

The Changes of the Readership in a Digitised Age

P. Abhayasundara and U. P. Lekamge

Department of Sociology and Anthropology, University of Sri Jayewardenepura
nishadapraneeth@gmail.com

The unprecedented changes the information and communication technology [ICT] revolution brought to the human society have been immense. In all elements the influence of technology can be seen in a remarkable way. In studying the accumulation of knowledge also it is understood that the older generation relies more on the printed materials like books, newspapers, journals and magazines. But the present, younger generation has become more interested in utilizing the sophisticated technology in their educational and recreational purposes. Castells' [2005] concepts '*network society*' and '*the informational mode of development*' indicate the nature of technological globalization. Simon [2001], Carol et al [2008], Siemens and Nahachewsky [2010] and Mardis et al [2010] have studied the e-reading of the children whereas Twyla et al and Doiron [2011] on the adult readers. Li [2008] and Schlozer [2011] have studied the e-reading industry in detail. This particular study aims at investigating the type of impact the technology has imposed on the present younger generation especially in relation to e-reading. Simultaneously it tries to gather the changes that have got established among parents and children in utilizing technology in reading. The present, younger generation is prone towards digital technologies than their parents. In this survey hundred [100] families of Colombo have been selected randomly and the reading habits of the parents and children were compared by using a structured questionnaire to document the changes established in relation to readership. In analyzing the quantitative data it was understood that mostly the youth have become addicted to the digitized form of materials like e-book reading or referencing while the elder generation too utilize it in a limited manner.

Key words: Readership, Digitised age, Information and Communication Technology, Information society, E-book reading