The State of Digital Production within International Educational Publishing: Obstacles, Innovations, and Possible Solutions

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Findings

Systemic

- Technical obstacles refer to the technological constraints that exist within the company and the classroom to which they cater.

Technical

- Personnel obstacles refer to individual worker’s apprehensions about working with unfamiliar digital products and adding new agents into the production process through outsourcing initiatives.

Personnel

- Systemic obstacles refer to traditions within the systems of the publishing industry and the Spanish government that automatically hinder digital innovation for Sonrisa Publishing.

Cultural

- Cultural obstacles refer to the demands of Sonrisa Publishing’s market (teachers and students), and how this market views the value of technology as a whole and especially within the classroom.

Financial

- Financial obstacles exist within all four of these more discreet categories and refer to how the worsening Spanish economy is hindering digital development as well as Sonrisa Publishing’s struggle to create a budget for their digital projects.

Questions

1. How do international educational book publishers respond to the industry’s transition to digital publication models?
2. How can international educational publishers create a digital publication strategy?

Methods

Participant Observation: Ethnography of a Bilingual Educational Publisher

Interviews: 6 members of Sonrisa Publishing Staff

Technology & Competition

Sonrisa Publishing

Oxford University Press

Macmillan

Conclusions

Suggestions to Further Sonrisa Publishing’s Digital Strategy
- Digital Marketing
- New Media Production
- Budgetary Strategies

The Changing Definition of Value in the Publishing Industry

Old Model of Production
- Product Driven Economy
- Print mode of production
- Scarce product = higher value (SS)
- Value measured in the dollar, pound, euro, etc.

New Model of Production
- Data-Driven Economy
- Electronic mode of production
- More access to information in less time = higher value (KB)
- Value measured in the kilobyte