

**UNIVERSITY TEKNOLOGY OF MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES
STUDIES**



HAKMIK
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Sabah

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**THE FACTORS AFFECTING READING BEHAVIOUR
AMONG SECONDARY SCHOOL STUDENTS AT
SEKOLAH MENENGAH KEBANGSAAN BONGAWAN,
MEMBAKUT SABAH.**

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ABSTRACT

The focus on reading is crucial given the development of communications technology and the changed reality we confront in contemporary societies. For reading to be meaningful, it is essential that young people learn not only to read but they cultivate reading behaviour for lifelong learning. While new forms of reading texts (mass and multimedia) have emerged, it is still not certain if communications technology will be used to maintain their reading for pleasure and lifelong learning. In this paper I would like to focus my attention on students as studies have shown that many students are found to be reluctant to read for information or pleasure. This is a concern shared by many academicians, government officials and pressure groups that have stressed the need to investigate the poor reading behavior of Malaysians. If this phenomenon is left unattended, reluctant readers, that is, will eventually direct the future of Malaysia by people who are 'retarded' in terms of knowledge, intelligence and maturity.

There are several objectives highlighted as guidelines to the study. First is to investigate the main factors that encourage student's interest to read. Second is to identify the reasons for lack of reading activities among students and thirdly is To give recommendation on how to improve the awareness and interest on reading among students in Sekolah Menengah Kebangsaan Bongawan Membakut, Sabah. 269 students from 906 students selected as our respondents according to simple random sampling. Based on the analysis of the findings, most of the respondents are aware to the reading behaviour in their school,

CHAPTER 1: Roles of nongovernmental organizations, government sectors, and family are very important for mutual cooperation to promote reading habits to readers, especially, the role of libraries is very important as

INTRODUCTION

1.1 Introduction

Reading behavior means behavior which express the likeness of reading of individual which occur regularly of leisure reading approach, types of reading, tastes of reading, uses of library sources viewing on what they have read fixing on objectives of reading. (DR Ambigapathi Pandian, 2000).

Reading is important for every body in order to cope with new knowledge in the changing world of the technological age. The importance and necessity will hopefully continue to increase in the years to come. However, the number of those who know how to read but do not read enough is also increasing. There are still some people, young and old, who cannot get access to reading activities and reading programs at all and some people who are able to read do not get access to such activities and programs, but in a dissatisfactory degree of relationship. They neither have much initial interest nor lasting interest in books and reading. The reading habit has to be built up and promoted from an early age. In many developing countries have been launching extensive literacy campaigns, in the sense of teaching people to write and to read. But knowledge of characters and reading techniques alone are not sufficient to develop real reading societies. People should be motivated to read and informed how to utilize reading materials to improve their own personality and their social environment.