PRINT TO SCREEN:

A GRAND SWIFT FROM PRINTED TO ELECTRONIC BOOKS

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ABSTRACT:
"A reader lives a thousand lives before he dies, the man who never reads lives only ones" – George R.R. Martin, A Dance with Dragons.The race is getting tough now - Convention of erstwhile practices into modern technology andthat is followed by marathon of electronic books and printedbooks. There are many factors to be considered while converse the matter of e-books and t-books based on the school or college students, academic guides, teachers, readers and experts preference.Those who love to read t-books state that there is still nothing like the smell of papers and the crunch of the pages as the reader flips gently through the book with their fingers. There is something pleasure about the entire experience and also they claim, it cannot be derived from the equipped electronic books.On the other end those who prefer e-books often say that, device takes a whole lot of weight from their shoulders literally and also not in need of vast space for stacking and maintaining books. The present paper puts-forth the aspects of both e-books and printed books, and discussing the eco-friendly e-books which is "Greener" to the environment.

Keywords:
Technology, Electronic Books, Printed Books, Eco-friendly, Environment

INTRODUCTION

Printed BooksThe history of printing goes back to the duplication of images by means of stamps in very early times. The printing press is considered one of the most imperative inventions in history. This device has made it possible for books, magazines,newspapers, and other reading materials to be produced in enormous numbers, and it plays a vital role in promoting literacy among masses. The printed books get in to the market through the authors and publishers. Authors are the persons who manuscript the content for the books and the publishers who buy the rights from the authors to publish the books to the general public. The publishers are of two types, Paid publishers (charges authors for publishing their book) and Non-paid publishers (do not charges authors for publishing their book). The process of publishing printed books includes – Acceptance and Negotiation, Pre-production stages (Editorial stage, Design stage, and marketing stage), Printing, sales and Distribution process. The major book publishing houses in India are Cambridge University Press India Pvt. Ltd., Gyan Books (P) Ltd., Laxmi Publications Pvt Ltd., and S. Chand & Co. Publication of Printed Books is also essential as a legal concept that includes formal notices, defamation, copyright purpose and protection of published and unpublished works of books. Recent developments in book manufacturing include the development of digital printing. Book pages are printed, in much the same way as an office copier works, using toner rather than ink. Each book is printed in one pass, not as separate signatures. Digital printing has opened up the possibility of print-on-demand, where no books are printed until after an order is received from a customer.

Electronic BooksAre e-books an environmental choice? The short answer is almost certainly yes but only if you're comparing e-books to new books. As usual, the greenest way to go is reuse - buying used books online won't do your favorite author any favors, but Mother Earth will smile on you for the estimated 3 kg of carbon emissions you've averted by not buying a new book. *(Christopher Mims, October 24,*

*2010).*A new Pew Research report says about 12 percent of Americans own some kind of e-reader. Already, expensive textbooks are being phased out, replaced by online-only versions. The New York Times now has a bestseller list just for e-books. What's it mean for the environment, and the sustainably conscious book-lover? (*Julia Silverman, August 18, 2011).* Should we be chopping down trees to make books? Or would it be better for the environment if we all read books digitally on tablets, slates and e-Readers. The printed book is a significant waste of energy, water and paper. Environmentalists have looked at the environmental implications associated with producing, storing, shipping paper books. Yes, tablet/e-readers require a certain amount of resources, however this cannot compare to traditional paper books (*Earth Day 2012, October 5, 2011)*.

Production of printed or t-books by traditional publishers slowed in the United States in 2013, declining from 309,957 titles in 2012 to projected 304,912 titles in 2013, according to *Bowker*, the global leader in bibliographic information. The British Marketing research agency *Voxburner* recently surveyed more than 1400 people, ages 16 to 24, about their media consumption habits. The survey found that 62% of the respondents said they prefer printed books to e-books.E-book reading is increasing in the United States, since by 2014 28% of adults had read an e-book, compared to 23% in 2013. This is increasing because 50% of Americans by 2014 had a dedicated device either an e-reader or a tablet, compared to 30% owning a device at the end of 2013 (*Pew Research, 2014*).

When e-books first began to make meaningful inroads in publishing in 2009–2010, a number of executives predicted they would become another format within the industry. In 2013 e-books had become part of the "normal" book market. In 2013, Nielsen's Books & Consumers survey shows that among U.S. buyers of adult fiction and nonfiction, 25% of book buyers bought an e-book; 31% of new books purchased in adult fiction and nonfiction were e-books; and 15% of the dollars spent on these books were for e-books. In the U.S., around 1 in 4 of all book-buyers purchased at least one e-book each month. Although this proportion did not grow significantly in 2013 after an uptick in the first quarter, initial data on the 2014 market seems to indicate that Christmas gifts of devices has resulted in a similar uptick this year, too *(BEA 2014)*.

An e-book is an electronic version of a traditional print book that can be read by using a personal computer or by using an e-book reader. Users can purchase e-book on diskette or CD, but the most popular method of getting an e-book is to purchase a downloadable file of the e-book from a website to read from the user's computer or reading device. Commercially produced and sold e-books are usually intended to be read on sophisticated electronic devices that features a controllable viewing screen, including personal computers, Laptops, tablet computers, e-readers and smart-phones can also be used to read e-books.

OBJECTIVE
Objective of the present paper is to bring forth the merits and demerits of printed books and e-books.

METHODOLOGY
The study has purely depended on secondary sources of data.

PROS AND CONS OF PRINTED BOOKS
PROS
Easy to Share: Lending print books couldn't be easier– just grab the book and pass it along; no set-up or hassle involved.
The Whole Experience: There is just something about print books that e-book can't compete with, the way the spine cracks the first time it's open, the way the pages feel in your hands, the rich scent of paper, the way they wear over time and gain character.

Sentimental Value: While e-books are probably going to be around for quite a while, there is something really special about being able to hold something in your hands that your parents, grandparents, and other family members had when they were young.

No Battery Required: With print books it's grab and go– no need to worry about being miles away from electricity.

FIGURE 1

How important were the following attributes in your decision to buy a printed book?

Source: Statista, The Statistics Portal, Statistics and Studies from more than 18000 Sources
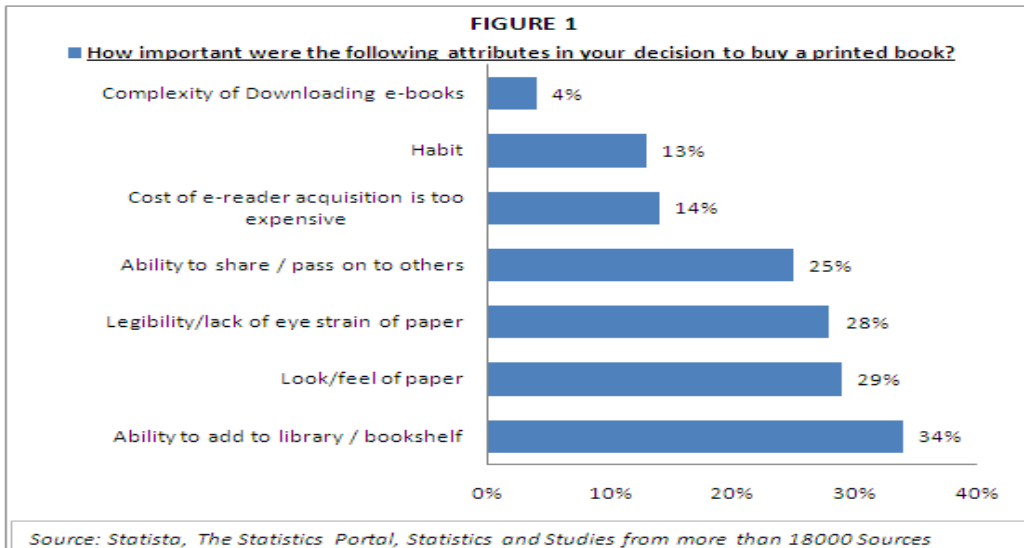
Figure 1 shows the share of respondents in a spring 2013 poll of print book purchasers who rated particular attributes of print books as very or extremely important in their decision to buy a printed book (excluding textbooks). The legibility of the text and lack of eye strain of the paper was very or extremely important to 28 percent of respondents.

CONS

Size: The fact is print books take up space, and a lot of it. For avid readers it's only a matter of time before the books move from the bookshelf onto tables, chairs, the floor, and anywhere that they will fit.

Cost: Print books, especially hard-covers, can add up fast. Although buying used or checking free carts at libraries can help, that can be a gamble and pursuing the newest book will usually result in a trip to the store.

Reading Conditions: Print books need light, and sometimes that can be a problem, especially if you're a fan of reading at night before bed or on long night car trips.

Durability: Paper degrades over time, and while this won't typically be a huge problem, it can be a hindrance if you like to travel with books or plan on passing them down to future generations. The plus side is this wear is usually just something that gives the book character and not a deal breaker.

Deforestation: The printed books are significantly requiring the consumption of large natural resources comparing to e-books. Environmentalists have looked at the environmental implications associated with producing, storing, shipping paper books. Cutting down of trees for producing papers may lead to deforestation and it disturbs wild life and natural cycle.

PROS AND CONS OF E-BOOKS

E-books have more concrete pros and cons than print books do, a lot of things that make print books great have more to do with preferences, while e-books are more about convenience.

PROS

Availability: It is possible to purchase an e-book 24 hours a day, every day of the year, from the comfort of our own house or office. We can purchase and download an e-book, even if we are on a vacation. With today's technology you can read e-books everywhere, on the bus, train, airplane, and while standing in line. All we need is a laptop, tablet, Smart-phone, or a reading device, and wireless Internet connection.

Size: This is one of the greatest things about e-books– we can fit hundreds on one small device, which- when you love reading- is an amazing thing. This small size is also great for traveling.E-books take up less space. We practically don't need any space to store them. We don't need a library or a room for them. We can store hundreds and thousands of e-books on our computer or reading device.

Font Options: Most e-books let us adjust the font size to our liking, we can have anything from huge and easy to read to super small which lead to less "page turning". This is a great feature especially if reading small print is difficult for us. Some e-readers also let you change the color and font type to make the font easier on the eyes.

Brightness: Many e-readers have either the ability to change the screen brightness or come with a built in light which makes it easier to read in any lighting condition, from dark nights to bright days outside.

Cost: E-books are cheaper than there print counterparts, and many classics are even offered for free. This is great for saving money.Since e-books are delivered through the Internet, there are no packing and shipping expenses.

Advancement:E-books are searchable. We can easily search for any information in an e-book, instead of turning page after page. E-books can be interactive and contain audio, video and animations, which can enhance the message that the author is trying to convey. E-books can show links, for easy access to more information and related websites. Nowadays, one can find e-books about every possible subject, fiction and nonfiction, free and not free.

CONS

Start-up Cost: To read e-books we will need to get an e-reader, and even though there are e-readers priced at every budget level it can still be an investment, especially if we are not totally sold on the idea. But this might be compromised with the cost of e-books and its accessibility.

Needs to be charged: For light day to day reading at home battery life shouldn't be a problem, but for long car trips or camping then having to have an electrical outlet can be a problem.But at present, we could acquire electrical output in our travelling vehicles itself.

Hard to Lend Books: While there are some programs, like the Amazon Kindle Owners Lending Library, that allow e-books to be lent to friends and family, it can be a hassle to figure out the system,not to mention all parties involved would need a device.

Digital Feel: Some may feel that the part of the joy of reading is the book itself, the texture, the smell, the weight, and with e-readers, we just don't get that.

E-BOOKS ARE ECO-FRIENDLY?

Electronic books are eco-friendly when we comparing it to printed books. Because doing some reading on the internet or e-book reader will just waste electric energy. But in terms of traditional books, in order to produce a book we have to finish a series of processes, like lumbering, making paper, printing, and each of these processes will produce pollution to the environment. Apart from that, if we do not want to read a book again, what we should do is just delete a filer on the computer. But in terms of traditional books, if we think a book is not required, it will become a stack of waste paper. Although the production of an e-book will create some pollution, we are able to use it thousands of hundreds of times to read a large number of books. Therefore, the pollution that produced by e-book reader ought to be less than traditional printed books.

E-book readers appear to have an edge over both print and reading on a computer, despite the energy required to manufacture them, mostly because the readers require very little power to operate. Electronic ink requires no back-lighting (which is the major drain on energy in most computer displays) and no electricity to display text -the display only draws power when you're turning pages. As a result, the Kindle 2 (e-reading device by Amazon) can go for days on a single charge.

AWARENESS& MAJOR SOURCES OF E-BOOKS
According to the Bowker Global eBook Research, the global market for eBooks is driven - in that order - by India, Australia, the UK and the United States. The laggards are Japan and (no surprise) France. The chart below shows the percentage of internet population reporting the purchase of a digital book.
In general, awareness level will not shrink and gradually it gets increased over the years.
Amazon holds the majority of the market of e-book sales as shown below with a total of 67% while Barnes & Noble Nook has 11%, and Apple has 8.2%, according to the 2013 report by BISG. Amazon does keep a lot of their sales information private, but it is undoubtedly the largest retailer of e-books.
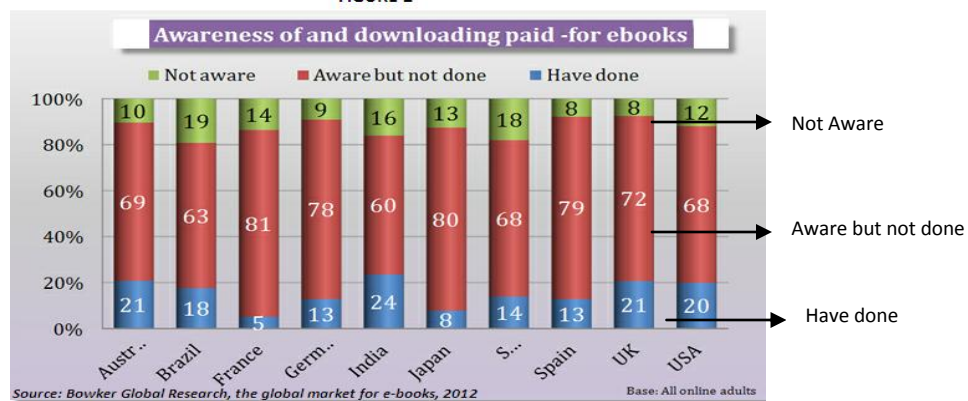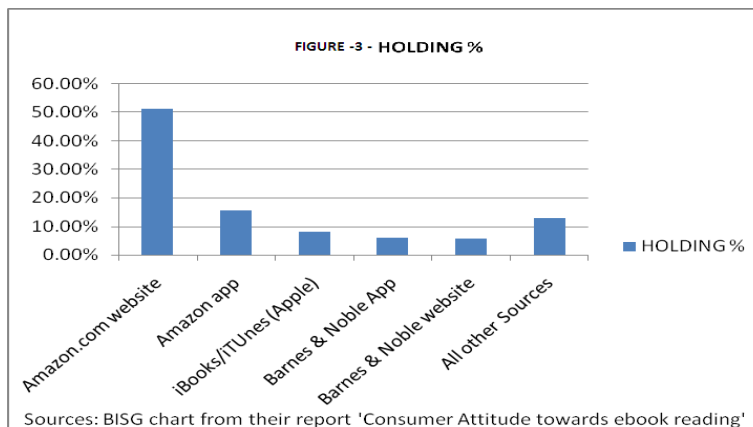

FIGURE 2

Awareness of and downloading paid -for ebooks

Source: Bowker Global Research, the global market for e-books, 2012   Base: All online adults

FIGURE -3 - HOLDING %

Sources: BISG chart from their report 'Consumer Attitude towards ebook reading'

E-BOOK MARKET:

A Futurist's Forecast for E-Books

Sales of e-books in the first quarter of 2012: According to the March Association of American Publishers (AAP) net sales revenue report (collecting data from 1,189 publishers), adult eBook sales were $282.3 million (in comparison to adult hardcover sales which counted $229.6 million during the first quarter of 2012). During the same period in 2011, eBooks revenues were $220.4 million.

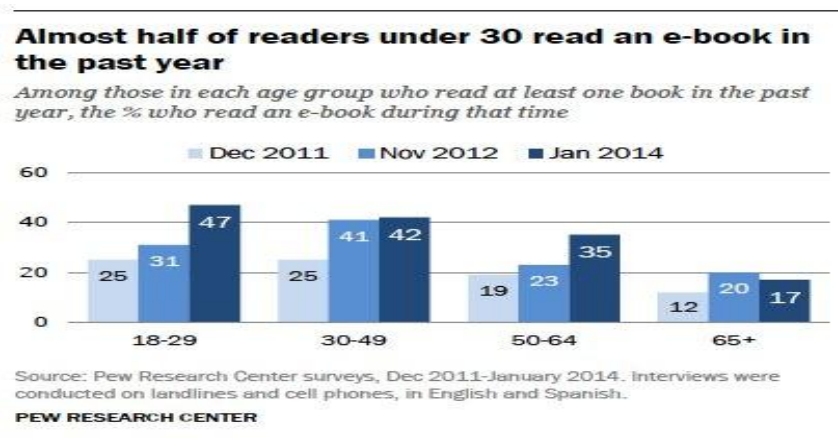*Forecast for e-books as a percentage of total books sold:*

2011: 15%

2012: 20%

2015: 40%

2020: 60%

2025: 75%

Source: David Houle's forecasting of E-books market- futurist, strategist & speaker

E-Book users proportion According to their age & specified year:

FIGURE - 4

Almost half of readers under 30 read an e-book in the past year

Among those in each age group who read at least one book in the past year, the % who read an e-book during that time

Source: Pew Research Center surveys, Dec 2011-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.
PEW RESEARCH CENTER

SUGGESTION AND CONCLUSION

The accelerating popularity of e-books due to its Reliability, Accessibility, Availability of Information, Pricings and most importantly it is eco-friendly in modest to the environment when comparing to printed books. Most consumers want a good product at a low price. Meanwhile, some element's stating that e-books are not friendly to human health &affecting the user eyes due to brightness of electric devices and power consumption. As of the new techno perk up, the e-reader devices are coming with e-ink which it does not need bright screens and it not consuming power at the time of reading except at the time of turning pages. We could encourage e-books market for our development in this competitive and hi-tech planet.

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