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Commerce and Management Social Media and Reading Habits

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Abstract

Reading is influenced by a plethora of factors like content, topic, age, environment etc. One of the boons of the advent of internet is the widespread use of social media, which has technologically changed the ways of human life in diverse fields, the most prominent being the reading habits. This along with the changes in the working environment has affected the traditional reading habits. Preference is being made to read materials in electronic form, which decreases the effort to stay back in the library. This also facilitates reading while moving around or travelling. Nowadays, digital libraries supplement the traditional libraries only for the above mentioned reasons. This caters to the varied needs of different categories of readers. Readers in the younger generations prefer reading online as effective, owing to various conveniences, which is not the same with readers in other categories.

Keywords: Reading habits, Internet, Social media

Introduction :

"The journey of a life time starts with the turning of a page" – Rachel Anders

A tool inevitable for lifelong learning is reading. Reading is considered essential for the overall development of a person. Reading habits have a significant role in enhancing the practical efficiency of a person. With the invention of printing technology and paper, mankind marched towards a literate world reaping the benefits of reading printed material. Printed publications including newspaper, books, magazines, journals etc. raised the literate level of people from time to time. Books are considered as the most effective means to transmit knowledge from one generation to another. People read for various reasons, may be for pleasure, relaxation, information, knowledge or leisure. Library used to be the place where one can have the reading experience with lots of books and other resources which moulds the thoughts and influences the actions.

The digital technology and the social media platforms have revolutionized the way in which people communicate and share information. These technologies have affected the political, economic, socio-cultural systems of the world. The reading habits have witnessed a dramatic change with the advent of internet and digital publications like online magazines, books, newspapers etc. Internet is applauded as a field where people creates and shares reading material and networks it in an enormous pace. Social media generally includes all online content creation platforms like social networks, search engines, blogs, feeds, online videos, online games, e-communities etc. The ease in using and sharing has made this medium the favourable one, with reference to reading. Considered to be a pool of collective wisdom, this is the most opted one by the young generations which had proved to be assisted them in acquiring interest in the subject.

