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I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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“SO SHE READS” BOOK BLOG

Batrisyia binti Ismail¹, *Nur Aqilah binti Norwahi²

^{1,2}Academy of Language Studies, Universiti Teknologi MARA, Cawangan Melaka

¹batrisyia0ismail@gmail.com

²naqilahn@uitm.edu.my

*Corresponding author

ABSTRACT:

Reading and blogging are not an uncommon combination in this generation, with the advent of advanced technologies today, young people use blogs and websites to discover and discuss new books with avid readers and even participate in book clubs. Reading habits can be improved in the society by encouraging reading through online media platforms. “So She Reads” Book Blog is a website for avid readers to get new book recommendations and author’s personal reviews, including some interactive Q&A for the viewers. This project was aimed to encourage reading regularly which helps to develop one's critical reading abilities and to enhance one's vocabulary knowledge by reading more books. A pre-survey form was constructed and made accessible to the public to have better understanding on their needs before beginning to work on the website. Most respondents showed preference to get their book recommendations through websites. After the website was published, it received countless positive reviews, comments, and heartfelt compliments from the post-survey questionnaire. It is hoped that the website will gain more recognition nationally and internationally in the future and improvements are to be made on the number of books recommended as well as the participation in the reading community.

Keywords: reading habits, blogging, book reviews, reading community

1. INTRODUCTION

Reading habits should be encouraged to expand their knowledge while having a new hobby to fill in their leisure time. Reading brings many benefits to students according to Dayang (2021), as cited by Walia and Sinha (2014), where reading is viewed as an exercise, a style of understanding, and a form of actual experience. It calls for a variety of complex abilities, including the capacity to decipher written language, scan for information, and to read extensively. Daily reading will help you learn how to better retain new knowledge and retrieve memories, which will strengthen your memory (Law, 2021). In this modern technology era, teenagers’ attention mostly focuses on electronic gadgets where they rarely spend their time reading. Technology addiction's obsessive behaviour and how it has gotten so ingrained in society that it is challenging for someone to change their habit by reading a book (Mullan, 2020). Hence, reading habits are essential for students which can help them perform better in school.

Blogging is a form of action known as writing and other forms of web media. Traditionally, blogging has functioned as a platform for people to keep diaries where they can share their thoughts and opinions online, however blogging has been developed into many businesses' websites. (Duermyer, 2022) There are a few book blogs that inspired to make this project come true for example, “Arlene’s Book Club”, “She Reads Romance Books” and “From First Page to Last ”. “So She Reads” is a self-published book blog by Wix website creator consisting of book recommendations in various genres, book reviews, quizzes, to-be-read list,



adaptation to the movies section. It is a platform for book readers or anyone to get the best suggestions to add to their shelves. Readers often face reading slump where they lack motivation or the inability to read mostly because they have no idea on what to read next. This website is to help avid readers to have a platform for their hobby and passion in reading where they can share their opinions as well as leaving comments to exchange information with each other. “So She Reads” is the perfect solution for every book lover to get the best book recommendations. This is the link to access to the website; <https://2020812372.wixsite.com/mysite>.

1.1 Project Objective / Purpose

This project aims to help book readers get the best recommendations and encourage people to read more. This could be achieved by creating a fun and creative platform, a book blog where everything is one click away. Website visitors can find great titles and try new genres out of their comfort zone. Furthermore, this project is to improve one’s critical reading skills by reading consistently. Blogs are beneficial learning methods for a variety of reasons as they improve students’ reading comprehension and writing skills. (Nada, Karen and Maureen, 2014) Moreover, this project's intention is to expand one’s vocabulary by reading more books. This is because by reading they can learn the terms contextually. Since the words make sense in the context of what they’re reading, remembering them later is streamlined. The objectives of the project include the following:

- To complete 5 book reviews and 30 book recommendations for 5 genres on the website.
- To achieve 40 visitors from the website.
- To receive 10 comments on the website.

1.2 Entrepreneurial Opportunities

The website has the potential to be used worldwide all across the world to connect every book reader in one great platform. The website is also completely free with no additional fees, nevertheless, all of the book links provided in the website were affiliate links. It is really simple to use affiliate marketing. For visitors and sales based on the book recommendations, commission will be received. Writing book reviews and including the individual affiliate link in the post is one way to earn affiliate income.

All of the affiliate links were linked to Book Depository online bookstore; it is a free worldwide shipping online book store available in all countries. Book Depository has its own “Book Depository Affiliate Program” on its website, the first step is to sign up to record the sales in Australian Dollars, British Pounds, United States Dollars, or Euros. The next step is to advertise the book in its reviews alongside the affiliate links to ease visitors to purchase the book with one click away and to attract visitors to buy the book.

Example 1: Average book price: $RM50 \times 5\%$ (commission) = RM2.50

Example 2: Average book price: $RM60 \times 5\%$ (commission) = RM3.00

Every time a buyer purchases from this website to the Book Depository website, including pre-orders, up to 5% commission will be earned. A tiny commission will be received whenever any visitor clicks on the link and buys something.

2. METHODOLOGY

This project contains 14 weeks of preparation and progress as shown in the Gantt chart in Figure 1.

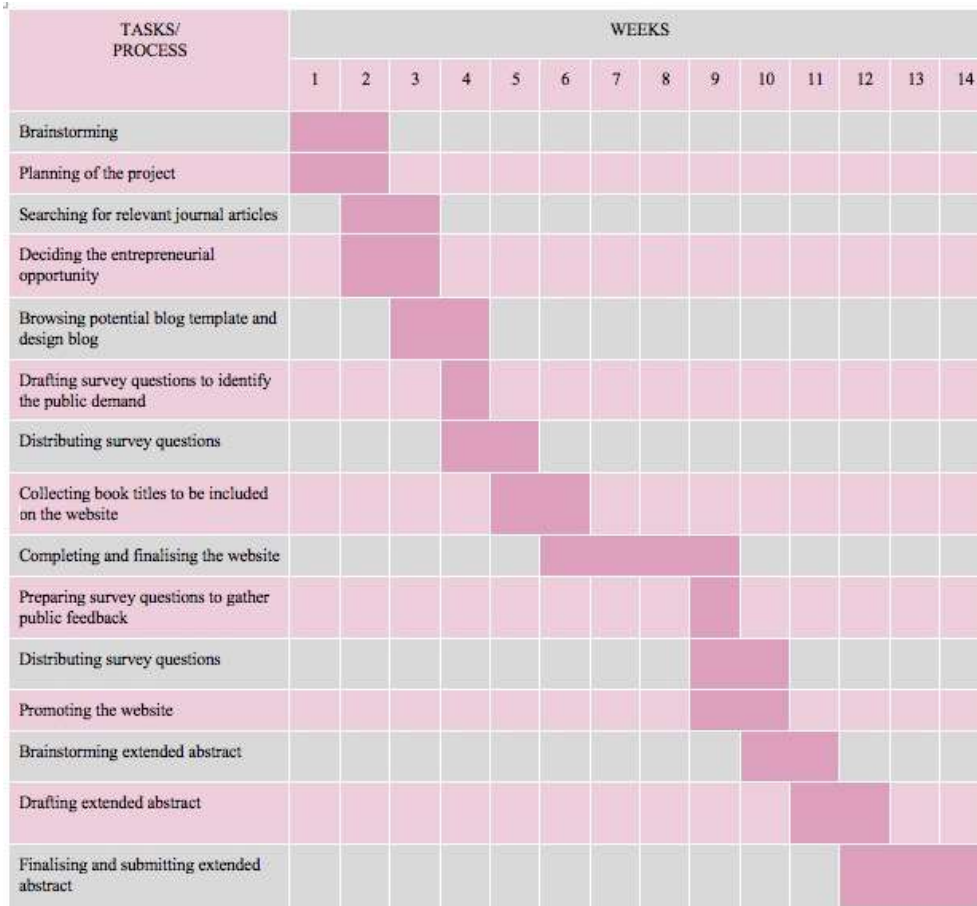


Figure 1: Project Gantt Chart

A pre-survey form was made available to the public to help understand their expectations before the creation of the website. The pre-survey questionnaire included respondents’ personal information and the respondent’s interest in books.

The website was fully designed and made by Wix website creator for free, all of the book covers for the website were downloaded from Google while some pictures from the website were originally taken and some were from Pinterest along with citation. Table 1 showed the website design and some of the page sections from the website. The book review page section was provided with a comment section for visitors to leave comments and any feedback regarding the book.

3. RESULTS AND DISCUSSION

Based on the pre-survey participated by 36 respondents, more than half of the respondents answered that they usually look for book recommendations through a website with a total of 20 respondents (55.6%), and the highest count with a total of 25 (69.4%) respondents answered that they use TikTok to find book recommendations as shown in Figure 2. This further enhanced the needs of online platform in aiding readers to gather more information on the reading materials.



Where do you usually look for book recommendations?
 36 responses

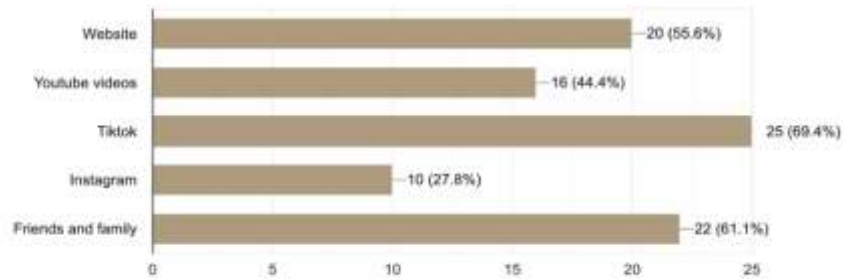


Figure 2: Pre-survey Question

Next, “So She Reads” book blog reported to have gathered interest as the number of viewers who visited the websites within 30 days is 110 visitors. It is shown that the devices used to access the website are mobile or desktop. The total number of visitors within 30 days is 110 visitors and the majority of the visitors used mobile devices with 70 visitors (64%) while 40 visitors (36%) used desktops, as shown in Figure 3.



Figure 3: First 30-days View Count

A post-survey questionnaire was conducted using Google Forms to identify visitors’ satisfaction with the website. The post-survey questionnaire was provided with the website link to determine visitor ratings and satisfaction with the website, it was conducted by Google Forms. A number of website-related questions, including how respondents felt about the general web design, were included in the post-survey questions.

A large majority of respondents, with a total of 18 respondents (50%) responded they are extremely likely to return to the website, while a total of 15 respondents (41.7%) responded they are very likely to return to the website, are shown in the pie chart above, which is the result of one of the questions from the post-survey questions, as can be seen in Figure 4.

What is the possibility for you to return to the website?
 36 responses



Figure 4: Viewer’s Interest in the Book Blog

Next, one of the questions asked from the post-survey was to determine if a website is a platform to find book recommendations easier. From the pie chart in Figure 5, it can be concluded that more than half of the respondents with a total of 35 (94.6%) agreed that a website is a great platform to find book recommendations faster and easier while only 2 respondents (5.4%) disagreed with the question.

Do you think this website can help you find book recommendations easier?
37 responses

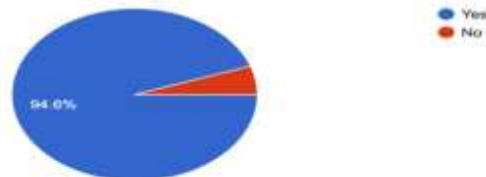


Figure 5: Viewer's Perception on the Book Blog

Another interesting finding is the positive feedback received through the comment section on the website. The viewers showed that online platform like "So She Reads" allowed avid readers to participate in a community that shared the same interest. The website is provided with a comment section for visitors to engage with the author to share their personal opinions. After the website has been launched and posted online, one of the project's objectives is to reach at least 10 comments on the website from the book reviews page section. The objective was accomplished, several commenters commented on the post and showed positive reviews

Figure 6 showed a screenshot of the website from the book reviews page section. The visitors commented on showing positive feedback on the website. Overall, the majority of the respondents show positive feedback on the website design, colour palette and the website's purpose. The respondents were satisfied with the website and they most likely will recommend the website to their friends and family.



Figure 6: Comments Left by Viewers



4. CONCLUSION

To conclude, the website received many positive reviews, feedback, and heart warming praises from fellow friends, family, and the general public. The project's advertising and suggestion efforts made throughout the completion of this project have enabled it to achieve its main objectives. This project was heavily inspired by my patience in books and web design, the website successfully attracted many visitors through the simple and natural colour palette used in the blog. This project aimed to unite every book lover to share their passion and also to encourage non-readers to get the best starter in reading in one compact platform efficiently.

This website could be better; therefore, there are still plenty of improvements to be made in the future. More professional and personal photographs can be put into the website to draw visitors and give the website more authenticity. The website has the potential to be sponsored by any well-known local company such as "MPH Bookstores" as well as any international company like "Book of The Month". It is a monthly book subscription company that provides 5 to 7 monthly book choices. Furthermore, the website can provide custom coupon codes from Book Depository, especially for visitors, once the website has more recognition from the public. This way also can increase the income to continue this project.

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