

iBooks: A new Extension publication platform

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ABSTRACT

Printed books are the traditional method of delivering topic-focused information to a broad audience. In this increasingly digital world, mobile devices are ubiquitous in the U.S. and create a portable, lightweight platform for personal libraries. eBooks can be an effective resource in the Extension toolbox, facilitating delivery of text, graphical, and even video content. The Southern Nursery IPM (SNIPM) working group published Extension materials as iBooks because of its interactive nature, ease of use, book-layout capacity, and audience familiarity with the download interface. By using iBooks Author, we had a range of layouts and style templates that were customizable and readily converted to .pdf and/or print versions when needed. An added benefit of an iBook is inclusion of color rich, pictorial content that supplements and enhances information presentation, especially when presenting pest and plant identification information. Co-authors partnered to write and publish two iBooks "IPM for Select Deciduous Trees in Southeastern US Nursery Production" and "IPM for Shrubs in Southeastern US Nursery Production: Vol. 1". iBook readership is exclusive to those who possess Apple devices, so consideration of alternative distribution mechanisms was also important to maximize resource availability to a wider audience. Using iBooks Author simplified developing both .pdf and print versions of the book to expand accessibility, helping to effectively reach our target audience with multiple media formats. Currently, .pdf downloads well exceed the iBook downloads (approximately 5:1) for these Extension resources, underscoring the need to make these written resources available in multiple formats.

Growers & Extension agents surveyed: (GA, KY, NC, SC & TN)
Book format
Tree & shrub genera selection



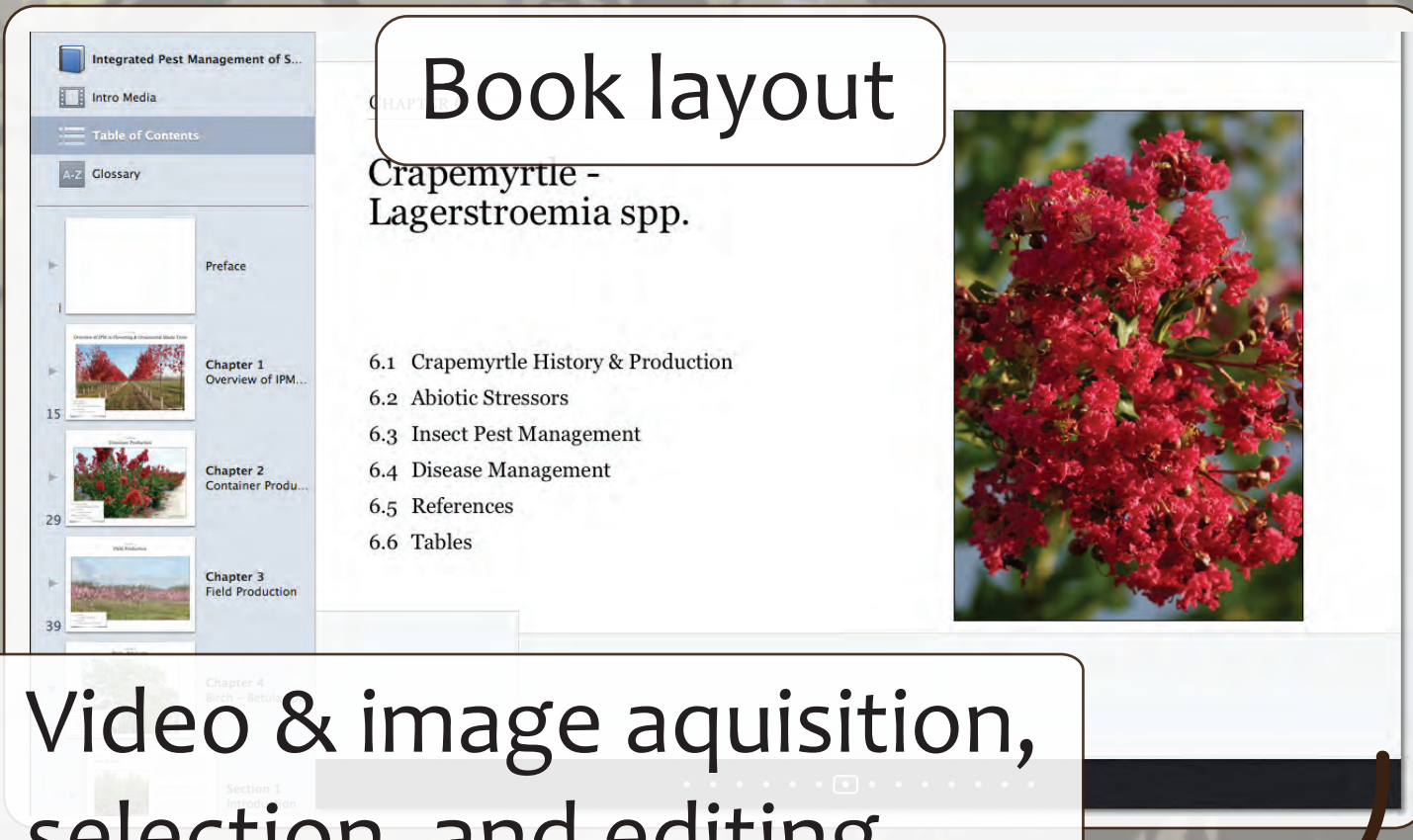
Book template distributed to co-authors

Second drafts of chapters completed and sent to SNIPM Book Committee

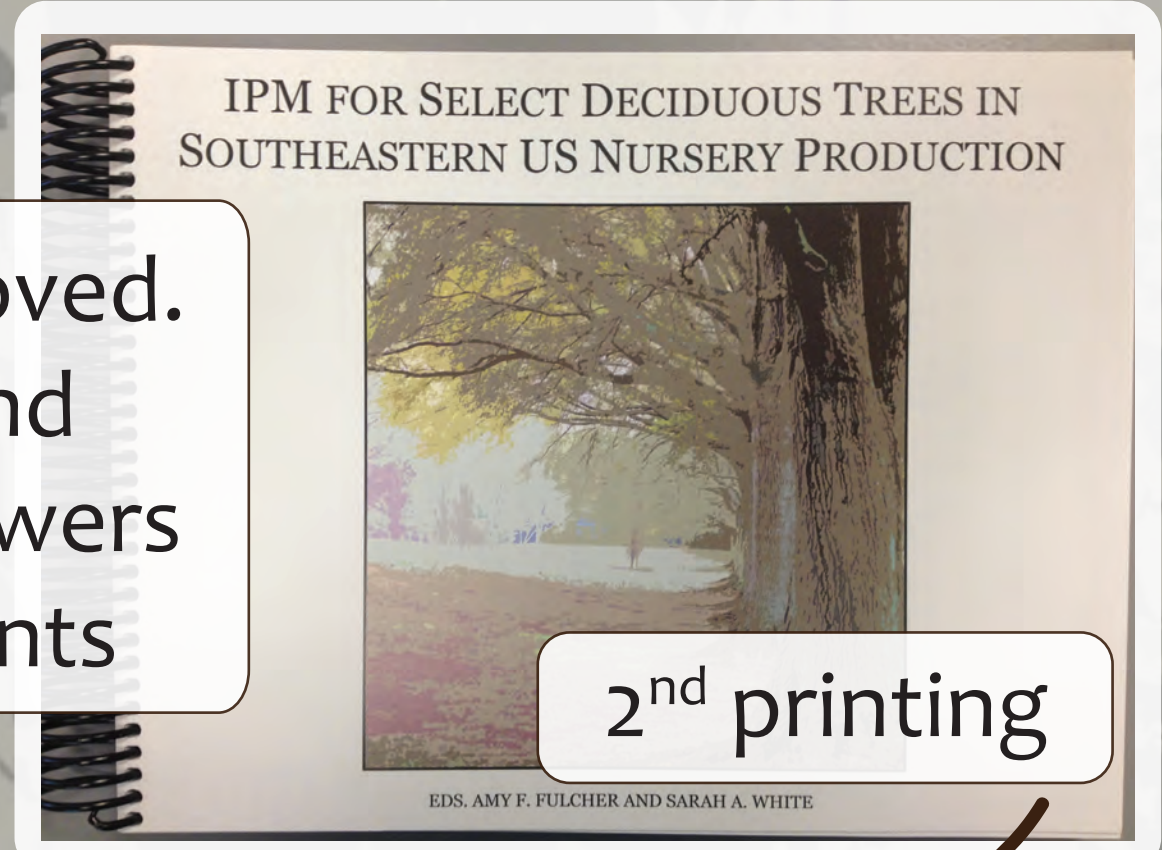
First drafts of chapters completed and to SNIPM Book Committee

Final edits completed, book ready for layout & design process

Revised drafts submitted to SR-IPM center



Final layout approved. Book printed and distributed to growers & Extension agents



Trees: January 2011, March 2011, May 2011, July 2011, August 2011, October 2011, November 2011, January 2012, March 2012, May 2012, July 2012
Shrubs: May 2014, July 2014, November 2014, January 2014, March 2014, April 2014, May 2014, June 2014, January 2015

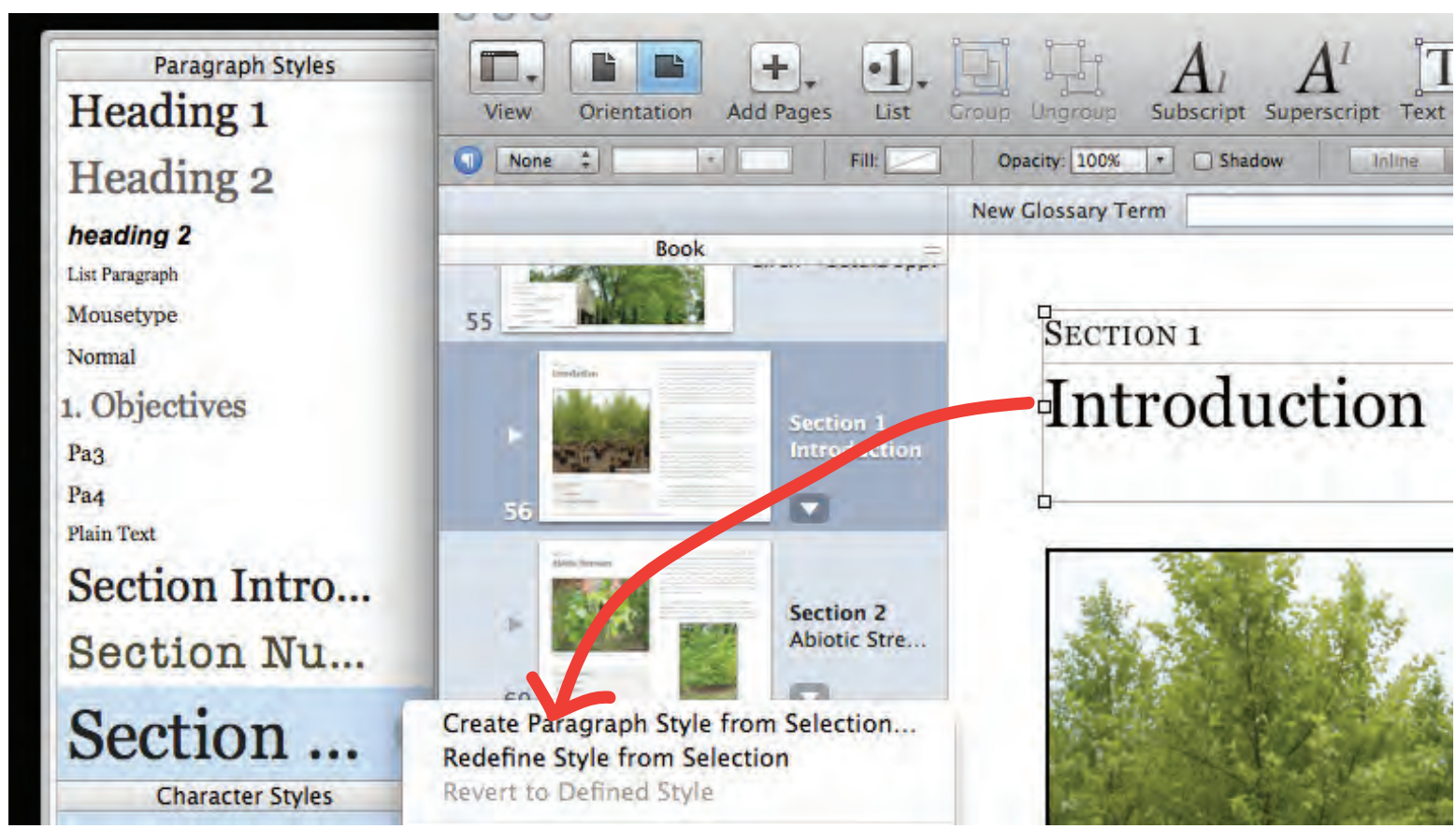
Book (Print, eBook, .pdf) format choices & list of tree and shrub genera selected and submitted to SRIPM center for approval

SNIPM Working Group Annual Meeting: Book Committee reviewed progress Final tree (2011) and shrub (2014) genera chapter authors selected

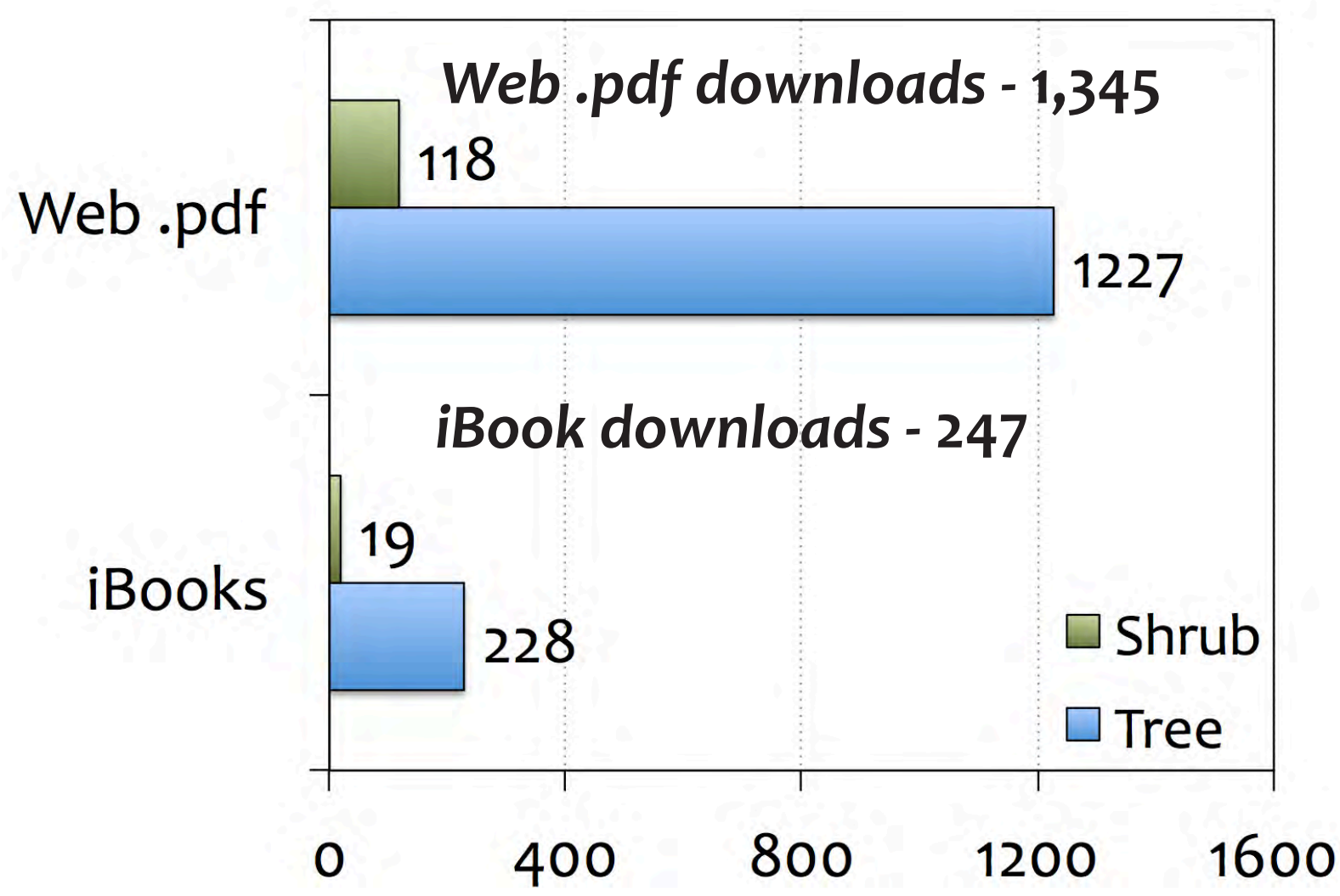
iBook released and .PDF files posted to web

iBooks Author Hints & Tips

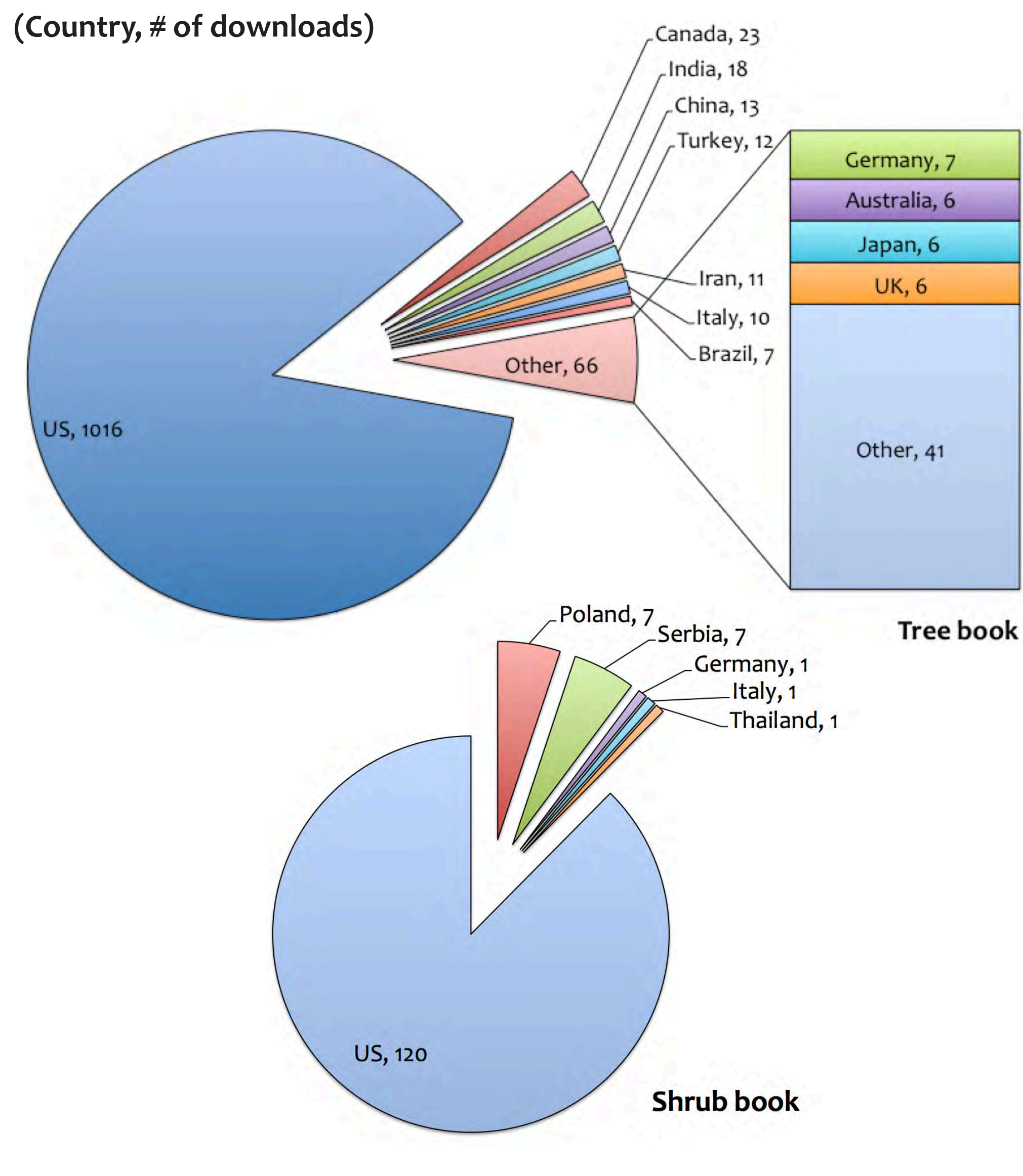
- Just like "print" books - write content in text-editing program, then transfer content to iBooks
- Edit text content thoroughly before inserting into iBooks author
- Select desired template option and customize to exactly fit desired eBook layout, font selection, size, etc.
- Insert pictures and multi-media content to display properly in both portrait and landscape view OR fix to a single (landscape) orientation
- Pure black font (C=0, M=0, Y=0, K=100 color space) best for printing
- Color pictures and graphics, desirable in iBooks, will increase printing costs



Downloads: iBook vs. web .pdf files



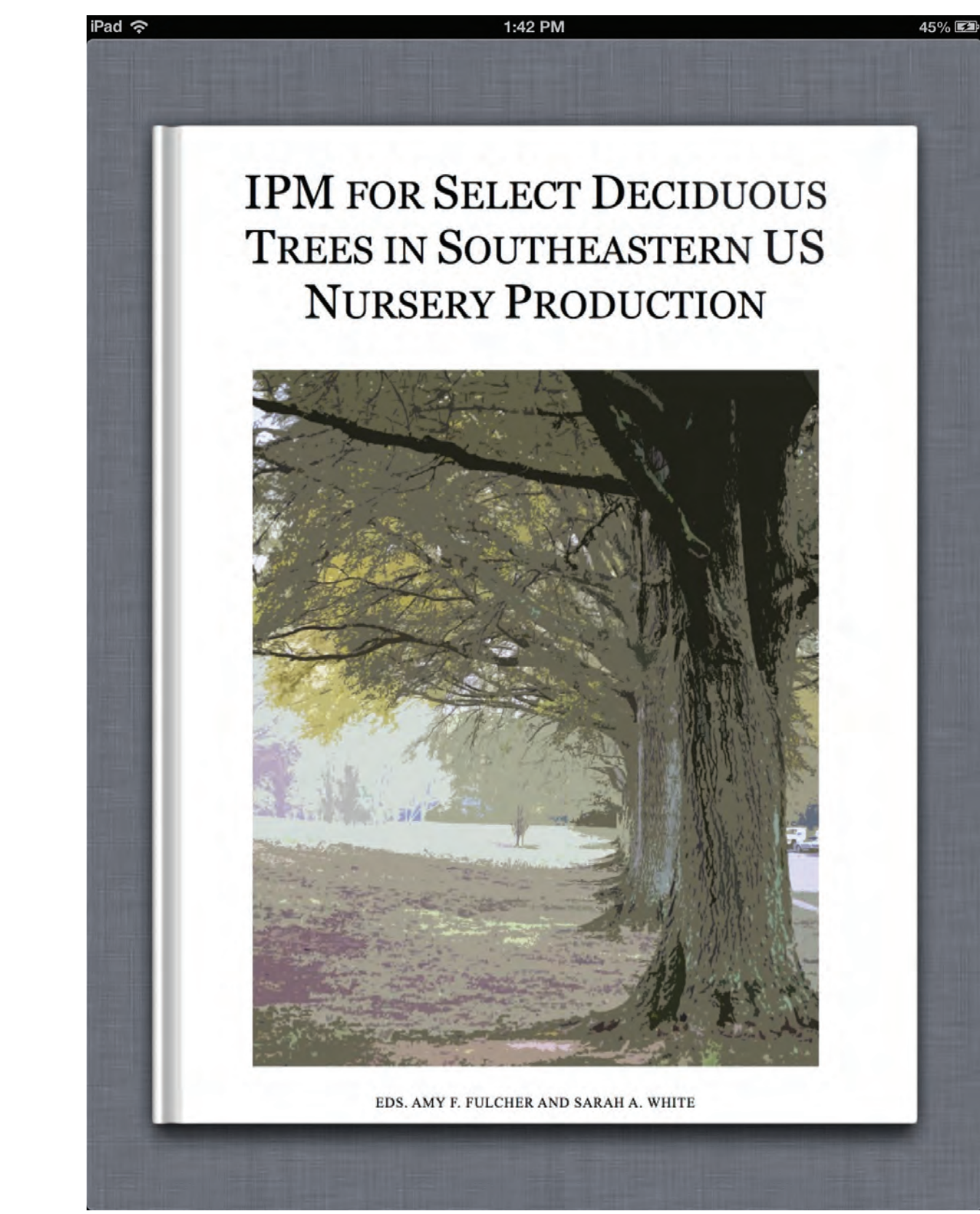
Downloads by country: All books retrieved



- Downloads of .pdf files from the web accounted for 82% of total book retrievals
- Only unique pageviews were tracked (Downloads could have been individual book chapters, rather than the entire book)
- iBook content interactive and easy to search
- Downloaded in 46 countries and the US
- Tree book: 4 book printings, 1st iBook ed.
- Shrub book: 1 book printing, 2nd iBook ed.
- Nursery growers and Extension personnel surveyed:
 - 63% said very useful
 - 37% said useful
- Increased savings / earnings from book information
- Averaged \$3,313 per copy
- Having access to information in the book increased their capacity to do their job
- 100% agreed

Other countries: # of downloads

5 Downloads:	2 Downloads:	1 Download:	
Greece	Colombia	Bangladesh	Philippines
Russia	Ghana	Belgium	Puerto Rico
Spain	Malaysia	Brunei	Romania
Indonesia	Portugal	Croatia	South Africa
Pakistan	Sudan	Hungary	Taiwan
3 Downloads:	Syria	Israel	Tanzania
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Egypt		Libya	
France		Luxembourg	
Mexico		Macedonia	
Netherlands		New Zealand	
Senegal		Norway	
Vietnam			



- Tree book: 325+ pages & 13 chapters
- Shrub book: 175 pages & 6 chapters
- Multimedia: images, text, videos
- Custom, interactive glossary
- Covers the major deciduous trees and 5 genera of shrubs in nursery production in the Southeast

- Free iBooks:
<http://tinyurl.com/iTunes-IPMtrees> & <http://tinyurl.com/iTunes-IPMshrubs>

- > These books can only be viewed using iBooks 2.0+ on an iPad. > iOS 5 required
- > Contains live video and interactive pictures

- Free chapter .pdf files - no multi-media content:

- > Tree book: http://wiki.bugwood.org/IPM_book &
- > Shrub book: http://wiki.bugwood.org/IPM_Shrub_Book

