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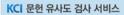**Journal Search +**

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Title

A Correlational Study of Readers` Perception of Written Materials, Professional reading Materials using Structural Equation Modeling

Abstract

The research is a correlational study to look for causes and factors relating to the design of written documents (professional reading materials) and identify those relationships that are useful for communication designers. The research specifically targeted the relationships between perception and reader`s past experiences and appearance of the written documents. A preliminary survey, such as interviews, discussions, questionnaires and brainstorming sessions are conducted to establish the observable attributes related to perception which are reader`s interests, importance of information and written documents complexity. Finally, the research used Structural Equation Model (SEM) to identify significant differences and analyze strong and weak correlations between these attributes. In general, the results of the study shows that the attribute appearances of a written documents with excellent visualizations for information display shows a strong correlation with interests while the attributes importance is weakly correlated with the complexity of the documents.

Key Words

Perception, reading experience, text complexity, appearances, interests, importance, information display, Structural equation Model, SEM

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목록