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SHIFTING READING HABIT TOWARDS-E-BOOKS: FUTURE AND TRENDS OF AN E-BOOK IN TECHNOLOGY ERA



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ABSTRACT:

E-Books have been around for many years, recent rapid improvements in the versatility and affordability of e-readers and tablets, along with increased access to broadband internet, have led to a dramatic rise in household ownership of these devices. Expansion of education, publicity of literacy and with the help of new information technology e-books are more popular among the youngsters but not all people particularly in India. The reasons for this may be several usages of electronic books are one of the important aspects for developing collections in the university libraries. This paper has describe why reading habit shifting toward e-books of the user and what is the issue and challenge may be in academic library, and introduced what should future of e-book in future Indian scenario.

KEYWORDS: E-books, Electronic book, Digital Right Management.

INTRODUCTION:

Origin of the World Wide Web (1989) and its sub sequential development gives birth to Hugh information on the web ,creating ,publishing ,and distributing information have become many time easier and faster as compared to before the world wide web decade . A book is a medium for communicating information. The medium, as we commonly understand nowadays is paper, but included all other medium like clay, stone, birch, bark, palm leaf, metal sheets etc. The information includes facts, teaching material, discursive writing, a poetry or fiction, etc. we have known that many Shape of book's changed ancient to modern time. Books are the culture heritage of the every country apart from that book may have live ideal/motivation for life. How you should progressive if your ideal /motivation ends you without your future. Before, the World Wide Web (www) in 1989 most of the people preferred print version of books. Life style changed in every period of life because of that changes should be accepted comfortably. So question is asked occasionally who read, in the age of Mobile, T.V. and Internet. Everything should be available in Google and Wikipedia without any discrimination of age, location, language etc. Still also the importances of books are progressive continuously, because it is one of the primary sources of knowledge, information and emotion for human beings. Scholarly we have defined e-books in a variety of ways i.e digital format, online delivery, text (with or without audiovisual content), monographic rather than serial publication, and accessibility through an optical display. The definition adopted here includes two additional elements: (1) length comparable to that of a printed book and (2) access restricted to those who have paid, directly or indirectly.

Reading habit is an essential and important aspect for crating the literate society in this world. At present due to the influence of the Mass Media people could not show much interest in reading the books, magazines and journals etc. Therefore, there is the urgent need to develop the reading habit through digital literacy among the individuals in the society. In recent scenario, due to publicity of literacy and expansion communication technology hunger of knowledge increase among people. They should want to get knowledge and information in any medium. In present decade's trend of e-books increases, which interact or connect most of the youth?

CONCEPTUALIZATION OF E-BOOKS

While e-books have been around for many years, recent rapid improvements in the versatility and affordability of e-readers and tablets, along with increased access to broadband internet, have led to a dramatic rise in household ownership of these devices'-book or electronic book is a new medium/form of scholarly communication, where the contents (soul) of the book is available in digital format and can be download from the internet. As it is available in digital form, there is no such as physical size (gross body) of the e-book like traditional books. One can read e-book by using separate device like computer, laptop .palmtop. The phrase 'electronic book' is coined by Van Dam during 1960s while working on the concept of hypertext systems.

In 1971, Michael Hart started project Gutenberg (<http://www.gutenberg.org>), which covered works available in public domain including literature, religious books and reference books. Project Gutenberg is the largest project on e-books providing access of almost 46000 free e-books throughout the world. In 1981, the first commercial e-book was launched by Random House. And conceptualized a device "Memex", that could store and display personal documents, records and books. Taking this ideas Andries Van Dam first time, and Alan kay developed Dynabook which is similar to today laptop computer. And under project of Gutenberg project on 4 July1971, Michel Hert first time overall declaration of independence, a digital book and sent it to many people over a net. Present concept of

the e-book:

An e –book is nothing but a computer files electronic copy of printed book that needs a device such PC(Personal computer)Laptop, Smartphone ,Mobile, iPods, Kindles ,web to access and read.

- E-book simply means electronic book or electronic format of book or non-print version of book which is available electronically.
- That a virtualized form of book which is available on network.
- Books which can reader bookmark pages, make notes, highlight pages and sometime save selected.
- A new form of traditional book.
- It is electronic form of books.

SHIFTING USERS INTREST TOWARDS E-BOOK

Interest helps in all-round development of a person from his birth to death. It adds new sight to eyes and new wisdom to mind. A dumb person becomes a communicator and a lame climbs mountains of knowledge through reading. However, in the modern multimedia society, the radio, television, cell phone, computer and the Internet have captured a big slice of time and reading has taken a back seat. These new gadgets of technology have become the “Time Eating Machine” and reading has almost become a closed book. Children, youth and adults alike are more inclined towards new technology for information, entertainment and pleasure. The rapid in the information age have resulted in literacy becoming more technological oriented. Information on the advantages of e-books is readily available, since every e-book publisher, aggregator, and vendor has an interest in disseminating that information as widely as possible. In the past time most of the user’s interest read print form book, journal reason of those available sources of information traditional version and their no technology and other sources of information to easily access sit at the home. But Present decade most of the user’s interest shifted print to online version of information. Most students and faculty read academic e-books on desktop or laptop computers rather than iPods, Kindles, smart phones, or other mobile devices .Basically the advantages of e-books is readily available, since every e-book publisher, aggregator, and vendor has an interest in disseminating that information as widely as possible. Several reasons have shifted User Interest towards e-book.

EXPANTION OF EDUCATION

Due to expansion of education since two-three decade after users interest dynamically changed they have more conscious to use of information available in different forms and their easily availability of content. Education is the process of learning, acquiring, and understanding of knowledge. Due to despite of advances in production and delivery of electronic information, the printed book publishing industry continues to thrive. People read books actively or passively, focusing on one or multiple texts, for a variety of reasons.

IMPACT OF NEW TECHNOLOGY ON READING HABBITS

Every new media of information and communication technology (ICT) has been a threat to man’s interest in reading. The radio, television, cell phone, computer and the Internet have captured a big slice of time and reading has taken a back seat. It is visible that people have reduced their contacts with the world of books and other reading materials. The children in particular, are carried away by the new media in their leisure time. Therefore, the scholars from all over the world conducted researches to identify how far the new technology has succeeded in effecting/replacing the reading habits. Let us have a look on the scholarly articles of world personalities on this issue.

HABITATION OF SELF READING

Habitation of anything can better or hazards because habitation there no limited to doing other work. Habitation is a process of thinking, evaluating, judging, imagining, reasoning and problem solving or doing interest someone. It includes learning, reflection, judgment, analysis, syntheses and problem solving. It includes attention association, abstraction, generalization, comprehension, concentration and deduction. Reading typically is the brining of meaning rather than the gaining of meaning from the printed page.

SPECIFIC TECHNOLOGY REQUIRED FOR E-BOOKS READING

E-books are technology based books which require hardware or device, software application and a screen for display. E-Book hardware and software continue to be developed and released at a breathtakingly rapid rate. E-books need specific physical device for reading such as:

1. E-book Hardware Device

In 1990s there were PDAs that were popular for reading e-books. After that many commercial players came with e-book readers. However the most successful one are Amazon-Kindle, Sony's-PRS-500, Barnes and Noble-Nook. Apple's i-Pad is also popular as e-book reader along with its other features. Several portable e-book devices in a range of shapes, sizes and prices are available. These may be – dedicated reading devices, multipurpose devices and desktop or laptop, tablet, Notebook, PCs. These use a Monitor, LCD or Touch screen Smartphone device as screen. They are Several e-book reader device such as Apple iPod, Amazon Kindle, Sony Reader, Barnes & Nobel "Nook", E-book wise Foxit e-Slick Reader, Smartphone etc.

2. E-book Reader Software Application

Most of the e-book reader software application are having feature to read e-books through various applications and these have become most popular functions such as search, user defined text size, colors /grayscale display, network connection, read only content, hyperlinks within the books, range of platforms and devices are supported and carried out by e-Book reader software. A few important are Adobe Acrobat E-book Reader, Franklin Reader, Microsoft Reader, and Palm Reader etc. the reader software is free to download and supports several operating systems. Tools are available for creating e-books such as Adobe Frame Maker, Adobe. Page Maker, Adobe Design, Adobe Acrobat, Adobe Acrobat Capture etc.

CHALLENGES TO E-BOOK ACCESS

The top factor hampering library users from accessing eBook content is basic awareness that eBooks exist. Aside from the awareness issue, most of the remaining items on this list can be seen as opportunities for publishers to help libraries in turn help their users make the most effective use of eBooks and other electronic reference materials. Addressing format, DRM, and basic usability issues will go a long way toward building amicable relationships with libraries—and, ultimately, library users. Several challenge may be possible to e-book access:

- Unawareness of eBook availability in library
- Difficulty with Digital Rights Management
- Difficult to reduce plagrisam
- Difficult to read onscreen/online

- License restrictions that limit usability
- Poor onscreen presentation of text,
- Limited availability of academic titles as e-books and Limited Discipline material
- Unnecessarily complicated e-book interfaces
- Lack of Common Standard or Features
- Users Preferred Language
- Someone Users prefer print version
- Awkward interface
- Difficult to find/Discover
- Lack of training and trained professional staff
- Lack of budget for purchasing e-books, devices & infrastructure
- Limited access to reading devices
- Complex downloading process
- Charging or Electricity
- Technical Problems
- High cost
- unsatisfactory pricing models
- un sustainability, and difficulty integrating e-book acquisition and cataloging into existing workflows

ADVANTAGES OF E-BOOK

Several advantages of e-books are following:

Customization offers: Customization offers the opportunity to change the display brightness, font size, font style, copy, pest, page make annotations and links. Portability is possible with e-books. Integration of multimedia is seamless in e-books and face lifted availability and access to titles is quicker and more convenient to the readers. E-books offer easy distribution and have easy search ability and e-books are specialized academic work, which do not require strong protection against sharing and piracy.

Instant delivery: The instant delivery of material is a reality with eBooks. There is a saving in shelf space and an end to lost or damaged titles for library and information centers. And reduce the delay of publication, acquisition and management.

Physical storage: It is space saving convenience. Library is growing organism so collection increase day by day so need a physical environment for storage information and management them. But sense in electronic collection does not require physical storage space in warehouses of publishers. And publishing process becomes quicker easier with electronic media. It is easier to make changes and distribute via Internet. The publishing cost of printing, binding, inventory etc.

Equal access to learning content: It provides equal access to learning content or information to both campus-based and distance-learning students. They have provide information without any discrimination of hindrance. Library can purchase eBooks as they provide instant online 24x7 easy accesses, occupy no space and the information is readily available.

Face lifted access rare collection : Print form are brittle after a long time use but electronic form facilitates access in digital form to precious and rare documents that are currently under lock and key in collections around the world.

Easy to carry out: It facilitates to easily carry out anywhere anytime without any hindrance through e-readers technology.

Eco-friendly: Most advantage of e-book has no polluted environment comprise than traditional version of document.

DISADVANTAGES OF E-BOOK

Several disadvantages of e-books are following:

Restrictive license terms: In the acquisition process of e-books there need to license protection .they are crucial for librarian and users to acquire and use them.

Limitations on the use of e-books for interlibrary loan: Several library if they associated for inter library loan than question have risen that how to exchange the e-books one to another library users.

The absence of standardized e-book formats and access mechanisms: Due to lack of standardized e-books format and no particular standard machine for use them it is another disadvantage of e-books.

Scope for plagiarism: In the case of e-books access may have more chance to copy -paste and misuse them.

Language medium: In the case of uses language preference most of the users preferred Hindi language material but e-publication most of the published English and another language so that difficult to language.

Affect on eyes, mind, and human sensitiveness: It's affected on eyes, mind, and human sensitive organs till long time access on systems. And the lack of transparency in publishers' pricing and licensing models it is another disadvantage of e-book.

E-BOOK AS A POSITIVE APPROACH OF LEARNING

A trend of e-books increases day by day. Several books are changing in an e-book format. Today we are living in the age of information technology so it is obviously important of e-books for connecting the youths in academic library because 60% population of the India comes under the youth's population. Due to of publicity of education and expansion of latest technology user interest almost shifted non print version, and increase people and their reading habitation of e-books .But print books have taken important on self . Especially in the case as of India it should be not essay to end also important of books. Because print books comes nearly feeling that should be not e-books. We assumed that certain characteristic on self of e-books but depend on other resources whenever how read e-books like Low Electricity, Charging of supported devices, Network problems etc. Today New technology useful but they could be not making optional of books. Books are available easily so their importance are not worthless. Wherever publicity of e-books affected on books but there are not more special effects in Hindi medium language books and neither nor future although increasing number of user. Which through more information is meet about of books and so they can online access. As the literacy world adapts to the transformation of reading options offered by eBooks, the choice of reading on paper or screen seems rarely to be an 'either/or' situation for most readers, with each form of reading suiting a different situation. However, it is important to recognize that the use of electronic texts is becoming an increasingly important part of students' literacy learning, and the number and

quality of eBooks available for children and young people to read for pleasure is increasing year on year. Trends of e-book not challenge for existence on books but they help to positive approach of users.

FUTURE OF E-BOOK IN INDIAN SCENARIO

In India the concept of e-book publication on a commercial basis is gaining momentum. At the school, college and university and related other institute level. E-book has many benefits such as hyper linkage, viewing, page mark, cutting, pasting, printing and multiple simultaneous user access. E-book should be included in the syllabus since printed books are outdated too soon due to frequent change in syllabi but e-books are updated too soon after such changes. In present 18 languages officially recognized in India in which available e-book. It has a direct impact on the spread of e-book technologies in India. At present time where is not available recognize scripts of various Indian languages and the document image processing techniques needed for the efficient representation of e-books and alternative approaches are being investigated. And several Librarians assume that the future of the eBooks is very good and libraries have to be provided with the proper infrastructure to maintain these. The views of some reputed international publishers are also positive. According to publishers the future of e-books is good with the improvement of technology & increased familiarity to the access and use of e-books by the readers. In future the e-books will replace the paper books in market. In future most of the readers too may not ask for a print version and find it boring. They may become addict for screen to read an e-book. In present time very one Vendors, Agree get terse, Publisher hopeful e-book will grow and capture the market replacing print books. It may not be Utopia but a reality. The acceptance of eBooks by the education community will be directly proportional to ease of access in terms of find, buy, obtain and use. With a seamless, one-click e-book purchasing or lending experience, students may switch to digital mode. The advent of e-books and electronic publishing is changing the way student's access information all over the world. DRM technology is necessary to ensure the protection of copyrighted material but it is overly protecting so much so that eBook usage has been sacrificed. To minimize DRM restrictions in the e-book collections use of database and Open Access models, which have minimal, or no DRM restrictions.

CONCLUSION

Today we are living in the Digital Era. Everything is available online and as well as in electronic form. Because of this internet the world summarizes in one roof. Like shopping, money transfer, e-ticket etc are now done only by one click. As we know that books are the part of our life and due to the changing scenario it is also available in electronic forms today. Development of IT and their Gadgets becomes boon to provide e-book to everybody through these gadgets like Mobile Phones, I Pod, laptop etc e-books are available on every bodies hand. This is the reason the reading habits of people are changing and they are moving toward E-Learning.

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