# ENHANCING LIBRARY E-BOOK COLLECTIONS FOR MODERN USERS BY STUDYING USER PREFERENCES

## Dr. Pradeep Kumar Sengar,

Librarian, Swami Premanand Mahavidyalaya, Mukerian, Punjab

**Abstract:**

The rapid evolution of technology has changed how users engage with and consume books. Libraries all across the world are shifting away from traditional paper-based collections and toward e-books and other digital resources as more digital resources become available. Libraries must adapt to the tastes and demands of modern users, which brings both possibilities and problems. This article explores the reasons why understanding user preferences is essential to enhancing library e-book collections. This article offers tactics that Indian and foreign libraries may employ to better meet the demands of contemporary users by analyzing user behavior, requirements, and the changing landscape of digital reading.

1.  **INTRODUCTION:**

The digital revolution over the past two decades has completely changed how people consume textual information. Digital alternatives to traditional print media are taking its place, and e-books are the most popular venue for this. Libraries are particularly affected by this shift since they have historically been the repositories of knowledge and information. Understanding and responding to user demands has become essential to make library services relevant and long-lasting as e-books become a larger component of library holdings.

The need to increase e-book availability to satisfy modern users is crucial, even in India, where technology access and the digital divide still impede progress. The fundamental causes of user preferences, their effects on the library, and the ways that e-books

2.  **USER PREFERENCES IN THE DIGITAL AGE:**

As digital technologies allow users to access a greater variety of forms, such as e-books, audiobooks, and journals, the traditional role of libraries in providing physical books has become a more complex undertaking. Users of today are quite active and frequently choose how, when, and where to acquire reading material; they are not merely passive consumers of content. For libraries to remain relevant, it is essential to comprehend these changing preferences.

Regarding library e-book collections, modern users' preferences are influenced by a number of important factors:

**i) Convenience and Accessibility:**

The ability to access e-books conveniently from almost anywhere is one of their biggest benefits. With the widespread usage of smartphones, tablets, and e-users, users anticipate having easy access to e-books whenever they want. One of the main advantages for modern users is the immediate availability of books for download or streaming, regardless of location or physical constraints.

**ii) Personalization:**

More and more users are looking for specific experiences these days. Depending on their reading interests,

genre choices, and reading history, library patrons anticipate being able to search, choose, and suggest e-books. Traditional libraries have been sluggish to adopt the functionality that many contemporary e-book platforms offer: the ability to create personalized lists and receive adapted suggestions.

### iii) Interactivity and Multimedia Features:

There is more to e-books than just text. Interactive e-books with multimedia components including audio, video, and interactive images appeal to a lot of users. These components are increasingly being incorporated into academic e-books in particular to improve understanding and interaction. users seeking more immersive educational experiences are likely to be drawn to libraries that provide e-books with interactive features.

### iv) Multilingual and Cultural Relevance:

India has a rich linguistic and cultural legacy and is a varied nation. Multilingual material and regional requirements must be taken into consideration by libraries serving Indian users. In order to satisfy the needs of users from a variety of demographics, libraries should make sure that their holdings reflect the growing demand for e-books in regional languages.

### v) Cost and Affordability:

The costs of licensing, buying, and maintaining digital content can be prohibitive for libraries, even though e-books frequently seem more affordable than traditional print books. Additionally, a variety of factors, including perceived value, the availability of free content, and price, influence users' desire to pay for e-books. In order to maintain access to a wide variety of titles, libraries must carefully balance their finances.

## 3. CHALLENGES FACED BY LIBRARIES IN INDIA:

### i) Digital Literacy and Access:

The widespread use of e-books in India is still significantly hampered by the digital divide. Smartphones, computers, and high-speed internet may be easily accessible in metropolitan regions, but these resources are frequently unavailable in rural places. To ensure that people in rural places can benefit from e-book collections, libraries must provide digital literacy programs.

### ii) Copyright and Licensing Issues:

The legal environment surrounding digital content is one of the biggest obstacles libraries encounter when creating e-book collections. The strict copyright regulations that protect many e-books restrict libraries' ability to lend digital books in the same manner that they lend physical versions. Furthermore, the quantity of copies that can be loaned or the length of time that the e-books are accessible are frequently restricted by license agreements with publishers and e-book distributors.

### iii) Technological Infrastructure:

In India, libraries are frequently limited by antiquated technology infrastructure. Many libraries lack the digital infrastructure required to host and effectively manage e-book holdings, and many still use manual cataloging techniques. Furthermore, platforms that enable the smooth integration of e-book lending systems are not available to all libraries.

### 3.    STRATEGIES FOR ENHANCING LIBRARY E-BOOKS COLLECTIONS:

In order for e-book collections to succeed and satisfy the needs modern users, Indian libraries must take a

multifaceted approach that includes.

i) **Building a Comprehensive Digital Library Platform:**

Building user-friendly digital platforms that enable easy navigation, search, and e-book access should be a priority for libraries. These platforms ought to be multi-device compatible and mobile-optimized, facilitating the borrowing and reading of e-books on PCs, tablets, and smartphones.

ii) **Collaborating with Publishers and Authors:**

Libraries should look into partnerships with writers, publishers, and digital content suppliers to obtain reasonably priced e-book licenses. Bulk licensing agreements allow libraries to guarantee a large selection of books at affordable costs. One way to fulfill the need for bilingual and culturally relevant content is through collaborations with local authors.

iii) **Implementing Personalization Features:**

By including personalized reading lists, recommendation algorithms, and search functions that can be customized, libraries can improve the user experience. It is possible to increase user happiness and promote continued use of the library's digital resources by providing personalized recommendations based on users' reading interests and history.

iv) **Promoting Digital Literacy Programs:**

Libraries should concentrate on improving their users' digital literacy to help to bridge the digital divide. Offering seminars and training sessions on how to use digital platforms, access e-books, and resolve typical technical problems could be an approach to achieve this.

v) **Ensuring Access to Regional Content:**

Libraries should give priority to purchasing e-books in regional languages because of India's linguistic diversity. Libraries can expand their reach and serve a larger audience by investing in regional and language content, ensuring that users from different cultural backgrounds can take use of digital reading materials.

**CONCLUSION:**

The challenge for Indian libraries is modifying their collection to accommodate the evolving preferences and demands of modern users as the demand for e-books keeps growing. Libraries may maintain their relevance in the digital era and improve their e-book collections by adopting digital technologies, appreciating user behavior, and developing their ties with publishers and content suppliers. The success of library e-book collections ultimately depends on how successfully they overcome financial, technological, and infrastructure challenges while meeting the different needs of users. In the digital age, libraries may remain important centers of learning and information by making deliberate and determined efforts.

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