

“Books Must be Read as Deliverately and Reservedly as They Were Written” – Henry

David Thoreau; Does the Format of Access Affect Comprehension of the Written Word?

Oral Presentation

ABSTRACT: With an increase in media consumption via tablet, smart phone, or other digital device it is now important to study the affect these devices have on comprehension versus their traditional printed media format. According to the literature, the qualities of print media (magazines, books, newspapers, etc.) are positive characteristics that enhance a reader's experience. On the other hand, content accessed by digital media and screens are accompanied by the many features these devices have to offer (such as search, hyperlinks, dictionary, etc.). Millennials, or those who reached young adulthood around the year 2000, have been found to prefer the digital media formats vs. traditional print. Following the literature, the researcher will seek to answer whether comprehension is affected by format choice (screen vs. print) in college students aged 18-24. A post-test control group experimental design will be used to answer this question. Subjects for the experiment will be taken from a nonprobability convenience sample which will be randomized prior to assigning subjects to experimental and control groups. The sample will be drawn from college students currently enrolled in classes at UAFS, during spring 2015. Results are expected to provide more information as to the relationship, if any, between format choice and demographics of the sample.