

**By the Book7**  
**Publishing in the 21st Century**  
**Maison des Sciences de l'Homme Paris Nord**  
**20 to 21 June 2022**

**Monday 20 June**

**9.30 - 10.30 Amphithéâtre**

**Keynote: Word of mouth and social media – chair Angus Phillips**

**Naomi Bacon, Founder and Director of Tandem Collective**

**10.30 - 11.00 Coffee break**

**11.00 - 12.30 Parallel sessions**

**a. Amphithéâtre Audio – chair Jocelyn Hargrave**

Maciej Liguziński – When the audiobook boom meets the public libraries

Karl Berglund – Repeaters, swappers, and superusers: types of readers in the age of streamed audio (virtual presentation)

**b. Room 409 Reading – chair Helge Rønning**

Kamila Augustyn – What we talk about when we talk about books: an analysis of readers' experiences

Laura Bousquet – Social reading platforms

Simon Frost – Reading and wanting – making the world of symbolic goods go round

**c. Room 410 Digital transformation – chair Josipa Selthofer**

Christian Briganti – Indicators of situational contexts and modalities (creating content by providing appropriate modalities, such as texts, images, audio, gestures, and more)

Arūnas Gudinaičius and Vincas Grigas – Two decades of ebook publishing in a small language market: publishers vs pirates

Oswin Tickler – Oswin & the Algorithm: Fusing frontiers (new ways of utilizing digital print technologies as a means of creating magazine covers)

**12.30 -13.30 Lunch**

**13.30-14.30 Amphithéâtre *Round table: Diversity and inclusion in the arts - tackling key issues in teaching and practising applied humanities***

Antonia Mackay, Miriam Johnson, Sarah Franklin and Alexandra Shakespeare

**14.30 – 15.00 Amphithéâtre *Poster session – chair Miriam Johnson***

Ines Hocenski – Business activity of Croatian publishers during the COVID-19 pandemic

Philippa Sims – What is the most compelling way to present digital exhibitions for museums and special collections?

**15.00 - 15.30 Tea break**

**15.30-17.00 Parallel sessions**

**a. Amphithéâtre *Reading – chair Anna Klamet***

Christoph Bläsi and Dörthe Fröhlich – Fundamentals for reading surveys as well as reading promotion in the 21st century

John Rodzvilla – How fiction apps are using microtransactions to get young adults to read

Arūnas Šileris – Digital social reading as a way to drive student engagement during literature classes

**b. Room 409 *Pedagogy – chair Antonia Mackay***

Maria João Antunes, Pedro Cardoso and Cristina Carrington – Teaching the editorial process and online publishing

Rose Leighton, Lieke Biesma & Polly Silk – The Book Fair Game: teaching international rights trading in a shared module

John Rodzvilla – Dealing with software obsolescence in the publishing classroom

Josipa Selthofer – Changes in publishing study curricula from 2015 to 2022

**c. Room 410 Innovation – chair David Barker**

Frانيا Hall – Don't disrupt the day job: para-organisations and new innovative practices in publishing

Anna Klamet – How small entrepreneurial publishing houses in Europe are changing the publishing landscape

Robbe Vandersmissen – On the emergence of hybrid publishing companies in the Swedish literary publishing field

**Tuesday 21 June**

**9.30 - 10.30 Amphithéâtre**

**Keynote: Book Wars – chair Christoph Bläsi**

John Thompson, Emeritus Professor of Sociology at the University of Cambridge

**10.30 - 11.00 Coffee break**

**11.00 – 12.00 Parallel sessions**

**a. Amphithéâtre Bookstores – chair Lieke Biesma**

Lucie Alexis and Sophie Noël – The media coverage of culture during lockdown: the case of book retail in France

Eben J. Muse – 'That she existed in her own right: evolving representations of woman booksellers in the bookstore novel

**b. Room 409 Publishing and diversity – chair Rose Leighton**

David Barker – Authorship in non-fiction publishing

Vincas Grigas and Arūnas Gudiniavičius – 'Frankly, my dear, I don't give a damn': accessibility of books in Lithuania

**c. Room 410 Publishing and outsourcing – chair Frانيا Hall**

Jocelyn Hargrave – (Im)mutable publishing ecologies: editors' place within the COVID-19 gig economy

Kristina Lundblad – Costs of form: academic publishers, product quality, and the outsourcing of typesetting

**12.00 – 12.30 pm Amphithéâtre**

***Contemporary publishing – chair Miha Kovač***

Jaka Gerčar – The obliteration of publisher identity: probing Roberto Calasso's notion of publishing as form

**12.30 - 13.30 lunch**

**13.30 - 14.30 Parallel sessions**

**a. Amphithéâtre *Contemporary publishing – chair Tore Slaatta***

Rita Faire and Cecilia Bennett – ‘Voice of a generation’: interrogating poles of symbolic capital within contemporary anglophone fiction

Anna Muenchrath – Amazon Crossing: algorithms, translation and publishing in the 21st century

**b. Room 409 *Publishing and policy – chair Cristina Carrington***

Paulo Faustino – The Portuguese book industry: cluster, market and public policy

Helge Rønning and Tore Slaatta – European book laws: Past, Present and Future

**c. Room 410 *Authorship – chair Angus Phillips***

Miriam Johnson – The role of the author brand and social media

Madeleine Span – Austrian Self-Publishing and the contemporary book market

**14.30 - 15.30 Tea break followed by closing session in the Amphithéâtre**