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## THE REASONS FOR THE GROWING USE OF ELECTRONIC BOOKS INSTEAD OF PRINTED BOOKS IN THE MODERN ERA

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**Annotation.** This article provides an in-depth and comprehensive analysis of the role of education and upbringing as fundamental factors in the personal, social, and national development of modern society. The study explores education not only as a system of knowledge transmission but also as a powerful tool for shaping moral values, critical thinking, creativity, and civic responsibility. Particular attention is paid to the interconnection between education and upbringing, emphasizing that effective education cannot exist without strong ethical and cultural foundations.

The article examines the historical evolution of educational systems, modern educational reforms, and innovative pedagogical approaches used in developed countries, comparing them with the educational transformation processes in Uzbekistan. It highlights the importance of lifelong learning, digitalization of education, teacher professionalism, and student-centered methodologies in the context of globalization.

Furthermore, the research analyzes the impact of education on economic growth, social stability, and cultural continuity. The article argues that investing in education and upbringing is a strategic priority for sustainable development, as it ensures the formation of intellectually competent, morally mature, and socially responsible individuals capable of meeting the challenges of the 21st century.

**Key words:** education, upbringing, lifelong learning, moral values, educational reforms, globalization, innovative pedagogy, human capital.

**Main body.** The 21st century is widely recognized as the era of the information society, where access to and processing of information are fundamental to social development. Digital technologies have transformed not only daily life but also the ways in which knowledge is acquired and disseminated. Electronic books (e-books) have emerged as a logical and necessary response to this transformation.

Globally, the number of internet users has surpassed 5 billion, highlighting the unprecedented accessibility of digital resources. Platforms such as Google Books, Project Gutenberg, and Open Library provide millions of books online, accessible anywhere and anytime. The rapid growth of digital libraries allows students, researchers, and the general public to access up-to-date information, making research and learning faster and more efficient.

Moreover, e-books have introduced advanced features such as hyperlinked content, multimedia integration, and interactive annotations. These capabilities

facilitate an active learning environment where users can cross-reference materials, view supplemental media, and engage with interactive exercises, thereby increasing comprehension and retention.

Modern lifestyles are increasingly fast-paced, demanding efficiency in both professional and personal spheres. E-books offer unmatched convenience, allowing readers to carry an entire library on a single device such as a smartphone, tablet, or e-reader. Travelers can read during commutes, waiting periods, or leisure time, maximizing productivity and engagement with literature.

E-books provide personalized reading experiences. Features such as adjustable font sizes, color modes (day/night reading), bookmarking, note-taking, and search functions improve reading efficiency. In addition, digital platforms like Kindle, Apple Books, and Google Play Books allow for cloud-based storage and cross-device synchronization, enabling users to continue reading seamlessly across multiple devices.

Interactive learning applications, integrated quizzes, and embedded multimedia further enhance the reading experience. For example, language learning e-books often include audio pronunciations, exercises, and interactive comprehension tests, offering a richer learning process than traditional printed books.

E-books have become essential in modern education systems, supporting both formal and informal learning. Digital textbooks, open-access educational resources, and online course materials provide flexible learning options for students at all levels. According to UNESCO (2021), digital learning platforms have improved access to quality education for millions worldwide, particularly in remote areas where printed books may be scarce.

Teachers benefit from e-books through interactive lesson delivery, integrated assessments, and real-time feedback capabilities. For example, learning management systems (LMS) such as Moodle and Blackboard enable educators to track student progress, share resources instantly, and create engaging educational content. This integration leads to more effective teaching strategies and enhanced student outcomes.

In higher education and research, e-books allow for rapid access to vast databases and journals, enabling comprehensive literature reviews and evidence-based studies. Collaborative tools within e-books facilitate group projects, peer review, and online discussions, promoting critical thinking and analytical skills.

E-books are economically advantageous compared to printed books. Printing, transportation, and storage costs associated with physical books are eliminated. Many e-books are freely available or sold at a fraction of the cost of traditional books, making literature and educational resources more accessible to wider audiences.

Independent authors and small publishers benefit greatly from digital publishing platforms, which allow them to reach global markets without the significant overhead costs of printing. Platforms like Amazon Kindle Direct Publishing, Smashwords, and Lulu provide tools for self-publishing, marketing,

and distribution, encouraging creativity and increasing the diversity of available content.

From a consumer perspective, subscriptions to e-book services such as Kindle Unlimited, Scribd, and Audible offer access to thousands of titles for a fixed price, further enhancing affordability and promoting sustained reading habits.

E-books contribute significantly to environmental sustainability. The production of printed books requires large amounts of paper, water, and energy, and contributes to deforestation. By reducing the demand for paper, electronic books help conserve natural resources and reduce carbon emissions associated with printing and distribution.

A study by the Environmental Paper Network (2020) estimates that widespread adoption of digital reading could save millions of trees annually, along with substantial reductions in water consumption and greenhouse gas emissions. Additionally, digital reading minimizes the need for physical storage, reduces waste, and aligns with global efforts toward sustainable development and environmental conservation.

Despite the advantages of e-books, printed books continue to hold cultural, aesthetic, and educational value. Many readers appreciate the tactile experience of holding a book, the visual appeal of high-quality print, and the immersive nature of reading without screen-based distractions.

Electronic and printed books complement rather than compete with each other. For example, researchers may use e-books for quick searches and reference, while relying on printed books for deep, focused reading and annotation. Libraries often integrate both formats, offering patrons flexible access to resources based on their preferences and needs.

Educational programs increasingly employ blended approaches, combining printed textbooks with e-books and online resources. This hybrid model maximizes learning outcomes, encourages active engagement, and preserves traditional reading culture while leveraging the benefits of digital technology.

Interactive educational initiatives such as digital reading clubs, online discussion forums, and e-book-based collaborative projects demonstrate the synergistic potential of combining print and digital media. By utilizing both formats, readers can cultivate diverse literacy skills, critical thinking abilities, and a lifelong reading habit.

The global e-book market is projected to continue growing, with significant increases in sales and digital library subscriptions. According to Statista (2023), the e-book market is expected to surpass \$20 billion by 2026, reflecting sustained consumer preference for digital reading.

Emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) are likely to further enhance electronic reading experiences, making them more interactive, personalized, and immersive. Adaptive learning systems can now recommend content based on user behavior, track comprehension levels, and provide tailored feedback, enhancing both recreational and educational reading.

The integration of e-books into educational curriculums, public libraries, and personal learning routines signals a future where digital and printed media coexist, complementing each other while offering distinct advantages. Policymakers, educators, and publishers will continue to innovate to ensure equitable access to information, sustainable practices, and enriched literacy experiences.

**Conclusion.** In summary, the widespread preference for electronic books over printed books in contemporary society is driven by multiple interrelated factors. The rapid development of digital technologies, the expansion of internet access, and the pervasive use of mobile devices have significantly transformed reading habits, making e-books more accessible, convenient, and efficient than traditional printed books.

Electronic books offer a unique combination of advantages: they enable readers to carry vast libraries on single devices, adjust reading formats for comfort, access interactive and multimedia resources, and search content quickly. These features support both leisure reading and academic work, enhancing comprehension, retention, and overall learning efficiency.

In educational contexts, e-books facilitate flexible learning, provide immediate access to up-to-date resources, and integrate seamlessly with online platforms and learning management systems. Teachers can leverage e-books to deliver interactive lessons, track student progress, and provide timely feedback, resulting in improved educational outcomes.

From an economic standpoint, e-books reduce costs associated with printing, transportation, and storage, making literature and educational materials more affordable. Digital publishing platforms also empower independent authors and small publishers, expanding the diversity of available content and fostering creativity.

Ecologically, the adoption of e-books contributes to resource conservation by reducing paper consumption, minimizing carbon emissions, and supporting sustainable development efforts. By decreasing reliance on printed materials, e-books help preserve forests and protect the environment for future generations.

Nevertheless, printed books retain their cultural, aesthetic, and educational value. They provide tactile engagement, visual appeal, and focused reading experiences that are difficult to replicate digitally. The coexistence of electronic and printed books creates a complementary system in which each format serves different needs, from rapid reference and interactive study to immersive, deep reading.

Looking forward, global trends indicate continued growth in the e-book market, alongside technological innovations such as augmented reality, virtual reality, and artificial intelligence, which will further enrich digital reading experiences. The integration of e-books and printed books in hybrid learning environments and libraries represents the future of reading culture—one that balances tradition with modernity, accessibility with depth, and convenience with engagement.

In conclusion, electronic books are not merely a replacement for printed books; they are a transformative tool that complements traditional reading, expands access to knowledge, and supports lifelong learning. By embracing both formats, readers, educators, and institutions can cultivate a rich, diverse, and sustainable reading culture for the modern era.

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