

# UNDERSTANDING BOOK FEATURES THAT PROMOTE PARENT-CAREGIVER SHARED READING

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**Can you remember the first time you  
were read to as a child?**

# Your earliest experience with reading probably looked like this...



# Context

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- Shared reading involves an adult actively encouraging a child's participation during the reading process.
- Early shared reading is associated with children's school achievement & positively affects children's early literacy in both high and low-income families
- Frequency of shared reading has been associated with children's early literacy
- Yet, only 42% of parents report to reading aloud to their children everyday.
- Missing out on shared reading can have detrimental long-term effects on child achievement and development.

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**If a child you *just* finished reading to said “Again! Again!”, what about a book would make you say “Sure!”?**

# Project Overview

- The Shared Reading User Experience Study surveyed 197 caregivers and identified parent, child, and parent-child favorite books



- Goal: To understand the features of “favorite” books to promote shared reading and optimize initiatives like Reach Out and Read

# Research Question

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What features define a favorite book?

# Methods

**Read books (n=47) to identify common visual, physical, and thematic characteristics.**

(12 vague titles excluded from analysis)

**Created a codebook that defined 27 identified themes**

**Qualitatively coded the visual, physical, and conceptual themes present in books using excel**

(Intercoder reliability of [88%], secondary coding done by R.M.)

**Analyzed data in Excel**



# Methods

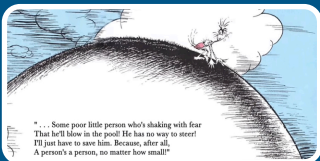
1	Title	Favorite	Rhymes?	Nursery Rhyme?	Song-Like?	Tactile?	Colorful?
2	The Wheels on the Bus	Child	No	Yes	Yes	Yes	Yes
3	The Itsy Bitsy Spider	Child	No	Yes	Yes	No	Yes
4	Old MacDonald Had a Farm	Child	No	Yes	Yes	Yes	No
5	Never Touch a Monster	Child	Yes	No	No	Yes	Yes
6	Jabari Jumps	Child	No	No	No	No	No
7	Goodnight, Goodnight Construction Site	Child	Yes	No	No	No	Yes
8	Good Night Philadelphia	Child	No	No	No	No	Yes
9	Clifford the Big Red Dog	Child	No	No	No	No	Yes
10	Chicka Chicka Boom Boom	Child	Yes	No	Yes	No	Yes
▲ 11	Barnyard Dance!	Child	Yes	No	Yes	No	No
▼ 14	A to Z	Child	No	No	No	No	No
15	The Mighty Avengers	Child	No	No	No	No	Yes
16	Shapes	Child	No	No	No	No	No
17	Moo, Baa, La La La!	Child	Yes	No	Yes	No	Yes
18	Wild Animals	Child, Last Book	No	No	No	No	No

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## Findings: Parent Favorites (n=20)

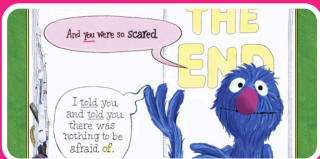
# Parent-favorites promoted values

- 70% of parent favorite books contained a moral lesson



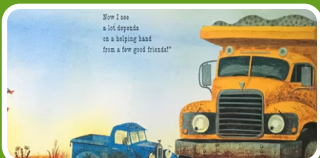
Respect everyone

--"A person's a person, no matter how small."



Face your fears

--"I told you and told you there was nothing to be afraid of."



Help those who need it

--"Thanks, little brother", said the Dump to Blue.  
"You helped me and they helped you."

# Parent-favorites were usually longer

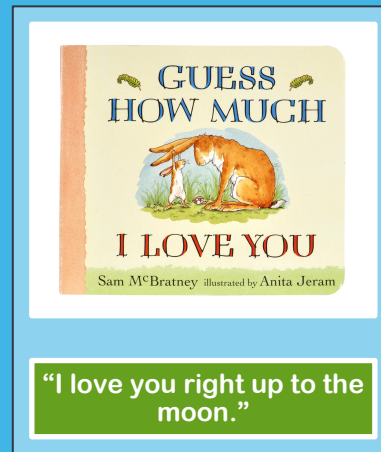
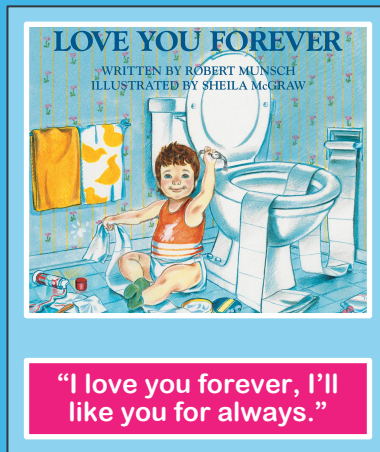
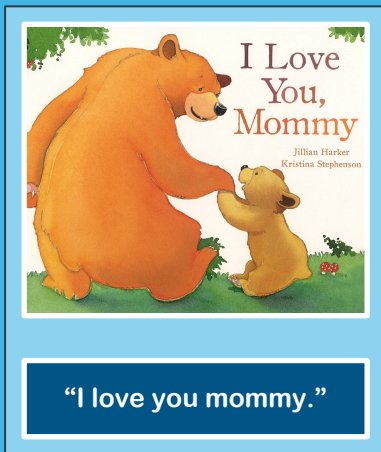
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**70%** of parent favorites were medium or long, taking between 4-7 minutes to read

**30%** of parent favorites were short (1-3 minutes to read)

# Parent favorites contained themes of parental love

- 35% of parent favorites had a theme of parental love compared to 6% of child favorites

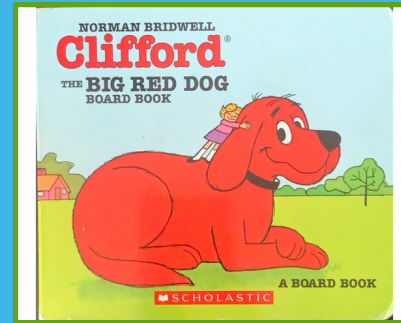
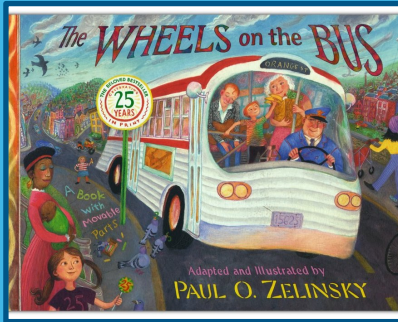


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## Findings: Child Favorites (n=15)

# Child favorites had a lot of visual appeal

- 73% of child favorites had a colorful cover
- 60% had colorful pages
- 53% use bright/bold colors
- 63% contained some variation in text size, color, font, etc



# Child favorites were usually short

80% of child favorites were short (1-3 minutes to read)

0% of child favorites were long (5-7 minutes to read),

- **Contrastingly...**

40% of parent favorites were long

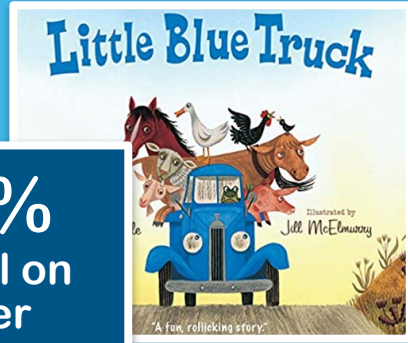


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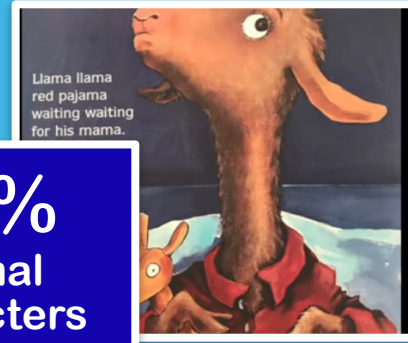
# Findings: Parent-Child Favorites (n=12)

# Shared favorites had visual appeal, animals, and rhymed

**75%**  
animal on  
cover



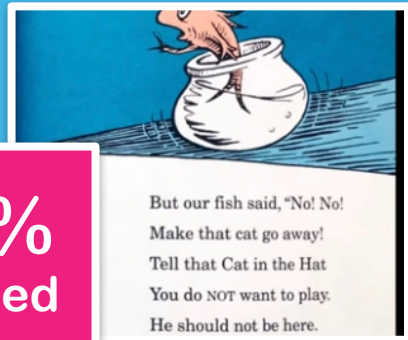
**83%**  
animal  
characters



**83%**  
bright/bold  
colors



**58%**  
rhymed



The covers of their favorites were mostly colorful and included an animal

- 80% of the books had an animal on their cover

- 65% had a colorful cover

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70% of parent favorites included repetition of words or phrases

Other thoughts:

Auditory and tactile characteristics (rhyming, song-like, cutouts/pop-ups, etc.) were not defining characteristics across any of the categories

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# Other Findings

# Auditory and tactile elements weren't prominent across any “favorites”

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# Racial diversity is limited in “favorite” books

- 53% of child favorite, 50% of parent favorite & 67% of parent-child favorite books could not be analyzed for racial diversity (no humans)
- Only 29% of child favorites, 20% of parent favorites were diverse
- Signals a broader



# Future Research

•Does reading books with “favorite” characteristics lead to richer shared reading experiences?

What role does the age of children play in determining their favorite books?

How much does access to “favorite” books influence reading in low-income families?

# Key Lessons Learned

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- **Research using novel methods is useful and fun!**
- **Objective qualitative analysis is tricky, but crucial**



# Acknowledgements

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# QUESTIONS AND COMMENTS?



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