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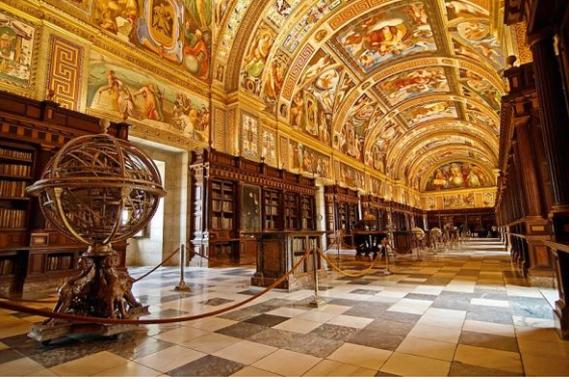
BOBCATSSS 2010 @ Parma, Italy

Dates: Monday 25th, Tuesday 26th, Wednesday 27th January, 2010

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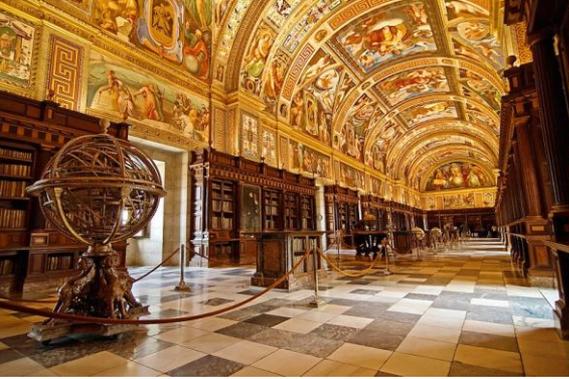
The Importance of a Methodology in a Research Project Based on a Survey about Reading Habits in the Academic Scope:

in concrete the Universidad Europea de Madrid case.



Agenda

- ✓ **1. The Reading Habits in the Spanish and European Society in the XXI Century**
- ✓ **2. Reading University Education**
- ✓ **3. Objectives of the research about reading habits in the UEM**
- ✓ **4. Methodology used in the survey execution**
- ✓ **5. About the methodology followed in a research based on a questionnaire**
- ✓ **6. Conclusions**
- ✓ **Bibliography**



1. The Reading Habits in the Spanish and European Society in the XXI Century

1.1. Reading habit concept

✓ A slow process that takes a lot of time to be acquired and that is not only influenced by many individual factors but also by contexts and people. Those are:

- Family background
- Use of books in public and university libraries
- Educational scope
- Mass media influence

✓ Reading is the way of spreading culture

Culture= images+ printed material+ sensations + perceptions



1. The Reading Habits in the Spanish and European Society in the XXI Century

1.2. Reading situation in Europe

- ✓ *Reading rates* are proportional to *educational progress*.
- ✓ *Cultural policies* developed by the states determine the *publishing policies*, always taking into account the literate population.
- ✓ Buying books does not mean  reading those books due to:
 - Aesthetical value
 - Status symbol
- ✓ Reading books does not mean  buying those books due to *library networks*
- ✓ Habitual library users = book buyers



1.The Reading Habits in the Spanish and European Society in the XXI Century

1.3. Reading situation in Spain

✓ Spain is the *4th. world power in publising* and a *high level of literacy*, but reading rates are low

Why?

- Lack of libraries
- New readers: fascinated by new technologies, hooked on the Net, and in touch with others. But do not read.

We must satisfy the current cultural needs





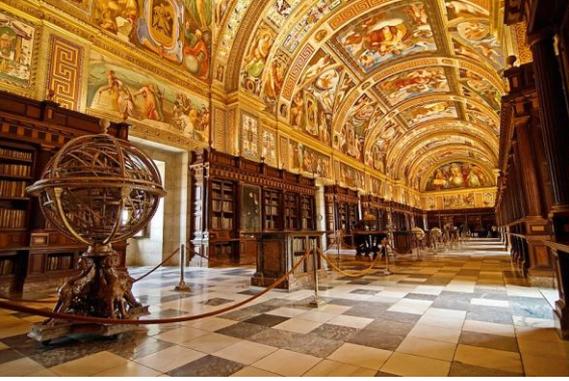
2. Reading in university education

2.1. State of the question

✓ University students have difficulties in spelling, phrasing and writing skills. These are due to:

- Lectures
- Multiple choice questionnaires
- Reference books
- University libraries
- Habitual use of Internet

✓ European Framework of Education intends to introduce the *library*  the centre of the campus integrated learning.



3. Objectives of the research about reading habits in the UEM

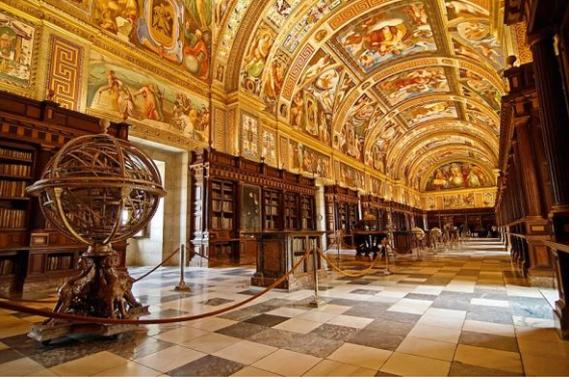
- ✓ Analyze and quantify the influence of the following aspects in reading habits:
 - Technological media
 - Leisure activities preferred
 - Leisure time used to read
 - Internet activities
 - Language and format used to read
 - Aspects that instigate the book acquisition
 - Library role and use
 - Family background
 - Genres and types of books read



3. Objectives of the research about reading habits in the UEM

3.1. Time, space and size factors selected

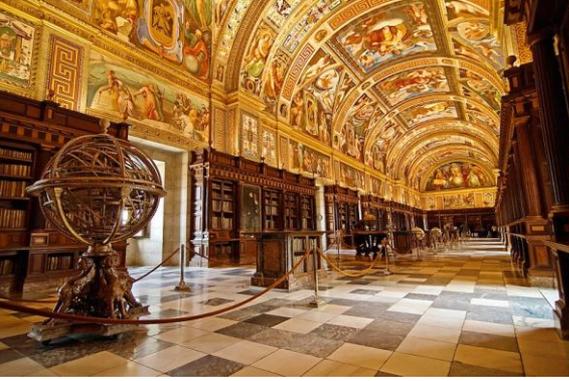
- ✓ Who should be analyzed? → UEM students
- ✓ What should be analyzed? → Reading habits and the factors that influence in them
- ✓ Where? → In the UEM library
- ✓ How? → multiple choice questionnaire
- ✓ When? → During the school timetable
- ✓ How much time? → In 2 weeks
- ✓ To how many people? → correct answer sheets



4. Methodology used in the survey execution

4.1. Questionnaire design

- ✓ 8 parts considered important to study reading habits:
 - Personal data: age, sex, degree and university degree
 - Environment: number of books at home, TV's, Internet
 - Leisure activities: reading, use of: radio, TV, Internet
 - Reading format (electronic or printed) and language
 - Reading motivation and dedication: time and moment preferred
 - Purchase of books and publications: number, types, frequency
 - Library use
 - Love of writing



5. About the methodology followed in a research based on a questionnaire

- ✓ While elaborating the survey, we have realized the following aspects:
 - Clear objectives should be defined
 - Control variables: few: sex, age, university year and degree
 - Sequence: the questions should lead to logical answers
 - Structure: to obtain more data about the preferences related to the reading topic
 - Questionnaire design: from the easiest questions to the difficult ones.
 - Question phrasing: simple, direct, short, close, few options...
 - Question distribution: assess the possible distortion of the distribution channels



5. About the methodology followed in a research based on a questionnaire

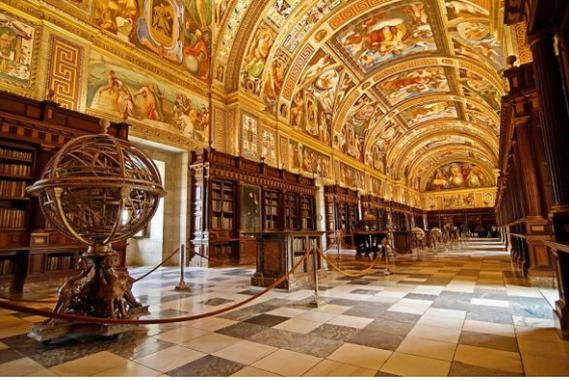
- ✓ While elaborating the survey, we have realized the following aspects (2):
 - Questionnaire extension: simple and concise to simplify the statistical analysis
 - Questionnaire correlation: similar structure in each of the different parts
 - Previous analysis of statistical variables: ask an statistical expert if the questionnaire is properly done.
 - Close options: restrictive questions, avoid open questions
 - Previous test: before distributing the questionnaire to the real users

Make the statistical tabulation easy

and

invite users to answer





6. Conclusion

- ✓ To succeed in making a correct research work we have to follow:
 - An appropriate methodology
 - A detailed analysis
 - An interesting topic
 - Make sure it is statistically viable
 - A correct distribution



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