

Research Title: A Study of Reading Behaviors
of Phutthachinnaraj Sangha College's Students
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ABSTRACT

The purposes of this study are study the reading behaviors of Phutthachinnaraj Sangha college students, to study the factors that promote reading behaviors of Phutthachinnaraj Sangha college's students, and to study the factors that affect the reading behaviors of Phutthachinnaraj Sangha college students. The samples consisted of 400 students, Who were studying at Mahachulalongkornrajavidyalaya University, Phutthachinnaraj Sangha College, Phitsanulok Province. The tool research was the constructed questionnaire. The statistics used for data analysis included percentage, mean, standard deviation and Pearson. Product moment correlation coefficient.

It was found that

1) The Reading behaviors of students. It was found that most of the students spent rather little time on reading; just one time or two times a week and the least number of them were found to read 5 – 6 times a week. There was only eleven percent of them who read almost every day. In addition to this, in each reading time, they spent the least time of one or two hours on reading, it's just 54 percent. There were only two percent of them spending more than 4 hours once time, For each time, they read 2 – 3 topics 4 hours once time, For each time, they read 2 – 3 topics and read at their residences. The books of their

choices were newspapers, Internet is their reading sources and reading content of their choices are up-to-date and respond to their own needs,

2) Factors promoting the reading behaviors of Phutthachinnaraj Sangha college students.

Factors promoting the reading behaviors of the students, as a whole, were in the high level, when considering each aspect, it was found that most of the students have selected the reading days for which the teaching and learning activities has been going on and they like to read only before the given examination ($\bar{X} = 4.23$) and most of them have chosen to read in the library ($\bar{X} = 4.20$), read the books by considering their contents and books of the subjects taught ($\bar{X} = 4.11$), books suggested by lecturers ($\bar{X} = 3.91$) and read more study books than general books ($\bar{X} = 3.90$).

3) Factors affecting the reading behaviors of Butthachinnaraj college students.

From the study of reading behaviors of 420 Students. a by purposive sampling, it revealed that most students mainly choose to read newspapers media. Their reason is that they want to be up-to-date about the world news and seek the answer to the matter of their internet which is on the society and this has affected their reading to know and to converse with other people also.