

## **E CONTENT'S READING ON SMART PHONE: A HABIT**

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### **Abstract**

Mobiles and smart phones are remodeling human lives at fast pace. The rise of technology changes the way people read. Internet usage with using Mobile or Smartphone develops quickly. Digital publication grows fast, reading terminal changes every day. Readers get used to reading digitally through reading in a new environment.

One of the latest tendencies of the 21<sup>st</sup> century has been the slow alternate in reading habit. The vast utilization of the internet at a worldwide stage and the usage of diverse types of reading materials mainly hypertext and hypermedia resources have made essential change in reading unique paperwork further to published text materials

Reading style is not similar to a decade back. Now, human beings are analyzing digital files and the present day shape of e-books, e-journals, electronic mails and on-line databases. Virtual content material has damaged the physical limitations of libraries, and workplaces.

The present study evaluate all of the developments associated to on screen reading by using mobile from print to online analyzing, on-line studying behavior, students' attitude and behavior to e-books, the move to mobile reading.

***Keywords:* reading habits, mobile reading**

## **INTRODUCTION:**

For hundreds of years, some degree of access to textual content has been a barrier to literacy. Reading calls for books. Devoid of them, literacy remains out of reach. Now, this barrier is receding thanks to the spread of economical Mobile Technology. Basic cell phones provide a new, less costly and easy-to-use portal to reading material. Reading is the handiest manner to get proper of access to information. At the same time as UNESCO studies shows that loads of hundreds of people in countries like India and Pakistan, Ethiopia, Nigeria, are analyzing on cellular gadgets, very little is thought approximately those readers. This statistics hole hampers efforts to enlarge the footprint of cell studying and recognize the instructional and socio-financial blessings related to advanced analyzing.

This alteration has done a dramatic characteristic inside the revolution in learning and thinking, the quality, a quantity of reading and vital preference towards reading. In the end, this prompted lifelong mastering, thereby making an open-minded revolution within the society.

## **READING HABITS**

The reading is and activity regarded as a habit when it is repeatedly carried out. “In measurable terms reading habits is regularly considered in terms of materials being read, the frequency of reading as well as the average time spent on reading (Wagner, 2002), and this habit can be cultivated (Wijesuriya, 1995). Reading interests often refer to the selection of subject matter or preference for a genre of literature being read (Rudman, 1957).”

“Reading, which is a long-term habit starting with the very early ages, is the prominent gateway to the knowledge room. It may be assumed as observe that assists individuals to gain creativeness and develops their critical thinking capacities. In this sense, reading habit is an important tool for the development of personalities and mental capacities of individuals. In addition to personal and mental developments, reading is an access to social, economic and civic life (Clark and Rumbold, 2006).” Moreover, all reading patterns in terms of emotional response enhance emotional satisfaction of individuals.

“Krashen (1996) believed that this habit and interests could be nurtured at an early age. There would naturally be differences in interests between individuals of different age, gender and greatly influenced by internal factors such as the home, motivation and attitude as well as external factors such as peers, schools, teachers, and the library facilities available to the individuals.”

The “dormant readers were those who liked to read and considered themselves readers but did not take the time to read regularly or update their knowledge. They were enthusiastic to reading but gave most priority to other actions such as sports, social life and school work. They would read during convenient times such as during school breaks or after completion of major projects. The second and third groups were the non-committed and unmotivated readers. Those in these two groups have negative attitude towards reading and did not like to read. The non-committed readers were open to suggestion of reading in the future and have positive attitudes towards other readers. The uninterested readers were not open to the suggestion of upcoming reading and were negative towards those who do read. In a more

recent study, Bullent (2002) categorized reading levels of 108 children between the ages of 11 and 12 into four groups; the heavy readers (reading 24 or more books per year or 2 books per month); the moderate readers (reading 7-23 books per year or 1 book per month); rare readers (reading 1-6 books per month (1 book every 2 month) and the non readers.” The last two groups form a big percentage of children between the ages of 9 to 10, that indicate the reading habit has not been well developed.

## **Reading Behaviour in Digital Environment**

Development and growth of digital mass media has prompted the reading behaviour of readers. Studying trend isn't similar to a decade back. Now readers are analyzing such things as eBooks, e-journals, e-mails and online databases. Virtual content has broken physical barriers of the home, libraries and office, **Brown (2001)**. Virtual publishing has significantly extended the variety of documents, and records. Digital content has changed the reading behaviour of readers who are extra willing towards digitized contents because it offers numerous new centers which include interactivity, non-linearity, and smooth get entry to facts. Modern readers step by step improve to screen- based totally studying behaviour, and use many strategies which include browsing and keyword figuring out to manipulate with the boom of facts within the digital environment, **Liu (2005)**. Users studying from monitors devote less time for intensive and concentrated studying as they spend additional time for scanning, skimming, keyword spotting, onetime studying and nonlinear reading. Users reading from screens devote less time for in depth and concentrated reading as they spend

additional time for scanning, skimming, keyword spotting, onetime reading and nonlinear reading.

## **MOBILE READING**

There are various of definitions exist but here it defined as different way that e-books extending from an electronic monograph in the form of electronic text, regardless of size or composition (a digital object), but excluding journal publication made available electronically (or optically) for any device (handheld or desktop) that includes screen,

**Armstrong (2002).** “The China Publishers mobile reading is ‘the act of reading and consuming digital content on mobile devices’ such as phones, tablets, PCs, e-readers, etc., and which covers e-books, e-newspapers, e-magazines, and mobile cartoons. The rapid development of mobile reading promoted the mobile publishing industry in a big way (2013)”.

“Hardcopy of material or printed books are facing lot of challenges after the introduction of online reading particularly mobile reading tools. As per literature there are many definitions of e-books, ranging from simple electronic monograph up to any piece of electronic text, regardless of size or composition reads on any e-reading device that includes online screen **Armstrong (2002).**” A mobile reader on average provides reading feature with other features such as hypertext links, bookmarks, annotations, search and cross reference functions, highlights, compact disk etc. tools Vassiliou (2008).

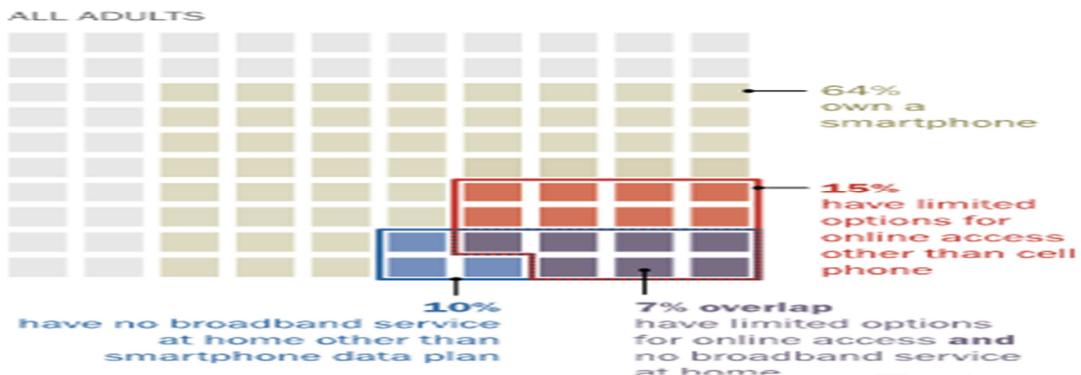
This survey based on December 2013 statistics, of the total Indian population, 1/10 are mobile internet users, 1/13 are social media users, 1/120 are tablet users, and 1/6 are internet users. Of the total, during the same period the online population grew in India to 73.9 million; out of those who surf the Web at home or work on a computer grew over previous year, i.e., March 2012 **Akamai (2012)**. The average connection speeds in India is only 1.7 Mbps compared to Singapore with 9.1 Mbps. in spite of the slow speed networks, an average Indian internet user spend almost 5 hours on the internet every day, with 40 % of that time spent on social media.

On the basis of the Statistical Report of China on internet Development lots of internet users in China reached 649 million in December 2014, of which the number of mobile internet users had reached 557 million (85.8 %). “It is found that the percentage of Chinese consumers aged 16+ with a mobile phone at 89 %. So that the China’s mobile reading increased phenomenally with a total of 600 million users having revenues of £656 million. Mobile reading devices are technological innovations that is changing the concept of book and publishing industry.” The Nook, and iPad or Kindle, are the most commonly used mobile reading devices that are capable of providing wireless technology and the internet facilities.

“A recent Pew research report (2015) outlines the ways that phones have become ubiquitous; for a growing number of people, in particular those aged 18-29, the Smartphone provides their primary access to the Internet.

**The “Smartphone-Dependent” Population: 7% of Americans Rely Heavily on a Smartphone for Online Access**

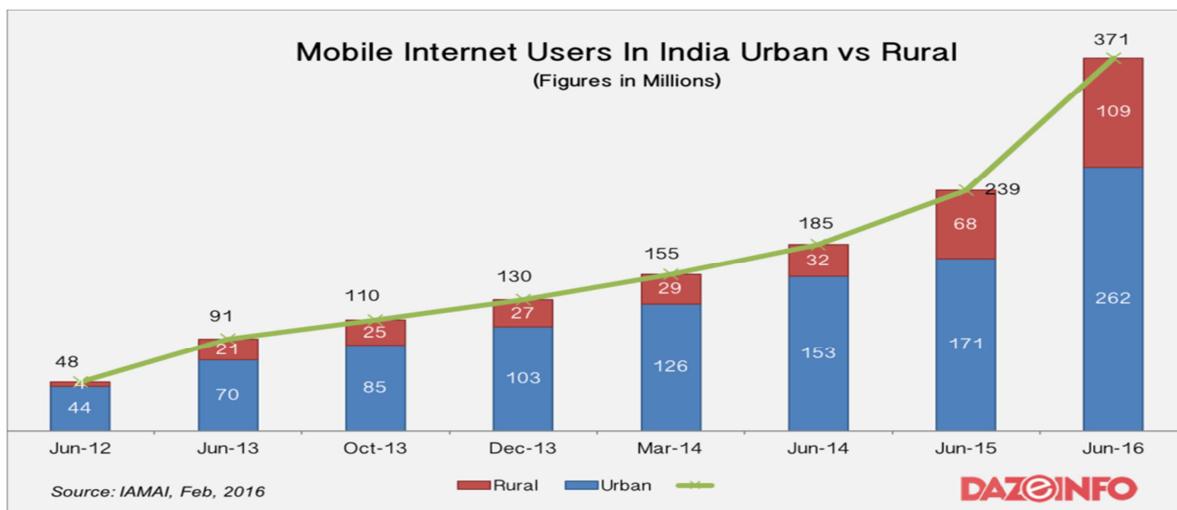
*% of U.S. adults who have a smartphone, but lack other broadband internet service at home, and/or have limited options for going online other than their cell phone*



Telephones are all round us. While we appear up from our personal, we see that everyone else is asking down at theirs. Our telephones are with us wherever we cross, in our pockets, our baggage, in our fingers.”

Pew Research Center American Trends Panel survey, October 3-27 2014.

The latest IAM report states that 71% of the estimated 371 million mobile internet subscribers in India will be members of the urban area. However, the backward area still holds vast potential to make the future development of mobile internet in India. The users of internet from the rural area have been doubled from 2014. In 2015, the share of mobile internet speeds in the average monthly bill rose to 64% from 54% in the previous year. However, this has an obvious impact on the cost of accessing mobile data that destroy about 18% in 2015.



## **TYPES OF MOBILE PHONE**

A mobile phone is a hand held device commonly used now a days in every one hands, also called as a cell phone, hand phone, or simply a phone which can be used as telephone over a radio link while moving around or globally. Recently latest technology launched modern phone that can be called smart phones which have general computing capabilities besides making calls, provide wide range of other amenities such as e-mail, internet access, short-range wireless communications, text messaging, multimedia messaging service (MMS), via infrared and Bluetooth, business applications, gaming, photography and reading.

Some of the most common forms of mobile reading devices are:

- (a) Computer with high Portable: it's easy to carry along with us everywhere. They have a full keyboard and mainly run with variety of OSS.
- (b) PDA: Personal digital assistant is also called as a handheld PC or palmtop, a mobile

device that combines computing, telephone/fax, internet and networking features.

- (c) Ultra-Mobile PC is hand-held computing device but smaller than a laptop and larger a PDA capable of running a Windows OS.
- (d) Smartphone is just like a mobile phone that performs many of the functions similar to computer and having a touch screen interface, Internet access, and an operating system capable for downloaded apps.
- (e) Tablet computer: It is a wireless, portable PC with a touch screen interface, smaller than a Notebook computer but larger than a Smartphone which is expressively used for communication and online reading.
- (f) Navigation device: Global Positioning System (GPS) is device that exactly calculates geographical location with the help of satellites. Initially, it was used in transportation taxi, boats, cell phones, mobile devices and even personal heads-up display (HUD) glasses.

## **CONCLUSION**

In this speedy-converting virtual global, readers are estimated to step by step alternate the display screen-primarily based analyzing act to stay alive with understanding-rich environments. Cell studying is notably used for statistics looking for purposes. Utilization of cellular reading is better in urban areas. but, it has not conquer the serious obstacles of helping the tangled studying, word making, and arrangement practices that are the premise of manufacturing novel and extensive texts. Further upgrades and research is required in cellular technology to introduce adaptable consumer interfaces, faster processors, and

ergonomically nice designs with time and customers needs, arms loose operations, and many others.

“UNESCO conducted a comprehensive survey of mobile reading in developing countries like India, Pakistan Ethiopia, Ghana, China, Kenya, Nigeria, and Zimbabwe and found that people read more when they have access to text on mobile devices, that they enjoy reading more, and that people commonly read books and stories to children from mobile devices **UNESCO (2014).**”

Usability of smart phones are increasing day- by- day with the decreasing cost of smart phones, coupled with improved usability and increasing network coverage, are influencing factors that are making mobile acceptance to the majority of the world’s population.

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