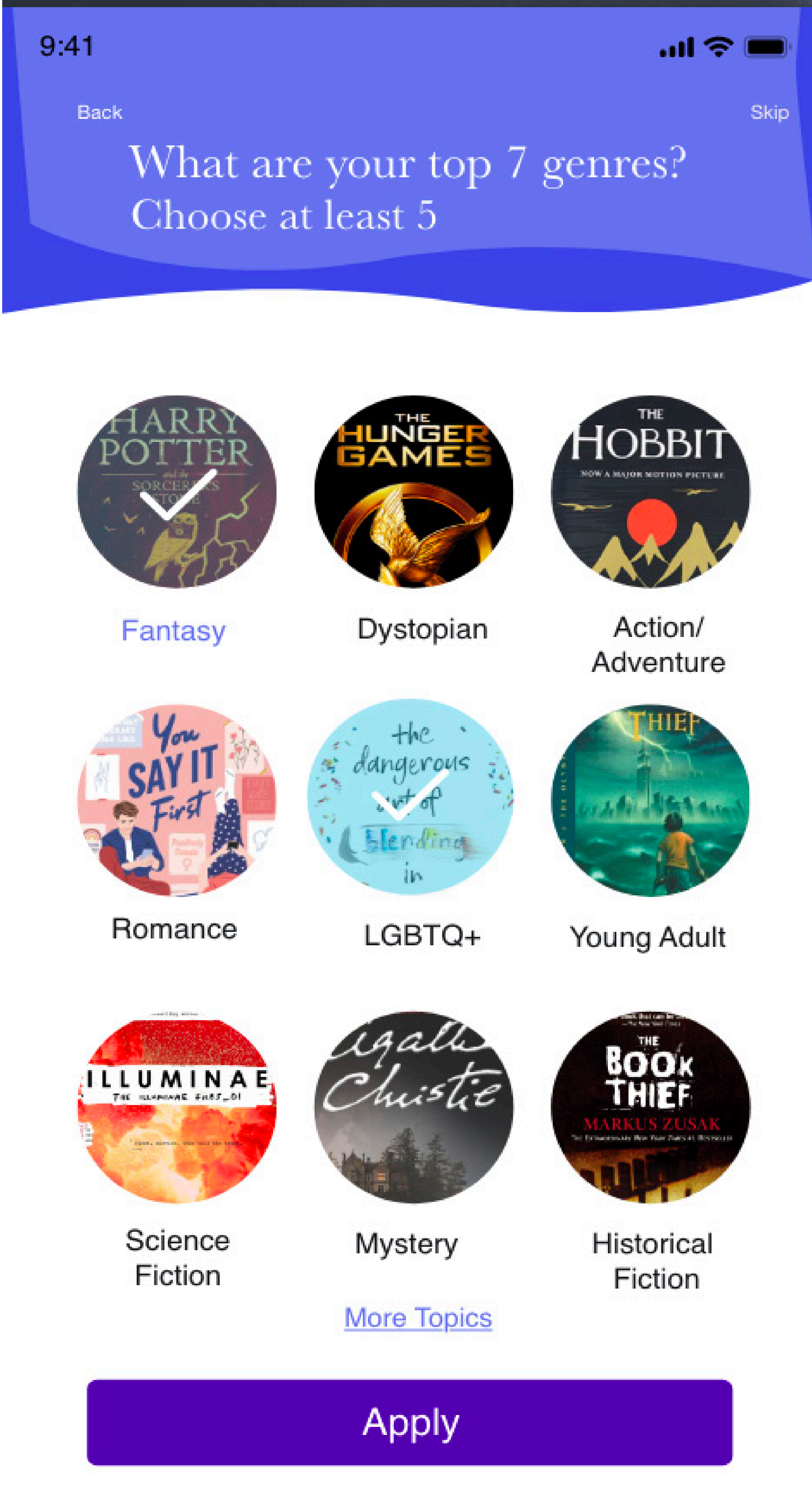


If These Books Could Talk

App Concept Based on the Understanding Young Adults Perceptions of Reading and Their Reading Habits

PWR Capstone Project Spring 2021 by Myrta Santana Santini



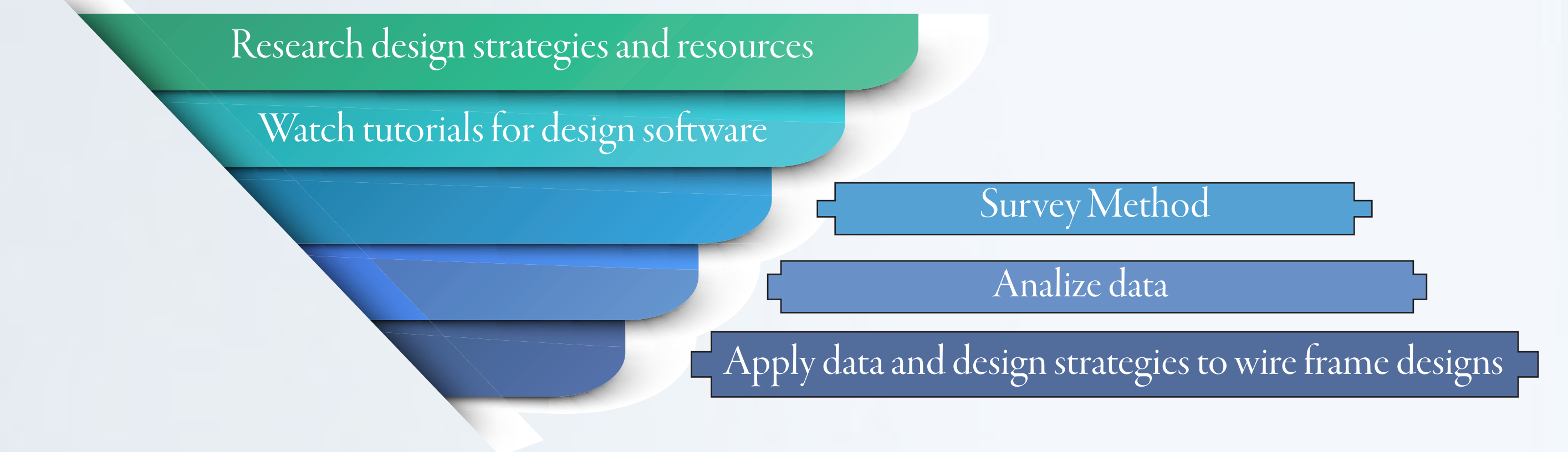
PROJECT SUMMARY & PURPOSE

This project was inspired by my favorite activity; reading. I wanted to create a validating and safe space in reading for individuals that have different sets of obstacles between themselves and reading, be it a language barrier, being neurodivergent, or struggling with their mental health, things that might have an effect in your reading habits or lack thereof. With the information gathered, the responses of the potential users, I created a set of wire frames of what the app could look like if programmed.

THE “WHY” BEHIND IT ALL

Reading has been my saving grace, my safe place for a long time now, and I have always been curious as to why some people choose not to read. I wanted to see if it was a matter of them simply not liking to read for fun or if they had experiences early on in their lives that influenced this decision. If people don't like to read because it's not their thing then that is okay, but it didn't sit right with me to ignore the people that deep down want to read but don't feel like they would “do it right.” My career goal is to be a professor, and to make a change through the minds that I help during that time. Be it through this project, or through rhetoric overall, I see these experiences helping make changes in society, both in a classroom and in the community.

RESEARCH & DESIGN PROCESS



RHETORICAL STRATEGIES

- Audience Analysis
- Market Analysis
- Ethos
- Pathos
- Logos
- The Canon of Delivery
- The Canon of Arrangement

FINDINGS

When reviewing the survey results, one of the main takeaways was how the participants' reading habits were influenced/affected by events that took place in their childhood. Some of the situations mentioned include:

- Reading out loud in front of class repeatedly until read “correctly”
- Public ranking reading proficiency

The other prominent obstacles that were very present in the results were those related to language barriers, and the desire to read works in their original language.

