

**NGO Publishers' Forum
Book Platform Project**

Memorandum: Meeting of the Advisory Committee on Readership members (February 04, 2014)

Reported by: Iryna Lepska, local project manager

Present: Emiliia Ohar, Professor of the Ukrainian Academy of Printing

Larysa Luhova, Director of the Lviv Regional Library for Children

Oleksandra Koval, President of NGO Publishers' Forum

SUBJECT: Discussion about the structure of a report and the plan of a presentation of the research results on reading habits and attitude towards reading in Ukraine


In addition to the Committee members, the representatives of the expert company pro.mova - Viktoriia Bryndza, executor of the research on reading habits and attitude towards reading in Ukraine, and Alim Aliiev, media consultant and analyst (was present via Skype), also participated in the meeting. The Committee members were previously acquainted with a draft of the report on the research results, so in the meeting they put precise questions to the company representatives about different aspects of it and commented on the research results from the experts' perspective.

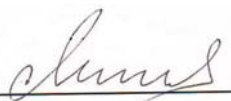
Oleksandra Koval and Larysa Luhova mentioned that they, as practitioners, were first of all interested in the applied aspects of the research. The participants of the meeting were also thinking over and discussing the research results from a futurological perspective. The experts' attention was especially attracted by the fact that in the group of the highest level of fragmentary and thoughtless reading there was the largest part of people born after 1984 (with the help of a cluster analysis four groups of people with different manifestation of a reading habit were deduced). A present-day reader has less opportunities and desire for thoughtful, deep reading, which is an important factor in the development of an individual's subjectness. Experts mentioned that a present-day reader is a pragmatist who does not want to read long texts since it demands efforts and does not bring an instant result. Such data confirm the thought that nowadays we are on the verge of a cultural collapse and a catastrophe of knowledge reproduction. The understanding of reading as a necessary element of self-development is still characteristic of most people. But if nothing interferes with it today and nobody supports/develops this habit of integral reading of the next generation, then tomorrow can be too late. Reading of bad quality causes a readers' background of bad quality more often. According to the experts' observation, if a classic scheme of acquiring knowledge "reading -> understanding -> analysis -> acquiring -> interpretation" is used as a basis, then pure reading without the ability to understand and work up a text gets more and more characteristic of a present day generation. Nowadays preservation of the ability to read thoughtfully and integrally and accordingly the ability to work up information (to think) seems to be a vital need in order not to fall victim to somebody's reviewed thoughts and manipulation in the future. In the course of a conversation the participants of the meeting drew parallels between the sphere of education, employment and even Euromaydan.

The greatest part of the meeting, which lasted for three hours, was devoted to the question of presentation and dissemination of main results of the research among the stakeholders. The experts came to the conclusion that it would be reasonable enough to organize a series of presentations for the representatives of different environments. Emiliia Ohar mentioned that special attention should be paid to the dissemination of results among the so called organizers of reading - teachers, librarians, representatives of the mass media and parents. Taking into consideration everything mentioned above, the experts offered to answer the following questions during the presentation: who is a reader against the background of the present? What will happen the day after tomorrow? Where is this "thin place" which must be interfered with for tomorrow not to be late?

Now the representatives of the company pro.mova work on shaping the main messages for different groups of stakeholders and on the structure of the presentation which will be submitted to the Committee members at the beginning of the next week. Besides, it was resolved that before giving a public presentation a few more people, who could thoughtfully read the research and give their recommendations concerning further dissemination of the results, had to be involved in the discussion. First of all the research results will be disseminated among the so called opinion-makers who, in their turn, will disseminate them in their environments.

Agreed on February 04, 2014

Emilia Ohar 

Larysa Luhova 

Oleksandra Koval 