



THE ACCEPTANCE OF MOBILE READING  
KIOSK CONCEPT AT TAMAN TASIK  
TITIWANGSA, KUALA LUMPUR

BY

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## **ABSTRACT**

The environmental setting in relation to reading habit causes a deficiency of reading persuasion among Malaysians. The mobile library facility provided by the government has not been fully utilized by the public, which induces the concept to stop operating. The insufficiency of organized reading programmes and activities lead to the reduction of reading interest among Malaysian citizens are the problems encountered by the Malaysian government in inculcating the culture of reading in the country. This research examines the acceptance of the mobile reading kiosk concept, where it supports the public to use their time to read. Self-completed questionnaire surveys were conducted among park visitors of Taman Tasik Titiwangsa aged below 35 years old with a sample of 350 respondents. Three findings have been identified. Firstly, reading preferences influence the reading enthusiasm of the respondents. Reading preferences have a significant relationship with the age and gender of respondents with more than 50% of respondents agreeing on reading at home and time spent on reading. Secondly, the park setting environment gives prompt impact on the reading enthusiasm of the respondents. The environmental setting is encouraged to be used, as it can promote and increase the reading enthusiasm of the public. Lastly, the mobile reading kiosk concept is still relevant and can still be implemented in leisurely manner and cozier environment. The provided facilities, and safe and pleasant environment for reading will attract readers among the park visitors to spend their time reading there. This concept may help inspire and cultivate the interest in reading among members of the community. Further study on exploring other environmental settings, such as the beach and neighbourhood park, can be done to expand research in the habit of reading. The knowledge acquired through this research can contribute to a better understanding of reading habits among Malaysians.

## نبذة مختصرة

إعداد البيئة المحيطة فيما يتعلق بعادة القراءة يسبب نقصاً لاقناع القراءة بين المليزيين، اللامبالاة من مرافق المكتبة المتنقلة المقدمة من الحكومة والتي لم يتم استخدامها بما يكافئها من قبل الجمهور، الذي يستحسب أوقف التشغيل برامج القراءة المنظمة والأنشطة الغير كافية والى تؤدي لعدم الاهتمام بالقراءة بين المواطنين المليزيين وتعتبر تلك هى المشكلة التي تواجهها المليونين غير شقافة القراءة كنشاط يومي. يهدف هذا البحث ليقبول مفهوم مكشك القراء المتنقل، حيث يدعم الجمهور لأستغلال لوقتها الثمين أكثر للقراءة. وتم إجراء استبيان ذاتى بين زوار الحديقة لمن هم بسناقل من 35 سنة. تم أخذ عينة من 350 مستجيب من زوار تاسيك، تيتوانجسا، كوالامبور. وتم تحديد ثلاث نتائج. أولاً، تفضيلاً للقراءة التي تؤثر على حماس القراءة من المليزيين. والتي لها علاقة كبيرة بالعمر والجنسنا لمليزيين أكثر من 50٪ من التقدير. ثانياً، بيئة الحديقة تعطي موجه تأثير على حماس للقراءة من المليزيين. الإعدادات البيئية مطلوب التشجيع لعل تنفيذها، لأنها يمكن أن تعزز جذباً للمزيد من حماس للقراءة من الجمهور. وأخيراً، لا يزال مفهوم مكشك قراءة المتنقل مناسباً وقابل للتطبيق لمتنفيذ هبشكل غير رسمى. التسهيلات المقدمة المريحة والأمنة والبيئة الممتعة لغرض القراءة تجذب القراء بين المتنزهات وقفوقضاء وقتهم في القراءة. هذا المفهوم قد يساهم عديلاً لها موعرسة عادة القراءة بين المجتمع. مزيد من الدراسات على ستكشكها فبالبيئات الأخرى مثلنا طقالشاطر وحدائق الأحياء يمكنها أن توسع عملية القراءة. ويمكن للمعرفة المكتسبة من خلال هذا البحث المساهمة في فهمها فضل لظواهر عادة القراءة من المواطنين المليزيين.

## APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion; it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a thesis for the degree of Master of Science (Built Environment).

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## DECLARATION PAGE

I hereby declare that this thesis is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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*This thesis is dedicated to my parents and family for the understanding, supporting  
and laying the foundation of what I turned out to be in life,*

*It is a great sacrifice and love for me, and...*

*I do really appreciate it. Thank You*

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This chapter discusses an initiation and an insight of the research, where it briefly elaborates the topic on the environmental elements that influence the reading habit of park visitors. The outlined on the research framework were produced based on the initial literature reviews and gaps in the study. At this phase, the issues and problems were identified, leading to the preparation of aim of the research, which includes the research objectives and research questions. As referring to the framework, the exploration of the alternative reading concept, the scopes of study and research limitation were formulated.

### **1.2 BACKGROUND STUDY**

The reading activity has been synonym among the people in the developed and developing country, such as United States, Japan, Korea, Germany and few other Asian countries. Based on a survey made by Pandian (2000), claim that in Malaysia, reading is an activity where it is fast losing appeal as other forms and types. This situation can consider as a big loss to the country where reading is the basis to develop a country.

The joyous of reading are bereft to many Malaysian (Ray, 2008). There are few reasons that lead to the issues of why Malaysian are still shy and far away from books, plus this matter is still unsolved and keep on become the debating issues. Among the reasons are generally from the literacy rate issue, where Malaysian still



have a high illiteracy rate. The term literacy rate refers to an individual ability to read and write the short, simple statements on their daily life (UNESCO, 2018). The other reasons are because of the accessibility of information on the internet, as books are not really seen as "lifelong companions" anymore. However, books are still assisting as the main source of references. Besides that, the book cost especially the imported ones have become too exorbitant pricey to be purchased by the readers. Last but not least, is due to the inconvenience reading environment that currently has been set up. "Do not make library areas as exclusive spots, as they might end up posing more dangers than benefits to the users", (Ray, 2008). The above reasons can be considered as the major problems in promoting reading especially as the 'national habit' like other countries.

The environmental influences may affect the rate of growth of a person especially in the early stage of learning (Pettrill et. al., 2010). This research aim is to initiate an alternative reading concept, which may use as one of the programs in encouraging and attracting the community to pass their valuable time more on reading. This research focuses on the environmental influence of reading interest among the park visitors. The surrounding environment gives an impact towards the reading activity, especially in the reading mood. Besides, proper facilities are required in supporting the interest of reading among people.

The unexciting and dull environment may distract the mood and feeling of pursuing the activity. A poor physical setting can make reading far more complicated than it has to be, and yet a little planning can get around most of the harmful elements that lead to the unsuccessful of pursuing the activity (Saracho, 1984). The statements above show that the unsatisfied reading environment currently appeared in our surrounding may be changed and modified to something much more attractive,

appealing setting and useful with the help of good planning and design. There are few indications that make the reading environment more enjoyable and reader-friendly; 1) Spacious and bright, 2) Well-Design in terms of interior or exterior, 3) Flexible seating, 4) Clear Signage, color matching, and display, but most importantly it is well ventilated (H.Luiza, 2012).

As the focus on the reading at park setting environment, Malaysia is still lacking in that conceptual ideas. The function of the park in Malaysia is not fully adapted to the actual role, where the park acts as a center for community integration. Indeed, many programs have been held within the park areas, but it much more focuses on the entertainment rather than education purpose. Thus, from the main role of the park itself, many ideas of the activity and program can be expanded, not just focus on sport or leisure only, it may become broad and varies. The mobile reading kiosk that has been set up may be one of the tools to test the acceptance of the readers towards the concept of reading at the park.

From the above points, the initial idea of this research may focus on the study of the environmental elements that influence the reading habit among people who visit the parks, especially in the case study area, Taman Tasik Titiwangsa, Kuala Lumpur.

### **1.3 PROBLEM STATEMENTS AND RESEARCH QUESTIONS**

Most people premeditated reading as a passive activity. It can be considered as a tame and tedious action, especially among the children and youngsters (Yang, 2001). The logic of the current situation is because of a typical space for reading purpose is uninteresting and less conducive for people to pursue the reading activity in pleasure and relaxing environment. Hence, the central part of this research is to look for the

best reading environment that acceptable to be implemented, which may boost up the reading enthusiasm among society.

### **1.3.1 The Problem Statements**

*The environmental setting in relation to reading habit causes a deficiency of reading persuasion among Malaysians*

The physical environment can play in helping people to become a constant reader (Petrill, Hart, Harlaar, & Logan, 2010). Many people believe that the advancement of a country is born out of the habit of the reading, without looking at the history and culture of their workplace. The data from Malaysian National Library (2012) on Malaysian reading profile shows that the reading activity in Malaysia is still insufficient and unsatisfied. If compared the data on reading activities with other countries, which makes reading as “National Habit”, it will add much frustration on it. The phrase "National Habit' is referring to something or some activity that most of the citizens participate in daily action or habit. As came across to the points in the background study, it mentioned few reasons or issues that lead to the unsupportive reading activity and programs.

Environment plays a relatively important role in the learning process. That is because the conducive and comfortable environment can provide a positive impact on the process of reading. According to Marohaini Yusoff (1999), most of the reading environment primarily at home plays a role in determining the capability of a person to read especially among the children in the primary level of education. This aspect includes parents' education level, socio-cultural activities, income, interaction, socio-emotional stability, learning spaces, and communication patterns of learning (Tobias C. Stubbe, 2006). Besides, the school environment also affects students' reading

ability (Yusoff, 1999). If the school does not provide a suitable environment and initiatives for reading, it can create side effect problems and psychological impact on students not to have an interest in reading or even learning. The example of this matter can be seen through the “in class session”, how the student adapting and implying the subject teach by the teacher in the classroom.

The surrounding community as well influences the issue of creating reading habit among people. The problem with the community itself happened due to less support and participation to each other. There is no culture of reading built or immerse in the society. Most of the common readers combine knowledge and values that exist in the community with their perspective to identify the reading level of a person. For instance, the more experience in community involvement, the higher the background knowledge of a person. As it can be simplified, the community involvement usually belongs to the knowledgeable participants.

While looking through the park-reading aspect, Malaysian is still not fully adopting the concept. This is because the mindset of Malaysian community said that park is just focused on sports, leisure activities and entertainment purpose only. Park is not just the center of community integration but it is the place to explore and learn new things (Parents, 2003).

***The mobile library facility provided by the government has not been fully utilized by the public, which induces the concept to stop operating.***

Board of State Library governs all the public libraries in Malaysia except for the States of Sabah and Sarawak, where these two states are partly governed by the local government organization. The public library development in Malaysia began only in the eighties. The responsibility of the public library is to promote enlightenment,

education and other cultural activity by making books and other materials available free of charge to all those who live within the constituency (Abu Bakar & Putri, 2013).

The enrichment of knowledge would in turn enable one to present oneself more confidently. The challenge that the public libraries, in particular on the Malaysian mobile library programs, have to face on the issue of ability to operate the mobile library services independently (Raslin, 2012). In other words, the public libraries should be financially sustainable with the revenue inflow that could cover expenses and generate a surplus. If this is not possible, the operation will slow down and eventually be forced to shut down. Apart from that, the response to the mobile library service is not satisfying due to low reading literacy rate, especially among the rural community (Raslin, 2012).

Mobile libraries can be an effective means of promoting reading culture and information among publics (John & Paul, 2003). There are many case studies identified in overseas regarding the mobile library service, for instance in Broken Hill, Camden, and others. All of them have many different challenges and opportunities. The difficulties encountered by the service provider were related to inadequate or limited resources. These include limited or inconsistent Internet connectivity, lack of suitable venues to deliver programs, reduced budgets, and staff shortages. The high cost of maintaining, running and replacing mobile vehicles were the key issues on sustaining the mobile library service on the broad range scope (McShane, 2001); (Huang, Shi Chen, Hung Pu, & Sheng Chiu, 2015).

Lastly, the lack of library systematization is one of the causes that the mobile library management cannot operate properly (Raslin, 2012). This matter involves the

workers (librarian in charge), operating time, the selection of reading material, and lending process and system.

***The insufficiency of organized reading programmes and activities lead to the reduction of reading interest among Malaysian citizens***

Reading is an adventure, one that can be as intimate as most people would like to make it. Sadly, the joys of reading are deprived of many Malaysians. There are many approaches have been done in promoting reading activity among public especially the children and youngsters. However, the programs and activities implemented are inappropriate carried out during the time, even in the school environment.

According to the survey made by Malaysian National Library based on the Malaysian reading profile, (2012), it mentioned that on 2005, the average on Malaysian's reading is about two books per year. There is no particular factor has been pinpointed as for why Malaysians avoid and apathetic on books. Nine years after the initial study, the interim research by the new organization National Library of Malaysia has found that reading habits of Malaysians have actually increased with reading roughly 15 books in the year 2014 (Hasan, 2017).

Boon Sung (2010), observed that most of the reading campaign in Malaysia is less productive to promote reading habit either outdoor or indoor programs. It is less attractive to gain public interest. On the year 2004, the National Library collaborated with Educational Ministry has organized the National Reading Month Campaign. Unfortunately, the unexpected things happened, where the high expectation of public participation is not well supported particularly among the targeted group – youngsters. There are not many advertisements posted to inform and acknowledge public regarding the on-going programs. This matter can be considered as one of the

problems in promoting the programs enforce. Besides, with the insufficient budget allocated and publication participation.

### **1.3.2 The Research Questions**

- I. What are the environmental settings characteristics that can influence reading preferences of the park visitors?
- II. Do mobile library concept is relevant for implementation in park setting environment?
- III. How to intensify the reading enthusiasm through the mobile reading kiosk concept?

### **1.4 RESEARCH AIM AND OBJECTIVES**

This research explores the acceptance of the mobile reading kiosk concept applied in a park environmental setting. It can encourage and attract citizens including children and young adults to pass their valuable time more on reading. The previous studies carried out by few other scholars are mainly focused on the theoretical concept of the reading preferences and environment only. Therefore, the target of this research is to explore the admissible of mobile reading kiosk concept in relation to the environmental setting provided, wherein the same time can raise the reading interest of the public.

### **1.4.1 The Research Objectives**

- I. To study the characteristics of the reading preferences in park setting environment.
- II. To identify the acceptance on the mobile reading kiosk concept of the park visitors in the case study area.
- III. To determine the element that may boost the reading enthusiasm of the park visitors through the mobile reading kiosk concept.

### **1.5 SCOPE AND LIMITATION OF STUDY**

The scope of the study refers to all things, which will be covered in the research topic. The purpose of the scope of the study is to make the content and output of the topic look more logical and presentable to the conclusive and satisfying answers for the other reviewers. This study reviewed the relevant of mobile reading kiosk concept in relation to the park environmental settings, which carried out from the questionnaire survey and other secondary sources that relate to the topic of the research study.

This research is based on the direct questions and honest answer from the respondents. The honest term use in this context means that the answers received by the respondents are cleared and transparent, as the questions distributed are simple and very straightforward. By explaining the concept and the project ongoing on the site, it much more attracts the park visitors to participate in the survey, regarding on the acceptance and new ideas of the mobile reading kiosk. In addition, the response from the respondents may help in improving the reading concept especially focuses on the mobile reading kiosk that has been placed in the park environmental setting.

According to Lund Research Ptd. Ltd (2013), it mentioned that limitations of the study are influences that most of the researchers cannot deal with; it is either