

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND**

The online network has been globally used as an effective tool for communication since it offers numerous sources of knowledge at low cost and at rapid speed. The Nielsen Company, a global marketing research company, envisages potential benefits from this vital network. Recently, the company has created the Nielsen iShare website, an online channel of communication in order to promote its new proprietary products and services to clients and sharing up-to-date marketing information, news and events among global employees. The website includes the webpage of Knowledge Center, News & Events, Employee and Global Newsletter. The iShare website is also considered as the online library for its employees.

The findings from an informal survey conducted by telephone interview (in August 2008). among 20 employees in Bangkok from each business unit showed that 70% of them accessed the iShare website once a month, 60% accessed once a week, 15% accessed approximately twice a week and only 5% accessed every weekday. The most often accessed sites were the Consumer Insights, an online newsletter, the latest global news, and articles from the travel and entertainment newsletter, respectively. Client service executives, secretaries, HR and finance staff more often read the articles from the online library than those in the operations and administration departments. The findings also indicated that 65% did not complete their reading, particularly of Consumer Insights and the Latest News. Over 40% did not fully comprehend the texts. To help its employees gain optimal benefits from the company online library, this survey aims to identify to what extent the employees understand the company online text, what problems they encounter during readings, and which reading strategies they use in the reading process in order to arrange appropriate means to develop their reading comprehension.

## 1.2 STATEMENT OF THE PROBLEM

The study attempts to answer the following research questions:

- 1.2.1 At what degree do the employees comprehend the reading passage?
- 1.2.2 What are the problems the employees at Nielsen Thailand face while reading the online articles?
- 1.2.3 To what extent do the subjects use reading strategies while taking the Reading Comprehension Test?
- 1.2.4 What is the difference between reading strategies used by good and poor readers?

## 1.3 OBJECTIVES OF THE STUDY

This study consists of two main objectives as follows:

- 1.3.1. Main Objective
  - To evaluate the employees' reading comprehension of the online articles.
- 1.3.2. Sub-Objectives
  1. To investigate some of the key problems of the employees in reading online articles.
  2. To determine the reading strategies the employees use while reading the online articles in order to identify which reading strategies and skills the employees need to develop.

## 1.4 DEFINITIONS OF TERMS

1.4.1 **Comprehension** refers to the employees' understanding of the meaning of the reading materials on the Nielsen iShare website.

1.4.2 **Reading strategies** refer to strategic readings the employees use while reading the Nielsen iShare, and the online library.

1.4.3 **Employees** refers to the 30 employees of The Nielsen Company (Thailand) who participated in this study.

1.4.4 **Good readers** refers to the subjects who scored 60% up in the Reading Comprehension Test.

1.4.5 **Poor readers** refers to the subjects who scored lower than 60% in the Reading Comprehension Test.

1.4.6 **Reading comprehension Test** refers to the test used to measure the degree of comprehension of the employees of online material.

1.4.7 **Material** refers to the selected online article from the iShare website used in the reading comprehension test.

1.4.8 **Survey of Reading Strategies (SORS)** refers to the self-completion questionnaire adapted from a questionnaire used in a similar survey by Mokhtari and Sheorey (2003). This was used as a tool to measure the employees reading strategies while reading the material. SORS is based on the Metacognitive-Awareness-of-Reading-Strategies Inventory.

## **1.5 SCOPE OF THE STUDY**

1.5.1 This study was conducted with 30 subjects who were employees at The Nielsen Company (Thailand). All had taken an in-house communicative English course during September – November 2008. 10 were at elementary level of proficiency, 10 were at pre-intermediate and 10 were at intermediate level.

1.5.2 This study aimed at finding the subjects' reading strategies used when they read the company online articles and the degree of comprehension, regardless of their level of proficiency.

## **1.6 SIGNIFICANCE OF THE STUDY**

The ultimate goal of this study is to investigate the employees' reading strategies in order to develop their reading skills and strategies for better comprehension.

## **1.7 BASIC ASSUMPTION OF THE STUDY**

This study assumes that the subjects at intermediate level of proficiency would get higher scores in the Reading Comprehension Test than those at pre-intermediate and elementary. It was anticipated that there would be a positive relationship between the reading strategies and reading proficiency.

## **1.8 ORGANIZATION OF THE STUDY**

This study of online library reading strategies of the employees of Nielsen Thailand is divided into five chapters as follows:

1.8.1 Chapter 1, the introduction of the study, describes background of the study, statement of the problem, objectives of the study, scope of the study, definitions of terms, basic assumption of the study, significance of the study and organization of the study.

1.8.2 Chapter 2 reviews the literature which includes theoretical background, models of reading process and relevant research.

1.8.3 Chapter 3 provides the methodology used in conducting this study, including the subjects, the materials, the procedures used in data collection and data analysis.

1.8.4 Chapter 4 presents the results of the study.

1.8.5 Chapter 5 offers a summary of the findings, discussions, conclusions and recommendations.