

Reading Behavior of Undergraduate Students at Suan Sunandha Rajabhat University

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Abstract : The purposes of this research were to study reading behavior of undergraduate students at Suan Sunandha Rajabhat University. A stratified random sample of 380 participants was collected. A Likert five-scale questionnaire was developed to collect data and to obtain students' opinions regarding their reading behavior. The findings revealed that the majority of respondents read mainly for academic purpose. They preferred to read magazines. The majority of respondents read an average of 3-7 pages a day. The places to read were home and library. Buying with their own money and borrowing from the library were two main sources of books. The suggested activity to promote is planning the curriculum to suit students' reading behavior.

Keywords : reading, reading behavior, undergraduate students, Suan Sunandha Rajabhat University

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