

KITA300

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DYNAMIC CONTENT

vs

WHY YOU NEED
TO GO **DYNAMIC?**

STATIC CONTENT

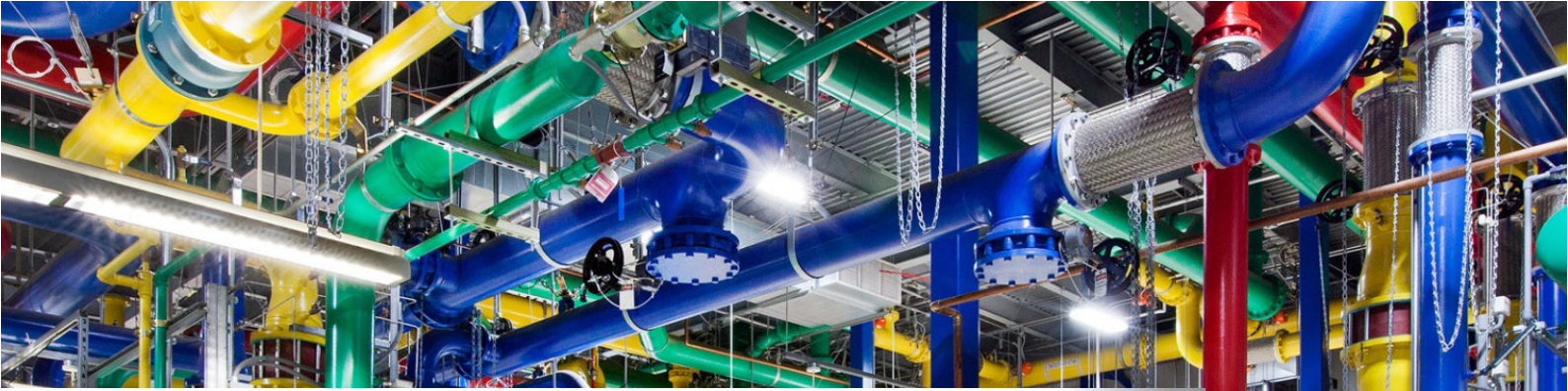


DYNAMIC VS STATIC CONTENT

WHY YOU NEED TO GO DYNAMIC?

Since the day humans have started to read and write, the content has majorly been static. Whether it was papyrus or the early eReaders the means of delivering the content was only one way – Author to Reader (Instructor to Learner). With the advent of new technologies, this trend is changing. The newer technologies have enabled the content to be more than a text and image, it has allowed them to do more than just being read. It enables the content to consist of interactivities, which the users can play with, audios and videos can now be shown within the eBooks, games, read aloud, social sharing and much more. This has been enabled due to the newer devices that are capable of enabling all of these.

But whether you have to adopt it, still remains a question. Let's have a look at a few statistics.



Technology: the driving factor for dynamic content



Kids use technology more than they did before

Studies have shown that “70% of children between the ages of 2-5 can operate a computer mouse, while only 11% can tie their own shoes.” Learning is greatly enhanced when there is interactive content involved. The basic premise that kids learn and act that involves an interactive elements is itself a big boost for the push for dynamic content.

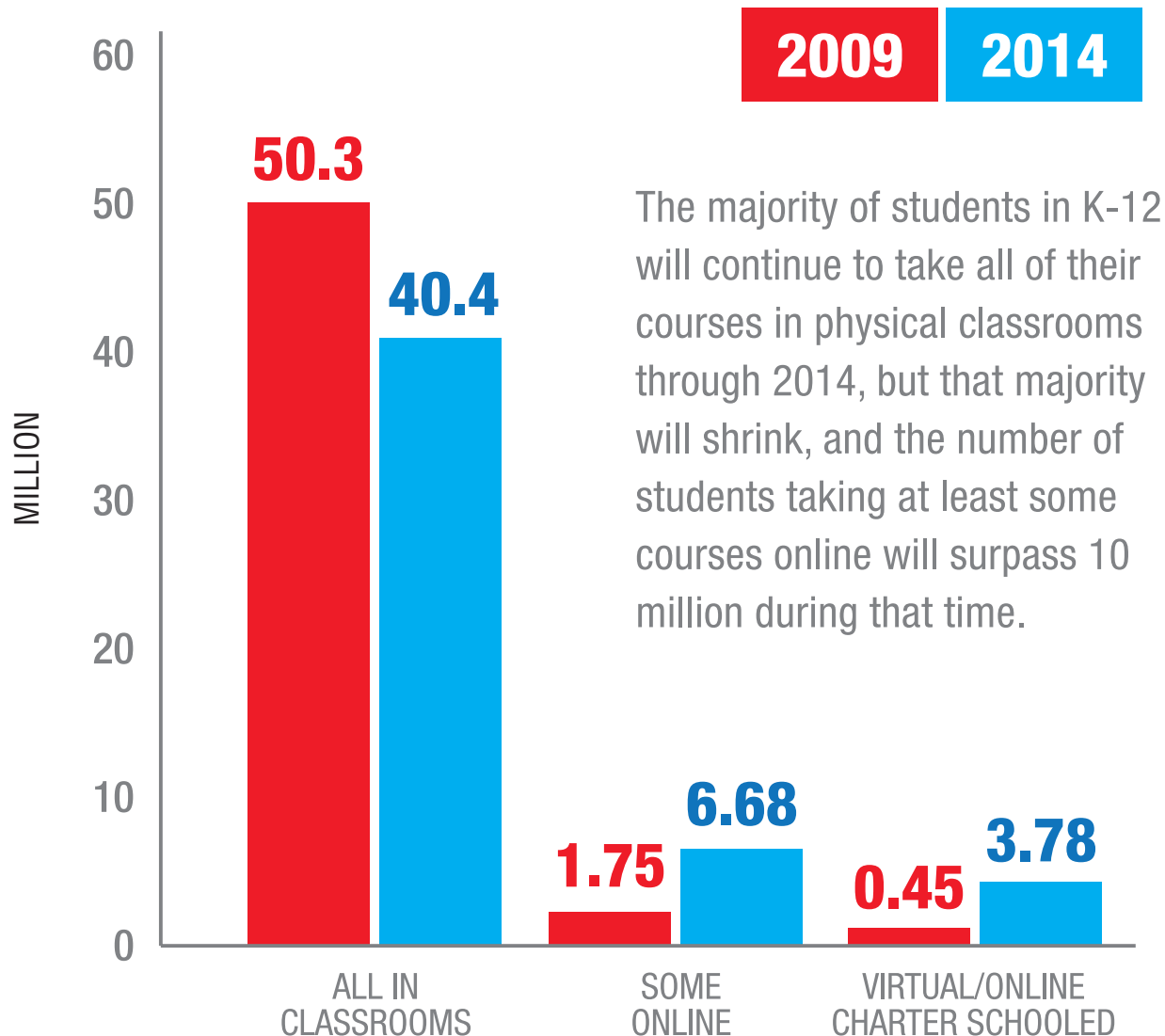


Teachers support Ed-Tech

“74% of teachers say, education technology is a student – motivator.” Teachers are ready to embrace learning technologies to boost student learning outcomes.



Technology: the driving factor for dynamic content

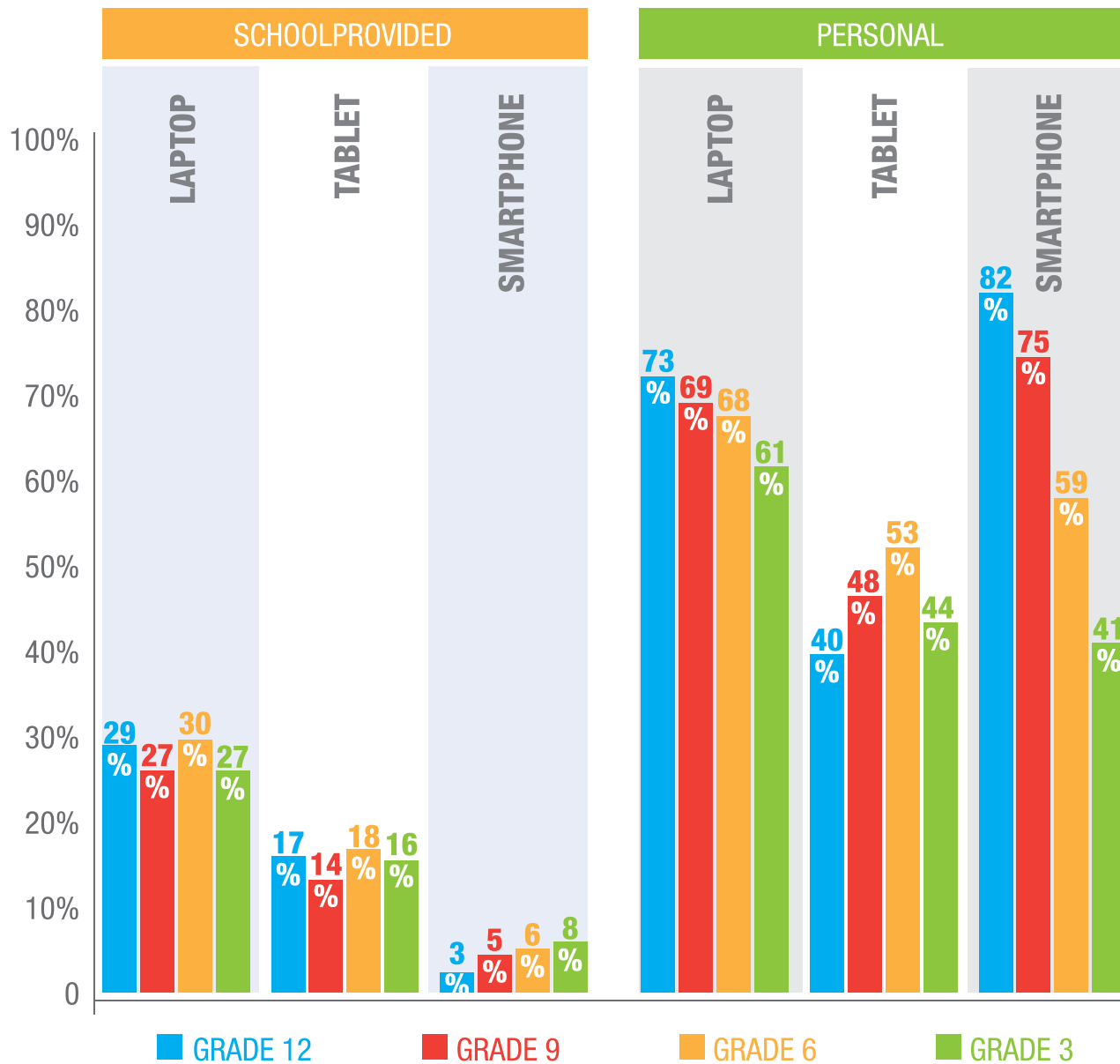


Source: Ambient Insight, "US Self-paced eLearning Market", via webinar entitled "Innovation in Educational Technology. The Virtualization of K-12 and Higher Education", October 2009.

Soaring Numbers of digital learners

Since 2009, the number of K-12 students only studying in classrooms in US has reduced, while digital learning has picked up. The total numbers of digital students in US has increased from 2.2mn in 2009 to 10.46mn - a staggering manifold growth. And this statistic is supplemented by the rise of MOOC (Massive Open Online Course) platforms.

Technology: the driving factor for dynamic content



Students are using more and more mobile devices for their learning needs

An increasing number of schools are now providing mobile devices to their students. These are the devices that form the crux of dynamic content and learning. According to Apple, more than 1.5mn iPads are currently being used in Classrooms in US. The below graph shows the penetration of mobile devices in US K12 schools, and they clearly indicate mobile is where the learners reside now.

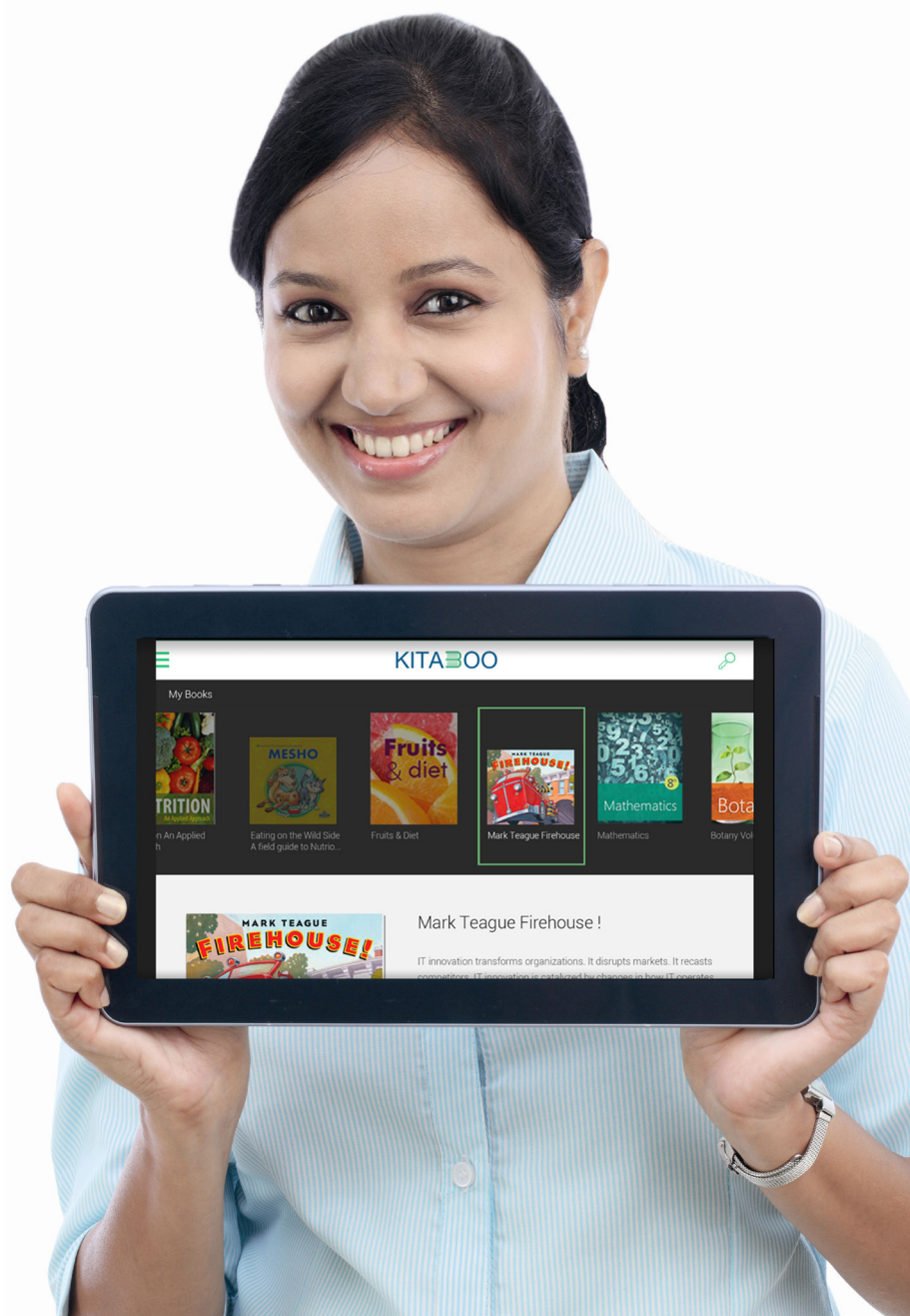
Technology: the driving factor for dynamic content

People remember what they see and do

According to research (Lester, P. M. (2006). Syntactic Theory of Visual Communication) people remember 80% of what they See and Do, where as they recall only 20% of what they read and 10% of what they hear. The research also stated that interaction is one of the biggest motivator for long term recall of learning, fairly implying that learners need interactive learning rather than the traditional one way methodology of teaching.

Users follow directions better when they have illustrations

People who follow directions with text and illustrations do 323% better than people following directions without any illustration. (Levie, W. J. & Lentz, R. (1982) - Effects of text illustrations: A review of research, Educational Communication and Technology). 323% is a fairly big jump that a content presented as infographic has over plain textual content.



Although the above stats point out largely and squarely in favor of dynamic content, given the fact that learners are using mobile devices more and more and how interactive content affects the recall ability of users. The advantages and disadvantages of the dynamic and interactive content must be clearly laid out before any investment decision is made by the content publishers.

DYNAMIC CONTENT:

PROS



Personalized Learning Experience

Static content has always been one-way. It doesn't adapt itself to the user's behavior. The learner would get the same experience whether he/she reads, listens or watches the content. Interactive content, on the other hand, is two-way. It adjusts to the user's behavior while providing a personalized experience. It enables creation of dialog between the author and learner. Whether it is adaptive learning or not, dynamic

content clearly wins the race compared to static content. An industry renowned Digital Publishing Platforms such as **KITABOO** enables this by creating a classroom like experience for the learners and instructors, wherein they can create contextual notes and share with each other. Instructors on the other hand can reply back to the students on the notes itself. So the learning is never impacted irrespective of whenever the students wishes to learn.

DYNAMIC CONTENT:

PROS



Engages the user better

Since dynamic content is more personalized, it engages the users better. The user does not have to visit multiple sources to gain more information about the subject that he/she is learning currently as most of it is already bundled with content. The additional interactivities such as quizzes, polls, surveys, assessments enhance the engagement levels. Advanced platforms now even allow sharing and collaboration between learners and instructors over the readers contextually, removing the dependency to even wait for the next day to ask questions. **KITABOO** allows addition of interactive elements to the eBooks, including audio, video, images, links, and interactive widgets. Publisher can add more than 30 types of interactive widgets including quizzes, assessments, match the pairs, MCQs, etc. out of the box using **KITABOO**.

Learn about user behavior

Interactive content allows you to learn a lot about your user's behavioral patterns. Not only it can give insights about what content they are reading and how much time they are spending learning, it also provides valuable insights about what type of dynamic content is working best. Publishers can use this knowledge to shape the future content that they intend to create. Take these insights to an Institution, say school or college, it forms the basis of providing any additional assistance to specific students to improve their learning outcomes. Personalized learning and assistance!

The powerful analytic module of **KITABOO** tracks user progress right from page level, to assessment and resource level. As a publisher, you know what content is working best and Institutions using your eBooks know how their students and learners are performing. Not only they can track individual performances, they also can compare individual performance against the whole class.

DYNAMIC CONTENT:

PROS



Enhance your existing content

The biggest problem that a publisher faces with dynamic content is about the content that has already been created. Most digital publishing platforms, not only allow to create fresh dynamic content, but also allow publishers to use existing legacy content, make them dynamic and allow distribution. This enhance the value of the existing content without having to create new content afresh.

KITABOO enables seamless update to existing print ready content to rich and dynamic interactive content. Publishers need to convert their content only once, and the content is ready to be published

across multiple platforms. Not only updates to newer platform and operative system versions are taken care of, publishers are also safeguarded against any new platforms and devices that are launched in the ever changing digital world.

Leverage new business models

Publishers can easily leverage upon dynamic content to create multiple business models. Pay per chapter, pay per page, variable pricing for static and dynamic content are some of the multiple different business models that have been made popular by publishers curating and creating dynamic content.

DYNAMIC CONTENT:

CONS



Relatively Expensive

Dynamic content is relatively expensive to create than plain static content. This is majorly due to the fact that more media and interactive elements are required to create content that is dynamic in nature. The additional efforts that are required for creating such content is in plain contrast to create plain textual and visual content that has been created over the decades.

Fear of Platforms and Devices

With the mobile devices being a great motivator for dynamic content, it also brings with itself, a few caveats. With addition of newer devices and platforms by the device and operating system manufacturers, it becomes increasingly difficult to manage all those platforms and devices. Thus the technology and digital publishing platform that a publisher invests in needs to handle it, else dynamic content once created can become obsolete in the fast changing technological landscape.

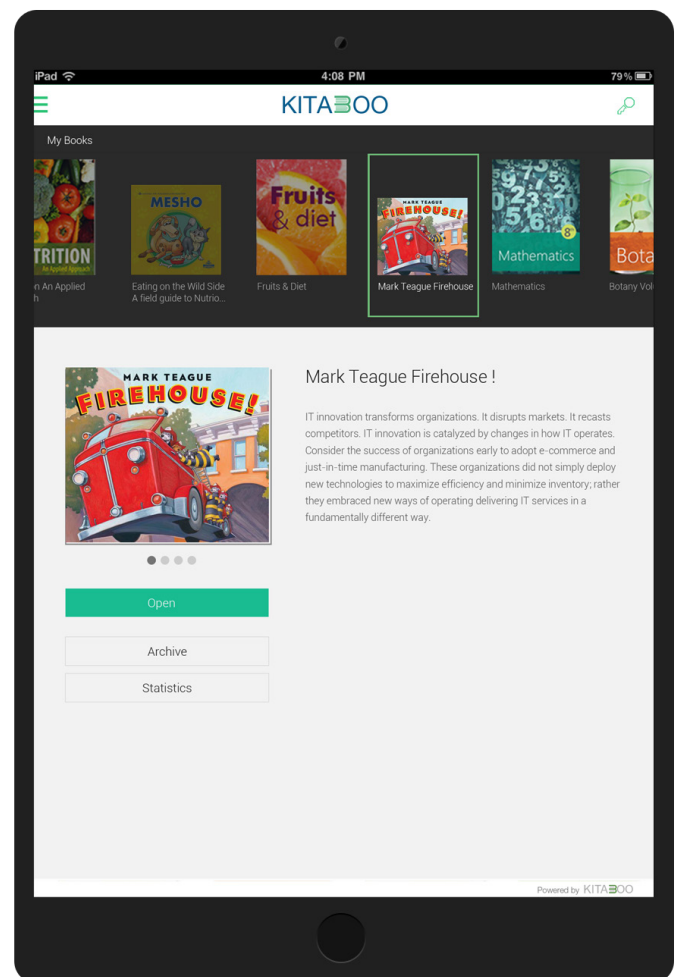
KITABOO FOR PUBLISHERS

KITABOO is an end to end Digital publishing platform, which allows publishers to quickly take their content digital and distribute it securely over multiple devices. Whether it is a small, medium or a large publishing house trying to reach out to the potential audience, KITABOO offers a robust and scalable solution that allows them to quickly convert and enrich their content, protect it and get it into the hands of the end users on a device of their choice. KITABOO's analytics and social collaboration features further enhance the value of the user communities, and provide its customers with valuable real-time insight into how their content is used and consumed.

KITABOO consists of three basic components / modules, namely **KITABOO Create**, **KITABOO Reader Apps** and **KITABOO Collab**.

KITABOO Create allows the publishers to create rich and interactive eBooks, to enable an informative learning experience. It also allows creation and addition of assessments using KITABOO widgets.

The rich and interactive eBooks can be read by the publisher's end customers on KITABOO Reader Apps. These apps are white label and can be customized according to the logo and brand colors of publisher. Currently these apps are available for iOS, Android, Windows and Online (browser based).



KITABOO Collab enables the publisher to distribute eBooks to their end users including Institutions as well as learners and instructors directly. It can be enabled either by distribution of access codes or by assigning a set of content to the end users. The end users can collaborate between themselves by creating and sharing notes amongst their groups. Publishers on the other hand can view the detailed analysis on how their content is being used and use the feedback to create more refined content.



CONCLUSION

While dynamic content is the way to go forward, given the fact that it highly enhances the learning experience of the users, it also has its drawbacks. With technology comes great benefits and also some caveats. Most of these drawbacks lie in cost effectiveness and tech-sustainability of the platform and need to be taken care by the platform itself that the publisher / content creator invests in. Thus before investing in a digital publishing platform, the publisher must weigh in all the pros and cons, including the sustainability of the technological platform before making the plunge into the dynamic world of content.