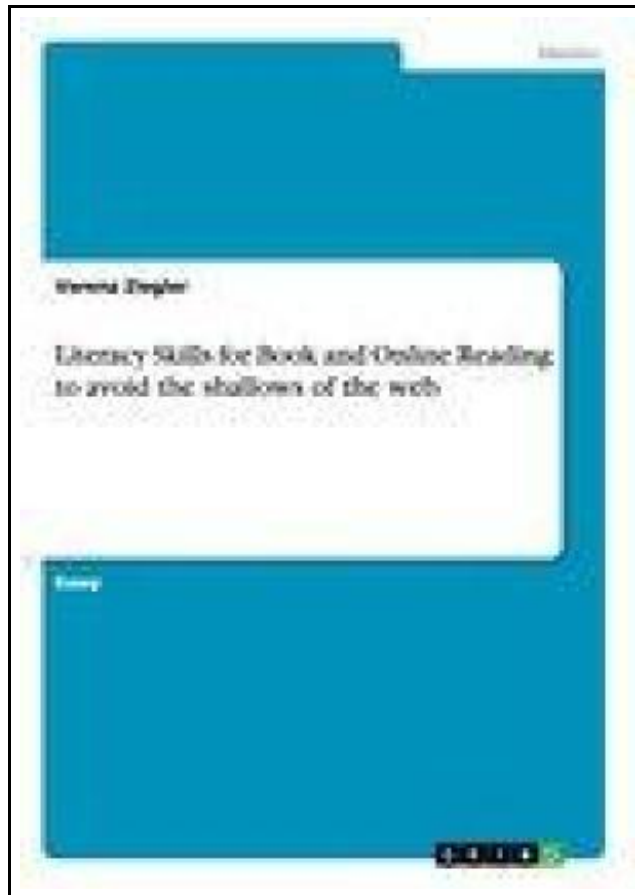


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GRIN Verlag Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 208x4x7 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Sonstiges, Universität Bayreuth, Sprache: Deutsch, Abstract: This paper reflects on book and web literacy. In particular, the differences between online reading and book reading are outlined by referring to the differences in use of these two mediums and by taking into account the brain processes during reading. The reasons for the various kinds of literacy in regard to books and websites are described. Furthermore, there are some studies done in Germany about reading behaviours which led to the main question, which reading capabilities will be of importance in the future In regards to books, this essay does not differ between books readed as a printed version or on an electronical device such as the Kindle Wireless Reader or a similar item, this will not explicitly be considered as online reading.To specify the meaning of online reading in this essay, all reading of websites, articles, blogs etc. on the web will be considered as online or web reading while disregarding the perception of digital books as there is less difference to reading printed books.The theory of the knowledge gap was already described in the 1970ies: The infusion of mass media information into a social system increases, segments of the population with higher socioeconomic status tend to acquire this information at a faster rate than the lower status segments, so that the gap in knowledge between these segments tends to increase rather than decrease. At the moment the German society is confronted with a new risk of knowledge gap: the Digital Divide , an advanced term including the knowledge gap theory in regard to the internet and also...



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