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Abstracts

The main objective of current study is to explore the impact of internet on reading behavior of people.

By utilizing survey questionnaire, it evaluates the online and offline behaviors of individuals about reading.

Basically this paper aims at evaluating the impact of internet on people.

This impact is examined by checking of behavior of people about reading.

The current paper examined the affects of the online atmosphere on person's reading activities.

The results had shown that there were obvious dissimilarities among online and offline behavior of people.

In common, the online reading has negative and wrong impact on thinking of people.

Attentiveness, understanding, incorporation and remember rates were all greatly lesser while reading online as compared to offline.

SPSS software has been used for processing the data and research questionnaires.



Contents

- 1. ABSTRACT
- 2. INTRODUCTION

Research Objective Research Questions

- 3. LITERATURE REVIEW
- 4. RESEARCH DATA
- 5. RESEARCH METHODOLOGY
- 6. RESULTS

Demographic Information Analysis

Demographics Effect

Questionnaires analysis

Various Graph for questionnaire analysis

- 7. CONCLUSION
- 8. LIMITATION OF THE STUDY
- 9. RECOMMENDATION

REFERENCES

APPENDIX



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