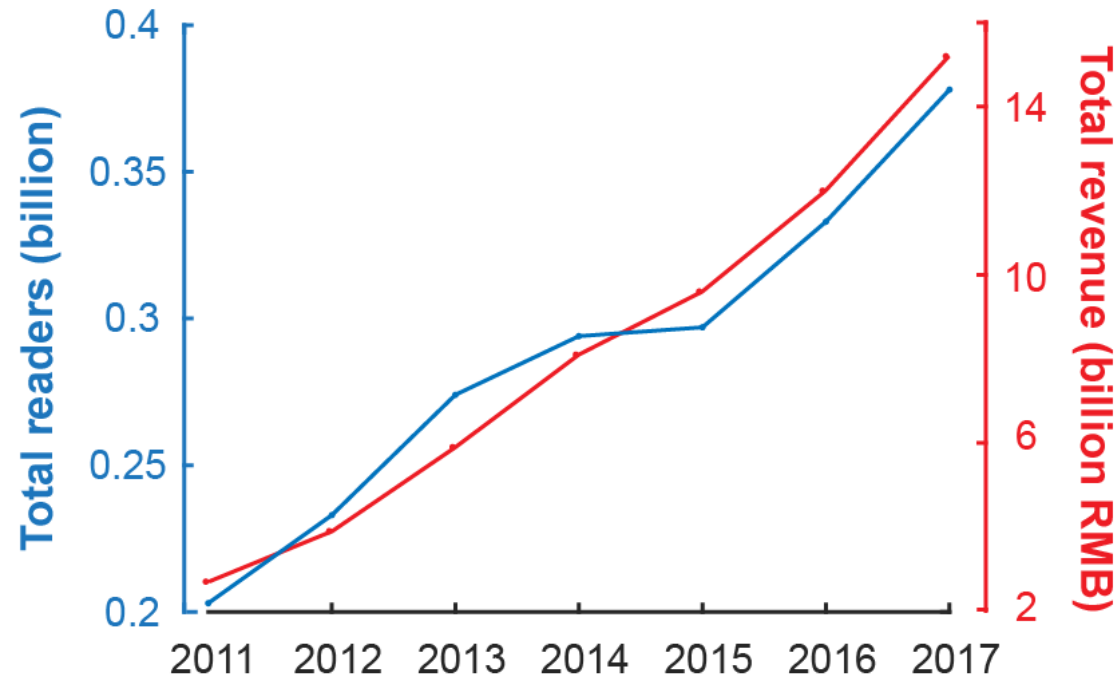# Current Market of E-books and Paper books

LAN TANG

# E-book market in China steadily expand
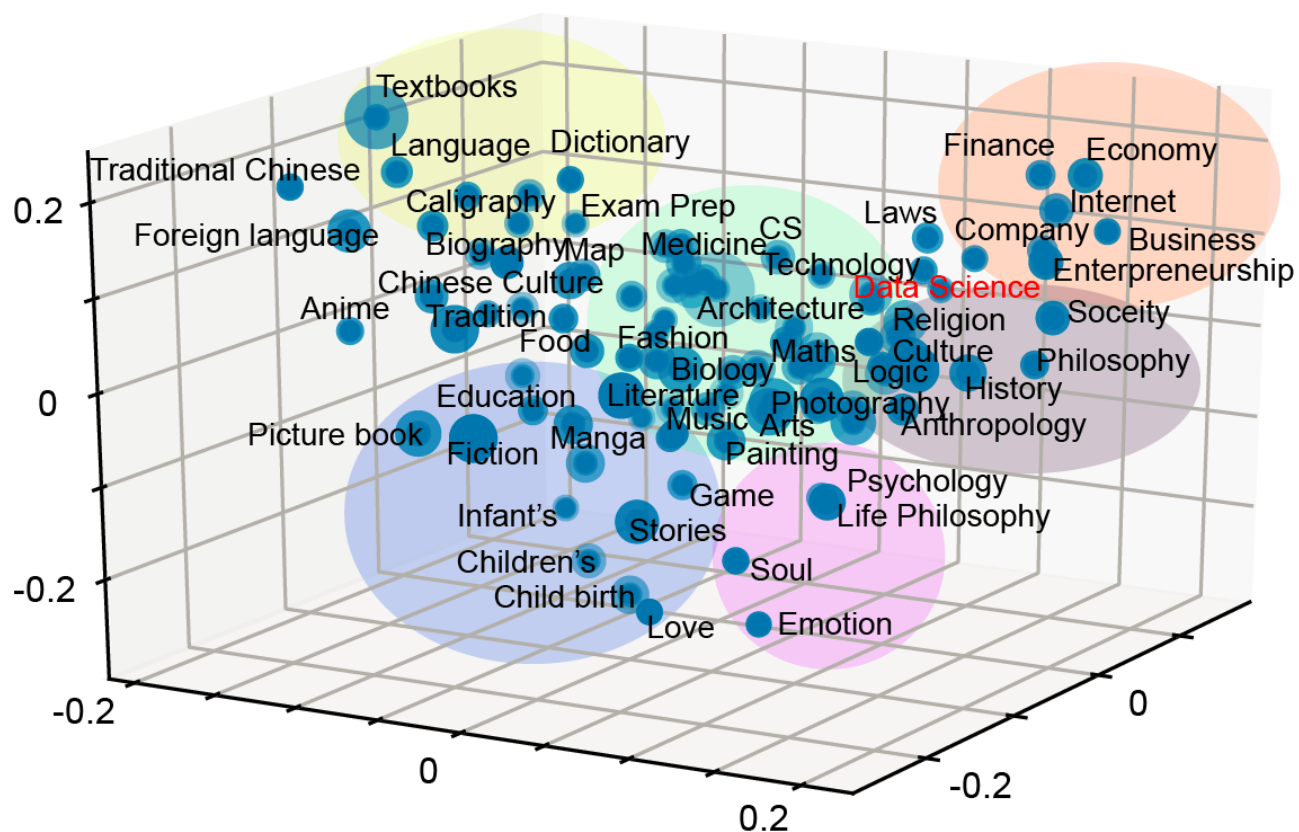


**E-book   Or   Paper book?**

# Goal and Aims

▶ Current publication market for ebooks and paper books in China split by categories

▶ Datasets:

  ▶ Web-scraped book information (>1 million)from one of the largest e-commerce website

  ▶ Web-scraped book summary/comment/ratings from another social-network website

  ▶ Shared ~0.4 million unique paper books and ebooks

▶ Specific Aims:

  ▶ Aim1: Unify book categorization

  ▶ Aim2: Identify book categories and features that are more suitable for ebooks

  ▶ Aim3: Address how the popularity changes over time

# **Aim 1:** To unify book categories



LLE distance for the Top60 categories
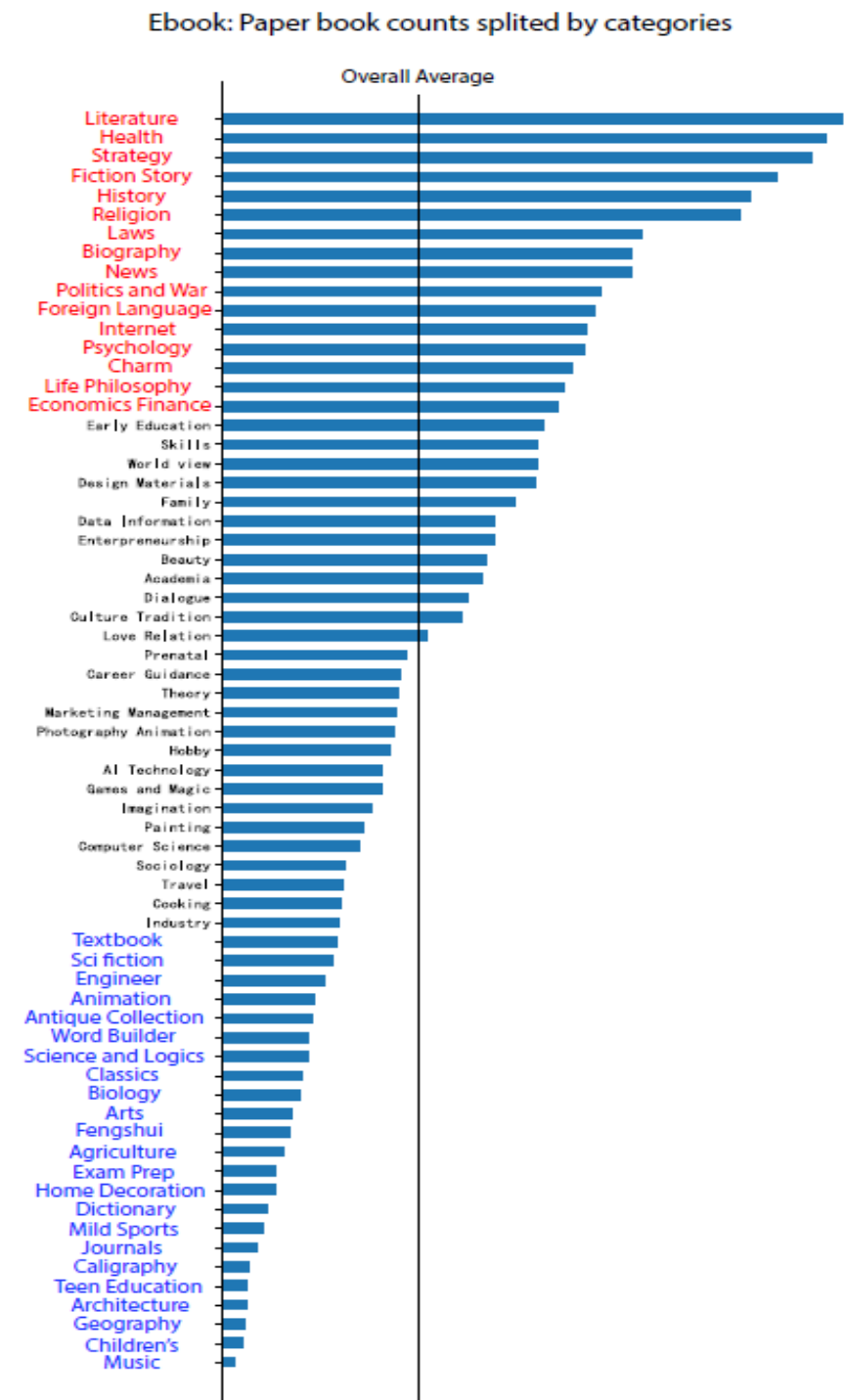
Dendrograms for the Top60 categories
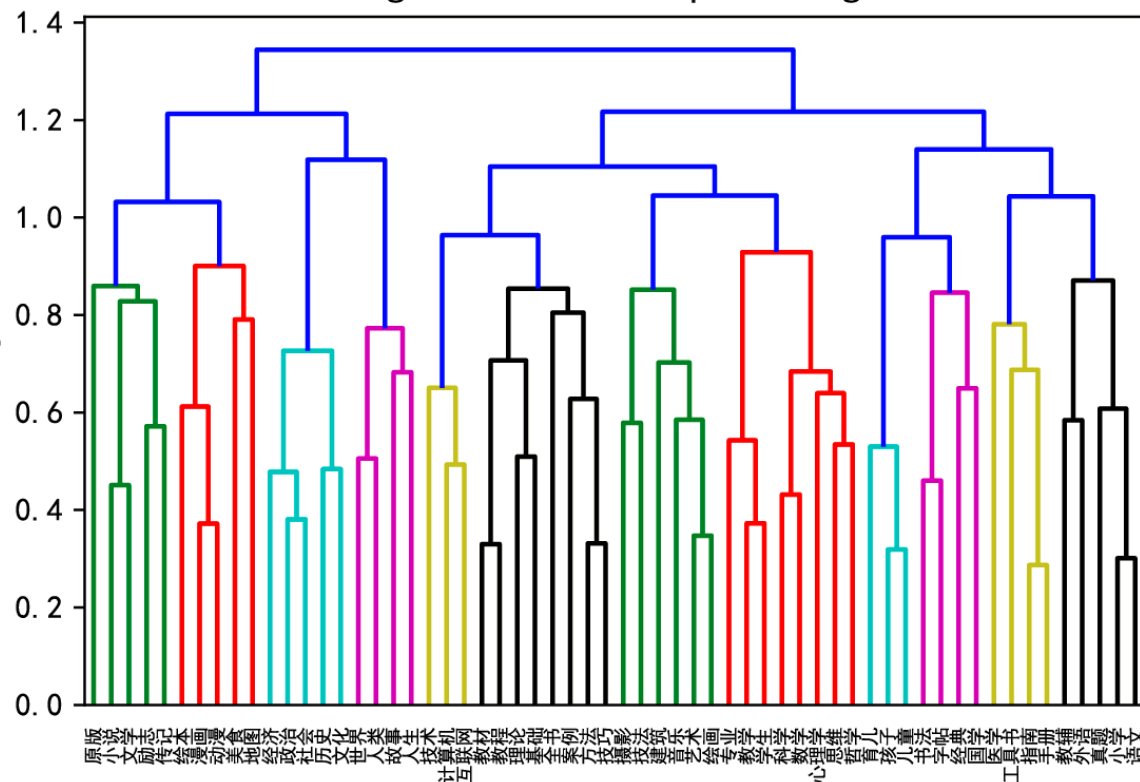
# Aim 2: To identify E-book categories & other features

- Building models to predict E-book/ paper book
  - Logistic regression with regularization on book keywords
  - Include other features (book price, size and thickness)



Ebook: Paper book counts splited by categories

# Aim 3: To address market expansion over time

# Raters over years for representative categories