

READING HABITS AMONG ADOLESCENCE : A CONCEPT PAPER

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1.1 INTRODUCTION

It is well known that in order to engage in the learning process, someone needs to acquire certain important skills like writing and reading. Reading is an action of a person who is able to understand the meaning of written or printed words or symbols. This action will help the person to gain some information or knowledge. This is where the learning process takes place.

There are many importance of reading. Reading can help us in self improvement. We also can gain new experiences from other people. It is also one of tools in communicating. The most important thing in reading is we can boost our creativity and imaginary. Reading will help the reader to explore new things and sometimes the topics covered are beyond our normal ideas.

1.2 LITERATURE REVIEW

The most frequently conducted research in reading is to identify the gender differences in reading habits. The researchers are also identified the relationship between reading habits and students academic achievement, their social-economic background and factors that influenced their reading habits.

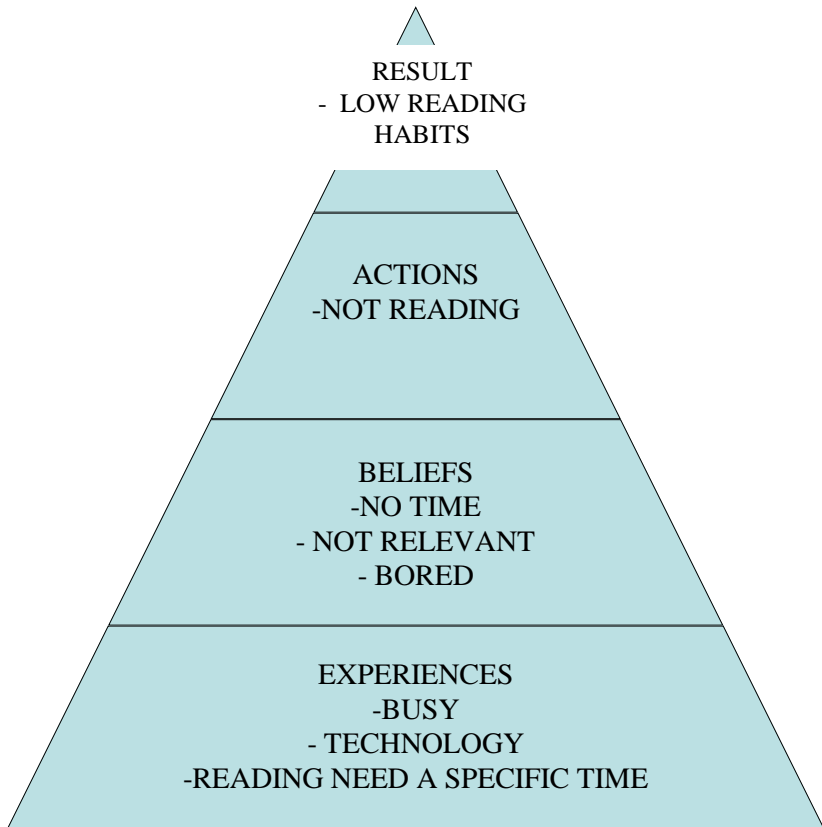
In 2013, the UK's largest reading charity, Booktrust had conducted a survey of reading habits and attitudes to books amongst adults in England. From this research, it showed that there is a significant link between reading history, reading habits and reading attitudes. Respondents whose parents encouraged them to read will read more when they grow up as adults. Similarly, those who enjoyed reading at school read more books now than those who did not. In addition, 89% of respondents whose parents read to them as children will read regularly to their own children. From this result, it showed that encouragement, motivation and good experience had big influence to cultivate good reading habits.

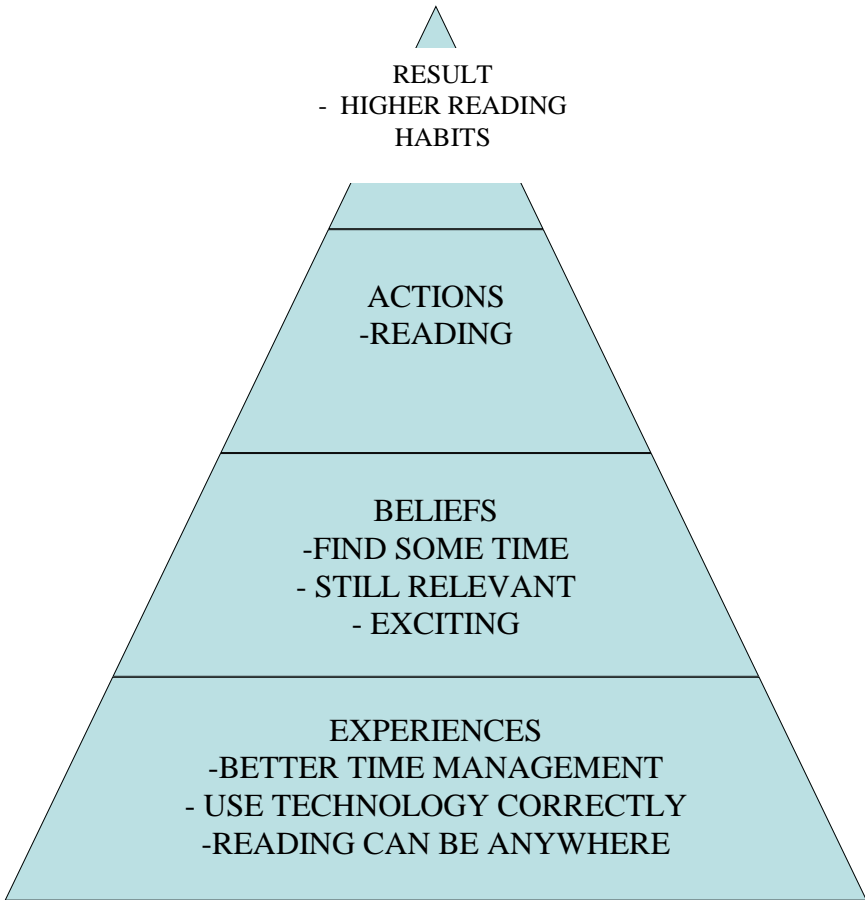
Another research which had been conducted by Sarah, Roger and Amy (2012) had showed that children's intrinsic reading motivation and reading efficacy correlated with their reading skills whereas their extrinsic reading motivation did not.

Based on the previous researches, reading habits has correlated with intrinsic motivation and this theory will be proposed in the upcoming research, especially in Malaysian context.

1.3 THEORITICAL FRAMEWORK

Based on *Result Pyramid* which is proposed by Roger Connors and Tom Simth(2011) in their book *Change the Cultiuire,Change the Game*, the researcher would like to propose an idea on how to use intrinsic motivation to our readers according to Malaysian context.





DESIRED STATE
(AFTER INTRODUCING INTRINSIC MOTIVATION)

1.4 METHODS AND SAMPLING

The methods that will be use in conducting this research are adapted reading motivation questionnaire and interview.

The sample will be Malaysian students from aged 13 to 17.

The expected result is to identify whether intrinsic motivation is able to increase reading habit among adolescence or not.

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