

# If You Had to Choose, What Would You Do?

## Background & Purpose

South Korea received the joyful news of author Han Kang winning the Nobel Peace Prize. Additionally, the following news was also reported.

"As novelist Han Kang became the first Korean to win the Nobel Prize in Literature, the sales of the author's books have skyrocketed. Additionally, the use of e-books has also seen a significant increase."

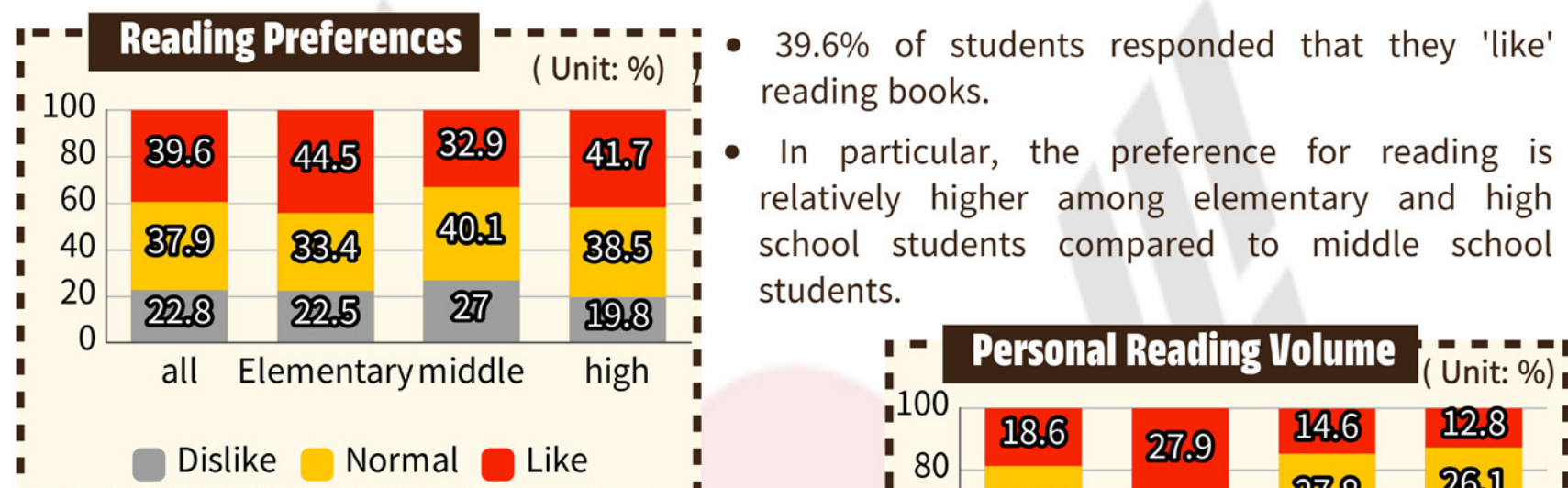
Our group became interested in the significant increase in book sales and e-book usage. Thus, we began our exploration with the following objectives.

We aim to compare the reading habits of Korean students and examine the usage of e-books and printed books.

We aim to identify and propose appropriate ways to use e-books and printed books according to learning contexts.

## Reading Status of Students in South Korea (2023)

In order to understand the reading status of South Korean students, I analyzed the 2023 National Reading Survey published by the Ministry of Culture, Sports and Tourism.



18.6% of students responded that their reading volume is 'sufficient,' while 52% of students responded that it is 'insufficient.'

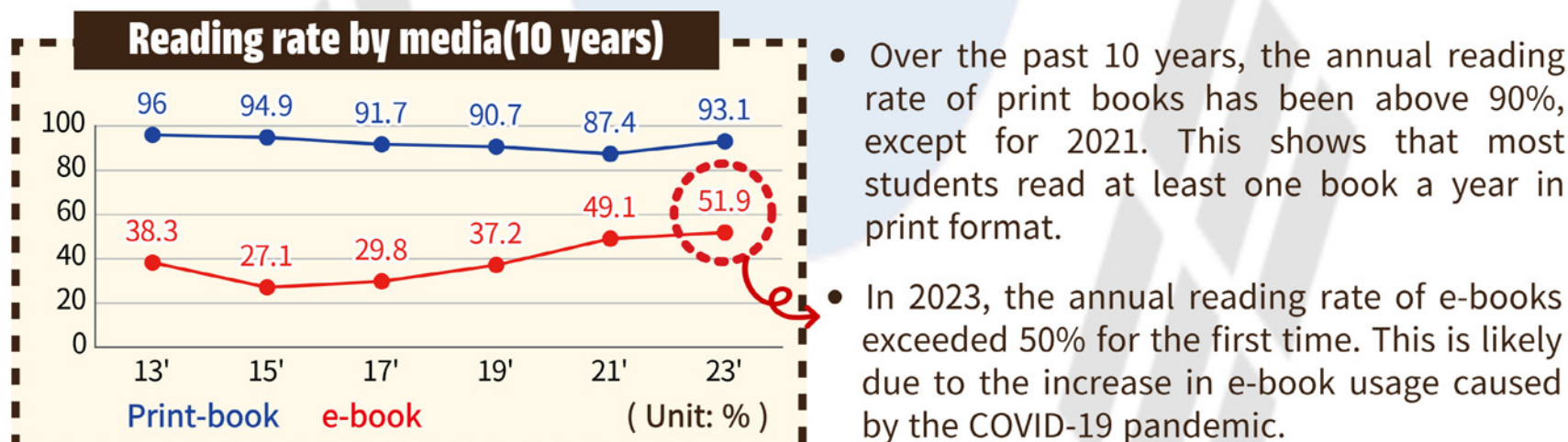
In particular, it appears that students feel their reading is significantly lacking as they transition from elementary school to middle school.

### Additional survey results

In the additional content, the reading preference rate for student readers was 41.0%, while the reading preference rate for non-readers was 6.6%.

In the additional survey, 51.0% of readers responded that their reading volume is 'insufficient,' while 74.9% of non-readers perceive their reading volume as insufficient, indicating that non-readers feel more lacking in reading compared to readers.

41% of students who read have a preference for reading, while more than 50% of students feel that they lack sufficient reading time. Efforts are needed to increase students' reading preferences and reading volume.



Over the past 10 years, the annual reading rate of print books has been above 90%, except for 2021. This shows that most students read at least one book a year in print format.

In 2023, the annual reading rate of e-books exceeded 50% for the first time. This is likely due to the increase in e-book usage caused by the COVID-19 pandemic.

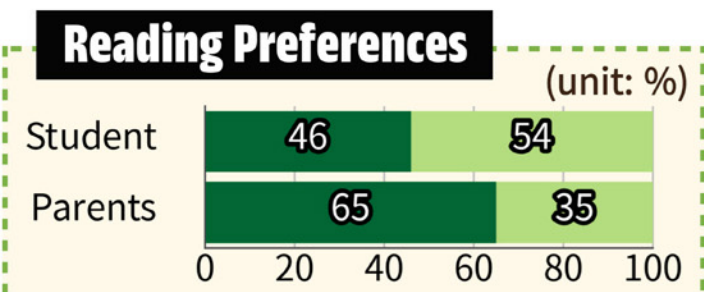
At this point, where the annual reading rate of e-books has exceeded 50% and has become widespread, I believe there is a need for research on how to enhance the utilization and efficiency of e-books.

Reference: 2023 National Reading Survey  
Survey participants: 4th grade and above, a total of 2,400 people



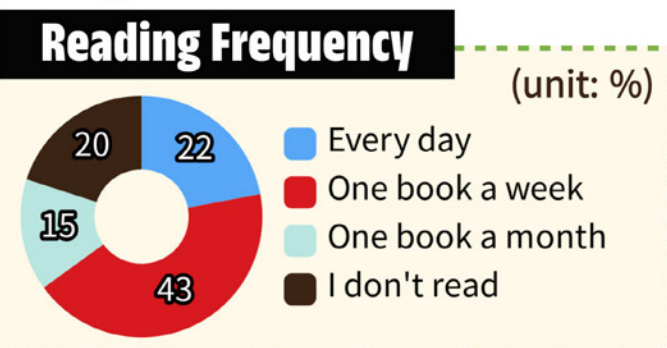
## Primary Survey & Analysis (1)

A survey on reading preferences was conducted among students and parents.



In the survey on Reading Preferences, 46% of students responded that they enjoy reading, while 65% of parents reported that their children enjoy reading.

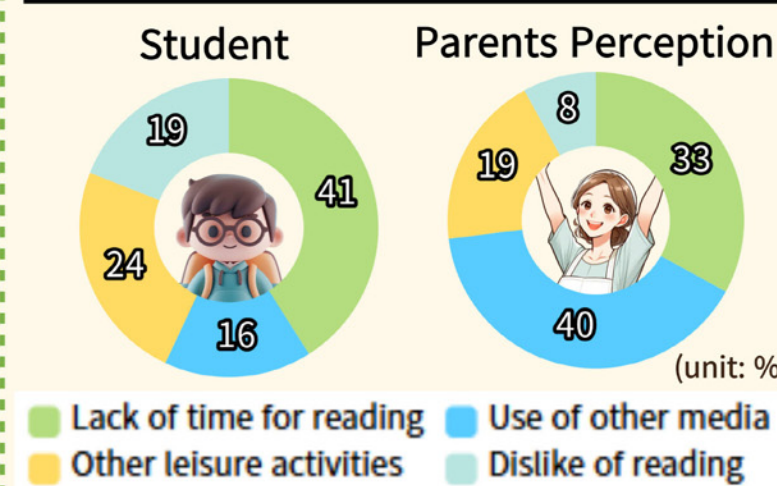
A survey was conducted among students to determine how often they read.



In the survey on reading frequency, 22% of students reported reading books daily, while 20% reported not reading books at all.

43% of students reported reading more than one book per week, and 15% of students reported reading more than one book per month.

### Factors Affecting Reading Difficulties



A survey was conducted among students and parents to identify the factors that make reading difficult.

According to the survey, 41% of students cited a lack of reading time as a barrier to reading, while 24% of students mentioned other leisure activities as the main obstacle.

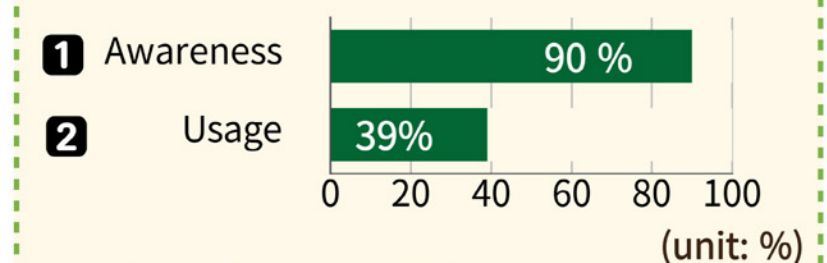
On the other hand, 40% of parents perceive the use of other media, such as YouTube, as the primary reason. This is followed by a lack of reading time reported by 33%.

Students believe they don't read because they lack time, whereas parents think their children don't read because they spend time on other media, such as YouTube.

## Primary Survey & Analysis (2)

Conducted a survey among students regarding the awareness and usage of e-book libraries.

### Awareness and Utilization of E-book Libraries



90% of the students are aware of e-book libraries.

About 39% of students responded that they have used e-book libraries.

Compared to the awareness of e-book libraries, the usage rate of e-book libraries is very low.

Please scan the QR code to view the additional survey results regarding e-book libraries.

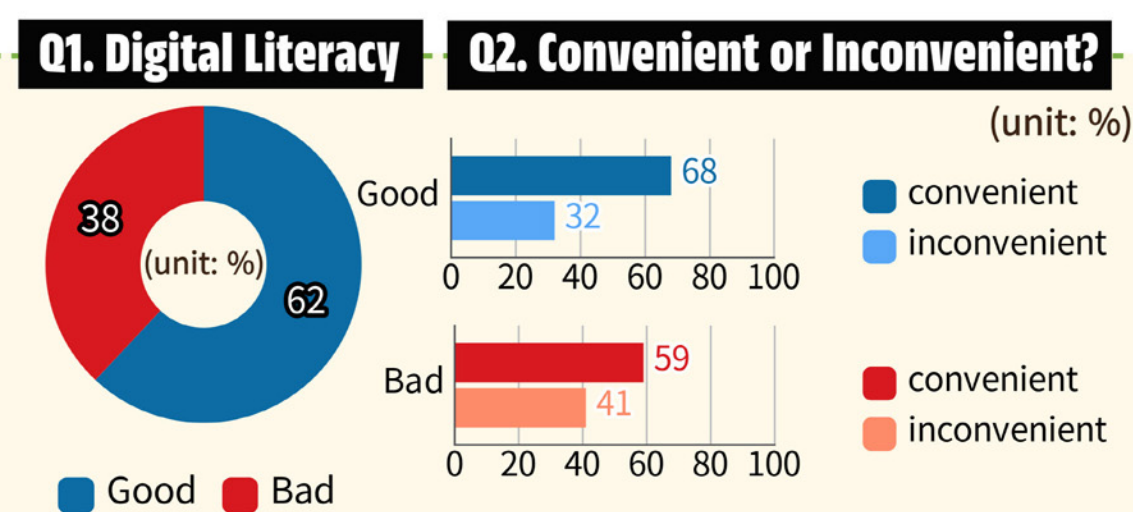


## The First Hypothesis

We hypothesized that the reason students find print books more convenient than e-books is due to their lower digital literacy, which makes them feel more comfortable with print books.

### Low digital literacy leads to a low usage rate of e-books.

To test the first hypothesis, two questions were asked to the students. <Q1> 'Am I proficient in using digital devices?' <Q2> 'When reading, do you find using an e-book convenient or inconvenient?'



In the digital literacy survey, 62% of students responded that it is good, while 38% said it is bad.

Students with good digital literacy: 68% find e-books convenient. Students with poor digital literacy: 59% find e-books convenient.

Among the students who reported having low digital literacy, 59% stated that they find reading with e-books convenient.

Regardless of digital literacy, since about 60% of students find e-books convenient, it can be concluded that differences in digital literacy do not impact the usage rate of e-books.

## Process of our project



- Target Country : South Korea
- Age group: 12 to 13 years old
- Number of people: 452
- Research Method:
  - Online and offline Surveys, Articles, databases

## The Second Hypothesis

We hypothesized that the reason students find print books more convenient than e-books is because they believe it is easier to remember and understand the content. Therefore, we conducted a test as follows.

### Print-books are better for concentration compared to e-books.

To test the difference in concentration between print-books and e-books, an experiment was designed and conducted as follows.

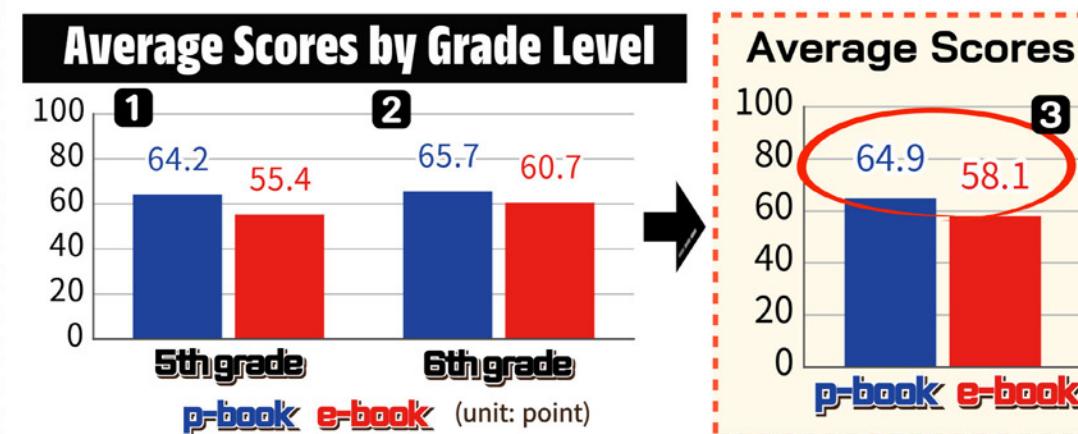
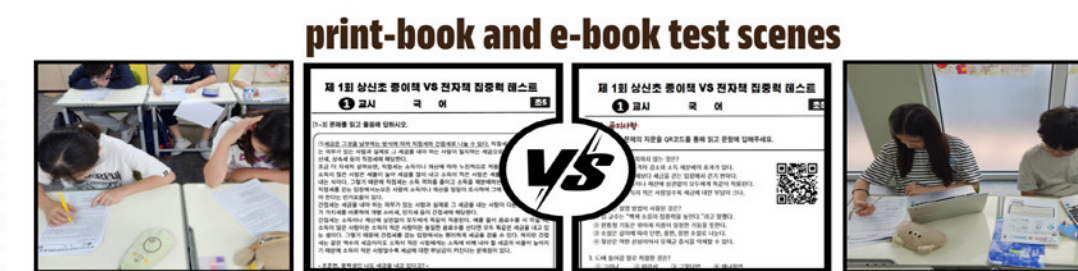
### Experiment design

- Experiment duration : 2024.11.01 ~ 2024.11.05
- Participant Selection : 350 students from 5th and 6th grade elementary school
- Group A : Test using e-books (175 students)
- Group B : Test using print-books (175 students)
- Test paper : Korea middle school Level language questions

- Method:
  - Each group will read the same text for 15 minutes using their respective medium.
  - After the reading activity, they will answer 9 questions related to the text.

Note: To increase score differentiation based on concentration, language questions at the Korean middle school level will be provided.

If you are curious about the test paper and test scene, please scan the QR code.



The average score for 5th grade is 64.2 points for print-books and 55.4 points for e-books.

The average score for 6th grade is 65.7 points for print-books and 60.7 points for e-books.

In the test results, print-books had an average score of 64.9 points, while e-books had an average score of 58.1 points.

Print-books have an average score approximately 11.7% higher than e-books.

Overall, it can be concluded that print-books are better for memory retention and concentration compared to e-books.

## Secondary survey & Analysis (2)

The reason students find print books more convenient, according to the test, is that they are more helpful for memory retention. However, since the difference is not significant, we conducted a survey to explore whether psychological factors might be influencing this preference.

### The reason for the low utilization of e-books is due to psychological factors

To test the additional hypothesis, we surveyed 150 fifth-grade students to assess their perceived concentration levels with e-books and printed books using a 5-point scale. Additionally, we investigated their preferred types of books.

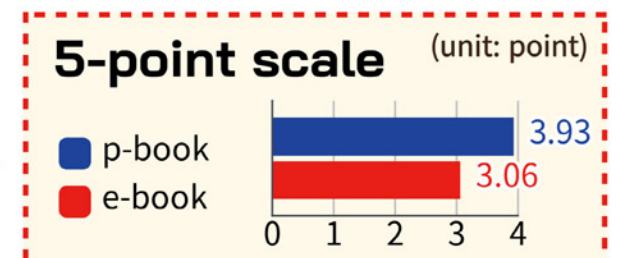
Q1> Please evaluate your level of concentration on a 5-point scale when reading printed books and e-books.

The results of the 5-point scale show that printed books scored 3.93, while e-books scored 3.06, with printed books being 0.97 points higher.

0.97 points corresponds to a 19% difference when converted to a percentage.

In conclusion, students perceive that printed books facilitate concentration approximately 20% better than e-books.

If you're curious about the additional survey results, please scan the QR code.



## Conclusion & Idea suggestion

Although the reading time with e-books has surpassed that of printed books, students still prefer printed books for subjects requiring concentration and e-books for recreational reading. Considering that printed books provide better concentration and the low utilization of digital libraries, there seems to be a need for more societal research on digital textbooks, especially with their planned introduction in 2025.

The best way to utilize books for me

