

# What can an e-book offer you and your students?

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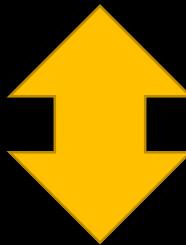
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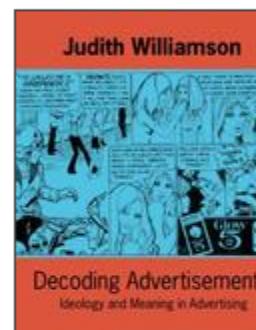
6,165

10



# Decoding Advertisements

Author: [Judith Williamson](#). Pages: 218 Size: 24.99 MB Format: EPUB Publisher: [Marion Boyars](#)  
Published: 10 October, 1978  
eISBN-13: 9780714522708 [Show more](#)



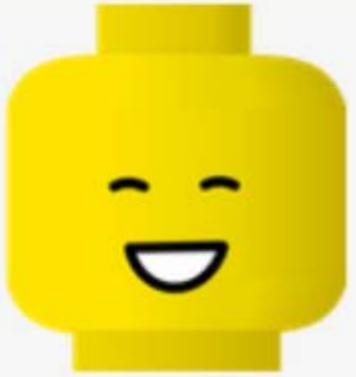
## Description

Judith Williamson does not simply criticize advertisements on the grounds of dishonesty and exploitation, but examines in detail, through over a hundred illustrations, their undoubtedly attractiveness and appeal. The overt economic function of this appeal is to make us buy things. Its ideological function is to involve us as 'individuals' in perpetuating the ideas which endorse the economic basis of our society. If economic conditions are the ones that make ideology necessary, it is ideology which makes those conditions seem necessary. In order to change society, the vicious circle of 'necessity' and ideas must be broken. *Decoding Advertisements* is an attempt to forge, in our acceptance not only of the images and values of advertising, but of the 'transparent' forms and structures in which they are embodied. It provides a 'set of tools' which we can use to alter our own perceptions of one society's subtlest and most complex forms of propaganda.

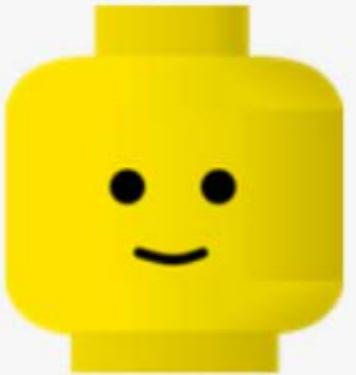
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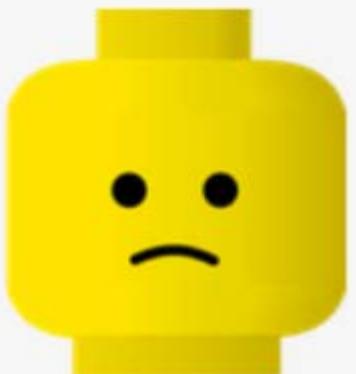
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40%



34%



26%

Poll of 65 students at the SU Support Fair in Semester 2 supports anecdotal comments received by library staff



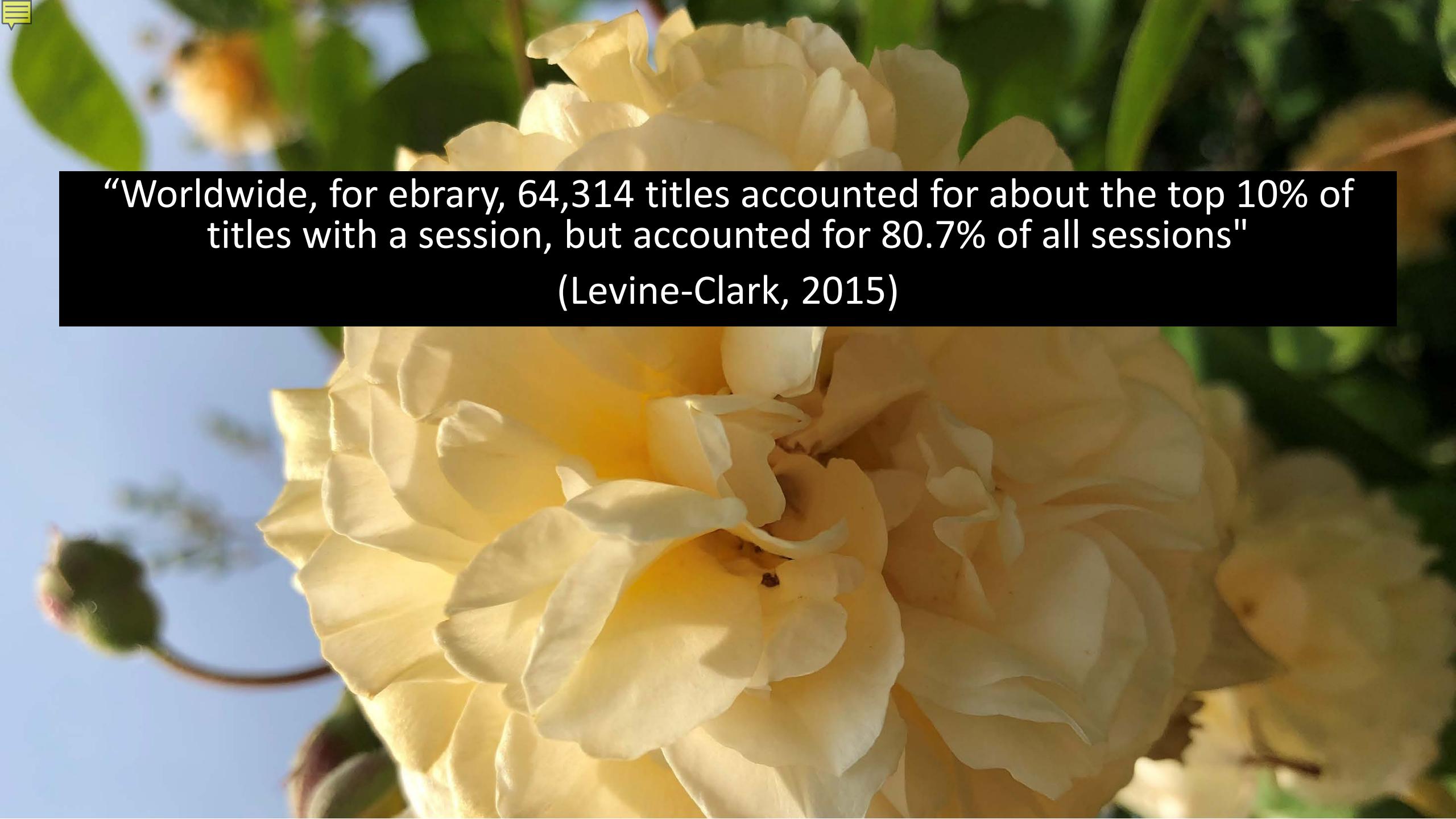
Portability  
Quantity  
Access

What the rest of this talk will discuss is how different (or not) e-books are to print books and how they fit into teaching and learning?

One thing that they both can do is be read on the Paddington to Ealing commute



The  
Lecture



“Worldwide, for ebrary, 64,314 titles accounted for about the top 10% of titles with a session, but accounted for 80.7% of all sessions”

(Levine-Clark, 2015)

Seminar

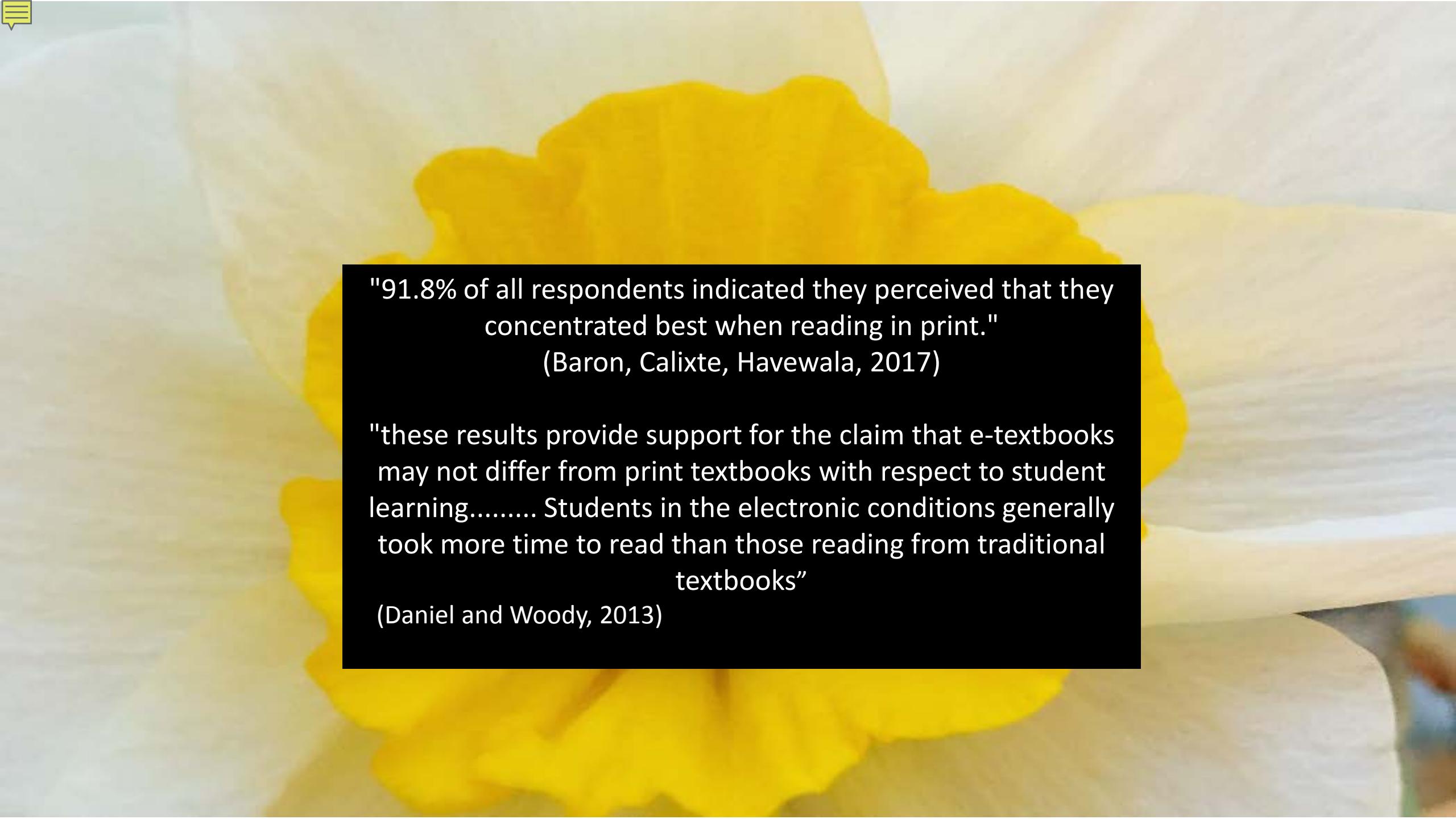
Tutorial

“selective reading pattern showed that users considered some e-books to be collections of individual articles, and they were only interested in relevant chapters for their research need”

(Zhang, Niu and Promann, 2017)

A photograph of a green armchair with a textured fabric and a matching ottoman, positioned in front of a painting.

"expectancy, effort expectancy, social influence, and facilitating conditions have a significant positive influence on the intention to use e-books"  
(Hsu et.al., 2017)



"91.8% of all respondents indicated they perceived that they concentrated best when reading in print."

(Baron, Calixte, Havewala, 2017)

"these results provide support for the claim that e-textbooks may not differ from print textbooks with respect to student learning..... Students in the electronic conditions generally took more time to read than those reading from traditional textbooks"

(Daniel and Woody, 2013)



"Our findings reveal significant differences between experiences with print and electronic books. These differences are reflected in the themes: (Non)Linear Strategies, (In)Tangible Volumes, (Un)Met Expectations, and (Non)Transferable Behaviors." (Berg, Hoffmann, Dawson, 2010)

# The Assignment



who could break stories before the mainstream media did. Using his knowledge of European football, Gardiner began to invent and circulate rumours via Twitter – and because he occasionally made accurate guesses about future events (correctly predicting that Chelsea FC would sack its manager Roberto Di Matteo the day before the club actually did so in 2012), he soon amassed a large following.

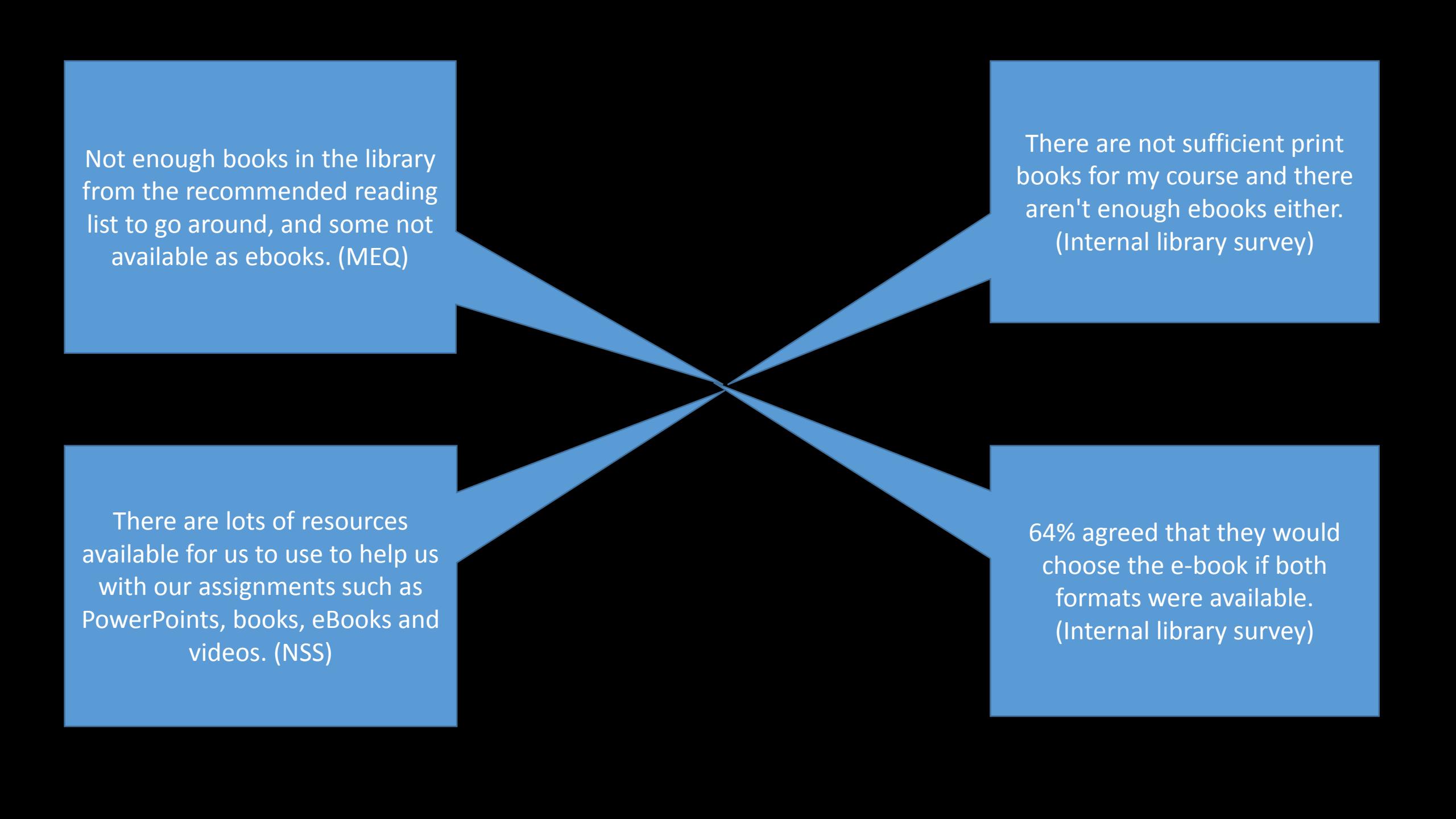
By the time he was found out, Gardiner – posing first as a ‘Dominic Jones’ and then as a ‘Samuel Rhodes’ (both invented personae) – had over 20,000 followers on Twitter, many of whom were established journalists, football agents, and players. The revelation that he had been pretending didn’t do him much harm: he has reportedly been hired to write about football under his own byline by Yakatak, a company that develops sports apps. He claims that his impulse in creating those fake identities was not malicious: he merely wanted to prove that a 15-year-old might have an opinion worth listening to.

The case offers a neat illustration of a key fact about social media websites: they are spaces in which people perform identities. Sam Gardiner’s Twitter personae were false, in that he was pretending to be someone he is not. Yet those identities also revealed a truth about Gardiner: his adult avatar allowed him to gain credit for knowledge and insight that he actually possessed (albeit that he also benefited from lucky guesswork); it allowed people to appreciate characteristics in him that had gone unseen due to his age. The construction of his online persona was an act of creativity, but it was also an act of self-expression, a revelation of something authentic about the real person.

# Highlighting, note taking, changing background colours, free text writing, sharing notes, bookmarking are all possible for e-books

The image shows two screenshots of the Kortext mobile application interface. Both screenshots feature a purple header bar with a back arrow, signal strength, battery level, and a small circular icon. Below the header, the top screenshot displays page 323 of a document titled 'Synthesizing'. A handwritten-style annotation 'Synthesizing' is written across the top of the page, with a large black oval highlighting a specific section of text in the middle. The bottom screenshot shows page 315 of the same document, with another handwritten-style annotation 'Different styles' at the top and a similar black oval highlighting text in the middle. The overall interface is clean and modern, designed for mobile devices.

This screenshot shows the 'Annotations' tab of the Kortext mobile application. At the top, there's a navigation bar with icons for 'Now Reading', 'Contents', 'Annotations' (which is highlighted in white), and 'Info'. Below the navigation bar, a list of annotations is displayed with their creation date, page number, and a brief description. Each entry includes a small circular icon with an 'i' symbol. The first entry is '13 Jun 2018 at 11:19 - Page 40 Section on young people'. The second entry is '13 Jun 2018 at 11:18 - Page 40'. The third entry is '13 Jun 2018 at 11:17 - Page 2 The case ofers a neat illustration of a key fact ab... Different identities'. At the bottom right, there are buttons for 'By Page' and 'By Date'.

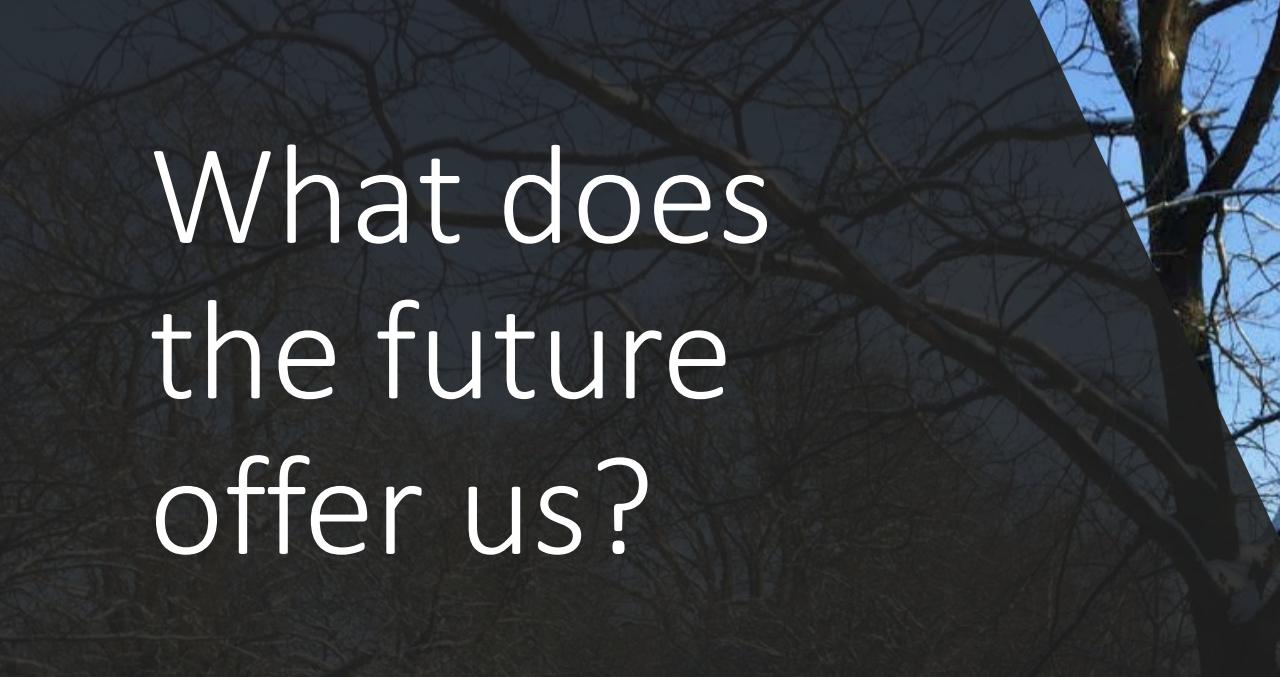


Not enough books in the library from the recommended reading list to go around, and some not available as ebooks. (MEQ)

There are not sufficient print books for my course and there aren't enough ebooks either.  
(Internal library survey)

There are lots of resources available for us to use to help us with our assignments such as PowerPoints, books, eBooks and videos. (NSS)

64% agreed that they would choose the e-book if both formats were available.  
(Internal library survey)



What does  
the future  
offer us?



# 1st



- Linking between main terms within the book
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- Different structures
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- Advice on optimal way of positioning the e-book for the reader
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Task, availability and  
environment will keep both  
formats alive and kicking for a  
long time yet



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