



**A STUDY OF READING HABITS AND INTERESTS  
OF CIVIL SERVANTS**

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**APRIL 2011**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Reading is an aspect associated with literacy. However, the reading process is not simple in its nature. It does not merely involve recognizing a single character and pronouncing it correctly or to recognize and pronounce a few characters that are arranged in a particular manner, but more importantly it is the ability to understand the meaning of these arrangements.

According to Bullock (1975), reading is more than a reconstruction of the author's meanings; it is the perception of those meanings within the total context of the relevant experiences of the reader that is much more active and demanding process. Here, the reader is required to engage in critical and creative thinking in order to relate what he reads to what he already knows.

According to Dato' Dr. Salleh Mohd Nor in his paper, 'Reading in the Context of Management', which was presented during the National Seminar on the Promotion of Reading Habits in Malaysia held from 20-21 June 1994, there is no substitute for reading when it comes to gathering information or keeping abreast of development. Information may appear in different media but the point is that one still has to read. The great advantage of reading is that there is much more material written in all forms than that on tape and video that one

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.1 Literature review

This chapter provides a review of literature on reading habits and interests of civil servants.

##### 2.1.1 Introduction

Reading is one aspect that has received increasing attention in research studies in recent years. Reading studies that were summarized and reviewed in the Journal of Educational Research (1962, 1965-1967) and in the Encyclopedia of Educational Research (1969) cover various aspects of reading including sociological, psychological, physiological and pedagogical.

One of the earliest comprehensive studies on the reading habit was the one done by Jenkinson (1940). This classic survey noted that there was a difference in reading interests and tastes between the genders. Other studies carried out on gender preferences were by Fendrick (1941), Wall (1948), Pafford (1959) and Yarlott and Harpin (1971).

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 Research design**

For the purpose of this study, the research design will be cross-sectional survey. The study involved a survey of civil servants from various departments, divisions, section and focus group within the government sector.

#### **3.2 Unit of analysis**

As this study will address the issue of the reading habits and interests of civil servants, therefore the unit of analysis will be the civil servants.

#### **3.3 Sample size**

The sample size for the purpose of this study is 100 respondents. Questionnaires will be distributed among them from various departments and ministries.

#### **3.4 Sampling technique**

Various departments and ministries will be selected for closer analysis of reading habits and interests using simple random sampling.