

-BOOK COVERS-

Hypothesis: If a book cover has shades (black added to a pure color making it dark) and tones (grey added to a pure color making it somewhat darker) of colors, then a middle school student will want to read that book more than a book cover with tints of colors (white added to a pure color making it lighter), because darker colors imply a suspenseful book.

Research Question

What type of Book covers will make a middle school student want to read the book it belongs to the most?

Rationale

Some books are written specifically for middle school students. Those books may not catch their attention. A big part of that is the cover on the book, which is one of the most important resources in terms of judging a book. Therefore, if it is not interesting to them, many middle school students will not read the book or will not be interested in it. The importance of this project is to find what color scheme or what type of colors and what, artistically, will draw the most attention of middle school students. The reason for this is that reading books that interests them is an important part of school.

Materials

Other materials include:

Chromebook, paper, printer, Google Forms, Google Slides, Phone

The following book covers were used:

Zero Day

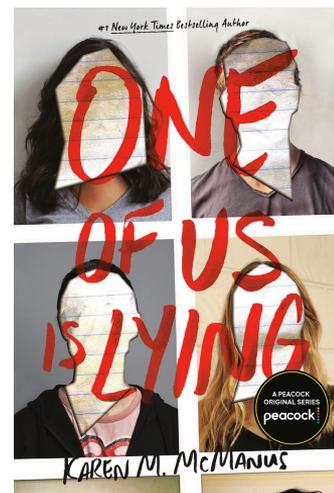
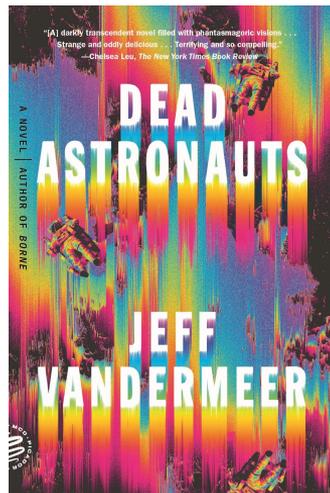
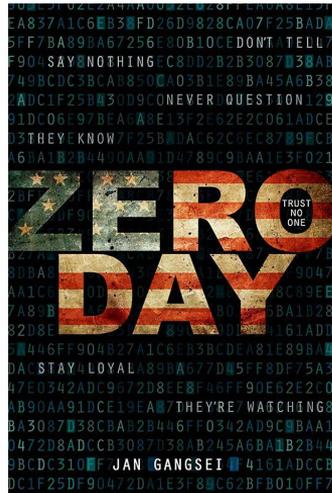
Dead Astronauts

Lady Midnight

Meet me in Paradise

One of us is Lying

(Images taken from: amazon.com)



Procedure

1. A consent form will be given out and collected
2. The student will complete a short survey
 - a. Five different book covers will be shown on the survey and questions on why that cover was chosen will be answered.
 - b. Questions (all multiple choice):
 - How did the tints, tones, and shades affect your decision?
 - How did the colors affect your decision?
 - Did you choose the book cover you did because it made the book look suspenseful and interesting?
3. The results of those who have given permission will be put into a bar graph with the number of students that chose each book cover and the reason.

Data: Bar Graph #1

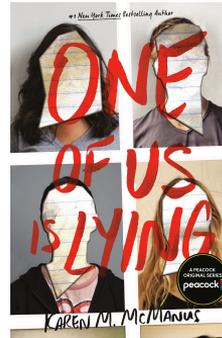
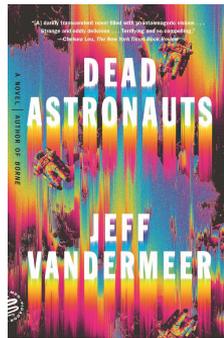
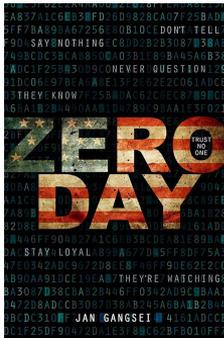
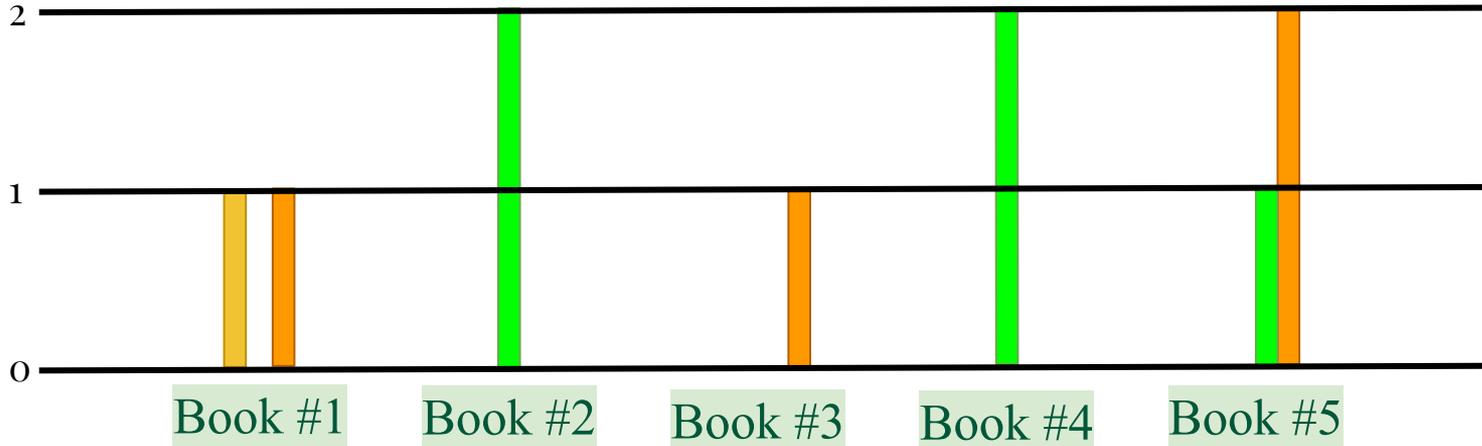
Key: The book was chosen because:

Yellow- Because it looked like a suspenseful book

Green- Because it looked like an interesting book

Orange- Because it looked like a suspenseful and interesting book

Images taken from: amazon.com



Data: Bar Graph #2

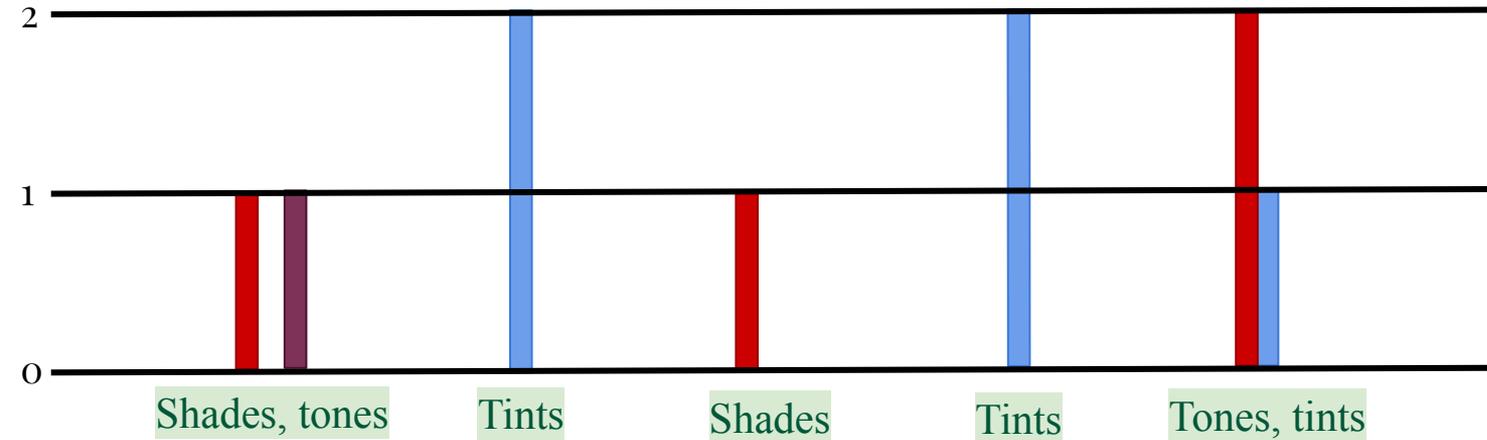
Key: The book was chosen because:

Red- Because there were mostly shades on the book cover

Blue- Because there were mostly tints on the book cover

Purple- Because there were mostly tones on the book cover

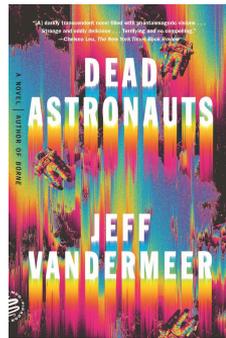
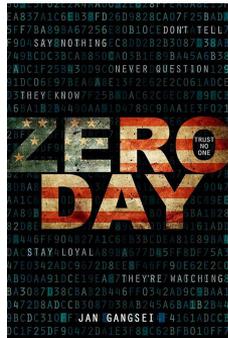
Images taken from: amazon.com



- “Shade”-Black is added to a pure color to darken it.

- “Tint”-White is added to a pure color to lighten it.

- “Tone”-Grey is added to a pure color so it is in between light and dark.

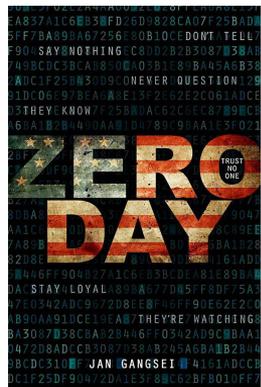


Data

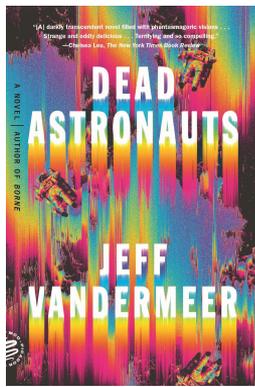
Images taken from: amazon.com

Total number of people: 10
Age group: Middle school students; 11-14

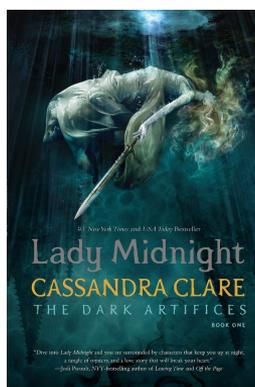
Book	Interesting	Suspenseful	Both	Shades	Tints	Tones	# of people
Book #1	0	1	1	1	0	1	2
Book #2	2	0	0	0	2	0	2
Book #3	0	0	1	1	0	0	1
Book #4	2	0	0	0	2	0	2
Book #5	1	0	2	2	1	0	3



Book #1



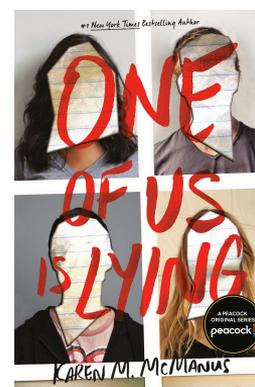
Book #2



Book #3



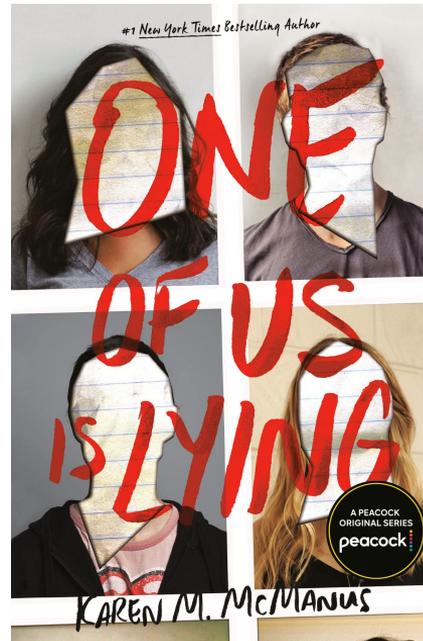
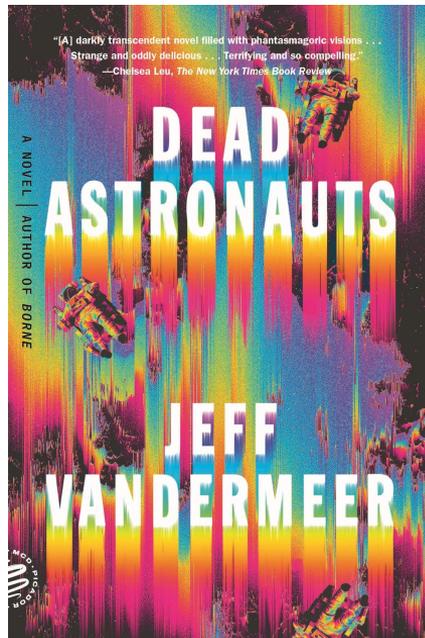
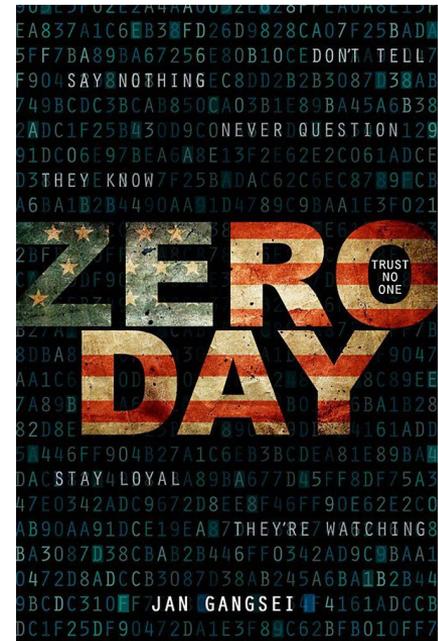
Book #4



Book #5

Data: Results

The results of the collected data of the survey for the reason of the students' choice of book cover were mostly because it the book look like it would suspenseful. It was half and half between darker (tones and shades), and lighter colors (tints). Therefore, my hypothesis was wrong. *Images taken from: amazon.com*



Research

- Judging a book by its cover is one of the main ways to figure out whether to read a book or not
- *“A book cover’s paramount job is to communicate the book’s content and convey information concerning both what the book is about and what the book is like.”~Thom Barthelme, What Makes a Good Book Cover?*
- Would you want to read books with an entirely blank cover?
- A book cover with a picture bloody handprint or of drawings of people with interesting hair colors or the silhouette of an object in a colorful background would be more attention grabbing

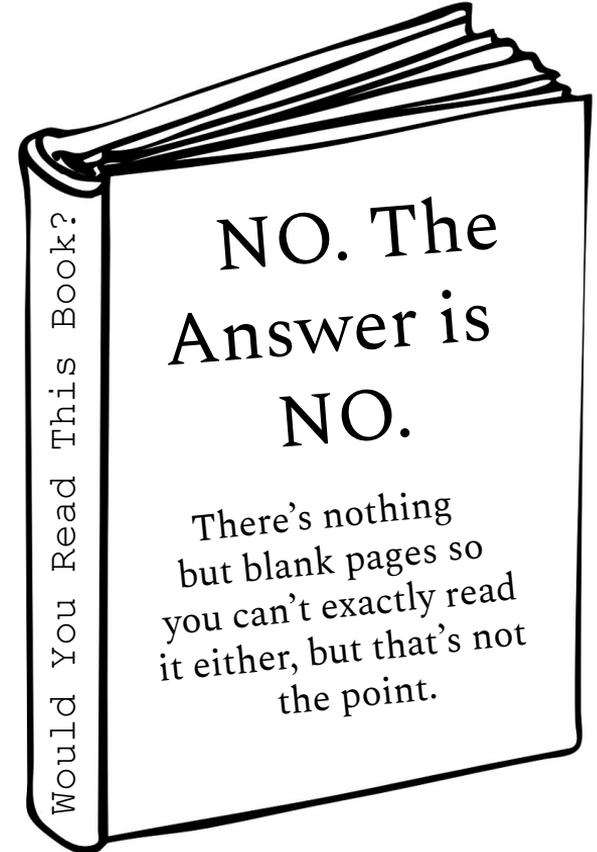


Image taken from: [kindpng.com](https://www.kindpng.com)

Research

- Middle school, as is true of all human beings, have different personalities and preferences
- Another factor to consider when weighing out the options of covers that would draw more middle school students in; Who the audience is whether it is those who can relate or those who need to be informed
- Selena Harris' *Covering Up: How Color Choice Affects the Way Audience Perceives a Book*. "The color of a book cover affects your judgment of a book before you even read the description." ~Selena Harris, *Covering Up: How Color Choice Affects the Way Audience Perceives a Book*.
- What is most likely to get the students that are wanted to be reached to be interested in, hooked to a book?
- How will the fact that a middle school student will want to read the book?



Image taken from: [pngitem.com](https://www.pngitem.com)

Next Time

A better experiment would be finding out whether the cover, title, or description of a book makes people want to read it more; Which is more effective in pulling in a reader? Covers have a great impact on your first impression on a book, but the title and description may also make a difference. Personally I judge the cover first and then the description if I like the cover, not so much the title, so it would be an interesting experiment to do.

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