

ABSTRACT

The purpose of this study was to determine the factors affecting the reading habits of English major undergraduates at Phetchaburi Rajabhat University with regard to English language material. The subjects were 60 English major undergraduates who were randomly sampled from the first to third years of study at Phetchaburi Rajabhat University. The instrument was a questionnaire to determine the frequency of reading English materials and the reason for reading English material. The data was analyzed using mean and standard deviation (S.D.) and F-test.

The results were as follows:

1. Most of the respondents frequently read text books at a high level.

Followed by brochures/pamphlets, magazines/journals, newspapers and cartoon books at a moderate level.

2. The most important factor that affected the reading habits of the respondents concerning English material was the interest value of the material. These were: the material had illustrations, the content of the material was fun and interesting and easy to read, the material was colorful and compact in size. The next most important factor was the competency in English which was divided into: understanding of vocabulary, main idea, grammar, type of material and the ability in interpreting the concept. In addition, there were some factors in the reading motivation. These are parents encouraged their children to read and someone introduced the student to reading. The least important factors in the reading motivation were: a friend introduced you to reading, there are English materials available in the house and parents buy English materials as a present.

3. Mother's occupation had a significant on the frequency of reading English brochures/pamphlets. However, there was no significant relationship with other kinds of materials.