Investigate the Discouraging Factor for Students to Adoption of Online Reading Style

Raja Irfan Sabir1, Haseeba Ijaz1, Somia Yaseen1, Maryum Razzaq2, Ammara Arshad3 and Uzma4

1Comsats Institute of Information and Technology, Sahiwal, Pakistan
2University of Lahore, Comsats Institute of Information Technology Lahore, PU Lahore

Abstract: There is rapid growth of internet now a days and studying trends going towards online reading but some factor are existing that discourage the growth of online reading. In this paper we identify the failure factor and the strategies to possible overcome these discouraging factors. online reading is not new thing to increase the knowledge of students but some critical failure factor involve to growth of online reading with the help of this study we will discuss these independent factor lower level of data and system security, in convent use, lack of student awareness, unsatisfaction and discourage online reading growth as dependant variable, we will use mixed approach to data collection and data analysis sample of randomly selected population that have some or little experience the online reading. conclusion should be drawn with the help of findings from N vivo 10.

Key words: E book, p book, eye fatigue, critical failure.

Introduction:

Today the 99% of graduating student of any institution is much recognizable to the use of internet from the student of past decades. Assignments as well as projects not completed without the help of internet along with online reading assist course work. In many country students are reading online books like Google book, free lance articles, (Daniel, Woody, & Baker, 12 April 2010) From a decade’s publishers of initial level suggest e book substitutes in higher education. There is some factor to the growth of online reading that’s badly discouraging it. The concept of online reading is now very well-known. Due to globalization everything in every time is accessible, but some barrier present to the business to business activities, worldwide trading, buyiny and purchasing over internet, electronic media play important role in every field online classes is also a fame concept from many years. (Bell, (2002), Forecast that e book replace the print book but some others predict that the market share remains same of print book and these e book publishing companies may be bankrupt. In this study we discuss the critical failure factors that put off the grow of online reading.

Literature review:

(Merriam-Webster) In the 1970s, a student Michael S. Hart of University of Illinois made artistic papers in digital format. This format is known as first e book. Merriam-Webster Online Dictionary elaborates that, an e-book is "a book formed in or changed into digital versions for shows on a computer screen or handheld device. (Daniel, Woody, & Baker, 12 April 2010) Way of reading differs when reading online or print text book. contributor who already user of electronic book always prefer print book although these are easily accessible, hyperlinks and some others prominent features but student prefer still print or text book and these researches suggest that eye fatigue navigation may be the variables that change the students preferences toward textbook. (Chu, 2003) The reasons for less acceptability of e book are not same throughout the world but while using laptops palm pilots and personal computers feeling discomfort is constant reason. (Marek, (1999)) Students like the textbook but not e book because their interaction is much higher due to previous usage of these textbook. (Sheperd, (2008)) Found that student 90% are those they purchase expensive textbook although they have an option of e book that having easy access also they found Discomfort and unsatisfied previous usage leads a reader toward discouraging e book reading. (Rho, (2000)) Student does not feel same comfort when they are reading on line because many others skimming based work but not this extra fatigue base in textbook. (Kropman, (2004)) Process difference student effort and eye fatigues are some variables that leads that online book reader to anxiety. (Qian, 2011) investigates the initial user perceptions and use of Amazon’s Kindle DX they collect data with record of customer review and analysis with the help of QSRNvivo8 findings shows of this paper kindle DX great e book device next generation appreciate it. (Helfer, Oct, 2000)& (Andersen, 2001.) Studies also related the other critical failure factors that related to the discouraging e book because screen is small, problem with browsers slow speed of loading time and not easy navigations process moving from one page to another. (Van Oostendorp, (1998)) Due to different problems related to computer and internet people prefer print or textbook over the e book.
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reading efficiency is much higher of print book reader as compare to e book reader due to scrolling down the page taking too much time and less memory remains when information combine. (Sun, Tsai, Finger, & Chen, 2008) Learner computer anxiety, learner internet self efficacy, learner attitude towards computers it’s may be feel like complicated and difficult all these elements leads a e learning process less dissatisfactory. (, Massis, 2010) investigate in USA use of technology is 100%. but students appreciates the print book paper or pen. An analytical study found the students problem regarding in on line reading. (Muilenburg & Bergeb, 2005) The eight factors found were (a) administrative issues, (b) social interaction, (c) academic skills,(d)technical skills,(e) learner motivation, (f) time and support for studies, (g) cost and access to the Internet, and (h)technical problems.

Problem statement:

Research question:
- Is eye fatigue of student is same, when reading e book vs. p book?
- Is level of satisfaction same the online reader and p book reader?
- Is online reader feels data is reliable over the internet?
- Is shortage of electricity discouraging students to studying online?
- Is in convent use of e book leads reader to de motives for reading on line?
- Is degree of awareness is less in students of Pakistan?

Research frame work:

Eye fatigue
Level of satisfaction
Data reliable
Shortage of electricity
In convenient use
Degree of awareness

Discouraging factor of online readings

Hypothesis:

H1; There is positive relationship b/w eye fatigue and discourage the e book reading.
(Jeong, 2010) Students feel high eye fatigue after reading e book than p book
H2; There is positive relationship b/w level of satisfaction and discourage the e book reading
(Sun, Tsai, Finger, & Chen, 2008) Many critical failure factors that affects the e learner satisfaction.
H3; There is relationship b/w less reliable data and discourage the e book reading
(hill) There is no authenticated regularity body that checks the reliability of data available over the internet students and researcher always conscious about the reliability.
H4; There is relationship b/w shortage of electricity and discourage the e book reading
(Lodhi & Malik, 2013) In effective learning due to shortage of electricity is reason of prevent online reading

H5; There is relationship b/w in convent use and discourage the e book reading
(Nielson, (1997)) & (Rho, Academic articles on the web: reading patterns and formats, 2000) There are some subjects that’s need Pdf reader and hyperlinks are not convenient for every user relevancy found is computer based data from the vast material is also not easy.
H6; There is relationship b/w less degree of awareness of students and discourage the e book reading
(Aqueel, 2010) “I don't think reading e-books is a growing trend in Pakistan,” says RabiaGarib, Editor-in-Chief of CIO Pakistan, a technology and business magazine in Pakistan.

Methodology:

Data collection:
Primary data collection with the help of interviews of university students of different department and teachers open ended and comment based questionnaire also used for collecting the data.
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Data analysis:

Many researcher used the nvivo 10 for data analysis purpose in this current study we also use the data analysis with the help of this software. This techniques is basically used for qualitative data organizing the data coding the nodes and analysis these data N vivo is very effective technique.

(Ozkan) Data analysis with the help of QSR N vivo 10 (pros n cons of kindle DX e book reader also analysis by using QSR Nvivo8 E)

Findings:

access actual addition although assignment attention avoid b based body book books comfortable compare computer concept data difficult discomfort due easily easy edit every eyes facing fatigue features feel focus get give hard high hyperlinks inconvenient information internet issues laptop laptops leads learning less level like line load many material may mental much net often online p pc pdf people prefer print problems provide provides read reader readers reading relevant reliability reliable resources satisfaction satisfied save shedding site sites software sometimes students study studying system text textbooks time unreadable us users websites

Figure 1: word tag cloud

This word tag cloud having various words and different size this depends upon the frequency of the word used by respondent these tag clouds helps to develop the theme of the particular questions.

Figure 2: word tree

This shows the respondent word about print book and this tree shows our consequences of the study they feel relax less eye fatigue, authenticated data easily acceptable save time are some words that shows the students like print book reading style.

Figure 3: word tree
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This tree shows results why students do not like e books lack of satisfaction not focus the mind un stable system due to shortage of electricity in Pakistan they reluctant to study on line

Figure 4: tree map

Eye fatigue, anger, irrelevant issues, mental exertion, pop up ads, lap top battery, load shedding, in constant data all these are nodes of transcribed data from the interviews shows less liking of e book as compared to print book main reason feels by almost each respondent is habits of every student in Pakistan.

Figure 5: MODEL
New elements founds in this qualitative study like subscription charges while reading e-book irrelevant issue, time wastage, anger, habit of p-book, pop up ads these element are identify by students analysis by using QSR Nvivo 10.

Result:

All these above mentioned model or figure extracted from the interviews show that’s our H1 H2 H3 H4 H5 are true means

Eye fatigue is higher in studying online. Level of satisfaction is less when not study from print book. Data is not reliable on internet. Shortage of electricity is major problem in Pakistan that’s why student not feel easy due to unsteads in system of online studying. In convenient use means pdf format or some other matters like subscription charges to study over the internet also discourage the students. But H6 is not true degree of awareness in Pakistan students is much about e-book.

Conclusion:

(Ray, 1998) Problem with system and internet shows less preference of students of e-book. Students prefer print book they are strict to their this habit and also in Pakistan e-book having critical failure factor like eye strains and less satisfaction means the student mind set in this manner that eye fatigue is higher on watching the screen of computer or their laptops etc., not focus the mind so they feel less satisfaction as compare to when they study print book. Shortage of electricity is major problem facing Pakistan so in computer or laptops with out stable mode of electricity it is not possible to continue the use of these devices that why student prefer to study on traditional style and they not moves to adopt online learning style. So we concluded that students in Pakistan prefer textbook over e-book.

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