The physical act of writing has changed and evolved, not just the alphabets used but the materials upon which they are written.

 This evolution has sacrificed durability for convenience.

As books became cheaper and more convenient to produce, people began to take them for granted.

Merkoski argues that ebooks are the future of books, the natural and logical advancement and resulting from greater and greater hybridization between literature and technology.

**Key point**: Ebooks are highly convenient, but rely on hard drives. What happens if all hard drives are simultaneously attacked or break down? Information on entire cultures, now entirely electronically stored, would be lost. As a consequence of our making literature more accessible, we risk losing all of it; it could all be lost in an instant.

Although ebooks do allow for annotations, these are not transferrable between devices (i.e. between Amazon’s Kindle and a Sony ereader or Barnes & Noble Nook).

Eventually, when an account is closed, all books and annotations will be lost, erasing a significant portion of the individual’s personality, thoughts, philosophies, takes on what he/she read, etc. 🡪 loss of potential historical value

In some cases, entire books had to be destroyed in order to scan them into an appropriate format to be digitized.

Displays of books were once symbols of status. Only the rich could afford them, and only the literate could use them. Without them, as we shift to ebooks, are we losing a part of our culture and shedding a potential class distinguisher?

Does introducing ebooks to children too early reduce the chances of their learning how to read and detract from the reading experience? Or does the invention of interactive ebooks and media enrich and hasten the learning process for children?

Does competition between companies regarding ereaders and their features detract from other possible advancements, technological or otherwise?

Is the current design of the ereaders aesthetically pleasing, and if not, does this detract from the reading experience?

Regarding texture, does the absence of texture (in the form of pages, “scruffiness,” etc.) present in books but missing from ebooks take away from the reading experience?

 No *cognitive* difference in reading between the two.

Do ebooks erode social, person-to-person interaction?

Ebooks make sharing books easier, but take away much of the personal interaction involved in this.

It is possible that ebooks will give rise to greater interaction between readers and authors during the process of writing and editing a book.

Your ability, and willingness, to use innovative products is closely tied to your age, social status, etc.

 There is a trend of acceleration in spreading innovations throughout the population

Is this a result of greater ease in connecting with one another and communicating brought on by such things as the Internet, cell phones, etc.? Do people seem to enjoy this ability to share ideas, and thus part of themselves, with others?

Although the functions of authors, publishers, and retailers are generally separate, they are beginning to merge. Retailers like Amazon have begun to publish their own books, and publishers have learned how to price items and market them.

As libraries move into the “cloud,” it becomes easier to find specific books or books on a specific subject.

“Super-Book” 🡪 book of all human culture

 All other books would be part of it, connected via hyperlinks. 🡪 Facebook for books

Allows quick access to related sources, even of differing opinions, to give a more rounded and dynamic experience.

Scholarly journals 🡪being able to click a link (citation) and see the source of info/data

Though originally intended for English speakers, a push now exists for globalization.

Just as there was a shift from hand-written to print, there will be one (and already is one) from print to digital.

Eradicating language and cultural barriers?

Translators put their own spin on what they translate, altering the meaning (Bible)

Ease of communication increases the rate of change for language (8500 new words/year for English).

 A new kind of Renaissance?

Technology (text messaging) and business have reduced the “music” in English 🡪bare, condensed, nothing but essentials.

Ease of communication means we spew facts and spread them, but lack critical thinking/reasoning

A few have ideas, which many can simply repeat/spread without their own ideas

Ideally, we need a shift that makes information available but encourages individual, creative, critical thinking.

The difficulty with making all ebook content available lies with publishers and their perceived rights (regarding money).

Ebook revolution=culture change

 Books are the bearers of culture.

 We rely entirely on culture to develop, unlike animals that have instinct.

Using digital content is changing us, almost on a species level, and we have to be careful not to be utterly consumed by it and the distractions it provides.

Using Facebook for homework assignments?

 Would this promote discussion between students?

Ereaders have a much more limited lifespan that of traditional books.

Libraries are beginning to move toward digitizing, simply to save space and save costs related to restoring and rebinding old books.

Because companies can monitor nearly everything you do with an ebook, they can more readily provide other reading suggestions as well as sell information back to publishers/authors to improve the types of books published/writte.

Publishing books has become easier, but the increase in available authors and books causes a paradox: there are now too many choices to deal with.

As corporate giants digitize more and more material, they have the potential to become the libraries of the future, possessing a monopoly on all culture and literature.

Eventually, people will sell their print books as we move more completely to digital books; this will make print books cheap and reduce their value as status symbols and cultural icons to most people.

The definition of reading is changing, and no longer pertains to just viewing words and synthesizing them.

 Reading can involve interpreting art, strategizing for a video game, etc. etc. etc.

Books are one of the last things that have gone digital; every other form of media went digital long before books.

Does becoming digital offer a different kind of immortality?