The complexities and learning opportunities of personalisation in children’s digital books

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Once upon a time, there was a little girl called

…………

One morning, after she had got out of her bed, she had some

…………………

and went to the park to play with her friends

………………

Child’s name: Natalia

Favourite breakfast food: porridge

Friends’ names: Jill and Kate
Effects of personalisation on children’s language with paper-based books


- Children learnt more new words embedded in PBs than NBs.


- PBs initiate more spontaneous but also more self-referential speech.
New affordances of digital books

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<th>Audio rep</th>
<th>Visual rep</th>
<th>Touch screen</th>
<th>Interactivity</th>
<th>Customisation</th>
<th>Personalisation</th>
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<tr>
<td>Paper Books</td>
<td>No</td>
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<td>PC books</td>
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Personal or personalised?

SBR: what makes it successful?

- Focused and joint attention (shared activity)
- Rich linguistic environment
- ‘Scaffordable’ activity (parents’ extra-textual talk)
- Enjoyment, parental warmth
- Profoundly social process, embedded in parent-child relationships
  - ….personalization….and reciprocity….
Agency and aesthetics--reciprocity

Funds of knowledge

Empowerment
Confidence building
Authorship
Ownership
Agency
Design-based research

Understanding the processes . . .

Our Story app

What is that? ibook
Front screen of Our Story when downloaded
Creating a new story: the Create mode
List of stories and options for editing

My Stories

Butterflies trip

An Example Story
Sharing options of a finished story: Use mode
Choosing a print size of a finished story

Booklet Size

Continue ➔
Designer dilemmas …

Three story metaphors

Image taken from Natalia’s personal blog, available at: http://personalized-multimodal-stories.blogspot.co.uk/
Digital personalised stories used at home

Digital personalised stories at schools

Thank you...Any comments/questions?

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Blogs at The Conversation, Booktrust, Children’s Media Foundation & Open University

Curated topic:  Children's literacies in 21st century