

NOTE FROM THE EDITOR

HOW DO WE CHOOSE WHAT WE READ?

As readers, the choice of whether or not to read a certain text confronts us every day and we make decisions based on a variety of factors and 'authorities'. We might read a text because our lecturer says that we have to, or because a friend recommends it to us, whether that is by word of mouth or through another platform such as Facebook, with a tweet or through GoodReads. If a text covers a topic that interests us, that may be reason enough to read it. At times our choices are based on considerations that we are less aware of: It might be that the physical form of the text does not appeal to us or that we are distracted by other texts, images or videos. Some texts we may decide to read for a second or third time, to engage with its arguments on a deeper level, or simply because we enjoyed it.

These experiences of the reader guided the TXT editorial team, consisting of eight students from the Book and Digital Media Studies programme at Leiden University, throughout the process of creating this year's edition. In the following pages not only the factors that influence our decision to read a text are discussed, but also what we do with the texts that we read and how we interact with and share them. The discussions are based on five lines of inquiry: The authority of the book as an object, how it is displayed and the symbolic capital it has; the authority of the reader and their interaction with the text as well as the author; the power that the physical form and design of a text has; how publishers and the publishing process authorize texts; and how new technologies change our understanding of the authority of text. Some articles may confirm what you already know about the power within and behind pages. Others might lead you to look at texts and books in a completely different way.

Thanks to a hardworking and talented TXT team, the contributions of the authors, and the support and guidance from Elsevier and our lecturers, we hope that the choice to read this year's edition will be an easy one.

Erika Herrmann
Editor-in-Chief