1   Introduction

Betekenis: publiek

E-textbooks are nothing new and have gained widespread acceptance under a specific audience. One of the many examples is the Ipad schools that are created in the Netherlands [7]. These schools are determined to run their full educational program on an electronic device. It would seem that the e-textbook has already developed and formed a place in society. However the current capabilities of the e-textbook are heavily underused. Most students still buy the original textbooks. The purpose of this document is to examinate the requirements for the future e-textbook. One that offers significant advantages over its printed counterpart.

3.

Feature Click & Translate: By clicking on a word you will see the translation in a preset language. (see picture) How high do you rate this feature?

Current score: 9.1

1   ○ ○ ○ ○ ○ ○ ○ ○ ○ ○   10

3.

Feature Click & Translate: By clicking on a word you will see the translation in a preset language. (see picture) How high do you rate this feature?

Current score: 5.1

1   ○ ○ ○ ○ ○ ○ ○ ○ ○ ○   10

Figure 1: The same question, different anchoring point per questionnaire.

1   Experiment - Anchoring

In this experiment for the prototype session we try to affect the results of the session by anchoring the participants. As described in the theory section anchoring (**??**), the participants are required to fill out a questionnaire in which they state how much they like each of the new features (on a scale 1 to 10) that are mentioned along with some more general questions lead-in questions. The questions display the averages of a 'hypothetical' prior experiment.

To measure the anchoring effect we created two questionnaires, both using the same questions. While the questions are the same for both questionnaires, the averages for the questions are swapped; question 'x' is rated high in one and low in the other. This setup can be seen in Figure 1. After the experiment we measure the average and median of the participants' rating for the high and the low one to see if the anchoring had any effect on our participants.

If anchoring effect is real and other factors such as small experiment group

don't affect the results to much than the difference between the high anchor average and the low anchor average should be positive and we should be able to observe this for a number of questions in our questionnaire.