

## **CHAPTER FOUR : SURVEY FINDINGS**

## **CHAPTER FOUR : SURVEY FINDINGS**

### **4.0 Introduction**

This chapter presents the results obtained from the questionnaires that were returned. Using appropriate controlled setting, ie. conducted in classroom, all the questionnaires that were distributed were successfully returned. The questionnaires were distributed evenly among the five higher learning institutions, totaling 250 students. Nevertheless, not all the questions were answered as some were left blank.

The data obtained was first coded in a database (MS-Access) and then analysed using SPSS.

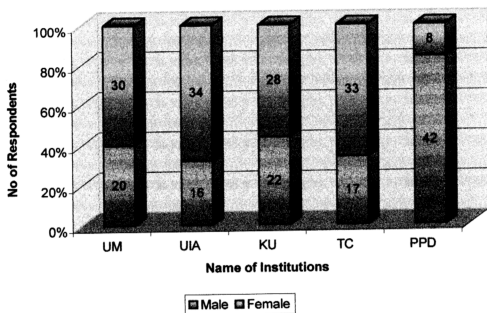
#### **General characteristics of the sample**

##### **Distribution of Respondents according to Gender**

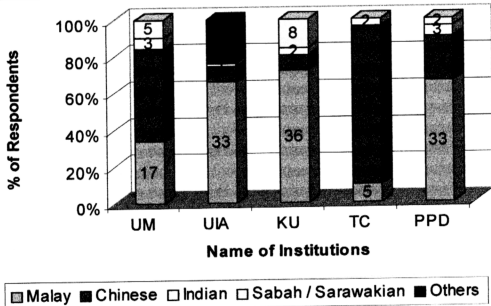
Based on **Figure 1**, it can be seen that the distribution of gender in Malaysian academic institution is course-related. Polytechnic Port Dickson, for instance, has the lowest distribution of females due to the fact that the courses offered are mainly technically-based. UIA has the highest number of female, that is, 34 female respondents.

The total number of males involved in this study is 117 (46.8%) while female respondents consist of 133 (53.2%) respondents. While it is favourable to have equal number of both genders, this is unlikely because it is a fact that certain institutions are likely to attract more males than females and vice versa.





**Figure 1 : Distributions of Respondents according to Sex**



**Figure 2 : Distributions of Respondents according to Ethnic Groups**

UM = University of Malaya  
 UIA = University Islam Antarabangsa  
 KU = Kolej Unitek  
 TC = Taylor's College  
 PPD = Polytechnic Port Dickson

## **Distribution of Respondents according to Ethnic Group**

**Figure 2** shows the distribution of respondents according to ethnic group. It can be seen that government subsidized institutions such as UM, UIA, and PPD have higher distribution of the Malays (34%, 66% and 66% respectively) whereas TC has a higher number of Chinese students (86%). KU which conducts several courses in relation with UKM (Universiti Kebangsaan Malaysia) has a high distribution of Malay as well (72%).

Unlike the other institutions, UIA has a high number of respondents belonging to groups that have been categorised as "others" (24%). These included ethnic groups such as Yugoslavian, Thai, Jordanese, Sudanese, Albanian, Eritrean and Afghan. In view of UIA international status, this mixture of cultural group, which is common in UIA, has been included although there is a difficulty in making comparison with other institutes since the latter lack significant number of foreign students studying in their institutes.

## **Distribution of Respondents according to Social-Economic Status (SES)**

The subjects were also classified in terms of their social-economic-status (SES). It is measured viz parents' occupation and level of education.

It was found that 35.6% of the respondents were in the high SES group while 42% were in the middle SES group and 22.4% were in the high SES group.

**Table 1** also shows that most of respondents in TC were from the high SES group (52%). It was understood that KU has government scholars studying in the institutes which explained the rather significant number of low SES group in the institution despite it being a private body.

**Table 2** on the next page represents the distribution of respondents according to their corresponding faculties. Since the number of faculties involved in this study comprised of a wide range it was decided not to include faculty as one of the variables.

**Table 1 : Distribution of Respondents according to SES**

	Institution					Total	Percentage
	UM	UIA	TC	KU	PPD		
<b>SES</b>							
<b>High</b>	15	7	36	20	11	89	35.6
<b>Low</b>	15	20		8	13	56	22.4
<b>Middle</b>	20	23	14	22	26	105	42.0
<b>Total</b>	50	50	50	50	50	250	100.0

**Table 2 : Distributions of Respondents according to Faculty**

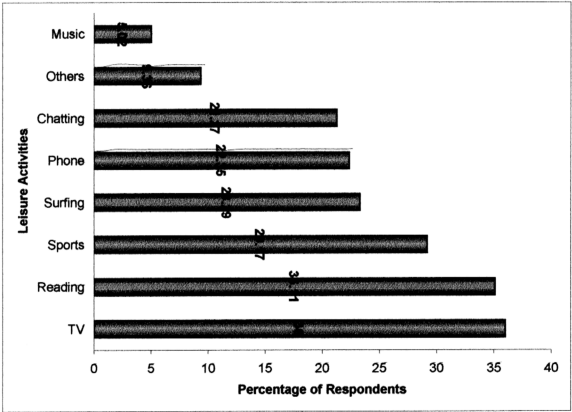
<b>Name of Institutions</b>	<b>Faculty / School</b>	<b>No of Students</b>
UM	Islamic Studies	1
	Arts	13
	Engineering	3
	Computer Science	6
	Business	12
	Science	11
UIA	Islamic Studies	13
	Human Science	8
	Language (English / Arab)	21
UC	Computer Science	32
	Engineering	18
TC	Business	50
PPD	Civil Engineering	28
	Electrical Engineering	22
<b>Total</b>		<b>250</b>

**Hobbies and Interests**

**Activities During Leisure Time**

Subjects were given a list of activities that are normally done by respondents during leisure time. They were asked to rank the activities in order of preference whereby 1 = most frequently, 7 = very seldom. The percentage of respondents choosing various leisure activities and relative ranking can be seen in **Figure 3** below.

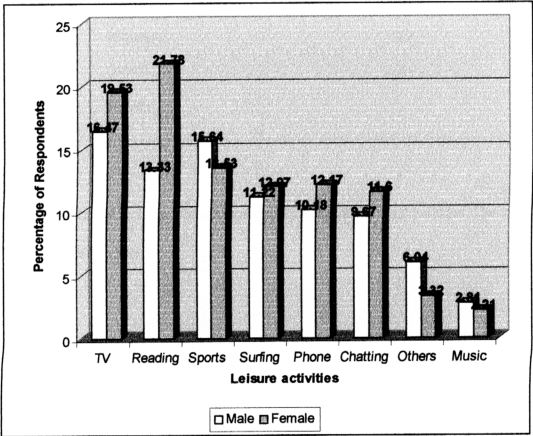
The result shows that 36% of the respondents chose "Watching TV" as their most frequent leisure activity, followed by "Reading" at 35.11%. The result is very encouraging as the difference between "Watching TV" and "Reading" is very minimal.



**Figure 3 : Percentage of Respondents choosing Leisure-Time activities and relative ranking**

When tabulated across gender, the result shows that more female respondents (21.78%) pursued leisure reading than male respondents (13.33%). It was also found that "Watching TV" was both the female and male preferred activity. For males, "Watching TV" was the most popular activity (16.47%), followed by "Sports" (15.64%). "Reading" was ranked third. For females, "Reading" was ranked first followed by "Watching TV" (19.53%), "Sports" (13.53%) and "Surfing" (12.07%).

There were small differences when the data was tabulated against other variables ie, SES, ethnicity, type of institutions and academic achievement.



**Figure 4 : Percentage of Respondents choosing leisure activities according to Gender**

**Printed Materials Read during Spare time**

Respondents were asked to tick printed materials read during spare time in which case answers can be given more than one. **Table 4** shows that newspapers were the most popular printed material with 244 respondents, followed by novels / paperbacks (221 respondents) and magazines (204 respondents).

**Table 4: Type of Printed Materials read by Respondents**

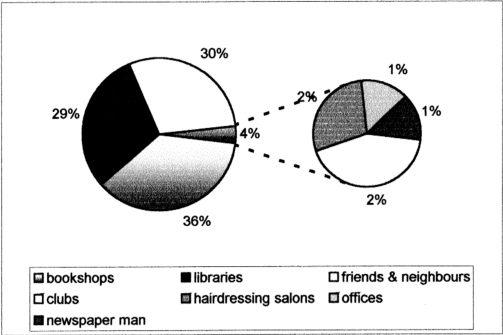
Type of Printed Materials	No. of Respondents
Newspapers	244
Novels / Paperbacks	221
Magazines	204
Comics	103
Nothing	4

The result also shows that only 4 respondents who ticked “nothing” as the answer. The reasons given for not reading were :

- No time
- Not interested
- Difficulty in getting reading materials

It can be assumed that these 4 were reluctant readers who did not pursue any reading as a recreational activity. They could have just flicked through the printed materials without admitting being keen readers themselves.

### Source of Reading Materials



**Figure 5 : Source of Reading Materials**

To identify the respondents' source of reading materials, they were asked to indicate where they normally obtained their reading materials. Figure 5 shows that the main source was bookshops (36% with other sources being friends & neighbours (30%), libraries (29%), others (4%). In the category of "others", it includes clubs (2%), offices (1%), hairdressing salons (2%) and newspaperman (1%).

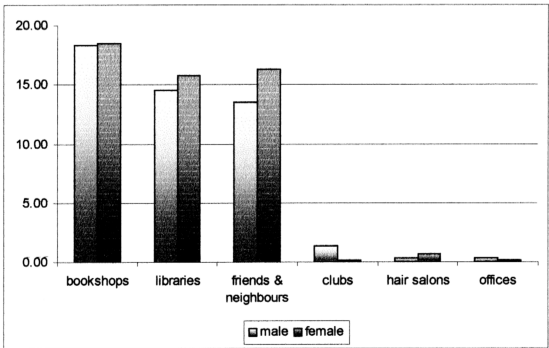
**Table 5 : Sources of Reading Materials according to Ethnic Groups**

	Book shops	Friends & Neighbours	Libraries	Clubs	News Paperman	Offices	Hair salons
Ethnicity	%	%	%	%	%	%	%
Malay	81	78	70	2		2	
Chinese	89	55	65	7	3	1	3
Indian	70	50	70	10			
Sabahan / Srwkian	69	81	88				
Others	83	75	83				



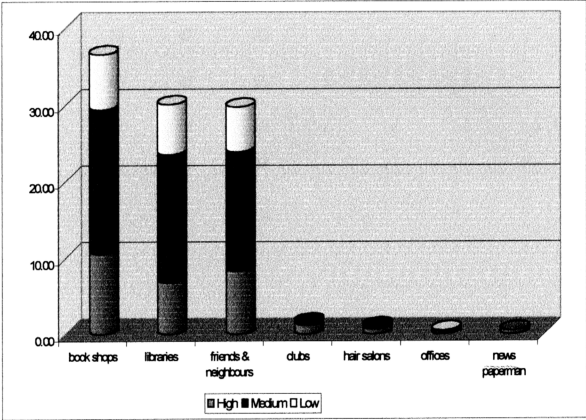
When tabulated according to ethnic groups, the highest percentage of subjects who obtained reading materials from "Bookshops" are the Chinese (89%) followed by "Others" (83%), Malay (81%), Indian (70%) and Sabah / Sarawakian (69%) as shown in **Table 5**.

In **Figure 6** below, it appears that there is a higher number of female respondents (16%) obtaining their reading materials from friends and neighbours than the male respondents (13%). Overall, the difference between the gender with regards to the source of reading materials is not very significant as depicted from the chart.



**Figure 6 : Source of Printed Materials according to Gender**

As expected a higher proportion of High SES respondents obtained reading materials from the "Bookshops" (89%) while a significant number of medium respondents relied on "Library" (92%) as can be seen in **Figure 7**.



**Figure 7 : Source of Reading Materials according to SES**

There are also hardly any differences when sources of reading materials were tabulated against academic performance as seen in table 6 on the next page. Nevertheless, it can be seen that respondents who were below average students were not reading from a variety of sources unlike the better achievers.

**Table 6 : Sources of Raeding Materials according to Academic Performance**

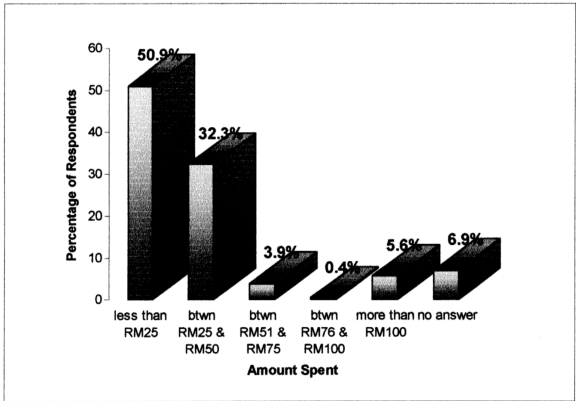
	Book shops	Friends & Neighbours	Libraries	Clubs	News Paperman	Offices	Hair salons
Academic Performance	%	%	%	%	%	%	%
High	78	47	42	3			
Above Average	80	63	66	5		1	
Average	77	64	63	2	2	2	3
Below Average	67	44	44				

**Monthly Expenditure on Leisure Printed Materials**

In this section respondents were required to estimate the amount that they spent on pleasure reading on a monthly basis.

The results showed that in general , the mean monthly expenditure on reading materials was RM34.57 with a standard deviation of RM36.27. The total amount spent by the respondents was an estimated RM7,469 based on the answers given by 216 respondents.

**Figure 8** below showed the different values to which respondents have spent on their leisure materials. It can be seen that a substantial number of the respondents (50.9%) spent less than RM25, 32.3% spent between RM25 and RM50 and 5.6% spent more than RM100. Nevertheless, 6.9% of the respondents did not provide any answers.



**Figure 8 : Percentage of Respondents Monthly Expenditure on Leisure Printed Materials**

**Table 7 : Mean Monthly Expenditure on Reading Materials**

	Mean (RM)	S.D.
<b>Gender</b>		
Male	37.62	43.48
Female	31.76	27.89
<b>Ethnic Groups</b>		
Malay	30.42	34.80
Chinese	37.56	22.99
Indian	17.50	5.24
Sabahan/Sarawakian	28.67	16.42
Others	80.50	93.70
<b>Academic Performance</b>		
High	35.88	24.44
Above Average	33.70	28.26
Average	33.95	40.62
Below Average	26.67	18.62
<b>SES</b>		
High	39.27	36.72
Middle	32.54	31.58
Low	30.93	43.95
<b>Institutes</b>		
UM	35.98	32.76
UIA	45.00	55.25
KU	23.88	17.48
PPD	29.42	38.32
TC	42.37	21.02

From **Figure 9** on the next page it can be seen that males spent more than females in the category of "more than RM100" and "between RM51 and RM75". Males also have slightly higher (RM37.62) mean monthly expenditure compared to females (RM31.76) with the former having a fairly large standard deviation of about RM43.48. This suggested that the expenditure was very varied among the males.

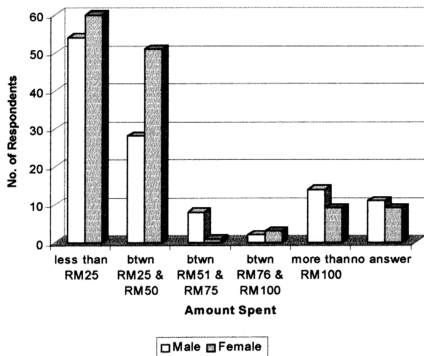


Figure 9 : Monthly Expenditure on Leisure Reading Materials according to Gender

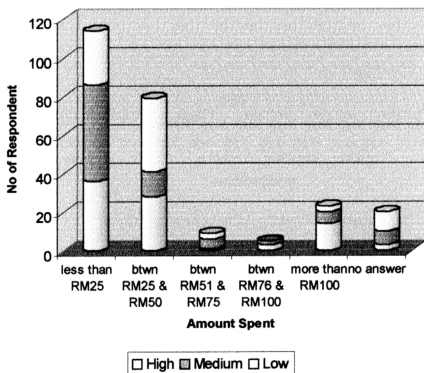
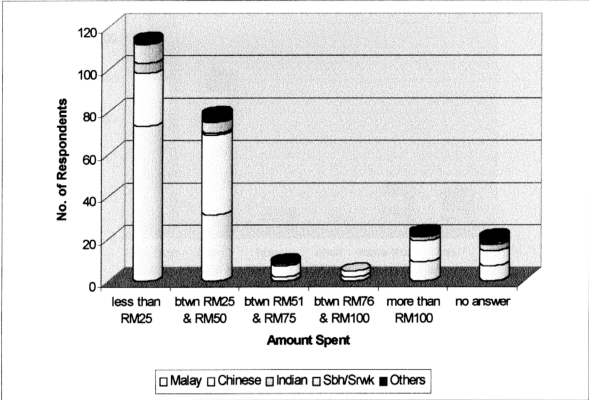


Figure 10 : Monthly Expenditure on Leisure Reading Materials according to SES

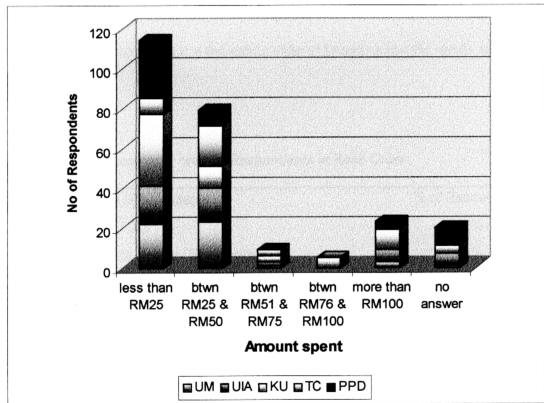
From **Figure 10** on the previous page, it can be seen that High SES respondents contribute to a significant number of those spending more than RM100 on leisure reading materials per month. The mean of High SES was also the highest (RM39.27) although it was not altogether notably as the mean for Middle SES was RM32.54 and Low SES was RM30.93.



**Figure 11: Monthly Expenditure on Leisure Reading Materials according to Ethnic Groups**

**Figure 11** above showed that among the various ethnic groups, "others" contributed significantly to spending on the leisure reading materials. Presumably these foreign students studying at UIA were spending a large amount of money on their reading materials. The mean monthly expenditure was the highest among these groups (RM80.50), followed by Chinese (RM37.56), Malay (RM30.42), Sabahan / Sarawakians (RM28.67) and Indians (RM17.50).

Among the institutions, it can be seen from **Figure 12** that students from UIA, notably the foreign students were spending more compared to students of other institutions with a mean of RM45.00. This is followed by private institution TC with a mean of RM42.37. The mean monthly expenditure of UM students were RM35.98, PPD were RM29.42 and KU were RM23.88.



**Figure 6.5 : Monthly Expenditure on Leisure Reading Materials according to Academic Institutions**

A probable explanation behind the fact that foreign students were more willing to spend extra money on their pleasure reading could be that what they wanted were not available in the library and they did not have other means to obtain the books other than purchasing them. In view of the high cost of books, it is understandable that students from TC were spending more than students from any other institutions on leisure reading materials.



**Newspapers**

**Type of Newspapers Read**

Respondents were asked to indicate the type of newspaper that they normally read. Two dailies in English and Bahasa Malaysia were listed, two tabloid newspapers were included and should respondents might read any other newspaper they may specify it in the blank box. The results were ranked according to a decreasing order of frequency and the results are as shown in **Table 8** below.

**Table 8 : Type of Newspaper read by Respondents in Rank Order**

Rank order	Type of Newspaper	% of Respondents
1	NST / Star	66%
2	Utusan Melayu / Berita Harian	44%
3	Malay Mail/ Harian Metro	25%
4	Harakah	8%
5	Sin Chew Jit Poh	8%
6	Nanyang Siang Pau	7%
7	The Sun	6%
8	Kuan Meng	2%
9	Borneo Post / Sarawak Tribunal	1%
10	Utusan Zaman	0.43%
11	Xing Zou	0.43%

From **Table 8** above it can be seen that the most popular newspaper among respondents were the English dailies category, that is the New Straits Times / Star with a 66% readership. Besides the three top newspapers shown above, the rest were individually specified by the respondents. The major ones were Harakah, Sin Chew Jit Poh and Nanyang Siang Pau.

**Table 9 : Type of Newspaper Read by Ethnic Groups**

	Malay	Chinese	Indian	Sabahan / Sarawakian	Others
New Straits Times / Star	51% (2)	77%(1)	75%(1)	13%(3)	100%(1)
Malay Mail	31%(3)	14%(5)	50%(2)	20%(2)	23%(2)
Utusan	58%(1)	20%(3)	25%(3)	93%(1)	
Harakah	15%(4)	0%			
The Sun	6%(5)	7%(6)	13%(4)		
Utusan Zaman	1%				
Nanyang Siang Pau	2%	19%(4)			
Sin Chew Jit Poh		24%(2)			
Xing Zou		1%			
Kuan Meng		5%			
Borneo Post / Sarawak Tribunal				13%(4)	

### The numbers in the brackets represent its rank order

**Table 9** above shows that newspaper readership of a particular language is very much confined to its ethnic group, for example, Chinese dailies were largely read by Chinese while Malay dailies readership were largely read by the Bumiputeras, namely the Malays, Sabahans or Sarawakians. "Others" were the largest group that read the News Straits Times, followed by the Chinese with a readership of 77%. A number of Malays (15%) wrote the Harakah as the type of newspaper that they read while Chinese (24%) seemed to accept Sin Chew Jit Poh as their main Chinese daily. Other Chinese newspaper that they read were Nanyang Siang Pau, Kuan Meng and Xing Zou.

**Table 10 : Type of Newspaper Read According to Gender**

Type of Newspaper Read	Male	Female
New Straits Times / Star	59%	61%
Malay Mail / Harian Metro	35%	17%
Utusan Melayu / Berita Harian	58%	62%
Harakah	14%	2%
The Sun	6%	5%
Utusan Zaman		1%
Nanyang	6%	8%
Sin Chew Jit Poh	8%	8%
Xing Zou		1%
Kuan Meng	1%	
Borneo Post / Sarawak Tribunal	2%	

There appears to be little difference between the percentage of readership among male and female readers except that there is a higher percentage of male readers for tabloid papers such as Malay Mail / Harian Metro and papers of political contents such as Harakah as shown in the above **Table 10**.

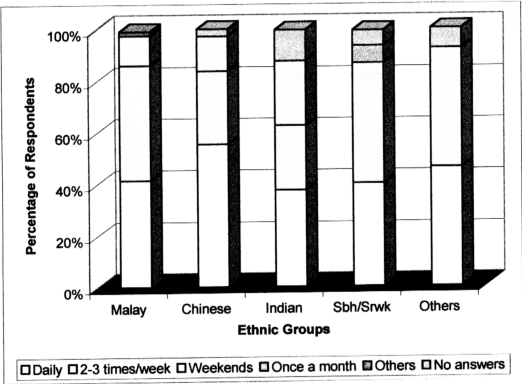
**Table 11 : Type of Newspaper Read according to Institutions**

	UM	UIA	KU	PPD	TC
New Straits Times / Star	68%	84%	50%	29%	84%
Malay Mail	19%	18%	8%	25%	28%
Utusan Melayu / Berita Harian	47%	66%	85%	73%	13%
Harakah	9%	2%	12%	14%	
The Sun	2%	8%	8%	6%	3%
Utusan Zaman	2%				
Nanyang	19%	2%	4%		13%
Sin Chew Jit Poh	23%	2%		8%	6%
Xing Zou					3%
Kuan Meng				8%	
Borneo Post / Sarawak Tribunal				4%	

From **Figure 11**, it can be seen that UIA and TC both have large readership of English daily (84%) followed by UM (68%), KU (50%) and PPD (29%). TC has the lowest readership of Malay Daily with a percentage of only 13%. This could be due to the fact that there are less Malay in the Institution and that classes in the TC are conducted in English Language.

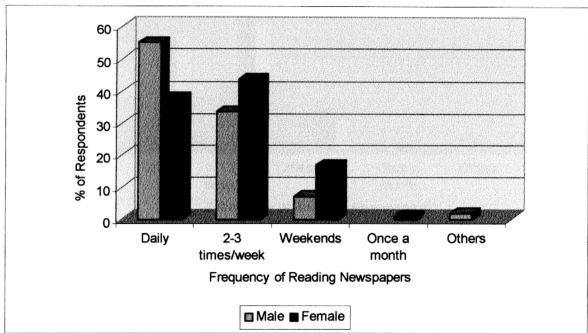
**4.8 Frequency of Reading Newspapers**

Respondents were asked to specify how often they read newspapers by ticking any of the given answers.



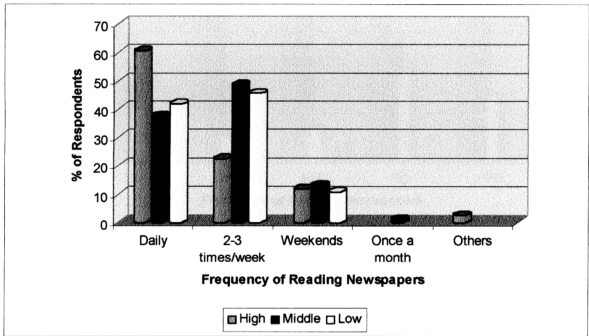
**Figure 13 : Frequency of Newspapers Read by Ethnic Groups**

**Figure 13** on the previous page shows that Chinese respondents appeared to be avid readers as they seemed to be the highest percentage (55.4%) in reading newspapers everyday, followed by "others" (46.2%), Malay (41.3%), Sabahan / Sarawakian (40%) and Indian (37.5%).



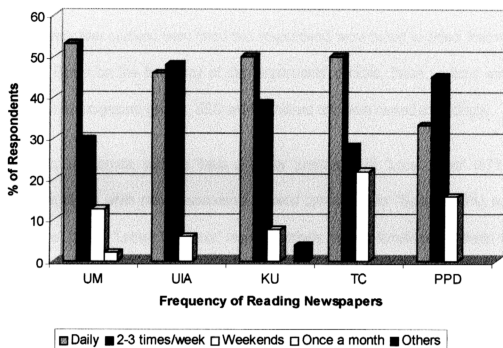
**Figure 14** above shows that there were more male respondents (54.9%) than female respondents (37.8%) reading newspaper daily. There were more female respondents reading newspapers 2 - 3 times a week (43.7%) than at any other frequency. Female respondents (16.8%) outnumbered male respondents (7.1%) even at weekends frequency.

**Figure 15** below shows that respondents in the High SES were the highest group in reading newspaper daily (60.5%). Middle SES respondents were the highest number for 2 - 3 times / week reading at 48.5%.



**Figure 15 : Frequency of Newspaper Read against SES**

**Figure 16** on the next page shows that UM were the highest group in reading newspaper daily at 53.2% followed by KU and TC at 50%, UIA at 46% and PPD at 33.3%. UIA appeared to be the highest number in reading newspaper at 2 - 3 times / week at 48% followed by PPD at 45.1%.



**Figure 16 : Frequency of Newspaper Read against Institutes**

Preference for Newspaper Sections

Ten common newspaper sections were listed and respondents were asked to select features that they read. Based on the frequency of the respondents' choices, these sections were tabulated against ethnic groups, gender, SES and institutions and were ranked accordingly.

**Table 12** shows that female subjects have a higher preference of "Local News" (87%), "Woman" section (52%) while male respondents showed preference for "Sports" (66%) and "Special Features" (50%). "Letters to Editors" ranked relatively high for female respondents as well (38%) than male respondents (27%).

**Table 12: Preference for Newspaper Sections according to Gender**

Rank Order	Male	Female
1	Local News (74%)	Local news (87%)
2	Sports (66%)	Foreign News (69%)
3	Foreign News (65%)	Television (64%)
4	Television (58%)	Woman (52%)
5	Special Features (50%)	Cartoons (45%)
6	Cartoons (41%)	Sports (43%)
7	Advertisement (31%)	Letters to Editors (38%)
8	Letters to Editors (27%)	Special Features (38%)
9	Recruitment (12%)	Recruitment (18%)
10	Woman (10%)	Advertisement (18%)

In **Table 12**, the results showed that Chinese and "others" respondents have a higher preference for "Foreign News" compared to other ethnic groups. The Malays have the highest preference for "Local news" with a percentage of 87%.



**Table 13: Preference for Newspaper Sections according to Ethnic Groups**

<b>Rank Order</b>	<b>Malay</b>	<b>Chinese</b>	<b>Indian</b>	<b>Sbh / Srwk</b>	<b>Others</b>
1	Local News (87%)	Foreign News (74%)	Local News (75%)	Local News (100%)	Foreign News (100%)
2	Television (64%)	Local News (73%)	Foreign News (63%)	Foreign News (80%)	Local News (62%)
3	Foreign News (58%)	Sports (66%)	Cartoons (63%)	Sports (67%)	Sports (54%)
4	Sports (58%)	Special Features (51%)	Television (50%)	Advertisement (40%)	Television (38%)
5	Cartoons (40%)	Television (50%)	Advertisement (38%)	Cartoons (40%)	Special Features (31%)
6	Special Features (40%)	Cartoons (47%)	Letters To Editors (38%)	Television (40%)	Advertisement (23%)
7	Advertisement (36%)	Advertisement (46%)	Sports (38%)	Woman (40%)	Cartoons (23%)
8	Letters To Editor (34%)	Woman (42%)	Special Features (38%)	Special Features (33%)	Woman (23%)
9	Woman (26%)	Letters To Editors (38%)	Recruitment (25%)	Letters To Editors (27%)	Recruitment (15%)
10	Recruitment (12%)	Recruitment (22%)	Woman (13%)	Recruitment (13%)	

**Table 14 : Preference for Newspaper Sections according to Institutes**

Rank order	UM	UIA	KU	TC	PPD
1	Local News (89%)	Local News (88%)	Local News (85%)	Foreign News (91%)	Local News (76%)
2	Foreign News (70%)	Foreign News (78%)	Television (65%)	Local News (63%)	Sports (65%)
3	Television (68%)	Television (54%)	Foreign News (62%)	Sports (63%)	Television (57%)
4	Letter to Editor (51%)	Sports (48%)	Sports (62%)	Special features (56%)	Special Features (47%)
5	Special Features (49%)	Letters to Editor (42%)	Cartoons (54%)	Woman (56%)	Cartoons (43%)
6	Woman (45%)	Advertisement (32%)	Special features (46%)	Cartoons (53%)	Foreign News (41%)
7	Cartoons (43%)	Cartoons (32%)	Advertisement (35%)	Advertisement (47%)	Advertisement (39%)
8	Sports (36%)	Special Features (26%)	Woman (31%)	Television (41%)	Woman (20%)
9	Advertisement (36)	Woman (22%)	Letters to Editor (27%)	Letters to Editor (34%)	Letters to Editor (18%)
10	Recruitment (15%)	Recruitment (10%)	Recruitment (15%)	Recruitment (16%)	Recruitment (18%)

When tabulated across institutes, it showed that students from all institutes with the exception of TC seemed to favour "Local News". The next popular section among students was "Foreign News" although PPD has the lowest percentage of students who selected it at 41%. "Letters to Editor" were not popular among private institutions and PPD having ranked second last in the list. Nevertheless, it was preferred among UM and UIA students at 51% and 42% relatively.

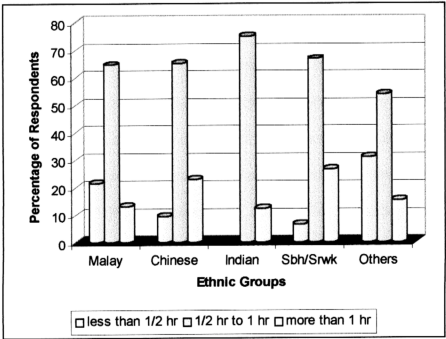
**Table 15: Preference for Newspaper Sections according to SES**

Rank Order	High	Medium	Low
1	Foreign News (72%)	Local News (83%)	Local News (89%)
2	Television (71%)	Foreign News (65%)	Foreign News (64%)
3	Local News (71%)	Television (58%)	Television (53%)
4	Sports (61%)	Sports (53%)	Sports (47%)
5	Cartoons (57%)	Special Features (45%)	Letters to Editor (40%)
6	Special features (54%)	Cartoons (40%)	Cartoons (33%)
7	Advertisement (45%)	Advertisement (38%)	Advertisement (29%)
8	Woman (39%)	Letters to Editor (33%)	Special Features (27%)
9	Letters to editor(28%)	Woman (33%)	Woman (20%)
10	Recruitment (13%)	Recruitment (22%)	Recruitment (7%)

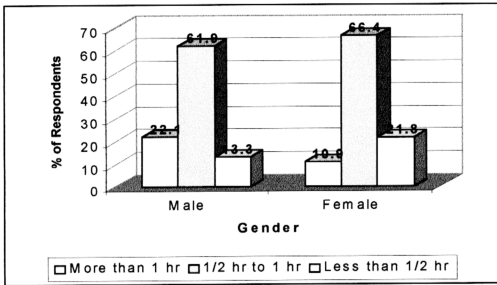
"Foreign News" seemed to be the preferred choice amongst High SES (72%) although it was as close as "Television" (71%) and "Local News" (71%). Both Middle and Low SES selected "Local News" as the most preferred section at 83% and 89% respectively. The High SES also showed a higher preference for "Advertisement" at 45% compared to Medium (38%) and Low (29%). "Sports" was rank fourth at all SES groups.

**Length of Time Spent Reading Newspaper**

Respondents were asked the length of time they normally spent on reading newspapers everyday. From **Figure 17** below it can be seen that on average basis, all ethnic groups seemed to indicate that they spent "Half hour to an Hour" reading newspapers each day although Indians were the highest at 75%, followed by Sabahans / Sarawakians at 66.7%, Chinese at 64.9%, Malays at 64.5% and Others at 53.8%. The group "Others" spent more than one hour per day reading newspapers than any other ethnic groups at 30.8% compared with Malays (21.5%), Chinese (9.5%) and Sabahans / Sarawakians (6.7%).

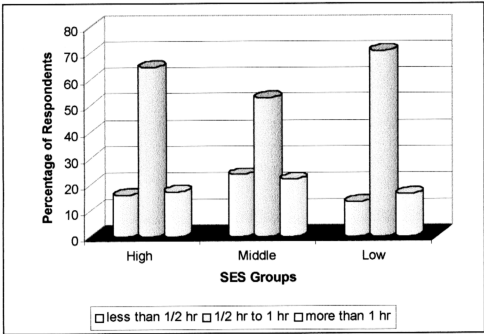


**Figure 17: Length of Time Spent Reading Newspaper according to Ethnic Groups**



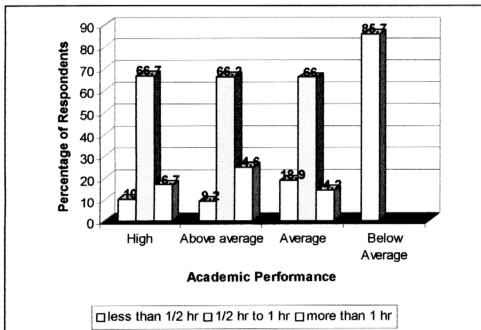
**Figure 18: Length of Time Spent Reading Newspaper according to Gender**

In terms of gender, there were more male respondents (22.1%) spending more than an hour on newspaper than female respondents (10.9%) as shown in **Figure 18**. Since male respondents were found to be more keen on reading daily papers it is not surprising to find that they spent more time than female respondents in reading newspapers. More female respondents (66.4%) than male respondents (61.9%) spent between 1/2 hour to 1 hour in reading newspapers. It was also found that more females (21.8%) spent less than 1/2 hour in reading newspapers than males (13.3%).



**Figure 19: Length of Time Spent Reading Newspaper according to SES groups**

From **Figure 19**, it can be seen that a higher percentage of Low SES respondents read "1/2 hour to an hour" compared with other SES groups while a higher percentage of Middle SES subjects read "More than an Hour" per day.



**Figure 20: Length of Time Spent Reading Newspaper according to Academic Performance**

Academic wise, it would appear that those who performed below average spent “less than ½ hour” reading newspaper at 95.7%. Thus, it can be said that respondents that read news intensively and extensively have the added advantage over those who just flicked through the daily papers where their academic performance were found to be exceptionally better.

From **Figure 20a**, it can be seen that there are more subjects that read newspapers daily and spending between 1/2 hour to an hour than in any other categories. The patterns for ethnicity versus length of time spent reading newspapers are similar except that there are more Chinese and Sabahan/ Sarawakian respondents spending more than 1 hour reading newspapers (23%, 26.7%). This can be seen from **Figure 20b**.

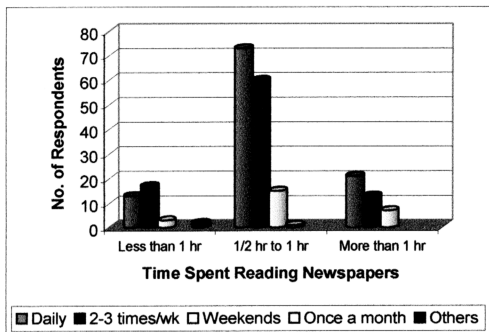


Figure 20a : Length of Time Spent Reading Newspapers according to Frequency

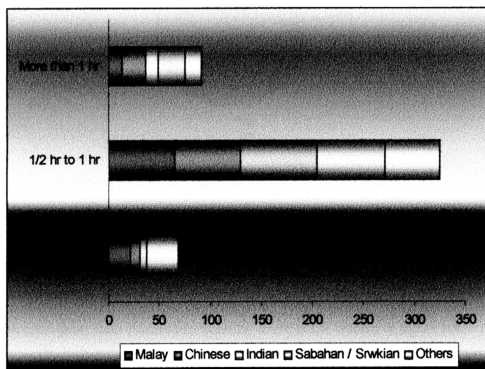


Figure 20b : Length of Time Spent Reading Newspapers according to Ethnicity

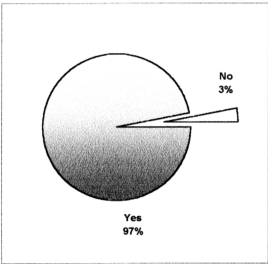


**Books**

Respondents were then asked if they read for pleasure or conduct any recreational reading for fun. Out of 250 respondents only 3% said "No" as shown in **Figure 21**.

Among the reasons given included :

- Expensive
- No Time
- Other work is more important
- Not interested



**Figure 21: Percentage of Respondents who read Leisure Books**

It can be seen that the figures of respondents engaged in books' leisure reading were very encouraging despite the fact that 3% were reluctant readers. One could speculate that among these respondents other activities appeared to be more enticing than leisure reading since the reasons given were conceivably faced by every single student in higher learning institutions. Why can one student set apart some time for reading while the next student says that he or she is too busy to take up leisure reading.

**Favourite Leisure Books**

Respondents were asked to tick the type of books that they read for pleasure from the list given and were given the option to provide more than one answer. Other subjects of interest that they have indicated but were not listed were self-development, sex, politics, motorbikes, PC games, computers, entertainment and anthropology books.

From **Table 16** below, it can be seen that for female respondents, romance was the most popular at 58% while for male respondents humour was the first choice at 48%.

**Table 16 : Popular Leisure Books according to Gender**

Rank Order	Male	Female
1	Humour (48%)	Romance (58%)
2	Science & Technology (40%)	Humour (53%)
3	Science Fiction (40%)	Mysteries (51%)
4	Mysteries (37%)	Religion & Philosophy (47%)
5	Sports (37%)	Adventure (42%)
6	Religion & Philosophy (35%)	Science Fiction (34%)
7	Fantasy (27%)	Science & Technology (29%)
8	Adventure (24%)	Horror (29%)
9	Horror (22%)	Fantasy (24%)
10	Romance (19%)	Sports (14%)

**Table 17 : Popular Leisure Books according to Institutions**

Rank-Order	UM	UIA	KU	TC	PPD
1	Humour (49%)	Religion & Philosophy (76%)	Humour (62%)	Humour (69%)	Science & Technology (47%)
2	Romance (47%)	Humour (56%)	Horror (62%)	Mysteries (66%)	
3	Religion & Philosophy (45%)	Mysteries (48%)	Mysteries (58%)	Romance (63%)	Humour (45%)
4	Mysteries (38%)	Science Fiction (46%)	Romance (46%)	Adventure (44%)	Sports (35%)
5	Fantasy (34%)	Adventure (38%)	Science Fiction (42%)	Religion & Philosophy (41%)	Science Fiction (33%)
6	Adventure (34%)	Science & Technology (34%)	Science & Technology (42%)	Horror (34%)	Romance (27%)
7	Science Fiction (30%)	Sports (24%)	Fantasy (38%)	Science Fiction (28%)	Adventure (24%)
8	Science & Technology (21%)	Romance (22%)	Sports (31%)	Science & Technology (25%)	Mysteries (22%)
9	Sports (11%)	Fantasy (20%)	Adventure (31%)	Sports (25%)	Fantasy (20%)
10	Horror (6%)	Horror (14%)	Religion & Philosophy (27%)	Fantasy (9%)	Religion & Philosophy (20%)
					Horror (14%)

**Table 18 : Popular Leisure Books according to Ethnicity**

Rank-Order	Malay	Chinese	Indian	Sabahan / Sarawakian	Others
1	Humour (60%)	Mysteries (50%)	Romance (63%)	Romance (67%)	Religion & Philosophy (54%)
2	Mysteries (44%)	Romance (49%)	Humour (50%)	Humour (67%)	Science Fiction (54%)
3	Religion & Philosophy (43%)	Religion & Philosophy (39%)	Science Fiction (38%)	Mysteries (53%)	Humour (38%)
4	Science & Technology (39%)	Adventure (39%)	Science & Technology (38%)	Adventure (47%)	Mysteries (38%)
5	Science Fiction (36%)	Science Fiction (35%)	Mysteries (38%)	Fantasy (47%)	Adventure (38%)
6	Romance (30%)	Science & Technology (30%)	Sports (25%)	Religion & Philosophy (40%)	Horror (31%)
7	Sports (29%)	Fantasy (27%)	Religion & Philosophy (13%)	Science Fiction (33%)	Romance (31%)
8	Adventure (28%)	Sports (24%)	Adventure (13%)	Science & Technology (33%)	Fantasy (23%)
9	Horror (26%)	Horror (22%)		Sports (7%)	Science & Technology (23%)
10	Fantasy (24%)	Humour (22%)		Others (7%)	
11	Others (9%)	Others (11%)			

When tabulated against institutions, **Table 17** shows that the majority of respondents from various institutions, namely UM, KU and TC preferred leisure books based on humour (49%; 62%; 69%). UIA students however ranked religion and philosophy as the first rank choice (76%) followed by humour (56%) and mysteries (48%). PPD students on the other hand gave a relatively high preference for science and technology at 47%.

It is interesting to note that horror type of leisure books were not popular among students of UM (6%), UIA (14%) and PPD (14%) as it was ranked last in the list of priorities. Nevertheless, students from private institutions such as KU and TC seemed to enjoy reading them at 62% and 34%.

**Table 18** shows that Malay readers exhibited the greatest preference for books based on humour (60%). Other ethnic groups ranked humour as either second or third options such as Indians (50%), Sabahan / Sarawakian (67%) and others (38%). Humour however was ranked second lowest among Chinese respondents.

Chinese respondents ranked mysteries as their highest preference (50%) followed by romance (49%) while Malay readers ranked mysteries as their second choice (44%). Romance was ranked first by Indian and Sabahan / Sarawakian readers but fifth among Malays (30%) and eight among "others". Since "others" were all UIA students, they ranked religion and philosophy as their highest preference.

### What Respondents look for when buying leisure books

Respondents were asked to indicate what characteristics they normally considered before buying books. They were then asked to list them in order of priorities where 1 = Most important. Based on the decreasing order of frequencies of responses, the following rank order was obtained :

**Table 19 : What subjects look for when buying books in rank order**

Rank Order	Characteristics	Frequency	(%)
1	Content	155	62%
2	Price	106	43%
3	Title	73	29%
4	Author	43	17%
5	Reviews	27	11%
6	Publisher	9	4%
7	Illustrations	8	3%
8	Size & Thickness	8	3%
9	Type of Binding	1	1%

From **Table 19** above it can be seen that respondents considered content as the most important feature when buying a book, followed by price and title. In view of a student's life who is constantly budget-conscious, it is not surprising that price was ranked second. Author was another important feature that one looked for when buying a book as it was ranked fourth.

**Table 20 : Features of Books one looked for when buying books (in rank order)**

	Content	Price	Title	Author	Reviews	Publisher	Illustration	Size & Thickness	Binding Type
<b><u>Ethnicity</u></b>									
Malay	1	2	3	4	5	6	7	8	9
Chinese	1	2	3	4	5	6	8	6	9
Indian	2	3	1		4		5		
Sabah / Sarawakian	5	1	2	3	4		6		6
Others	2	1	4	3	5	9	7	5	7
<b><u>Gender</u></b>									
Male	1	2	3	5	4	7	6	8	9
Female	1	2	3	4	5	6	8	6	9
<b><u>SES</u></b>									
Low	4	2	1	3	5		6	6	
Middle	3	1	2	4	5	7	6	8	9
High	3	1	2	4	5	6	8	7	9

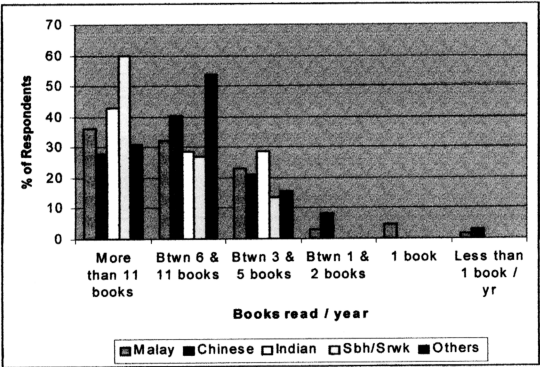
**Table 20** above showed that the differences between various categories of independent variables are insignificant. Ethnically, Indian respondents varied from other ethnic groups by selecting title as most important, followed by content and price while Sabahan / Sarawakian and "others" category thought price as the most important feature.

In terms of gender, there was not much differences between male and female respondents except that female respondents selected author ahead of reviews and publisher was selected ahead of illustration.

Oddly though, Low SES respondents considered title as most important, followed by price and author. Middle and High SES respondents on the other hand, thought price was the most important feature followed by title and content.

**Number of Books read per year**

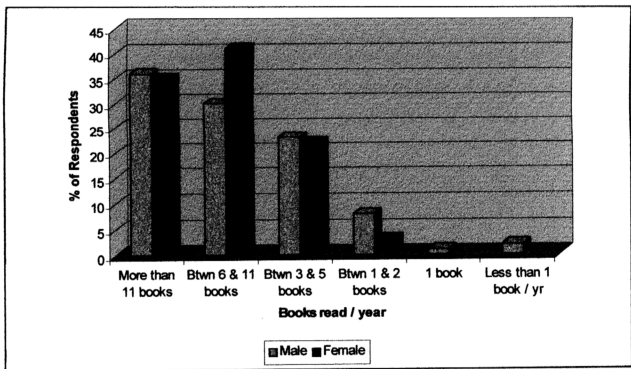
In order to analyse the respondents' level of book leisure reading, they were required to estimate the number of books read for the past year. **Figure 22** shows that there was no marked differences between Malay, Chinese and Indian readers but Sabahan / Sarawakian proved to be serious readers at 60% for the category of "More than 11 books". In the category of "Between 6 and 11 books", "others" was the highest at 54%. There was 5% of Malay respondents who said that they only read 1 book for the past year and Chinese who read less than 1 book per year.



**Figure 22 : Books read per year according to ethnicity**

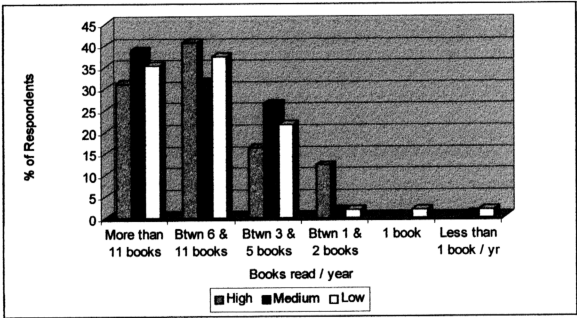


From **Figure 23** below, it can be seen that in the category of "More than 11 books" read, there was not much differences between male and female respondents. The second category, "Between 6 and 11 books", there was more female respondents (41%) than male respondents (30%). The result also shows that there was more male subjects (11%) reading less than 3 books per year.



**Figure 23 : Books read per year according to Gender**

Overall, there was no significant differences between the three social economic groups as shown in **Figure 24** below. Nevertheless, it can be seen that the low economic group read the least number of books, ie. Less than 1 book per year at 4%.



**Figure 24 : Books read per year according to SES**

From **Figure 25** on the next page, it can be seen that there was no significant differences between the readership of various institutions. Nevertheless, even though TC was the lowest with only 9% of readers reading more than 11 books, it was the highest for respondents who read between 6 to 11 books per year (53%).

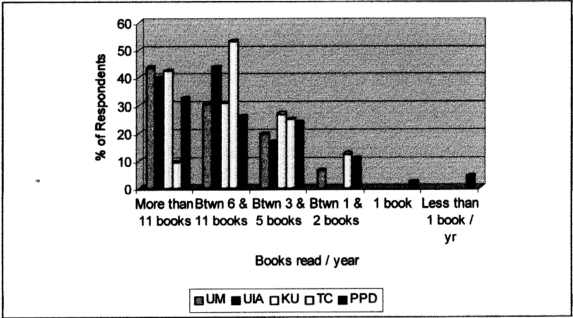


Figure 25 : Books read per year according to academic institutions

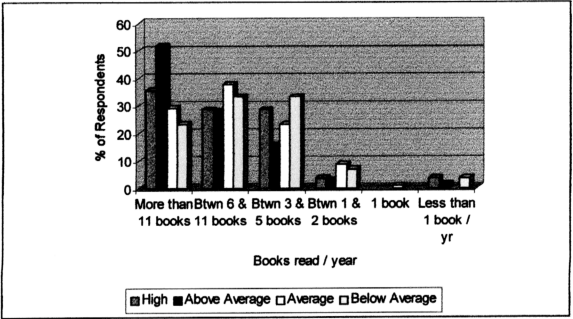


Figure 26 : Books read per year according to Academic Achievement

Overall, the result shows that there is little variation among the various categories of books read per year according to academic achievement. However, one variation is observed among those of high and above average achievers. These groups seemed to be reading more than 6 books per year than any other groups at 65% for high achievers and 80% for above average achievers. It would appear that those who were serious readers also scored better in academic performance.

Language of Leisure Books Read

Respondents were asked to indicate the languages of leisure books that they have borrowed or bought. **Figure 27** below shows that the language of leisure books is dependent on the ethnic groups. It can be seen that leisure books in Bahasa Malaysia were largely utilised by Malay readers while books in English were preferred by Sabahan / Sarawakian and others. Tamil books were largely confined to Indian readers while Chinese leisure books were read by mainly Chinese and a small proportion of Malays.

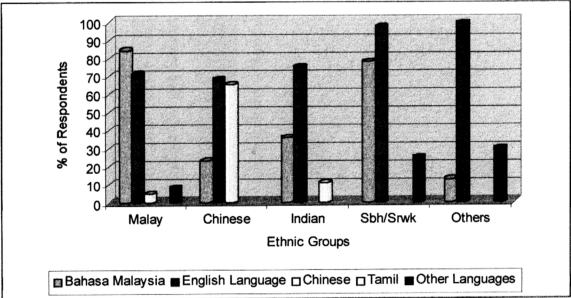
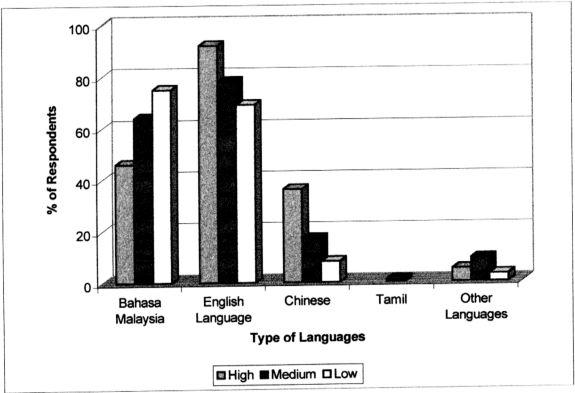


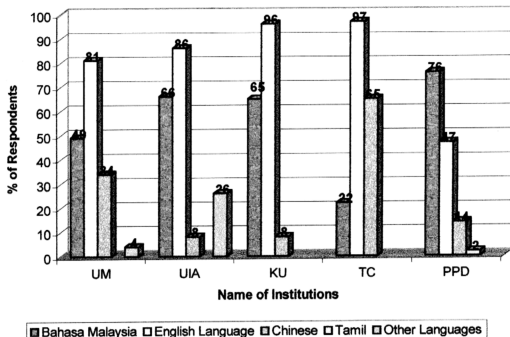
Figure 27 : Language of Leisure Books borrowed / bought according to Ethnic Groups

**Figure 28** below shows that respondents of high SES group preferred to buy / borrow books in English Language (92%), followed by medium SES group at 78%. Low SES group however was the main readers of leisure books in Bahasa Malaysia at 75%. Other languages showed little variation.

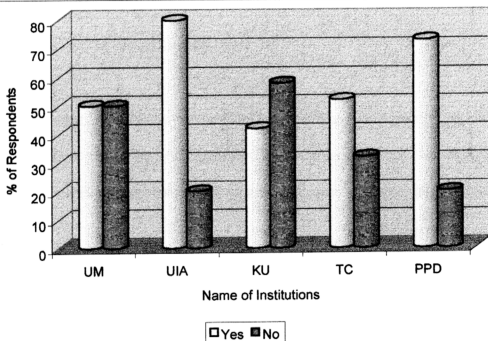


**Figure 28 : Language of Leisure Books borrowed / bought according to SES**

**Figure 29** on the next page shows that overall, leisure books in English Language were the most popular among all institutions except PPD who had the highest percentage of Bahasa Malaysia readers at 76%. Private colleges were the highest readers of English Language with TC at 97% and KU at 96%.



**Figure 29 : Language of Leisure Books Borrowed / Bought according to Institutions**



**Figure 30 : Percentage of Respondents borrowing leisure books from the academic library**

**Figure 30** on the previous page shows the percentage of respondents borrowing books from the main academic library. It can be seen that UIA has the highest number of respondents who borrowed books from the library, followed by PPD, UM, KU and TC. The fact that government subsidized institutes can afford to have better facilities and equipment might be the reason why more students are borrowing books there than the ones in private institutes.

The reasons given by the respondents for not borrowing leisure books from the main academic library are as follows :

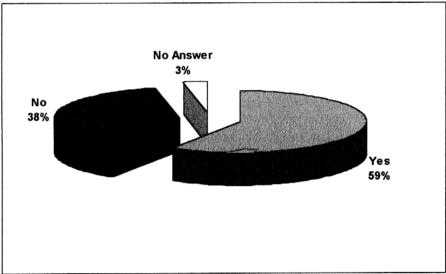
- Insufficient reading materials
- Difficult to obtain interesting Chinese leisure books
- Not much choice
- No time
- Can only find old books in the library

Respondents were then asked whether they feel that the main library has adequate collections for pleasure reading. **Figure 31** on the next page shows the percentages of each response whereby users who felt that it was adequate was 59% while those who were not happy with the collections were at 38%.

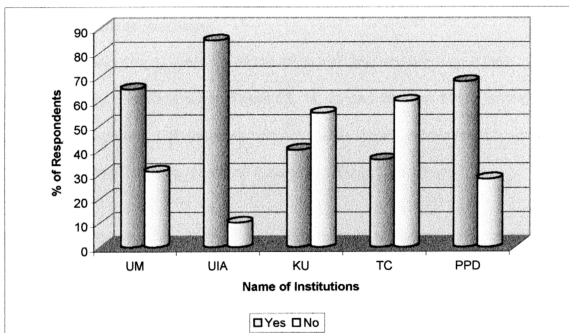


Among the leisure books that were suggested are as follows :

- More novels and leisure books
- More comics and magazines
- Robert Jordan's books
- More philosophical fiction or references
- More recent leisure books and latest magazines
- More youth magazines
- Latest edition of best sellers
- More newspapers
- More on entertainment issues
- More Chinese leisure books
- More recent publications
- More fantasy, science fiction



**Figure 31 : Percentage of respondents who felt the academic library has adequate leisure books**



**Figure 32 : Attitudes towards collections of leisure books in academic library according to Institutions**

**Figure 32** above shows that, in general, most respondents of government subsidized institutions were happy with the collections although the figures were less substantial in UM and PPD. Private colleges such as KU and TC expressed negativity when posed with this question but, at a lesser percentage, there were respondents from these two colleges who felt that the collections were sufficient.

## Factors of Encouragement

### Human Factors of Encouragement

Respondents were asked to specify the individuals in their lives who encouraged them to read by ticking any of the relevant answers. **Figure 33, 34, 35 and 36** show that in general a high proportion of respondents in all categories indicated "Self-motivated" as the main motivator. Next is "Parents", "Friends", "Lecturers / Teachers" followed by "Siblings" and "Others".

Among the institutions, UIA has the highest percentage of respondents who recorded "Self-Motivated" as an important role in reading (84%), followed by KU (81%). "Lecturers" also played a major role in UIA in encouraging the students to read (68%).

**Figure 34** shows that below average students recorded the lowest percentage in "Self-Motivated". The role of "Parents" and "Lecturers" were rated highest among the above average students. Encouragement from "Friends" was the highest among average respondents.

In **Figure 35**, Sabahan / Sarawakian quoted "Self-Motivated" as the highest percentage at 80% followed by Malay 77% and Chinese 74%. More Indians than Chinese (34%) and Malay (55%) mentioned "Parents" as the persons who encouraged them to read. Lecturers / teachers were indicated more by Sabahan / Sarawakian (47%).

For the middle and low SES groups, "Self-Motivated" was the highest percentage at 83% and 73%. The role of Parents was recorded higher among the high SES group at 53%. Encouragement from Friends and Lecturers / Teachers were the highest among low SES group (45%).

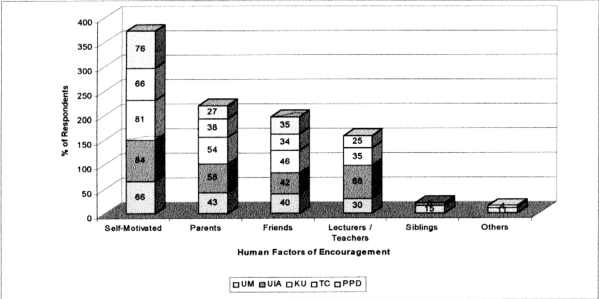


Figure 33 : Human Factors of Encouragement according to Institutions

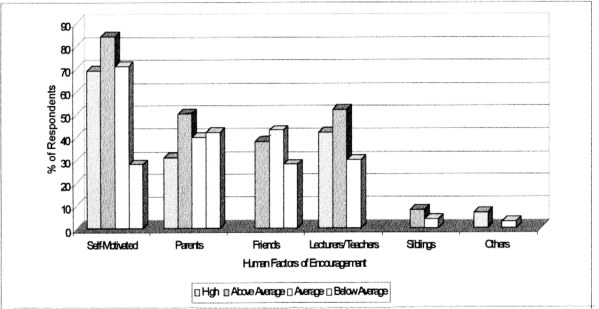


Figure 34 : Human Factors of Encouragement according to Academic Achievements

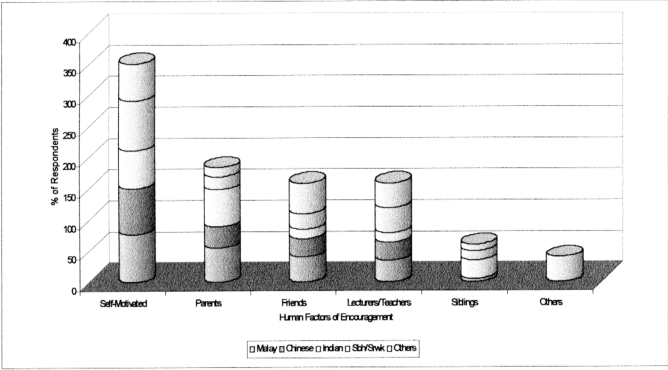


Figure 35 : Human Factors of Encouragement according to Faculty

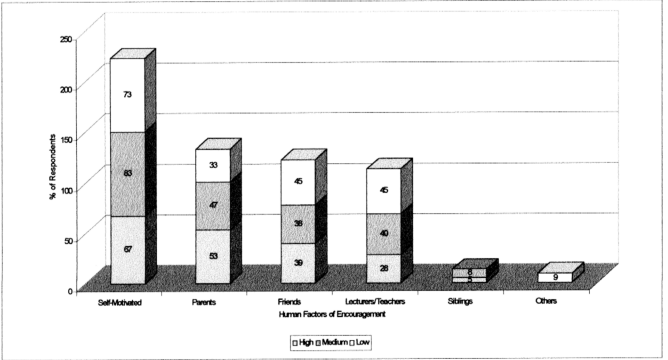


Figure 35 : Human Factors of Encouragement according to Faculty

### Non-human factors Influencing Reading

Respondents were asked to tick the non-human factors that influenced them to read. **Figure 37, 38, 39 and 40** show that the most important factor was "interesting reading materials" followed by "Examinations".

When compared across ethnic groups, less Malays (55%) said that they were influenced by "Interesting reading materials" compared to Chinese (80%) and Sabah / Sarawakian (80%). "Examinations" was ranked high among Sabah / Sarawakian (67%) and Malays (64%).. "Bookshops" appeared to be dominant among Indians at 75%.

Figure 38 shows that there is a little difference between genders on non-human factors influencing reading. However, almost twice as many female respondents reported "Library" as a factor that encouraged them to read (40% to 27%).

**Figure 39** shows that the influence of "Library" was missing from the list of non-human factors that influenced reading. "Interesting reading materials" and "Exams" were minimal among below average achievers compared to above average and high achievers. Above average respondents were the highest for both "Exams" and "interesting reading materials".

**Figure 40** shows that "Interesting Reading Materials" was lowest among Low SES group (49%) compared with the middle and high SES at 67% and 58%. Libraries, bookshops and reading rooms were prominent among respondents in all SES groups while examinations was top priority among the middle and low SES group.

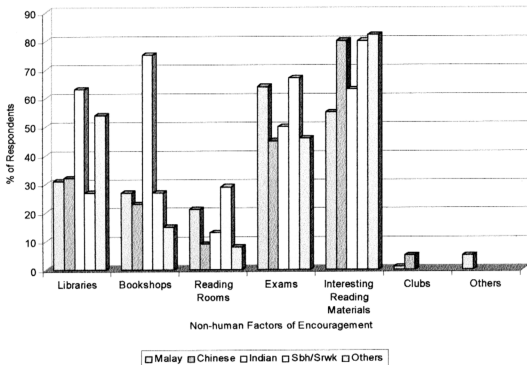


Figure 37 : Non-human Factors according to Ethnicity

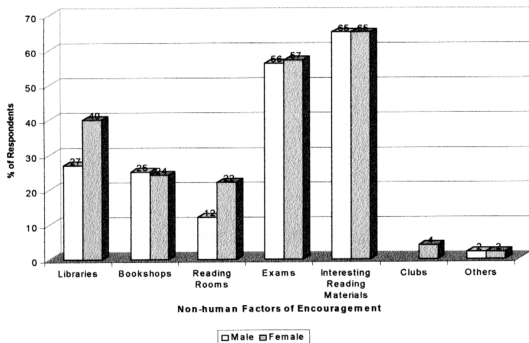
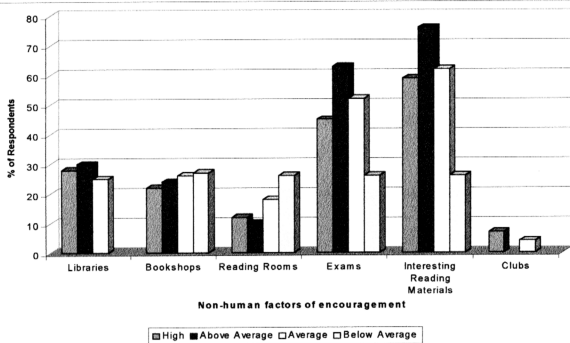
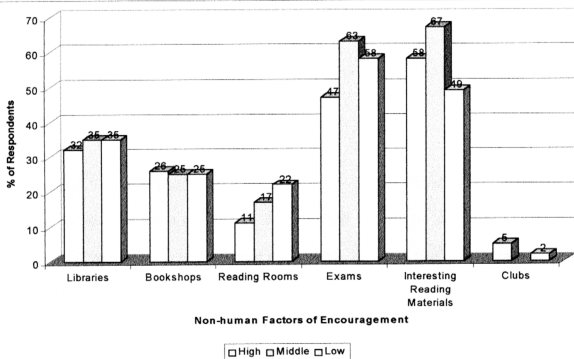


Figure 38 : Non-human Factors according to Gender



**Figure 39 : Non-human Factors according to Academic Performance**



**Figure 40 : Non-human Factors according to SES**



### **Attitudes towards Reading**

This section employed four items to measure respondents' attitudes or opinions towards reading. Respondents were asked to complete a five point Likert scale ranging from "Fully Agree" to "Fully Disagree". The values were interpreted against the continuum of 1 to 5, where a value of 3 represents neutral or no opinion. A value greater than 3 represents a positive attitude towards reading.

**Item One and Two have been phrased in the negative form, therefore, the scales were reversed when items were scored so that they were consistent with other items in reflecting more positive attitudes.**

***Item One : Reading is suitable only for people who do not have any other hobby.***

Overall, respondents showed positive attitudes towards this statement by disagreeing that reading is only suitable for people who have no hobby.

The group of "Others" showed the most positive attitude towards this statement (mean = 4.50) followed by Malay (mean = 4.36) and Chinese ((mean = 4.28). In terms of gender, female respondents had a higher mean than male respondents. High SES group also showed a higher mean than other groups (mean = 4.36).

Among institutions, UIA showed the highest mean at 4.49 followed by UM at 4.38, KU at 4.31, TC at 4.16 and PPD at 4.10.

**Table 21 : Purpose and Appreciation of Reading (Item 1)**

	Mean	Standard Deviation
<b>Gender</b>		
Male	3.76	1.29
Female	4.07	1.11
<b>Institute</b>		
UM	4.45	0.65
UIA	4.02	1.00
KU	3.88	1.35
TC	4.16	1.11
PPD	3.17	1.37
<b>SES</b>		
High	3.91	1.36
Middle	3.89	1.16
Low	3.96	1.07
<b>Race</b>		
Malay	3.66	1.35
Chinese	4.22	0.97
Indian	4.50	0.76
Sabahan / Srwkian	4.27	0.46
Others	4.00	1.08

***Item Two : Reading is useful only for those who want to sit for examination***

In general, respondents showed positive attitude towards this statement as well. From **Table 22**, it can be seen that female respondents (mean = 4.50) showed positive attitude than male respondents (mean = 3.58).

In terms of ethnic groups, Sabah / Sarawakian seemed to show more positive attitude (mean = 4.60). With reference to institutions, KU had the lowest score mean of mean (3.46). As for SES, there was no significant differences between the three groups except that low SES group showed the most positive appreciation (mean = 3.95).

***Item Three : People who read widely have a better outlook on life***

In general, the respondents showed positive attitude towards this statement showing that they agreed that people who read widely have a better outlook on life.

Based on **Table 23**, it can be seen that in terms of gender, more female (mean = 4.34) than male respondents (mean = 4.25) agreed to this statement. UIA also scored highest for this statement (mean = 4.49) compared to UM (mean = 4.38), KU (mean = 4.31), TC (mean = 4.16) and PPD (mean = 4.10).

The ethnic group "Others" also scored the highest mean at 4.50, compared to Malay (mean = 4.36), Chinese (mean = 4.28), Indian (mean = 4.25).

**Table 22 : Purpose and Appreciation of Reading (Item 2)**

	Mean	Standard Deviation
<b>Gender</b>		
Male	3.58	1.40
Female	4.05	1.05
<b>Institute</b>		
UM	4.34	0.73
UIA	4.02	0.89
KU	3.46	1.54
TC	3.59	1.39
PPD	3.65	1.38
<b>SES</b>		
High	3.76	1.24
Middle	3.78	1.37
Low	3.95	1.04
<b>Race</b>		
Malay	3.58	1.35
Chinese	4.01	1.16
Indian	4.38	0.52
Sabahan / Srwkian	4.60	0.51
Others	3.77	1.17

**Table 23 : Utilization of Free Time for Reading (Item 3)**

	Mean	Standard Deviation
<b>Gender</b>		
Male	4.25	0.90
Female	4.34	0.72
<b>Institute</b>		
UM	4.38	0.80
UIA	4.49	0.74
KU	4.31	0.67
TC	4.16	0.77
PPD	4.10	1.02
<b>SES</b>		
High	4.36	0.71
Middle	4.23	0.84
Low	4.33	0.91
<b>Race</b>		
Malay	4.36	0.78
Chinese	4.28	0.75
Indian	4.25	1.04
Sabahan / Srwkian	3.93	1.10
Others	4.50	0.67

**Table 23 : Utilization of Free Time for Reading (Item 4)**

	Mean	Standard Deviation
<b>Gender</b>		
Male	4.19	0.84
Female	4.37	0.71
<b>Institute</b>		
UM	4.34	0.79
UIA	4.33	0.85
KU	4.23	0.81
TC	4.19	0.78
PPD	4.31	0.69
<b>SES</b>		
High	4.30	0.75
Middle	4.24	0.83
Low	4.37	0.73
<b>Race</b>		
Malay	4.26	0.76
Chinese	4.32	0.76
Indian	4.75	0.71
Sabahan / Srwkian	4.13	0.83
Others	4.08	1.08

***Item Four : Everyone should be encouraged to read during their leisure time***

On the whole, the respondents agreed that everyone should be encouraged to read during their leisure time.

Based on **Table 24**, it can be seen that in terms of gender, more female (mean = 4.37) than male respondents (mean = 4.19) agreed to this statement, Um had highest score (mean = 4.34) although the difference between other institutions were not so vast; UIA (mean = 4.33), KU (mean = 4.23), TC (mean = 4.19) and PPD (mean = 4.31).

Indian scored the highest mean at 4.75, compared to Malay (mean = 4.26), Chinese (mean = 4.32), Sabahan / Sarawakian (mean = 4.13) and "others" (mean = 4.08).