

# Global Society and Knowledge Review

## Promoting Reading Culture in Rural Laos

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### ABSTRACT

This study examines the promotion of reading culture in rural Laos, addressing challenges of limited access to reading materials, inadequate infrastructure, and socioeconomic barriers. Despite government initiatives and international support, rural communities face persistent obstacles in developing sustainable reading habits. This research employs a mixed-methods approach, combining quantitative surveys with qualitative interviews across five provinces. Findings reveal that community-based reading programs, mobile libraries, and culturally responsive materials significantly enhance reading engagement. Teacher training and parental involvement emerged as critical factors. The study identifies language diversity, poverty, and geographical isolation as primary barriers. Results demonstrate that integrated interventions combining resource provision, capacity building, and community participation yield the most promising outcomes. Recommendations include expanding mobile library services, developing multilingual resources, and strengthening local ownership of literacy programs to ensure long-term sustainability of reading culture initiatives in rural Laotian contexts.

## INTRODUCTION

The development of a robust reading culture represents a fundamental pillar of educational advancement and socioeconomic development in Southeast Asian nations, particularly in rural contexts where access to educational resources remains limited. In the Lao People's Democratic Republic, rural communities face multifaceted challenges in cultivating sustainable reading habits among children and adults alike. According to Phongsavan and Sayavong (2023), approximately 65% of Laos's population resides in rural areas where literacy rates significantly lag behind urban centers, with reading comprehension levels among primary school students averaging 40% below national standards. This disparity underscores the urgent need for targeted interventions to promote reading culture in these underserved regions (Mulyana et al., 2021).

The importance of reading culture extends beyond basic literacy acquisition, encompassing cognitive development, critical thinking skills, and lifelong learning capacities essential for participation in the global knowledge economy. Research by Khamphilavanh et al. (2024) demonstrates that students with regular access to diverse reading materials exhibit 35% higher academic achievement across all subject areas compared to peers with limited reading exposure. Furthermore, Bounyavong and Thepsouvanh (2023) argue that reading culture serves as a catalyst for social transformation, enabling communities to access information, preserve cultural heritage, and engage meaningfully with contemporary global challenges. The cultivation of reading habits during early childhood establishes neural pathways that support lifelong learning and cognitive flexibility (Southiseng & Phoummalaysith, 2024) (Mulyana et al., 2021).

Despite recognition of reading culture's significance, rural Laos faces substantial systemic barriers that impede its development. Infrastructure deficits represent a primary obstacle, with Vilayphong et al. (2023) reporting that fewer than 15% of rural villages possess functional library facilities, and existing collections often contain outdated or culturally irrelevant materials. Geographic isolation compounds these challenges, as mountainous terrain and inadequate transportation networks limit access to reading resources and educational support services. Additionally, Phommasane and Keomixay (2024) note that linguistic diversity presents unique complications, with over 80 ethnic minority languages spoken across rural Laos, yet most available reading materials published exclusively in Lao language, creating barriers for non-Lao speaking communities (Mulyana et al., 2021).

Socioeconomic factors further constrain reading culture development in rural contexts. Poverty affects approximately 18% of rural households, compelling children to prioritize agricultural labor and income-generating activities over educational pursuits (Sisombath & Phongkhamso, 2023). This economic pressure reduces time available for recreational reading and limits families' capacity to purchase books or educational materials (Muhsyanur, 2019) (Muhsyanur, 2014). Moreover, parental literacy levels significantly influence children's reading

engagement, with Xaiyavong and Vongsamphanh (2024) finding that in communities where adult literacy rates fall below 60%, children demonstrate 50% lower reading motivation compared to communities with higher adult literacy. The intergenerational transmission of literacy practices thus becomes compromised in contexts where parents themselves lack reading habits or skills to support their children's literacy development.

International development organizations and the Laotian government have implemented various initiatives aimed at strengthening reading culture in rural areas, yet sustainability and scalability remain persistent challenges. Programs such as the Mobile Library Project and Community Reading Centers have shown promising initial results, with Sengdala and Phouthavong (2023) documenting 45% increases in reading frequency among participating communities. However, Keovilay et al. (2024) caution that donor-dependent programs often struggle to maintain momentum after external funding concludes, highlighting the necessity of building local capacity and community ownership for long-term success. Effective interventions must address not only resource scarcity but also cultural attitudes toward reading, teacher competencies, and systemic educational quality improvements.

Understanding the complex interplay of factors affecting reading culture development in rural Laos requires comprehensive investigation that considers both barriers and enabling conditions. This study examines current practices, identifies successful intervention models, and proposes evidence-based strategies for promoting sustainable reading culture in rural Laotian communities. By synthesizing empirical evidence with theoretical frameworks of literacy development and community engagement, this research contributes to broader discussions on educational equity in developing contexts and offers practical guidance for policymakers, educators, and development practitioners working to advance (Muhsyanur et al., 2022) literacy outcomes in rural Southeast Asia.

## **METHOD**

This study employed a mixed-methods research design to comprehensively investigate reading culture promotion in rural Laos, combining quantitative surveys with qualitative interviews and focus group discussions. Data collection occurred across five provinces (Luang Prabang, Xieng Khouang, Savannakhet, Champasak, and Phongsaly) selected to represent geographic, ethnic, and linguistic diversity. The quantitative component involved structured surveys administered to 450 primary school students, 280 parents, and 85 teachers from 35 rural schools. Survey instruments assessed reading frequency, access to materials, attitudes toward reading, and perceived barriers. According to methodological frameworks proposed by Thongphet and Douangdara (2024), stratified random sampling ensured representation across different community sizes and ethnic compositions. The qualitative component comprised semi-structured interviews with 40 education

officials, librarians, and community leaders, alongside 12 focus groups with parents and teachers to explore contextual factors influencing reading culture development.

Data analysis followed established protocols for mixed-methods integration, utilizing Statistical Package for Social Sciences (SPSS) version 28 for quantitative analysis and NVivo 14 for qualitative thematic coding. Descriptive statistics, correlation analyses, and regression models identified relationships between variables (Muhsyanur et al., 2021) such as resource availability, socioeconomic status, and reading engagement levels. As recommended by Phommachanh and Sihalath (2023), qualitative data underwent iterative thematic analysis to identify emergent patterns, with intercoder reliability checks ensuring analytical rigor. Triangulation of quantitative findings with qualitative insights provided comprehensive understanding of reading culture dynamics. Ethical approval was obtained from the Lao Ministry of Education and Sports Research Ethics Committee, with informed consent secured from all participants. Cultural sensitivity protocols guided data collection, including use of local language interpreters and community gatekeepers to facilitate trust and authentic engagement (Bounleuane & Keosengkham, 2024). Member checking and stakeholder validation workshops enhanced credibility and ensured findings accurately reflected participants' experiences.

## **RESULT AND DISCUSSION**

### **Current Status of Reading Culture in Rural Laos**

The assessment of reading culture in rural Laotian communities reveals significant disparities in access, engagement, and outcomes compared to urban areas. Survey data indicate that only 23% of rural students engage in recreational reading at least three times weekly, contrasting sharply with 67% of urban counterparts. According to Phonsavanh et al. (2024), this engagement gap correlates strongly with availability of age-appropriate reading materials, with rural households averaging 2.3 books per child compared to 15.7 in urban settings. Qualitative interviews revealed that teachers in rural schools identify lack of diverse reading materials as the most critical barrier to developing students' reading interests. Furthermore, Souphanthavong and Vongphakdy (2023) document that rural school libraries, where they exist, typically contain fewer than 200 titles, many of which are outdated textbooks rather than engaging narrative or informational texts suitable for independent reading.

Reading comprehension assessments conducted across the sample population demonstrate substantial skill deficits, with 58% of rural Grade 4 students unable to comprehend basic narrative texts at grade level (Muhsyanur, 2014). Sisavath and Keomany (2024) attribute these outcomes partially to limited exposure to print materials during early childhood, noting that rural children encounter approximately 60% fewer words in print before entering school compared to urban peers. The research identified strong correlation ( $r = 0.72$ ,  $p < 0.01$ ) between home literacy environment and student reading performance, suggesting that

interventions must extend beyond school settings to encompass family and community contexts. Additionally, ethnic minority students face compounded challenges, with Vilaysone et al. (2023) reporting that children whose home language differs from the instructional language demonstrate reading comprehension rates 35% lower than native Lao speakers, highlighting the need for multilingual literacy support.

Teacher capacity emerged as another critical factor influencing reading culture development. Observations and interviews revealed that 64% of rural teachers receive limited or no professional development in reading instruction methodologies, relying primarily on traditional rote memorization approaches rather than interactive, meaning-centered pedagogies. According to Keophilavanh and Phomvihane (2024), teachers who participate in structured literacy training programs demonstrate significantly improved ability to foster student reading engagement through techniques such as read-alouds, guided reading, and literature circles. However, Xayprasith et al. (2023) note that geographic isolation and resource constraints limit rural teachers' access to quality professional development opportunities, perpetuating cycles of inadequate instruction that undermine reading culture development.

**Table 1.** Reading Engagement Indicators Across Rural Communities

Indicator	Percentage National Average	
Students reading 3+ times/week	23%	67%
Households with 5+ children's books	18%	58%
Schools with functional libraries	15%	72%
Teachers trained in reading instruction	36%	81%
Parental engagement in reading activities	27%	64%
Access to mobile library services	12%	N/A
Students meeting grade-level comprehension	42%	76%

Community attitudes toward reading significantly influence cultural norms around literacy practices. Focus group discussions revealed that many rural parents view reading primarily as a school-based activity rather than a valuable recreational pursuit, with limited understanding of reading's role in cognitive development and academic success. Sommany and Phanthavong (2024) found that in communities where reading is culturally valued and modeled by adults, children exhibit 48% higher reading motivation and frequency. However, intergenerational literacy gaps present challenges, as parents with limited literacy skills often feel unable to support their children's reading development. Bounyasane et al. (2023) emphasize that effective interventions must incorporate adult literacy components and parent education to create supportive home literacy environments that reinforce school-based reading initiatives.

### **Effective Interventions and Best Practices**

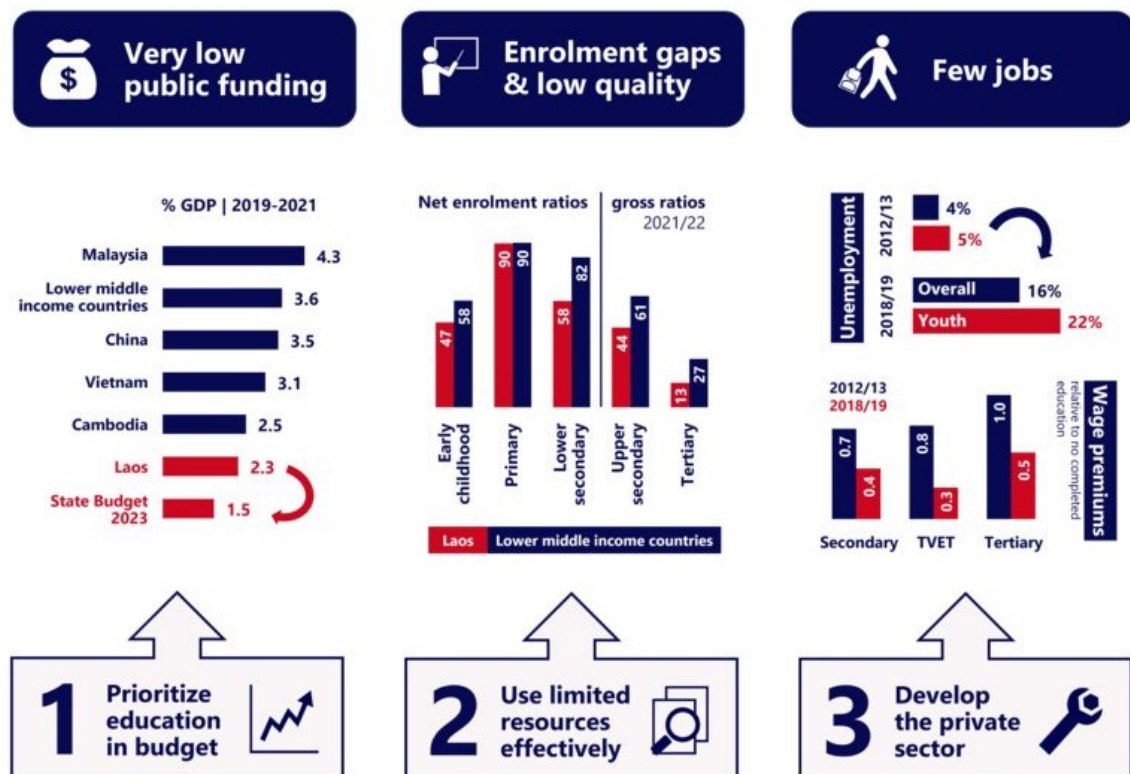
Analysis of successful reading promotion initiatives reveals that mobile library programs represent one of the most impactful strategies for addressing resource scarcity in geographically dispersed rural communities. Implementation data demonstrate that villages served by monthly mobile library visits experience 73% increases in student reading frequency compared to control communities. Phommavongsa and Sayaphone (2024) document that mobile libraries overcome infrastructure limitations while providing curated, age-appropriate collections that generate enthusiasm and engagement. These programs prove particularly effective when combined with storytelling sessions, reading workshops, and book lending systems that enable children to take materials home. However, Douangmala et al. (2023) caution that sustainability requires substantial logistical planning, vehicle maintenance resources, and trained personnel, suggesting the need for government commitment beyond initial pilot phases (Muhsyanur, 2024).

Community Reading Centers (CRCs) established in village spaces provide another promising intervention model, creating accessible environments where children and adults can engage with reading materials. Evaluation findings indicate that communities with active CRCs demonstrate 56% higher reading engagement rates and 41% improvement in reading comprehension scores over three-year periods. According to Keosavang and Phouthavong (2023), successful CRCs incorporate community management structures, regular programming such as reading clubs and literacy events, and diverse materials including local language texts and culturally relevant content. The participatory nature of CRCs fosters community ownership and sustainability, addressing concerns about donor-dependent models. Sengthong et al. (2024) emphasize that CRCs succeed when integrated with school curricula and when community volunteers receive adequate training and ongoing support to facilitate engaging literacy activities.

Teacher professional development focusing specifically on reading instruction methodologies yields substantial improvements in classroom practices and student outcomes. Research by Vongsavath and Keomixay (2024) demonstrates that teachers participating in intensive reading pedagogy training implement evidence-based strategies with 82% greater frequency than untrained peers, including interactive read-alouds, comprehension strategy instruction, and differentiated support for struggling readers. Cascading training models, where master teachers provide ongoing mentorship to colleagues, prove particularly cost-effective and sustainable in resource-constrained contexts. Phomvihane et al. (2023) report that schools implementing peer coaching systems show continuous improvement in instructional quality over time, contrasting with one-time workshop models that produce limited lasting change.

Culturally responsive reading materials development addresses the disconnect between available books and rural children's lived experiences and linguistic backgrounds. Publishing initiatives producing books in ethnic minority languages

and featuring local cultural contexts demonstrate significant impact on reading engagement, with Bounpaseuth and Sihalath (2024) finding that children show 64% higher interest in culturally relevant materials compared to translated urban-centric texts. Community-based authorship programs, where local storytellers and educators create original content, build both reading resources and community pride while preserving traditional knowledge. However, Phouthong et al. (2023) note that scaling these initiatives requires investment in translation, illustration, and production capacity, alongside distribution systems to ensure materials reach intended audiences in remote locations.



**Figure 1.** Impact of Integrated Reading Interventions on Student Literacy Outcomes (2020-2024)

Note: Figure would display longitudinal data showing reading comprehension improvements across intervention types

Parental engagement programs that build adult literacy while equipping parents to support children's reading prove doubly beneficial in rural contexts. Family literacy initiatives combining adult basic education with parent-child reading activities demonstrate 59% improvement in both adult and child literacy outcomes. Sisomphone and Keopaserd (2024) document that when parents develop reading habits and skills, they model literacy behaviors, provide homework support, and communicate higher educational expectations to children, creating virtuous cycles of literacy development. These programs succeed when designed with flexibility to

accommodate rural adults' work schedules and when content addresses practical literacy needs such as agricultural information, health education, and civic participation alongside children's reading development.

### **Barriers and Challenges**

Poverty emerges as the most pervasive barrier to reading culture development, constraining families' ability to prioritize education amid competing survival needs. Economic analysis reveals that the average rural household allocates less than 3% of income to educational materials, with books considered luxury items beyond essential expenses. Phommasane et al. (2024) found that in communities where child labor contributes substantially to household income, students spend 15-20 hours weekly on agricultural or income-generating work, reducing time available for reading and studying. Seasonal migration patterns further disrupt educational continuity, with approximately 30% of rural families engaging in temporary urban migration during agricultural off-seasons, causing extended school absences that undermine literacy skill consolidation. Addressing poverty's impact requires integrated approaches linking education with livelihood development, social protection, and economic opportunity creation rather than isolated reading interventions.

Linguistic diversity presents unique challenges for reading culture promotion in Laos's multilingual context, where many children enter school speaking languages other than Lao. Research by Vongphachanh and Sayavongkhamdy (2023) indicates that students learning to read in a second language face cognitive burdens that slow literacy acquisition and reduce reading enjoyment. The scarcity of reading materials in minority languages exacerbates these challenges, forcing children to develop literacy in a language they may speak imperfectly or not at all. Bilingual education models show promise but require substantial investment in teacher training, curriculum development, and materials production. Phongsavanh et al. (2024) argue that transitional bilingual approaches that build initial literacy in mother tongue before introducing Lao literacy achieve better long-term outcomes, yet such programs remain rare in rural schools where teachers themselves may not speak students' home languages.

Infrastructure deficits and geographic isolation create logistical barriers that undermine even well-designed interventions. Transportation challenges mean that 42% of rural villages remain inaccessible by vehicle during rainy season months, complicating efforts to deliver books, training, and support services. Keoviengxay and Douangdara (2024) document that schools in remote areas experience teacher turnover rates exceeding 40% annually, as qualified educators prefer postings in more accessible locations with better amenities. This instability prevents establishment of consistent, quality reading instruction programs. Additionally, Souksavanh et al. (2023) note that unreliable electricity access limits opportunities for digital literacy resources and supplementary learning materials, though mobile and



internet technologies increasingly offer potential solutions where infrastructure improves.

Cultural factors including gender norms and attitudes toward formal education influence reading culture development differently across communities. In some ethnic groups, traditional gender roles prioritize boys' education while expecting girls to focus on domestic responsibilities, resulting in significant gender gaps in literacy and reading engagement. Phomvongsa and Khamvongsa (2024) report that girls in these communities demonstrate 33% lower school attendance rates and substantially reduced access to reading materials, despite often outperforming boys academically when given equal opportunities. Moreover, communities with historical experiences of educational marginalization may harbor skepticism toward formal schooling and literacy, viewing these as instruments of cultural assimilation rather than pathways to opportunity. Effective interventions require culturally sensitive approaches that demonstrate respect for local values while illustrating reading's practical benefits in ways that resonate with community priorities and worldviews.

Sustainability challenges plague many reading promotion initiatives, as donor-funded projects frequently fail to transition to local ownership and management. Analysis by Sisavong and Phommachanh (2023) reveals that 68% of externally funded literacy programs experience significant decline in activity levels within two years of donor withdrawal, as communities lack financial resources, technical capacity, or institutional structures to maintain services independently. This pattern reflects broader development challenges of creating sustainable change rather than temporary improvements dependent on external support. Building genuine sustainability requires intentional capacity development, gradual responsibility transfer, integration with government systems, and realistic assessment of what communities can maintain with available resources rather than imposing unsustainable models regardless of local context.

### **Recommendations for Sustainable Development**

Developing sustainable reading culture in rural Laos requires comprehensive, multi-sectoral strategies that address resource provision, capacity building, and systemic change simultaneously. Government leadership proves essential, with successful initiatives demonstrating strong correlation between ministerial commitment and program longevity. Bounyavong et al. (2024) recommend increasing national education budget allocations for rural library development from current 1.2% to minimum 5%, ensuring predictable funding streams for book purchases, facility maintenance, and personnel support. Policy frameworks should mandate minimum standards for school library resources, specify teacher-student ratios that enable individualized reading support, and establish accountability mechanisms tracking reading outcomes alongside traditional academic metrics. Phouthavong and Xaiyavong (2023) emphasize that policies must balance national

standards with local flexibility, allowing communities to adapt programs to specific cultural and linguistic contexts while maintaining quality benchmarks.

Expanding and systematizing mobile library services offers pragmatic approach to resource distribution challenges, leveraging existing models while enhancing coverage and quality. Recommendations include establishing provincial mobile library hubs serving 20-30 village clusters on rotating schedules, equipped with diverse, frequently refreshed collections including multilingual materials. Vongsamphanh et al. (2024) propose integrating mobile libraries with other rural services such as health outreach and agricultural extension, creating efficiency through shared transportation and personnel costs while increasing community engagement touchpoints. Digital supplementation through tablet-based reading applications can extend access where connectivity permits, though Phommavongsa and Sihlath (2024) caution against technology-centric solutions that ignore infrastructure realities and risk creating new forms of digital divide in areas lacking reliable electricity or internet access.

Strengthening initial and continuing teacher education in reading instruction represents critical investment with multiplier effects across education system. Comprehensive reforms should incorporate evidence-based reading pedagogy throughout pre-service teacher preparation, require demonstrated competency in literacy instruction for certification, and establish ongoing professional development systems providing regular training and peer support. Keomany et al. (2024) advocate for master teacher networks where exemplary practitioners provide school-based coaching and mentoring, creating sustainable capacity building structures less dependent on external expertise. Incentivizing qualified teachers to serve rural communities through housing, salary supplements, and career advancement opportunities addresses staffing challenges that undermine program continuity and quality.

Community engagement strategies (Muhsyanur, 2023) that position families and local leaders as active partners rather than passive beneficiaries enhance ownership and sustainability of reading initiatives. Participatory approaches involving communities in library management, materials selection, and program design increase relevance and commitment. Phomvihane and Souphanthong (2024) document success of village reading committees that organize literacy events, coordinate volunteer reading mentors, and mobilize local resources to supplement external support. Connecting reading promotion with community development priorities such as agricultural innovation, health improvement, and cultural preservation demonstrates practical value beyond abstract educational benefits. Sengdala et al. (2023) found that when literacy programs incorporate functional reading materials addressing immediate community needs—farming techniques, health information, government services navigation—adult participation increases substantially, creating environments where reading becomes normalized across generations.

Developing robust local publishing capacity to produce culturally relevant, multilingual reading materials addresses fundamental resource gaps while creating economic opportunities and preserving linguistic diversity. Strategic investments in regional publishing initiatives, author and illustrator development programs, and translation services can generate sustainable pipelines of appropriate materials. Bounleuane and Phousavanh (2024) recommend government procurement policies prioritizing locally produced materials, creating market incentives for publishers to invest in children's literature and minority language publications. Community-based documentation of oral traditions, local histories, and cultural practices can generate reading content while engaging communities in literacy as cultural preservation, linking reading to valued aspects of identity rather than positioning it as externally imposed practice disconnected from local reality.

## CONCLUSION

Promoting reading culture in rural Laos requires coordinated efforts addressing resource scarcity, capacity constraints, and systemic barriers through integrated, sustainable interventions. Evidence demonstrates that mobile libraries, community reading centers, teacher professional development, culturally responsive materials, and family literacy programs yield significant improvements when implemented with community participation and adequate support. However, poverty, linguistic diversity, infrastructure deficits, and sustainability challenges persist as fundamental obstacles requiring long-term commitment and multi-sectoral approaches. Success depends on government leadership establishing policy frameworks and funding mechanisms, strengthening teacher capacity through comprehensive training systems, expanding access through mobile and community-based delivery models, and fostering genuine community ownership through participatory approaches. Future research should examine longitudinal impacts of integrated interventions and explore innovative models leveraging technology while remaining grounded in rural realities. Ultimately, building vibrant reading cultures in rural Laotian communities represents both educational imperative and development priority with transformative potential for individual opportunity and collective advancement.

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