Book Lovers, Technophiles, Pragmatists, and Printers: The Social and Demographic Structure of User Attitudes toward e-Books

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Abstract
Q-methodology was used to identify clusters of opinions about e-books at Miami University. The research identified four distinct opinion types among those investigated: Book Lovers, Technophiles, Pragmatists, and Printers. The initial Q-methodology study results were then used as a basis for a large-n survey of undergraduates, graduate students, and faculty so that we could have a more complete picture of the demographic and social makeup of the campus population. Results from that survey indicate that academic discipline is strongly associated with the respondents' opinion types. Gender and educational status are also associated with respondents' opinion types.

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User Attitudes toward E-books at Miami University

Two key studies have been completed at Miami University to determine campus attitudes toward e-books. The first study used Q methodology to unveil four distinct viewpoints toward e-books: Book Lovers, Technophiles, Pragmatists, and Printers (Shrimplin, 2011). The second study used a large-n survey (n=735) to determine what percentage of the campus falls into each of the four viewpoints (Revelle, 2012). Although there are suggestions that the environmental attitudes of men and of women differ, there have been few studies that study and evaluate these differences at the workplace. Given the claim of Ecofeminist writers about the environmental superiority of women’s environmental attitudes, and the proclaimed need of ecofeminist writers about the environmental superiority of women’s environmental attitudes, and the proclaimed need of
Given the claim of Ecofeminist writers about the environmental superiority of women’s environmental attitudes, and the proclaimed need of business to change attitudes and behaviour with regard to the environment, this is a surprise. The paper is based on 1022 (37% from women) questionnaires which were collected in a U.K. pharmaceutical company, and it compares the empirical results with environmental attitude ar