2020

**To Read or Not to Read; That is the Question**

Christopher Latourrette

Morgan Haas

Follow this and additional works at: https://scholarscompass.vcu.edu/uresposters

© The Author(s)

**Downloaded from**
Latourrette, Christopher and Haas, Morgan, "To Read or Not to Read; That is the Question" (2020). Undergraduate Research Posters. Poster 291. https://scholarscompass.vcu.edu/uresposters/291

This Book is brought to you for free and open access by the Undergraduate Research Opportunities Program at VCU Scholars Compass. It has been accepted for inclusion in Undergraduate Research Posters by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.
To Read or not to Read, That is the Question: A cluster analysis of traits on reading frequencies
Christopher Latourrette, Morgan Haas, Margaret Kneuer and Dr. Jeffrey Green
Virginia Commonwealth University

Introduction

Using an exploratory approach, we investigated whether positive psychological traits (i.e., greater subjective well-being, self-esteem, meaning in life, and lower loneliness) and leisure motivational variables (i.e., intellectual pursuits or distraction source) clustered together among undergraduate readers and non-readers. In support of a larger ongoing research study exploring the psychological benefits of reading and re-reading novels, we conducted a k-means cluster analysis followed by an analysis of variance to determine the clustering group membership that exists based on various psychological trait measures and motivational factors, and the subsequent effect of the clusters on reading frequency. Research shows that reading is significantly associated with increased creativity (Kelly & Kneipp, 2009), Decreased Loneliness (Rane-Szostak & Herth, 1995), and increased happiness (Jung, Lee, & Shim, 2017).

Participants

Participants were recruited from the SONA pool at Virginia Commonwealth University. This pool is comprised of undergraduate students enrolled in psychology courses at VCU.

• N = 257
• Gender: 46 Men - 211 Women
• Age: - M = 19.01 - SD = 1.97

Results

Final Cluster Centers

<table>
<thead>
<tr>
<th>Classifying Variable</th>
<th>Cluster 1 (n = 84)</th>
<th>Cluster 2 (n = 88)</th>
<th>Cluster 3 (n = 57)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subjective Well-Being</td>
<td>Very slightly above average</td>
<td>Slightly below average</td>
<td>Slightly above average</td>
</tr>
<tr>
<td>Self-Esteem</td>
<td>Average</td>
<td>Slightly below average</td>
<td>Slightly above average</td>
</tr>
<tr>
<td>Presence of Meaning in Life</td>
<td>Very slightly above average</td>
<td>Slightly below average</td>
<td>Slightly above average</td>
</tr>
<tr>
<td>Loneliness</td>
<td>Average</td>
<td>Slightly above average</td>
<td>Slightly below average</td>
</tr>
<tr>
<td>Intellectual Motivation</td>
<td>Slightly above average</td>
<td>Very slightly below average</td>
<td>Slightly below average</td>
</tr>
<tr>
<td>Stimulus Avoidance Leisure Motivation</td>
<td>Slightly above average</td>
<td>Average</td>
<td>Slightly below average</td>
</tr>
</tbody>
</table>

Final Cluster Traits

<table>
<thead>
<tr>
<th>Classifying Variable</th>
<th>Cluster 1 (n = 84)</th>
<th>Cluster 2 (n = 88)</th>
<th>Cluster 3 (n = 57)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Traits</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative Traits</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Motivation to read for gaining knowledge or distraction / escape</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

Discussion

What clusters of people exist at the intrapersonal level across traits and motivations, and how do these different groups of people vary in reading frequency?

Research Question

What clusters of people exist at the intrapersonal level across traits and motivations, and how do these different groups of people vary in reading frequency?

Findings

• The overall test was significant, F(2, 226) = 16.02, p < .001.
• Cluster 1 (M = 3.03) showed significant differences in reading frequency when compared to cluster 2 and 3.
• Cluster 2 (M = 1.49) and 3 (M = 5.9) did not show significant differences in reading frequency when compared to each other.
• Motivations for leisure reading were important in terms of reading frequencies.

What does this mean?

• People who have higher scores in the adaptive personality traits and are more motivated to read leisurely because of intellectual gains, or distraction / escape (Cluster 1), read significantly more than those who show less adaptive traits and are unmotivated to read due to intellectual gain or distraction / escape (Cluster 2-3).

Limitations

• Statistical analysis was taken from a larger correlational study in which there were not specific item measures for parasocial interactions from reading.

Future Directions

• Looking into how narrative transportation influences motivations to read
• Looking into what motivates people to read as a source of distraction / escape

References