eConnect Books™
Where readers and authors co-create

Patent Pending

Traditional printed books	Typical eBooks	eConnect Books
Overview ▪ Authors communicate ideas to the readers.	*Overview* ▪ Authors communicate ideas to the readers in reader-selected font type and font sizes with text search functions and built-in dictionaries.	*Overview* ▪ eConnect books link the readers to the author and to each other. They are graphically enhanced and interactive. The graphics are designed to capture and hold the reader's attention, to engage the right brain while the left brain reads, and to foster the reader's creativity. The interactivity is designed to get readers to co-create, commit to changes, and optionally demonstrate proficiency with the material.
Passive ▪ Reading is usually a passive activity. ▪ Some people underline, highlight, or write short notes in the margins.	*Unnecessary passive* ▪ Reading eBooks is still a passive activity. ▪ Typical eBooks allow for highlighting text and inserting notes of any length.	*Interactive* ▪ The readers are continually asked to interact with the material by contributing their ideas, self-discoveries, and intentions. ▪ Readers are asked to not just <u>read</u> the book but rather to <u>do</u> the book. ▪ Frequent exercises and written journal entries encourage readers to take an active role in the process of doing the book*.* ▪ Readers are asked not only for their opinion of the material but for their creative input, their personal reflections, and their commitments to change. ▪ Authors can also ask readers for contributions so that the book's content can evolve.

Sequential / linear	***Sequential / linear***	***Randomly accessible***
▪ The reader is expected to start at the beginning and progress through the book from page 1 to the end. ▪ Searches for material are done by consulting an alphabetical index or a Table of Contents sorted by topic.	▪ The reader is expected to start at the beginning and progress through the book from page 1 to the end. ▪ Searches are done by entering a word or phrase which is then located everywhere it occurs in the book.	▪ The material is organized in bite-sized pieces that can be read in the order of the reader's interest. The author's preference of order is obvious but not required. ▪ The material is written and organized to accommodate this type of random accessibility. ▪ Searches can be done like typical eBooks where a word or phrase can be located everywhere it occurs in the book. ▪ Searches are also made easy by Table of Contents with graphic representations of each chapter that allow the reader to link to the place of their interest. ▪ Readers are frequently directed to other parts of the book that relate to what is currently being read. ▪ Readers can also be directed to other parts of the book based on the readers contributions (their ideas, self-discoveries, or intentions). ▪ Readers can also be directed to any relevant website which can be viewed without leaving the book.
Primarily text	***Primarily text***	***Graphically enhanced***
▪ Most books are text heavy with possibly a few illustrations and/or photos. ▪ Coffee table or art books are an exception to this way of publishing nonfiction books. ▪ Page divisions are planned so that page breaks along with chart and photo placements improve readability, but traditionally book pages are not designed like magazine pages which capture readers' attention.	▪ Most eBooks are still text heavy with possibly a few illustrations and/or photos. ▪ Page layouts change constantly as a result of changes in font size. Frequently charts and photos are separated from related text.	▪ Dynamically changing headlines, sub-heads, graphs, charts, photos, and videos supplement the text to promote learning. ▪ Page layouts are thoughtfully designed to capture and hold the readers' attention and, unlike typical eBooks, page layouts do not change with the change of font size. ▪ Learning and creativity improve when graphics stimulate your right brain (your more creative intelligence) while reading is done by your left brain (your more analytical and linear thinking).

Author to reader connectivity ▪ Authors send information and readers receive it. ▪ Books are one-way content delivery systems with the rare exception of authors who ask readers to write them.	***Author to reader connectivity*** ▪ Authors send information and readers receive it. ▪ In spite of technology, eBooks continue to be one-way content delivery systems.	***Author to reader connectivity*** ▪ The authors of eConnect books continually request specific communication from and co-invention with the reader. ▪ Many authors continue the communication loop by responding to some or all of the readers. ▪ This two-way communication between author and readers provides valuable feedback to the author and allows for instant evolution and development of the ideas.
Reader to reader connectivity ▪ Usually there is little communication among readers. ▪ If the book is part of a class or a book club, then some discussion of the ideas occurs.	***Reader to reader connectivity*** ▪ Usually there is little communication among readers. ▪ If the book is part of a class or a book club, then some discussion of the ideas occurs. Sometimes that discussion is through email. ▪ At times authors refer readers to the author's blog where readers can give their opinions.	***Reader to reader connectivity*** ▪ Readers are continually asked to write their ideas, their self-discoveries, and their intentions for change. They have the option to share them with other readers. ▪ Readers are given the option to communicate with all other readers or a chosen subgroup of other readers (a class, a support group, a book club, a work team, etc). ▪ This continual communication among readers provides support for intended changes and inspiration for reader creativity.
Updating material ▪ Text and graphics are updated by the author as reviewed by editors for each edition of the book. ▪ Usually this happens every few years.	***Updating material*** ▪ Although the technology of eBooks makes frequent updates possible, current practice is similar to traditional printed books. ▪ Text and graphics are updated by the author for each edition of the book. ▪ Up until now, this seldom happens more than every year or two.	***Updating material*** ▪ Text and graphics are updated continually. ▪ Updates are done by the author to the text and graphics as frequently as useful. This could be daily. ▪ Updates are available continually by accessing the contributions of other readers as they respond to the exercises and journal entries.

Audio	Audio	Audio
▪ Audio versions are sometimes available.	▪ Audio versions are sometimes available. ▪ Computer generated audio is available on many electronic readers, but the voice is unnatural and unpleasant.	▪ An author's voice tone often expresses much more than the written word alone. Readers have the choice of listening or not to the author (or a professional reader) along with their reading or instead of it. This is particularly valuable with graphically enhanced text. ▪ Background music and/or sound effects enhance learning and can be turned on or off.
Certification, verification, and data collection ▪ Historically, authors have taken no responsibility for verifying readers' retention or understanding of information or acquisition of knowledge. ▪ When certification is done, it is through individual testing by someone other than the author, and it is almost never a part of the book.	*Certification, verification, and data collection* ▪ This is not an area where typical eBooks have ventured.	*Certification, verification, and data collection* ▪ Authors can survey readers' retention and understanding of information and acquisition of knowledge. ▪ In certain applications (professional training, formal education) it is valuable to verify the readers' participation, retention of information, and knowledge. This can be accomplished through monitoring participation, embedding quizzes, and automated testing. Material can also be submitted to the author for review. ▪ Quantitative and qualitative data can be collected and consolidated to demonstrate the effectiveness of the ideas presented in the book. Such data is important to support continued funding of educational projects.

These ideas are proprietary and are not to be shared with others. Patent Pending.

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