Textbooks Unbound

The Promise (and Perils) of the Digital Textbook Revolution

MCLS Annual Meeting
October 5, 2012

Mark Springer

The Part Where I Tell You What I'm Going to Tell You

- Introduction
- The Paradox
- Textbooks c. 2012
- Promise & Peril

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The Paradox


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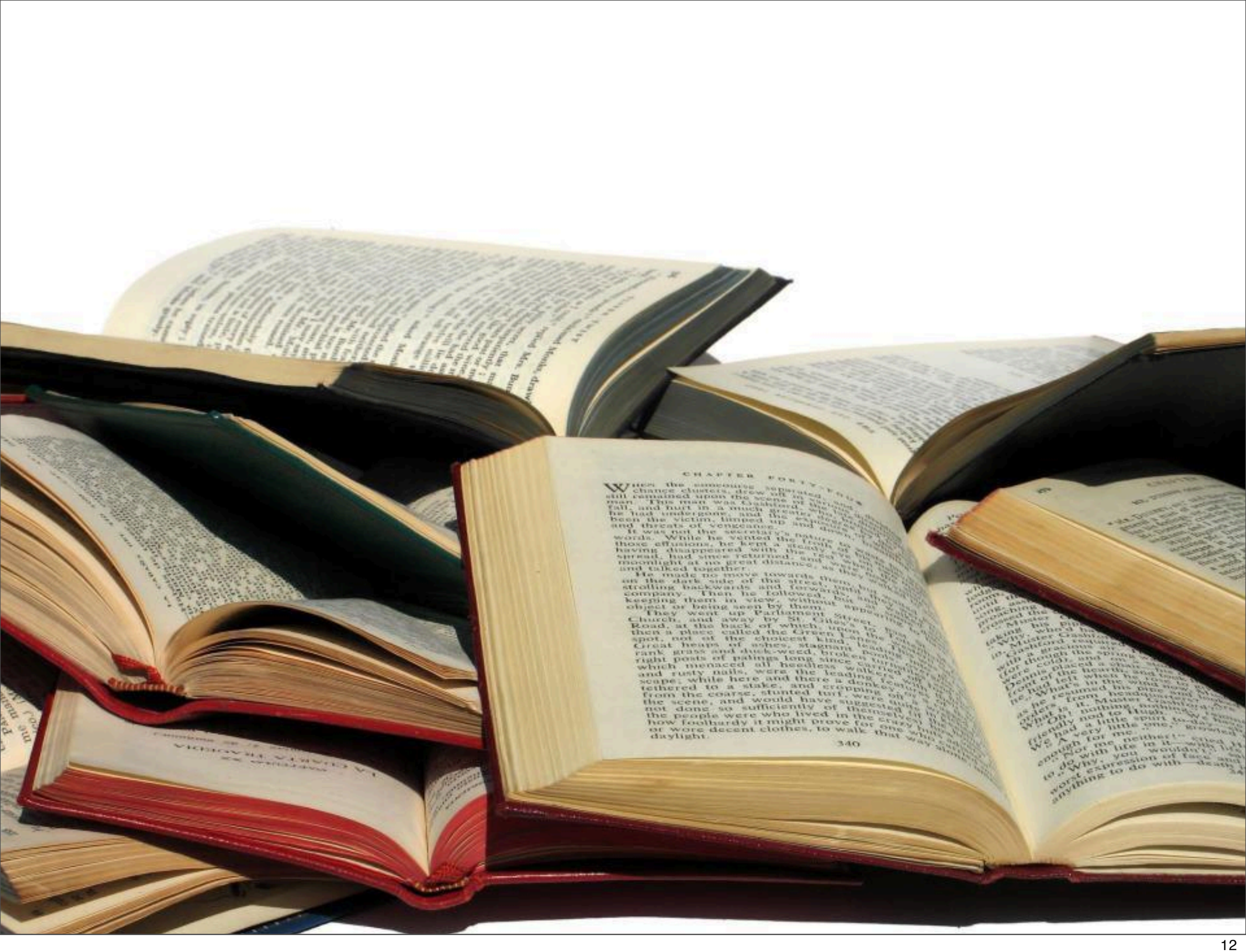

CHAPTER FORTY-FOUR
When the concourse separated
chance clusters, drew off in
still remained upon the scene
man. This man was Cashiered
fall, and hurt in a much greater
he had undergone, and the
been the victim, limped up
and threats of vengeance.
It was not the secretary's nature
words. While he vented the
those effusions, he kept a
having disappeared with the
spread, had since returned,
moonlight at no great distance,
and talked together.
He made no move towards them
on the dark side of the street,
strolling backwards and forwards
company. Then he followed,
keeping them in view, without
object or being seen by them.
They went up Parliament
Church, and away by St. Giles's
Road, at the back of which
then a place called the Green,
spot, not of the choicest kind
Great heaps of ashes, stagnant
rank grass and duck-weed, broken
right posts of palings long since
which menaced all heedless
and rusty nails, were the leading
scape; while here and there a
tethered to a stake, and cropping
from the coarse, stunted turf
the scene, and would have suggested
not done so sufficiently of themselves
the people were who lived in the crazy
how foolhardy it might prove for one
or wore decent clothes, to walk that
daylight.
340

iPad 1:51 PM

4.3 Eukaryotic Cells

4.3 Eukaryotic Cells

Learning Outcomes

1. *Compare the organization of eukaryotic and prokaryotic cells.*
2. *Discuss the role of the nucleus in eukaryotic cells.*
3. *Describe the role of ribosomes in protein synthesis.*

Eukaryotic cells (figures 4.6 and 4.7) are far more complex than prokaryotic cells. The hallmark of the eukaryotic cell is compartmentalization. This is achieved through a combination of an extensive **endomembrane system** that weaves through the cell interior and by numerous *organelles*. These organelles include membrane-bounded structures that form compartments within which multiple biochemical processes can proceed simultaneously and independently.

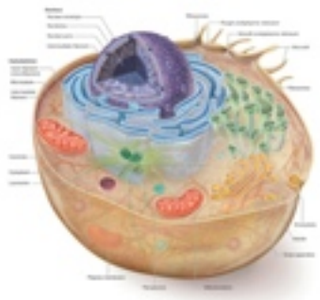
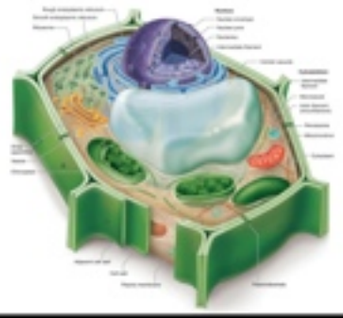


Figure 4.6 Structure of an animal cell.
In this generalized diagram of an...



Plant cells often have a large, membrane-bounded sac called a **central vacuole**, which stores proteins, pigments, and waste materials. Both plant and animal cells contain **vesicles**—smaller sacs that store and transport a variety of materials. Inside the nucleus, the DNA is wound tightly around proteins and packaged into compact

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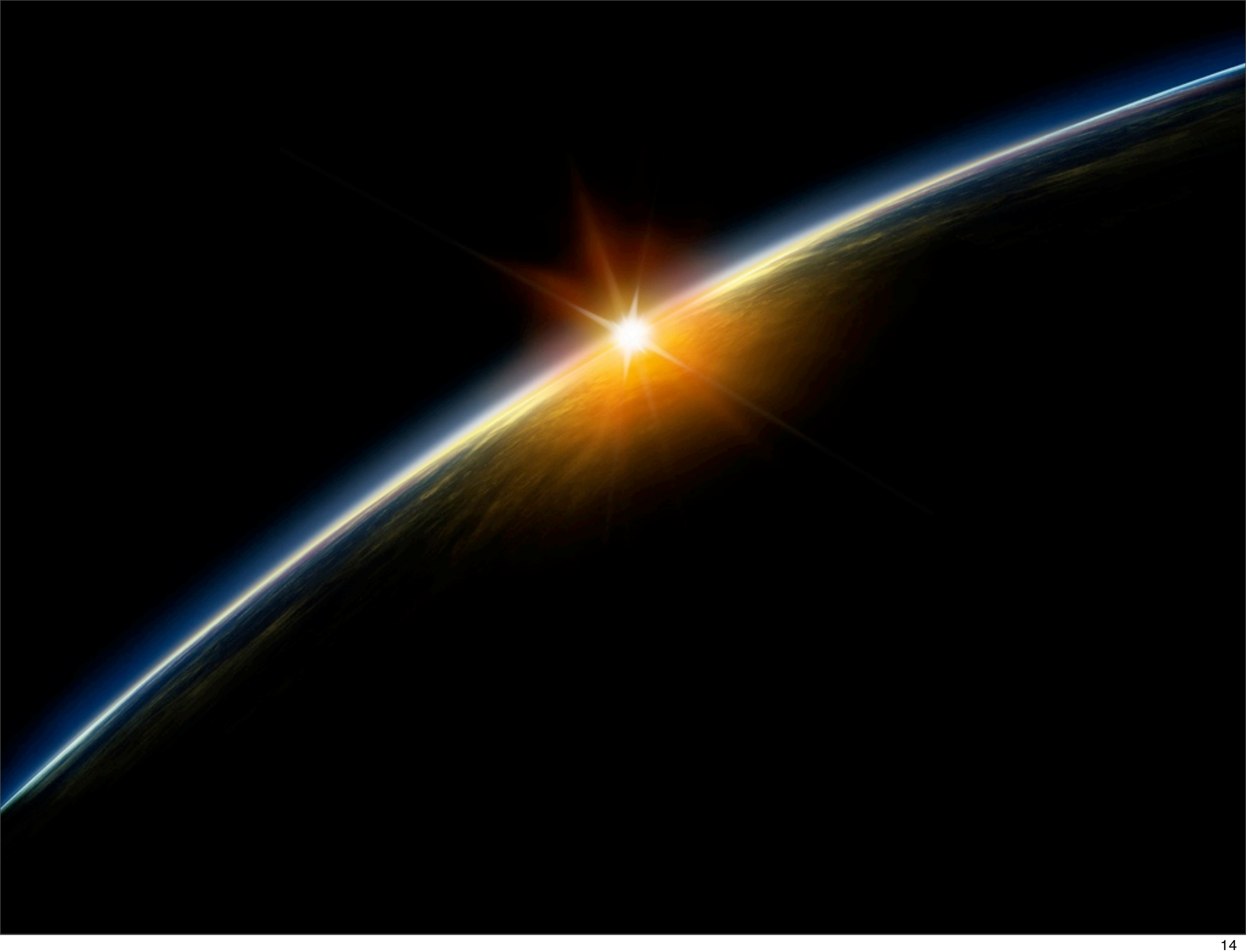
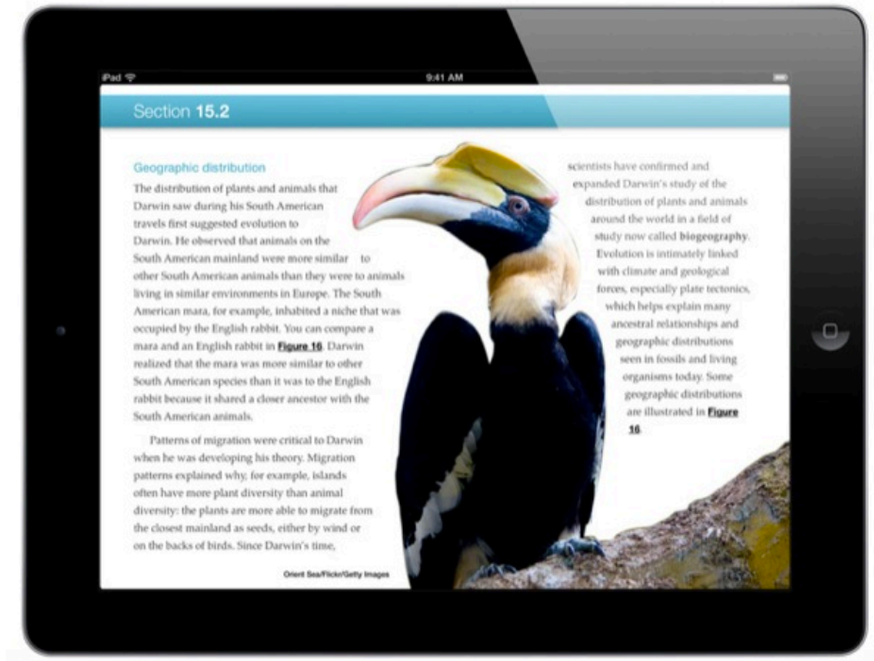
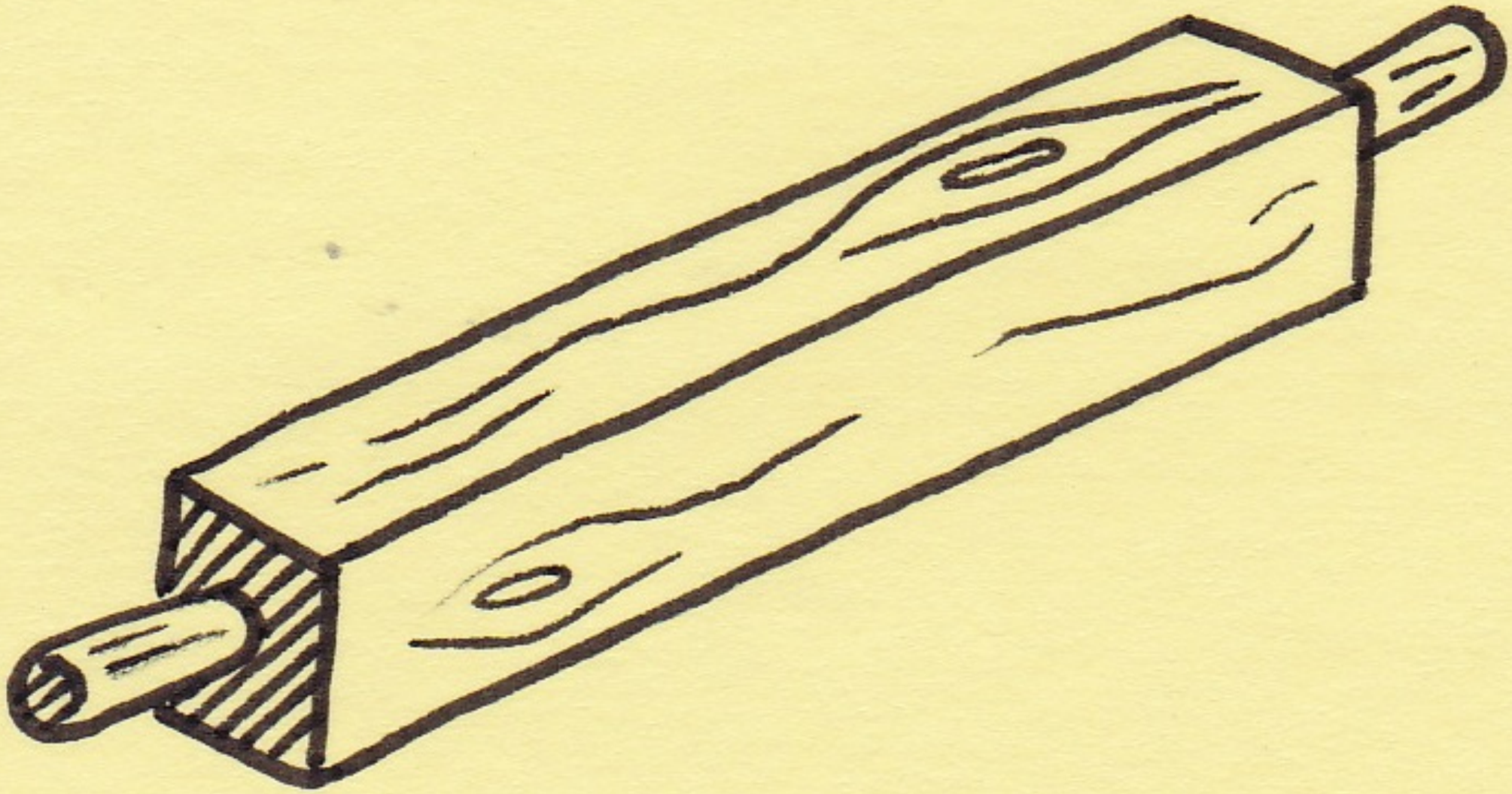




Students: PDF replicas are “clumsy.”



SOME ROLLING PINS
ARE LESS EFFICIENT.


CHAOS THEORY
(c) 2004 by Daniel Emmerling

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ELEVEN LEARNING

$$\frac{\partial u_r}{\partial t} + u_r \frac{\partial u_r}{\partial r} + \frac{v_\phi}{r} \frac{\partial u_r}{\partial \phi} - \frac{v_\phi^2}{r} = -\frac{\partial}{\partial r}(h + \Psi + \Psi_*) , \quad (1)$$

$$\frac{\partial v_\phi}{\partial t} + u_r \frac{\partial v_\phi}{\partial r} + \frac{v_\phi}{r} \frac{\partial v_\phi}{\partial \phi} + \frac{v_\phi u_r}{r} = -\frac{1}{r} \frac{\partial}{\partial \phi}(h + \Psi + \Psi_*) , \quad (2)$$

$$\frac{\partial \sigma}{\partial t} + \frac{1}{r} \frac{\partial}{\partial r}(r\sigma u_r) + \frac{1}{r} \frac{\partial}{\partial \phi}(\sigma v_\phi) = 0 , \quad (3)$$

$$\Psi(r, \phi) = -G \int_{R_{\rm in}}^{R_D} \sigma(r') r' \, dr' \times \int_0^{2\pi} \frac{d\phi'}{\sqrt{r^2 + r'^2 - 2rr' \cos \phi' + \eta^2(r)}} . \quad (4)$$

The Equation

- Entrenched big-name players

+

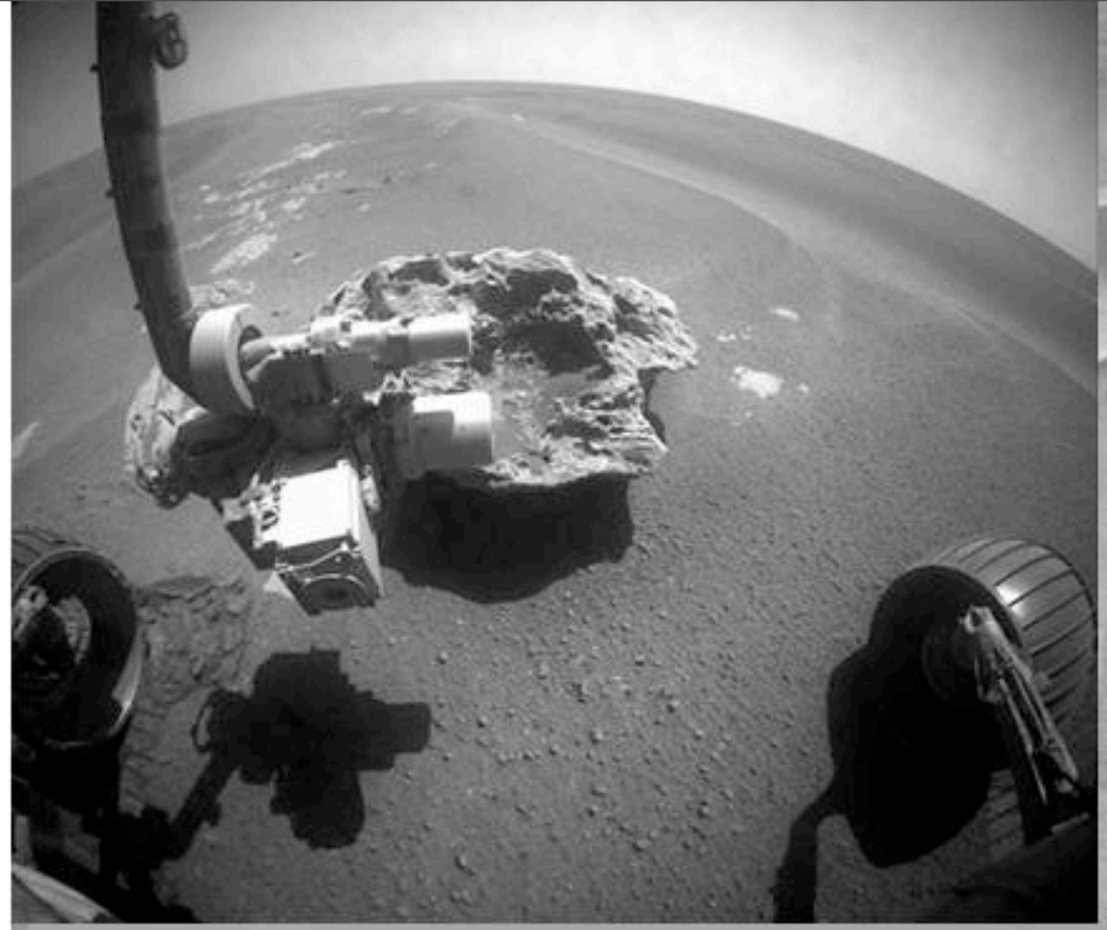
- Unmet consumer needs

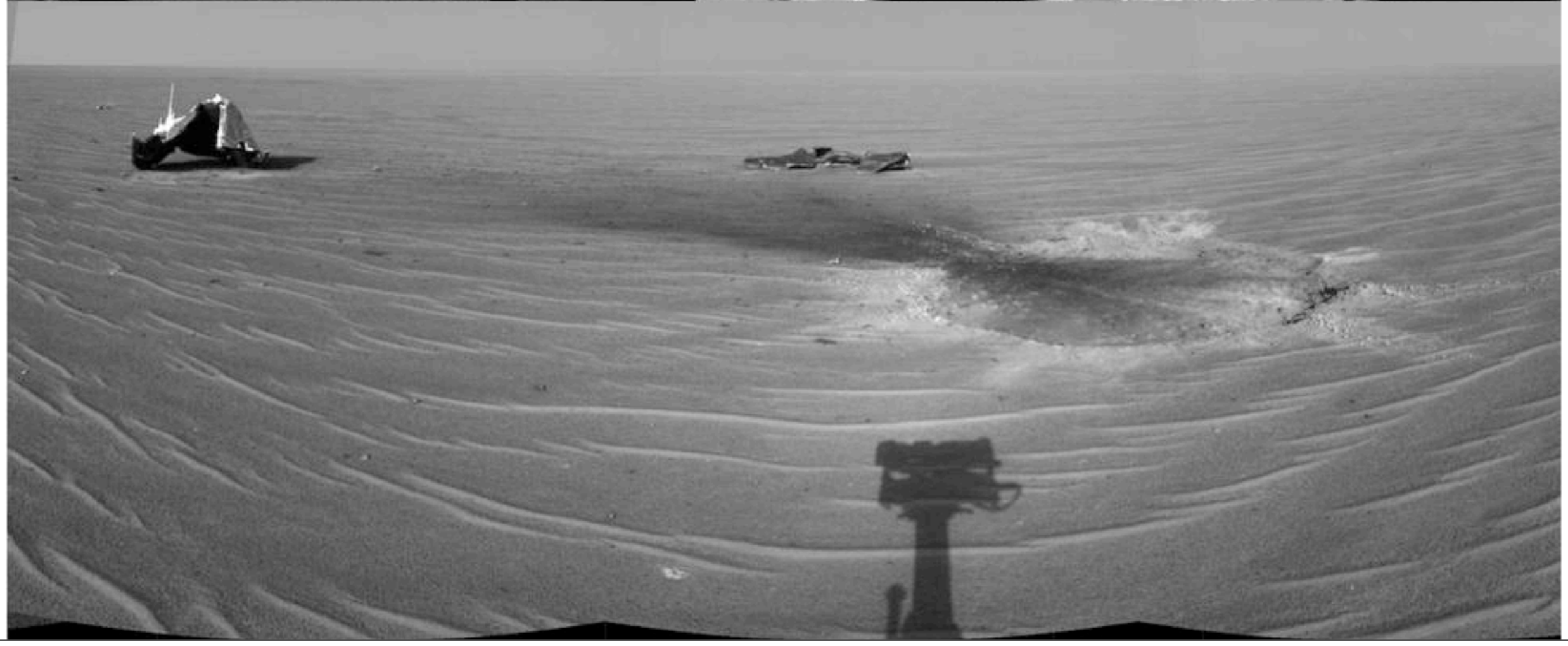
+

- Rapidly evolving technology

+

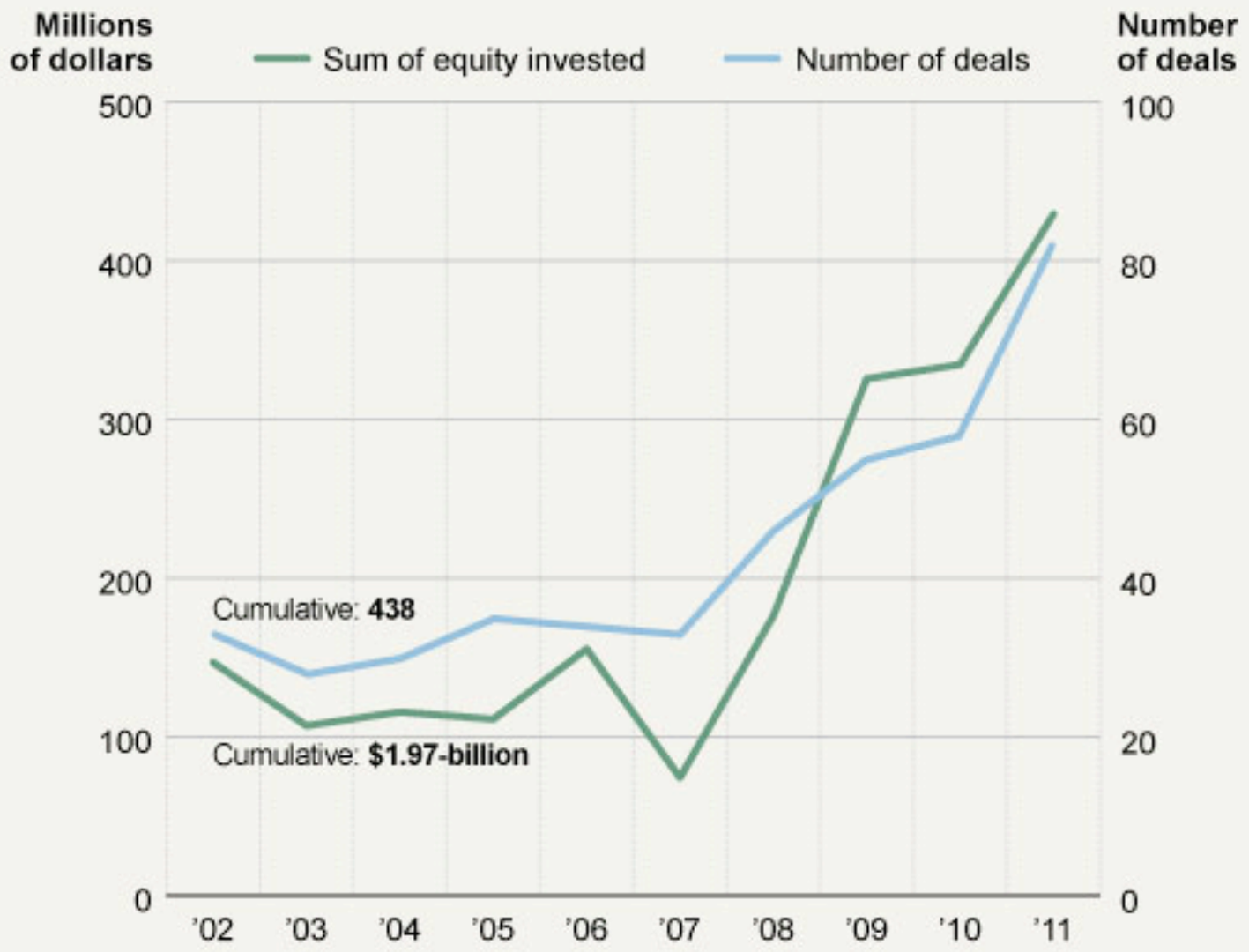
- $20-billion global market = ??






VC
The new superhero
of the modern world.

Venture-Capital Investment in Education-Technology Companies



Note: Data include educational-technology companies in elementary and secondary education, higher education, lifelong learning, and informal education.

Source: National Venture Capital Association, thomson Reuters


CHAOS THEORY
(c) 2004 by Daniel Emmerling

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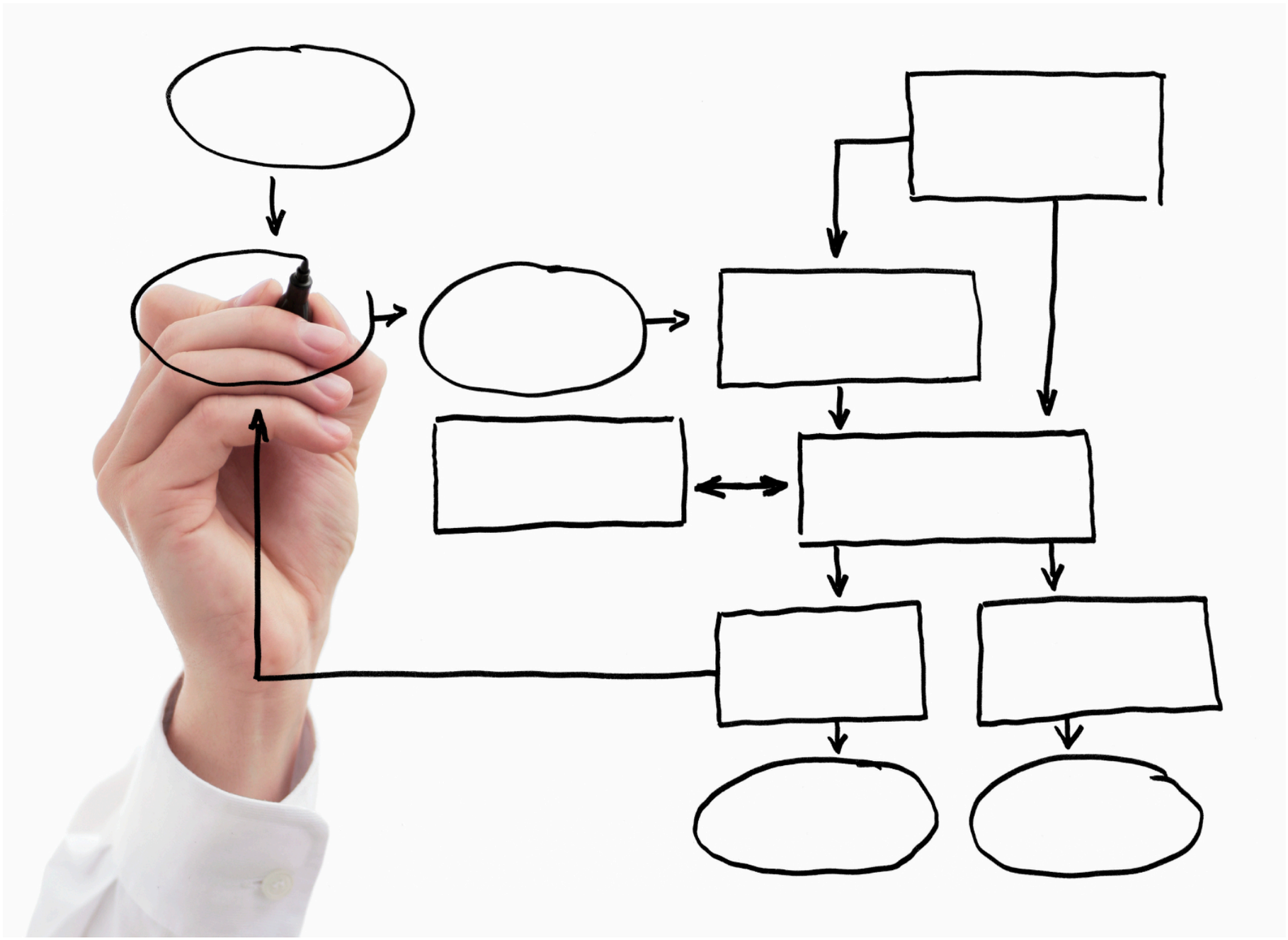
Promise & Peril

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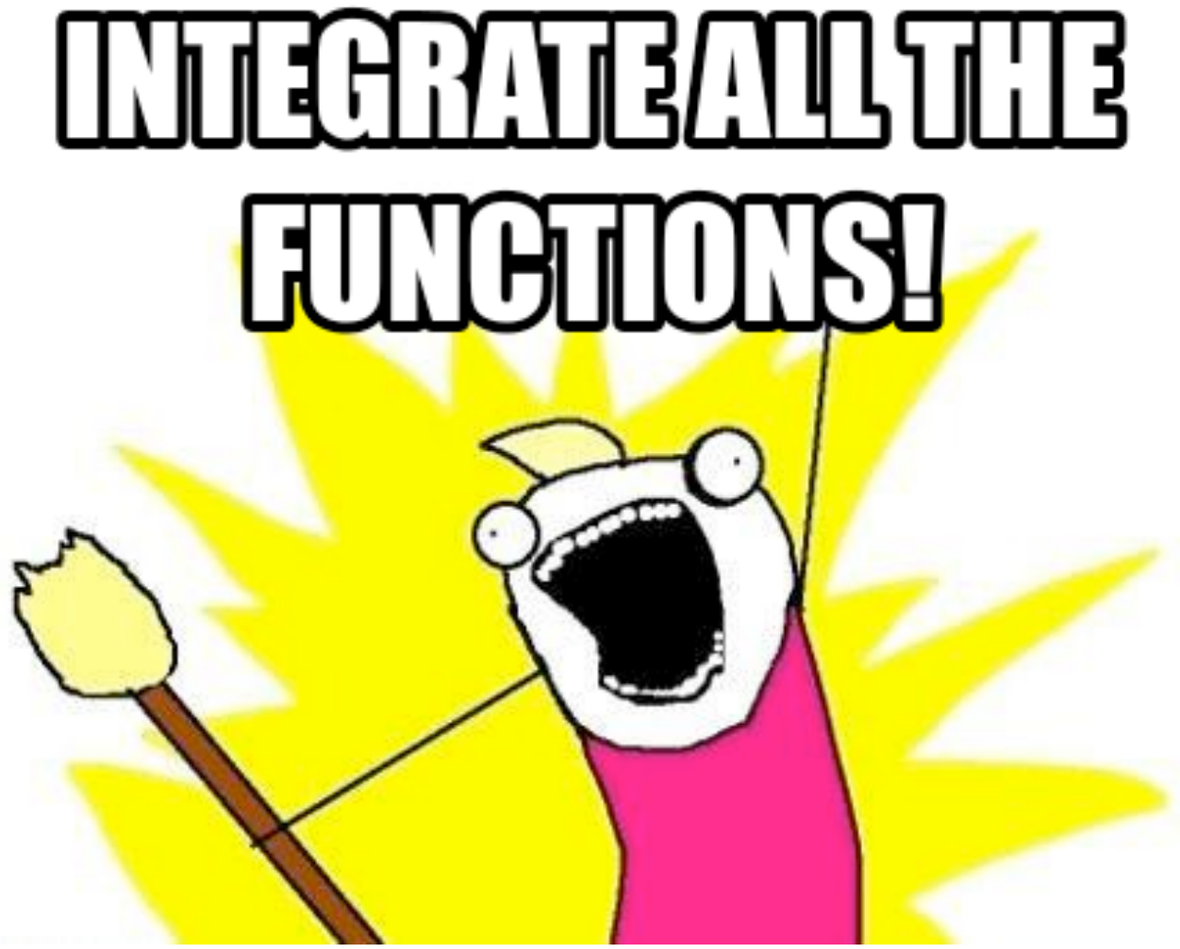
$$\int_a^b f(x)\,dx = F(b) - F(a)$$


INTEGRATE ALL THE FUNCTIONS!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SHUKRIA
TINGKI
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