Are print books REALLY dead?

Introduction

- How do libraries ensure they are providing e-books that will be used, and used the most?
- Users prefer print books over e-books (Baron, 2013)
- 94 to 97 percent of university libraries own or subscribe to e-books (Walters, 2013)

Goals

Pinpoint factors related to the acceptance and use of e-books:
- Focus purchasing power on vendors and platforms
- Communicate what users want and need with vendors
- Focus efforts on educating and assisting students

Methodology

- Participants: undergraduate and graduate students at the University of North Texas
- Instrument: Survey with 3 sections
  - Demographics
  - Reading preferences and habits
  - Modified questions from the unified theory of acceptance and use of technology (UTAUT) reflecting academic environment and specific technology – e-books

UTAUT model

- Perceived Usefulness: Using a system will enhance job performance; influenced by subjective norm, image, job relevance, and output
- Perceived Ease of Use: Using a system would be free of effort
- Additional Belief Factors: trialability, visibility, content richness
- Factors from Related Models: perceived behavioral control, and self-efficacy
- External Variables: moderating factors that influence the two major constructs; demographics, personality traits, computer self-efficacy

Hypothesized Relationships

There is a relationship between:
- Perceived ease of use and actual usage behavior
- Outcome expectations and actual usage behavior
- Reading for pleasure and actual usage behavior
- Ease of use and actual usage behavior
- Distance learning and actual usage behavior
- Area of study and intent to use

For references and contact information go to http://guides.library.unt.edu/ebooksandutaut