

**RELATIONSHIP BETWEEN ATTITUDE TOWARDS READING AND LITERARY GENRE
PREFERENCE AMONG THE THIRD YEAR STUDENT OF COLLEGE OF ARTS AND
SCIENCES, CENTRAL PHILIPPINE UNIVERSITY**

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ABSTRACT

This study aimed to determine the relationship between the Attitude towards reading and genre preference as well as explores the Demographic characteristics and their influence on two variables. The respondents were the selected 3rd year college students of the College of Arts and Sciences of Central Philippine University. One hundred thirty two were randomly chosen. The test was conducted at one time on January 26, 2015 to March 2, 2015 around the premises of the university. Three part questionnaire determined their demographic characteristics, attitude towards reading, and literary preference. The data collected were analyzed using the Statistical Package for Social Science Software. Descriptive Statistics was used to analyze the personal profile of the respondents, specially the mean, frequency and percentage. Crammer's V was utilized test the variation among the variable such as sex and department. On the other hand, Gamma test was used to determine the variation on the age variable. The alternative hypothesis was tested using 5% level of significance. The findings of the study revealed that out of the majority of the respondents were female. Almost all the results of the study rejected the alternative hypothesis except for: (a) there was no significant relationship on literary genre preference among the respondents when classified according to sex; (b) There is no significant difference on literary genre preference among the respondents when classified according to sex; which is significant at 5% level of significance. The results also showed that those who consider a literary preference develop a very favorable attitude towards reading, and those who do not have any literary genre preference have an unfavorable attitude towards reading.