

Abstract

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The purpose of this project is to identify the cognitive brain responses to the stimuli produced by the action of reading an eBook. As many studies have shown already the interaction and reading of eBooks triggers different reactions compared to the paper based books. The first phase of the project involves a screening interview where we identify the conscious perspectives of students towards eBooks and paper based books. The second phase would be experiments where different types of eBooks will be presented to the subjects for them to read, while at the same time their brain activity is being monitored. The final phase involves an interview to the subjects of the experiment to obtain information about their perspectives on the different structures of the eBooks. By identifying those elements that were more attractive to the subjects, we could define the appropriate structures to design more user-friendly eBooks. This will allow the improvement of eBooks design and a smoother transition from paper based books to digital based books.