Research Title	:	Reading Habits of English Major Students: Basis for Improving Teaching Strategies
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ABSTRACT

Reading influences the extent and accuracy of information as well as the attitudes, morals, beliefs, judgment and action of readers. This study was conducted to determine the reading habits of English Major Students at Sripatum University Chonburi Campus. The data from this study could be used to aid in identifying teaching strategies that will help improve the reading performance of the students. The respondents for this study were 165 students enrolled in the English for Business Communication Program of Sripatum University- Chonburi Campus. Survey questionnaires were randomly distributed to participants from first year to fourth year. Results indicated that respondents read more than 20 Thai reading materials and less than 5 English reading materials a year, spent an average of 2 hours every week preferably in the evening at their bedroom. The results also showed that the respondents had poor reading habits in terms of frequency, strategy, goal

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and preferences both in Thai and in English. The findings revealed further that family, availability of reading materials and attitude towards reading in English were factors to have affected the reading habits of the respondents. Among the preferred reading materials were magazines, online fashion and entertainment articles, advertisements and story books. Interactive reading strategies, increased reading time, and a large exposure to reading materials may provide basis for improving reading habits.

Keywords: reading habits, teaching strategies, reading materials, reading attitude

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