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Pertanika Journal of Social Sciences and Humanities
Volume 25, Issue 3, September 2017, Pages 1213-1226

The driven readers amongst private higher education institution students: A case study (Article)

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Abstract

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The development of reading habits and the detrimental effects of its decline are intriguing issues to the proponents of reading. Findings or related research around the globe have resulted in discomfoting outcomes, giving an indication that the habit is now facing a challenging period. However, an interesting phenomenon observable is that despite the unfavourable circumstances, there are individuals who are avid readers. This case study attempts to gather in-depth information on what motivates and influences private higher education institution students to become avid readers. Employing qualitative methods, information from two informants were analysed for essential clues on how motivation to read could be catalysed and sustained. Eleven major themes, namely, enjoyment, self-development, self-initiative, social support, reading friendly environment, unfriendly reading environment, reading motivates reading, curiosity motivates reading, author attraction, alliteracy awareness and spiritually motivated, surfaced from the analysis and they could prove invaluable towards the development of strategies to inculcate the reading habit. © Universiti Putra Malaysia Press.

Author keywords

[Alliteracy](#) [Reading habits](#) [Reading motivation](#)


ISSN: 01287702
Source Type: Journal
Original language: English

Document Type: Article
Publisher: Universiti Putra Malaysia

References (16)

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