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Research Papers

A STUDY OF INCREASE IN THE USE OF "AUDIO BOOKS" POST COVID

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ABSTRACT
In recent years, audiobooks have become more popular in the book industry despite the common misconception that listening is less benefcial than reading a physical book. Marketers used technology as a channel to target consumers and convince them to listen to the audiobook for multitasking and productivity purposes. Through transmedia, author branding and infuence culture, the audiobook market has proven its elasticity in response to the coronavirus pandemic. It was assumed that audio-books would not perform as planned in 2020 since COVID 19 seized most travel; therefore, consumers stopped listening to audiobooks as part of their travel routine. Instead, digital audiobooks continued their upgrowth trajectory and thrived as a method of relaxation during the pandemic

Keyword: Covid-19, Audiobook, Smartphone, Growing Industry

INTRODUCTION
Audiobooks have taken several forms over the years, most notably from a physicalproduct purchased at a store to a digital downloadable code on your smartphone, but have never been as favored as the hardcover format. Since print books were much easier and less expensive to create at the time audiobooks were recorded for the pho nograph in the late 1800s, the audiobook industry was not as successful as the print books due to availability and convenience.1 Yet, there's a misconception that the hardcover is not only superior but that audiobooks are cheating the print book. Some feel they don't retain as much information when they listen than when they read; others feel that listening is more pleasurable, especially if it is a common practice

CHALLENGES FACED BY AUDIO BOOKS IN" COVID"

1	Members have no information
2	Marketing problems
3	Weak Financial Management

RESOLVING CHALLENGES
Provide information through social media about new stories seasons and premium package · Offer different premium package to compare competitor

REVIEW OF LITERATURE OF OF "AUDIO BOOKS

JD Sanders Jr – (2016)
A library's collection development decisions are made using a variety of criteria, depending on the character of the library and the intended audience which it serves. One decision that libraries must face in deciding how best to meet the goals of their institution is to determine

Jessica E. Moyer *December 5, 2011*
This paper reviews the current state of the research literature for audiobooks and e-books and discusses the implications for library services and collections. As audiobooks increasingly come in digital formats and e-books provide text-to-speech functions, the lines between these two once distinct formats is blurring. Additionally, several of the key studies in these areas use both audiobooks and e-books, either individually or together in the same study.

Chen, Shu-Hsien L.2004
Chen_SLMAM2004.pdf Begins with a brief overview of the history of audiobooks and audiobook publishing for children, and then discusses some of the ways in which children have reading difficulties: insufficient reading strategies; text complexity; and lack of personal interest, prior knowledge, or background information. The article then discusses the benefits of audiobooks for young readers, including motivation, increased access to repetition, and active listening, among others. It also includes strategies for audiobook use generally, such as listening with accompanying text and by providing directing questions before and after listening to encourage critical thinking, and more specifically in school settings. Finally, the article discusses narration considerations and gives suggestions of how to find good audiobook recordings.

Marchionda, Denise. (2001)
article_archive/BridgetoLiteracy_Optimized.pdf This article discusses how audiobooks can be used to improve literacy from a very young age, beginning at the same time that parents read aloud to their child (but not supplanting that experience). As children become older, the author says that audiobooks can be used to model good reading out loud, helping them see how punctuation, enunciation, and emphasis can be used to improve a narrative experience. She also discusses how audiobooks can improve vocabulary, encourage active listening and critical thinking, aid in comprehension of stories set in unusual locations or including humorous writing, and generate excitement for reluctant readers. Throughout the article, the author includes quotes and anecdotes from teachers, authors, and students

Wellner, Molly. 2010
This capstone study by a student getting her MA in ESL at Hamline's School of Education examines the influence a home/school audiobook program had on the home reading experiences and retell abilities of three ESL kindergarteners. In addition to the observations and data collected by the author in her own study regarding the use of audiobooks by ESL kindergarten students, the capstone paper includes a useful literature review of several previous studies regarding use of audiobooks to support reading for English language learners (p. 22- 24).

N.Srivastava, 2021
Audiobook genre on the process? the audiobook genre was found to positively affect the relationship between PEOU/PU, in agreement with the views by Lee 31 and Li 32 for the adoption of e-books. This paper offers practical implications for developers to design audiobook

Miranda Cueva – (2020)
This paper reviews the current state and say about the use of audiobook is increasing Virtual entertainment media have become essential for children, especially in times of confinement where some study virtually and others give their studies a break, a situation that is occurring worldwide due to the spread of COVID-19. This article shows the systematic.

OBJECTIVE:
To understand why audiobooks are increasing these days

To explore customer preferences of audiobook

To understand the advantage and limitations of audiobook

RESEARCH METHODOLOGY

PRIMARY DATA - For this research the data is collected from **20** existing self-help group members who are operating their own SHG in Thane city .

SECONDRY DATA - The paper is also based on Secondary Data collected from various sources like journals and websites

DATA ANALYSIS & INTERPRETATION

Table 1 : Particular Frequency Yes 41.9%: No 58.1%

INTERPRETATION :
The above graph states that People are know about the audio books and they mostly use it
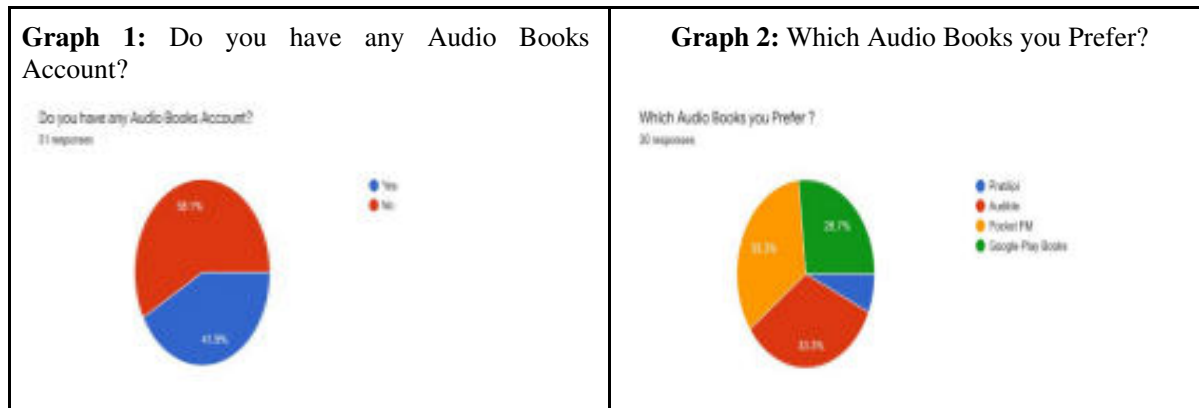
Graph 1: Do you have any Audio Books Account?	**Graph 2:** Which Audio Books you Prefer?

Table 2:

Particulars	Frequency
Pratilipi	6.5%
Audible	33.3%
Pocket FM	33.3%
Google Play Books	26.7%

INTERPRETATION:

The above graph represents that the majority of respondents like to listen Pocket FM and audible or they are aware about pratilipi and google play book.

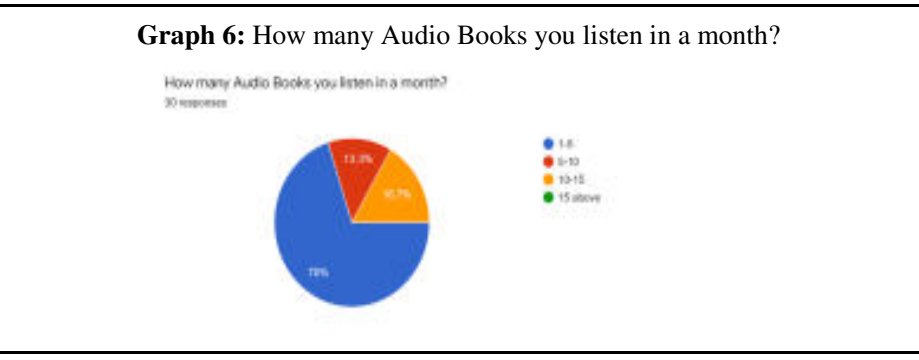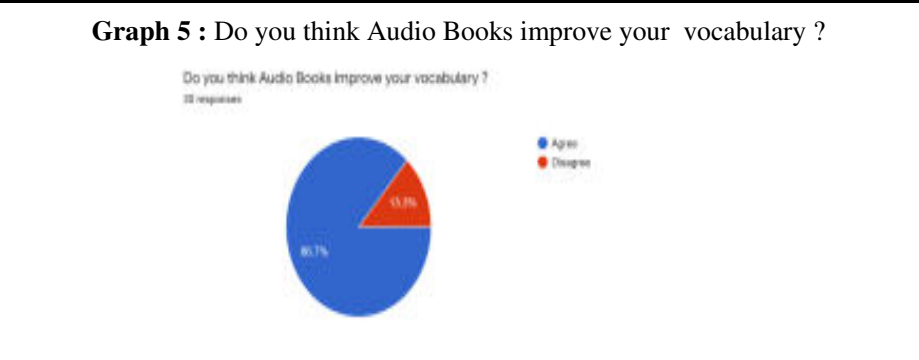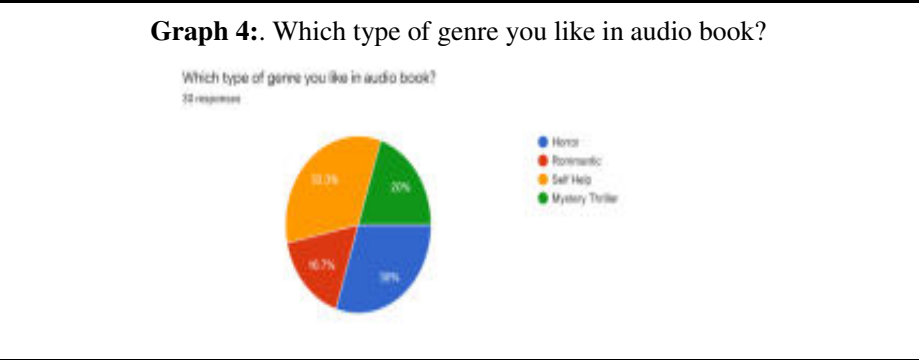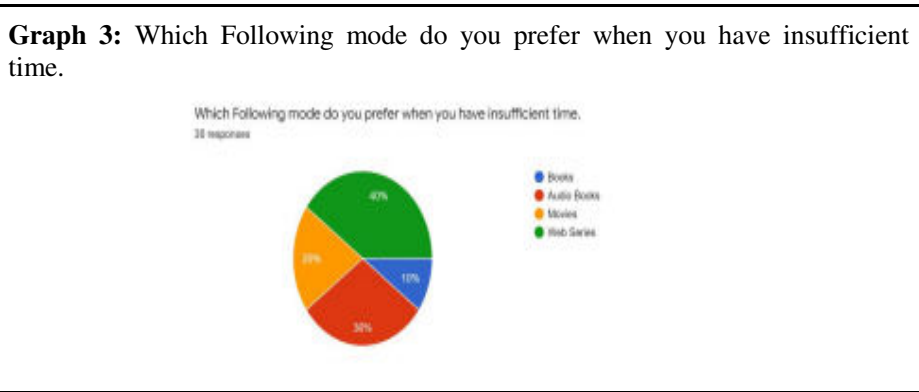**Graph 3:** Which Following mode do you prefer when you have insufficient time.

Graph 4:. Which type of genre you like in audio book?

Graph 5 : Do you think Audio Books improve your vocabulary ?

Graph 6: How many Audio Books you listen in a month?

Table 3:

Particulars	Frequency
Book	10%
Audio book	30%
Movies	20%
Web Series	40%

INTERPRETATION

The above graph represents that the majority of respondents like to watch web series most of the time

Table 4:

Particulars	Frequency
Horror	30%
Rommantic	16.7%
Self Help	33.3%
Mystery Thriller	20%

INTERPRETATION

The majority of listeners like to hear self help and the horror Mystery Thriller most and 16.7% people only like romantic audio books .

Table 5:

Particulars	Frequency
agree	86.7%
disageree	13.3%

INTERPRETATION

They are majority people think that the use of audiobook improve their vocabulary

Table 6:

Particulars	Frequency
1-5	70%
5-10	13.3%
10-15	16.7%
15	0%

INTERPRETATION

The majority of people here only one to five audiobooks in a month

Graph 7 : When do you like to listen audiobooks?

Graph 8 : Do you think audiobook is benefical in pandamic?

Graph 9 : Which App do you like the most
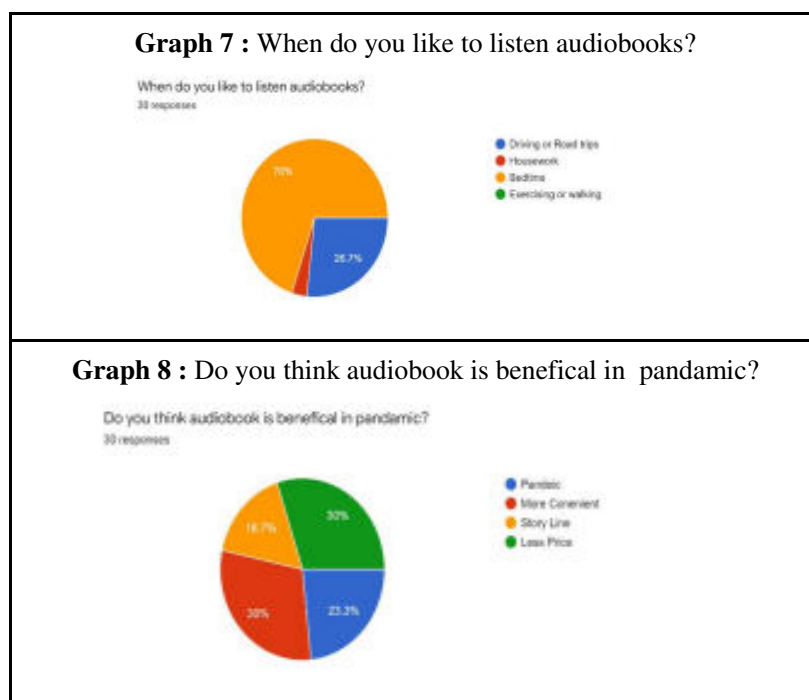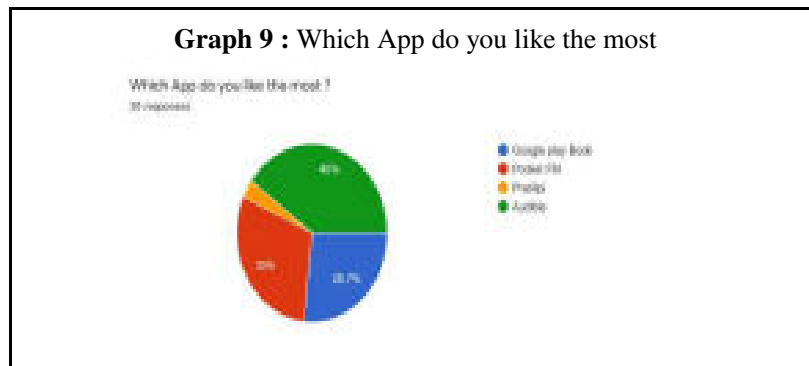
Table 7:

Particulars	Frequency
Driving or Road trips	26.7%
Housework	3.3%
Bedtime	70%
Exercising or walking	0%

INTERPRETATION

The most of people like to hear audiobook driving car best time and house work

Table 8

Particulars	Frequency
Pandeic	23.3%
More Conenient	30%
Story Line	16.7%
Less Price	30%

INTERPRETATION:

In this graph most of people thing pandemic and less price and more convenience that reason the audio book is beneficial for them

Table 9

Particulars	Frequency
Google play Book	26.7%
Pocket FM	30%
Pratilipi	3.3%
Audible	40%

INTERPRETATION

In above graph we can see majority of like to listen pocket FM and audible

FINDINGS & CONCLUSIONS

1. The Majority of respondents are Know about the audiobook.

2. The majority of respondents like to listen Pocket FM and audible or they are aware about pratilipi and google play book.

3. The Most of responder traffic watching web series when they have insufficient time 4. They are mostly people like self-help and horror mystery thriller in audio books 5. The 86.7% people think that the use of audiobook improves their vocabulary 6. People only hear 1to5 and 5 to 10 audio books in a month

4. The most of people like to hear audiobook bedtime and housework and long drives

5. The majority of people think the audiobooks is beneficial for their because they are more convenient than the physical book and their have to pay a less price and can you more audiobooks in that amount

6. The most people prefer audible and pocket FM and only 26.7% people like to use Google Play books and 3.3% people use pratilipi

SUGGESTIONS

• Announce About Your Audiobook Launch on Your Digital Platforms · Go By Adding Audiobook Retailer Links To Your Website

• Create Inventory of Audiobook Photography

• Open audio platform for all. It lets anyone upload their own music or audio. On their audio book accoumt

• frequently update your, positive reviews and ask for opinion for user

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B) WEBSITES

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http://www.hamline.edu/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=2147491053

http://www.audiopub.org/resources/