
Investigating the role of illustrations/visual elements on adult reading habits and literary attraction

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Abstract

Illustration is a thing that it can show things that a pictures are not able to show . Illustration can be considered as visual representation of the text . Illustration may have positive as well as negative effects on the reader like it makes easy for the reader to understand the concept easily and sometimes the presence of illustration can be disturbing to some people . The research aims to look for the role which illustration plays in adult's literature and reading habits and their literary attraction . The method used is a survey method. Survey was conducted by circulating a google form .The sample population is from the age group 18 to 65 from Pune city. Most of the participants preferred books with illustrations and with specific illustration styles. Participants also agreed that illustration play a crucial role in influencing the readers literary attraction.

Keywords

Illustration, Adult Literature, Reading Habits, Literary Attraction, Visual Representation, Text Engagement, Survey, Pune.

INTRODUCTION

This research aims to explore the role of illustration in adult literature and its impact on reading habits and literary attraction. It seeks to understand the preferences of adults regarding the presence of illustrations in books and articles, whether they prefer visual elements or text, and whether it enhances or detracts their overall experience. The research will be beneficial for illustration artists worldwide as it provides insight into people's preferences related to the

presence of visual elements or illustrations in literature. It will also help authors decide whether to add illustrations between texts or not, considering their reading habits and literary attraction. In the article "History of illustration," Susan Doyle, Jaleen Grove, and Whitney Sherman define illustration as pictorial means of visual communication. Although it is frequently emotive, it always serves a purpose and aims to convey a particular message to the intended audience.

Realistic, comic, line drawing, watercolour, flat design, editorial, technical, advertising, and package illustrations are only a few of the styles of illustrations. The main aim of each illustration drawing is to explain information to the reader easily in a visual format. Infographics posters are a popular example of illustrations, with 20% of the text and 80% of the illustrations. These posters allow readers to understand the message more easily than the text, as the human brain can capture images faster than texts. In today's fast-paced world, illustrations are a boon as they provide information to the target audience in just a few seconds. Illustrations enhance storytelling by providing visual elements that clarify text and fill gaps between texts. They also help readers understand the storyline. However, there are some negative impacts, such as the illustrations taking up more space and making books heavier. Additionally, the style of illustrations may not match the reader's preferences. Reading habits, which include reading habits, are calculated based on how much, how often, when, and what a person reads. Reading habits can be influenced by books, printed articles, and electronic materials, and can vary depending on the material used.

This article is written by Feathers and Arya[2012] on "The role of illustrations during children's reading". They have described how children treated illustrations as an integral part of a story and used them in multiple ways to encourage their reading and foster comprehension. As they read on their own, young children take note of and utilise picture book visuals to support their claims. They used young children as their sample population. Group discussions, interviews, and other methods were used in the research. In addition to validating the use of eye tracking to assess young children's reading, this study supports the significance of illustrations while reading.

This research was conducted by Martinez and Harmon[2012] on the topic "An investigation of literary elements in picture books". The purpose of the study was to determine how texts and images work together to generate literary components in picture books for both young and old readers. Thirty picture books for both young and senior readers provided the data. According to the research, children's books rely heavily on drawings to develop each

part, although the texts and illustrations collaborate in a variety of ways. On the other hand, research on adult literature showed that illustrations were mostly responsible for setting, mood, and character interactions. Results imply that teaching that emphasises the interaction of images and text to create literary characteristics in picture books may improve comprehension.

This research was conducted by Katherine [2014] on the topic "A study of pictorial interpretation of health education illustrations by adults with low literacy levels". An examination of picture books' literary components. The purpose of the study was to determine how texts and images work together to generate literary components in picture books for both young and old readers. Thirty picture books for both young and senior readers provided the data. According to the research, children's books rely heavily on drawings to develop each part, although the texts and illustrations collaborate in a variety of ways. On the other hand, research on adult literature showed that illustrations were mostly responsible for setting, mood, and character interactions. Results imply that teaching that emphasises the interaction of images and text to create literary characteristics in picture books may improve comprehension.

This study was conducted by Wei and Yuan Ma[2017] on the topic "Influences of visual attention and reading time on children's and adults." This uses a mobile electroencephalography equipment to examine the connection between reading duration and visual attention. Both adults and youngsters provided the data. Taiwan was the site of this experimental investigation. The findings show that reading duration and visual attention are strongly influenced by age. Adults have better visual attention and more reading time than children. While female adults show greater visual attention than male adults, boys' visual attention is superior to girls'. According to the study's findings, multimedia picture books with light and animation features appeal more to guys and hold their interest longer.

This research is done by Samiya on the topic "An investigation into children's responses to illustrations". The significance of images in children's books and how kids

react to them are examined in this essay. Six youngsters, all of whom were nine years old, participated in the study. Focus groups, one-on-one conversations, interviews, and other methods were used to gather the data. In the end, the information gathered had examined a wide range of topics pertaining to children's book artwork.

Children like books with illustrations that take up more than half of the page. Culture and identity can be preserved with the use of drawings. Children's emotions, moods, etc. are impacted by illustrations. According to this study, most kids like books with illustrations.

METHODOLOGY

Sample size -

The sample selected for the study is the people from different professions around the Pune City

Sample population-

People from the age group [18 - 65 years], Urban Population to capture a broad spectrum and habits and preferences.

Research Method -

Survey Method via google form is being used (qualitative and quantitative approach used)

Tools Of Data Collection -

Data was collected by using questionnaire method. A questionnaire was prepared which consisted the questions related to adult reading habits , types of illustration people like , preferred reading format, age , gender , occupation etc. Some open ended questions were also asked .

Inclusion And Exclusion-

The people who like to read books, articles, novels etc, from Pune City

Hypothesis-

Null Hypothesis- Illustrations in literature doesn't significantly affects the adult reading habits or literary attraction

Variables-

Independent - illustrations in literature

Dependent- adult reading habits or literary attraction.

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Procedure

The questionnaire clearly explained the purpose of the research , the participants answered the questions without any hesitation. It was assured that their identity and their responses would remain confidential. It was assured that no personal information was asked .The questions would not be disrespectful or cause any kind of discomfort. The questions were unbiased and the participants are free stop answering or withdraw from the questionnaire without any consequences. While completing this research complete transparency and honesty were maintained.

Survey Questions

Age: - 18-24 - 25-34 - 35-44 - 45-54 - 55-64 - 65+

Gender:

- Male
- Female
- Non-binary
- Prefer not to say

Education Level:

- High school diploma or equivalent
- Some college
- Bachelor's degree
- Master's degree
- Doctorate or higher
- Other (please specify)

Occupation: - Student

- Professional (e.g., engineer, lawyer, teacher) - Creative (e.g., artist, writer, designer)
- Service industry (e.g., healthcare, retail) - Retired
- Other (please specify)

Reading Frequency:

- Daily
- Weekly
- Monthly
- Occasionally

Which genres do you most frequently read?

- (- Fiction (e.g., novels, short stories)
- Non-fiction (e.g., biographies, history)
- Scientific (e.g., research, popular science)
- Fantasy
- Mystery/Thriller
- Romance
- Self-help
- Graphic Novels/Comics - Other (please specify)

Preferred Reading Format:

- Print books
- E-books
- Audiobooks
- No preference

Do you prefer books with illustrations?

- Yes, always
- Sometimes
- Rarely
- Never

How important are illustrations in your reading experience?

- Very important
- Somewhat important
- Not very important
- Not important at all

Which types of illustrations do you prefer in books?

- Realistic
- Abstract
- Minimalistic
- Detailed
- Colorful
- Black and white
- Artistic styles (e.g., watercolor, digital art)
- No preference

How do illustrations influence your decision to read a book?

- Strongly influence (I choose books based on illustrations)
- Moderately influence (Illustrations are a factor but not the main one)
- Slightly influence (Illustrations are a minor factor)
- Do not influence (I do not consider illustrations)

In which types of books do you find illustrations most appealing?

Fiction

Non-fiction

Scientific

Children's books

Graphic novels/comics

Art or coffee table books

Other (please specify)

Have you ever stopped reading a book because the illustrations did not meet your expectations?

- Yes - No

- Not sure

Do you believe that illustrations enhance your understanding of the content?

Yes, they help clarify and add depth

They provide visual interest but do not affect understanding

No, they do not enhance understanding

Not sure

Do you believe that illustrations enhance your understanding of the content? - Yes, they help clarify and add depth

- They provide visual interest but do not affect understanding - No, they do not enhance understanding

- Not sure

Can you describe a memorable experience where illustrations positively impacted your reading?

-(open ended)

Are there any particular illustration styles or trends you would like to see more in books? -(open ended)

Do you have any additional comments or suggestions regarding book illustrations and their impact on your reading habits?

-(open ended)

What do you think illustrations play in motivating adults to read more often or explore different types of reading materials?

-(open ended)

Can you provide an example where illustrations motivated you to pick up a particular book and article?

-(open ended)

DATA ANALYSIS

The data was collected from the people of age group 18 to 65 from which 66.7 (female), the remaining were male participants. 43.3 % was from age group 18 - 24 and remaining were from the age group 25-65 from which 43.3% were professionals and remaining had other occupations like , student, service etc. 40% participants read daily, 30% read occasionally and remaining read weekly or monthly. 60% of participants read fiction and remaining like to read nonfiction, scientific , thriller comedy etc. 70% preferred printed books , the remaining preferred ebooks, audio books or don't have specific preference. Equal percent of the participants always and sometimes preferred books with illustrations (46.7%) respectively , the remaining rarely preferred. 56,7% think that illustrations are somewhat important , 33.35 felt they are very important and others feel that they are not very important or not important at all. 53.4 collectively preferred realistic and minimalistic (26.7 % respectively) , remaining preferred abstract, detailed or the other major techniques etc. 36.7% participants prefer illustrations in children's books , 20% prefer them in novels and remaining preferred them in coffee table books, newspapers etc. More than half of the participants stop reading the books if the illustration. style doesn't meet their expectations at the remaining participants either have stopped reading, may have stopped reading or they are not sure. 46.7 % feels that it moderately influence their decision to read a book, the others think it slightly or strongly or don't influence. 80% participants believe that illustrations influence their understanding of the content and the remaining don't feel or sometimes fell

that it enhances their understanding . Many participants shared their memorable experience where illustrations positively impacted their reading, like some felt it impacted during school days ,from chintoo books, from Sudha Murthy books, because from novels where illustrations made the situation relatable, Some think illustration makes reading more imaginary.Some think it impacted in children's books, nursery rhymes, story books .

Some think because of illustrations they developed a reading habit ,some said they are more impactful in comics, some said illustrations helped them to understand a difficult idea. Most of the people didn't have any specific suggestions but some said books shouldn't be overloaded with illustrations. They should be minimal good illustrations have very positive impact.They should be attractive ,they are very powerful .Some said they should be realistic and some think they should be minimalistic.Most of the people said 'yes' for the question- illustrations motivate adults to read more often or explore difference types. Some said 'no' as for adults content is more important than that of illustrations. Some said illustrations can engage visual senses, some think front page illustrations form perception about the book acting as motivating factor. Basically it attracts the readers. Some think that it depends from person to person as it might be true in some cases. Many participants shared their memorable experience where illustrations positively impacted their reading, like some felt it impacted during school days ,from chintoo books, from Sudha Murthy books, because from novels where illustrations made the situation relatable, Some think illustration makes reading more imaginary.Some think it impacted in children's books, nursery rhymes, story books .Some think because of illustrations they developed a reading habit ,some said they are more impactful in comics, some said illustrations helped them to understand a difficult idea.Most of the people didn't have any specific suggestions but some said books shouldn't be overloaded with illustrations. They should be minimal good illustrations have very positive impact.hey should be attractive ,they are very powerful .Some said they should be realistic and some think they should be minimalistic.Most of the people said 'yes' for the question- illustrations motivate adults to read more often or explore difference types. Some said 'no' as for adults

content is more important than that of illustrations. Some said illustrations can engage visual senses, some think front page illustrations form perception about the book acting as motivating factor. Basically it attracts the readers. Some think that it depends from person to person as it might be true in some cases.

DISCUSSION

The data analysis says that the illustrations significantly impact the reading habits and literary attraction of the young adults. This is contradictory to the null hypothesis . Most of the participants said to prefer books which have illustrations in it . Styles such as realistic and minimalistic were mostly preferred by the majority of the people. Participants also stated that presence of the illustrations in between the text also enhanced their understanding of the text. Participant also said that the presence of illustration motivates them to read more frequently and with a specific people who have specific taste for the genres like children's books, comics. From of the participants , 90% people agreed the importance of presence of illustration in the text, for enhancing the understanding and communication. Participants also agreed that the presence of illustrations helps the readers to understand the concept in an easy way. According to this study, illustrations are essential in influencing readers' literary fascination and drawing them into a specific work of literature, therefore the hypothesis is rejected.

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