

Beyond the Book

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or

Chasing Goals

Via trends or technology





Take the long view

Beyond

The consumers and the audience became the users, the keyboard-clicking participants, the people formerly known as the audience.

Bruce Sterling in *ACM interactions*

<http://interactions.acm.org/content/?p=1244>

Connected reading

a world in which readers communicate constantly with other readers but also with authors

**You'll read a puzzling passage
from a novel and then instantly
browse through dozens of
comments from readers around
the world, annotating,
explaining or debating the
passage's true meaning.**

Steven Johnson in the *WSJ*

How the E-Book Will Change the Way We Read and Write

Unexpected Annotation

Cory Doctorow's Flashbake

Every 15 minutes it records:

- any changes
- the current timezone
- the weather
- the last three headlines with your by-line in your blog

"Where am I, what's it like there, and what am I thinking about?"

**A non-
narrative
world?**

The online world is:

designed to be a world of clutter - of distractions and interruptions, of attention doled out by the thimbleful, of little loosely connected bits whirling

Nick Carr

Santos-Dumont-Numero-8



sd8_carolina

@sd8_abayomi Significa que é recomendável conhecer algumas coisas, é vergonhoso recusar-se a aprender...

posted @ 26/4/2009

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sd8_abayomi

@sd8_carolina O que isso significa, Carol?

posted @ 26/4/2009

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sd8

8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
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8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
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8 8 8 8 8 8 8 8 8

posted @ 27/4/2009

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sd8_ariadne

Ambos hão de ser arrastados para muitas aventuras, já que são famintos de mistérios, o que nessa idade, confesso, também me era divertido.

posted @ 25/4/2009

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sd8_garcia

Sequer as autoridades policiais que acompanharam de perto o caso teriam certeza poucos anos depois...

posted @ 25/4/2009

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sd8_souzasoares

Carolina, ainda me lembro das flores em seus cabelos... no ano de 1968... flores em todos os lugares... ? <http://blip.fm/~4tlbt>

posted @ 23/4/2009

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sd8_mathias

Em poucas horas, será a minha vez. Roteiro: fechar janelas, desligar a tv [acabou o Top10 da MTV Europa], tomar um bom banho quente.

posted @ 13/4/2009

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sd8_apollinaire

Relaxar, adormecer e pronto, entrarei no estranho estágio de consciência a que chamam sonho lúcido.

posted @ 13/4/2009

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Curators



photo: jypsygen on flickr

Goals

**Where am I and
where do I want
to end up?**

**Find more
authors**

"This book delivers a bunch of sensible, down-to-earth material on using and enjoying Twitter."

— Cory Doctorow



The Twitter Book

by Tim O'Reilly and Sarah Milstein



O'REILLY®

Speakers into writers

Create

Conversation

written discourse is
becoming less like
oration and more
like conversation

Tim Bray

<http://www.tbray.org/ongoing/When/200x/2009/04/25/Long-and-Short-Forms>

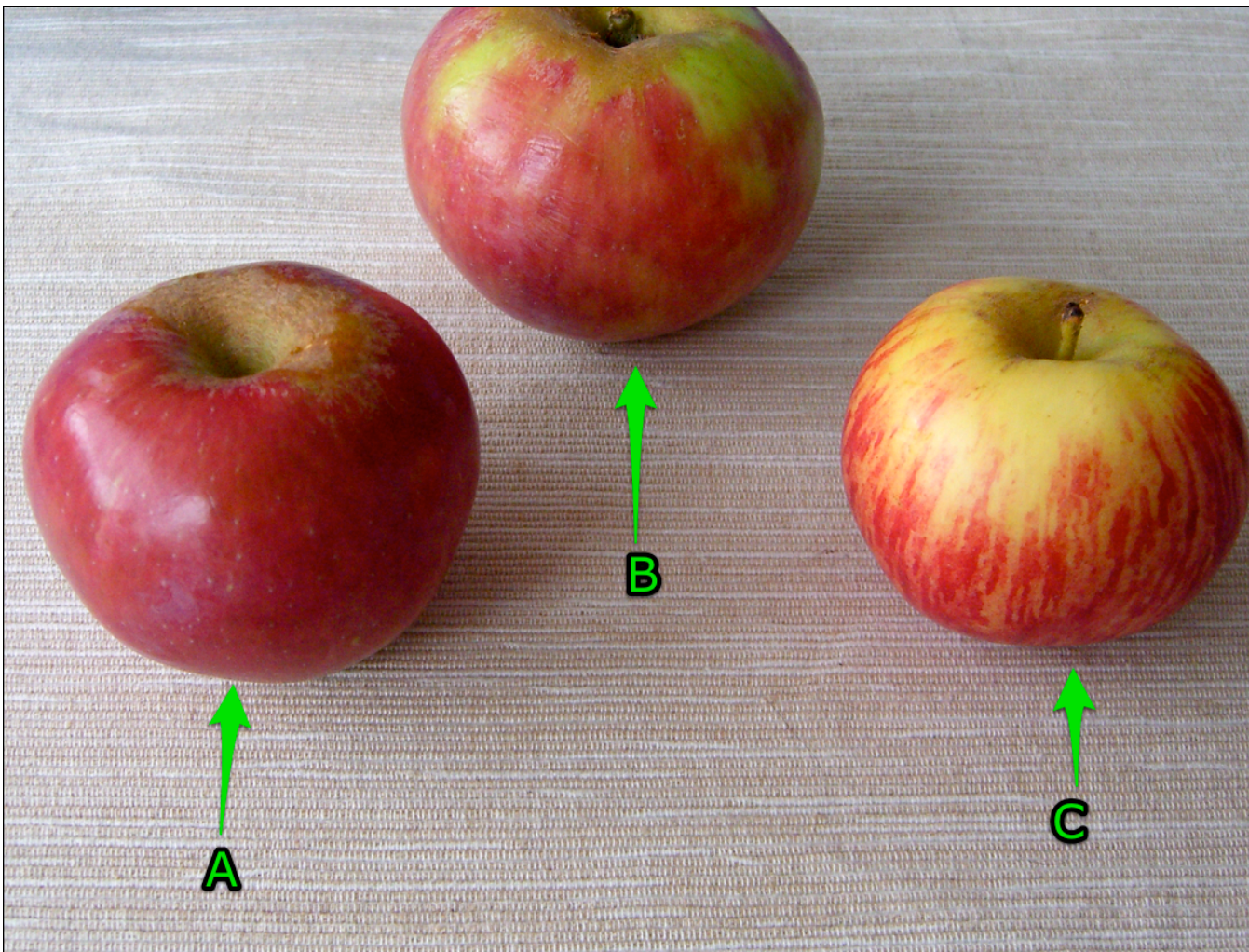
**Sustain
Contact**

Feed Impulses

**What will your
readers buy
on impulse?**

Ease

consumption



Choices

**Simplify
Discovery**

**Increase
Accessibility**

Accessible Content

- 4.4% of adults have some sort of cognitive, reading, or learning disability
- 2.5 million can't "grasp or handle small objects"
- 14.1 million people with "vision trouble"

**Get
Cheaper**

**Harness
Beauty**

**Technology
Toward
Goals**

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Tim O'Reilly



"As easy to grasp as a tweet, this book cuts through the tiresome twitterhype and delivers a bunch of sensible, down-to-earth material on using and enjoying Twitter."

--Cory Doctorow,
co-editor of [Boing Boing](#)

The Twitter Book

By [Tim O'Reilly](#), [Sarah Milstein](#)

Print Book: May 2009 (est.)

Ebook: **Available Now**

Pages: 240

ISBN 10: 0-596-80281-1 | ISBN 13: 9780596802813



Description

This practical guide will teach you everything you need to know to quickly become a Twitter power user, including strategies and tactics for using Twitter's 140-character messages as a serious--and effective--way to boost your business. Co-written by Tim O'Reilly and Sarah Milstein, widely followed and highly respected Twitterers, the practical information in *The Twitter Book* is presented in a fun, full-color format that's packed with helpful examples and clear explanations.

A Sneak Preview on SlideShare



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Conversation

bookglutton.com



TALK

RANGE
WHOLE BOOK

ACTIVE

Type here.
* 05:45:48 added abdelazer to the roster
* 05:45:48 This room is not anonymous.
* 03/14/2009 20:49:52 Stephanie Kalfus has gone to section 1[Section 2, paragraph 1]
* 04/04/2009 13:16:03 lakotaluv has gone to section 1[Section 2, paragraph 1]
* 04/10/2009 12:11:43 fugan has selected paragraph 1 of section 2[Section 2, paragraph 1]
FUGAN
nice book [Section 2, paragraph 1]
* 05:45:57 abdelazer has gone to section 1[Section 2, paragraph 1]
* 05:46:11 abdelazer has selected paragraph 1 of section 2[Section 2, paragraph 1]
* 05:46:12 abdelazer has selected paragraph 1 of section 2[Section 2, paragraph 1]
* 05:47:18 abdelazer has selected paragraph 1 of section 2[Section 2, paragraph 1]
Type here.
SAY IT

OVERTURE

For a long time I used to go to bed early. Sometimes, when I had put out my candle, my eyes would close so quickly that I had not even time to say "I'm going to sleep." And half an hour later the thought that it was time to go to sleep would awaken me; I would try to put away the book which, I imagined, was still in my hands, and to blow out the light; I had been thinking all the time, while I was asleep, of what I had just been reading, but my thoughts had run into a channel of their own, until I myself seemed actually to have become the subject of my book: a church, a quartet, the rivalry between François I and Charles V. This impression would persist for some moments after I was awake; it did not disturb my mind, but it lay like scales upon my eyes and prevented them from registering the fact that the candle was no longer burning. Then it would begin to seem unintelligible, as the thoughts of a former existence must be to a reincarnate spirit; the subject of my book would separate itself from me, leaving me free to choose whether I would form part of it or no; and at the same time my sight would return and I would be astonished to find myself in a state of darkness, pleasant and restful enough for the eyes, and even more, perhaps, for my mind, to which it appeared incomprehensible, without a cause, a matter dark indeed.

I would ask myself what o'clock it could be; I could hear the whistling of trains, which, now nearer and now farther off, punctuating the distance like the note of a bird in a forest, shewed me in perspective the deserted countryside through which a traveller would

LOGOUT SAVE & EXIT

Public

MARK

READ & RESPOND

You can read the annotation and reader responses below. Why not add your two cents with the comment button?

* READERS BECOME THE BOOKS THEY READ
For Proust, life imitates art; and he is probably also hinting that when we read his book we are absorbed into his story, and to some degree we all become Marcel. (Especially if we read it while falling asleep!)

— Isaiah Olchap

no responses

ADD YOUR RESPONSE

500 CHARACTERS LEFT

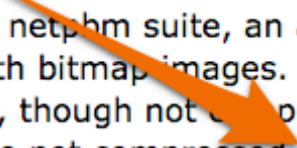
BACK RESPOND

Chapter 10. Code case study: parsing a binary data format

Table of Contents

In this chapter, we'll discuss a common task: parsing a binary file. We will use this task for two purposes. Our first is indeed to talk a little about parsing, but our main goal is to talk about program organisation, refactoring, and "boilerplate removal". We will demonstrate how you can tidy up repetitious code, and set the stage for our discussion of monads in [Chapter 14, Monads](#). [9 comments](#)

The file formats that we will work with come from the netpbm suite, an ancient and venerable collection of programs and file formats for working with bitmap images. These file formats have the dual advantages of wide use and being fairly easy, though not completely trivial, to parse. Most importantly for our convenience, netpbm files are not compressed. [3 comments](#)



Snook 2008-09-30

[2963](#)

PS. As it might fit here.

Literate code - no "code block" without a comment.

TDD - a test for every program would have had near perfect code fragments already.

I write my function annotations as per the military method of instruction drill:

- tell them what you're going to tell them
- tell them
- test what you've told them.

It's a pathbreaking cooperative textbook. I've found the comments v. instructive.

Last, appropriate ie. extra, contextual info, helps memory. Some historical snippets, especially about haskell quirks, might help.

Perhaps, why data, type, newtype, class were so named cf other languages type, class. even typeclass etc.?

Cheers

Comment

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The file formats that we will work with come from the netpbm suite, an ancient and venerable collection of programs and file formats for working with bitmap images. These file formats have the dual advantages of wide use and being fairly easy, though not completely trivial, to parse. Most importantly for our convenience, netpbm files are not compressed. [3 comments](#)

Jay Scott 2008-05-09

[4389](#)

"_though_" not completely trivial" is more precise.

Björn Buckwalter 2008-05-11

[4662](#)

<http://book.realworldhaskell.org/>

**Sustain
Contact**

Involvement

- 7500 comments during book development, 2000 more since publication
- Only 10% were anonymous
- 21 people left at least 75 comments

Feed Impulses



Old content

Ease

consumption

Shortcovers

- Chapter-level purchases
- Backed by Canada's largest bookseller

**Simplify
Discovery**

OPDS

Open Publication Distribution System

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- Easy to create
- Easy to aggregate
- Searchable

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Beauty**

Color

no, really

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