Chapter - II

REVIEW OF LITERATURE

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2.1 INTRODUCTION

An examination of the body of research literature, which is the backbone of any research work, reveals the current trends and the future requirements in the subject of the concerned research project. At this juncture, it is appropriate to undertake a detailed review of the literature with the intention of identifying the research gap, need and importance of the proposed study, appropriate methodology and tools to be employed etc. A literature review is an account of what has been published on a topic by accredited scholars and researchers. This chapter has been devoted to give a brief account of the qualitative literature published till June 2008 in the field of Library and Information Science. More specifically, it is aimed to identify the impact of electronic media on the reading habits of the users in University Libraries.

In this chapter, the literature has been discussed and reviewed in the following sub-headings:

2.2 READING HABIT

Srinath Sahai (1970) conducted a study on newspapers and magazines reading habits and its relation to the personality trait. The results of the study reveal that the respondents use library more for magazine reading than newspaper reading. Readers, with better education, higher income, and social status prefer foreign magazines than Indian. General magazines are more in circulation than the specialized ones.

Buunk and Bakker (1976) have stated that since 1972 Enschede public library abolished the fees for readers less than 18 years. This resulted in the increase of young readers by 25%. The authors opine that a steady growth in adult issues may have been partially caused by children's reading habit. Lees (1978) has described the survey of the reading habit of 500 students in a variety of Melbourne secondary, technical, and private schools. The survey
pertained to how often students read magazines, newspapers and comics. The second pertained to reading preference of the users.

Hans Raj Chopra (1976) conducted a study on the members of the Panjab University Library, Chandigarh. The study reveals that research scholars belonging to science departments visit the central library almost daily to borrow or return the books. They devote most of their time in the department library to read the current periodicals. The research scholars of Arts and Languages are often seen in the reading hall, theses section, manuscripts room, periodical section and their carrels. The students visit the University Library before and after their classes, and borrow books regularly but read them at their stay places, i.e., hostels and homes.

Kotashvilli (1976) has stated that Readers Conference is an effective means of expanding knowledge, developing habits of independent study and helping to form opinions on specific books.

Kamaras and Nagy (1976) have reported 2 experiments pertaining to the influence of the library on the formation of readers literary tastes based on the experimental group, and the influence of aesthetic values on readers with low taste. Inventive techniques and methodology have been described and the results are shown.

Mandakini Goverdhan (1979) conducted a survey of social scientists (Economists, Politicians, Socialists) about library use and found that they spend on an average 4.72 hours in a day on reading. Of this time, 1.72 hours is spent on general reading, 1.62 hours on text-book reading and 1.34 hours on specialized (professional) reading. Further analysis indicated that male teachers spend more time in general and specialized reading, while lady teachers spend more time on text-book reading. They read on an average 9.8 books a month, of which 4.3 were recreational and 5.5 are professional.
N.S. Karandikar (1980) conducted a survey and found that 81 librarians spend substantially less time in reading outside work. Although they spend 47% of their leisure time for reading, only 16% of the professionals regularly read professional literature. The average time spent on reading was 1.06 hours a week. A further 3.74 hours a week on an average were spent on recreational reading.

Sharma (1981) attempts to trace reading trends and also tries to establish a relationship between personality traits, sex, age, education, occupation and income and the nature of materials required.

Rani Ghosh (1986) conducted a study and found that the respondents read on an average 7.5 newspapers daily. Two to three International newspapers were read regularly by journalists and managers in financial institutions. About 70% of the respondents were of the opinion that the newspapers are a very important source of current information. Fewer practitioners, i.e., 45% claimed it as an important source for retrospective information.

Hasan (1986) in his study stated that print media has got some advantages like endurance, economy, accessibility, and freedom of choice and colour use. He says the optimum result could be obtained by the synthesis of e-print and electronic media, works in a balanced way. He has stated that the development of reading habit and book publishing are very closely interlinked. Any improvement in one bound to have an immediate salutary effect on the other. He has dealt with the various aspects like gifting books, book club, book markets, towards reading society economic problem. He has also stated that the enduring reading habit is to be formed at a young age when the mind is more impressionable. He says the reading habit should be developed at the kinder garden stage only. The success of Book kiosks, books, journals, development of libraries, readers survey and investigation, use of mass media, book fairs, and festivals and other measures largely depend on the co-operation.
of all concerned parents, teachers, educationists, book publishers, book sellers and the government

Baliarasingh and Mahapatra (1988) found that 48.59% of the respondents subscribed to newspapers and got them to their houses. The remaining 51.40% either did not read the newspaper, or if they read, they borrowed them from others. 19.62% of the respondents also subscribed to magazines. And more than 80% did not read any magazines. Only 19.62% of the respondents read purchased books.

Ghosh (1989) has in his article expressed that every institution should have adequate funds for promotion of students some times as concession and some time as prize to form their own individual libraries. He has also said that extension activities should be undertaken to evaluate what they have actively read the books and also to tell the teachers and the faculty members to prepare thesis on the respective subjects. Low priced editions should be sold at exhibitions, fairs in the trade. He has also said that education should be employment oriented and vocational.

Mulder (1991) has outlined the advantages of reading for pleasure, suggesting that leisure reading is not only for purpose of relaxation, but can also contribute towards bridging gaps between population groups.

Nagi (1998) has presented the result of an interview survey dealing with the people's use of libraries, their reading culture, values and the future of reading.

Satija (2002) has discussed the use of books, the benefits of reading and promotion of reading culture. He also deals with problems by exerting choice and discrimination, and the role of library and librarian in promoting reading and book culture. He has also dealt with the factors like infotainment and books, role of books, reading, books and powerful media, social functions of reading, impact of reading, advantages of books and other problems.
Konnur (2002) gives an account of the various activities of Goa University Library and Goa Library Association, and he also dealt with the various aspects, like emergence of Electronic Media, role of public libraries, promotion of reading habit, prizes for those who read more books, readership club, summer reading programs and other activities. Print media have also stressed the point that libraries should associate themselves with local professional scholars while planning reading habit development programs. Library has to plan its promotional programme for every year, and popularize the reading interest in the general public.

Samsbuy and Twist (2004) has presented his comments on the findings of 2001 progress in information international reading literacy study. It deals with the role of libraries in promoting reading habit of the children. The findings also reveal that despite a high level skill, the children are less enthusiastic in reading. The children, who were visiting the library twice in a week, were better than the regular visitors.

D. F. Robert and Foer (2004) found that overall reading time declines with age, and this decline is entirely due to a drop in reading books. A strong association exists between parents’ education and their children’s print exposure. The study also reveals that both physical and social environments are related to youth reading, with the social environment being the more powerful.

2.2.1 SOCIAL, POLITICAL FACTORS AND READING HABITS.

In any given society no activity can be considered in isolation. The reading habit could be linked to the lifestyle and other social factors.

Dryton (1996) made an evaluation of the long term effects of culture shock, a reading promotion program aimed at teens in 60 UK schools during 1991-1992. The author opines that the program resulted in the
implementation of new reading programs, improved pedagogy, and curriculum innovations.

Elkinand Denham (2003) considers the theory of reading within the context of current reading initiatives and reader development practices. It integrates new definitions of reader development theory with research and practice-based initiatives, worldwide discussing their applicability to all members of society irrespective of their age, social background or special need. This book combines academic and practice-based knowledge in the area of reading for pleasure. The book provides evidence of the value of reading in the personal, cultural, and social development of both the reading adult and the reading child.

Bachmutskeya and Yankova (1996) of the Russian state juvenile library conducted a study of youth reading, because young people make up a social demographic group of society for which reading represents a special value. The study reveals that the youth share the major factors in the process of socialization, education, and self-education rationalism and acquisitiveness asserting themselves worldwide, alienation and replacement of spiritual, emotional, and aesthetic development of an individual. New cultural and moral characteristics is a part of young people who make up 70% of readers. The author opines that motives for reading are changing. This survey was conducted through questionnaires, interviews, and observations. The findings show that boys and girls used to come for writing reports and home work. Young people would consider the library to be social, cultural, multi-subject institution. Students were also interested in humanism, democracy, history and inter-personal communications.

UNESCO (1982) conference brings to the forefront an important observation. Literacy is a right and not an obligation or a luxury. Democracy demands literate individuals. Yet at the beginning of the 21st century there are about one billion illiterates in the world.
Ferriro (2000) has stated that universal schooling does not guarantee a daily reading habit, and the emphasis on teaching the techniques of reading can obscure the real joy of reading, of being engaged emotionally with the text. Literature survey also reveals that libraries teach citizenship and develop multilingual and multicultural materials for their patrons, besides encouraging independent thinking.

2.2.2 READING HABIT AND ROLE OF LIBRARY

Skarstien and Wester (1980) reveal that the role played by the libraries is an often discussed subject in the literature survey concerning the reading habit. According to them, only a small portion of the population used the libraries. Users varied with age, education and reading habits. The author stressed the need for librarians to improve their knowledge of literature and book trade.

Gagnon (1979), Solov’eva (1979) and Vasi.eva (1978) have discussed various issues of libraries, young readers and librarianship. Scobie (1977) made an assessment of the progress of the public library movement in Scotland of over the last 50 years. The author stated that librarians must make a stand for social freedom. Vasurina (1980) opined that one of the tasks of the librarians of higher establishments is to help students in technical and social literatures. According to Laurenson (2000), a three years reader development program was introduced, and information services in training staff techniques of readers development programe has enabled the promotion of reading habit.

Jiao and Onwuebuzie (2002) reports the graduate students study habit strengths and weaknesses as to examine empirically the relationship between specific study habits and library anxiety.

The study conducted by Eskosla (1995) on reading habits revealed the difference in the tastes and interests of the readers which were due to the
greater flow of technologies and media resulting in the dramatic change in culture

On the basis of the findings of the study, Papazologlou (1994) opines that libraries are given low priority and the profession has low status. The system of education does not promote reading habit. The author says that Greek association was trying to improve the situation.

According to Mackenzie (1991), a library is the center of cultural activities and has democratic values. Further he states that, there is a fear that the Electronic Information System (EIS) will replace books. EIS is not a luxury but necessity. He has also stated that information is an end in itself. Instead of reading books as incentives to stimulate new ideas, the people, in order to cope with the time, have developed the habit of scanning books which results in loss of ability to criticize.

Describing the role of the public libraries in accomplishing literacy mission of UNESCO, F. G. Patil and others (2007) opines that Public Libraries can play vital role in promoting reading habit. Same opinion is also given by Ramesh and Hussain (2007).

2.3 LIBRARIES AND MEDIA

Libraries play a vital role in disseminating information to the students, research scholars and teachers in an academic setup. It is an important support unit for the teaching-learning process.

Books have long been the primary collections of the libraries. Books report secondary information compiled from the primary sources. Gaur, Albertine (1973) mentions the history of the book. It is often forgotten that libraries and librarianship did not start with the printed book. Long before the Buddhist monks in China began to experiment with wooden block prints, the great king of Sumer, Babylon in Egypt had taken pride in their well-appointed libraries, which were cared by accomplished scholarly custodians. In China,
the study of bibliography has always been held in high esteem. Like painting and poetry, it is also an accomplishment fit to occupy the leisurely hours of an educated gentleman. The concept of library is closely connected with the concept of writing. Basically, writing is nothing but an attempt to preserve the knowledge gained by one generation for the benefit of the next. A collection of written documents is therefore a storehouse of past experience.

Started as storehouses of books, libraries in India have come a long way. Now they are the storehouses of information not only in book forms, but in all its available formats. Discussing the future of libraries in India in the 21st century, Subba Rao A, and Rajalakshmi V (1992) explain that sophisticated systems will undoubtedly be centered to the development of the information industry but only those systems will succeed which respond to the need of the users and are perceived to be cost effective. Skilled, expert and understanding staff will be as important as the systems.

User education is very important as far as promoting the awareness about the library resources is concerned. Adedibu. L. O (1997) conducted a study on the reading habits of medical students. His study revealed that all medical students of Lautech had no orientation in the use of library. This made them depend on the library staff for assistance. Lautech Medical Students relied heavily on library books for their courses. Students used several hours in the library in order to consult books, journals and newspapers.

Writing further on the future of academic libraries, Akeroyed, John (2001) summarizes in his paper that the shift that is taking place is away from the management of physical resources towards exploitation, support and the creation of pathways and links to support our core mission of learning, research and innovation. Such services will be even more focused on the user and his or her needs ever before to the extent that they become highly personalized. Libraries will have to add real value to these processes in a way that is both measurable and unique.
Aug, Thurayur (2004) says in his work that while schools teach youngsters only what is prescribed in their curriculum, libraries provide opportunities to gain experience and exposure to face the future challenges with confidence and to build successful careers.

Duckett, Bob (2004) said that for over a century, a reference department, or a separate reference library, was a standard feature of public libraries. Now reference departments are being replaced by information services of various kinds, and reference librarians have become an endangered species. But an information service is not a reference library while much has been gained, much, also has been lost

Fine, Anne (2004) expressed his opinion that for reading everyone needs a home library. Everyone has got national, state, town, local and school libraries, but it needs one to have ones own books.

2.4 CONVENTIONAL MEDIA AND ITS IMPACT ON EDUCATION

Cole, John, Y (1981) writes that reading was an intensely personal and individual experience. There was way to predict which book would be named or what difference it would make, or even if it would be a book that provided the most influential reading experience occasionally, it was a magazine article, a newspaper story, or a report. Reports showed that people read for pleasure, to find a job, for knowledge, to have something to talk about, for inspiration, for information and out of curiosity. No single book dominated, although the Bible was named by about five percent of the respondents. Few other books were mentioned more than once and when they were, just as with the Bible, the difference they had made varied widely with individuals. Bestsellers were not named very often and neither were there classics. In more than one instance, the satisfaction gained from reading an entire book for the first time made that book the most significant in a person's life.
Sharma, Shobha (1984) opined that a book that is notable for its stability provides wide opportunities for choice. Other means of communication use books as source material. But the existence of book depends upon some external factors. It includes social demographical qualities of the readers, whose educational level, social activity and aspirations create a definite situation in which book functions as socially approved means of communication. The reader can take the initiative, and his life can take a definite shape by these inspirations.

Explaining the responsibility of mass media, Rasal R D (1990) opines that the media must ultimately be responsible to the people. It is the media, not the courts, which have to actually operate for and on behalf of the people to exercise the right to information. It basically pertains to the phenomenon of obtaining and disseminating information with media. He advocates that the full autonomy to the print media is needed. Studying the Research Scholars point of view about library services.

Mallaiah, T Y and Badami K K (1993) found in their study that the majority of the respondents are reported to visit the library with the purpose of consulting periodicals, books, newspapers and magazines and reference documents. Again a majority of them (72.2%) fulfill their needs of documents information preferably by consulting catalogues and that (63.6%) seek assistance from the library staff.

Shourie, Deepak (1997) mentioned in his paper that the print medium is uniquely placed and oriented as a communicator because of its ability to reach specific audience. Daily newspapers can best reach defined geographical regions, magazines can target themselves to readers in different age groups and interest areas and thus have the ability to segment markets in many configuration.
Wales, Tim (2000) brought the study that the veterinary practitioners were surveyed and found that journals and textbooks continue to be the information sources of choice for practitioners. Even practices in this survey had computers (100%). Same was the case for Valleley in 1993 (77%). Administrative tasks such as word processing and accounting comprise the majority of computer activity despite the arrival of the Internet and E-mail.

2.5 MODERN MEDIA AND EDUCATION

Bolter, Jay, David (1987) state that computer itself is merely a device for storing, retrieving and presenting information, and in any case, information becomes knowledge only when it is assimilated and used by human agents. Here, the author tries to show that the electronic book can provide human authors and readers with a new tool for the assimilation and use of information. This will be the central task for librarians and for humanists for the whole culture in the coming two decades.

The impact of television on school performance of children has been studied in detail by Balasubramanya A S and Kiranmai B K (1990). They say that middle class children who form the bulk of the target audience would be left high and dry because their parents' income would not be sufficient to satisfy the demands created by TV advertisements. Yet the lure of the small screen will continue to exist and continue to attract and influence people from all walks of life. What is required is to give the correct direction to the television for commercial purposes and for educator for more entertainment keeping in view the fabric of the Indian society.

Srivastava K M (1990) discusses the need for using television as an effective means for the drive against illiteracy, and says that television which is an audio-visual medium is based on the principle of knowing through seeing and hearing rather than knowing through reading.
Harter, Stephen P and Kim, Hak Joon (1996) mention in their study the problem of print journals and concomitant development of computer and communication technology have led to the development of electronic alternatives to print journal.

The design and development of an educational virtual environment for the support of the teaching has been discussed in detail by Bakas, C and Mikropoulos T. A. (2003). This study deals with planetary phenomena, particularly of the movements of the earth and sun, the day and night cycle and the change of seasons in virtual environment. Their interactive three dimensional (3D) virtual environments was based on the results of an empirical study of 102 secondary school students and provides students with new experiences, personal involvement and close-up examination of the phenomena under study. Their first results after the use of the virtual environment showed that the majority of students were enthused about interacting with it, and changed their misconceptions concerning the day and night cycle and the cycle of seasons.

Boyle, E A. and Others (2003) note that the secondary students with high-incidence cognitive disabilities often struggle to meet the demands of the general education curriculum, which is due to poor reading skills. To address this challenge, the authors examined the effects of a CD-ROM audio text book combined with a complementary strategy on the academic performance of secondary students in content-rich history classes.

Chalmers, P.A. (2003) discusses the cognitive theories of learning, retention, organisation and individual differences. Human computer interface is also called the user interface because of the emphasis on the end user or the student. Here the author discusses the problems raised by the computer while learning.
Ellis, A.E. (2003) focuses on one aspect of the learners' characteristics that of personality type as determined by using the Myers Biggs type indicator. It investigates the relationship between personality type and a student's synchronous treated discussion for a University course run both online and face-to-face. The paper also discusses implications of the findings in relation to the development of the networked learning environment, to ensure better online participation from all students.

Multimedia technology has been widely used in web-based instruction. However, Ghinea, G and Chen S Y (2003) found from the previous studies which indicated individual differences, that especially cognitive styles have significant effects on users' preferences with respect to presentation of multimedia content. However, such research has thus ignored the effect of cognitive styles on users' subjective perceptions of multimedia quality. This study aims to examine the relationship among users' cognitive styles, the multimedia quality of service (QOS) delivered by the underlying network and Quality of Perception (QOP), which encompasses user levels of enjoyment and understanding of the informational content provided by multimedia material.

Kim, J and Others (2003) carried out a study relating to a CD-ROM, and printed materials on san-yin-jiao pressure to lessen labour pain for women which were developed as formal didactic instruction by using the same content they found that text-based learning seemed to be a convenient educational method. Because, it can be used in any place and at any time. However, with more time and facilities available, CD-ROMs may be quite effective.

Design, development and evaluation of an educational virtual environment for biology teaching has been discussed by Mikropoulos, T A. and Others (2003). Their study particularly proposes a highly interactive three dimensional synthetic environment involving certain learning tasks for the
support of teaching plant cell biology and the process of photosynthesis. Their attitudes towards virtual reality for educational use, being positive, indicated that any educational software should also involve an integrated approach to the subject under study.

Roschelle, J. (2003), in his paper, discusses many researchers who see the potential of wireless mobile learning devices to achieve large-scale impact on learning because of portability, low cost, and communications features. This enthusiasm is shared but the lessons drawn from the well-documented uses of concocted handheld devices in education lead towards challenges ahead. Writing more on virtual learning environment.

Schrader P G and Others (2003) explores in their preliminary study, the effects of using CTELL (Case Technologies Enhancing Literacy Learning) cases on pre-service teacher’s learning. Students participated in one of three instructional treatments i.e. traditional, traditional plus video, and traditional plus CTELL cases. A pre-post concept web describing students understanding of effective reading instruction, served as the major outcome measure. However, the journal entries and interview data highlight the important issues, challenges and benefits with respect to the use of multimedia cases. Implications for teacher education are explored.

We have witnessed recent developments in the use of multi-point desktop video conferencing (MDVC) in present teaching practice. Sharpe, L and Others (2003) conducted one such study in Singapore. They stated, in their study, that the rapid technological development in computer video conferencing and digital video photography over the last decade makes it easier than ever for teacher educators to use the technology in facilitating reflective practice.

In bringing computers into the classroom, the teacher must play a fundamental role in teaching and learning in terms of both process and
content The so-called blended learning calls for the best elements of traditional classroom-based teaching and learning to be combined with the best elements of technology. Smalley N (2003) suggests in his paper, what decisions a teacher must make in order to blend these approaches with reference to Sternberg's developing expertise model. The author concludes that ultimately it is the teacher who must integrate technology into the classroom in the most effective manner.

Information technology provides potential advantages for educational provision in terms of flexible access, decreased need for on-site teaching accommodation and enhanced explanations by the use of special electronic effects. Article by Taylor, J Hewitt (2003) highlights some of these issues. These include clarification of the teacher's role, the skills required and parameters which must be considered in facilitating information technology assisted learning and the planning required to ensure that a coordinated educational experience is offered.

Trinder R and Re CALL (2003) describes the developing multimedia courseware for successful integration into a wider system necessitates close attention to a multimedia of factors. While allowing learners to interact with the materials according to their needs and preferences, it provides enough learner guidance for those who prefer a more structured approach to learning. Special attention is paid to the often problematical areas of learner style suitability, feedback and transparency of structure and content.

Winters, J and Others (2003), in their article, review the literature on video taping and discuss video taping as used at central Missouri State University Bacclaureate School of Nursing. Video Taping is a teaching learning strategy used to help students develop effective communication, physical assessment, and selected psychomotor skills. Video taping also provides students with mechanism for detailed instructor feedback in order to improve performance.
2.6 INFORMATION TECHNOLOGY AND ITS IMPACT ON PRINT MEDIA

Radio as a mass media has had an immense impact on the promotion of books. John, Y Cofe (1983) reported in his article about Radio and Reading. The author explains how radio will be promoting books and libraries.

There are discussions being held to explore the threat of television and computers to the print media. Kalia D R (2003) reveals, in his paper, that it is futile to say that mass media, particularly the television and computers, have adversely affected the use of books. The author further supports his view by the argument that statistically it is yet to be proved even if it is confirmed by surveys that TV and computers have replaced the books. It throws a challenge to the society as how to make better use of TV and computers information for purposes of education.

The role played by electronic media in education is further supported by this article on e-journals. According to McKnight, Dr Chiff (1993), the success of electronic journals will still depend on the user. Simply being electronic is not enough. Users will only adopt electronic journal, if they offer at least as much as the paper version, preferably more, including offering such important quality control mechanisms as the peer review or refereeing system.

Developments in the information technology have given us the ability to generate information and transport it to the planet and superhighways of optical fabric are about to change the way in which we communicate, work and live. Cochrane, Peter (1995) states that there is not a single aspect of our future that will go untouched by the communication and computing revolution. The next major wave of IT development will form on the delivery of information and experience on demand, in the right form, at the right time, at the right price to fixed or mobile terminals anywhere over networks of optical fiber, radio, satellite and optical wireless bandwidth. Distance and time...
will no longer be significant cost elements as services and access become dominant. Role of internet, World Wide Web, is also significant here. Furner, Jonathan and Willett, Fether(1995), in his paper, discusses the current use of the world-wide-web by academic library services, illustrating the range of facilities that libraries are starting to make available to the users.

Gimson, Roger (1995) says, in his paper, that some people have used the phrase “Electronic Paper” to that electronic information displays, which may replace the printed page. Progress towards the ideal of electronic paper is reviewed along several dimensions. The technologies such as the display surface, the appearance, such as the page layout, and the function such as the styles of interaction that are currently available and may become possible in the future.

The user perspective of the electronic library has best been described by Wu, Zimin etal (1995). The authors say that the electronic library is emerging as the library of foreseeable future, but its user aspect, particularly the usability, requires more research. This article describes the ELINOR (Electronic Library and Information Online Retrieval) development at De Montfort University from the user’s perspective.

The convergence of Information and Communication Technologies is known as ICT. With each new application of information technology, new economic, social and political tensions arise. Emerging ICTs tend to disturb conventional institutional structures, information flow patterns and interactions among individuals and institutions. Neelameghan, A (1996) discusses the application of ICTs in developing countries. Even in a developing country, it may be technologically possible to access most of the available information globally, much of which may still be under utilized due to the low level and the inability of the users to exploit the information.
Octama, Jakob (1996) opines that, whether we like it or not, there is a question which now haunts the printed media industry. Will there soon be a paperless world? Is it true that the days of “the press” are numbered? Freedom of press is influenced by the freedom of borderless cyberspace media. The best solution is to prepare society to face the new situation.

Continuing the review of articles on paperless society, Sutherland, Evan (1996) examines the explosive growth of the Internet and the World Wide Web, both in terms of the profession of new technologies and in the increasing access to the Internet from homes and offices. The development of electronic exhibitions, forums, and journals is then discussed together with ideas of virtual and digital libraries and what implications these have for teaching.

This particular study on the television versus newspaper gives us an insight into how these two medias are faring in the media world. According to Dua, M R (2000), who conducted this study, slowly but surely, the rapid studies, that are being undertaken by electronic media in India, are somehow getting structured on American pattern in these fields. Casting a cursory glance over television particularly ever since cable and satellite appeared on the Indian horizons, one finds that the idiot box has pushed the Radio out of the living room and into the kitchen, the bedroom, automobiles. We are talking of the urban environment. Newspaper, however, is still holding its own and getting stronger and healthier.

Intranet is a local area network that gives browser facility for accessing resources within a particular area. Blackmore, Paul (1997) expressed his ideas about information communication technology in cheaper mode is Intranet usage in colleges. The Intranet will further complement the colleges current collaborative ventures with other regional colleges to provide internet access to 60 Small and Medium Enterprises (SMEs) based in the Mersey side area. An additional opinion is available for full commercial access, which would allow the college to provide Internet subscription services and the provision of
web services The flexibility of the Intranet will readily provide the ideal platform for the delivery of commercial access to college educational programmes and facilitate teleworking for these local enterprises.

Bonaventura, Mike (1997) reviewed that the current received wisdom would seem to suggest that a simple deployment of web-based technologies will provide the platform for competitive differentiation. It is argued here that technology is one element of infrastructural renovation required to support Intranet applications. An emerging pattern in these applications is supportive for the soft network which exists within all organisations and which embody the key raw asset for competitive advantage; knowledge.

Developments in information technology and its subsequent influence on non-print media in library has forced several libraries in transforming traditional research library practices by containing serial expenditures, implementing network development, and attracting grant support. McCarthy, Cheryl A and Others (1997) describe in their paper the role of academic libraries, as they wrestle with the issue of how to provide more CD-ROMs and more online remote access to databases to keep more place with demands. This study identifies students’ preferences and effectiveness in using CD-ROMs and assesses the whole CD-ROMs environment at one university library.

Exploring the future of internet, Mndich, David T (1998) Says that today metaphors abound in our description of Internet. It is perhaps because of its boundless, ethereal quality. The Internet almost begs for concrete analogies the superhighway, the web, the ‘Net’ etc.

Sambasivan, K (1998) discusses the phenomena of computer networking, emergence of Internet, potentialities of Internet, emergence of List Server or Mail Server, application of E-mail, WWW sites Hypermedia.
Links and other revolutionary innovations and technologies and their impact on libraries and information centers are tremendous.

Warner, Julian (2000) in his paper, develops an understanding of information technology. The idea that the computer is a machine is concerned with the transformation of information, not material or energy, is extended to other information technologies. Technology is regarded as a radical human construction, in a position derived from mark and mediated by economics on these bases. An understanding of information technology as a form of knowledge concerned with the transformation of signals from one form or medium into another is proposed. Invention, innovation, and diffusion are distinguished as stages in the development of technologies.

Sharma, Dinesh C (2000) briefed in his paper the missing I in IT that a smart electronic Government without giving the citizens a right to information, could turn out to be an exercise in futility. It is not just right to information, states will have to decentralize the power structure and decision making at the grass root level in order to have true electronic governance. Otherwise we could just be talking of information technology without information

Evaluation of digital library impact and usage analysis is very important. Bollen, John and Luse, Rick (2002) outlined a methodology for the generation of networks of document links from user retrieval patterns recorded in digital libraries server lab. The generated networks can be analyzed to assess document and collection impact and analyze the properties of a specific digital library user community. A Java tool was written to transparently and efficiently perform the required analysis.

Herman, Eti (2001) examines the transition to the electronic information era in academia and seeks to establish from the published literature to what extent university researchers have accepted and adapted to
the changes wrought in information activity by seemingly endless technological developments.

The libraries are witnessing the increased adoption of electronic resources. This does not mean that all researchers are ready for them, and not even that, those willing to accept some of the novel technologies are prepared to have them replaced altogether traditional modes of communication and information gathering at least.

Herman, Eti (2001) discusses the variations in information needs of researchers, and understanding the motivating forces behind their adoption of innovative information technologies in meeting these needs will aid universities in attaining the goal of creating custom-made personal information infrastructures, tailored to the distinctive needs of individual researchers.

The need for open and objective criticism of the value of information resources is made apparent by the proliferation of resources, many of questionable value, which are now readily available, and is met by the sets of detailed quality criteria, reached by consensus and widely publicized and used by subject gateways. Robinson, Lyn (2001) discusses Internet and digital networked information. This same factor, which is needed for critical thinking is now cast in the form of digital literacy of immediate importance.

The internet technology has advanced very rapidly over the last few years, and a new trend in educational development for learning at distance has emerged. Seng, Lee, Chye and Al-Hawamdh, Suliman (2001) reviews that Virtual classroom is an outline training learning and teaching environment that facilitates the collaboration and integration of discussion forums, chat rooms, quiz management, lecture notes and assignment repositories, subscription services, relevant web links E-mail distribution lists and desk-top video conferencing into a conventional lecture based system.
Growth and development of educational media libraries in India has been discussed by Ali, Amjad (2003). The author throws light on the educational media, its types, effectiveness and functions. It attempts to discuss various factors responsible for the growth and development of educational media in India such as availability of hardware and software, government support in establishing media centers all over the country and designing of a common curricula for the educational institutions to achieve maximum regents from the media productions.

Austin R and Others (2003), in their article, report the research on cross national co-operation through information communication technology (ICT) within the statutory curricula of Northern Ireland and republic of Ireland. The results showed a significant improvement in ICT competence, and also revealed that the technical training, enthusiasm and commitment were the key factors for success, and that not only did the pupils develop awareness of the cultural identity of distant peers, but also came to know about sense of responsibility, self esteem and motivation.

Bartsch, R A and Coberen K M (2003) investigated whether students liked and learned more from Power Point presentations than from overhead transparencies. Students here are exposed to lectures supported by transparencies and two different types of power point presentations. The authors conclude that power point can be beneficial, but the material that is not pertinent to the presentation can be harmful to students learning.

Several surveys have revealed that college and universities are increasingly using Information Technology to enhance the learning environment. Many educational institutions offer Internet based on-line courses in an effort to meet the educational needs of students.

Internet is regarded as a powerful and popular medium for information exchange. Because of its 24 hour accessibility, people who are not able to...
attend a traditional college or university can obtain an education from a distance more easily than ever before being at their own place. According to Chan, P S and Welebir, B (2003), the physical reach of University has been dramatically expanded, which, in turn, has led administrators to re-evaluate their strategies. The study examines the manner in which traditional higher education is being transformed by the Internet and suggests ways for higher educational institutions to take advantage of this powerful medium.

Deany, K and Others (2003), in this study, explore the pupils' views of the use of information and communication technology (ICT) within subject teaching and learning. Pupils saw computer based tools and resources as helping not just to affect tasks and improve presentation, but also to refine work and trial options. While pupils welcomed opportunities for independent working mediated by ICT in which they could engage more directly with appropriately challenging tasks, they were deeply concerned that this reshaping of learning might displace valuable teaching.

Knobel M (2003) in his paper, takes as his field of interest education-related research that is conducted online. IT deals directly with issues concerning ethical research conduct when investigating online practices, with reference to studies whose data is drawn solely from cyber spaces, as well as to studies that include an internet based investigation components. The article concludes with three maxims developed from these discussions that can act as useful guides in making decisions where ethical conduct, education research and cyberspaces are concerned.

Lankeshear, C. (2003), in his article, identifies a range of changes associated with intensified digitization of daily life that require us to rethink what it means for people to know things and what kind of things are most important to know. In short, we need digital epistemologies. The argument focuses on four key dimensions for change that have epistemological significance. These are changes in the world to be known, change in
conceptions of knowledge and process of coming, to know things; changes in the nature of knower; and changes in the relative significance of different models of knowing. Concrete everyday examples are provided for each dimension of change. On the basis of these examples and the arguments constructed around them, it is concluded that conventional epistemology faces serious challenges. These challenges, in turn, have far-reaching implications for contemporary educational practice and educational research.

While there is doubt lurking about the use of the Internet for teaching purpose, there are certain factors that need to be considered first. Schofield, J Ward (2003) lists such factors that should be considered in deciding how the Internet should be brought into primary and secondary schools. The paper outlines four factors, which are likely to have a strong impact on the amount of use that is made of Internet access and on how such access influences educational process and outcomes.

It is agreed fact that information and communication technology has brought in huge benefits to academics. At the same time, it has also given rise to stray instances of academic dishonesty.

Underwood, J and Szabo, A (2003) explain how academic dishonesty is being made easier by ICT, but this does not necessarily mean that it is more prevalent. The study presented here investigated the attitudes to an extent of self-reported involvement in Internet supported dishonest academic practices. The final discussion of this paper recognized the fact that Internet supported academic offences do occur, and also briefly outlines some technical and non-technical responses that should be considered by the faculty to ameliorate this problem. Use of e-learning to liberate the talents of the students is a reality now.

Ali, Amjad, (2004) discusses in his paper the media libraries that hold collections of print, celluloid and digital media. An assessment is made on the
basis of the availability of computer hardware, software, operating systems, databases of holdings and online connectivity. It reveals that most of the libraries do not follow uniform standards for management and utility of their collections. It is suggested to develop IT infrastructure for them in a phased manner by procuring hardware, software, providing training personnel and achieving online connectivity.

Ashcroft, Linda (2004) describes these E-books from the scenario for developments of E-journal collections over the recent years. However, reading, downloading and printing requirements are quite different from E-journals as those for E-books can relate to whole texts rather than just a few pages of an article. In order to archive a level of success with higher education learning resources, there must be a high level of academic staff involvement so as to gear provision to a particular market. Electronic information delivery is constantly changing together with a variety in E-books providers.

Brown, Gary, J (2004) says that the development of reader devices and improvement of screen technology have made reading on screens less cumbersome. Our acts of reading are not univocal, as we read in many different ways with many different goals in mind. Reader software can provide different levels of navigation support for the manipulation of digital text presenting capabilities for analytic reading not available in the print on paper reading experience and compensating for our lack of orientation and feeling of omnipotent dominance of text.

Eyrw, Gayner, (2004) briefed in this study that living in the information age, with its emphasis on the information and communication technologies, poses special challenges. The paper discusses the role of reading in society and examines its place in the acquisition of information capabilities among young people.
With millions of web pages being made available, their credibility is at stake. So there is a need for core quality criteria that students use to evaluate the web resources.

In this digital age, libraries and information centers have assumed greater responsibilities for meeting the diverse needs of its user community. The new technologies have largely aided in designing value added library services. The emerging digital libraries are redefining the way by which user demands are being fulfilled. Angrosh M. A (2005) mentions in his study that, among other resources, electronic journal occupies a prominent place in digital libraries by providing access to online full-text information, while historically print journals have played an important role in information dissemination. The spiraling costs of the same have forced both information providing and information seeking community to look for cost effective and reliable means of information dissemination.

2.7 READING HABITS IN THE TECHNOLOGICAL ERA

Mohan Raj V.M. (1964) explains the purpose of reading, differentiates reading interest from reading fast, states the change in the reading interest in children of the age of eleven, gives a list of popular authors in each group, shows statistically the rise and decrease of reading interest and reasons there of and demonstrates the popularity of fiction books and the need for the second law.

According to Sinha, T.P. and Banerjee, Roma (1970) reading stimulates thought, toughens the mind, lifts the spirit, increases awareness, proliferates insights and adds to information.

Kawatra, P S (1984) states that in the library information system, the ‘user’ occupies the key place. In the absence of this, one cannot think of any such system. Therefore, his/her requirements, needs and demands must be fulfilled. This required a thorough study of what the user want, what they
think about the library, and how they feel about the total environment prevailing inside it.

Karande, A G and Riswadkar M R (1987) reveal in their study the use of print media by the technical staff engaged in the field of animal husbandry, difficulties encountered, suggestions given by them to overcome these difficulties and the role of agricultural university library in promoting the use of print media.

Libraries should seek to arrange alternative to the traditional fee-for-use basis. These options include rental, access by subscription, i.e., a flat fee for the use of database not held locally, and collaborative mutual resource sharing of databases with other institutions. Databases are an important and growing medium. If libraries do not play a leading role in providing access to them, then a part of the libraries role will be abnegated.

Reading is nothing but the art of living with books. An astute reader is like a honey-bee, which derives nectar from a variety of flowers of different hues and turns it into honey. Reading not only leads to writing, but also enriches the mind of the reader and sharpens his intellect. According to Choudhury, Bijay Kumar and Mishra, Sanjay (1990), reading habit should be developed from an early age when the human mind is most receptive and impressionable. Authors further suggest that the library should conduct specific programmes to promote the use of books, such as book reviewing groups, book discussions, regular displays of new books and their jackets.

Users also prefer different media for their information needs. Kaur, Dr Harpal (1995) conducted a study on the preferred media and sources of information by P.G. Students in Agricultural Universities. The author reported that the university library and personal library are their most favored and second most favored sources of information respectively.
important observation in samples is that a great majority of P G Students indicated their preference for the university library to get reading materials.

Butkovich, Nancy, J (1996) conducted an exhaustive review about different user studies. Librarians have conducted hundreds of studies explaining various aspects of collection use in libraries. Most studies are of journal collections in academic libraries. However, the principles of conducting use studies are generally applicable to other materials and other types of libraries. Use studies can be conducted in a variety of ways, and they can measure different aspects of the use of a collection. Each method has its own particular strengths and weaknesses. If a combination of method can be offset by the strengths of the others, truer picture of overall use can then be obtained.

Kaur, Harpal (1996) writes about agricultural universities in Punjab, India with regard to the reading material used. The study is in four sections dealing with different kinds of material used, frequency of use of different kinds of reading materials, the number of scientific and technical periodicals read frequently and user demand for reading materials and levels of satisfaction.

Reading is important for everyone in order to cope with the new knowledge in a changing world of the technology. The importance and necessity will hopefully increase in the years to come. Sangkaeo, Somsong (1999) explains in his study that the number of those who know how to read but do not read enough is also increasing. There are still some people, young and old, who cannot get access to reading activities and reading programmes at all, and some others who are able to read but do not get access to such activities. They neither have much initial interest nor lasting interest in books and reading. The reading habit has to be built up and promoted from an early age.
Increased significance of new Information and Communication Technology (ICT) and particularly the Internet has created a new information landscape within which libraries must operate and which has strong and pervasive implications for the society. If the country is to progress socially, culturally, and economically, the society must be a learned one. The role of academic librarians is very crucial in this regard.

Mahajan, Preeti (2000) states that the academic librarians have to join the learning community as coaches, guiding the users in searching the complex mode of print and digital resources, thereby creating an interest among the users in using the great mass of intellectual information.

The changing future of reading in the digital environment is explained by Molloy, Harvey, L (2000). The author reveals that in the print era, information was solely embodied in books and journals that were produced within a complex set of relation between author, publisher and editor. In the digital era, information is not so materially embodied. It can be delivered by a variety of different media including the Internet, print and CD-ROMs. The Internet has also brought about a fundamental change in the relationship between readers, writers, and publishers. Any creator of website is a publisher, and many sites invite readers to become authors and to contribute to publish their comments on the website.

Amazon’s Jeff Bezos already built a better bookstore on the Internet. Now Jeff Bezos believes that he can improve upon one of human kinds most divine creations. Book itself. Further author explains advantages of e-reader (Levy, 2007).

Press Council of India Review (2000) published the opinion of Mr Murali pointing to the connectivity of the various media. He noted that the dot.com companies had begun taking out huge advertisements in the print media, boosting newspaper revenues. He dismissed the fear that the advent of
Internet would mean the demise of the print media as similar predictions were made when radio and TV came on the scene. The information age brought information overflow and readers tended rather to grow than reduce.

Continuing the discussion, the impact of technology on mass media, Shivalli, M.P. (2000) states that the advent of satellite television in India is having its impact on a society that is fast evolving. Here, even the dissemination and absorption of news comes from flickering images on the screen rather than through black and white newsprint. While money is being generously spent on the acquisition of entertainment technology, very few household budgets are being spent on the buying of books. Reading is one sure way to retain one's individuality and develop one's own personality. The delight and fulfillment experienced by a deep absorption in a book is difficult to define. Reading is a way to explain new words, new ideas, new people, experiences, etc.

Guevara, Irene Ladron de (2002) reports the various activities carried out for the promotion of reading activities in the electronic era. The creation of training and recreational workshops, work projects in schools, library services, and other communities began with the conception and sustained work of the evaluation committee and the selection of digital formats for children and youngsters. In short, a new and unpostponable goal has been defined for the creation of a digital readers network.

Braul B and Cho T (2003) observe in their paper that in the past decade, text-based asynchronous communication technology has been used as a teaching tool and has been researched extensively for its pedagogical implications. However, text-based communication is restricted to written words that may be advantageous in some subject areas, but is impedimental in language instruction where oral skills are essential for community competency.
There is an argument that technological developments are forcing us towards a paperless society. Kalia D R (2003) explains that it is futile to say that mass media, particularly the television and computers, have adversely affected the use of books. He supports his opinion with statistics that it is yet to be proved even if it is confirmed by surveys that TV and computers have replaced the books. Author throws a challenge to the society as to how to make better use of TV and computers more and more for purposes of information and education.

Salisbury, F. and Ellis, J (2003) writes report in their paper about an evaluation project conducted at the University of Melbourne during 2002. The objective of the project was to evaluate the selected information literacy programmes that were provided to students in the Arts faculty.

The Bridge, Stella, and Train, Briany, (2004) found in their study that:

i) Books play a cultural role in public library services despite the fear that they were being marginalized.

ii) It is acceptable for library staff to encourage reading and to help patrons with reading choices.

iii) The public is best served when the skills of publishers, booksellers and librarians are combined to develop readers and the reading habit.

Carey, John (2004) deals in his work, with web use recognized and value quality content has developed loyalties that carry across online and offline media brands. A large quantitative study that complemented the ethnographic research supported findings about habitual web use and synergies across online and offline content sites.

Gillani, Syed Zulfiqar (2004) who is also a renowned psychologist, said that broad cultural factors discourage healthy reading habits. Our approach is not based on thinking but on affiliations, sentiments and emotions. He added.
another reason for the decline of reading habit, that is, shortage of up-to-date reading material. He said material available was expensive and beyond the reach of the common reader.

Jiao, Qun, G and Onwuegbuzie Anthony J (2004) conducted a study to examine and identify the graduate students predominant study habits strengths and weaknesses as well as to examine empirically the relationship between specific study habits and library anxiety. The participants were 133 graduate students in the field of education at a university in the southeast of the USA. There are several surveys available that study the reading habits of secondary school students. Ogunrombi, S A and Afio, Gboyega, (2004) conducted one such survey They surveyed the factors affecting the reading habits of secondary school students in Ogbomoso state in Nigeria. This article highlights inhibiting factors, the family background of students where few homes are conducive to reading owing to noise and lack of reading materials, the lack of functional libraries in most of the schools surveyed and a similar lack of trained librarian or a teacher librarians, the failure to provide library periods in schools, shortage of equipment etc.

Philip, Angela, (2004) mentioned in his study that putting energy into teaching literary of their follow-up programme to establish reading habit. The U.P. N.G Extension Students’ Programme has highlighted three needs in relation to this:

i) The need to take the books to the people rather than waiting for the people to come to the books,

ii) The need to promote books that are easy enough for people to enjoy, and

iii) The need for ongoing commitment to the programme. It is not only a missing link between literature and libraries but also a link so vital that
at every level from village to university, the people in PNG drastically under achieving daily work

2.8 READING HABIT IN DIGITAL MEDIA

The impact of Digital media on reading has increasingly been the object of empirical and theoretical exploration by researchers from a wide range of disciplines, notably psychology, computer science, education, literacy studies, and library and information science. Each discipline has developed its unique research focuses and methodology. It is not the purpose of this study to review all the different approaches and studies. Nevertheless, an examination of the related literature reveals that there are some essential studies that deserve closer attention.

With the growing amount of digital information available and the increasing amount of time that people spend reading electronic media, the digital environment has begun to affect people's reading behavior.

Healy (1990) opines that a number of scholars argue that the arrival of digital media, together with the fragmentary nature of hypertext, is threatening sustained reading.

Birkerts (1994) further notes that the younger generation growing up in the digital environment lacks the ability to read deeply and to sustain a prolonged engagement in reading.

Bolter (1991) states that "the shift from print to the computer does not mean the end of literacy itself, but the literacy of print, for electronic technology offers us a new kind of book and new ways to write and read."

Digital media contribute to a transformative shift in reading. They also introduce a number of powerful advantages that are traditionally absent from the printed environment, such as interactivity, non-linearity, immediacy of accessing information, and the convergence of text and images, audio and video (Landow, 1992; Lanham, 1993; Murray, 1997; Ross, 2003).
(1995) compares the difference between print literacy and digital literacy. He asserts that. In the world of print, the idea and its expression are virtually one. The meaning takes the form of words, words generate the meaning. Digital literacy works in an inherently different way. The same digital code that expresses words and numbers can, if the parameters of expression are adjusted, generate sounds and images. This parametric variation stands at the center of digital expressivity, a role it could never play in print.

Digital literacy could potentially enhance our ability to make information more suitable to a targeted recipient (e.g., persons with disabilities). Whether people like digital media or not, reading and literacy are being redefined by the arrival of digital technology. The introduction of new media brings both positive and negative possibilities. In a study of the impact of new media on people's reading habits between the 1970s and the 1990s, Knulst and others (1996) find that. The new media require users to articulate their preferences more explicitly. Using a control panel, the user can impose his will down to the smallest detail, and is thus confronted each time with the results of his own preferences. In multimedia-land people are not encouraged to wait until they know more about a subject before they click on to the next, or to open themselves up to unknown points of view. And this is precisely one of the great achievements of the reading culture. Print media and digital media have their own advantages and limitations. The challenge is to determine the applicability of a particular medium in a given context or process. For example, electronic media tend to be more useful for searching, while paper-based media are preferred for actual consumption of information. Reading is still the most efficient method for communicating words. A more complex society will demand increased rather than decreased reading. The remaining question we should deal with is the medium through which reading is done. It seems unlikely that the computer will in the future replace the printed book as a reading medium in the way that it replaced the typewriter as a writing tool.
Ross (2003) suggests that we need to pay more attention to how readers actually engage different media, their reason for choosing one format over another, and the satisfactions with each format. In a recent study of reading practices at the National University of Mexico, Ramirez (2003) finds that nearly 80 percent of students prefer to read a digital piece of text in print in order to understand the text with clarity. Nearly 68 percent of the respondents report that they understand and retain more information when they read printed media. However, only 4 percent of the respondents report the opposite. Lower resolution on a computer monitor is one of the major factors that people print out documents (especially lengthy documents) for reading.

Hartzell (2002) also notes that reading from a monitor is up to 30 percent slower than reading the same text on a printed page.

Murphy and others (2003) focus on the persuasiveness of printed texts and electronic texts. They note that undergraduate students who read online text find the text more difficult to understand, less interesting, and the authors less credible than those who read the printed version.

Adler and others (1998) describe the work-related document (printed and electronic) activities of 15 people from a variety of professions over a period of five consecutive working days. They find that document-activity time accounted for an average of nearly 82 percent of working time, ranging from 23 percent (for nurses) to 94 percent (the accounting assistant). A recent study of the document activities in the International Monetary Fund (IMF), a document-intensive organization, finds that 51 percent of document activities involve paper only, 14 percent involve digital documents only, and 35 percent a combination of paper and digital documents (Sellen and Harper, 1997). Clearly, there will be a co-existence of paper and digital documents in the future, simply because each medium tends to support certain activities that are not easily replaced by the other.
Reading is not a single activity. It is a complex and variable behavior. It involves different purposes and requires different skills in handling documents. McKnight (1997) offers a number of excellent insights in reading behavior of electronic media. He observes that people do not like to read from screens. They prefer to print out electronic documents for reading, even printouts from dot matrix printers. He argues that the recent trend in mounting electronic documents in Adobe's PDF format also discourages screen reading and encourages printing. People tend to print out documents that are longer than can be displayed on a few screens. People also know how to organize and manipulate paper documents, but manipulating electronic documents requires a different set of skills.

People like to browse and find things by accident. Nunberg (1994) notes: Browsing a document database will never be quite as informative as browsing a bookstore or library stacks, since electronic documents don't bear physical traces of their provenance the way print books do – the price we pay for delivering them of their bodies. But it may not be much different from browsing around in a video rental outlet. Olsen's (1994) study finds that serendipity was identified as important by 82 percent of people in her survey.

Flipping and scanning (a reading pattern associated with printed documents) is not only a means for locating information in a document, but also a means to get a sense of the whole text. Scrolling on a computer screen does not support this mode of reading and information processing. Readers tend to establish a visual memory for the location of items on a page and within a document. Scrolling weakens this relationship (Olsen, 1994).

There is a historical analogy of this reading pattern. As Manguel (1996) notes: The unwieldy scroll possessed a limited surface – a disadvantage we are keenly aware of today, having returned to this ancient book form [codex] on our computer screens, which reveal only a portion of text at a time as we "scroll" upwards or downwards.
2.9 CONCLUSION

The studies cited in the literature review indicate that considerable work has been done in studying the availability of print and non-print media in general. However, there is a dearth of literature that deals specifically on the impact of electronic media on the reading habits of the University Students. The details of electronic media and its future is discussed in the Chapter 3. University Libraries are spending astronomical sums on procuring the learning resources for the students. With the dwindling library budgets, it becomes imperative for the librarians to be very cautious and plan the amount to be spent on learning resources. A comparative study on the print and non-print materials and their subsequent impact on the reading habits will definitely help librarians in making informed decisions as far as collection development at university libraries is concerned.
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