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.

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Printers prefer print books but are distinguished from Book Lovers in that they have specific difficulties with usability of e-books. However, Q-methodology precludes broadening out inferences about these attitudes and opinions to larger populations as a whole. Several studies of e-book users’ attitudes and perceptions within higher education have been reported in recent years, with mixed findings. Recently, OnCampus Research surveyed US college students on their use and preferences for e-textbooks, finding a strong overall preference for print books and...
Research surveyed US college students on their use and preferences for e-textbooks, finding a strong overall preference for print books and limited uptake of e-books. The Joint Information Systems Committee (JISC) conducted one of the largest scale studies of e-book use and users to date, with over 20,000 subjects at 120 UK institutions. 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. Societal attitudes toward homosexuality vary greatly in different cultures and different historical periods, as do attitudes toward sexual desire, activity and relationships in general. All cultures have their own values regarding appropriate and inappropriate sexuality; some sanction same-sex love and sexuality, while others disapprove of such activities. As with heterosexual behaviour, different sets of prescriptions and proscriptions may be given to individuals according to their gender, age