



Public Opinion on the Value of Books in the English Language Book Sector

APPENDIX MATERIAL: CONSULTATION INSTRUMENTS

Submitted to:

The Book Strategy Group
Attention: Carolyn Wood
Executive Director
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January 26, 2015

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ACKNOWLEDGEMENTS

Acknowledgements:

The Association of Canadian Publishers (ACP) and the Book Strategy Group (BSG), an ad hoc committee representing the interests of Canadian writers and publishers, acknowledge the financial support of Canada Council for the Arts and the Ontario Media Development Corporation (OMDC).



Canada Council
for the Arts Conseil des arts
du Canada



Ontario

Ontario Media Development
Corporation
Société de développement
de l'industrie des médias
de l'Ontario

Disclaimers:

This project was funded by the Canada Council for the Arts. The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Canada Council for the Arts.

This study was conducted in part with the financial support of Ontario Media Development Corporation (OMDC). Any opinions, findings, conclusions or recommendations expressed in this material are those of the author and do not necessarily reflect the views of Ontario Media Development Corporation or the Government of Ontario. The Government of Ontario and its agencies are in no way bound by the recommendations contained in this document.

Study Products:

This Appendix Material: Consultation Instruments Report is one of five documents produced for this study. The other four documents include reports on:

- ◇ Marketing, Library usage, illegal downloading and publishing
- ◇ Usage and Value
- ◇ Public Opinion on the Value of Books in the Education Book Sector
- ◇ Summary Report

APPENDIX A:
MARCH SURVEY INSTRUMENT

WINTRO

WEB INTRO

We are conducting a survey on current issues of interest to Canadians, funded by the Government of Canada.

The survey takes about 15 minutes to complete. It is registered with the Marketing Research and Intelligence Association. Your participation is voluntary and completely confidential. Your answers will remain anonymous. <To thank you for your participation we will be entering your name into a draw for one of two prizes of \$250.>

INSTRUCTIONS

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call *Probit* at 866.211.8881 or send an email to online@probit.ca.

Thank you in advance for your participation.

PINTRO

PHONE INTRO

Hello/Bonjour (pause), we are conducting a survey on current issues of interest to Canadians, funded by the Government of Canada.

My name is _____ of EKOS Research, the company hired to do the survey. The survey takes about 15 minutes to complete. It is registered with the Marketing Research and Intelligence Association. Your participation is voluntary and completely confidential. Your answers will remain anonymous.

To thank you for your participation we will be entering your name into a draw for one of two prizes of \$250.

May I continue?

QAGECONF

If Phone

Are you 18 years of age or older?

- Yes, continue 1
- Yes, call later/specify time and date 2 ->PINTRO
- Refused, thank and terminate 99 ->THNK2

QSEX

< Record gender of respondent><Are you...>

| | |
|--------------|---|
| Male..... | 1 |
| Female | 2 |

PRIV

If Phone

This call may be recorded for quality control or training purposes.

PRQ1

Thinking about the last 3 months how much time did you spend reading each of the following **per week** or **per month**?

(Please provide an approximate number of hours and select per week or per month, if 0 please select none)

Q1A

Books

| | | |
|----------------|-----|----|
| None | 999 | |
| Hours: | 77 | N> |
| Per Week | 2 | |
| Per Month..... | 3 | |
| No answer..... | 998 | SX |

Q1B

Magazines

| | | |
|----------------|-----|----|
| None | 999 | |
| Hours: | 77 | N> |
| Per Week | 2 | |
| Per Month..... | 3 | |
| No answer..... | 998 | SX |

Q1C

Daily, weekly, or monthly newspapers

| | | |
|----------------|-----|----|
| None | 999 | |
| Hours: | 77 | N> |
| Per Week | 2 | |
| Per Month..... | 3 | |
| No answer..... | 998 | SX |

Q1D

Websites, blogs

| | | |
|-----------------|-----|----|
| None | 999 | |
| Hours: | 77 | N> |
| Per Week | 2 | |
| Per Month | 3 | |
| No answer | 998 | SX |

Do not read books go to Q10

PQ2A

The survey is focused on Canadians' reading of books in print or digital format

Q2AA

Thinking of all of your reading time, approximately what proportion is spent reading books printed in digital format, that is e-books?

| | |
|------------------------------|----|
| Please enter percentage..... | 77 |
| Don't know/No response..... | 99 |

Q2B [1,5]

If read e-books/digital format

How do you access electronic print books in digital format?

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| E-reader (exclusively for books) | 1 | |
| Tablet or iPad (multi-function, including e-reading)..... | 2 | |
| Other mobile device | 3 | |
| Computer/laptop | 4 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

Q2C

Have you accessed any audiobooks in the past 3 months?

| | |
|-----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't know/No response..... | 99 |

PQ33

Approximately, what proportion of your reading time is spent reading print or digital books that are:

Q33A

Fiction

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q33B

Non-Fiction

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q4B

Approximately, what proportion of your reading time do you spend reading **for school or work** (as opposed to reading for leisure), including reading fiction or non-fiction books, in print or electronic format?

| | |
|------------------------------|----|
| Please enter percentage..... | 77 |
| Don't know/No response..... | 99 |

Q5B

Thinking about all of your leisure time in an average week, what proportion is spent reading books?

| | |
|------------------------------|----|
| Please enter percentage..... | 77 |
| Don't know/No response..... | 99 |

Q6A

Has the amount of time you spend reading books for **leisure** increased or decreased in the past 12 months?

| | |
|----------------------------------|----|
| Decreased in the past year | 1 |
| The same as last year | 2 |
| Increased in the past year | 3 |
| Don't know/No response..... | 99 |

Q6B

Q4 = Read for school/work

And in the past year, has the amount of time you spend reading books **for school or work** increased or decreased?

| | |
|----------------------------------|----|
| Decreased in the past year | 1 |
| The same as last year | 2 |
| Increased in the past year | 3 |
| Don't know/No response..... | 99 |

Q6C

If read e-books/digital format

How about the amount of time you spend reading **e-books**?

| | |
|----------------------------------|----|
| Decreased in the past year | 1 |
| The same as last year | 2 |
| Increased in the past year | 3 |
| Don't know/No response..... | 99 |

Q7A

Approximately how much money did you personally spend to purchase books, including print and electronic format, in the past **60 days** for yourself or for others?

| | |
|---|----|
| None | 1 |
| Enter dollar amount spent in past 60 days | 77 |
| Don't know | 99 |

Q7B

If Q7A = 1

Approximately how much money did you personally spend to purchase books, including print and electronic format, in the past **12 months** for yourself or for others?

| | |
|--|----|
| None | 1 |
| Enter dollar amount spent in past 12 months..... | 77 |
| Don't know | 99 |

PRQ88

If... Q7A = 77-99 or Q7B = 77-99

Approximately, what proportion of this spending <\$ amount> was spent for:

Q88A

Your own pleasure reading or personal interest

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q88B

Your own reading for work or education

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q88C

Other family members in your household

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q88D

People outside your household

| | | |
|------------------------------|----|---|
| Please enter percentage..... | 77 | |
| Don't know/ No response..... | 99 | S |

Q9

What is your main reason or reasons that you read (i.e., what is the purpose, or what do you get from reading)?

| | | |
|---|----|---|
| Response..... | 77 | |
| No response | 99 | |
| ENJOYMENT, PLEASURE, FOR FUN | 1 | I |
| INFORMATION, KNOWLEDGE, EXPANDING KNOWLEDGE/LEARNING | 2 | I |
| RELAXATION, LEISURE TIME, ESCAPE | 3 | I |

PRQ10

In your own view, how much of an impact does reading books have on each of the following?

Q10A1

Half the sample

The literacy of adults

| | |
|-------------------------------|----|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q10A2

Half the sample

The literacy of children

| | |
|-------------------------------|----|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q10B

The connection we have to others in our society (this might include tolerance and understanding of other cultures, shared values, and participation in society)

| | |
|--------------------------|---|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |

| | |
|-------------------------------|----|
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q10C

Individual creativity and innovation

| | |
|-------------------------------|----|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q10D

Quality of life

| | |
|-------------------------------|----|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q10E

Strength and quality of the Canadian labour force (e.g., how qualified people are for jobs, the quality of jobs people can obtain)

| | |
|-------------------------------|----|
| No impact at all 1 | 1 |
| 2..... | 2 |
| Moderate impact 3..... | 3 |
| 4..... | 4 |
| Very strong impact 5 | 5 |
| Don't know/ No response | 99 |

Q12

In the past 12 months have you visited a public library or an online portal operated by a public library?

| | |
|----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't recall/Refused | 99 |

Q12A

If visited a library

Was this visit for....?

| | |
|-----------------------------------|----|
| Pleasure reading | 1 |
| Formal education requirement..... | 2 |
| Don't recall/Refused | 99 |

B

Q13 [1,4]

If visited a library

Which of the following do you borrow from public libraries?

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| Print copies of books | 1 | |
| Digital copies of books | 2 | |
| Audio books | 3 | |
| Other (specify)..... | 77 | B |
| Don't recall/Refused | 99 | BX |
| CDs/DVD's/VIDEO"s, (MOVIES, MUSIC, DOC'S, TV) | 4 | I |

Q14 [1,12]

What do you see as the main benefits of a public library in your community?

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| Greater access to variety of reading material..... | 1 | |
| Greater sense of identity and pride in community | 2 | |
| Higher quality of life of residents | 3 | |
| More energy and vitality in community | 4 | |
| More creative and literate community | 5 | |
| Greater understanding between different cultures in community | 6 | |
| Greater public awareness and discussion of local issues | 7 | |
| Less crime and greater safety in community | 8 | |
| Stronger economic development | 9 | |
| Central meeting space for individuals and groups in community | 10 | |
| Fosters artistic and cultural life of community | 11 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

Q16

If... Q12 = 1

Have you ever learned about an author at the library and then purchased one of the author's books as a result?

| | |
|----------------------------|----|
| Yes..... | 1 |
| No | 2 |
| Don't recall/Refused | 99 |

Q17

If borrow e-books

How likely are you to use the services of a library to borrow e-books instead of buying an e-book at an online store?

| | |
|---------------------------|---|
| Not at all likely 1 | 1 |
| 2..... | 2 |
| Moderately likely 3..... | 3 |

| | | |
|-------------------------------|----|---|
| 4..... | 4 | |
| Very likely 5..... | 5 | |
| Don't know/ No response | 99 | S |

If do not read books go to Q24

Q18B

Thinking about the printed or digital books you read, approximately what proportion do you own (versus borrowing them from the library or from other people)?

| | |
|------------------------------|----|
| Please enter percentage..... | 77 |
| Don't know/No response..... | 99 |

Q19 [1,10]

If own half or more

Why do you prefer to **own** printed or digital books rather than **borrow** them (i.e., what is the main benefit for you personally)?

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| I like re-reading my books..... | 1 | |
| I like collecting the books I read | 2 | |
| I don't like reading books that have already been read by others | 3 | |
| I don't like going to the library | 4 | |
| I never think of going to the library..... | 5 | |
| I need to purchase the books for formal education | 6 | |
| Books have lasting (and sometimes increasing) value | 7 | |
| I take pride in owning and showing my collections of books..... | 8 | |
| I can't get the books I want any other way..... | 9 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |
| CONVENIENCE..... | 10 | I |
| TO CIRCULATE, FRIENDS PASS AROUND/LEND | 11 | I |
| CAN READ THEM AT MY OWN PACE, CAN NEVER FINISH IT WITHIN TIME FRAME, TIME FRAME TOO SHORT | 12 | I |

Q20 [1,12]

How do you judge whether you want to read a book?

< READ LIST;> Select all that apply

| | |
|--|----|
| Like the topic..... | 1 |
| Like the author/read other books by the author | 2 |
| Like the publisher | 3 |
| The price of the book..... | 4 |
| Attracted by the book cover..... | 5 |
| Have easy access to the book | 6 |
| Like the quality of writing | 7 |
| The book is recommended by people I know | 8 |
| I read online reviews | 9 |
| I read excerpts offered by book seller (e.g., first chapter) | 10 |

| | | |
|--|----|----|
| The book is required reading for something (e.g., for work/education, part of a book club list)..... | 11 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

Q22 [1,10]

Where do you find out about books that you want to read?

< READ LIST;> Select all that apply

| | | |
|--|----|----|
| At physical locations of book stores..... | 1 | |
| At second hand book stores..... | 2 | |
| At other retail stores that sell books (e.g., department stores, drug stores, grocery stores)..... | 3 | |
| At online portals operated by book sellers (e.g., Chapters, Indigo, Amazon)..... | 4 | |
| On online book forums (Goodreads.com, Booktalk.org, websites, blogs, etc)..... | 5 | |
| From book publishers (online, kiosks at events)..... | 6 | |
| Libraries..... | 7 | |
| Friends/family..... | 8 | |
| Book sales (e.g., library, community)..... | 9 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |
| BOOK REVIEWS IN MASS MEDIA (NEWSPAPER/MAGAZINES/RADIO...). | 10 | I |

Q23 [1,6]

Where do you purchase books you read?

< READ LIST;> Select all that apply

| | | |
|--|----|----|
| At physical locations of book stores..... | 1 | |
| At online portals operated by book sellers (e.g., Chapters, Indigo, Amazon)..... | 2 | |
| At other retail stores that sell books (e.g., department stores, drug stores, grocery stores)..... | 3 | |
| Book sales (e.g., library, community)..... | 4 | |
| Directly from book publishers..... | 5 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

Q23B [1,3]

If buy online

Which online portal operated by book sellers do you purchase from?

< READ LIST;> Select all that apply

| | | |
|-----------------------------|----|----|
| Chapters/Indigo..... | 1 | |
| Amazon..... | 2 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |
| KOBO (SONY)..... | 3 | I |
| APPLE, ITUNES..... | 4 | I |
| ABEBOOKS..... | 5 | I |

Q23C [1,3]

If read e-books/digital format

Aside from buying e-books from stores or obtaining them from a library, would you be willing to access e-books through:

< READ LIST;> Select all that apply

| | | |
|--|----|----|
| An online rental place you use for e-books | 1 | |
| Subscription services | 2 | |
| Sites where content is paid for by advertising(e.g., use of ad banners on site)..... | 3 | |
| None of these | 4 | BX |
| Don't know/No response..... | 99 | BX |

Q24

Many people access e-books for free. Have you accessed any e-books for free in the past 12 months?

| | |
|-------------------|----|
| Yes..... | 1 |
| No | 2 |
| No response | 99 |

Q25 [1,5]

If accessed books for free

< Were the books..... > <Was/were the e-books you accessed for free.....>

< READ LIST;> Select all that apply

| | | |
|--|----|----|
| Offered free (including bundles) by the author/publisher..... | 1 | |
| A classic work where the copyright on the book has expired..... | 2 | |
| From a friend/acquaintance | 3 | |
| From a library | 4 | |
| From a website offering unauthorized free e-books (which one?) | 5 | O |
| None of these | 6 | BX |
| Don't know | 99 | BX |

PRQ26

If accessed unauthorized free books; all others skip to q27

If you were accessing a free book online (one not offered for free by the publisher or as a promotion), how likely are you to consider the following?

Q26A

The legal implications of the download

| | | |
|-------------------------------|----|---|
| Not at all likely 1 | 1 | |
| 2..... | 2 | |
| Moderately likely 3..... | 3 | |
| 4..... | 4 | |
| Very likely 5 | 5 | |
| Don't know/ No response | 99 | S |

Q26B

Lost revenue for the author of the book

| | | |
|-------------------------------|----|---|
| Not at all likely 1 | 1 | |
| 2..... | 2 | |
| Moderately likely 3..... | 3 | |
| 4..... | 4 | |
| Very likely 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q26C

Lost revenue for the publisher of the book

| | | |
|-------------------------------|----|---|
| Not at all likely 1 | 1 | |
| 2..... | 2 | |
| Moderately likely 3..... | 3 | |
| 4..... | 4 | |
| Very likely 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q26D

The cost to create and produce the book

| | | |
|-------------------------------|----|---|
| Not at all likely 1 | 1 | |
| 2..... | 2 | |
| Moderately likely 3..... | 3 | |
| 4..... | 4 | |
| Very likely 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q26E

Whether you trust the accuracy and quality of information of the free online book

| | | |
|-------------------------------|----|---|
| Not at all likely 1 | 1 | |
| 2..... | 2 | |
| Moderately likely 3..... | 3 | |
| 4..... | 4 | |
| Very likely 5..... | 5 | |
| Don't know/ No response | 99 | S |

PRQ27

How willing are you to pay for books (compared to obtaining books for free) if...?

Q27A

It ensures that the author is paid for their work

| | | |
|-------------------------------|----|---|
| Not at all willing 1 | 1 | |
| 2..... | 2 | |
| Moderately willing 3 | 3 | |
| 4..... | 4 | |
| Very willing 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q27B

It ensures that the publisher is paid for their work

| | | |
|-------------------------------|----|---|
| Not at all willing 1 | 1 | |
| 2..... | 2 | |
| Moderately willing 3 | 3 | |
| 4..... | 4 | |
| Very willing 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q27C

It supports the Canadian book industry

| | | |
|-------------------------------|----|---|
| Not at all willing 1 | 1 | |
| 2..... | 2 | |
| Moderately willing 3 | 3 | |
| 4..... | 4 | |
| Very willing 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q27D

It increases the accuracy, reliability, and overall quality of the information in the book

| | | |
|-------------------------------|----|---|
| Not at all willing 1 | 1 | |
| 2..... | 2 | |
| Moderately willing 3 | 3 | |
| 4..... | 4 | |
| Very willing 5..... | 5 | |
| Don't know/ No response | 99 | S |

Q27F [1,4]

After purchasing an e-book, do you...

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| Read it for your own use | 1 | |
| Share a copy with friends/family | 2 | |
| Copy and paste any content for other uses | 3 | |
| Print a copy of the book..... | 4 | |
| Don't know/No response..... | 99 | BX |

Q27G

Have you ever heard the term Digital Rights Management or DRM as it relates to digital or e-books?

| | | |
|---|----|--------|
| Yes..... | 1 | ->Q27I |
| No..... | 2 | |
| Not sure if I have heard or it or not | 99 | |

Q27H

Digital Rights Management (DRM) is technology put in place to restrict access to, copying and printing of digital material based on copyright. Have you ever heard of this before?

| | |
|---|----|
| Yes..... | 1 |
| No..... | 2 |
| Not sure if I have heard or it or not | 99 |

Q27I [1,7]

Heard of DRM

From what you know, which of the following are true about Digital Rights Management (DRM) on e-books?

< READ LIST;> Select all that apply

| | | |
|---|----|----|
| DRM doesn't have any impact on my e-reading experience..... | 1 | |
| DRM protects the publisher and author from piracy | 2 | |
| DRM prevents me from owning the e-book..... | 3 | |
| DRM forces me to read within an ecosystem..... | 4 | |
| If an e-book has DRM, I won't buy it..... | 5 | |
| If an e-book has DRM, I remove it..... | 6 | |
| DRM prevents me from sharing an e-book | 7 | |
| None of the above are true..... | 8 | BX |
| Not sure | 99 | BX |

Q28 [1,9]

Half the sample

From what you know, what is the role of a book publishing company?

< READ LIST;> Select all that apply

| | | |
|--|----|----|
| Pick the best books to publish | 1 | |
| Make decisions about what the public wants..... | 2 | |
| Sell books | 3 | |
| Advertise books..... | 4 | |
| Print/manufacture/produce books..... | 5 | |
| Increase the quality of books (e.g., edit text, adapt plot, character development, etc)..... | 6 | |
| Design/choose art and layout of book | 7 | |
| Generally make books accessible to the public | 8 | |
| Other (specify)..... | 77 | B |
| Not sure | 99 | BX |

Q29

As far as you know, do some authors publish their books themselves without going to a book publishing company (i.e., self-publishing)?

| | |
|----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Not sure | 99 |

PRQ30

Half the sample

<Some authors do publish their own books.> Generally speaking, thinking about books that are published by a publishing company versus books that are published by the author themselves, how much of an impact do publishing companies have on the book created in each of the following areas?

Q30A

Quality of writing

| | |
|-------------------------------------|---|
| Has no impact at all 1 | 1 |
| 2..... | 2 |
| Has moderate positive impact 3..... | 3 |
| 4..... | 4 |
| Has strong positive impact 5 | 5 |
| Don't know/ No response | 9 |

Q30B

Packaging of books

| | |
|-------------------------------------|---|
| Has no impact at all 1 | 1 |
| 2..... | 2 |
| Has moderate positive impact 3..... | 3 |
| 4..... | 4 |
| Has strong positive impact 5 | 5 |
| Don't know/ No response | 9 |

Q30C

The credibility and accuracy of information

| | |
|-------------------------------------|---|
| Has no impact at all 1 | 1 |
| 2..... | 2 |
| Has moderate positive impact 3..... | 3 |
| 4..... | 4 |
| Has strong positive impact 5 | 5 |
| Don't know/ No response | 9 |

Q30D

The variety of topics and points of view available

| | |
|-------------------------------------|---|
| Has no impact at all 1 | 1 |
| 2..... | 2 |
| Has moderate positive impact 3..... | 3 |
| 4..... | 4 |
| Has strong positive impact 5 | 5 |
| Don't know/ No response | 9 |

Q30E

The author's ability to promote the book, through tours and book signing events

| | |
|-------------------------------------|---|
| Has no impact at all 1 | 1 |
| 2..... | 2 |
| Has moderate positive impact 3..... | 3 |

| | |
|------------------------------------|---|
| 4..... | 4 |
| Has strong positive impact 5 | 5 |
| Don't know/ No response | 9 |

Q30F

If aware (Q29 = 1)

Does the fact that the book is self-published have an impact on whether you trust the accuracy and quality of information of the book?

| | |
|----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Not sure | 99 |

PRQ31

Half the sample

Comparing books that are published by a publishing company with books that are published by the author themselves, how much of an impact do publishing companies have on the success of the book on.....

Q31A

How widely books are advertised, promoted, and publicized?

| | |
|--|---|
| Makes no difference to the success of the book 1 | 1 |
| 2..... | 2 |
| Makes the book somewhat more successful 3 | 3 |
| 4..... | 4 |
| Makes the book much more successful 5 | 5 |
| Don't know/ No response | 9 |

Q31B

How widely books are distributed?

| | |
|--|---|
| Makes no difference to the success of the book 1 | 1 |
| 2..... | 2 |
| Makes the book somewhat more successful 3 | 3 |
| 4..... | 4 |
| Makes the book much more successful 5 | 5 |
| Don't know/ No response | 9 |

DEMIN

If Online

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

WEBQ1

If Online

How frequently do you access the Internet?

| | |
|------------------------------|----|
| Multiple times a day | 1 |
| About once a day | 2 |
| Several times a week | 3 |
| Once a week | 4 |
| Several times a month | 5 |
| Once a month..... | 6 |
| Less than once a month | 7 |
| Never | 8 |
| Don't know/No response..... | 99 |

WEBQ2 [1,5]

If Online

What kinds of devices do you use to access the Internet for personal use?

Select all that apply

| | | |
|--|----|----|
| Desktop computer or laptop | 1 | |
| Mobile phone with basic Internet access | 2 | |
| Smart phone capable of accessing data, video, etc (e.g., iPhone, Blackberry) | 3 | |
| Tablet device (e.g., iPad, Amazon Kindle)..... | 4 | |
| Home gaming system (e.g., Sony PlayStation, Microsoft Xbox, Wii) | 5 | |
| Don't know/No response..... | 99 | BX |

WEBQ3 [1,3]

If Online

Do you usually use the Internet for:

Select all that apply

| | | |
|-----------------------------|----|----|
| Work..... | 1 | |
| School..... | 2 | |
| Personal use | 3 | |
| Don't know/No response..... | 99 | BX |

WEBQ4

If Online

How frequently do you use social media?

| | | |
|------------------------------|----|----------|
| Multiple times a day | 1 | |
| About once a day | 2 | |
| Several times a week | 3 | |
| Once a week | 4 | |
| Several times a month | 5 | |
| Once a month..... | 6 | |
| Less than once a month | 7 | ->DEMINB |
| Never | 8 | ->DEMINB |
| Don't know/No response..... | 99 | |

WEBQ5 [1,8]

If Online

Which of the following do you use, if any?

Select all that apply

| | | |
|-----------------------------|----|----|
| Facebook | 1 | |
| Twitter | 2 | |
| Linkedin | 3 | |
| Pinterest..... | 4 | |
| Tumblr..... | 6 | |
| Other (please specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

DEMINB

If Phone

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

QEMP

Which of the following categories best describes your current employment status? Are you...?

< READ LIST >

| | |
|---|----|
| Working full-time (35 or more hours per week)..... | 1 |
| Working part-time (less than 35 hours per week)..... | 2 |
| Self-employed | 3 |
| Student attending full time school(not working) | 4 |
| Unemployed, but looking for work | 5 |
| Not in the workforce (e.g., unemployed, but not looking for work, a full-time homemaker or parent)..... | 6 |
| Retired | 7 |
| Other..... | 77 |
| REFUSED | 99 |

QEDU

What is the highest level of formal education that you have completed?

< READ LIST >

| | |
|---|----|
| Grade 8 or less..... | 1 |
| Some high school | 2 |
| High School diploma or equivalent..... | 3 |
| Registered Apprenticeship or other trades certificate or diploma..... | 4 |
| College, CEGEP or other non-university certificate or diploma | 5 |
| University certificate or diploma below bachelor's level..... | 6 |
| Bachelor's degree..... | 7 |
| Post graduate degree above bachelor's level..... | 77 |
| Prefer not to answer..... | 99 |

QAGE

In what year were you born?

ANSWER THE FULL YEAR, I.E. 1977 as "1977"

| | |
|------------------|----|
| RECORD YEAR..... | 1 |
| REFUSED | 99 |

QCHILD

Are there any children under the age of 18 currently living in your household?

| | |
|--------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| DON'T KNOW/REFUSED | 99 |

QINC

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

< READ LIST>

| | |
|---|----|
| Under \$20,000..... | 1 |
| \$20,000 to just under \$40,000 | 2 |
| \$40,000 to just under \$60,000 | 3 |
| \$60,000 to just under \$80,000 | 4 |
| \$80,000 to just under \$100,000 | 5 |
| \$100,000 to just under \$120,000 | 6 |
| \$120,000 to just under \$150,000 | 7 |
| \$150,000 and above..... | 8 |
| REFUSED | 99 |

QLANG [1,2]

What is the language you first learned at home as a child and still understand?

< DO NOT READ LIST. ACCEPT UP TO TWO RESPONSES.><Select up to two responses>

| | |
|----------------------|----|
| English..... | 1 |
| French..... | 2 |
| Other (specify)..... | 77 |
| REFUSED | 99 |

X

QBORN

Were you born in Canada?

| | |
|---------------|----|
| Yes..... | 1 |
| No..... | 2 |
| REFUSED | 99 |

THNK

Thank you very much for taking the time to complete this survey.

THNK2

We're sorry, but according to your responses you are not eligible to complete the remainder of the survey. Thank you for your time

APPENDIX B: OCTOBER SURVEY INSTRUMENT

WINTRO

WEB INTRO

We are conducting a survey on current issues of interest to Canadians, funded by a group of not-for-profit industry representatives of authors and book publishers, in partnership with the Government of Canada.

The survey takes about 15 minutes to complete. It is registered with the Marketing Research and Intelligence Association. Your participation is voluntary and completely confidential. Your answers will remain anonymous.

To thank you for your participation we will be entering your name into a draw for a prize of \$250.

INSTRUCTIONS

Please consider the questions and your answers carefully.

On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.

If you have any questions about how to complete the survey, please call *Probit* at 866.211.8881 or send an email to online@probit.ca.

Thank you in advance for your participation.

PINTRO

PHONE INTRO

Hello (pause), we are conducting a survey on current issues of interest to Canadians, funded by a group of not-for-profit industry representatives of authors and book publishers, in partnership with the Government of Canada.

My name is _____ of EKOS Research, the company hired to do the survey. The survey takes about 15 minutes to complete. It is registered with the Marketing Research and Intelligence Association. Your participation is voluntary and completely confidential. Your answers will remain anonymous.

To thank you for your participation we will be entering your name into a draw for a prize of \$250.

May I continue?

QAGECONF

If Phone

Are you 18 years of age or older?

- Yes, continue 1
- Yes, call later/specify time and date 2 ->PINTRO
- Refused (ask if anyone else is 18+ and if no, thank and terminate) 99 ->THNK2

QSEX

<Are you...>

- Male..... 1
- Female 2
- Prefer not to say..... 9

PRIV

If Phone

This call may be recorded for quality control or training purposes.

PREQ1

Thinking about the last 60 days how much time did you spend at each of the following **per week or per month?**

Please provide an approximate number of hours and select per week or per month, if 0 please select none

Q1A

Reading books

- None 999
- Hours: 77 N>
- Per Week 2
- Per Month..... 3
- No response 998 SX

Q1B

Reading other media such as magazines, newspapers, and websites or blogs

- None 999
- Hours: 77 N>
- Per Week 2
- Per Month..... 3
- No response 998 SX

Q1C

Watching or playing something on a screen

This could include watching movies or shows, or gaming on a cinema screen, television, computer or mobile device

| | | |
|-------------------|-----|----|
| None | 999 | |
| Hours: | 77 | N> |
| Per Week | 2 | |
| Per Month | 3 | |
| No response | 998 | SX |

QPURPOSE [1,6]

If read books

Do you typically read for:

Select as many as apply

| | | |
|------------------------------------|----|---|
| Pleasure/leisure..... | 1 | |
| Work/professional development..... | 2 | |
| School..... | 3 | |
| Other (specify)..... | 77 | |
| No response | 99 | X |

QDIGITAL

If read books

What proportion of the time you spend reading books is spent reading e-books, that is, books printed in digital format?

| | |
|--|---|
| None | 1 |
| A very small amount | 2 |
| One quarter | 3 |
| About half..... | 4 |
| Three-quarters | 5 |
| Almost all of it..... | 6 |
| All book reading is in digital format..... | 7 |
| Don't know/No response..... | 9 |

QSPND1A

Approximately how much money did you personally spend to purchase books, for leisure reading, including print and electronic format, in the past **60 days** for yourself or for others?

| | | |
|---|----|---|
| None | 1 | |
| Enter dollar amount spent in past 60 days | 77 | > |
| Don't know | 99 | |

QSPND1B

Approximately how much money did you personally spend in the past **60 days**, for yourself or for others, for leisure activities that involved watching or playing something on a screen?

This could include purchases, tickets, monthly subscription fees or monthly utilities bills for cable or Internet services related to watching movies or shows, or gaming. These could be watched or played on a cinema screen, television, computer or mobile device.

Do NOT include any reading on a screen (e.g., reading e-books, websites, or blogs)

- None 1
- Enter dollar amount spent in past 60 days 77 >
- Don't know 99

QSPND2A

If no money spent in past 60 days on books

Approximately how much money did you personally spend to purchase books, for leisure reading, including print and electronic format, in the past **12 months** for yourself or for others?

- None 1
- Enter dollar amount spent in past 12 months 77 >
- Don't know 99

QSPND2B

If no money spent in past 60 days on watching screen activities

Approximately how much money did you personally spend in the past **12 months**, for yourself or for others, for leisure activities that involved watching or playing something on a screen?

This could include purchases, tickets, monthly subscription fees or monthly utilities bills for cable or Internet services related to watching movies or shows, or gaming. These could be watched or played on a cinema screen, television, computer or mobile device.

Do NOT include any reading on a screen (e.g., reading e-books, websites, or blogs)

- None 1
- Enter dollar amount spent in past 12 months 77 >
- Don't know 99

Q3A

If read books

How much of a contribution does reading books for leisure make to your quality of life?

- Has no contribution 1 1
- 2 2
- Has a moderate contribution 3 3

| | | |
|---------------------------------------|---|---|
| 4..... | 4 | |
| Contributes to a great extent 5 | 5 | |
| Don't know/ No response | 9 | S |

Q3B

If read books

How much of a contribution does watching movies, shows, or playing games for leisure make to your quality of life?

| | | |
|---------------------------------------|---|---|
| Has no contribution 1 | 1 | |
| 2..... | 2 | |
| Has a moderate contribution 3 | 3 | |
| 4..... | 4 | |
| Contributes to a great extent 5 | 5 | |
| Don't know/ No response | 9 | S |

Q4

If read books

Compared with watching movies, shows, or playing games for leisure, how would you rate the impact of reading books for leisure on your quality of life?

| | | |
|---|---|---|
| Much less impact than other activities 1..... | 1 | |
| 2..... | 2 | |
| About the same as other activities 3 | 3 | |
| 4..... | 4 | |
| Much greater impact from reading than from other activities 5 | 5 | |
| Don't know/ No response | 9 | S |

Q5

If read books

In terms of value for money, how do you compare the amount of money you spend for paper copy and e-books for leisure reading, with the amount you spend to watch or play something on a screen (e.g., movies, shows, or gaming) for leisure?

| | | |
|--|---|---|
| Other activities have much greater value for money 1 | 1 | |
| 2..... | 2 | |
| Books have equal value for money as other activities 3 | 3 | |
| 4..... | 4 | |
| Books have much greater value for money 5 | 5 | |
| Don't know/ No response | 9 | S |

Q6

If read books

Approximately what proportion of the books you read do you think are written by Canadian authors?

| | |
|--------------------------------|----|
| Enter percentage of Books..... | 77 |
| Don't know/No response..... | 9 |

PREQ8

Half sample on Q8B

How important are each of the following?

Q8A

Reading books written by Canadian authors?

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2..... | 2 | |
| Moderately important 3 | 3 | |
| 4..... | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8B

Reading Canadian authors to feel connected with other Canadians(e.g., being part of a Canadian conversation or shared experience)

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2..... | 2 | |
| Moderately important 3 | 3 | |
| 4..... | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8C

Reading and learning about Canada through Canadian voices and perspectives

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2..... | 2 | |
| Moderately important 3 | 3 | |
| 4..... | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8D

To what extent is there a need for a public awareness campaign that emphasizes the benefits of Canadians reading books by Canadian authors

| | | |
|--------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| To a moderate extent 3 | 3 | |
| 4..... | 4 | |
| To a very large extent 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ8G

If... Q8D = 3-5

How effective would each of the following be in highlighting the value of Canadians reading Canadian books?

Q8G1

If... Q8D = 3-5

Prizes such as the Giller Prize or Governor General's Literary Awards to highlight the quality of Canadian authors

| | | |
|-------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8G2

If... Q8D = 3-5

The need to support Canadian authors to ensure the ongoing health of the Canadian book industry

| | | |
|-------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8G3

If... Q8D = 3-5

The need to support Canadian book publishers to ensure the ongoing health of the Canadian book industry

| | | |
|-------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5..... | 5 | |
| Don't know/ No response | 9 | S |

Q8G4 [1,3]

Half sample of Q8D = 3-5

What would be effective in highlighting the value of Canadians reading Canadian books?

| | |
|-----------------------------|----|
| Please specify | 77 |
| Don't know/No response..... | 99 |

Q8H [1,8]

For items rated any 3-5 in Q8G

Who should these messages be primarily directed to?

Please select all that apply

| | | |
|-----------------------------|---|---|
| Children | 1 | |
| Young adults..... | 2 | |
| Adults | 3 | |
| Parents | 4 | |
| Provincial government..... | 5 | |
| Federal government | 6 | |
| Schools | 7 | |
| Everyone..... | 8 | |
| Don't know/No response..... | 9 | X |

Q8I [1,7]

For items rated any 3-5 in Q8G

Who would be the best to communicate messages to the public about ensuring the health of the Canadian book publishing industry?

Please select all that apply

| | | |
|-----------------------------|----|---|
| Canadian authors | 1 | |
| Canadian publishers..... | 2 | |
| Book stores..... | 3 | |
| The government..... | 6 | |
| Other (specify)..... | 77 | |
| Don't know/No response..... | 9 | X |

Q7A

If read books

How easy or difficult is it to find books written or published by Canadians when you are looking in bookstores?

| | | |
|-----------------------------------|---|---|
| Very difficult 1 | 1 | |
| 2..... | 2 | |
| Neither easy nor difficult 3..... | 3 | |
| 4..... | 4 | |
| Very easy 5..... | 5 | |
| Don't know/ No response | 9 | S |

Q7B

Half Sample ##If read books

How useful would it be to see a unique *Canadian* symbol on each book or an electronic mark that allows you to find books written by Canadian authors?

| | | |
|-------------------------------|---|---|
| Not very useful 1 | 1 | |
| 2..... | 2 | |
| Neutral 3..... | 3 | |
| 4..... | 4 | |
| Very useful 5 | 5 | |
| Don't know/ No response | 9 | S |

Q7B2

Half sample ##If read books

How useful would it be to see a unique *Canadian* symbol on each book or an electronic mark that allows you to find Canadian books?

| | | |
|-------------------------------|---|---|
| Not very useful 1 | 1 | |
| 2..... | 2 | |
| Neutral 3..... | 3 | |
| 4..... | 4 | |
| Very useful 5 | 5 | |
| Don't know/ No response | 9 | S |

Q7C

From what you have seen or heard, how much of a problem is the unauthorized downloading of e-books online without paying for them?

| | | |
|-------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| A moderate extent 3..... | 3 | |
| 4..... | 4 | |
| A great extent 5 | 5 | |
| Don't know/ No response | 9 | S |

Q7D

To what extent is there a need for a public awareness campaign that emphasizes the ethical considerations and harmful effects of unauthorized access of books placed online (i.e., without paying for them)

| | | |
|--------------------------------|---|---|
| Not at all 1 | 1 | |
| 2..... | 2 | |
| To a moderate extent 3 | 3 | |
| 4..... | 4 | |
| To a very large extent 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ8F

Half sample on Q8F1 and Q8F1B

If... Q7D = 3-5

How effective do you think that messages that emphasize the following would be in making Canadians more conscious of the harmful effects of unauthorized downloading of books online?

Q8F1

The need for authors to be financially compensated for their work

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8F1B

The need for authors and publishers to be financially compensated for their work

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q8F2

The ethical and legal consideration when people obtain books online without paying

| | | |
|------------------------------|---|--|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Very effective 5 | 5 | |

Don't know/ No response 9 S

Q8F3

The health and sustainability of a Canadian book industry where everyone involved can make a living

Not at all effective 1 1
 2 2
 Moderately effective 3 3
 4 4
 Very effective 5 5
 Don't know/ No response 9 S

Q8F4 [1,3]

Half sample on Q7D = 3-5

What would be effective in making Canadians more conscious of the harmful effects of unauthorized downloading of books online?

Please specify 77
 Don't know/No response 99

PREQ10

Now thinking about books used for education...

Q10A

Half sample

As far as you know, to what extent are Canadian K-12 students exposed to books written by Canadian authors in the classroom?

Not at all 1 1
 2 2
 To a moderate extent 3 3
 4 4
 To a very large extent 5 5
 Don't know/ No response 9 S

Q10B

Half sample

As far as you know, to what extent are Canadian post-secondary students exposed to books written by Canadian authors in the classroom?

Not at all 1 1
 2 2
 To a moderate extent 3 3
 4 4

| | | |
|--------------------------------|---|---|
| To a very large extent 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ9

Half sample on A & A2, and C & D

How important are each of the following in terms of teaching Canadian students?

Q9A

Canadian **children and teens** (i.e. K-12)
taught using books written by Canadian authors?

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9A2

Canadian **children and teens** (i.e. K-12)
taught using books published in Canada according to
Canadian standards and curricula?

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9B

Canadian **post-secondary students** assigned
textbooks and material written by Canadian authors?

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9C

Students learning using Canadian content, including Canadian perspectives (e.g., values and stories)

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9D

Students learning using Canadian content, including Canadian references (e.g., geography, spelling, units of measurement)

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9E

A healthy and sustainable Canadian education publishing sector supplying textbooks and other reading materials to schools

| | | |
|-------------------------------|---|---|
| Not at all important 1 | 1 | |
| 2 | 2 | |
| Moderately important 3 | 3 | |
| 4 | 4 | |
| Very important 5 | 5 | |
| Don't know/ No response | 9 | S |

Q9F

To what extent is there a need for a public education campaign that emphasizes the importance of Canadian students learning through books written with Canadian contexts and references (e.g., political system, units of measurement, geography)

| | | |
|--------------------------------|---|---|
| Not at all 1 | 1 | |
| 2 | 2 | |
| To a moderate extent 3 | 3 | |
| 4 | 4 | |
| To a very large extent 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ15

Half sample on A & B, and C & C2

If... Q9F = 3-5

How effective would each of the following be in highlighting the value of Canadian students being taught from a Canadian context?

Q15A

Showing Canadian students learning to spell Mississippi, but not Saskatchewan, or learning the names of American Presidents, but not Canadian Prime Ministers

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15B

Seeing Canadian students calculating math or science problems in imperial measures of miles, gallons, or Fahrenheit instead of in Canadian metric measures of kilometres, litres, and Celsius

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15C

Showing Canadian students learning about another country's legal system rather than the Canadian system

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15C2

Showing Canadian students learning about a Canadian legal system rather than the system from another country

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15E

Portraying teachers ordering books for the classroom from American book publishers and book sellers rather than ordering from Canadian sources

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15F

Showing a new partnership of collaboration between Canadian governments, Canadian educational publishers, educational institutions, teachers, parents, and students supporting the use of Canadian books in the classroom

| | | |
|-------------------------------|---|---|
| Not at all effective 1 | 1 | |
| 2..... | 2 | |
| Moderately effective 3..... | 3 | |
| 4..... | 4 | |
| Extremely effective 5 | 5 | |
| Don't know/ No response | 9 | S |

Q15G [1,3]

Half sample on Q9F = 3-5

What would be effective in highlighting the value of Canadian students being taught from a Canadian context?

| | |
|-----------------------------|----|
| Please specify | 77 |
| Don't know/No response..... | 99 |

Q14B

If... Q9F = 3-5

Who would be the best to communicate messages to the public about ensuring the health of the Canadian industry of books to be used in classrooms?

| | |
|-------------------------------|----|
| Canadian authors | 1 |
| Canadian book publishers..... | 2 |
| The federal government..... | 3 |
| Provincial governments | 4 |
| Parents and students | 5 |
| Schools and teachers..... | 6 |
| Other (specify)..... | 77 |
| Don't know/No response..... | 9 |

PREQ11

To what extent do you agree or disagree with the following statements?

Q11A

A sustainable Canadian publishing sector will ensure students have access to Canadian content (including Canadian values, commentary, imagery, literature, civic systems, units of measurement, etc)

| | |
|-----------------------------------|---|
| Strongly disagree 1 | 1 |
| 2..... | 2 |
| Neither agree nor disagree 3..... | 3 |
| 4..... | 4 |
| Strongly agree 5..... | 5 |
| Don't know/ No response | 9 |

S

Q11B

Reduced school budgets force teachers to copy and share teaching resources, which significantly reduces the revenue for Canadian education publishers and authors

| | |
|-----------------------------------|---|
| Strongly disagree 1 | 1 |
| 2..... | 2 |
| Neither agree nor disagree 3..... | 3 |
| 4..... | 4 |
| Strongly agree 5..... | 5 |
| Don't know/ No response | 9 |

S

Q11C

Teaching kids in classrooms from a Canadian context is important to foster appreciation and a shared sense of Canadian identity and culture

| | | |
|------------------------------------|---|---|
| Strongly disagree 1 | 1 | |
| 2..... | 2 | |
| Neither agree nor disagree 3 | 3 | |
| 4..... | 4 | |
| Strongly agree 5..... | 5 | |
| Don't know/ No response | 9 | S |

Q11D

More effort should be put into giving Canadian students access to books written, designed, illustrated, and published by Canadian authors

| | | |
|------------------------------------|---|---|
| Strongly disagree 1 | 1 | |
| 2..... | 2 | |
| Neither agree nor disagree 3 | 3 | |
| 4..... | 4 | |
| Strongly agree 5..... | 5 | |
| Don't know/ No response | 9 | S |

Q12B

Ask if Q11=3-5

If... Q11A = 3-5 or Q11C = 3-5 or Q11D = 3-5

Who do you think should have the greatest responsibility for ensuring students have access to books written by Canadians, from a Canadian perspective and context?

| | | |
|---|----|---|
| Schools | 1 | |
| Parents | 2 | |
| Authors and publishers | 3 | |
| Municipal/local governments through libraries | 4 | |
| Provincial governments through curriculum and education policy | 5 | |
| Federal government through programs to support public awareness and support of authors and publishers | 6 | |
| Other (specify)..... | 77 | |
| Don't know/No response..... | 9 | X |

Q14 [1,8]

Who should these messages be primarily directed to?

Please select all that apply

| | | |
|------------------------------|---|--|
| Children | 1 | |
| Teens and young adults | 2 | |
| Parents | 3 | |
| Provincial government..... | 4 | |
| Federal government | 5 | |
| Politicians | 8 | |

| | | |
|-----------------------------|---|---|
| Schools | 6 | |
| Everyone..... | 7 | |
| Don't know/No response..... | 9 | X |

Q16 [1,5]

If read books

Where do you get information about books and the book industry?

Please select all that apply

| | | |
|--|---|---|
| Media advertising (authors and publishers advertising to promote a book, advertising to promote the industry)..... | 1 | |
| Traditional Media where discussions are held about books (e.g., News items, book reviews, Canada Reads)..... | 2 | |
| Online/websites | 3 | |
| Social media | 4 | |
| Book stores..... | 5 | |
| Don't know/No response..... | 9 | X |

Q17 [1,5]

If read books

Where would it be most effective to communicate to the public with a campaign that promotes awareness of Canadian authors and publishers?

Please select all that apply

| | | |
|---|---|---|
| In Media advertising (radio, tv, print) in general awareness campaign | 1 | |
| In social media in awareness campaign..... | 2 | |
| In book stores (when you are browsing or buying books)..... | 3 | |
| On book seller websites (when you are browsing or buying books) | 4 | |
| On books themselves through some identification of Canadian authors | 5 | |
| Don't know/No response..... | 9 | X |

Q18 [1,7]

What actions would make it easier for the public to find out about books written or published by Canadians?

Please select all that apply

| | | |
|--|----|---|
| More promotion by the government | 1 | |
| More advertising by Canadian authors/publishers..... | 2 | |
| More prominence of Canadian books at bookstores..... | 3 | |
| A unique Canadian symbol on books | 4 | |
| Other (specify)..... | 77 | |
| Don't know/No response..... | 9 | X |

Q18B [1,8]

What actions would make it easier to promote the use of Canadian books **in the classroom**?

Please select all that apply

- Specific guidelines developed and enforced by the government..... 1
- More advertising to teachers and other educators about Canadian authors/publishers..... 2
- A way of easily identifying Canadian books at bookstores/book warehouses 3
- A better rate of pricing of Canadian books for use in the classroom..... 4
- More relaxed rules about conditions of use of books in classrooms (e.g., sharing, copying)..... 5
- Other (specify)..... 77
- Don't know/No response..... 9 X

Q19

If reads digital

If a digital delivery service for e-books was available (like Rogers on Demand or Netflix), how likely would you be to use this service?

- Not at all likely 1 1
- 2..... 2
- Moderately likely 3..... 3
- 4..... 4
- Very likely 5..... 5
- Don't know/ No response 9 S

Q19B

If Q19 = 1-2

Do you have any concerns or reasons that prevent you from being interested in this type of service?

- Do not know enough about it 1
- Would rather borrow digitally from a library for free 2
- Prefer to purchase printed books 3
- Prefer to purchase e-books in person..... 4
- Other (specify)..... 77
- Don't know/No response..... 9

Q19C [1,7]

If Q19 = 4-5

Why would you be likely to subscribe to this service?

Select all that apply

- A good way to cut down my expenses on books..... 1
- Access to wide range of books 2
- Sounds more user friendly than library e-rentals..... 3

| | | |
|-------------------------------|----|---|
| I could read more books | 4 | |
| Other (specify)..... | 77 | |
| Don't know/No response..... | 9 | X |

Q20

If a digital warehouse for e-books was available for educational text books and material used in **elementary and high school**, how useful do you think this would be for public schools to subscribe to this service?

| | | |
|-------------------------------|---|---|
| Not at all useful 1 | 1 | |
| 2..... | 2 | |
| Moderately useful 3..... | 3 | |
| 4..... | 4 | |
| Very useful 5 | 5 | |
| Don't know/ No response | 9 | S |

Q21

If a digital warehouse for e-books was available for educational text books and material used in **college and university**, how useful do you think this would be for post-secondary students to subscribe to this service?

| | | |
|-------------------------------|---|---|
| Not at all useful 1 | 1 | |
| 2..... | 2 | |
| Moderately useful 3..... | 3 | |
| 4..... | 4 | |
| Very useful 5 | 5 | |
| Don't know/ No response | 9 | S |

Q23 [1,11]

From what you know, what do you see as the most important roles that book publishers play?

Select as many as apply

| | | |
|---|----|----|
| To pick the best books to publish | 1 | |
| To anticipate what the public wants | 2 | |
| Sell books | 3 | |
| Advertise books..... | 4 | |
| Print/manufacture/produce books..... | 5 | |
| Increase the quality of books (e.g., edit text, work with authors to refine structure and content, etc) | 6 | |
| Design/choose art and layout of books..... | 7 | |
| Generally make books accessible to the public | 8 | |
| Other (specify)..... | 77 | B |
| Don't know/No response..... | 99 | BX |

PREQ24

Half sample on E-G

In your opinion, how much of a contribution **should** publishers make to...

Q24A

The quality of books

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24B

The health of the Canadian book industry

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24C

The range of books and perspectives available to the public

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24D

Finding and supporting new Canadian authors

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24E

The quality of books used in the classroom

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24F

The range of books and perspectives available for Canadian classrooms

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q24G

Finding and supporting new Canadian authors of books to be used in classrooms

| | | |
|---|---|---|
| The publisher should contribute very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher should contribute a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ25

Half sample - same as Q24 E-G

From what you know, how much of a contribution **do** publishers currently make to...

Q25A

The quality of books

| | | |
|---|---|---|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q25B

The health of the Canadian book industry

| | | |
|---|---|---|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q25C

The range of books and perspectives available to the public

| | | |
|---|---|---|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q25D

Finding and supporting new Canadian authors

| | | |
|---|---|---|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q25E

The quality of books used in the classroom

| | | |
|---|---|---|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

Q25F

The range of books and perspectives available for Canadian classrooms

| | | |
|---|---|--|
| The publisher contributes very little 1 | 1 | |
| 2..... | 2 | |
| Moderately 3..... | 3 | |
| 4..... | 4 | |

| | | |
|---|---|---|
| The publisher contributes a lot 5 | 5 | |
| Don't know/ No response | 9 | S |

PREQ26

Half sample - same as Q24 E-G

How would you rate...?

Q26A

The quality of books written by Canadian authors

| | | |
|--|---|---|
| Canadian authors are largely inferior 1 | 1 | |
| 2..... | 2 | |
| Canadian authors are on par with others 3..... | 3 | |
| 4..... | 4 | |
| Canadian authors are largely superior 5 | 5 | |
| Don't know/ No response | 9 | S |

Q26B

The quality of Canadian books?

| | | |
|--|---|---|
| Canadian books are largely inferior 1..... | 1 | |
| 2..... | 2 | |
| Canadian books are on par with others 3..... | 3 | |
| 4..... | 4 | |
| Canadian books are largely superior 5..... | 5 | |
| Don't know/ No response | 9 | S |

Q26C

The value of Canadian books compared with books from elsewhere?

| | | |
|--|---|---|
| Canadian books are largely inferior 1..... | 1 | |
| 2..... | 2 | |
| Canadian books are on par with others 3..... | 3 | |
| 4..... | 4 | |
| Canadian books are largely superior 5..... | 5 | |
| Don't know/ No response | 9 | S |

DEMIN

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

QEDU

What is the highest level of formal education that you have completed?

| | |
|---|----|
| Grade 8 or less | 1 |
| Some high school | 2 |
| High School diploma or equivalent | 3 |
| Registered Apprenticeship or other trades certificate or diploma..... | 4 |
| College, CEGEP or other non-university certificate or diploma | 5 |
| University certificate or diploma below bachelor's level..... | 6 |
| Bachelor's degree..... | 7 |
| Post graduate degree above bachelor's level..... | 77 |
| Prefer not to answer..... | 99 |

QAGE

In what year were you born?

ANSWER THE FULL YEAR, I.E. 1977 as "1977"

| | |
|------------------------|----|
| Year | 77 |
| Prefer not to say..... | 99 |

QCHILD

Are there any children under the age of 25 currently living in your household?

| | |
|---------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not say..... | 99 |

QCHILDA [1,3]

If... QCHILD = 1

Are they...?

Please select all that apply

| | |
|----------------------|----|
| Under 5 | 1 |
| 5-16..... | 2 |
| 17+..... | 3 |
| Prefer not say | 99 |

X

QINC

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

| | |
|---------------------------------------|---|
| Under \$20,000 | 1 |
| \$20,000 to just under \$40,000 | 2 |
| \$40,000 to just under \$60,000 | 3 |
| \$60,000 to just under \$80,000 | 4 |

| | |
|---|----|
| \$80,000 to just under \$100,000 | 5 |
| \$100,000 to just under \$120,000 | 6 |
| \$120,000 to just under \$150,000 | 7 |
| \$150,000 and above..... | 8 |
| Prefer not to say..... | 99 |

QBORN

Were you born in Canada?

| | |
|------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Prefer not to say..... | 99 |

THNK

Thank you very much for taking the time to complete this survey.

APPENDIX C: FOCUS GROUP RECRUITMENT SCREENER

ENG

Invitation to participate in a focus group on the value of books

Dear member of the Probit research panel,

As a member of the Probit research panel, we would like to invite you to participate in a discussion about the value of books in the lives of Canadians. We are holding a number of in-person discussions with people across Canada on behalf of the Book Strategy Group (BSG), a committee representing the interests of Canadian writers and publishers. The purpose of these discussions is to find out how Canadians use and access books for pleasure and learning, and their perceptions of the book industry in Canada and the role of publishers in making books available to the public.

If you choose to participate, you will attend a discussion that lasts about an hour and a half to an hour and 45 minutes. Participants will receive \$70.

If this opportunity to participate in a national research study interests you, please click on the following link to receive more details: [CLICK HERE](#)

If you have any issue with the link above please copy the following link into your browser:

If you have any questions, please contact EKOS Research at 1-800-388-2873 or books@ekos.com.

Susan Galley
Project Manager
EKOS Research Associates, Inc.

INTRO

Thank you for your interest in participating in a discussion about the value of books. EKOS Research Associates has been hired by the Book Strategy Group to hold a number of discussions with people across Canada about how Canadians use and access books for pleasure and learning, and their perceptions of the book industry in Canada and the role of publishers in making books available to the public. The discussion will take about an hour and 45 minutes and we will be providing \$70 to participants. These groups are being scheduled for early and mid-June 2014. Discussions will be held in English. Participation in this research is entirely voluntary and you may choose to withdraw at any time after registering. To register your interest in participating, please click [CONTINUE](#) below to answer a few short questions.

Q1A

Thinking about the last 3 months how much time did you spend reading English books per week or per month?

(Please provide an approximate number of hours and select per week or per month, if 0 please select none)

| | | | |
|-----------------|-----|----|---------|
| None | 999 | | ->THNK2 |
| Hours: | 77 | N> | |
| Per Week | 2 | | |
| Per Month | 3 | | |
| No answer | 998 | SX | ->THNK2 |

Q3

Do you read books as a requirement for school or work?

| | |
|----------|---|
| Yes..... | 1 |
| No..... | 2 |

Q2

Approximately what proportion of your reading time is spent reading books printed in digital format, that is e-books?

| | |
|------------------------------|----|
| Please enter percentage..... | 77 |
| Don't know/No response..... | 99 |

Q24

Many people access e-books for free. Have you accessed any e-books for free in the past 12 months?

| | |
|-----------------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't know/No response..... | 99 |

Q25 [1,5]

If accessed books for free

If... Q24 = 1

Were the books...

Select all that apply

| | | |
|--|----|----|
| Offered free (including bundles) by the author/publisher..... | 1 | |
| A classic work where the copyright on the book has expired..... | 2 | |
| From a friend/acquaintance | 3 | |
| From a library | 4 | |
| From a website offering unauthorized free e-books (which one?) | 77 | BO |
| None of these | 98 | BX |

Don't know 99 BX

QGROU

A discussion group is being held in your area on <DATE LOCATION>. Are you interested and available to attend this group?

Yes..... 1
No..... 2 ->THNK3

FINTR

Please provide your name and telephone number. If you are selected as a group participant, we will contact you to confirm your participation in the group discussion, with details such as date, time, and location. Your contact information will not be provided to anyone else, nor will it be used for a sales call or any other reason than to invite you to this discussion.

QNAME

Name: 1

QTEL

Telephone : 1 >

ENGGRP

EKOS Focus Group, Confirmation

Thank you for signing up for a discussion about books in Canada. Your registration in the following session is confirmed : <DATE LOCATION DIRECTIONS>. If you have any questions or need to change or cancel your registration, please contact EKOS Research at 1-800-388-2873 or books@ekos.com. We look forward to seeing you there!

EKOS Research Associates, Inc.
ekos.com

ENGGRPF

EKOS Focus Group, Cancellation

Thank you for your interest in our upcoming discussion group, to be held in Ottawa later this week. Unfortunately, due to overwhelming and unexpected interest from our panel, we are not in a position to include all interested panel members within this study; as such, we will not be able to offer you a place at the discussion. We apologize for any inconvenience this may have caused you, but look forward to working with during the

next research opportunity. Thank you, once again, for your time and consideration
EKOS Research Associates, Inc.
ekos.com

THNK1

Thank you for registering your interest in participating. If you are one of the participants selected for the group discussion you should soon receive an email confirming your registration. This will include contact information in the event that you need to change or cancel your registration.

THNK2

Screened out

Thank you for your interest. As this research study is focused on books and reading, we will be having discussions only with people who spend some of their time reading.

THNK3

Unavailable

Thank you for your interest. Unfortunately, those are the only sessions we have scheduled in your area.

QFIL2

Group filled

We regret but your responses have shown that you are in a group that has been completed. Should we have any cancellations as we near the date of the discussion, Tuesday, June 17, may we contact you again regarding your availability?

- Yes..... 1
- No..... 2

APPENDIX D: FOCUS GROUP GUIDE

FOCUS GROUPS FOR THE BOOK SECTOR STRATEGY GENERAL PUBLIC MODERATOR'S GUIDE (JUNE 2, 2014)

INTRODUCTION (5 MINUTES)

- Purpose of the discussion: The groups are being conducted on behalf of the Book Strategy Group (BSG), a committee representing the interests of Canadian writers and publishers. We are conducting research with English-speaking Canadians about the cultural and economic value of written works. There are two sets of public opinion surveys being conducted, along with interviews specific to books for the education sector. These focus groups you are a part of are being conducted in 4 different cities across Canada.
- Explanation of format and “ground rules”: Discussion is being audio recorded for research purposes. Recordings are kept by EKOS, used only for reporting purposes, and are deleted following completion of the project.
- Your participation is completely voluntary. All comments are confidential. No individual will be identified in reporting. All information you provide will be used for research purposes only and will be administered in accordance with the Privacy Act and other applicable privacy laws.
- Please try to speak one at a time. There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
- It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue.
- Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate.
- Observers may be present in adjoining room, or listening to the group discussion by teleconference.
- Questions?
- Participant introductions: Your first name only. Tell me as we go around the table, how much time per week would you say you spend reading?

GENERAL CONSUMPTION (20 MINUTES)

1. Let's start by talking about the types of material you read.
 - How much of your reading is books (as opposed to magazines, newspapers, other materials)?
 - Do you tend to read hard copies or do you read digital copies?
 - Is this usually for personal interest and leisure, or for work or school?
2. Have you found that the time you spend reading is going up, down, or staying the same over time? How about your spending for books?
3. How many of you read books by Canadian authors? Do most of you tend to be aware of whether an author is Canadian or not?
 - Does it matter? Why or why not?
 - Should Canadians read books by Canadian authors? Why?
4. Do you tend to look at or be aware of the company publishing the book?
 - Do you tend to know if a book publisher is Canadian or not? Does it matter?
 - If a publisher is a Canadian subsidiary of a multi-national company, do you consider this a Canadian publisher?

VALUE (15 MINUTES)

5. Tell me about the role of reading in your life. What place does it have in your life? How valuable is it?
 - Why do you chose to read the books you read (for escape, relaxation, to learn, to understand culture, etc)
6. Does reading books have a role in Canadian society in general? What role is this?
 - Do you think it has an impact on the Canadian economy? On the quality of the Canadian workforce? Innovation of Canadian workforce?
7. What messages would you give to the broader public about the positive impact and value of reading books for individuals and for society?

MARKETING (15 MINUTES)

8. How do you decide that a book is one you want to read? What makes it compelling (author, topic, book cover, quality of writing, book reviews, recommendations, etc). What has the greatest influence on your opinion/decision to read or not read a book and why?
9. Do you think there is a benefit to buying Canadian authored books? What reasons would you give to people to encourage them to buy books written by Canadians? Is there any down sides?
10. What makes you decide that you want to buy a book versus borrowing it (i.e. from the library or from a friend)?
11. For those who read in both print and digital formats (including audio?). What makes you decide that you prefer one book in hard copy and another in digital format (availability, cost, convenience, whether you will keep and re-read it, etc)?

LIBRARIES (10 MINUTES)

12. Do you use your local library? What for? Why not?
13. Is this for print or digital materials? Do you go in-person or online to borrow?
14. How many of you have *bought* a print or digital copy of a book because of your connection with the library?

ROLE OF PUBLISHERS (15 MINUTES)

15. Have any of you bought a book that was published directly by the author, or self-published? Generally, what do you think of a book that was self-published, versus one produced by a publishing company?
 - Are there any differences in quality of writing?
 - Quality of the packaging?
 - Credibility or accuracy of the writing?
16. From what you know, what do you feel is the role of a book publishing company?
 - Sign up authors, produce books, advertise, distribute, etc.
 - When buying a book, how often do you think of or notice the publisher?

17. When purchasing a book, who do you think benefits from the purchase? Who gets the money? (the store, the author, the publisher?)
- How is this split/distributed?
 - Is this appropriate/Does this make sense, in your opinion? Why?

PAID VERSUS FREE CONTENT (35 MINUTES)

18. There are a variety of ways that people can access books online without paying for them. Sometimes people access books without authorization/illegally. What are the implications of accessing books for free when the intent was to make them available for a fee?
- Does it have an impact on anyone? What about for the authors? The publishers? Why? Should that matter to us? Why should we care?
19. Does *sharing* books have a role in our culture? When have we all traditionally shared books (i.e. borrowed from a friend)?
20. Do you think that this also applies to obtaining books online for free, when the intent was to make them available for a fee?
- Is there a difference from the sharing that happens between individuals (e.g., friends/family) and the sharing that happens on a more mass scale on a website that is posting unauthorized content for others to download?
 - How is it different or the same and why? If so, what?
21. In some industries, like the music industry there has been a lot of change in how artists get paid for their work in an environment where music can be easily obtained for free (from individuals/organizations posting unauthorized copies online for anyone to download)?
- Do you think that the same issue exists for the book industry (people making books available online for free)? Why is it the same or different?
 - Do you think that posting books for others to use or downloading books that were intended for a fee this is a legitimate thing to do?
 - Does anyone get hurt by this practice? Who and what is the impact (for those hurt, for society)?
22. Should people consider copyright laws and authors/publishers receiving payment for their work when they are making decisions about accessing books that were not authorized for free use?
- Do you think that if authors and book publishers talked /made these arguments that people would care?

➤ Would it make a difference? Should they care? Why?

23. *If you wanted them to think about these issues before making decisions to access books for free, what would be the most compelling or convincing argument(s) that you would make to a group of people?*

CLOSING

24. Does anyone have any other comments before we conclude the session?

Thank everyone for coming out to engage in a lively discussion of these issues

APPENDIX E:
EDUCATION SECTOR FOCUS
GROUP GUIDE

FOCUS GROUPS FOR THE BOOK SECTOR STRATEGY PSE STUDENT MODERATOR'S GUIDE (JUNE 4, 2013)

INTRODUCTION (5 MINUTES)

- Purpose of the discussion: The groups are being conducted on behalf of the Book Strategy Group (BSG), a committee representing the interests of Canadian writers and publishers. We are conducting research with English-speaking Canadians about the cultural and economic value of written works. There are two sets of public opinion surveys being conducted, along with interviews specific to books for the education sector. These focus groups you are a part of are being conducted in 4 different cities across Canada.
- Explanation of format and “ground rules”: Discussion is being audio recorded for research purposes. Recordings are kept by EKOS, used only for reporting purposes, and are deleted following completion of the project.
- Your participation is completely voluntary. All comments are confidential. No individual will be identified in reporting. All information you provide will be used for research purposes only and will be administered in accordance with the Privacy Act and other applicable privacy laws.
- Please try to speak one at a time. There aren't any right or wrong answers to the things we'll be talking about — we're just looking for your honest opinions.
- It's okay to disagree. Please speak up even if you think you're the only one who feels a certain way about an issue.
- Moderator's role: raise issues for discussion, watch for time and make sure everyone has a chance to participate.
- Observers may be present in adjoining room, or listening to the group discussion by teleconference.
- Questions?
- Participant introductions: Your first name only. Tell me as we go around the table, how much time per week would you say you spend reading?

PRICING (20 MINUTES)

1. Has your spending for books for school gone up or down? Why is that?
 - ◇ Do you typically buy new or used?
 - ◇ Are there areas/subjects where it is easier to buy used?
 - ◇ Are ebooks less expensive? Are you able to sell them afterwards as easily?
 - ◇ Do ebooks come with updates and does that make them easier to sell?
2. When developing a class reading list what factors do you think should be included deliberations? (Cost, quality, Canadian content)
3. Should considerations be given to how students can access the books (e.g., buy vs borrow)? When assigning course readings, should the cost to students of purchasing the book be taken into consideration?
4. If the price of books, particularly text books are going up, what do you think is driving this price increase? Who or what is responsible for the higher pricing?
5. Do you think that the prices of academic books are generally fair?
 - What do you think goes into the creation of a book? Who pays to have the book created?
 - Where does the money go from the purchase price you pay? Is this appropriate/Does this make sense, in your opinion? Why?
 - Do you think that the initial money used to create/fund the academic publication is enough to cover the full price of the final product?
 - What if you were told that it didn't cover the full price, would it make sense to recover the rest of the money in the purchase price you pay? Would you feel better about the price of the book if the publishing company told you that the initial coverage of content only covered a certain portion and your purchase price is set to cover the rest?

BORROWING (10 MINUTES)

6. Is *sharing* course assigned text books a part of the university/college culture? When do you share books?
7. Do you personally tend to use the library to access the books you read for school? Why not?
8. Do you tend to borrow print or digital materials? Do you go in-person or borrow online?
9. What makes you decide that you want to buy a book for school versus borrowing it (i.e. from the library or from a friend)?

10. What makes you decide that you prefer one book in hard copy and another in digital format (availability, cost, whether you will keep and re-read it, etc)?
11. Are you assigned much reading that is specifically Canadian? What is the value of this? Does it provide better value to your education to have these books in a Canadian context? Does it depend on the subject (i.e. math and science vs. English, arts, social sciences)?
 - What is the impact on students, and the future Canadian workforce to be taught from a Canadian context?

PAID VERSUS FREE CONTENT (60 MINUTES)

12. How much of a book do you feel is fair to copy?
 - What does this depend on? Does it make a difference/Does it matter? Who will it impact negatively/positively?
13. What about e-books or material available online? Is it fair to make copies of these available? Which ones are fair to distribute and which ones are off-limits? Does printing as handouts vs. providing a copy of a link make a difference?
14. In some industries, like the music industry there has been considerable change in how artists get paid for their work in an environment where music can be easily obtained for free (from individuals/organizations posting unauthorized copies online for anyone to download).
 - Do you think that the same issue exists for the book industry (people making books available online for free)? Why is it the same or different?
 - Do you think that this is a legitimate thing to do?
 - Does anyone get hurt by this practice? Who and what is the impact (for those hurt, for society)?
15. Do you think that the book publishing industry, like the music industry, will need to develop a new model or approach to selling books? What do you see that new approach looking like? What approach should it take?
 - How about unbundling of electronic textbooks, selling chapters or sections of text books individually, the way that itunes sells individual songs? Does this seem like a practical approach? (This already happens with print materials in course packs. Should it also happen with e-books?)
 - Will anyone get hurt by this approach? Who and why?
 - Who would gain from this?
 - Are there other ideas?
16. From what you know, what do you feel is the role of a book publishing company?
 - Sign up authors, produce books, advertise, distribute, etc.

- What do publishers add to the final product of a book (quality, credibility and accuracy/trustworthiness of the information)
17. What do you know about “Fair Dealing” under Canadian copyright law? What does it mean?
- Should schools produce their own guideline/policy to ensure they are correctly interpreting the law?
18. Should people consider copyright laws and authors/publishers receiving payment for their work when they are making decisions about accessing books that were not authorized for free use?
- Do you think that if authors and book publishers talked /made these arguments that people would care?
 - If argument comes up again about government/academic institutions paying initially for development, or that the universities pay for the licenses to access this material – ask if they believe that the full cost is covered? Ask if they were told that it weren't is it still reasonable to access for free? What about if authors didn't want to bother, if they weren't paid fully? How about publishers?
19. What would be the most compelling or convincing argument(s) that you would make to a group of people if you wanted them to think about authors and publishers before making decisions to copy or access books for free (without the authorization of the author/publisher)? Why would you argue for this (e.g., what is the rationale and who would benefit)?

GENERAL CONSUMPTION (15 MINUTES)

20. Do you spend most of the reading time for books for personal interest and leisure, or for work or school?
21. Have you found that the time you spend reading for school is going up, down, or staying the same over time?
- Are you assigned more books or fewer these days?
 - Do you find you are reading more e-books? What is your preference?
22. How many of you read books by Canadian authors? Do most of you tend to be aware of whether an author is Canadian or not? Does it matter? Why or why not?
23. Do you tend to look at or be aware of the company publishing the book? How about when it is for school specifically?
- Do you tend to know if a book publisher is Canadian or not? Does it matter?

CLOSING

24. Does anyone have any other comments before we conclude the session?

Thank everyone for coming out to engage in a lively discussion of these issues

APPENDIX F: EDUCATION SECTOR INTERVIEW GUIDES

Book Sector Strategy Educational Sector Questions Discussion Guide

Post-secondary Institution Faculty Secondary and Primary School Faculty Provincial Ministries of Education

The Book Strategy Group (BSG) is an ad hoc committee representing the interests of Canadian writers and publishers. The BSG has commissioned EKOS Research Associates Inc. to conduct public opinion research on current attitudes of English speaking Canadians about the cultural and economic value of written works. The research will explore matters of pricing, copyright law, file-sharing, ownership and lending models, as well as views on Canadian content, and assessments of knowledge and valuation of self-published books and traditionally published books.

As a component of this study, interviews are being conducted with individuals in the educational sector, including: library professionals; primary, secondary and post-secondary faculty; representatives from provincial ministries of education; and copyright specialists.

You were identified as a key informant for the purposes of this study only to speak specifically about the book use in the Canadian educational sector. All of your comments will be kept confidential. No names will be included or linked with responses in the final report. This interview will take approximately 30-45 minutes.

Please feel free to tell the interviewer if you are unable to answer any specific questions or if any questions do not apply to you.

General consumption

1. Let's start by talking about the importance of books in the educational sector.
 - How much of the academic work that students do relies on reading books?
 - Are there any choices students should have in the books they read for educational purposes?
 - Is there any advantage to having required vs. recommended reading?
2. How are books for educational requirements chosen? Tell me a little bit about the decision process to choose book requirements. How are new books discovered?
 - Who makes the decisions on what books are required? Is this appropriate?
3. Is consideration given to books from Canadian authors and publishers? Why or why not? If not, should there be?

4. When developing a class reading list what factors are significant in your deliberations (Quality and relevance of the material? Cost to students? Cost to school? Canadian content?) Why is this?

Format

5. Let's talk about the ability to rent vs. buy a book. Are considerations given to how students can access the books? Does the school try to have some on hand at the library? When assigning course readings, do you take into consideration the cost to students of purchasing the book?
6. As far as you know, does your institution(s) use books independently published by the author? Would you in the future? Why/why not? How do self-published books compare to conventionally published books?
7. Does your institution(s) use digital or e-books? Would you in the future? What are the advantages/disadvantages?
8. Have the book requirements for students been changing over time?
 - Are there increases/decreases in certain areas (fiction, non-fiction, Canadian/not, digital/print, required/recommended)?
 - Why do you think that it is changing this way? What is responsible for this change?
 - Do you think that this is a good change or a bad change? Why?
9. Now let's talk about spending for books. Has that been going up or down? Why is that? What is driving it? How do you feel about that? What are the implications of this for students? For schools?

Paid Versus Free Content

10. Do you, or your institution(s), ever make photo copies of a book, or portions of a book, available to students?
 - How much of a book do you feel is fair to copy?
 - What does this depend on? Does it make a difference/Does it matter? Who will it impact negatively/positively?
11. What about e-books or material available online? Is it fair to make copies of these available? Which ones are fair to distribute and which ones are off-limits? Does printing as handouts vs. providing a copy of a link make a difference?
12. What are the implications of copying books for free? Does it have an impact on anyone? Who and why? Should that make a difference?

13. Does it make a difference if the free books (copying, sharing, not paying for content) are being used for education vs. for personal use? How and why does this make a difference?
14. What do you know about “Fair Dealing” under Canadian copyright law? What does it mean? Do you think there is any misinterpretation of the term? Who do you feel should be responsible for providing clear direction on Fair Dealing?
 - a. Should the publishing industry produce clarifying information, available for schools? Should it be the federal government? Should schools produce their own guideline/policy to ensure they are correctly interpreting the law?
15. Should people consider authors and publishers when they are making decisions about accessing unauthorized free access to books? Do you think that if authors and book publishers made these arguments people would care? Would it make a difference?
16. Should the book publishing industry communicate with the public from the broader context of digital piracy, or is there something particular to the book industry that needs to be communicated/would be more compelling to the public? To students?
 - a. Do you think that if authors, publishers and other elements of the book industry offered a clear and coherent argument about the costs and implications of unauthorized free access that people would respond?
17. What would be the most compelling or convincing argument(s) that you would make to a group of people if you wanted them to think about these issues before making decisions to copy or access books for free (without the authorization of the author/publisher)? Why would you argue for this (e.g., what is the rationale and who would benefit)?
18. Do you have any suggestions or proposals that you would make to change the way that books are created, published and paid for (e.g., a new business model) that you think would be more beneficial or workable in this changing environment? Who would gain from this? And, would anyone suffer from this new model?

Closing

19. Do you have any final comments you would like to make, or go back to further address any areas?

Thank you for your participation!

**Book Sector Strategy
Educational Sector Questions
Discussion Guide
Library and Information Science Professionals**

The Book Strategy Group (BSG) is an ad hoc committee representing the interests of Canadian writers and publishers. The BSG has commissioned EKOS Research Associates Inc. to conduct public opinion research on current attitudes of English speaking Canadians about the cultural and economic value of written works. The research will explore matters of pricing, copyright law, file-sharing, ownership and lending models, as well as views on Canadian content, and assessments of knowledge and valuation of self-published books and traditionally published books.

As a component of this study, interviews are being conducted with individuals in the educational sector, including: library professionals; primary, secondary and post-secondary faculty; representatives from provincial ministries of education; and copyright specialists.

You were identified as a key informant for the purposes of this study only to speak specifically about the book use in the Canadian educational sector. All of your comments will be kept confidential. No names will be included or linked with responses in the final report. This interview will take approximately 30 minutes.

Please feel free to tell the interviewer if you are unable to answer any specific questions or if any questions do not apply to you.

General consumption

1. Let's start by talking about the importance of books in the educational sector.
 - How much of the academic work that students do relies on reading books?
 - Are there any choices students should have in the books they read for educational purposes?

Format

2. As far as you know, has your institution(s) ever used books independently published by the author? How do self-published books compare to conventionally published books?
3. Does your institution(s) ever use digital or e-books? Is this likely in the future? What are the advantages/disadvantages?
4. Have the book requirements for students been changing over time?
 - Are there increases/decreases in certain areas (fiction, non-fiction, Canadian/not, digital/print, required/recommended)?

- Why do you think that it is changing this way? What is responsible for this change?
 - Do you think that this is a good change or a bad change? Why?
5. Now let's talk about spending for books. Has that been going up or down? Why is that? What is driving it? How do you feel about that? What are the implications of this for students? For schools?

Paid Versus Free Content

6. Do you, or your institution(s), ever make photo copies of a book, or portions of a book, available to students?
- How much of a book do you feel is fair to copy?
 - What does this depend on?
7. What about e-books or material available online? Is it fair to make copies of these available? Which ones are fair to distribute and which ones are off-limits? Does printing as handouts vs. providing a copy of a link make a difference?
8. What are the implications of copying books for free? Does it have an impact on anyone? Who and why? Should that make a difference?
9. Does it matter if we are using books that have been obtained for free (whether by copying, sharing, not paying for content) for education vs. for personal use? How and why does this make a difference?
10. What do you know about "Fair Dealing" under Canadian copyright law? What does it mean? Do you think there is any misinterpretation of the term? Who do you feel should be responsible for providing clear direction on Fair Dealing?
- a. Should the publishing industry produce clarifying information, available for schools? Should it be the federal government? Should schools produce their own guideline/policy to ensure they are correctly interpreting the law?
11. In your experience do digital licensing arrangements (whereby electronic-only copies of journal articles for example) increase access? Who benefits from digital licensing arrangements? Do you think they ensure reasonable benefit for publishers?
12. Should people consider authors and publishers when they are making decisions about gaining unauthorized free access to books? If authors and book publishers communicated with the broader public or education sector about how they are compensated for their work, would people care? Would it make a difference?
13. Should the book publishing industry communicate with libraries, students, or the public about the broader issue of digital piracy?
- b. Do you think that if authors, publishers and other stakeholders in the book industry offered a clear and coherent argument about the costs and implications of unauthorized free access that people would respond?
14. Do you have any suggestions or proposals that you would make to change the way that books are created, published and paid for (e.g., a new business model) that you think would be more beneficial or workable in this changing environment? Who would gain from this? And, would anyone suffer from this new model?

Closing

15. Do you have any final comments you would like to make, or go back to further address any areas?
 - Do you have any recommendations for others we should speak with?

Thank you for your participation!

**Book Sector Strategy
Educational Sector Questions
Discussion Guide
Library and Information Science Professionals**

The Book Strategy Group (BSG) is an ad hoc committee representing the interests of Canadian writers and publishers. The BSG has commissioned EKOS Research Associates Inc. to conduct public opinion research on current attitudes of English speaking Canadians about the cultural and economic value of written works. The research will explore matters of pricing, copyright law, file-sharing, ownership and lending models, as well as views on Canadian content, and assessments of knowledge and valuation of self-published books and traditionally published books.

As a component of this study, interviews are being conducted with individuals in the educational sector, including: library professionals; primary, secondary and post-secondary faculty; representatives from provincial ministries of education; and copyright specialists.

You were identified as a key informant for the purposes of this study only to speak specifically about the book use in the Canadian educational sector. All of your comments will be kept confidential. No names will be included or linked with responses in the final report. This interview will take approximately 30 minutes.

Please feel free to tell the interviewer if you are unable to answer any specific questions or if any questions do not apply to you.

General consumption

1. Let's start by talking about the importance of books in the educational sector.
 - How much of the academic work that students do relies on reading books?
 - Are there any choices students should have in the books they read for educational purposes?

Format

2. As far as you know, has your institution(s) ever used books independently published by the author? How do self-published books compare to conventionally published books?
3. Does your institution(s) ever use digital or e-books? Is this likely in the future? What are the advantages/disadvantages?

4. Have the book requirements for students been changing over time?
 - Are there increases/decreases in certain areas (fiction, non-fiction, Canadian/not, digital/print, required/recommended)?
 - Why do you think that it is changing this way? What is responsible for this change?
 - Do you think that this is a good change or a bad change? Why?
5. Now let's talk about spending for books. Has that been going up or down? Why is that? What is driving it? How do you feel about that? What are the implications of this for students? For schools?

Paid Versus Free Content

6. Do you, or your institution(s), ever make photo copies of a book, or portions of a book, available to students?
 - How much of a book do you feel is fair to copy?
 - What does this depend on?
7. What about e-books or material available online? Is it fair to make copies of these available? Which ones are fair to distribute and which ones are off-limits? Does printing as handouts vs. providing a copy of a link make a difference?
8. What are the implications of copying books for free? Does it have an impact on anyone? Who and why? Should that make a difference?
9. Does it matter if we are using books that have been obtained for free (whether by copying, sharing, not paying for content) for education vs. for personal use? How and why does this make a difference?
10. What do you know about "Fair Dealing" under Canadian copyright law? What does it mean? Do you think there is any misinterpretation of the term? Who do you feel should be responsible for providing clear direction on Fair Dealing?
 - c. Should the publishing industry produce clarifying information, available for schools? Should it be the federal government? Should schools produce their own guideline/policy to ensure they are correctly interpreting the law?
11. In your experience do digital licensing arrangements (whereby electronic-only copies of journal articles for example) increase access? Who benefits from digital licensing arrangements? Do you think they ensure reasonable benefit for publishers?
12. Should people consider authors and publishers when they are making decisions about gaining unauthorized free access to books? If authors and book publishers communicated with the broader public or education sector about how they are compensated for their work, would people care? Would it make a difference?

13. Should the book publishing industry communicate with libraries, students, or the public about the broader issue of digital piracy?
 - d. Do you think that if authors, publishers and other stakeholders in the book industry offered a clear and coherent argument about the costs and implications of unauthorized free access that people would respond?
14. Do you have any suggestions or proposals that you would make to change the way that books are created, published and paid for (e.g., a new business model) that you think would be more beneficial or workable in this changing environment? Who would gain from this? And, would anyone suffer from this new model?

Closing

15. Do you have any final comments you would like to make, or go back to further address any areas?
 - Do you have any recommendations for others we should speak with?

Thank you for your participation!

Book Sector Strategy Educational Sector Questions Discussion Guide Post-Secondary Students' Associations

The Book Strategy Group (BSG) is an ad hoc committee representing the interests of Canadian writers and publishers. The BSG has commissioned EKOS Research Associates Inc. to conduct public opinion research on current attitudes of English speaking Canadians about the cultural and economic value of written works. The research will explore matters of pricing, copyright law, file-sharing, ownership and lending models, as well as views on Canadian content, and assessments of knowledge and valuation of self-published books and traditionally published books.

As a component of this study, interviews are being conducted with individuals in the educational sector, including: library professionals; primary, secondary and post-secondary faculty; representatives from provincial ministries of education; and copyright specialists.

You were identified as a key informant for the purposes of this study only to speak specifically about the book use in the Canadian educational sector. All of your comments will be kept confidential. No names will be included or linked with responses in the final report. This interview will take approximately 30 minutes.

Please feel free to tell the interviewer if you are unable to answer any specific questions or if any questions do not apply to you.

General consumption

1. Let's start by talking about the importance of books in the educational sector.
 - How much of the academic work that students do relies on reading books?
 - Are there any choices students should have in the books they read for educational purposes?
 - Is there any advantage to having required vs. recommended reading?
2. From your own perspective, should consideration be given to books from Canadian authors and publishers? Why or why not?
3. When developing a class reading list what factors should be included deliberations (Quality and relevance of the material? Cost to students? Cost to school? Canadian content?) Why is this?

Format

4. Let's talk about the ability to rent vs. buy a book. Should considerations be given to how students can access the books? When assigning course readings, the cost to students of purchasing the book be taken into consideration? From what you have seen, can copies generally be found in the school library?
5. From what you have heard, are students assigned books independently published by the author? How do you feel self-published books compare to conventionally published books?
6. Are digital or e-books used as part of course work? Should they be in the future? What are the advantages/disadvantages?
7. Have the book requirements for students been changing over time?
 - Are there increases/decreases in certain areas (fiction, non-fiction, Canadian/not, digital/print, required/recommended)?
 - Why do you think that it is changing this way? What is responsible for this change?
 - Do you think that this is a good change or a bad change? Why?
8. Now let's talk about costs of books required for course work. Has that been going up or down? Why is that? What is driving it? How do you feel about that? What are the implications of this for students? For schools?

Paid Versus Free Content

9. Do you, or your school as far as you know, ever make photo copies of a book, or portions of a book?
 - How much of a book do you feel is fair to copy?
 - What does this depend on? Does it make a difference/Does it matter? Who will it impact negatively/positively?
10. What about e-books or material available online? Is it fair to make copies of these available? Which ones are fair to distribute and which ones are off-limits? Does printing as handouts vs. providing a copy of a link make a difference?
11. What are the implications of copying books for free? Does it have an impact on anyone? Who and why? Should that make a difference?
12. Does it make a difference if the free books (copying, sharing, not paying for content) are being used for education vs. for personal use? How and why does this make a difference?

13. What do you know about “Fair Dealing” under Canadian copyright law? What does it mean? Do you think there is any misinterpretation of the term? Who do you feel should be responsible for providing clear direction on Fair Dealing?
 - e. Should the publishing industry produce clarifying information, available for schools? Should this be the responsibility of the federal government? Should schools produce their own guideline/policy to ensure they are correctly interpreting the law?
14. Should people consider authors and publishers when they are making decisions about accessing unauthorized free access to books? Do you think that if authors and book publishers made these arguments people would care?
15. What would be the most compelling or convincing argument(s) that you would make to a group of people if you wanted them to think about these issues before making decisions to copy or access books for free (without the authorization of the author/publisher)? Why would you argue for this (e.g., what is the rationale and who would benefit)?
16. Do you have any suggestions or proposals that you would make to change the way that books are created, published and paid for (e.g., a new business model) that you think would be more beneficial or workable in this changing environment? Who would gain from this? And, would anyone suffer from this new model?

Unbundled selling like itunes, pay with advertising, open education resources

Closing

Do you have any final comments you would like to make, or go back to further address any areas?

Thank you for your participation!