

**JUDGE A BOOK BY ITS COVER:
AN EXPLORATION OF BOOK MARKETING IN THE YOUNG ADULT GENRE**

By

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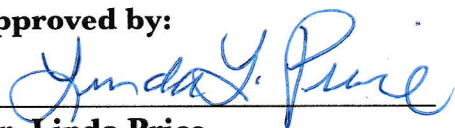

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Abstract

When we're young, our elders tell us to never judge a book by its cover. But when we grow older and develop our own browsing behaviors, we can admit to relying on the cover to catch our attention. This thesis explores the overall importance the cover plays in consumer browsing. Furthermore, it examines the marketing involved in book sales for the Young Adult/New Adult genre. Three research questions were developed; (1) what characteristics drive readers to further investigate a book; (2) how does browsing behavior differ between bookstores and online retail platforms; (3) what hedonic cues are interpreted by various cover images. To assess the research foci, I conducted prior and primary research; the latter includes an online survey and five in-depth interviews. Overall, the results suggest that the cover is one of the most important features of a book's packaging. I also found that; (1) apart from the cover, the synopsis and price are the other significant features that lead to reader interest; (2) the cover of a book is more essential in an in-store setting; (3) many readers of the genre hold expectations of commonly used cover images, but each image is interpreted uniquely to the reader.

Introduction

Reading behavior has changed dramatically in the last decade. More specifically, genre interests have altered; people of all ages have become more interested in the reading options available within the Young Adult genre, than that of the Adult. In fact, last year saw the 3.3% decline in Adult/Non-Fiction book sales. Alternately, Young Adult and Children's book sales have increased by an incredible 22.4% since 2013 (Stampler 2014, Sturgeon 2014). This emergence of interest is known as the "second golden age of the Young Adult genre," and has brought with it a prominent reading culture, one that was not present in the first golden age (Strickland 2015). But in order to explain the consumer interest involved in this up-and-coming reading category, some background may be warranted.

The History

The very first for-teen novel was published in 1942. *Seventeenth Summer* by Maureen Daly follows a seventeen-year-old protagonist as she struggles through the summer after graduation; one that includes overbearing parents, alcohol, drugs, and of course, love (Molly 2013). The genre title "Young Adult" wasn't introduced until the 1960's, when the genre itself began to gain momentum and popularity (Strickland 2015, Danya 2011). At this time, novels like *The Outsiders* by S.E. Hinton or *To Kill a Mockingbird* by Harper Lee were popular amongst people aged twelve to eighteen (Strickland 2015). Young Adult novels in the 1960's dealt with the topics of prejudice/racism, realism, culture, violence, epic fantasy, wilderness survival, and family dysfunction (Danya 2011). It wasn't until the 1970's, when authors like Judy Blume became popular, that the genre themes became something more bleak and dramatic. These novels continued to deal with harsh realities, but the focus became more geared toward divorce, alcoholism,

drug addiction, sex, etc. (Strickland 2015). An example of this representation of themes is present in the plot of *Go Ask Alice* by Anonymous. However, the 1980's found an explosion of change with the introduction of more sub-genres like Horror and Science Fiction (Strickland 2015). At this time, such books like R.L. Stine's *Goosebumps*, Orson Scott Card's *Ender's Game*, Tamora Pierce's *Alanna: The First Adventure*, Francine Pascal's *Sweet Valley High*, and Lurlene McDaniel's *Six Months To Live* were increasingly popular (Danya 2011). But also during this time, interest in the Young Adult genre as a whole declined, most likely due to decreased birth rates in the decade prior. Thus ended the first golden age of the Young Adult genre. It wasn't until 2000, with the introduction of the *Harry Potter* series by J.K. Rowling, that the genre gained momentum once again and became the reading culture we know today (Strickland 2015).

The Emergence

It was around the early 2000's when publishing companies began actively marketing the Young Adult genre to teenagers (Strickland 2015, Pickett 2014). Young Adult sections became more prominent and well stocked within stores like Barnes & Noble and Borders. Authors and publishers alike began utilizing the youth's interest in all things digital, and began advertising via blogs, social media sites, etc. (Rutherford 2009). The book series that changed the Young Adult genre forever was the highly adored *Harry Potter* series. By 2007, when the last book of the series was published, Rowling had paved the way for authors like Stephanie Meyer, who wrote the *Twilight* saga (Pickett 2014). The fantasy sub-genre sparked interest in sci-fi, which then introduced sub-genres of Sci-fi Romance, Paranormal, Mystery, and Contemporary (Strickland 2015). By the 2010's the Young Adult genre was linked to

the emergence of a similar, yet more mature genre called New Adult.

Young Adult

Today, despite the interest by adults, Young Adult novels are specifically marketed to and published for males and females between the ages of thirteen and twenty-one (Goodreads.com). I believe Cole says it best when she states, “Young Adult literature offers a window through which teens can examine their lives and the world in which they live.”

Common themes or occurrences in such novels include:

1. An adolescent protagonist
2. A storyline consistent with the age of the protagonist
3. Themes about the challenges of youth; or coming-of-age stories

New Adult

The budding New Adult genre is considered a link between the expanse of differences in Young Adult and Adult literature (Goodreads.com). Personally, I describe it as such: Young Adult can sometimes deal with more child-like themes and issues, like not fitting in or finding your first love. Adult novels generally deal with themes that most people below the age of thirty cannot relate to, like parenthood, marriage, divorce, etc. New Adult is a happy median between the two; it has the themes of both polarized genres. In other words, a protagonist may find their first love, but the relationship isn't always as innocent and uncomplicated as the Young Adult genre makes it seem.

Common occurrences and themes within the genre include:

1. Protagonists aged eighteen to twenty-six

2. More adult themes as they apply to younger characters (i.e. abuse, sex, addiction, mental disorders, etc.)

The Culture

Despite the fan following of the Young Adult (YA) and New Adult (NA) genre, there is also substantial criticism towards the genre and its readers. Critics especially find YA/NA works to be “worthless” and “inferior” to classics by Austen or Dickens (Cole 2008). Perhaps the most telling opinion about the genre is obvious when looking at a bookstore layout; the Young Adult section is either within or immediately next to the Children's section. However, fans of the YA/NA category can be considered somewhat of a cult following. Websites and blog sites are created for series, books, or characters. Instagram, Twitter, and Facebook fan profiles are created to revolve around their YA favorites. Fans create memes or character collages about their favorite protagonists and post them on various social media. Authors have book merchandise made to sell to fans, including clothing items, dishware, stationary, key-chains, pens/pencils, decals, stickers, jewelry, etc. Comicon has taken a supportive stand for the genre and welcomes authors and actors (from the book based films) alike to come and speak with fans. With all of this hype for the genre, you'd think publishers would be more aware of their fans' wants.

The Books Themselves

As far as the books are concerned, many of the novels are part of series or trilogies, often creating even more excitement about the story itself. There are of course stand-alone novels that garner equal attention, but it is considered a YA genre theme to have more than one book tell the entire story. As far as the physical packaging of the book is concerned, there is a lot of variety in terms of cover art. However, there are generalizations. Anecdotally, it appears most

people, including fans, expect some sort of physical representation of the character(s) from within the story. Whether that means an image of a couple in a heated embrace, or a picture of a girl standing proudly and assuredly, or a graphic of some sort of fantastical being, like a dragon, most people expect the representation to be dramatic. Or perhaps a better description would be melodramatic.

The Problem

This cover expectation led me to ask one question; doesn't everyone judge a book by its cover? This question interested me because; (1) from an early age, parents advise children never to judge books by their covers; (2) if no one judged books by their covers, then there wouldn't be any reason to have them; and (3) if so much expectation and evaluation is put into the cover, especially by YA readers, then publishers and authors should put more effort into the images they present, or at least ask what their readers want to see. Through some prior research, I found that most publishers don't have the funds to commit to consumer behavior research. In other words, most publishers have never surveyed readers on what they want to see on a book cover because the budget doesn't allot for it (Horner 2008).

Thus introduces the topic of this thesis. In preparation for this research, I wanted to know two specific things; whether people truly did judge books by their physical packaging, and what YA/NA readers expected/wanted to see on those packages. The various topics to be discussed in this paper include:

1. *Choice drivers when browsing:* What characteristics of a book drive the consumer to pick it up and investigate it further?

2. *Browsing behaviors (in store vs. online):* How do consumer-browsing behaviors differ between brick-and-mortar bookstores and online retail platforms?
3. *Hedonic cues and various cover interpretations:* What gets cued or suggested to the reader when looking at specific book cover images?

Literature Review

As I mentioned briefly in the introduction, publishers refrain from conducting book cover research because of a lack of funds available. This also means that there is very little prior research to use in order to determine the answers to my questions.

To continue with this knowledge of diminished publisher consumer research, it is important to understand the business culture that surrounds publishers and the books they distribute. In the publishing world, it is retailers (not authors or publishing firms) that control the market. They are described as “gatekeepers” (Horner 2008). And because retailers are more concerned with making a profit, they expect book covers to simulate the covers of those successful, bestselling books from the past (Horner 2008). In other words, retailers are less likely to embrace change. They hold certain expectations about what a book cover should look like, as it relates to the genre it falls under (Horner 2008). For instance, it is unlikely that the cover of a mystery novel will depict a scene in which a man and a woman are in the throes of a passionate embrace. This is a scene more expected of a romance novel cover. Figures 1 and 2 present examples of covers from the mystery and romance genres for reference.



Figure 1, Romance.

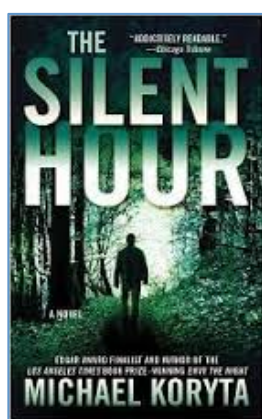


Figure 2, Mystery.

In other words, this disparity between publisher/author and retail power suggests a lack of brand consistency. Where most experiential products, or any kind of product for that matter, are represented and marketed at the creator or manufacturer’s discretion, a book’s product image is left up to the retailer to decide. In some cases, the author doesn’t even know what the cover will look like until after it has been printed. Take Colleen Hoover, for instance. Hoover is a popular New Adult author that maintains a strong online presence. Figures 3 and 4 show Hoover notifying fans of what her books look like in other languages – something she herself was unaware of until after print. Notice how, though the book may be the same and printed by the same publisher, the covers differ between languages.



Figure 3, Maybe Someday French Cover.



Figure 4, Various Language Covers of Hopeless.

As for the retailers themselves, I want to first focus on the brick-and-mortar bookstore's place in the present business environment. Believe it or not, bookstores may be more important than most would think. I believe many would assume that bookstores are not as significant as they once were in today's digital culture. Undoubtedly, with the rise of Amazon and other online book retailers, bookstores have taken a serious hit. Evidence of this is present when looking at the collapse of Borders or the downsizing of Barnes & Noble. However, recent statistics establish that 21% of book purchases in 2012 can be contributed to physical booksellers (Page 2013). In fact, the consumer's act of browsing and interacting in a bookstore made them more likely to purchase a book of interest either in the store itself, or later online (Page 2013). Though there have been more online purchases of books overall, it cannot be denied that bookstores hold a place of importance when a consumer is searching for a new read (Page 2013).

As I've discussed the business environment and expectations that surround book cover illustrations, it may be best to understand what a book cover is in relation to the book itself. A book is considered an experiential product (Schmitt 2010). Each reader has a different understanding of the story. Apart from that, not all readers will have the same reaction once they've finished reading the story. Like when visiting an amusement park, each specific consumer has a totally different experience than any other. Not only that, but the consumer is taking the time to read the story and invest in the characters in hopes of finding some sort of fulfillment. These aspects contribute to the fact that a book is not only experiential, but also hedonic.

Therefore, the book cover itself can be considered both an advertisement and a

package for the product that is bound between the first and last pages – the story (Söderlund 2008). The simple truth is that a book cover provides clues to the consumer about what the story may hold. It allows the consumer to make inferences about the story and therefore develop feelings about what might happen (Söderlund 2008).

When thinking in terms of a hedonic product, the packaging allows the consumer to establish certain expectations about the product's use (Honea 2009). It is the same for book covers; by making inferences about the story's plot, the consumer is setting expectations about the possible events that may unfold in the storyline. Honea and Horsky even go so far as to say that package aesthetics contribute to a consumer's purchase intentions.

This understanding parallels with the idea that some consumers may purchase (or refuse to purchase) a book based solely on the cover. For example, there is a discussion post on Goodreads titled "Embarrassing Book Covers" in which readers bond over a discomfort and distaste for certain book covers. In the post, readers talk about being embarrassed to purchase the books in a physical format (and instead read them through electronic formats) for fear of a passerby judging them for the type of literature they read. Most of these concerns are settled around romance novel book covers, in which the image depicts some form of half-naked model. However, some readers take pride in the genre they read and post that they will go out of their way to purchase a book based on its sexually charged cover in hopes that someone will approach them about it (Goodreads.com). Either way, these covers play a vital part in the purchasing behavior of the reader. Figure 5 is a screenshot of the discussion post in question.

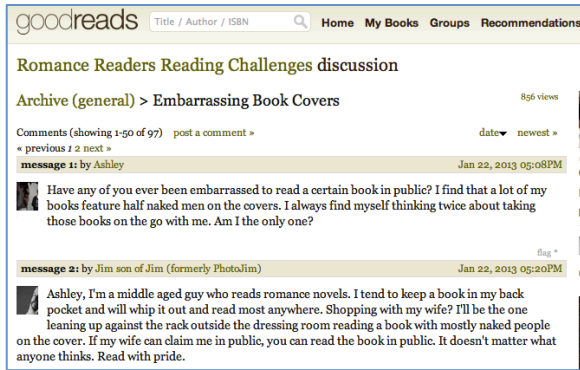


Figure 5, Discussion Post.

The cover is also expected to communicate the quality of the story it represents (Schmidt-Stölting 2011). The aesthetics of the product package, whether attractive or unattractive, ultimately affect the consumer's experience (Honea 2009). If the packaging is considered attractive, then the consumer product expectations of quality are high. Because attractive packaging positively biases a consumer's expectations, the consumer may be disappointed if the product is not what they expected. But if the packaging is unattractive or neutral, the consumer bias is decreased, therefore lowering the consumer's expectations of the product's use. In other words, the consumer may be pleasantly surprised when the product surpasses their low expectations. That is why it is suggested that highly hedonic and experiential products be represented by more neutral packaging (Honea 2009).

Because of the judgmental nature behind the consumption of hedonic, experiential products, the consumer may be happier with a more understated and modest package. Simply put, the packaging serves to bias the consumer's perceptions of the product. Because every consumer reacts differently to a hedonic, experiential product, neutral packaging would serve to neutralize the consumer's expectations of the product

(Honea 2009). Honea and Horsky state it perfectly when they write, "The more neutral a consumer's expectation state, the more room there is for initial product exposure and experience to have impact."

Though there was little to choose from, my prior research served well to partly answer the third research question presented in the previous section. In terms of hedonic cues and interpretations, a neutral outer-package or book cover would suggest a more neutral expectation of the product. Because a book is an experiential product, every reader will have a unique opinion about the story, its characters, and even the book cover that represents it.

Methodology

Though much of my prior research focuses on the book industry as a whole, I decided to narrow my primary research within the genre of Young Adult fiction and New Adult fiction. I did so for one simple reason; this is the genre that I am most acquainted with, both in reading and in writing. This genre is of great interest to me, not only because it is what I enjoy reading most, but also because I hope to be an author that represents it one day.

However, there is also a business interest in researching this genre. This was discussed in greater detail in the introduction, but YA/NA is one of – if not *the* – most popular, up-and-coming genres of modern literature. It is also a genre known for its growth. I figured that if I was going to investigate book cover preferences, what better genre to investigate in than the most popular and controversial one of my time?

Limitations

There were three major limitations that set my research back, the first being the lack of prior research. As stated earlier, there is very little research conducted in the realms of book cover consumer preferences. And any research that has been conducted is private to the company that funded it. Apart from that, my focus on the YA/NA genres narrowed my research opportunities considerably, mainly because these genres are new and constantly changing.

The second limitation refers to my sample size. Despite my attempts to broaden the width of my sample, I still only received ninety-nine usable survey responses and five in-depth interview replies. Though the number of readers of the genres is vast, few present themselves openly. It was a challenge not only to find readers in general,

but also to find readers willing to spend ten minutes of their time participating in a study.

The third limitation involves the type of responders represented within the sample size. The most common responder is a female student, aged early twenties. This is not so shocking considering this group aligns with my age and friendship networks. However, age, education, and occupation did not necessarily concern me in terms of negatively affecting my research. What I was most concerned with was the fact that only 10% of my sample size represented the male gender. Considering how much time was put in to seeking an even and representative sample, I decided to do some prior research about why I received a small number of male responders.

It turns out that this is actually a common YA/NA occurrence. A study conducted in 2012 found that of all of the users on Goodreads, only 30% were male (Royal.Pingdom.com 2012). Seeing as how I primarily used Goodreads to find participants, it is clear to see why I may not have attracted many responders of the male variety. But the male presence in YA/NA specifically is also narrowed. A Goodreads poll from 2014 found that a majority of readers “stick to their own gender” (Arboleda 2014, Flood 2014). That is, male readers prefer to read works of male authors, and the same goes for female readers and female authors. So when taken into account that female authors make up over 90% of the YA/NA genres, it is plain to see that the male gender is not prominently represented because there are less male readers, as well as authors (Lewit 2012).

Data Collection Methods

Primary data collection consisted of survey and in-depth interviews. Participants for the survey were sought out through social media platforms, including Facebook and Goodreads. Specifically, the survey was posted as an update to the news feed and shared by friends in the network, an action known as snowballing (Biernacki 1981). On Goodreads, I was forced to “friend” each YA/NA reader before individually emailing them the link to the survey. I found each “friend” by investigating “followers” of famous YA/NA authors.

The survey results consist of ninety-nine responders. Of those that chose to identify their gender, 10% of those responses were of the male variety. That leaves over eighty female responders. In terms of age, I received a wide range of participants, the youngest being fourteen and the oldest being fifty. However, most responders were in their late-teens or early-twenties. As far as education is concerned, a majority of the responders were either currently in college or graduated with a four-year degree. However, I also received a wide range in this category, meaning that I had representations of high school students, to adults with Masters or Doctoral degrees. Responses about employment also showed diversity; a majority of the participants were either employed full-time, part-time, or identified as a full-time student.

The interviewees were found through observation. More specifically, they were approached in the Young Adult section at Bookmans after I had observed them browsing through the collection of books in that aisle. They each agreed to the interview prior to participation. From there, and with their permission, I voice-recorded the interview and encouraged them to actually show me examples of the types of book

covers they were describing and discussing. This visual aspect is why the bookstore setting was so vital. Of the five interviewees, two were male and three were female. Each gender group was represented by diverse age categories: teenagers, twenty-somethings, and middle-aged readers. This diversity in age and gender led to results that both compared and contrasted equally.

Of the two data collection methods, the survey proved to be the most fruitful in terms of supplying distinct results. The interview, compiled with the survey, worked well to supply more qualitative and open-ended opinions.

Findings

The survey provided both quantitative and qualitative data to be applied to the original research questions. The first question dealt with overall browsing behavior.

1. *Choice drivers when browsing:* What characteristics of a book drive the consumer to pick it up and investigate it further?

To understand the importance of each book characteristic (i.e. author, cover, synopsis, ratings, and price) when browsing, I conducted a frequency table. The results found that all characteristics lean toward “important” in terms of consumer browsing preferences. The three main characteristics rated highest in terms of browsing significance were: *synopsis* with a mean rating of 5.88, *price* with a mean rating of 4.90, and *cover* with a mean rating of 4.89.

After conducting a paired-samples t-test, I found that the synopsis is significantly more important statistically than all other characteristics ($p \leq .001$). After running yet another paired-samples t-test to assess the importance of the cover compared to all other characteristics, I found that though it is a less significant feature than synopsis, it is significantly more important than ratings ($p < .05$) and relatively equal in importance as author and price. In other words, it cannot be denied that the cover is indeed of high importance when it comes to attracting a browser’s interest in a book. The frequency table and paired-samples t-tests are shown in Figures 6, 7, and 8.

Frequencies						
Statistics						
		How important is the author?	How important is the cover?	How important is the synopsis?	How important are the ratings?	How important is the price?
N	Valid	93	92	92	91	93
	Missing	6	7		8	6
	Mean	4.80	4.89	5.88	4.34	4.90
	Median	5.00	5.00	6.00	5.00	5.00
	Std. Deviation	1.564	1.471	1.239	1.586	1.547
	Variance	2.447	2.164	1.535	2.516	2.393
	Skewness	-.924	-1.015	-2.036	-.530	-.861
	Std. Error of Skewness	.250	.251	.251	.253	.250
	Minimum	1	1	1	1	1
	Maximum	7	7	7	7	7

Figure 6, Frequency Table.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	How important is the synopsis? – How important is the author?	1.087	1.885	.197	.697	1.477	5.531	91	.000
Pair 2	How important is the synopsis? – How important is the cover?	.989	1.565	.163	.665	1.313	6.061	91	.000
Pair 3	How important is the synopsis? – How important are the ratings?	1.571	1.984	.208	1.158	1.985	7.555	90	.000
Pair 4	How important is the synopsis? – How important is the price?	.978	1.893	.197	.586	1.370	4.958	91	.000

Figure 7, Synopsis Paired-Samples T-Test.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	How important is the cover? – How important is the author?	.098	2.244	.234	-.367	.562	-.418	91	.677
Pair 2	How important is the cover? – How important is the synopsis?	-.989	1.565	.163	-1.313	-.665	-6.061	91	.000
Pair 3	How important is the cover? – How important are the ratings?	.527	2.110	.221	.088	.967	2.385	90	.019
Pair 4	How important is the cover? – How important is the price?	-.011	1.890	.197	-.402	.380	-.055	91	.956

Figure 8, Cover Paired-Samples T-Test.

In terms of genre, Fantasy and Sci-fi readers put more importance on author than non-readers of the genres. This was determined by conducting independent samples t-tests, cross-referencing the rating of book characteristics to that of each genre (i.e. Romance, Fantasy, Sci-fi, Mystery, and Historical). Of the five genres, Fantasy readers showed an importance preference for author ($p \leq .001$). Sci-fi showed a similar significance for the same characteristic ($p < .05$). All other characteristics were important, but not significantly different between genres. Figures 9 and 10 show

Fantasy/Sci-fi readers' importance preference for the author.

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
How important is the author?	Equal variances assumed	2.160	.145	2.977	91	.004	1.045	.351	.348	1.743	
	Equal variances not assumed			3.569	64.374	.001	1.045	.293	.460	1.630	
How important is the cover?	Equal variances assumed	4.697	.033	-1.325	90	.189	-.455	.343	-1.137	-.227	
	Equal variances not assumed			-1.151	34.044	.258	-.455	.395	-1.258	-.348	
How important is the synopsis?	Equal variances assumed	.001	.972	-.563	90	.575	.164	.291	-.415	.743	
	Equal variances not assumed			.541	40.004	.591	.164	.303	-.449	.777	
How important are the ratings?	Equal variances assumed	1.205	.275	-.667	89	.507	-.249	.374	-.992	.493	
	Equal variances not assumed			-.627	38.720	.534	-.249	.397	-1.052	.554	
How important is the price?	Equal variances assumed	3.321	.072	-1.302	91	.196	-.469	.360	-1.185	-.247	
	Equal variances not assumed			-1.131	34.000	.266	-.469	.415	-1.313	.374	

Figure 9, Fantasy Independent Samples T-Test.

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
How important is the author?	Equal variances assumed	2.748	.101	2.192	91	.031	.697	.318	.065	1.329	
	Equal variances not assumed			2.207	89.289	.030	.697	.316	.069	1.325	
How important is the cover?	Equal variances assumed	.407	.525	-.252	90	.802	.078	.309	-.535	.691	
	Equal variances not assumed			-.250	86.649	.803	.078	.310	-.539	.694	
How important is the synopsis?	Equal variances assumed	2.634	.108	1.227	90	.223	.316	.258	-.196	.829	
	Equal variances not assumed			1.241	87.284	.218	.316	.255	-.190	.823	
How important are the ratings?	Equal variances assumed	.560	.456	-.265	89	.792	.088	.334	-.576	.753	
	Equal variances not assumed			-.265	88.987	.791	.088	.334	-.574	.751	
How important is the price?	Equal variances assumed	2.214	.140	-1.162	91	.248	-.372	.320	-1.009	-.264	
	Equal variances not assumed			-1.155	85.612	.251	-.372	.322	-1.013	-.269	

Figure 10, Sci-fi Independent Samples T-Test.

When asked specifically what they prefer to see on a YA/NA book cover, most participants responded similarly. The following quotes are representative of the total responses.

“Generally, a simplistic cover that hints toward the story but does not reveal anything pivotal to the plot.”

“Really good, realistic graphic design. Nothing tacky.”

“Simple and interesting, cheesy stuff is a huge turn off.”

“If the cover is something besides a shirtless guy. Those are one in a million. A cover will attract me if it is unique, colorful, and artistic.”

“Simplicity, sophistication, and elegance.”

“Clean presentation, not overly packed with imagery.”

Some other common buzzwords used to describe preferred book cover images or

designs were: *bold, meaningful, vivid, and beautiful.*

Despite the majority preference for realistic and striking images or designs, there was still a representative group that preferred the common and expected half-naked man. One participant wrote: *Well if there is a hot guy on the cover, I will pick it up.* From what I could determine, these sexually charged covers worked well to attract readers, but were not memorable in nature. Most respondents that admitted to having interest in such sensual scenes did not list such a cover as an example of their most memorable book cover.

2. *Browsing behaviors (in-store vs. online):* How do consumer browsing behaviors differ between brick-and-mortar bookstores and online retail platforms?

Throughout my prior research, I found that there was major controversy over whether or not people still browse in bookstores. In other words, people were questioning the importance of brick-and-mortar stores in today's society. I decided to test that. The following bar graph will present the general bookstore browsing behaviors of the respondents. The graph will show that over 30% of the participants had browsed in a bookstore within the previous week. Another 25% had browsed within the last month. And 30% had browsed within the last six months. This data merely shows the overall importance of browsing in reading culture, and solidifies the belief that bookstores are still very much a player in today's book market. The graph is shown in Figure 11.

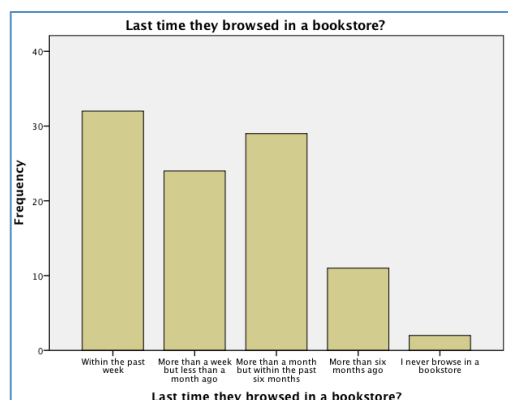


Figure 11, *Browsing Bar Graph*.

When comparing whether or not the respondents had purchased a book after recently browsing in a store versus online, I found relatively no difference in purchase behavior. Forty-eight participants made a purchase after browsing in-store, and a similar forty-six had made a purchase after browsing online. The tables are shown in Figure 12.

Did they buy something in bookstore?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	48	48.5	48.5	48.5
No	51	51.5	51.5	100.0
Total	99	100.0	100.0	

Did they buy something online?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Yes	46	46.5	46.9	46.9
No	52	52.5	53.1	100.0
Total	98	99.0	100.0	
Missing	System	1	1.0	
Total		99	100.0	

Figure 12, *Purchasing Frequency Table*.

Questions 15 and 16 in the survey actually relate to the first two research questions of this paper; they ask the respondents to rate book characteristics when browsing, but also apply those ratings to physical and eBook formats. eBooks can only be bought on online retail platforms. Physical books however, can be purchased both online or in-store. The characteristics to be rated on importance are as follows: portability (how easy it is to handle and take along), speed of access (how quickly they can get it),

convenience of purchase (how easy it is to purchase), price, and visual appeal. Not surprisingly, there proved to be a statistically significant difference of the importance in all of these categories when applied to physical book and eBook formats. Portability was more important for eBooks, with a mean rating of 4.33. Likewise, speed of access was more important for eBooks, with a mean rating of 5.28. Convenience proved to be more important for eBooks as well, with a mean of 5.63. And price was most important and again more important for eBooks, with a mean of 5.65. However, visual appeal was most important for physical books, with a mean of 5.07. These results proved to be consistent with my initial expectations. Again, all differences were statistically significant at .001, .008, .002, .039, and .001 respectively. The tables that exemplify these results are presented in Figures 13 and 14.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	How important is portability when buying a physical book?	3.45	92	1.860	.194
	How important is portability when buying an ebook?	4.33	92	2.685	.280
Pair 2	How important is speed of access when buying a physical book?	4.63	92	1.608	.168
	How important is speed of access when buying an ebook?	5.28	92	2.119	.221
Pair 3	How important is convenience when buying a physical book?	4.95	93	1.462	.152
	How important is convenience when buying an ebook?	5.63	93	1.840	.191
Pair 4	How important is price when buying a physical book?	5.34	92	1.535	.160
	How important is price when buying an ebook?	5.65	92	1.769	.184
Pair 5	How important is visual appeal when buying a physical book?	5.07	92	1.389	.145
	How important is visual appeal when buying an ebook?	4.37	92	2.247	.234

Figure 13, *Characteristics Paired-Samples Statistics*.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	How important is portability when buying a physical book? - How important is portability when buying an ebook?	-.880	2.480	.259	-1.394	-.367	-3.405	91	.001
Pair 2	How important is speed of access when buying a physical book? - How important is speed of access when buying an ebook?	-.652	2.289	.239	-1.126	-.178	-2.733	91	.008
Pair 3	How important is convenience when buying a physical book? - How important is convenience when buying an ebook?	-.688	2.032	.211	-1.107	-.270	-3.266	92	.002
Pair 4	How important is price when buying a physical book? - How important is price when buying an ebook?	-.315	1.444	.151	-.614	-.016	-2.093	91	.039
Pair 5	How important is visual appeal when buying a physical book? - How important is visual appeal when buying an ebook?	.696	1.897	.198	.303	1.089	3.517	91	.001

Figure 14, Characteristics Paired-Samples T-Test.

When explicitly asked how important the cover is in increasing interest in a book when browsing in-store versus online, the responses showed a statistically significant difference. With a mean importance rating of 5.36, the cover proved to be more important in a brick-and-mortar store setting. For online retail browsing, respondents found a 4.82 mean level of importance for the book cover. This difference is statistically significant at .000. The test results are shown in Figures 15, 16, and 17.

Paired Samples Statistics					
	Mean	N	Std. Deviation	Std. Error Mean	
Pair 1	How important is the book cover when browsing in bookstore?	5.36	89	1.218	.129
	How important is the book cover when browsing online?	4.82	89	1.435	.152

Figure 15, Cover Importance Paired-Samples.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	How important is the book cover when browsing in bookstore? - How important is the book cover when browsing online?	.539	1.067	.113	.315	.764	4.770	88	.000
Pair 2	Is it likely for them to buy a book based on the cover when browsing in store? - Is it likely for them to buy a book based on the cover when browsing online?	-.236	1.446	.153	-.069	-.541	1.539	88	.127

Figure 16, Cover Importance Paired-Samples T-Test

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	How important is the book cover when browsing in bookstore? - How important is the book cover when browsing online?	.539	1.067	.113	.315	.764	4.770	88	.000

Figure 17, Cover Importance Paired-Samples T-Test

Respondents again showed significant interest in the cover in a physical store setting when asked if they would purchase a book based solely off of their attraction to the cover. The bar graph below will show that over 30% of respondents confessed that it was “somewhat likely” for them to purchase a book in-store because of the cover. Alternately, 20% chose “likely” and about 10% decided it was “extremely likely” for them to make this purchase. The graph is shown in Figure 18.

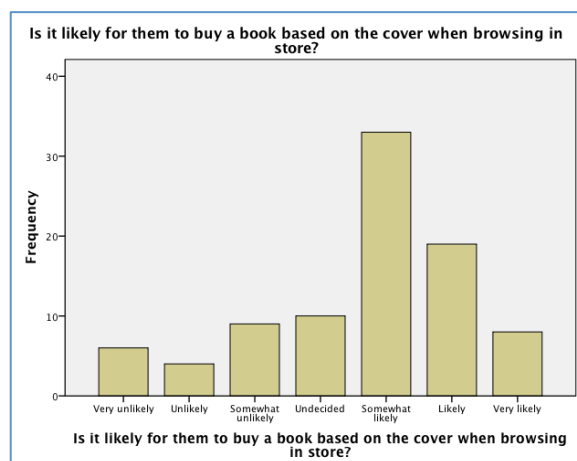


Figure 18, In-Store Platform Bar Graph.

A similar question was asked for online browsing. The responses to this question were interesting because though a similar percentage of respondents agreed that it was at least “somewhat likely” for them to judge a book by its cover when in an online setting, the overall responses were more varied. The bar graph that presents this is shown in Figures 19.

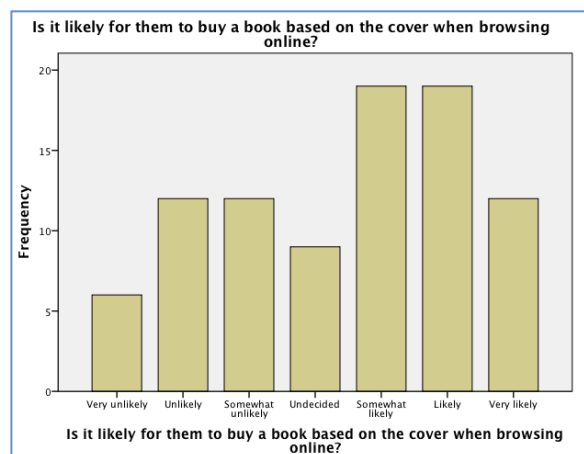


Figure 19, Online Platform Bar Graph.

The previous discussion of data findings from the survey ultimately shows two key things; the first is that book cover illustrations are one of the most important characteristics that browsers consider when looking for a book, and the second is that browsing behavior and preferences are indeed significantly different between an online and a brick-and-mortar platform.

The visual appeal of a book is more important in a store setting, than it is online. Though it cannot be denied that the cover is an integral aspect of browsing interest, no matter if the consumer is in-store or online. In fact, after running a correlation, I found that the same respondents that recognized a book’s cover as important in a store setting, also admitted to its importance when browsing online. The correlation table is shown in Figure 20.

		Is it likely for them to buy a book based on the cover when browsing in store?	Is it likely for them to buy a book based on the cover when browsing online?
Is it likely for them to buy a book based on the cover when browsing in store?	Pearson Correlation Sig. (2-tailed) N	1 89	.654** .000 89
Is it likely for them to buy a book based on the cover when browsing online?	Pearson Correlation Sig. (2-tailed) N	.654** .000 89	1 89

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 20, Cover Importance Correlation 2.

The open-ended questions of the survey worked well with the in-depth interview discussions to provide a bit more information in answer to the last research question presented at the beginning of this paper, discussed more thoroughly in the prior research section. The research question is shown again as follows:

3. *Hedonic cues and various cover interpretations:*
What gets cued or suggested to the reader when looking at specific book cover images?

However, the upcoming quotes and findings to be discussed are less abundant in nature when compared to the primary data findings highlighted in the previous data sets. Though the prior research section discussed the last two questions in greater detail, my primary research allows for a more textured

understanding of how covers are used and interpreted in consumer browsing.

The first interviewee used the *Hunger Games* by Suzanne Collins as an example. He stated, "If taken literally, the cover image depicting a bird might suggest that the book is about birds. But after reading, it is clear that the bird is merely the main character's symbol." The book cover is presented below:



The third interviewee referred to the *Mortal Instruments* by Cassandra Clare as an example. She described how the image suggests something "smutty" or "overly sexual". Before reading, she was initially turned off by the cover because she had expected it to be more of a romance and less of a sci-fi read. The book cover is presented below:



The second interviewee used *Another Faust* by Daniel Nayeri as an example. He had not read the novel, but based off of his first impressions, he described the book as possibly being "superficial" and "crappy". Specifically, he gleaned a sense of romantic drama or melodrama, something he was wholeheartedly not interested in. The book cover is presented below:



The fourth interviewee discussed *Night Runner* by Max Turner as a book of reference. Upon looking at the cover image, she instantly determined that the novel had a male protagonist and was likely masculine and supernatural in nature. As a teenage girl looking for a story that is both relatable and realistic, she was turned off by her initial view of the book. The book cover is presented below:



The fifth interviewee used *Awakened* by P.C. Cast as an example. In this case, the book was cued correctly. Prior to reading, she had expected the book to include a fantastical storyline. She often looks for books with a “playful, mysterious and vampire-like vibe”. This book image suggested that mood immediately. The book cover is presented below:



In all of these discussions and responses, it is clear that a book cover illustration truly acts as a piece of art; everyone has their own interpretation or expectation based off of what they see. It is likely impossible to design a cover that everyone will like. The best that can be done is to create something that is vivid, simple, and striking. The survey respondents provided some specific examples of covers that they feel fit well into those three categories, and they are as follows:

Twilight Saga by Stephenie Meyer
The Selection Series by Kiera Cass
Eleanor and Park by Rainbow Rowell
Eragon by Christopher Paolini
The Fault In Our Stars by John Green
Divergent by Veronica Roth
To All Boys I've Loved Before by Jenny Han

The survey also provided some specific examples. One respondent mentioned *Miss Peregrine's Home For Peculiar Children* by Ransom Riggs as a memorable book cover. They wrote, “It attracted me because it was different. It was very odd, and gave off an air of eeriness. I was intrigued.” The book cover is presented below:



Conclusion

Despite a lack of abundance in prior research and a small sample size for primary research, this exploration on book characteristic preferences, browsing behavior, and book cover expectations proved to be insightful.

Because of a lack of funding in the publishing industry, most publishers and authors are blind to what readers prefer to see for cover illustrations. Not only that but they rarely have much say on the design itself. That power goes to the retailers that control the market, and they are more likely to follow past successes than take unique risks. This made me curious to understand how readers felt about the covers provided, specifically for the Young Adult/New Adult genre.

As the fastest-growing and most fluid genre, YA/NA novels are highly anticipated by a plethora of readers, all varied in age, social status, and gender. In such a genre, readers have many choices. Therefore, each book relies on its unique presentation to attract a browser's interest. However, in a market that does not allow many visually appealing risks, it is difficult for each book to stand out. This results in redundant cover images that almost become cliché YA/NA standards. These facts led me to investigate: (1) which physical book characteristics browsers find most important when searching for a book, (2) how those behaviors differ in a brick-and-mortar setting compared to that of an online platform, and (3) what readers interpret when looking at specific cover images. Along with the answers to those research questions, I hoped to also determine what YA/NA readers actually preferred to see on the book cover. After analyzing my results, I believe I have sufficiently found a representative answer to each of my inquiries.

- (1) The most important characteristic involved in sparking interest in a book proved to be the synopsis or summary of the story. Behind that, price and cover were of nearly equal importance. The two characteristics are also not significantly different in importance from author.
 - a. Primary research found that though the cover is not considered *the most* important book characteristic, it is considered one of the main characteristics involved in contributing to a consumer's initial interest in the book. It's also significantly more important than ratings.
- (2) Research determined that the visual aspects of a book's packaging (the cover) were more essential in a physical in-store setting. However, a correlation test discovered that the same participants that had deemed the book cover important in a brick-and-mortar platform also deemed the cover important in an online retail platform. Though the cover seems to be *more* important in-store, this correlation proves its significance in overall browsing preferences.
- (3) Prior research, as well as responses from participants of the survey and the interviews, notified me of some genre clichés – a shirtless man on the cover of romance novels, a lone shadowed figure lurking in the fog on mystery covers, and an attractive female with strong body language or severe facial expressions on novels with a female perspective. However, it was also clear that book covers are similar to artists' paintings – everyone has an individual and

unique opinion. This knowledge solidifies the claim that a book is an experiential, hedonic product. With more neutral packaging, a consumer's expectation of the book would be neutralized and therefore allow more room for surprise and impact.

The prior research, paired with the primary research responses, worked well to sufficiently and representatively answer the initial inquiries posed in the introduction of this paper. These findings should encourage each reader to think more liberally about book cover illustrations, and what each image personally means to them. I believe this is still an overlooked but significant area of exploration that may gain momentum in the future, due to the increased interest in graphic design as a whole. The previous participant responses discussed should encourage publishers, authors, and especially retailers to reserve room in the marketing budget for book cover design. Finally, this investigation should have highlighted the overwhelming importance of a cover in garnering further interest in a book, and prove that from a marketing stand-point, you should always judge a book by its cover.

Appendices

Appendix A: Book Marketing Survey

Q28 I am investigating the marketing involved in book sales. More specifically, I am interested in what sparks a consumer's interest in a book. In other words, what about a book leads a consumer to pick it up and then purchase it when browsing in-store and online. Surprisingly, this is an area of research that has been relatively unexplored. Therefore, your responses are both extremely important and helpful. The survey will likely take about 15 minutes. If at any time you feel uncomfortable, you may choose to not participate any longer and exit out of the survey. However, please note that this survey is completely anonymous and your name will not be associated with the data in any way. Thank you for participating in this research study. Your answers will be very beneficial in understanding what readers look for when browsing for a book.

Q1 What is the last fiction novel you read?

Q2 Describe briefly how you chose this novel to read.

Q3 When was the last time you browsed in a bookstore?

- Within the past week (1)
- More than a week but less than a month ago (2)
- More than a month but within the past six months (3)
- More than six months ago (4)
- I never browse in a bookstore (5)

Q4 The last time you browsed in a bookstore, did you buy something?

- Yes, please specify: (1) _____
- No (2)

Answer If The last time you browsed in a bookstore, did you buy something? Yes, please specify: Is Selected

Q5 Because you answered Yes, briefly describe what led you to make this purchase.

Q6 The last time you browsed online, did you buy something?

- Yes, please specify: (1) _____
- No (2)

Answer If The last time you browsed online, did you buy something? Yes, please specify: Is Selected

Q7 Because you answered Yes, briefly describe what led you to make this purchase.

Q8 Do you read from the Young Adult genre?

- Yes (1)
- No (2)

Q16 How important are the following factors when buying an ebook?

	Not at all important (1)	Very Unimportant (2)	Somewhat Unimportant (3)	Neither Important nor Unimportant (4)	Somewhat Important (5)	Very Important (6)	Extremely Important (7)	N/A (8)
Portability (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of Access (How fast you can get it) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience (How easy it is to buy) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Appeal (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, please specify: (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 Please list one or more Young Adult/New Adult books that you have purchased whose cover is memorable to you.

Q13 In terms of the Young Adult/New Adult genre, what characteristics of a book cover attract your attention? (Please specify in the space below)

Q17 How important is the book cover in increasing your interest in the book when browsing in a bookstore?

- Not at all important (1)
- Very Unimportant (2)
- Somewhat Unimportant (3)
- Neither Important nor Unimportant (4)
- Somewhat Important (5)
- Very Important (6)
- Extremely Important (7)

Q18 How important is the book cover in increasing your interest in the book when browsing online?

- Not at all important (1)
- Very Unimportant (2)
- Somewhat Unimportant (3)
- Neither Important nor Unimportant (4)
- Somewhat Important (5)
- Very Important (6)
- Extremely Important (7)

Q19 When browsing in a bookstore, how likely are you to buy a book based on the cover?

- Very Unlikely (1)
- Unlikely (2)
- Somewhat Unlikely (3)
- Undecided (4)
- Somewhat Likely (5)
- Likely (6)
- Very Likely (7)

Q20 When browsing through an online retailer (i.e. Amazon), are you likely to judge a book by its cover?

- Very unlikely (1)
- Unlikely (2)
- Somewhat Unlikely (3)
- Undecided (4)
- Somewhat Likely (5)
- Likely (6)
- Very Likely (7)

Q21 Thinking in terms of your friends' reading habits, how important is the book cover in attracting their attention to a book?

Q22 What proportion of your fiction reading is done in each of the mediums below? (Please proportion each category to a percentage out of 100%)

- _____ Physical book (1)
- _____ ebook (2)
- _____ Online PDF (3)
- _____ Other, please specify: (4)

Q23 What proportion of your fiction novels are purchased through each of the following sources? (Please proportion each category to a percentage out of 100%)

- _____ Bookstore (1)
 _____ Online retailers (i.e. Amazon) (2)
 _____ iTunes (3)
 _____ Other, please specify: (4)

Q24 Please state your age.

Q25 What is your gender?

- Male (1)
 Female (2)

Q26 What is the highest level of education you have completed?

- Currently in High School (1)
 High School/GED (2)
 Currently in College (3)
 4-year College Degree (4)
 Masters Degree (5)
 Doctoral Degree (6)
 Other, please specify: (7)

Q27 What is your current employment status?

- Full-time Employment (1)
 Part-time Employment (2)
 Unemployed (3)
 Student (4)
 Retired (5)
 Other, please specify: (6)

Q31 Thank you very much for your time in completing this survey. If you would like more information about my research or the survey just conducted, please feel free to contact me at:
 shelby_diane93@yahoo.com.

Appendix B: Book Marketing Survey Results

1. What is the last fiction novel you read?

Text Response
Red Rising
The Infinite Sea
China Dolls by Lisa See
Fallen Too Far by Abbi Glines
The Outlander
Ender's Shadow
Jared by Sarah McCarty
The Little Friend
This Girl by Colleen Hoover
i read the first 2 books in the elite series
Inferno by Dan Brown
Tear You Apart by Sarah Cross
Waterfall by Lauren Kate
The Fault in Our Stars
Raze by Tillie Cole
Revival
I'm currently reading Lead by Kylie Scott
Untouchables - J.J. McAvoy
Lullabies for Little Criminals
Hunger Games: The Mockingjay
Real
City of Heavenly Fire
Opposition (a Lux novel) by Jennifer Armentrout
Tokyo
Chat Love
Allegiant
After We Collided
The Last Continent
Interview with the Vampire
Red Blooded by Amanda Carlson
Unravel Me by Tahereh Mafi
The Maze Runner by James Dashner
The Crown of Bones
Isla and the happily ever after
For real by chelsea M Cameron
DEBT by Nina G Jones
Black Widow by Jennifer Estep
After we collided
Elanor & Park
House of Leaves
Summer of the Dead, Julia Keller
Maze runner series
White Oleander
Falling away
The Scorch Trials by James Dashner
Sixth Grave on the Edge
Game of Thrones: A Dance with Dragons
The Secret of Magic by Deborah Johnson

Silence of the Lambs
Heated by j. kenner
Pretend by Riley Hart
The Coincidence of Coconut Cake
The Will by Kristen Ashley
Our Time Jessica Wilde
Game of Thrones
Harry Potter Deathly Hallows
Torn- Amanda Hocking
Sweet Possession by J. Daniels
Gates Of Thread & Stone by Lori M Lee
The summoning by Kelly Armstrong
The Elite by Kiera Cass
Mellan vinter och himmel - Elin Bengtsson
Mr kiss and tell
Jack and Djinn, by Jasinda Wilder
We were liars
The Evolution of Mara Dyer
Let's Get Lost by Adi Alsaid
Losing at Love (Outerbanks Academy Book 2) by Jennifer Iacopelli
Forever by Maggie Stiefvater
These Broken Stars
The Seer by Cynthia D Witherspoon
Hopeless - Colleen Hoover
Black Ice by Becca Fitzpatrick
The Fault in our Stars
The Fault in our Stars
A Discovery of Witches
Acheron
To All The Boys I've Loved Before by Jenny Han
The Selection
Fire-Starter by Stephen King
Nowhere But Here by Katie McGarry
Flawed by Francette Phal
Never Never by Colleen Hoover
Sugar rush
The Cemetery Boys by Heather Brewer
Foundation by Isaac Asimov
Game of Thrones
A Song of Ice and Fire: Game of Thrones
Feminism For The Ages
It's Kind of a Funny Story
Divergent
russian roulette
champion by marie lu
Fever
The Sun Also Rises
The maze runner
The Nightingale

The First Fifteen Lives of Harry August

Statistic	Value
Total Responses	98

2. Describe briefly how you chose this novel to read.

Text Response

It was recommended as one of the new must-read young adult fiction books in a BuzzFeed article.

It was the second book in a series I was reading. I like Lisa See's novels and wanted to read her newest one

I read Abbi Glines' Vincent Brothers series and wanted to read her other series.

I have wanted to read it for a while, just never got to it. Then I saw the tv show and decided it was time to read it.

I'd read Ender's Game some years back on the strength of it being one of those classic sci fi books, been meaning to get to Ender's Shadow ever since

She is an author I enjoy reading and it was the second in a series.

I found it in a bookstore.

It was the final of the trilogy & I just loved the previous two.

I wanted to read it for some time now plus I read a couple of other books by that Arthur and I really loved her writing style

Its plot was interesting and I like how the Dan Brown writes!

Blog Tour Request.

It was the second in the series and I'd enjoyed the first.

Kept seeing the movie trailers and decided to read the book

It was recommended at first, then I read the description to make sure it was something I was interested in, and then read some of the reviews.

I read every one of Stephen King's new books

It is the third book in a series in which I've read the first two books.

This particular title is the second of three in this author's series. The first book originally came to me as a recommendation from a fellow reader. After greatly enjoying the first book, I knew I had to read the second. The blurb, plot and characters were all intriguing and not reading it wasn't really an option.

My eye is usually drawn to brightly colored book jackets (this one is a yellow-green). I also liked the type font and the title was intriguing. I then read the synopsis on the back of the book and found it interesting. Last, I checked the price--

books are expensive and I'm usually unwilling to pay a lot for them.

I have read the previous book in the series. I love the way Suzanne Collins writes.

in the library the cover caught my eye. After reading the summery on the back cover, I was intrigued enough to flip to a random page. Satisfied with the vocabulary and grammatical structure, I decided to check it out.

It was the last in the books series, but I first chose the series at the recommendation of a friend.

The Lux series was highly recommended on goodreads.com. I started the series and loved it so I read all of them.

It was assigned to me in a college course!

It was sent to me by the author in exchange for an honest review.

I read the first two books of the divergent series and really enjoyed it so I had to read all 3. I also saw the movie and I wanted to read the books before the movies come out.

Online Recommendation

Slowly working my way through all of Terry Pratchett's backlog

I've enjoyed other books written by the author and other books of a similar genre.

I've already read the other books in this series and this is the latest one I got for Christmas. It's a paranormal book, the only kind I really read. I have seen several people talk about the series on social media and the covers, and plot appealed to me.

I had heard good things about it and received it as a Christmas gift.

My favorite reads are urban fantasy. The first book was listed on a book blog and I was hooked.

I picked it out of my TBR jar

I liked the blurb and the author is coming to a book signing i'm going

It was dark erotica from an author that doesn't normally go there - so just had to try it!

I'm a fan of the series. It's still going strong 12 books in.

Online recommendation

I enjoy Teen Fiction and the cover looked interesting.

My significant other at the time recommended it

It is the third in a series that I was originally introduced to on Amazon based on my ordering

history. I several of the reviews which helped me to decide that this series (Bell Elkins) was something that was of interest to me.

Recommended by a friend.

It was on a list of books you need to read in your 20's.

I have read from the author prior and really enjoyed her writing, this was also part of a series and loved the other characters in the other books .

I read the Maze Runner before the movie came out and then I decided to continue the series.

I enjoy paranormal, it is my first choice in reading. The Charley Davidson series shows a kickass heroine with a bad boy hero... Plus, the covers are cool and it was recommended by a friend.

I read all the other previous books in the series, but I got the series for Christmas. I requested them but mostly on a whim without really knowing what they were about and I'm really glad I did.

A publisher offered it to me for review.

I was at my old high school library killing time and I was trying to hide from some people I recognized. I went down a random aisle and that was on display so I took it home.

I'd read the 1st book in this series and enjoyed it so I read the 2nd book.

I have a love for m/m romance novels and I love the series that this book is part of and the mood struck me to finally read it so I did.

The title was intriguing and it had a nice looking cover. Once I read the synopsis I decided to give it a try.

I am fan of this author and I usually read all her books.

It was recommended to me by a friend

Recommendation from my brother.

I wanted to re-read it.

I won the first one in a Goodreads giveaway and this is the second book in the trilogy.

It was next in line with the Sweet Addiction series. And I was on a mission to read a book with a red flower in honor of valentines day with my new adult book February challenge.

I bought this book a long while ago, about when it was released, and had it sitting on my shelves for quite some time so I picked it up finally.

I came to read this book as I had bought in I box set of two other books from different series. I had

heard good things about it and figured I would put it at the top of my to-read list.

It's the second book in a popular series - I think I originally heard about it from other book bloggers

I saw some very good reviews of this book on Goodreads. Then I looked on the website of my library whether the book was available or not, and it was, so I decided to get this book and read it immediately.

This particular novel is based off one of my favorite TV shows- veronica mars

Was on my to be read list, and the author had stated the second book was due to release soon. Because Goodreads readers said this is best mystery for 2014th. I was kind of disappointing at the end... But, afterwards it was a good novel, so i don't sorry that i read it.

This book had been recommended to me many times by friends.

A friend of mine gave it to me for my birthday, but I was familiar with it from browsing on Goodreads.

I read the first book, and the second book was offered to me to participate in a book blog tour.

It was the final nove in a series I wanted to finish, despite not being crazy about the first two books. I discovered the series as a whole on Goodreads.com as a recommendation and thought the plot sounded interesting and some reviews made it sound interesting.

It had a really pretty cover and a lot of people seemed to be enjoying the book.

It is the third book in the series and I was waiting to read it. It just released this past weekend.

I wanted to read all the Colleen Hoover's I had left unread on my kindle- and so I chose this one because it's the first in a series.

I'm familiar with the author's work on the Hush Hush series and the book's synopsis intrigued me.

I'm currently doing a reading challenge, and this book fit in the category of books made into movies.

My sister read it and said that was really good, also it was around the time that the movie was coming out, so I decided to give it a read.

randomly happened upon it in Barnes and Nobel. I got was going for a different book recommended by Buzzafeed Books but I saw this

one next to the recommended one so I got both books.

While searching Barnes and Noble, I came across this book. I am very interested in mythology and Acheron is the name of one of the rivers in the underworld. My interest in the name, and the cool design of the cover got me to pick it up. Usually if the cover/name is not interesting, I will not pick it up.

There was a lot of attention given to this book in the past few months. Also, different people on YouTube channels that talk about books mentioned it many times.

The cover, there was a beautiful girl in a princess dress.

Stephen King is one of my favorite authors so I went to the library and browsed his sections of the books and the excerpt from this book related to me.

I loved her first series Pushing The Limits so I want to read anything else she is going to write.

The cover captured my attention and the blurb further enticed me to pick up the book and read.

Colleen Hoover is one of my favorite authors and I found out about her new book coming out through Goodreads.

It's the latest book in the series.

I requested the ARC from the publisher and they sent it to me. The release date was coming up at the end of March so I had to read and review it for the blog.

I like to browse different sites for suggested books to read and look at lists that highlight things like "Top 10 Sci Fi books that redefined the Genre" or something to that effect. The books that sound most interesting I like to read, which is how I found out about Foundation.

I had previously watched the game of thrones HBO series. I generally read memoirs, and had wanted to read a fictional book. Many of my friends had highly recommended the book.

I watched the show, loved it, and decided it would be my next read.

My whole life is based around feminism, the lifestyle it portrays and equality.

The cover art caught my eye and it seemed like an interesting book.

I heard that the book was a lot like the Hunger Games, which I enjoyed. I also knew they were making it into a movie, and watched the movie and loved it. I wanted to see how similar the

book and movie really were.

It was a prequel to a series I read

It was the last book of a trilogy. I picked out the first one because it was a suggested read based on others I've read (Hunger games, divergent). I read the first few pages of several of the suggested books before picking this one

Sequel to a series

The time period during WW I or for the writers war.

The movie made it seem like a good book it was at Costco and looked interesting.

I searched for new science fiction novels online and after reading a short description decided to read it.

Statistic	Value
Total Responses	98

3. When was the last time you browsed in a bookstore?

#	Answer	Response	%
1	Within the past week	32	32%
2	More than a week but less than a month ago	25	25%
3	More than a month but within the past six months	29	29%
4	More than six months ago	11	11%
5	I never browse in a bookstore	2	2%
	Total	99	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.25
Variance	1.19
Standard Deviation	1.09
Total Responses	99

4. The last time you browsed in a bookstore, did you buy something?

#	Answer	Response	%
1	Yes, please specify:	48	48%
2	No	52	52%
	Total	100	100%

Yes, please specify:
Gray Mountain, by John Grisham
We Were Liars
Parasol Protectorate
1 book 1 magazine
The Little Friend
3 books.
i bought 6 books (bared to you series, the lux series and cruel beauty
A business book
I pre-ordered a book from Amazon after looking in a bookstore.
logic puzzle book and a birthday card
I went specifically to buy a paperback copy of a book. Most purchases are now electronic.
Hemmingway - I life in pictures
A book by John Green for a friend.
The last 4 books in the Malazan Book of the Fallen series
Insurgent
Gone Girl
Gone with the Wind, Dante's Inferno, The Lucifer Effect
Books
books, at a used book store
Running like a girl
Love Wins
Last call
Several books
books
Mockingjay by Suzanne Collins, In The Afterlight by Alexandra Bracken, and the movie The Book Of Eli
The Selection by Kiera Cass
Red Queen by Victoria Aveyard (Young Adult Fiction)
several books
La felicidad es un té contigo by Mamen Sanchez
Anna and the French Kiss
I bought Death of a Salesman for school and another novel for pleasure, though I can't remember which one.
The Princess Bride by William Goldman
I bought Cinder. I always buy a book when I am at the bookstore. I don't like to leave empty handed.
Books for my sons.
hehe a coffee mug only
Yes: War in Heaven, Holding my Breath
I bought three books
The Selection

I bought 3 books.
My textbooks (KOREAN) needed for one of my classes at uni.
3 Young Adult Fiction Novels
Burned (book)
A book
I bought two books from the young adult section of Bookman's.
champion by marie lu
AV cables
The Name of the Wind by Patrick Rothfuss

Statistic	Value
Min Value	1
Max Value	2
Mean	1.52
Variance	0.25
Standard Deviation	0.50
Total Responses	100

5. Because you answered Yes, briefly describe what led you to make this purchase.

Text Response

Again...I like John Grisham and saw that he had a new book out...so I bought it.

It was rated one of the top Young Adult novels of 2014 on Good Reads.

I'd read the book already from the library, loved it, and have always meant to buy myself a copy!

Another author I like to read and the cover was part of the edition I have the rest of the series in.

The author. I had read a novel by her before.

I had a Barnes & Noble gift card. Otherwise I only buy used books. Normally on Amazon.

It was my birthday so I bought some books
Its content!

I pre-order Sarah Addison Ellen's new book as I had been looking at books of hers and when I saw it was a second book in a series I went ahead and ordered it.

Needed both and it was a matter of convenience that they were both in a bookstore

Although I switched to e-books a few years ago, there are a few books that I wanted to have as paperbacks. This particular book came out and rather than wait for shipping, I purchased in store (price was relatively the same). However, I still read the e-book version of it, leaving the paperback for my collection and to lend to a few friends without e-readers.

I find Hemmingway very interesting and groundbreaking for his time. He has a very interesting way of letting people into his universe through his writing.

It was a friend's birthday and I thought she'd like a book that I had read before.

I was given the first book of ten as a present, so I kept returning to Barnes and Noble to purchase the books in the series

To buy the second book in the trilogy of divergent

Heard good things about it

Gone with the Wind had been a novel I had been wanting to purchase for a while and Dante's Inferno has always appealed to me so when I saw it in the bookstore I made an impulse buy. I purchased the Lucifer Effect due to it being a (nonfiction) book written by a past professors close colleague.

I went with the intention of picking up books I knew were released that week and went and bought a few.

It was a book that sounded like something I'd like reading (holiday romance).

The synopsis on the back cover appealed to me. I felt like the author and I had similarities.

I had been wanting to read the book for a while so I finally just decided to buy it.

Also read the authors previous books and really enjoy her writing

Clearance items on books that I have had on my TBR

I liked one book's synopsis. The other book had been on my to be read list for awhile

In The Afterlight by Alexandra Bracken released that day and I couldn't wait for a store to ship it to my house so I went in and bought it. I had to browse around and saw the new Foil editions of The Hunger Games and bought the foil edition of Mockingjay because I don't own a copy of that book.

I had heard extremely good reviews about this book and saw it and in a moment of impulse, bought it.

I heard about it from other book bloggers and knew I wanted to read it before I went to the store

Good price, sounded interesting, good reviews on goodreads, and though they say not to judge a book by its cover, the cover has to intrigue me for me to even pick it up in the first place

The book purchased were for an upcoming author signing event I am planning on attending.

I read about the book and i like the plot. I like Spain and spain books, so i buy it...

I loved the cover and I had read other books by The Author.

I was just browsing after I found what I needed for school, and it was a book I'd been wanting to read. I had enough money so I figured why not.

I'd been wanting a special edition of The Princess Bride by William Goldman for quite some time. I was going to order it from Amazon because it's cheaper there, but the last time I ordered a collector type book, it was really banged up when it arrived, so I spent the extra money to know what exactly I would be getting.

I usually go to the bookstore intending to browse, however I rarely like to leave the

bookstore empty handed. As well, the book was on sale and the cover was pretty and I had seen people I know reading the book so I chose to try it out.

My kids love to read paperback books even when I have the version on my kindle.

My mom's birthday was coming up and it was a great mug :)

I read the synopsis on the books and from reading them I thought I would enjoy them. Plus the bookstore I was looking through was closing down and everything was really cheap.

Each book had either an interesting cover or title. Those caused me to read the summary of the book which interested me enough to buy it.

I saw the cover, read the synopsis so it peaked my interest.

I was at a book signing event and I bought books by authors that were at said event, I had been planning on reading the books I got for a while but my TBR is so long and ever expanding.

I didn't have a choice. I needed that book for educational needs that would fail me if I didn't get it.

The books were super cheap at the bookstore

Latest book in the serie

For equal pay for women.

Both books were recommended by friends and they appeared to be in good condition. I am usually very picky about the condition of books from used bookstores.

Already answered in previous question

I needed it that's why...

A friend suggested the book after we had a conversation about science fiction/fantasy novels.

6. The last time you browsed online, did you buy something?

#	Answer		Response	%
1	Yes, please specify:		46	46%
2	No		53	54%
	Total		99	100%

Statistic	Value
Total Responses	48

Yes, please specify:
Tipping Point by Malcolm Gladwell
Raze by Tillie Cole
Stardust
Soul Mountain
A new book by a favorite author was on sale
i bought 5 books (the first book in the shadow and bone series, the 4th book in the bared to you series and the sweet evil trilogy
Some fitness and business books
Nightingale (Shadow Weavers Book 2) by Kay Casuer (Kindle Edition)
kindle books
Can't remember what
I am addicted to Amazon.
Course textbook for class
Allegiant
Ebook
Ignite Me by Tahereh Mafi
The Crown of Bones - I always by my books online.
yes, I am constantly buying ebooks online
Big Little Lies, Liane Moriarty
Maze runner
I buy several books online weekly
books
Christmas gifts
ebooks about 2 a week
I love e-books
I often buy sale books online after browsing titles.
ebooks
Obsession In Death by J.D. Robb
Bookoutlet's online boxing day sale led to me purchasing 49 books
Vampire Academy series, Bloodlines series, Shiver series and the Tiger Curse series
I buy ebooks frequently
Books daily. I have a one click habit.
colleen hoover hopeless
Sixth Grave On The Edge by Darynda Jones
Can't remember.
Call of the Siren
I bought two books
Yes, 4 books.
Yes
1 Edgar Allan Poe anthology, and 2 young adult novels
Yes (sugar rush)
I bought Yes, Please
Yes

Their Eyes Were Watching God; The Bluest Eyes
Percy Jackson

Statistic	Value
Min Value	1
Max Value	2
Mean	1.54
Variance	0.25
Standard Deviation	0.50
Total Responses	99

7. Because you answered Yes, briefly describe what led you to make this purchase.

Text Response

Looking for a top ranked business-type book. It came up as a top rated one.

I saw great reviews about it and decided to check it out.

My book club is reading Stardust. I've read it from the library before, but I like to buy books if I read them for a second time

I had heard of the author and wanted to read something by him.

The book was on sale.

It was on cyber Monday so I thought what the hay

My personal objectives for business development and health/fitness lead me to search for more information on various subjects!

Read the first book and liked it, so decided to buy the second one. The author is also a friend and a member of my goodreads group :)

amazon had it under my recommendations, the cover caught my eye as well as the reviews.

Likely a sale I received an email about or a tweet that recommended a book.

I read on average 1.5 books per day. This means that I am constantly on the hunt for my next read and browsing the titles on Amazon for the Kindle. I am looking through Amazon probably three to five times per day, every day. My last purchase on Amazon originated on a Facebook post from an author sharing the links for one of their books that were on sale. If it is not a book I am already planning to purchase, most of my purchases start with friends sharing information about the book on social media.

It was a requirement for my class during fall semester, and buying online is much cheaper than the University bookstore

To get the third book in the divergent trilogy

Got an E Book, the description plus the reviews plus i could have it immediately

It is the third book in the series I'm reading.

The authors writing style and the depth of her characters.

I am constantly buying ebooks online. They are books that have been on my wishlish or books that were recommended by a book blogger.

Online e books

Again recommended to me on Amazon, based on my purchase history.

I thought the plot sounded interesting

If I see a trusted blogger suggest the book and like the synopsis of the book I will try it out 9 times out of 10 if I am browsing books online I am going to purchase..especially on amazon..and the \$.99 reads

I was looking for the items specifically.

The description on the books intrigued me.

I love e-book as opposed to paperbacks so I'm more likely to buy an e-book instead of buying a book in a bookstore.

Usually purchase price and interesting plot summary.

A book I have been wanting to read was on sale.

J.D. Robb is a pen name for Nora Roberts, I've been reading her books since I was a teenager and when I found out she wrote different type of books than what she normally writes under her name I thought I'd check it. I haven't been disappointed in anything she's written so far. 50 books into this new In Death series, I'm hooked.

The books were absurdly cheap, I saved almost 1,000 dollars at this sale

I saw the four series bundled together in an extremely cheap deal and couldn't resist buying!

A book blog I follow listed some deals on ebooks.

I browsed other books by the authors and click the ones that appeal to me, based on the synopsis.

Several reasons. One is the books are from my favorite self published authors. Seoncd I find books when they are on sale. Love a great book cover and synopsis of books too.

because I didn't have the book and I had book 2 +3 in the series - but I needed the first one

I'm in love with this series and want to own all the books in hardcover.

Description and price.

Recommend based on past buys.

I purchased these books because they were recommended to me on Goodreads.com. After reading the summary, they interested me enough to buy them.

Bookoutlet was running a good deal.

I was preordering a book so I could get a bonus scene from the author of the book I was ordering. I then bought a couple others on my TBR to get free shipping.

Browsing through the Amazon suggested reads

Latest book in the series

I was on a road trip and had just finished my other book. I have a kindle, so I decided to buy a book on my kindle app. As noted before I love memoirs and autobiographies, especially by strong, powerful, and hilarious women. I had gone online with intention to buy this book. In the past however I have bought books based on recommendations made by Amazon who compiled these revs from my previous purchases and likes on books.

I wanted it, as a woman, I have that equal right to desire so.

They are required for a class. Additionally, I read BuzzFeed and there was a list of the top books every young adult should read, and Their Eyes Were Watching God was on it, so I was even more inclined to purchase this book.

The series interested me and kept bring me back for more

Statistic	Value
Total Responses	45

8. Do you read from the Young Adult genre?

#	Answer	Response	%
1	Yes	88	90%
2	No	10	10%
	Total	98	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.10
Variance	0.09
Standard Deviation	0.30
Total Responses	98

9. Do you read from the New Adult (post high school, early twenties) genre?

#	Answer	Response	%
1	Yes	90	92%
2	No	8	8%
	Total	98	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.08
Variance	0.08
Standard Deviation	0.28
Total Responses	98

10. What sub genres of Young Adult/New Adult fiction do you generally read? (Check all that apply)

#	Answer	Response	%
1	Fantasy	71	72%
2	Sci-fi	51	52%
3	Mystery	49	49%
4	Romance	71	72%
5	Historical	33	33%
6	Other, please specify:	27	27%
7	None	4	4%

Other, please specify:
Contemporary
Contemporary
Horror
dystopian
Erotica
paranormal
Paranormal
Dystopian
paranormal
Contemporary, dystopian, paranormal
Contemporary
paranormal
Dystopia
contemporary, womens fiction
dystopia
Might be considered sci-if, but the "future world" kind of stuff- hunger games, divergent
Contemporary, Realistic
Paranormal
Not sure where to fit in Dystopian
Several genres. I love most books except non fiction
erotica
Mythology
Paranormal, dystopian, contemporary
Contemporary, Paranormal, and Magical Realism
Feminism
action
Action

Statistic	Value
Min Value	1
Max Value	7
Total Responses	99

11. Of your overall fiction reading, what percentage out of 100% is spent on the Young Adult/New Adult genre?

Text Response
75%
about 75%
50%
85%
65%
30%
40-50%
10%
100%
97%
~20%
95%
5
85%
99.8
75%
35
Rough estimate would be 75%
Approximately 70%
50 %
70%
95%
95
Probably only 10%
about 75%
85%
85%
25
50%
20%
10 %
100%
90
40
80%
80%
zero
less than 5%
80%
75%
75
20%
40
75%
80%
99%

90% is YA or NA
50%
20%
20
15%
95%
75%
About 50% on YA very little on NA. Although I read NA from time to time I am not a huge fan of the genre.
50%
65
80%
45?
80%
Pretty much 50-65%
95
95%
90%
50
50%
40%
90
55%
80%
50%
99% - 100%
70%
New Adult is probably 80% - it's huge at the moment
90%
50
75
90%
100%
70%
99%
20%
85% YA 15%NA
100%
95%
30
80%
60%
40%
70%
20%
85%
95%
75
90

15
Like 15%
95
80
50%

Statistic	Value
Total Responses	99

12. Please rate the following book characteristics based on their importance in leading you to purchase a book.

#	Question	Not at all	Very	Somewha	Neither	Somewha	Very	Extremel	Total	Mean
1	Author	7	2	7	9	42	14	12	93	5.70
2	Cover	5	3	5	11	38	20	10	92	5.65
3	Synopsis	2	1	3	2	12	44	28	92	8.01
4	Ratings	8	2	17	15	27	17	5	91	4.73
5	Price	6	1	7	14	33	18	14	93	5.96
6	Other,	2	0	0	4	0	6	4	16	6.88

Other, please specify:
Recommendations
have I read it already and enjoyed it?
Genre
n/a
Not just ratings, but actual reader reviews.
Subject Matter
blog recommendation
Genre
availability in library
Female Author
Length of Book
writing style

	Total Response	Standard Deviation	Variance	Mean	Max Value	Min Value	Statistic
	93	3.47	12.04	5.70	14	1	Author
	92	3.19	10.21	5.65	14	1	Cover
	92	4.10	16.85	8.01	14	1	Synopsis
	91	2.68	7.16	4.73	14	1	Ratings
	93	3.63	13.19	5.96	14	1	Price
	17	4.71	22.14	6.88	14	1	Other, please

13. How important are the following factors when buying a physical book?

#	Question	Portabilit	Speed of	Convenie	Price	Visual	Total	Mean
1	Not at all	24	8	4	6	5	93	3.48
2	Very	8	4	3	1	0	93	4.59
3	Somewha	11	7	5	1	5	93	4.95
4	Neither	16	18	16	9	10	92	5.34
5	Somewha	21	26	31	25	36	92	5.07
6	Very	9	22	22	31	26	92	
	Extremel	4	8	12	19	10	92	
	Total	93	93	93	92	92	93	
	Mean	3.48	4.59	4.95	5.34	5.07		

Other, please specify:

Author
 Genre
 n/a
 Re-readability
 Author signature on books
 easy on the eyes (e-books hard to read at night)
 Has a Female lead character

Total Response	Standard Deviation	Variance	Mean	Max Value	Min Value	Statistic
93	1.89	3.56	3.48	7	1	Portability
93	1.64	2.70	4.59	7	1	Speed of Access
93	1.46	2.14	4.95	7	1	Convenience (How
92	1.54	2.36	5.34	7	1	Price
92	1.39	1.93	5.07	7	1	Visual Appeal
16	2.02	4.06	5.06	7	1	Other, please

14. How important are the following factors when buying an ebook?						
#	Question	Portability	Speed of Access	Convenience	Price	Visual Appeal
1	Not at all	28	12	8	8	19
2	Very	4	1	0	0	3
3	Somewhat	4	4	2	1	8
4	Neither	10	8	8	7	14
5	Somewhat	7	16	16	13	20
6	Very	12	16	22	29	11
7	Extremely	15	28	30	31	10
8	Total	80	85	86	89	85
9	Mean	3.75	5.06	5.44	5.56	4.01

Other, please specify:

Available different formats

how dense the reading is - more likely to buy school related text book as ebook

I really don't like Ebooks I gave my nook back after I got it as a present and went back to using physical books

Statistic	Min Value	Max Value	Mean	Variance	Standard Deviation	Total Response
Portability	1	7	3.75	5.78	2.41	80
Speed of Access	1	7	5.06	4.20	2.05	85
Convenience (How)	1	7	5.44	3.17	1.78	86
Price	1	7	5.56	3.00	1.73	89
Visual Appeal	1	7	4.01	4.11	2.03	85
Other, please	1	6	3.11	4.07	2.02	11

15. Please list one or more Young Adult/New Adult books that you have purchased whose cover is memorable to you.

Text Response

It's Kind of a Funny Story, Looking for Alaska
Eragon
Sisterhood of the Traveling Pants, My name is Memory, My Fearful Symmetry, Twilight (all of them), Hunger Games (all of them).
Maybe Someday by Colleen Hoover. To All The Boys I've Loved Before by Jenny Han.
Rebel by Elle Casey and Fallen Too Far by Abbi Glines
Blue Lily, Lily Blue
Beautiful Oblivion by Jamie McGuire
Blue
Rebel Belle & Maybe Someday
Open road summer
I cannot remember any
The Selection series by Kiera Cass These
Broken Stars by Amie Kauffman The Last Year
Series by Trisha Leigh The Mortal Instruments
Series by Cassandra Clare The Luxe by Anna
Godbersen
The Twilight books
The Fault in Our Stars
Raze by Tillie Cole Driven Serie by K.
Bromberg Archer's Voice Bully by Penelope
Douglas Shade's Fall Gypsy Brother Series
Every Soul by L.K. Collins Those are some
recant ones
Harry Potter series
I can not really think of one. Honestly my
memory is poor and I buy a lot of books so if it's
not the one I am currently reading chances are I
do not remember the cover.
Tragic by JA Huss. The original cover caught
my attention and is what got me to give it a
second glance. Her covers that followed were all
beautifully done and each one would have
caught my eye if I had not yet been a fan.
Dismantled, Lowboy, Flamboyant (I believe
these all fall into New Adult!)
Breaking Dawn - Twilight Saga
Perfect chemistry, book of luke, the Allison rules,
dating game.
Stargirl, Eleanor and Park, The Sky is
Everywhere, The Selection series
Twilight

The hunger games trilogy
Divergent and twilight
Easy After
A Great and Terrible Beauty
My Name Is Will, Sorority Sisters
Scorched by Mari Mancusi
Shatter Me series by Tahereh Mafi.
I haven't purchased many Young Adult/New Adult books because I receive most of them for free in order to review them.
Fallen Fourth Down (Fallen Crest Series, Book 4)
Wicked by Jennifer L Armentrout
Divergent
Falling away, wicked, rival, bad Romeo
Beautiful Creatures by Kami Garcia
UGH...this list could really get long.. The Collectors Society by Heather Lyons Nocte by Courtney Cole All the Pretty Lies by M. Leighton Under Different Stars by Amy Bartol Ten Tiny Breaths by K.A. Tucker Scorched Skies by Samantha Young Die for Me by Amy Plum
The Secret of Lost Things
Harry Potter and the Deathly Hallows fsho
S.C. Stephens thoughtless series. K.A. Lindle avoiding commitment. J.A. Redmerski The Edge of Never are a few I have lots I love.
Take a Chance by Abbi Glines
The Selection & The Luxe series
Never Never by Colleen Hoover and Tarryn Fisher
Looking for Alaska, 50 Shades of Grey
Elixir- Hilary Duff
None
Heir Of Fire by Sarah J Maas, A Thousand Pieces Of You by Claudia Gray, and Tiger's Destiny by Colleen Houck
Half Bad by Sally Green The Giver by Lois Lowry Looking For Alaska by John Green Snow Like Ashes - Sara Raasch Dorothy Must Die - Danielle Paige The Sin Eater's Daughter - Melinda Salisbury After the End - Amy Plum Between the Devil and the Deep Blue Sea - April Genvieve Tucholke
The 100 - Kass Morgan Shatter me - Tahereh Mafi City of bones - Cassandra Clare Soulmates - Holly Bourne
Slated
Lauren Kate Fallen Series and her Waterfall series. Becca Fitzpatrick's Hush Hush series.

The Fault in our stars, Divergent, Hunger games, Elinor & Park
Anna and The French Kiss by Stephanie Perkins Meant to Be by Lauren Morrill
We Were Liars by E. Lockhart
Of Poseidon by Anna Banks, Matched by Ally Condie, Divergent by Veronica Roth
Cinder by Marissa Meyer
Shadow and Bone
Go to my read list on Goodreads and if it have five stars that means they are all memorable.
Thoughtful - SC Stephens
Hush Hush by Becca Fitzpatrick Silence by Becca Fitzpatrick
Thoughtful, by SC Stephens.
The Hunger games series, the Chronicals of Narnia series, the Fault in our Stars.
Aragon
Fairest, The Luxe, Hawksong, The goddess test
The Strange and Beautiful Sorrows of Ava Lavendar
Scarlet
Harry Potter Series
The Mortal Instruments and Infernal Devices are absolutely beautiful!
Fallen by Lauren Kate The Edge of Never by J.A. Redmerski Ten Tiny Breaths by K.A Tucker
These Broken Stars by Amie Kaufman and Meagan Spooner
Vailed innocence
Blue Lily, Lily Blue by Maggie Stiefvater, The Winner's Curse by Marie Rutkoski, Unspoken by Sarah Rees Brennan (the original cover).
The Golden Compass, Holes, Ender's Game
Miss peregrines home for peculiar children
Graceling - Kristen Cashore
It's Kind of a Funny Story, The Fault in Our Stars, Perks of Being a Wallflower, A Great and Terrible Beauty
Harry Potter, Matched, Uglies, The Book Thief, Divergent, Insurgent,
Mortal instruments
Allegiant by Veronica roth
Fever, Shiver, Sunshine
The Fault In Our Stars, Paper Towns, Chasing Alaska.
The maze runner
Harry Potter, Divergent

Statistic	Value
Total Responses	84

16. In terms of the Young Adult/New Adult genre, what characteristics of a book cover attract your attention? (Please specify in the space below)

Text Response

Generally, a simplistic cover that hints toward the story but does not reveal anything pivotal to the plot. I tend to lean more towards illustrations than photographs when evaluating book covers.

Simplistic. It made me ask questions but gave me some insight to what the book was about.

Familiarity, Symbolism, but in a secretive way...like when you are reading the book is when you discover the reason for the symbol/sign/art on the cover.

A picture or scene that applies to what happens in the storyline. For instance, Maybe Someday shows a picture of a couple working on/writing music. And Jenny Han's novel shows a young girl writing letters and daydreaming.

Characters on the cover, ie couples kissing etc. Colorful covers.

Pretty designs, NOT PHOTOGRAPHS Raised Lettering Good color palette

Color scheme; how the coloring, lettering, and picture mesh together; finish of the cover (shiny or matte) and how they fit with everything else meshing together.

I prefer designs over pictures.

The font & simplicity.

I honestly don't really care about the cover of the book

Context, artistic concept, proximity with its content, fonts & colors, overall layout

It just has to be beautiful, I seem to like girls in gorgeous dresses :)

Love them to be beautiful, colour always attracts my attention and mysterious.

Color scheme, catchy title

Half naked guy Modern heroine color

Font, colors

If there are people used, it needs to look natural. Often times just a stock photo is used and there is not further design. The fonts also have to flow with the book, theme & cover pictures. Colors. Not just bright red on black - the entire thing should be an extension to the story. After all, the cover is the first thing we see. We are going to see the cover and make assumptions on what

<p>the characters/story will be. Artistic covers if done well are sometimes far more attractive than a man with abs on display. But with artistic covers, the author has a harder job of making the cover fluid. Along the lines of simple, plain covers. These are more eye catching. A solid color with just the title (like Bright Side by Kim Holden) - the cover was understated and the story overwhelming. No matter what the author puts on the cover, it needs to be visually appealing and look professional. Altering stock images a bit to put your own touch is preferred, I don't want a bookshelf filled with ten books all with the same cover - make it your own.</p> <p>Color of book jacket, font, use of photo/art to illustrate</p> <p>I like when a book is hard cover instead of paperback, makes it seem more like a real book in some way. When the cover is simple yet portrays the books story</p> <p>preople on the cover, the attitude of those people. Or a seemingly simple object that serves as symbolism for the book</p> <p>Really good, realistic graphic design. Nothing tacky.</p> <p>I usually prefer simple but interesting covers. If there are people on the front, I like when I can't see their faces.</p> <p>Simple and interesting, cheesy stuff is a huge turn off. Really 'immature' looking covers are unattractive also</p> <p>cassandra clares mortal instruments characters it was interesting and made me curious to see what the book will be about</p> <p>Typically, good design. I prefer a cover which tries to convey the mood and tone of the book to one that merely tries to show it characters.</p> <p>Something memorable, usually something more than a young couple that is something seen on so many YA novels. Catchy, quirky subtitles are also helpful at catching my eye into wanting to at least read the synopsis.</p> <p>I like vivid colors, cool graphics, an interesting photo for the cover, a bold attractive title, and dynamic figures doing cool/unique poses on the cover that catch my eye.</p> <p>If the cover is something besides a shirtless guy. Those are one in a million. A cover will attract me if it is unique, colorful, and artistic.</p> <p>Colorful, bold, beautiful, artistic.</p> <p>The creativity of the cover, sometimes its the</p>	<p>models or how well the cover fits the synopsis.</p> <p>Colorful and meaningful</p> <p>Interesting Title, Interesting Graphic</p> <p>An attractive couple or nice bright colors , something that doesn't look cheaply made</p> <p>Colors/images, font, title</p> <p>Unique, different, beauty</p> <p>Simplicity, sophistication, and elegance. I really dislike books with photo covers or with a lot going on. I really love a book with a flat color and gold printing, something that makes it look vintage and old. I like to feel that a novel is fragile and therefore must be taken care of.</p> <p>Moody colors</p> <p>I don't like cheesy book covers. Not sure what attracts me sometimes its the a hot cover that attracts me & sometimes it can be simple cover.</p> <p>The amount of angst. I love tense situations and to see young adults overcome them.</p> <p>Color, theme</p> <p>Colors, Picture - an image vs. a person on the cover</p> <p>Dramatic color opposition, object/idea that doesn't make sense until you read the book (ex. the tie from 50 shades)</p> <p>There really is nothing specific. The people could be attractive, there could be something unusual about it, there could be an element of mystery, I could just like the colors...</p> <p>The synopsis attracts my attention more than the cover itself, though covers with character models give me pause, most books have them so I've focused more on the synopsis than the actual covers.</p> <p>Bright colors, colors that pop/catch the eye. An item on the cover that explains the book extremely vaguely, leaving the reader wanting to know. An elegant flow.</p> <p>I like books that have, if anything, something that can give a brief idea of what to expect from the book. I prefer covers that are simplistic as they hold more appeal towards me.</p> <p>Atmosphere How well it ties in with the story description Font used Spine Image quality</p> <p>The colors, the wordtype, the image, the contrast between colors (purple-black, black-white).</p> <p>Artistic, beautiful photography. Does the cover give me a feel of the story.</p> <p>Not that important. More important is the plot and the author</p>
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Color, image on cover, how it relates to the books, also sometimes the simplest cover is best

Font of the title, author blurbs on the front, whether there is a summary on the back or not.

I'm more attracted to them if don't have people on the covers (the exception being the two mentioned above). Certain colors draw my attention. I like it if there is some kind of symbolism to the cover that I'll discover once I start reading.

Bold colors, edginess, uniqueness, overall prettiness

Pretty font, nice colours, patterns. I don't like book covers with people on them so I find ones without people memorable.

Color has a big role and how the scenery is placed on the books. I do not like naked people on the book covers.

Cute looking guy - nice colors - NO INSECTS!!!

The person on the Hush Hush cover is falling from the sky and looks like an angel On the Silence cover, the guy is holding the girl in his arms and his wings are out

soft colors, a grabbing title, maybe one quote or question.

Fighting seen, mythical creatures, ancient symbols,

I like covers that have a character on them, I enjoy fantasy books so it it had a creature, like Eragon, I would more than likely pick it up. If the cover has a weird design, I am less likely to pick it up.

Basically anything that isn't a person's face.

Color, if there are people on it, font

Portrayal of character or symbolic meaning of plot

Well if there is a hot guy on the cover, I will pick it up;-P I'm not sure how to explain it but if there is something I find unique or you don't see to often with other covers my interest is piqued. There isn't anything specific but obviously the salient image then the colour and then the title and then the author.

Bright colors, Different fonts, Unique design

If the cover somewhat depicts the book.

I really love bold font choices that are easy to read but stand out, by far my favorite cover trend is word art. A cover will also attract my attention if they have a pleasing color scheme.

I tend to find covers with characters or other dynamic objects very interesting. For example,

The Golden Compass was very interesting to me because it had polar bears covered in armour on the cover and I enjoyed the Ender's Game cover because it was filled with spaceships.

it attracted me because it was different. It was very odd, and gave off an air of eeriness. I was intrigued, the synopsis was vague but had a cliff hanger, and the cover just had an old picture of a young girl. I am tired of the same old books on love stories and cookie cutter, boy meets girl, girl falls for the guy, they broke up due to some dramatic circumstance, and then the power of love brings them back together. Books that look like they're breaking that mold intrigue me. Except the fantasy books with are dragons on the cover. Those are a bit too world of Warcraft for me.

None, really. I look at the synopsis more than anything.

A woman on the cover

Color, texture, font, objects rather than people

Color, Image, Font Used for the Title, Additional Comments (such as rated 95% best book),

Unique and pertaining to the story

Not terribly full with bold text and something visual appealing like a picture or symbol

Color dynamics, distinct foreground and background, artwork not photographs

Twilight saga

Something different, odd, sticks out, doesn't seem realistic

interesting illustrations, visually pleasing, something I would like on my bookshelf so the spin is important too.

Clean presentation, not overly packed with imagery. I generally look at the book binder before the actual cover and prefer fonts that are simplistic.

Statistic	Value
Total Responses	83

17. How important is the book cover in increasing your interest in the book when browsing in a bookstore?

#	Answer	Response	%
1	Not at all important	2	2%
2	Very Unimportant	1	1%
3	Somewhat Unimportant	4	4%
4	Neither Important nor Unimportant	4	4%
5	Somewhat Important	36	40%
6	Very Important	29	33%
7	Extremely Important	13	15%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	5.36
Variance	1.48
Standard Deviation	1.22
Total Responses	89

18. How important is the book cover in increasing your interest in the book when browsing online?

#	Answer	Response	%
1	Not at all important	3	3%
2	Very Unimportant	3	3%
3	Somewhat Unimportant	11	12%
4	Neither Important nor Unimportant	10	11%
5	Somewhat Important	34	38%
6	Very Important	19	21%
7	Extremely Important	9	10%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.82
Variance	2.06
Standard Deviation	1.43
Total Responses	89

19. When browsing in a bookstore, how likely are you to buy a book based on the cover?

#	Answer	Response	%
1	Very Unlikely	6	7%
2	Unlikely	4	4%
3	Somewhat Unlikely	9	10%
4	Undecided	10	11%
5	Somewhat Likely	33	37%
6	Likely	19	21%
7	Very Likely	8	9%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.67
Variance	2.49
Standard Deviation	1.58
Total Responses	89

20. When browsing through an online retailer (i.e. Amazon), are you likely to judge a book by its cover?

#	Answer	Response	%
1	Very unlikely	6	7%
2	Unlikely	12	13%
3	Somewhat Unlikely	12	13%
4	Undecided	9	10%
5	Somewhat Likely	19	21%
6	Likely	19	21%
7	Very Likely	12	13%
	Total	89	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.44
Variance	3.41
Standard Deviation	1.85
Total Responses	89

21. Thinking in terms of your friends' reading habits, how important is the book cover in attracting their attention to a book?

Text Response

Somewhat important

It is very important to them.

Very important...

Extremely important.

I find that most people do judge books by their covers. If the covers captures our attention we are more likely to pick it up to read it. If it is just a blank or bland cover, we tend to pass them by.

Very important, most people can't read a good book with a bad cover and will read a bad book with a nice cover

For adult and new adults books, how attractive the cover models are is definitely a factor. For YA, the cover is important, but i think the title and the size of the book draws their attention just as much as the actual cover.

It's attractive to the young readers I know

Then cover is what attracts them initially.

I don't know

I cannot tell

Very important. If we see a gorgeous cover, we immediately show other people it, and nine times out of ten we will then all buy/read it.

Same as me

Not very Important

very likely

Not very

Not sure. We read a lot based on recommendation. Maybe 6/10

Most of my fellow readers will pass on a book with a horrible cover. Unless they are told that the book is worth reading by a trusted friend - they often won't look twice.

Honestly, most of my friends are not big readers. My best friend is the one who reads most and she's a graphic design major, so I think visual effects probably have more impact on her. I know she often looks at the font used on a book's title.

I have found that some of the best books I have read didn't have the most perfect cover, and these are often books recommended by friends.

Fairly important

Somewhat important, but my recommendation gives them a more reliable answer than basing

their judgements on the cover.

Very important

Probably more important to them! My friends don't read much or have their favorite established authors/genres yet so an eye catching cover is likely very effective

Usually its how there are attracted to the book

Not super important

Fairly important.

Not too important

About the same as me. And for me, I will always pick up and read the back of a book with an interesting cover but I will only buy it if it sounds like something I really want to read.

It is probably important to an extent but I think the synopsis and ratings are more important.

I don't care whether my book cover attracts attention.

The cover always attracts first but the synopsis must create a spark.

Not important

I have no idea.

They don't read or they trust my judgement on a book

I feel like they are the same as me, the cover is the main eye-catcher but then they synopsis is what sells the book.

Very likely...Although word of mouth and recommendations are top

Moderately important, especially if it is an autobiography.

I think as far as my friends it's definitely important but so is hear say on a book.

very important.

It varies, but most are attracted to a good cover. However, I have a few friends who solely judge on plot synopsis, rating and recommendations.

Somewhat important - cheesy covers are a point against a book...

Probably not much

I don't know.

Very important.

I think that my friends find a book cover to be very important.

Not very. If it's an author already read and enjoyed it doesn't matter at all. But sometimes likely to skim over if it's an unknown author and the cover doesn't grab attention when browsing.

Very important, because they don't read often.

So when they should choose a book, it will probably be based on the cover and the

summary.
Some of my friends judge books by their covers.
Not that important i think. My reading friends have habits. They prefer some genre or author, the cover is not that important
I think it's somewhat important. The cover is what attracts you and then the synopsis is what gets you to buy it.
It's a factor in the attention they'll give a book but not the main factor. In a bookstore, it is what draws their attention but the content of the summary is what really makes the decision for them.
I don't know. They more or less tell me to read a book because it's good, not because it has a great cover. If they are talking about a book they don't like, they'll say something like, "it's too bad this book wasn't very good, because it has a great cover."
Fairly important but not as important as plot/description.
I think a book cover is what makes people look at any book. If a book is pretty, has some sort of stand out cover, or just looks appealing, I think anyone will look at it. Most people will then go on to read the blurb and if it sounds interesting might buy the book. But personally I feel like the cover is what attracts anyone to a book.
Most think the same as I do.
not important... we have our favorite authors and genres - the cover doesn't really matter - if it's a horribly ugly one it gets discussed or if it's realllly great - but it's not really important :)
I have no idea
Somewhat important.
Not very important.
Important
I am not that interested in what my friends think. For example, the book Hawksong has a weird cover and a lot of my friends thought I was reading a weird book, it ended up being one of my favorites.
Somewhat important
Somewhat important
Not very. Most of the time they follow New York Times Best Sellers or they are loyal to whatever fan fiction or author they or their friends follow
Depends on different people some see the cover and are very interested others need more.
Honestly speaking some of my friends buy books

because the covers are so damn gorgeous.
Very Important
Some what
I think it is more important to my friends that a cover be attractive then it is for me.
I think the book cover is mostly insignificant. My friends and I rarely talk about book covers, we usually discover books through reviews and other sources.
My friends tend to read more than me, and are more enticed by authors. I however have noticed that they tend to be distracted by covers that tend to stick out.
I'm not sure.
I tell my friends what to do and they listen.
Very important. When my best friend and I go look at books, we always seem to pick up the same books: the ones with the exciting covers.
Not at all important
Fairly important
Important
John Green is awesome!
Not that important because they don't like reading
Not very important.

Statistic	Value
Total Responses	81

22. What proportion of your fiction reading is done in each of the mediums below? (Please proportion each category to a percentage out of 100%)

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Physical book	0.00	100.00	52.25	38.10
2	ebook	0.00	100.00	41.56	38.35
3	Online PDF	0.00	75.00	4.77	13.46
4	Other, please specify:	0.00	80.00	1.98	10.35

Other, please specify:

Audio
Audiobook
Physical Hardbounds or paperbacks cover books
Audiobooks
Mobi
Spoken Word

23. What proportion of your fiction novels are purchased through each of the following sources? (Please proportion each category to a percentage out of 100%)

#	Answer	Min Value	Max Value	Average Value	Standard Deviation
1	Bookstore	0.00	100.00	37.47	38.51
2	Online retailers	0.00	100.00	52.04	39.78
3	iTunes	0.00	70.00	2.86	10.40
4	Other, please specify:	0.00	100.00	8.33	25.97



Other, please specify:

Audible
Library
Library
library
Physical book store like Barnes and Noble
Library
through authors
bookstores
Author signing events
library
Charity Shops
Independent Retailers
Target, library's

24. Please state your age.	
Text Response	
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I'm in my 20s
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21

Statistic	Value
Total Responses	74

25. What is your gender?				
#	Answer		Response	%
1	Male		8	9%
2	Female		77	91%
	Total		85	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.91
Variance	0.09
Standard Deviation	0.29
Total Responses	85

26. What is the highest level of education you have completed?

#	Answer	Resp onse	%
1	Currently in High School	6	7%
2	High School /GED	11	13%
3	Currently in College	28	33%
4	4-year College Degree	20	23%
5	Master's Degree	11	13%
6	Doctoral Degree	2	2%
7	Other, please specify:	8	9%
	Total	86	100%

Other, please specify:

EMT certificate
Medical Doctor
2-year College Degree (Associate's Degree)
University
Some college
Trade school and some college
Associate Degree
Currently in University

Statistic	Value
Min Value	1
Max Value	7
Mean	3.66
Variance	2.44
Standard Deviation	1.56
Total Responses	86

27. What is your current employment status?

#	Answer	Resp onse	%
1	Full-time Employment	27	31%
2	Part-time Employment	22	26%
3	Unemployed	9	10%
4	Student	21	24%
5	Retired	1	1%
6	Other, please specify:	6	7%
	Total	86	100%

Other, please specify:

Full-time Employment & full time student
Stay at home parent by choice
Freelance
Self employed
housewife
Home maker

Statistic	Value
Min Value	1
Max Value	6
Mean	2.59
Variance	2.29
Standard Deviation	1.51
Total Responses	86

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