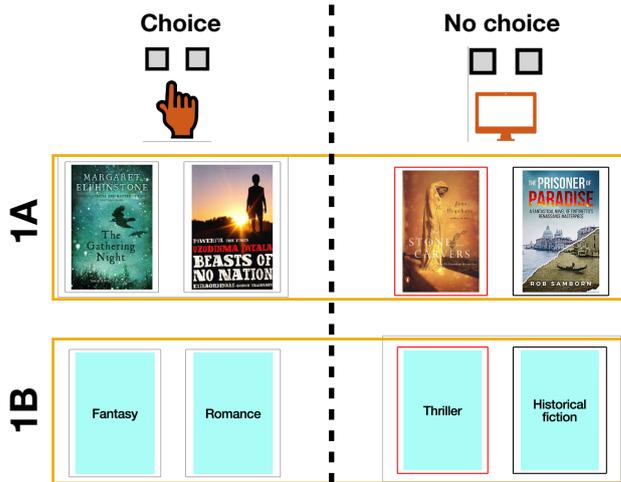


Providing choice boosts reading enjoyment and motivation

Amrita Bains¹, Carina Spaulding², Jessie Ricketts¹ and Saloni Krishnan¹
¹Department of Psychology, Royal Holloway, University of London. ²The Reading Agency.



Since my mother had become a “Go-Between” she hadn’t been with the family much. She had to learn from Zigor, and that took her far away. I wondered if she would be sorry that she neglected my father so much in his last days. It seemed to me that learning from Zigor could wait, but Death never waits just because someone isn’t ready.

How much did you enjoy this text?

1 2 3 4 5 6 7 8 9

Not very much Very much

What would you be willing to spend for this book?

£0 ● £25

Background

- Making a choice enhances the hedonic value of a stimulus (Sharot et al., 2012)
- A recent intervention study suggested that choice enhanced reading comprehension in children (Kakoulidou et al., 2021)
- Using our novel paradigm to measure enjoyment and motivation (Bains et al., 2022), we investigate whether choice enhances reading enjoyment and willingness to pay for a book

Experiment 1A: Does choice of book boost reading enjoyment and willingness-to-pay?

- We tested 49 native English speakers ($M_{age} = 20.83$, $SD = 1.05$, females= 29)
- In the experiment, participants read book extracts. In half the trials, participants could choose the book they wanted to read (**choice**), in the other half, the book was chosen for them (**no choice**)
- The books presented on each trial were from the same genre
- After reading the extract, participants rated their **enjoyment** on a 9-point scale. They also indicated how much they would be willing to pay for the book (**motivation**)
- Participants answered a question for each text presented, those with accuracy below 25% were excluded
- Participants also completed tests of reading fluency and comprehension (TOWRE/ sentence verification)

Experiment 1B: Does choice of genre boost reading enjoyment and willingness-to-pay?

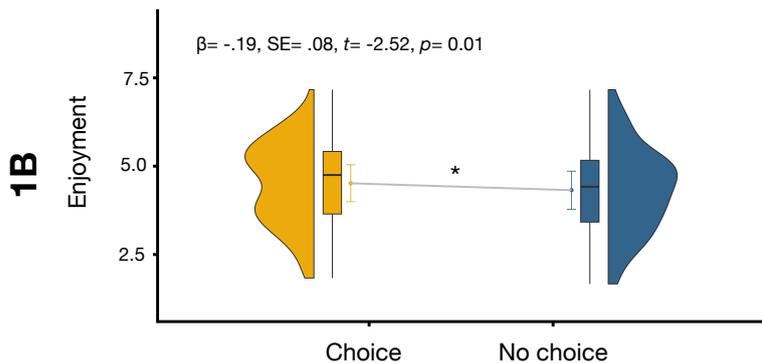
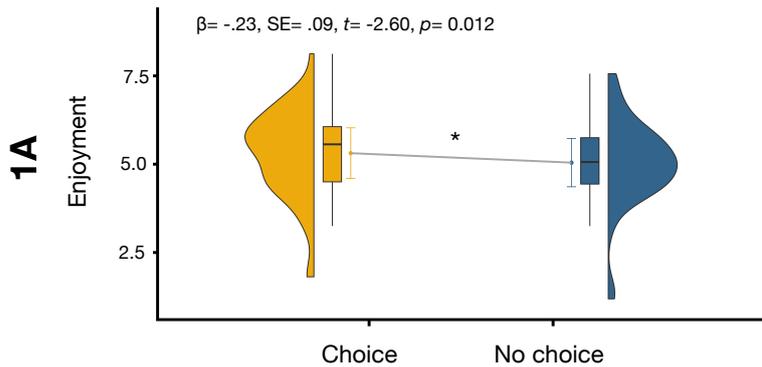
- We conducted a power analysis using the data and models from experiment 1a - 80 participants for 0.9 power
- Pre-registration available at <https://osf.io/bhnyg>
- We tested 80 native English speakers ($M_{age} = 21.59$, $SD = 1.57$, females= 38)
- Participants were given a choice of genre, rather than book covers drawn from the same genre. All other elements of the experiment remained the same as experiment 1A



Providing choice increases adult reading enjoyment and willingness to pay for a book

Enjoyment

$$\text{Enjoyment} \sim 1 + \text{Choice} + (1 | \text{ID}) + (1 | \text{Item})$$



Payment

$$\text{Payment} \sim 1 + \text{Choice} + (1 | \text{ID}) + (1 | \text{Item})$$

