

# Reading Habits: Current Trends

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Pune District Education Association's  
Baburaoji Gholap College  
National Conference on Reading Habits  
19 – 20 Jan 2018

# Games of the 20<sup>th</sup> Century



# Games of the 21<sup>th</sup> Century



# Games Changed?

**Yes**

# Did Reading Habits Changed?

**Yes**



The only thing constant is  
change

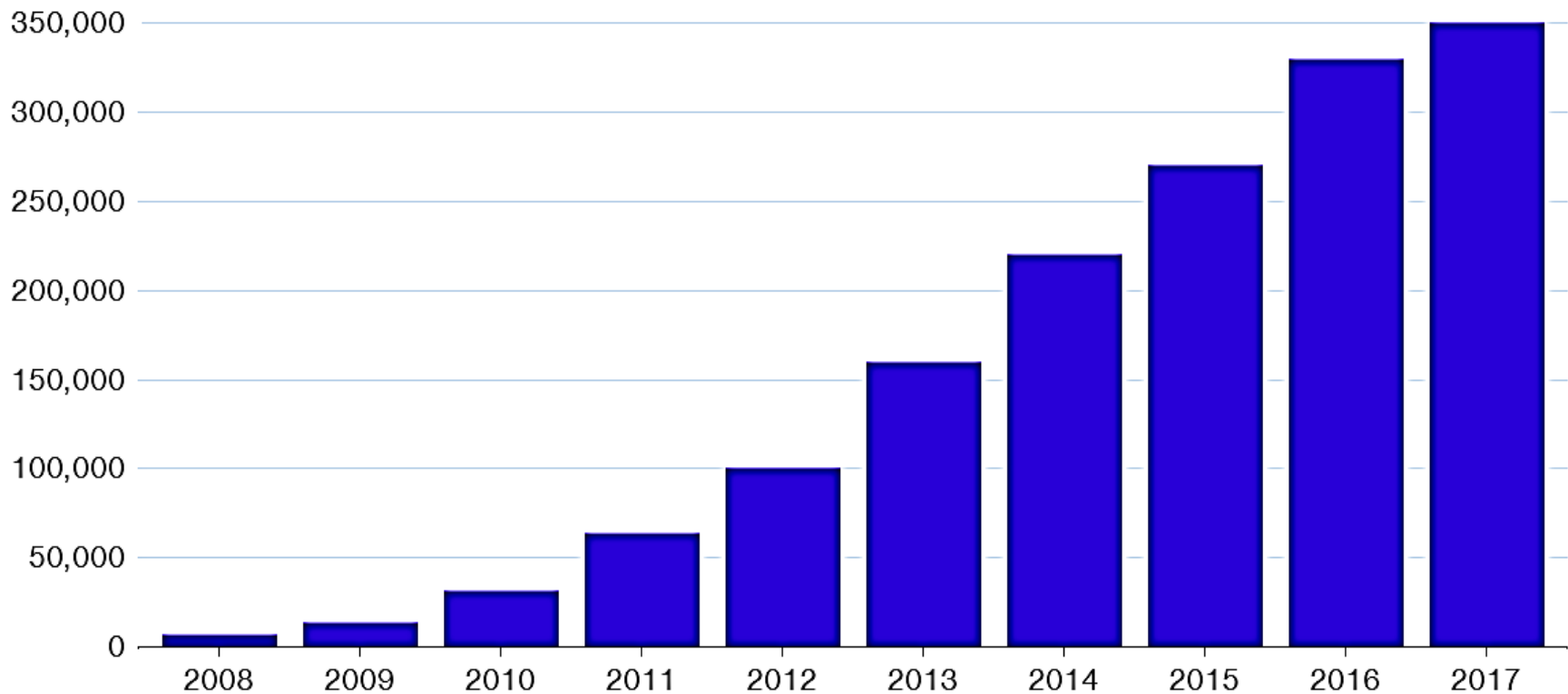
~ Heraclitus



# India's Love for Literature

## India's Love For Literature

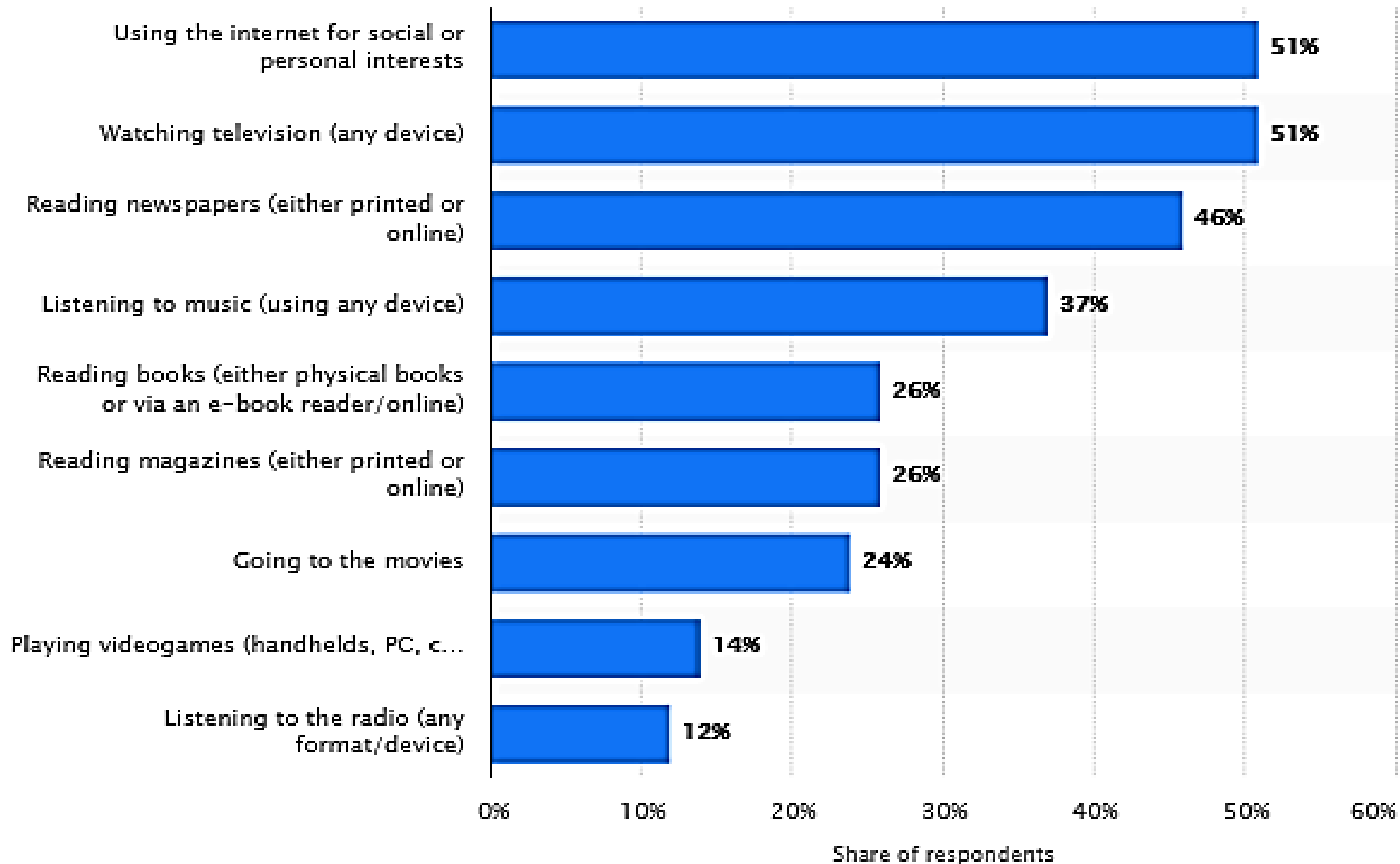
The number of people attending the Jaipur Literature Festival has soared



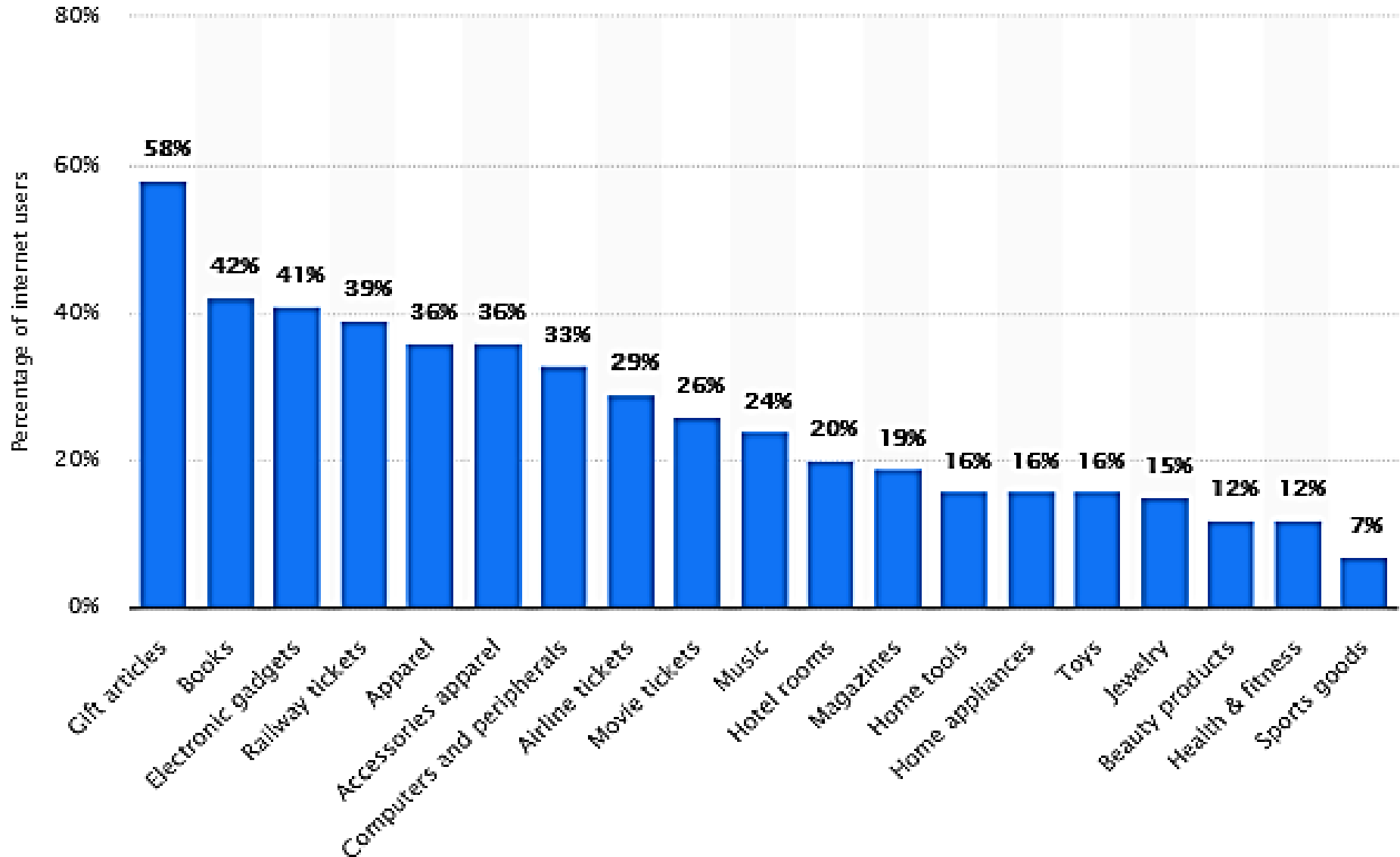
Source: Jaipur Literature Festival

\* Numbers measure "footfalls," which may include repeat visitors over multi-day festival

# Most preferred sources of entertainment in India in 2011



# What does Amazon Sale?





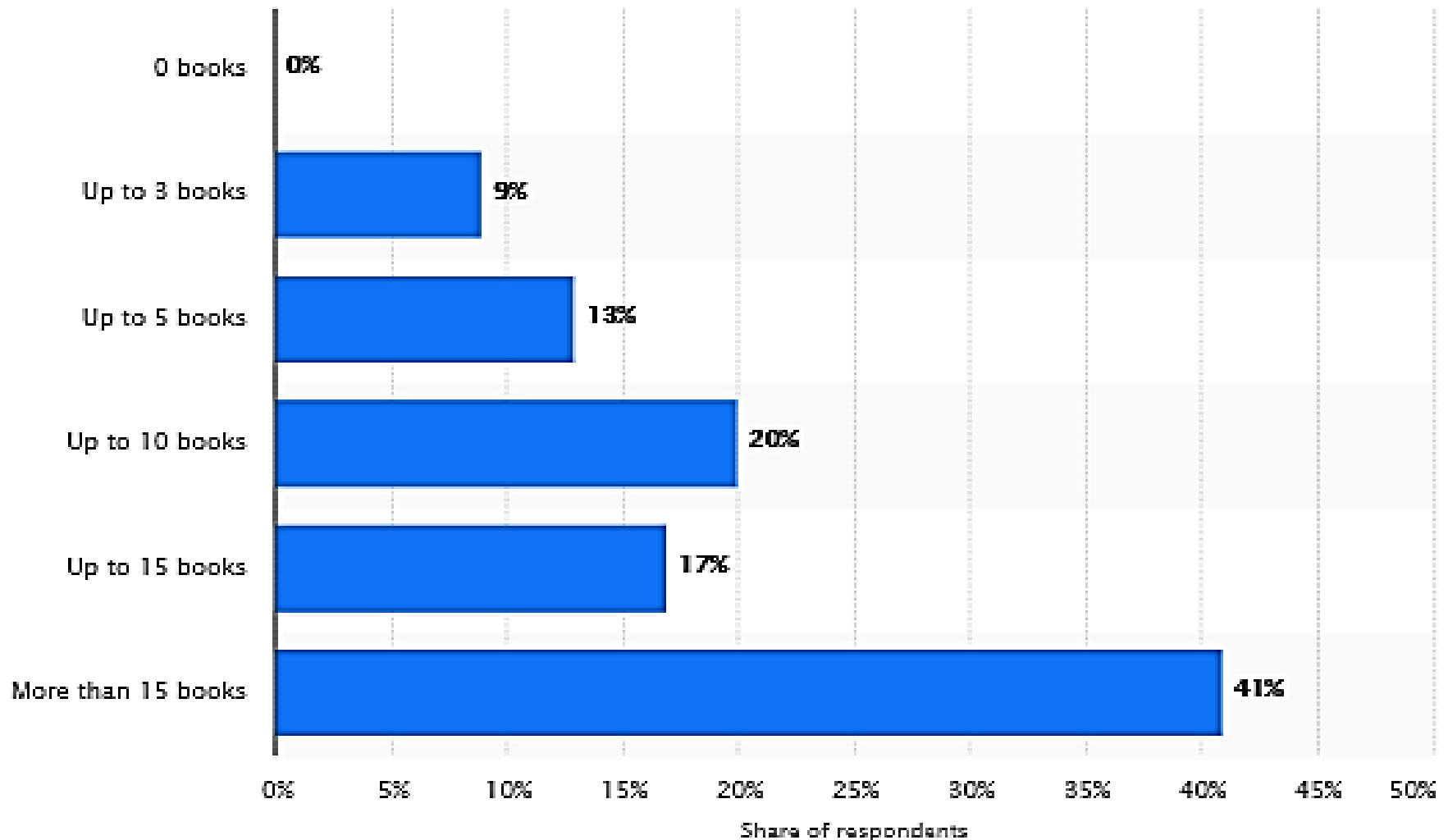
# Number of Hours spent on Reading

No	Country	Hours/Week
1	India	10.42
2	Thailand	09.24
3	China	08.00
4	Philippines	07.36
5	Egypt	07.30
6	Russia	07.06
7	Sweden	06.54
8	Hong Kong	06.42
9	South Africa	06.18
10	Australia	06.18
11	Turkey	05.54
12	USA	05.42
13	UK	05.18
14	Japan	04.06
15	Korea	03.06



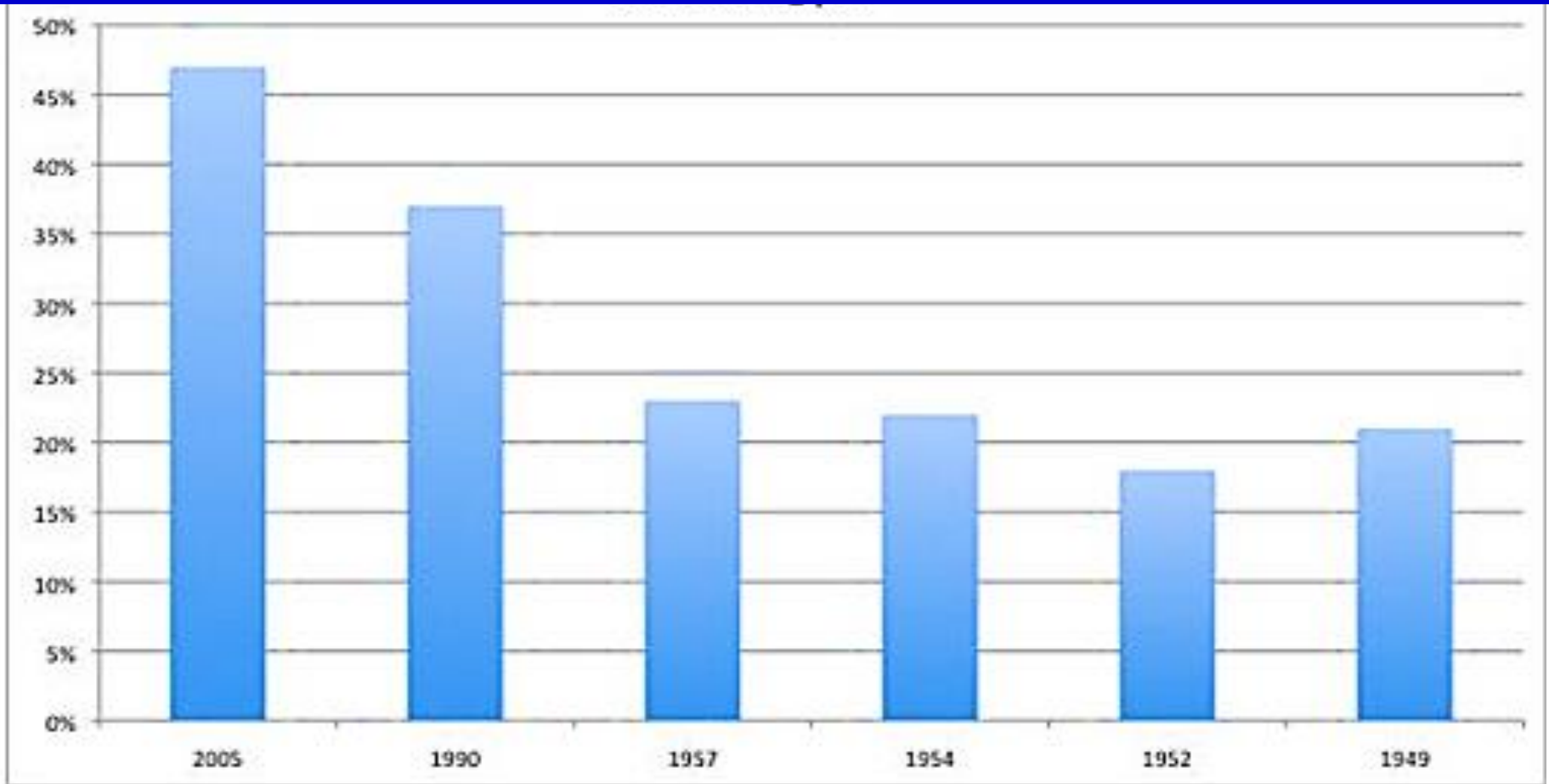
Source: <http://mentalfloss.com/article/55344/which-country-reads-most>

# Average number of books read yearly by U.S. consumers in April 2017?



Source: <https://www.statista.com/statistics/703391/number-of-books-consumers-read-per-year/>

# Does Anyone Read Books Anymore?



- Clean Cut Media Survey
- <http://www.cleancutmedia.com/books/does-anyone-read-books-anymore-be-surprised>

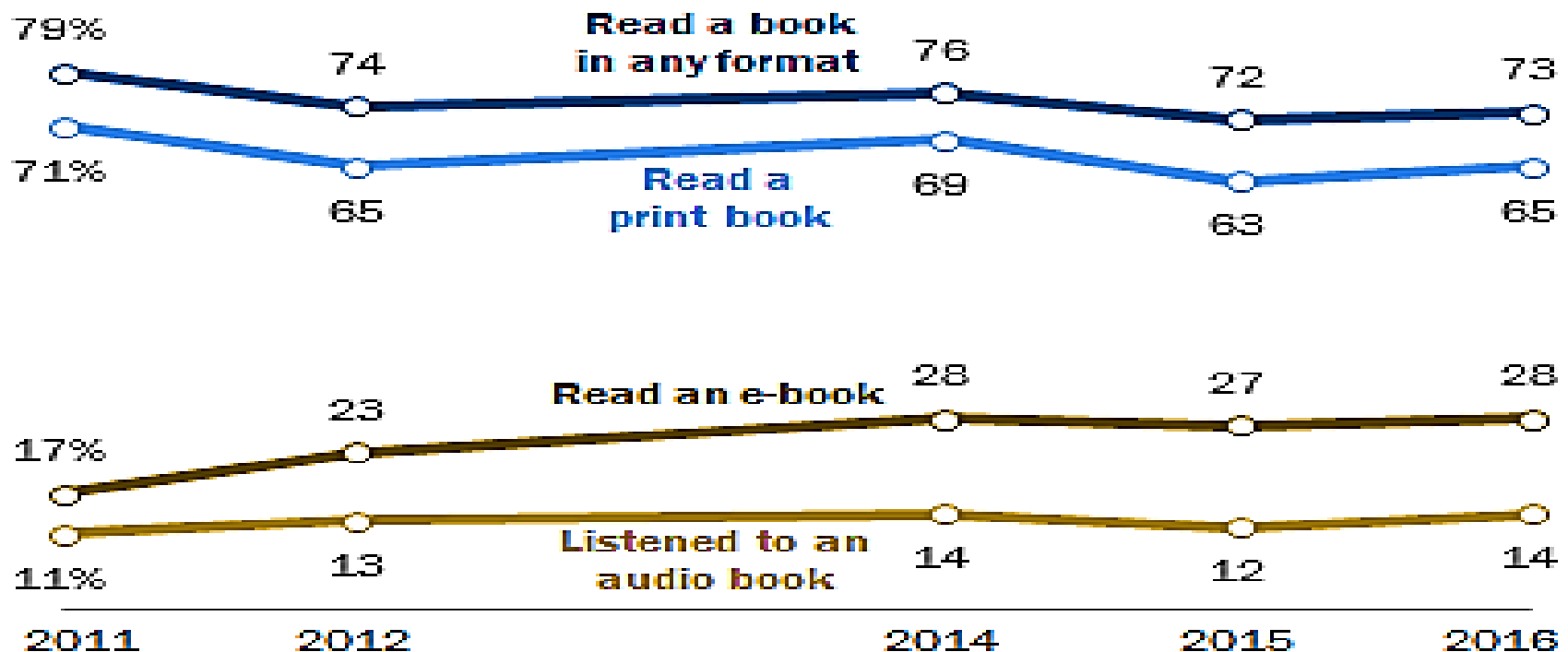
# India's publishing sector: the present and future

- India's book market is the **sixth largest** in the world and **second** among the **English language**.
- It values the print book market in India, including imports, at \$3.9 billion (**Rs 26,000 crore**).
- there are **9,000 publishers**, over **21,000 retailers** and 22 official languages, and if you include regional dialects, the total is 1,600.
- Literacy in India rising rapidly  
65% in 2001 to 74% in 2011, and it is predicted to reach 90% in 2020
- Source: [http://www.business-standard.com/article/economy-policy/india-s-publishing-sector-the-present-and-future-116011000310\\_1.html](http://www.business-standard.com/article/economy-policy/india-s-publishing-sector-the-present-and-future-116011000310_1.html)

# Why more people read?

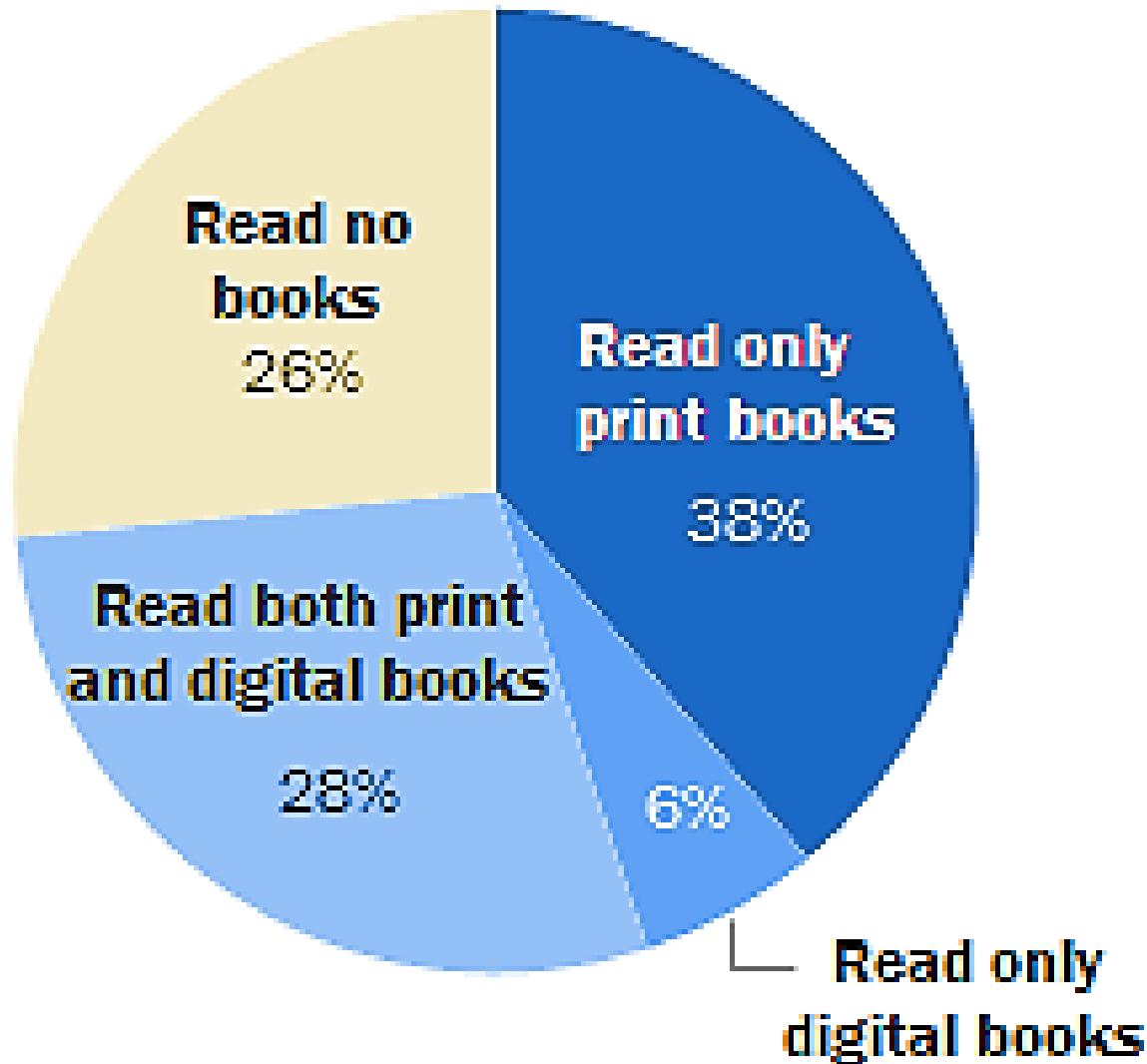
- **More Books:** Is just more books in print?
- **More Access:** Affect of easy purchase through sites like Amazon and eBooks through iTunes?
- **More Sharing:** Is it the proliferation of communication mediums like the internet where we can share our thoughts on books on forums and Facebook?
- **More Gadgets:** Perhaps more gadgets like Kindles and iPads to make reading easier (and cooler) than ever?
- **More Blockbusters:** Is it the popularity of big series like **Harry Potter** and **Booker Prize**?
- Clean Cut Media Survey
- <http://www.cleancutmedia.com/books/does-anyone-read-books-anymore-be-surprised>

# Print Books continue to be more popular



- <http://www.pewinternet.org/2016/09/01/book-reading-2016/>
- Survey conducted between Mar - April 2016
- % of US adults who say they have read in the previous 12 months

# Print or Digital Books Reading



# Print or Digital Books Reading

	<b>Read a book in any format</b>	<b>Read a print book</b>	<b>Read an e-book</b>	<b>Listened to an audio book</b>
<i>Total</i>	<b>73%</b>	<b>65%</b>	<b>28%</b>	<b>14%</b>
Men	<b>68</b>	<b>61</b>	<b>27</b>	<b>14</b>
Women	<b>77</b>	<b>70</b>	<b>29</b>	<b>14</b>
18-29	<b>80</b>	<b>72</b>	<b>35</b>	<b>16</b>
30-49	<b>73</b>	<b>65</b>	<b>32</b>	<b>15</b>
50-64	<b>70</b>	<b>64</b>	<b>24</b>	<b>15</b>
65+	<b>67</b>	<b>61</b>	<b>19</b>	<b>9</b>
Less than high school	<b>45</b>	<b>38</b>	<b>11</b>	<b>12</b>
High school grad	<b>62</b>	<b>55</b>	<b>19</b>	<b>9</b>
Some college	<b>81</b>	<b>74</b>	<b>32</b>	<b>14</b>
College+	<b>86</b>	<b>79</b>	<b>41</b>	<b>20</b>
Below \$30,000	<b>65</b>	<b>59</b>	<b>19</b>	<b>9</b>
\$30,000-\$49,999	<b>74</b>	<b>68</b>	<b>26</b>	<b>16</b>
\$50,000-\$74,999	<b>75</b>	<b>69</b>	<b>33</b>	<b>19</b>
\$75,000+	<b>81</b>	<b>73</b>	<b>40</b>	<b>16</b>
Urban	<b>75</b>	<b>69</b>	<b>29</b>	<b>17</b>
Suburban	<b>73</b>	<b>64</b>	<b>30</b>	<b>14</b>
Rural	<b>66</b>	<b>61</b>	<b>22</b>	<b>10</b>



# Why Print Books?

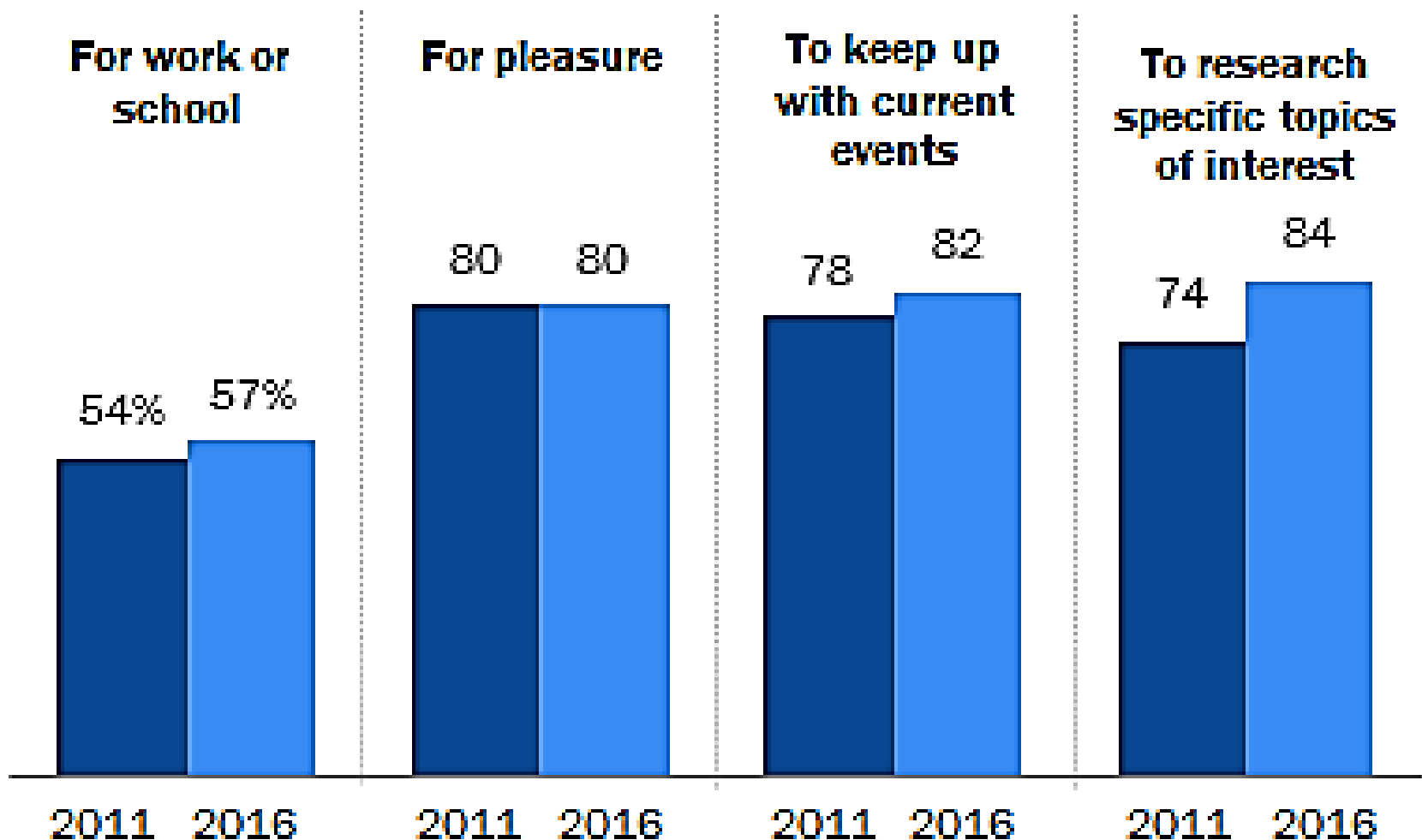
- 1) Print books have pages that are nice and soft to the touch.
- 2) Print books are better at conveying information.
- 3) Print books are yours for life.
- 4) Print books are physical reminders of your intellectual journeys.
- 5) Print books are great to share.

[https://www.huffingtonpost.com/the-national-book-review/drop-that-kindle-10-reaso\\_b\\_8234890.html](https://www.huffingtonpost.com/the-national-book-review/drop-that-kindle-10-reaso_b_8234890.html)

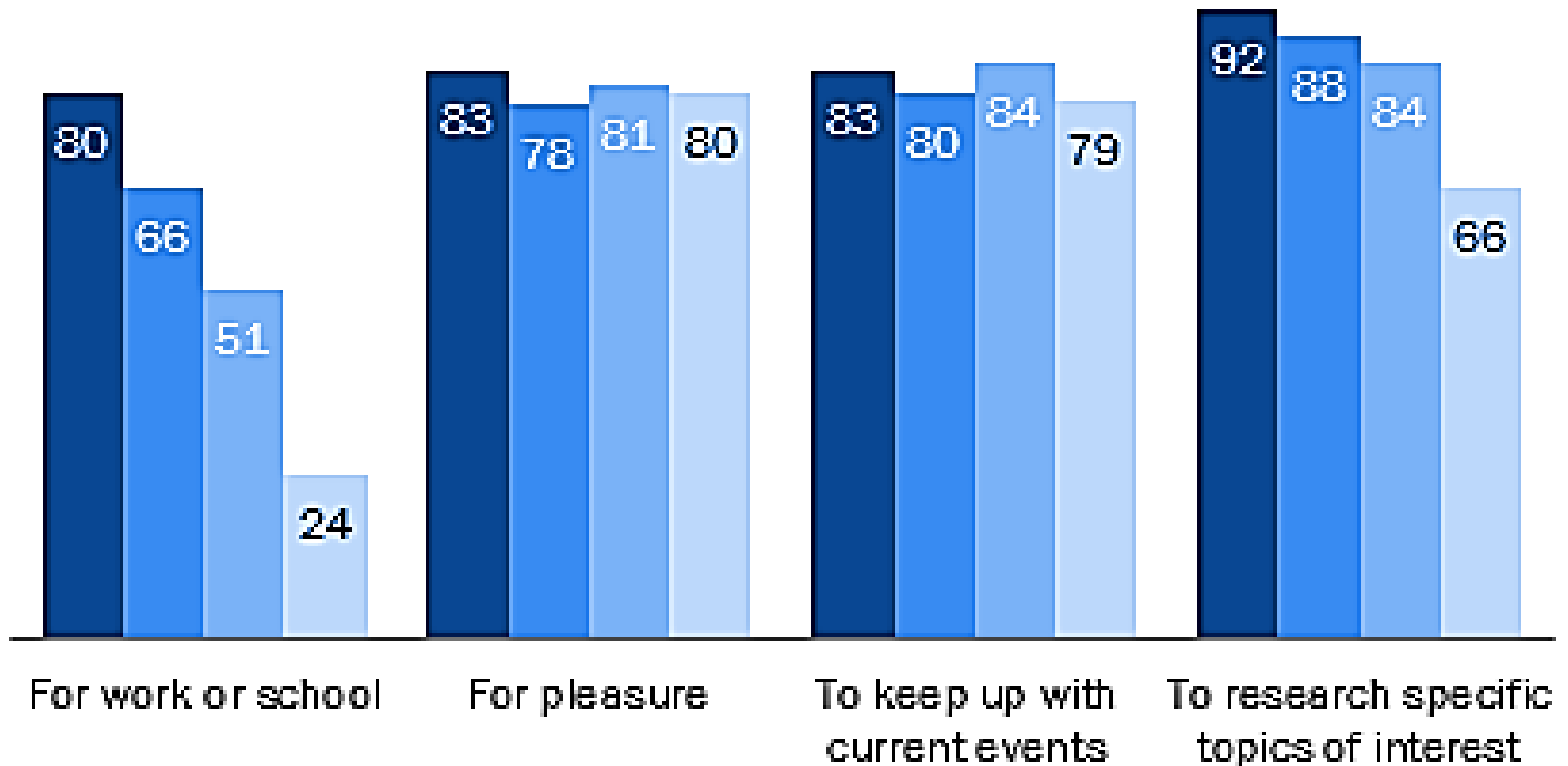
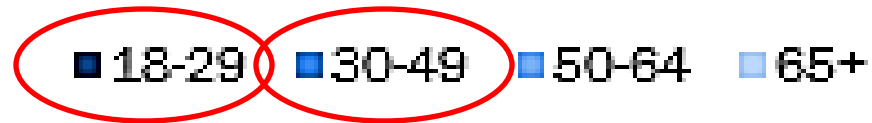
# Why Print Books?

- 6) You can write in the margins of a print book, dog-ear the important pages, and underline the key sentences with a pencil.
- 7) Print books have jackets, so people know what other people are reading - which makes reading a community-building act.
- 8) Print books are fairer to writers.
- 9) Print books are better for your health.
- 10) Print books are theft-resistant.

# Purpose of Reading



# Younger Adults are more likely to read more



# Statistically Speaking

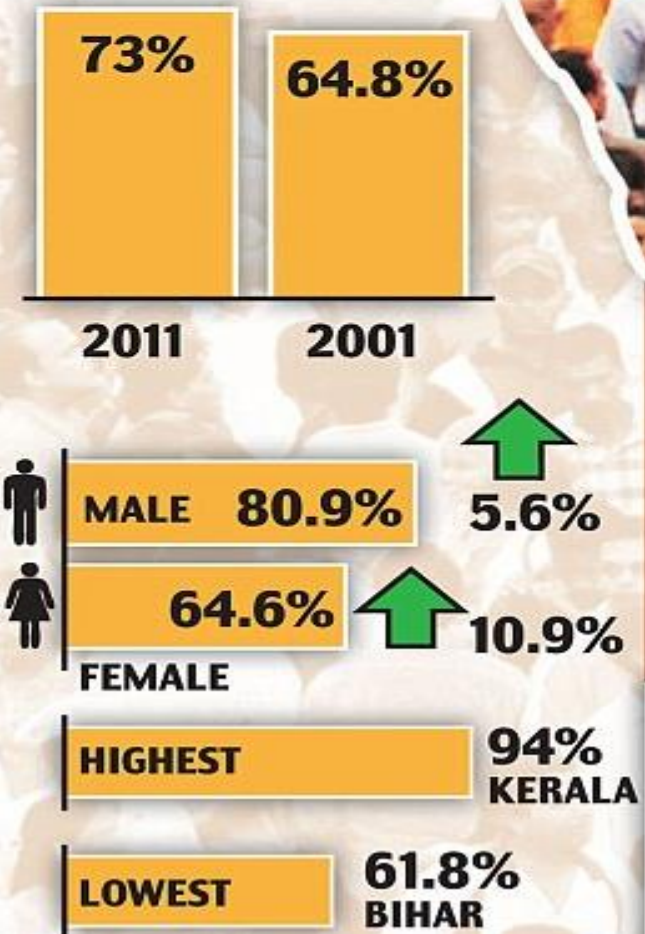


# Literacy in India

- The literacy rate in **2011** in India has risen to **73%** in comparison to **64.8%** in 2001.
- **Tripura** is the most literate state in India with a literacy of **94.65%**.
- **Bihar** is the least literate state in India, with a literacy of **63.82%**.

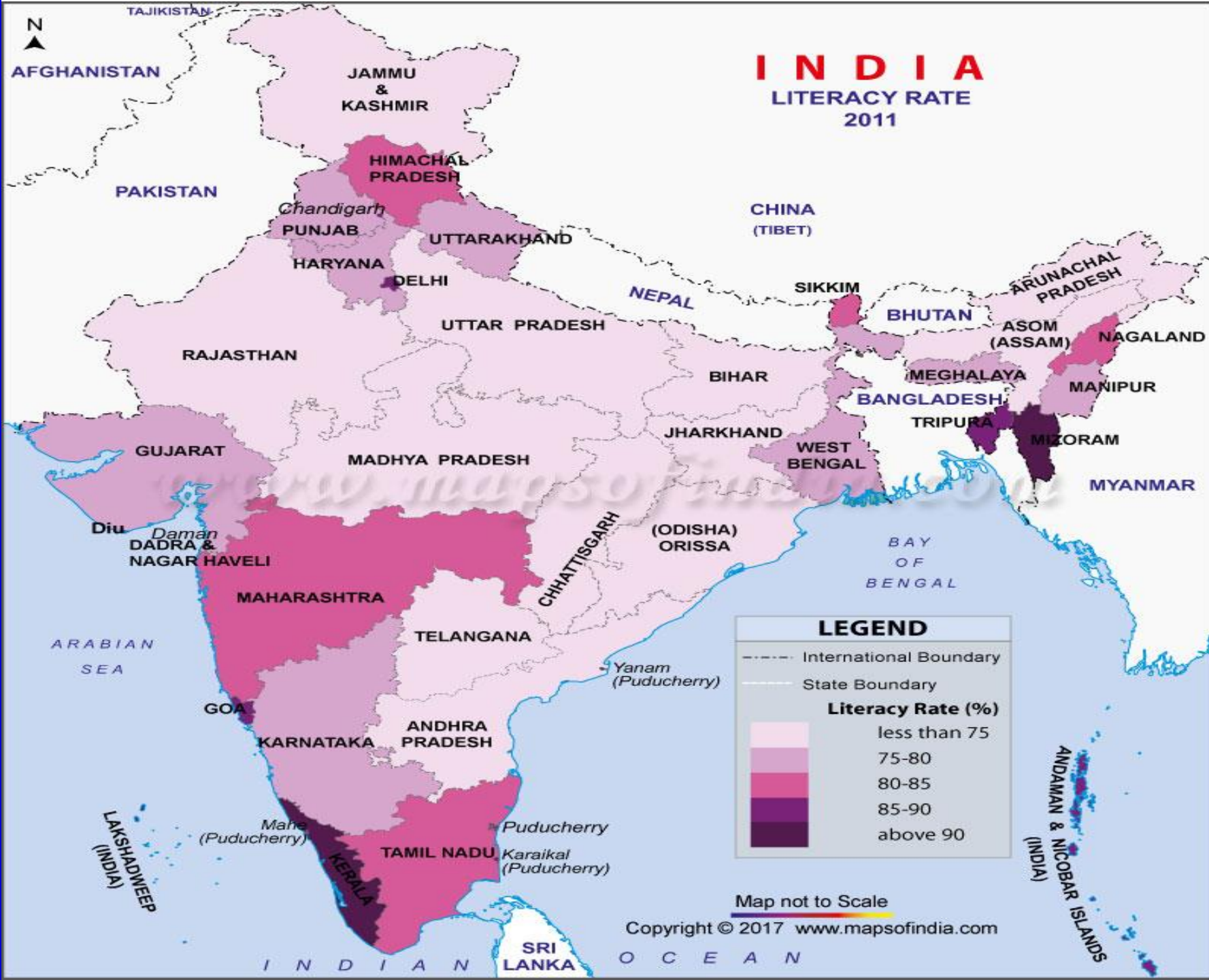


## LITERACY RATE

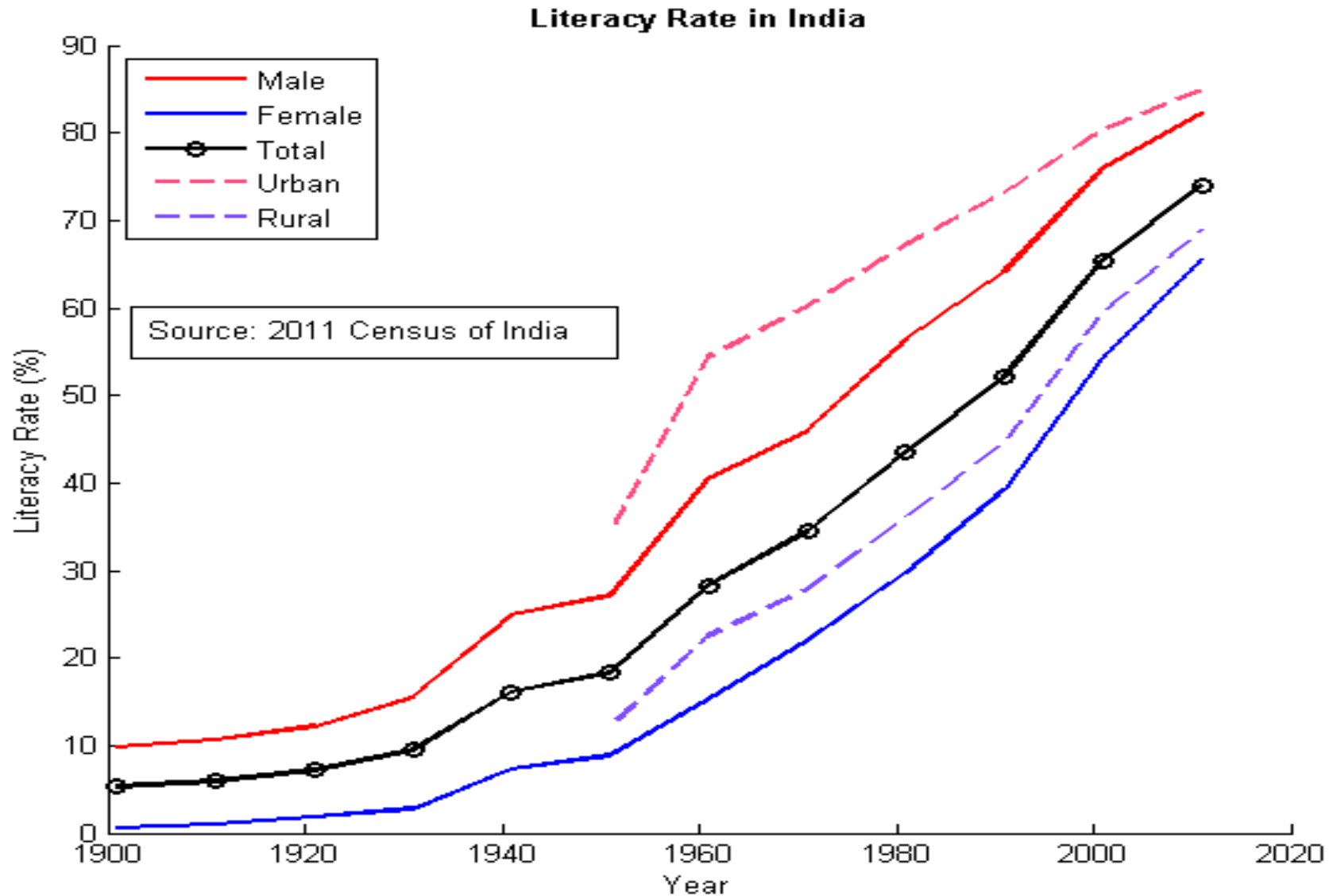


# Census of India 2011: Literacy Rate

## INDIA LITERACY RATE 2011



# Literacy Rates in Post Independent India



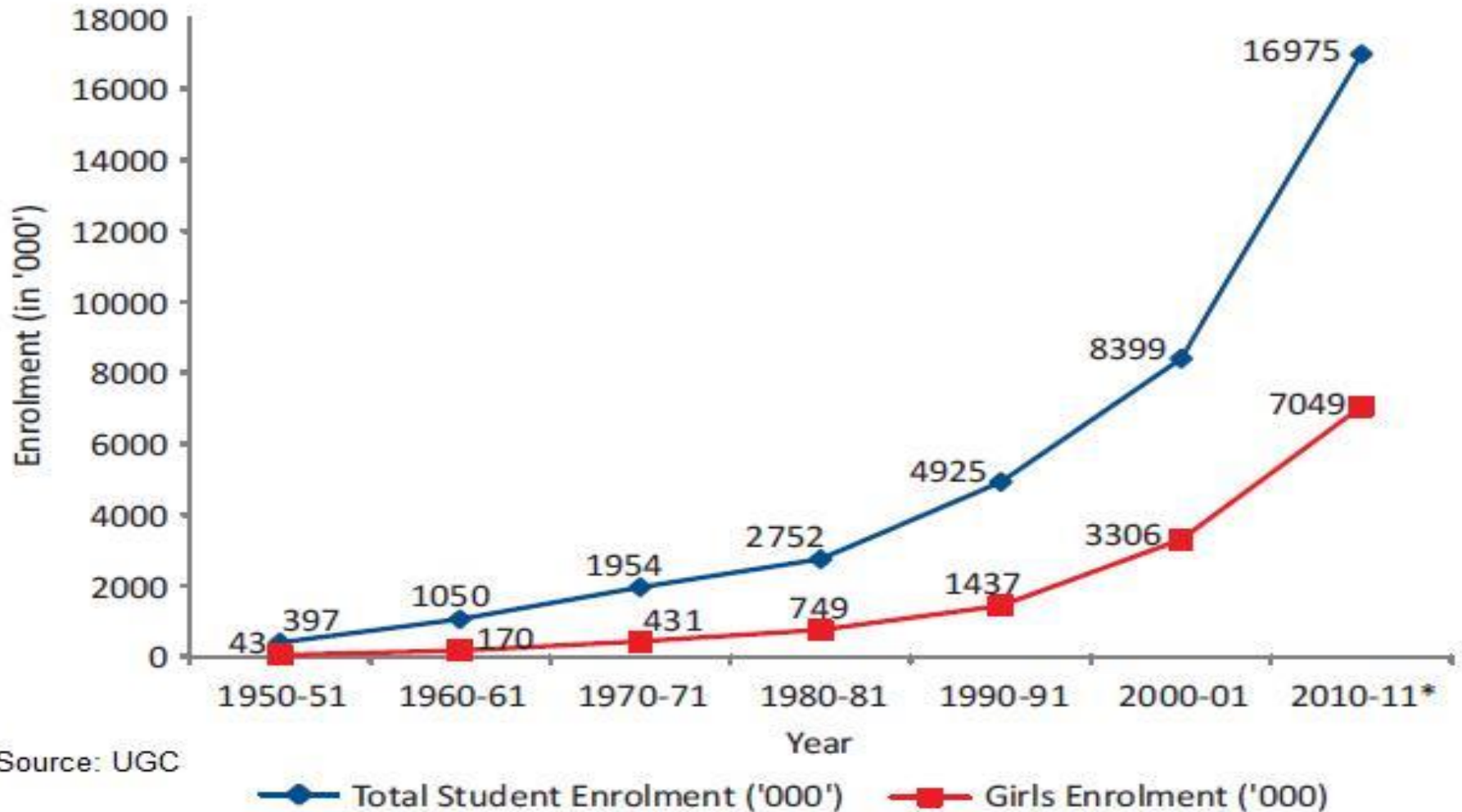


# Literacy Rates in Post Independent India

Year	Rural			Urban			Combined		
	Female	Male	Total	Female	Male	Total	Female	Male	Total
1951	4.87	19.02	12.1	22.33	45.6	34.59	8.86	27.15	18.32
1961	10.1	34.3	22.5	40.5	66	54.4	15.35	40.4	28.31
1971	15.5	48.6	27.9	48.8	69.8	60.2	21.97	45.96	34.45
1981	21.7	49.6	36	56.3	76.7	67.2	29.76	56.38	43.57
1991	30.17	56.96	36	64.05	81.09	67.2	39.29	64.13	52.21
2001	46.7	71.4	59.4	73.2	86.7	80.3	53.67	75.26	64.83
2011	58.75	78.57	67.8	79.92	89.67	84.1	65.46	82.14	74.04
<b>% Increase in 2011 over 2001</b>	<b>26%</b>	<b>10%</b>	<b>14%</b>	<b>9%</b>	<b>3%</b>	<b>5%</b>	<b>22%</b>	<b>9%</b>	<b>14%</b>

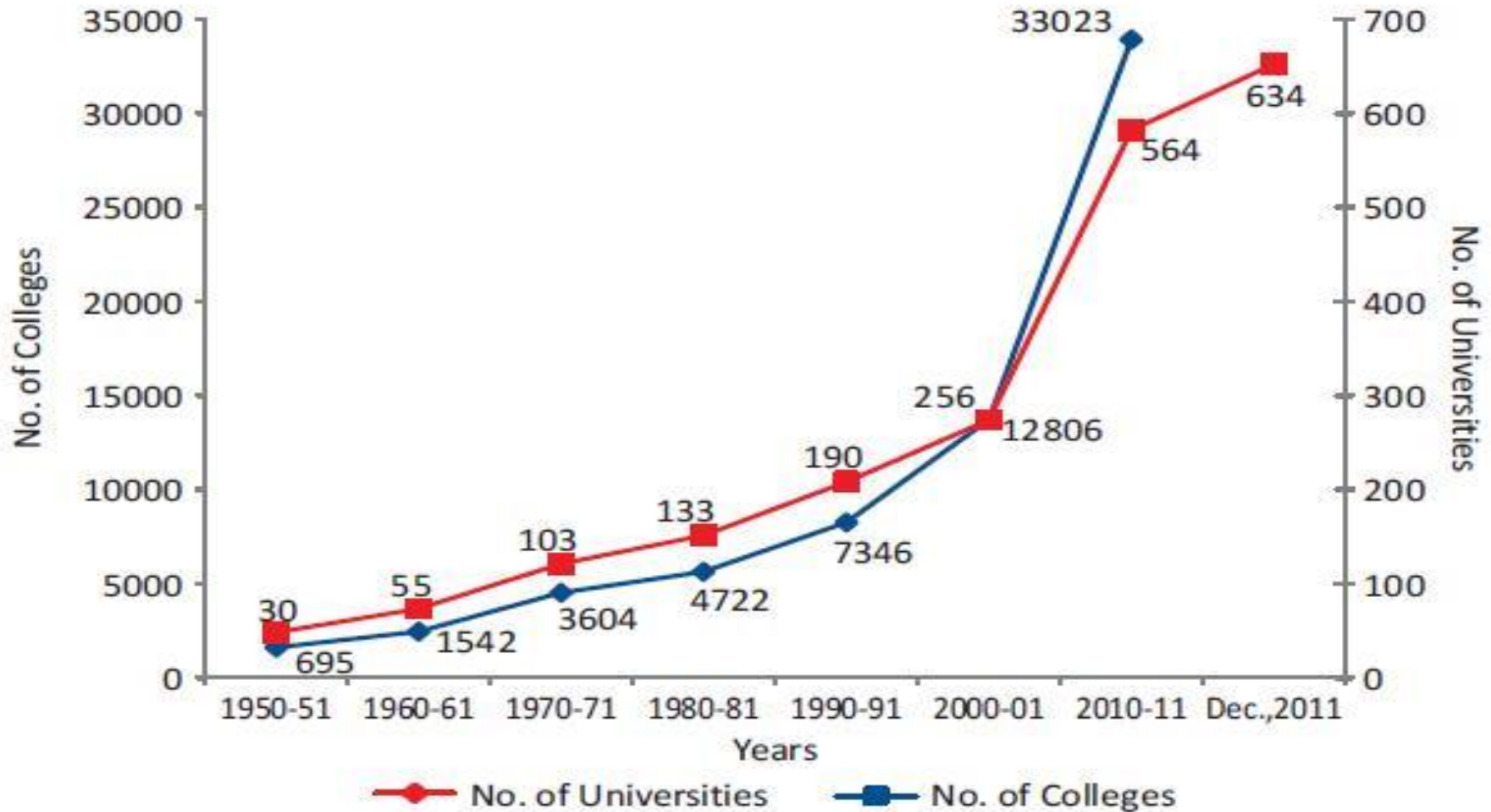
# Student Enrollment (1950-2010)

## Growth of Students Enrolment ('000') in Higher Education



# Educational Institutes (1950 – 2010)

## Growth of Higher Education Institutions



Source : MHRD / UGC

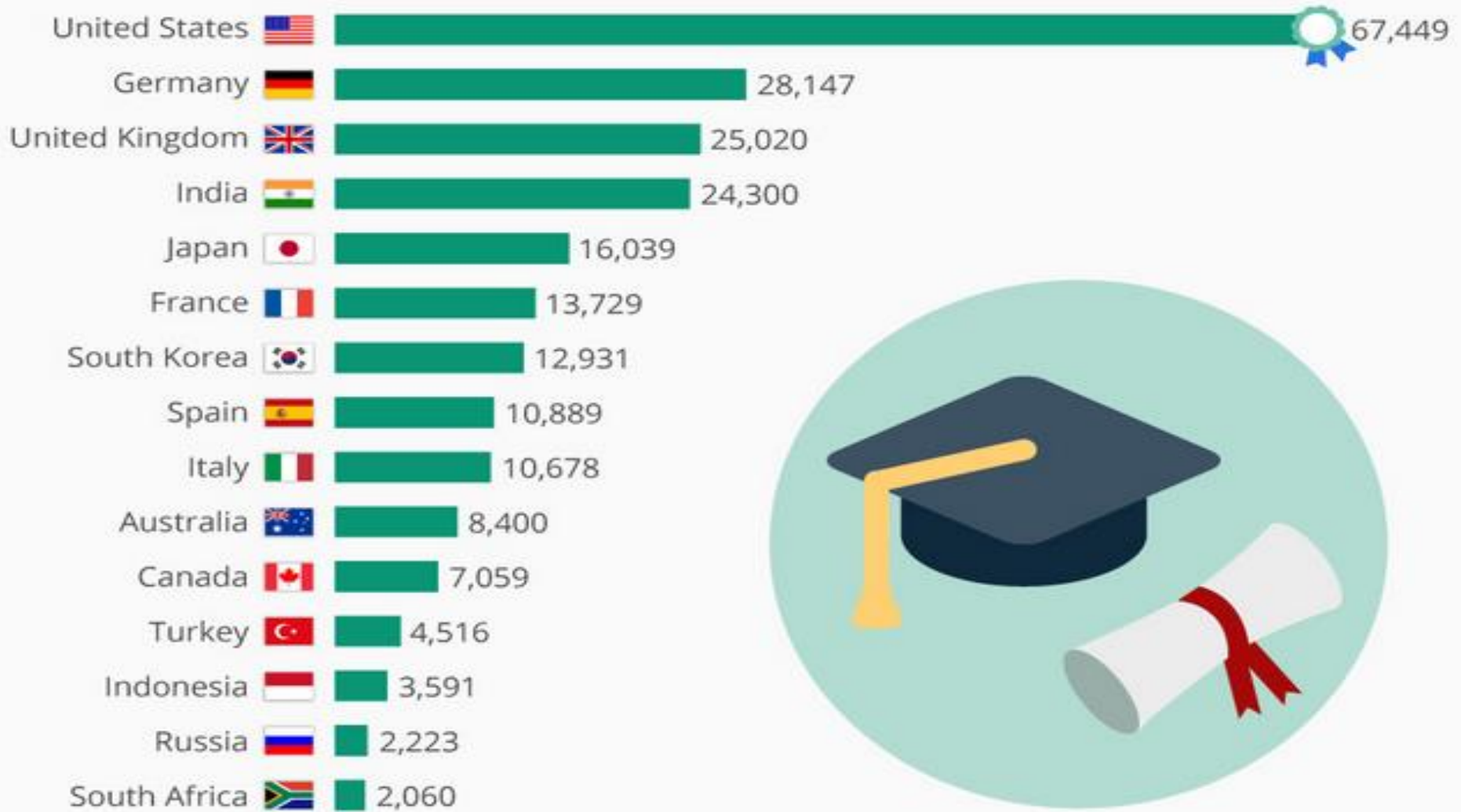
# Distance Education (1950 – 2010)

## REACHING OUT

Year	Distance teaching institutions	Student enrollment
1962	1	1,112
1970-71	17	29,500
1980-81	34	1.6 lakh
1985-86	40	3.5 lakh
1990-91	51	5.9 lakh
1995-96	57	10.3 lakh
2000-01	79	13.7 lakh
2005-06	117	18.3 lakh
2009-10	200	36.6 lakh



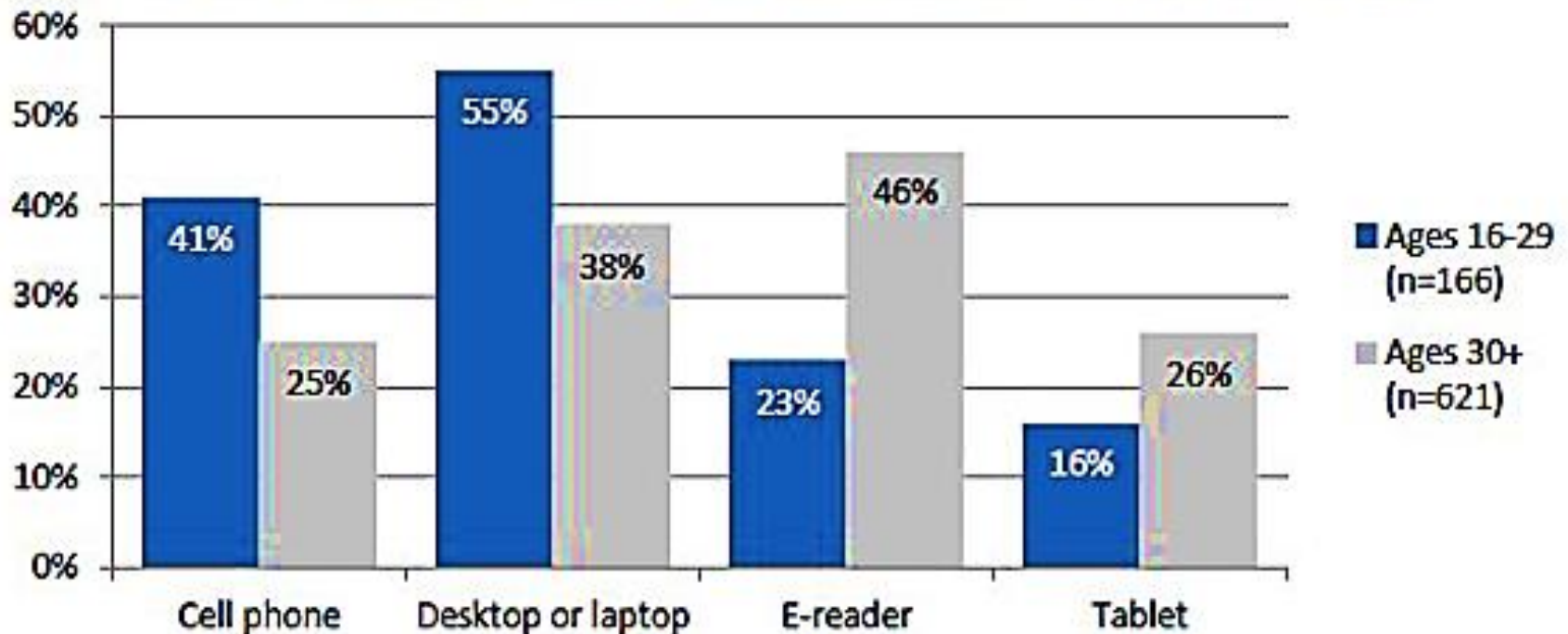
# Worlds most Doctoral Graduates - 2014



# E-Readers

## E-books beyond e-readers

*Among people who read e-books, the percentage in each age group who read their e-books on the following devices. For instance, 41% of e-book readers ages 16-29 read e-books on a cell phone.*



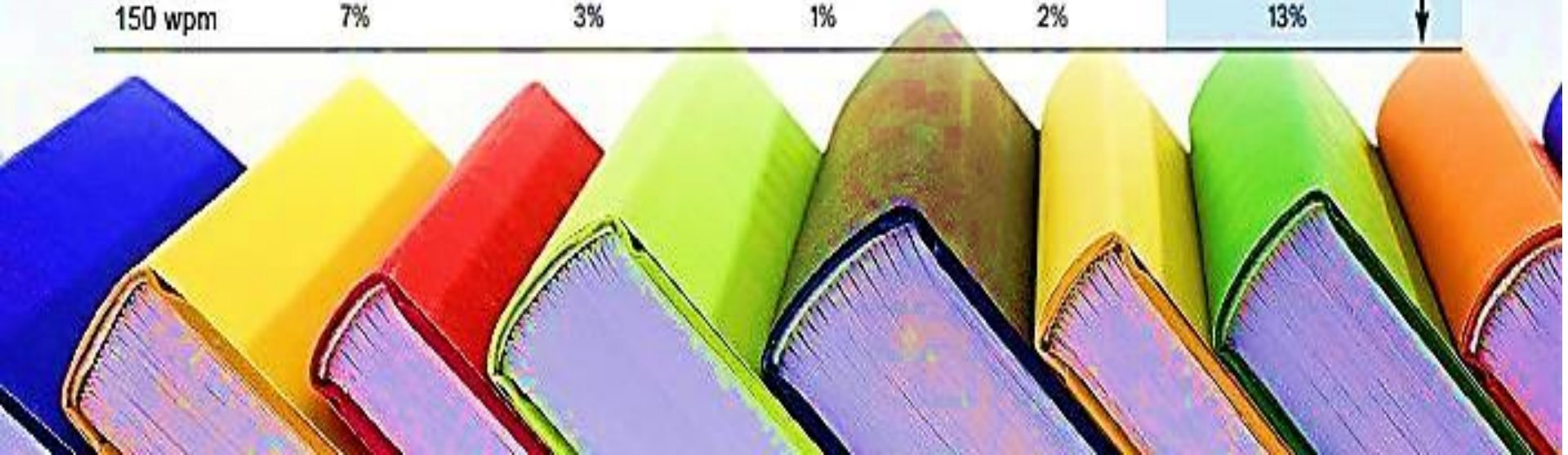
Source: Pew Research Center's Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents ages 16 and older. Interviews were conducted in English and Spanish and on landline and cells. N for people who read an e-book in the past 12 months=793.

# Statistics Prove Link Between Reading Speed & Income

Statistics released this month proves that the better your reading speed the higher the position you will reach in your career

Percentage of Full-Time Workers by Weekly Earnings and Reading Level in 2013


	\$850-\$1,149	\$1,150-\$1,449	\$1,450-\$1,949	\$1,950 or more	Total earning \$850 or more
800 wpm	20%	13%	13%	12%	58%
400 wpm	12%	5%	2%	4%	23%
150 wpm	7%	3%	1%	2%	13%



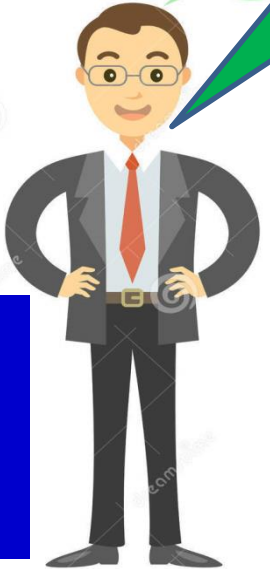
# What Next







**“Honey, I’m coming back home. There’s no hope here. Nobody here is wearing shoes, so there’s no one to sell to.”**

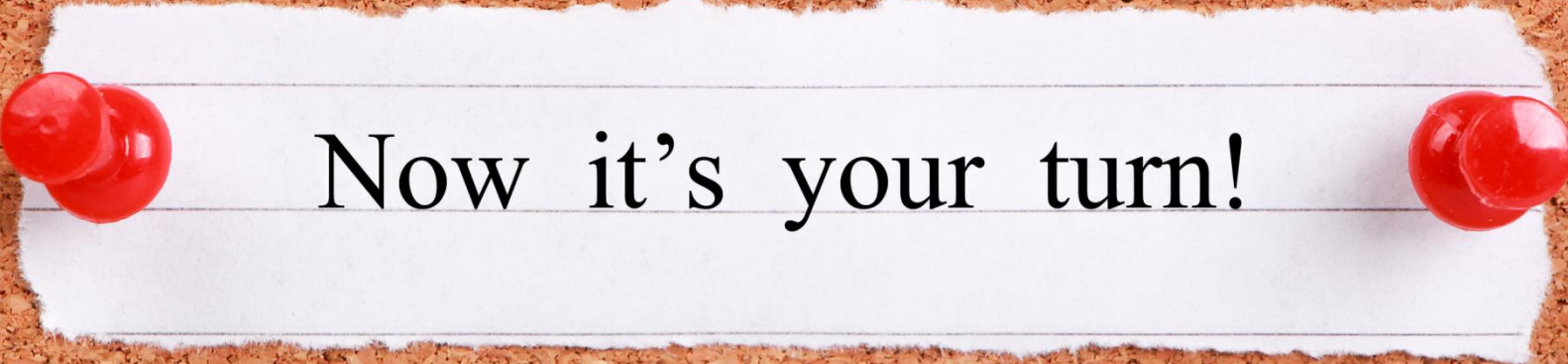


**“Honey, you wouldn’t believe what I found here. There is so much opportunity. No one here is wearing shoes. I can sell to the whole country!”**

There’s opportunity everywhere

**Remember?**

**Story of  
Two shoe salesmen**



Now it's your turn!

- Implement Five Laws of Library Science
- Study the User Behaviour
- Generate E-Contents
- Identify E-Resources
- Encourage E-Reading
- Be Proud Librarian

# Initiatives at GIPE

- **Spine Labels / Barcodes**
  - Over 2.7 Documents
  - Time Period 5 months
- **User Awareness Programs**
  - For Students and Faculties
  - For Public
- **Stock Verification**
  - Time Period Four Weeks
  - Every item in the library is verified
- **IT Literacy / Awareness Programs**
  - Over 15 Programs in GIPE
  - Over 30 Programs outside GIPE
- **GIPE Digital Library**
- **Projects Undertaken**



# Digital Repository of

# Gokhale Institute of Politics and Economics

- [Dhananjayrao Gadgil Library](#) [24365]
  - [GIPE Annual Reports](#) [48]
  - [GIPE Census Documents](#) [432]
  - [GIPE Digitised Books](#) [18898]
  - [GIPE Dissertations and Ph D Theses](#) [343]
  - [GIPE Faculty Publications](#) [325]
  - [GIPE Journal - Artha Vijnana](#) [1199]
  - [GIPE Lecture Series](#) [76]
  - [GIPE Newspaper Clippings](#) [86]
  - [GIPE Photo Gallery](#) [39]
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  - [Gopal Krishna Gokhale Collection](#) [106]
  - [SIS Annual Reports](#) [89]
  - [SIS Newsletters](#) [1109]
  - [अर्थ: Artha \(Marathi Weekly Journal\)](#) [1531]

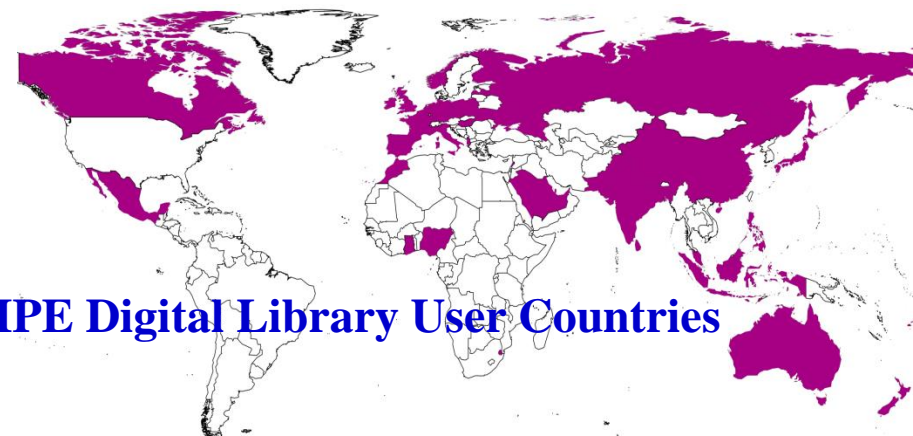
[DSpace Home](#) → [Statistical Summary](#)

## Statistics for DSpace@GIPE

12 Jul, 2013 to 11 Jan, 2018

### General Overview

Items Archived	306
Bitstream Views	6,162,930
Item Views	3,530,041
Collection Views	69,914
Community Views	18,045
User Logins	6,150
Searches Performed	4,133,142



GIPE Digital Library User Countries

# Research Projects

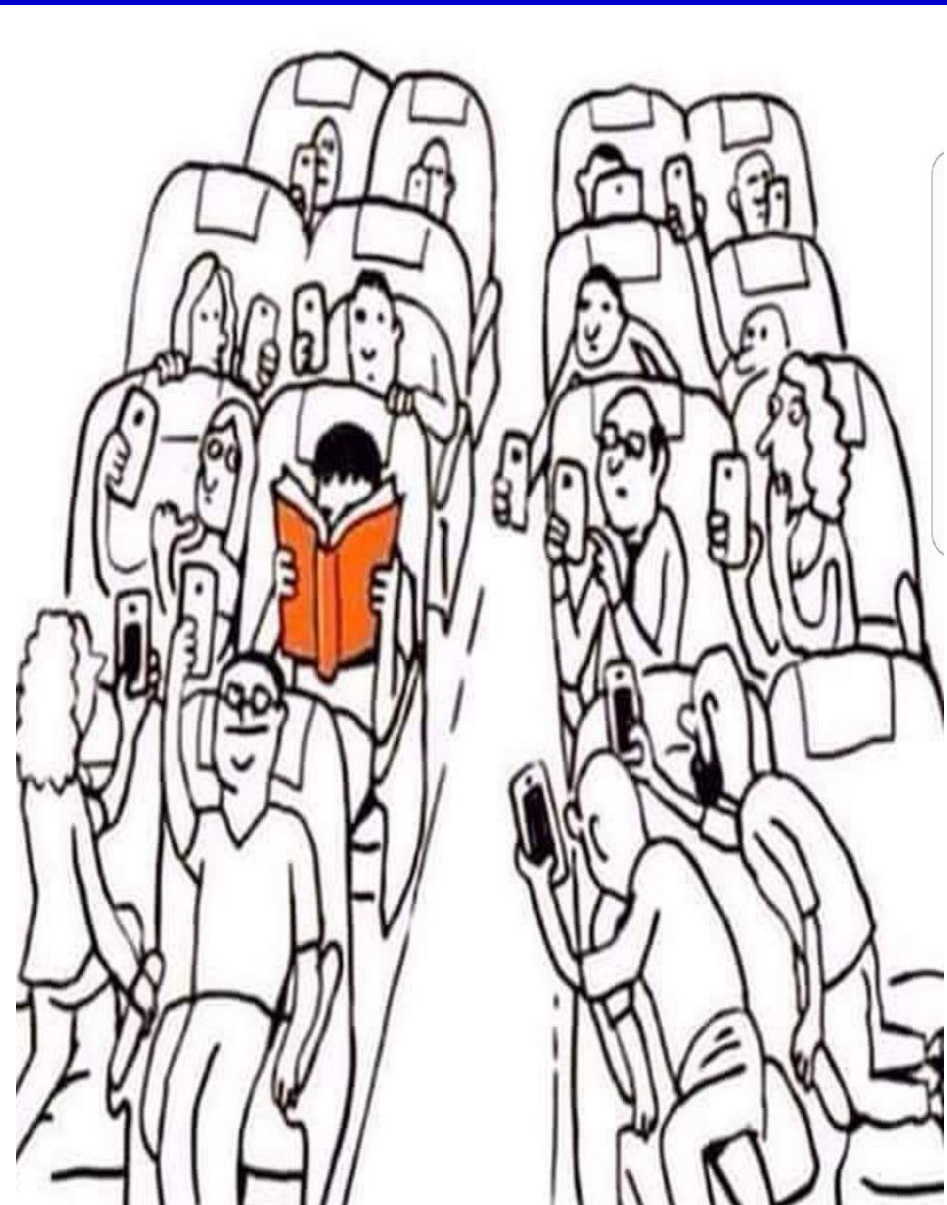
## 1. Digitization of educational study materials during early 19<sup>th</sup> and 20<sup>th</sup> century.

- ✓ Awarded by University of Göttingen, Germany.
- ✓ Funded by German Historical Institute, London
- ✓ Completed in December 2017

## 2. Conversion of Census Data to Excel Format

- ✓ Awarded by Naval Postgraduate School, California, USA.
- ✓ Funded by Warwick University, London, UK
- ✓ Commenced from January 2018

# What's your vision?





**THANK YOU**

Any questions?