Psychological Attraction of Human Towards Time Saving Electronics Media for Their Reading Habits

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Abstract - *This research paper describes huge availability of e book and human mentality changes toward e reading. In electronic world there is no place to remain digitizes. Electronic media is useful to get information easily within time. So it is useful for time saving also useful for saving money. In market there are many gadgets are available to use. Humans are mentally attracts towards these gadgets. There is relation of human psychology of attraction towards fast and forward equipments to make their work easy and will be completed very short time. Psychology is the science of performance and brain, taking on all aspects of mindful and insensible experience as well as thought. Psychology is an academic control and a social science which seeks to understand individuals and groups by establishing general ethics and researching specific cases. In this research paper I focused on e books and websites available to read and download free e books having various languages.*

Key Words: e-books, human psychology, android, e-books websites novelty

INTRODUCTION:

Now a day's peoples are habited to use electronic media for their regular easy and fast life. There are many electronic gadgets are available in market and day by day the no. of quantity with new quality they are increasing. Many IT persons are researching for new gadgets. People want handy equipments for their needs to make easy and comfort life. IT researchers are using human psychology study to their research. People have no time to their own hobbies. But by electronic media it is possible to utilize our traveling time, lunch time or any free time for our own hobbies. Many people are crazy to read books but due to engaged and fast life they have no time to read. They got a gift by android to cultivate their hobbies. Smart phones have android operating system so we can get any information, useful apps, songs, e books, e magazines by a single click. Also we can do e commerce, e payment and e bookings by using smart phones. These phones are handy to use. So book readers can read e books by these gadgets. They have no need to keep heavy books with them. As per their mood they can search any type of e book and can read easily also people can download these books to read later. E books are easy to read, shuffle pages, copy, store, download, share and also cheap in cost. So many readers prefer e books to favorite. In this research paper some e books websites are mentioned. By these websites reader can read, download and also share e books to other.

OBJECTIVES:

- Human psychology toward electronic media
- To give information about free e books websites

RESEARCH METHODOLOGY:

For this research paper review based research type is used. This paper includes information about human psychology towards electronic media, e books, e books websites and their short information.

E books:

There are many e books available on internet. E books means electronic books which can read online or offline. Digitized books also includes under e books.

Definition by walts.com:

An eBook is an *electronic* description of a usual print book that can be read by using a computer or by using an eBook reader. Users can buy an eBook on CD, but the most popular method of getting an eBook is to buy a downloadable file of the eBook from internet which can be read from the any reading device.

History of e books:

The Readies (1930) : In the year 1930 Bob Brown was invented talkie i.e. movie with sound and it was first on screen visually readable material. On this idea he wrote a book and titled it "The Readies".

First inventor

Not surely said that first inventor of first e book is. Some notable candidates are as listed follow:

Angela Ruiz Robles (1949): In 1949, Angela Ruiz Robles was a teacher from Galicia, Spain, used electronic book concept, the book titled Enciclopedia Mecanica, or the Mechanical Encyclopedia. To increase student's strength in school she used this idea because that e device was to decrease the number of books.

Roberto Busa (late 1949–1970): May be the first e book is titled Thomisticus, a heavily annotated electronic index to the works of Thomas Aquinas, prepared by Roberto Busa beginning in 1949 and completed in the 1970s. Also Doug Engelbart and Andries van Dam (1960s) and Michael S. Hart (1971) had launched e books.

Human psychology:

We all are surprised by the theatrical power of fast growing social media. Using Magnetic Resonance Imaging (MRI) we found that by brain research, development and learning power is most attractive. MRI results are enlightening precise outcomes touching the brain and behavior. There are good and bad effects of online resources. Human psychology toward electronic media is changes positively and negatively. Readers are going to addict towards this electronic media. Internet speed changes as per 2G to 4G by range area. People getting irritate with low speed of internet it causes in some area internet speed is high so downloading speed is high. Within few second 1GBdata can download. Face book, what's app, twitter, videos, audios, video games and many more applications are to use by electronic media. So people are using it daily as their essentials commodities. There are several good as well as bad effects of electronic media.

THE GOOD MEDIA EFFECTS:
- Peoples being closed to each other by communicating with face book, what's app and other

- By playing video games, puzzles and IQ games children's IQ level is increasing and also concentration and focusing power is increases.
- Education related and carrier related information easily available through internet so people are relaxed within micro seconds after immediately getting required information.
- Electronic media helps to daily transactions of life being easy and faster by e commerce, e payment, e mails etc.
- House wives are busy to learn recipes for their family also they read e magazines for their hobbies.
- Women's are feeling safe with FIR mobile app and other apps to get and describe any unwanted incident happen.

THE BAD MEDIA EFFECTS:
- Sleeping hour of people is decreasing due to surfing on internet at night also.
- Internet Addiction is increases.
- Attention toward family and friends decreasing.
- Violence in electronic media increasing due to no bang of unwanted websites.
- Cyber crime increasing as hacking accounts, and sending worst messages.
- Children's are addicted to playing violent games and behaving like violent creator.
- Some internet games attacks to brain like blue whale, dark net.

Android:
History: - Android is a robot man. Android is a mobile operating system. Android was founded by Andy Rubin, Rich Miner, Nick Sears, and Chris White in Palo Alto, California in October 2003. Mr. Rubin made the Android project as "tremendous potential in developing smarter mobile devices that are more aware of its owner's location and preferences". Android can be a lot of things depending on user's point of view. As per Google, android is like a vehicle which can expand their business over each and every area where they didn't reached as before. We can add TV and wearable's by the release of android lollipop.
Android is an Open Source mobile operating system they can twist and use without paying royalties.

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CONCLUSIONS:

Research has found that human psychology towards use of electronic media is increasing. E books are useful for research, education, and for hobby also useful to read and learn within very short time. An android and smart phone helps to increase e users. E books websites are useful for all e users. Only one thing that people needs proper guidance to search appropriate websites to avoid unwanted information. Many people use electronic media for mental relaxation and emotional retreat.

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