

**READING FORMAT BEHAVIORS AMONG  
COLLEGE FRESHMEN:  
BUY, BORROW, OR  
ACCESS ONLINE?**

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# Case Study – Behaviors in a Reading-Intensive Class



# Research questions

- **Which format do students use for reading class assignments?**
- **Is there a relationship between students' behaviors and class grades?**
- **Is there a relationship between students' behaviors and their Writing SAT scores?**

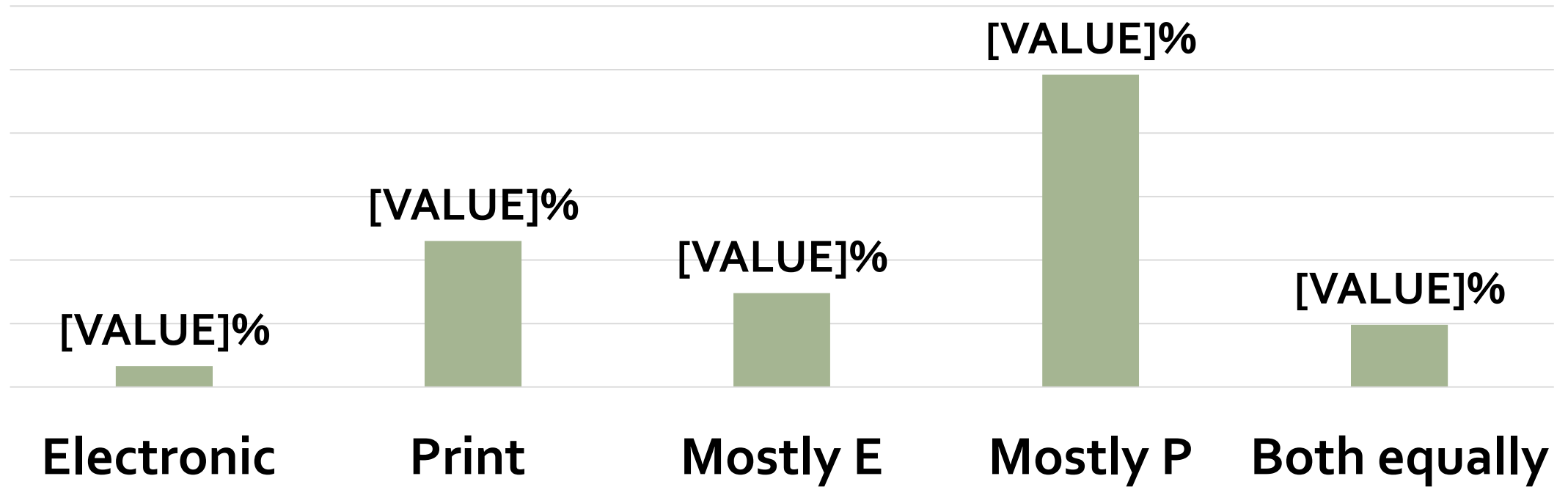
# Methodology

- **Assigned Readings: 1,180 pages in Fall Quarter**
- **Available for purchase (print); library loan; posted online**
- **Online survey of 9 multiple choice and fill-in questions**
- **Survey link distributed in weeks 10 & 11**

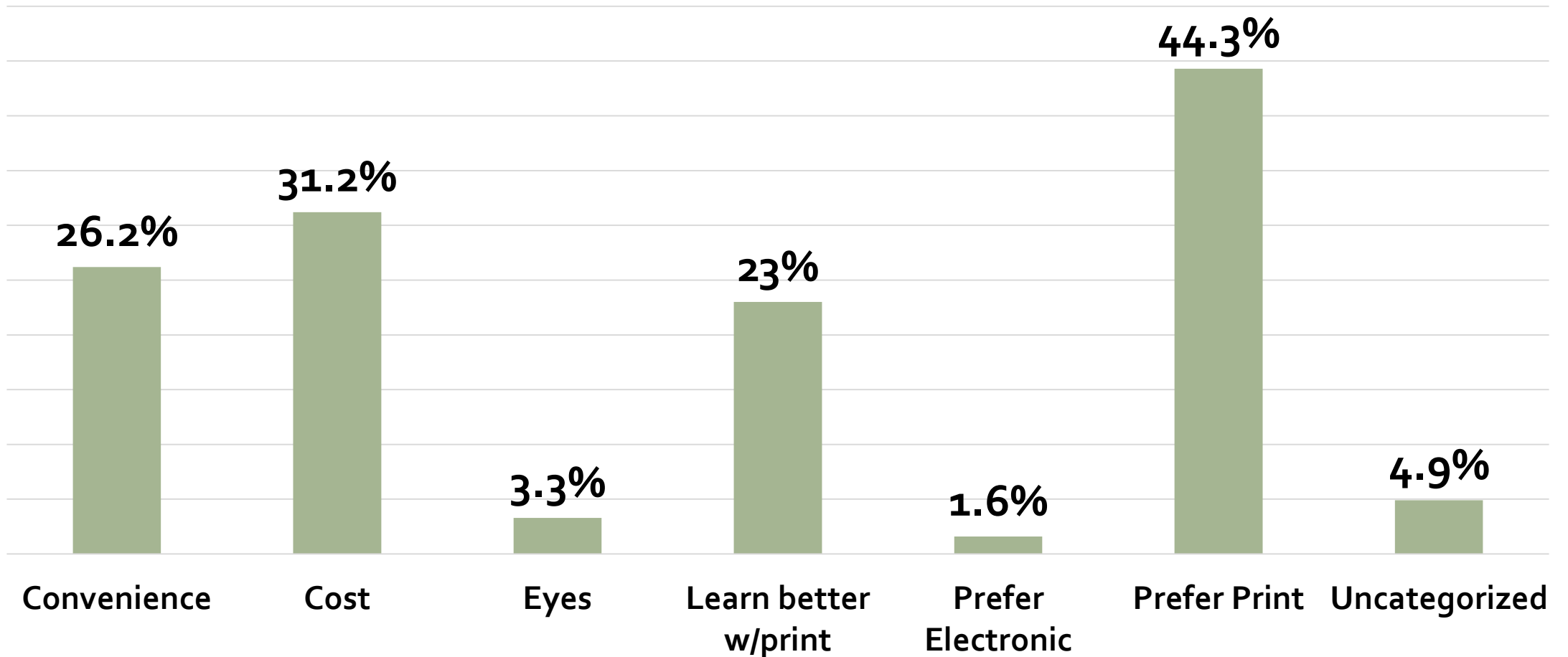
# Population

- **61 responses – (out of 200) – 30% response rate**
- **Average final grade of respondents: 3.34 (B+)**
  - **Class final grade average: 3.11 (B)**
- **Median SAT score: 690 (out of 800)**
  - **National top 25%=640**

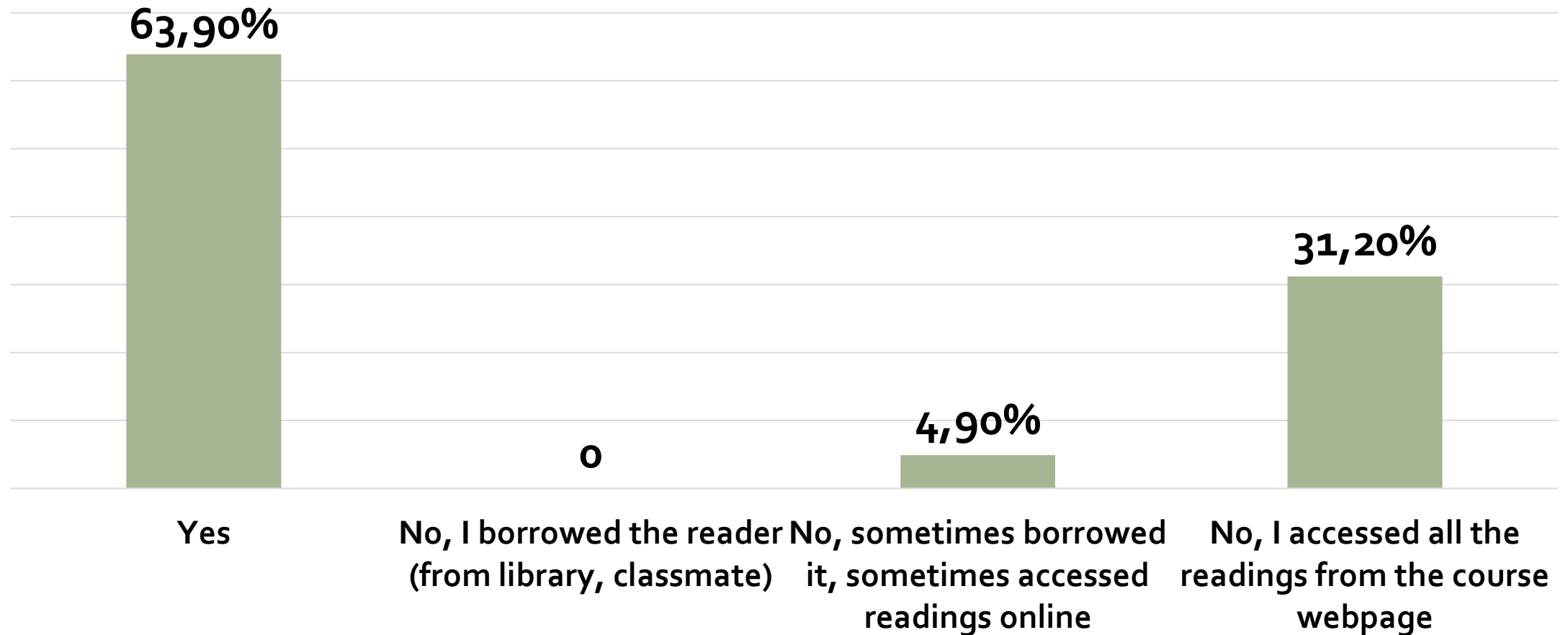
# In what format did you read your required class texts?



# Factors Reflecting Format Behaviors



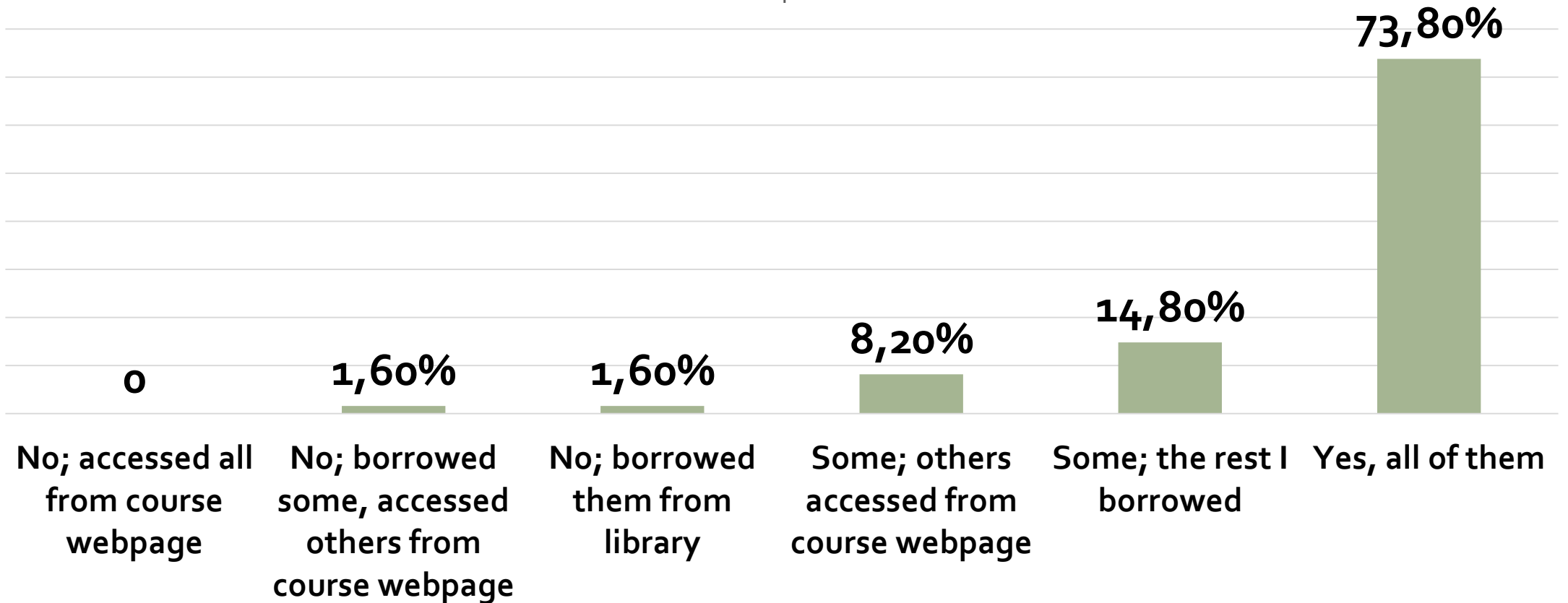
# Did you purchase the course reader?



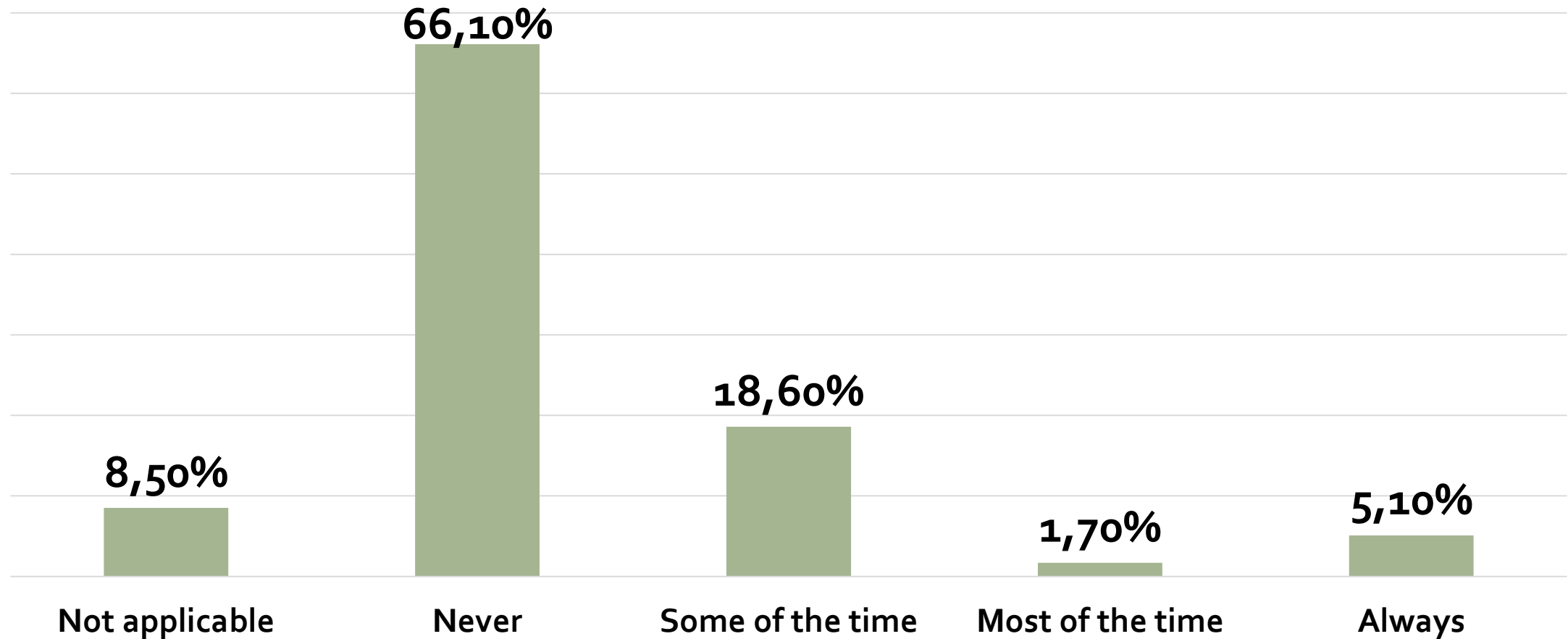


# Did you purchase the other required readings?

4



# If you accessed readings from the website, did you print them out to read?



# Correlations

## Chi-Square Tested

- SAT writing scores
- expected final grades
- final grades.

With preferred reading formats

No evidence of correlations

# Limitations

- **Academically homogeneous sample**
- **Small sample**
- **E-devices barred in lectures**

# Questions for further study

- Is this dynamic or static phenomena?
- Broader range of students
- Print divide
- Subconscious feelings of warmth from infancy and childhood?

## Further reading

**Mizrachi, D. (2016). Buy, borrow, or access online? Format behaviors among college freshmen in a reading-intensive course. *Reference Services Review*, 44(4).**

**Thank You!**