

# [Literature an individual activity but also a social](https://assignbuster.com/literature-an-individual-activity-but-also-a-social/)

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Literature ReviewA small number of published articleshave contributed some general information about varying factors that haveinfluenced college students’ time spent reading. Some of these have includedpre-service teachers. Some research emphasized academic reading and otherstudies focused on recreational/extracurricular reading (Capps & Huang, 2015). Reading is the act of understanding and interpretingitself and its surroundings from the moment that human being is present. Reading is the process of giving meaning to objects and situations that are notonly meaningless but also visually perceived by some existing writing units. Many situations such as knowledge, thoughts, feelings, dreams, etc.

have beenbecome reality by the act of reading (Akçay, 2017). Reading is the act of understanding and interpretingitself and its surroundings from the moment that human being is present. Therefore, individuals those who would like to know the environment bettershould have gained the reading habit.(Akçay, 2017).

Akay (2009) refers to this widerange of reading and deep structure as “ reading is one of the most seriousjobs in the world (and perhaps the first of the most serious jobs when it isconsidered in philosophical context)”(Akay, 2009). The reading activity is not only anindividual activity but also a social activity (Balc?, 2013: 11). Reading has increasingly been the object ofempirical and theoretical investigations. Studies in the area of reading comefrom various academic disciplines including LIS, education, social science, andrecently information systems. Findings about reading contributes significantlyto how library provides its services, how teaching students to read can be mademore effective, and how web site and system design can be made more useful anduser friendly (Shahriza Abdul Karim & Hasan, 2007). Variousstudies have looked into ebook adoption and use as textbooks in academicsettings as well as for leisure.

(Shin, 2011) The electronic media ischallenging the reading habit in the society by shifting the attention tocomputer and television viewing. This is proven through the increase incomputer literacy from 6 percent in 1996 to 27 percent in 2005, and watchingtelevision as the number one hobby (34 percent) (Shahriza Abdul Karim & Hasan, 2007). Electronicand print texts are similar in the structure of text (e. g. headings andsubheadings). However, the open informational environment of electronic textsresults in a greater complexity in reading due to the inconsistent textstructure across different websites or webpages (Coiro & Dobler, 2007).

Moreover, electronic texts are unique in theirnonlinear and participatory features (Kim & Glassman, 2013)             That is, readersnavigate through the nodes in different orders to construct their distinctmental models of the text. For example, when reading on a specific topiconline, for example, whether to take vitamins or not, it is not surprising thateach individual starts with the idea to investigate the pros and cons ofvitamins but end up with obtaining distinct supporting evidenceand conclusions for this online reading topic. Therefore, navigation skills play an important role in electronic reading (Hahnel, Goldhammer, Naumann, , 2016). (Mangen, Walgermo,& Brønnick, 2013) compared the effect of reading modality (i. e. readingtexts in PDF vs. paper-based formats) on the reading comprehension of a groupof 72 tenth graders aged 15–16 in Norway.

Results showed that students in thepaper-based format predicted higher reading comprehension. In a similar vein, recent surveys showed that digital natives preferred reading in print overelectronic texts or ebooks (Rosenwald, 2015; Wu & Peng, 2017). Currently, five widely used text display types exist: Paging1, Scrolling, Times Square2(or Leading), Auto-scrolling3, and RSVP4.(Chen& Lin, 2016) Among these text display types for small-screen display, Pagingand Scrolling are static display types, and Times Square, Auto-scrolling, andRSVP are dynamic display types. Static text display types typically providenavigation control functions to help users select their preferred readingcontents and control reading progress.

Conversely, dynamic text display typesautomatically display text on digital screens at a constant speed. This workonly focuses on the Paging type to represent static text display typesand Auto-scrolling with automatic text displayto represent dynamic text display types because these two types are most widelyused by eBook readers or smart phones.(Chen& Lin, 2016) Bailey’s(2006) study reported that e-book readership is increasing as it helps users insynthesizing complex concepts within subject areas (Bailey, 2006; Khan et al., 2016). Zhang andKudva (2014) reported that print and e-book formats accomplished userinformation needs, but varied by demographic, situational, and other contextualvariables (Zhang& Kudva, 2014). However, e-books, due to their convenience of access, are definitely recognized withhigher status by fulfilling user information needs quickly, but have stillfailed to replace the superior position of print books (Khanet al., 2016).

Coates (2013)observed that the respondents mainly used e-books for research and referencepurposes (Coates, 2013; Khan et al., 2016). Hsiao (2013)discussed e-book usage issues in terms of gender and asserted that male usersare quick e-book adopters compared with female. (Hsiao, 2013; Khan et al., 2016) Inthe Pakistani context, the concept of e-books is still relatively new whencompared to other developing countries of the world.

However, after theestablishment of the National Digital Library program in 2003, some spectacularprogress has been observed in Pakistani educational and research sectors (Said, 2006). Khan andAhmed (2013) determined that younger users are more active users of digitalcollections as compared to older people (Khan& Ahmed, 2013; Khan et al., 2016). Further, Khanet al.

(2014) found that most of the students acknowledge thesignificance of databases and e-journals because of their significantcontribution towards academic and research activities (Khan, Ahmed, & Masrek, 2014; Khanet al., 2016). With ebooks, beyond purely viewingand reading, it is possible to engage in behaviors such as text searching, highlighting, and even commenting (Ravid, Kalman, & Rafaeli, 2008). This study is purely based on theory of planned behavior.

The Theory of Planned Behavior (TPB)is among the most commonly used for identifying the psychosocial determinantsof eating behaviors and their related salient beliefs. The TPB suggests thereare three primary determinants for the intention to adopt a behavior: attitude, subjective norms and perceived behavioral control. Each of theseprimary constructs is in turn a function of underlying beliefs.

Attitude isdefined by behavioral beliefs (i. e., perceived advantages or disadvantages ofthe behavior), subjective norms by normative beliefs (i. e., social pressures toadopt the behavior), and perceived behavioral control by control beliefs (i. e.

, perceived ease or difficulty of adopting thebehavior). (Lacroix et al., 2016) Thetheory of planned behavior is a model that aims to predict  and explain human behavior (Ajzen, 1991) . Central to the theory is thepremise that engagement in a particular behavior is governed by two factors: anindividual’s intentions and their perceivedbehavioral control (an individual’s confidence in their ability to carry out behavior). Intentions are acentral factor in the theory and its predecessor and summarise an individual’s motivation to act, forexample, an individual’s motivation to study physics in post-compulsory education. Whilstone might have high intentions to engage in a particular behavior, theseintentions may not be acted upon if an individual believes that they have lowlevels of personal control over performing that behavior.

Hence, Ajzen (1991) proposed adirect link between perceivedbehavioral control and behavior, as well as a link between perceived behavioralcontrol and intentions. (Taylor, 2015) A largenumber of studies have used the theory of planned behavior to explain andpredict health-related behaviors (e. g. Armitage 2005; Conner, Norman, and Bell 2002; Norman, Conner, and Bell 1999), yet relatively few can be found in relevant educationalcontexts. (Taylor, 2015) Similarly in the current studywe explored the intent to use electronic device foracademic reading using the theory of planned behavior. The Theory of PlannedBehavior is the explicit theoretical basis for 222 studies published in theMedline database, and 610 studies published in the PsycINFO database, from 1985to January 2004. (Francis et al.

, 2004) Topredict whether a person intends to do something, we need to know: •        Whether the personis in favor of doing it (‘ attitude’)•        How much theperson feels social pressure to do it (‘ subjective norm’)•        Whether the personfeels in control of the action in question (‘ perceived behavioral control’)Bychanging these three ‘ predictors’, we can increase the chance that the personwill intend to do a desired action and thus increase the chance of the personactually doing it. (Francis et al., 2004)