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Basic Study on the Attributes of Understanding Information from Professional Reading Materials Using KJ Method

Shaharuddin, Siti Shukhaira, 이상필
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Abstract

The main purpose of this phenomenology research is to analyze the attributes of public perceptions towards the professional reading materials consisting of Annual Report, Contract Document and Textbook. The research aim is to collect these attributes of perception and highlights the main issues that affect public readers' understanding of professional reading materials. Consequently, this phenomenology research is designed as an interpretive study that involves open-ended interviews and a brainstorming session using the KJ method. The research showed conclusively that KJ method is able to demonstrate the main attributes and highlight common factors in perceiving information and hence their ultimate understanding of the materials. The findings revealed nine categories of attributes which consist of perception, experience, reading behavior, contents search, purpose, appearance, action, material and media types. An affinity diagram was developed based on a brainstorming session in order to understand the phenomena of human perception towards professional reading materials. Finally, a conceptual framework was identified to be discussed in detail and later on will be extended for future study

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