

TRENDS OF EBOOKS IN DIGITAL ERA

Dr. Jitender Singh

Library Division,

Ch. Bansilal University, Bhiwani-127021, Haryana

Email- jitu.singh982@gmail.com

Abstracts: Couple of years ago headlines predicted eBook supremacy and the termination of the paper book, that's now reversed. The author examines in this study that preference of the readers in print and electronic media and to investigate the rise and fall of e-books, and make an effort and see if conventional materials are still being replaced by neo-conventional. Comparing readers' choice of the readers are comparing between reading a printed book and electronic media, it seems that e-book Growth is slowing, but still extensive. These kinds of predictions are for future, use of e-books or printed one.

Keywords: E-book, Growth, Printed book, Popularity

1.0 Introduction

For more than hundred years, books have been a major feature of modern and a foundation, on which education and academic life are based. In place of the print books with changing environments, online books had made their way through the readers. But today it seems that the print books are returning. Both are the same a blank paper and screen of a computer if it turnoffs both have something in common: both are empty, ripe with possibility, devoid of content. Many of things could cover each: words, numbers, pictures; philosophy, comedy, tragedy. The possibilities are endless. In 2011, "Amazon reported that purchases of electronic books (e-books) had surpassed those of print books. For information professionals, this signaled an important change in the way people consume information (Hamblen, 2011)."

2.0 E-Books

Before going into detail, let us to know what is an eBook exactly. "An eBook is just an electronic version of a printed book which can be read on a computer, a Smartphone/tablet or any such device. There are various free best eBook reader apps available for downloading as well. EPUB and PDF are very popular eBook formats available in the electronic publishing market in this segment.

Reading can be felt at universities, colleges, schools, home, with information available with a click of a mouse and all these have affected by the information superhighway. "Using internet for a source of reading provides larger number of topics in a short time and the graphics and animations could make reading material more interesting for some readers than those traditional printed books. Now a day, much more reading is required than in the past, and reading is the most important study tool next to the teachers, where the book is usually the principal educating agency contributing to learner's success. Today number of people are reading very differently than they were few years ago. While print may not be dead, people are universal reading digital screens on a regular basis. While this study is about e-books and printed books, we found ourselves forced to talk about the internet. The internet is the most alarming challenge to the print media like print sources, print reading and libraries (Loan, 2011)."

As for as portability the EBooks are easy to carry, since it is a Smartphone or a tablet, it can easily slip into your pockets. "You don't need to carry them in your hands often like physical books. If you own a Smartphone or tab, or better, Amazon Kindle, then you can store several eBooks in your device. Also if you are connected to the Internet then you can get access to various novels according to your desire. But, on the other hand, it is really difficult to carry even 10 physical books. There is an inbuilt dictionary in so many eBook reading apps which makes the reading experience easy and simple. Eco-Friendly, You don't affect the environment while reading an eBook. No trees are destroyed to print the eBooks and you also save a lot of ink which eventually affects the environment. Cheap and Free – There are chances that you may find a cheaper version of the same book but in an eBook format." Beside it, you just get a lot of free classic books in many eBook reading apps.

3.0 Print Books

No need to introduce for the books because everyone is familiar with the book. They are considered as some people's best friends. "Each soul is potentially divine. Books are good but they are only maps. Reading a book by direction of a man I read that so many inches of rain fell during the year. Then he told me to take the book and squeeze it between my hands. I did so and not a drop of water came from it. It was the idea only that the book conveyed. So we can get good from books, from the temple, from the church, from anything, so long as it leads us onward and upward (Swami Vivekananda)."

Few readers are make relation with the books as a friend. They never complain and never demand; still they help you in so many different ways. When you hold them in your hands they give you a special feel. Every book has information, no measurement tool to measure the book that this book has less information or without information and available everywhere. Be it at the book shop or the stall near the station, you can easily get a book near your location. Nothing can beat the feel of reading a new book. That lovely fragrance of new book and the way you keep it with so much care and love is just beyond eBooks. Apart from this, books carry sentimental values too. You can always get second hand good quality books at almost half the price of the original books. They even have several shops exclusively for selling such books. Reading a book causes much less eye strain as compared with an eBook.

4.0 Literature Review

“An e-book is a book published in digital form, consisting of text, images, or both, that can be read on computers or other electronic device reader e.g. a Kindle. While we could not find when exactly the first e-book was published however it is clear that e-books and e-readers have made their mark on the publishing world. It seems that since the e-book came along, reading on the go has gotten even easier (Wikipedia).”

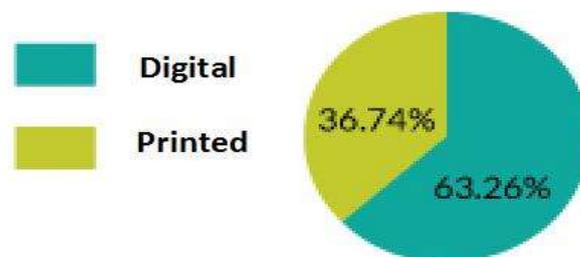


Figure 1: Ratio of Digital Books Authors vs. Printed

5.0 A Recent History of Ebooks

Trend of ebook was started after launching the kindle an Amazon’s ebook reader device in November 2007. Other one Barnes & Noble followed with their Nook in October 2009 and Kobo with their eReader in May 2010. Apple’s initiate of the iPad in January 2010, in the meantime, introduced a non-specialist device that gave a pleasing eReading experience. In January 2011, first time announced that it was selling more eBooks than paperbacks by Amazon. According to Nielsen figures, US eBook sales went from US\$69m in 2010 to US\$165m in 2011, a 139% increase. They greater than before further 30% in 2012 and 13% in 2013.

6.0 Ebooks Trends

The figures are based on e-book sales reports from more than 30 traditional publishers with estimating sales for the final quarter of the year 2015. Based on those estimates, Nielsen found that e-book unit sales from reporting publishers were down 16% in 2015 from 2014. In total, e-books’ share of trade unit sales was down from 27% in 2015.

A second factor in the decline in e-book sales is the increasing use by book buyers of tablets and Smartphone’s to read e-books and the decline in use of dedicated e-book readers. Consumers who use dedicated e-book readers have consistently been found to purchase more e-books than consumers who use other devices to read. In the first quarter of 2011, more than 70% of e-book buyers said they used dedicated e-book devices to read, a percentage that fell to 22% in the second quarter of 2015.”

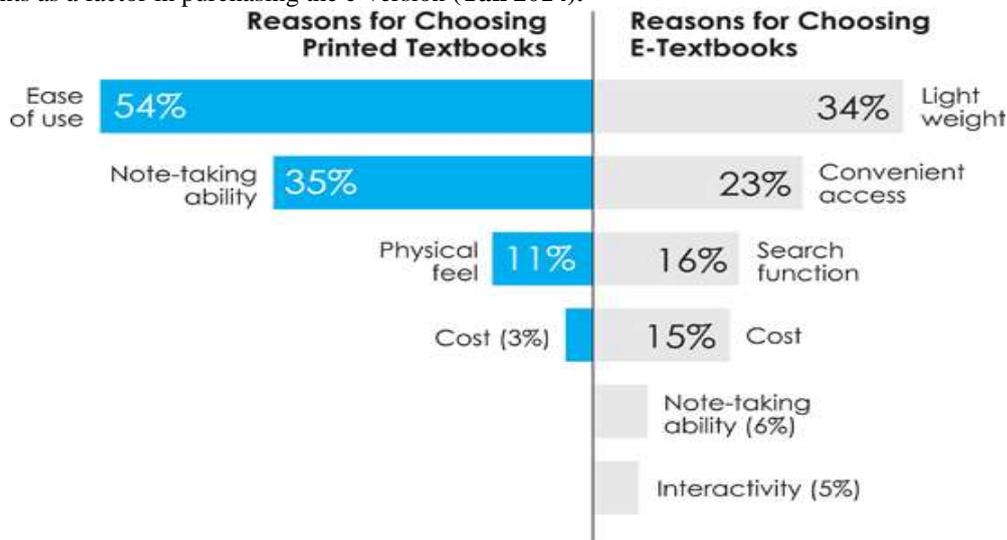
7.0 Preferences of Reading Ebooks and Print books

7.1 Student Preferences for Reading

Based on new study, 92% of college students would rather do their reading the traditional way, with pages and not pixels. Researchers asked more than 420 university students from the U.S., Slovakia, Japan and Germany in 2010 and 2013. They found that 92 percent preferred paper books instead of e-books. In 2010, the team found that 92 percent of college students in the U.S. favored the paper book version over the e-book version. About 95 percent of German students and 77 percent of Japanese student said the same. “And found that the main reason why students used e-books was because they were cheaper than the traditional paper book versions. It wasn’t always because it was easier to use or lighter to carry but some of the survey’s open answers included space saving reasons and convenience. When it comes to preference, paper trumps the screen (Baron, 2015).”

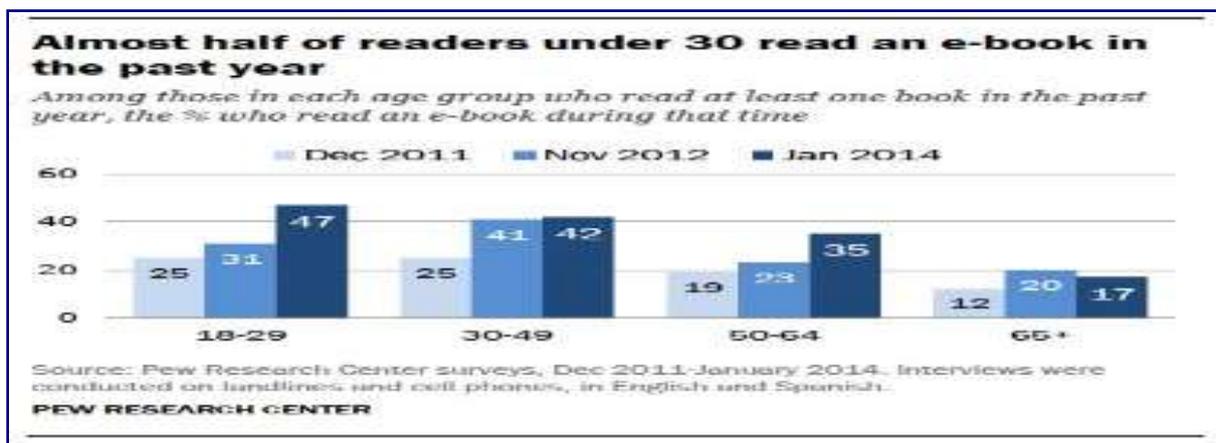
Those who preferred the digital versions said they were concerned about the environmental consequences that paper books carry, for instance, cutting down trees for the books' raw materials. In 2010, 21 percent of the participants said being eco-friendly was their main reason for getting the digital version.

This survey also revealed reasons for preferring print, which ranged from "ease of use" (54%), "note-taking ability" (35%) to "physical feel of book" (11%). For those favoring the e-version, factors cited include "light weight" (34%), "convenient access" (23%) and "search function" (16%). "Cost" was cited by only 15% of the respondents as a factor in purchasing the e-version (Tan 2014).



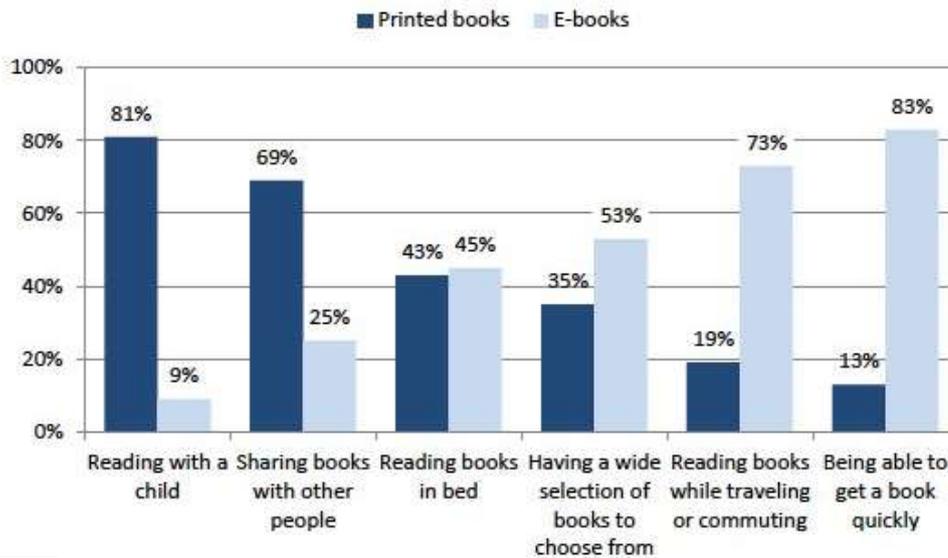
7.2 Almost Half of Readers Under 30 Read An E-Book in the Past Year

Some of these differences are even more pronounced if we narrow the focus to look only at those who read a book in the past year. Among these recent readers, young adults caught up to those in their thirties and forties in terms of overall e-reading: Almost half (47%) of those under 30 read an e-book in 2013, as did 42% of those ages 30-49. E-reading also rose among readers ages 50-64, from 23% in November 2012 to 35% in January 2014. However, the e-reading rate among readers ages 65 and older remains around 17%. (Pew Research).



7.3 Compare for Betterment Between A Printed Book or An E-book?

% of those who have read both e-books and printed books in the last 12 months who say that this format is better for these purposes



7.4 Source: Pew Research Center's Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents age 16 and older. Interviews were conducted in English and Spanish and on landline and cells. N for those who have read both printed books and e-books in the past 12 months is 701.

8.0 Summing up

What is to gain from all this? In sum, the print is not dead (nor is dying), it seems that e-book development is slowing down, but still enough. The way information has changed it is clear that reading habits differ between a print text and electronic text, And that there is a negative impact while using the eReader. Both Unique features and services are provided in print and e-books Different tasks to meet people's needs, which can be Different demographic, contextual, and situational Factor. E-books will carry on to grow, and carry on to exist, because it is becoming part of the growing electronic world, and based on the data collected, it appears that e-books are here to stay and the same is true about paper books' future. The data also provides a reason to be optimistic that e-books and print books could both co-exist in the future together, because even with all the features of e-books convenience, portability, and multimedia can provide over the printed books. there are still some essential traits they will simply never replace Some of the comments received by some of the participants suggested that it would be a lot easier to manage if books are downloaded to an iPad or Kindle, at the same time other readers indicated that digital books are somewhat hard for them to interact with. Some other indicated that there's something about printed books that they can't give up (e.g. holding the book in their hands and physically turning a page), which can't be matched with "pixels on a screen". The idea of e-books fully replacing print books, for those who prefer their books printed in ink on paper sounds saddening. Some participants indicated that the internet has exposed them to so many more books and resources that they can't read fast enough to keep up, and for others while digital books look like copies of paper, they can't be designed or typeset in the same way as paper, and no matter how impressive they may look on "a high resolution" screen, they will remain images rather than physical things. Other participants indicated that reading requires concentration and it's difficult to do with all the highly entertaining distractions some e-books present

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