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Impact of Online Reading on Skills of Professionals

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Introduction

The fast and speedy mean communication have revolutionized the societies into information society where the generation of information is tremendously high. Information accessing and information use is the dominating factor. In this age, every work and every decision is based on the information. Simultaneously Variety of forms and formats of information are available. The huge amount of information is accessible through the internet in digital form. Now readers can read any information without any cost and without going anywhere. Coincidentally it changes the reading practice and reading behavior of peoples. According to Guthrie, Benneth & McGough (2007) *"Reading is the act of getting meaning from printed or written words, which is the basis for learning and one of the most important skills in everyday life".*

Reading is a process of glancing the written words and symbols and getting meaning from them. First we read something, second we looking at the written symbols and finally, we use our brain to translate them into words, sentences, and paragraph that communicate something to us. It is the ability to interpret anything that is intended to convey or communicate. Stallfter (1969) claimed that reading is a complicated procedure. Readers read to get information from the printed pages. They should be able to pronounce and comprehend the printed words, signs, letters, and symbols by assigning meaning to them.

Reading is the mental process which requires concentration. On the internet, so many things are available which distracted the attention of readers. It is challenging for readers to focus on their required information. However, Internet enhances the reading interest.
Furthermore, Karim, Hasan, and Shahriza (2006) determine that the online format are most popular among younger because of availability of increasing amount of information and entertainment.

Additionally, Liu (2005) also supports that the new reading behaviors are influenced by the growth of online information available and people spend more amount of time on online reading. It is an imperative need to understand the reading phenomena for getting the benefits of Reading.

Research Question
What is the impact of reading on different skills of professionals?

Relevant studies
Ajayi, Shorunke, and Aboyade (2014) studied the influence of the use of electronic resources on reading culture and reading pattern of the students of Adeleke University. The research discloses e-resources influence reading culture. The most of the respondents answered, it increases their reading habit; it makes reading further enjoyable and enhanced their reading possibility and independent lifelong reading skills. It also identified that poor internet facility is a key factor hindering the use of electronic resources in the library.

Hooper and Herath (2014) identified the impact of the internet on reading behavior and difference between online and offline reading. The findings reveal respondent reading behavior changed due to online and offline reading. Most people used online reading during the day and at the work while offline reading used during the evening and at home. Respondents prefer online reading for the information seeking and commitments whereas prefer offline reading for the pleasure and detail reading. Furthermore, availability of cross-references and hyperlinks on the online reading encourage people to read more. Online reading has had a negative impact on people cognition and concentration. Comprehension, absorption, recall rates are low in online reading as compare to offline reading.

Chauhan and Lal (2012) examined the impact of information technology on reading habits of four college students in an H.P. University. This research investigated that now reading habit has changed from paper to online reading. Students read the news, e-mails, sales information, movie review, fashion news, newspapers and magazines through the internet.

Loan (2012) investigated the impact of internet surfing on reading practices and choices of the net generation of students of degree college of Kashmir. The result revealed that internet surfing has altered the reading practices. Interactive reading and superficial reading increased while sequential reading, concentrated reading, and in-depth reading decreased. Additionally, reading of news, reviews, general information, selected fields and the religious text has increased through internet surfing while reading of literature has decreased.

Onovughe (2012) investigated the influence of interest use on reading habit among students in tertiary institutions. The finding revealed that 78.3% students enjoy reading generally and to a comparative amount read web pages each day, they also spend most of their time after school in watching television, VCD, playing computer games. The finding also revealed that a good number (127) of respondents use the internet for academic purpose, nevertheless 52% spend less than two hours reading web pages each day. This can almost not impact heavily on academic performance.

Verma and Malviya (2010) explored the impact of the internet and digital media on reading habit. In this study, they compared the traditional reading habits with reading habit in the electronic environment. The findings of this comparative study showed the reading habit of traditional library reader changed due to the electronic environment and working culture. The shift in reading habit has been caused by the internet. The internet provides easy access to information without traveling and moving. It is a great source for sharing and receiving a large amount of information. People no longer read long, but may simply skim to find the important information or the information that is most interesting to them. Now people want to get an opportunity to read in an electronic manner. Moreover, people can read while traveling or while moving around the world without going and staying in the library.

Mokhtari, Reichard, Gardner (2009) studied the impact of internet and television use on the reading habits and practices of college students. This research examined the amount of time college students spend on recreational and academic reading. The result revealed that students used internet for using e-mail, chatting, instant messaging, surfing the web, listing to music and conducting research. A majority of the students indicated that they enjoyed internet more than recreational and academic purposes reading or watching television.

Research Methodology

The study is conducted to investigate the skills develop by online reading.

The purpose of this research is to identify the impact of the internet on different skills. The qualitative approach is applied to get the objective of the research.

A questionnaire is developed to fulfill the objectives of this study. The questionnaire consists of three parts. The first part consists of demographic questions e. g. name (optional), gender, profession, and age. Second part investigated the impact of online reading on different skills.

A pilot study was conducted to make certain the credibility of the questionnaire. Three interviews were conducted for the pilot study and minor changes were made.

Population

The students and professionals of different fields are selected for the study. They are teachers, doctors, researchers, bankers, journalists, librarians, businessmen and students (Regular Students of University of Karachi). All participants are the regular user of internet and reader of online materials.

Sampling

The sample size is 50 professionals and students. Participants selected by purposive sample method. Purposive sampling is based on the criteria, selected participants having a shared characteristic or set of characteristics. This type of sampling can be very useful in situations when you need to reach a targeted sample quickly, and where sampling for proportionality is not the main concern" (Ashley, 2016). For this study, the participants selected who read online for an average of > 12 hr or =12 hours per week.

Selection of participants

The distribution of participants according to different profession

University teachers	9	Doctors	5
Researchers	8	Librarians	5
Bankers	6	Journalist	5
Businessman	4	Students	8

Data Collection

The researcher sent consent form and got time for the interview. The interviews were conducted for the data collection. These were recorded on the smartphone and transcribed for analysis. Interview conducted at respondent's workplace and their home. All students'interviews conducted on the premises of the University of Karachi. For conducting the interviews date and time priory fixed so that without any interruption they gave an interview.

Data Analysis The questionnaire consists of two types of questions open-ended and close-ended. Close-ended questions were analyzed by SPSS statistics software whereas open-ended were analyzed by Grounded Theory method. Interviews were transcribed. Various themes were discovered from the transcribed data and these themes were encoded by open coding method.

According to Rubin and Babbie (2005) the open codes are suggested by the researcher by examination and questioning of the data."

Codes
For the explanation of qualitative data respondents are coded as:

Professionals	Codes
Banker	Bk
Businessman	Bm
Teacher	Tch
Doctor	Dr
Researcher	Re
Journalist	Jr
Librarian	Lb
Student	St

Results

Respondent Demographics

Table 1: Demographic Information

Demographic	Parameters	No. of Respondents	Percentage
Gender	Male	11	22%
	Female	39	78%
Age Group	18-22	6	12%
	23-27	24	48%
	28-32	11	22%
	33-37	4	8%
	38-42	2	4%
	43-onwards	3	6%

According to Table 1 1l (22%) male and 39(78%), female are included in the study. The age distribution shows the majority of the respondents (48%) belong to age group of 23 to 27, whereas 22% fall the age group of 28-32. The age distribution of 18-22, 38-42, 33-37 and 8-42 are 12%, 8% and 4% respectively. The last age group 43-onward are only 6%

Time Spend on Online Reading

Table 2 Time Spend on Electronic Reading

Time spend on electronic reading	Frequency	Percentage (%)
30 min-1 hr	13	26

1-2 hrs	13	26
More than 2 hrs	24	48

As far as time spends on electronic reading table 4.4 show majority 48% respondents spend more than 2 hours on electronic reading. While 26% identified they read 30 minutes to 1 hour and 1 to 2 hours on online reading with the same ratio.

Online Reading Behavior

Table 3 Behavior of Reading on Internet

Behavior of Reading on Internet	Frequency	Percentage (%)
Direct read on internet (Screen Reading)	23	46
Download and read on screen	22	44
Download and printout than reading	7	14

To find out the reading behavior three options were given. It was multiple choices question. As table 4.5 identified, majority 46% participants mentioned they direct read on the internet because internet available in portable devices and they can access information anywhere. 44% respondents first download the information and then read on screen. This screen can be the screen of any gadget or desktop computer screen. They read through the screen because of the problems of electricity failure and poor internet connections. 7% respondents pointed out that they download and printout than read when they feel that this information very important to them.

Internet Improve Independent Lifelong Learning Skills

Lifelong learning skills are the activities which need to learn whole life. These activities improve knowledge and skills relevant to profession and day to day activities. According to respondents internet improves their lifelong learning skills because they can access and retrieve any information through the internet. Doctors indicated that online surgical videos enhanced their all-time learning skills. In addition librarians, bankers, teachers, and students said, they can easily learn and run new software without attending workshops and consultation of teachers through online demos and tutorials. Hence these are the important source for increasing learning skills. Furthermore, Graphic representations of any topic and animations also improve learning skills by exploring the topic.

Tch. 1 said, *"I learned computer graphic with the help of tutorials".*

Educational websites and Google helps to learn independent lifelong learning skills. The brief and concise information on any topic can be getting through Google. It provides hyperlinks and related links about the topic which helps to understand and comprehend the topic which helps to

develop the understanding of the topic. Moreover, it gives information about the different subject through which respondents understand about any subject, it must improve their lifelong learning skills.

Tch. 8 identified *"I take information about other field subjects myself"*.

The Internet makes possible the access to the information without going to the library. It provides books and other literature free of cost. Printed materials take time to publish but the internet gives access to the current, up to date and recent information. Teachers, researchers, and doctors require the latest research, accessible journals, current and up to date literature, information about social changing and rapidly economic condition. The Internet provides all these information and increases their independent lifelong learning skills.

Jr. 4 indicated *"It makes possible to connect the further world"*.

Tch. 5 said, *"Internet improves independent lifelong learning skills when we know about tools, techniques, and resources to retrieve the information from the online sources"*.

Different universities present online lectures to their students which are available on different web browsers. Everyone can access these lectures which are the great source of information and these lectures explore the worldwide teaching method. Moreover, the variety of information on internet clears the concepts and helps to understand different topics.

St. 7 voiced *"Online lectures and video build my concept about the topic for the preparation of exam"*.

Tch. 5 pointed out *"Online lectures enhanced my ability to deliver the lectures"*.

Social media, blogs, views, and forums share the information about their profession worldwide This information easily acquire and retrieve that increased independent lifelong learning skill.

Almost all female respondents indicated that internet facilitates them to make new recipes. Their cooking gets better. It also helps to decorate their home.

Reading on Internet Improves Professional Skills

It was the open ended question. Mostly 88% respondents indicated that reading on internet improves their professional skills.

Every profession has different professional skills. Teachers indicated that when they read on the internet they get information about teaching methodology across the world. Video lectures and information on current research articles of the whole world improved their professional skills.

The Internet presents multimedia type information i.e videos, pictures, graphs and maps which help to explain the topics. These various form of information help the history teachers to explain and make understandable the topic. In this way, the teaching of history improves.

A History teacher told. "Information available on my subject field for example ancient history and civilization in the forms of pictures, graphs, and maps, these help me to improve my teaching".

Researchers pointed out, internet-enhanced their research skills by studying the research articles and their research methodology.

Re 2 "I can explain my research in a better way due to online articles".

Online research articles and their scholarly language improve researcher's language. It identified that online research articles enhanced writing skills. Many articles on one topic provide a large number of words and their synonyms through which they better their scholarly writing.

Re.1 indicated *"When I read writing of western writers on the internet it improves my writing skills".*

Librarians identified they learn to use different databases with the help of online tutorials and demos. Also, know methods of getting free of cost e-journals and e-books. They provide better services to its users. By this way, their professional skills enhance.

Lb.3 voiced that *"My professional skills increases through internet because online tutorials and demos helps me to learn and run new software."*

Internet improves their communication skill by providing different methods to communicate with administration and management persons, moreover publishers and users.

Lb. 1 indicated *"As a librarian I have to communicate with my administration staff and publishers and through internet I can get different formats and methods of correspondence".*

Variety of information on internet helps to do project works with the help of available worldwide online projects. Additionally, online Forums, blogs and educational networks enhance their skills. It gives current and up to date information about their profession. It increases their professional skills.

Lb. 2 *"Online my professional forum enhanced my professional skills because through it I can get current, up to date information about my profession."*

Reading on Internet Improves Language Skills

It was asked, is reading on internet improves your language skills? two options Yes or No were given. The respondents who gave the answer with yes, further an open-ended question asked, how internet improves your language skills?

80% respondents' percept reading on internet improves their language skills. Respondents indicated, the internet provides them variety and a large amount of reading material and as a result of reading they are able to express their knowledge and enhance language skills.

Re. 6 replied, *"We can beautify our language through the internet because the internet provides us so many topics in every language".*

Bk. Identified *"Variety of online information helps us to express my knowledge into words".*

Tch. 5 indicated *"When on internet large amount of information I see and read again and again, automatically my language skills improved".*

Jur. 2 identified "*I perceive and understand the language when I see the variety of information on the internet*".

Language websites played an important role in improved language skills. On the internet, language improvement tests are available these enhance grammar, pronunciation, and vocabulary.

St. 4 said, *"Websites provide us different grammar tests by which our language skills enhanced".*

Bm. 1 voiced "By links to links movement I can understand my required topic".

On the other side, almost all doctors indicated that reading on internet not improves their language skills. Unauthentic websites and layman language destroy their language skills. Additionally, Social media and websites used no proper vocabulary, grammar, sentences to present their information. While teachers, students, and researchers indicated, internet improves their English language skills because on the internet mostly information are available in English language and they can understand the English language. They get synonyms and acronyms of any term easily.

Translation

Different search engines provide the translation facility. In addition, the internet provides online translation software's which can be installed easily. It makes easy the translation of any word, sentence, and phrase.

Respondents indicated the internet facilitate translation service. Moreover, research articles and other literary material available in many languages and Google translator and other online software translate this material into understandable language.

Re. 1 indicated "*Online articles available in many languages and through the internet, I Understand these articles by translation service".*

Online Dictionaries

Online dictionaries are the dictionaries which available and accessible through internet and web browser. Individuals can get access to a number of ways: free, free with a paid subscription for extended or more professional content, or a paid-only service.

Most respondents viewed that online dictionaries which available and accessible by internet. It is the most useful tool for improves the language skills. They can find different meanings, synonyms, and acronyms, sentence, and phrase which are an obstacle to understanding any language.

Jur.1 indicated *"We can easily access of any difficult terms through internet by getting its meanings, synonyms, and acronyms".*

Lb. 1 identified *"For the professional correspondence I use internet for getting word synonyms".*

Pronunciation

Pronunciation is a way to speak any word or language. Respondents pointed out that internet facilitate them to know the words, sentences, and phrase pronunciation.

Most respondents identified that videos and documentaries which are available on the internet that improved their pronunciation. Audiobooks also enhanced the pronunciation. Online dictionaries also provide the facility to pronounce any term with sound. Now they can search any new term on the internet and can acquire their meaning, acronyms, synonyms and their style of pronunciation.

Re. 6 pointed out *"How to pronounce any term we learn it through the internet".*

Lb.1 indicated *"Sound and videos increased language skills".*

Smarts phones have the capability to download any application. With the advancement of technology and electronic devices, various educational applications are launched on smarts phones. There are many applications which help in enhance language skills like the app: pronounce the text in any language.

St. 8 said that:

> *"I downloaded applications which convert my text into pronunciation".*

Vocabularies

Vocabularies are the set of words which individual stored in his memory and use in writing and speaking. It has the importance in every language. Everyone has a need to enhance their vocabularies for build up the strong language.

Respondents indicated that online reading enhanced their vocabulary. The availability of a large amount of information in which range of vocabularies used, the respondent's vocabulary increase and they learn the correct usage of words. Simultaneously their grammar automatically improves by reading this material.

Tch. 5 pointed out "*When we got a number of online articles so automatically our vocabulary increase*".

Conclusion

The study concludes internet has enhanced the skills of readers. These skills are relevant to their profession, language, and lifelong learning. Digital media shift the reading behavior. Majority of the professionals direct read on the internet instead of download and take printout. Hence availability and accessibility of information anywhere through android phone make it possible to use information more and more which improve their skills. Language skill is enhancing through translation service, online dictionaries, pronunciation, and vocabularies. The professionals of every field are increasing their knowledge, skills and their professional expertise. They are giving better performance through the use of information which is easily available through the internet.

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