

ANALYSIS OF READER'S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS

Project report

Submitted by

SANDHRA SAJEEV K (SM23JMC013)

Under the guidance of

Ms. GAYATHRI M

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for
Excellence Accredited by NAAC with 'A++'
Grade

Affiliated to
Mahatma Gandhi University

Kottayam-686560

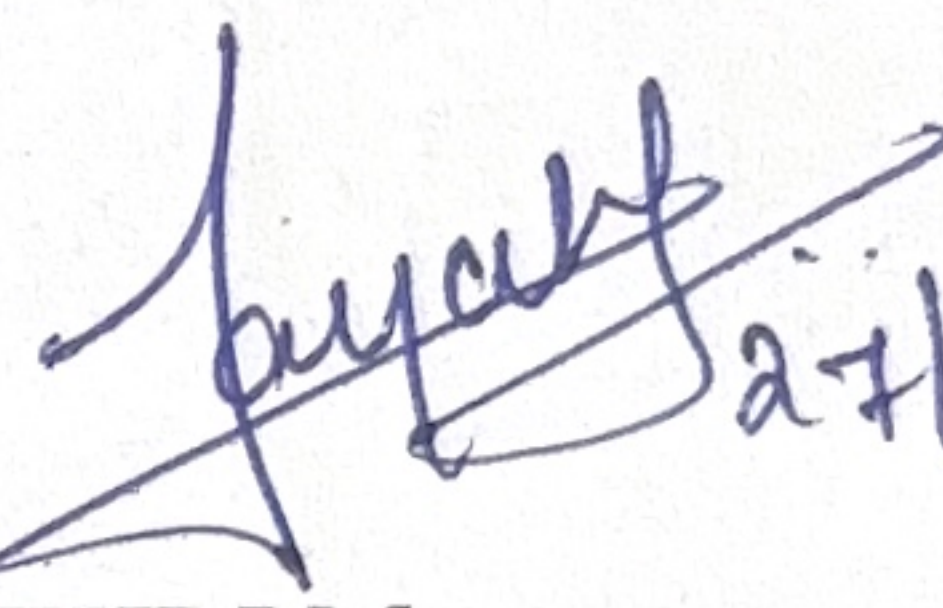
March 2025

CERTIFICATE

I hereby certify that this project entitled "ANALYSIS OF READER'S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS " BY SANDHRA SAJEEV K is a record of Bonafide work carried out by her under my supervision and guidance.

Ernakulam

Date: 27/03/2025


27/03/2025
GAYATHRI M

Department of Communicative English
St. Teresa's College (Autonomous)
Ernakulam



ANALYSIS OF READER'S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS

Project report

Submitted by

SANDHRA SAJEEV K (SM23JMC013)

Under the guidance of

GAYATHRI M

In partial fulfilment of requirements for award of the degree

Of Master of Arts

St. Teresa's College (Autonomous), Ernakulam



College With Potential for
Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March 2025

ANALYSIS OF READER'S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS

Project Report

Submitted by

SANDHRA SAJEEV K (SM23JMC013)

Under the guidance of

GAYATHRI M

*In partial fulfilment of requirements for award of the degree
Of Master of Arts*

St. Teresa's College (Autonomous), Ernakulam



College With Potential for
Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

March 2025

DECLARATION

I do affirm that the project “**ANALYSIS OF READER’S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS**” submitted in partial fulfilment of the requirement for the award of the **Master of Arts degree in Journalism and Mass Communication** Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

March 2025

SANDHRA SAJEEV K

Reg. No. SM23JMC013

MA Journalism and Mass Communication

Department of Communicative English

St. Teresa’s College (Autonomous)

CERTIFICATE

I hereby certify that this project entitled “**ANALYSIS OF READER’S ENGAGEMENT ON DIGITAL BOOKS VS PHYSICAL BOOKS ” BY SANDHRA SAJEEV K** is a record of Bonafide work carried out by her under my supervision and guidance.

Ernakulam

Date .

GAYATHRI M

Department of Communicative English

St. Teresa’s College (Autonomous)

Ernakulam

ACKNOWLEDGEMENT

I take this opportunity to offer my humble prayers and thanks to God Almighty for His mercy and blessings for the completion of this project.

I am deeply grateful to **Rev. Dr. Sr. Nilima, CSST**, Provincial Superior and Manager, St. Teresa's College (Autonomous), Ernakulam, for her kind cooperation and I am highly indebted to **Rev. Sr. Tessa, CSST, Director (Arts Block)**, St. Teresa's College (Autonomous), Ernakulam, **Rev. Sr. Francis Ann, CSST**, St. Teresa's College (Autonomous), Ernakulam, and **Dr. Alphonsa Vijaya Joseph, Principal**, St. Teresa's College (Autonomous), Ernakulam for their unconditional support and encouragement during my course of study in this institution.

I am extremely grateful to Ms. Allu Alfred, Head of the Department of Communicative English, St. Teresa's College (Autonomous) for the valuable suggestions and guidance provided by her in fulfilling this project. I am profoundly indebted to my guide for her constant support and help for the successful completion of this project.

I am extremely thankful to my supervising guide, Ms. Gayathri M, (Department of Communicative English) for her guidance and for all the teachers of the department for their valuable help rendered for the successful completion of this project.

Last but not the least, I wish to express my gratitude to my friends and family for their love and support.

SANDHRA SAJEEV K

ABSTRACT

This study explores the differences in reader engagement between digital and physical books, focusing on cognitive, emotional, and psychological dimensions. Grounded in Cognitive Load Theory and Engagement Theory, it examines how reading format influences comprehension, retention, and emotional connection. The research investigates demographic factors such as age, gender, and technological familiarity, analysing how they shape reader preferences and engagement levels. A quantitative approach using survey questionnaires was employed to gather data from a diverse sample. Findings aim to provide insights for educators, publishers, and developers to enhance reading experiences across both digital and print media.

TABLE OF CONTENT

Chapter 1: Introduction.....	1
1.1 Theory.....	1
1.2 Statement of the Research.....	2
1.3 Objective of the Research.....	3
1.4 Need for the study.....	3
1.5 Scope of the Research.....	4
1.6 Limitations of the Research.....	4
Chapter 2: Review of Literature.....	6
2.1 Demographic Differences in Reading Preferences.....	7
2.2 Reader's Engagement in the Context of Physical and Digital Books.....	8
2.3 Comprehension and Retention in Physical and Digital Reading.....	10
Chapter 3: Research Methodology.....	14
3.1 Variables used in this study.....	14
3.2 Sample Selection.....	14
3.3 Data Collection Tools.....	15
3.4 Instruments used for the study.....	15
3.5 Distribution of Samples.....	15
3.6 Research Questions.....	15
Chapter 4: Data Analysis and Findings.....	17

4.1 Findings.....	17
4.2 Quantitative Analysis.....	18
4.2.1 Demographic Details.....	18
4.2.2 Reading Habits and Preferences.....	20
4.2.3 Perceptions and Experience with Physical vs Digital Books.....	21
Chapter 5: Conclusion.....	23
Bibliography.....	24
Appendix.....	26
Questionnaire.....	33

CHAPTER 1

INTRODUCTION

In recent decades, the rapid proliferation of digital technology has reshaped the way we access and interact with written content. Traditional print books, long celebrated for their tactile qualities and the immersive experience they provide, are increasingly being supplemented and in some cases, supplanted by digital books. Digital texts, with their promise of convenience, portability, and interactivity, are transforming established reading habits. This research proposal, titled "**Analysis of Readers Engagement on Digital Books vs. Physical Books,**" aims to explore these transformations in depth by examining the multifaceted nature of reader engagement. Engagement here is understood not only in terms of cognitive processing and comprehension but also in terms of emotional and psychological connection.

This study is premised on the idea that while the shift from print to digital brings many innovative features to the fore, it also raises important questions about how these different mediums affect the overall quality of the reading experience. By investigating both cognitive and affective dimensions, this research endeavors to offer a comprehensive understanding that can inform educators, publishers, and technology developers.

1.1 THEORY

Cognitive Load Theory (Sweller, 1994)

This theory suggests that the human brain has a limited capacity for processing information. The way information is presented in either print or digital form can significantly influence the amount of cognitive load imposed on the reader. Print texts, with their linear and distraction-

free presentation, are often argued to facilitate deeper processing and better retention of information. In contrast, digital texts may introduce additional elements (e.g., hyperlinks, multimedia) that could potentially increase cognitive load and divert attention from the core content.

Engagement Theory (Kearsley and Shneiderman, 1998)

Engagement in reading is not solely about cognitive processing; it also encompasses emotional and psychological involvement. The tactile and multisensory experience provided by print books can foster a strong emotional connection, while digital formats, despite offering interactive features, may lack this inherent sensory richness. This theory provides a lens through which the qualitative differences in reader engagement can be analyzed.

1.2 STATEMENT OF THE RESEARCH PROBLEM

Despite significant technological advances and the widespread adoption of digital books, scholarly opinions remain divided on whether digital or print formats more effective in reader engagement. Numerous studies have concentrated on measurable outcomes providing valuable insights into the cognitive processes involved in reading different media. However, relatively few investigations have systematically examined the broader dimensions of engagement that encompass emotional and psychological factors. The sensory pleasure of handling a physical book, the tactile satisfaction derived from turning pages, and the immersive experience associated with print reading are often overlooked in digital contexts. Therefore, there is an urgent need for comprehensive studies that unify cognitive, emotional, and psychological dimensions to provide a balanced evaluation of digital and print formats, ultimately guiding improvements in reading experiences across various media.

1.3 OBJECTIVE OF THE RESEARCH

- To analyze reader engagement and preferences between physical and digital books, focusing on emotional connection and satisfaction.
- To evaluate the impact of convenience and functionality on the preference for digital books, especially for academic and research purposes.
- To assess the challenges of distraction and retention in digital versus physical reading formats.
- To explore the future relevance of physical books despite the growing popularity of digital formats.

1.4 NEED FOR THIS STUDY

As digital technology continues to advance, the traditional landscape of reading is undergoing a radical transformation. The convergence of educational, technological, and social factors makes it imperative to re-examine the ways in which readers interact with texts.

- **Educational Relevance:** With the increasing integration of digital devices in educational settings, understanding the impact of digital versus print media on comprehension and retention is critical. Insights from this research could influence curriculum design and teaching methodologies, ensuring that learning strategies align with the medium's strengths.
- **Technological Evolution:** As e-books and interactive digital platforms become more sophisticated, there is a growing demand for research that critically evaluates the effectiveness of these tools. This study will provide valuable feedback for technology

developers aiming to design e-reading platforms that enhance, rather than detract from, reader engagement.

- **Cultural Shifts:** The changing preferences among different demographic groups, especially as younger generations become more digitally native, call for a re-evaluation of the assumed benefits of traditional reading formats. This research will explore whether digital books can indeed match or exceed the engagement levels provided by print, particularly among diverse reader populations.

1.5 SCOPE OF THE RESEARCH

The scope of this study is designed to be both broad and focused, addressing multiple dimensions of reader engagement while remaining centered on the comparison between digital and print formats. It includes a diverse sample of readers across various age groups, educational backgrounds, and levels of technological proficiency. This will help in identifying demographic trends and preferences. This study also directly compare cognitive, emotional, and psychological engagement metrics between digital and physical books. Special attention will be given to how multimedia elements in digital formats influence these aspects.

1.6 LIMITATIONS OF THE RESEARCH

- The digital landscape is continuously changing. New features and devices are regularly introduced, which may affect the long-term relevance of these findings.
- Engagement is a complex concept that can be difficult to quantify, particularly the psychological and emotional dimensions. Despite using a mixed-methods approach,

certain subjective experiences might not be entirely captured through standardized measures.

- Self-reported data, such as survey responses and interview feedback, can be biased. Participants' perceptions of their reading experiences might be shaped by the influence of external factors or personal predispositions.

CHAPTER 02

REVIEW OF LITERATURE

The act of reading has evolved significant transformation with the rise of digital technology, marking a shift from traditional print books to digital formats such as e-books. For centuries, physical books were the primary means through which individuals accessed literature, information, and education. However, in recent decades, digital books have grown in popularity, offering readers a convenient and accessible alternative. Digital reading, facilitated by e-readers, smartphones, and tablets, provides several advantages, including the ability to carry an entire library in a single device, instant access to new books, and customisable features such as adjustable font sizes and background colours.

Despite the growing adoption of digital formats, physical books remain deeply valued for their sensory appeal. The tactile experience of holding a book, turning its pages, and the presence of printed text have been shown to create a more immersive and emotionally engaging reading experience for many readers. This contrasts with the digital reading experience, which, while offering portability and accessibility, can sometimes feel more impersonal or detached due to the lack of physical interaction with the material. Furthermore, digital reading often introduces distractions, as electronic devices provide access to notifications, social media, and other applications.

As digital technology continues to shape the future of reading, understanding how different formats affect reader engagement becomes increasingly important. Reader engagement comprising cognitive, emotional, and psychological components plays a crucial role in how well readers comprehend and retain information, as well as their overall enjoyment of the reading process. This study aims to explore the differences in engagement between digital and

physical books, considering factors such as retention, immersion, and emotional connection. By comparing these two formats, this research will provide insights into how each format influences the reading experience and help determine which format fosters deeper engagement with content.

2.1 Demographic Differences in Reading Preferences

Demographic factors such as age, gender, and reading habits play a significant role in determining preferences for physical or digital books. Younger generations are more inclined to embrace digital formats, while older readers tend to prefer physical books. This generational divide is largely a result of familiarity and comfort with technology.

Age is one of the most significant factors influencing reading format preferences. Studies by Pew Research Center (2019) indicate that younger adults, particularly those under 30, are more likely to read digital books, largely due to their comfort with technology and the convenience that digital reading offers. Conversely, older readers, particularly those over 50, tend to prefer print books, citing comfort, familiarity, and the desire to avoid digital screens. These preferences, however, are not set in stone, as some younger readers have begun to embrace print books due to concerns about screen time and the tactile joy of reading a physical book.

Gender differences in reading format preferences have been explored in several studies, with some findings suggesting that women are more likely to read fiction and prefer physical books, while men tend to read non-fiction and are more open to digital formats (Rainie & Perrin,

2016). However, these gender distinctions are not universally consistent, and many factors such as personal interests, lifestyle, and access to technology contribute to format preferences.

Frequent readers often favor print books due to the immersive experience and emotional connection they offer. However, casual readers, who read less frequently, may prefer digital books due to their convenience, portability, and ease of access (Flood, 2019). Accessibility is another critical factor. Digital books provide substantial advantages for readers with disabilities, offering features like text-to-speech, adjustable font sizes, and instant access to vast libraries of material.

2.2 Reader Engagement in the Context of Physical and Digital Books

Reader engagement is a broad and multifaceted concept that includes cognitive, emotional, and psychological dimensions. It is essential to understand these elements in the context of how different reading formats impact readers' interaction with the text. Engaged readers are highly motivated and emotionally invested in the act of reading, which is vital for comprehension, retention, and long-term enjoyment (Guthrie and Wigfield, 2000). However, what constitutes engagement can vary depending on the format of the reading material.

Cognitive Engagement

Cognitive engagement is the mental effort a reader invests in understanding, analyzing, and retaining information from a text. One of the key frameworks used to understand how formats influence cognitive engagement is *Cognitive Load Theory* (Sweller, 1988). According to this theory, the brain can only process a limited amount of information at once. When cognitive

load exceeds this capacity, the effectiveness of learning is diminished. The reading medium plays a significant role in determining the cognitive load required to process the material.

The cognitive load is lower when reading physical books as compared to digital texts. Physical books provide readers with spatial cues such as the feel of turning pages that help readers build a mental map of the material (Mangen, Walgermo, and Brønnick, 2013). These cues allow readers to track their progress and better retain information. In contrast, digital books often present text in a non-linear fashion, which, along with the potential for screen fatigue and other distractions, can lead to higher cognitive load and decreased comprehension (Baron, 2015).

Furthermore, studies by Siegenthaler, Wurtz, and Groner (2010) have shown that physical books promote better retention for long-form narratives due to their continuous and uninterrupted nature. On the other hand, digital readers often experience fragmented engagement, especially with devices that have notifications or require scrolling to read a complete passage. These interruptions can disrupt cognitive processing, leading to reduced focus and comprehension.

Emotional and Psychological Engagement

The emotional and psychological engagement with a book refers to the feelings and emotional responses evoked by the material and the connection the reader feels toward it. The physical act of reading a book holding it, turning the pages, and even the scent of the paper contributes significantly to emotional attachment. The sensory experience of print books can foster a deeper emotional connection between the reader and the material, which is something that digital books often struggle to replicate (Kuzmičová, 2016). The tactile and sensory features of physical books provide an immersive experience that encourages greater emotional investment (Rose, 2011).

Moreover, physical books tend to evoke nostalgic feelings and memories of previous reading experiences, reinforcing an emotional connection with the medium itself. Many readers report a sense of accomplishment when finishing a physical book, partly due to the tangible progress marked by turning the pages. This sensory connection is less pronounced with digital books, which often lack the physicality and permanence of print (Hillesund, 2010). Digital readers often report feelings of detachment or alienation, possibly due to the sterile, screen-based format of digital books.

However, digital books do offer some emotional benefits through customization features, such as adjustable font sizes, background colors, and built-in dictionaries. These features enhance emotional engagement for readers with specific needs, such as those with visual impairments or reading disabilities. Additionally, for readers who appreciate portability and convenience, digital books can foster an emotional connection to the idea of access and ease (Larson, 2015).

2.3 Comprehension and Retention in Physical and Digital Reading

Understanding how different formats affect comprehension and retention is a critical aspect of examining reader engagement. Numerous studies have investigated this in detail, with mixed results depending on the format, context, and type of content being read.

Print Books and Comprehension

Many studies indicate that print books provide a better platform for deep reading and comprehension. Mangen et al. (2013) conducted an experiment where participants were asked to read the same passage from both a print book and a Kindle device. The results showed that print readers performed better on comprehension tests, particularly for tasks requiring analysis

of complex material. One of the main reasons for this superior performance is that print books allow for a more stable and focused reading experience. Physical books do not have the distractions associated with digital devices, such as pop-up notifications, app switching, or glare. Additionally, physical books allow readers to track their place and reread sections more easily, which can improve comprehension (Siegenthaler, Wurtz, & Groner, 2010).

Digital Reading and Retention

Despite the challenges digital reading presents, it has its own advantages. Research by Grimshaw et al. (2007) suggests that interactive digital books, such as those used in educational contexts, can improve engagement and comprehension, especially for younger audiences. Multimedia elements such as audio, images, and interactive activities can enhance understanding and retention of the material.

However, for adult readers or those reading for longer periods, digital texts can be less effective for retention. As Baron (2015) points out, reading on digital devices increases the likelihood of multitasking and engagement with distractions, which can reduce the time and attention devoted to the text. In particular, readers may find themselves switching between apps or responding to notifications, which can hinder the immersive quality of the reading experience and lead to a decrease in retention.

Emotional and Psychological Differences

The emotional and psychological impact of reading in print versus digital formats has been widely studied. Research has shown that readers tend to have stronger emotional responses to

physical books, partly due to their sensory qualities and the effort required to care for the book (such as marking pages, taking notes, or feeling the weight of a hardback edition).

Tactile Experience and Emotional Connection

Physical books offer a unique tactile experience that digital books cannot replicate. Studies have shown that readers often associate physical books with positive emotions such as nostalgia, relaxation, and joy (Kuzmičová, 2016). The sensation of holding a book, flipping through its pages, and even the visual appearance of a bookshelf lined with books can evoke strong emotional responses. These physical cues create a deeper sense of ownership and attachment, making the reading experience more meaningful.

In contrast, digital books, despite their convenience and portability, lack the sensory qualities that contribute to a similar emotional connection. While some readers enjoy the flexibility and ease of digital reading, others report a sense of detachment from the content, largely due to the absence of physical interaction. Reading from a screen is often described as less immersive and more transactional than reading a print book. This lack of emotional engagement is particularly evident when considering long-term reading habits (Hillesund, 2010).

Distraction and Immersion

Another important factor in emotional and psychological engagement is the degree of distraction present in the reading environment. Physical books provide a focused, distraction-free experience. Without the potential for notifications, multitasking, or browsing the web, readers can fully immerse themselves in the text, fostering greater emotional and psychological involvement (Singer & Alexander, 2017).

Digital reading, on the other hand, is often accompanied by interruptions. The multifunctionality of digital devices means that readers are constantly at risk of being pulled away from the material by social media notifications, incoming messages, or apps. This constant stream of distractions can diminish the level of immersion and reduce the overall emotional connection to the material. As research by Alexander and Singer (2017) shows, these distractions are particularly prevalent among younger readers, who often multitask while reading digital content.

CHAPTER 03

RESEARCH METHODOLOGY

This research aims to analyse the differences in reader engagement between digital and physical books, focusing on key aspects such as retention, immersion, and emotional connection. This research adopt a quantitative research method to provide a well-rounded analysis of reader engagement with digital and physical books. This method will be used to collect measurable data on factors such as comprehension, retention, and engagement levels, which can be statistically analysed to identify trends and relationships. It also aims to investigate how these factors are influenced by various demographic variables such as age, gender, and reading preferences.

3.1 VARIABLES USED IN THIS STUDY

The study focuses on two types of variables – Independent variable and Dependent variable. The **Independent variable** includes the reading format, categorised as either digital books or physical books. The **Dependent variable** includes reader engagement, emotional connection, and comprehension/retention.

3.2 SAMPLE SELECTION

The target population for this study are individuals aged below 18 to above 51 who are regular readers of either digital or physical books. This approach will help capture variations in age, gender, and reading preferences. A Google Form with 20 questions was distributed online to gather responses efficiently.

3.3 DATA COLLECTION TOOLS

To gather comprehensive data, the study method used is **Survey questionnaire** which collects quantitative data on participant demographics, reading habits, preferences, and engagement levels including both closed and open-ended questions to capture a broad range of responses.

3.4 INSTRUMENTS USED FOR THE STUDY

The survey will be administered through Google Forms. This study will use different methods in measuring retention across both reading formats.

3.5 DISTRIBUTION OF SAMPLES

The sample distribution will be designed to reflect a range of demographics, ensuring diverse perspectives. This distribution will allow the study to explore how age influences reading format preferences and engagement. The sample will include individuals with varying reading preferences, such as those who exclusively read digital books, those who prefer physical books, and those who use both formats.

3.6 RESEARCH QUESTIONS

- How does the format of a book affect reader engagement?
- Do digital books enhance or hinder comprehension and retention compared to physical books?

- What are the emotional and psychological differences in reading digital versus print books?
- What factors influence a reader's preference for digital or physical books?

CHAPTER 04

DATA ANALYSIS AND FINDINGS

4.1 FINDINGS

The survey findings reveal a clear shift toward digital books, especially for academic and functional reading. Readers prefer digital formats for their convenience and enhanced functionality, while physical books continue to offer emotional value and a deeper reading experience.

A key finding is that digital books are favored for academic and research purposes due to the ease of accessing and searching for information. The ability to quickly find specific content and make annotations makes digital books more practical for learning and research.

Portability and convenience also emerged as major advantages of digital books. Respondents highlighted that digital books are easier to carry and more convenient to use, reinforcing their growing popularity for everyday reading. Customization options, such as adjusting font size and background color, further enhance the reading experience and cater to individual comfort.

However, distraction remains a challenge with digital reading. Many respondents noted that digital books tend to cause more distractions, which can affect reading focus and comprehension.

Despite the growing preference for digital formats, emotional connection to physical books remains strong. Readers expressed that holding a physical book and turning pages creates a more satisfying and immersive reading experience.

Overall, the findings suggest that digital books are preferred for convenience and functionality, while physical books are valued for deep reading and emotional connection. Opinions on the

future of reading are divided, with some believing that digital books will dominate while others feel that physical books will continue to hold relevance.

4.2 QUANTITATIVE ANALYSIS

The research on “Analysis of Reader’s Engagement on Digital Books vs. Physical Books” was further conducted with the help of a survey.

The questionnaire had a total of 155 responses from which the result of the findings was made. There was fair cooperation from each sample and their confidentiality is maintained throughout the survey.

The study was conducted using Google Forms under 3 major sections:

- Demographic Information
- Reading Habits and Preferences
- Perceptions and Experience with Physical vs Digital Books

The questionnaire examined emotional connection, information retention, distraction levels, and satisfaction linked to physical versus digital formats.

4.2.1 Demographic details

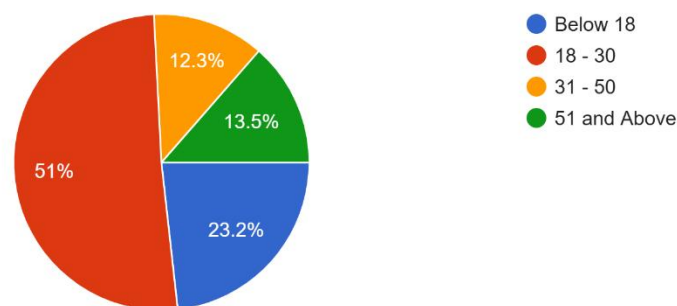
The demographic section aimed to categorize respondents based on age and gender to understand how different groups perceive reading formats.

- Age Group:
 Among the 155 respondents, the largest group was aged 18–30 (79 respondents),

followed by Below 18 (36 respondents). This indicates that a significant portion of the participants belonged to younger age groups, who are more likely to be influenced by technological advancements. Younger generations are more familiar with digital platforms and technological advancements, which likely influences their reading habits and preference for digital books.

Age

155 responses

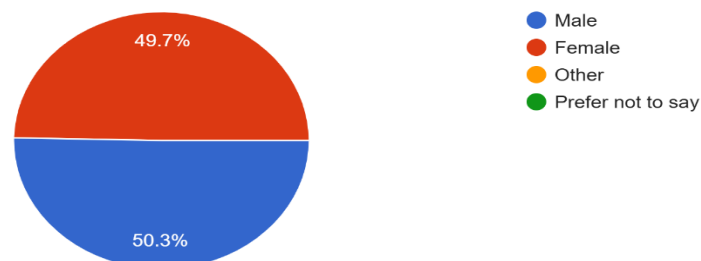


- Gender:

The gender distribution was almost balanced, with 78 males and 77 females, ensuring that the data reflects diverse perspectives. A balanced gender participation ensures diverse viewpoints and reduces the chances of gender-based bias in the findings.

Gender

155 responses

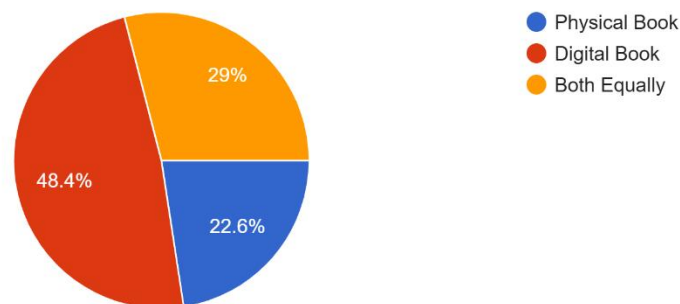


4.2.2 Reading Habits and Preferences

- For academic or research purposes, 75 respondents preferred digital books, while 35 preferred physical books and 45 favored both equally. This highlights that digital books are more practical for academic use due to searchability and accessibility. Digital books offer the advantage of searchability, quick access to information, and ease of carrying multiple texts, making them more suitable for academic use.

Which format do you think is better suited for academic or research purposes?

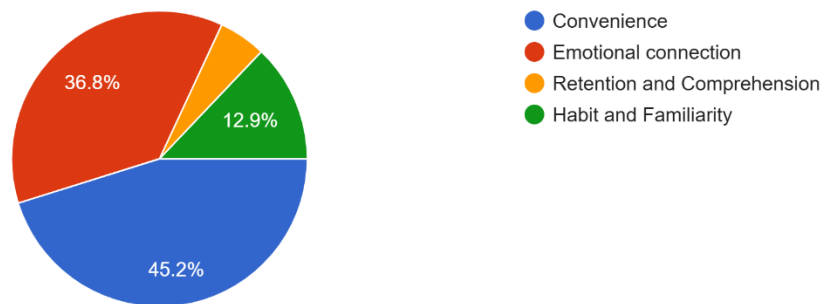
155 responses



- Convenience was the most influential factor when choosing a reading format, with 70 respondents selecting it as the primary reason, followed by emotional connection (57), showing that practicality plays a key role in format choice. Practicality and ease of access are prioritized for everyday reading, while emotional satisfaction becomes more important for comfort and leisure.

Which factor influences your choice of reading format the most?

155 responses

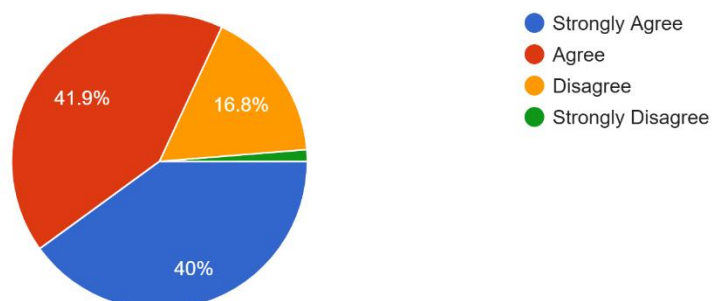


4.2.3 Perceptions and Experience with Physical vs Digital Books

- Digital books are easier to carry and more convenient to read than physical ones. 62 respondents strongly agreed and 65 agreed, reinforcing the importance of portability and ease of access with digital formats. The ability to store and access multiple books on a single device aligns with the modern need for flexibility and time efficiency.

Digital books are easier to carry and more convenient to read than physical ones.

155 responses

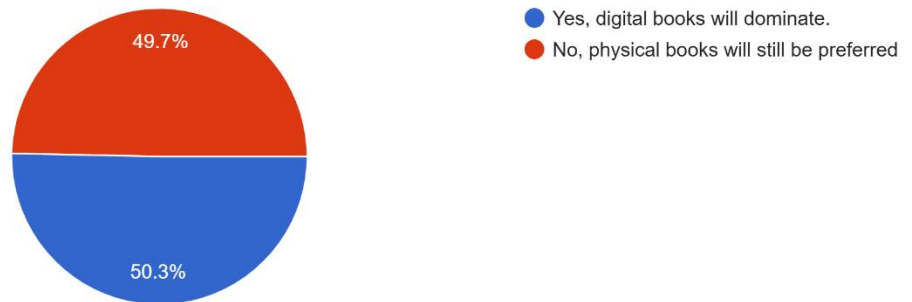


- 78 respondents believed that digital books would dominate in the future, while 77 believed physical books would still be preferred, indicating a balanced view on the

future of reading. While digital books provide functional benefits, physical books retain emotional and nostalgic value, leading to a balanced outlook on the future of reading.

Do you believe digital books will eventually replace physical books?

155 responses



CHAPTER 05

CONCLUSION

This research on "Analysis of Readers' Engagement on Digital Books vs. Physical Books" explored the evolving preferences and experiences of readers with different reading formats. The study aimed to understand the emotional connection, information retention, distraction levels, and overall satisfaction linked to both physical and digital books.

The study primarily focused on understanding the shift in reader preferences between digital and physical books. It examined how factors such as convenience, emotional connection, portability, and customization influence reading behavior. The scope covered both academic and leisure reading, allowing a comprehensive understanding of the functional and emotional aspects of each format. The study highlights the growing role of digital books in academic and functional reading due to their convenience, searchability, and ease of access. Digital books offer practical benefits, including the ability to adjust settings and track progress, which enhance the reading experience. However, the emotional and immersive experience provided by physical books remains significant, suggesting that physical books still hold value, especially for deep and leisurely reading.

The findings suggest that the future of reading will likely involve a hybrid model where both digital and physical books coexist. While digital books are gaining popularity for their functional advantages, the emotional connection to physical books ensures their continued relevance. This balance indicates that readers will choose formats based on purpose — digital books for efficiency and functionality, and physical books for emotional engagement and deep reading. The study underscores the need for further exploration into how technological advancements will continue to shape reading habits and preferences in the future.

BIBLIOGRAPHY

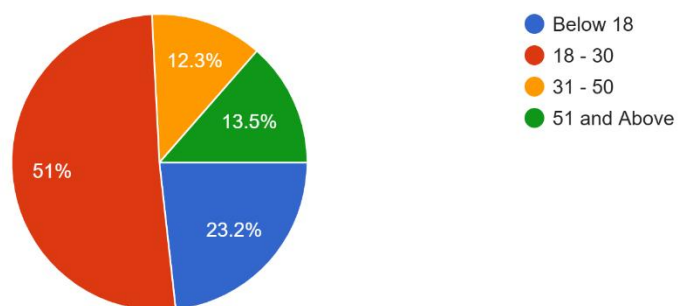
- Flood, A. (2019). Why readers still prefer physical books over digital. *The Guardian*.
<https://www.theguardian.com>
- Grimshaw, S., Dungworth, N., McKnight, C., & Morris, A. (2007). Electronic books: Children's reading and comprehension. *British Journal of Educational Technology*, 38(4), 583-599. <https://doi.org/10.1111/j.1467-8535.2006.00640.x>
- Guthrie, J. T., & Wigfield, A. (2000). Engagement and motivation in reading. In M. L. Kamil, P. B. Mosenthal, P. D. Pearson, & R. Barr (Eds.), *Handbook of reading research* (Vol. 3, pp. 403–422). Routledge.
- Hillesund, T. (2010). Digital reading spaces: How expert readers handle books, the Web, and electronic paper. *First Monday*, 15(4).
<https://doi.org/10.5210/fm.v15i4.2762>
- Kearsley, G., & Shneiderman, B. (1998). Engagement theory: A framework for technology-based teaching and learning. *Educational Technology*, 38(5), 20-23.
- Kuzmičová, A. (2016). Does it matter where you read? How a spatial setting of reading shapes narrative engagement. *Poetics*, 57, 50–65.
<https://doi.org/10.1016/j.poetic.2016.04.001>
- Larson, L. C. (2015). E-books and literacy in K–12 schools: Status and issues. In K. D. C. L. Coiro, M. Knobel, C. Lankshear, & J. Mallette (Eds.), *Handbook of research on new literacies* (pp. 367-398). Routledge.
- Mangen, A., Walgermo, B. R., & Brønnick, K. (2013). Reading linear texts on paper versus computer screen: Effects on reading comprehension. *International Journal of Educational Research*, 58, 61–68. <https://doi.org/10.1016/j.ijer.2012.12.002>

- Pew Research Center. (2019). Millennials are the most likely generation of Americans to use public libraries. *Pew Research Center*. <https://www.pewresearch.org>
- Rainie, L., & Perrin, A. (2016). Book reading 2016. *Pew Research Center*. <https://www.pewresearch.org>
- Rose, E. (2011). The phenomenology of on-screen reading: University students' lived experience of digitised text. *British Journal of Educational Technology*, 42(3), 515–526. <https://doi.org/10.1111/j.1467-8535.2009.01043.x>
- Siegenthaler, E., Wurtz, P., & Groner, R. (2010). Improving the usability of e-book readers. *Journal of Usability Studies*, 6(1), 25–38.
- Singer, L. M., & Alexander, P. A. (2017). Reading on paper and screen: A meta-analysis of the impact on comprehension. *Educational Research Review*, 25, 23–38. <https://doi.org/10.1016/j.edurev.2017.10.001>
- Sweller, J. (1994). Cognitive load theory, learning difficulty, and instructional design. *Learning and Instruction*, 4(4), 295–312. [https://doi.org/10.1016/0959-4752\(94\)90003-5](https://doi.org/10.1016/0959-4752(94)90003-5)

APPENDIX

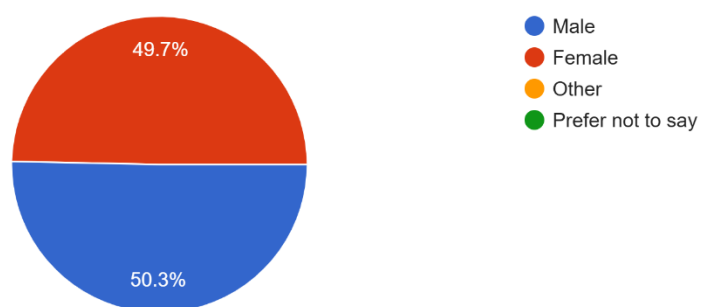
Age

155 responses



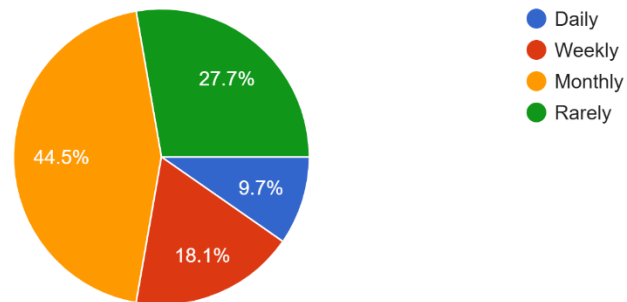
Gender

155 responses



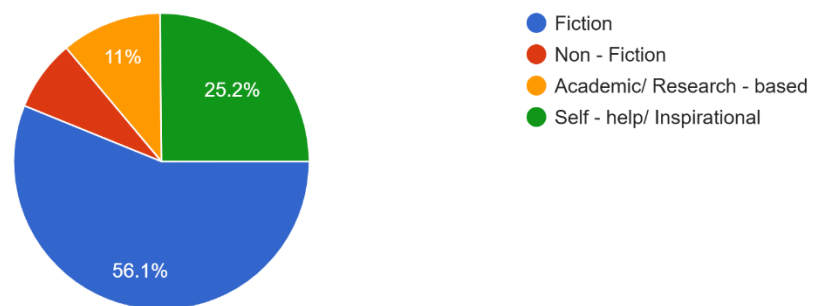
How frequently do you read books?

155 responses



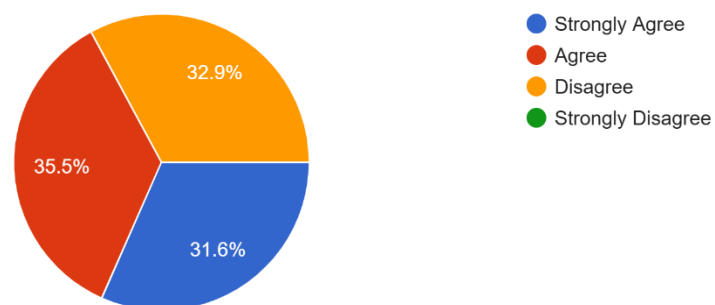
What type of books do you read?

155 responses



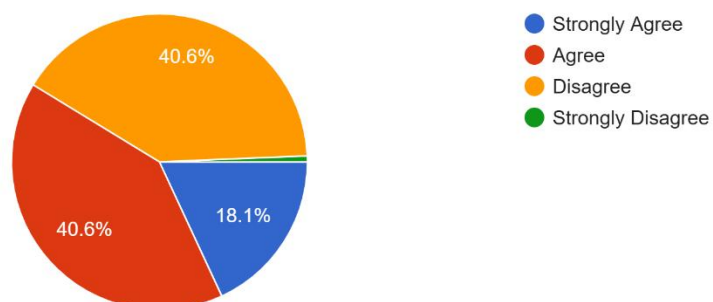
I feel more emotionally connected to a book when reading a physical copy compared to digital version.

155 responses



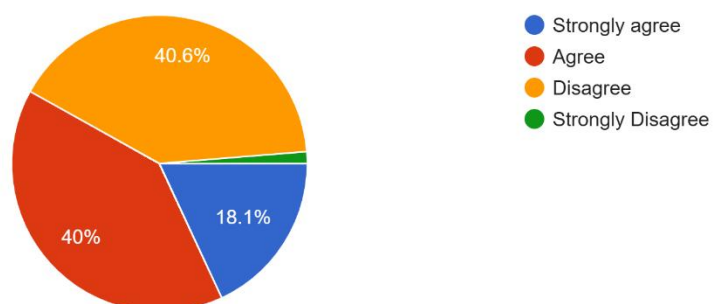
I find it easier to retain information from physical books compared to digital books.

155 responses



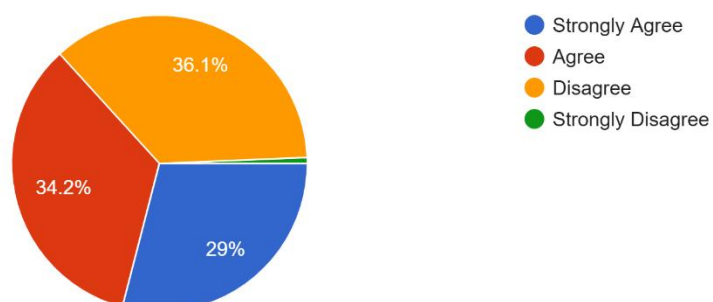
I tend to get more distracted while reading digital books than physical books.

155 responses



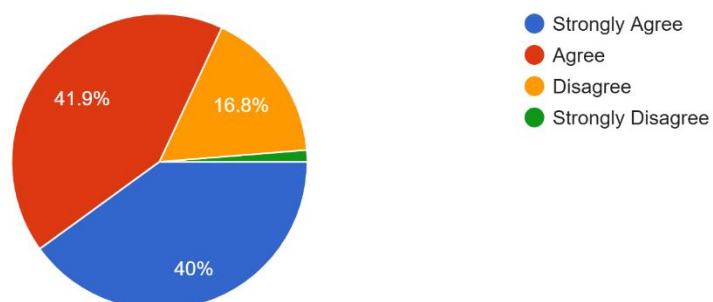
I feel more satisfied when I finish a physical than a digital book.

155 responses



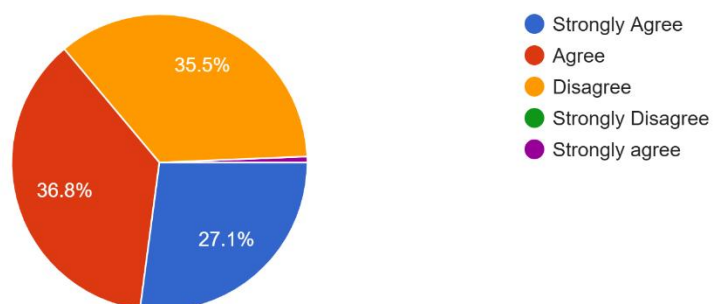
Digital books are easier to carry and more convenient to read than physical ones.

155 responses



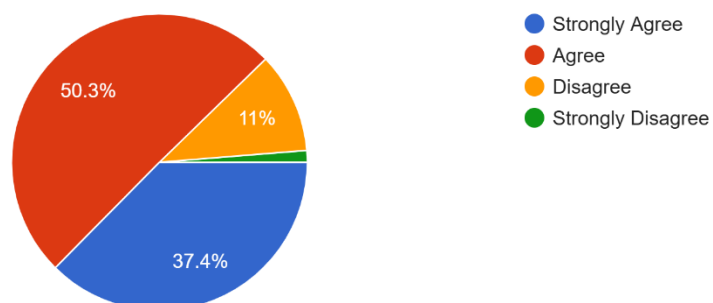
Holding a physical book makes reading more enjoyable for me.

155 responses



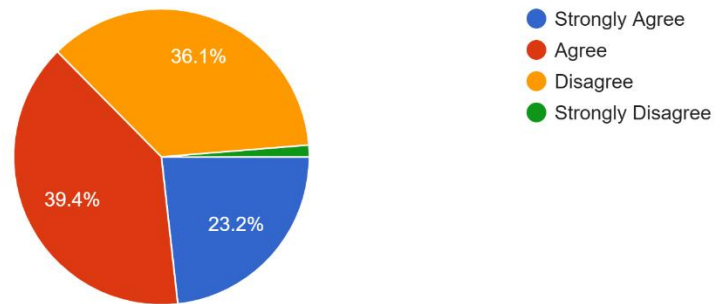
Digital books let me adjust settings like font size and background colour for a better reading experience.

155 responses



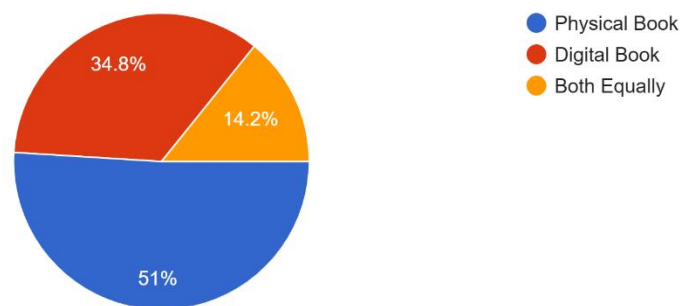
Reading physical books provides a deeper and more captivating experience than digital formats.

155 responses



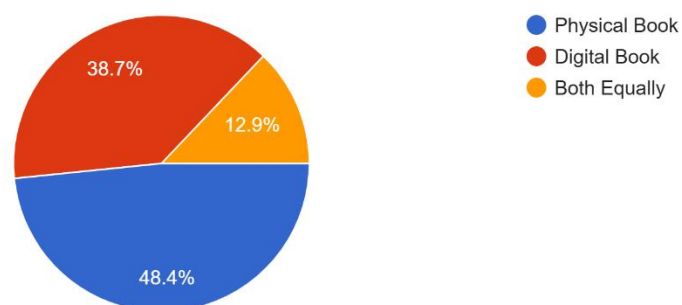
Which reading format do you prefer for deep reading and comprehension?

155 responses



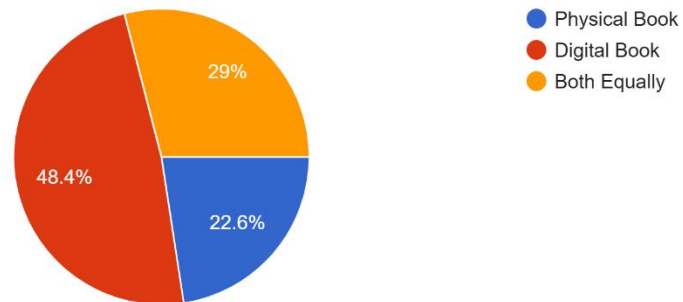
Which reading format do you prefer when reading for leisure?

155 responses



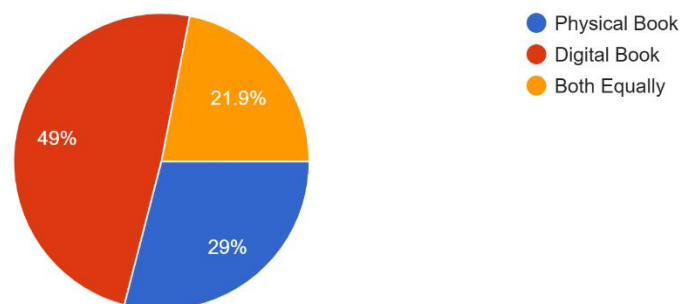
Which format do you think is better suited for academic or research purposes?

155 responses



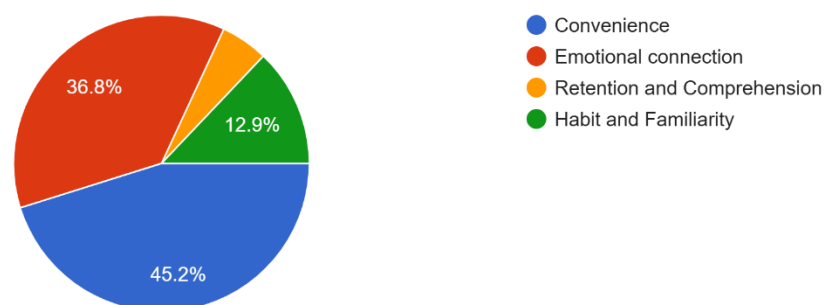
Which reading format do you feel contributes more to distractions while reading?

155 responses



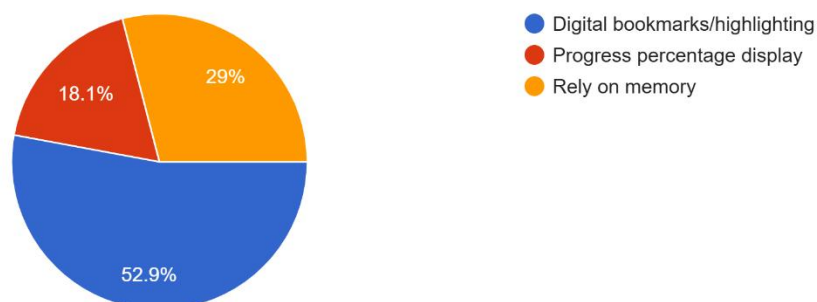
Which factor influences your choice of reading format the most?

155 responses



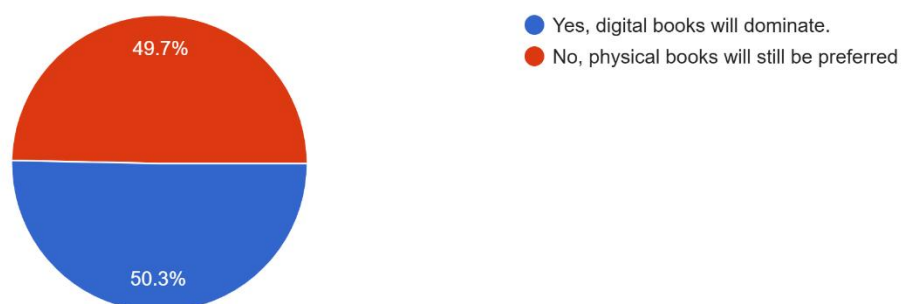
How do you track your reading progress in digital books?

155 responses



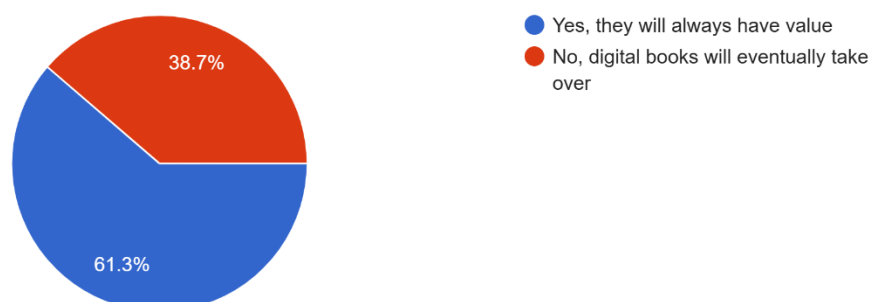
Do you believe digital books will eventually replace physical books?

155 responses



Do you think physical books will remain relevant in the future despite technological advancements?

155 responses



QUESTIONNAIRE

1. What is your age group?
 - Below 18
 - 18 – 30
 - 31 – 50
 - 51 and Above

2. What is your gender?
 - Male
 - Female
 - Other
 - Prefer not to say

3. How frequently do you read books?
 - Daily
 - Weekly
 - Monthly
 - Rarely

4. What type of books do you read?
 - Fiction
 - Non – fiction
 - Academic/Research – based

- Self – help/Inspirational

5. I feel more emotionally connected to a book when reading a physical copy compared to digital version.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

6. I find it easier to retain information from physical books compared to digital books.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

7. I tend to get more distracted while reading digital books than physical books.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

8. I feel more satisfied when I finish a physical than a digital book.

- Strongly Agree
- Agree
- Disagree

- Strongly Disagree

9. Digital books are easier to carry and more convenient to read than physical ones.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

10. Holding a physical book makes reading more enjoyable for me.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

11. Digital books let me adjust settings like font size and background color for a better reading experience.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

12. Reading physical books provides a deeper and more captivating experience than digital formats.

- Strongly Agree
- Agree

- Disagree
- Strongly Disagree

13. Which reading format do you prefer for deep reading and comprehension?

- Physical Book
- Digital Book
- Both Equally

14. Which reading format do you prefer when reading for leisure?

- Physical Book
- Digital Book
- Both Equally

15. Which format do you think is better suited for academic or research purposes?

- Physical Book
- Digital Book
- Both Equally

16. Which reading format do you feel contributes more to distractions while reading?

- Physical Book
- Digital Book
- Both Equally

17. Which factor influences your choice of reading format the most?

- Convenience
- Emotional connection

- Retention and Comprehension
- Habit and Familiarity

18. How do you track your reading progress in digital books?

- Digital bookmarks/highlighting
- Progress percentage display
- Rely on memory

19. Do you believe digital books will eventually replace physical books?

- Yes, digital books will dominate.
- No, physical books will still be preferred

20. Do you think physical books will remain relevant in the future despite technological advancements?

- Yes, they will always have value
- No, digital books will eventually take over