

HUMANITIES FOR ENGINEERS-UHU005

Echoes of Insights: Reader Perspectives and Book Popularity

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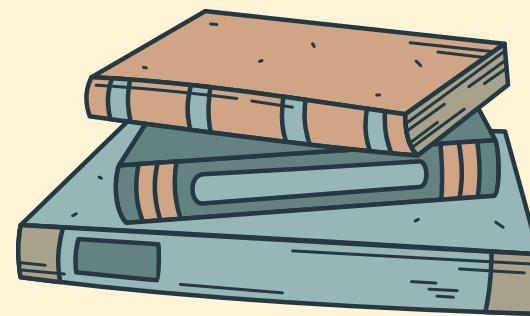
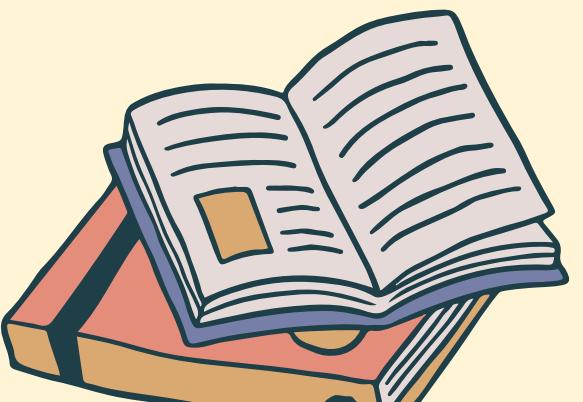
Under the guidance of lab faculty
-Rishita Goyal



ECHOES OF INSIGHT

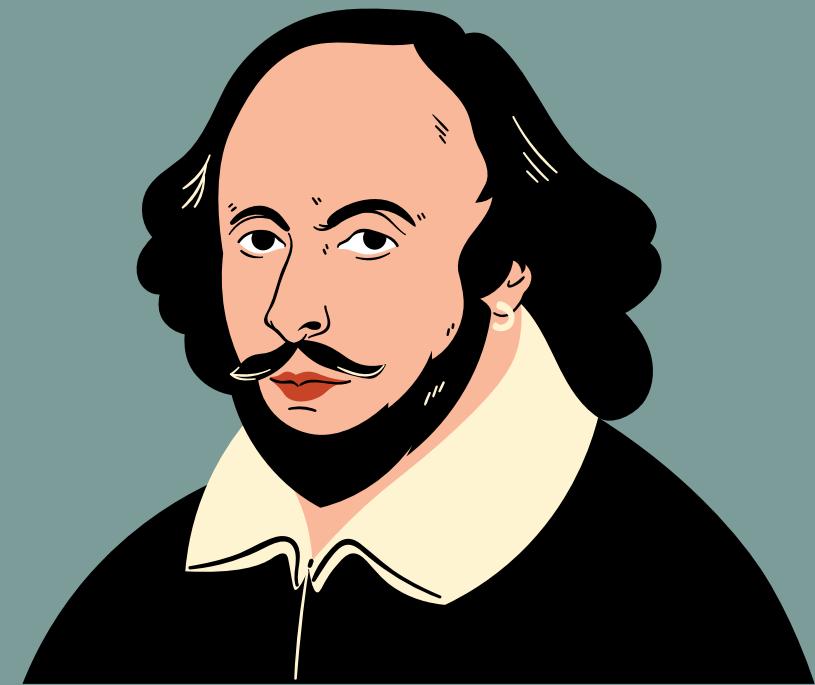
READER PERSPECTIVES AND BOOK POPULARITY

TOPIC NO.	TOPIC
1	INTRODUCTION
2	OBJECTIVE
3	READER PERSPECTIVE VS BOOK POPULARITY
4	TYPES OF BOOKS
5	INTERSTING FACTS
6	RESEARCH METHODOLOGY
7	KEY FINDINGS FROM THE SURVEY



INTRODUCTION

**WHAT DOES ECHOES OF INSIGHT
ACTUALLY MEAN?**



Rekindling Past Ideas

- "Echoes" refer to past voices or ideas.
- "Insight" refers to valuable perspectives.
- Book revisits important concepts for a fresh look.
- Here, the "echoes" refer to voices or ideas from the past that the book is bringing back to light. The "insight" refers to the wisdom or valuable perspectives contained within those ideas.
- For readers, this suggests the book will revisit important concepts that may have been forgotten or overlooked.



OBJECTIVE

- **Echoes of Insights:** This suggests the topic focuses on books that leave a lasting impression on readers, offering valuable ideas or perspectives.
- **Reader Perspectives:** The topic aims to understand how readers perceive a book's insights and how those insights impact them.
- **Book Popularity:** The topic is likely interested in the connection between reader response and a book's overall success.



READER PERSPECTIVE VS BOOK POPULARITY



ANALYSIS

READER PERSPECTIVE

- Reflecting on **Personal Growth**
- "Echoes" represent lingering impact of the book's message.
- "Insight" refers to profound ideas for personal growth.
- Suggests the book offers lasting impact and deeper understanding.
- Appealing to readers seeking self-improvement or inspiration.



BOOK POPULARITY

- Depends on execution and **target audience**.
- Intellectual audience might like rediscovering forgotten wisdom.
- General audience might prefer focus on personal growth.
- Overall success depends on writing quality, insightful content, and marketing.



TYPES OF BOOKS

THE DIFFERENT GENRES



FICTION



Fiction: Made-up stories, created from the author's imagination. (e.g. novels, mysteries, fantasy)

Factual information, based on real events and research events. (e.g. biographies, history books, self-help)

NON FICTION



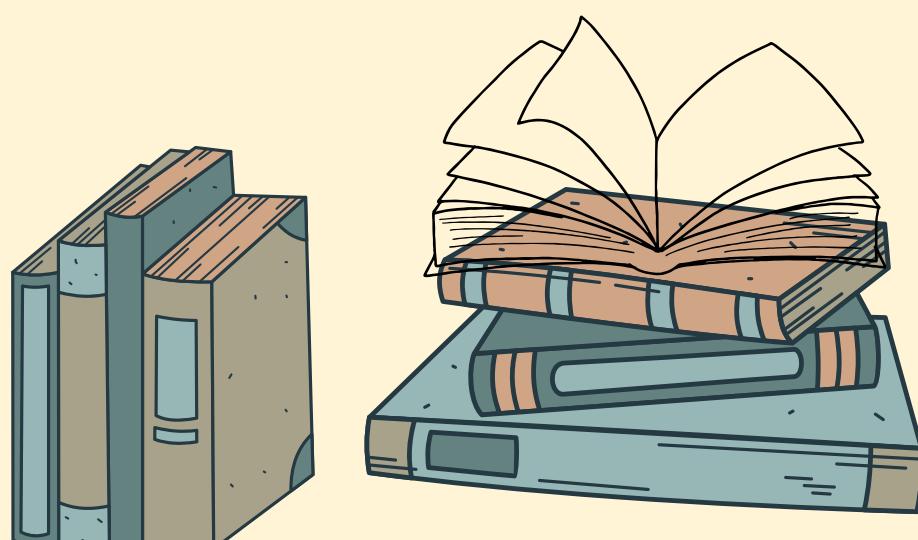
DIFFERENT WAYS TO ACCESS BOOK CONTENTS



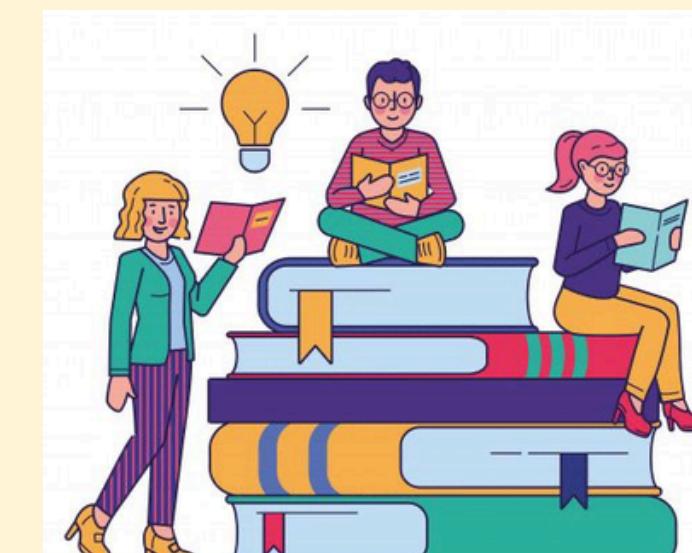
ONLINE BOOK / E-BOOKS



AUDIOBOOKS/ PODCASTS



BOOKSTORES/ LIBRARIES



WORD OF MOUTH

DO YOU
KNOW??

INTERSTING .OO. FACTS



1. There are over 129 million books in existence.

According to Google, 129,864,880 million books had been published as of 2010. That number is obviously a lot higher now, as it increases everyday.

2. The most expensive book ever purchased was sold for \$30.8 million.

It was Codex Leicester by Leonardo Da Vinci, and it was purchased by Bill Gates, according to Business Insider.

3. The longest sentence ever printed is 823 words.

It is indeed a sentence that exists in Victor Hugo's Les Miserables, according to Barnes and Noble.

4. The three most read books in the world are...

The Holy Bible, Quotations from Chairman Mao Tse-Tung, and Harry Potter.

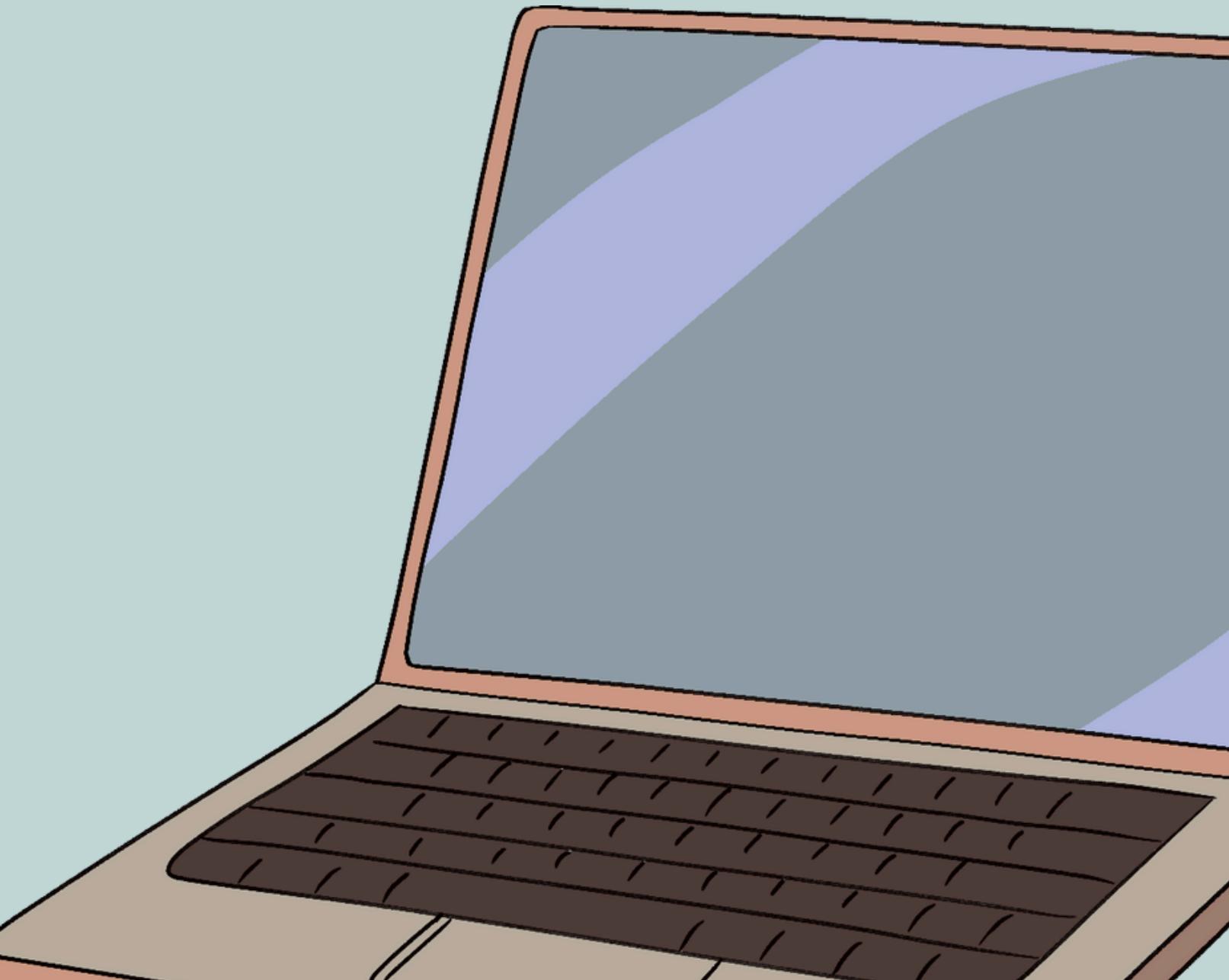
5. Icelandic people read more than anyone.

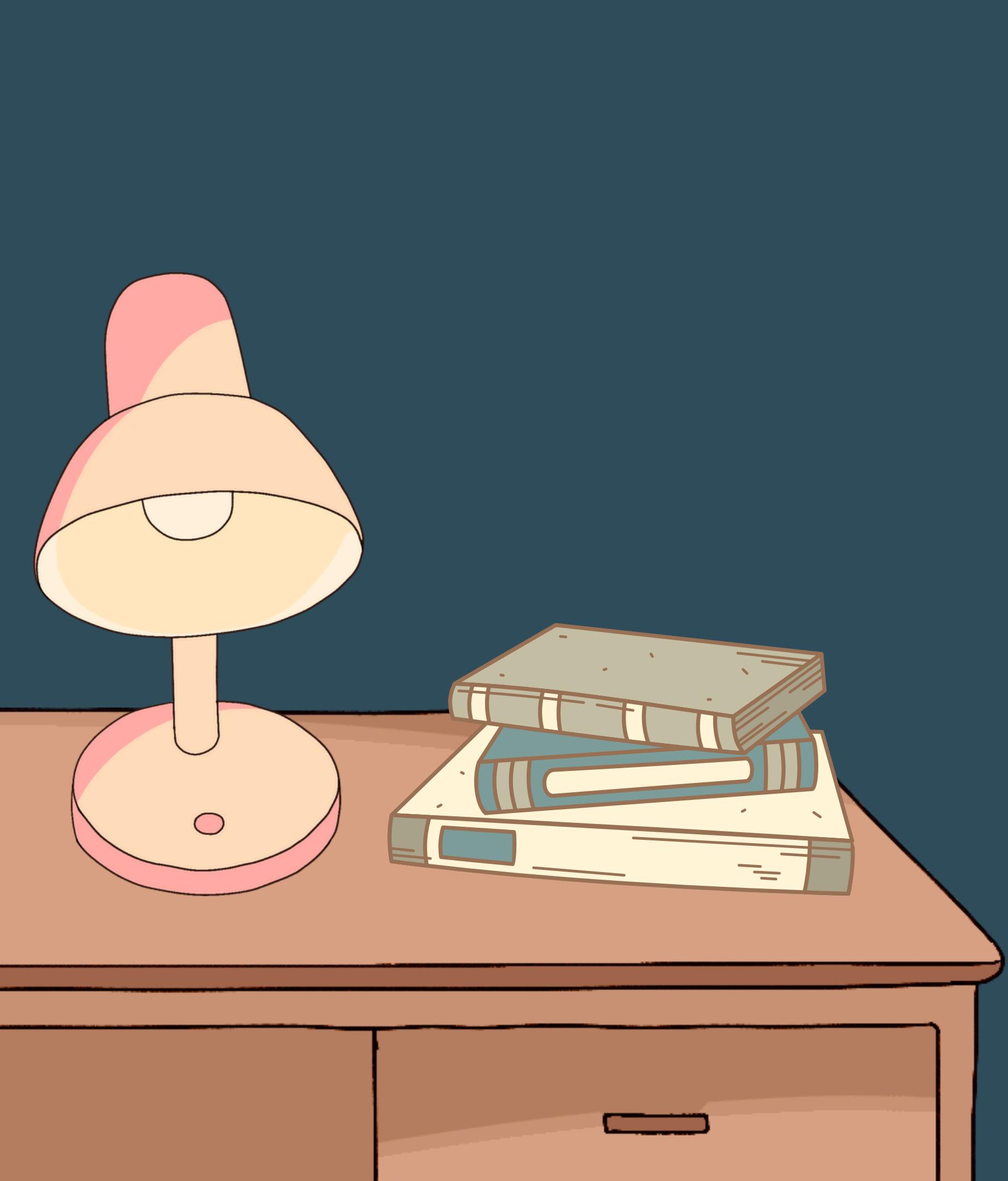
Perhaps it has to do with the weather, or maybe they're just taught to really love books.

RESEARCH METHODOLOGY

Data Collection:

- Method: Online survey using Google Forms
- Sample Size: Aim for 100+ responses
- Sampling Strategy: Non-probability sampling (convenience sampling) through:
 1. Sharing the survey link in online book communities (e.g., Facebook groups, online forums, discord groups)
 2. Sharing with friends who read



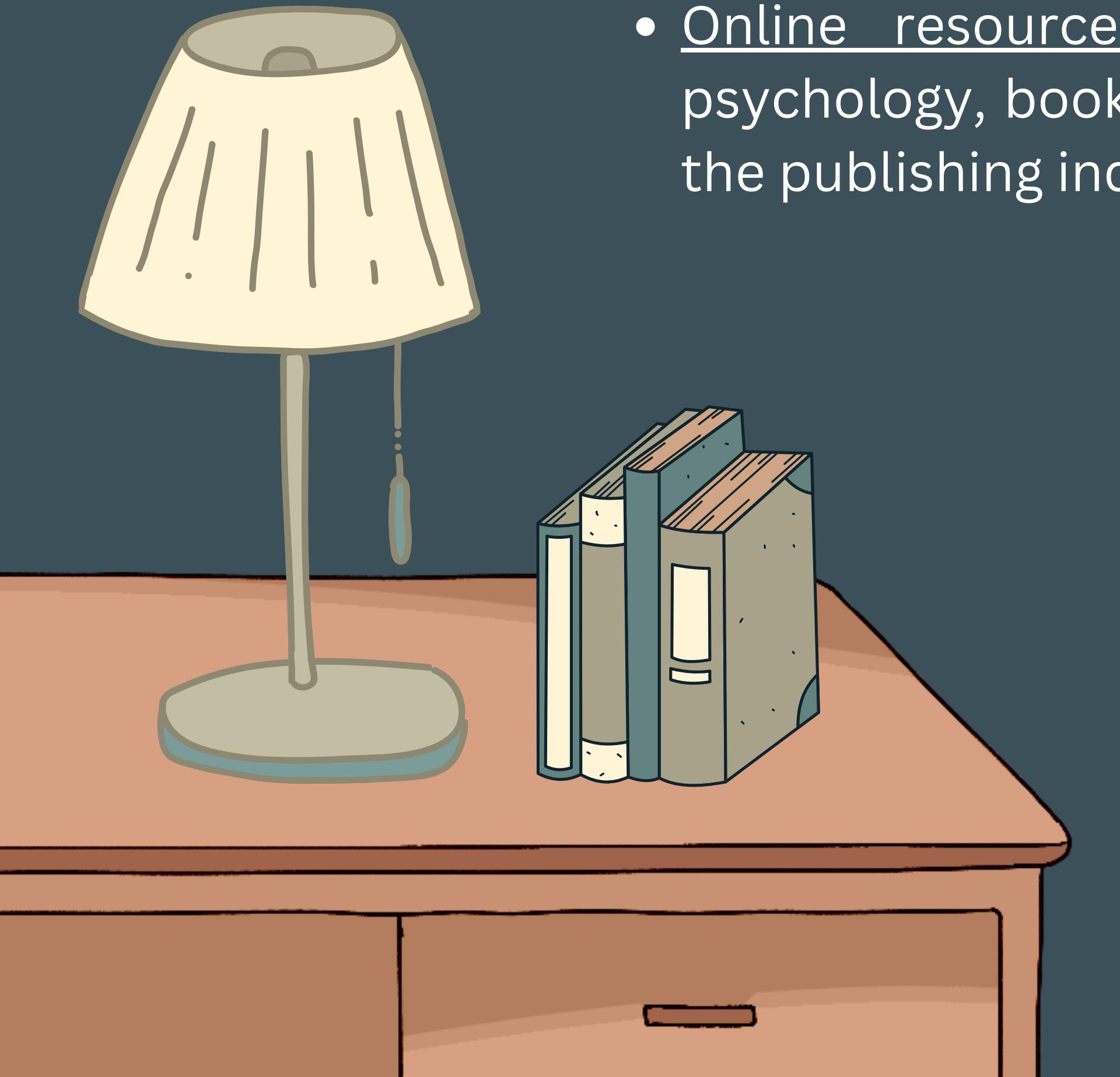
A simple cartoon-style illustration of a wooden desk against a dark blue background. On the desk sits a round, pink lamp with a large, light-colored shade. In front of the lamp is a stack of four books, with one book propped up at the top of the stack. The books have various colored spines: grey, blue, white, and brown.

Data Analysis:

- Data Source: Responses from the Google Form survey
- Content Analysis: Analyze responses related to:
 1. Types of books participants read (fiction/non-fiction, genre)
 2. Reader experience with "echoes of insight" (lasting impact, personal growth)
 3. Perceived influence of these insights on book popularity (recommendations, reviews)

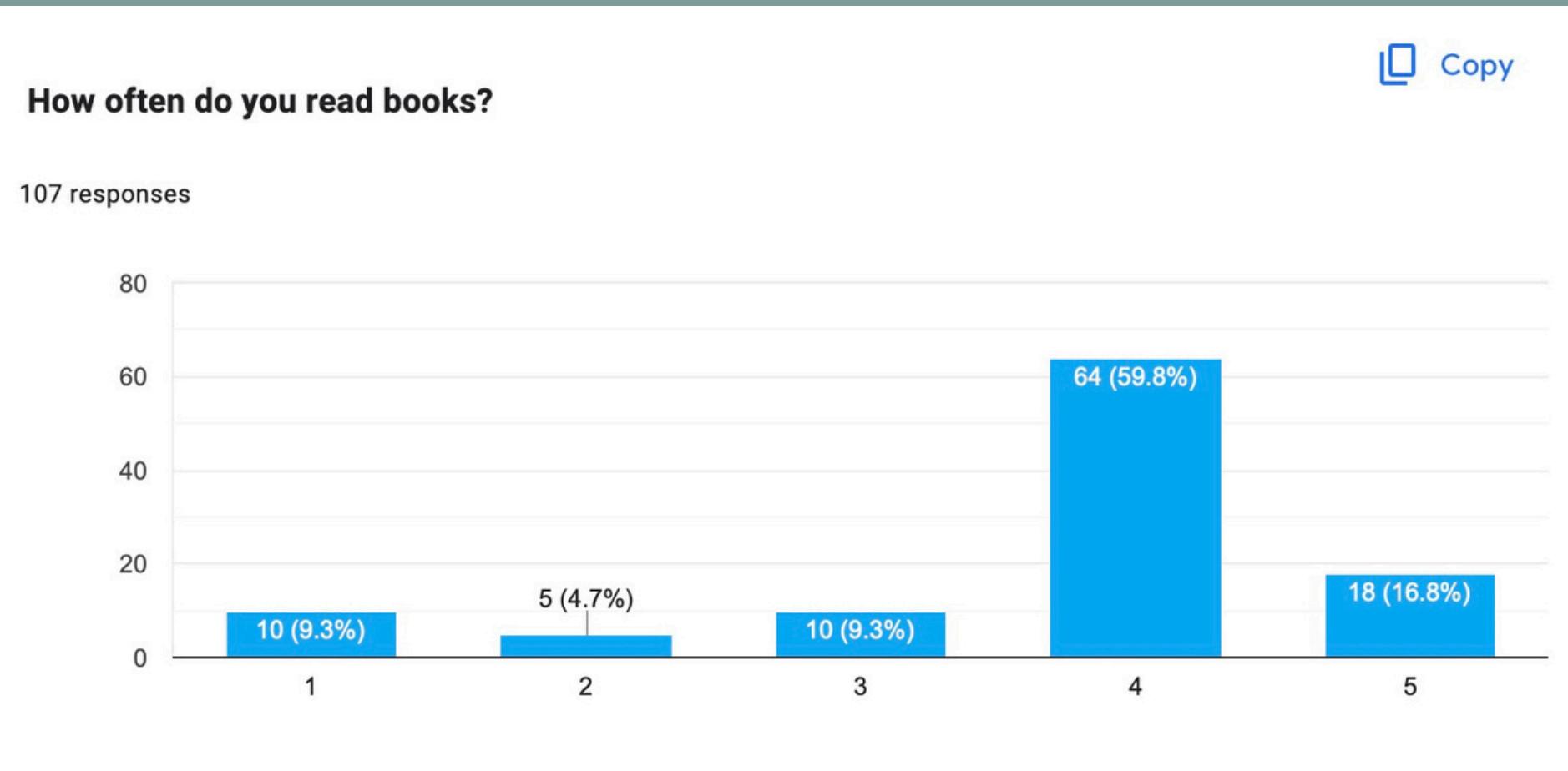
Additional Resources:

- Online resources: Explore existing studies on reader psychology, book marketing, and word-of-mouth effects in the publishing industry.

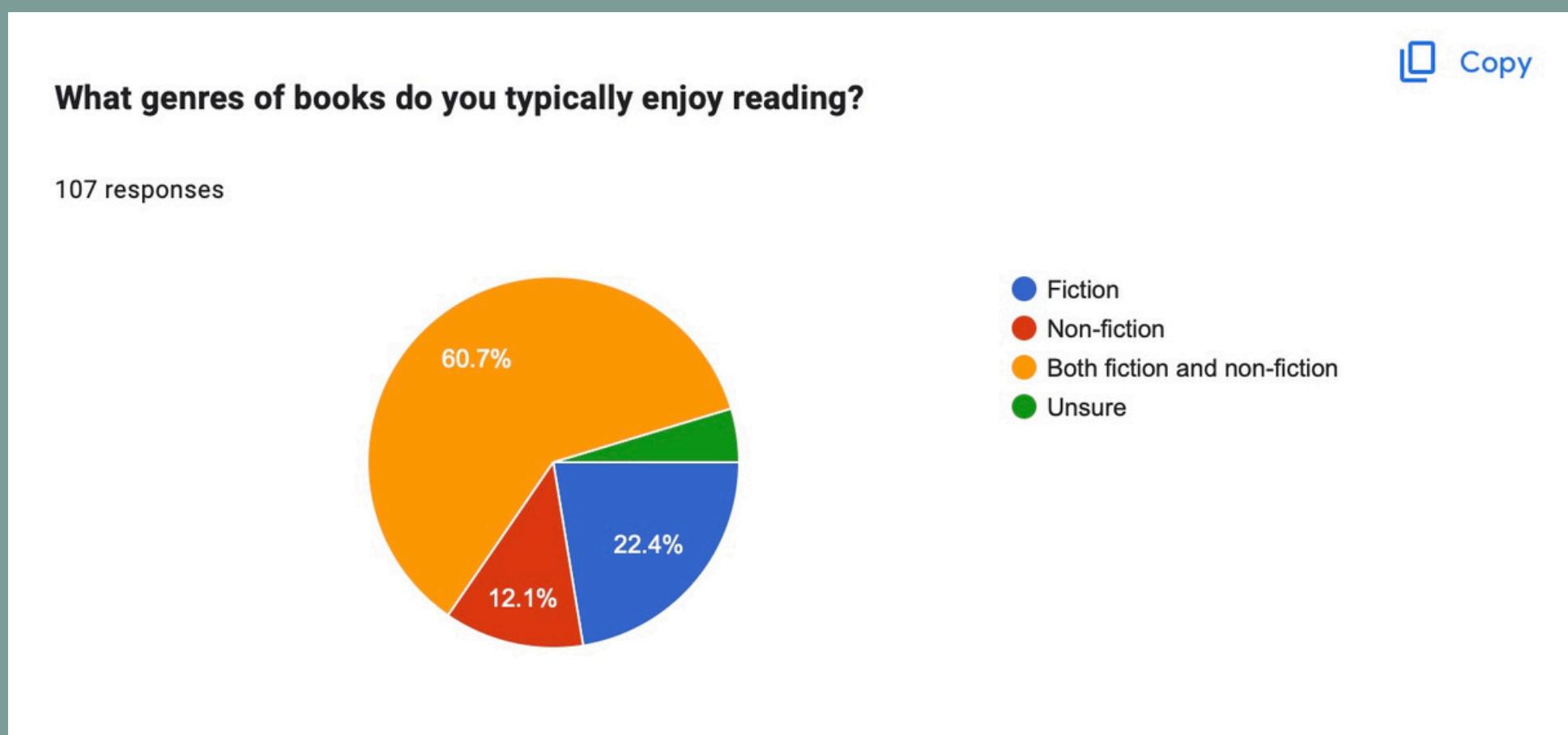


KEY FINDINGS FROM THE SURVEY





about 60% of the readers of our survey read book most often and 17% of them read almost daily

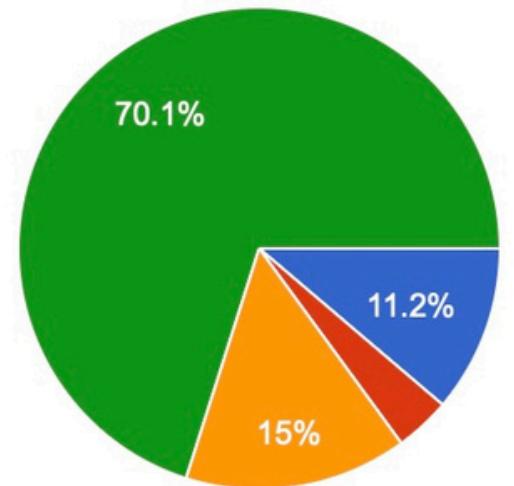


60 % of them prefers both fiction and non fiction as their choice of books

When choosing a book to read, what factors influence your decision?

107 responses

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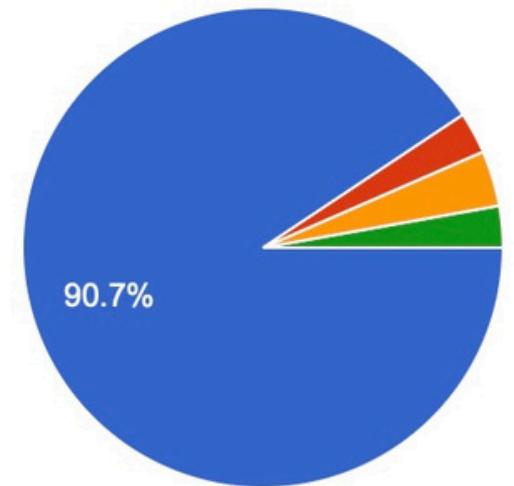


-  Recommendations from friends or family
-  Online reviews and ratings
-  Genre and subject matter
-  All of the above

How do you think reading different types of books can impact your understanding of different cultures and viewpoints?

107 responses

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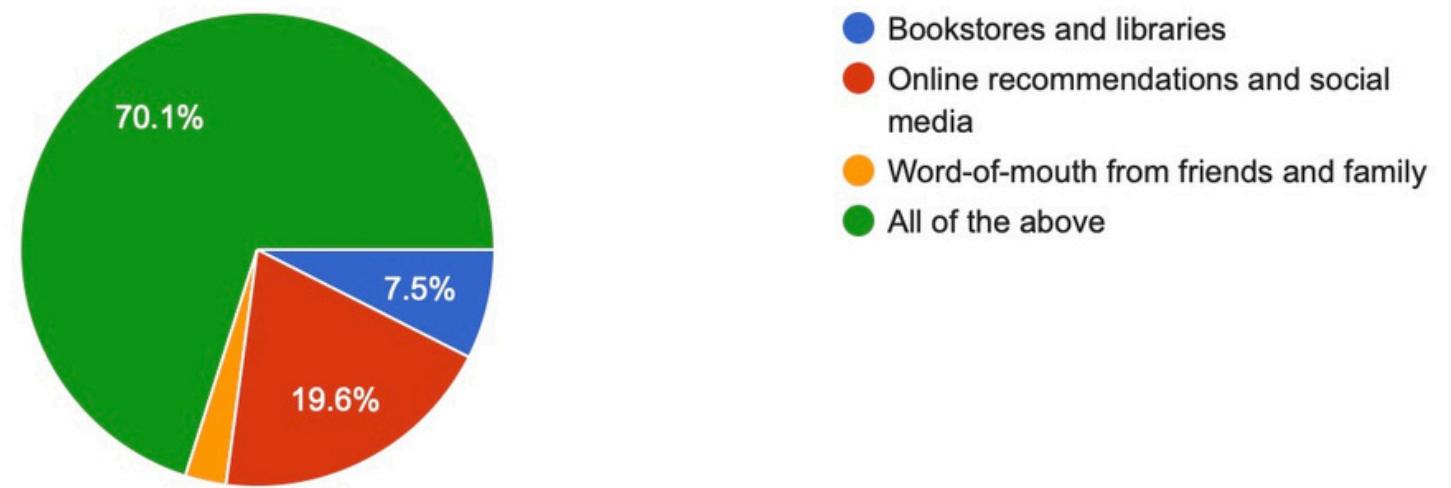
-  Broadens my understanding and empathy
-  Has little to no impact
-  Can reinforce existing biases
-  Unsure

70% of them would consider different points while choosing a book to read

90% of them highlights that reading books help them broadens their understanding and develops empathetic attitude

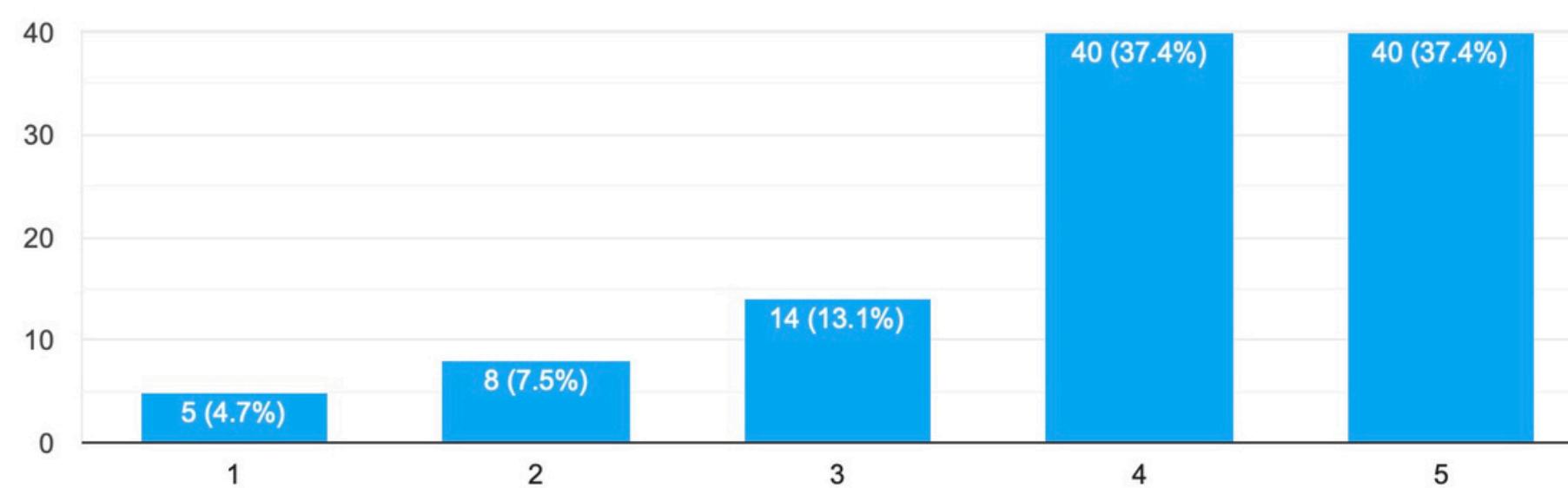
How do you typically learn about new and popular books?

107 responses



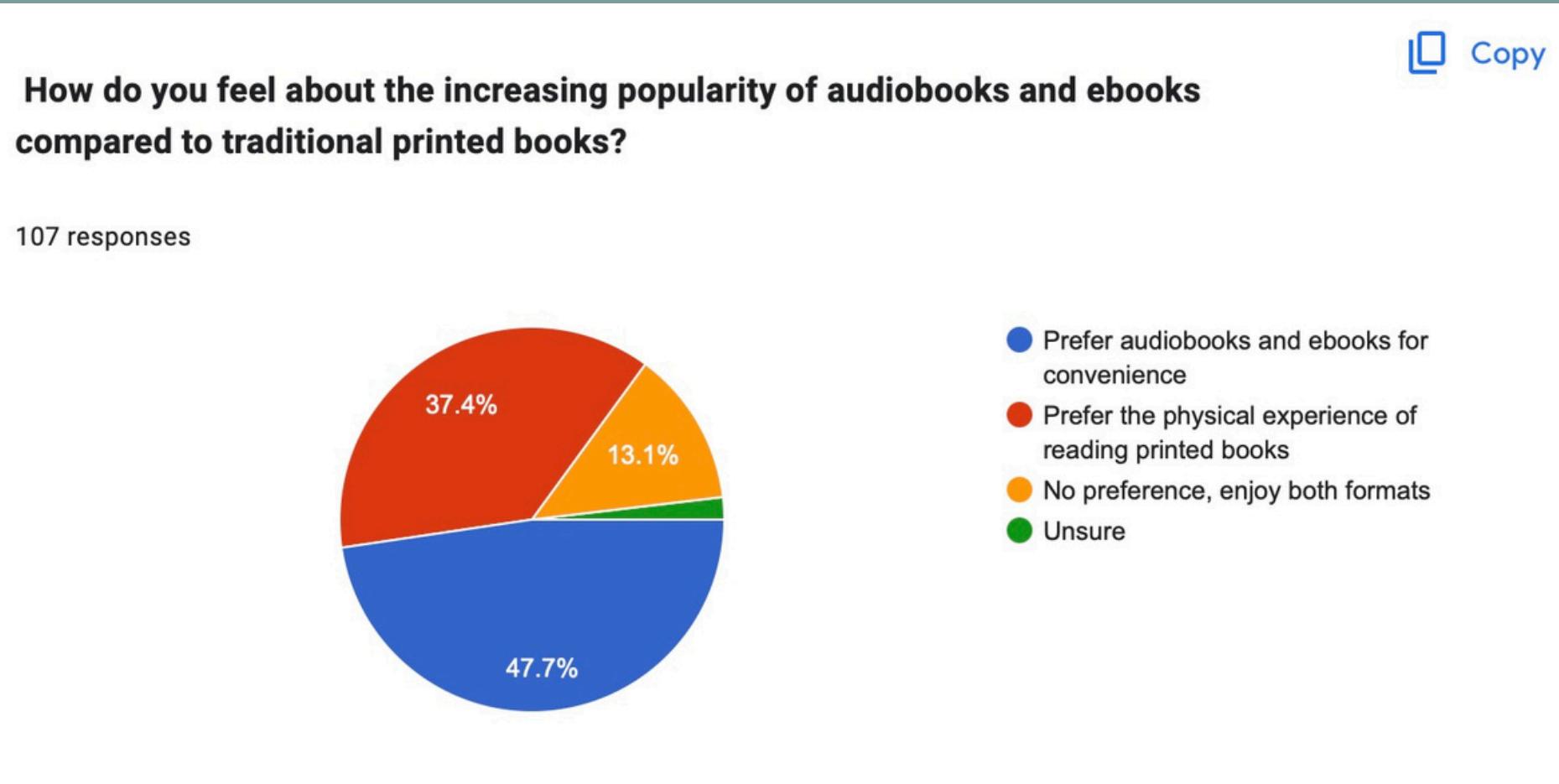
Do you believe that the popularity of a book always reflects its quality or value?

107 responses

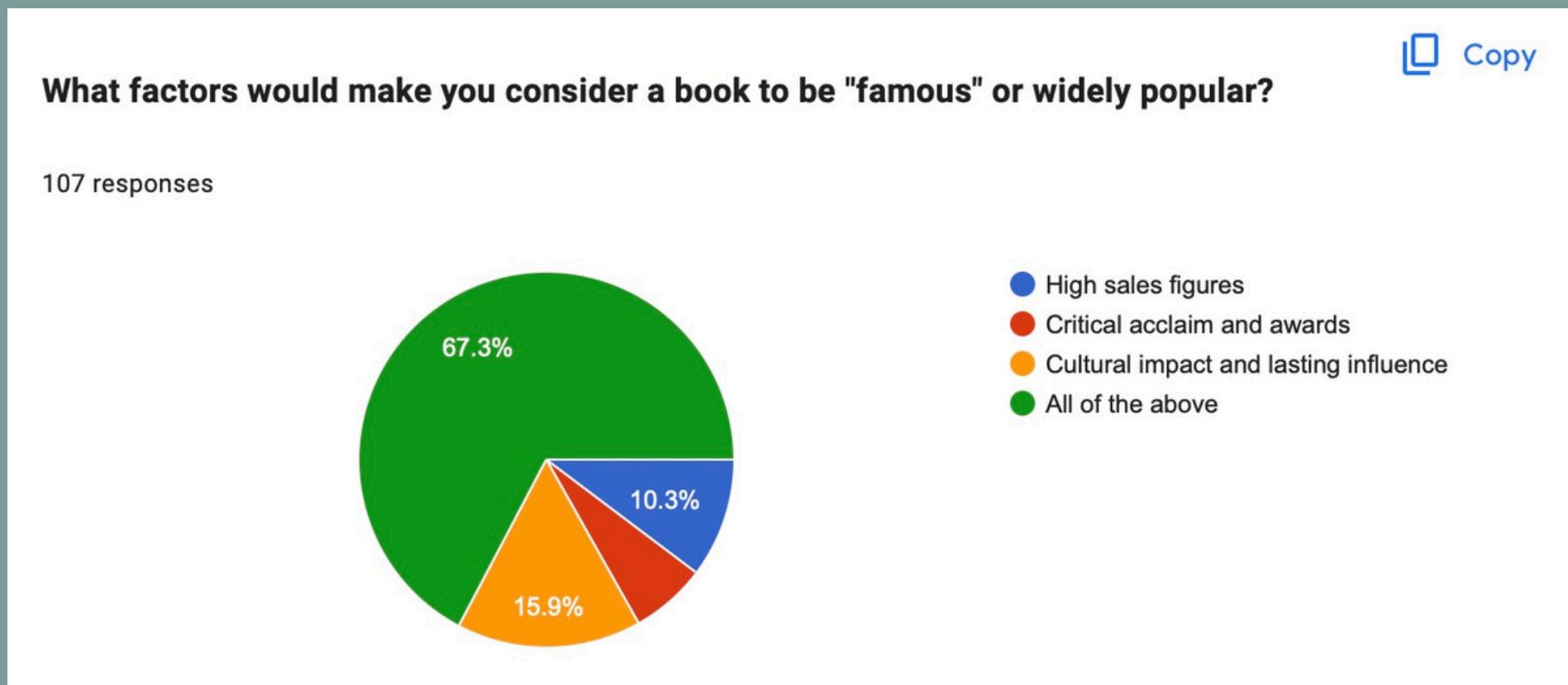


70% of them are open to different ways of learning about a new book from different sources

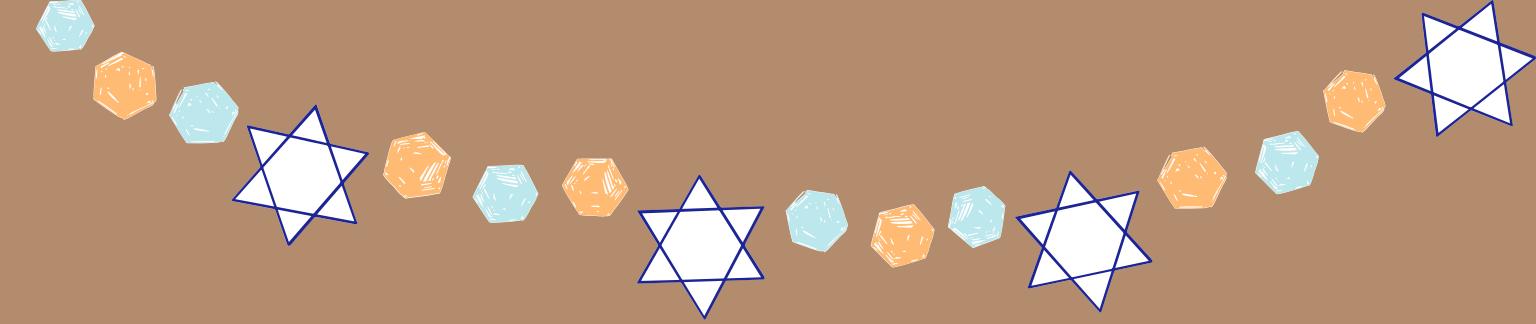
78% of them consider books to be a source of quality and value adding elements of life



depending on schedules, people prefer different ways to consume content, also based upon their choices



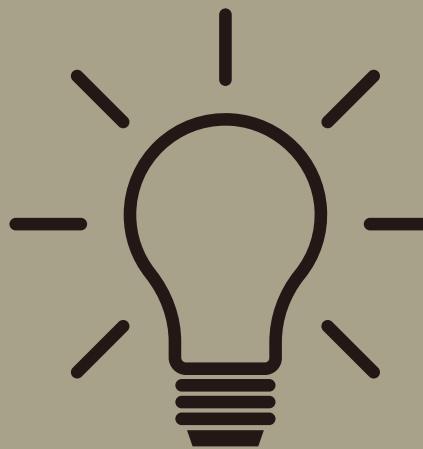
different factors influence different minds for how and why a book is famous



IMPORTANT POINTS, EXTRACTED FROM THE SURVEY



A truly memorable and impactful book features a compelling storyline and characters, along with beautiful and evocative writing that tackles important issues concerned with the audience, that excites a reader.

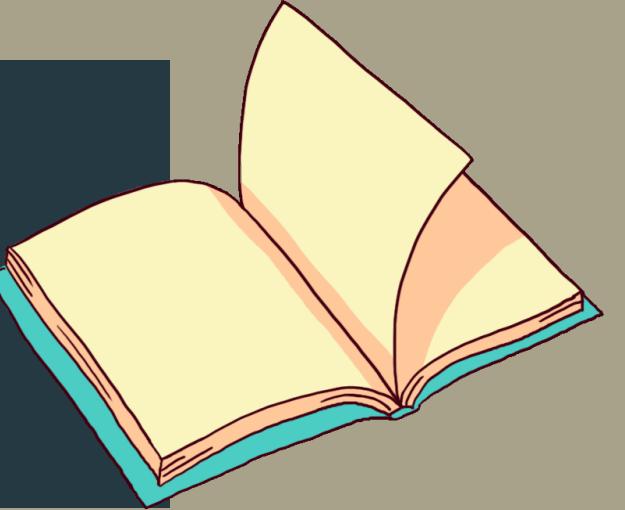


When choosing a book, readers often consider recommendations from friends or family, online reviews and ratings, as well as the genre and subject matter.



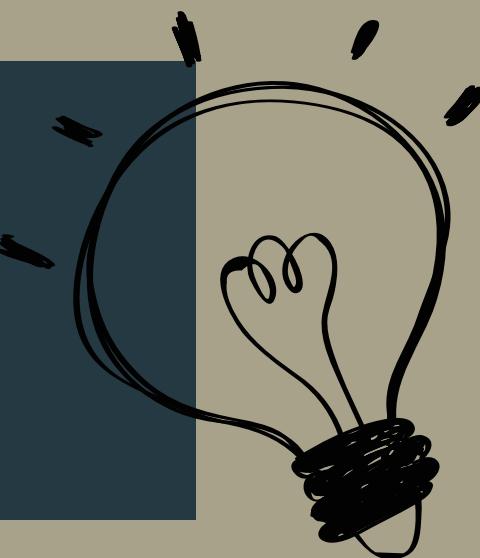
Reading books broadens people's understanding and empathy on a daily basis.

High sales figures, critical acclaim and awards, and a lasting cultural impact are all key factors that contribute to a book's fame, according to a reader, which may not be the case always.



There's a strong connection between a book's marketing and its eventual popularity, when people chooses a book to read.

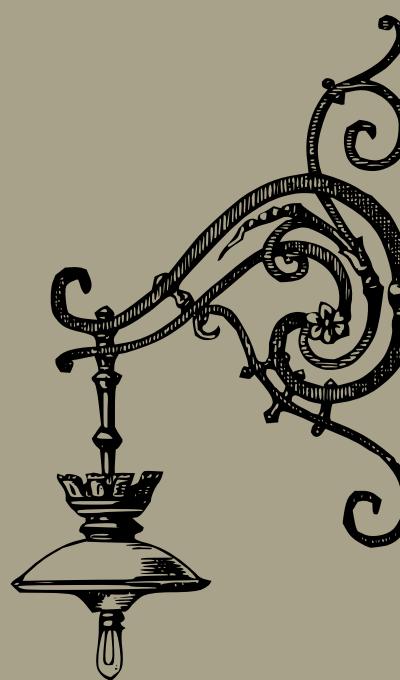
Readers play a significant role in shaping the popularity and success of a book through word-of-mouth recommendations.



Many people believe there's a direct link between a book's popularity and its quality, but this isn't always the case.

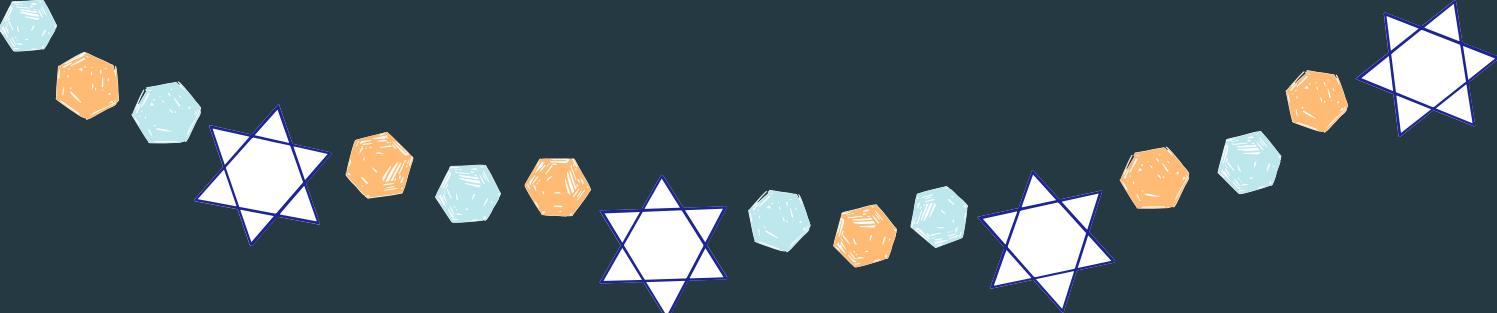


The busy world we live in is contributing to the rise of audiobooks and ebooks, as readers increasingly prefer these convenient formats over traditional printed books.



Ask a reader about a book they've loved, and you'll likely unleash a torrent of thoughts and interpretations they're eager to share.





THANK YOU FOR
LISTENING!

