



THE GREAT DEBATE: BOOKS VS. E-READERS

Increased absorption

Students of all ages, from elementary school to college, tend to absorb more when they are reading from paper than from screens, particularly when it comes to nonfiction material.



www.hechingerreport.org/evidence-increases-for-reading-on-paper-instead-of-screens/; August 12, 2019

Better comprehension



When reading ebooks, readers are more likely to skim texts, which can lead to lower retention.

When using textbooks, readers often associate information with the layout of the page and location within the book, which assists them in comprehending texts.

(Source: PROmotion Marketing, LLC)

Preferred by students

72% of college students preferred traditional textbooks to electronic text for these reasons:

72%



1



Ease of reading

2



Cost

3



Ability to physically highlight

4



Reduced eye strain

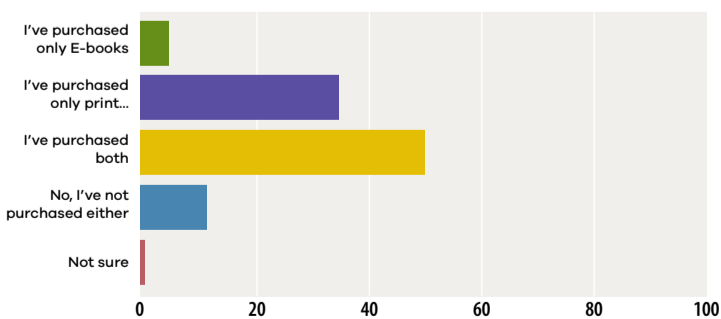
5



Freedom from Internet access

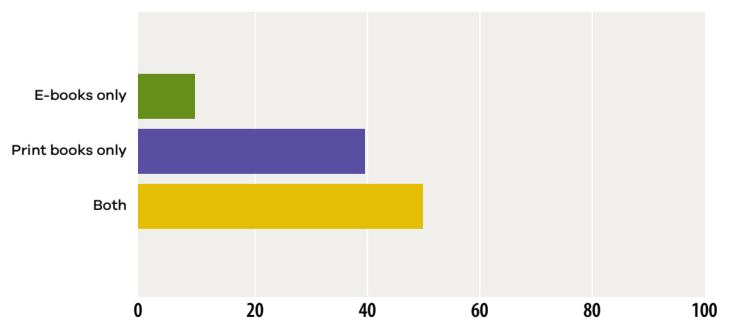
Have you purchased an E-book or a print book in the last 12 months?

ANSWERED 265 SKIPPED 36



Do you prefer to read E-books or print books?

ANSWERED 265 SKIPPED 36



www.surveymonkey.com/curiosity/print-books-vs-e-books-whats-the-future-of-reading/



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510-505-1100

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Denver, CO 80239
303-765-1383

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