Student Attitudes Toward Content in Higher Education- Volume 1

Consumer Attitudes Toward E-Book Reading- Volume 2
Overview

- The semi-annual survey focuses on college student perceptions related to educational content and presentation media in the higher education market.
- The four times per year survey of consumers perceptions of reading e-Books
- They are powered by Bowker’s PubTrack data, the publishing industry’s exclusive resource for understanding buying behavior. The online Real-Time Reporting service is a great research tool
- The student online survey polled 1505 college students drawn from a nationally representative panel.
- The consumer survey polled 750 e-book readers drawn from a nationally representative panel
- Comprehensive Student annual report very shortly
- Second report covering the holiday season release last month. Third report is underway.
Formula for success in Digital Markets

- Recognizable Value +
- Well designed devices and platforms +
- Strong and Enthusiastic Channel Partners =
- Rapid Market Expansion

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Consumer Value Perceptions

- 77.3% of Consumers are Satisfied or Highly Satisfied with the price of e-books
Most Important Features

- Excellent fit with desired feature set

![Bar chart showing the most important features](chart.png)
E-Reader Satisfaction

Check out these ratings

![Diagram showing satisfaction ratings for various aspects of e-readers: Storage Capacity, Weight, Overall Reading Experience, Screen Size, E-Book Selection, Design, Display (e-paper, LCD, etc.), Battery Life, and E-Book Purchase Price. The diagram compares Amazon Kindle, Barnes & Noble NOOK, and Apple iPad.]
Favorite Devices

› Kindle still number one
Well Established Channels

Amazon’s share continues to grow
Consumer Trends

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Student Survey Considerations

- Why do students prefer printed textbooks?
- How do students define value?
- How do students seek value?
- What students are most likely to acquire their content via “illicit behaviors”?
- How are next generation products perceived by students?
Value Price Relationship

- 83% of students are satisfied with textbook’s quality
- Only 33% indicate that textbook prices are reasonable
- 30% of faculty now recommend not requiring texts in core courses
Illicit Behaviors

- Very Scary Trend
Key Finding–Print vs. e-Textbook

- 21% of students had purchased an e-Textbook
- 75% of students preferred traditional printed textbooks over digital replica e-textbooks.
  - Like the look and feel of print
  - Potential for permanence of ownership
  - Opportunity for resale
- Online courses use many more e-textbooks
Acquisition Methods

- Only 62% of students reported that they were purchasing the traditional print version of the current edition (new and used)
- The growth of previous edition sales suggests that students and faculty are tiring of short revision cycles
- Rentals continue to increase
- Note the increase in borrowing and sharing to almost 10%
Students reported low satisfaction with Replica e-Textbooks

- Current e-textbook offerings have yet to achieve consistently high levels of satisfaction.
Why they value Premium Products

- Core textbook
- Print study guide
- Campus Learning Management System (e.g., Blackboard, WebCT, etc.)
- Online study guide
- Online quizzing
- Interactive simulations of concepts
- Online self-assessment
- Searchable interactive textbook
- The textbook course management system overall (e.g., WileyPlus, MyMathLab, etc.)
- Online tutoring

$0\% \quad 20\% \quad 40\% \quad 60\%$

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Key Finding—
Value Perceptions

- Students don’t yet fully understand the benefits of premium digital offerings like MyLabs, Connect, and Wiley Plus (red bar).

- How do premium digital offerings escape the ancillary perception?
E-Reader Devices

- For faculty, the size of the installed base is essential if they are to adopt digital content for their courses. Over the last 10 years, computers have achieved a very large installed base especially when supplemented by campus computing centers.
Key Finding—E-Reader Purchase Intent

- While there are many interesting new devices coming to market, most lack the computing power and applications required by students.
- Most students are unlikely to purchase and carry multiple devices. Hence a successful new device must be able to replace students’ pcs or laptops.
Higher Ed Channels

- Faculty – Support Waning
- Distributors – Digital competes with used books
- Bookstores – Losing revenues to online retailers
- Online retailers
- Publishers Direct – CourseSmart
Conditions for rapid market expansion

Value + Innovative Platforms and Devices + Enthusiastic Channel Partners = Rapid Market Expansion