What do faculty and students really think about e-books?

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Abstract
Purpose
The purpose of this article is to report on a large-scale survey that was carried out to assess academic users’ awareness, perceptions and existing levels of use of e-books. The survey also seeks to find out about the purposes to which electronic books were put, and to obtain an understanding of the most effective library marketing and communication channels.

Design/methodology/approach
An e-mail invitation to participate in the survey was distributed to all UCL staff and students (approximately 27,000) in November 2006, and 1,818 completions were received, an effective response rate of at least 6.7 per cent. Statistical analyses were carried out on the data using Software Package for Social Sciences (SPSS).

Findings
The survey findings point to various ways in which user uptake and acceptance of e-books may be encouraged. Book discovery behaviour, a key issue for publishers and librarians in both print and electronic environments, emerges as a critical focus for service delivery and enhancement.

Originality/value
The survey is part of an action research project, CIBER's SuperBook, that will further investigate the issues raised in this initial benchmarking survey using deep log analysis and qualitative methods. The paper partly fills the gap in the literature on e-books which has mainly focused on usage and not the users.

Keywords
Electronic books  Academic staff  Students

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Talking about books CAMBRIDGE ENGLISH VOCABULARY IN USE ADVANCED. 9 the ability to understand what something is really like. 10 so interesting or exciting that it holds your attention totally. 11 mysterious. 12 amazing. 13 in the face of a bad situation. 14 which arouse memories or images. 15 who has the same name as the title of the book. Think of a book you read and enjoyed recently. Which words from this unit describe it best? ANSWER KEY. 22.1. 1 memoir/memoirs. 2 manual. 3 anthology. Many people wonder if these books actually help them succeed in their professional careers and if they are really vital for the modern workplace. Personally, I think that if you want to become a successful businessman, it is not enough to read a couple of books on this subject. What you really need is a lot of experience, persistence and a wish to work hard. To my mind, business books have become a business in themselves. E-books may cause problems with eyesight because it is rather tiring to read from the screen. Some people say that one of the main disadvantages of e-books is that the battery must be recharged and that e-books can be easily broken. What is more, so far there is only a limited selection of e-books being published. I think/am thinking they are really silly. 15. Excuse me, does this bus stop/is this bus stopping near the Post Office? 24. Put the words in the correct order to make sentences. Getting an education in those times was very difficult. Printing had not yet been invented, and all the books were hand-written. That's why books were rare and very expensive. Only the richest people could afford buying books. If a man had twenty or thirty books, people said that he had a great library.