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Digitizing the Print: An Archaeology of eBooks and eLibrary

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Abstract— *The advent of digitalization raises the question of whether or not the printed word will ever be revived. Print is having a difficult time surviving outside of institutional settings such as workplaces and universities. The transition from printed books to electronic books is the major event that has forever changed not only the academic world but also the world as a whole. The open access movement got its start because scientists, libraries, and the general public were dissatisfied with the extremely high prices of many scientific, technical, and medical publications and the accompanying lack of accessibility. Now eLibrary has become a reality. The digitization of print has had significant positive impacts on several sectors, including publishing, education, research, and libraries. Through media archaeology the sedimented and layered world of eBooks and eLibrary, will be unearthed afresh as new technologies become outmoded.*

Keywords— ***Digitization, eBook, eLibrary, Media Archaeology, Open Access, ePaper.***

I. INTRODUCTION

The field of media archaeology considers media cultures to be sedimented and layered, a fold of time and materiality in which the past may be unexpectedly unearthed afresh as new technologies become outmoded at an increasingly rapid rate (Parikka,2012). The archaeology of media suggests that previous forms of media have never truly disappeared from our culture, despite the fact that new forms of media are emerging and influencing the ways in which we consume information. They are continually remediated, brought back to the surface, and adapting to new applications, situations, and circumstances. When we first begin to think about media in an archaeological context, the question that naturally arises is: where do we begin? Do we begin our investigation of the history of a medium from its beginnings, as one would in a historical study? Or do we do it based on the universe of media that we currently inhabit? Investigating the computer hardware and software, as well as the many platforms, internet networks, social media interfaces, and led displays, with the purpose of analysing digital culture would perhaps.

Studies in archaeologies of power and knowledge by Michel Foucault (1926–84), the theoretical philosophical digging up of modernity by Walter Benjamin (1892–1940), and the New Film History in the 1980s have all contributed to the development of media archaeology. Additionally, various studies that, since the 1990s, have sought to understand digital and software cultures in conversation with what is considered to be the media of the past, and a layered "latent-ness" of the past, have also contributed. The nineteenth and early twentieth centuries have become the major digging grounds in the field of media archaeology. This field aims to prove the significance of modernity for the purpose of anchoring contemporary media experiences. It is the same for media archaeologists as it was for Foucault: all archaeological explorations into the past are done with the intention of elaborating our contemporary condition.

To put it in better terms, to ask the question, "what is our present mediatic habits in its materiality, in discourses and practises, and how did it become the dominant discourse," is the research method that media archaeology has adopted from Foucault. Foucault proposed that

archaeology is always, implicitly or explicitly, about the present. An investigation into the apparatuses as events and experiences, or, to put it another way, theoretically rethought genealogies that are able to "put in crisis habitual classifications and categories, such as text, work, or author" a rupture and a critique to media as an epistemic machine media archaeology as an investigation into the apparatuses as events and experiences media archaeology as an investigation into the apparatuses as events and experiences media archaeology as an investigation into (Elsaesser, 2004, pp. 89, 109). As media technologies contribute to the formation of knowledge regimes across the arts and sciences, the media themselves are epistemological machines that record, maintain, and insert information. Additionally, the media is a part of a larger network of knowledge in this particular instance.

The advent of digitalization raises the question of whether or not the printed word will ever be revived. Printed materials are not on the verge of extinction by any stretch of the imagination, but the mountains of paper we have accumulated over the years are on par with archaeological relics. Print is having a difficult time surviving outside of institutional settings such as workplaces and universities. And as digital publications have become as archival as print publications, print copies continue to become artefacts and are reminiscent of the old art for those who are not yet done with ties to the print entirely. Additionally, in academic libraries, print journals are finding it too difficult to survive as digital publications have become as archival as print publications. This is because academic libraries are increasingly going digital (Sean, 20203).

II. PRINT AND E-PRINTING THE TEXT

The history of printing spans over a thousand years, from the early days of woodblock printing in China to the modern digital printing technology of today. The digital revolution has transformed the printing industry, making it easier and more affordable to produce high-quality printed materials. Digital printing has also enabled the printing of customized materials, on-demand printing, and the creation of new markets such as personalized photo books and calendars. The printing industry continues to evolve, driven by technological advancements and changing consumer preferences.

In 1945, Vannevar Bush conceived of a machine of the future that functions according to the principle of selecting ideas and facts by associating them with other related concepts (Bush, 1945). The Internet, with its built-in search engines and interconnected websites, is the physical manifestation of what was formerly only a figment of our mind. The rate of change in the landscape of transformation brought about by the internet accelerates at an exponential rate on a daily basis. This is especially true in light of the proliferation of wireless communication networks that connect notebook computers, mobile phones, and other devices to the internet as well as to one another. Because of the aforementioned shifts, organizations like universities, publishing houses, and libraries that are dependent on the generation, administration, and dissemination of information and knowledge have been subjected to a significant amount of strain.

And then it comes to mind that with this shift we are facing the death of the academic library as it becomes replaced by the digital library. This has been a topic of speculation for many years, but it has only been relatively lately that it has come to fruition. When conventional forms of paper have been successfully replaced by digital libraries, open access and digital commons will render universities unnecessary. The declining market for printed goods like as magazines and books have a significant impact on the way libraries operate as well as the economy that is linked with them. As a result of the widespread use of digital printing technology, a significant portion of the labour force that is employed in print-related activities such as cataloguing, binding, and distribution are in danger of losing their employment (Coman, 2020).

In the world of higher education, even faculties have begun to grasp the idea that the library of the future would be an online platform of information rather than a conventionally organised physical location. One may argue that the digital library has evolved into a new paradigm, particularly after the COVID time conferences. After being digitised and made available online, some libraries have begun discarding the print editions of publications. This practise began after the publications were made available online. This unmistakably indicates that there is no longer any chance of going backwards in light of the fact that the digital revolution has already begun, since there is no longer any window of opportunity to do so.

The faculty and other individuals who have learned to live with completely digital editions of journals, even when these are only accessible from their offices, find that the speed and convenience of digital access far outweigh nearly all other concerns. This is the case even when the journals are only accessible from their offices (Sandström, 2020). Even in situations in which these versions can only be accessed from their offices, this is still the case. This change is appealing to individuals for another reason, which is that it removes any need to find

space for the steady accumulation of print copies.

The transition from printed books to electronic books is the major event that has forever changed not only the academic world but also the world as a whole (Burcu, 2022). It is unfortunate, but the advent of widespread eBook publication is dependent on the development of an electronic paper that is capable of performing all of the duties that are planned for it. E-paper displays are distinguished from the images that are seen on computer or television screens in three primary ways: first, they are reflective displays that rely on the brightness of ambient light for viewing, similar to how the text on the page of a book is made visible; second, the display is bistable, which means that power is only required to change the display pattern, and not to retain the image or text once it has been displayed; and third, the displays are thin and flexible. We are beginning to notice a growing number of eBooks on the screens of our desktop and portable laptop computers, including certain scientific periodicals. These eBooks may be downloaded for free. Companies such as net Library and Ebrary are amassing very impressive stores of books that are still protected by copyright but can be read on any terminal thanks to a new generation of book scanners. These book scanners can transform printed works into photo-perfect, fully searchable replicas of the original at a rate of over 1000 pages per hour (Markus, 2014). This has enabled companies such as net Library and Ebrary to amass very impressive stores of books that are still protected by copyright. Every terminal will be able to read these copies of the original document.

eBooks that have content that can be searched throughout its whole work very well for this sort of information retrieval whether they are accessed on desktop or portable devices.

III. INTERNET DEBRIS AND EBOOKS

Ever since the invention of the Internet and the subsequent rise in the quantity and, frequently, even the quality of information that can be found online, the packaging that information is distributed in to the consumer, regardless of whether that consumer is a member of the general public or a scientist, has become of relatively little interest. This is because the Internet has allowed for an increase in the quantity and, frequently, even the quality of information that can be found online (Faltin, 2022). Customers are becoming increasingly "format agnostic," meaning that it makes little difference to them whether they discover what they want in an online eBook or journal article, on a blog, or simply saved on a website. This is because all of these forms can be accessible online. The only thing that counts is whether or not they can trust the information, and whether or not it is relevant to their requirements.

There is no denying that the reliability of the information that is presented on the Internet varies greatly from one location to the next. Despite this, many customers put their faith in their own ability to differentiate between reliable and unreliable sources, which leads to results that, as you might expect, are extremely varied. Even though the technology of e-paper is not yet mature, and its current inability to handle colour is a significant drawback to its immediate market penetration (Rosencrance 2004), what might prove to create an even bigger hindrance to the spread of eBooks is the fear that publishing companies have that releasing an electronic version of a book will lead to significant copyright infringement and intellectual property theft. This fear may prove to create an even bigger obstacle to the spread of eBooks. However, this is "just" a social, legal, and economic barrier, not a technological one, and there are technologically based preventative precautions that can solve this difficulty that are currently in development, so the issue is at least theoretically solvable. In addition, there are technologically based preventative precautions that can solve this difficulty that are currently in development.

Because digital photography is so widely used and because of the ongoing development of scanning technologies that are getting better all the time, intellectual property can just as easily be stolen from printed materials as it can from digital publications. This is a result of the proliferation of digital photography (Rice 2004). eBooks are proliferating at an ever-quickening pace over the entirety of the internet. For instance, eBooks (http://usa2.ebooks.com/help/contact.asp), an American-Australian firm, already gives users access to more than 30,000 eBooks through the internet and continues to add more than 1000 new titles on a monthly basis.

It is quite possible that the number of eBooks that will be made accessible in the not-too-distant future will significantly grow as a direct result of this new development. Despite this, it is extremely unlikely that eBooks will begin to compete with traditional printed books in terms of popularity until a high-quality portable reader that is based on e-paper technology is made available. Until this occurs, it is highly unlikely that eBooks will begin to compete with traditional printed books. In the event that we continue to require paper copies of books or journals for particular reasons after eBooks become firmly established and substantially replace those that are printed, the majority of those paper copies will presumably be purchased second-hand.

In addition to this, however, the development of personal copying devices such as mobile phones, which include cameras with ever-increasing resolutions, present significant security risks as well. If every customer or employee is not going to be searched upon entering and therefore blocked from carrying in such devices, then it is always going to be possible for those who are intent on the theft of intellectual property to occasionally be successful in their endeavors. If this is not going to happen, then it is always going to be possible for those who are intent on the theft of intellectual property to occasionally be successful. This is particularly important to keep in mind in light of the fact that material may now be caught on the camera of a mobile device, instantly transported to another place through a wireless connection, and then erased locally. Because digital materials can be copied an unlimited number of times without experiencing any of the attendant deterioration in fidelity that was introduced by photocopy machines and other such antiquated analogue devices, it is significantly more difficult to prevent the theft of intellectual property. This is because photocopy machines and other such antiquated analogue devices introduced this deterioration in fidelity.

However, the advantages that arise from the digitization of text far outweigh the disadvantages, and the delivery of virtually all forms of media, including broadcasts on radio and television, will soon take place in this format. This is because the advantages of digitizing text far outweigh the drawbacks. The advantages that come with digitizing text greatly surpass any potential negatives that may arise as a result of this process. Digital copies have quickly become the methodology of choice among researchers working in the scientific community. Even while infringements of intellectual property rights occasionally occur, the fact that there hasn't been much unauthorized use of intellectual property in scientific publications can't be the main cause for concern about copyright breaches.

As a direct result of the shift of print journals into digital format, other types of financial concerns have emerged, notably on the side of publishers who are not in the business of earning a profit. Elsevier is a good example of a commercial journal publisher that has very successfully converted its old print business model to the arena of digital publication. Elsevier is one of the world's leading scientific, technical, medical, and medical research publishers. Elsevier's business is predominately dependent on the publication of expensive journals that are only subscribed to by libraries; therefore, the company has simply shifted the same model that supported its print enterprise into the digital marketplace and then continued to raise the subscription rates at the same rate it did for print. This is because Elsevier's business is predominately dependent on the publication of expensive journals that are only subscribed to by libraries. The reason for this is due to the fact that the publication of pricey journals is Elsevier's principal source of revenue. Due to the fact that libraries are a captive market, they were practically given no other choice than to continue paying these noticeably higher rates. Elsevier's annual profit from libraries is frequently over a billion dollars, and at one point in the early 2000s, the firm was regarded to be the only really wealthy Internet company. Elsevier is a publisher that specialises in scientific, medical, and technical information. The majority of Elsevier's revenue comes from customers who purchase subscriptions to its electronic publications.

Other types of publishers, particularly those whose primary source of revenue comes from individual subscribers as opposed to library subscriptions, are having difficulty competing in the digital economy. This is particularly true for those publishers who rely on individual subscribers as their primary source of revenue. This is especially the case for publishing companies that rely on individual contributors. This group includes both society publishers and publishers of scientific journals like Science and Nature who rely substantially on advertising income to pay a considerable amount of their operational expenditures as well as a large portion of their earnings. The problem arises when individuals learn that they have full online access to the publications in question through the subscriptions held by their respective universities. This causes a loss of motivation on the part of the individuals to purchase such journals as individual subscribers. As a result, the issue arises.

One may also say the same thing about societies. For many people, becoming a member of a professional organization is motivated primarily by the expectation that they would have ready access to the group's official publication, which is typically a journal. Graduate students make up the majority of the population from which new subscribers are subsequently recruited. Science, a journal that is both published by a society and is dependent on advertising, is experiencing some significant problems right now in the erosion of its subscriber base, which, in turn, is resulting in a drop in what Science can charge advertisers for publishing in its journal (Burcu, 2022). These problems are causing Science to be unable to charge as much money to publish advertisements in its journal. Because of these issues, Science is unable to charge as much for advertising space in its publication as it would like to. This predicament does not have a straightforward answer that can be found

elsewhere. The publishers of science and other publications of a similar nature are attempting to single out specific content that is of significant interest to personal subscribers and make it only available to this group as a means of luring individual subscribers, but so far, their efforts have only met with moderate levels of success in achieving this goal People who rely entirely on college subscriptions are unable to access the materials that are made accessible to individual subscribers of the magazine Nature, through the Nature's Premier Subscription service. This is because college subscriptions are only offered to educational institutions.

It is of much greater urgent concern to scientists because the open-access movement has just emerged. This movement is battling very vigorously to make all published research openly available on the internet six months after it has been published. The support for this movement continues to grow.

IV. OPEN ACCESSING OF THE DIGITIZED

The open access movement got its start because scientists, libraries, and the general public were dissatisfied with the extremely high prices of many scientific, technical, and medical (STM) publications and the accompanying lack of accessibility (Beall, 2013). This dissatisfaction was the driving force behind the movement. Not only are they becoming more expensive, with some subscriptions costing more than $20,000 annually, which means that fewer libraries are able to afford them, but now that they are appearing in a format that is digitized, they are typically only accessible through an institution-linked computer terminal, which includes those that are located in the library (Mongeon, 2015). This means that the number of libraries that are able to afford them has decreased. This results in an even smaller percentage of libraries being able to finance them. However, in order for users of the library's computers to have access to online journals and other forms of proprietary digital materials, many educational institutions have begun to mandate the use of some sort of authentication system. This is done in order to protect the intellectual property of the content that is being accessed. This means that individuals who are not members of the primary community that the library serves can and are, in some cases, being refused entrance, and it is likely that this trend toward excluding people from the outside will become more prevalent in the future. Those who are not members of the primary community that the library serves can and are, in some cases, being refused entrance.

Since open browsing was the norm at the majority of libraries during the time when the vast majority of journals were distributed in print format, anyone who was granted access to the library was granted access to the library's holdings of books and journals. This access was granted to anyone who was granted permission to enter the library. As a result of the proliferation of digital technology in today's world, libraries no longer have to promise patrons who walk in access to the materials they house.

By providing its writers with an Open Choice option, the Springer Publishing Company has effectively called the bluff of the open-access movement. The Springer Publishing Company is responsible for the publication of a number of prominent scientific publications. Any paper that is published in a Springer journal will be made freely available to the general public in exchange for a donation of $3000 from the author to the organization. Until the turn of the 20th century, the sole medium for the dissemination of news was print. The initial "newspapers" show a straightforward reality as effectively as any phase that comes after them. Every publication that creates a link between a product's source and purchaser is considered to be an informational medium.

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V. CONCLUSION

Even before printing was invented, written material was spread throughout Europe via the continent's trading routes. In order for markets and traders to function properly, prices and quantities were required. Bible printing was a costly and carefully regulated process for printers; errors were not allowed, and the enterprise was fraught with inherent danger. Late in the 16th century, printers all across Europe who were searching for ways to increase their returns began to realise that bundles of news and ads, despite the fact that they posed potential legal dangers, improved their unstable cash flow. Printing out newsletters was a faster option than manually copying them. An early kind of journalism was a "appendage" to the business of printing, as one historian has described it. The first forms of mail service were helpful. In the 1480s, France was among the first countries to establish a postal system; England and Denmark did not follow suit until the 1620s (in the case of

England, this was due to the country's late construction of a national road system). France was among the earliest nations to establish a postal system.

Holy Roman Emperor Maximilian I, who reigned in the early 16th century, is credited with constructing one of the most remarkable postal networks, which was intended to compete with municipal and national systems. It took its messengers only six days to travel the more over 300 kilometres (about 200 miles) between Augsburg and Venice, making them far quicker than their competitors.

At that time period, Augsburg and Venice were two of the most successful and bustling financial centres on the European continent. The need for speed was essential for gathering commercial intelligence. One kind of information that was published in early news magazines was a spin-off from the trade intelligence and gossip that merchants had long recruited agents to acquire on their behalf. These agents were paid to collect this information on behalf of the merchants. The rate of change in the landscape of transformation brought about by the internet accelerates at an exponential rate on a daily basis. This is especially true in light of the proliferation of wireless communication networks that connect notebook computers, mobile phones, and other devices to the internet as well as to one another (Karlsen, 2022). Because of the aforementioned shifts, organizations like universities, publishing houses, and libraries that are dependent on the generation, administration, and dissemination of information and knowledge have been subjected to a significant amount of strain.

The digitization of print has had significant positive impacts on several sectors, including publishing, education, research, and libraries. The printing business has seen several alterations, spanning from the era of woodblock printing to the contemporary era of digital printing. The introduction of digital printing has significantly transformed the printing industry by offering alternatives to traditional printing methods that are both time-consuming and costly (Chris, 2020). The advent of computers and the internet has significantly transformed our methods of communication and information retrieval. The prevailing norm in contemporary society is the storage of documents in digital format, with an increasing inclination towards the digitization of printed materials to enhance their accessibility (Rothenberg, 1999). The process of digitization offers a method for enhancing the accessibility of printed content to a broader range of individuals. Digitized papers have the capability to be conveniently accessible from any geographical location around the globe, without any temporal restrictions, and using a wide range of electronic devices (Sarangi, 2017).

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