

Undergraduate Students' Reading Preferences: A Post-Pandemic Study Comparing Electronic Books and Printed Books in Bangladesh

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ABSTRACT: *The aim of this study is to look into eBook usage priorities compared to printed books, as well as reading preferences in the context of various variables. This study examines factors such as age, gender, education level, race/ethnicity, income, network type, and Internet use to investigate the contextual influences on reading choices. Additionally, it aims to identify the elements that contribute to the adoption of eBooks. The results suggest that while eBooks have a significant place in people's lives, they are not yet in a position to completely replace printed books in all functions. In satisfy readers' analytical needs, which can vary based on demographic, contextual, and situational aspects, Furthermore the recent COVID-19 pandemic has had a considerable impact on undergraduate students' potentially influencing their preferences and reading habits and reading habits.*

Keyword: *eBook, Printed book, Post pandemic, reading habit, preference*

1. INTRODUCTION

Reading habits today depend on digital tools, including the internet, laptop computers, mobile devices, and, most recently, electronic books or eBooks, which are seen as “revolutionary innovation” in students’ academic experiences. The availability of resources reading habits, and material priorities are all rapidly changing in the digital age. The benefits that eBooks have over their print equivalents include their accessibility and flexibility as well as the fact that digital natives have access to a wide variety of resources, including research papers and lecture notes. According to one definition, “eBooks are generally characterized as digitalized editions of the print book that can be provided on a range of electronic platforms, ranging from personal computers to mobile devices” (Comfort M., 2019). On the other

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hand, a print book is defined as “a collection of written, printed, or blank sheets bound together between a front and rear cover” (Comfort M., 2019). The COVID-19 pandemic has caused many institutions to switch to online education and remote teaching techniques, which has an impact on Bangladeshi undergraduate students' academic experiences. The transition from printed books to electronic books (e-books), among other innovations, has been a significant one. This study compares undergraduate students' choices for e-books and printed books to better understand the reading habits of Bangladeshi students after the pandemic. The study will consider the following factors that may influence undergraduate students' reading preferences in Bangladesh. Technological Factors: The development of digital technology has fundamentally altered how students access and use academic texts.

Undergraduate students favor e-books because they are convenient, accessible, and affordable (Hsu, Wu, & Chen, 2021). On the other hand, printed books have been the conventional format for academic content and some students prefer them. This study will take into account technological elements such as device accessibility, internet connectivity, and e-book software. Psychological Factors: Students' reading preferences are influenced by psychological characteristics such as cognitive load, attention span, and learning style. E-books provide features that facilitate cognitive processing, such as bookmarking, highlighting, and note-taking (Kintsch, 1998). However, some students may find that reading printed books provides a more physical experience that is helpful for comprehension (Mangen, Walgermo, & Brnnick, 2013). The psychological variables that affect pupils' reading preferences will be taken into account in this study.

Environmental Factors: Students' preferences for reading can be influenced by environmental factors such as the availability of study space, light, and noise levels. Unlike conventional books, which need a specific study area, e-books can be read anywhere (Chung & Huang, 2015). This study will take into account the contextual elements that affect pupils' reading preferences. Academic Factors: Students' reading preferences can be influenced by academic aspects like course requirements, the amount of reading required, and the accessibility of reading materials. While certain courses might call for printed books, others might (Liu & He, 2019). This study will also explore this factor. By understanding the factors that influence students' reading preferences, institutions can develop strategies to promote effective reading habits among undergraduate students. The findings of this study on undergraduate students' reading preferences in Bangladesh, which compare electronic books (e-books) and printed books, can be very helpful for

publishers, policy-makers, and higher education institutions. The study's findings can be used by educational institutions to comprehend student reading preferences and create teaching methods that take such preferences into account. For instance, if the study reveals that students prefer e-books, institutions may decide to fund e-book training and resources for both professors and students. The study's findings can be used by publishers to guide their publicity and marketing plans. Publishers, for instance, may manufacture more printed books and create marketing efforts aimed towards students who prefer printed books if the survey reveals this. The study's findings can be used by policymakers to better understand how technology is affecting higher education and to create regulations that encourage students to develop good reading habits. For instance, policy-makers can push institutions to embrace e-books if the study demonstrates that they improve students' reading comprehension. The study's findings can also be used to improve the field of knowledge on reading habits and technological uptake in higher education, especially in the context of developing nations like Bangladesh.

2. LITERATURE REVIEW

The emergence of the internet and virtual textual contents has accelerated change in academia. As the world celebrates World Book Day on April 23 to celebrate the enjoyment of books, readers are encouraged to grab eBooks, find a comfortable spot, and read all day. Although UNESCO's General Conference may have introduced the concept of ink on paper when it first celebrated World Book Day in 1995, a few twenty-first-century book lovers have gone straight to e-ink and no paper (UNESCO, 2022). People are now accustomed to creating, writing, storing, and retrieving files electronically on a wide range of digital devices. eBooks are becoming increasingly popular among readers and individuals.

One of the principal questions about the future of print books and eBooks is whether eBooks will take over print books. The Idea of media displacement or substitution has been studied by media researchers for decades. Much research has been done about studying habits, virtual catalogues, and eBooks devices with a focus. On university students. It is a foregone conclusion that eBooks have become prevalent from the beginning in educational libraries to the emergence of digital journals (Mishco, 2007), (Shelburne, 2009), (Christianson, 2005); (Slater, 2009); (Sprauge, 2009); (Vasileiou, 2012) In a study of university students' eBook usage patterns (Ismail, 2005), the use and non-use of eBooks are determined by numerous occasions in a model. Although 39% of contributors utilize eBooks, only 70% of them respond positively to the eBook's carrier. University students become aware of

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eBook's provider, particularly when visiting the university library website. According to an observation that measured the percentage of eBook users at 37% (Letchumana, 2010), it was found that access is necessary for use, and those academics without any prior experience with this generation also have no predisposition to use eBooks. According to a large-scale survey conducted in the United Kingdom with the participation of one hundred twenty universities (Nicholas, 2008) 62% of university students use eBooks. 57% of university students were found to have used eBooks in a novel large-scale survey (N*=1547) that hid the reputation and use of eBooks and the remaining participants who offered a poor recommendation for using eBooks were unaware of the availability of this medium at college libraries (Shelburne, 2009). Studies have also shown that students consider eBooks' ease of access to be their main benefit. With a ratio of 53% among university students, many research (Zhang, 2011) supporting those surveys (N*=1450) have also revealed that adopting eBooks is, alternatively, not exceptional.

In original study, percentages of eBook usage can be interpreted in novel ways. For instance, it was determined that eBooks aren't preferred to publish information in a study at where the percentage of non-customers of eBooks was 62% (Cassidy, 2012). However, within the same appearance, it became concluded that, while not always being favored, the benefits of digital technologies are higher and more accessible. In this analysis, it was also determined that researchers don't have privacy access to the available digital materials inside the libraries in their research region. Scholars often pick published materials, and there aren't any significant differences in formats in terms of knowledge acquisition, according to a second look at (Annad, 2008) a study into the preference for eBooks over printed one (N*=109). University students select published textbooks over eBooks as their primary source of instruction, according to an original (Woody, 2010) parallel study (N*= 91).

A study was conducted at Oakland University's university library to analyze the distribution of eBooks between broadcast materials and those found in Safari and Internet Library's resources (Slater, 2009). According to research, 69% of students use printed books, while only 14% of students use eBooks every day. 80% of students claim to read printed books (Tapash, 2014) The other poll reveals that most eBook adopters (88.3%) continue to read print books alongside their eBooks, with only a small minority (11.7%) switching exclusively to eBooks (Yin, 2014). One of the most amazing findings of the study was that, while consumer preferences in the humanities and science disciplines tended to lean toward published materials, those in the fields of science and engineering preferred eBooks. The above-mentioned data only cover the studies that has been conducted before the pandemic. According to

a survey conducted during the pandemic, 40% of students are already enrolled in online courses, and almost 70% of these students attend private universities. The most startling statistic is that 87% of students think that online assignments won't be feasible (Shyam S.S., 2021) online book reading was modern, in addition to online tests and classes. This article helped pupils to form a significant reading habit. According to a poll, US eBook sales in 2018 (N*=168) were lower than in 2019 (N*= 170). The majority (N*= 191) were in 2020. According to data from Statista's Advertising & Media Outlook, printed books continue to be much more prevalent globally than eBooks. For instance, 23% of the population is predicted to have bought an eBook in the most recent years, compared to 45% who sold a print book in America, a country where eBooks are highly popular compared to other nations. Print books are still slightly more expensive than eBooks, but not much, claims an article.

Former US president Barack Obama's book, *A Promised Land*, is currently on sale for \$ 17.99 on Kindle and \$ 23.96 in paperback. *The Guardians* by John Grisham, a perennial bestseller, costs \$9.99 on Kindle, \$9.64 in paperback, and \$14 in hardcover. Classics are always a terrific deal, regardless of format. *Charles Dickens: The Complete Works* is available for Kindle for \$2.99, while a paperback copy of *Bleak House* on its own costs \$5.95. Given that the publishers do not have to pay everyone for the rights, both fees are reasonable. (Linda, 2022). A blogger claims that "physical books were originally ignored because of bookstore closures and shipping delays from internet vendors. As more consumers opted for quick and simple delivery, e-book sales increased. Bargain Booksy's Kindle sales increased by 18% in March and have since stabilized at levels that are roughly 25% higher than in January. When we look at specific consumers, we see that they are buying 30% more e-books each month than they were before to the pandemic. This is understandable given that fewer people are traveling and dining out because they are confined at home.

An economical kind of entertainment is eBooks. (Ricci, 2020). Online book stores are nothing new in Bangladesh, according to a magazine, eBook stores are steadily emerging in this market. This is an exciting assessment of the same old sample, in which English-language books are examined through native language content. Despite the availability of Kindle and other western reading devices, Bangla (Bengali) is not always supported by Amazon KDP/KEP. Apple Books and Google Play Books aren't accessible in Bangladesh, and Kobo is best accessed through its US-based global store. However, there are at least five Bangladesh-based eBooks businesses that are now operating: Boighor from EB Solution Limited, Boighor from Chorui.com, Sheiboi, Boito, and MuthoBoi, which is the eBooks division of

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Rokomari, the largest online eBooks retailer in the country. (Mark, 2020). A reader's preference for a particular layout can be influenced by the price, accessibility, and features of each e-reader and published book, among other factors. When trying to evaluate whether or not the digital age has a chance to replace the printing sector, understanding how people pick between virtual and printed books is a fantastic place to start.

3. RESEARCH QUESTION

1. How much do preferences differ because of the pandemic?
2. Do undergraduate students prefer eBooks or printed ones?
3. What are the changes in the reading habits of undergraduate students because of the pandemic?

4. RESEARCH METHODOLOGY

4.1 Research Design

The proposed study used a quantitative research design. A survey questionnaire had been administered to collect data from a sample of undergraduate students. The survey consisted of closed-ended questions that elicit numerical data, which will be analyzed using statistical methods. The data collection process will involve the following steps:

Sampling: A purposive sampling technique had been used to select a sample of undergraduate students from various universities in Bangladesh. The sample represents students from different disciplines, academic years, and gender. Total 151 students from different universities have participated in the study as a representative of their respective group. Thus, the sampling amplifies the number of participants.

Questionnaire development: A structured questionnaire was developed based on the conceptual framework and literature review. The questionnaire consists of questions on students' reading preferences, technology usage, academic factors, and socio-demographic characteristics.

Data collection: The questionnaire has been administered to the selected sample of undergraduate students using an online survey tool (Google form). The survey was available online for a period of two weeks to allow for maximum participation.

Data analysis: The collected data has been analyzed using number and descriptive. Descriptive statistics will be used to summarize the data, while the numerical data has been used to represent the data and to test the hypotheses.

4.2 Study Group

The participants of this study were students, studying in different departments throughout the universities of Bangladesh. Both male and female students participated in the survey. The total number of participant is 151.

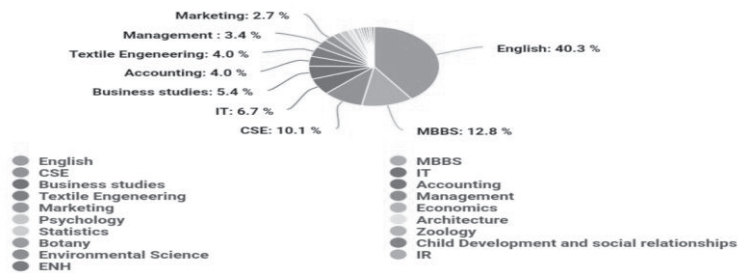


Figure 01: Frequency distribution of department students' Response.

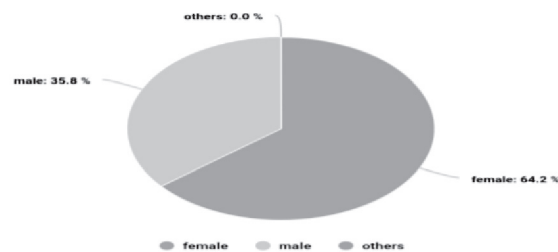


Figure 02: Gender of the Frequency Distribution of Student's Response.

5. FINDINGS

5.1 Which format do you like most for academic purposes?

The majority of survey respondents (66.9%) generally prefer to read during academic periods. Among the students surveyed (25.2%) choose printed books, 7.9% favor electronic books, and 66.9% prefer both printed and electronic books.

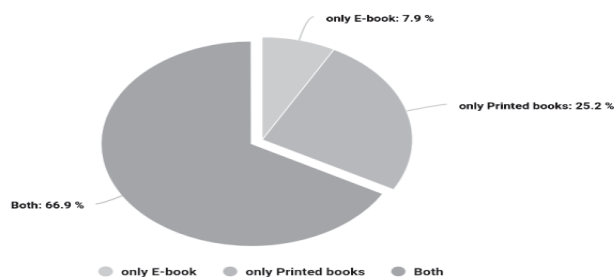


Figure 03: Participants response regarding academic purpose.

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5.2 Which format do you like most for personal entertainment?

In the case of personal entertainment, the majority of participants (44.3%) in this survey choose to read printed books. The second largest group (34.9%), supports both printed and electronic books. only 20.8% of the participants prefer electronic books for personal entertainment.

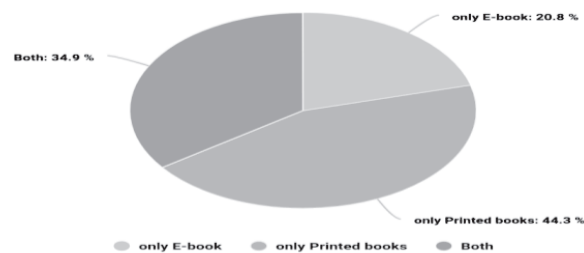


Figure 04: Participants response regarding personal entertainment.

5.3 Choose why do you like eBook/Printed book?

Based on the survey result it appears that 52.3% of students prefer eBooks due to their accessibility and availability. An equal percentage of respondents (52.3%), prefers printed books because they are easier on the eyes. Additionally, 44.3% of students support printed books because they provide a sensory experience of touching and smelling. About 40.2% students prefer hardcopy books despite eBooks being largely free, possibly due to a preference developed since childhood. A smaller percentage (26.2% & 24.8%) of students choose printed books, because they enjoy the feel and scent of the pages. Finally, only 1.3% of students agree that reading eBooks is too much screen time.

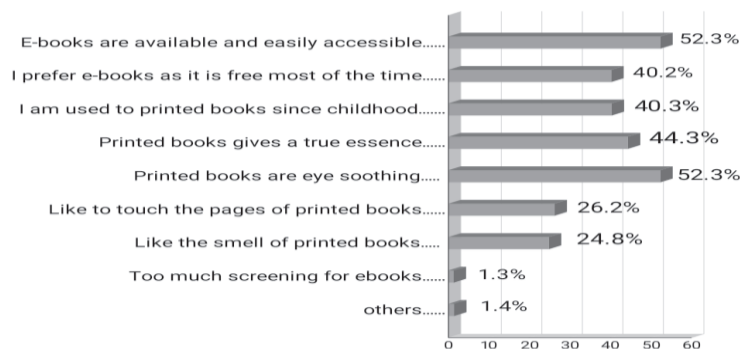


Figure 05: Reasons for choosing eBook/Printed book.

5.4 My reading preference for academic study has changed because of the Pandemic from printed books to electronic books.

Based on the survey result it appears that the majority of the participants (76.1%) agreed that their reading preferences for academic purpose has changed from printed books to eBooks due to COVID-19 pandemic. Only a few participants (23.90%) disagreed.

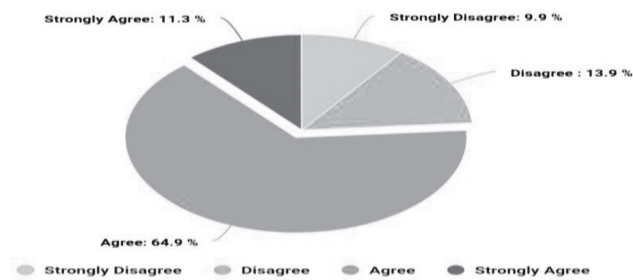


Figure 06: Participants' responses regarding their change of preferences.

5.5 Why has your preference changed from printed books to electronic books? (You can choose more than one)

The availability anywhere, anytime (74.2%), text search capability (29.1%), text highlighting (23.8%), make annotations (12.6%), cut and paste capabilities (23.2%), ability to save to desktop (29.8%), ability to print (21.2%), and environmental friendliness (23.8%) are the main reasons why preferences changed during the pandemic. A small percentage of students (15.2%) disagreed with this reason.

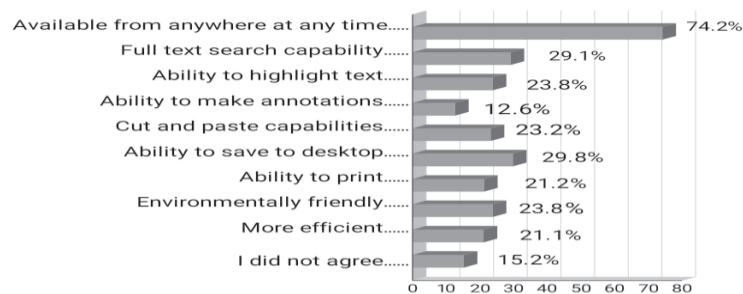


Figure 07: Reasons for choosing printed books.

5.6 My reading preference for academic study has changed because of the Pandemic from electronic books to printed books.

44.3% of students disagreed of the above statement, and 12.8% of them strongly opposed of it. However, only 3.3% of students strongly agreed with this, whereas 39.6% of students agreed.

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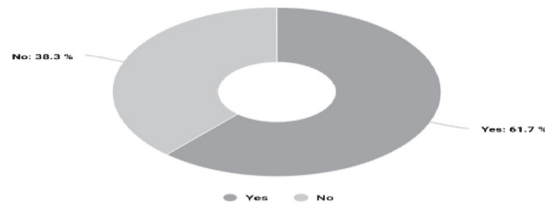


Figure 08: Reasons for choosing eBooks.

5.7 Why has your preference changed from electronic books to printed books? (You can choose more than one)

Many students' preferences (39.1%) could not be altered, not even by a pandemic. But some students changed their preferences because they were unaware that eBooks were available (9.9%), that relevant eBooks were not available (13.2%), that it was difficult to find them (23.2%), that it was difficult to use the interface (9.3%), that there were limitations on copying and printing (14.6%), that there was insufficient instruction on how to use them (4.6%), that the university preferred print books (16.5%), and that there were restrictions on viewing images, graphs, and illustrations (14.6%).

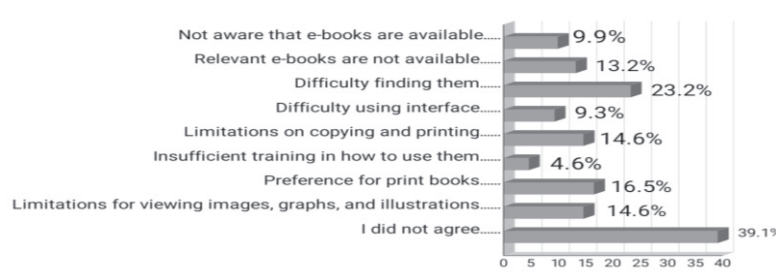


Figure 09: Reason for choosing electronic books over printed books.

5.8 Do you agree with the idea that eBooks will take over printed books soon?

The majority of the respondents (61.7%) agreed to the idea that eBooks will take over the printed books. However (38.3%) of the respondents disagreed. The respondent believed that due to environmental and technical factors the printed books will lose their preferences. Technological advancement is

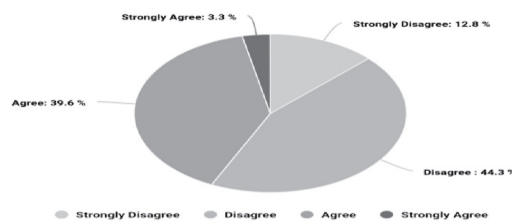


Figure10: Whether eBooks will take over printed books.

taking place very rapidly and in this technical era the readers aka students will choose eBook because they will be the convenient one. The respondents doesn't deny the emotion and sophistication of printed books but they will prefer eBooks over printed books because of the reality of the world.

5.9 Why? According to your answer to the previous question. (Please put down your thoughts in detail)

Most students thought that eBooks would soon replace printed books, and they cited availability, portability, and flexibility as reasons for their support. Similar in-depth responses exist for this (N*=33). When asked why they preferred eBooks, respondents also mentioned pandemic (N*= 15), environmental friendliness (N*=9), and generational upgrading (N*=11). Students stated that they believe it is due to a pandemic. The majority of the students in the pandemic have developed the habit of using the internet and eBooks because they are more portable and occasionally free to obtain. However, most students choose to do things that involve technology. They added that you can read as many books as you wish on a single device. The biggest winners are the students, who no longer have to carry a backpack of books every day.

More books than anyone could possibly read in a lifetime can be stored on the device by the user. On the other hand, there are still a number of students who support printed books because they did so as children (N*= 9), because they are calming to the eyes (N*= 9), because they make studying simpler (N*= 6), and because they enjoy the actual substance (N*= 12). According to one of them, eBooks cannot replicate the experience of reading a paper book. After staring at the television for a while, my eyes began to hurt. interruptions from concentration. While eBooks can get a little boring, there is joy in turning the pages of a paper book! A tiny library cannot be created by amassing eBooks, storing them on shelves, and so on. Another one said that Printed book lovers are everywhere in this world and printed books are so healthy, good for our eyes and also a medication for sleepless people (according to health specialists), and for this a lot of people still have a strong relation with printed books.

When comparing electronic books and physical books, they also claimed that eBooks are equally as effective as paper books if the goal is to encourage reading. Reading eBooks is much more practical than reading a hefty paper book that is thrown away after reading, adding to paper waste and being unfriendly to the environment! Another person stated that they believed printed books were more useful than eBooks. Also relaxing to the eyes are printed novels. Because we can touch the printed book and have a deep connection to it, we can readily connect with it.

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How much the preference differs because of the pandemic for undergraduate students?

With the Likert scale putting on the Median formula we will get the difference of preference that the Pandemic did (de Winter, 2010).

The Median Formula,

$$\text{Med}(X) = \begin{cases} X[\frac{n}{2}] & \text{if } n \text{ is even} \\ \frac{(X[\frac{n-1}{2}] + X[\frac{n+1}{2}])}{2} & \text{if } n \text{ is odd} \end{cases}$$

X = ordered list of values in data set
n = number of values in data set

Table 1: The difference in the preference.

Pandemic changed Preferences	Strongly Disagree	Disagree	Agree	Strongly Agree	Median
From Printed books to eBooks	9.9% (N*= 15)	13.9% (N*= 21)	64.9% (N*= 98)	11.9% (N*= 17)	76
From eBooks to Printed books	12.8% (N*= 19)	44.3% (N*= 67)	39.6% (N*= 60)	3.3% (N*= 5)	76

The results of this question indicates that the undergraduate students' preference to change from Printed books to eBooks. Because the nearest to the median is 64.9% who agreed to change their preference from print to electronic books. Also, the nearest disagree (44.3%) changed preference from eBooks to printed ones.

Do undergraduate students prefer eBooks or printed ones?

By finding out the Mean of students' academic and entertainment preferences, the preference of undergraduate students can be known.

The formula of Mean,

$$A = \frac{1}{n} \sum_{i=1}^n a_i$$

Table 2: Students preferences in different context.

Preference	Printed Books	Electronic Books	Both
Academic	25.2%, (N*= 38)	7.9% (N*= 12)	66.9% (N*= 101)
Entertainment	44.3% (N*= 67)	20.8% (N*= 31)	34.9% (N*= 53)
Mean (A= 1/n)	52.5	21.5	77

Like in previous researches there is also a preference for Printed books more than eBooks. But a significant majority prefer both which indicates that eBooks are getting more popular day by day.

What are the changes in the reading habits of undergraduate students because of the pandemic?

According to the responses to the questionnaire, we can see that 52.3% of students prefer eBooks because of their availability. Another 52.3% of students prefer printed books as they are eye soothing. So, they prefer eBooks or printed books based on their reading comfort and zone, their reading habits.

6. DISCUSSIONS ON THE RESULTS

Among respondents, not only did 64.9% agree to changing their preferences from printed books to eBooks but also 39.6% agreed with the change of preference from eBooks to printed books. However, the majority (44.3%) disagreed with the preference for eBooks over printed books. These numbers show that either this way or that the COVID-19 pandemic has had a significant impact on changing preferences of undergraduate students. Both for academic and personal pleasure participants respectively 25.2% and 44.3% choose printed books which is more than the eBooks selectors. However, with time there is a significant change in the preference where the majority of 66.9% endorse both for academic purposes. Where a survey in 2014 says only 14% of certain university students use electronic books daily (Paul, 2014). Pandemic changed students' academic preferences a lot.

Consequently, most undergraduate students prefer both eBooks and printed books. In the questionnaire, the response illustrates that there are quite valid reasons to support printed books for some undergraduate students. They are habitual from childhood (40.3%), (N*=9); eye soothing (52.3%), (N*= 9); like the true essence of touching and smelling it (44.3%), (N*=12) and so on. It seems like the Pandemic was forceful on them to use eBooks for academic purposes. But their satisfaction territory complies with their reading habits with printed books. The survey also demonstrates how a pandemic opened (23.8%, N=12) eyes of the undergraduate students to how environmentally friendly eBooks are. Besides this, a majority of 74.2% of students support eBooks because of their availability, portability, flexibility and efficiency.

This suitability became the reading habit of the new generations of students. The reading habits of undergraduate students in Bangladesh may have altered over time for a number of reasons, particularly in light of the COVID-19 pandemic and the move toward online and remote learning. The main reason the participants choose electronic books (or e-books) is that they give students the flexibility of accessing reading materials whenever and wherever they want, without having to be physically present in a library or classroom. Particularly during the pandemic, when students were forced to adapt to distant learning and had limited access to physical materials, this

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accessibility and flexibility may have caused a shift in preferences towards e-books. Second, in developing countries like Bangladesh, where it can be difficult to find and acquire printed books, e-books are frequently more accessible and affordable than printed books. It's possible that the epidemic made things worse, making e-books a more practical and affordable choice for students. Thirdly, the epidemic has pushed the use of digital resources in education, like as e-books. Given that younger generations are typically more tech aware and at ease with digital media, this may have caused a generational shift in the reading choices of students. Fourth, a greater awareness of environmental issues and a desire to minimize paper use and waste may also be reflected in the shift toward e-books. Younger generations may be more environmentally conscious than older ones because they are more likely to be aware of the effects of climate change. Finally, the perception of their influence on learning outcomes may also contribute to the desire for e-books. According to several research, e-books can improve students' motivation, engagement, and reading comprehension, which may have affected their selections.

On the contrary the main reason for preferring printed books is that students enjoy the physical experience of reading a book, including the feel of the pages, the smell of the ink, and the overall sensory experience. Students who grew up reading printed books and have a strong relationship to the format may exhibit this preference more strongly than others. Reading from a physical book as opposed to an electronic device may help certain children focus better and retain information. Additionally, printed books make it simpler to take notes and highlight passages, which can be crucial for academic work and studying. Long-term usage of electronic screens can lead to eye strain, headaches, and other health problems. Some students may prefer printed books to avoid these issues as well. While e-books may be more accessible and convenient for some students, others may not have access to the necessary technology or internet connectivity to access electronic resources. In such cases, printed books may be the only viable option. It's crucial to remember that these variables can interact intricately to affect kids' reading preferences because they are not mutually exclusive. More investigation is required. to investigate the fundamental causes of the preferences shifts and their effects on higher education in Bangladesh

7. LIMITATIONS

Undeniably, there are some internal and external factors which have direct and indirect influences on the reading preferences. With the inclusion of more participants, the scope of this study might be enlarged. The students' dependence on reading eBooks can be determined by taking into

consideration the following factors, such as an eBook reader and eBook reading software, their access to bookstores, whether they buy eBooks legally or illegally, eBook copyright laws, whether their families are eBook readers, and more. Furthermore, open or semi-structure interviews along with questionnaire to evaluate the attitudes would make a survey design more appropriate (Wenden, 1991). As the survey was conducted with a very small participants those instruments could not be used. Therefore, further researches should be done with more elaborate instruments.

8. CONCLUSIONS

Even though eBooks may currently have a detrimental effect on some aspects of the learning experience, this is likely to change over time. Given the popularity of eBooks, it is now more imperative than ever that published books have a digital format, and that hard-copy books be converted to eBook formats. Furthermore, it is obvious that academicians must start providing lecture notes and other sources in digital format, even if it is often believed that studying course materials is the most important reason why university students read eBooks. The results of the survey show that printed books are still the preferred method of learning for undergraduates. Printed books are preferred for instructional reasons by 25.2% of university students, according to research data. The results demonstrate that a significant portion of university students (66.9%) study published books and eBooks. While only 7.9% of students actually utilize eBooks for instructional purposes.

The most important thing to remember from this information is that paper books seem to be here to stay and that many people tend to prefer them to their digital counterparts, regardless of which of the reasons listed above are important to you. And all learning is beneficial; developing the habit of learning for pleasure as well as the ability to read fluently and effectively in the classroom and at work depend greatly on how you choose to study. However, the fact that we chose paper shows how important books have been to how we create our identities, learn new information, form social bonds, and share our knowledge for hundreds of years. Our attachment to their physical form may also show how important books are to our sense of self in addition to all the other things that the knowledge and memories in books can help us to do. Overall, it can be said that undergraduate students prefer printed books to eBooks when they are studying for school, comfort, or both. The decision to use an eBook instead of a printed book is influenced by a variety of factors, including price, mobility, durability, environmental friendliness, and analysis of conditions. eBooks and physical books both have benefits and drawbacks. However, it could be decided that regardless of the circumstance or the time, people will always prefer paper books to eBooks.

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The open-ended responses indicated a problem with eyestrain, which will be delivered to the delight listing in future studies. Many respondents indicated that they liked the sensation of turning a page, so future analyses may want to delve into the variations among turning a bodily page, swiping a display and clicking a button to transport ahead via a book. Additionally emphasized in the open-ended comments were the peer development potential and the amount of recent text. These results show that different types of sensory satisfaction may be examined in future research. Because eBooks are nevertheless a brand new and developing technology, the publishing enterprise has to completely examine precisely how customers are using those new formats. While there were a few studies on eBooks approximately Uses and Gratifications. Additionally, future studies may want to examine one at a time using fiction and nonfiction books in virtual format, which is mainly critical for the age organization studied here, given the common use of textbooks. This enlargement of these studies could be precious now no longer handiest for searching towards the future however additionally to appear again on after a powerful eBook the sample has been placed into the vicinity and embraced by way of means of customers. This system also can be implemented for different kinds of reading, like magazines and newspapers which are reworked into virtual forms. While publishers and customers no longer recognize precisely what the future holds for virtual publishing, this looks at presents a photo in time of the modern kingdom of the market, in keeping with this sample.

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