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## A Study of the Reading Habits of U.S.A.C. Freshmen and Senior Students

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A STUDY  
OF  
THE READING HABITS  
OF  
U.S.A.C. FRESHMEN AND SENIOR STUDENTS ✓

A Thesis  
By  
Leah D. Merrill

Submitted to the Department of Education  
Utah State Agricultural College  
In Partial Fulfillment of the  
Requirements for the Degree  
Of Master of Science  
May, 1933

Committee:

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(w)

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## INTRODUCTION

### Statement of Problem

This investigation is a study of the reading habits of freshmen and senior students of the Utah State Agricultural College. It deals with the amount of reading, kind of reading, and reading practices of these students.

### Purpose of Study

There is need of a definite knowledge of the kind and amount of recreational reading which our college students do. By recreational reading, I refer to that reading which is done because the student wants to read, not because of teacher assignment. It may be done for fun or enjoyment during leisure time, to satisfy curiosities, to gain information, to keep up with current problems, for one or many reasons; but it is done voluntarily on the part of the student.

A knowledge of the reading habits of our college students would be of great value to the English teachers in dealing with the problem of guidance in what to read and how to read.

Such a knowledge may be used by the teachers in the various schools at the college to encourage the student to develop reading habits and to guide him in his choice of reading material. A definite knowledge of the amount of

time spent in reading, and the kind of reading done by the students, might serve as a basis for supplementary work in the different classes.

Such a knowledge should be of special value to the student himself, as a check on his own reading habits. It will serve as a basis for comparison with other students. It might serve as an incentive to develop reading habits, if he has none.

### Nature of the Problem

This study is an attempt to determine definite facts concerning the reading of students. The data are obtained from questionnaires given to the students. Three phases of reading were studied: newspaper reading, magazine reading, and book reading. Also, definite facts concerning reading practices were obtained.

### Newspaper Reading

The purpose of the investigation was to find these facts concerning newspaper reading:

1. How much do our students read the newspapers?
  - a. How many newspapers do they read regularly?  
What papers are most popular?
  - b. How many newspapers do they read occasionally?
  - c. What parts of the paper are read most extensively?
  - d. How do students read the paper?
  - e. When do students read the paper?
  - f. How much time do they spend daily in reading the paper?



- g. Is there any difference between freshmen and seniors, women and men, or among the different schools in their newspaper reading?

### Magazine Reading

Similar points were investigated concerning magazine reading.

1. How extensively do U.S.A.C. students read magazines?
2. What kind of magazines are most popular with the students?
  - a. How many magazines do students read regularly? How many do they read occasionally?
  - b. What type of magazine is read?
  - c. What parts of the magazine do students prefer?
  - d. How much time do students spend daily in reading magazines?
  - e. Is there any difference in the magazine reading between men and women, freshmen and seniors?

### Book Reading

1. To what extent do students read books that are not assigned?
2. What type of books do students read?
  - a. How many books have the students read during the school year, 1932-33?
  - b. What kind of books have they read?
  - c. What type of literature do the students usually read?
  - d. What factors determine their choice of books?
  - e. What are the differences, if any, between freshmen and seniors, women and men, in their book reading?

### Reading Practices

1. How many students have a definite time for recreational reading each day?
2. How many students do, daily, some recreational reading?

From the data obtained, an attempt was made to determine:

1. What influences have affected the students' reading?
2. To what extent does the school affect the students' reading? Do the seniors differ greatly from the freshmen in their reading?
3. How do the U.S.A.C. students compare with other students and adults in general, in their zest for reading?

### Delimitation of the Problem

In this study, a check was made only on the reading done during the school year 1932-33. It seemed practically impossible to make an accurate check on any reading done before this time.

### Source of Data

The nature of the study indicates that the chief source of information must be the students themselves. This information could be secured only through a questionnaire.

Objections are often raised against the questionnaire method of securing data. Respondents may not give the in-

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1. See Appendix for form of questionnaire used.

formation honestly. Answers may be modified to make a good impression. Questionnaires are time consuming for the respondent. The respondents may not be a representative sampling of those addressed. To overcome these objections, the following procedure was followed. As far as possible, no selective factors were present. The questionnaire was entirely impersonal. No name was asked for, and the students clearly understood that the information they gave was not to be used in any way to directly concern them. The students to whom the questionnaire was given were unselected freshmen and senior students. Information asked for was very definite and objective. Except for titles of papers, magazines, and books, all questions could be answered by a check, or yes or no. The questionnaire was not long. It could easily be answered in twenty minutes.

With the cooperation of the teachers, many of the students were reached through their classes. The writer went to all freshmen composition classes, during the winter and the spring quarters, gave a questionnaire blank to each student, explained what was wanted and what the data were to be used for, and then collected the blanks as each student filled his out. Those students who had taken composition in the fall quarter, and couldn't be reached as a group, were interviewed personally, and were given a questionnaire, and a letter<sup>1</sup> explaining what was wanted. These questionnaires

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1. See Appendix for letter used.

were filled out and left at the post office. Five hundred three blanks were given to the freshmen. Four hundred thirty-one, 85.6 percent, were returned. Of these, 269 were from men, 162 were from women.

It was more difficult to reach the seniors through their classes. However, the writer visited the methods classes, the psychology classes, an engineering class, and an education class, in which many seniors were enrolled, and followed the same procedure as with the freshman group. Class standing is asked for on the questionnaire. Therefore, it was easy to separate all senior papers. By checking with the class roll, a check was made of those in the class. The remaining seniors were interviewed personally and asked to fill out and leave a questionnaire at the post office. To the seniors, 225 were given out. One hundred eighty-eight, 83.5 percent, were returned. Of these, 127 were from men, and 61 were from women. This makes a total used in this study of 396 men and 223 women, or 619 persons. Of the total number of questionnaires given to the students, 83.6 percent were returned.

## PART I

### Summary of Other Surveys

#### Purpose

Over one hundred studies have been made concerning the reading habits and reading interests of adults. However, most of these have been general surveys, not made as research studies for theses. Those summarized here seem typical of all cases, studied, and are used here as a comparative basis with which to compare the students studied in the present survey.

In answer to a charge that college students do not read, a study was made at the University of Pittsburg by George M. P. Baird.<sup>1</sup> One hundred thirty eight freshmen under the care of one instructor were asked to submit complete lists of all books, plays, and periodicals read voluntarily during the academic year, September, 1915--June, 1916. One hundred lists were chosen at random for analysis, which included 64 men and 36 women. Fiction came first, with a total of 284 novels. One hundred twenty-one were standard, 163 popular. Twenty-one men and no women read no fiction. The average number of books per man was 3.44, and per woman, 4.28. H.G. Wells and James M. Barrie were most popular with

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1. Baird, Geo. M. P. "What One Hundred Freshmen Read". School and Society, 1916. pp. 254-257.

the women, and Charles Dickens and Rudyard Kipling were ranked first by the men. In the list of the more "popular" writers, Jean Webster and Gene Stratton Porter reached the highest total with the women, and Mary Roberts Rinehart had the largest score with the men.

Four hundred sixty-one plays were read as follows:

Pre-Ibsen - - - - -	32	(21 Shakespeare)
Shaw- - - - -	90	
Ibsen- - - - -	74	
Strindberg- - - - -	24	
Galsworthy- - - - -	23	
Maeterlinck- - - - -	23	

Five men and three women read no drama.

Prose works, non-fiction, numbered 89.

Biography and Letters- - - - -	25
Religion, Ethics, and Philosophy- - - - -	17
Sciences- - - - -	11
Travel- - - - -	7
History- - - - -	4
European War and American Defense- - - - -	6
Aesthetic Arts and Crafts- - - - -	5
Economics and Social Sciences- - - - -	9

Twenty-nine women and forty-one men read less than a book of poetry. The remaining read 36 books of poetry by various authors.

Two hundred sixty-seven magazines were read; 178 by men, 89 by women. Critical journals and reviews outnumbered all others; the general magazine of the Cosmopolitan type came next.

The magazines most read are:

Rank	Magazine	No. Readers
1	Literary Digest	41
2	Atlantic Monthly	32
3	Saturday Evening Post	31

(cont. next page)

(Table showing magazines most read: cont.)

Rank	Magazine	No. Readers
4	Ladies' Home Journal	16
5	McClure's	10
6	Cosmopolitan	9

In one academic year, one hundred average freshmen read 870 varied pieces of literature, at least 500 worth while, plus periodicals and text books incidental to class-room work.

In order to determine what books the students were reading at the University of Missouri, the librarian secured the names of all the books which students borrowed from the university library for recreational reading, and from two rental collections which were used to supplement the library's collection. During February 9-22, 1926, students borrowed from rental collections 533 books, and from the library 329 books, nearly 71 a day for twelve days. From February 8 to March 4, 329 books were borrowed from the library for voluntary reading. Two hundred eighty were fiction, 32 poetry, 20 history, 18 biography, 7 religious, 8 drama, 34 miscellaneous.

A record was kept on 42 magazines from February 9 to March 1. They were read 1,213 times in the 18 days. Saturday Evening Post came first, with 105 readers; American, second, with 101 readers. Atlantic Monthly came high on the list with 43 readers, while Liberty came last, with only seven readers.

1. Severance, Henry O. "What Do University Students Read?"  
School and Society, 1926. pp. 726-28

Charles B. Hale and Welsey B. Carroll made a survey at Cornell on what freshmen read.<sup>1</sup> One hundred forty-three students in freshmen English handed in a list of voluntary reading for the preceding five years.

The list of authors is as follows:

<u>Rank</u>	<u>Author</u>	<u>No. Readers</u>
1	Dickens	104
2	Mark Twain	84
3	Shakespeare	80
4	Tarkington	72
5	Zane Grey	69
6	Dumas	62
7	Kipling	62
8	Jack London	60
9	Conan Doyle	48
10	Gene Stratton Porter	46
11	Conrad	45
12	Poe	42
13	Scott	41
14	Sabatini	41
15	O'Henry	39
16	Cooper	38
17	Sinclair Lewis	36
18	Thackeray	33
19	Hugo	33

The fifteen most heavily represented titles are:

<u>Title</u>	<u>Readers</u>
Call of the Wild	25
Plastic Age	25
The Three Musketeers	23
Huckleberry Finn	23
Kidnapped	22
Treasure Island	22
Les Miserables	20
Vanity Fair	20
David Copperfield	20
Last of Mohicans	19
Tale of Two Cities	19
Seventeen	18
Oliver Twist	18
Main Street	18
Penrod	16

1. Hale, C.B. and Carroll, W.B. "What Freshmen Read" Educational Review, 1925 pp. 70 and 260-263



There was a preponderance of romance, adventure, and mystery. Forty-eight biographies had eighty-seven readers. The poetry listed included thirty-nine poets, with one hundred twenty-seven readers. Nineteen playwrights, exclusive of Shakespeare, had sixty-eight readers. Philosophy, History, Science, Religion, Essays all had a fair showing. There was little difference between the men's lists and the women's lists, excepting the fact that women read more poetry and stuck more closely to better known authors.

To find out what subjects in newspapers are of most interest, Cecil L. Ross observed passengers on the New York Subway. <sup>1</sup> Of 1,837 passengers who were counted, seven hundred sixty-five were reading. Forty-one were reading books, twenty-three magazines, and seven hundred one newspapers. Two hundred fifty-three passengers were observed to find kinds of material read. Sports, cartoons, photographs, and sensational news were popular.

#### Rank of Interest in Newspaper Subjects

<u>Rank</u>	<u>Newspaper</u>	<u>No. Reading</u>
1	Sports	47
2	Cartoons	33
3	Photographs	18
4	Disaster	11
5	Personal Violence	10
6	Finance and Trade	10
7	Foreign newspapers	10
8	Serial Story	9
9	Editorial	9
10	Foreign news	9

1. Ross, Cecil L. "Interests of Adults and High School Pupils in Newspaper Reading" School and Society, 1928. pp. 212-214

<u>Rank</u>	<u>Newspaper</u>	<u>No. Reading</u>
11	City news	7
12	Personal interest	7
13	Divorce	6
14	Display ads	5
15	National news	5
16	Classified ads	4
17	Industrial	4
18	Theater	4
19	Social violence	4
20	Science and invention	3
21	Indictment and jail	3
22	Literature, art, music	2
23	Society and parties	2
24	Cross words	2
25	State news	1
26	Ed. and schools	1
27	Church	1
28	Home and Gardens	1

A survey made in 1925 by M.W. Abell at the University of Rochester Library showed that men preferred the front page, the sport page, local news, the comics, and the editorials, the comics, and the ads.<sup>1</sup>

W.S. Gray and Ruth Munroe made a survey of one hundred adults of Hyde Park District of Chicago and of one hundred seventy adults in North Evanston, Illinois. The conclusions they made as to the reading habits of these people are:

"1. More time is devoted to the newspaper by the men than by the women; by the married than by the single; by the less well educated than by the college people; and by people who do not read any books. Only five percent in each place read the paper less than five minutes a day.

1. Gray, W.S. and Munroe, Ruth "Reading Habits of Adults" pp. 74-75

2. There are no very significant differences between the groups as to the amount of time spent in magazine reading, except that people of grade school education more frequently do not read magazines at all.

3. There is a tendency for the women to read books more than the men; the single more than the married; the well educated more than those of inferior education.

4. The sporting page is read chiefly by the men, and the "home page" by the women.

5. The type of magazine read bears a close relationship to the amount of education. The better educated read more of the cultural magazines, and more rarely indulge in the all fiction magazine of the True Story type.

6. Fiction is by far the most popular form of literature in all groups. Fifty-eight percent read novels.

7. The paper is read more thoroughly and more discriminatingly by the men than by the women; by the married than by the single; by the less well educated than by those of college training.

8. The women are more apt to refer their reading to their own experiences, or to react emotionally to it, than are the men.<sup>1</sup>

Burton K. Farnsworth, in a survey concerning the reading habits of adults in four towns in Cache Valley found:

"1. That the book reading of adults is meager, and

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1. Gray and Munroe "Reading Habits of Adults" pp. 206-207

in general of third rate quality.

2. That there is very little evidence of choice or thought in the selection of what is read.

3. That chance rather than interest seems to dictate most of the reading of adults.

4. That women excel the men in almost every phase of reading.

5. That membership in organizations is an important influence upon reading.

6. That school achievement is the most potent factor in determining the amount and kind of reading that will be done by adults.<sup>1</sup>

The 666 persons studied in Cache Valley reported having read 565 different books. Four hundred sixty-eight were fiction, 46 on sociology, 14 on science, 17 on religion, 17 on history, and 3 on fine arts. Twenty-six percent reported as not having read any books during the year. One man reported he had read fifty-seven.

The magazines in rank of best sellers are:<sup>2</sup>

<u>Rank</u>	<u>Magazine</u>
1	Ladies' Home Journal
2	Mc Calls
3	American
4	Saturday Evening Post
5	Woman's Home Companion
6	Good Housekeeping
7	Physical Culture
8	Cosmopolitan
9	Pictorial Review
10	True Stories
11	True Romances

1. Farnsworth, B.K. "The Reading Habits of Adults" pp. 24-28  
 2. Ibid. p. 19

<u>Rank</u>	<u>Magazine</u>
12	Hearst's International
13	Motion Picture Magazines
14	Red Book
15	Literary Digest
16	Motion Picture Classic
17	Whiz Bang
18	True Confessions

### SUMMARY

1. Fiction is the most popular type of literature read.

2. Among one hundred freshmen at Pittsburg University, critical journals and reviews outnumbered all others. Literary Digest, Atlantic Monthly, and Saturday Evening Post were the most popular magazines. Saturday Evening Post and the American head the list with the students of the University of Missouri. Atlantic Monthly comes high.

3. Men students prefer the front page of the newspaper, the sport page, local news, the comics, and the editorials. The women prefer the front page, local news, editorials, the comics, and the advertisements.

4. Students' likes seem to be similar. In all cases, few books have many readers, and few authors have many readers.

5. School achievement is an important factor in determining the amount and kind of reading adults do.

6. As with students, fiction is the most popular type of book read by adults.

7. More time is devoted to the newspaper by the men than by the women.

8. Sports, cartoons, photographs, and disaster are the most

popular parts of the paper with adults in general.

9. Magazines most popular with adults are Ladies' Home Journal, McCall's, American, and Saturday Evening Post.

10. There is a tendency for women to read more books than men.

11. There is not a great deal of difference between students' reading and the reading of adults in general.

## PART II

Reading of U.S.A.C. Freshmen  
and Senior Students

A. Newspaper Reading

Freshmen and seniors of the college read regularly two and one half newspapers. The seniors read regularly 3.2 papers, and the freshmen read 2.3 papers. Only four seniors reported no paper read regularly, and only seven freshmen. Of these eleven students, seven were girls.

Tables 1 and 2 show the papers which are read regularly by all freshmen and all senior students.

Table 1. Papers Read Regularly By Senior Students

PAPERS	All Cases	Men	Wo- men	School of Arts and Sciences	Educa- tion	Comm- erce
Salt Lake Tribune	141	91	50	45	15	36
Logan Journal	122	89	33	43	13	19
Deseret News	89	59	30	29	13	12
"Home Town" Papers	50	36	14	17	8	9
Ogden Standard Examiner	26	18	8	8	5	5
Student Life	24	14	10	5	4	6
Cache American	22	16	6	6	3	5
Salt Lake Telegram	14	12	2	7	3	1
New York Times	8	8	0	3	2	2
Chicago Tribune	3	3	0	2	0	1
Current Events	1	1	0	1	0	0
Railroad Data	1	1	0	0	0	0
Total Cases Table is Based On	188	127	61	Number Enrolled in Each School		
				59	28	40

Table 1. Papers Read Regularly by Senior Students (cont.)

PAPERS	Home Ec- onomics	Agricul- ture	Engineer- ing
Salt Lake Tribune	12	24	9
Logan Journal	18	19	10
Deseret News	10	17	8
"Home Town" Papers	5	8	3
Ogden Standard Examiner	2	2	4
Student Life	4	3	2
Cache American	2	4	2
Salt Lake Telegram	0	2	1
New York Times	0	0	1
Chicago Tribune	0	0	0
Current Events	0	0	0
Railroad Data	0	0	0
Number Enrolled in Each School	20	40	17

Table 2. Papers Read Regularly by Freshmen Students

PAPERS	All Cases	Men	Wo- men	School Arts and Sciences	of Educa- tion	Comm- erce
Salt Lake Tribune	236	183	53	93	41	29
Herald Journal	205	127	78	70	38	33
"Home Town" Papers	187	119	68	53	27	21
Deseret News	144	109	35	39	24	19
Cache American	123	94	29	27	23	21
Student Life	48	19	29	9	13	4
High School Papers	33	27	6	5	8	7
Ogden Standard Examiner	16	7	9	6	4	2
Salt Lake Telegram	9	5	4	2	1	2
Denver Post	5	3	2	3	1	1
Total Cases Table is Based on	431	269	162	Number Enrolled in Each School		
				186	95	85



Table 2. Papers Read Regularly by Freshmen Students (cont.)

PAPERS	Home Ec- onomics	Agricul- ture	Engineer- ing
Salt Lake Tribune	22	32	19
Herald Journal	18	19	27
"Home Town" Papers	26	29	31
Deseret News	23	27	12
Cache American	18	17	17
Student Life	10	5	7
High School Papers	1	9	3
Ogden Standard Examiner	0	3	1
Salt Lake Telegram	2	1	1
Denver Post	0	0	0
Number Enrolled In Each School	56	98	46

The Salt Lake Tribune heads the list of papers read regularly by all students with 377 readers. The Logan Herald Journal comes second with 327 readers. Other papers, in order of popularity, are:

<u>Newspaper</u>	<u>No. of Readers</u>
Home Town Papers-	237
Deseret News-	233
Cache American-	145
Student Life-	72
Ogden Standard Examiner-	42
High School Papers-	33
Salt Lake Telegram-	23
New York Times-	8
Denver Post-	5
Chicago Tribune-	3
Current Events-	1
Railroad Data-	1

The Salt Lake Tribune is the most popular paper with the seniors, having 141 readers. The Logan Journal comes next with 122 readers, and the Deseret News comes third with 89

readers. Eight men read the New York Times regularly and three men read the Chicago Tribune regularly.

The freshmen do not differ greatly from the seniors in the papers they read regularly, as is noted from Table 2. Salt Lake Tribune again takes first place with 236 readers, and Logan Herald Journal comes second with 205 readers. "Home Town" papers come third. The Denver Post is read regularly by two women and three men. High school papers are read regularly by thirty-three freshmen.

Table 3 groups the papers according to interest as national, state, local, school, and home town. Following is the distribution:

Table 3. Distribution, Based On Interest, of Papers Read Regularly

	Freshmen	Seniors	All
Based On Total Cases of:	431	188	619
State	405	270	675
Local	328	144	472
National	5	13	18
Home Town	187	50	237
School	81	24	105

Tables 4 and 5 list the papers read occasionally by the students.

Table 4. List of Papers Read Occasionally by the Seniors

PAPERS	All Cases	Men	Women	School of Arts and Sciences	Education	Commerce
Deseret News	106	60	46	19	16	23
Salt Lake Tribune	98	68	30	27	9	15
Logan Herald Journal	96	68	28	31	15	10
"Home Town" Papers	70	64	6	15	19	11
Denver Post	56	34	22	19	9	13
New York Times	48	36	12	9	11	9
Ogden Standard Examiner	42	34	8	6	8	13
Cache American	28	14	14	3	1	8
Salt Lake Telegram	8	4	4	2	1	2
Christian Science Monitor	8	6	2	3	3	1
Los Angeles Examiner	6	4	2	2	1	3
Los Angeles Times	6	2	4	2	1	1
Chicago Tribune	5	4	2	2	2	1
Student Life	4	4	0	1	1	1
Transcript Bulletin	2	2	0	0	0	2
Provo Herald	2	1	1	1	0	0
Honolulu Times	1	0	1	0	1	0
Kansas City Star	1	0	1	0	0	1
Foreign Papers	1	1	0	1	0	0
Total Cases Table Is Based On	188	127	61	Number Enrolled in Each School		
				59	28	40

Table 4. List of Papers Read Occasionally by the Seniors (cont.)

PAPERS	Home Ec- onomics	Agricul- ture	Engineer- ing
Deseret News	19	17	12
Salt Lake Tribune	8	23	16
Logan Herald Journal	14	11	15
"Home Town" Papers	7	12	6
Denver Post	5	4	6
New York Times	7	9	3
Ogden Standard Examiner	1	6	8
Cache American	8	5	2
Salt Lake Telegram	0	1	2
Christian Science Monitor	0	0	1
Los Angeles Examiner	0	0	0
Los Angeles Times	2	1	0
Chicago Tribune	0	0	0
Student Life	2	0	0
Transcript Bulletin	0	0	0
Provo Herald	1	0	0
Honolulu Times	0	0	0
Kansas City Star	0	0	0
Foreign Papers	0	0	0
Number Enrolled In	20	40	17
Each School			

Table 5. Papers Read Occasionally by Freshmen

PAPERS	All Cases	Men	Women	School of Arts and Sciences	Education	Commerce
Salt Lake Tribune	210	131	79	73	33	27
Deseret News	136	98	38	41	19	18
"Home Town" Papers	125	73	52	29	11	21
Herald Journal	102	67	35	24	19	13
Cache American	81	54	27	9	13	12
Ogden Standard Examiner	42	53	19	11	7	8
Denver Post	39	31	8	11	7	8
Salt Lake Telegram	26	17	9	5	9	1
New York Times	18	15	3	3	6	1
Chicago Tribune	14	13	1	5	4	3
Los Angeles Times	12	9	3	3	1	6
San Francisco Herald	5	3	2	2	1	1
Christian Science Monitor	5	4	1	1	2	0
Total Cases Table Is Based On	431	269	162	Number Enrolled in Each School		
				186	95	85

Table 5. Papers Read Occasionally by Freshmen (cont.)

PAPERS	Home Economics	Agriculture	Engineering
Salt Lake Tribune	25	39	13
Deseret News	16	28	14
"Home Town" Papers	23	22	29
Herald Journal	17	15	14
Cache American	15	20	12
Ogden Standard Examiner	3	8	5
Denver Post	2	4	7
Salt Lake Telegram	0	3	8
New York Times	1	5	2
Chicago Tribune	1	0	0
Los Angeles Times	0	1	1
San Francisco Herald	1	0	0
Christian Science Monitor	1	0	1
Number Enrolled In Each School	56	98	46

Practically all the students read three or more papers occasionally. The papers, for the most part, retain the same rank as they had in the lists read regularly. Among the seniors, the Deseret News takes first place with 106 readers. Salt Lake Tribune takes second, having 98 readers, and the Logan Journal ranks a close third with 96 readers. There is a greater variety of papers among those read occasionally than those read regularly.

Table 6 classifies the papers according to interest.

Table 6. Distribution, Based on Interest, of Papers Read Occasionally

	Freshmen	Seniors	All
Based On Total Cases of:	431	188	619
State	414	256	670
Local	183	124	307
National	93	134	227
Home Town	125	70	195
School	0	4	4

There is little difference between the reading of the men and the women, nor is there noticeable difference among the students of the different schools of the college.

All of the papers mentioned in this study, except the Chicago Tribune, Current Events, Railroad Data, Los Angeles Examiner, Los Angeles Times, Transcript Bulletin, Honolulu Times, Kansas City Star, and San Francisco Herald, are available at the school library.

Tables 7, 8, 9, show the parts of the paper as read by all students, by the seniors, and by the freshmen.

Table 7. Parts of the Paper as Read By All Students

Based on 619 Readers		
PART OF PAPER	READERS	RANK
Front page	541	1
Comics	516	2
Sports	460	3
Local News	413	4
Society	269	5
Home page	209	6
News items inside paper	205	7
Stories	200	8
Editorials	193	9
Ads	174	10
Foreign News	156	11
Finance	103	12
Others	54	13

Will Rogers, Literature, Art and Music, Radio News, Feature Articles, and Market Reports were listed as other topics which held some general interest.

Table 8. Parts of the Paper Read by the Seniors

CASES	Total: Cases of Table	No. En- rolled	Front: Page	Sports	Comics	Ads	Stories
All	188		172	137	163	54	32
Women	61		53	23	55	31	24
Men	127		119	114	108	23	8
Arts and Sciences	59		55	50	54	20	12
Education	28		22	15	19	9	7
Commerce	40		30	21	25	7	3
Home Economics	20		19	9	21	13	8
Agriculture	40		31	29	32	2	2
Engineering	17		15	13	12	3	0

Table 8. Parts of the Paper Read by the Seniors (cont.)

CASES	Editor-ials	Local News	"Home Page"	News Items Inside Paper	Soci-ety	Fin-ance	For-eign	Oth-ers
All	99	138	68	73	73	50	56	18
Women	20	54	32	22	53	8	16	2
Men	79	84	36	51	20	42	40	16
Arts and Sciences	31	42	14	27	25	14	17	5
Education	11	19	9	12	12	7	9	4
Commerce	14	27	8	14	9	8	6	5
Home Economics	3	19	19	5	19	1	5	1
Agriculture	28	20	11	5	5	11	9	3
Engineering	12	11	7	10	3	9	10	0

Table 9. Parts of the Paper Read by the Freshmen

CASES	Total Cases of Table	No. En-rolled	Front Page	Sports	Comics	Ads	Stories
All	431		369	323	353	120	168
Women	162		126	86	134	63	109
Men	269		243	237	219	57	59
Arts and Sciences		186	137	128	124	37	78
Education		95	52	47	49	23	23
Commerce		85	44	39	43	19	32
Home Economics		56	33	21	37	21	21
Agriculture		98	58	43	48	14	9
Engineering		46	45	45	42	9	5



Table 9. Parts of the Paper Read by the Freshmen (cont.)

CASES	Editorials	Local News	"Home Page"	News Items Inside Paper	Society	Finance	Foreign	Others
All	94	275	141	132	196	53	100	36
Women	11	54	65	34	133	2	11	9
Men	83	121	76	98	63	51	89	27
Arts and Sciences	29	101	45	38	87	9	33	9
Education	19	42	18	12	37	4	15	8
Commerce	7	38	14	14	21	18	13	9
Home Economics	4	23	35	8	37	0	7	1
Agriculture	13	35	19	29	10	9	19	7
Engineering	22	36	10	31	4	13	13	2

The survey shows that the news is read extensively by practically all the students. The comics are read more frequently by the women than by the men. Eighty-four percent of the women students read the comics, while only sixty-one percent of the men read them. Eighty-eight percent of the men read the sporting page; forty-eight percent of the women read it. Fifty-four percent of the men read the locals, compared to forty-eight percent of the women. The front page is read chiefly by the men, being read by ninety-one percent, while the comics rank first with the women, eighty-four percent reading them. Society runs a close second with eighty-three percent of the women reading.

The seniors read the front page, the comics, the local news, sports, the editorials, news items inside the paper, and society. The freshmen read the front page, the comics, sports, local news, society, satires, the "home page", and the news items inside the paper.

Those in the school of arts and sciences of the senior group prefer the front page, comics, sports. Stories, finance, and "other" parts of the paper drop low. Education students also prefer the front page, the comics and sports. Local news and society receive favor. Finance and stories drop lowest. Commercial students place the front page first, local news second, and comics third. Sports come high in the list, while stories receive the least attention. Students in Home Economics like the comics. Society, local news, the "home page", and the front page all have the same number of readers. Only one reads about finances, and only three favor editorials. The comics, the front page, sports, and editorials take first, second, third, and fourth places with the agricultural students, while the front page, sports, comics, and editorials are liked by the engineers. Stories, ads, and society news are seldom read by these students.

Freshmen students in the same departments differ little from the senior students. Likes and dislikes seem to be similar. However, the freshmen students in Home Economics like the society news as well as the comics. Senior commercial students like the editorials.

They are not so popular with the freshmen.

Table 10 is to show the various methods used by the students in reading the paper.

Table 10. Methods of Reading the Paper

CASES	Total Cases of Table	Glance at Head- lines	Read front page thor- oughly	Read ev- erything thorough- ly about special interest	Read al- most ev- erything thorough- ly	Read with no spec- ial inter- est
Senior men	127	82	44	94	16	30
Senior women	61	36	30	45	11	22
Freshmen men	269	185	176	193	9	97
Freshmen women	162	77	59	68	4	19
All	619	380	309	400	40	168

The paper is read more thoroughly by the seniors than by the freshmen; by the senior women than by the senior men; by the freshmen men than by the freshmen women. Nine percent of all cases read almost everything thoroughly; ninety-three percent read everything of their special interest; seventy-one percent read the front page thoroughly; eighty-eight percent glance at headlines; thirty-nine percent read with no special plan.

Each student checked more than one way of reading the paper. Perhaps he checked "glance at headlines" and "read everything of special interest", or, "read front page thoroughly" and "read everything of special interest."

Twelve percent of the senior men read almost everything thoroughly; seventeen percent of the women read this way. Only thirty-four percent of the men read the front page thoroughly; forty-nine percent of the women do. Sixty-six percent of the senior men glance at the headlines, fifty-nine percent of the women glance at the headlines. Sixty-eight percent of the fresh-

men men glance at the headlines compared to forty-nine percent of the women. Sixty-nine percent of the freshmen men and thirty-six percent of the women read the front page thoroughly. Seventy-one percent of the men read everything of their special interest; only forty-one percent of the women read those items. Three percent of the men and two percent of the women read almost everything thoroughly. There is little difference among the different departments of either group.

When do the students read the newspaper? Table 11 shows this; A is expressed in the number of cases; B is expressed in percentage.

Table 11. When Is the Paper Read by the Students?

Expressed in:

A. No. of Cases

	All Stu- dents	Senior Men	Senior Women	Freshmen men	Freshmen Women
Number of Cases as Basis for Table	619	127	61	269	162
Read at Odd Moments	258	44	24	121	69
Read During Leis- ure	361	83	37	148	93

B. Percentage

	All Stu- dents	Seniors	Freshmen	Women	Men
Read at Meal Time and Odd Moments	42	36	44	42	44
Read During Leis- ure	58	64	56	58	56

Two hundred fifty-seven, or forty-two percent of the 619

students read the newspaper at meal time and at odd moments; three hundred sixty-two, or fifty-eight percent, read it during leisure time. Thirty-six percent of the seniors and forty-four percent of the freshmen read the paper during odd moments; sixty-four percent of seniors and fifty-six percent of freshmen favor leisure time to do their newspaper reading. Forty-two percent of the women and forty-four percent of the men read the paper during meal time and odd moments, leaving fifty-eight percent of the women students and fifty-six percent of the men students reading the paper during their leisure hours.

How much time each day do students spend reading newspapers?

Table 12 shows this.

Table 12. Time Spent Daily Reading the Paper

CASES	2 hrs.	1½ hrs.	1 hrs.	45 Min.	30 Min.	15-25 Min.	15 Min.	10 Min.	No Time
								Or Less	
All Students	7	15	51	67	199	128	70	41	41
Seniors	3	8	28	11	67	41	10	5	15
Freshmen	4	7	23	56	132	87	60	36	26
Men	5	11	42	41	122	83	43	25	24
Women	2	4	9	26	77	45	27	16	17
Total Cases For Basis of Study									
All Students	: 619	:							
Seniors	: 188	:							
Freshmen	: 431	:							
Men	: 396	:							
Women	: 223	:							

The freshmen and senior students at the U.S.A.C. spend on the average of twenty-nine minutes a day in reading the paper. Forty-one students, or seven percent, spend no time in reading the paper each day; one percent spends two hours daily. There is no noticeable difference among the different schools.

A comparison is made between the amount of time spent in reading the newspaper by the men and the women, and by the freshmen and the seniors. Taken as a group the freshmen spend more minutes a day in reading the paper than do the seniors. The freshmen spend twenty-six minutes a day, the seniors spend twenty-three. However, eight percent of the seniors spend no time a day, while only six percent of the freshmen spend no time. Thus, those seniors who do read, spend thirty-three minutes a day, while the freshmen spend only twenty-eight minutes a day in reading the paper. Eight percent of the women spend no time daily in reading the paper, compared with six percent of the men. As a group, the men spend thirty-one minutes a day and the women spend twenty-five minutes each day in reading papers.

One hundred ninety-nine students or thirty-two percent of the six hundred and nineteen students spend thirty minutes a day. Seven percent of the total number spend less than ten minutes. This makes fourteen percent who spend no time or less than ten minutes in reading the daily paper.

SUMMARY

1. The students read regularly two and one half newspapers. The seniors read 3.2 papers, the freshmen read 2.3 papers.

2. Papers of state interest are the most widely read papers among the students. Local papers come second. "Home town" papers place third, followed by school papers. Papers of national interest rank last.

3. Nearly all the students read three or more papers occasionally. Papers of state interest rank first among the papers read occasionally, followed by those of local interest as second and national interest third. "Home town" papers place fourth, school papers last.

4. Front page, comics, sports, local news, take first, second, third, and fourth places with the students as to parts of the paper read. The comics are read more frequently by the women than by the men.

The men read the sporting page and the front page chiefly. The women read the comics and the society news. The seniors read the front page, comics, local, news, and sports. The freshmen like the front page, the comics, sports, and local news. Advertisements are read more frequently by the women than by the men. The financial section ranks lowest, especially with the women.

5. The paper is read more thoroughly by the seniors than by the freshmen; by the senior women than by the senior men; by the freshmen men than by the freshmen women. Nine

percent of all students studied read almost everything thoroughly. Ninety-three percent read everything of their special interest.

6. Forty-two percent of the students read the paper during meal time and odd moments. Fifty-eight percent read it during leisure time. The freshmen and the men have a greater tendency to favor odd moments to read the paper.

7. The students of the group spend on the average of twenty-nine minutes a day in reading the paper. Seven percent spend no time, one percent spends two hours. The largest majority in any one group spends thirty minutes a day.

8. There is very little difference among the different schools in their newspaper reading. The seniors read more papers than do the freshmen.

There is little difference between the seniors and freshmen as to the parts of the paper read. The women like the comics and the society news, while the men like the front page and the sports.

The paper is read more thoroughly by the seniors than by the freshmen.

More seniors and more women students read the paper during their leisure time than do the freshmen or the men.

As a group the freshmen spend more minutes daily in reading the paper than do the seniors. More seniors do not read the paper daily than freshmen. The men spend more time each day in reading than do the women.



## B. Magazine Reading

The students read regularly a great variety of magazines. Few so-called "trashy" magazines are mentioned. The following table gives the twenty most widely read magazines, their rank with the students, whether or not they are available at the library, and the sale price per copy.

Table 13. Twenty Most Popular Magazines

MAGAZINE	Readers	Rank	Available At Library	Sale Price Per Copy
American	130	1	Yes	\$.25
Saturday Evening Post	129	2	No	.05
Good Housekeeping	127	3	Yes	.25
Colliers'	118	4	Yes	.05
Cosmopolitan	114	5	No	.25
Ladies' Home Journal	113	6	Yes	.10
Literary Digest	109	7	Yes	.10
Reader's Digest	90	8	No	.25
McCall's	81	9	No	.10
Improvement Era	69	10	Yes	
Liberty	61	11	No	.05
Harper's	55	12	Yes	.40
Woman's Home Companion	53	13	No	.10
National Geographic	52	14	Yes	.50
College Humor	45	15	No	.15
Red Book	43	16	No	.25
Photoplay--Screenland	42	17	No	.25-.15
Golden Book	30	18	Yes	.25
Delineator	29	19	Yes	.10
Wild West, Western Story	28	20	No	.15

Ninety-two magazines were listed as being read regularly. These ninety-two magazines have 1967 readers, thus each student reads regularly 3.17 magazines.

Youth's Companion, Physical Culture, Popular Aviation, Forum, Popular Science, Whiz Bang, Time, Nature Magazine, Etude

New Republic, and Scribner's have 11-15 readers each. Vanity Fair, Farm Bureau Journal, Vogue, College Life, Hokey, Smoke House, Genealogical Magazine, Relief Society Magazine, American Mercury, Hoard's Dairyman, Scientific American, Nation, Current History, Foreign Affairs, and Theater Arts Monthly had 6-10 readers each and twenty-three magazines had two or less readers each.

The magazines were classified into four groups, A, B, C, D. In group A were listed the more scholarly, scientific magazines, such as Current History, Foreign Affairs, Scribner's, and Literary Digest. In group B were listed the more general magazines: Good Housekeeping, Cosmopolitan, Saturday Evening Post, etc. In group C were placed the magazines which are more vocational such as Hoard's Dairyman, Utah Farmer, Journal of Home Economics. Group D included all movie magazines, True Story, Ballyhoo, Hokey, Western Stories, etc. This was an arbitrary classification made by the writer.

It was found that group A has 475 readers, group B, 1121 readers, Group C, 96 readers, and group D, 180 readers. The general magazine of Cosmopolitan type is the popular magazine with our students.

Table 14 lists the magazines as they rank in popularity with the students.

Table 14. List of Magazines Read Regularly, Showing the Rank of Each with the Various Groups

MAGAZINE	RANK WITH			
	Freshmen Men	Senior Men	Freshmen Women	Senior Women
Saturday Evening Post	1	4	4	14
Colliers	2	3	9	7
Literary Digest	3	1	17	13
American	4	2	5	3
Ladies' Home Journal	5	16	2	2
Cosmopolitan	6	5	6	4
Improvement Era	7	12	20	9
Good Housekeeping	8	10	3	1
Reader's Digest	9	7	10	6
College Humor	10	19	14	
Scouting	11			
Popular Mechanics	12	24		
National Geographic	13	11	21	17
Red Book	14	14	16	15
Liberty	15	6	18	16
Woman's Home Companion	16	25	8	11
Western Stories	17			
Country Gentleman	18	21		
McCalls	19	18	1	5
Youth's Companion	20			
Ballyhoo	21		24	
Physical Culture	22		26	
Wild West Weekly	23			
True Story	24		19	
Harpers	25	8	13	10
Forum	26	9		
Popular Science	27			
Hoard's Dairyman		13		
American Mercury		15		
Boy's Life		17		
Scientific American		20		
Current History		22		
Scribner's		23	25	21
The Nation		26		
Etude		27	27	23
Movie Magazine			7	20
Delineator			11	8
Pictorial Review			12	19
Golden Book			15	12
Vogue			22	18
Harper's Bazaar			23	24
Physical Ed. Magazine				25
Bookman				22

There was little difference among the students of the different schools as to the kind of magazine read, except in the case of group C. The Home Economics students read the Journal of Home Economics, the agricultural students read the farm journals. All students in the various departments tend to read magazines pertaining to their work.

The five most popular magazines with the men are, in order of popularity, Literary Digest, Saturday Evening Post, The American, Colliers' and Cosmopolitan. The women students like Good Housekeeping, McCalls, Ladies' Home Journal, The American, and Saturday Evening Post. Freshmen men place Saturday Evening post first, with Colliers' and Literary Digest as second and third. Literary Digest, The American, and Colliers' rank first, second, and third with the senior men. Senior girls prefer Good Housekeeping, Ladies' Home Journal, The American. The freshmen girls like McCalls', Ladies' Home Journal, and Good Housekeeping.

Twenty three of the magazines listed in Table 12 are not available at the library.

Of these twenty three, only six are twenty-five cents or more per single copy. The others range from five to fifteen cents.

A study of the table shows that freshmen read more class D magazines than do the seniors; the men more than the women.

A general check was made at the news stands in Logan to find which magazines are best sellers. This was made by securing from the managers, figures as to how many were bought by the news stand and how many sold, each week and each month.

Conclusions were drawn from the total numbers. Magazines grouped as Class D in this study--Movie Magazines, True Story, True Romances, etc., sell three to one to the other magazines. Saturday Evening Post is the most popular weekly magazine, with Collier's as a close second. McCall's magazine is the most popular monthly magazine, averaging nearly as many monthly sales as does Saturday Evening Post. The class D magazine sales are so varied that no one magazine's sales equal Saturday Evening Post. The five, ten, and fifteen cent magazines are those which average by far the most sales.

This data secured from the news stands is not influencing data. It is used only as supplement data.

The following table was set up to show how the various magazines rank with the different students when read occasionally. It deals with the twenty-five most popular in each group.

Table 15. List of Magazines Read Occasionally, Showing the Rank of Each With the Various Groups

MAGAZINE	RANK WITH			
	Freshmen Men	Senior Men	Freshmen Women	Senior Women
American	2	1	17	1
Colliers'	1	2	4	20
Forum		3		7
Cosmopolitan		4	7	10
Literary Digest		5	19	5
Reader's Digest	6	6	9	2
Saturday Evening Post	18	7	10	13
Scientific Monthly	24	8		
Liberty	19	9	21	18
Time	13	10	23	21
Atlantic Monthly		11		11
Golden Book		12		6
College Humor	9	13	11	
Red Book	21	14	12	24
Good Housekeeping	5	15	3	4
Scribner's	20	16	22	8
National Geographic		17	13	
Ladies' Home Journal		18	2	12
Whiz Bang, Smoke House	15	19		
Wild West, Western Story	8	21		
Nature Magazine		22		
Physical Culture		20		
National Geographic		23		
Nation	25	24		
Detective Argosy		25		
Scouting	7			
True Story, True Romances	10		14	
Youth's Companion	11			
Boy's Life	12			
Aero Digest	14			
Ballyhoo	16			
Improvement Era	17		18	17
Harper's	22		15	14
New Republic	23			
Golden Book			8	
Parent's Magazine				15
Pictorial Review			6	16
Photoplay (other Movie Mag)			5	19
Health and Hygiene				22
Theater Arts Monthly			24	23
Modern Priscilla				25
Delineator			20	
Vogue			25	
Popular Mechanics	3			
McCalls'	4		1	3
Woman's Home Companion			16	9

One hundred nineteen different magazines were listed as being read occasionally by the students. These magazines had 2,944 readers. Each student reads occasionally 4.7 magazines. Eight magazines had from 68 to 158 readers each, five magazines had from 50 to 60 readers each, nine magazines had from 30-45 readers each, twenty-three magazines had 15-29 readers each, twenty-six magazines had 9-14 readers each, twenty-four magazines had 2-8 readers each, and nineteen magazines were read by only one reader each. The eight most popular magazines with all students are:

Colliers'-	- - - - -	-158 readers
The American-	- - - - -	-152 readers
McCalls'-	- - - - -	-131 readers
Good Housekeeping-	- - - - -	-131 readers
Reader's Digest-	- - - - -	-116 readers
Saturday Evening Post-	- - - - -	91 readers
Cosmopolitan-	- - - - -	79 readers
Golden Book-	- - - - -	68 readers

By classifying these magazines into the four groups, it was found:

Group A has 779 readers,  
 Group B has 1304 readers,  
 Group C has 130 readers,  
 Group D has 731 readers.

Each group takes the same rank as with the magazines read regularly, except in the case of Group D, which has very many more readers, only forty-eight less than Group A.

Senior men read most extensively the American Magazine, Colliers', and the Forum. Freshmen men read Colliers', the American, and Popular Mechanics. Senior women prefer the American, Reader's Digest, and McCalls'. Freshmen women like McCalls', Ladies' Home Journal, and Good Housekeeping.

Of the forty-six magazines listed in Table 15, only twenty-three are available at the library. Six of the twenty-three not available are twenty-five or thirty-five cent magazines. Seventeen are five, ten, and fifteen cent magazines.

What parts of the magazines are read most extensively by the students? Table 16 gives the rank of the various parts of the magazine and the percentage of students of the various groups reading that part. Table 17 gives the number in each group reading the different parts.

Table 16. The Parts of the Magazine Read by the Students Rank and Percentage Reading

PARTS OF MAGAZINE	TOTAL		Seniors		Freshmen		Men		Women	
	Rank	Per- cent Read- ing	Rank	Per- cent Read- ing	Rank	Per- cent Read- ing	Rank	Per- cent Read- ing	Rank	Per- cent Read- ing
:Articles on :General Subject	: 4	: 34	: 1	: 84	: 9	: 17	: 3	: 43	: 5	: 42
:Articles on :One's Work or :Hobby	: 1	: 65	: 2	: 77	: 1	: 59	: 1	: 77	: 6	: 38
:Short Stories	: 2	: 63	: 3	: 74	: 2	: 57	: 2	: 54	: 1	: 77
:Serial Stories	: 3	: 40	: 4	: 44	: 3	: 39	: 6	: 28	: 2	: 62
:Politics	: 6	: 28	: 5	: 43	: 6	: 22	: 4	: 38	: 9	: 10
:Ads	: 5	: 30	: 6	: 36	: 4	: 38	: 7	: 22	: 3	: 45
:Science and :Invention	: 7	: 28	: 7	: 33	: 5	: 36	: 5	: 35	: 8	: 15
:Drama and :Theater	: 8	: 24	: 8	: 30	: 7	: 22	: 9	: 12	: 4	: 45
:Criticism	: 9	: 13	: 9	: 17	:10	: 10	:10	: 8	: 7	: 23
:Research	:10	: 12	:10	: 15	: 8	: 18	: 8	: 10	:10	: 6



Table 17. Number of Students Who Read the Various Parts of the Magazine

CASES	Total Cases: Table Is Based On	Short Stories	Serial Stories	Ads	Pertaining to One's Work or Hobby	Research	Politics
Total	619	388	253	190	402	78	174
Senior Men	127	87	42	29	119	18	68
Senior Women	61	53	42	39	27	7	9
Freshmen men	269	129	71	59	197	47	83
Freshmen Women	162	119	98	63	59	6	14

Table 17. Number of Students Who Read the Various Parts of the Magazine (cont.)

CASES	Science and Invention	General Subjects	Drama and Theater	Criticism
Total	174	65	152	82
Senior Men	49	112	29	12
Senior Women	13	47	28	21
Freshmen Men	91	59	21	19
Freshmen Women	21	47	74	30

The students of the different departments do not differ greatly as to the part of the magazine they read. Data show that 65 percent of all cases studied read articles of special interest of one's work or hobby, and 63 percent read short stories. Forty percent read serial stories, 24 percent read articles on general subjects, 30 percent read the ads, 28 percent read politics and articles on science and invention.

Drama and theater, criticism, and research seem to be the least liked, being read by 24 percent, 13 percent, and 12 percent respectively. Seventy-seven percent of the seniors read articles relating to one's work or hobby, compared to 59 percent of the freshmen. Eighty-four percent of the seniors read articles on general subjects compared to 17 percent of the freshmen. Fifty-seven percent of the freshmen read short stories, compared to 74 percent of the seniors.

How much time does the student spend each day reading the magazines? Table 18 shows the amount of time spent daily by the different groups reading magazines.

Table 18. Time Spent Each Day Reading Magazines

CASES	No. of Students	2 Hrs.	1½ Hrs.	1 Hr.	45 Min.	30 Min.	10-20 Min.	Less Than 10 Min.	No. of Time
All	619	20	26	51	84	146	121	81	90
Seniors	188	6	6	15	12	46	44	29	30
Freshmen	431	14	20	36	72	100	77	52	60
Women	223	6	9	23	47	47	33	29	29
Men	396	14	17	28	37	99	88	52	61
Senior Men	127	5	6	11	8	32	32	13	20
Senior Women	61	1	0	4	4	14	12	16	10
Freshmen Men	269	9	11	17	29	67	56	39	41
Freshmen Women	162	5	9	19	43	33	21	13	19

Each student spends, on the average, thirty-two minutes each day in reading magazines. Only ninety students, or 14.5 percent, reported spending no time each day in reading magazines. Fifteen and six tenths percent of all the men reported no time each day; thirteen percent of all women reported this. Twenty-three percent of all students spend thirty

thirty minutes a day, twenty-five percent of the men and twenty-one percent of the women.

The men spend the most time in reading magazines, spending thirty-eight minutes, compared to thirty-two minutes spent each day by the women students. The freshmen spend thirty-one minutes, compared to twenty-six minutes spent by the seniors.

### SUMMARY

1. The students of the group studied read regularly 3.17 magazines. Each student reads occasionally 4.7 magazines.

2. The general type magazine, American, Cosmopolitan type, is the popular magazine with the students. Magazines, like Current History, Scribners', and Literary Digest, rank second. Movie Magazines, Ballyhoo, True Story type come third. Vocational magazines rank last. Among the magazines read occasionally, the magazines retain this same rank of popularity. More True Story, Movie Magazine, etc., are read occasionally.

3. Of the general type magazine, the American Magazine ranks first with all the students, followed closely by Saturday Evening Post. Saturday Evening Post comes first with the freshmen men; Literary Digest places first with the senior men. The senior women prefer Good Housekeeping; freshmen women like McCall's'.

4. Articles of special interest to one's work or hobby rank first with the students. Sixty-five percent read them. Short stories come next, being read by sixty-three percent. Serial stories place third. Articles on research and criticism have the least interest for the students. Seniors prefer articles on general subjects first. Freshmen like articles pertaining to one's work or hobby. Men prefer the same as the freshmen. The women students place short stories first.

5. Each student spends, on the average, thirty-two minutes each day in reading magazines. Fourteen and five tenths percent spend no time in reading. The men spend

thirty-eight minutes; the women spend thirty-two. The freshmen spend thirty-one minutes daily; the seniors spend twenty-six minutes daily in reading magazines.

6. There are no significant differences between the freshmen and the seniors, the women and the men, in their magazine reading.

Freshmen read more class D magazines, True Story, Movie Magazine type, than do the seniors. The men read more of this class than do the women.

Freshmen read more short stories than do the seniors; the women more than the men.

The women read the advertisements more than the men do. Advertisements rank third with the women in popularity, seventh with the men; fourth with the freshmen and sixth with the seniors.

Drama and theater are read more by the women than by the men. The men rank articles on one's work or hobby first; they place sixth with the women students.

The men spend more time each day in reading magazines than do the women; the freshmen spend more time than the seniors.

C. Book Reading

Many of the books listed as having been read this school year have been all year and are now on the reserve shelf for various sociology and psychology classes. Therefore, these books were not included in this study.

Have students read books this school year, 1932-33? The following table gives the number of books read by the students.

Table 19. Number of Books Read by the Students

CASES	No. of Cases Table Is Based On	NUMBER OF BOOKS													
		0	1	2	3	4	5	6	7	8	9	10	11	12	13
All	619	168	242	143	144	55	37	12	10	2	2	1	2	1	1
Women	223	41	68	52	43	17	18	8	7	2	1	1	1	0	0
Men	396	127	174	91	101	38	19	4	3	0	1	0	1	1	1
Freshmen	431	129	183	72	81	34	20	8	5	2	1	1	1	1	0
Seniors	188	39	59	71	63	21	17	4	5	0	1	0	1	0	1

One thousand five hundred ninety-three books have been read by the students this school year for recreational reading. Thus each student has read an average of 2.5 books. The seniors head the list by reading 652 books, or 4.5 books each. The women students come next with a total of 602 books, or 2.8 books per student. Each man has read the average of 2.5 books,

making a total of 991 books having been read by the men. The freshman has read 2.2 books, or a total for the freshmen of 941 books.

One hundred sixty-eight, or twenty-seven percent of all students, have read no books. Eighteen percent of the girls, thirty-two percent of the men, twenty percent of the seniors, and twenty-six percent of the freshmen have read no books. Two hundred forty-two students have read only one book. The most books, thirteen, were read by one student, a senior man.

A classification of the books showed that there were 129 drama, 49 biography, 13 poetry, 29 history, 17 travel, 48 religion, 17 vocation, 13 philosophy, and 1278 fiction. This was an arbitrary classification made by the writer.

There is no great difference between the kinds of books read by the men and the women, the freshmen and the seniors. The seniors read more history than do the freshmen; the freshmen read three times more books on religion than do the seniors.

The following table gives the list of authors who are most popular with the students this year, 1932-33.

Table 20. Most Popular Authors

AUTHOR	RANK WITH				
	All	Seniors	Freshmen	Women	Men
:Eugene O'Neill	1	1	4	1	2
:Willa Cather	2	2	13	4	8
:Sinclair Lewis	3	4	2	7	1
:Pearl S. Buck	4	3	3	2	3
:Zane Grey	5	12	1	17	4
:Vicki Baum	6	5	12	5	6
:Bess Streeter Aldrich	7	7	7	3	
:Temple Bailey	8	10	17	6	
:Alexander Dumas	9	17	14	16	20
:Conan Doyle	10	22	9		5
:Wm. Shakespeare	11	21	11	19	
:R. Sabatini	12	18	23		11
:Harold Bell Wright	13	28	5	18	7
:Rudyard Kipling			6		9
:James Oliver Curwood	14		8	28	10
:James M. Barrie		29	10	20	
:Arnold Bennett		27	15	8	21
:Robert L. Stevenson			16		12
:James F. Cooper			18	21	22
:Gene Stratton Porter			19	9	
:Booth Tarkington			20	24	23
:George Eliot			21	22	
:Thomas Hardy		24	22	23	24
:George Meredith			24	25	
:Jack London			25	13	25
:Florence Barclay			26	10	
:Bruce Barton			27		26
:Jules Verne			28		27
:Thackeray			29		29
:S.S. Van Dine			30		28
:Wm. D. Howells		26			30
:Richard Hemingway		8		26	14
:A.J. Cronin		9		11	15
:R. Haliburton		11		12	
:Remarque	15	13			16
:Mary R. Rinehart		14		13	
:Theodore Drieser		15		14	17
:N. Hawthorne		16			
:C. Dickens		19			18
:Victor Hugo		20			19
:Edith Wharton		23		15	
:Warwick Deeping		25		27	



Eugene O'Neill is the most popular author, having eighty-eight readers. Willa Cather comes second with seventy-two readers, followed by Sinclair Lewis with sixty-five readers. Sinclair Lewis is ranked first with the men, E. O'Neill places first with the women. The seniors place O'Neill first while Zane Grey comes first with the freshmen.

Senior girls prefer, in order of preference, O'Neill, W. Cather, Pearl Buck, Vicki Baum, Bess Streeter Aldrich and Temple Bailey. Senior men list Eugene O'Neill, Sinclair Lewis, Pearl S. Buck, Willa Cather, and Vicki Baum. Freshmen girls like Pearl S. Buck, Eugene O'Neill, Bess Streeter Aldrich, Sinclair Lewis, Vicki Baum and Willa Cather. The freshmen boys prefer Zane Grey, Sinclair Lewis, Harold Bell Wright, and Rudyard Kipling.

The most popular books this school year, as placed by the students are:

1. Good Earth by Pearl S. Buck
2. Strange Interlude by Eugene O'Neill
3. Grand Hotel by Vicki Baum
4. Arrowsmith by Sinclair Lewis
5. White Bird Flying by Bess Streeter Aldrich
6. A Lantern in Her Hand by B.S. Aldrich
7. Giants in the Earth by Rolvaag

The four books placed first-fourth by the freshmen are: Good Earth by P.S. Buck, Elmer Gantry by S. Lewis, When a Man's a Man by Harold Bell Wright, and Grand Hotel by V. Baum. The seniors listed Strange Interlude by E. O'Neill, Good Earth by P. Buck, Grand Hotel by V. Baum, and Arrowsmith by S. Lewis. Seventeen freshman students read parts of the Bible; fourteen read parts of the Book of Mormon. Ten seniors

reported having read parts of the Bible. No senior reported having read the book of Mormon.

Of the 129 dramas read, Eugene O'Neill, Wm. Shakespeare, and James M. Barrie are the most popular writers. O'Neill had fifty-four readers, Shakespeare had thirty-one, and Barrie had nineteen. The remaining twenty-five were by various authors, not having more than two readers each.

The biography books were varied. Up From the Hills, by Hanks, had nine readers. The rest were varied with two or less readers.

Masefield and Noyes were the most popular poets, having four and three readers respectively. Edna St. Vincent Millay had two readers. The other poets had one reader each. The history books were varied. No writer had more than two readers. Jules Verne had eight readers, (two books). All other books and authors on travel had only one or two readers. Of the forty-eight books on religion, twenty-seven readers read the Bible, fourteen the Book of Mormon. The other seven were varied. The vocation books were all varied, no one having more than two readers. Will Durant's "Story of Philosophy" had six readers. The other seven books on philosophy had one reader each. Besides the authors of fiction listed above, who had more than ten readers each, thirty-one authors had two or less readers, and seventeen had three to eight readers each.

The students made their own classification as to the kind of books usually read. This classification was accepted

by the writer. The following table gives in detail kinds of books usually read by the students, according to their classification.

Table 21. Kinds of Books Usually Read by the Students

Expressed in:

A. Numbers

CASES	Total: Cases: Based On	Fic- tion	Biog- raphy	Poe- try	Ess- ay	Drama	Hist- ory	Travel
Total	619	419	188	97	57	195	89	113
Senior Men	127	73	45	9	21	31	19	23
Senior Women	61	45	36	29	8	49	12	15
Freshmen Men	269	172	63	11	19	37	38	48
Freshmen Women	162	129	44	48	9	78	20	27

Table 21. Kinds of Books Usually Read by the Students

Expressed in:

A. Numbers (cont.)

CASES	Science	Relig- ion	Philos- ophy	Fine Arts	Vocation
Total	30	113	27	31	261
Senior Men	21	30	13	0	81
Senior Women	2	19	4	11	27
Freshmen Men	7	39	9	3	117
Freshmen Women	0	25	1	17	36

Table 21. Kinds of Books Usually Read by the Students

Expressed in:

## B. Percentage

CASES	Total: Cases: Table: Is Based: On	Fic- tion	Biog- raphy	Poe- try	Ess- ay	Drama	Hist- ory	Travel
Total	619	67	43	20	15	32	16	23
Seniors	188	69	24	13	6	26	13	17
Freshmen	431	78	36	34	8	57	14	18
Men	396	68	28	5	11	18	15	19
Women	223	67	30	15	9	31	14	18

Table 21. Kinds of Books Usually Read by the Students

Expressed in:

## B. Percentage (cont.)

CASES	Science	Relig- ion	Philos- ophy	Fine Arts	Vocation
Total	12	26	9	7	57
Seniors	16	38	2	4	35
Freshmen	9	19	2	12	38
Men	4	18	6	8	53
Women	4	18	4	5	42

Fiction is by far the most popular form of literature usually read by the students. Sixty-seven percent read novels. Differences of students in the various departments are too slight to be considered.

Next to fiction, students in general like works on vocation, biography and drama. Men prefer fiction, vocation, biography,

and travel. Women prefer fiction, drama, vocation, and biography. Freshmen read fiction, religion, vocation, and drama, while the seniors like fiction, vocation, biography, and drama.

This classification differs from the classification as to what the students have read this winter. They have read no essay, no science, no fine arts, although fifteen percent, twelve percent, and seven percent say they usually read these kinds of books. Fiction retains first place in both classifications. Biography has the same place--third in each case. Drama drops from second place in what they have read to fourth place in what they usually read, while vocation drops from second place in what they usually read to seventh place in what they did read.

For comparison, then, they usually read fiction, vocation, biography, drama religion, travel, poetry, history, essay, science, philosophy, and fine art. They did read fiction, drama, biography, religion, history, travel, vocation, poetry, and philosophy.

How do students choose their books? Table 22 gives the number of cases who choose their books for the various reasons listed.

Table 22. Reasons for Choosing Books

CASES	Total Cases Based On	Book Reviews	Knowledge of Author	Special Subjects	Book Club	Recommendation of Teachers	Interest Aroused From Classroom Reading	Picture Show or Play	Recommendations of Friends	Others
Total	619	119	203	71	33	309	98	217	431	59
Women	223	73	135	19	29	127	31	169	184	27
Men	396	46	68	52	4	182	67	48	247	32
Seniors	188	51	97	43	17	119	54	91	187	25
Freshmen	431	68	126	28	16	190	54	126	244	34

The recommendation of friends is most frequently a reason for reading a particular book. Sixty-nine percent are influenced by friends in the choice of books. Recommendation of teachers stands next as reason for its choice with forty-nine percent. Next to recommendation of friends, knowledge of author places second with the girls, while recommendation of teachers ranks second with the men. Freshmen and seniors have the same reasons for choosing a book as the men.

The fact that a given book is conveniently at hand and by browsing in the library were listed as other reasons for choosing a book to read.

Reading Practices

Do all students do some recreational reading each day? How many student have a definite time each day to do this recreational reading? Table 23 show in the number of cases and in percentages the answers to these questions.

Table 23. Reading Practices of the Students

		Total		Women		Men		Seniors		Freshmen	
		No.	%	No.	%	No.	%	No.	%	No.	%
:Definite :Time For :Reading :Each Day	:Yes	43	7	19	8	24	6	13	7	30	7
	:No	576	93	204	92	372	94	175	93	401	93
:Do Some Re- :creational :Reading :Each Day	:Yes	492	80	184	80	308	78	139	74	353	82
	:No	127	20	39	20	88	22	49	26	78	18

Seven percent of the 619 students have a definite time for reading each day; eight percent of the women compared to six percent of the men; seven percent of the seniors, seven percent of the freshmen. Twenty percent of the students do no recreational reading each day. Twenty percent of the girls, twenty-two percent of the boys; twenty-six percent of the seniors, and eighteen percent of the freshmen do no recreational reading each day.

### SUMMARY

1. This school year, the students have read 1,593 books. Each student has read, on an average, 2.5 books. Twenty-seven percent have read no books.

2. Fiction is the predominating type of book read, with 1,278 novels. Drama comes next with 129. Only 13 poetry books and 13 philosophy books have been read.

3. Eugene O'Neill is the most popular author, followed by Willa Cather as second and Sinclair Lewis as third. S. Lewis places first with the men; E. O'Neill ranks first with the women. The seniors place O'Neill first; Zane Grey comes first with the freshmen.

4. Good Earth, by Pearl Buck, Strange Interlude, by O'Neill, Grand Hotel by Vicki Baum, and Arrowsmith by Sinclair Lewis are the four most popular books.

5. Students' likes are very similar. Forty-two authors had from 10 to 88 readers each. With the 619 students, there were listed 1,278 books, ninety authors. The three most popular books had 48, 44, 43 readers respectively.

6. According to the students' classification, they usually read fiction, works on vocation, biography, and drama. Sixty-seven percent usually read novels. Fifty-seven percent usually read books on vocation, forty-three percent read biography, and thirty-two percent read drama.

7. The recommendation of friends stands first as the reason for reading a particular book. Sixty-nine percent



are influenced by friends. Next comes recommendation of teachers, influencing forty-nine percent. Book clubs have the least influence.

8. Seven percent of the 619 students have a definite time for reading each day. Eighty percent of the students do some recreational reading each day.

9. Seniors read more books than freshmen. The seniors of the group studied have read 4.5 books each; the freshmen, 2.2 books. The women students read more books than the men, having read 2.8 books to the men's 2.2 books. Eighteen percent of the women compared to thirty-two percent of the men; twenty-six percent of the freshmen compared to twenty percent of the seniors, have read no books this year.

Fiction predominates with all students. Freshmen read more books on religion than do the seniors; the men read more than the women.

Book clubs and book reviews influence women more in their choice of books than they do men. Picture shows or plays also influence the women more. Interest aroused from classroom reading has more influence on the men than on the women. There are no significant differences between the seniors and the freshmen.

10. More girls than men have a definite time for reading each day; eight percent compared to six percent. The seniors and the freshmen are the same with seven percent. More girls read each day than do men; eighty percent compared to seventy-eight percent. More freshmen do some reading each

day than do seniors; seventy-four percent of seniors compared to eighty-two percent of the freshmen.

GENERAL SUMMARY

A comparison of the amount of book, magazine, and newspaper reading done by the students is given in Table 24.

Table 24. A Comparison of the Amount of Newspaper, Magazine, and Book Reading Done by the Students During the School Year of 1932-33

GROUP	Newspapers		Magazines		Books		Avg. Time:			
	Total Cases Table Is Based On	% of Total No. Read- ing	Avg. No. Read of Min Per Day	Avg. % of Total No. Read- ing	Avg. No. Read of Min Per Day	Avg. % of Total No. Read- ing	Avg. No. Read	(Minutes) Per Day Given to Reading Exclusive of Book Reading		
Total	619	93	2.5	29	85.5	3.17	32	73	2.5	61
Men	396	94	3.5	31	84.4	2.9	38	68	2.5	69
Women	223	92	2	25	87	3.7	32	82	2.8	57
Freshmen	431	94	2.3	26	87	3.9	31	74	2.2	57
Seniors	188	92	3.2	23	84	3.1	26	80	4.5	49

1. The students of the group studied spend, on the average, 29 minutes a day in reading the newspapers. He reads 2.5 papers regularly, and three or more papers occasionally.

2. The students read 3.17 magazines regularly, and 4.7 magazines occasionally.

3. The general Cosmopolitan type magazine is read most extensively by the students. Of this group, the American Magazine ranks first with the students.

4. Twenty-seven percent of the students studied in this survey have read no books. Each student has read, on the average, 215 books. One student, only, has read thirteen.

5. Fiction is the type of book read most extensively by the students. One thousand two hundred seventy-eight novels have been read during the school year, 1932-33. Drama, with 129, comes next.

6. Few students have a definite time for daily recreational reading. Only 43 students, or seven percent of the 619 students, have this habit.

7. Eighty percent of the students do some recreational reading each day.

8. Two factors seem to have had an influence on the students' reading, the depression and availability of reading material.

From a study of the data, one sees that the five, ten, and fifteen cent magazines are the ones read by the students. Especially is this true of those magazines not available at the school library. Statements were made on some of the questionnaires, justifying the choice of magazines. Always it was the price. One statement read: "A year ago I always read Reader's Digest. Now I read, when I read, Saturday Evening Post or Colliers'. The five cent magazine now gives me reading material. I can't afford the higher priced

magazines."

Practically all of Class A and Class C magazines, over half of Class D, and part of Class B magazines are available at the library. All of the newspapers, with the exception of nine, which were read occasionally by only a very few students, are available at the library. All of the books read most extensively are found in the library.

9. The reading and the reading practices of the seniors in general are not very different from the reading and the reading practices of the freshmen. The senior reads about half a newspaper more than the freshman. He reads the paper more thoroughly than does the freshmen, yet he spends less time each day in reading the paper.

He spends less time daily in reading magazines than does the freshman. He reads more class A magazines, fewer class D ones, than does the freshman. He reads fewer magazines regularly, than does the freshman.

The greatest difference occurs in the book reading. More seniors than freshmen read books. The senior has read, on an average, 4.5 books; the freshman has read 2.2 books.

On an average, the freshman spends eight minutes more a day reading because he wants to then does the senior. From the facts, one can't say seniors are better readers than freshmen. Because one is a senior is not an index to the fact that he has better reading habits than other students.

10. A comparison of the data in this survey and the data of other surveys reviewed in this study shows that the

U.S.A.C. students do not differ greatly in their reading from other students or adults in general. The same type of book, the same kind of magazine, and the same parts of the paper are read by all. The only noticeable difference is that the U.S.A.C. students do not read as many books as the students, studied in other surveys, read.

(B I B L I O G R A P H Y)

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2. Farnsworth, Burton K. "The Reading Habits of Adults"  
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U.S.A.C. 1925
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N.Y. Macmillan Co. 1929
4. Hale, C.B. and Carroll, W.B. "What Freshmen Read"  
Educational Review, 1925  
70 pp. 260-263
5. Ross, Cecil L. "Interests of Adults and High School Pupils in Newspaper Reading"  
School and Society, 1928  
27 pp. 212-214
6. Severance, Henry O. "What Do University Students Read?"  
School and Society, 1926  
pp. 726-728

APPENDIX

Dear Fellow Aggie:—

You'll earn a whole dollar's worth of my good will if you'll but give me fifteen minutes of your time. You may be in the same position some day, and know how much just a few minutes time and help will be appreciated.

I am working on the problem of students' reading habits for my thesis and I need your help. Will you please fill out the accompanying questionnaire and leave it at the postoffice for me within the next day or two? Notice you are asked not to sign your name, so please give the information asked for honestly and accurately. Do not forget to give sex, department, and class standing.

Thank you!

LEAH MERRILL.



# READING QUESTIONNAIRE.

Explanation: The purpose of this questionnaire is to find out the amount of reading done voluntarily by the U. S. A. C. students this school year. Do not include any books, stories, or articles read for assignments or for extra-curricula activities, as debating etc. Please furnish all information accurately and fully. DO NOT SIGN YOUR NAME.

Sex..... Department..... Class standing.....

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## NEWSPAPER READING.

1. What newspapers do you read regularly? .....
  2. What newspapers do you read occasionally?.....
  3. Check the parts of the paper that you usually read: Front page..... Sports..... Comic section.....  
Ads..... Stories..... Editorials..... Local news..... "Home page"..... News items inside paper.....  
Society news..... Financial section..... Foreign news..... Others.....
  4. Check items most nearly describing your method of reading the paper:  
Glance at headlines..... Read almost everything thoroughly.....  
Read front page thoroughly..... Read with no special plan.....  
Read everything about your special interests.....
  5. How much time (on the average) do you spend per day reading the paper? .....
  6. Do you read it on street cars, at meal time and other odd moments? .....
- Or do you read it during your leisure time?.....
- 

## MAGAZINE READING.

1. What magazines do you read regularly?.....
  2. What magazines do you read occasionally?.....
  3. Check the parts of the magazine that you usually read: Short stories..... Serial stories..... Ads.....  
Articles of special interest to your own work or hobby..... Research..... Politics..... Science and invention.....  
Criticism..... Articles on general subjects..... Drama and theatre.....
  4. How much time (on an average) do you spend per day on magazine reading? .....
- 

## BOOK READING.

1. List the books that you have read this school year, giving the title and, if possible, the author.....
2. Check the kind of book you usually read: Fiction..... Biography..... Poetry..... Essays..... Drama.....  
History..... Travel..... Science..... Religion..... Philosophy..... Fine arts..... Your vocation.....
3. Check items describing the way you select your books: Book reviews..... Recommendation of friends.....  
Knowledge of author..... Special subject..... Book club..... Recommendation of teachers..... Because  
of interest aroused by classroom reading..... Picture show or play..... Other ways.....
4. Do you have a definite time each day for recreational reading? Yes..... No.....
5. Do you do some recreational reading each day? Yes..... No.....