

A Study of Environmental Factors that Influencing Reading Habits of Secondary School Students

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Based on the review, this research found that there is a lack of studies being conducted in assessing the reading habit in relation to the built environment. Having this consideration, this research intention is to identify the environmental factors that influencing the reading habit thus proposing the concept of a reading kiosk based on the findings specifically to attract the teenagers in the study area. A sample of 300 respondents was taken for data collection, 150 samples from Gombak Setia Secondary School and 150 samples from Bandar Baru Sentul Secondary School. Based on the analyses, it was found that the majority of respondents indicate a positive attitude towards reading and school library. However, the majority spent almost of their leisure time for other activities rather than reading. Two third of respondents highly agreed that reading will be more attractive with the existence of various facilities with the informal environment of reading such as allowing talking, eating and listening to the music while reading. Based on inferential and factor analyses, two environmental factors had been extracted, i) facilities and services ii) internal and external environment of reading places. These analyses confirmed that these two environmental factors influencing the reading habit. The research than proposing the concepts of reading kiosk such as Book Café, Library My Second Home and Virtual Library that suite with the demand of a young group of people and also in line with the current reading trend. If the concept is accepted and successful, it is potentially a transformative research idea. By encouraging and nurturing reading habit, a new approach has been found that is likely to catalyze innovative advances.

Keywords: reading habit, reading kiosk, teenagers reading motivation, built environment facilities, nurturing reading habit.

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