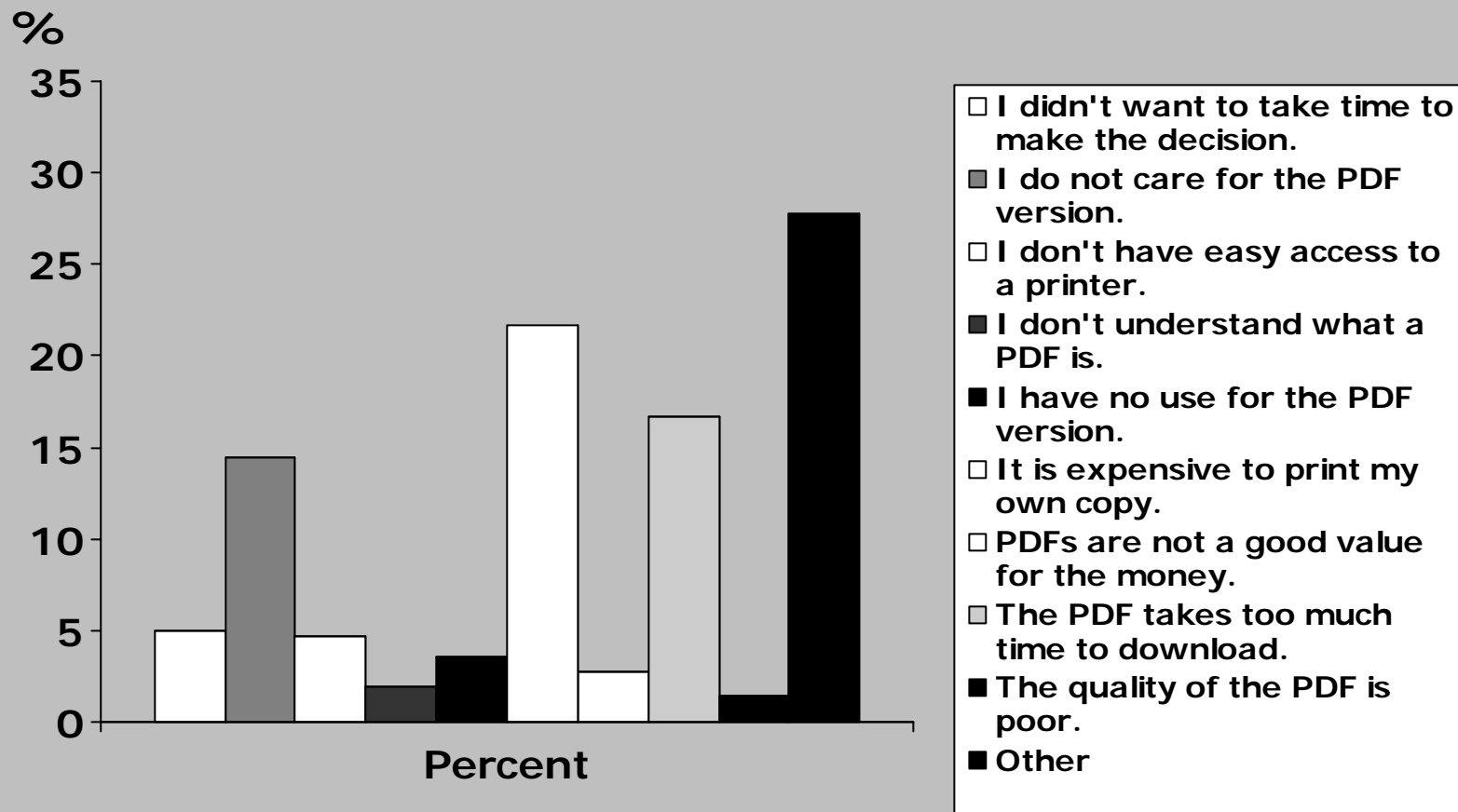


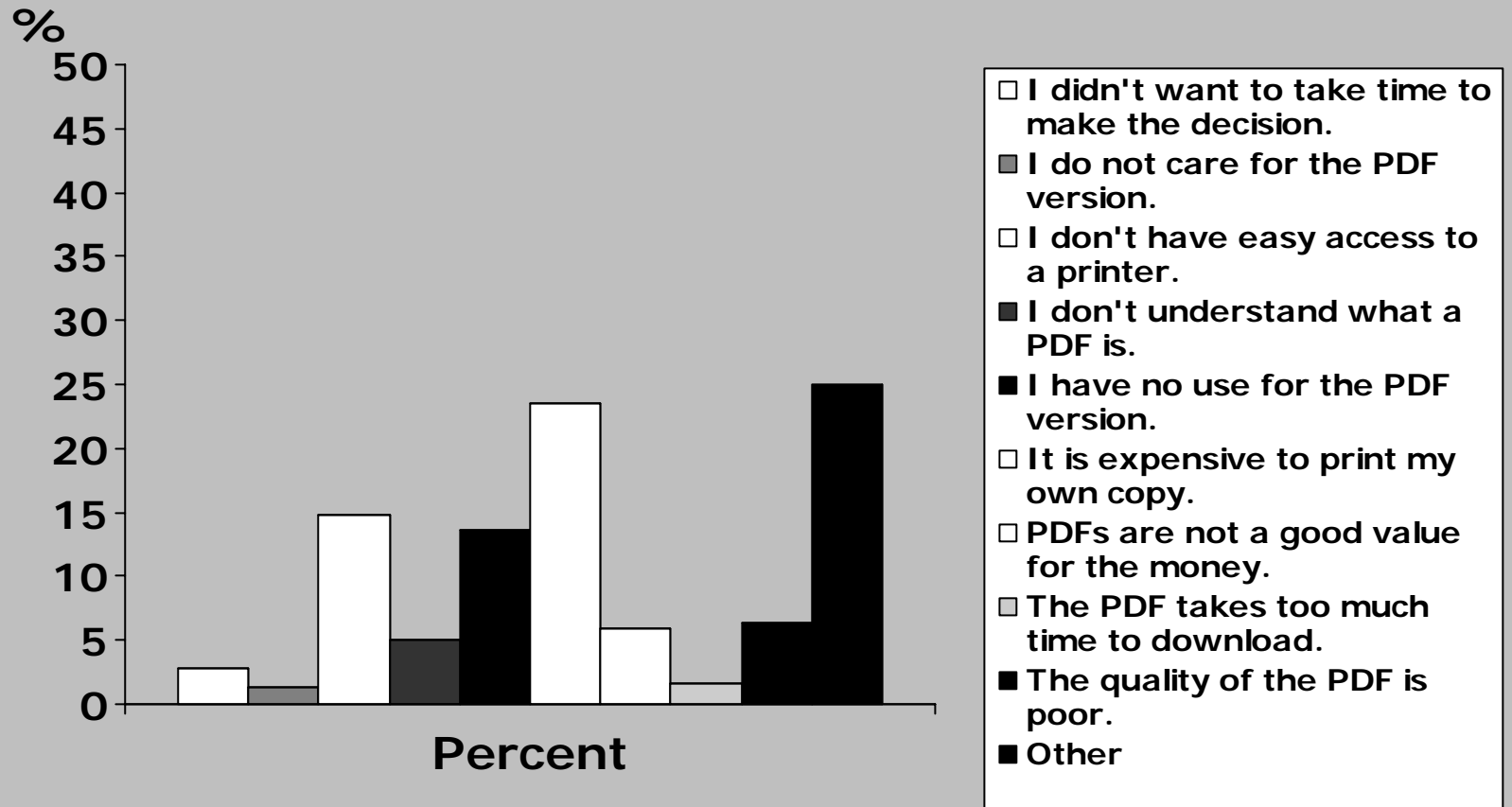
Online Surveys

An Illustrated Comparison of
Full PDF and PDF Chapters Surveys

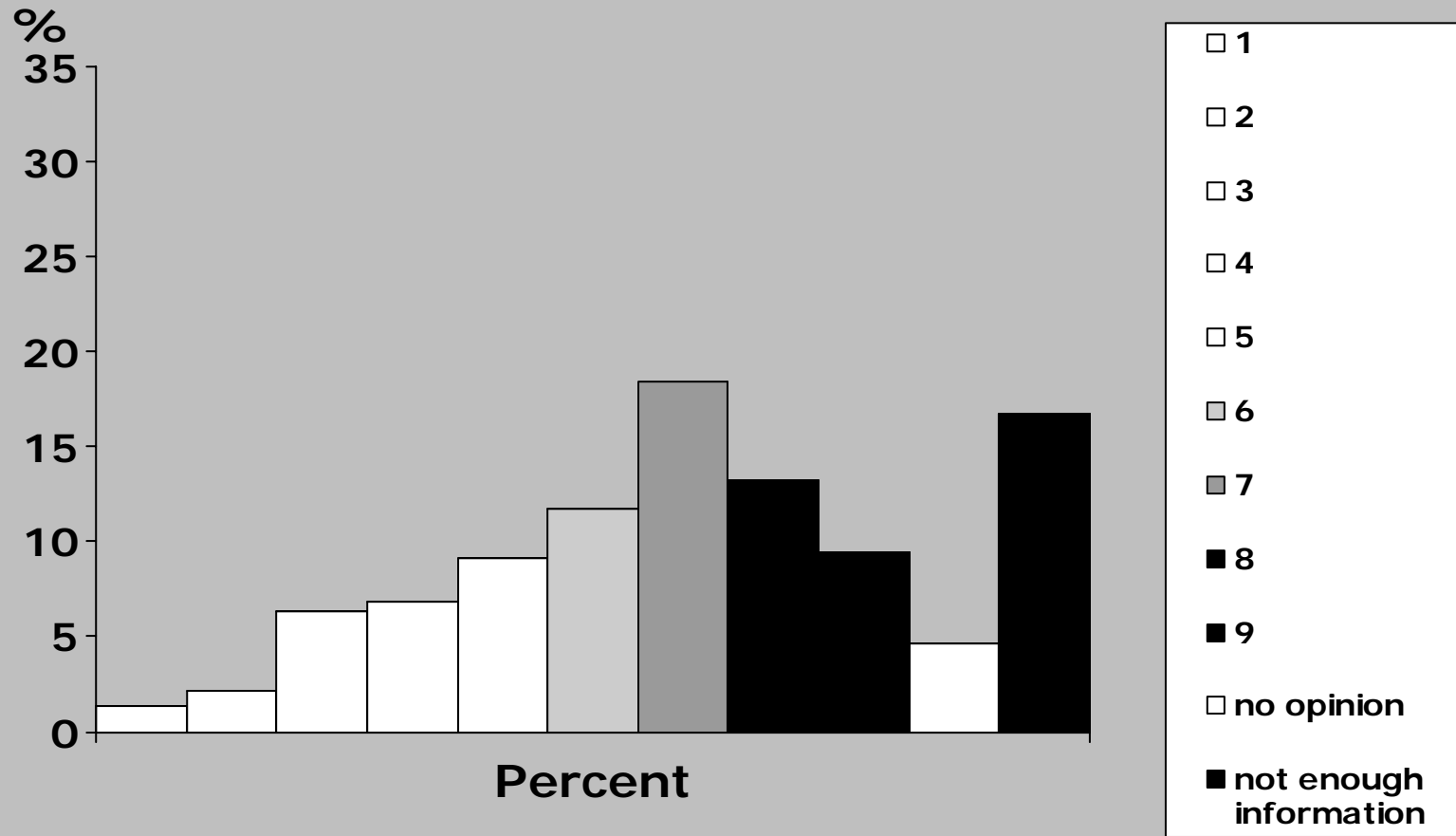
Reasons for not buying PDF books – Full Survey



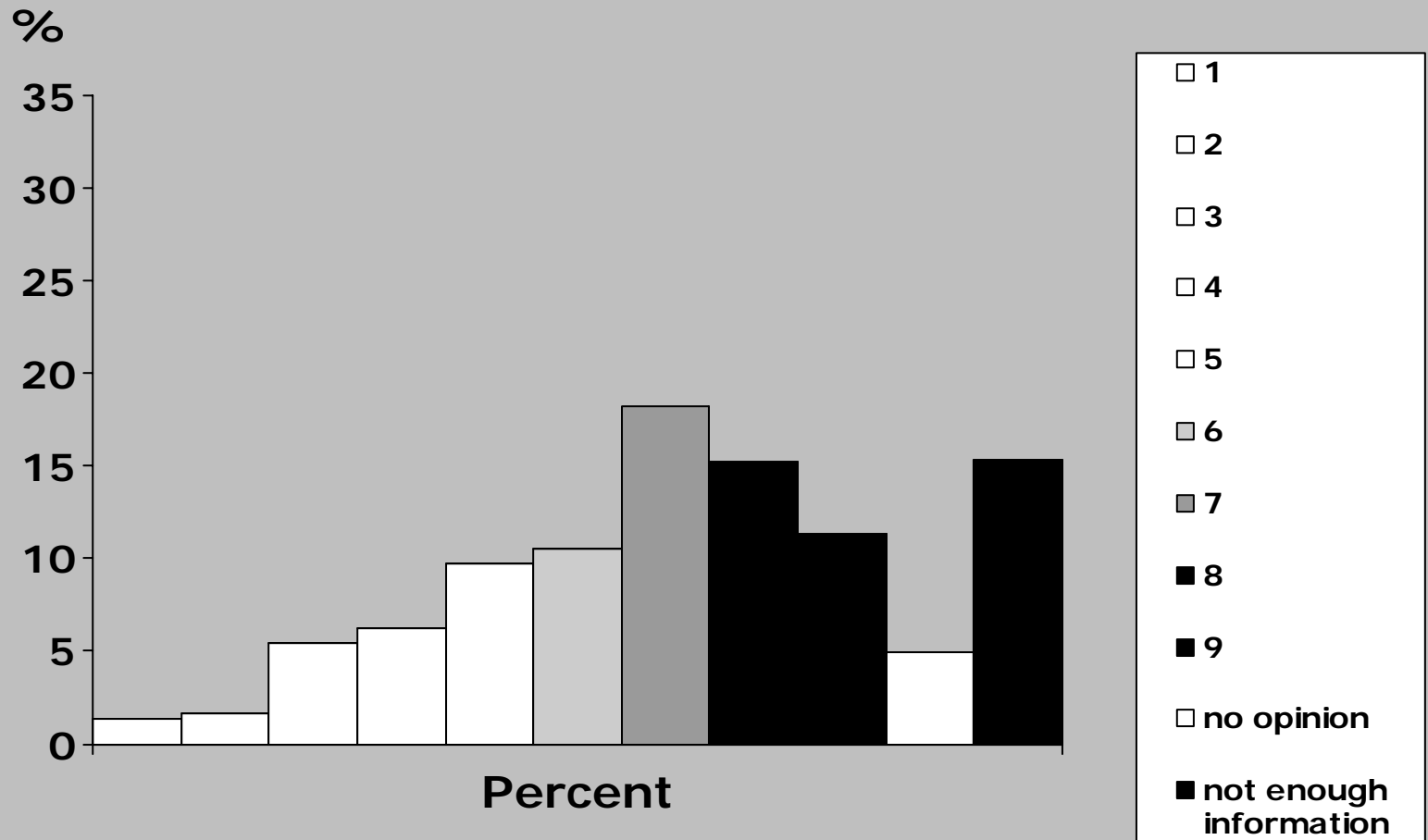
Reasons for not buying PDF books – Chapter Survey



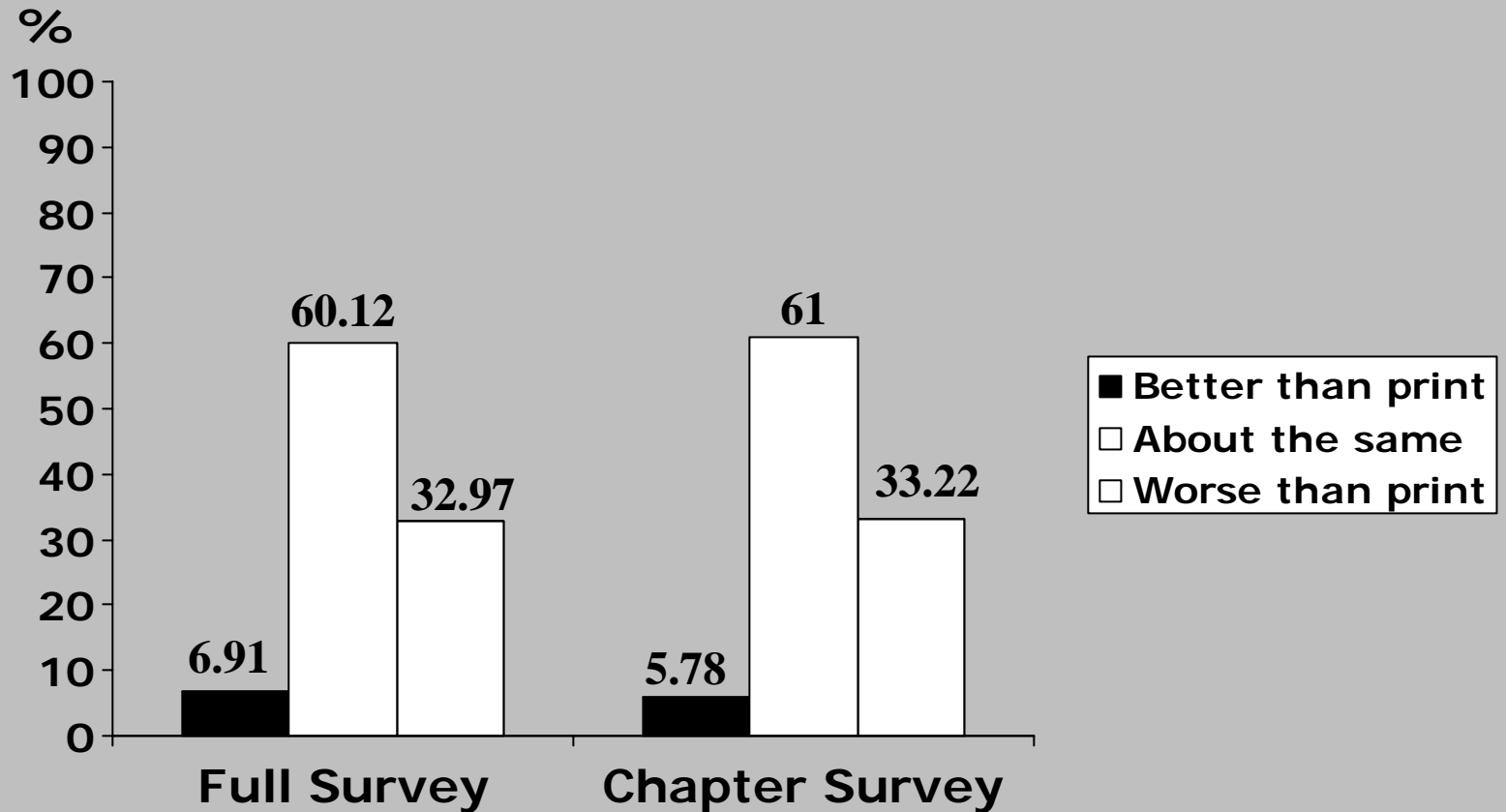
Similarity between Print and PDF – Full Survey



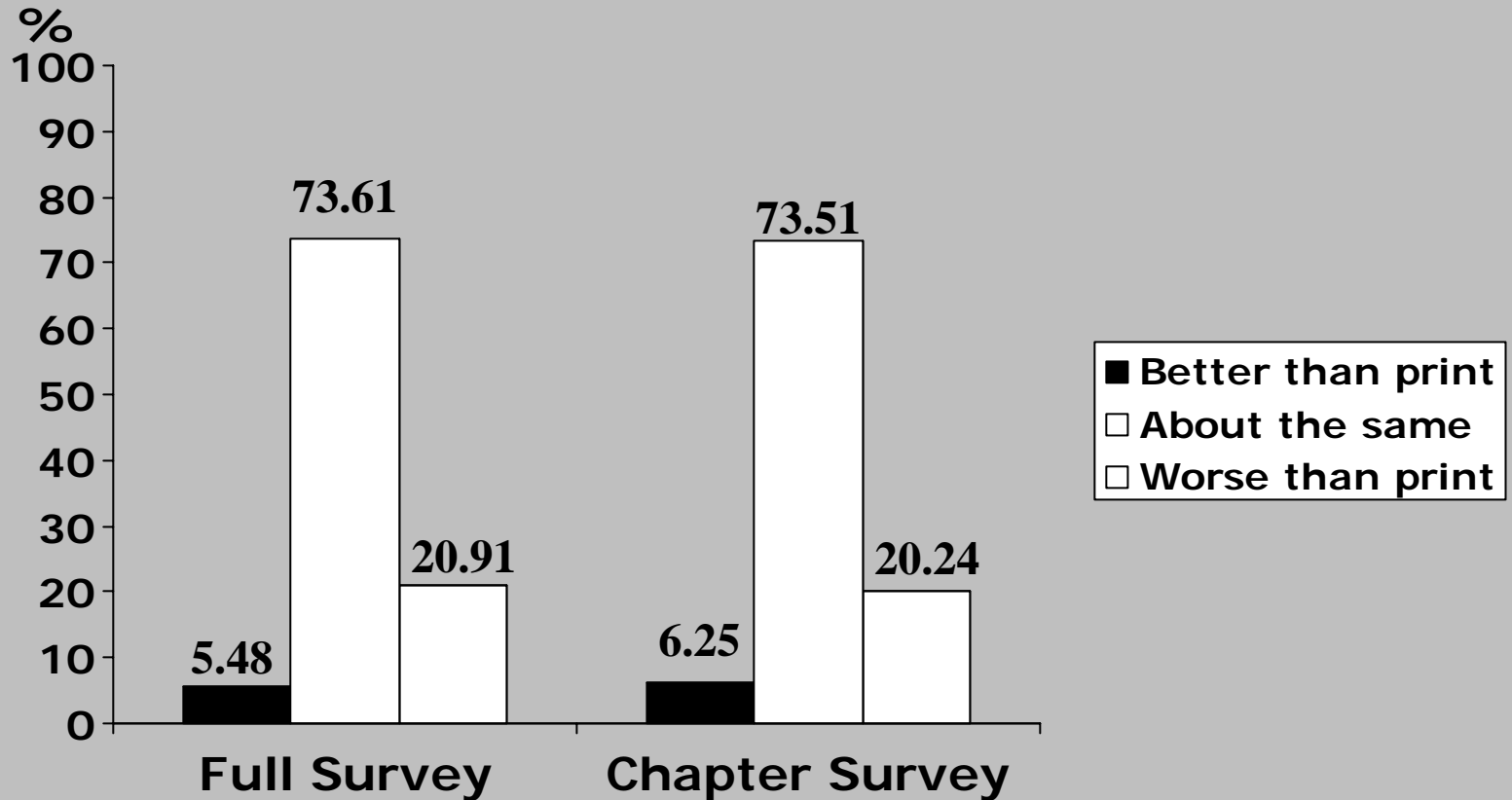
Similarity between Print and PDF – Chapter Survey



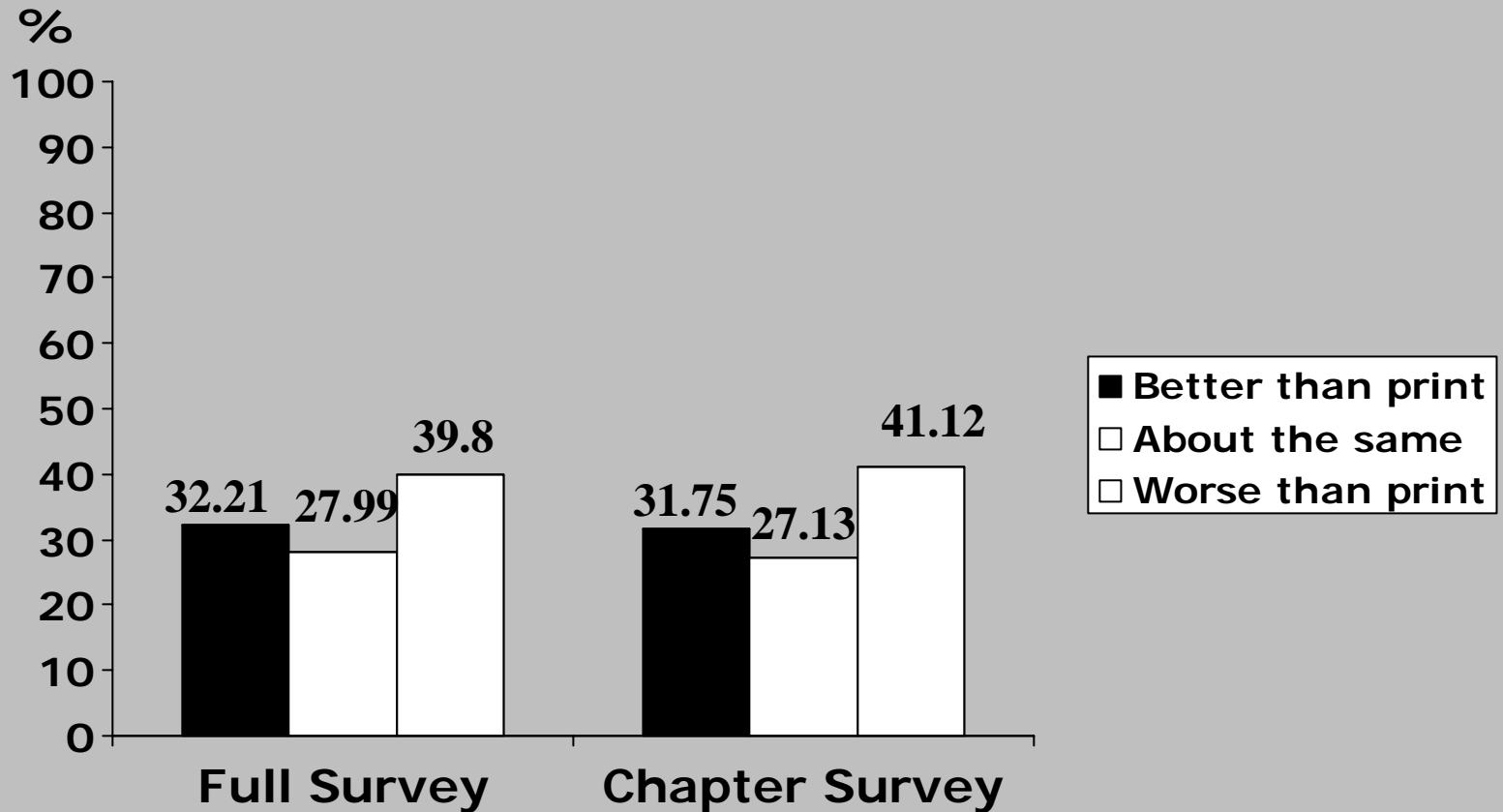
Similarity between Print and PDF – Image Quality



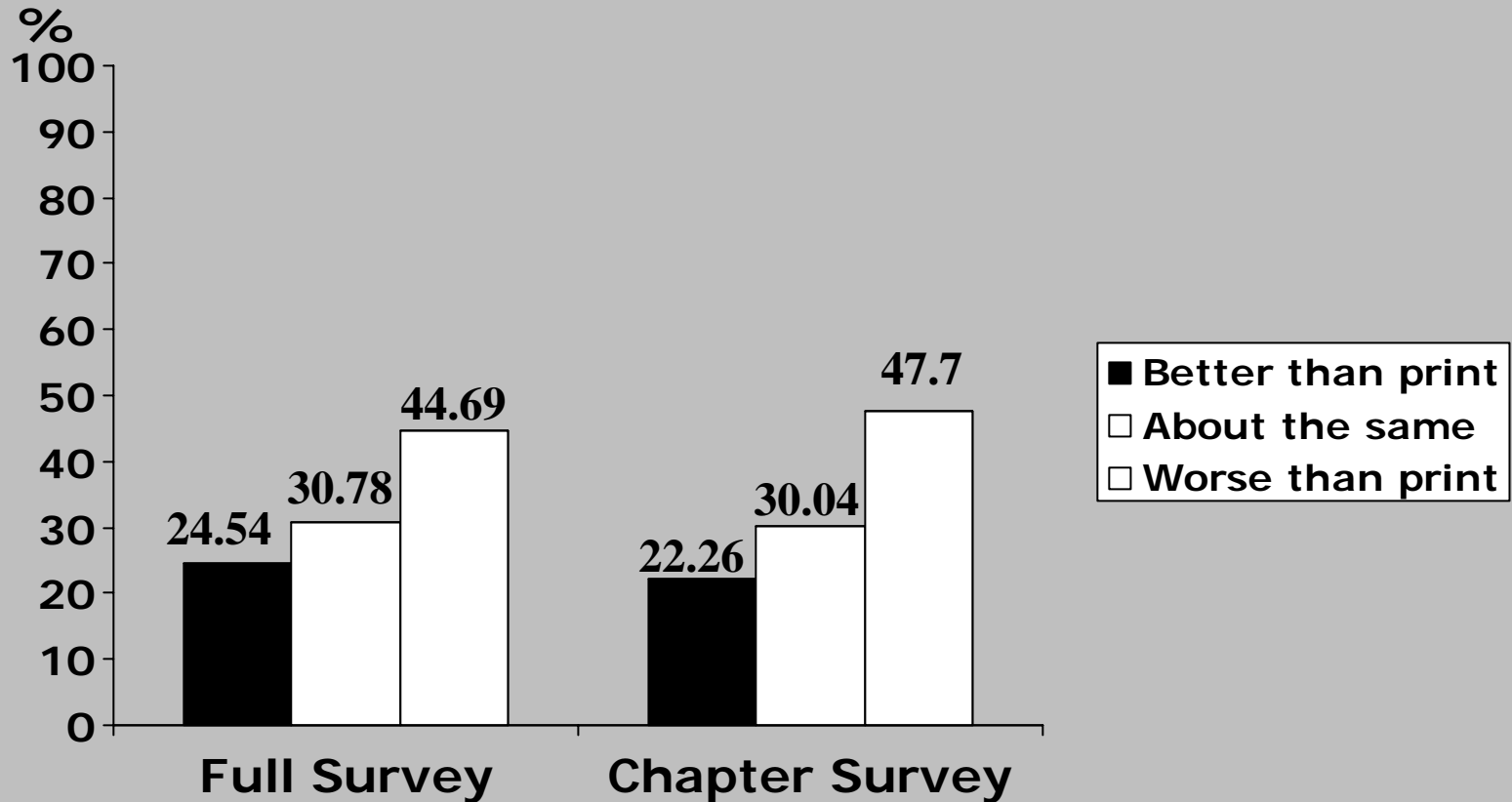
Similarity between Print and PDF – PDF Layout



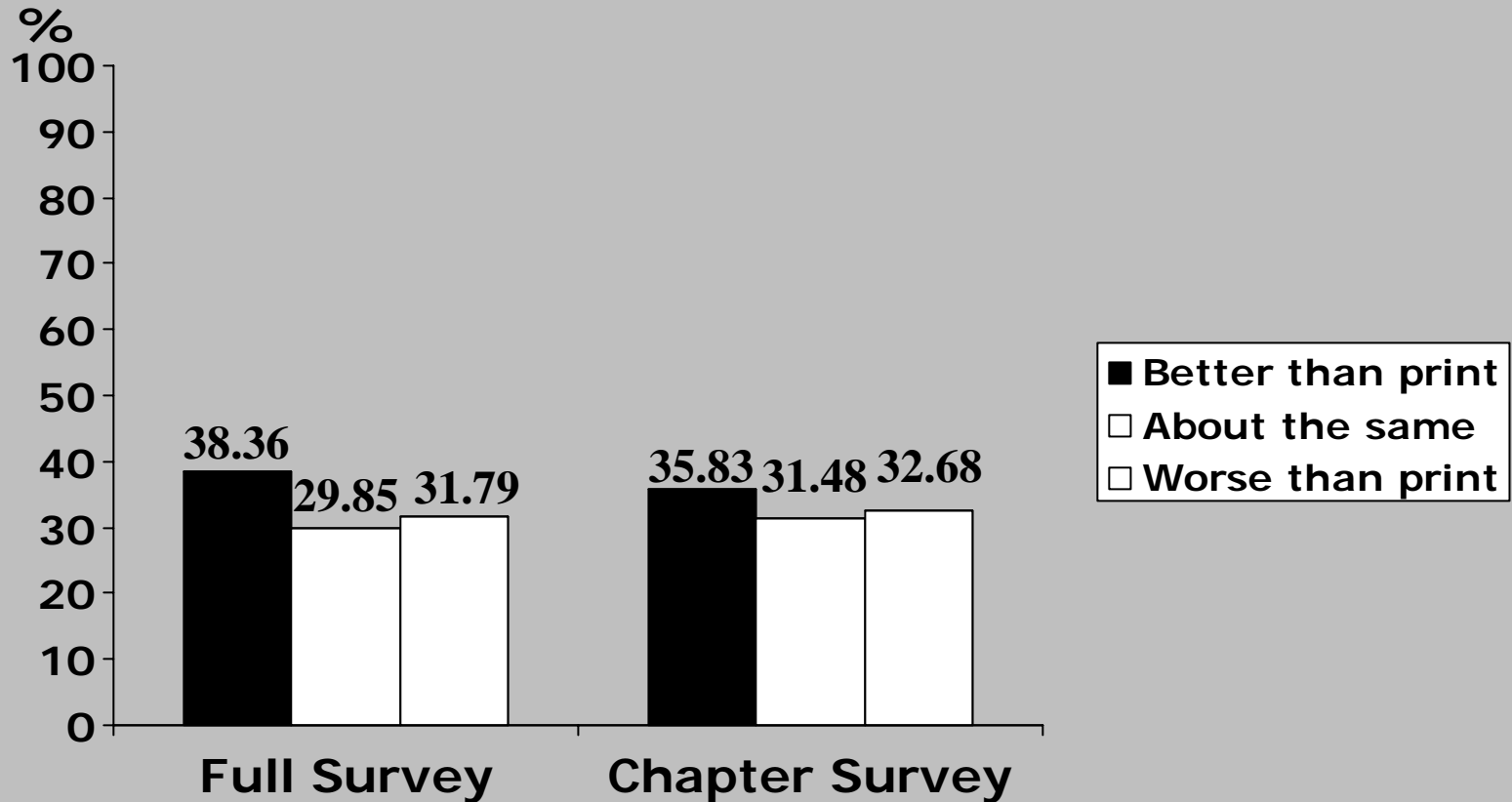
Similarity between Print and PDF – PDF Browsing



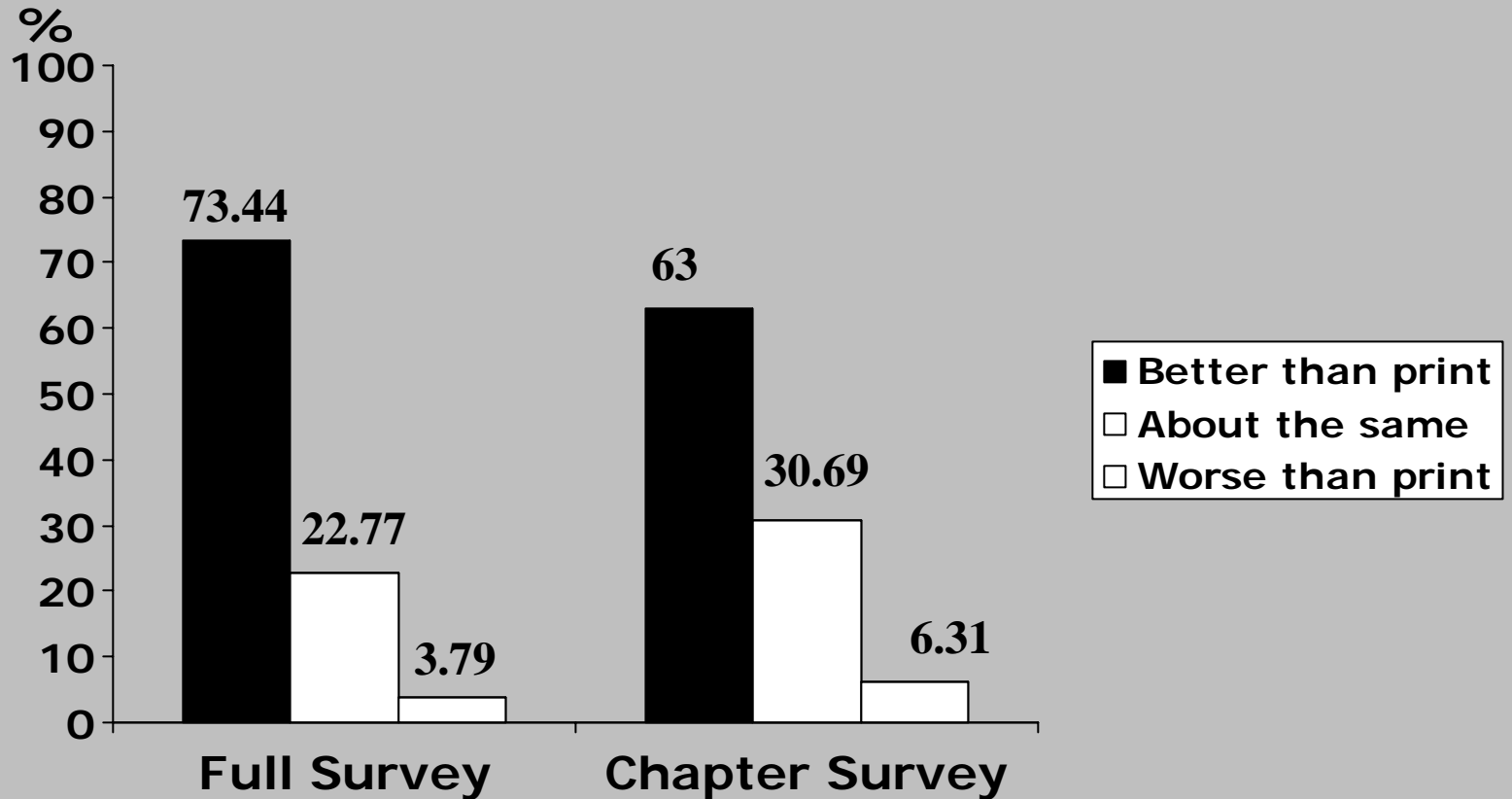
Similarity between Print and PDF – PDF Convenience of Use



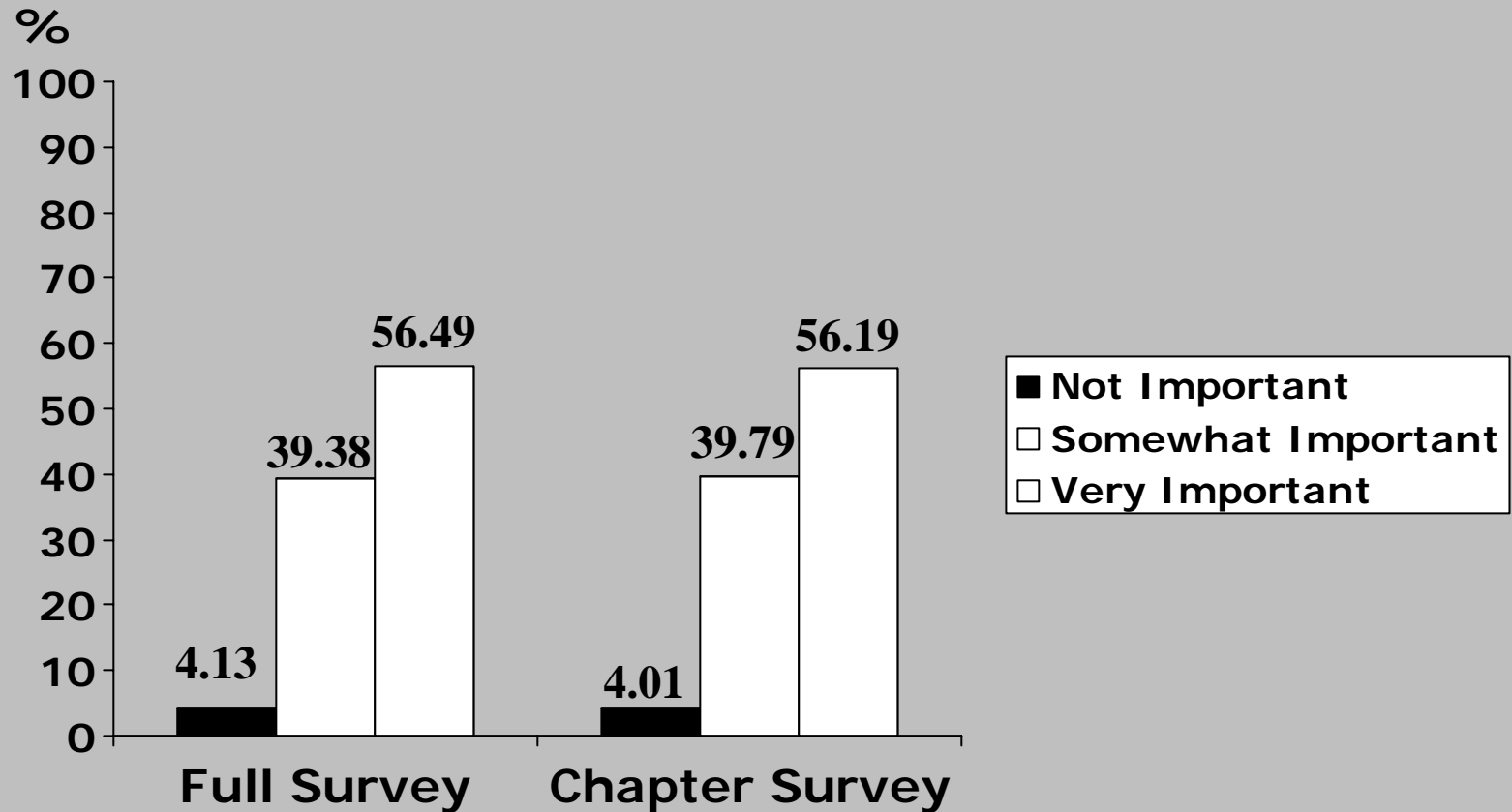
Similarity between Print and PDF – PDF Archival Quality



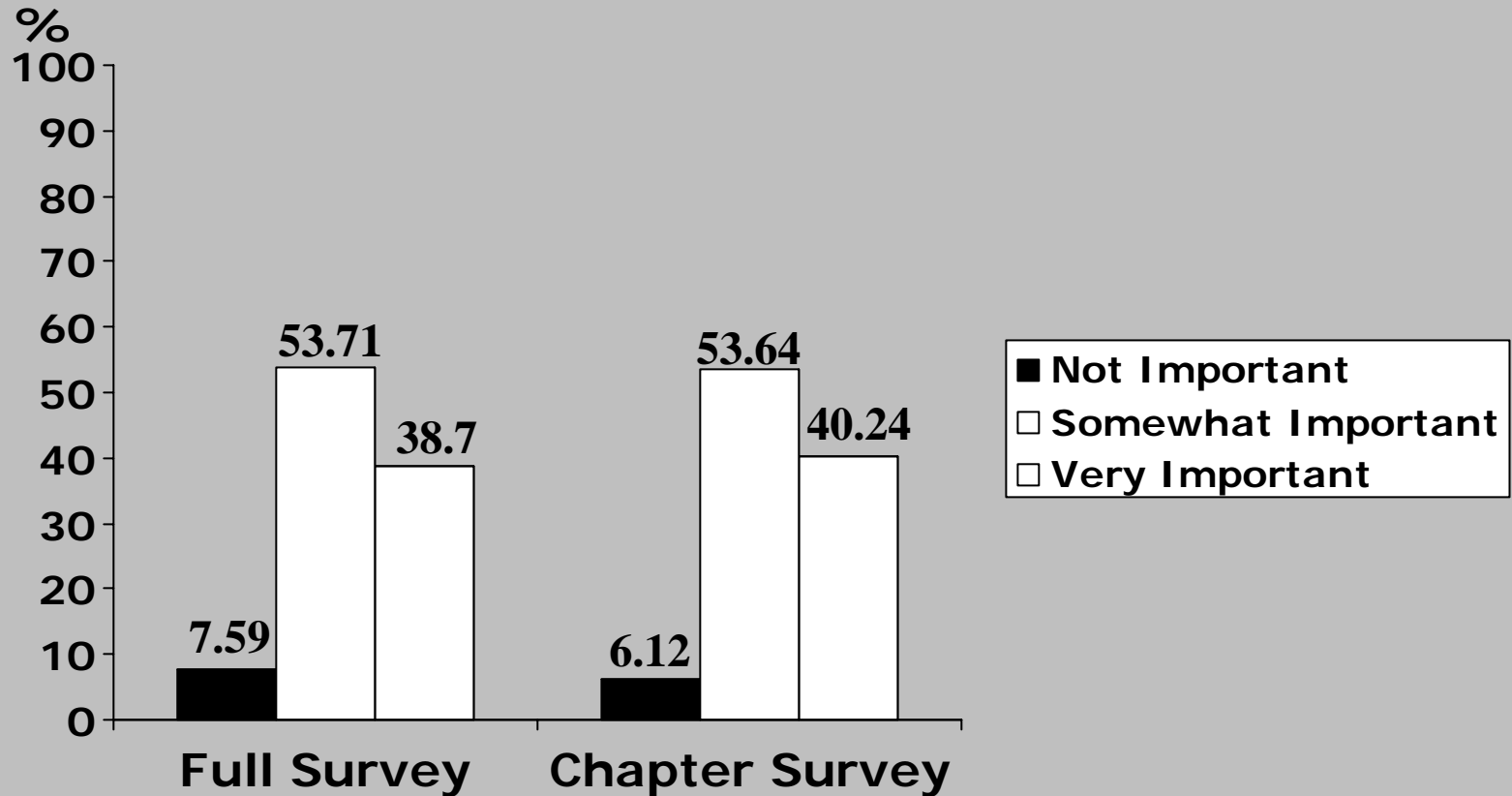
Similarity between Print and PDF – PDF Cost



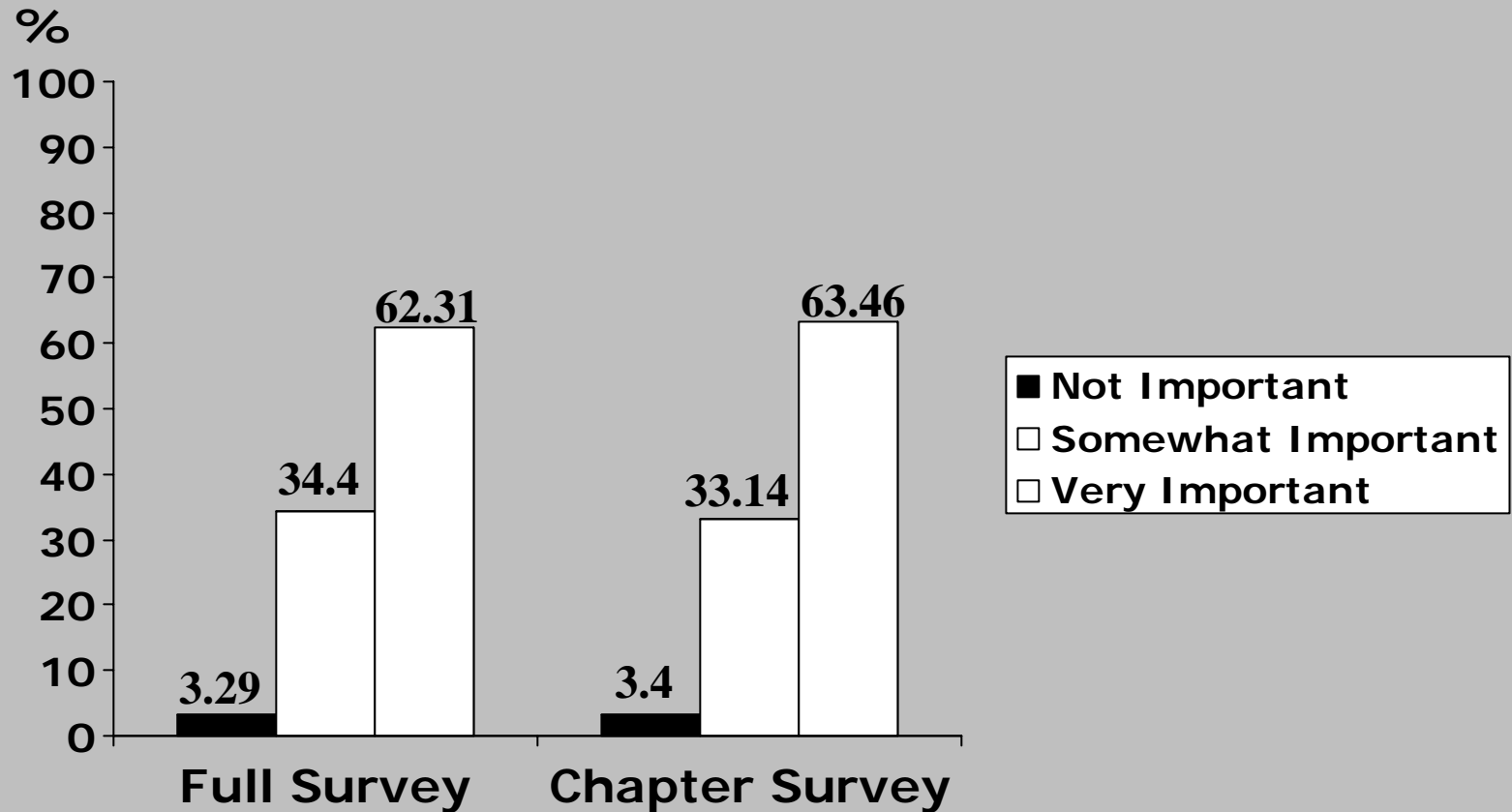
Importance of Image Quality



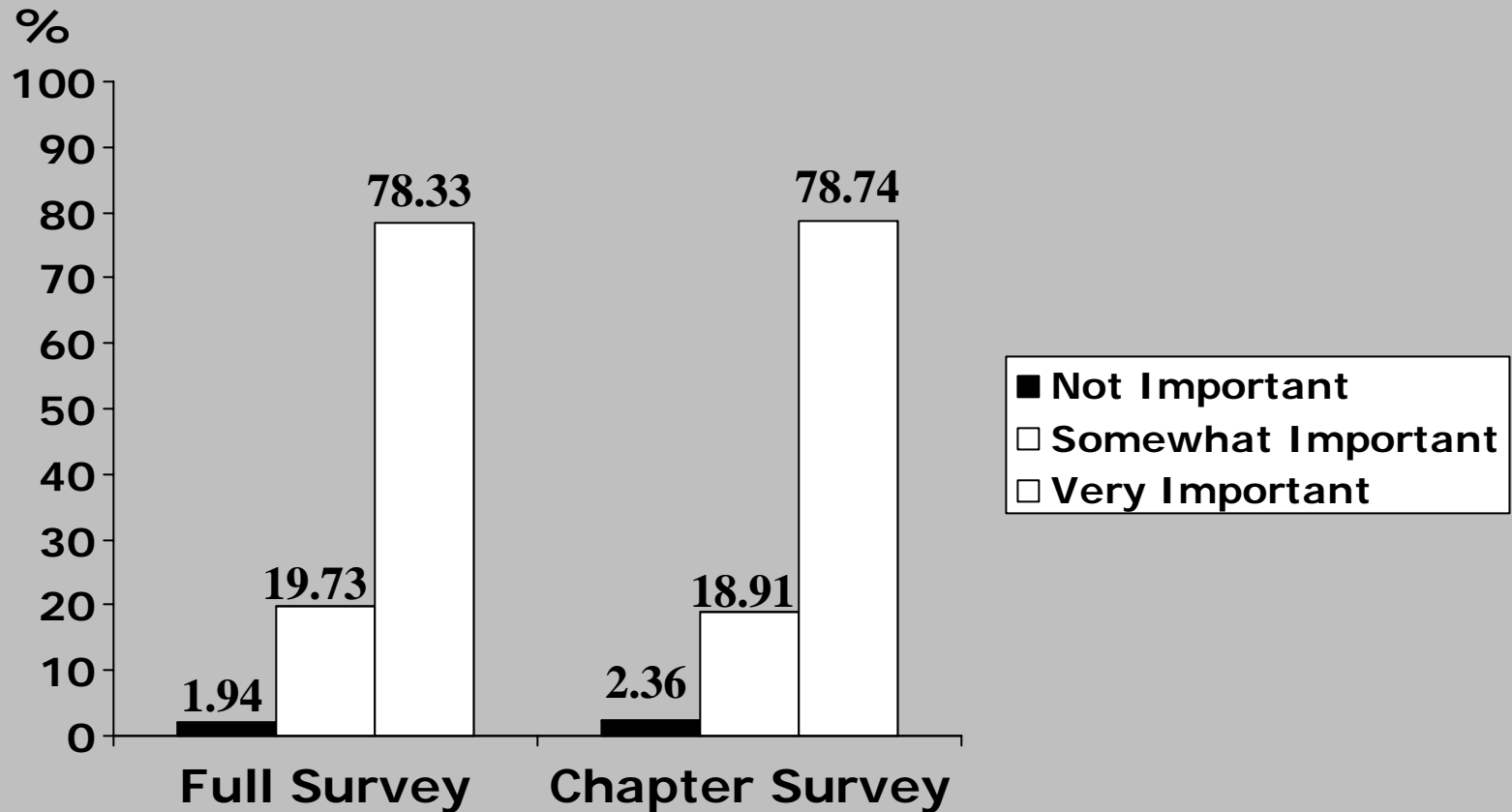
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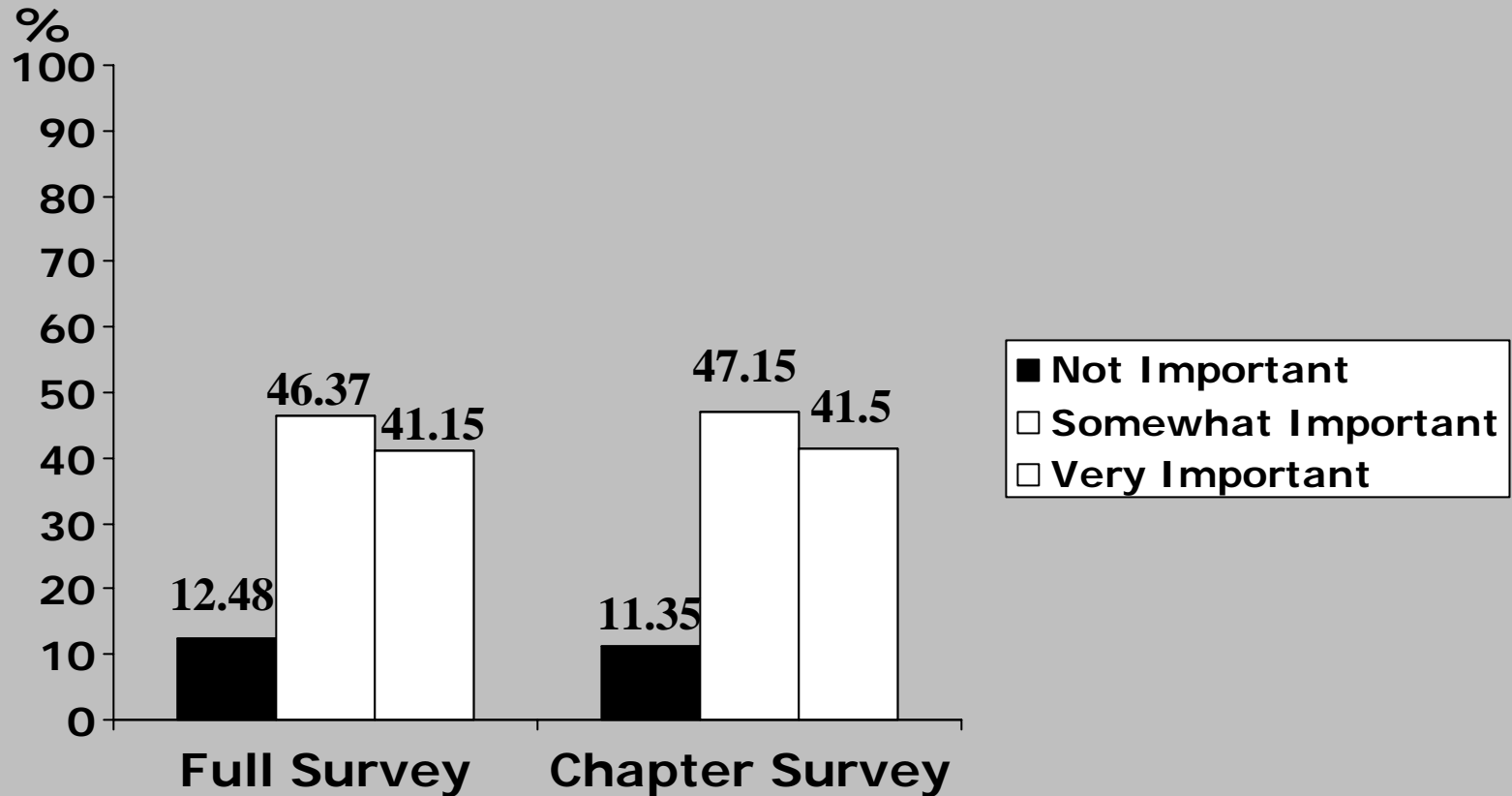
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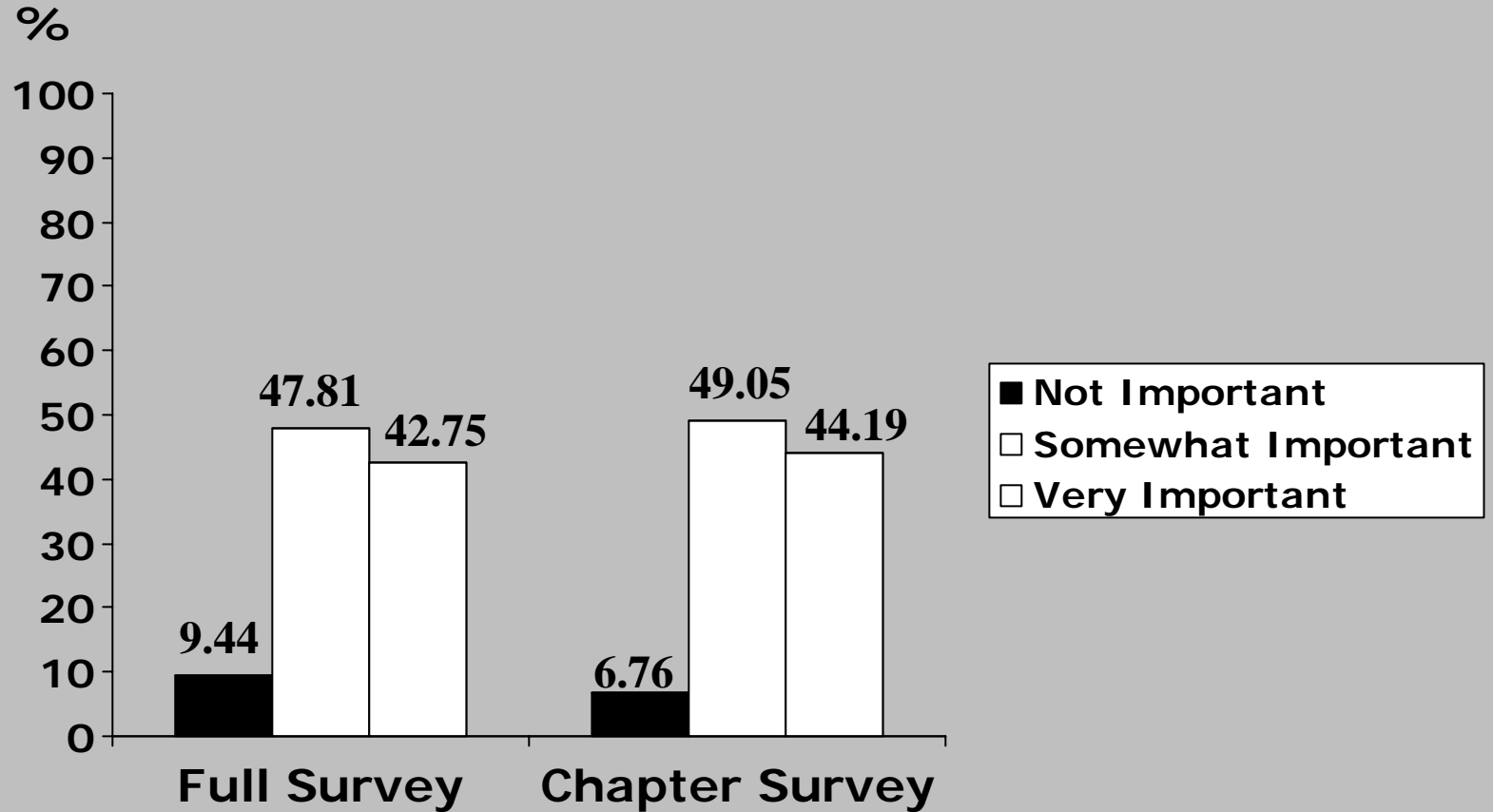
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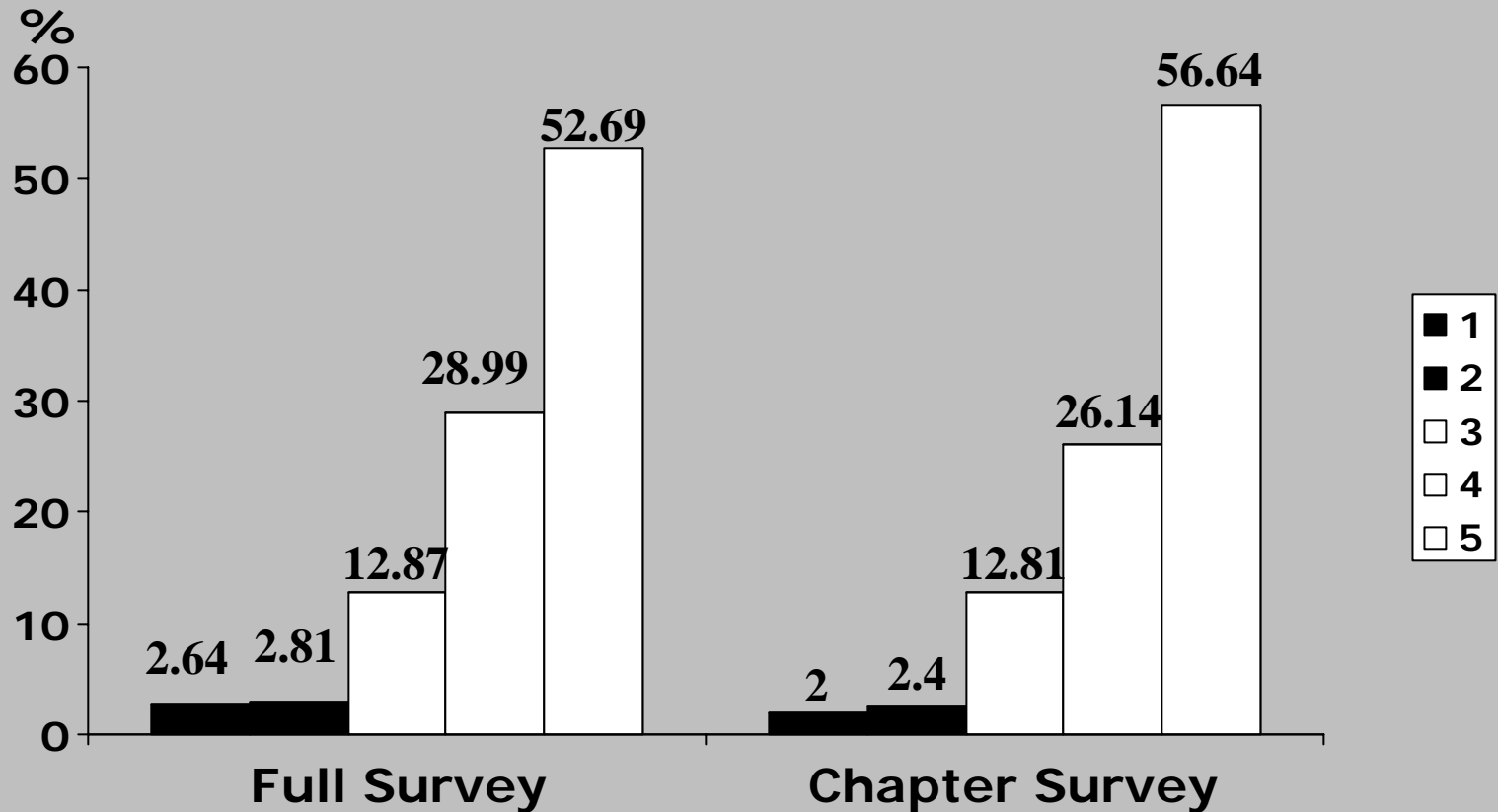
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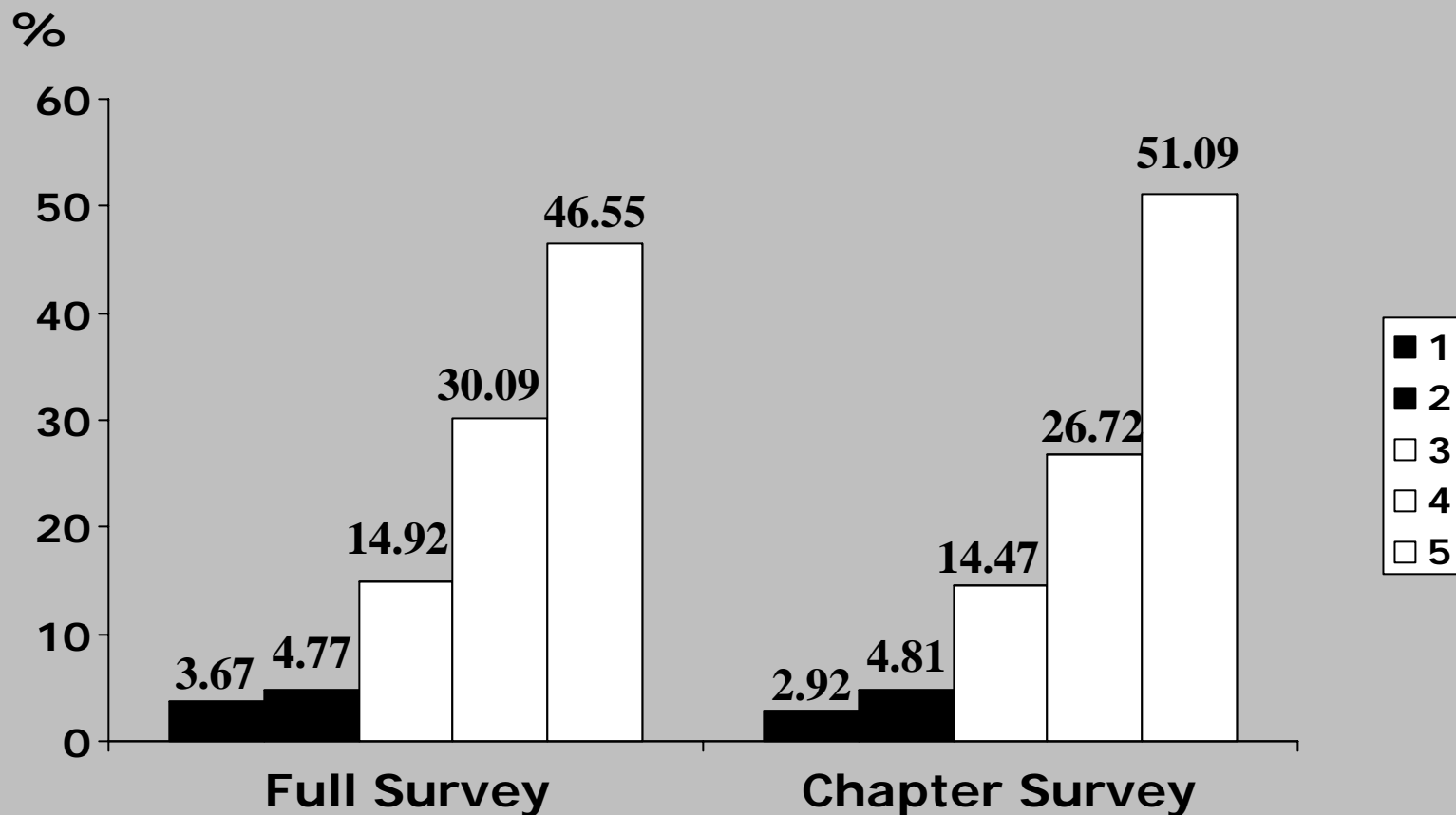
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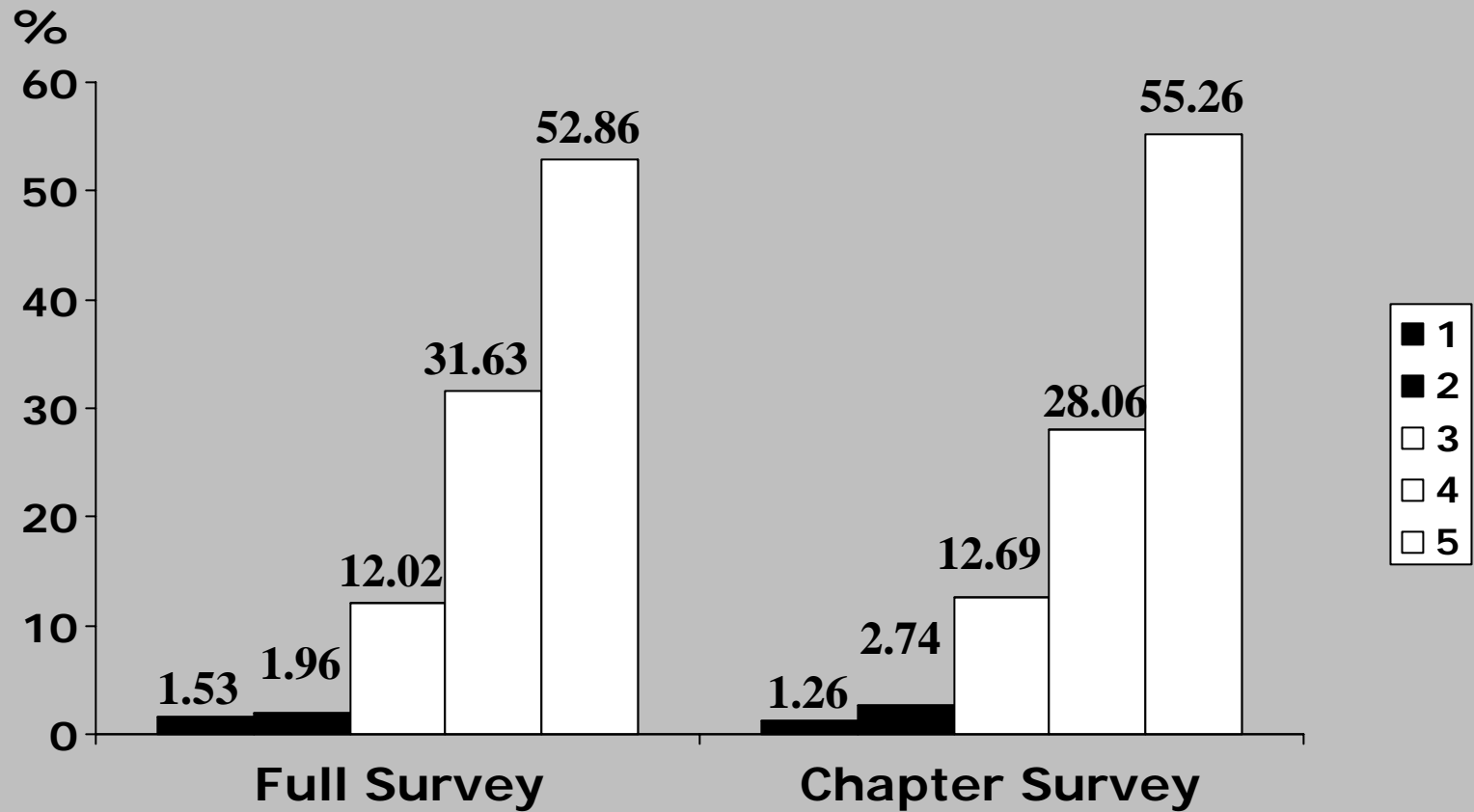
Importance of PDF Features— Electronic Search Capabilities



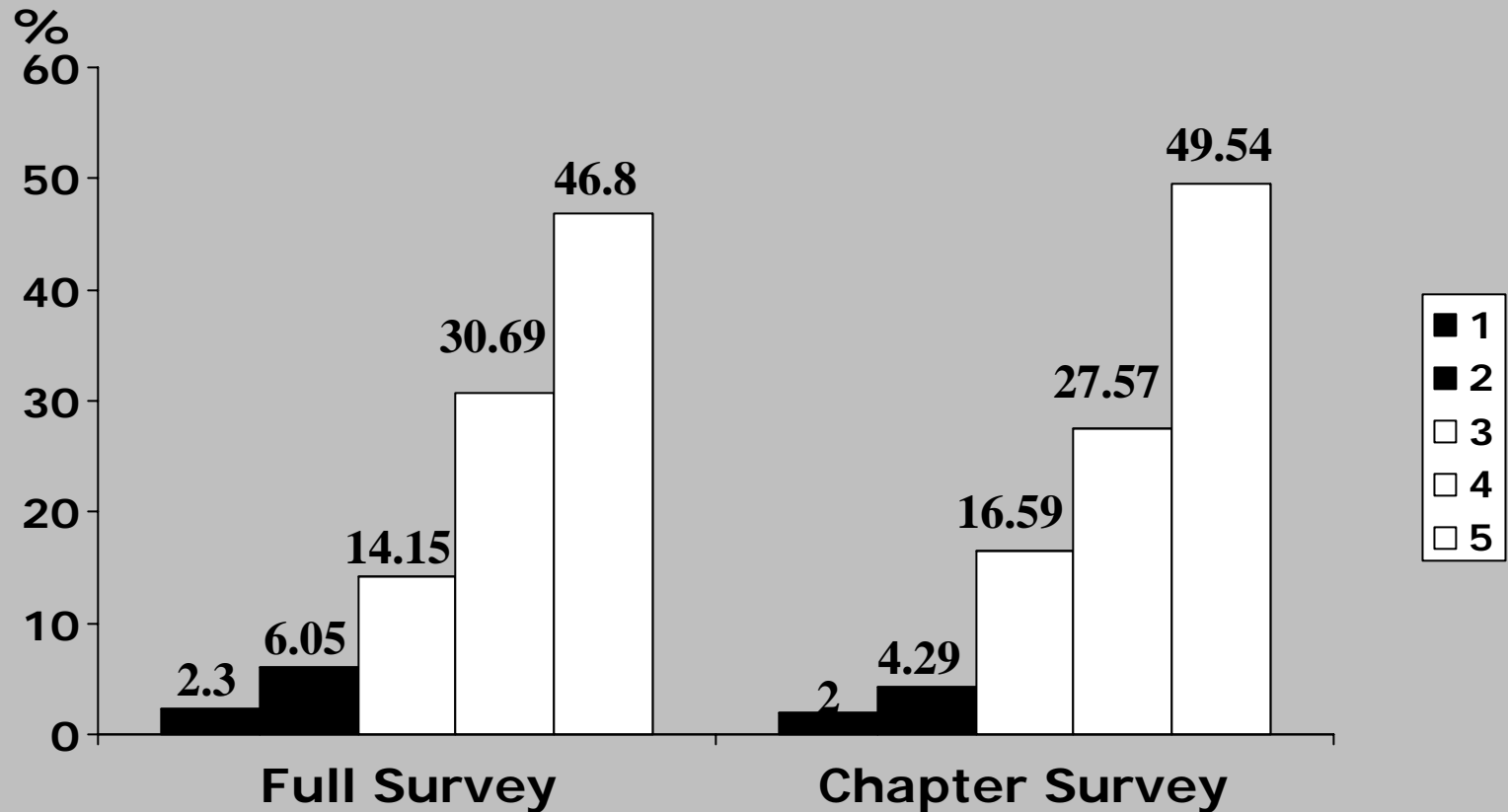
Importance of PDF Features— Immediate Access through Computer Network



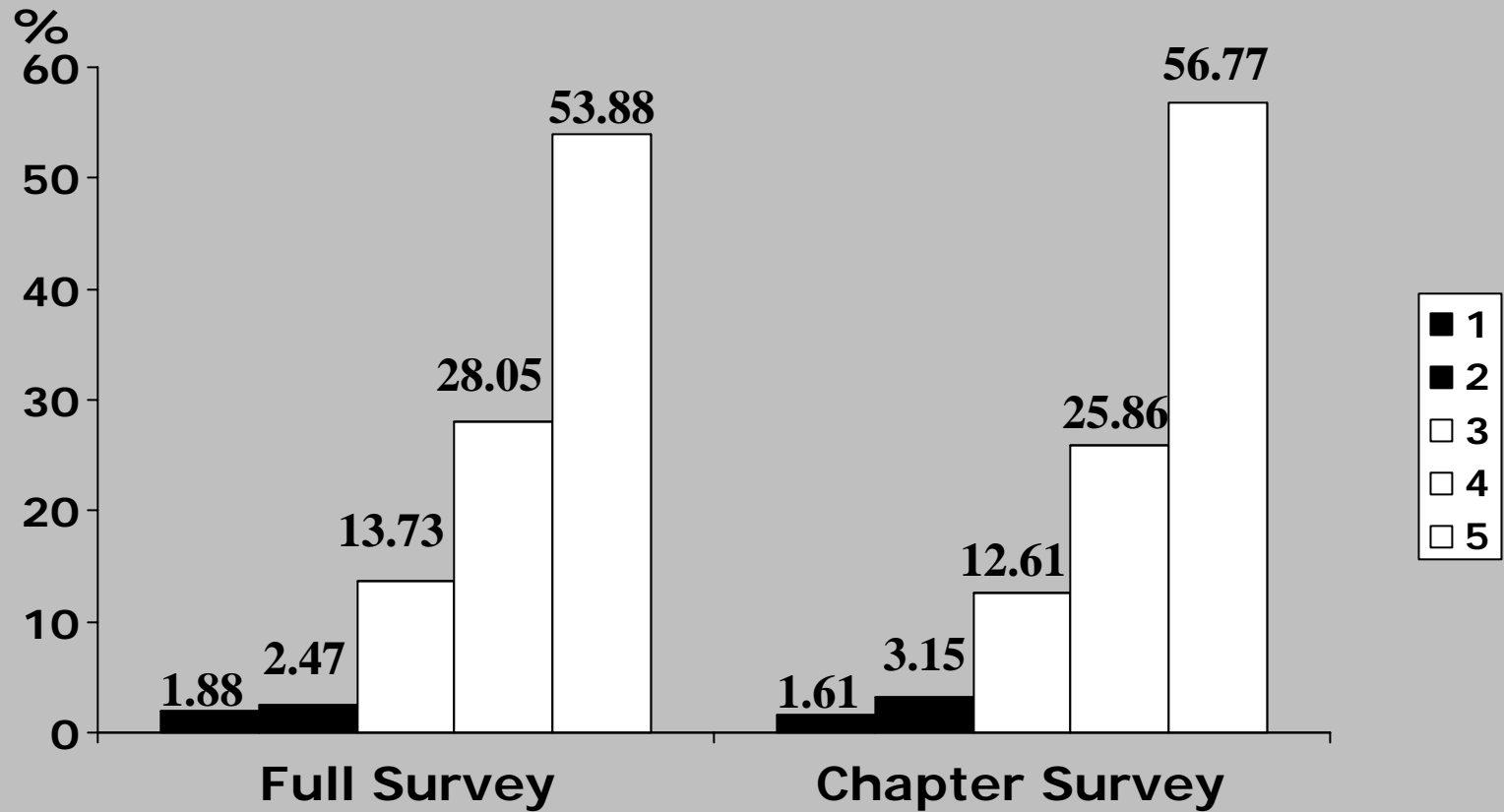
Importance of PDF Features— Easy to Read Format



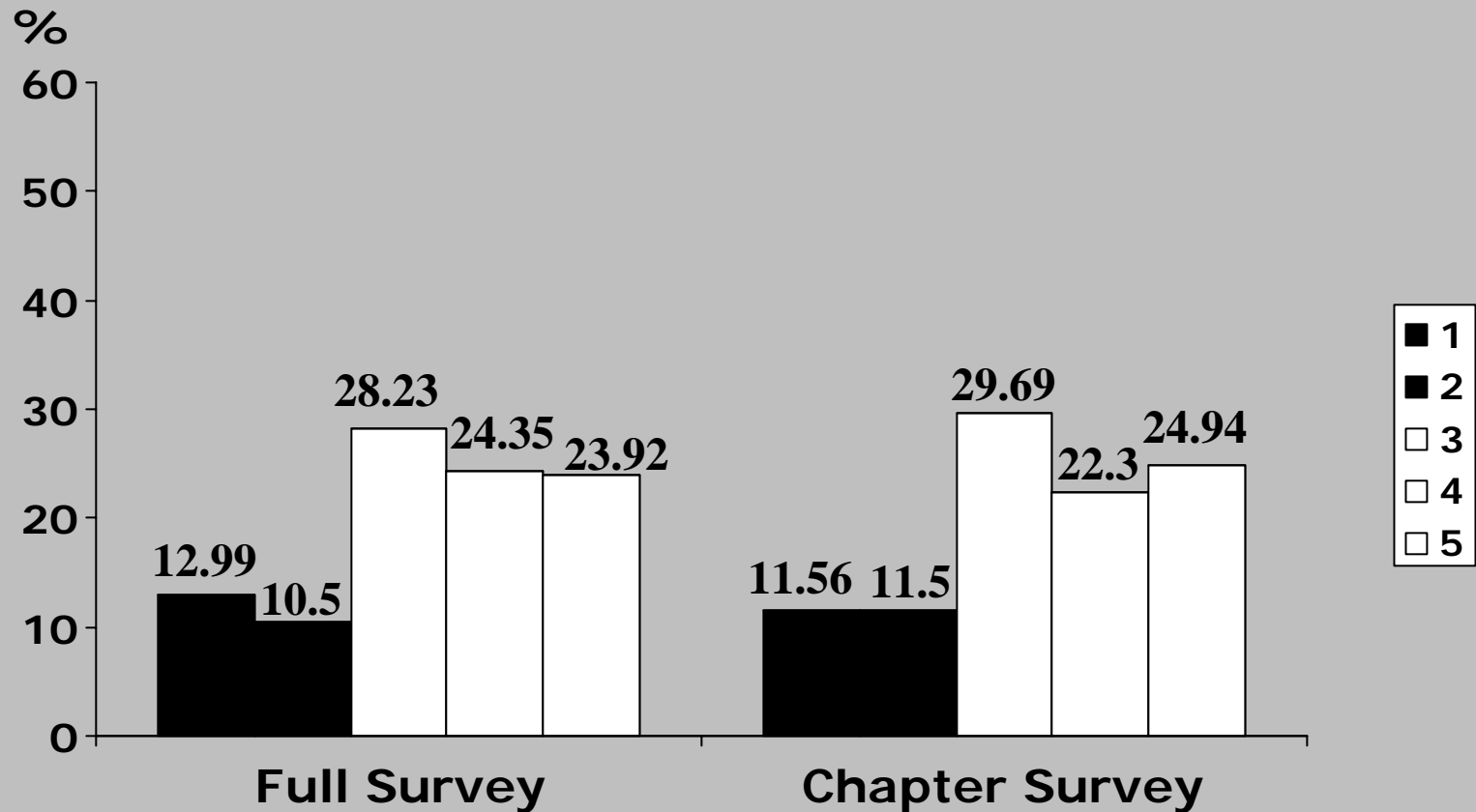
Importance of PDF Features— Availability for High Quality Printing



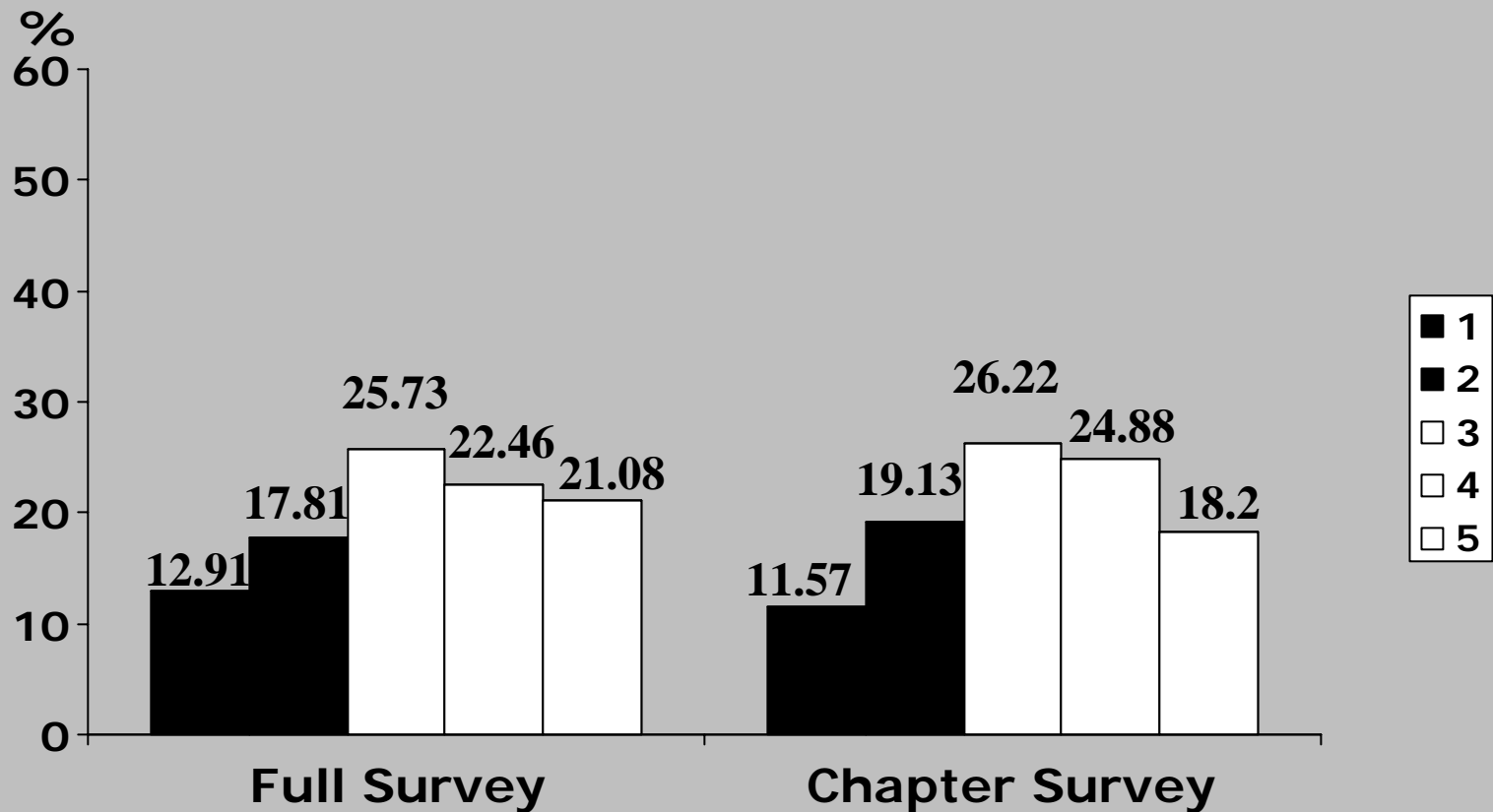
Importance of PDF Features— User-Friendly Interface



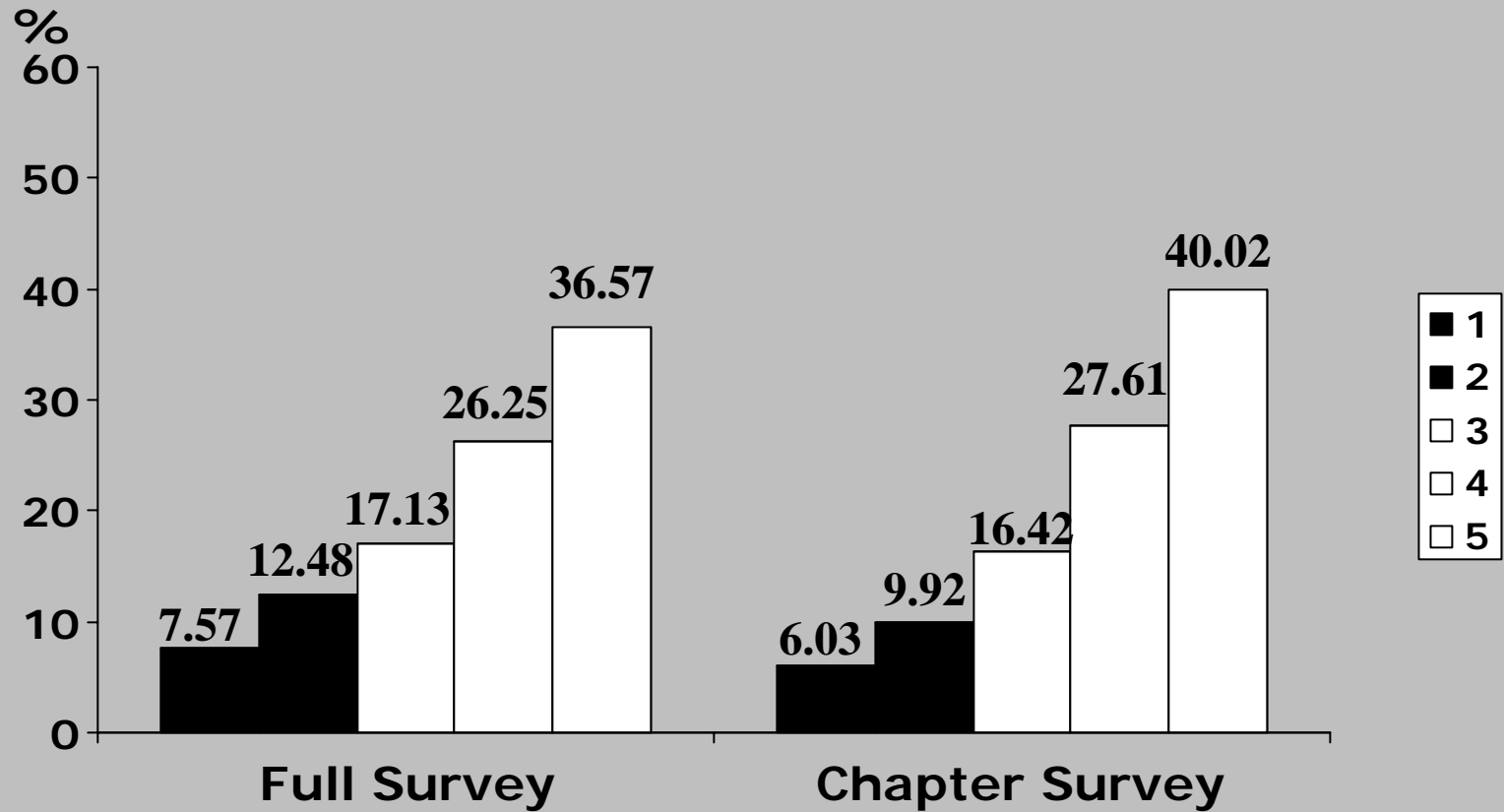
Usage Situations— Search for Specific Information



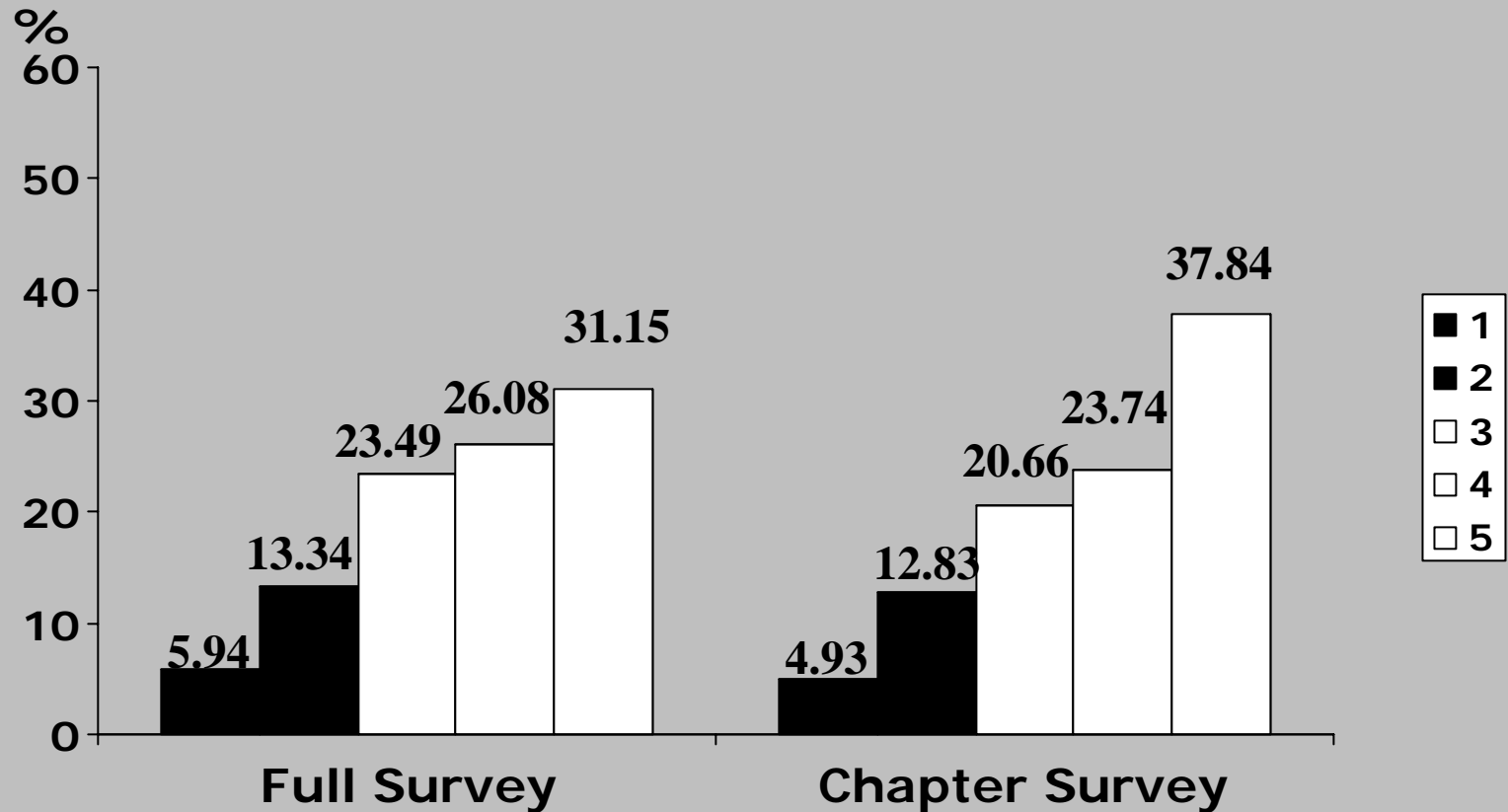
Usage Situations— Make Copies of Pages of Book



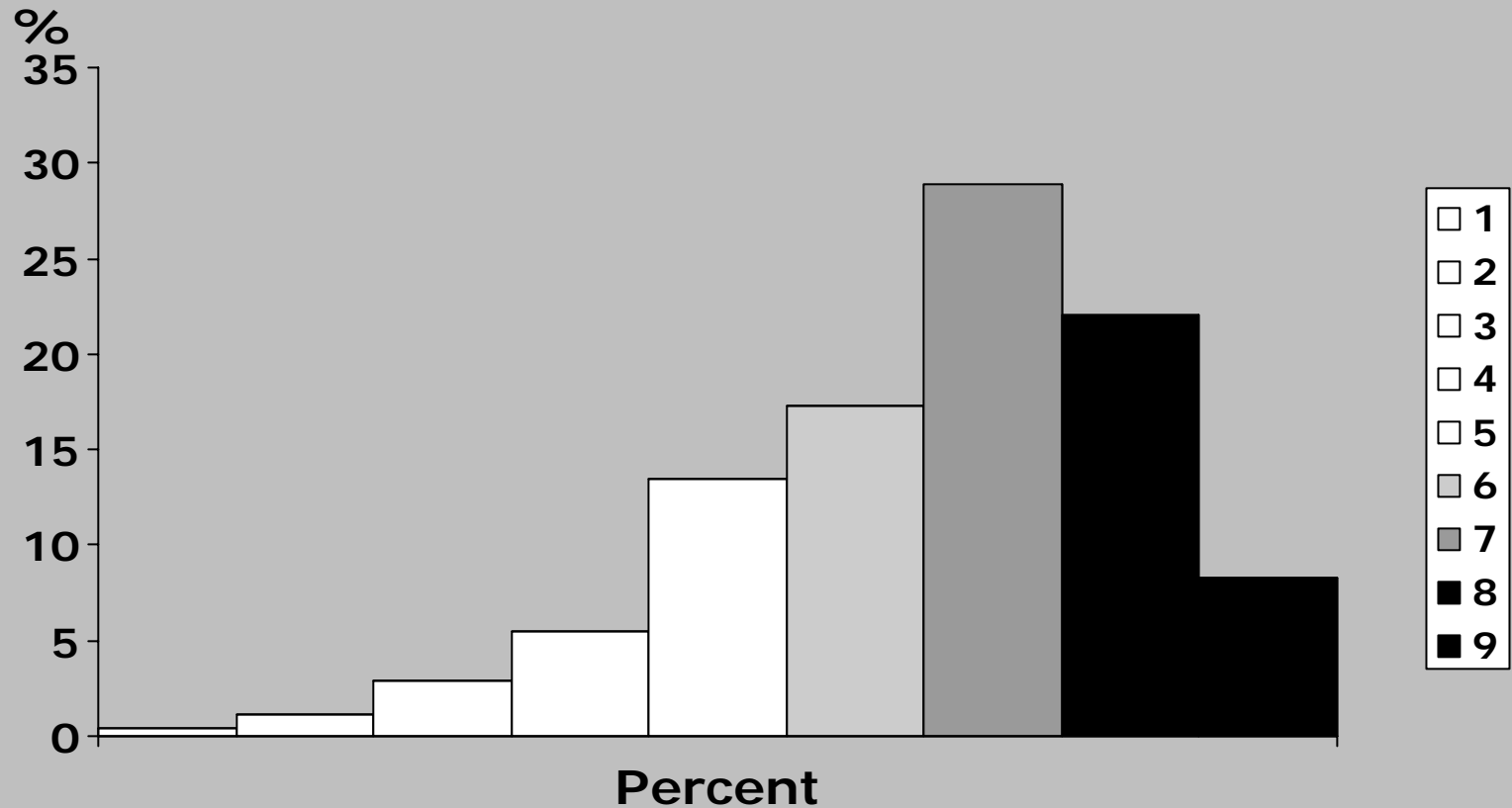
Usage Situations— Carry Book to Read at a Convenient Time



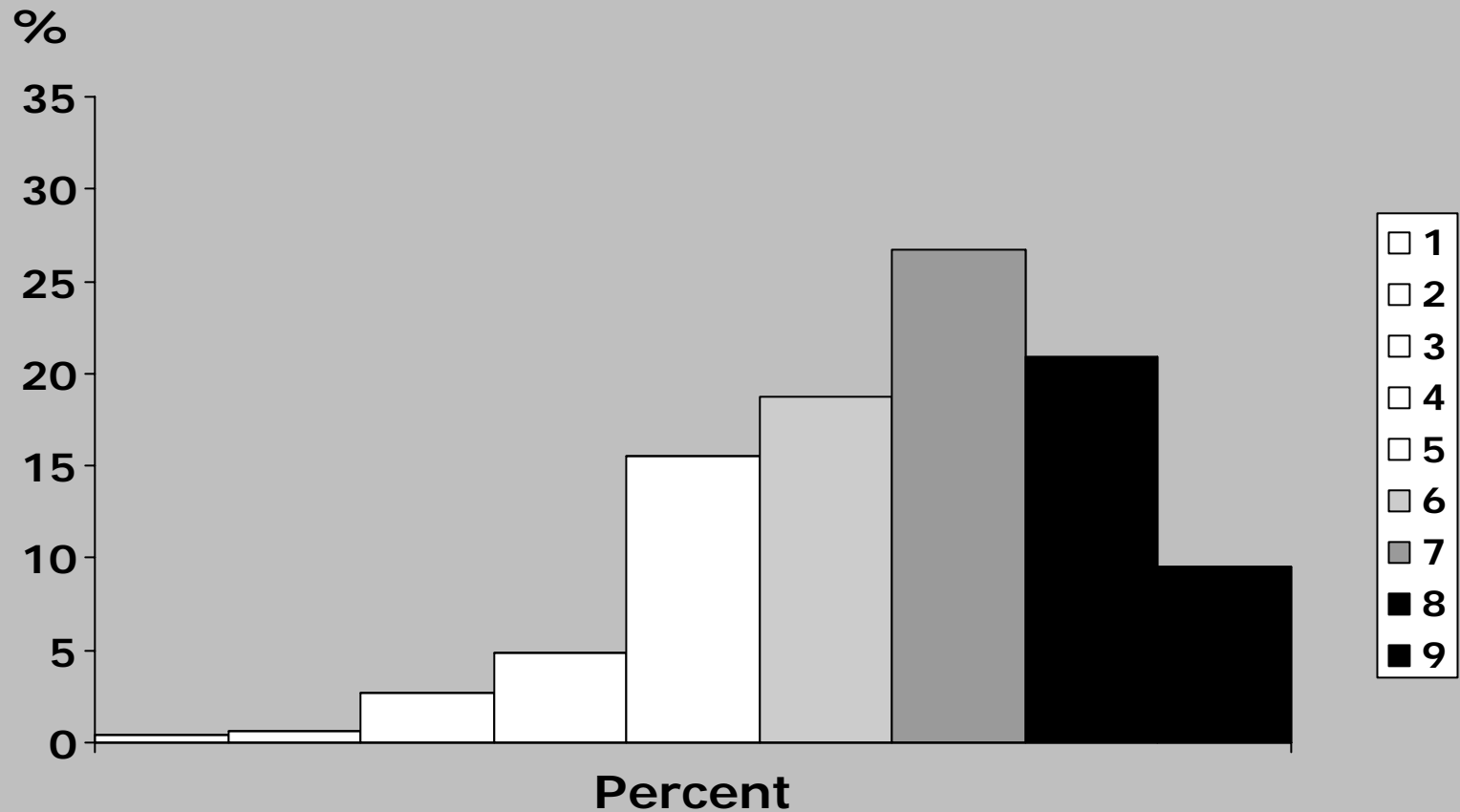
Usage Situations— Archive Books For Later Reference



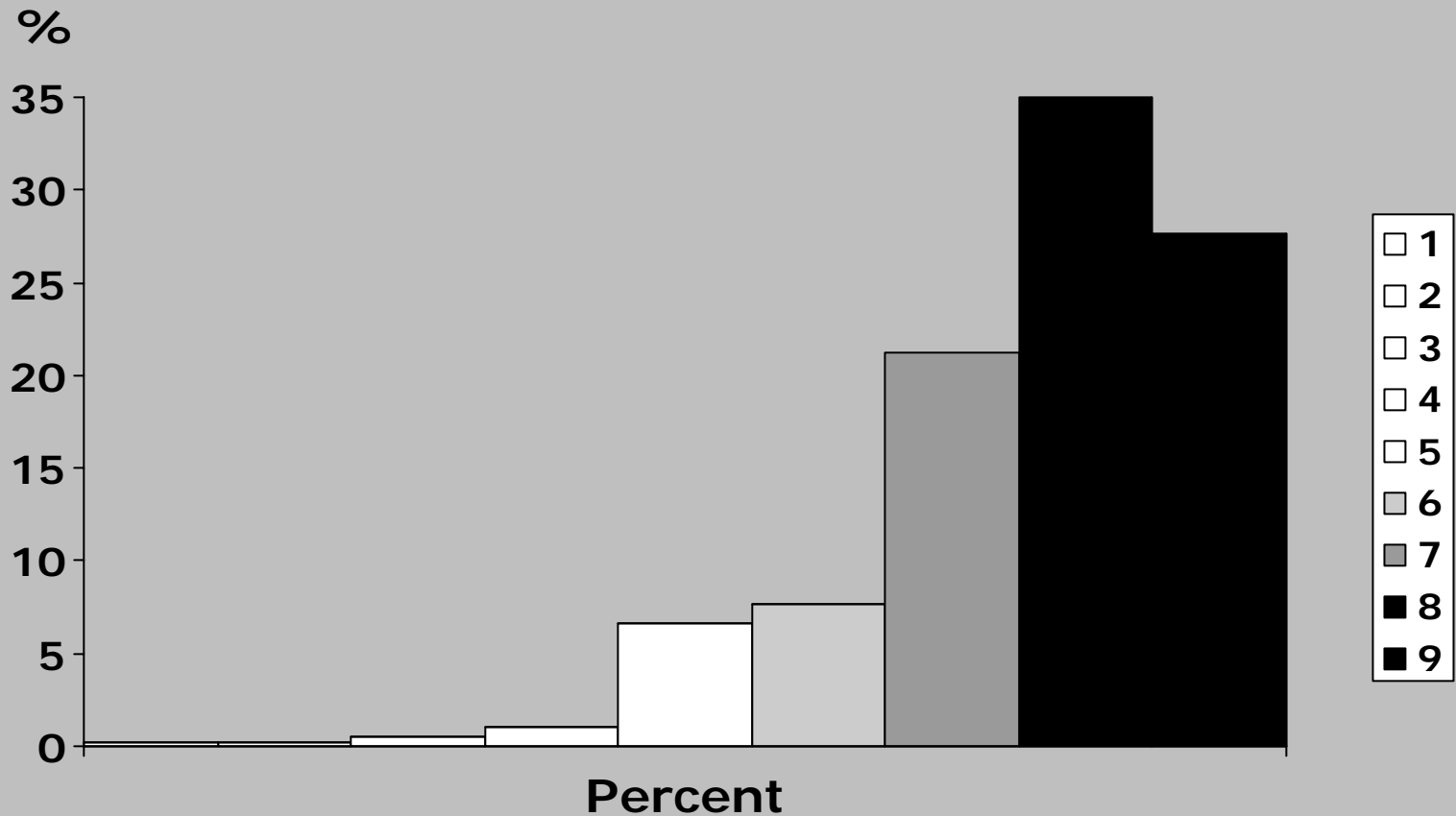
Perception of PDF Book Quality – Full Survey



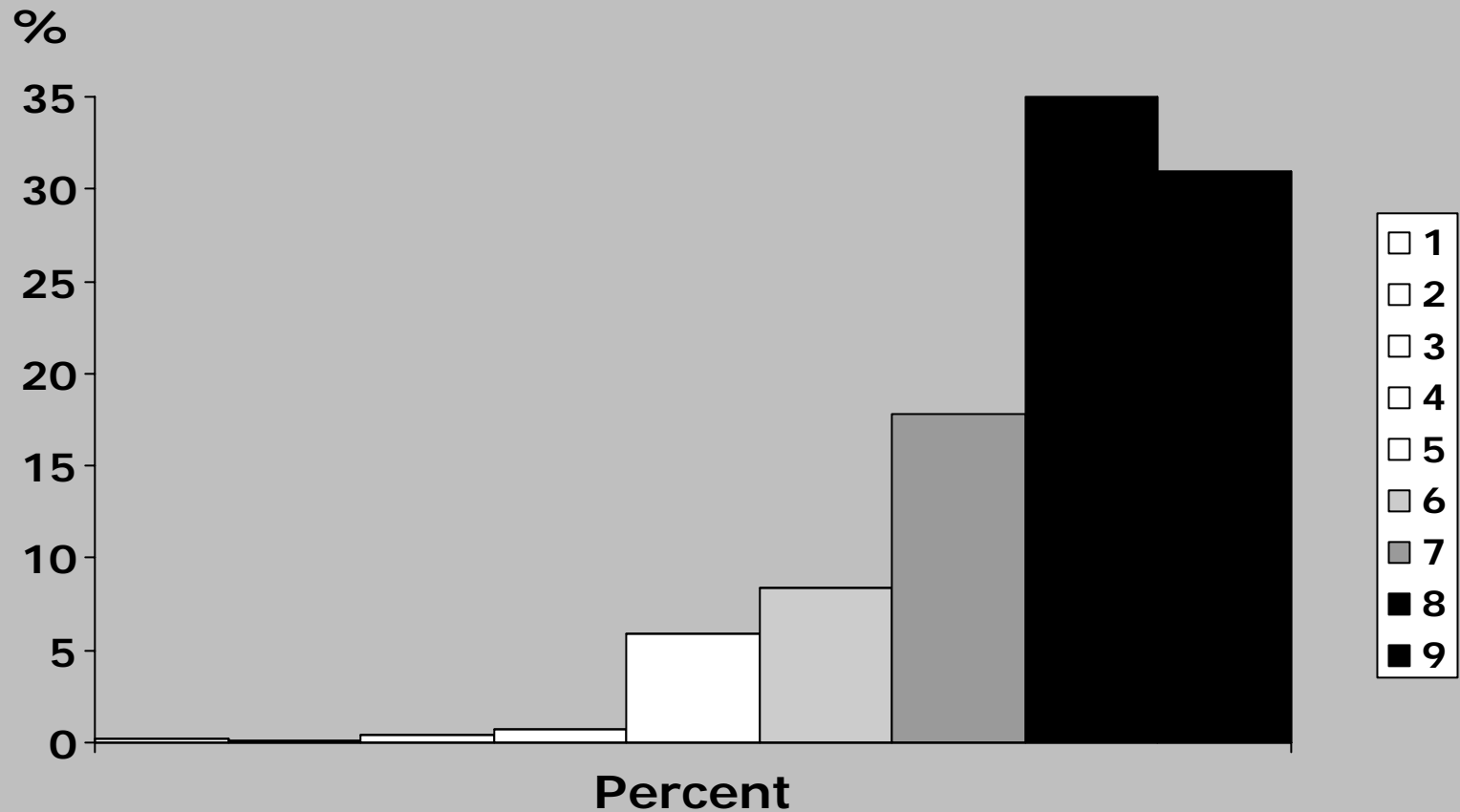
Perception of PDF Book Quality – Chapter Survey



Perception of Print Book Quality – Full Survey

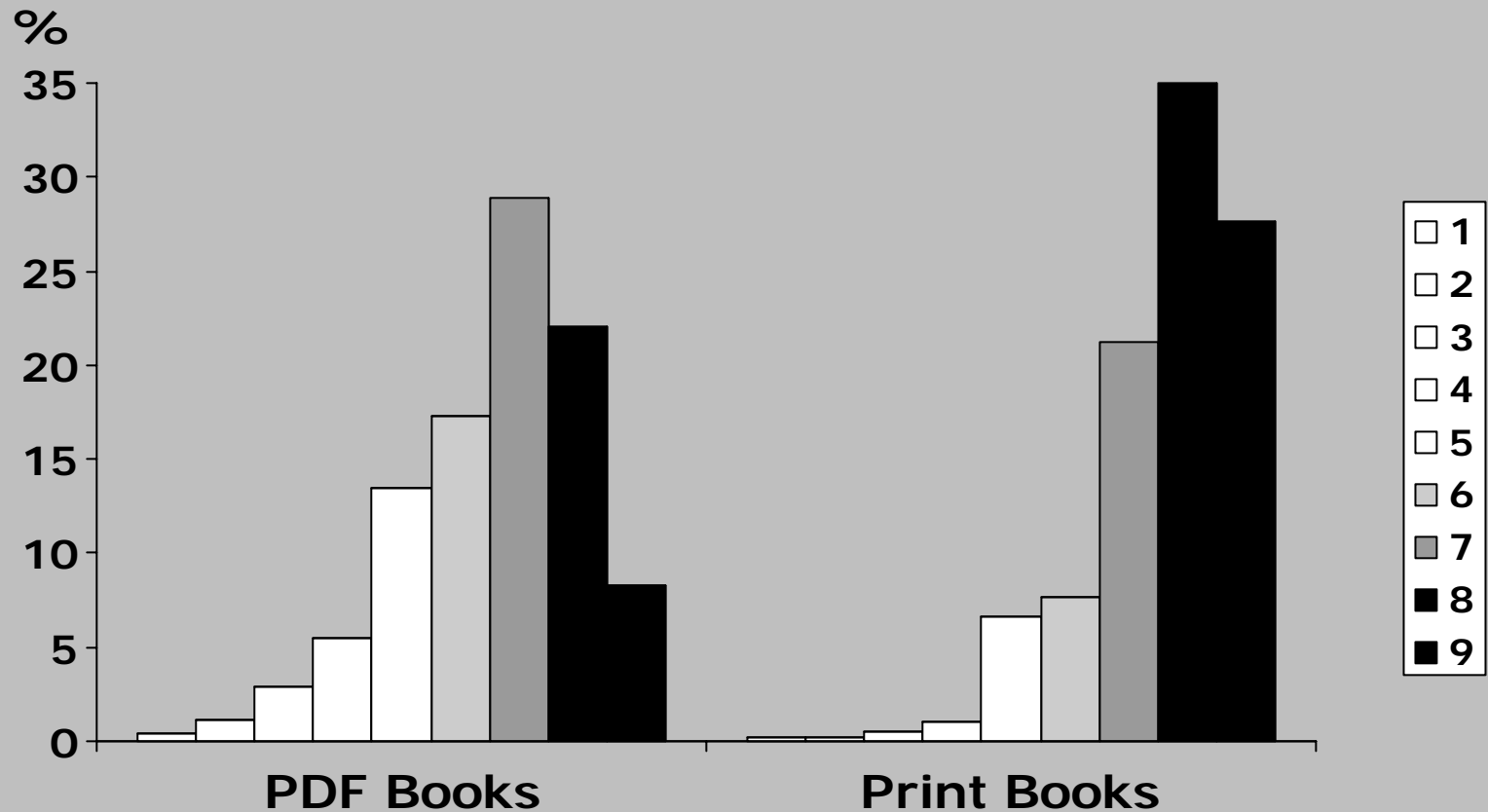


Perception of Print Book Quality – Chapter Survey

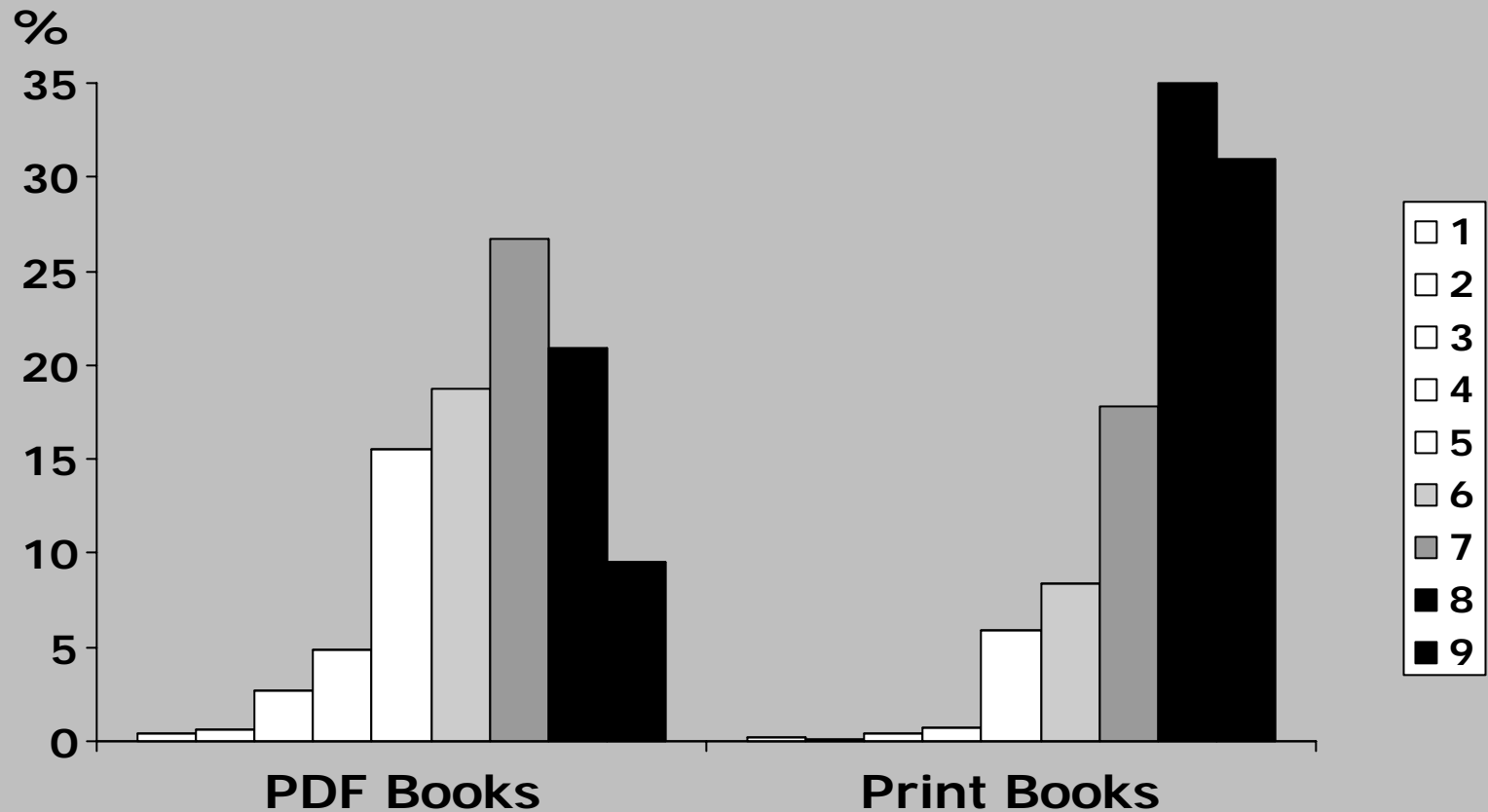


Perception of PDF and Print Book Quality

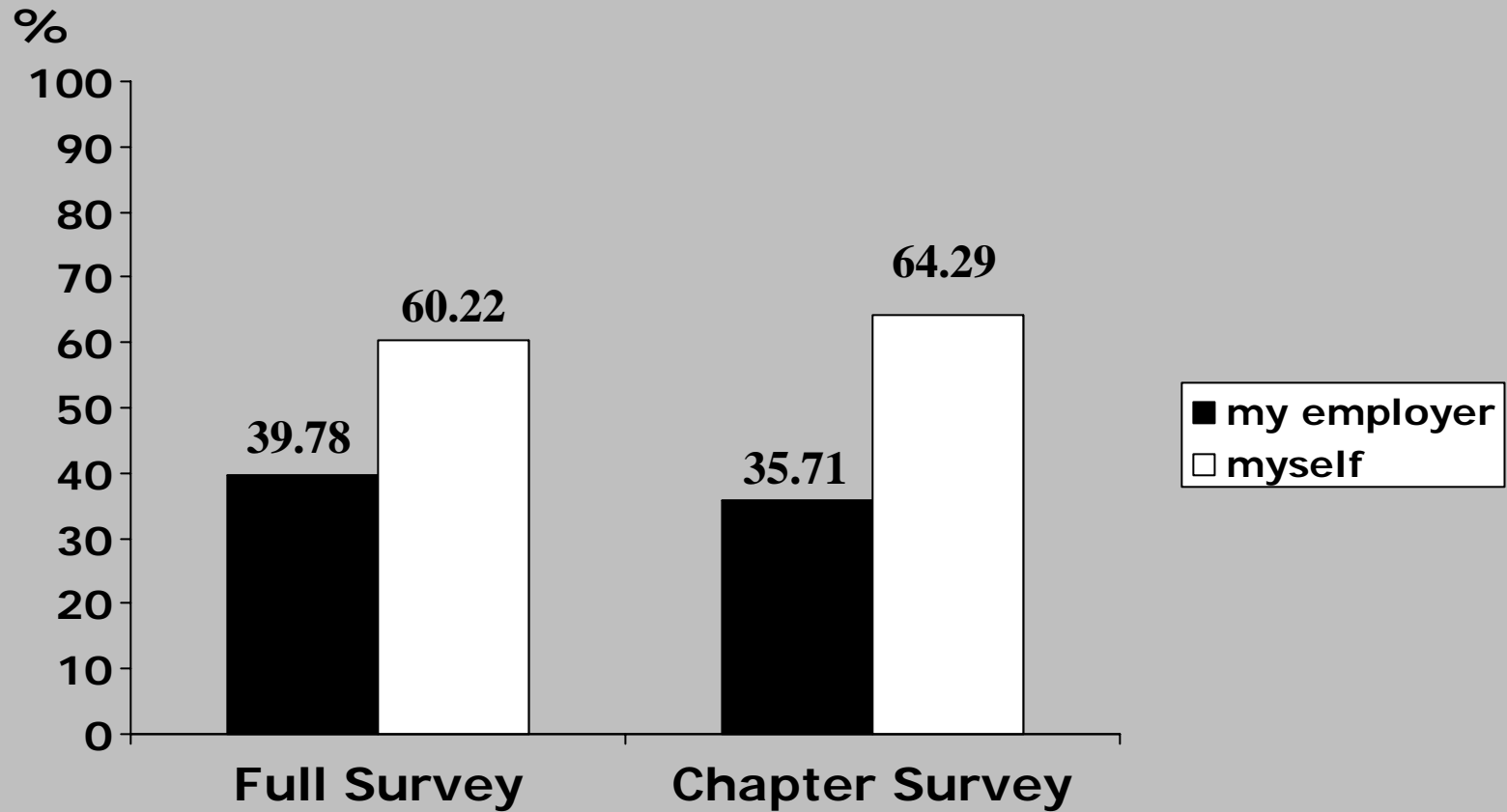
Full Survey



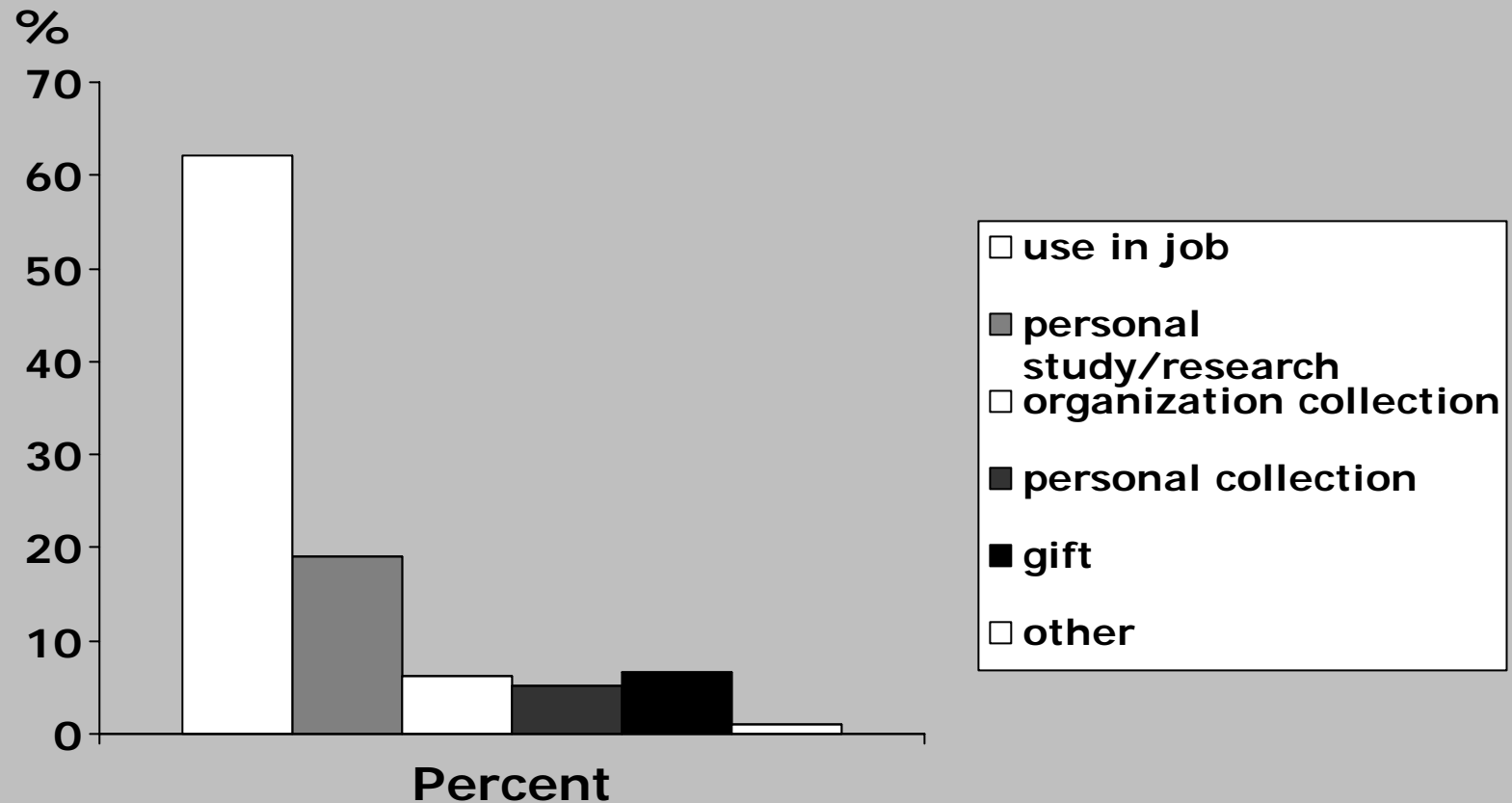
Perception of PDF and Print Book Quality Chapter Survey



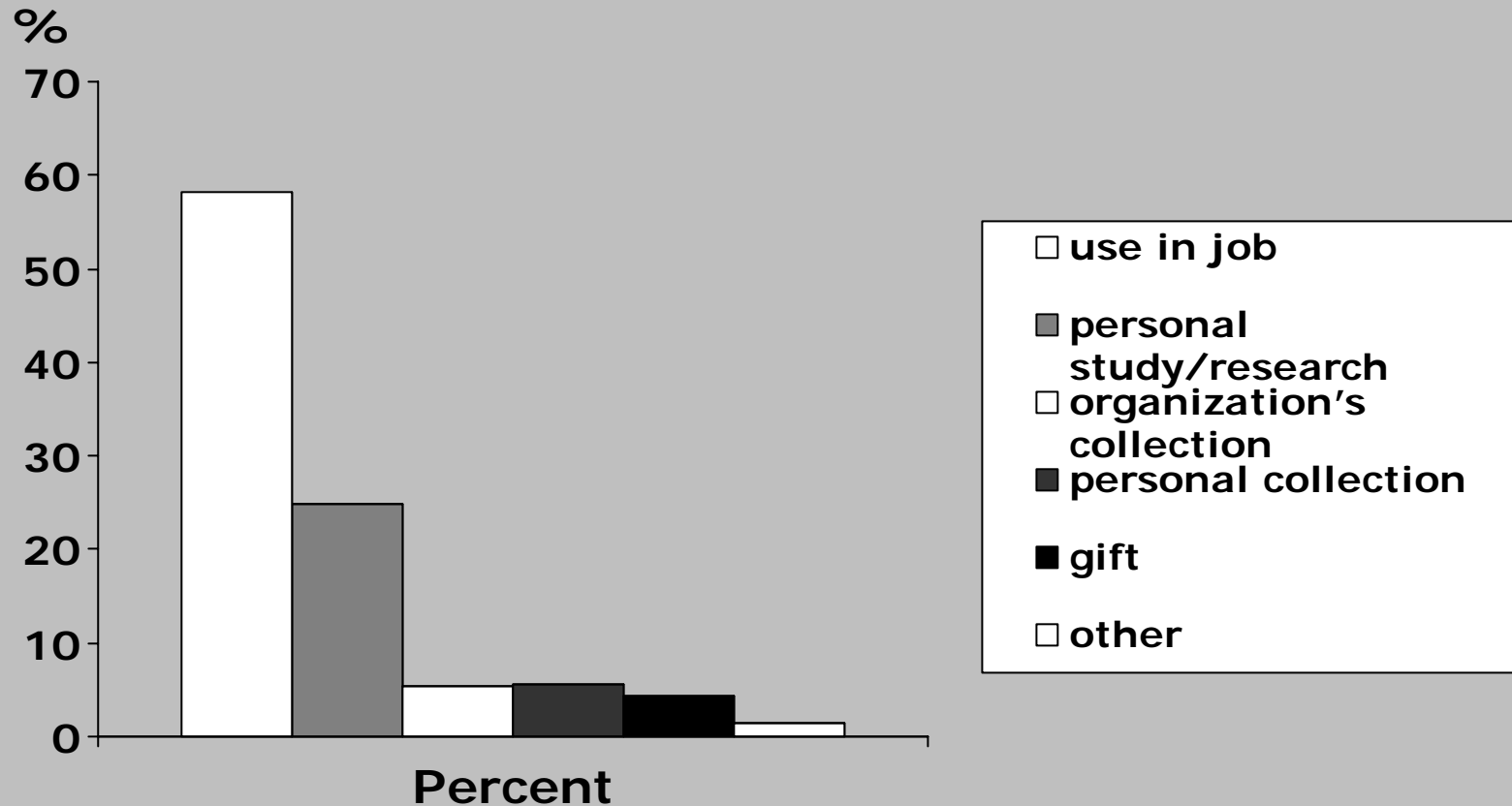
Who Pays for Books



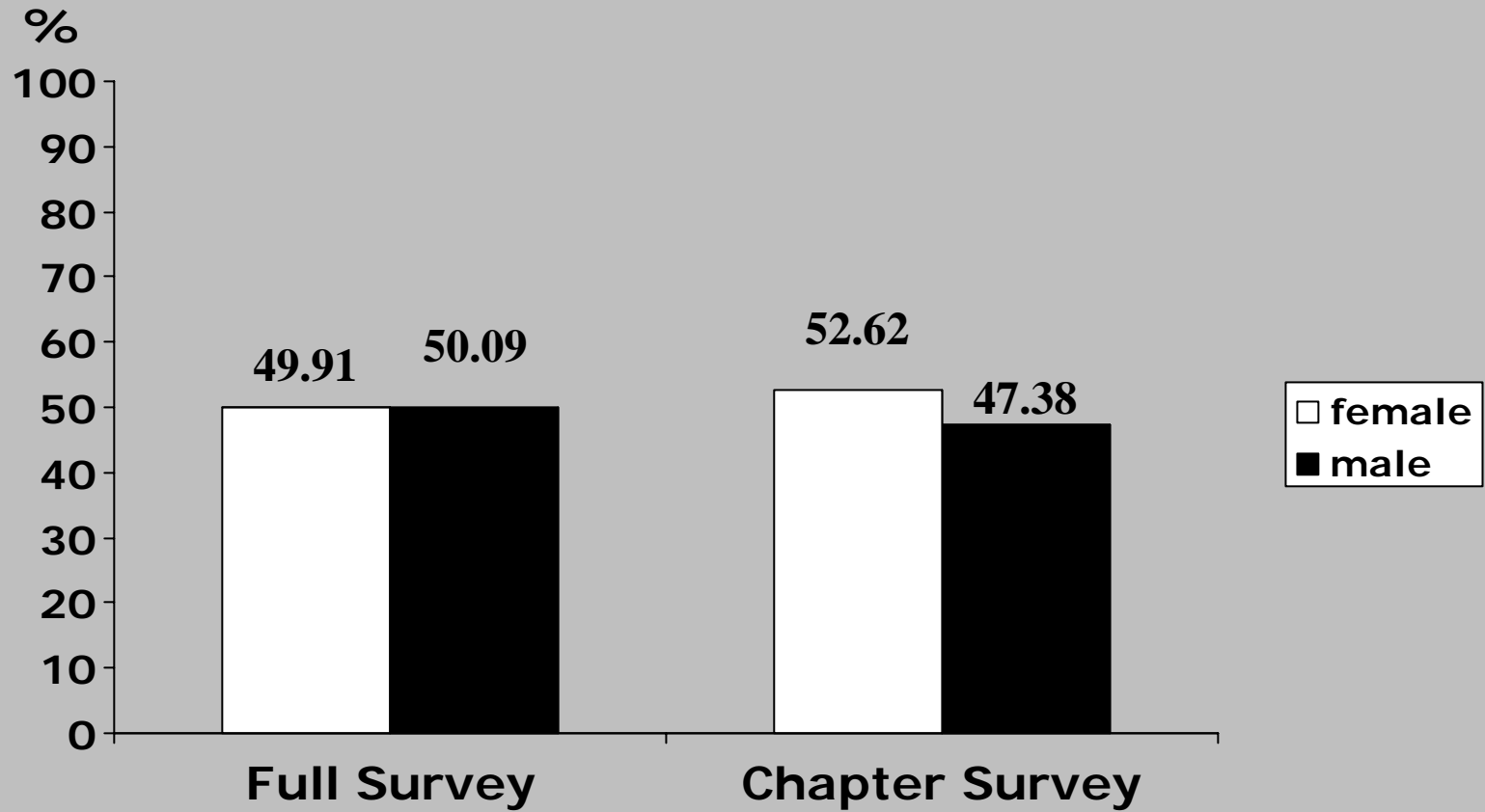
Purpose for Purchasing the Book— Full Survey



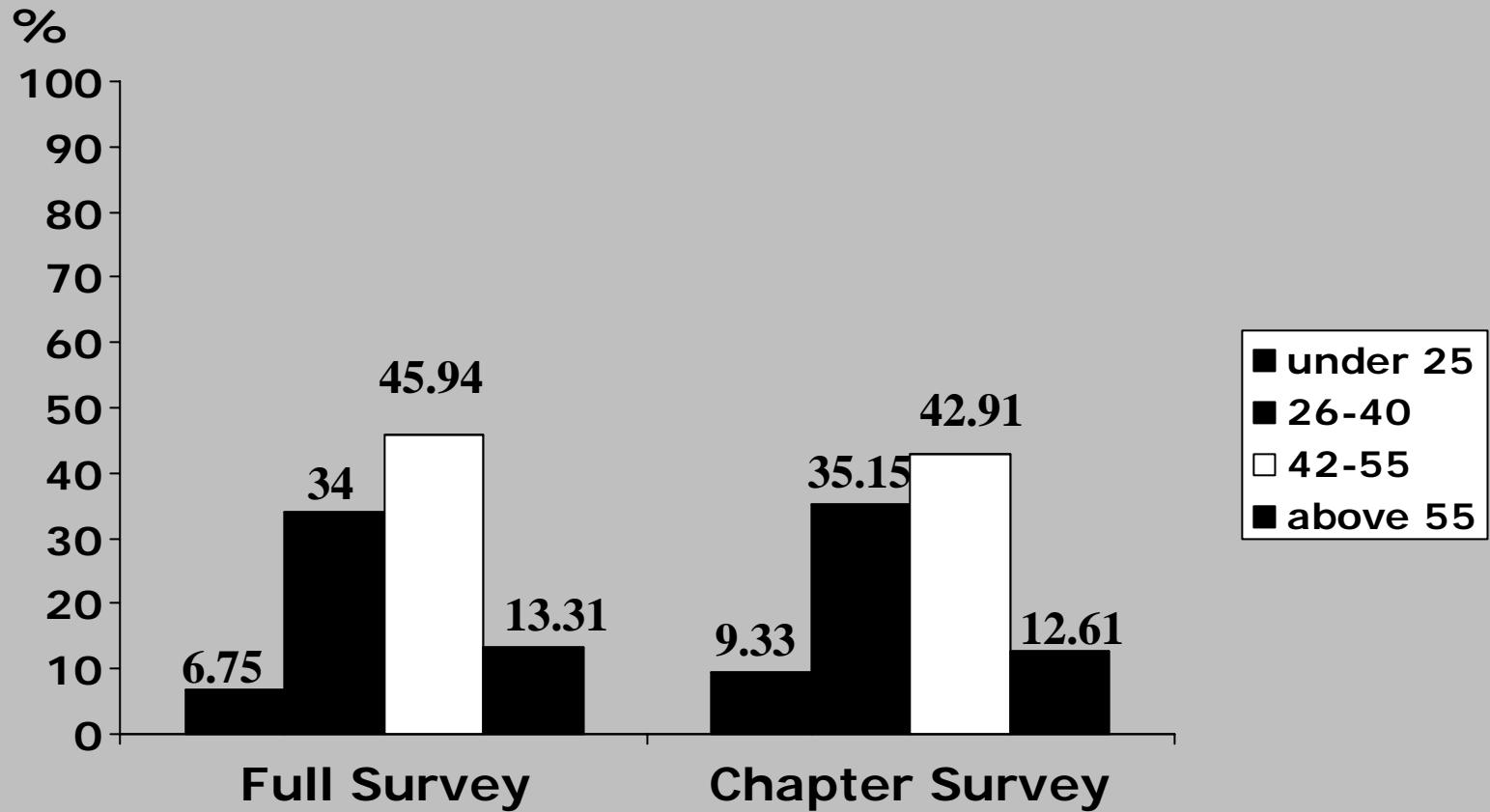
Purpose for Purchasing the Book – Chapter Survey



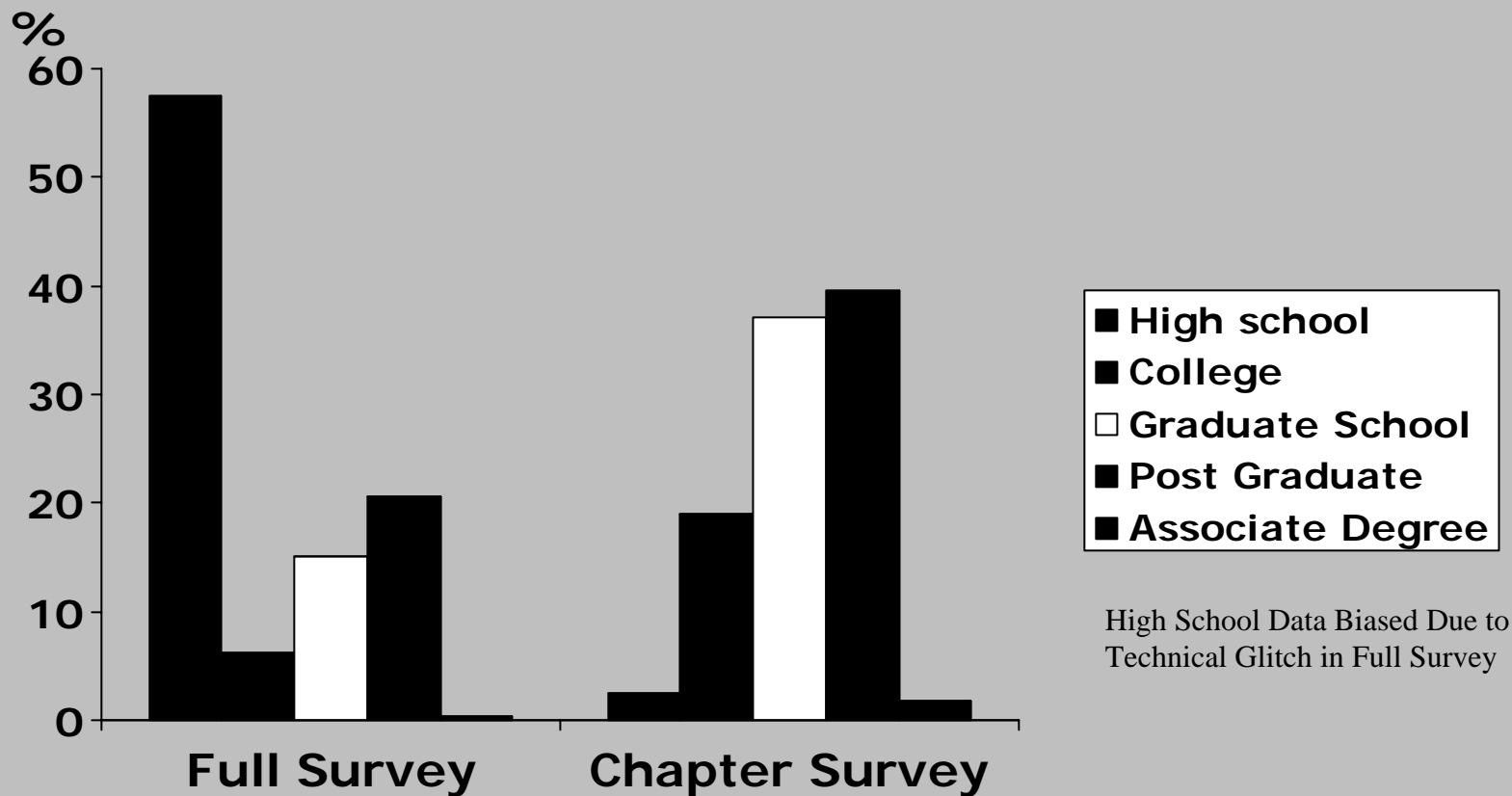
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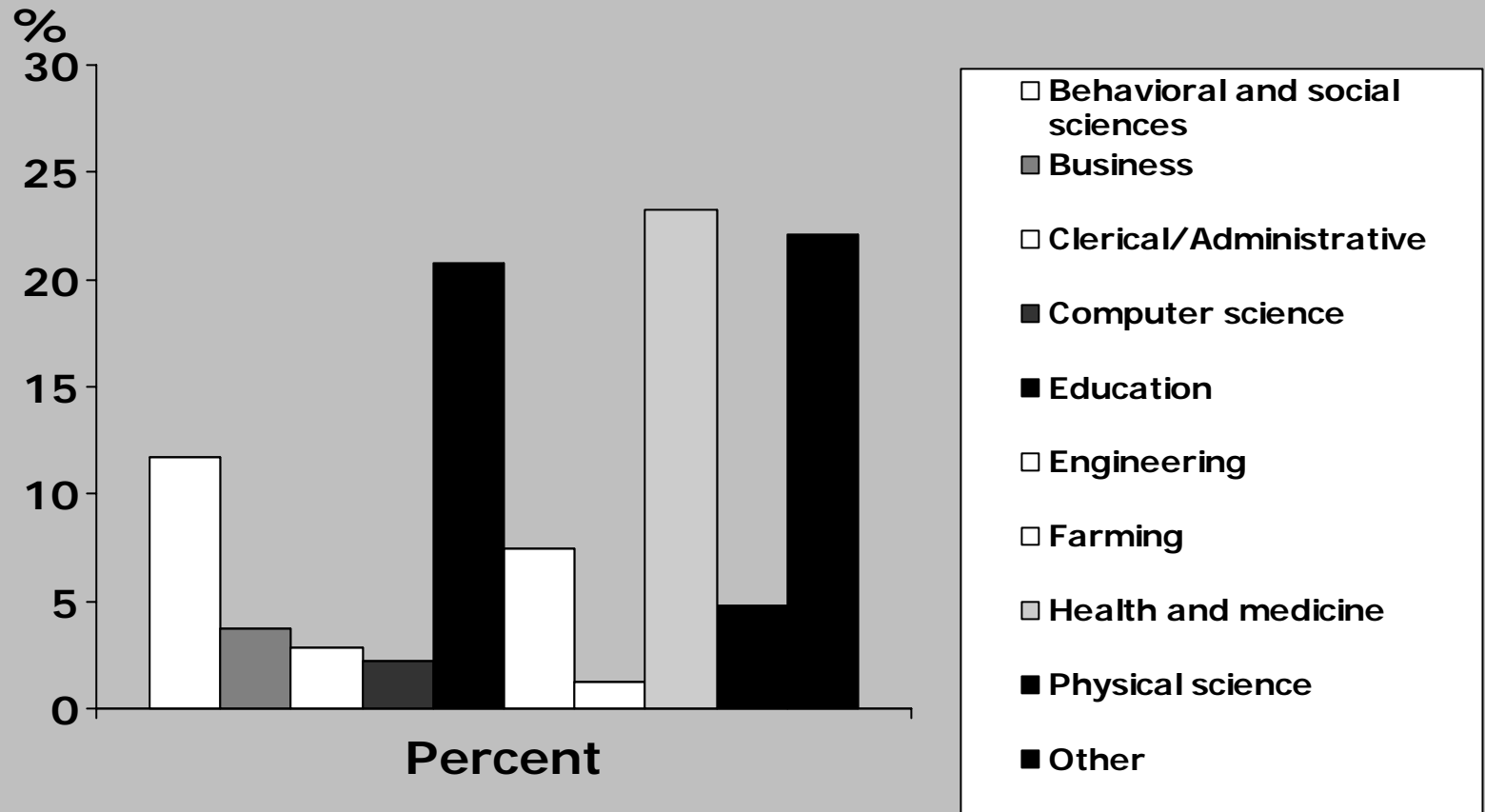
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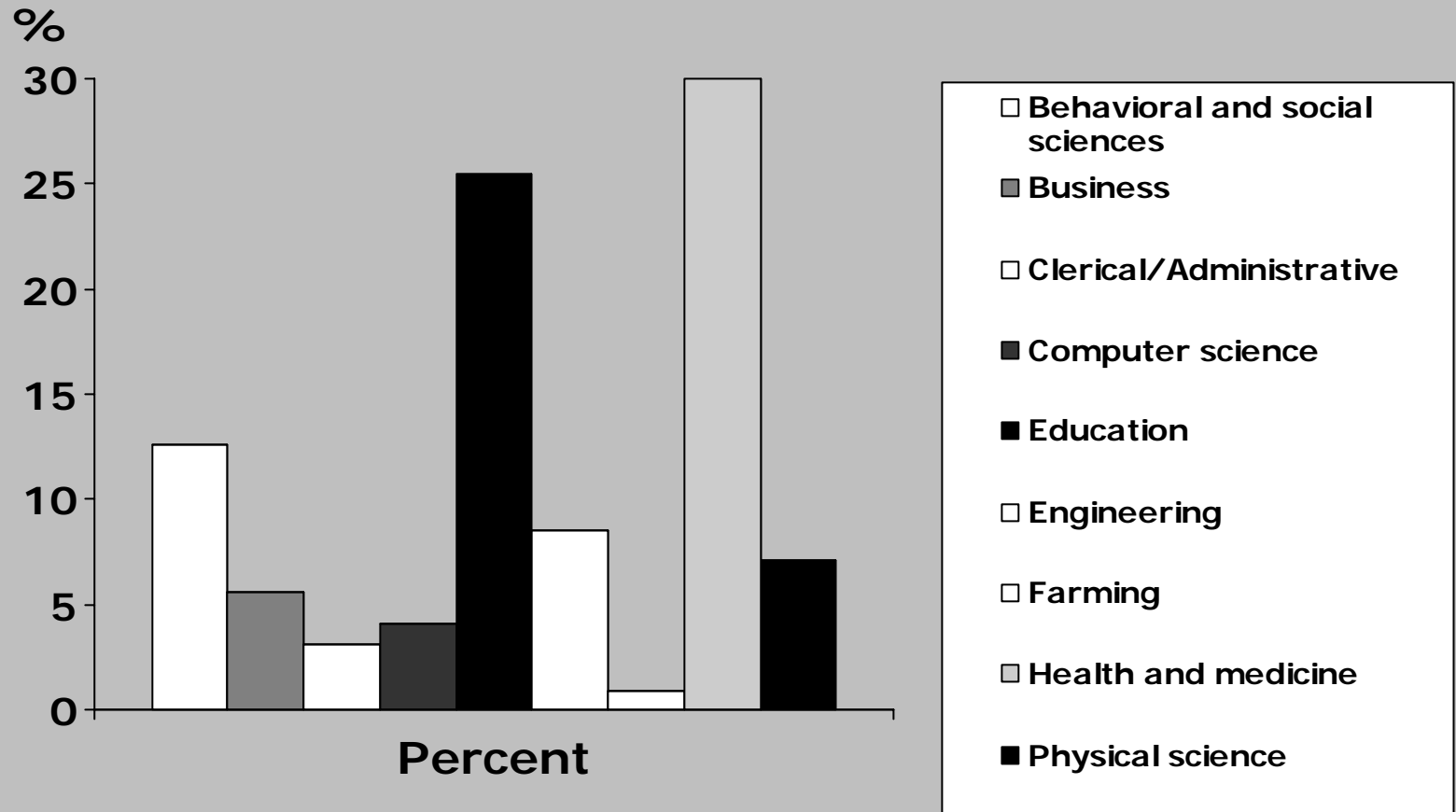
Level of Education



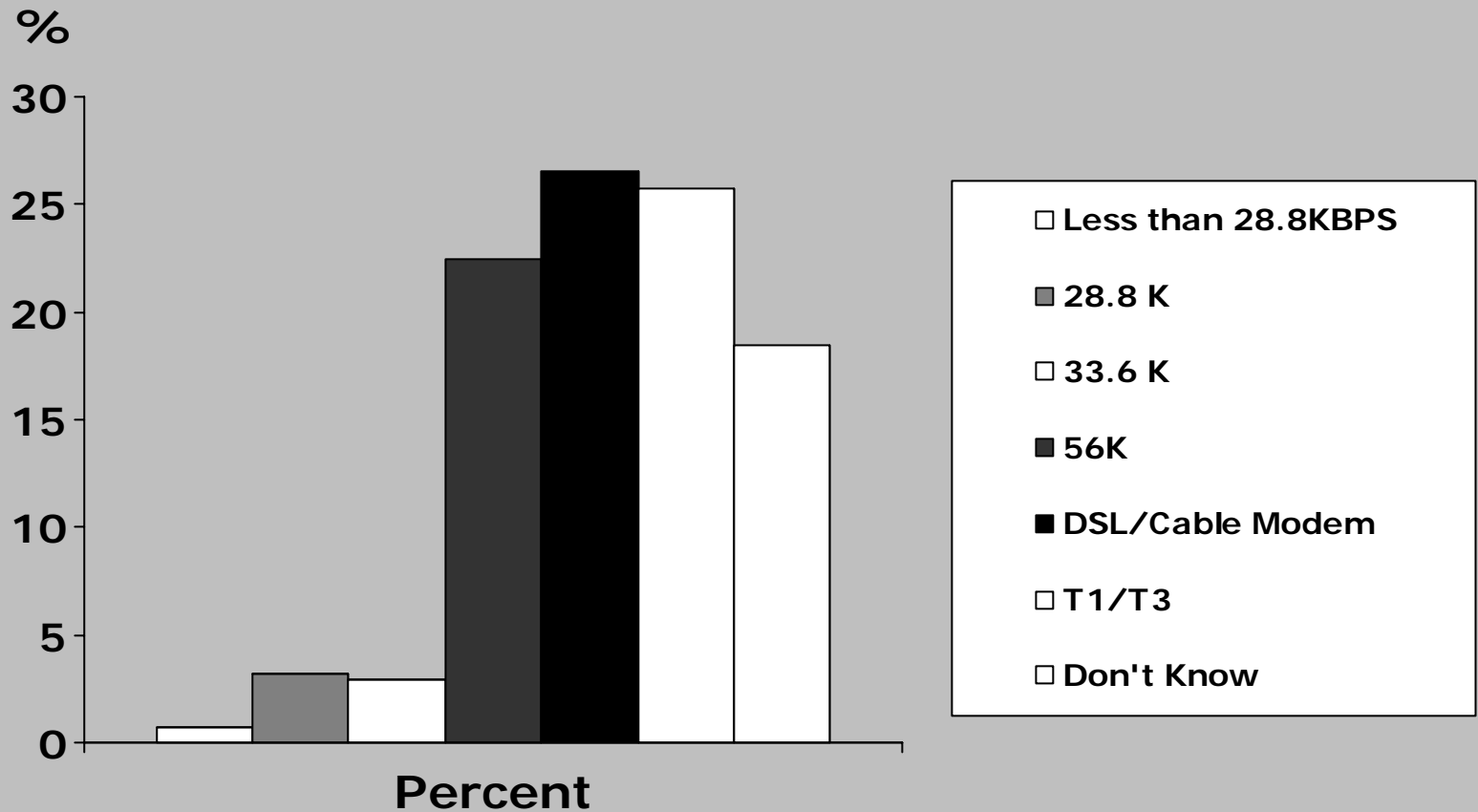
Primary Area of Occupation – Full Survey



Primary Area of Occupation – Chapter Survey



Speed of Internet Connection – Full Survey



Speed of Internet Connection – Chapter Survey

