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Who Likes eBooks?

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Since the appearance of the Amazon Kindle in 2007, there has been an explosion in reading on digital screens. Besides using computers and eReaders, we also read on tablets (like the iPad) and mobile phones. While portable devices are convenient to carry and may reduce the cost of books, reading onscreen also has disadvantages. These include problems in concentrating, rejection of longer texts in favor of shorter ones, and replacing deep reading with more superficial searching and browsing. Professor Baron draws on both her own research and industry surveys to explain who likes – and doesn't like – eBooks, and why.

Tutti gli interessati sono invitati a partecipare