Improving Literacy by Increasing Reading Interest

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Improving Literacy by Increasing Reading Interest
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Problem
Literacy proficiency in the United States is below average compared to other developed countries. Increasing interest in reading can remedy this problem.

Solution
To help their children read more, parents need better knowledge of book recommendation systems.

Literacy
• Ability to read written language
• Ability to understand reading

Methodology

Data:
• Parents supplied title of child’s favorite book

Procedure:
• Book title entered into recommendation sites
• List of recommendations supplied to parents

Evaluation:
Parents evaluated recommendation websites on:
• Accuracy (based on list of recommendations)
• User-Friendliness (based on preference)

Accuracy of Recommendations

<table>
<thead>
<tr>
<th>What should I read next?</th>
<th>Common sense media</th>
<th>Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>82%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Conclusion
• What Should I Read Next is best
• Parents prefer it
• Most accurate recommendation

Acknowledgements
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References
David, A. (2013, 1 November). Should we be worried about the decline of children’s reading? The Guardian.