

# Researching Readers Online

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# Research Question

What impact is digitisation having on reading?

- New devices and ease of migrating between them – ereaders, tablets, smartphones etc
- Access to other readers (and writers) through online forums and discussion groups

What can we learn from this as teachers of literature?

# Methods and Outcomes

- Online survey of 250 readers
- Participant observation of online forums
- Focus groups with students, writers, librarians and book club members
- Interviews with publishers and forum moderators
- Workshop with academics working with ‘offline’ readers

## **Key issues:**

- Terminology and methodology: e.g. reader as self-selecting category; online groups as interpretive communities; the position of the researcher; the categorisation of readers
- The extent to which anything is ‘transformed’
- Links between devices and content
- Concept of ownership
- Similarities between on and offline groups

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