THE IMPACT OF INTERNET AND DIGITAL MEDIA ON READING HABIT

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ABSTRACT

The purpose of this report is to study and to explore the impact of internet and digital media on reading habit. Traditional reading habits of library users have now change with the changing environment and working culture. People are now looking for an opportunity to read contents in electronic mode.

It reduces the burden over the person to keep staying inside the library and now person can even read contents while travelling or while moving around the world. Traditional libraries and digital libraries supple each other to meet the needs of various kinds of readers.

Younger generation students sometimes prefer reading through the internet or following up book reviews as such opportunities can be thought as effective means for fostering reading habits. Reading is influenced by many factors like environment, subject, background, age etc. Libraries are under the influence of modern technologies which have converted the functional activities in all walks of life.

KEYWORDS: Digital Media, Internet, Digital libraries, Library users, Attitudes towards reading.

INTRODUCTION

The library is a rich source of personal information and cultural treasures. This should be able to meet the challenges of the new technology revolution. However, the advancement of advanced technology, the widespread use of computers, optical disks and network and various forms of information have provided excellent opportunities for the survival and development of conventional libraries of various types. The library, like the traditional knowledge center, is making major changes in its service to the new era. As digital
content becomes more readily available to the reader, the library is no longer just collecting printed material. As for library users, their learning habits and ideas for using reading materials have also changed. The proliferation of computers has led to some changes in educational methods, such as research, essay writing, and the production of educational materials. Email usage has become so popular that it is now widely available and researchers find it important that all such objects and resources must be available in digital format. Both before and after the development of the digital library, modern systems and time and the user is fully satisfied.

Habit is a psychological activity and is developed over time as part of a person’s personality. Many people in the library world believe that digital libraries can be organized into printed libraries. New formats are not seen as old replacements, but rather work collaboratively with them. Libraries will no longer be ranked according to the richness of their collections - they will be evaluated in terms of the services it provides, primarily in remote access to the resources of other information centres.

There is growing evidence, both from research projects and library manager strategies, that a different culture of organization and management is needed in effective digital libraries. Indeed, there are many challenges for individuals, cultures and organization in developing and maintaining digital libraries. A digital library obviously has a “different” culture than a standard library service. One can only speculate that the “cultural change” involved is a requirement for the development of a digital library, or whether there are “cultural failures” and changes resulting from the introduction of digital services. Reading on screens is as fast as paper if the image quality was good enough. However, people like to read the article after taking printouts. Although changes do occur, highly focused work practices appear to be unaffected. Therefore, although our various projects look like a very different implementation, the results have completely astonished librarians.

Much research in the libraries of developing countries focuses on how people use digital resources or their feelings about digital resources and printing in the library. These application lessons draw many conclusions about the behaviour and preferences of library users. The digital library environment has dramatically changed the way in which students and students access the information provided by libraries. A few studies on the use of digital information in recent years have focused on standard usage calculations. An important result of the introduction of digital technology within libraries is the amazing opportunity to organize and store information in large archives. As conventional methods of collecting and presenting information are expensive and time consuming, putting digital information on networks is considered a major improvement over the physical care of other library services. Digital surveys are not given a prominent place in books or projects that evaluate digital network ratings, because the point of projects is to collect data on the use and number of digital resources. There are many ways to evaluate the effectiveness of library services. The digital environment is very different from print culture: “it has always been recognized that other cultural changes, both in libraries and other stakeholders, were significant if digital libraries could make a real difference”. While these new advances in information technology are challenging and, at times, even frustrating, the real challenges we face
are not natural. Instead, it is necessary to think and implement change that will translate traditional values into the future of network and electronic information.

Learning today is a very diverse practice, covering all of the above. It is just as effective when combining dance fonts on a computer screen as it does with a kind of handset on the broken pages of a 300-year-old book. We can still write in the word processing era; we are still learning from the video era. That will continue, but the learning environment will change as it has changed all the time. The fear that the Internet and other technologies will cause the collapse and collapse of the print media is almost unrealistic. Although people may not read as many books as they used to, their thirst for knowledge seems endless. Publishers develop an electronic media reading experience and gain the next generation of book clients like any they have ever seen.

**Reading habits and their influence on digital libraries**

The purpose of developing digital libraries is to enable students to make better use of library resources. Only in this way can digital libraries show their superiority, and this principle applies to the growing stages of the service system, but many digital libraries are failing to achieve their goals. In developing countries, the development of a digital library faces many challenges. There are a few key factors that limit the development of digital libraries in such countries. Another is that many libraries do not have the money to buy digital equipment and digital books. Another is the learning habits of library users. Also lacking computer skills and knowledge - also closely related to learning habits. In short, in the libraries of developing countries, computer literacy skills and learning methods have shown a slowdown in the development of digital libraries, and the pre-determined benefits of digital library launch have not been recognized.

**Impact of Internet on Reading Habit**

The internet has changed the world in countless ways. It has changed the way people communicate, the way business is done, and the way information is shared and received. The internet has also had a positive effect on people's reading habits, as it has changed the way people expect to find both information and entertainment. The internet is a great way to share and receive a huge amount of information very quickly. Almost everyone who uses the Internet has learned to process information quickly and expect information in a shorter, easier-to-digest format. As the Internet becomes a major source of information for many people, they have come to expect even the most offline information to be presented in this way.

Reading habits have changed as those who write books such as newspapers and magazines have changed some of their formats to compete with this new, shorter writing style. People no longer read long articles, information and essays, but can simply search to find important information or information that interests them the most. Changes in learning habits were created by the internet. It not only touches on the untruth and the
writing of the truth. As people become accustomed to reading only vague words, even in instant messages or one-line emails, their attention span changes. This means that even their time to pay attention to novels and long writing material decreases.

The internet is an amazing resource for many things, and it has allowed people all over the world to connect more and more. However, with its fast pace, instant gratification mindset, and with its unique format, the internet has a devastating effect on whole-generation learning habits. The older generation with the internet has a dedicated time to avoid any writing activity that requires closed reading, analysis, or long-term investment. The impact of the Internet on learning habits cannot be ignored as the internet itself is very accessible to many people each day.

Learning habits have been changed by the Internet. People no longer buy so many newspapers or magazines. Reading of newspapers has been disrupted. Magazines and newspapers are out of business. It is all because people have turned to the same source to quench their thirst for information in the Internet water store.

**Traditional reading habit**

The term “traditional reading practice” refers to reading only printed literature. The majority of this practice is mostly adults, although some are young. They are sticking to their old habits even though the use of computers to read has been popular for many years - in other words their general reading habits have not changed in any way since the advent of the digital age. Like these older students, some young people have a similar habit of reading. For the past few years, they have not had access to computers so they have read about printed books or notes.

Computers are now very popular, but such young readers are still accustomed to reading on paper instead of reading on a mirror, especially for work, and thus printed books are still important to them for reading purposes. Digital libraries can have many resources, but such traditional readers find it uncomfortable to use. Many older people think that reading is an important way to gain knowledge and is an important means of developing a national culture. Although the library has provided modern digital resources for many years, the percentage of digital library use is significantly less than 50 percent and there are still more than 25 percent of students, who because of their reading habits, always use material. Similarly, the invention of paper and printing technology in ancient China improved literacy and reading skills greatly, accelerating the progress of human culture in literacy. And major forms of traditional publishing, such as newspapers, journals, and books, have become increasingly popular with the growing need for reading. In developing countries, many people have long been accustomed to reading paper. The choice of printed items has digital features probably because
they feel uncomfortable and slow to think while looking at the screen. With the advent of digital libraries, its users were already using computers in their work and long hours and were more receptive to digital publishing.

**Lack of computer retrieving skills and knowledge**

Older students tend to read letters and most of them do not know computers and networks. Thumbnails are images that are used to make computer-focused work more visually appealing and easier for beginners to understand. But the colour and brightness of the screen make many people's eyes easily tired - few people, even in developed countries, like to read a long book in front of a computer. Long screen reading is exhausting, and this is one of the reasons why students - young and old - stop reading digital on-screen resources.

Digital reading is closely linked to reading practice and its impact on digital libraries is so great that discussion seems desirable. In the development of libraries, digital library products are very small. They are not mentally ready to abandon the normal learning mode and switch to a new digital learning mode. The number of business deals and e-commerce benefits available on the net will not simply be available in poor countries. This makes the reading psychology of library students a kind of dynamic course of constant development. Students who have embraced digital publishing as a new way of learning are changing culturally and find it easier to adapt to higher cultural diversity and to grasp digital library features and digital library application strategies. So, compared to the printed document, the digital viewer colony is still very small, and it has a good education. Very few people are literate and have read a lot of books, but they do not yet have the habit of reading digital.

It should be noted that users of university libraries are more familiar with computer programming. In public libraries, on the other hand, students are generally illiterate and many are lost in front of a computer screen. In addition to their lack of education, most of them have never received computer training or training. Unfamiliarity with computers and networks and incompetence are key factors. Another factor is that many were unaware of what the library actually bought, while some older teachers even thought they were too old to learn to use digital information resources. When they needed such digital resources, they asked their graduate students to look for them. The influence of age is a major factor in learning habits. It is one of the most flexible in terms of computer comfort and the use of digital resources. The younger generations grew up with computers. Digital resources are often used by younger and older students. It is believed that digital resources reduce the quality and intensity of search engine research. The older the respondent, the more likely he or she is to report that improper communication is wasting users' time, and older professionals report an additional problem with visible connections. Older students are less likely to think that the use of digital resources increases academic productivity, but they are more willing to pay for copies of traditional textbooks or journals.
Solving the problem of digital libraries in developing countries

Digital libraries are based on different numbers of users, and therefore do not provide a basis for analysing any trends. The features of the digital services provided by the national digital library were properly researched on the web pages of the service in relation to the use of the service. When experts in developing countries discuss the digital integration of the library, they discuss the technical question further. They seem to think that if the library turns a website into a digital document, the library will be modern and library readers will become network readers. Students can change overnight from reading printed texts to reading digital texts provided to them. They are happy to enjoy the modern service provided by the library. In fact, this ignores an important network-linked library that develops on the basis of a traditional library where many traditional libraries service options are also expanded. If thousands of printed copies lose their value, then the library cannot provide the reader with books to read or use, and this would be a waste of time.

An effective citizen action can only take place when citizens know how to access information of all kinds and have the skills to be responsible, knowledgeable participants in democracies. In the digital design of a modern library, no matter what the representation of functions, use of resources, expansion of student space, choice of library space, etc., should be considered. In the digital age, the emphasis should be on making technology work for all people, delivering valuable services through networks, integrating technology and maintaining the computer environment, and collaborating across management. They seem to emphasize the importance of delivering digital information to all who need it through the use of information and communication technology, and to breaking down barriers in the department.

Library staffs are also important for library managers to consider ways to actively lead and facilitate the development of effective digital libraries, both in terms of organizational structures and management style, rather than simply focusing on the effects of digital services on service staff. Library staff in developing countries need to keep in mind that people in their own countries often have access to information and information in printed form, such as newspapers and magazines. Especially for people over 50, there is a special popular style of printed literature and reliance on culture. Books not only bring knowledge and excitement to readers from their content and appearance, but also the quality of the content brings different ideas to readers. Although digital texts have fully demonstrated the benefits of network communication and resource sharing, its use requires equipment, such as computers and communications, textbooks that do not, so a structured pattern has long been a factor in learning behaviour.

Libraries in developing countries should also pay close attention to their environmental changes now. In order to meet the new transformations of the library, the library community must make greater efforts to achieve the goal and purpose of a digital library and to reorganize the flow of library and institutional work, as well as ongoing research. in the service mode for students with common reading habits in the digital library area.
Existing connections and the tendency to combine periodical printed and network integration should also be discussed. What should also be done by the libraries of developing countries to correct misconceptions about digital libraries and to carefully and boldly express new ideas. Libraries should seize the opportunity to look for the best growing environment for them, gain the support of digital technology, expand the scope of their services and projects, improve service efficiency and quality, and lay the foundation for digital library creation, rather than wait for digitalization. Digital libraries should provide a better learning and learning environment for students with common reading habits. There is a lot of work to be done when libraries realize that there are many differences between online resources and those in mainstream libraries. In order to meet the needs of users and achieve educational activities during information networks, libraries should evaluate the implications of digital resources for students and explore the content and methods of educating users on online resources.

Libraries in developing countries should learn how to create such a system using changing library systems, how to improve the quality of purchases, how to improve the credit system, and how to develop and read issues such as nature. Digital librarians should develop new service values in addition to the “timeless” library service equals of access, personal service and meeting the needs of users. In the digital age, the emphasis should be on making technology work for all people, delivering valuable services through networks, integrating technology and maintaining the computer environment, and collaborating across management. Emphasis should also be placed on: promoting a personal and group space framework based on ever-changing library plans; learn how to vigorously pursue users’ interests and apply research findings to the personal digital service; and building user-centred building of organizational communication in libraries by taking systemic approaches and implementing a prototype system, creating a personal learning environment.

LITERATURE REVIEW

Reading, one of the four basic language skills, is a powerful and indispensable way of learning. It is considered one of the most important skills in academic and professional success and also plays a crucial role in second or foreign language education (Carrell, 1989; Grabe, 1991). Therefore, it is important that students develop good reading habit for a life-long learning experience. Reading is important because it stimulates one’s mind with enriched thinking power. According to Mishra (2008), para. “A decade ago, if someone said that he or she had not read a Tagore or a Tolstoy that person was looked down upon by others”. But now it is worth noting that modern technological equipment and social networking systems have substituted one’s reading habit with their charming exposures. It is visible that many people have reduced them contacts with the world of books and other reading materials. Besides, every new medium of information and communication technology (ICT) has been a threat to man’s interest in reading. Johnsson-Smaragdi and Jonsson (2006) claim both visual and ICT media are often presented as a threat to books and reading of literature. They are
accused of taking time and interest away from children and adolescents’ book reading in leisure time by offering them more approachable alternatives. (Johnsson-Smaragdi & Jonsson, 2006).

 Loan (2012) reports that interpersonal learning practices are rooted in technological development. The increasing use of television, social media, and online resources is leading to a decline in the habit of reading books. In social media, it is defined as online-based applications that allow the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). Mastrodicasa and Metellus (2013) define social networking sites as websites that allow users to interact with each other based on shared interests, activities, or features. So, Facebook, YouTube, blogs, Twitter, Myspace, or LinkedIn are some of the most popular social media sites of the new generation. Facebook has been the most popular social networking site since 2012, with 90 percent of college students using it (Junco, (2012). and Henry (2006) report that 85% of children prefer to watch television rather than read. Obama (2008, June 23-29) in his speech stated that a child will not succeed unless he raises his expectations and shuts down. to be interested in learning for fun and entertainment. Most college or university students use the internet in the first step to complete their academic work. Bowman (2002), therefore, reports that students turn to the Internet first when faced with a question or class activity.

 Ramirez (2003) is of the opinion that the younger generation who is more computer-savvy and who have grown up with this technology will develop a different attitude towards learning in the digital environment. In this digital age, sometimes people M. Obaidullah & M. A Rahman, The Impact of Internet and Social Networking on Literary Reading: A Case Study in the Southern Region of Bangladesh 28 read e-books ignoring printed books, but there are significant differences between the two approaches. Birkerts (1994) observes that print editing is straightforward and that the printing process is stagnant and online filtering is non-linear and interactive and the reader is free to learn in any way. He also believes that the new generation growing up in the digital environment does not have the ability to read in depth and support long-term participation in learning. He also sees that the digital environment tends to encourage people to explore more topics, but at a higher level. It is true that screen reading is not continuous and more tedious than reading a printed book (p-book). Johnsson-Smaragdi and Jonsson (2006) similarly think that "books are considered more demanding of the reader than the media on the screen by the viewer in that the texts focus on the mind while the latter focuses on the images". Schmar-Dobler (2003) observes that Internet content contains glowing images, vivid colour, and many eye-catching phrases that can direct or distort learning. Chartier (2004) believes that reading in front of a computer screen is usually a continuous process of reading and is done without the ownership or compliance of the entire text from which the clip is extracted. Cushman (1986) finds that visual fatigue is much higher when reading texts on screen than on paper. He also believes that e-book technology has a long way to go before it can be equated with the readability and richness of p-books. In fact, when we read a printed book, we can feel deep in any subject because the books are a heart-warming experience. An e-book cuts books into words. But a printed book is more than words - it is an experience and
a thing. Books can be touched, held, and smelled. Therefore, there are no other technologies that can give the taste of p-book reading.

NEED OF THE STUDY

The objective of my study is to understand and critically analyse the impact of digital media on reading habits.

- To examine the role of digital media.
- To explain the role of digital media in creating relationship between company and readers.
- To find the challenges faced by offline readers.
- To analyse the growth of digital media in reading sector.

RESEARCH METHODOLOGY

Research methodology refers to the techniques or tactics used to collect, select, process, and analyse information about a topic. The purpose of this study was to see how social media affects buyer behaviour in Greater Noida. A structured questionnaire was constructed to collect primary data. A total of 50 persons were polled through the internet. Primary data was acquired via interviewing respondents and utilising a survey to collect information. This study's sample size is 50 consumers who buy things through social media. The information was analysed and data was collected using Google forms.

Research Design

The method through which the researcher will ask the research questions is defined by the Research Design. It lays out the measuring processes, sampling strategy, analytical frame, and time frame in a logical order. There are three different sorts of study designs to choose from:

Exploratory research: This research method is used when the problem is unclear. Its primary purpose is to explore and clarify the issue. It almost always requires a qualitative investigation.

Descriptive research design: When the problem is ambiguous, this research method is used. Its main goal is to investigate and clarify the situation. A qualitative examination is nearly always required.

A. Long-term research is important.

B. A cross-sectional study of the population
**Causal research design:** This study design is used when a researcher manipulates one or more causal variables to observe how they affect the dependent variable. This cause-and-effect relationship is probabilistic in nature. We used an exploratory research technique for this project because we wanted to learn more about the impact of social media on consumer buying behaviour through surveys and relevant published publications.

**Data Collection Method:** The data is gathered using both primary and secondary sources. We acquired primary data by using the Google Forms platform, which is a free web-based surveying application. We gathered secondary data by interviewing a few people about their shopping patterns and reviewing prior research articles on the subject. Exploratory research is a sort of study used to investigate a problem that isn't well defined. It may lead to a better understanding of the current situation, but it will not deliver convincing results. There is such a thing. A problem is usually examined when it is in its early stages.

**Sample size:** To create the research Lead, we gathered data from 50 people who replied.

**Questionnaire Design:** Our Questionnaire's questions are arranged as multiple choice questions. This is done in order for the researcher to determine the impact of digital media on reading habit.

**Scope of the research**

In light of the study's objectives, conducting the research from the perspective of the reader would be the most effective technique. The researcher is conducting this research in order to assist readers in determining the factors that influenced their reading decision as a result of digital media. Because one of the main goals of this research is to analyse consumer wants, the data collected through the questionnaire is from the consumer's point of view, enabling for new insights to be uncovered. The study also aims to inform readers on the importance of social media websites and applications in consumer decision-making. The focus of the research is on end-user behaviour.
DATA ANALYSIS

1. BACKGROUND

The analysis of the data collected from the questionnaire is presented in the next section. Individuals were emailed the set of questions via Google Forms. Because the survey was distributed to 50 people and there were 50 people who responded, the overall percentage of replies was 100. (Percent). The questionnaire consists of ten items in total.

The analysis and findings will be provided in the following parts.

1.1 Gender

The following pie chart shows the gender distribution of the respondents.
1.2 Age Distribution

The following chart shows the age distribution of people into 4 different age groups who filled out questionnaire such that 20-25, 25-30, 30-35, 35 and above.
1.3 Occupation

The above pie chart shows the occupation. It shows that 42% of students, 16% of private employees, 24% of self-employed, and 18% of people are in government employment.
1.4 How much time do you spend on reading books daily?

The above pie chart shows the duration of time spent on reading books daily by people. It shows that 30% of the people spend 1 hour daily, 28% of the people spend 2 hours daily, 30% of the people spend 2-4 hours daily and 12% people spend more than 4 hours daily.
1.5 I take more pleasure in technology/social media than reading books.

The fourth question in our surveys determine how many people think that technology/social media gives more pleasure than reading books. Through this we got to know that 20 (%) strongly agree, 20(%) agree on this, 16(%) have neutral views on this, 20(%) disagree on this and 24(%) are strongly disagree on this view.
1.6 How often do you browse the Internet?

According to the survey only 20 (%) people browse internet less than 1 hour, 32 (%) people uses between 1-2 hours per day, 28(%) people uses internet between 2-3 hours daily and 20 (%) people uses more than 4 hours a day. The maximum usage time of internet or browsing internet is between 1-2 hours per day.
1.7 New technology provides more information, entertainment and pleasure than printed books.

![Pie chart showing responses](image)

New technology provides more information, entertainment and pleasure than printed books. Technology opens doors for a variety of services which help people to attain services. In this view 44(%) people agrees on this question asked to them, 36 (%) disagree on this and the other left 20 (%) are neutral on this view.
1.8 Use of technology in a wide range reduces our time to read printed books.

Use of technology in a wide range reduces our time to read printed books.

50 responses

Digital media works as a medium to provide information about everything present in the market, every single detail of product. Books and reading material everything is present in digital media so that it engages crowd so much that people somehow neglecting reading books, they can avail every knowledge from digital media and by browsing internet so that it reduces the time used in reading printed books. By asking people about this topic the result is familiar 56 (%) agrees that use of digital media reduces the time of reading printed books, 32 (%) people disagree with this and 12(%) have neutral response in this. The final conclusion what we got is using digital media reduces the time of reading printed books.
1.9 Which one helps you more to be acquainted with worldwide culture?

Which one helps you more to be acquainted with worldwide culture?

50 responses

- 62% Browsing Internet
- 38% Reading Books

Digital media opens door for the world-wide knowledge which we can easily avail on internet. The question which we asked to people to know what they think, which one helps you more to be acquainted with worldwide culture then the response which I get from the people is 62 (%) people believes that browsing internet helps to be acquainted with worldwide culture and 38 (%) people thinks reading books will help them to make familiar with worldwide culture.
1.10 Do you think, ‘book reading is the best way to acquire knowledge’ is a backdated idea?

Do you think, ‘book reading is the best way to acquire knowledge’ is a backdated idea?

50 responses

Reading books and gaining or attaining knowledge is a very old way to acquire knowledge now the things change everything is available on the digital media platform, So I asked people about this topic that what they think ‘Book reading is the best way to acquire knowledge’ is a backdated idea and the response which I got 36 (%) people agrees on this, same 36 (%) disagree on this and 28 (%) are neutral in this topic.

FINDINGS

1. The majority of respondents were from the 20-25 age group as this is the age group that spends the highest number of hours on digital media.

2. The data from the survey shows that it is about preferences who wants to spend their time reading and who wants to spend their time using the Internet or digital media because the answer shows very little difference in choosing books online and offline.

3. Research data shows that about half of the people spend 2-4 hours every day on digital media forums or browsing the internet which shows the growing interest of people on the digital media platform.
4. According to the survey results, about 56% of respondents believe that the use of technology reduces reading time.

5. Data from the survey suggests that about 62% of respondents believe that through the internet or digital media platform we can access global information and are familiar with global culture.

6. Research data shows that 50% of respondents believe that using a social media platform, digital media or browsing the Internet helps to achieve more happiness than reading books.

CONCLUSION

Undoubtedly, digitalization can expand the library service function, enhance the quality of their service, and enhance its reputation in the community. This is a progressive guide to developing libraries. The current author is not opposed to digital making, but opposes the blind imitation of digital making. Digital architecture should develop in real terms, as well as the foundation of a traditional library.

It is not easy to buy all the books or read books in a short time which is why if (the student) gets the chance to get the books you want, he may learn more. Sometimes they choose to read online or follow book reviews. Such opportunities can be considered effective ways to develop learning habits. The material collected by the library is primarily a variety of printed material. Printed texts are an advantage to the library for traditional users because digital texts cannot completely replace them. It is also not necessary to digitize all the collections of a traditional library. In addition, in developing countries, traditional library service should be strengthened after the integration of digital and traditional categories. The primary function of the library is to preserve human heritage, to deliver social education, to transfer scientific and technological knowledge, and to develop intelligence resources.

One advantage of digitalization is your search engine, as it is simple, easy to make and read, and books and magazines are still a student's first choice. Assuming that digital texts are higher than regular printed texts assumes that students go to libraries only to search for texts, or that they enjoy reading digital texts, it is wrong to assume that digital texts are higher than regular printed texts and that students go to the library to search only documents or read digital documents.
REFERENCES


