



Reading aloud – basic need of children and most rewarding investment for parents

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Lack of reading competencies – „renewable“ problem

In the German speaking population aged 18-64, there can be identified ...
(leo. Level-One-Study 2011)

**7.5 million = 14.5 %
(functional) illiterates**

(15.5% of adults in all OECD member states involved in PISA)

According to PISA 2015, among 15 year old adolescents in Germany ...

16.2 % only have low reading skills

Among pupils in 9th grades ...
(IQB-Bildungstrend 2015)

23 % do not achieve the minimum requirements in reading

According to PIRLS 2011, among pupils in 4th grades ...

15 % have low reading skills

Higher risk to become (functional) illiterates as adults

Urgent need for sustainable measures

The inadequate reading skills in all age groups of adults, adolescents and children indicate

- **a strong need for measures** that promote language and reading competencies
- **as early** in life as possible.
- **Reading aloud** and storytelling play a highly significant role early in life.

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The inadequate reading skills in all age groups of adults, adolescents and children indicate

- **a strong need for measures** that promote language and reading competencies
- **as early** in life as possible.
- **Reading aloud** and storytelling play a highly significant role early in life.



- **Campaigns (e. g. Reading aloud day)**
- **Programs (e. g. Bookstart / Lesestart)**
- **Studies on reading aloud**

Reading aloud studies

The **Stiftung Lesen (Reading Foundation)**, the weekly newspaper **DIE ZEIT**, and the **Deutsche Bahn Stiftung (Deutsche Bahn Foundation)** have been investigating ...

... the practice of reading aloud in Germany

... and its importance for the development of children

- since 2007,
- annually,
- empirically,
- cumulatively, and
- from different perspectives.

The logo for Stiftung Lesen consists of a solid dark blue rectangle. Inside the rectangle, the words 'Stiftung Lesen' are written in a white, sans-serif font.

The logo for the newspaper DIE ZEIT features the words 'DIE' and 'ZEIT' in a large, black, serif font. Between the two words is a detailed black and white coat of arms featuring two lions holding a shield.

Focus and design of the 2016 Reading Aloud Study

How well do children like reading aloud?

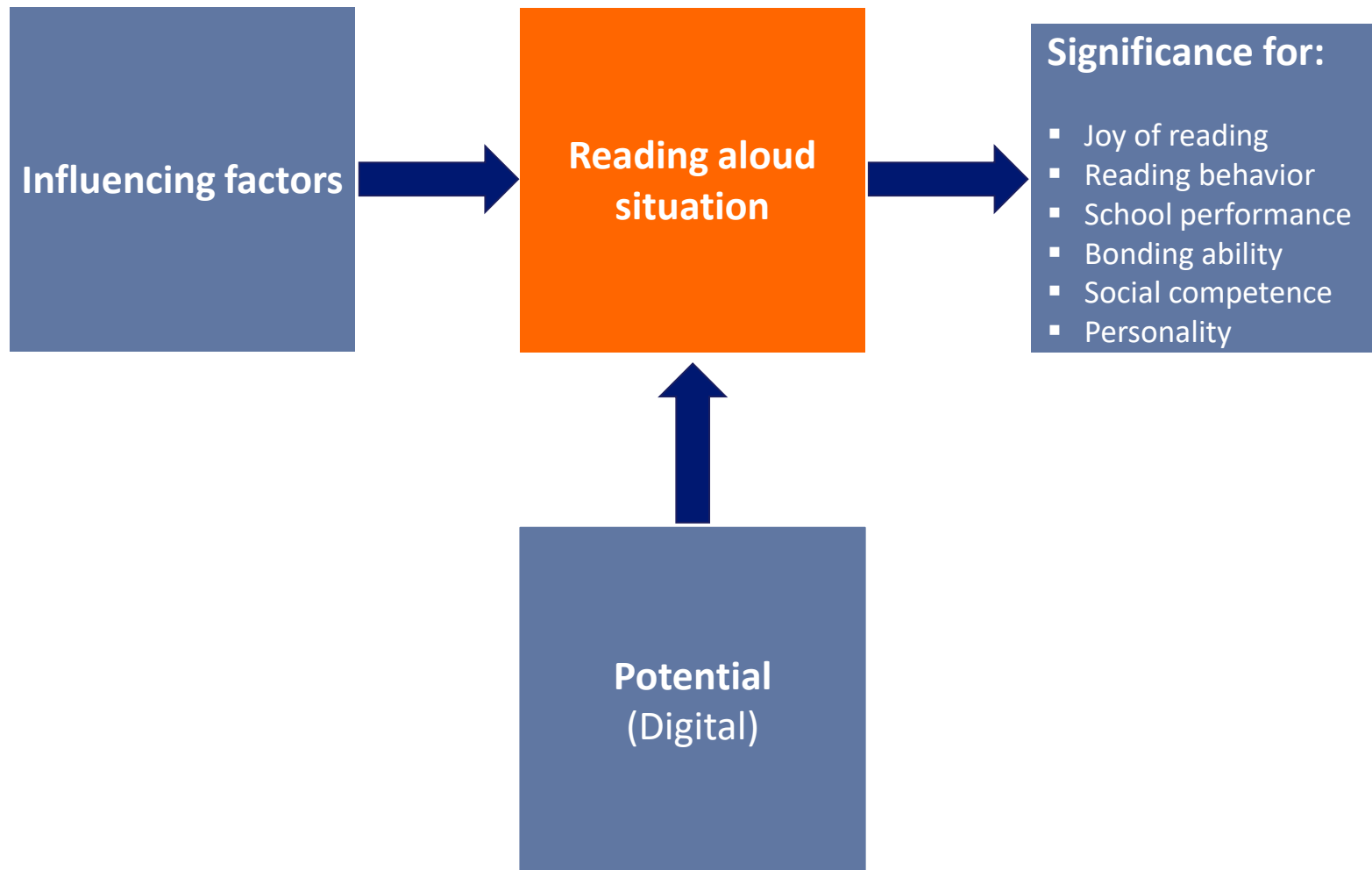
What do children like/not like about reading aloud?

What do parents need to consider?

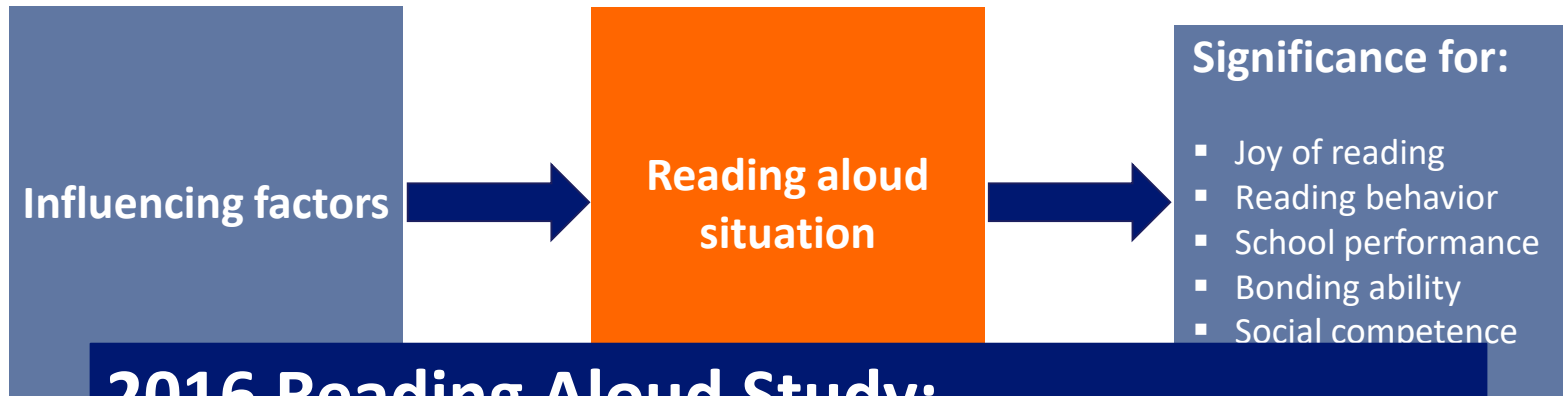
What role do people and situations play?

What are we encouraging?

Reading aloud studies: Usually an outside look at the reading aloud situation



Source: German Reading Foundation | 2016 Reading Aloud Study



2016 Reading Aloud Study: What does reading aloud mean to children? What do they like?

Pote
(Dig



Fact file for 2016 study: Quantitative survey of children and their mothers

Population:	Children 5 to 10 years of age in private households in Germany (approx. 4.17 million)
Sample:*	521 children from the ages of 5 to 10 years and their mothers
Method:	Standardized, face-to-face survey (personal interviews in the households / CAPI)
Field time:	June 14 to July 8, 2016
Field institute:	Iconkids & Youth, Munich

* The sample represents the population in key sociodemographic characteristics (age, sex, migrant background, education level in household, federal states, size of municipality, and marital status of the mother).

Source: German Reading Foundation | 2016 Reading Aloud Study

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Children love to be read to

Questions asked of the children who are/were read to by parents (n=491): "Do you sometimes not really enjoy being read to? / How often do/did you not really enjoy being read to?" | Numbers given in percent

Percentage of children that ...

(almost) always enjoy/enjoyed being read to

91

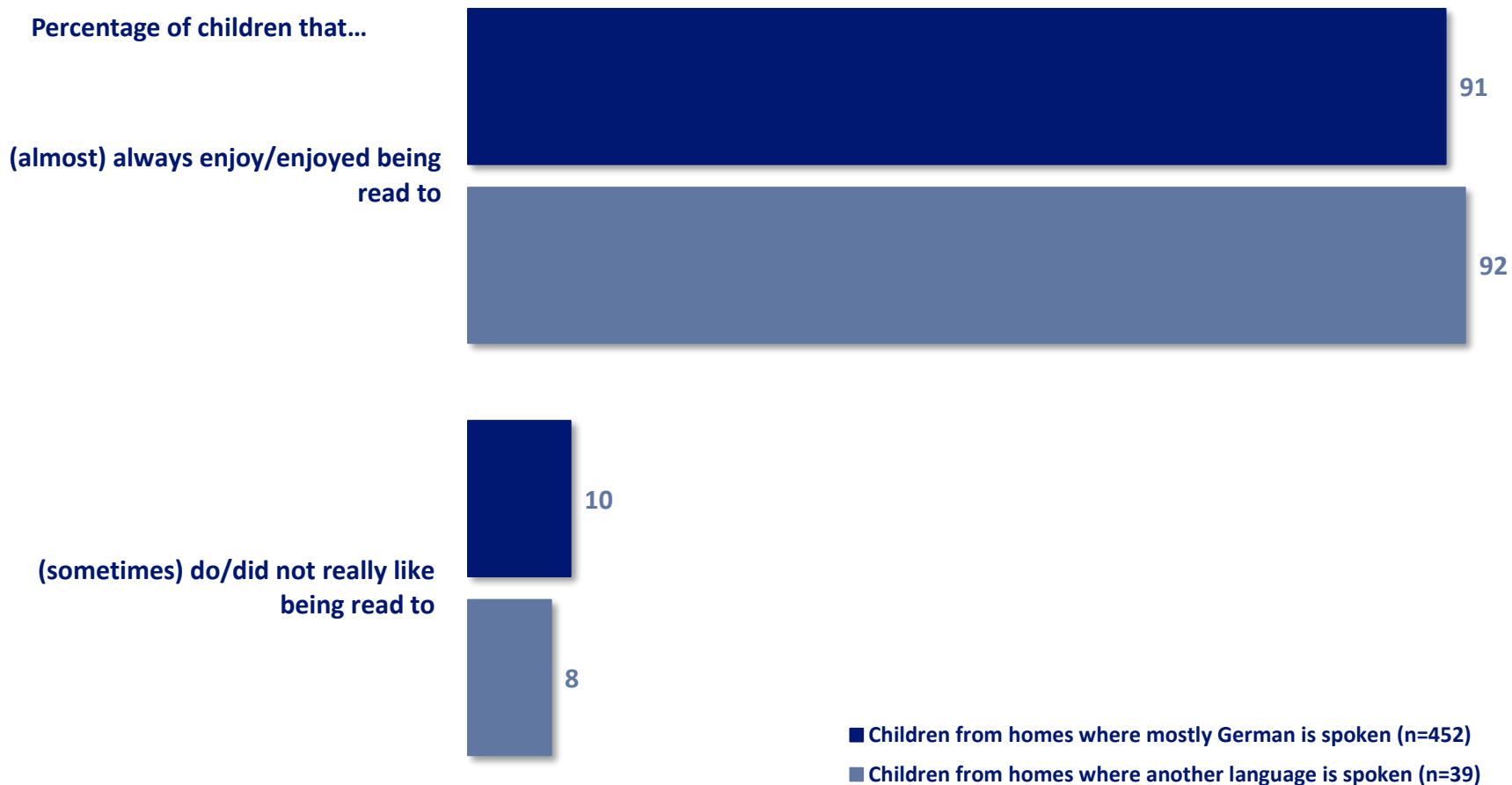
(sometimes) do/did not really like being read to

9

Source: German Reading Foundation | 2016 Reading Aloud Study

Children love being read to regardless of the language

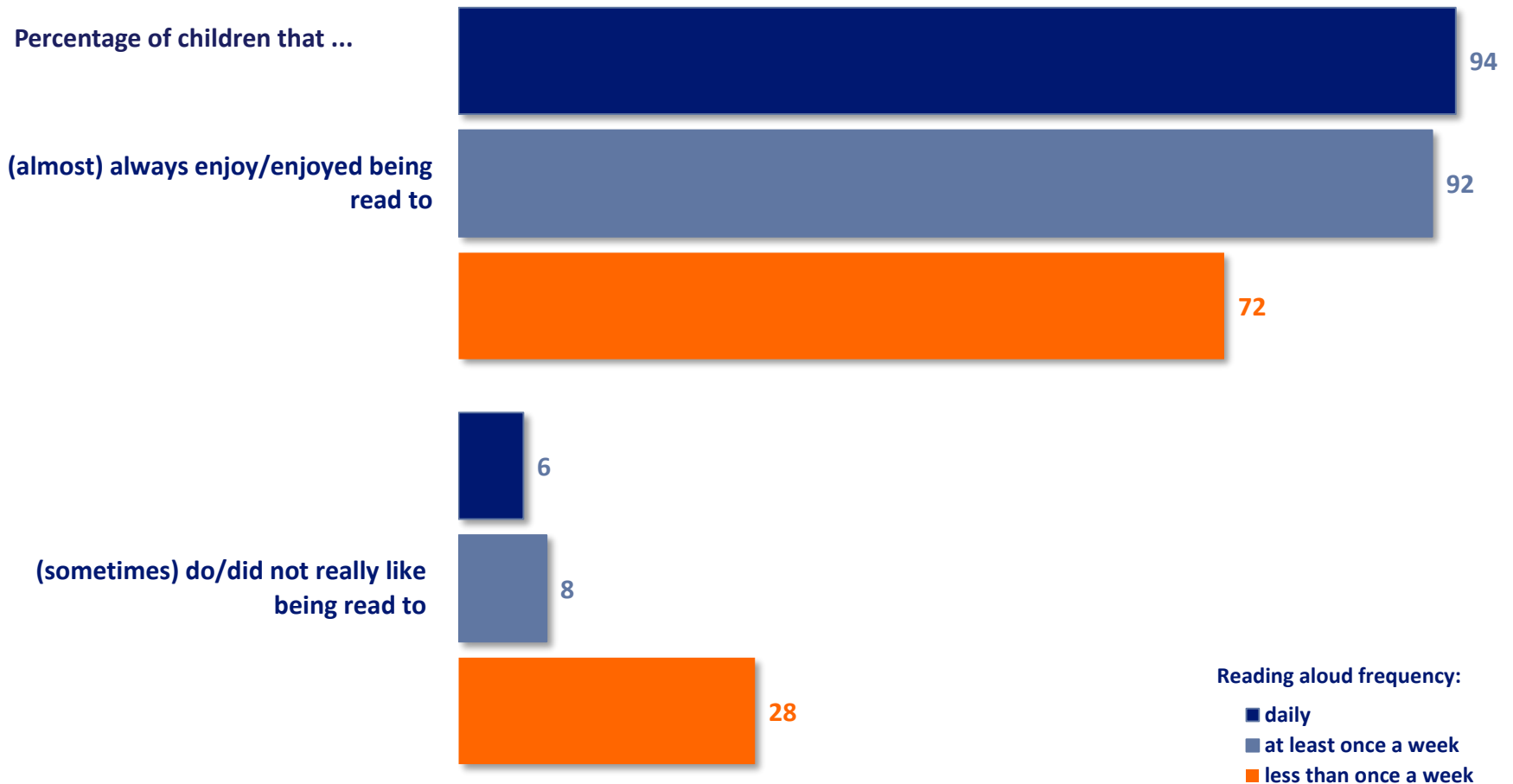
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Source: German Reading Foundation | 2016 Reading Aloud Study

Children love being read to especially when it is done regularly

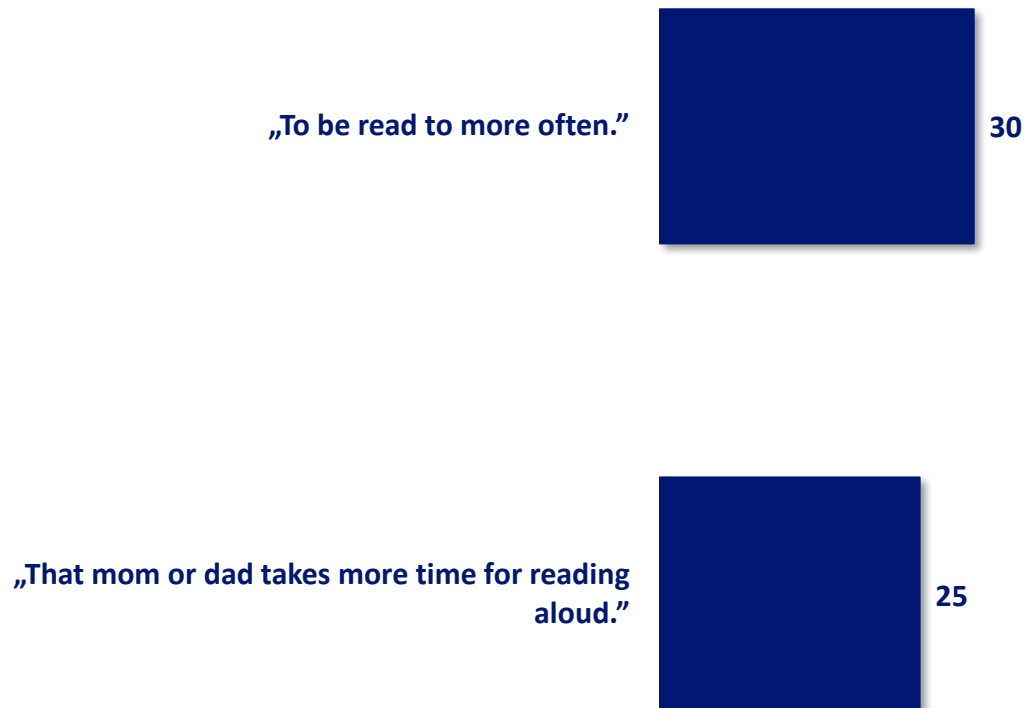
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Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud makes children want more - They can never get enough

Question asked of the children whose parents read/have read aloud to them (n=491): "What do you want when being read to? What could be even better about reading aloud?" | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

**→ Almost all children like to be read to.
They can't get enough.**

And this is the case regardless of the age, sex, or language spoken at home. The main thing is that children are read to regularly.

Focus and design of the 2016 Reading Aloud Study

How well do children like being read to?

What do children like/not like about being read to?

What do parents need to consider?

What role do people and situations play?

What are we encouraging?

Atmosphere, closeness, and stories make reading aloud attractive

Question asked of the children whose parents read/have read aloud to them (n=491): "What do/did you really like about being read to?" | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

Excitement, fun, and characters to identify with make stories great

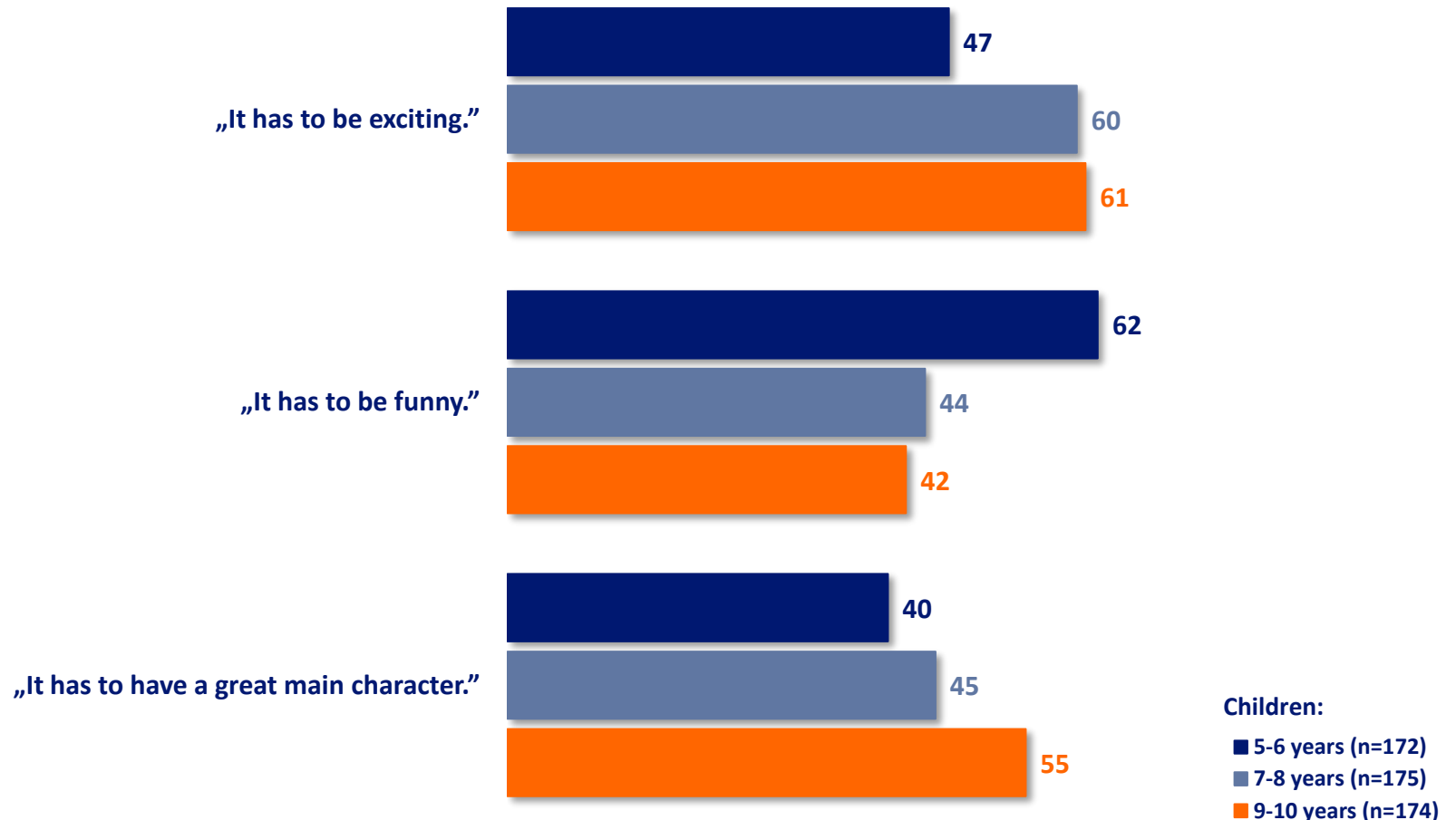
Question asked of the children (n=521): "What makes a story great for you?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

Younger children want to laugh, older children want excitement and interesting characters

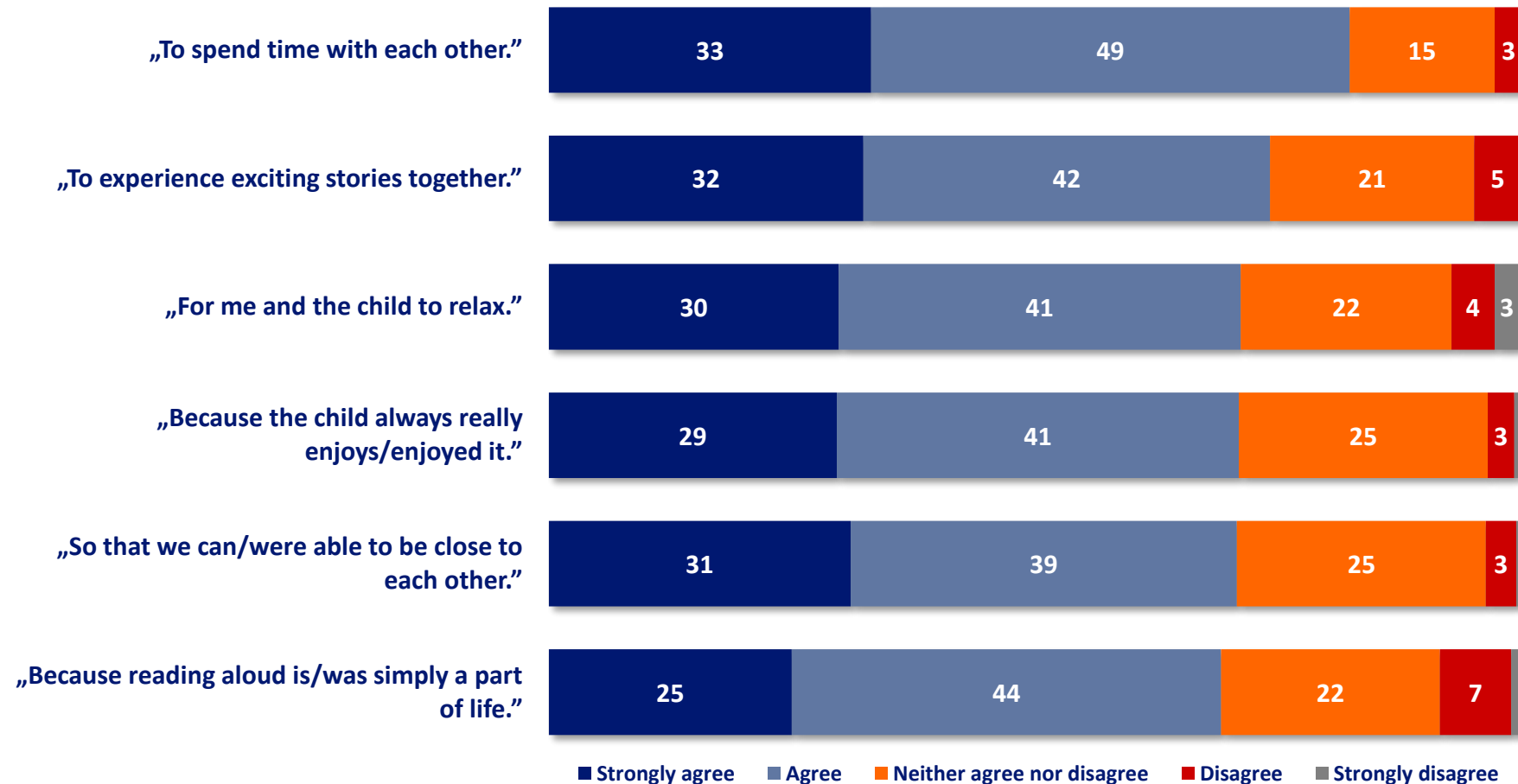
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Source: German Reading Foundation | 2016 Reading Aloud Study

Reasons parents have for reading aloud mirror what children like about being read to

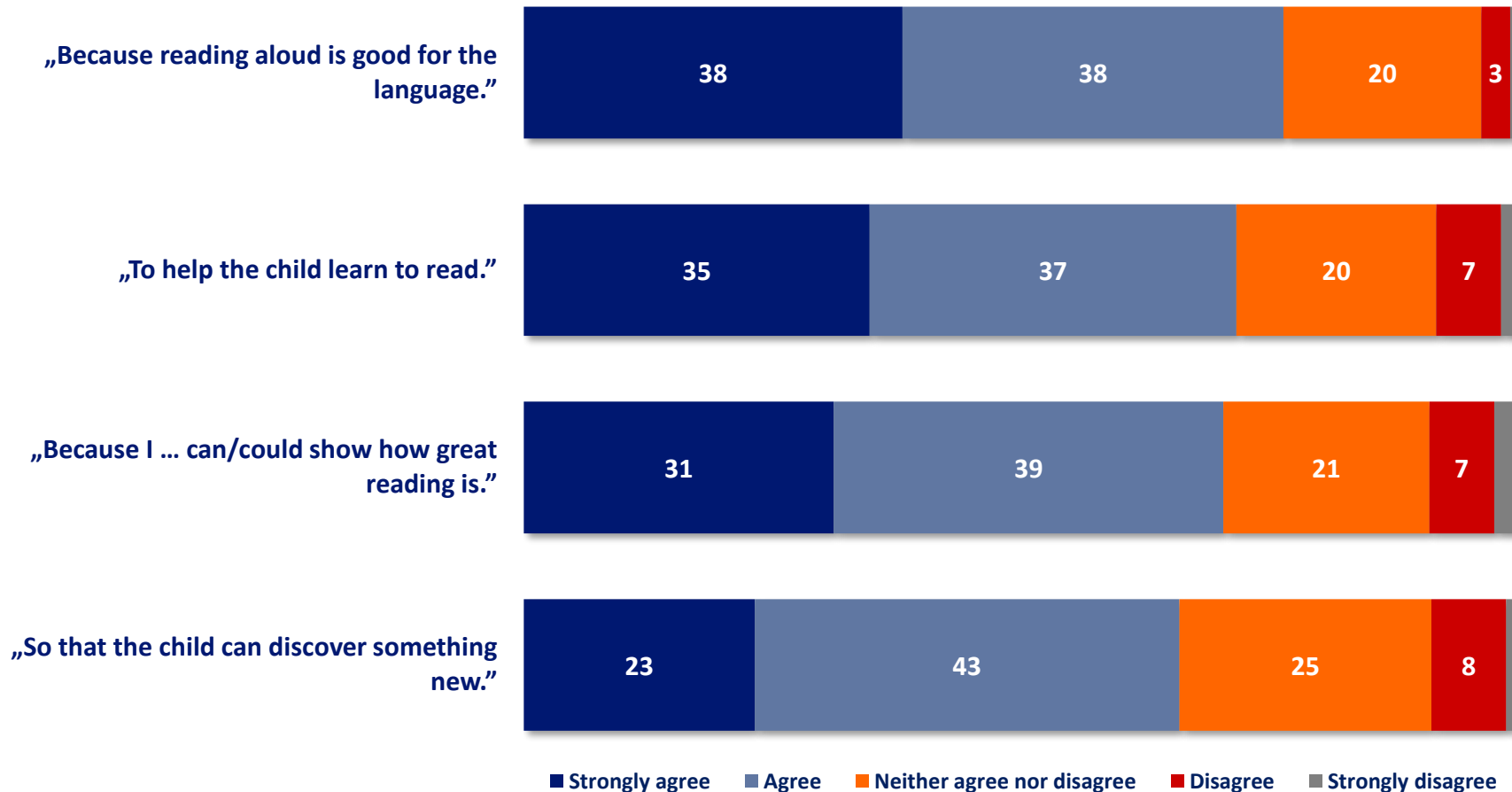
Question asked of the mothers who read/have read aloud to their children (n=480): “Why /do you read/have you read/ to your child?” | Numbers given in percent | Some of the responses



Source: German Reading Foundation | 2016 Reading Aloud Study

Many parents also recognize the benefits of reading aloud

Question asked of the mothers who read/have read aloud to their children (n=480): “Why /do you read/have you read/ to your child?” | Numbers given in percent | Some of the responses

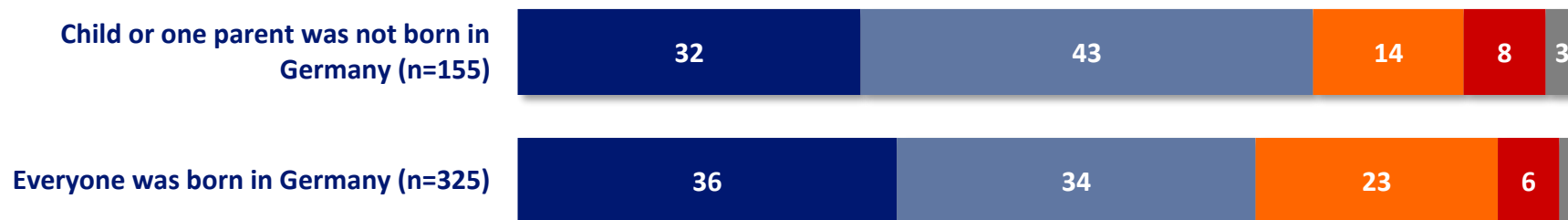


Source: German Reading Foundation | 2016 Reading Aloud Study

Regardless of their background, parents see the benefits of reading aloud

Question asked of the mothers who read/have read aloud to their children (n=480): "Why /do you read/have you read/ to your child?" | Numbers given in percent | Some of the responses

„To help the child learn to read.“



„Because reading aloud is good for the language.“



■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

Source: German Reading Foundation | 2016 Reading Aloud Study

➔ What children like best about reading aloud is the **closeness** to their parents and the **atmosphere**.

But the **story** and the **main characters** are just as important.

Focus and design of the 2016 Reading Aloud Study

How well do children like being read to?

What do children like/not like about being read to?

What do parents need to consider?

What role do people and situations play?

What are we encouraging?

The wrong story can spoil reading aloud fun for children

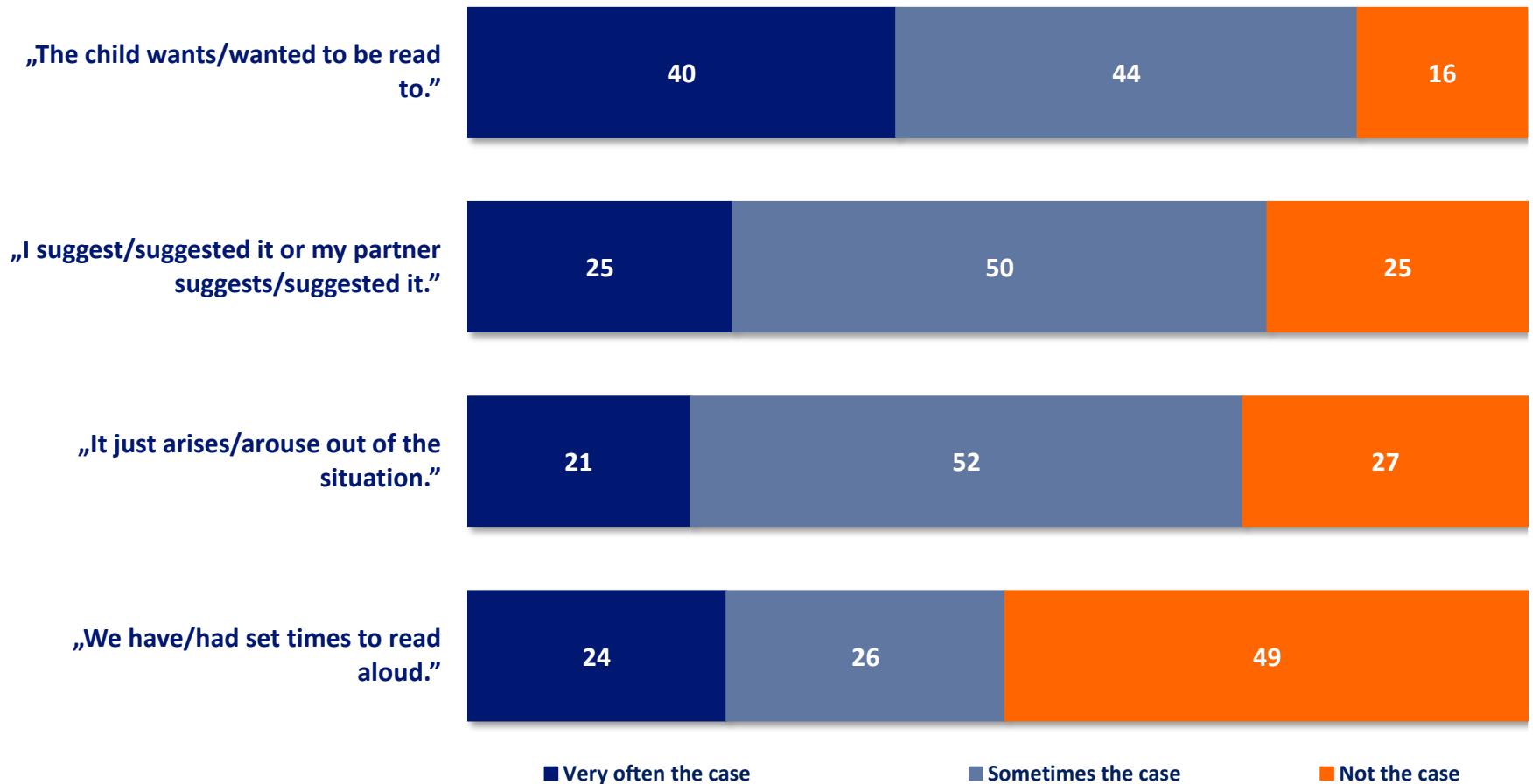
Question asked of children whose parents read/have read aloud to them and who now and then don't like being read to (n=94): "And why is/was that? What don't/didn't you like?" | Numbers given in percent | Some of the responses: Reasons which were given by more than 10% of the children



Source: German Reading Foundation | 2016 Reading Aloud Study

When reading aloud children are the impetus

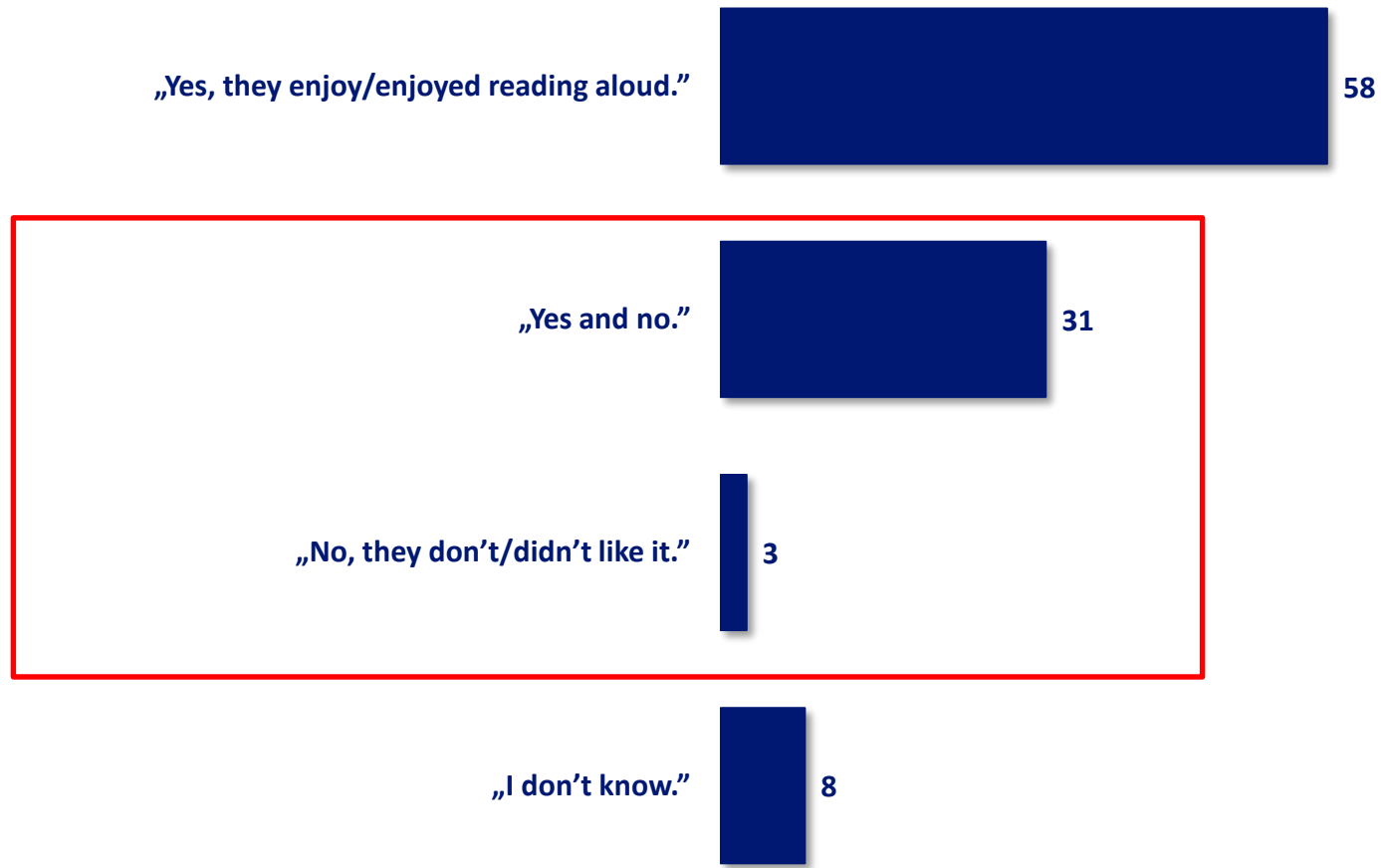
Question asked of the mothers who read/have read aloud (n=480): "Who usually takes/took the initiative if you or your partner read/have read aloud?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

Initiative alone is not enough – Parents' enjoyment and motivation are important

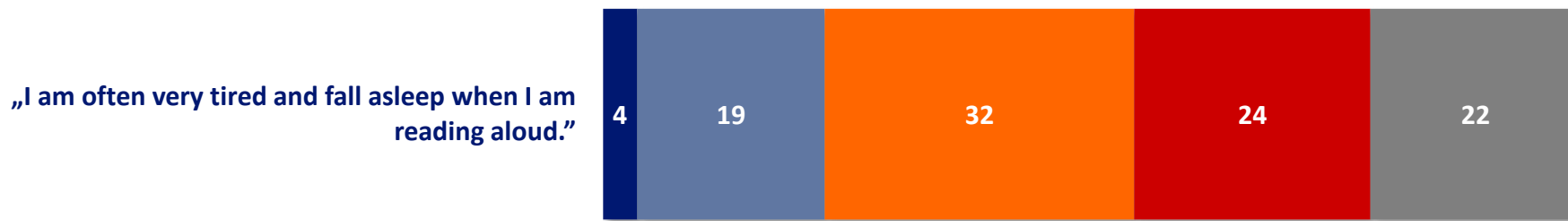
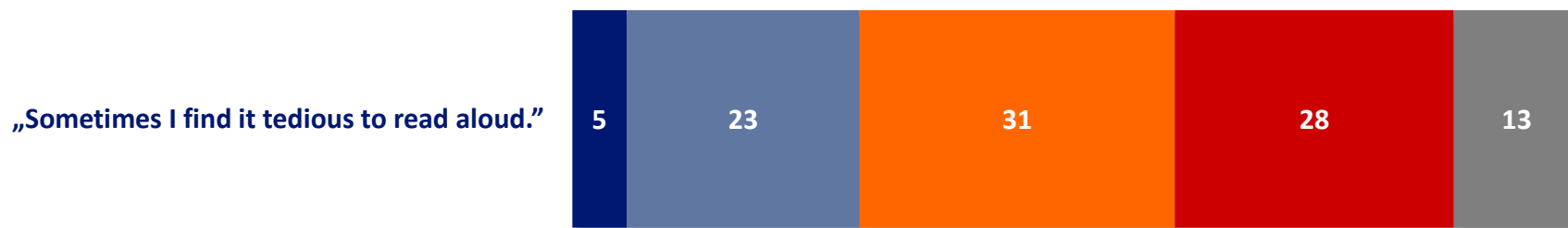
Question asked of the children (n=471): "Do you think reading aloud is fun for your parents, too?" | Numbers given in percent | Children whose parents read or have read to them



Source: German Reading Foundation | 2016 Reading Aloud Study

Children have good observation skills: Parents admit reading aloud is sometimes tedious

Question asked of the mothers who read or have read to their children (n=480): "Here are a few statements from parents about reading aloud. Do you agree with them?" | Numbers given in percent | Some of the responses

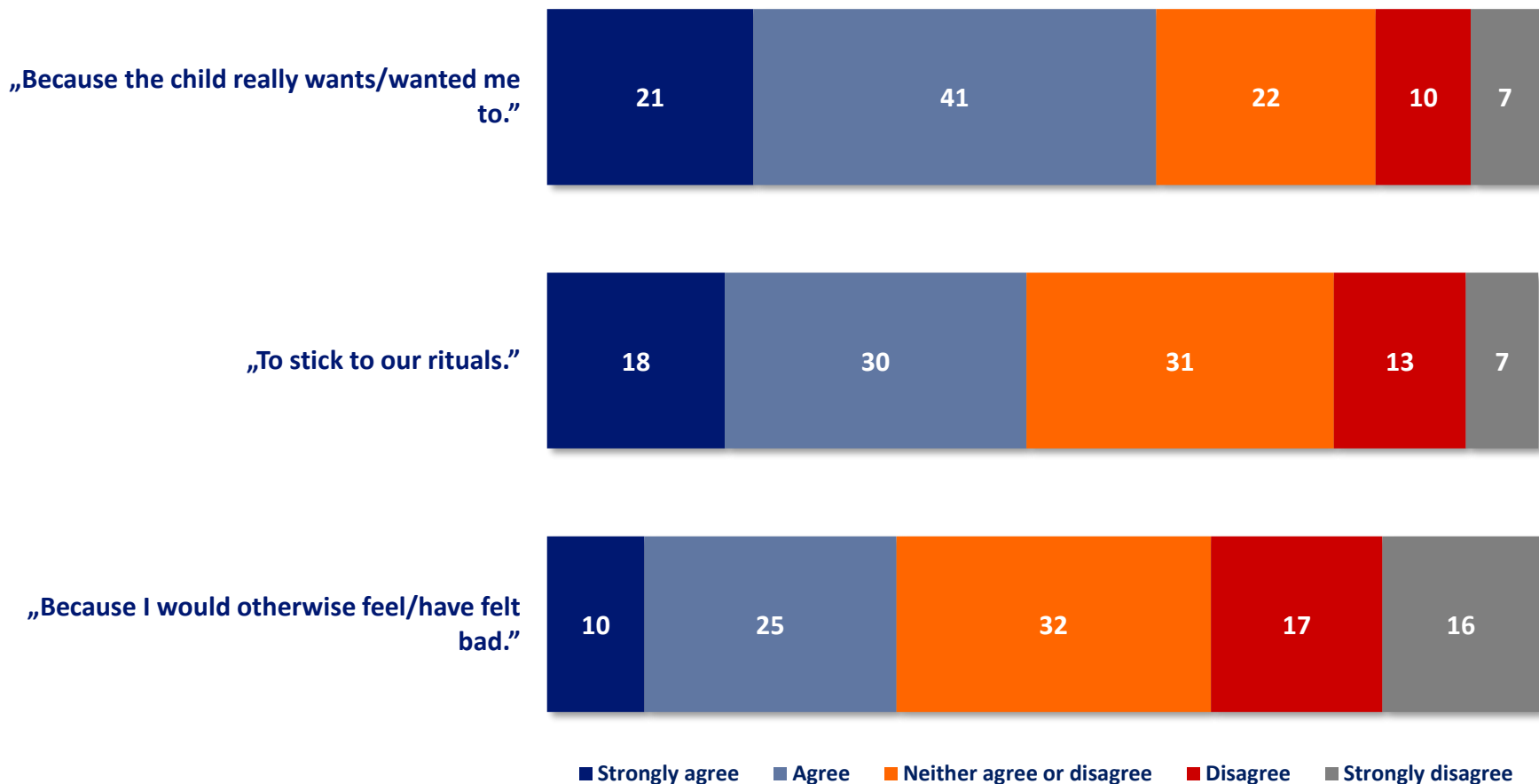


■ Strongly agree
 ■ Agree
 ■ Neither agree or disagree
 ■ Disagree
 ■ Strongly disagree

Source: German Reading Foundation | 2016 Reading Aloud Study

But many parents nevertheless read aloud and satisfy their children

Question asked of the mothers who read or have read to their children (n=480): "Maybe you know what it's like to not want to read aloud but you do anyways. How is it with you? Why do you read aloud in these moment?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

→ Children want to be read to and often take the initiative.

The key is that parents read with enjoyment and choose the right story because children are very sensitive about this.

Focus and design of the 2016 Reading Aloud Study

How well do children like being read to?

What do children like/not like about reading aloud?

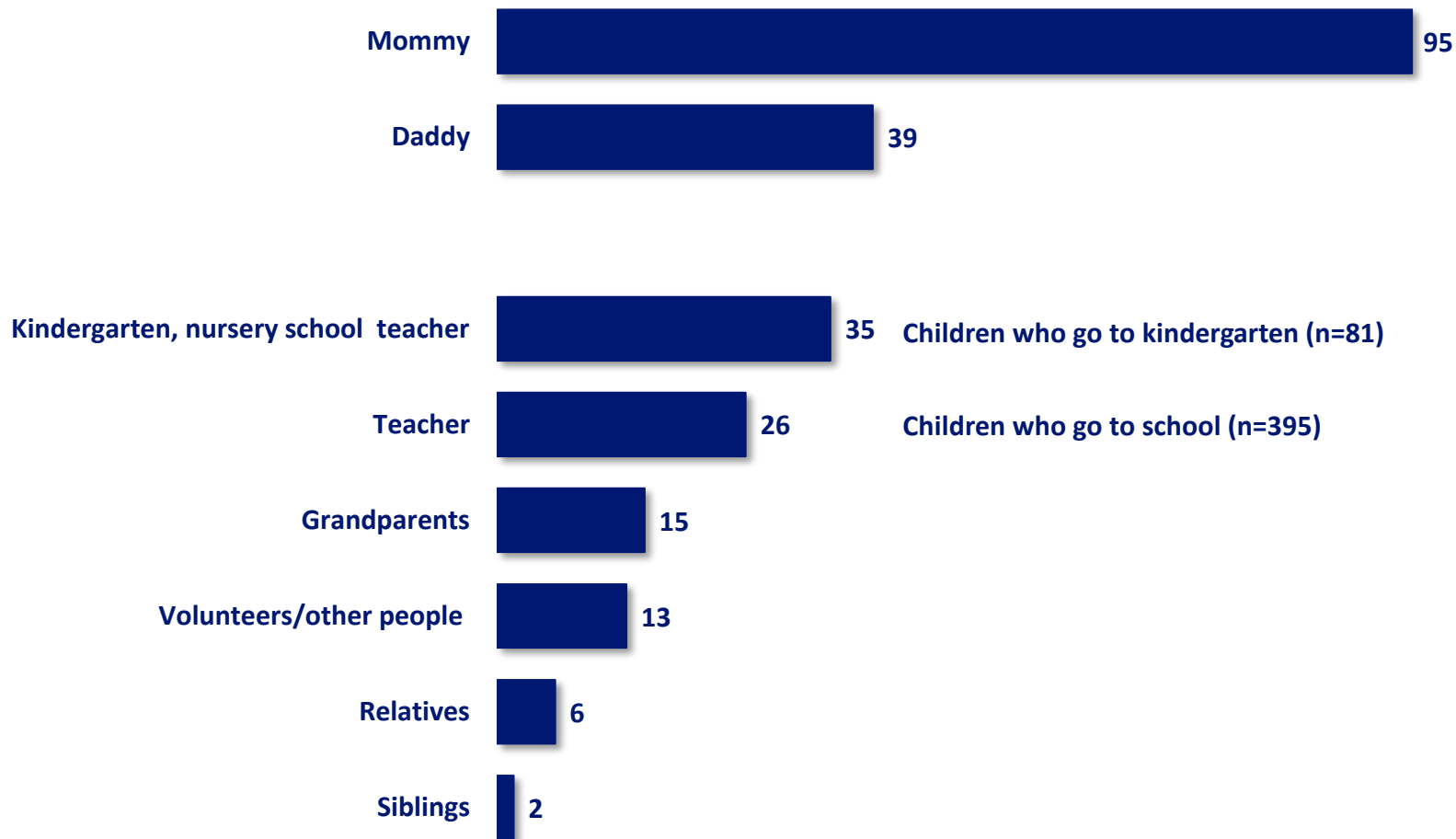
What do parents have to consider?

What role do people and situations play?

What are we encouraging?

Who actually reads to the children?

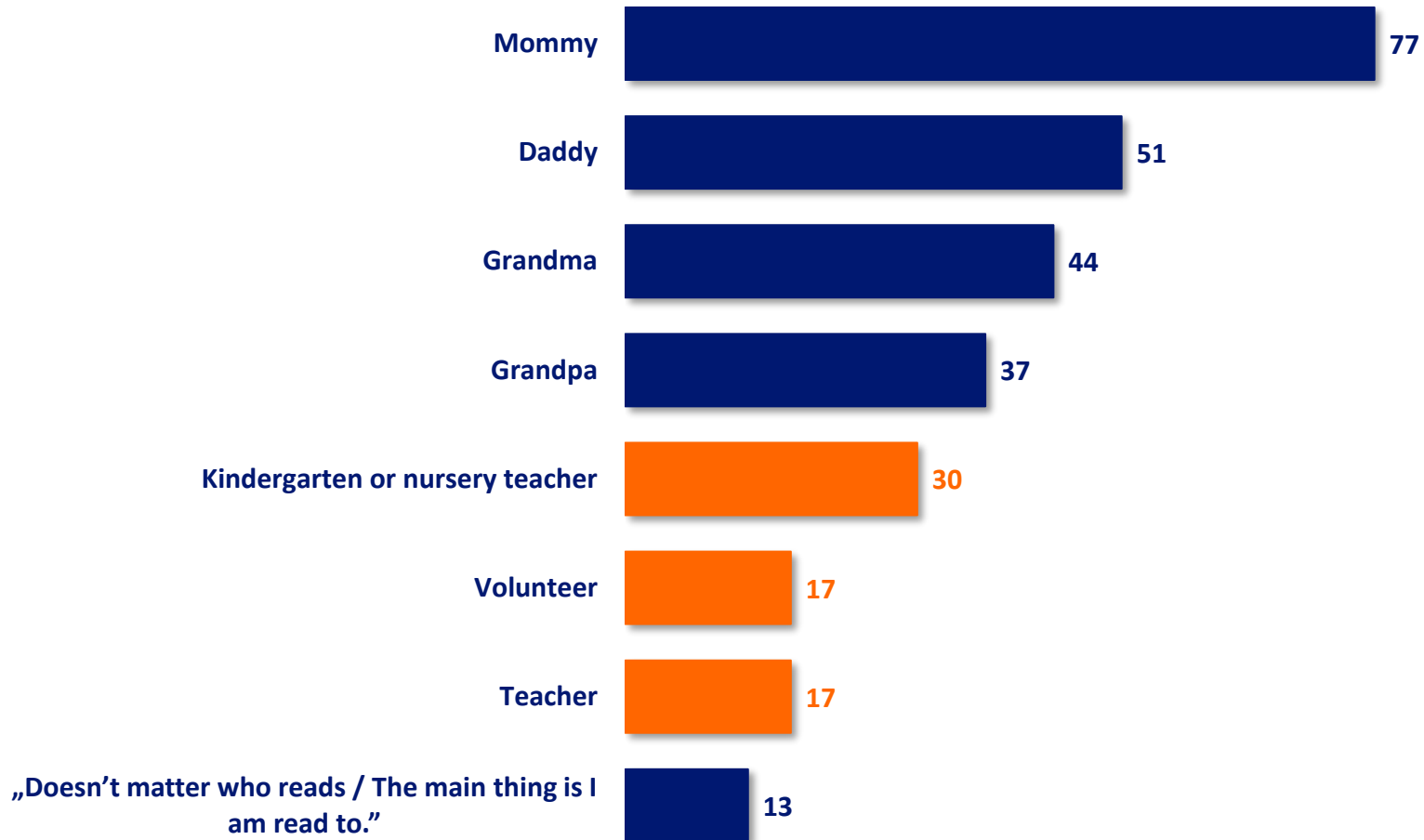
Question asked of the children who are/were read to (n=478): "Who has read to you recently?" | Numbers given in percent | Children who are currently being read to or who are currently not being read to, but who were read to in the past | Responses are grouped



Source: German Reading Foundation | 2016 Reading Aloud Study

Who do children really want to read to them?

Question asked of the children who are/were read to (n=491): "Who do you really want to read to you?" | Numbers given in percent | Children who are currently being read to or who are currently not being read to, but who were read to in the past | Only the named people form the basis | Responses below n=10 were not included



Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud outside the family does children good

Question asked of the children who are/were read to outside of the family (n=138): "If someone at nursery school or at school reads to you, things are a little different from home. There are other children around, someone might come in to read whom you don't know, and you often can't choose the story. Other children have told us a little about this. I am going to read to you what they said to us, and you tell me please how it is/was with you." | Numbers given in percent | Some of the responses

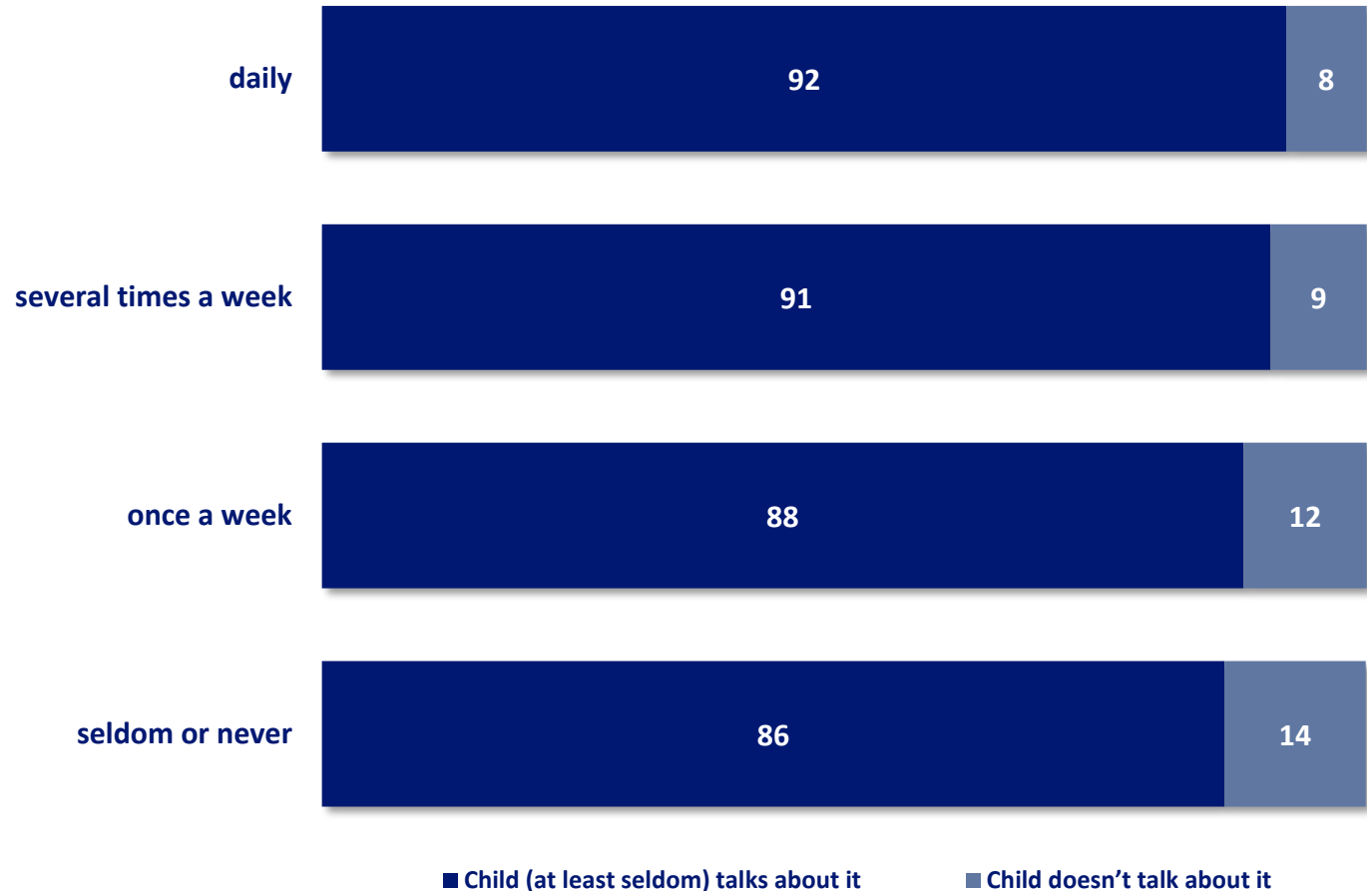


Source: German Reading Foundation | 2016 Reading Aloud Study

Reading aloud at (nursery) school is a topic of conversation at home, even where there is little reading aloud

Question asked of the mothers who know that their child is read to outside of the family (n=334): “Does your child sometimes talk about being read to at locations other than at home such as at nursery school or school?” | Numbers given in percent

Reading aloud frequency :



Source: German Reading Foundation | 2016 Reading Aloud Study

- ➔ **Reading outside the family is also valuable.**
It complements reading aloud in the family, but it can't replace it.
- ➔ Because the **closeness** and **familiarity** with the parents are missing as a key element.

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What do children like/not like about being reading to?

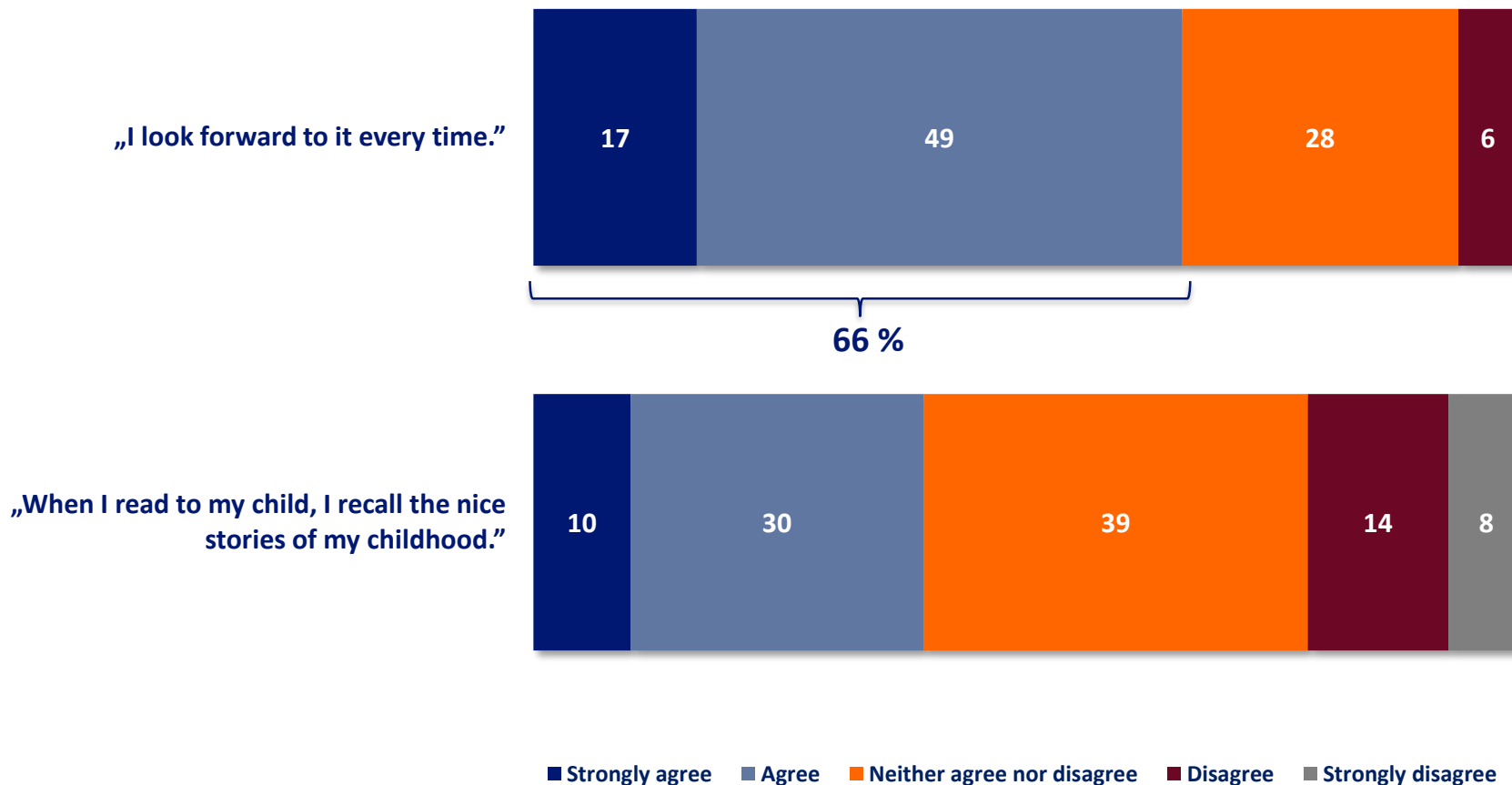
What do parents need to consider?

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Reading aloud is fun not only for children, but also for two-thirds of parents

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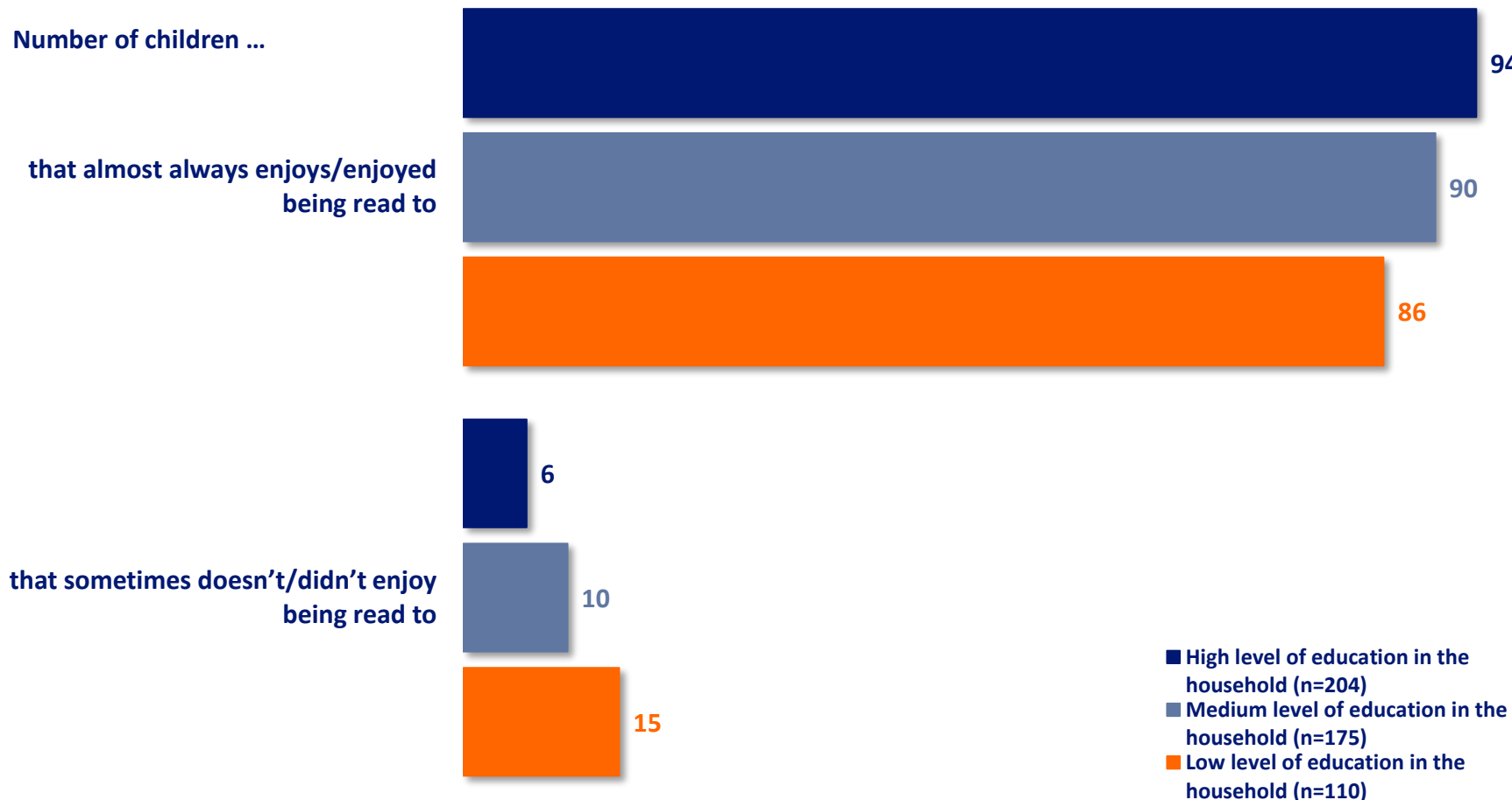


Source: German Reading Foundation | 2016 Reading Aloud Study

→ Satisfy the wishes of children by reading a good story every day!

Children love being read to even in households with lower levels of education

Questions asked of children whose parents read/have read to them (n=491): "Do you sometimes not really enjoy being read to? / How often do/did you not really enjoy being read to?" | Numbers given in percent

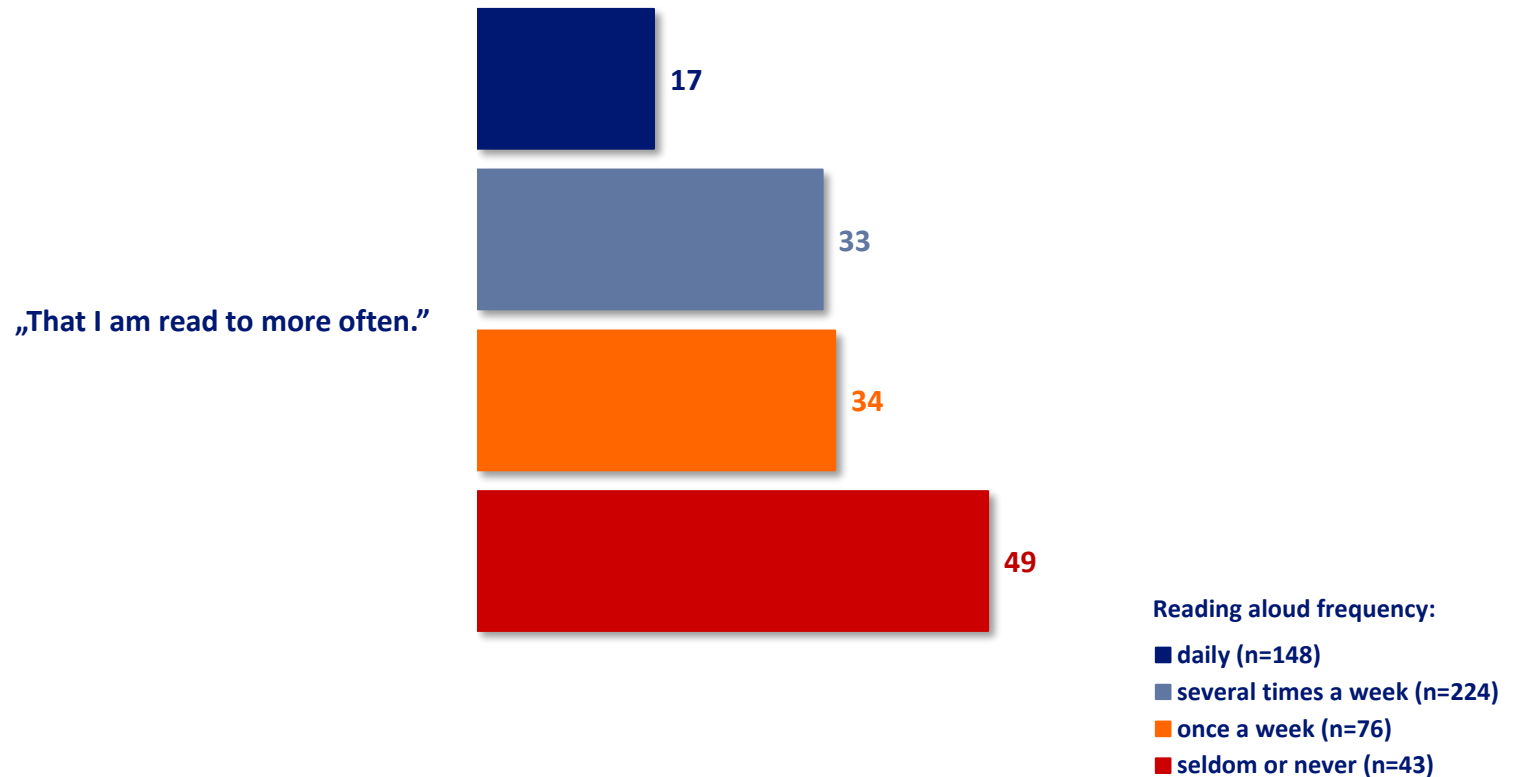


Source: German Reading Foundation | 2016 Reading Aloud Study

→ Let reading aloud become part of daily life for every family. It's not a privilege of the educated!

Children who are never or hardly ever read to really wish to be read to

Question asked of children whose parents read/have read to them (n=491): "What do you want when being read to? What could be even better about reading aloud?" | Numbers given in percent



Source: German Reading Foundation | 2016 Reading Aloud Study

**→ Children have a right to be read to.
15 minutes every day should be the rule!**

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