

Bookbuzz student and coordinator surveys

2014-15

Introduction

The Bookbuzz student and coordinator surveys were sent out to all schools taking part in the Bookbuzz programme, apart from those who were taking part in Beyond Booked Up. Schools taking part in Beyond Booked Up will be surveyed at a later date about Beyond Booked Up as a whole.

Bookbuzz coordinators were asked to complete the coordinator survey and to encourage students who had received Bookbuzz during this academic year to complete the student survey. The surveys were open for three weeks in January/February 2015. The student survey received 639 responses and the coordinator survey received 257 responses.

Bookbuzz student survey

Background

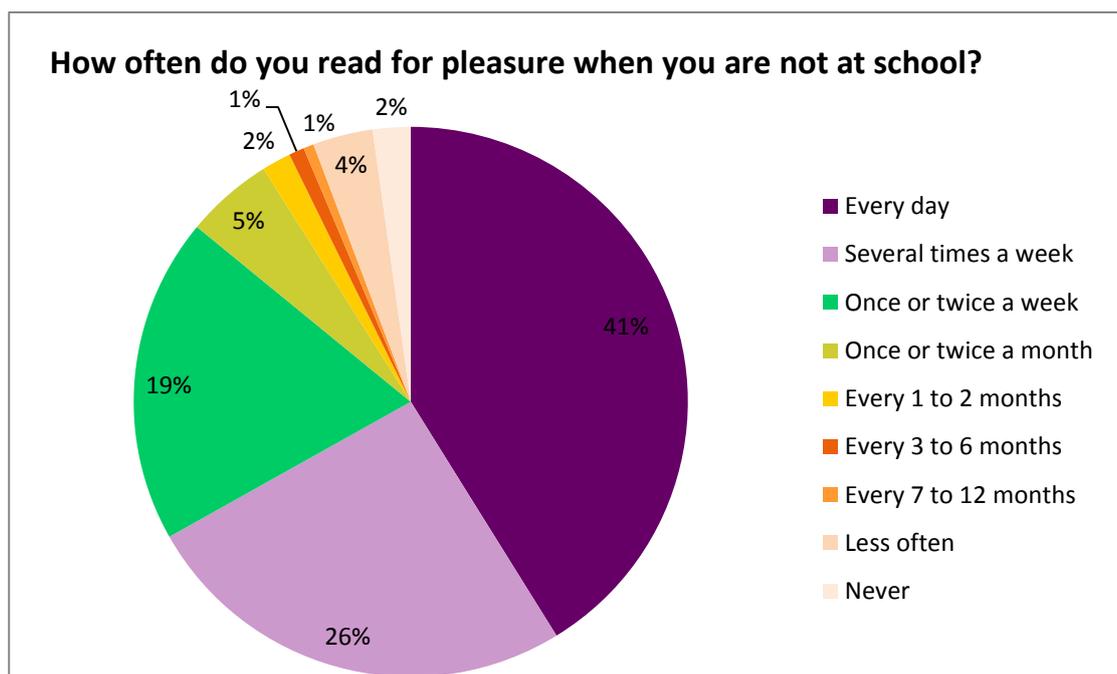
- 99.8% of students completing the survey reported that their school was in England.
- 94% of students completing the survey were in Year 7.
- 52% of respondents were female and 46% were male.

Book ownership

97% of students stated that they had books of their own at home. The median number of books that students reported owning was 50 and the median number of books in total in their home was 115.

Frequency of reading

The majority of students reported that they read for pleasure either every day (41%) or several times a week (26%). Only 2% of students reported that they never read for pleasure outside of school.

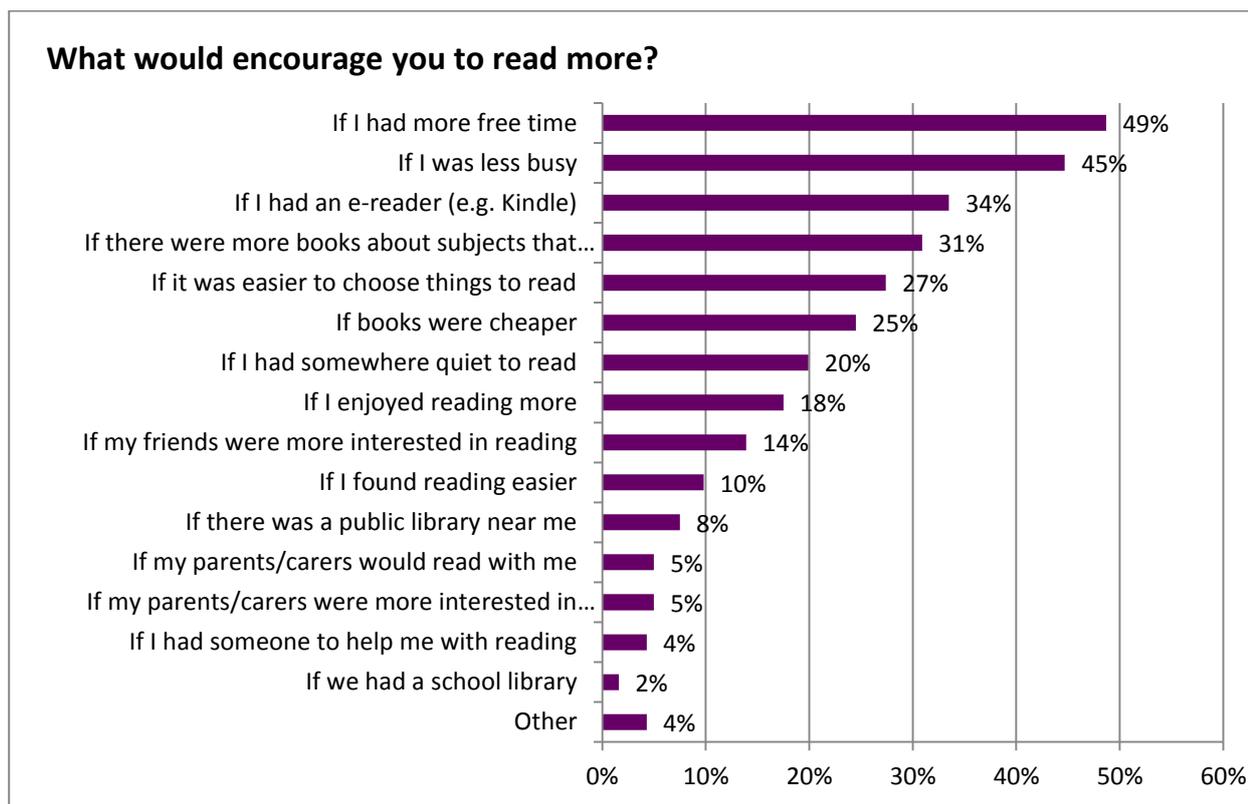


59% of students reported that they thought they read enough, whilst a quarter thought that they should read more and 17% would like to read more.

When asked what would encourage them to read more, the most popular answers were 'If I had more free time' (49%) and 'If I was less busy' (45%), followed by 'If I had an e-reader' (34%), 'If there were more books about subjects that interest me' (31%), 'If it was easier to choose things to read' (27%) and 'If books were cheaper' (25%).

Low numbers of students reported that they would like more parental engagement with their reading, with only 5% reporting that they would be encouraged to read more 'If

my parents/carers would read with me' and 'If my parents/carers were more interested in reading' whilst only 4% said 'If I had someone to help me with reading'.

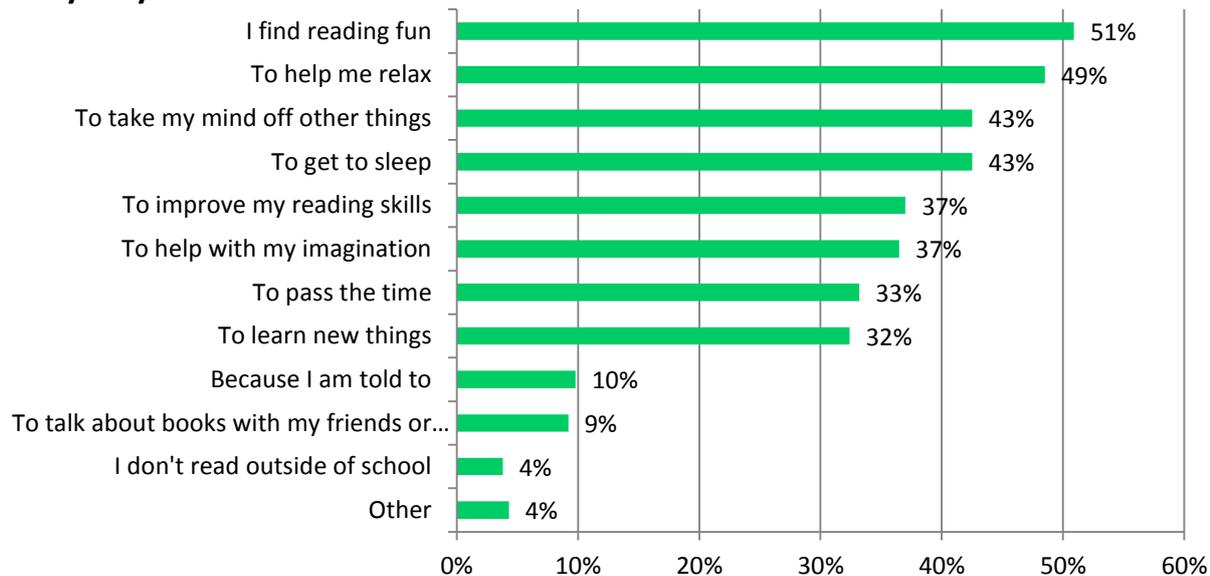


Enjoyment of books and reasons for reading

The vast majority of students reported that they enjoyed reading either very much (47%) or quite a lot (36%).

When asked about why they read outside of school, the most popular answers were that: 'I find reading fun' (51%); 'To help me relax' (49%); 'To take my mind off other things' (43%); and 'To get to sleep' (43%). Relatively large numbers also reported that they read to improve their reading skills (37%), help with their imagination (37%), pass the time (33%) and learn new things (32%). Low proportions of students reported that they read because they are told to (10%) or to talk about books with their friends and family (9%).

Why do you read outside of school?

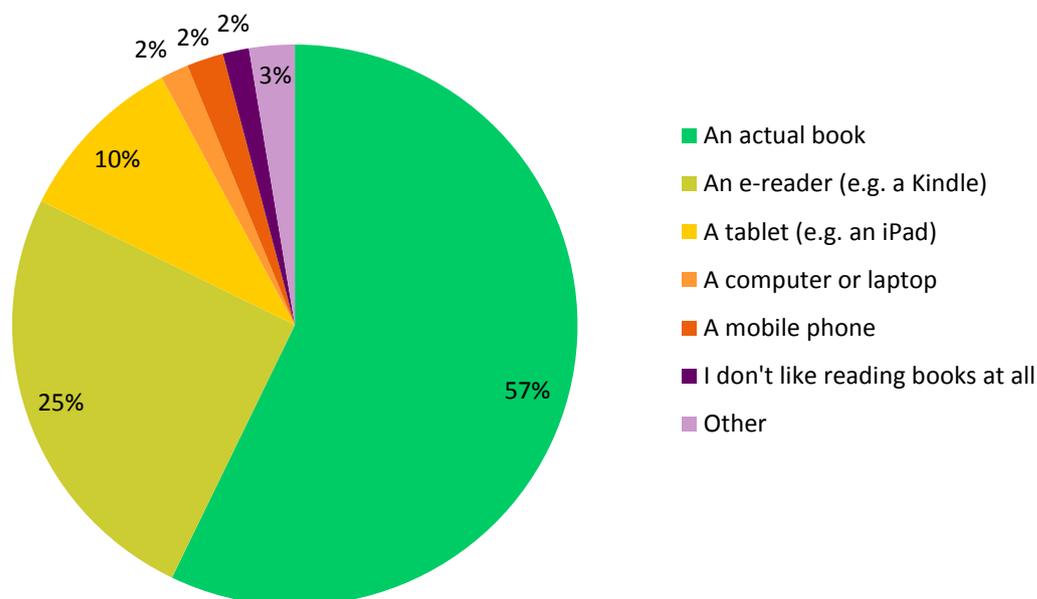


When asked what their favourite type of book was, the most popular answers were action/adventure (20%), funny books (12%) and fantasy books (11%).

Reading preferences

The majority of students said that they preferred to read books using an actual book (57%), while 25% preferred to use an e-reader and 10% preferred to use a tablet.

Do you prefer to read books using...



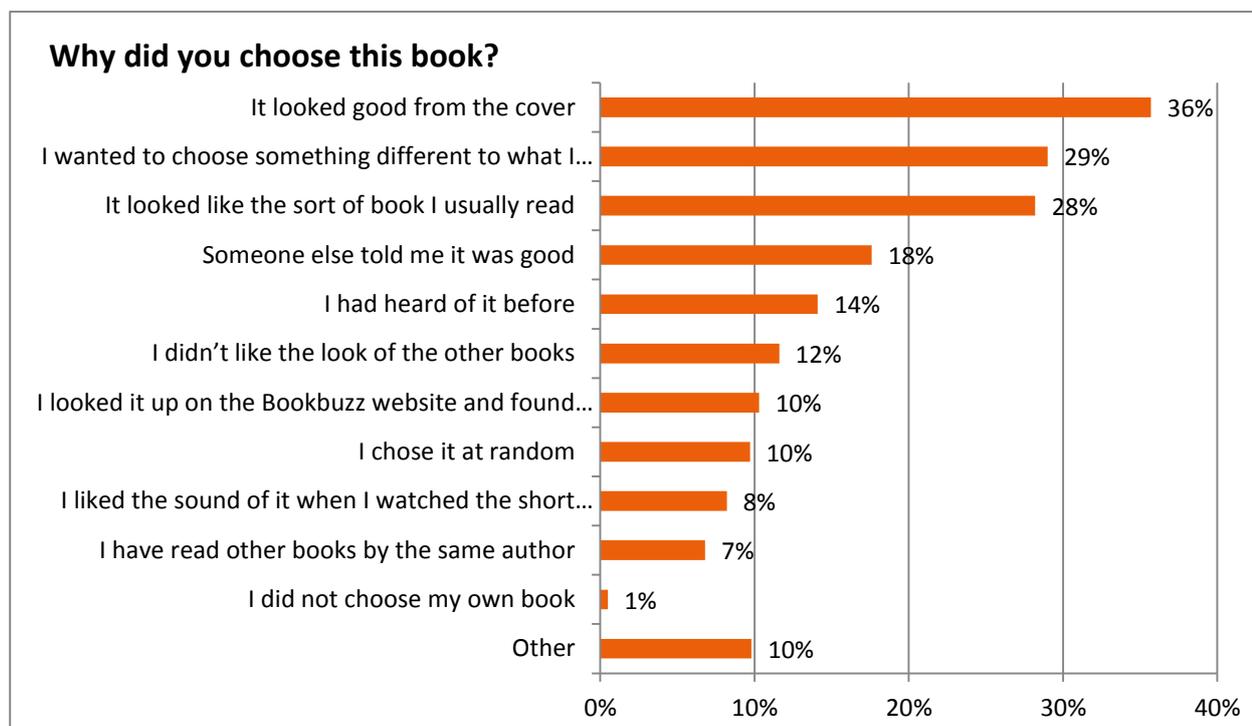
About Bookbuzz

The majority of students found out about Bookbuzz either in a library session (46%) or in an English lesson (35%). Most students reported that they were given 'a bit of a

lesson' to choose their Bookbuzz book (59%), while 22% were given a whole lesson and 19% were given a few lessons.

The most popular book was *Geek Girl* – chosen by 23% of respondents.

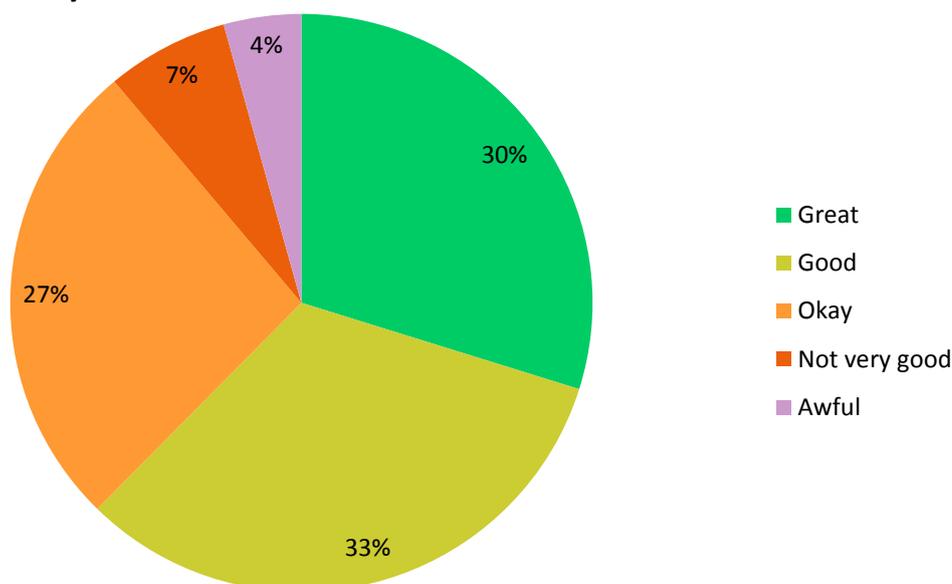
The most popular reason for students choosing their books was that they thought it looked good from the cover (36%). Other popular reasons were that it looked like the sort of book they usually read (28%) and, in contrast, they wanted to choose something different to what they usually read (29%).



Only 21% of students reported that they found it difficult to choose their Bookbuzz book and, of those that did, the majority stated that this was because there were too many good books to choose from (67%). Only 16% said that there were not enough good books to choose from.

Over half of students reported that they thought the choice of books was either great (30%) or good (32%), with a further 27% stating that they thought it was okay.

What did you think about the choice of books?



Two thirds of students reported that they would like to be able to choose more than one book as part of Bookbuzz, whilst 29% said they didn't mind and 4% said no.

The majority of students had chosen books of their own to keep before Bookbuzz (72%), while only 11% had not (17% couldn't remember).

Bookbuzz website

Only 22% of students stated that they had used the Bookbuzz website to help them choose their book. Of these the majority stated that they used the descriptions of the books to help them make their choice (68%), while 38% had used the reviews of the books.

Similarly 20% of students had used the website after they had chosen their books, mostly for descriptions of the books (50%), reviews of the books (42%) and extracts from the books (31%).

When asked to select two words to describe the website, the highest number of students chose 'useful' (65%), followed by 'interesting' (46%) and 'fun' (35%). Very few students reported that they found the website unhelpful, boring, confusing or dull (3% or under for each).

Bookbuzz book

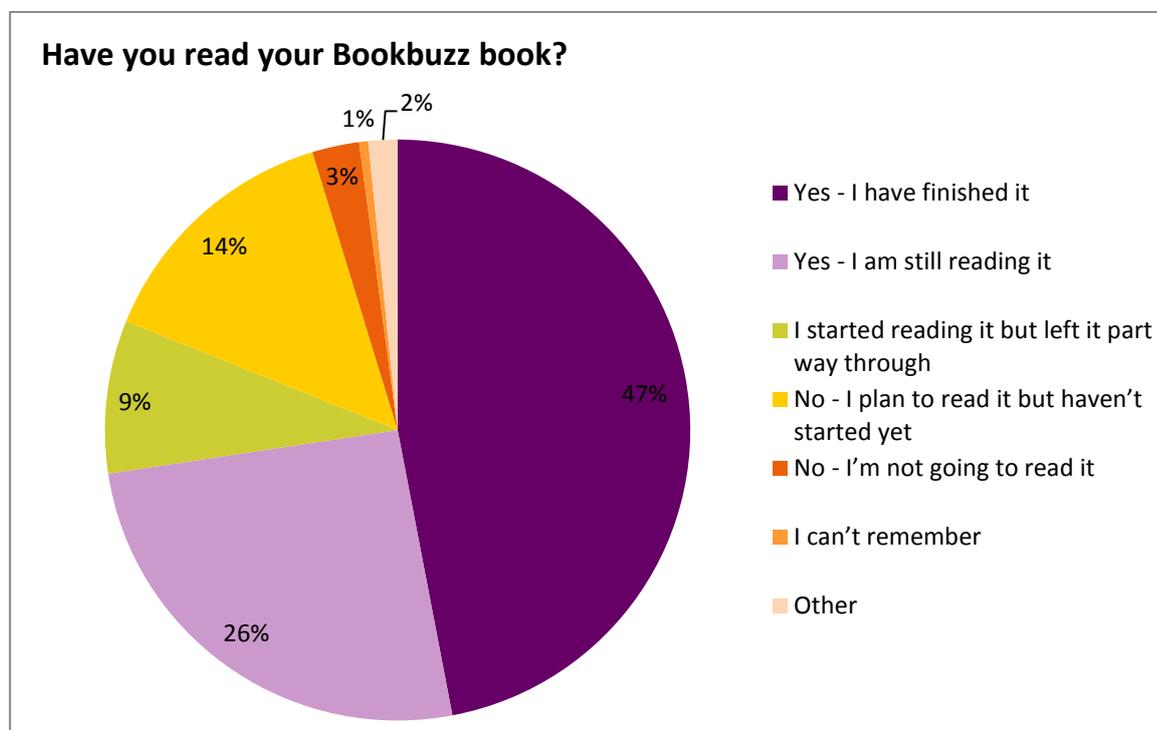
97% of students reported that they had received their Bookbuzz book. Of these the majority had either finished the book (47%) or were still reading the book (26%).

9% of students said they had started reading their book but left it part way through. Respondents gave various different reasons for this including that they started reading something else (44%), they found the book boring (29%), they didn't have time (27%) or they didn't like the book (18%).

14% of students said that they planned to read the book but they hadn't started yet and the majority of these said that this was because they were busy reading something else (61%), they

hadn't got round to it (33%) or they hadn't had time (28%).

3% of students stated that they were not going to read the book and most of these stated that this was because they thought the book looked boring (44%) or that it isn't the type of book they like (31%).

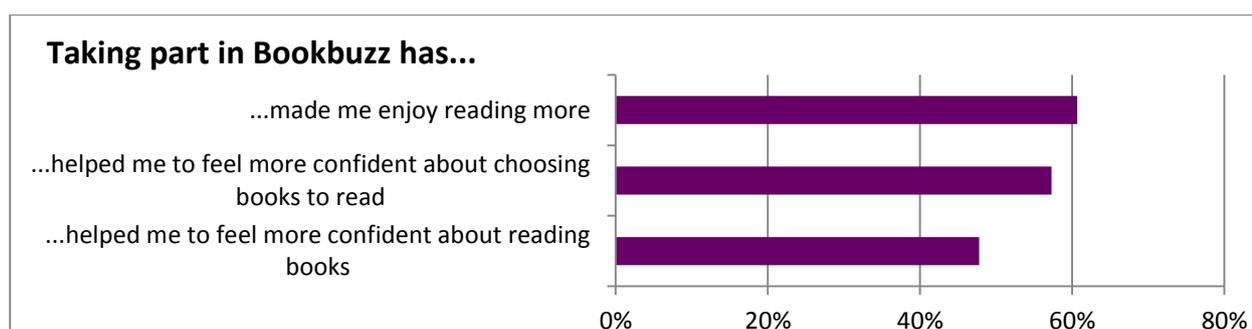


The majority of students reported that they had enjoyed their book either a lot (48%) or quite a lot (39%). Only 2% of students stated that they had not enjoyed their book at all.

Bookbuzz impacts

Over half of students stated that Bookbuzz had encouraged them to try different types of books that they don't usually read (60%), visit the school library more often (59%) and read more often (55%). Significant numbers of students also stated that Bookbuzz had encouraged them to buy more books (51%), ask a family member or friend to buy them a book (48%), visit bookshops more (45%) or read more books by the author of their Bookbuzz book (45%).

The majority of students stated that taking part in Bookbuzz had made them enjoy reading more (61%) and helped them to feel more confident about choosing books to read (57%), while 48% said Bookbuzz had helped them to feel more confident about reading books.



Since reading their Bookbuzz book:

- 53% of students had talked to their friends about it
- 52% had recommended their book to a friend or family member
- 49% had talked to their parents/carers about it
- 36% had lent their book to a friend or family member
- 22% had read their book to a brother or sister

Opinions on Bookbuzz

Overall, 87% of students reported that they would like to take part in Bookbuzz again next year. Additionally, 94% of students thought Bookbuzz was a good idea. The main reasons for this were:

- It encourages students to read more
- It gives students who don't have many books a chance to read
- It encourages students to choose books they may not normally have read
- It gives students who can't afford books the chance to own their own book
- It gives students free books
- It gives students a wide range of books to choose from
- It introduces students to new books, genres and authors

'It's really cool how you get free books and enjoy them. I have told my friends about it and my family. I lent the book to my friends and my sister. They love it too! I feel I can read more books and different types of books because I usually like horror or suspense books but this is a lot different to my usual. But it's a good thing'

'It encourages people that don't read to read more and to explore more genres of books.'

'Because it gives children that don't have very many books a chance to read'

The small minority of students who did not think Bookbuzz was a good idea generally reported that this was because:

- They don't like reading
- They didn't like the selection of books available

Conclusion

The majority of students reported generally positive attitudes toward reading for pleasure, with the majority reading either every day or a few times a week (67%), and 83% reporting that they enjoyed reading.

Students reported several impacts of Bookbuzz with over half reporting that the programme had made them enjoy reading more, encouraged them to try different types of books that they don't usually read, visit the school library more, feel more confident about choosing books to read, and read more often.

Finally, almost all students thought that Bookbuzz was a good idea (94%) and 87% said that they would like to take part again next year.

Bookbuzz coordinator survey

Background information

The majority of responses to the coordinator survey came from academies (48%), followed by mainstream state schools (26%) and fee paying independent schools (16%).

The majority of respondents were librarians/LRC managers (85%).

99% of responses came from schools in England and 1% came from schools in Northern Ireland.

The average number of students per school was 935.

The majority of respondents reported that their school has taken part in Bookbuzz in 2013 (80%) and 2012 (74%) as well as 2014.

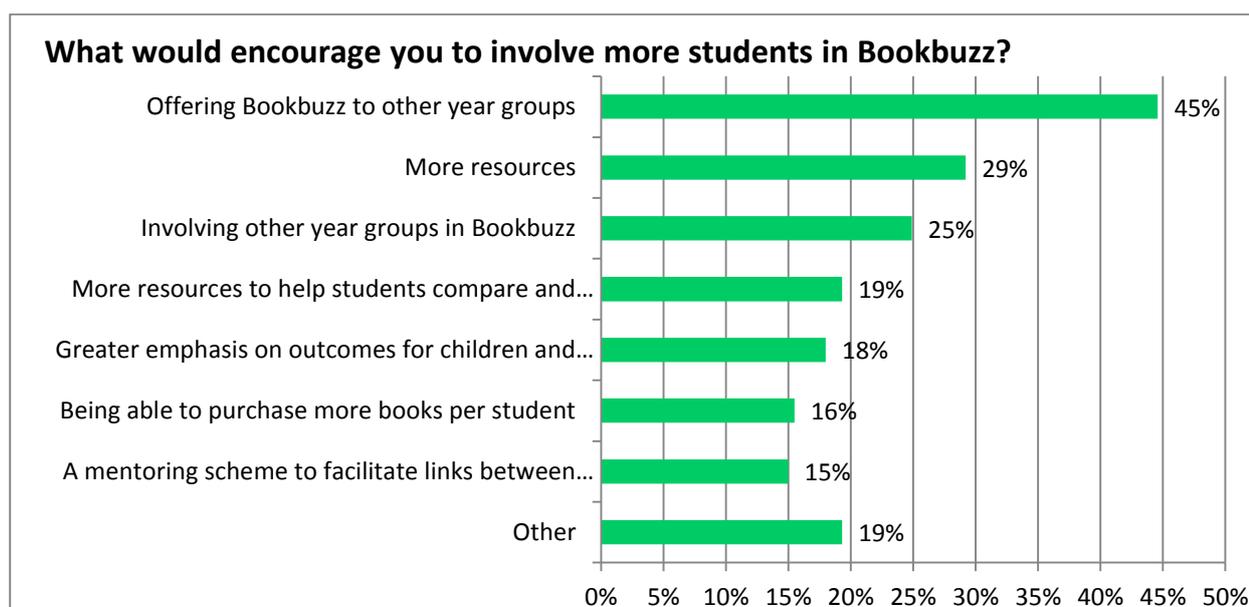
The Bookbuzz programme

The majority of respondents found out about Bookbuzz when they received a Bookbuzz email (83%) while 10% reported that they found out when they received a Bookbuzz letter.

Students involved

An average of 160 students in each school took part in Bookbuzz. Almost all respondents reported that Year 7 students took part in Bookbuzz (97%), while 8% reported that Year 8 students took part. The vast majority of respondents stated that the whole year group took part (94%).

When asked what would encourage them to involve more students in Bookbuzz the most popular answer was by 'offering Bookbuzz to other year groups' (45%).



Funding

Just over half of respondents reported that funding for Bookbuzz came from the library budget (57%). Lower numbers stated that funding came from other sources, such as the English department budget (13%), the whole school budget (13%), or the head teacher's allocation of funds (12%). Only 4% of respondents reported that the funding came from Pupil Premium funds.

When asked if they would consider using Pupil Premium to pay for Bookbuzz in the future, almost two thirds said no (65%), with the majority of these reporting that this was because they use their Pupil Premium funding for other things (57%). Just over a quarter reported that they did not receive any Pupil Premium funding (27%). Only 10% said that they did not think Pupil Premium funding is suitable to be used for Bookbuzz.

Use of resources

Almost all respondents reported that they had used the two sample sets of Bookbuzz books (96%) included in the launch pack – 93% reported that it was very useful to receive two sets of the books, and a further 6% said that it was quite useful. The majority of respondents had used the bookmarks (92%), the posters (87%) and the coordinator guide (74%). Over half of respondents had used the Bookbuzz Guide to promoting Reading for Pleasure (56%). Most coordinators added the two sample sets of Bookbuzz books to library stock (91%), while some used them as prizes/giveaways for students (42%).

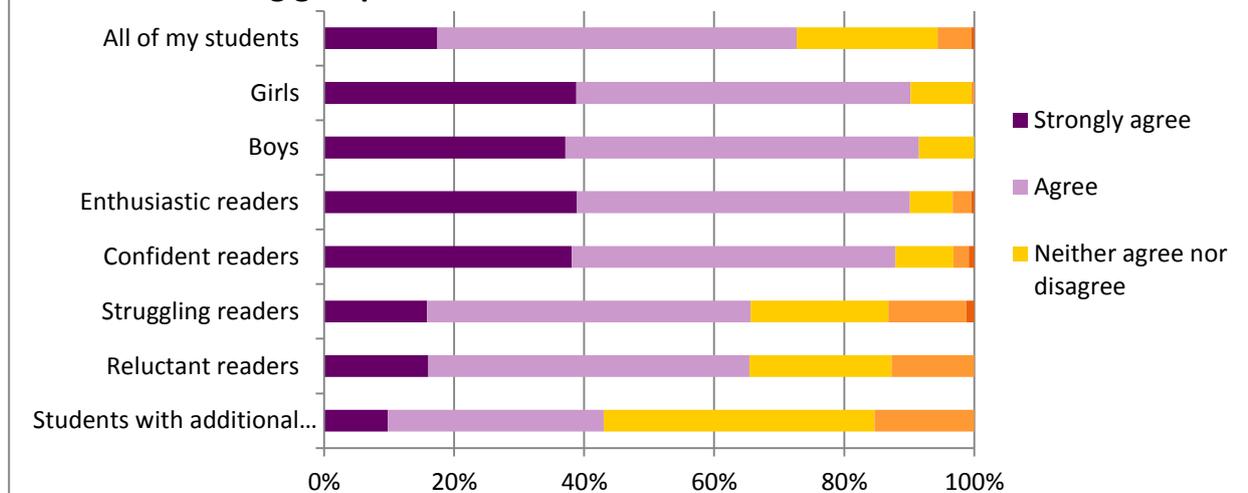
Most respondents introduced Bookbuzz to their students during an English lesson (38%) or during a visit to the library (36%). The majority spent either part of a lesson (39%) or a whole lesson (31%) on Bookbuzz.

Opinions on the Bookbuzz books

A total of 96% of coordinators reported that they thought the choice of books available on the Bookbuzz booklist was either excellent (48%) or good (48%).

In general, coordinators tended to agree that the Bookbuzz booklist included a good choice for students – 73% of coordinators agreed that the Bookbuzz booklist included a good choice for all of their students. The vast majority of coordinators agreed that there was a good choice for both boys (91%) and girls (90%). Particularly high proportions of coordinators agreed that the Bookbuzz booklist provided a good choice for enthusiastic and confident readers (90% and 88% respectively). Lower proportions, although still the majority, of coordinators felt that there was a good choice for reluctant or struggling readers (65% and 66%), whilst 43% of coordinators felt there was a good choice for students with additional needs.

To what extent do you agree that the Bookbuzz booklist included a good choice for the following groups?



When asked for any additional comments about why they thought the selection particularly appealed to different groups of students, many coordinators reported that they thought the selection provided a good choice for all of their students:

'Just a really good range - you consistently ensure that there is something that interests everyone.'

'This is the best selection I have seen in eight years, well done. It has been great recommending the books and most had a Renaissance Learning Quiz.'

'There is an eclectic mix of genres and ability levels.'

However, a minority of coordinators felt that the selection had more choice for the boys in their school and some felt that struggling or reluctant readers had less choice than confident readers:

'...believe the book choice was excellent for the confident and regular readers in the year group. Titles didn't really enthuse the reluctant students'

'There was a wide variety, but less choice for less confident readers. The dyslexic friendly books were great but the younger books were not suitable.'

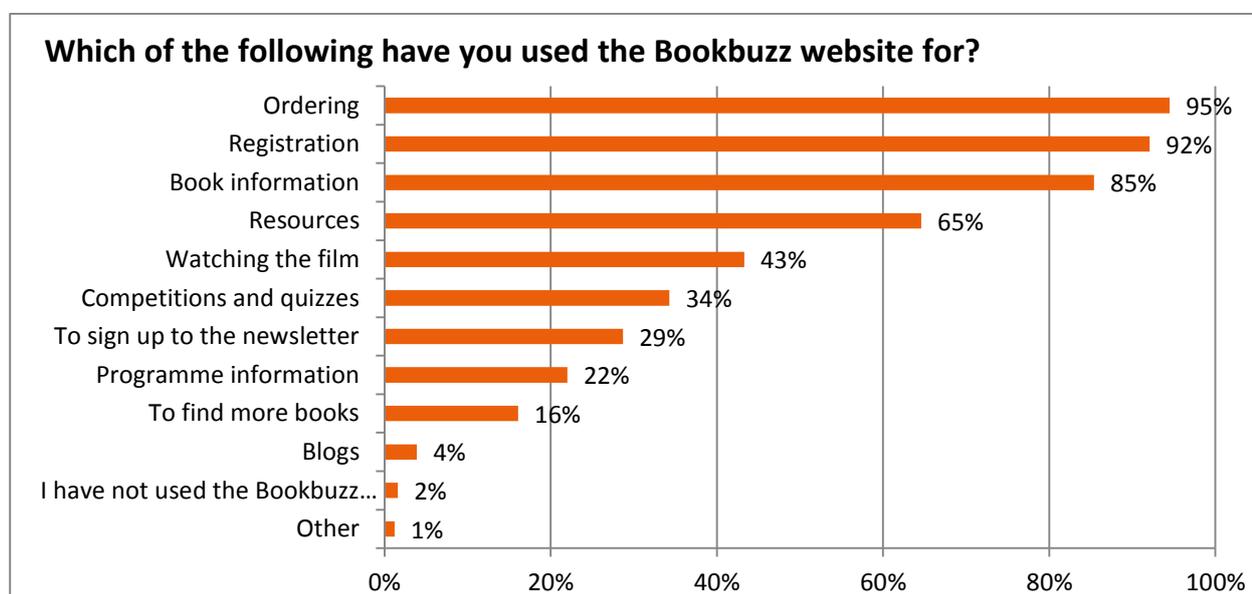
'The choice this year was rather biased towards boys, but I think it was entirely predictable that 'Geek Girl' would be the runaway leader for girls.'

When asked whether there was anything missing from this year's selection, many coordinators reported that they didn't think anything was missing. The most frequently reported things missing from the pack were:

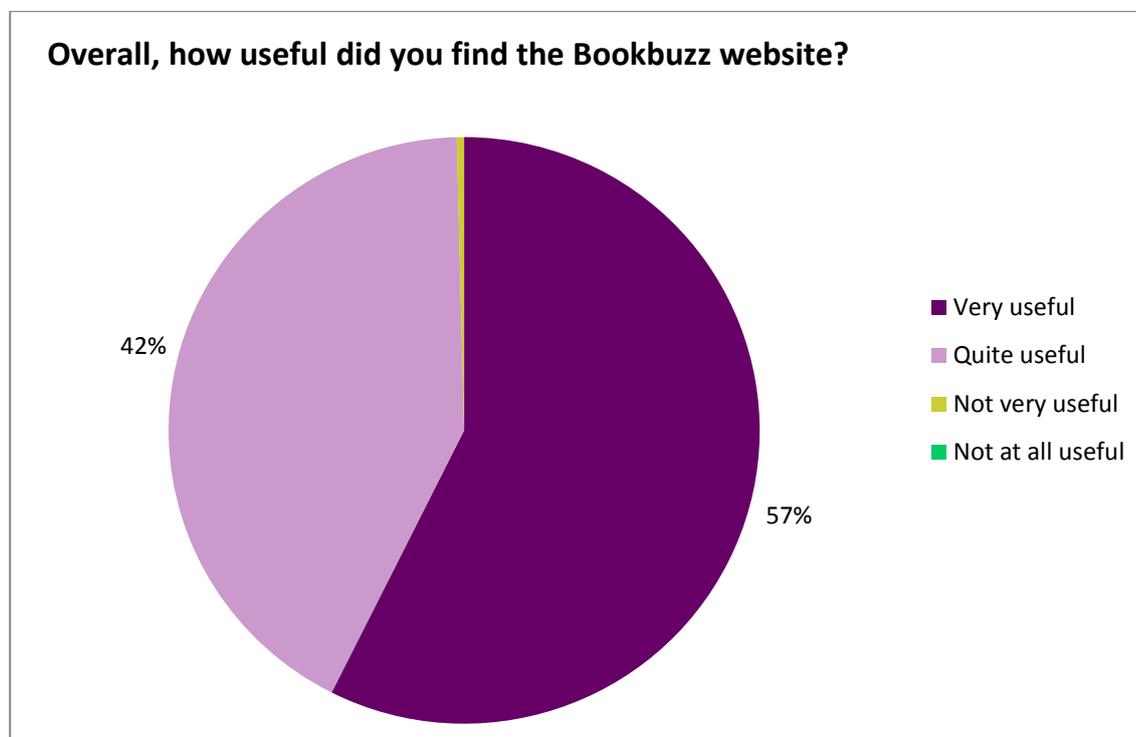
- Graphic novels (particularly for reluctant or struggling readers)
- Non-fiction books
- Lower ability level books
- More challenging books (to stretch the most confident readers)
- More choice in general for struggling or reluctant readers

The Bookbuzz website

Almost all respondents stated that they had used the Bookbuzz website for registration (92%), ordering (95%) and book information (85%). Additionally, 65% of respondents had used the resources on the Bookbuzz website.



The overwhelming majority of respondents found the Bookbuzz website either very useful or quite useful (99.5%).



When asked if there was anything else they would like to be available on the website significant numbers of respondents stated that they would like to see lesson plans (56%) and games (46%)

while around a third of respondents would like a forum to interact with other coordinators (33%) and a message board for students (32%).

Delivery of books to schools

91% of coordinators reported that the correct number of each book in their order was delivered. Of those who did not receive the correct amounts, 85% reported it to customer services and 81% then received the correct number of books within 7 days.

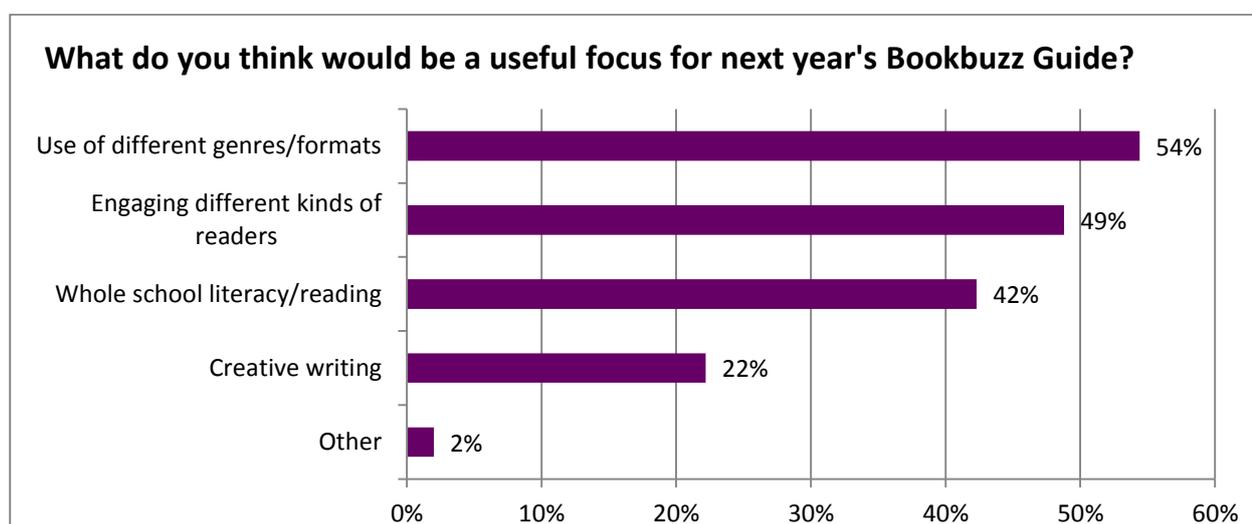
Reading for Pleasure

90% of coordinators reported that they had read the Bookbuzz Guide to promoting Reading for Pleasure. Those who had not read it generally reported that this was because they had not had time (67%).

The vast majority of those who had read the Bookbuzz Guide to promoting Reading for Pleasure reported that it had been useful (91%).

However, lower numbers of respondents reported that they planned to do anything differently at their school as a result of reading the guide (29%). Those who did plan to do things differently stated that they would develop reading groups (52%), do activities related to the Bookbuzz books (51%) and do more promotion of the school library (48%). Almost a third reported that they would review their current practices and policies around reading for pleasure across the whole school (31%).

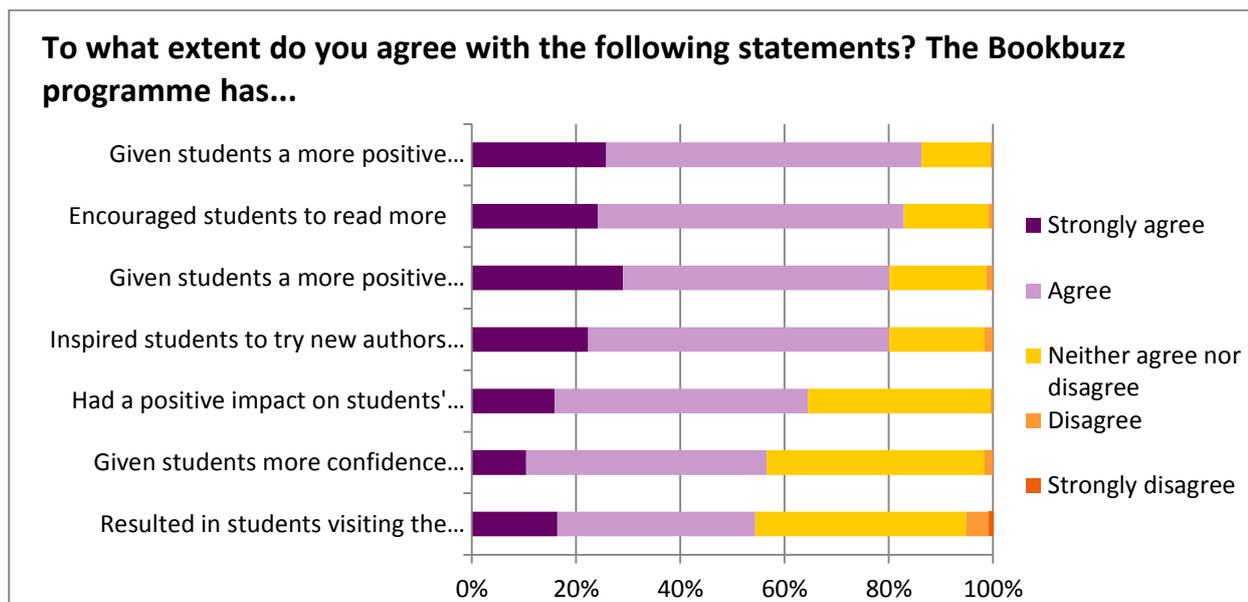
The most popular suggestion for the focus of next year's Bookbuzz Guide was the use of different genres/formats (selected by 54% of respondents), followed by engaging different kinds of readers (49%), whole school literacy/reading (42%), and creative writing (22%).



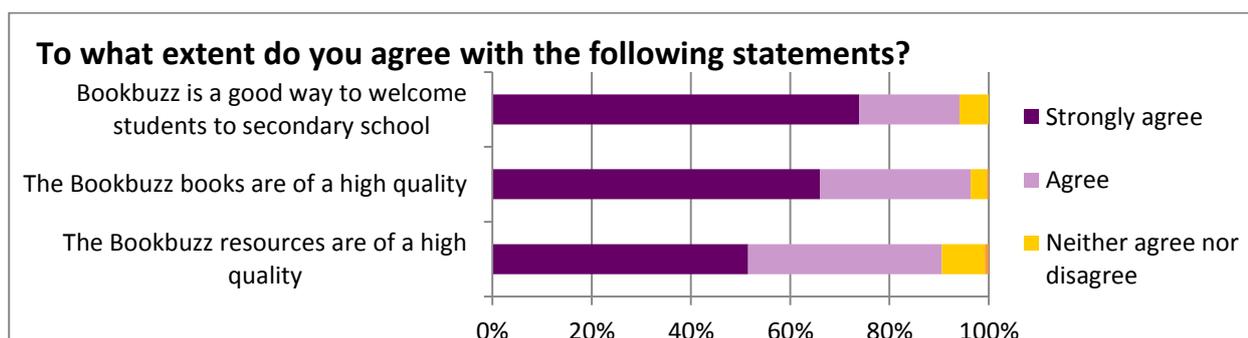
Impact of Bookbuzz

Overall, coordinators were very positive about the impact the Bookbuzz programme has had on students. In particular they agreed that the Bookbuzz programme had given students a more positive attitude towards reading (86%), encouraged students to read more (83%), given students a more positive attitude towards the library (80%) and inspired students to try new authors or genres (80%). Almost two thirds of coordinators also reported that the programme had a positive

impact on students' reading skills (65%).



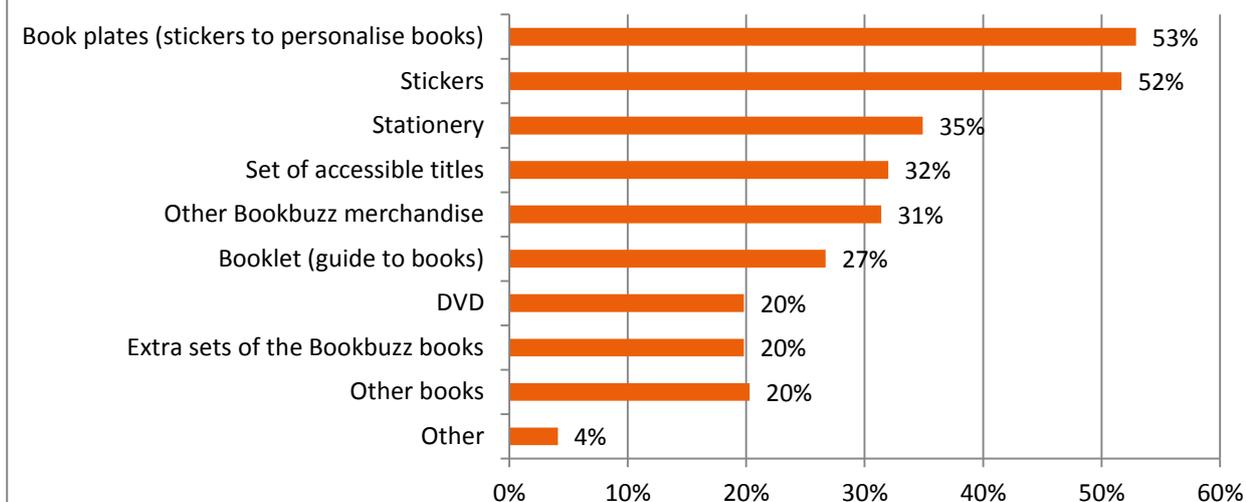
Coordinators were also extremely positive about the Bookbuzz programme: 96% of coordinators agreed that the Bookbuzz books are of a high quality and 90% agreed that the resources are high quality. 94% of coordinators agreed that Bookbuzz is a good way to welcome students to secondary school.



The majority of coordinators reported that they planned to take part in Bookbuzz next year (84%), while 15% said maybe and only 1% said no. Of those who did plan to take part next year, the majority said that this was because the students enjoyed it (91%), the programme was beneficial to the students (84%) and the programme was good value for money (79%). 52% of respondents reported that it supported the school development plan and a minority of respondents said that it helped them to meet an Ofsted requirement (18%).

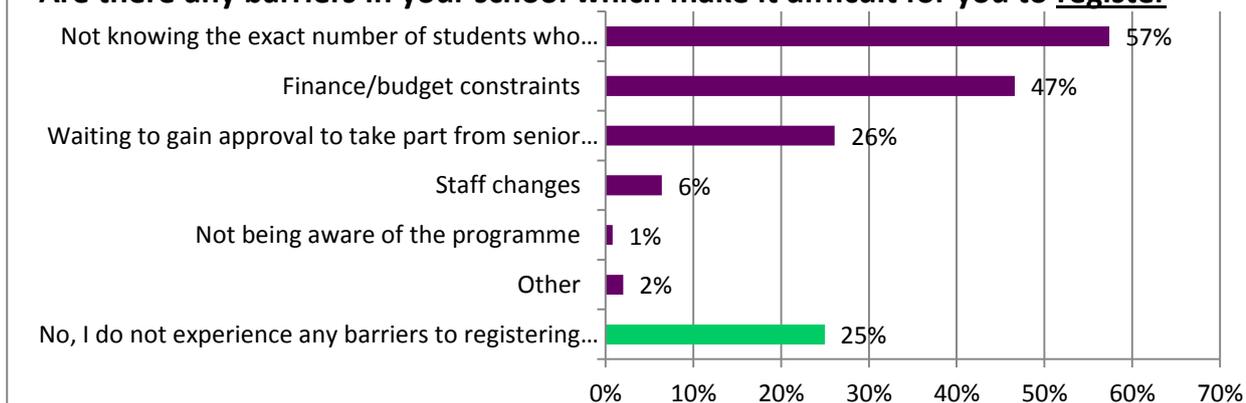
When asked if they would be interested in purchasing any other resources as part of Bookbuzz, the highest proportion of respondents selected that they would like to receive book plates (52%) and stickers (52%), followed by stationery (35%), a set of accessible titles (32%) and other Bookbuzz merchandise (31%).

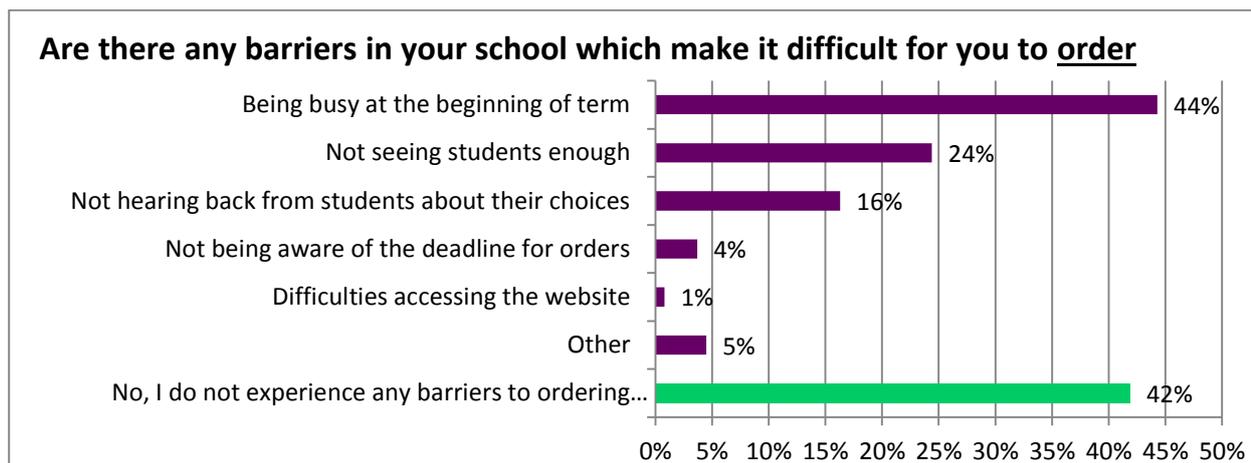
Would you be interested in purchasing any other resources as part of Bookbuzz?



In order to improve our registration and delivery processes in the future we asked schools whether there were any barriers which made it difficult for them to register and order earlier. 25% of respondents reported that there were no barriers to registration and 42% said there were no barriers to ordering. However, significant numbers of coordinators reported that not knowing the exact number of students who will be at the school in September (57%) and finance/budget constraints (47%) made it difficult to register earlier for Bookbuzz. A quarter also reported that they had to wait to gain approval to take part from senior management, which could delay registration (26%). The main barrier to ordering earlier for Bookbuzz was being busy at the beginning of term, reported by 44% of respondents, whilst not seeing students enough (24%) and not hearing back from students about their choices (16%) were also reported as barriers by lower numbers of respondents.

Are there any barriers in your school which make it difficult for you to register





When asked what they would most like to receive as an incentive for ordering early, 85% of respondents reported that they would like to receive extra books.

Almost all respondents reported that the payment process for Bookbuzz was either very easy (75%) or quite easy (24%) with only 1% reported that it was not easy.

The majority of respondents reported that, in future, they would like to pay for Bookbuzz using BACS (87%), with only 8% wishing to pay by credit card, and 5% preferring to pay over the phone.

Coordinators were very positive in their feedback about Bookbuzz, highlighting numerous benefits of taking part in the programme including: helping to promote the library and reading for pleasure; helping to welcome Year 7 students to the school; inspiring children to enjoy reading more; encouraging children to read books that they may not normally have chosen; helping to promote whole school reading for pleasure; giving students confidence to choose their own book; book ownership (especially for students who do not have access to books at home); etc.

'I love the scheme as it offers the opportunity for new pupils to be introduced to new authors at the beginning of their secondary education. It is a positive influence on reading progression and the film of the authors is also very powerful.'

'The pupils appreciated having a book they could keep. Many of our pupils are from very low income families and have never owned a book before. For some, it was the beginning of a new found interest in the joy of reading.'

'As in previous years, it was enjoyable to see how inspired and full of anticipation our students were once they had made a choice and wanted to get reading.'

'Y7 children often need encouragement to read and the books this year certainly appealed to both boys and girls and were good quality titles. Children love receiving a 'free' book and several kept coming along to the LRC to know if they had been delivered yet! The additional set has gone onto the shelves in the LRC and the books are being enjoyed by children from other year groups. It has even inspired one Y5 girl to ask if we can set up a Reading Group (and we are in the process of organising this at the moment). The feedback from the children is always extremely positive and they always enjoy their chosen books.'

'The lessons involving Bookbuzz have a wonderful atmosphere - firstly the opportunity for the pupils to choose a free book creates lots of excitement and then handing them out matches this.'

For some pupils who don't have many books at home, it is a real gift to be able to take home a book to keep for free and it is a great feeling to be able to facilitate this at our school.'

'A fantastic programme to introduce year 7's to the library and the importance of reading. Combined with our introduction to Accelerated Reader this year, the programme has been instrumental in continuing to inspire our students with the pleasure of reading and being able to choose their own brand new book. Students are currently reading their Bookbuzz book at home or during our Pick Up A Book (PUAB) timetabled lesson each week. As many of the books have an Accelerated Reader quiz, this has also encouraged the students to read their book and quiz on it. A definite "Buzz" around books this year due to AR and Bookbuzz being introduced at the same time. Long may it continue!'

'I 'pinched' a PE lesson and explained to the whole year group what we were going to do and then showed them all the videos before they were able to examine the books themselves and carefully select their chosen title. For weeks after the students would approach my desk and ask when the books were arriving. They were genuinely excited to receive their books. After meeting me through this programme at least two students approached me about their literacy difficulties and how they could help improve their skills'

'Being an inner city school with a large number of pupil premium households, our students are amazed and delighted at having a book of their own for free. The encouragement and inspiration it gives them is a delight to witness.'

Conclusion

The vast majority of coordinators were very positive about the selection of books available on the Bookbuzz booklist with 96% reporting that they thought the choice was excellent or good, with 73% agreeing that the selection included a good choice for all of their students. Coordinators made good use of the resources, with 96% using the two sample sets of Bookbuzz books, 92% using the bookmarks and 87% using the posters. Almost all coordinators had used the website and overwhelmingly reported it to be useful (99.5%).

Overall, coordinators were very positive about the impact the Bookbuzz programme has had on students, with particular impacts reported for students' attitudes and frequency of reading and attitudes towards the library. Additionally, 94% of coordinators agreed that Bookbuzz is a good way to welcome students to secondary school.