

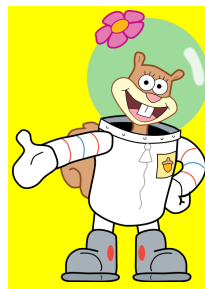
Let's Read More Books

HCI Design Research



Cayleb Langhals

cala0976@colorado.edu



Zelika Anchipolovskaya

zean7760@colorado.edu

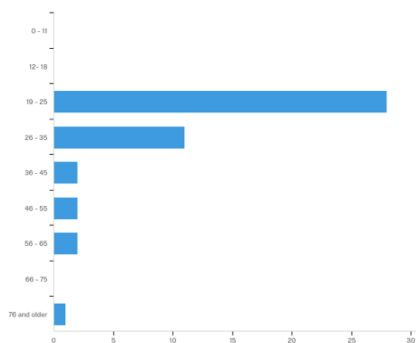
Part 1: Design Research Summary

Qualtrics Survey Questions

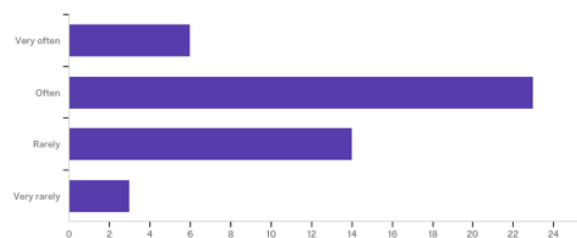
Zelika Anchipolovskaya

I sent out the survey through Canvas to the entire HCI class, also for a more diverse age demographic I posted a link to the survey on Facebook.

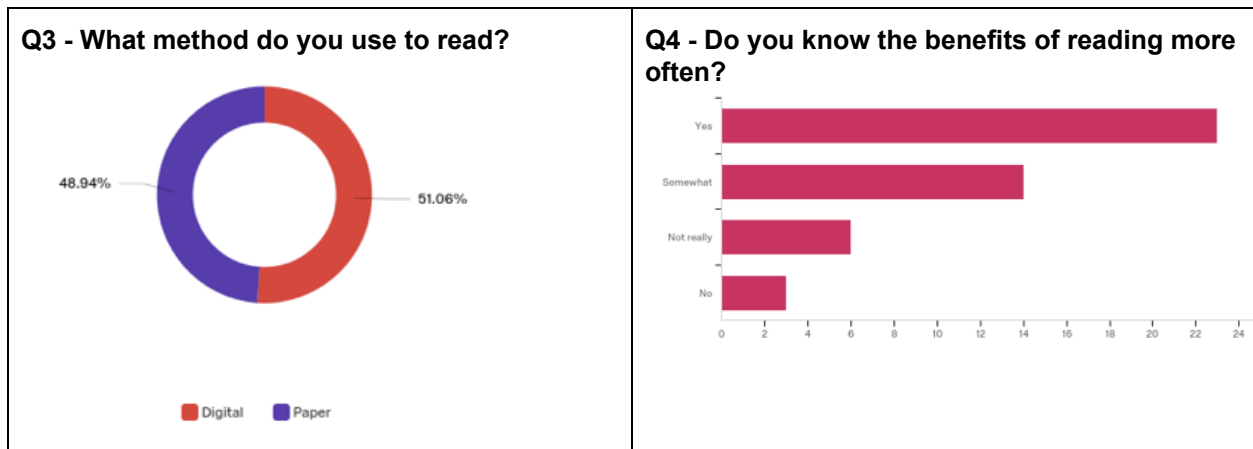
Q1 - How old are you?



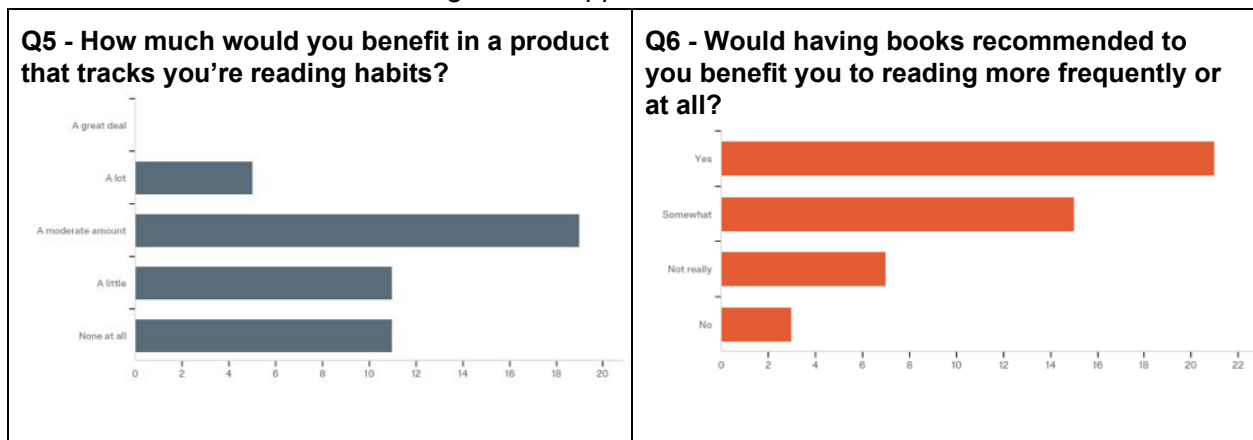
Q2 - How often do you read?



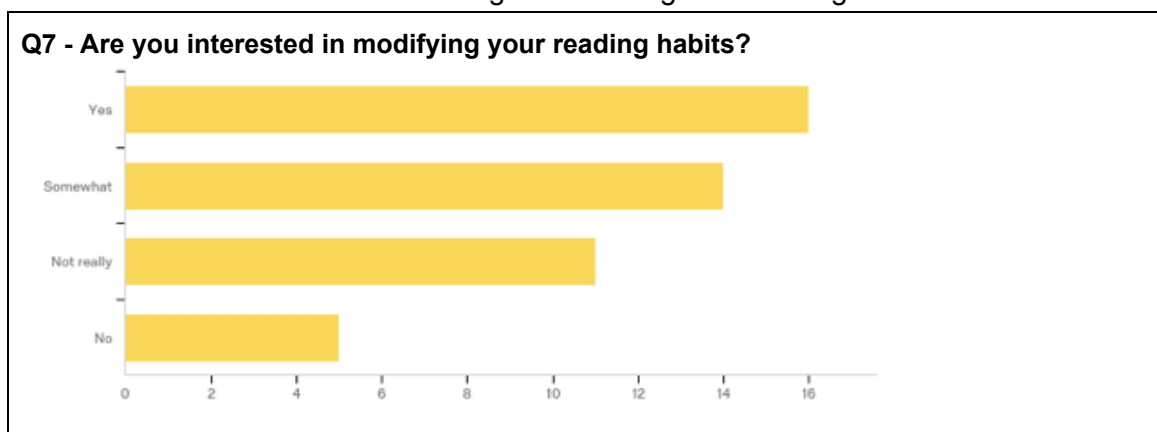
- The majority of people that took this survey were between the ages of 19-25 with a few people that are above college age and most of them read often.



- More people are reading on a digital platform and are aware that reading often is beneficial, we would target both groups, however the digital reader would probably be more inclined into a reading tracker app



- It turns out people wouldn't benefit very much from just tracking their reading they would also like book recommendations along with tracking their reading.



- Overall people would like to read more and have a more simple flow for going from one book to the next.
 - It would be beneficial for us to utilize this information to create a section in our app that takes user input of books read/ pages read and give user recommendations for other books they would enjoy. Perhaps users would also like a feature which they can reach reading goals with scientific facts about the benefits they could be experiencing with each met goal.
-

Cayleb Langhals

One on one interviews

I performed interviews on 3 people, following the general format of the questions asked below. In order to help keep the conversation moving naturally and get a more accurate response, some of the questions were asked out of order or some questions were made on the spot. The biggest repetitive thing that I saw between these three interviews was that most of them said they did not have the time to sit down and read, or at least they did not want to take the time to sit down and read. 2 out of three USED to read when they were younger, but don't have the time or moved onto different mediums since they got a little bit older. The interviews are the following (condensed for content sake):

Interviewee 1: Hispanic, CU Econ Student: GPA of 3.2

1. **How old are you?**
 - a. 21 years old
2. **Do you read much?**
 - a. To be honest, most of the reading that I do is for school. I don't have a lot of time to read and was never interested in it as a kid so it doesn't appeal to me.
 - b. **Why does it not appeal to you?**
 - i. I think I just have better things I can do with my time. It's not that I think it's bad or that I can't benefit, it's just not how I learn.
 - ii. **So you read to learn?**
 1. I guess so yeah. Again, that's mostly because of school though.
3. **So, for the school readings you do, do you prefer to read on a kindle or a paperback book?**
 - a. Paper book. It feels a little better, but it can be harder to find what I'm looking for. Like there is no search function
4. **When you read for school, do you have any issues keeping motivated?**
 - a. Yeah, mostly because that is school though. I'm not a big fan of it but I gotta do what i gotta do.
5. **Do you think it would be helpful for you to "read" with an audiobook? Have you ever looked at using something like Audible?**
 - a. Nah not really, but that is because I prefer to listen to music or podcasts. I like the way that they flow much better. Discussions are where i am entertained.

Interviewee 2: White, TAM CU Student, GPA: 3.5

- **How old are you?**
 - 19 years old
- **Do you read much?**
 - Yes I do
 - **And what do you like to read?**
 - I prefer fiction, though I don't have as much time for it as i would like to.
 - **What do you mean by that?**
 - I mean I'm just too busy with school at the moment. A lot of my spare time doesn't go into activities I would like to read
- **So, when you DO read, what is your preferred method? Do you prefer kindle or a paperback book?**
 - Kindle. I tend to read multiple books at one time so it's easier to just carry one instead of multiple.
 - **Is it ever hard to keep track of multiple books?**
 - Yeah but I can normally pick back up where I was quickly.
- **When you read, do you have any issues keeping motivated?**
 - Not at all. In high school I used to read for fun all the time just because that's how i spend my time
- **Do you think it would be helpful for you to "read" with an audiobook? Have you ever looked at using something like Audible?**
 - I actually tried that before but I don't retain that as much as I would like. Its harder for me to keep the story straight, especially when I don't pick it up for a few days.
 - **Why do you think that is?**
 - I just dont think I'm an auditory learner. That's all.

Interviewee 3: White, Theater CU Student, GPA: 3.1

- **How old are you?**
 - 22 years old
- **Do you read much?**
 - Sort of. I read a lot of plays and musical scripts, and occasionally a few school assignments but not many novels
 - **Do you not like novels?**
 - No they are fine, I just don't have time to read them anymore. I used to when I was in middle school but theater kinda took up most of my time as I got older.
 - **Why did you prefer theater over reading?**
 - Well, it was more like acting out a book. When i read a play thats kinda different because i can see a scene forming a lot easier than I could if i were just reading a novel.
 - **So, when you DO read, what is your preferred method? Do you prefer kindle or a paperback book?**
 - Kindle. I personally like to keep up to date on multiple new plays and they can release pretty quickly, so i'll buy them and put them in a backlog.
 - **Is it ever hard to keep track of multiple plays?**
 - No I don't think so. I only read one at a time
 - **When you read, do you have any issues keeping motivated?**
 - Kinda, but that's because a lot of it was tied to school. I don't think I had that issue when I was younger.
 - **Do you think it would be helpful for you to "read" with an audiobook? Have you ever looked at using something like Audible?**
 - I'm not aware of any plays on audiobook so i doubt it

Part 2: Group Reflection

- Our findings disagree for the most part. In general, Zelika found that a lot of people read quite often, though the interviews that Cayleb performed were indicative of people not reading. After reviewing the questions asked, we may have needed to be more specific about the type of reading done. In addition to this, the demographic of people were surveyed vs interviewed were different, as one was based on students and the other was based on a much wider demographic.
- We can reasonably assume that the older generation, the more likely you are to read. However, this data may be skewed by a specific demographic as students, as people may be more likely to read if they are not in school or academia, because that consumes a large amount of time for an individual. In addition, most people seemed to understand that there was a general benefit to reading, and believed that they would benefit from tracking reading more. On top of that 51% of people read digitally, making it much easier to track than paper methods. To continue forward with the application, we would need to consider both the users who would read digitally vs those who read with a book in their hand.
- The digital survey was more successful than the one on one interview survey. The digital survey allowed us to reach a much more broad audience and get specific feedback. Most of the people that were interviewed, 2 out of 3 to be exact, did not prefer to read at all, which made the interviews difficult. The survey allowed us to reach a larger demographic and not have to interact with each individual person, which sped up the analysis.
- It would be beneficial if we got more responses, at least 100, and specifically in what type of reading they do digitally. For example, we did not specify between reading texts, on a kindle, or reading from a forum, such as Reddit. Additionally, it would be useful to know what types of analog reading people do, such as newspapers vs books or magazines.

Part 3: Appendices

Qualtrics Survey Questions

1. Age (years)
 - a. 0 - 11
 - b. 12- 18
 - c. 19 - 25
 - d. 26 - 35
 - e. 36 - 45
 - f. 46 - 55
 - g. 56 - 65
 - h. 66 - 75
 - i. 76 and older
2. How often do you read?
 - a. Very often
 - b. Often
 - c. Rarely
 - d. Very rarely
3. What method do you use to read?
 - a. Digital
 - b. Paper
4. How much would you benefit in a product that tracks you're reading habits?
 - a. Very
 - b. Somewhat
 - c. Unlikely
 - d. Very unlikely
5. Do you know the benefits of reading more often?
 - a. Yes
 - b. Somewhat
 - c. Not really

- d. No
 - 6. Would having books recommended to you benefit you to reading more frequently or at all?
 - a. Yes
 - b. Somewhat
 - c. Not really
 - d. No
 - 7. Are you interested in modifying your reading habits?
 - a. Yes
 - b. Somewhat
 - c. Not really
 - d. No
-

1:1 Interview Questions

Question 1:

What inspires you to read?

Why do you not read?

Why DO you read?

Question 2:

When you do have to read, do you prefer kindle or paperback books?

Why?

Question 3:

Do you ever have difficulty finding the motivation to read?

How do you overcome that?

Is there a routine that would help you out?

Do you often forget to read?

Question 4:

Are you ever overwhelmed by the amount that you have to read?

Do you feel like it would help to break this amount up?

Question 5:

Do you think you would enjoy reading for fun?

Why do you believe that way?

Question 6:

Would reading be easier for you if it was an audible book instead of the traditional method?

Why do you think that?

Question 7:

Would getting questions about what you read immediately after completing your session help you retain information?

Footnotes (please laugh)

