Book Lovers, Technophiles, Pragmatists, and Printers: The Social and Demographic Structure of User Attitudes toward e-Books

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Abstract

Q-methodology was used to identify clusters of opinions about e-books at Miami University. The research identified four distinct opinion types among those investigated: Book Lovers, Technophiles, Pragmatists, and Printers. The initial Q-methodology study results were then used as a basis for a large-n survey of undergraduates, graduate students, and faculty so that we could have a more complete picture of the demographic and social makeup of the campus population. Results from that survey indicate that academic discipline is strongly associated with the respondents’ opinion types. Gender and educational status are also associated with respondents’ opinion types.

Full Text:

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Abstract: While electronic books offer a range of benefits and may be supposed to be more appealing to young people than paper books, this assumption is often treated as fact by educational researchers. Understanding adolescents’ true current preferences is essential, as... Book Lovers, Technophiles, Pragmatists, and Printers: The Social and Demographic Structure of User Attitudes toward e-Books. Article. Aug 2011.

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ABSTRACT The purpose of this study was to provide insight on attitudes towards Facebook advertising. According to them consumers use virtual communities as social and information networks. After the features have affected the attitude of the consumer, in this case the user of Facebook, the end result is taking action. After forming the attitude, the very final state is action; to avoid, block or ignore when negative and to click, follow or purchase if positive. One of the basic demographic questions was about the yearly income of Facebook users. Majority of the answerers earned less than 25,000 US Dollars per year.