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BISG

Bulletin

NEWS AND INFORMATION FROM THE BOOK INDUSTRY STUDY GROUP

January 12, 2012

“TECHNOLOGY SHOULD FOLLOW LEARNING”

An Interview with Dr. Bror Saxberg, Kaplan’s Chief Learning Officer and the Keynote Speaker for BISG’s MIP for Higher Ed Publishing Conference



BISG is thrilled to announce that Kaplan Publishing’s Dr. Bror Saxberg will join us on February 8th at [MIP for Higher Ed Publishing](#) to provide a closing keynote. As Kaplan’s Chief Learning Officer, Dr. Saxberg holds a unique position within a field that is experiencing massive transformation. The position of CLO was created three years ago,

with its focus on helping Kaplan take advantage of new research in the fields of education, cognition, and human development. We’re delighted that Dr. Saxberg will share some of his findings and strategies with us at *MIP for Higher Ed*.

As he told us during a recent interview, Dr. Saxberg thinks of himself as a “learning engineer.” In other words, his mission is to understand the best science and research available, then use that knowledge to help Kaplan develop innovative and effective educational products. Along with a small, dedicated staff, Dr. Saxberg supports Kaplan’s CEO in ensuring that all arms of the organization work from a shared vocabulary, approach, and understanding of what “learning” is. From this position, he is able to affect learning outcomes for the over 1 million customers Kaplan serves, from K-8 to the higher ed market and beyond.

We talked to Dr. Saxberg about one piece of research he finds particularly enlightening. “We have a narrow but powerfully focused part of our minds,” he says, “which can do hard things – like learning – but is also easily distracted.” This finding is particularly relevant for publishers working on multimedia educational products. In order for a product to create the best learning outcome, all its components (audio, visual, etc.) should be focused on the desired learning objective. When the pieces come together and focus on this goal, multimedia products will increase learning. However, when all the pieces do not focus on the objective, they distract viewers and actually *decrease* learning. Dr. Saxberg’s goal is to take discoveries like this and use them to “train, coach, and guide [designers] to make better decisions about each page, screen, and multimedia piece.” In order to create the best outcomes, he stresses, “technology must follow learning” – not the other way around.

Dr. Saxberg has spoken previously about myths of the human mind and how abandoning them can help us develop better learning strategies. One of these myths concerns “expertise” and learning. “When you look at experts teaching novices,” Dr. Saxberg says, “you find that they tell novices less than 30% of what they need to know to perform at the expert level themselves.” This is because so much of what experts do is subconscious. “They literally have, through a decade or more of intense practice, wired in decisions and complex decisions which they no longer have words for, and that a novice doesn’t know

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BISG PARTNERS WITH DIGITAL BOOK WORLD ON A SERIES OF EDUCATION WEBCASTS IN SUPPORT OF EPUB 3.0

In February and March 2012, BISG and Digital Book World will co-present a special webcast series focusing on the EPUB® standard format for reflowable digital publications.

EPUB defines a means of representing, packaging, and encoding structured and semantically enhanced Web content — including XHTML, CSS, SVG, images, and other resources — for distribution in a single-file format. The BISG/DBW webcast series will focus on the new EPUB 3.0 spec, approved by the International Digital Publishing Forum (IDPF) membership as the final Recommended Specification in October 2011.

The webcast series will be conducted in four parts:

- ◆ **Introducing EPUB 3.0: Getting Under the Hood of the New EPUB 3.0 Spec**
Tuesday, Feb 21 @ 1:00 pm Eastern
- ◆ **Working with EPUB 3.0: How EPUB 3.0 Will Affect Your Workflow**
Tuesday, Feb 28 @ 1:00 pm Eastern

- ◆ **An Alternative to EPUB 3.0: Inside the New Kindle Format 8 (KF8)**
Tuesday, March 6 @ 1:00 pm Eastern

- ◆ **EPUB 3.0 in Action: Case Study Results Presented by Kaplan Publishing**
Tuesday, March 13 @ 1:00 pm Eastern

Registration for the series will open on January 13th.

Interested parties should visit <http://www.bisg.org/publications/event-cat-6-webcasts.php> for information as it becomes available or contact Angela Bole at angela@bisg.org to be put on a waiting list.



BISG CONSIDERS NEW RESEARCH INTO FACULTY ATTITUDES TOWARD CONTENT IN HIGHER EDUCATION

Members can learn more during a special Research Committee meeting on Thurs, Jan 12

BISG members are invited to a special Research Committee meeting today, January 12, from 1:15 p.m. to 2:30 p.m. Eastern for a high-level analysis of data from the first fielding in Volume Two of [Student Attitudes Toward Content in Higher Education](#), conducted December 2011.

Also during this meeting, BISG will begin discussing a related higher ed survey aimed at faculty attitudes toward content in higher education. If approved, this new attitudinal survey would be conducted in February 2012 alongside the second survey in Volume Two of [Student Attitudes Toward Content in Higher Education](#).

MEETING DETAILS:

- ◆ **Date:** Thursday, January 12, 2012
- ◆ **Time:** 1:15 p.m. to 2:30 p.m.
- ◆ **Location:** Online only; [RSVP here](#) for WebEx instructions

PRELIMINARY MEETING AGENDA:

- ◆ Review top level findings from *Student Attitudes* Volume Two, Survey 1 of 2
- ◆ Review proposed survey questions for *Student Attitudes* Volume Two, Survey 2 of 2
- ◆ Discuss a new survey for February 2012 developed to address faculty attitudes toward content in higher education

NEWS BRIEFS

- ◆ Book Industry Communication (BIC) has appointed a new Executive Director, as Peter Kilborn retires at the end of March. BIC is pleased to welcome Karina Luke, currently Digital and Data Supply Chain Manager at Penguin Group, as its new Executive Director.
- ◆ BISG and AAP encourage publishers—large and small—to contribute net revenue and unit sales data to the [BookStats](#) project in exchange for data access. We hope you'll help us gather the most complete portrait of the book industry by sharing your data. Deadline: March 31.
- ◆ Many thanks to Phil Madans of Hachette Book Group, and to everyone who attended BISG's webcast on Best Practices for Identifying Digital Products. The work of our Identification Committee continues. Please contact us at info@bisg.org if you'd like to get involved with ID issues.

INDUSTRY CONFERENCES

[DIGITAL BOOK WORLD 2012](#)

Date: Monday, January 23, 2012 to
Wednesday, January 25, 2012
Time: 9:00 am–5:00 pm ET
Location: Sheraton New York
811 7th Avenue
New York, NY 10019
Save \$200 off registration with the discount code 'BISGDBW12'

www.bisg.org/events-0-751-digital-book-world-conference-expowhen-change-is-the-only-constant-its-time-to-get-with-the-program.php

[O'REILLY TOOLS OF CHANGE FOR PUBLISHING CONFERENCE](#)

Date: Monday, February 13, 2012 to
Wednesday, February 15, 2012
Location: New York Marriott Marquis
1535 Broadway
New York, NY 10036
Save 15% off registration with the discount code 'toc12bisg'

www.bisg.org/events-0-755-oreilly-tools-of-change-for-publishing-conference.php

[PUBLISHING BUSINESS CONFERENCE AND EXPO 2012](#)

Date: Monday, March 19, 2012 to
Wednesday, March 21, 2012
Location: New York Marriott Marquis
1535 Broadway
New York, NY 10036

www.bisg.org/events-0-752-publishing-business-conference-expocashing-in-with-cross-media-content.php



BISG COMMITTEE SPOTLIGHT

Getting to Know XBITS

XBITS, which stands for XML Book Industry Transaction Standards, is a BISG Committee as well as a Working Group of IDEAlliance that develops and maintains standardized XML eDocuments to facilitate electronic data exchanges among book publishers, manufacturers, paper mills, and component suppliers. The Committee, chaired by Diane Degener of R.R. Donnelley, was renamed in late 2011 from BISG's Publisher/Manufacturers Interest Group to better reflect the emphasis of the Committee's work.



industry that is rapidly being transformed by the demand for just-in-time inventory and short run digital printing, as well as global printing and distribution. Automated order-to-cash transactional messages such as purchase order, invoice, advance ship notice, and book spec are vital to putting books in the hands of consumers quickly and efficiently.

The XBITS electronic transaction standard is based upon the papiNet Standard which is open, free and easy to adopt. The Standard, along with implementation instructions can be found at <http://www.papinet.org/#the-standard/download-current-version/ajax.html>.

The goal of the XBITS standard is to promote seamless system-to-system communication in a part of the

INTERVIEW WITH DR. BROR SAXBERG, KAPLAN'S CHIEF LEARNING OFFICER

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to ask about." In some fields, Dr. Saxberg explains, a technique called Cognitive Task Analysis is being used to make what experts think, know, and do explicit. This has been especially successful in the field of medicine.

With all the research he's seen, however, what surprises Dr. Saxberg most is "how much well-done research there is – and how little of it is actually applied by any of us." This is both good and bad news, Dr. Saxberg says, for higher ed publishers. While it's disheartening to find so much research that hasn't yet been applied, it certainly gives us a lot of room to develop both our businesses and our approaches to learning.

Dr. Bror Saxberg's background, knowledge, and experience make him the perfect choice to offer conference attendees new insights into the higher ed marketplace. Learn more about his work at BISG's [Making Information Pay for Higher Ed Publishing](#) conference, on February 8th in NYC.



Visit our website to register now: <http://www.bisg.org/events-0-754-mip-for-higher-ed-publishing.php>

UPCOMING BISG MEETINGS



- ◆ **Governing Council**
January 13
9:30 am—12:00 pm
- ◆ **General Membership Meeting**
January 13
1:00 pm—3:00 pm
- ◆ **Subject Codes Committee**
January 19
9:30 am—12:30 pm
- ◆ **Rights Committee**
Beta Testing Working Group
January 19
12:00 pm—1:00 pm
- ◆ **Metadata Committee**
January 19
1:30 pm—4:30 pm
- ◆ **Executive Committee**
January 26
11:00 am—2:00 pm
- ◆ **Board of Directors**
January 26
2:00 pm—4:00 pm
- ◆ **Manufacturing & Distribution Committee**
Tag Insertion Standards Working Group
February 2
2:00 pm—3:00 pm

Working to create a more informed, empowered and efficient book industry supply chain for both physical and digital products.

The Book Industry Study Group (BISG) is a national, not-for-profit U.S. book trade association with the mission of creating a more informed, empowered and efficient book industry. We're committed to the development of effective industry-wide standards, best practices, research and events related to both physical and digital products that enhance relationships between all trading partners. For more information, visit www.bisg.org.

The BISG Bulletin is distributed to all BISG members. Please feel free to forward it. To offer suggestions, comments, corrections or contributions to future editions, contact Nadine Vassallo, BISG Project Coordinator, at nadine@bisg.org.

To follow BISG on Twitter, visit twitter.com/bisg.

To access BISG's conferences and events on Slideshare, visit www.slideshare.net/bisg.

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