TABLE OF CONTENTS

LIST OF TABLES	۷
LIST OF FIGURES	vii
ACKNOWLEDGEMENTS	viii
ABSTRACT	x

CHAPTER ONE: INTRODUCTION

An overview of Malaysian Institution of Higher Learning	1
Higher Education in Malaysia	2
Private Colleges and Instititions of Higher Learning	4
An Overview of Reading	4
Reading and Critical Thinking	5
Benefits of Leisure Reading	10
Statement of Problems	12
Reading Problems	12
Purpose of The Study	13
The Variables	15
Operational Definition	16
Significance of Study	17
Limitations of the Study	17

CHAPTER TWO : LITERATURE REVIEW

•

Approach to the Literature Review	19
Research on Reading	19
Studies on Gender Differences	20
Studies on the Purpose of Leisure Reading and Attitude towards	

Leisure Reading	23
Studies on Scholastic Ratings, Success in Life and Leisure Reading	25
Studies on Reasons for Engaging in Leisure Reading Act	28
Local Studies on Reading	31
Conclusion	35

CHAPTER THREE : METHODOLOGY

•

Research Questions	 36
Sampling Design	 38
Pilot Study	 38
Administration	 39
Data Analysis	 39

CHAPTER FOUR : RESULTS AND DATA ANALYSIS

Introduction	40
General Characteristics of the Sample	40
Distribution of Respondents according to	
Ethnic Groups	42
Distribution of Respondents according to Faculty	44
Activities during Leisure Time	45
Printed Materials during spare time	47
Source of Reading Materials	48
Monthly Expenditure on Leisure Printed Materials	52
Type of Newspapers Read	57
Frequency of Reading Newspapers	60
Preference for Newspaper Sections	64
Length of Time Spent Reading Newspaper	68
Books	73
Favourite Leisure Books	74

What Respondents look for when buying Leisure books	78
Language of Leisure Books read	85
Human Factors of Encouragement	91
Non-Human Factors of Encouragement	94
Attitude towards Reading	97

CHAPTER FIVE : SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

104
105
107
108
110
111

BIBLIOGRAPHY	112
BIBLIUGKAPH I	112

APPENDIX

٠

LIST OF TABLES

Table		Page
1.	Distribution of Respondents according to SES	43
2.	Distribution of Respondents according to Faculty	44
3.	Percentage of Respondents according to Academic Performance	46
4.	Type of Printed Materials read by Respondents	47
5.	Sources of Reading Materials according to Ethnic Groups	48
6.	Source of Reading Materials according to Academic Performance	51
7.	Mean Monthly Expenditure on Reading Materials	53
8.	Type of Newspapers read by Respondents in rank order	57
9.	Type of Newspapers Read by Ethnic Groups	58
10.	Type of Newspapers Read according to Gender	59
11.	Type of Newspapers Read according to Institutions	59
12.	Preference for Newspaper Sections according to Gender	64
13.	Preference for Newspaper Sections according to Ethnic Groups	65
14.	Preference for Newspaper Sections according to Institutes	66
15.	Preference for Newspaper Sections according to SES	67
16.	Popular Leisure Books according to Gender	74
17.	Popular Leisure Books according to Institutions	75
18.	Popular Leisure Books according to Ethnicity	76
19.	What subjects look for when buying books in rank order	78
20.	Features of Books one looked for when buying books in rank order	79

٠

Table

21.	Purpose and Appreciation of Reading (Item 1)	98
22.	Purpose and Appreciation of Reading (Item 2)	100
23.	Utilization of Free Time for Reading (Item 3)	101
24.	Utilization of Free Time for Reading (Item 4)	102

LIST OF FIGURES

Figures		Page
1.	Distribution of Respondents according to Gender	41
2.	Distribution of Respondents according to Ethnic Groups	42
3.	Percentage of Respondents choosing Leisure-Time Activities and	
	Relative Ranking	45
4.	Percentage of Respondents choosing leisure activities according to	
	Gender	46
5.	Sources of Reading Materials	48
6.	Source of Reading Materials according to Gender	49
7.	Source of Reading Materials according to SES	50
8.	Percentage of Respondents Monthly Expenditure on Leisure Printed	
	Materials	52
9.	Monthy expenditure on Leisure Reading Materials according to	
	Gender	54
10.	Monthly expenditure on Leisure Reading Materials according to	
	SES	54
11.	Monthly expenditure on Leisure Reading Materials according to Ethnic	
	Groups	55
12.	Monthly expenditure on Leisure Reading Materials according to Academic	
	Institutions	56
13.	Frequency of Newspapers Read by Ethnic Groups	60

14.	Frequency of Newspapers Read by Gender	61
15.	Preference for Newspaper Sections according to SES	62
16.	Frequency of Newspapers Read against Institutes	63
17.	Length of Time Spent Reading Newspapers according to Ethnic	
	Groups	68
18.	Length of Time Spent Reading Newspapers according to Gender	69
19.	Length of Time Spent Reading Newspapers according to SES groups	70
20.	Length of Time Spent Reading Newspapers according to Academic	
	Institutions	71
20a	a.Length of Time Spent Reading Newspapers according to Frequency	72
20b	b.Length of Time Spent Reading Newspapers according to Ethnicity	72
21.	Percentage of Respondents who read Leisure Books	73
22.	Books read per year according to Ethnicity	80
23.	Books read per year according to Gender	81
24.	Books read per year according to SES	82
25.	Books read per year according to academic institutions	83
26.	Books read per year according to academic achievement	83
27.	Language of Leisure Books borrowed / bought according to Ethnic Groups	85
28.	Language of Leisure Books borrowed / bought according to SES	86
29.	Language of Leisure Books borrowed / bought according to Institutions	87
30.	Percentage of Respondents borrowing leisure books from the Academic	
	Library	87
31.	Percentage of Respondents who felt the academic library has adequate	
	leisure Books	89
32.	Attitudes towards collections of leisure books in academic library according to	

	Institutions	90
33.	Human Factors of Encouragement according to Institutions	92
34.	Human Factors of Encouragement according to Academic performance	92
35.	Human Factors of Encouragement according to Ethnicity	93
36.	Human Factors of Encouragement according to SES	93
37.	Non-Human Factors according to Ethnicity	95
38.	Non-Human Factors according to Gender	95
39.	Non-Human Factors according to Academic Performance	96
40.	Non-Human Factors according to SES	96

•