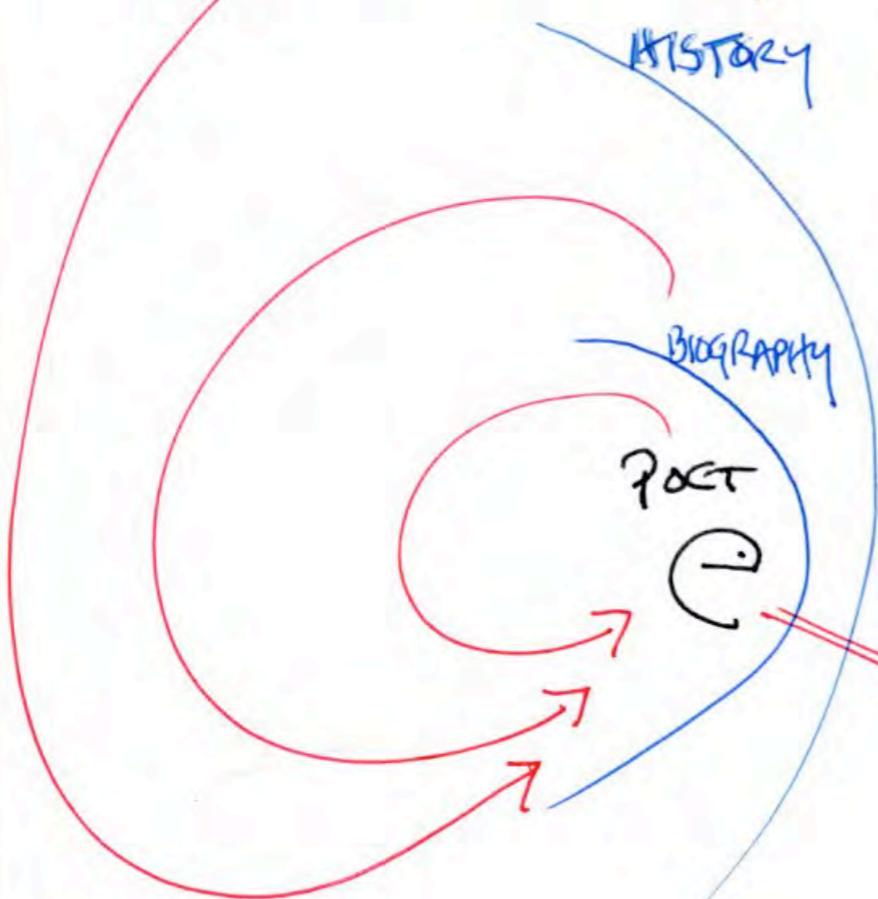
just as the biography & historical context of

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

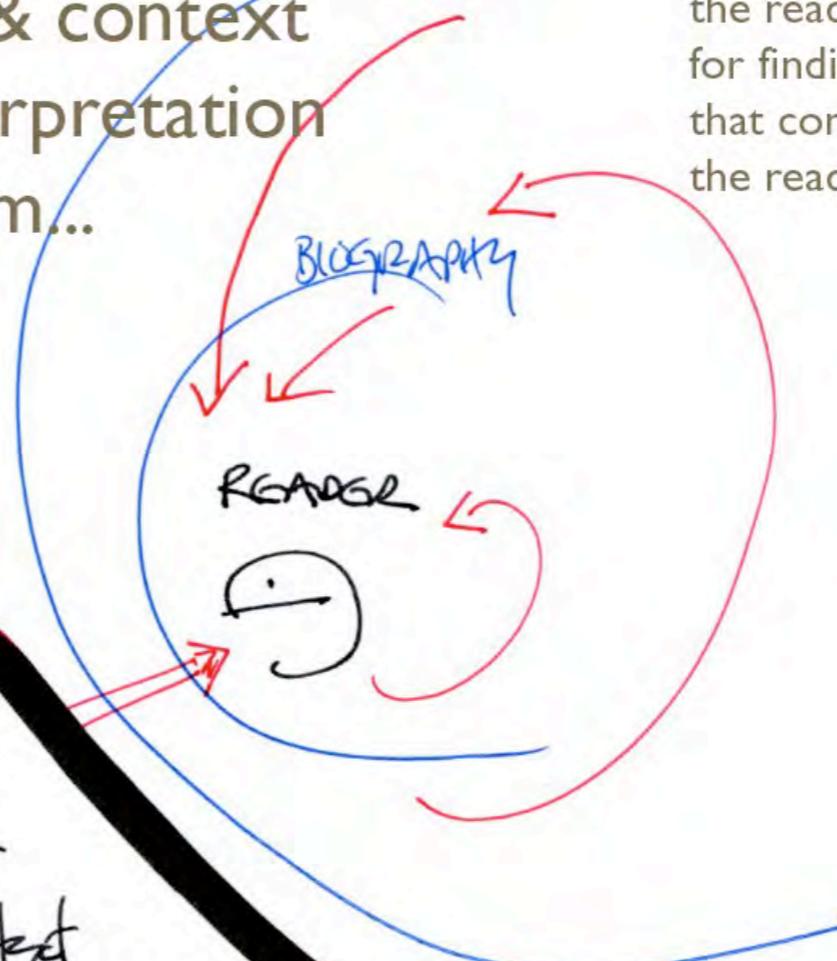
biography & context affects interpretation of the poem...

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

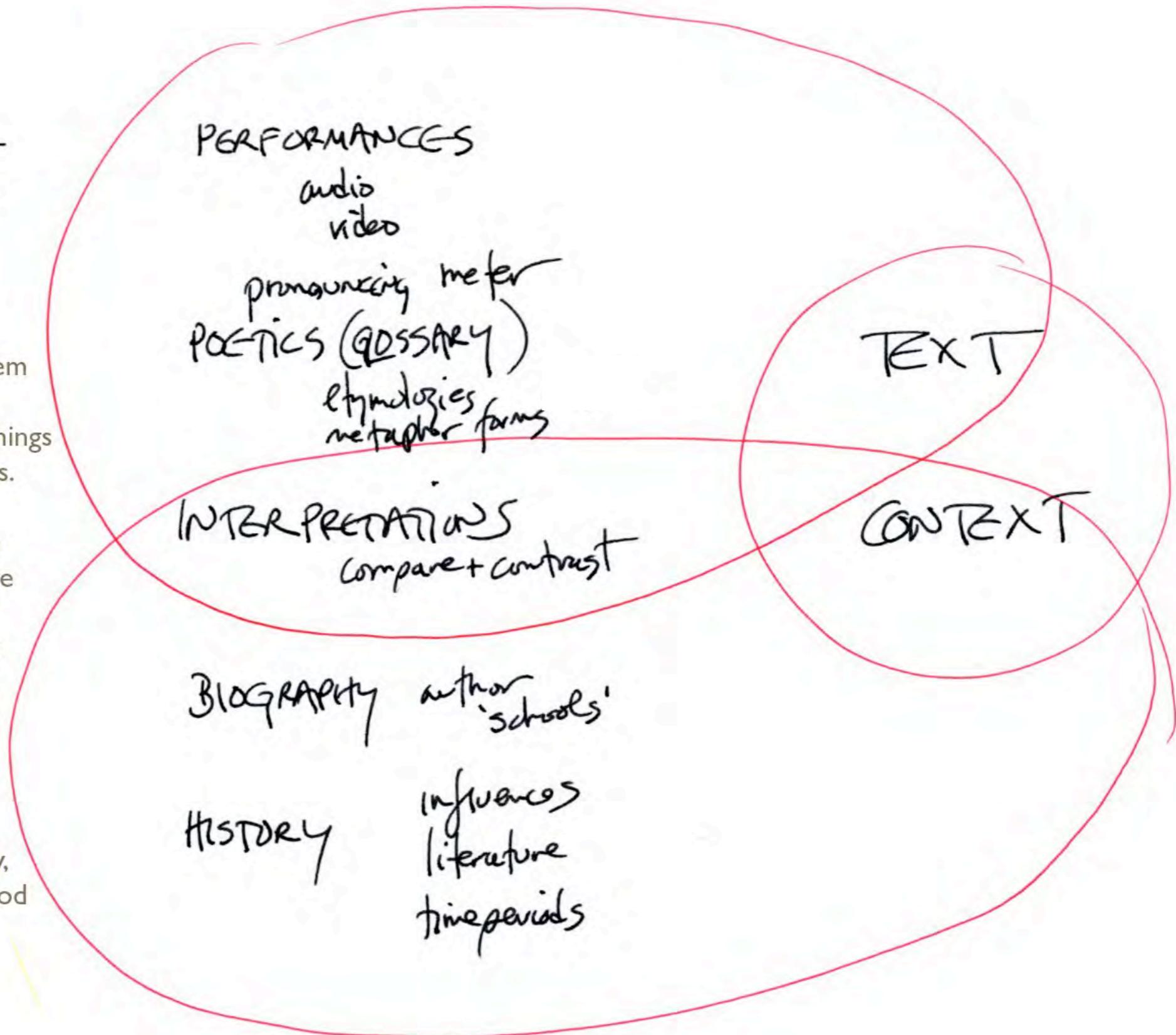
to enact a poem for a reader, poetry machine needs materials—
texts, images, audio, video—that amplify the poem's text and context
to bring alive the poet's purpose.

ELEMENTS of ENACTMENT

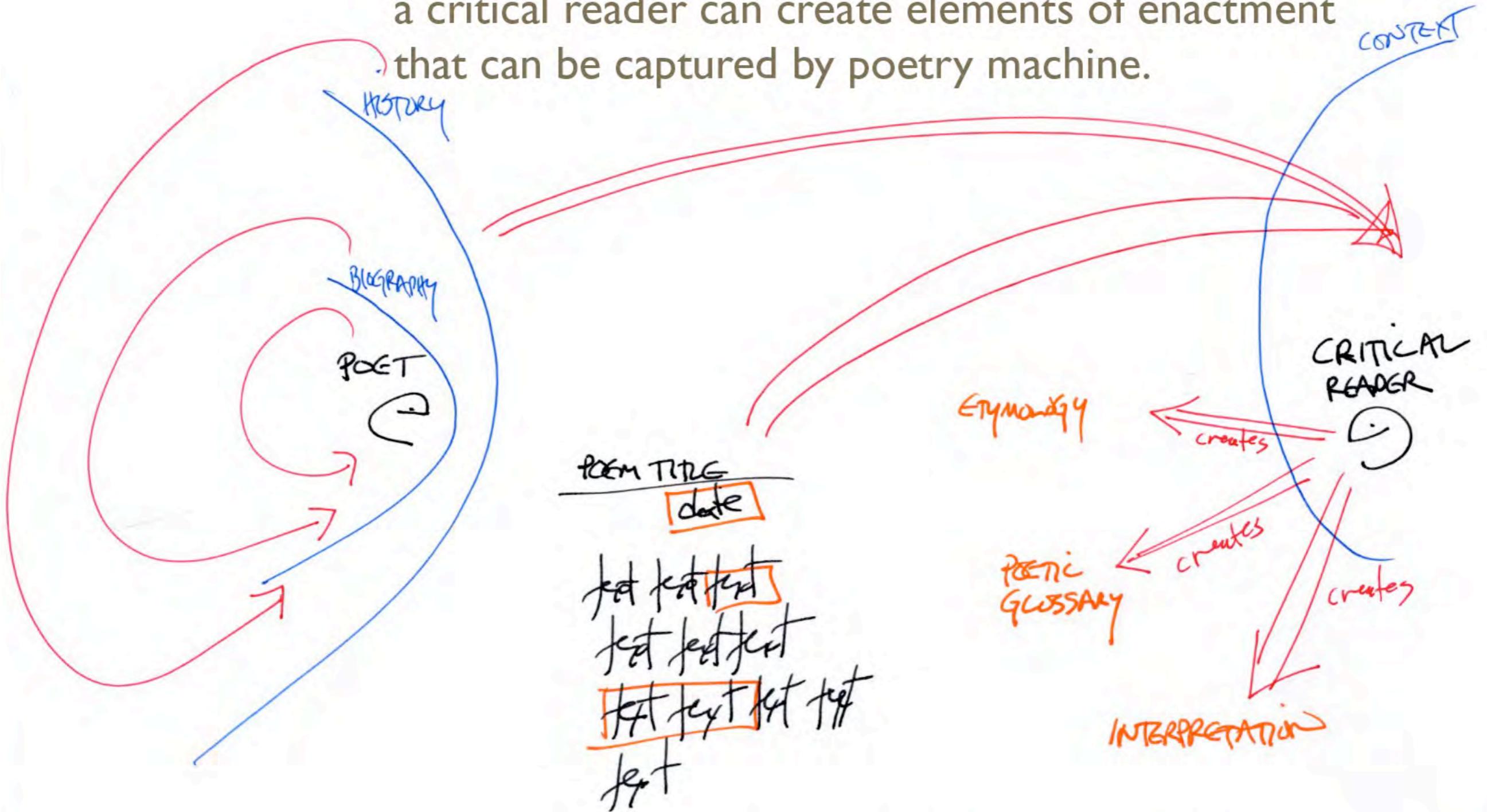
elements may be
performances of the poem
being read, guides to
speaking it, and the meanings
of its terms & metaphors.

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.



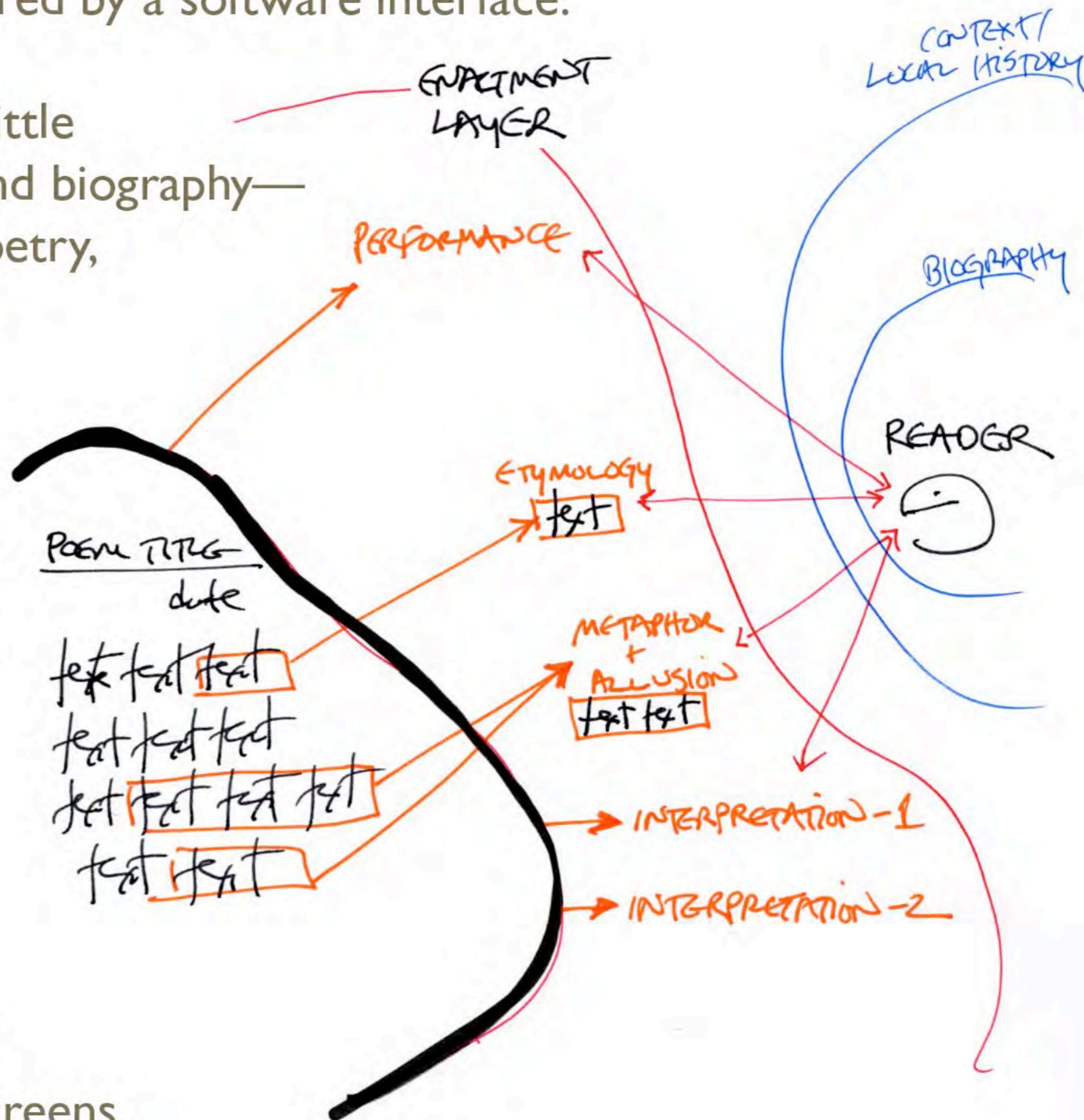
many readers could provide these perspectives, giving poetry machine a rich storehouse of enactments.

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

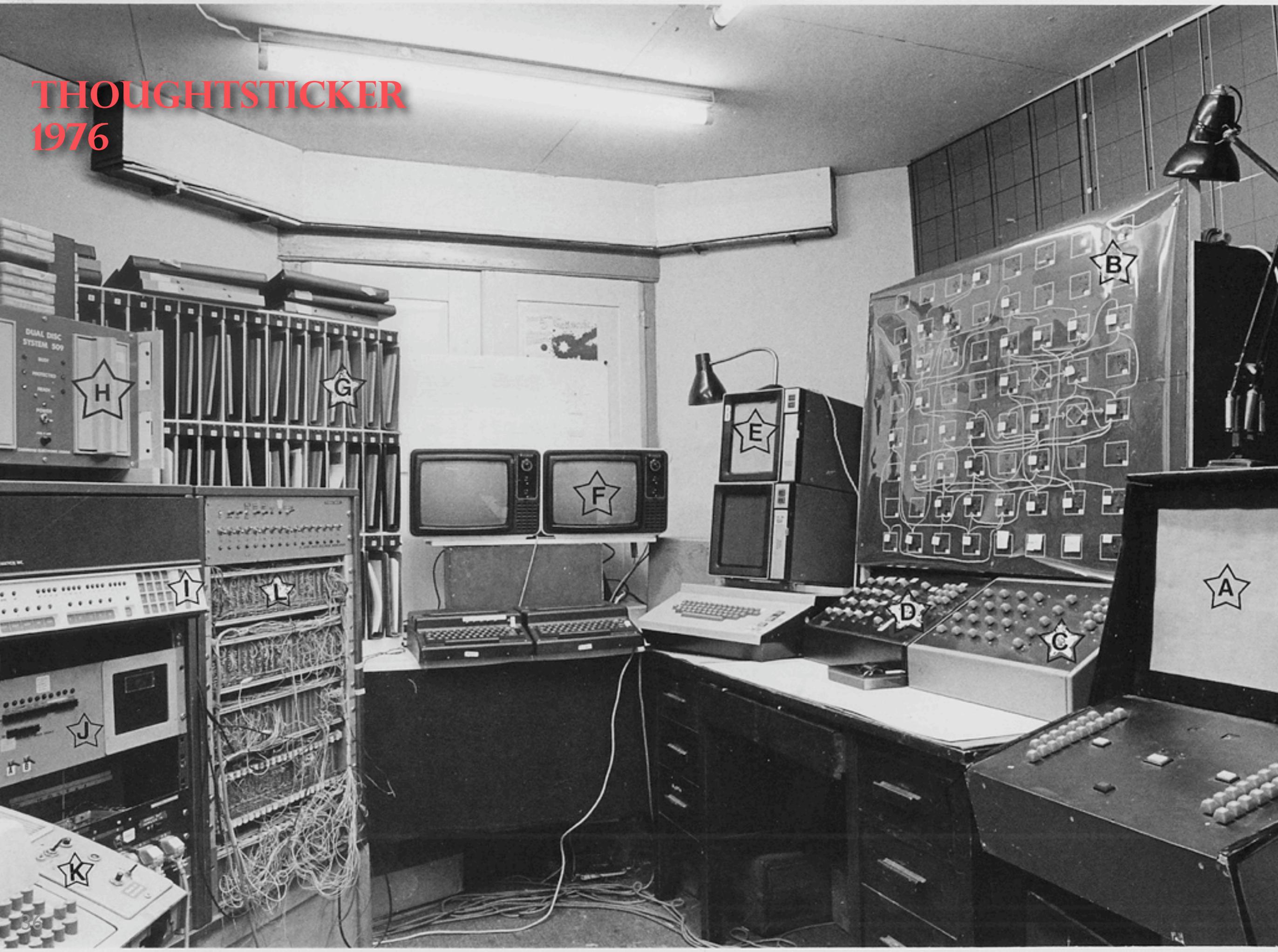
if poetry machine knows a little about a reader's context and biography—level of experience with poetry, purpose in seeking poetry, prior poems read—it can create an enactment layer to match specific enactments to a specific reader.

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

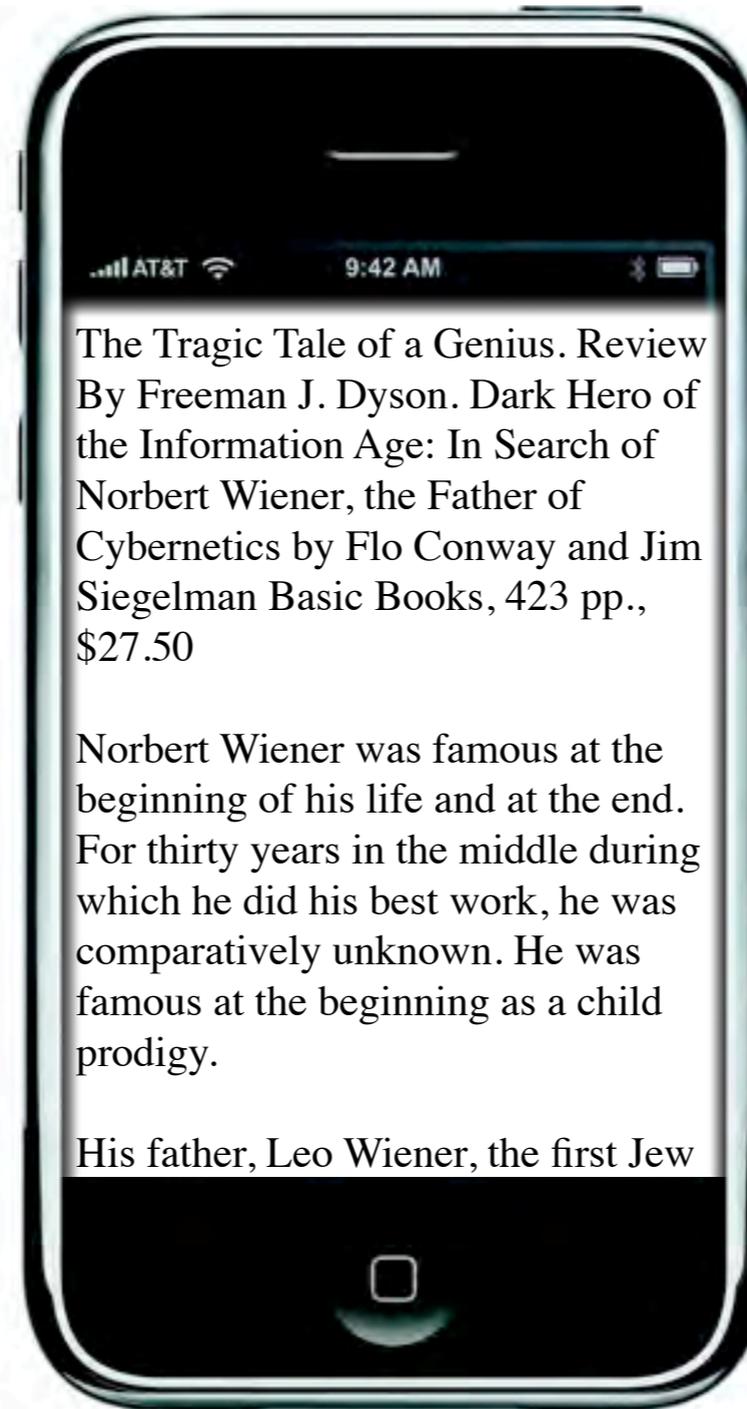
the "pilgrim of one candle" has new light from many screens.



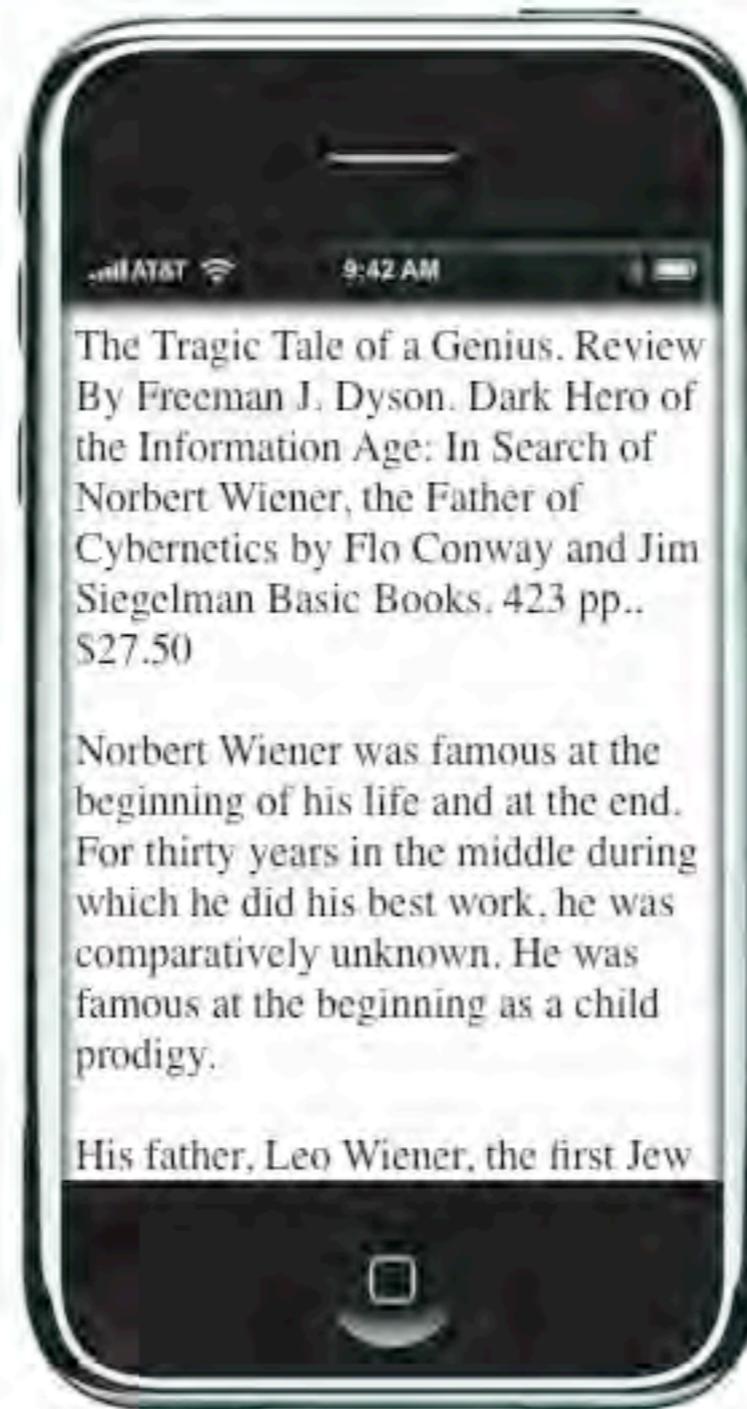
THOUGHTSTICKER 1976



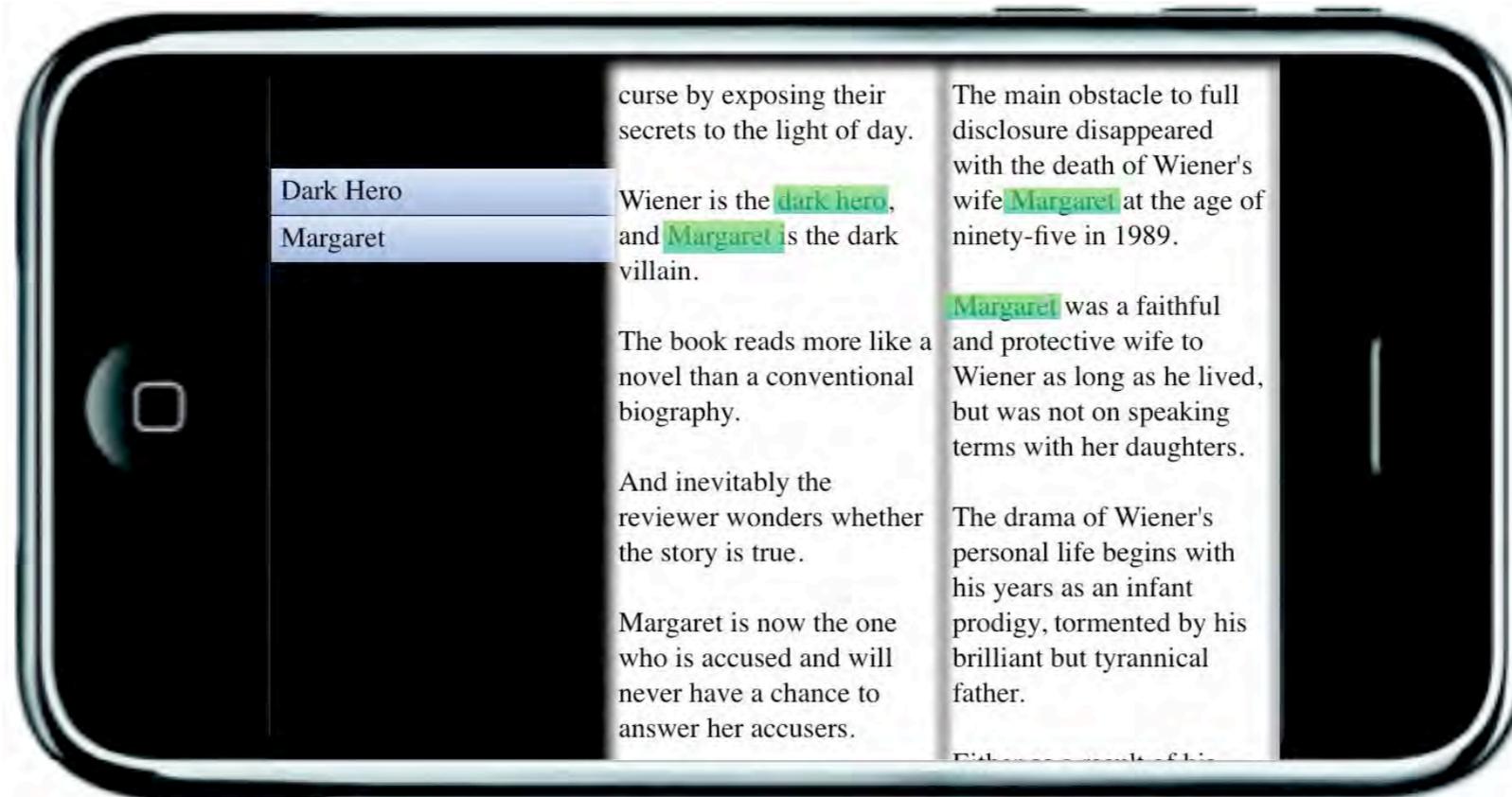
THOUGHTSHUFFLER 2008

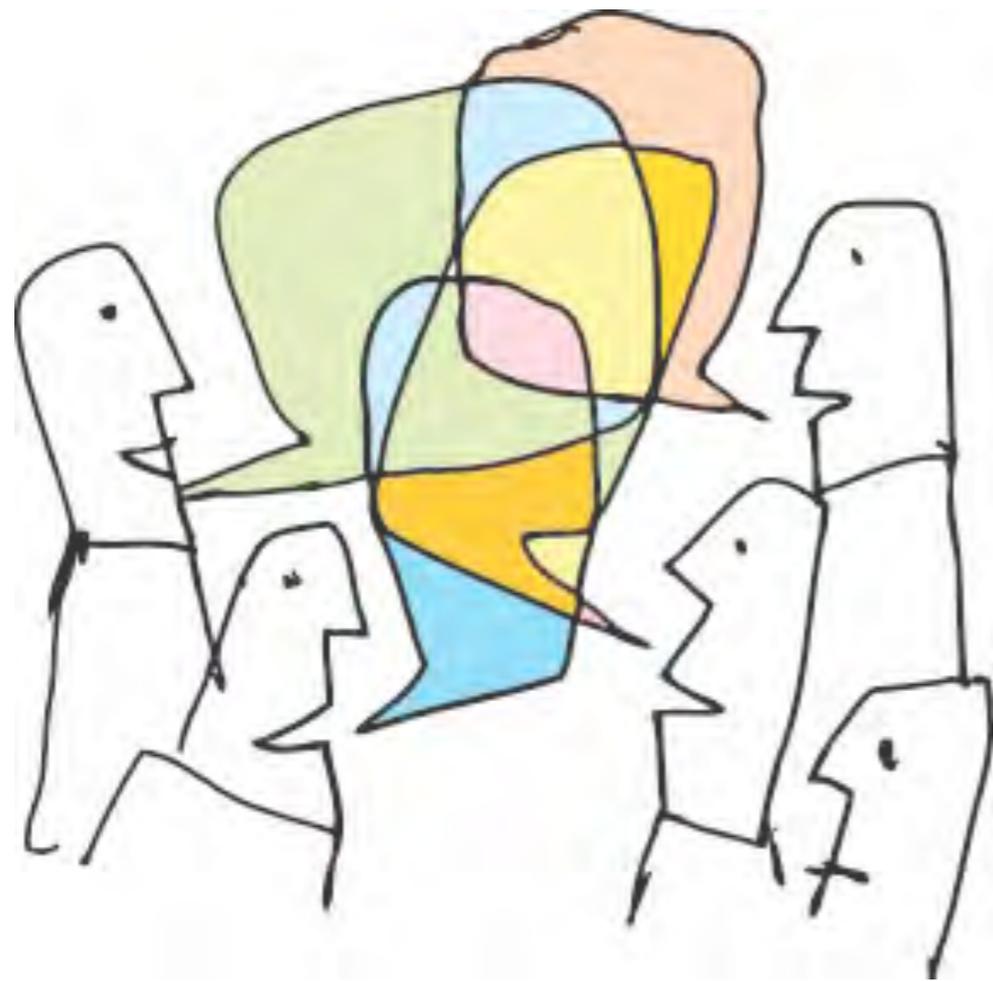


PARTICIPATION FOR MEANING

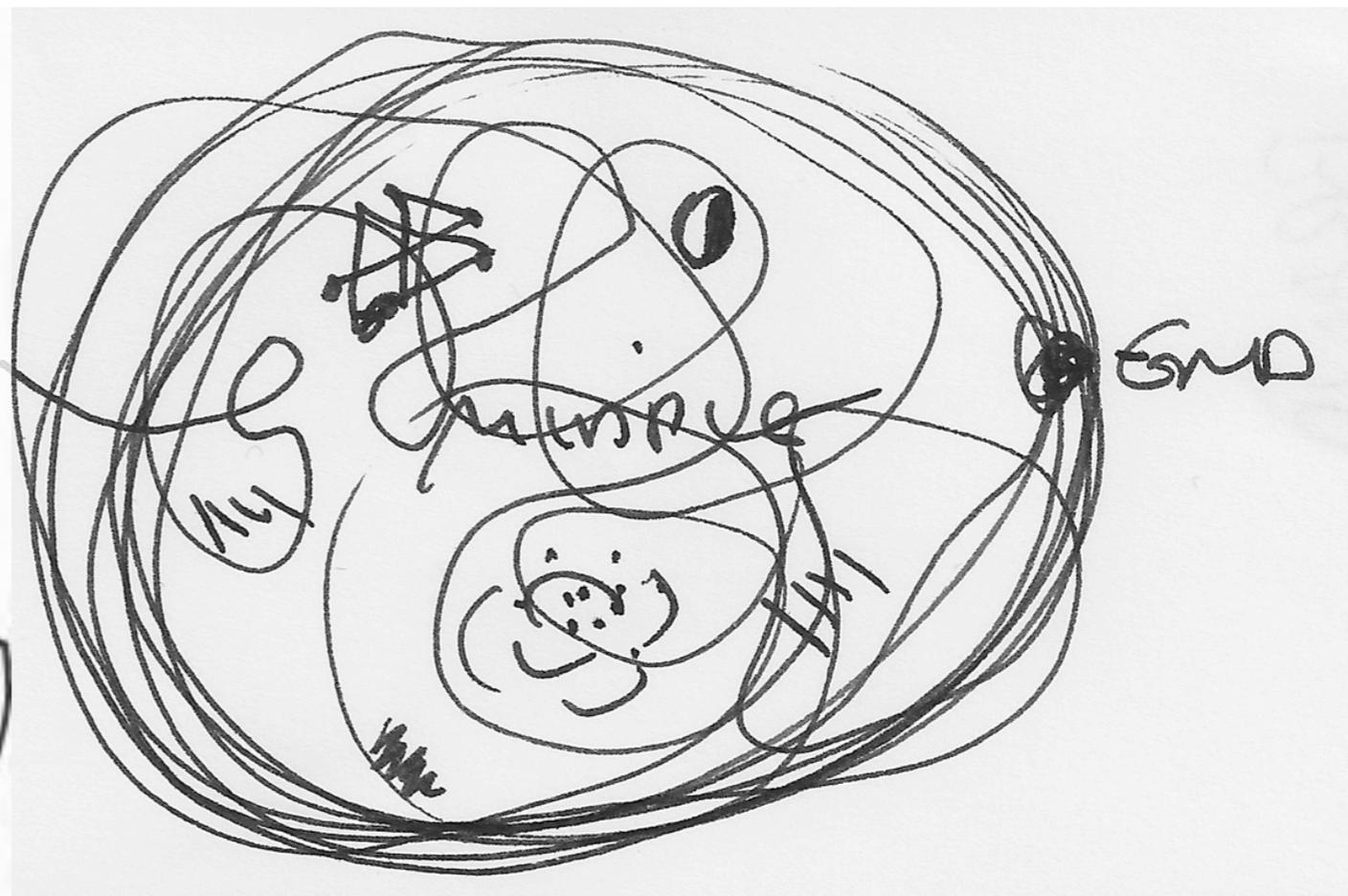
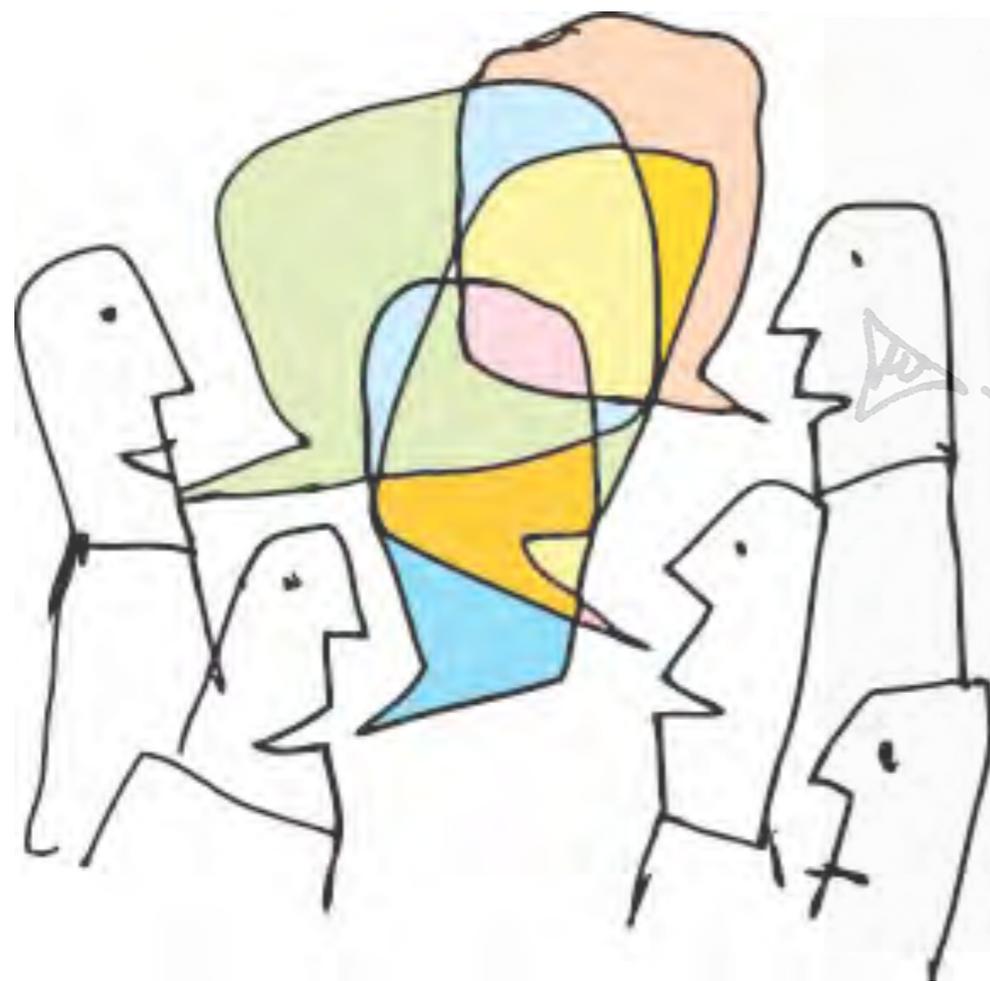


PARTICIPATION FOR MEANING

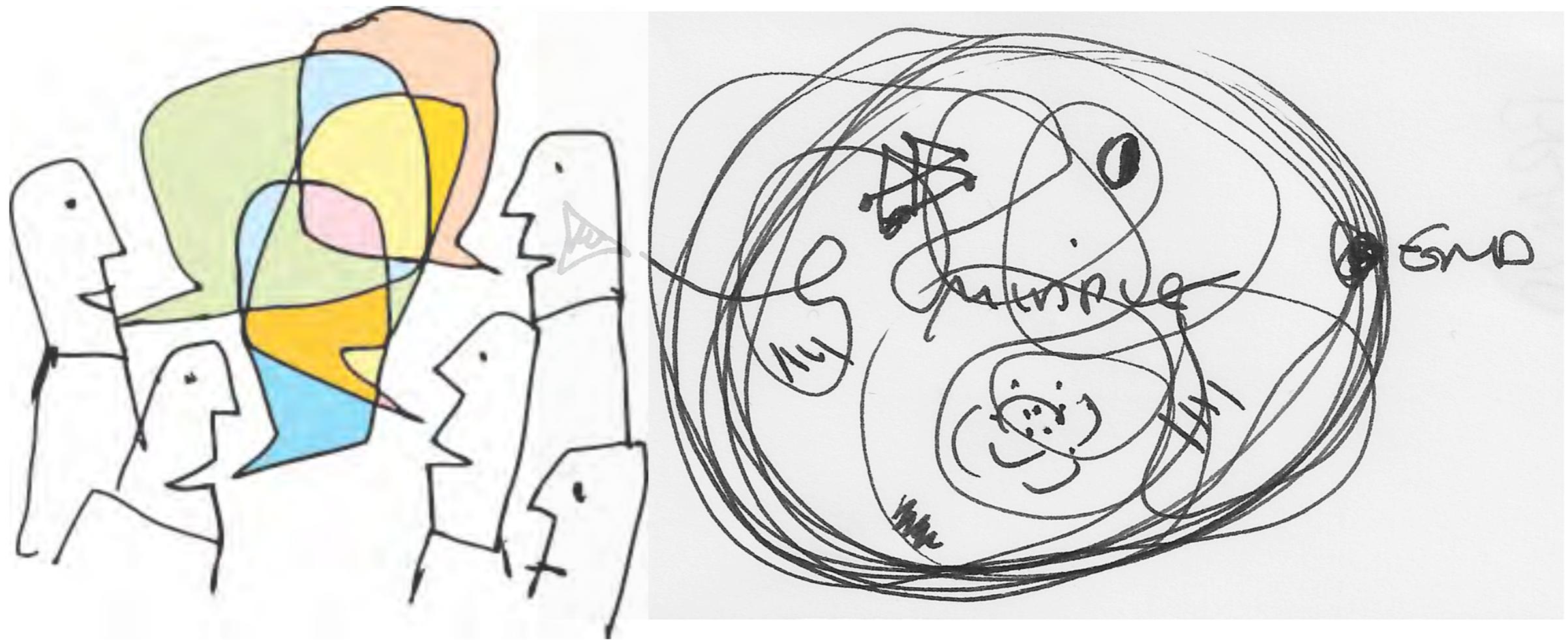




- **STARTING**



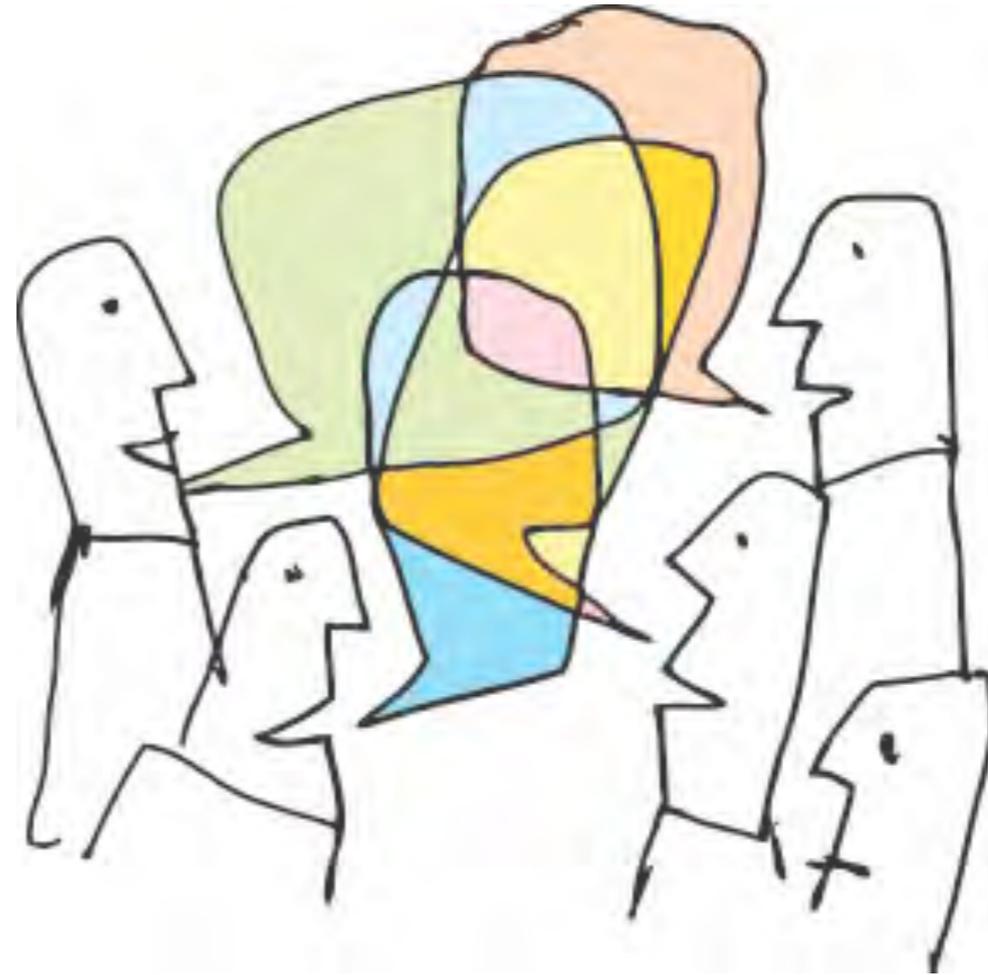
- AIMING



- MAKING MEANING

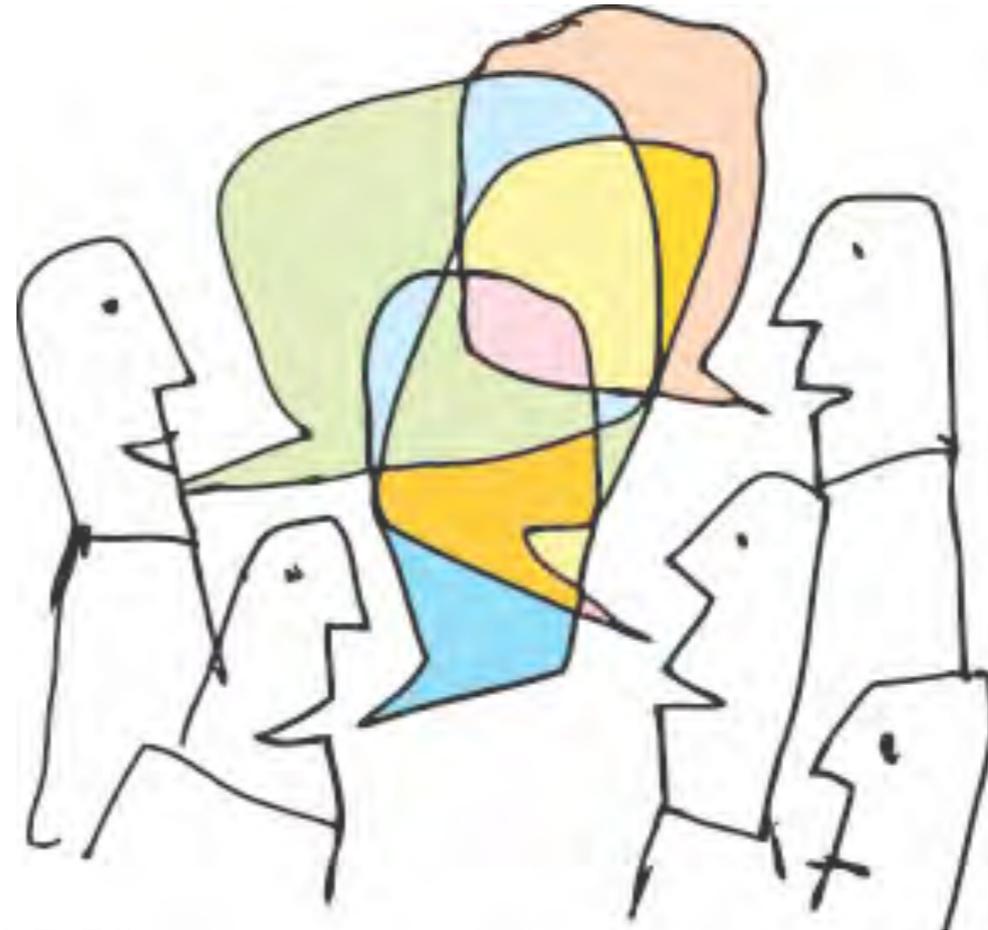
IN THE BEGINNING...

- 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.

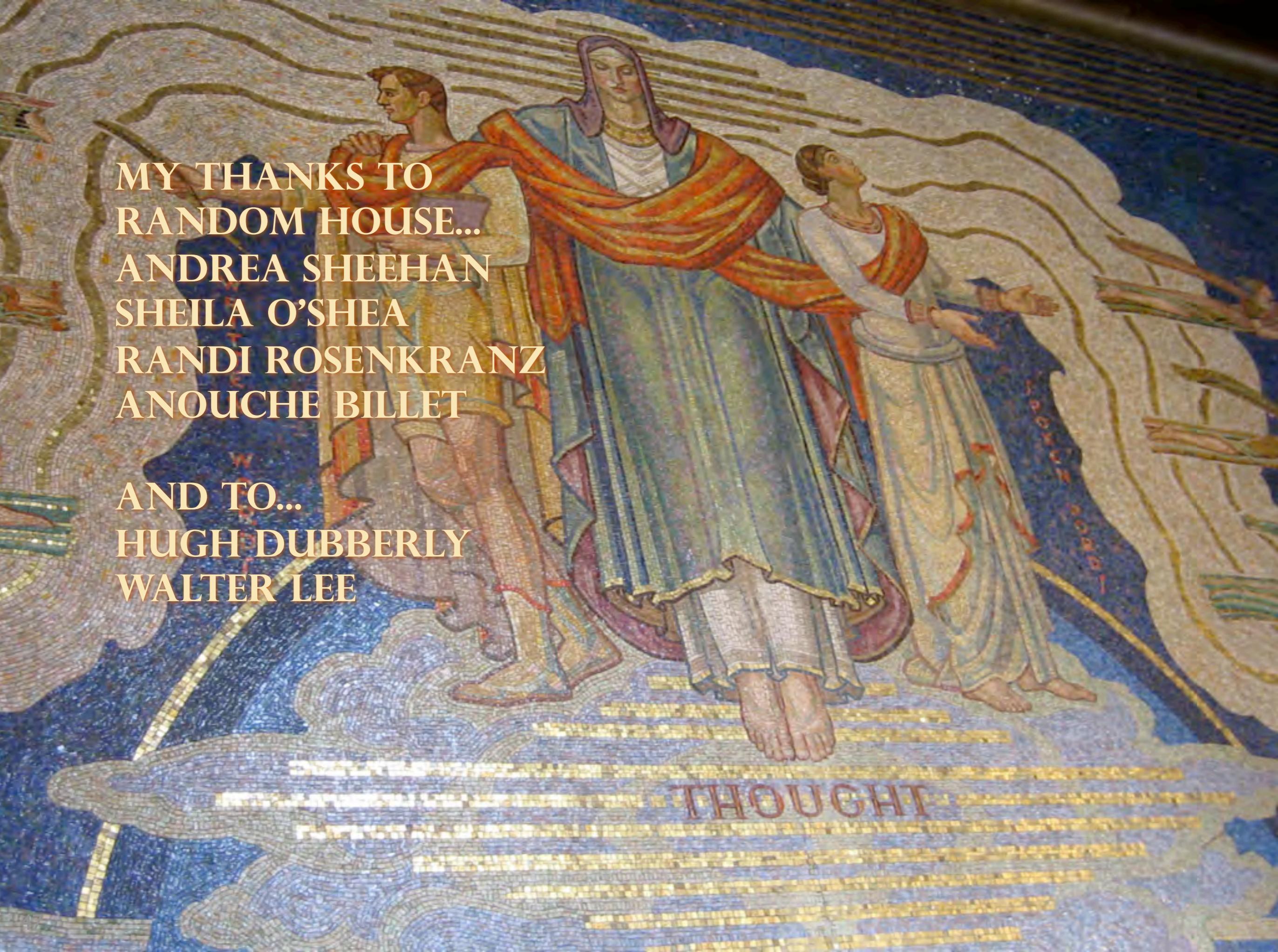
INTELLIGENCE
AWAKENING
MANKIND

BARRY
FAULKNER
1933



THOUGHT

WORLD



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

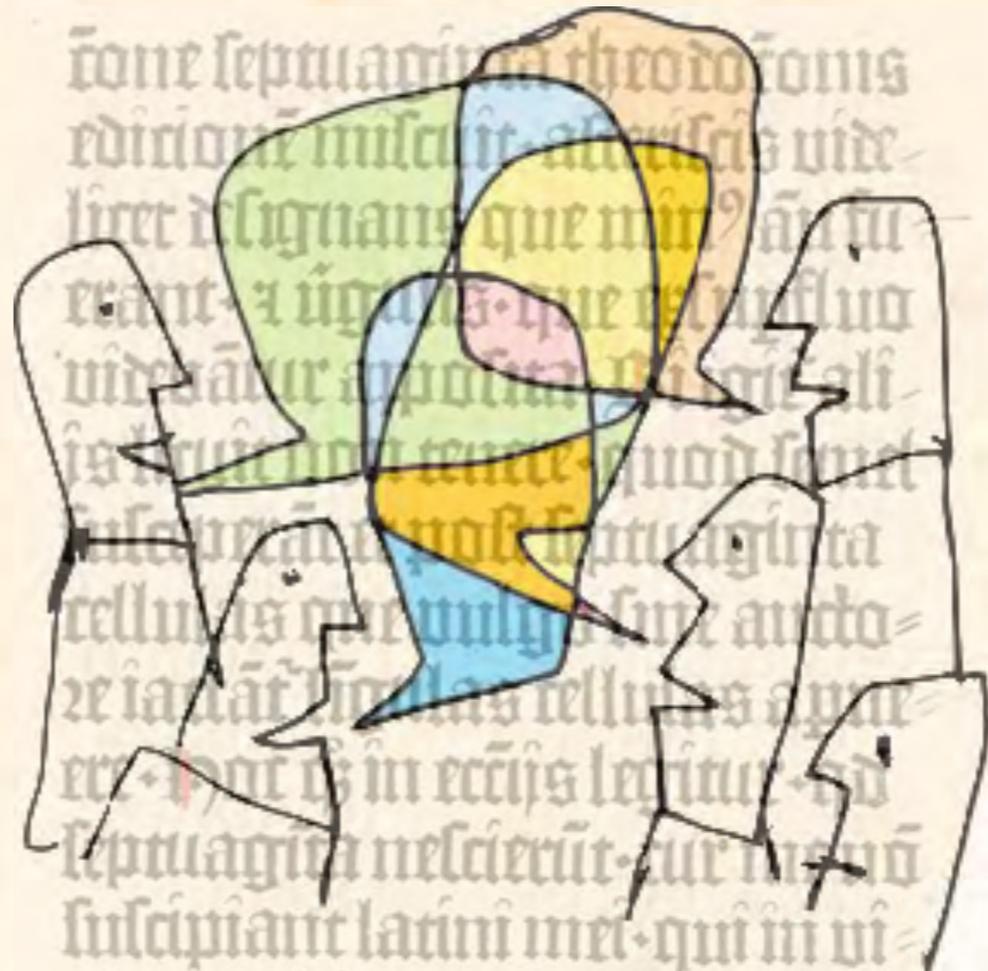
AND TO...
HUGH DUBBERLY
WALTER LEE

THOUGHT

Incipit. Prologus in paralipomenon.

St. Michaelis in Fultenbach.

Septuaginta inter-
pretū pura. et ut ab
eis in grecū uersa est
ediciō 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**

paul@pangaro.com

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—??