

Digital Reading: The Transformation of Reading Practices

Gustavo CARDOSO^{a,1}, Carla GANITO^b and Cátia FERREIRA^b
^a*CIES, ISCTE-IUL*
^b*CIES, ISCTE-IUL and UCP*

Abstract. The paper aims to present the preliminary results of a two-year project having as scope the future of the book and libraries stemming from the current reading practices in Portugal. In the scope of the project, the presentation of the findings will be focused on the mobile consumption practices in Portugal. This research is based on a mixed methodology: a quantitative survey – Network Society in Portugal – articulated with a qualitative analysis of the discourses of the representatives of what Thompson calls the *publishing chain* (librarians, publishing houses, authors, and content and soft/hardware providers). To understand the impact of mobile devices on reading practices is crucial for libraries and publishing houses. Mobile devices offer augmented mobility – a mobility that is connected, networked and collaborative. Although the hype is currently around eBooks, we are still faced with a market where the vast majority still reads books on paper. The sales of devices have exploded but eBooks are lagging behind. What do people use their tablets, iPads, and eReaders for? What are they reading and where? How do they articulate their readings with other media and cultural consumptions? Those are the central questions that we are aiming at answering.

Keywords. digital reading, mobility, publishing chain, Portugal. libraries

Full text available at:

http://elpub.scix.net/cgi-bin/works/Show?_id=112_elpub2012

urn:nbn:se:elpub-112_elpub2012

¹ Corresponding Author: CIES, ISCTE-IUL – Avenida das Forças Armadas, 1649-026 Lisboa – Portugal; E-mail: leituradigital@googlegroups.com.