

Survey of Reading Practices 2009

November 2009

Summary for Non-Academic University Employees (University of Alberta, Edmonton, AB)

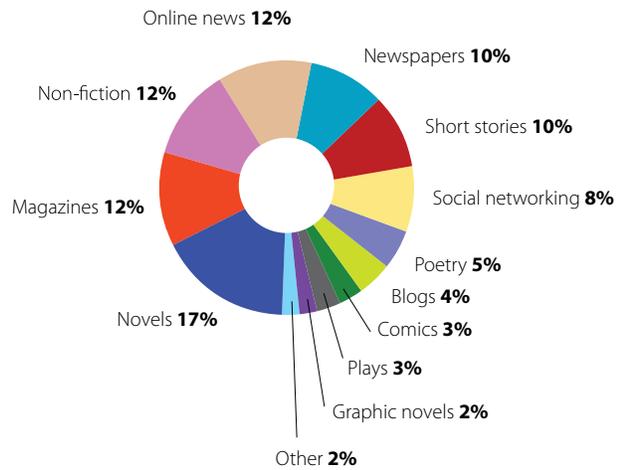
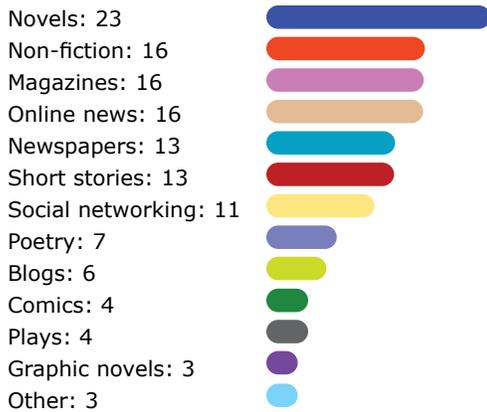
This survey is part of a research study on reading practices conducted by Dr. Patricia Demers (patricia.demers@ualberta.ca) of the Department of English and Film Studies at the University of Alberta.

Unless otherwise indicated, the results for questions that allowed participants to circle more than one answer are calculated out of the total number of responses to that question rather than the number of respondents who completed the survey.

Sample size: 28

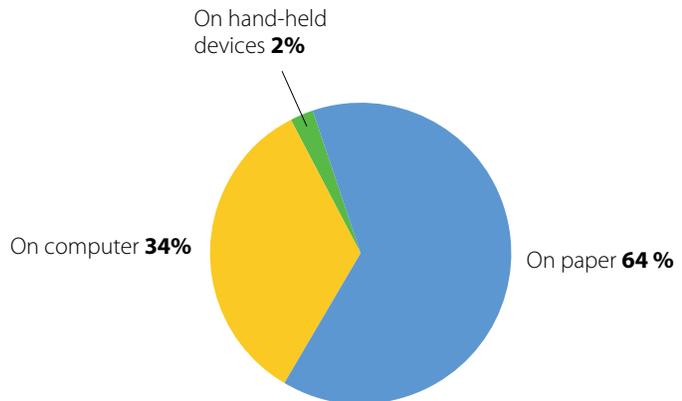
1 What types of writing do you like to read?

Total number of responses: 135
Total number of respondents: 28



2 How do you like to read?

Total number of responses: 45
Total number of respondents: 28



3 Do you care if your reading material is Canadian?

Total number of responses: 30
Total number of respondents: 28

10 responded YES
20 responded NO



4

If not, why not?

Note: We grouped the responses to this question into 5 categories and calculated the percentages based on total number of respondents who answered the question.

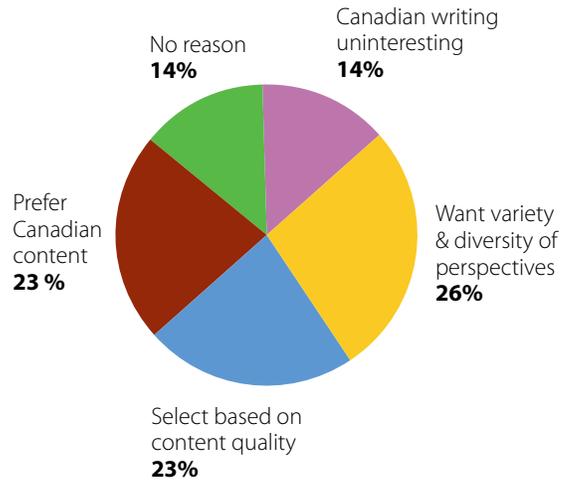
Total number of respondents: 22

Representative sample of comments:

I usually read novels/literature based on re-views or recommendations from friends, or if they are classics - not based on whether it is by a Canadian writer or has a Canadian theme.

I prefer to read the news from a Canadian perspective but novels I look for topics that interest me, not a Canadian connection.

I read for content and a wide variety of topics. I like perspectives from many sources.

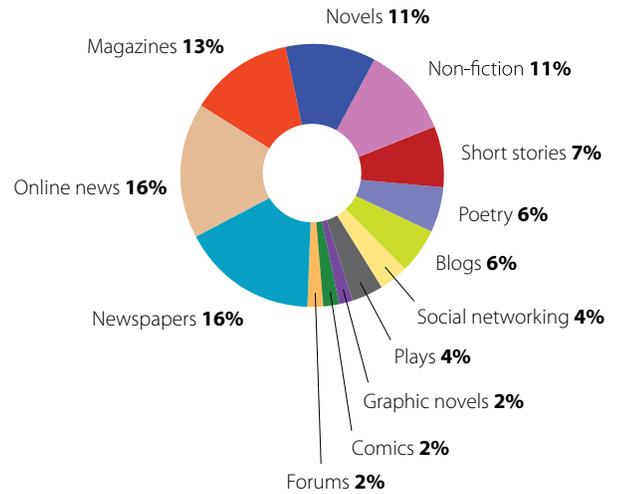
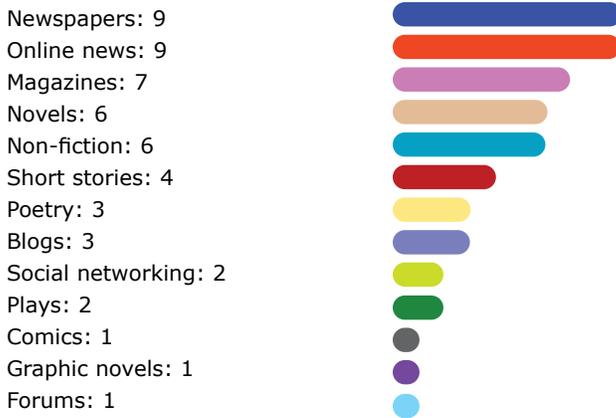


5

If you do care, what types of Canadian writing appeal to you?

Total number of responses: 54

Total number of respondents: 17



Note: 7 respondents who said they do not care if their reading material is Canadian answered this question nevertheless

6 Do you care if the writers you read are male or female?

Total number of respondents: 28



7 If you do or do not care, provide a reason:

Note: We grouped the responses to this question into 4 categories

Total number of respondents: 20

Of the 3 respondents who said **YES**

2 indicated that they only like romance when it's written by women
1 indicated that they prefer the female perspective

Representative sample of comments:

Males don't write good romance novels.

I like to read novels about women by women. I prefer women characters to be written by females as I don't like the way males write female characters.

Of the 17 respondents who said **NO**

15 indicated that they do not see a difference between male and female writers or that content is more important than gender of the writer
2 indicated that they like a variety of perspectives

Representative sample of comments:

I'm more interested in the subject than the gender of the author. There are quality authors of both genders.

Each person has an interesting opinion and style of writing.

I don't mind either way. If the writing is interesting and well-written, I don't even notice the gender of the writer.

8 Please provide examples of Canadian women writers you read:

Total number of responses: 37

The most frequently listed women writers were:

Margaret Atwood: 12

Carol Shields: 4

Alice Munro: 3

Lucy Maud Montgomery: 3

Margaret Laurence: 2

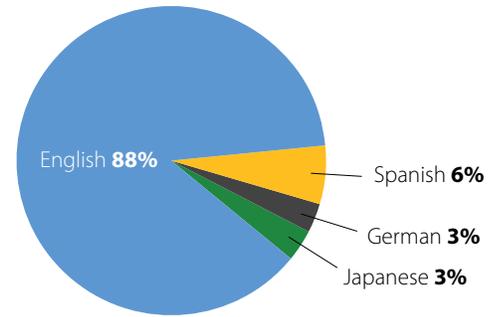
Shields
Atwood
Montgomery
Munro
Laurence

(Letter size denotes frequency)

9 In what languages do you read?

Total number of responses: 32
Total number of respondents: 28

English: 28
Spanish: 2
German: 1
Japanese: 1



10 If you do read in multiple languages, do you do so occasionally or regularly?

Total number of respondents: 4



11 Do you enjoy reading material by international writers?

Total number of respondents: 22



12 Do you play electronic games that tell a story (massively multi-player online games, solo quest/adventure games, etc)?

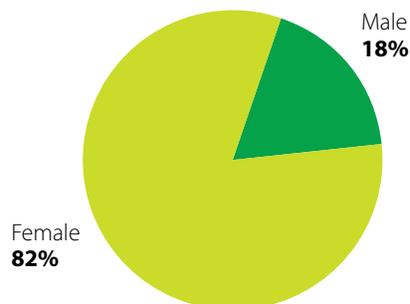
Total number of respondents: 27



13 Indicate gender/year of birth:

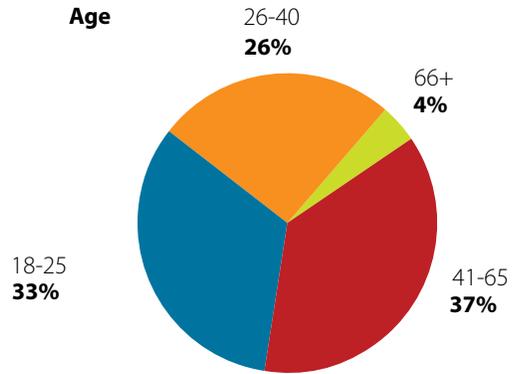
Gender
Total number of respondents: 28

Gender



Year of birth

Total number of respondents: 27



14 Additional comments (selected sample):

I do a lot of reading but unless I have read a book from a specific author or an article from a specific writer, I can't say that I choose a specific piece of writing according to the writer. It's always dependent on the topic of the writing itself.

I rarely read novels or books. Usually just the local newspaper each week. On occasion when I have read books, they are Birth Order books, family psychology type books or about Wayne Gretzky or Lance Armstrong.

Many of the "yes/no" questions were hard to answer so simply. For example, I do not care if an author is Canadian or not but that fact will

influence whether I read the book or not. This is not due to a preference for Canadian authors but rather for authors to whom I can relate. It is the same regarding female or international authors. Does the fact that these factors influence my decision mean that I care? Maybe it's just an argument of semantics. To be honest, although I do not care about these factors it should be noted that I read next to no writing by female authors. This is the same with international authors (if by international you mean other than Canadian, American or British) . . .