Does the Brain Like E-Books?

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For example, they want to be "online "books," "editions," "encyclopedias," "bookshelves," "libraries," "archives," "repositories" or whole new guiding metaphor.

Right now, networked digital media do a poor job of balancing focal and peripheral attention.

Initially, any new information medium seems to degrade reading because it disturbs the balance between focal and peripheral attention. The attention of children may be one reason why television is such a bad medium for reading, but even the most serious print readers can find it hard to concentrate on reading when they are simultaneously engaged in problemsolving or planning a business deal. Once online, people switch activities an average of every three minutes (e.g. reading email or IM) costing time and interfering with the concentration needed to think.