1 LOOKING AT LANGUAGE

Fill in the blanks to complete the mini dialogues.

1 A Which book have you enjoyed reading recently?
   B *The Hunger Games.* A<u>lright</u>, it was written for teenagers, but I really liked it.

2 A How do you like that e-reader I gave you?
   B I was worried I wouldn't use it, but a_____, it's very handy.

3 A Do you know anything about Ken Follett's books?
   B I think they're s_____ o_____ thrillers, aren't they?

4 A Have you ever read a Charles Dickens novel in English?
   B No way! I m_____, it would be too hard, wouldn't it?

5 A Did you enjoy *Crime and Punishment*?
   B Yes, although it was a little bit, y_____ kn_____, depressing in places.

6 A What do you think of the writer Dan Brown?
   B W_____, he's not a great writer, but I enjoy his books.

2 READING

a Read the article and ⊙circle⊙ the correct answers.

1 The article is about e-books in the *over* / ⊙*under*⊙ 18s e-book market.

2 *Fewer* / *More* seven- to twelve-year-olds have an e-reader than a computer.

3 The findings suggest that *fewer* / *more* children are likely to read e-books in the future.

4 Most children's books are bought *online* / *in stores*.

5 Older children are *more* / *less* attracted to e-books than their parents.

6 E-books are *more* / *less* popular with teenagers than other age groups.

7 Teenagers regard reading e-books as *an individual* / *a social* activity.

8 The research shows that children and teenagers still prefer *e-books* / *printed books*.

b Look at the highlighted words and phrases. What do you think they mean? Use your dictionary to look up their meaning and pronunciation.

Kids, teens, and e-books

Are young people embracing the new technology?

Publishers are closely monitoring the sales of printed books and e-books these days in order to adapt to an ever-changing market. Bearing in mind that today's children will be the consumers of the future, it is the under-18s that interest them most. Market research is carried out in this age group on a regular basis and new data suggests that this segment faces some very special challenges.

The first survey was conducted online among a thousand parents of children from the ages of zero to twelve. Disappointingly for digital booksellers, e-books still make up only 11 % of children's books. There are several reasons for this. First, a child needs to own a digital device to be able to read an e-book. The survey found that while 27 % of the kids of parents in the survey had their own computer and 25 % owned a smartphone, only 7 % currently possessed an e-reader. These figures are likely to increase in the future, however, as more children have access to a reading device. The parents in the survey said that they often share their digital devices with their kids and they are starting to hand them down when they upgrade to a newer model.

Another obstacle facing e-books in the children's market is the popularity of traditional bookstores. These are still the number one source of discovery for children's books and more than 85% of books are bought on impulse. Parents often prefer shopping in a bookstore because printed books are usually graded by age or level. They also make colorful presents for young children, while e-books lack the visual and tactile appeal. On the other hand, the research showed that the look and feel of a book becomes less important as children grow older. Seven- to twelve-year-olds say that e-books are "fun and cool" and they encourage them to read more, despite the fact that their parents would prefer them to read printed books.

The other segment that interests publishers is the young adult market. Teenagers today do most of their reading on smartphones and tablets, but this does not mean that they are in favor of e-books. A second online survey of a thousand 13- to 17-year-olds showed that teens are way behind all other age groups in e-book adoption. Sixty-six percent of young adults in the survey said that they prefer printed books to e-books, and only 8 % preferred e-books. The main reason for this resistance is that teenagers enjoy using technology as a social medium. Every day they read hundreds of short pieces about all kinds of different subjects and they share the most interesting with their friends. At this point, e-books cannot be shared or commented on and so they are not a social technology.

Surveys like these are of vital importance to publishers because they tell them about the latest trends in the market. In the case of the children's and young adult market, the two surveys have shown that printed books are still winning the race against e-books.