



USERS' PERCEPTION ABOUT E-BOOKS IN HYDERABAD

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[Why this study?]

- To know the perception, understanding and usage of E-books among users of Hyderabad
- To come up with recommendations to improve usage of e-books among users

OBJECTIVES OF THIS STUDY

- To find out the users' understanding about e-books
- To find out the users' usage of e-books,
- To find out the users preferences between print and e-books,
- To find out the users willingness to pay for e-books, and
- To find out the problems faced by users while using e-books in Hyderabad.

[METHODOLOGY]

- Survey was conducted through questionnaires
- Survey sample covers users ranging from 20 years of age onwards and belonging to a variety of professions including librarians, software professionals, academicians, students and other people.
- 80 questionnaires were distributed to users with varying profiles and backgrounds.
- Of these, 50 people responded

User Demographics

Age Groups	No.	%
20-24	31	62
25-29	5	10
30-34	3	6
35-39	1	2
40-49	6	12
50 & above	4	8
total	50	100
Gender	No.	%
M	34	68
F	16	32

User Demographics

Occupation	No.	%
S/W Prof.	12	24
Student	8	16
Senior Tech. Asst.	2	4
Govt. Service	9	18
Scientist	9	18
JRF	1	2
Library Professionals	4	8
Teaching	2	4
Professor	3	6
	50	100

Educational Qualification	No.	%
BA	1	2
BE	7	14
BLISc	1	2
BTech	20	40
MCA	7	14
ME	4	8
MLISc	1	2
MSc	5	10
Mtech	2	4
PhD	2	4
	50	100

[Users Profile]

- Majority of the users (82%) are daily computer users.
- Of these 32% of them use computers for the sole purpose of Internet i.e for browsing and email.
- 42% of the respondents had been using computers from 6-10 years. 10% had 15-20 years experience and 20% of them 11-15 years of experience.
- 48% use internet almost everyday, 44% use a few times a week and rest less than once in two weeks.
- (90%) own a PC

Earlier studies have proved that Frequency of computer usage and Internet usage affects the receptivity and usage of e-books.

Awareness about E-books

Awareness of E-book Technology	No.	%
Yes	29	58
No	21	42
	50	100

USAGE OF E-BOOKS

Our study found that:

- Majority of the respondents (72%) have used e-books, while 28% have not used e-books
- Among the ones who have not used 69% of the respondents are eager to start using e-books indicating a growing interest in use of e-books.

USAGE OF E-BOOKS

- Place of use:
 - 45% used e-books at work,
 - 33% used them at home,
 - 15% used at school / college / university, 3% while commuting and
 - 1% at other places.
- Nelson (2000) found that the **main impact** of online e-publications, resides in the **convenience of being able to access them from the work place or on the home PC.**
- The usage patterns of e-books by users in this study also suggest a similar trend.

USAGE OF E-BOOKS

- **Length of E-books usage:** Among the respondents who have used e-books, 21% have been using for more than three years, about a third (32%) for 2-3 years and 44% from 6 months to one year.
- This indicates that the trend of using e-books has been slow among users of Hyderabad, though e-books are available since long.

USERS' PREFERENCES

- **Type of E-book form preferred**
 - 46% prefer using e-books on Internet,
 - 37% of the respondents preferred using e-books on CD-ROMs,
 - 10% prefer DVD and
 - a few (4%) preferred VCD.
- These results show that the majority of users access e-books on Internet. The possible reason could be the availability of free e-books on the Internet

User Satisfaction Rate

User Satisfaction Rate	No.	%
Very unsatisfied	3	6
Unsatisfied	3	6
Somewhat satisfied	24	48
Very satisfied	18	36
Extremely satisfied	2	4
	50	100

This indicates that though the users are receptive to use e-books, they still prefer print books as well.

Probability of E-books purchase

Probability of E-books purchase	No.	%
Definitely	17	34
Probably	11	22
Might or might not	2	4
Probably not	14	28
Definitely not	3	6
Never used	3	6
	50	100

E-books in Libraries

Availability of E-books in local libraries	No.	%
Yes	23	50
No	23	50
	46	100

Should local libraries build E-books collections?	No.	%
Yes	17	89
No	2	11
	19	100

DESIGN & USABILITY

Usability of E-books	1	2	3	4	5	Weightage
Easy to learn to use (Learnability)	16	12	8	4	1	171
More efficient to perform search tasks (Efficiency)	20	11	5	3	4	169
Easy to remember in reusing the e-books (Memorability)	4	8	13	12	3	118
Fewer errors encountered and easy to solve those (Errors)	6	8	8	9	10	114
More satisfaction after use (Satisfaction)	8	11	6	8	9	127

Problems with E-books

Problems with E-books	1	2	3	4	5	Weightage
Not comfortable with electronic gadgets	6	3	6	4	8	56
Availability of e-books is less	10	4	8	3	7	103
High cost of e-books, reading software/devices	13	11	3	3	1	125
Licensing issues involved in purchase of e-books	14	9	3	1	3	120
Libraries do not subscribe or utilize the new technology	10	7	7	2	1	104
Need training in use of e-books	6	2	5	3	11	70
Not many titles are available in my area(s)	11	3	4	4	4	91
Specific device/software requirement for an e-book makes difficult to use	10	5	6	3	2	96
Unable to print from e-books	9	3	3	4	4	78
Quick updating of e-books/reading devices	1	6	6	4	3	58
Continuously longtime on-screen reading is difficult for me	15	6	4	2	2	117

[Problems with E-books]

- Most common problem: Not eye friendly
- Not comfortable for long reading
- Getting lost and disorientated from scrolling on monitor screens
- These are indicators current reading devices need to be optimized so that reading on e-platform can be less straining and cumbersome to the users

[Pricing Issues]

Price currently paid by users for E-books	No.	%
Same as printed publications	5	17
Slightly less than printed publications	4	14
Half of printed publications price	3	10
Quarter of printed publications price	4	14
Not willing to pay	12	41
Others	1	4
	29	100

[Pricing Issues]



Pricing pattern of E-books	No.	%
One-time purchase of a title with a premium for perpetual access	13	42
Purchase of a title with annual access fee premium	7	22
Annual subscription fees access with ownership	8	26
Annual subscription fee access without ownership	3	10
	31	100

Copyright Issues

- 62% of the respondents are aware of Copyright Laws
- 38% are not of Copyright Laws.
- Among those who were aware of copyright laws, 58% said they would not copy content from e-books.
- 42% of them said they do copy content from e-books inspite of being aware of copyright laws.

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THANK YOU!!!