

Abstract

This study examined the effects of student age and student past experience with technology on their preference for electronic textbooks. Since e-textbook usage is increasing, this study looked at factors that influence student preference for e-textbooks. The purpose of this survey study was to see if student preferences for e-textbook options differed between age groups based on previous experience. The hypotheses tested were: as a person's age increases, their preference for e-textbook options decreases; there is no relationship between age and preference; as a person's experience with e-textbook options increases, their preference for e-textbook options increases; and there is no relationship between past experience and preference. The survey instrument collected data from students at the college level about their textbook preferences, past experience with e-textbooks, age, gender, class level, hours enrolled, and major area of study. The survey was distributed in two modes: in-person and online. The in-person classes were selected by using two multistage cluster samples, and the online classes were selected by using random selection. The data was analyzed using logistic regression. The results of this study were that past experience and preference had a statistically significant relationship, but age and preference did not. Increasing experience was shown to increase the likelihood the student would prefer e-textbook options. Print textbooks were found to be preferred by 76.5% of the students surveyed. The findings of this study will impact university faculty by providing additional research on which types of learning resources students prefer and differences between age groups.