

## **ABSTRACT**

The objectives of this case study are to study reading habits and non-reading habits of year five students at Watbangteoi School, and methods of parents to promote children's reading habits, as well as difficulties that inhibit children's reading habits.

Qualitative research was utilized in this case study and data was collected from in dept-interview of 12 informants. Triangulation technique was used to examine information reliability. Information was analyzed corresponding to logic and context theory. Descriptive statistics was used to analyze and summarize information.

The findings of this case study, reading habits, were briefly classified into four important issues.

Young readers have good reading attitudes. They realize the importance of reading. They know what types of books they love to read. They can identify the benefits of each type of book. They have their own reading methods. They are willing to read more books, apart from textbooks. Their reading habits have been promoted from parents since they were young.

For young non-readers who do not love to read, although they have a good attitude towards reading, they do not like to read because their parents neither promote children to read nor act as their reading model.

Reading methods parents use to promote children are that parents encouraged them to read when children were young by reading stories for children and talking with them about the stories. Parents support children to buy books they love to read although the books are not textbooks.

There are some important problems that inhibit children's interests. First, parents do not have enough time for their children to promote reading habits. Second, parents do not know proper and interesting reading methods to make children love reading. Third, parents still have an old traditional belief that children have to read only textbooks. The last main reading problem is that the environment does not help to promote reading; for example, libraries are not sufficient and books' prices are too expensive for children.