

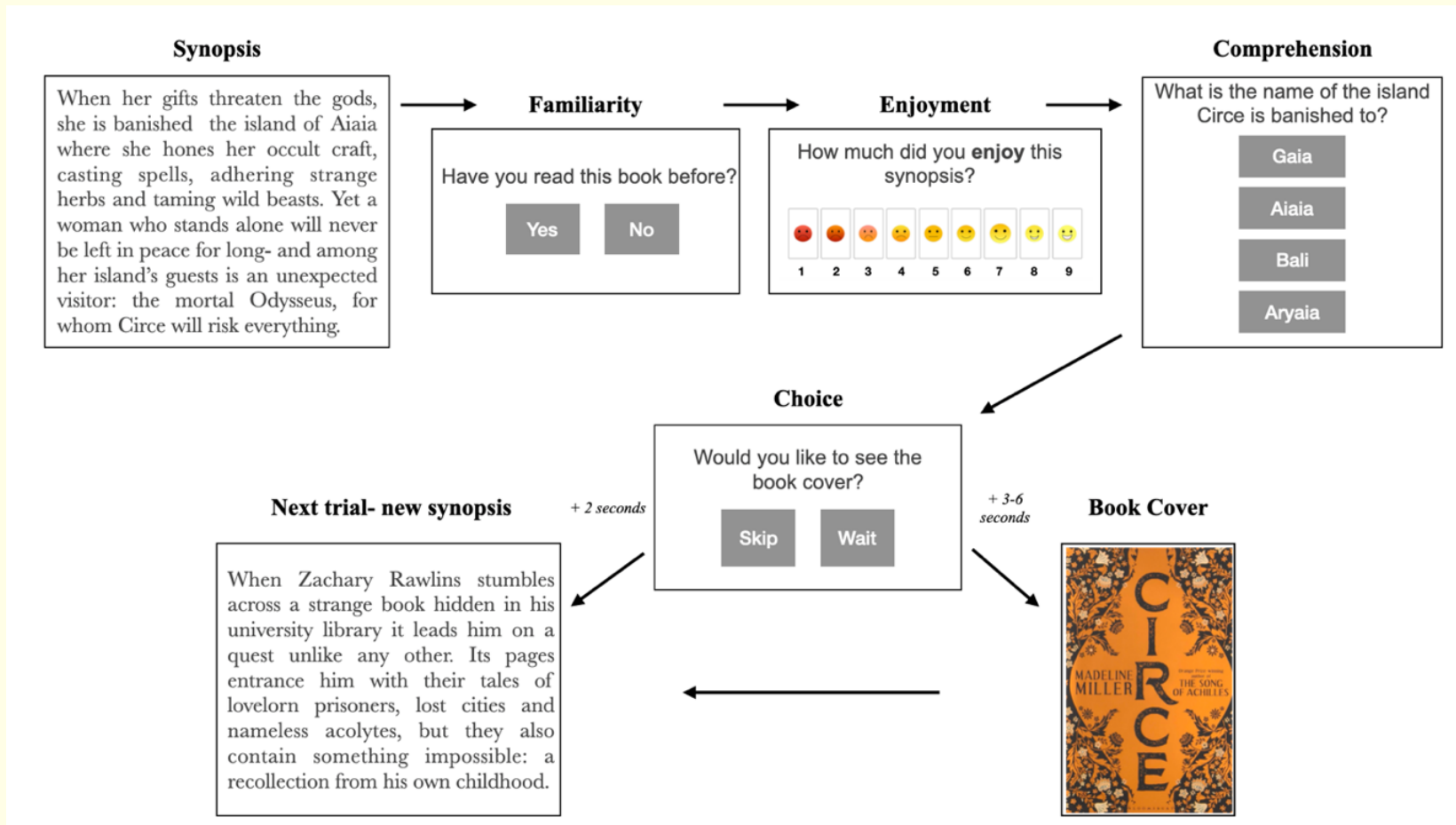
Providing choice boosts reading enjoyment and motivation

Amrita Bains





We can measure the **intrinsic value** of a stimulus by assessing whether people are willing to take on a **cost**. This can be **time, money or effort**.



Bains, Spaulding, Ricketts, & Krishnan (2022). Pre-print
[\(https://psyarxiv.com/3ps8y/\)](https://psyarxiv.com/3ps8y/)



Choice

**THE
READING
AGENCY**

The Reading Agency partners with Science Museum Group for innovation themed Summer Reading Challenge



The Reading Agency has today announced that the theme for this year's annual Summer Reading Challenge is 'Gadgets'. The Reading Agency is partnering with Science Museum Group to inspire children across the country to feed their imagination over the summer holiday, with a reading challenge focused on science and innovation.

Choice



Having control in an environment is highly desirable

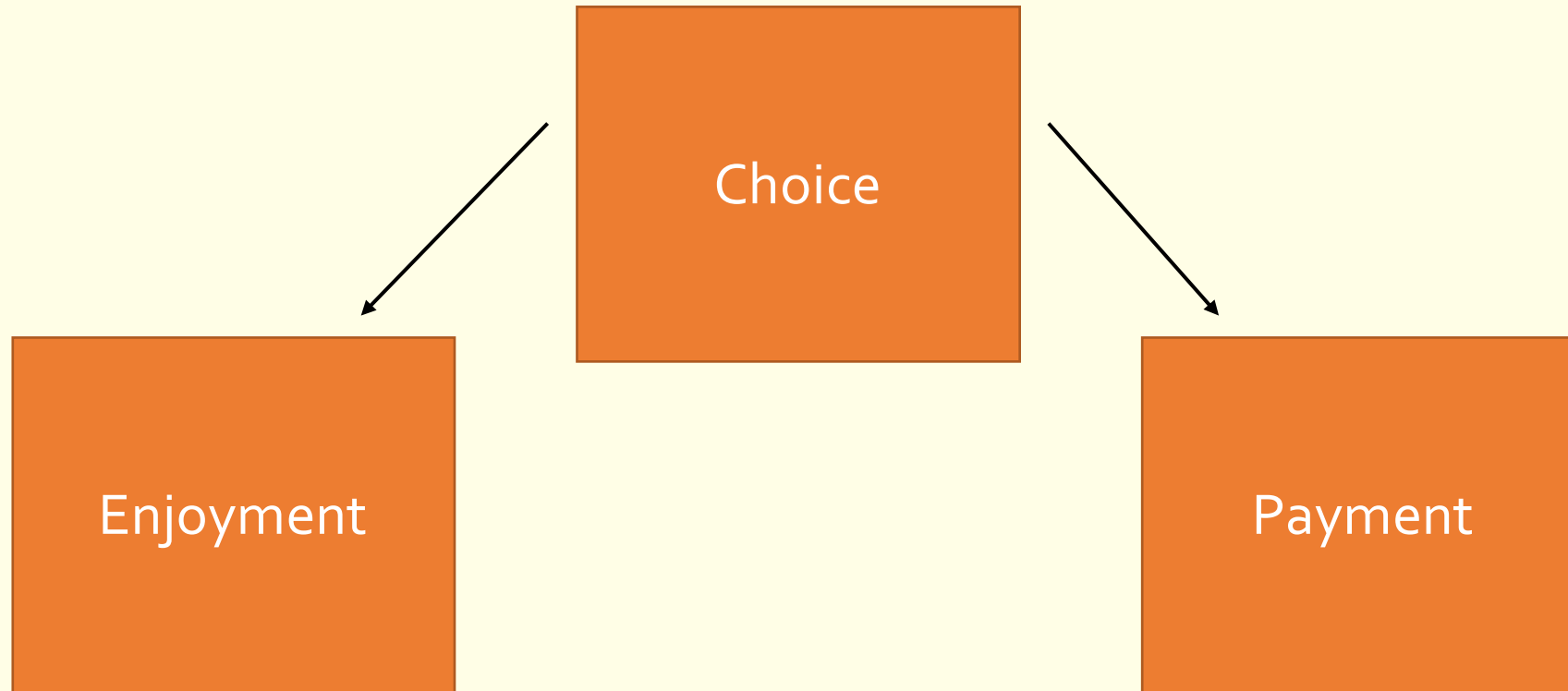
Providing a choice is linked with the value of an item

Experiment 1A

Does providing a choice boost reading enjoyment and willingness-to-pay for a book?

Experiment 1B

Hypotheses



Let's have a walk through of the task...

What happened to Helen?

She is in a coma

She broke her arm

She misses Ellie

She's on the news

£0

£25

What was Benjamin reading?

An advertisement

A recipe

Notes he'd taken in a notebook

A letter from a friend

£0

£25

Extracts were chosen on the basis of:

1. Genre
2. Being unfamiliar
3. Word count ($m = 85.53$, range = 45-119)
4. Flesch Kincaid reading ease ($m = 78.70$, range = 60.9-100)

Other measures

Choice task

Reading fluency

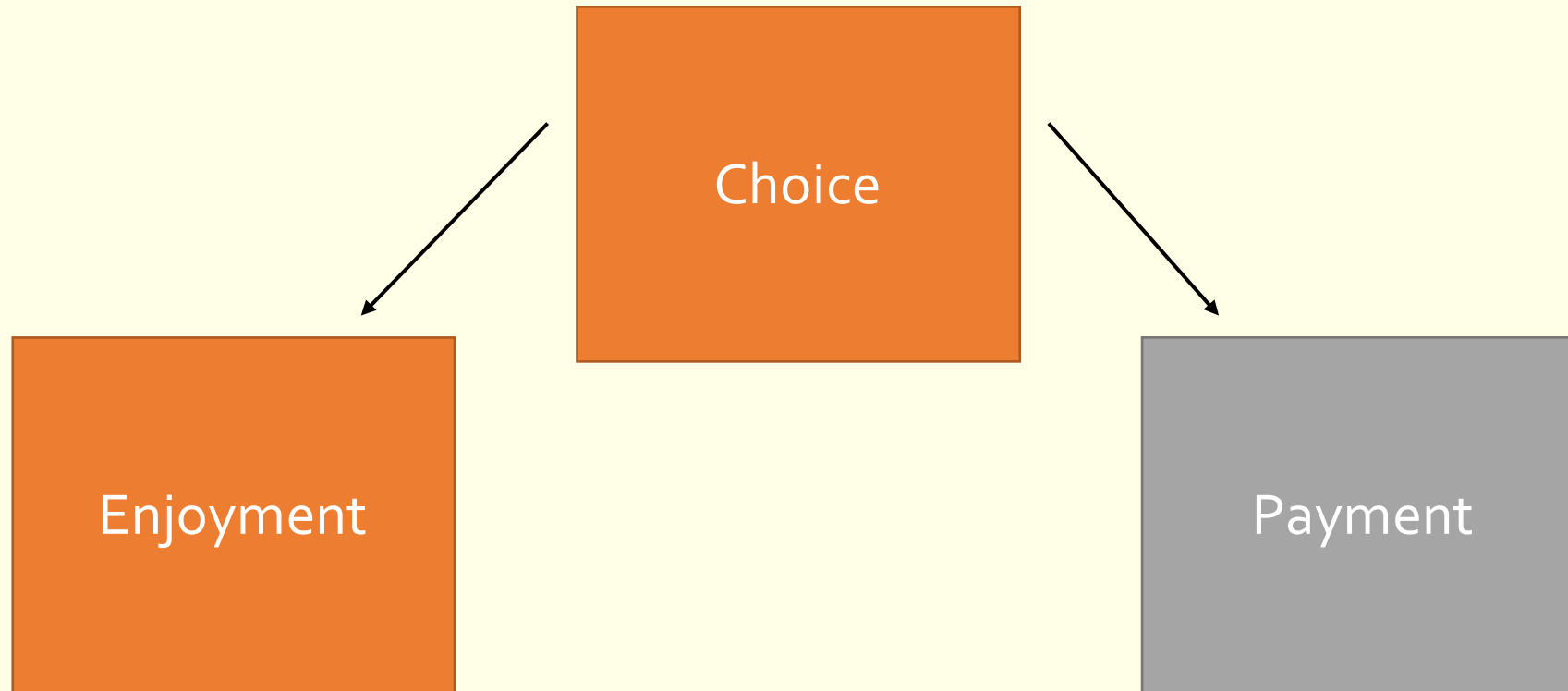
TOWRE

Reading proficiency

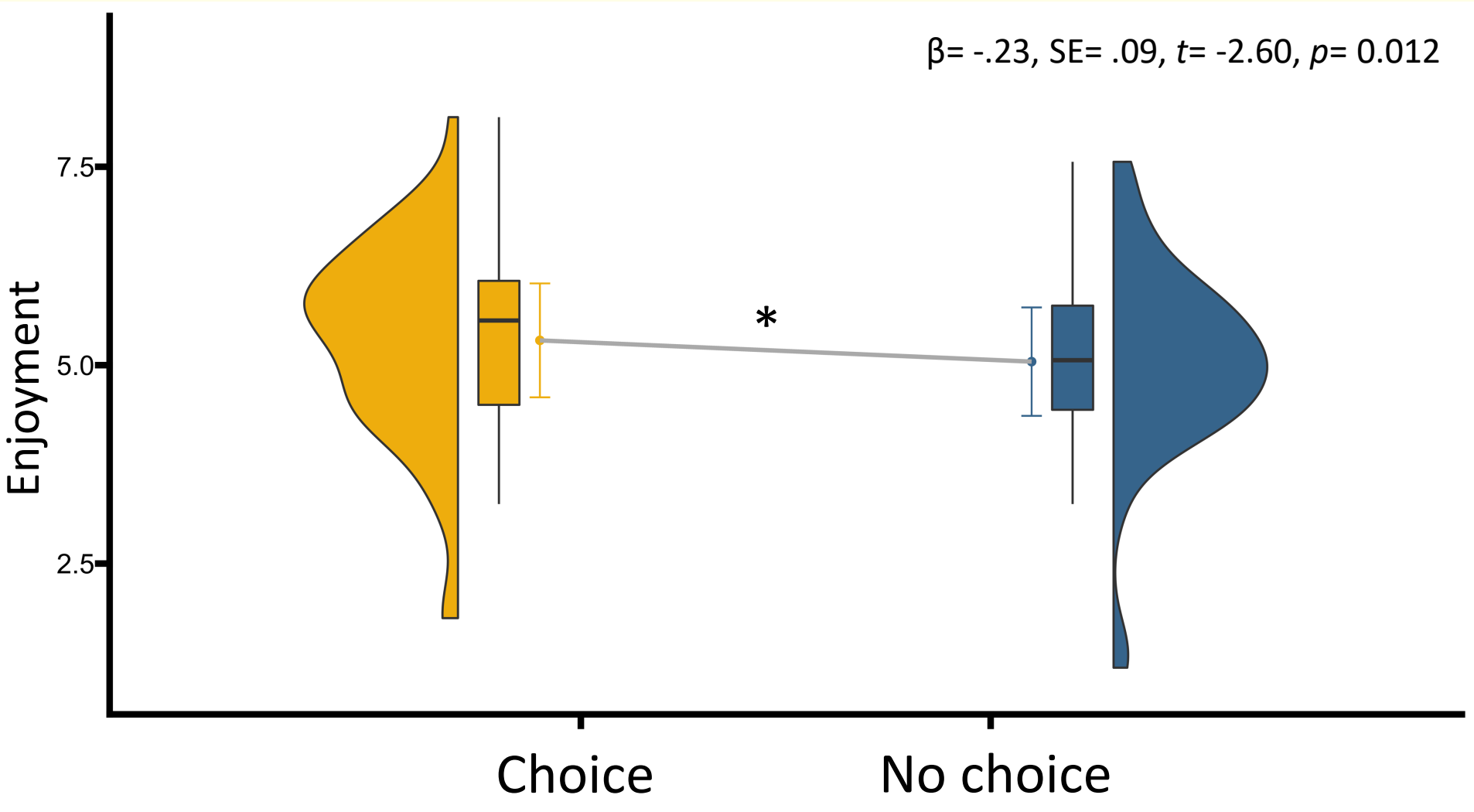
Grass is purple

TRUE FALSE

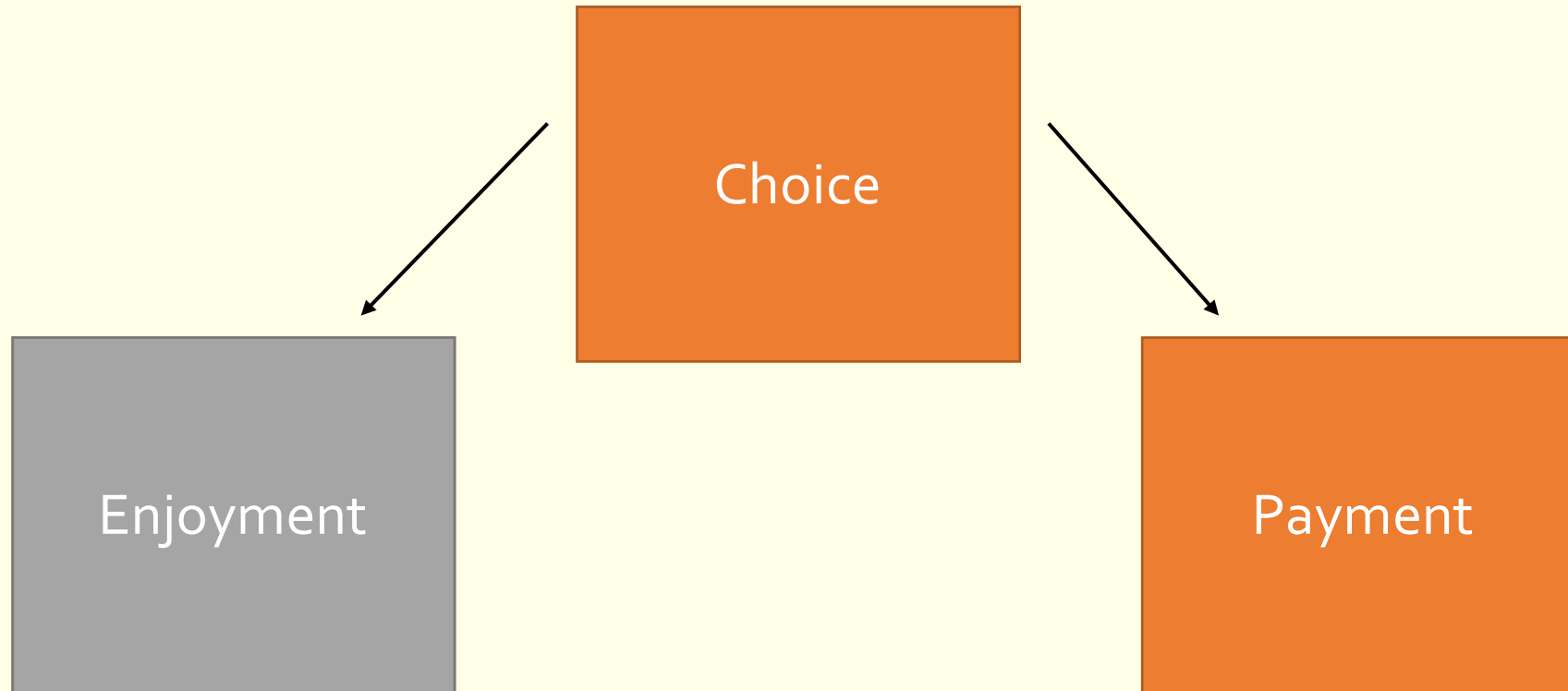
Hypotheses



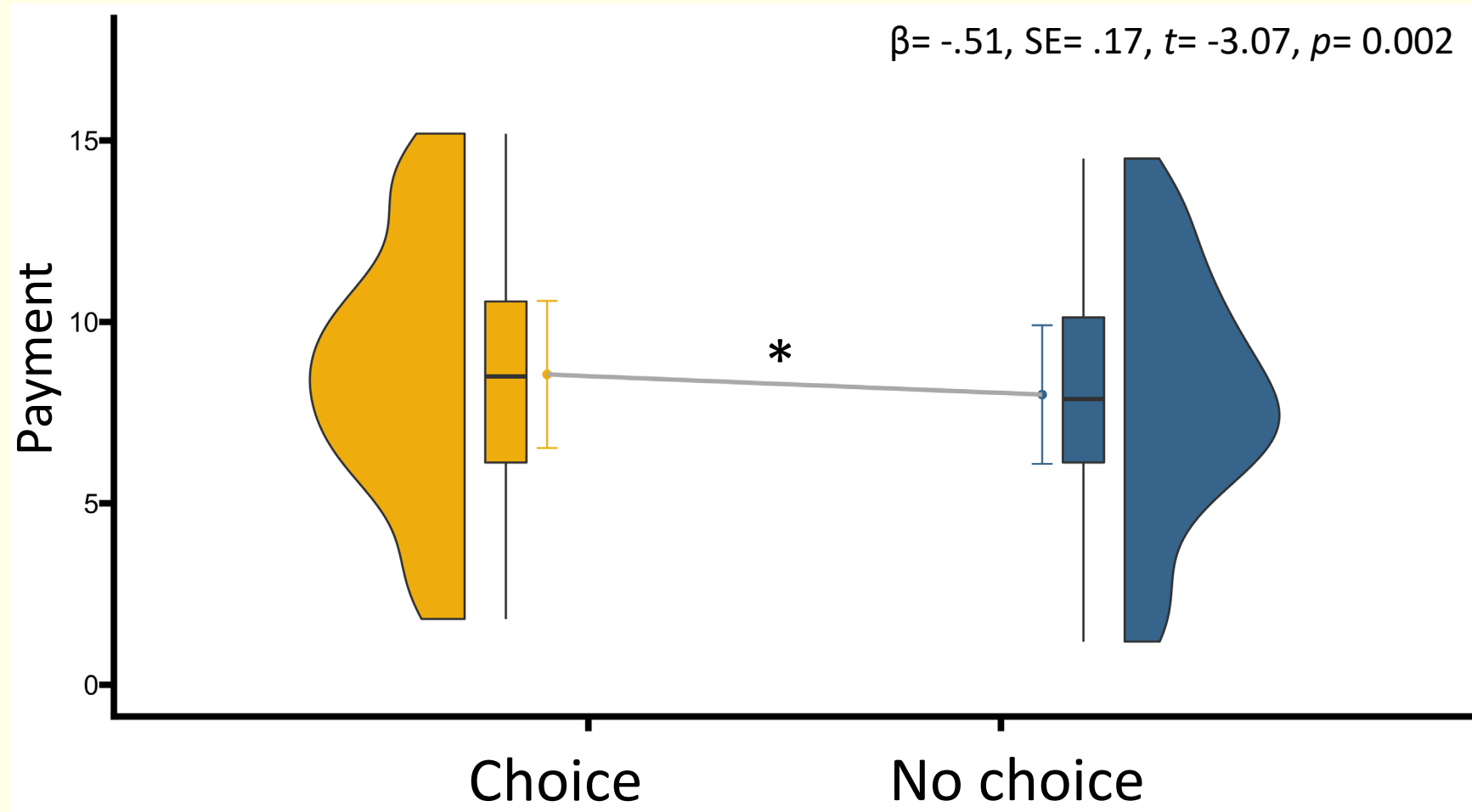
Choice boosted reading enjoyment



Hypotheses



Choice boosted how much people were willing to spend on a book



Experiment 1A summary

- Adults enjoyed reading an extract more when they could choose it
- Adults were willing to pay more for a book when they could choose it

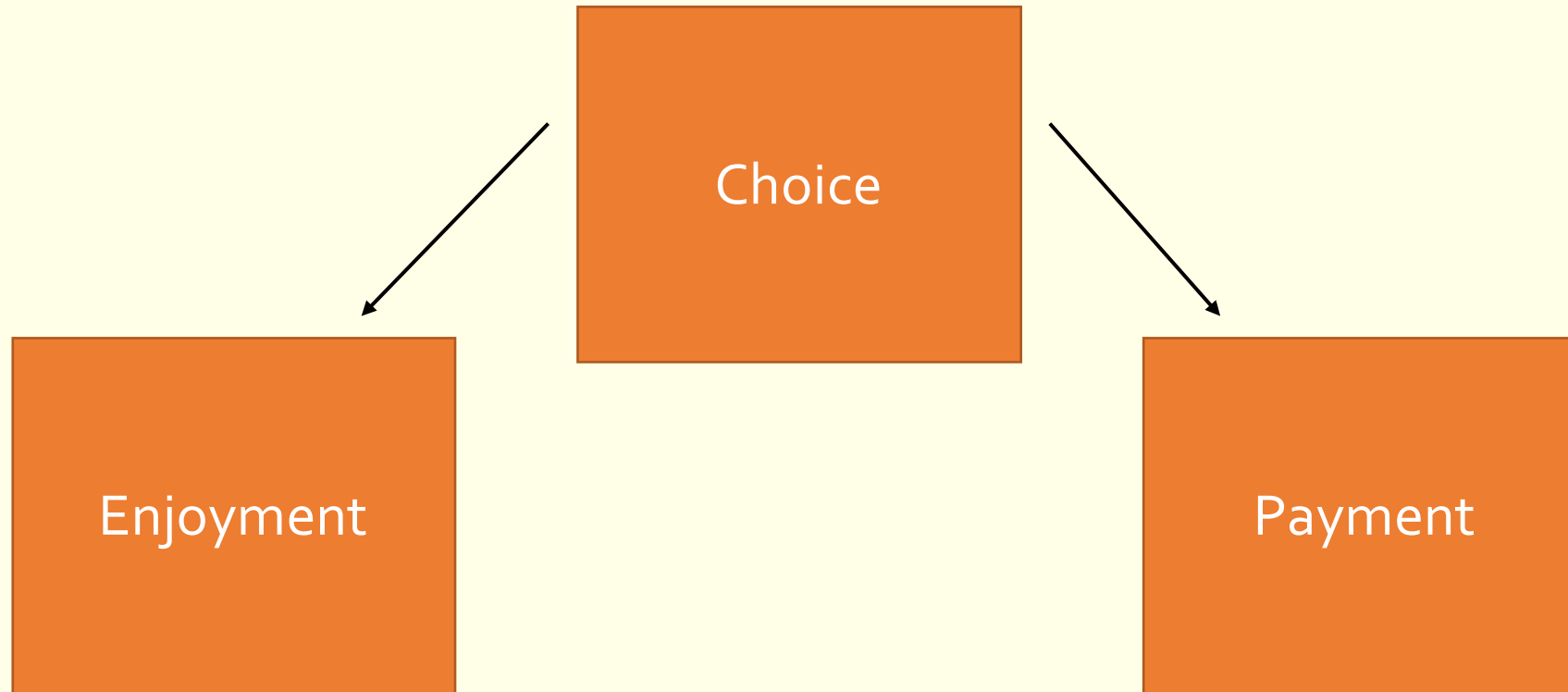
Experiment 1A

Does providing a choice boost reading enjoyment and willingness-to-pay for a book? **YES**

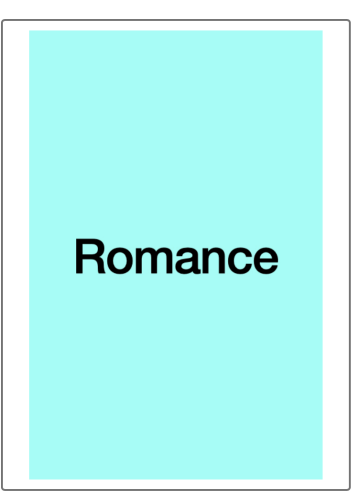
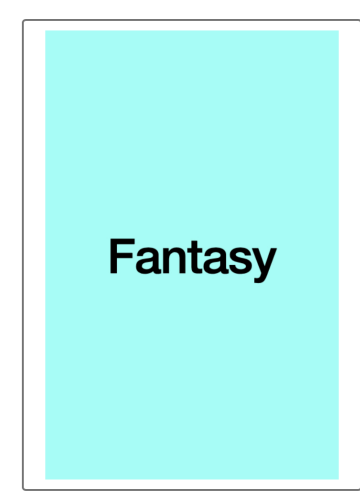
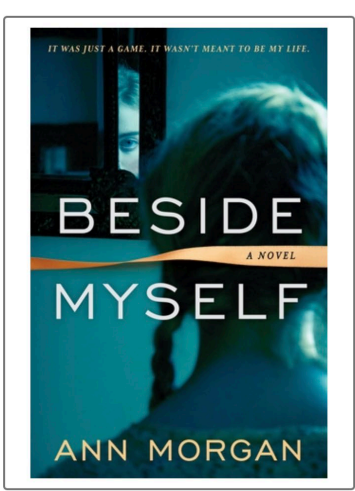
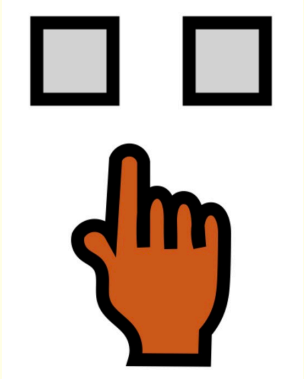
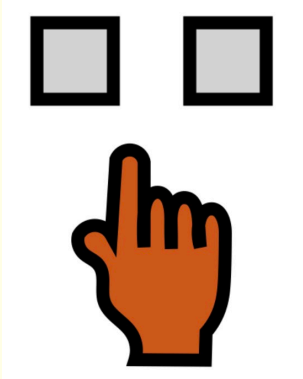
Experiment 1B

Does choice of genre boost reading enjoyment and willingness-to-pay?

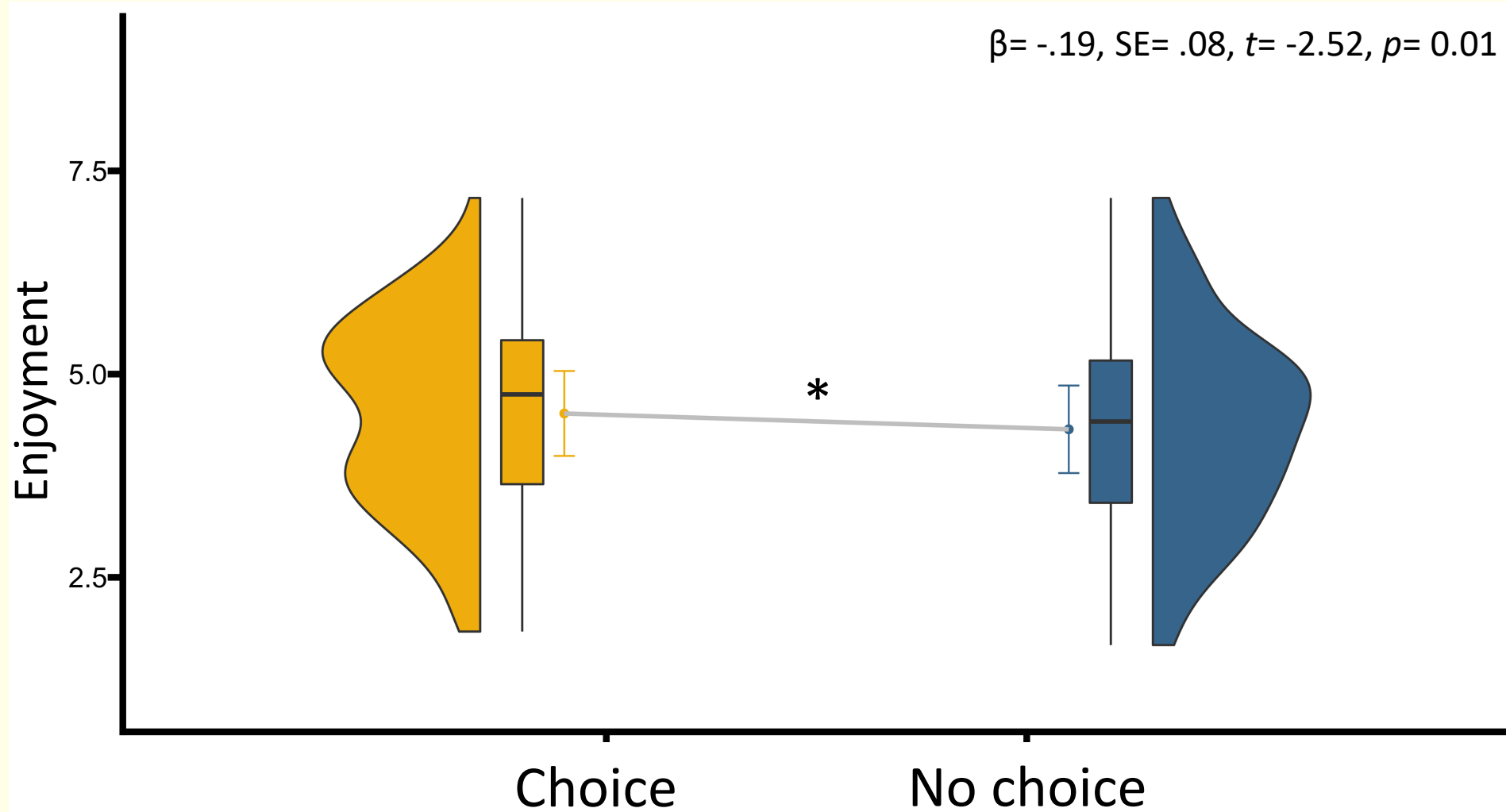
Hypotheses



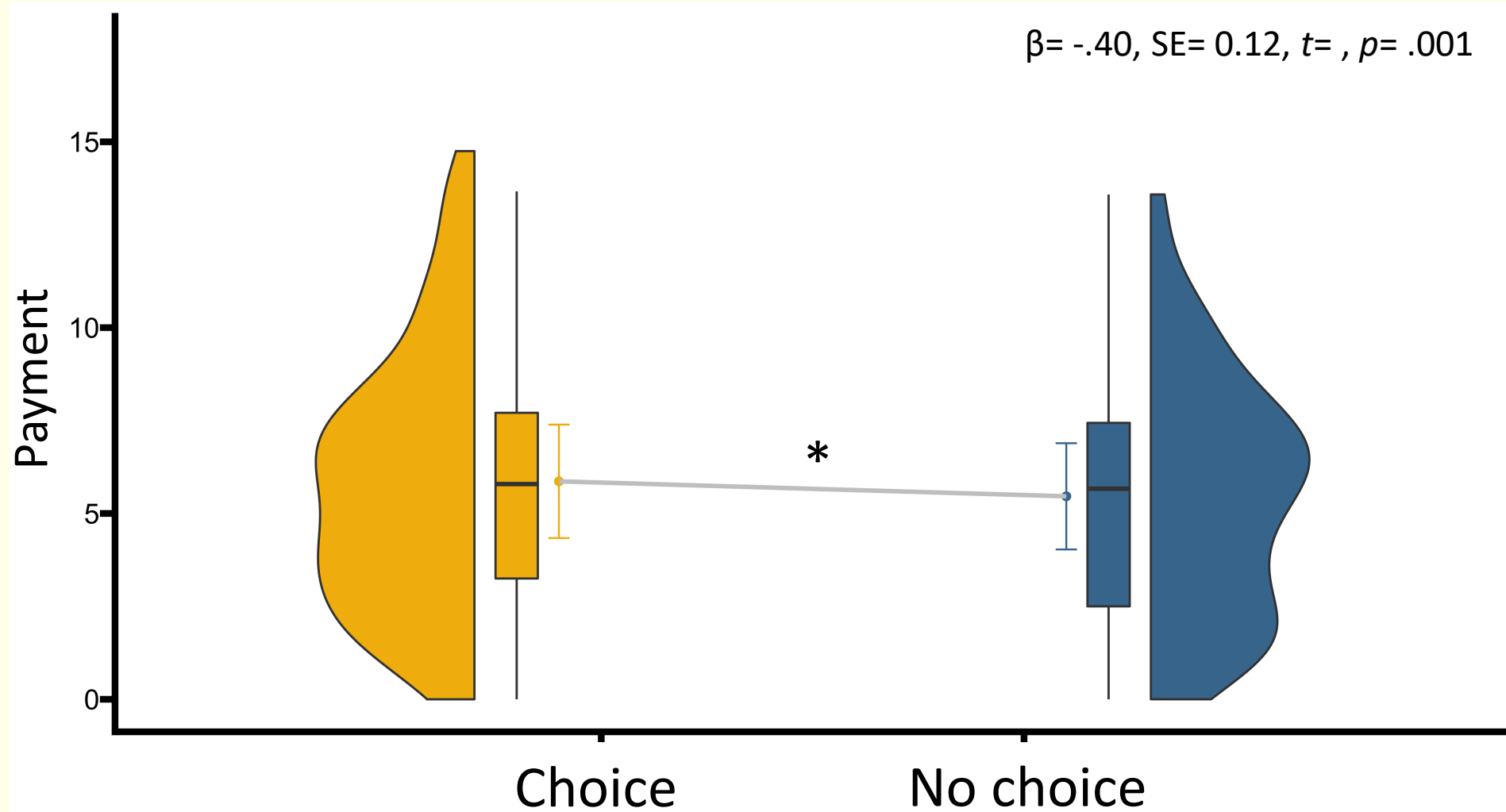
Experiment 1B



Did choice boost reading enjoyment?



Did choice boost willingness-to-pay?



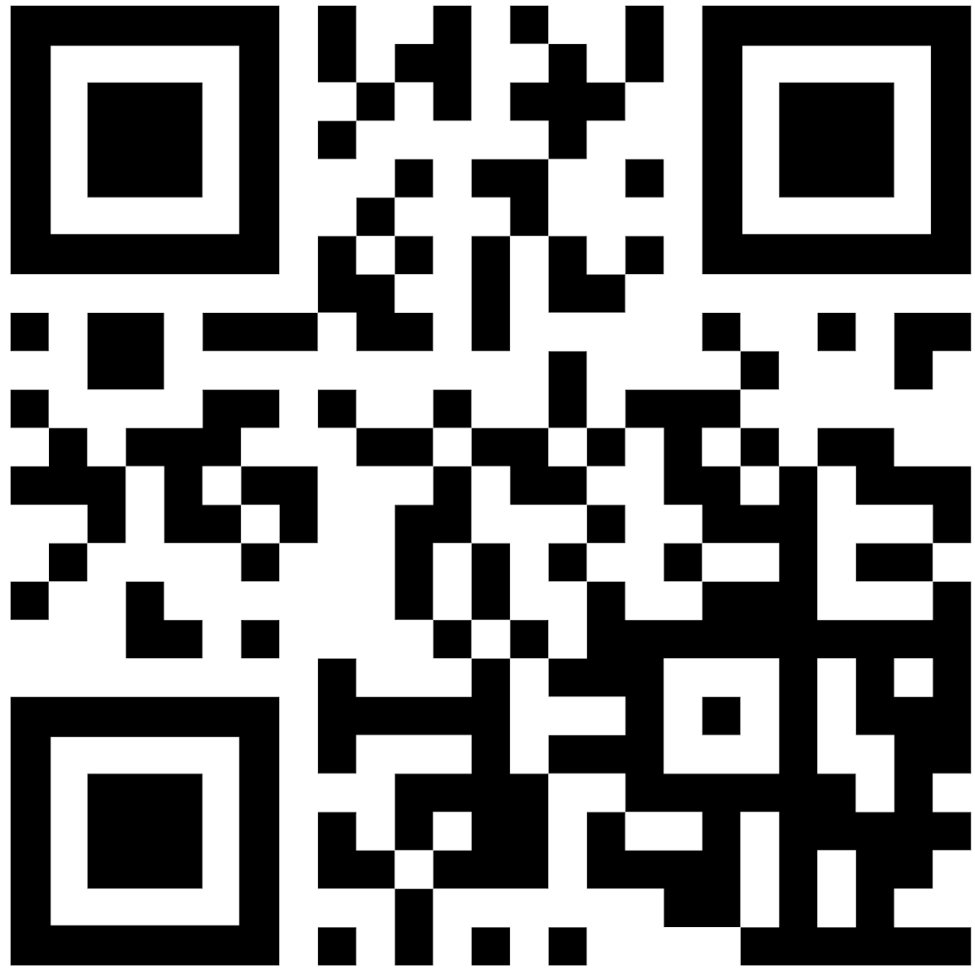
Experiment 1B summary

- Adults had higher enjoyment for books when they could select it by genre
- Adults were willing to spend more money on books they could choose
- Results replicated experiment 1A

Summary

- Across our studies we see how choice can boost reading enjoyment and willingness-to pay
- Choice was not specifically tied to books; it was providing a choice which boosted enjoyment

- How can this work in practical terms?
- What about choice and reading skills (e.g., comprehension)?
- What other factors should be explored?



<https://bit.ly/3OiX0vx>

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