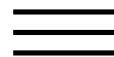


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Not in Love, or Not in the Know? Graduate Student and Faculty Use (and Non-Use) of E-Books

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Abstract

This study focuses on usage of electronic books (e-books) among advanced researchers, including graduate students and faculty, at a four-year academic institution. The researchers aimed to highlight differences in behavior, perception, and attitude between users and non-users of e-books. The survey findings suggest that, while a majority of these researchers do not necessarily favor e-books over print books, they do appreciate the convenience of the electronic format. Moreover, the results also indicate that many researchers may be entirely unaware of the library e-books available in their areas of study or may not fully realize all the features already being offered by some of these e-books, such as highlighting, note-taking, accessibility options, and downloading. These findings provide timely and practical applications for librarians interested in increasing library e-book usage with focused marketing plans targeting the needs of

specific patron segments.



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Keywords

E-books; Graduate students; Faculty; Attitudes; User behavior; Non-users

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