WE LOVE READING PROGRAM

Research & Impact
1. About We Love Reading

The We Love Reading Program was founded by Dr. Rana Dajani in 2006 to foster the love of reading for pleasure among children and aims to change mindsets through reading to nurture changemakers around the world. The We Love Reading program constitutes training local volunteers to hold read-aloud sessions in public spaces in their neighborhoods in the child’s native language.

We Love Reading is an evidence-based program, directed to everyone, empowers women, men, and youth readers to become leaders in their communities, builds ownership among children and community members, and serves as a platform for raising awareness on global issues. Over 8000 We Love Reading Ambassadors held more than 150,000 reading aloud sessions for over than 500,000 children around the world.
2. Research Values

Our research framework is based on fundamental values that are centric to our policies and practices. Our research process maintains accuracy and develop reliability while our outcomes are transparent by sharing it with public and professionals and data is open and accessible for, re-use, extension and evaluation. In our research framework we profoundly consider the local context and cultural constrains that are base to the research design and tools as well as strictly adhering to high ethical standards including privacy of the participants and confidentiality of their information. We believe that a balanced collaboration against competition between professionals, society, government and influential sectors is important to support quality.
At We Love Reading, we provide a variety of research services to facilitate the research activities to investigate the extended impact of the program including, the design, production, and management of tools, methods and databases tailored for the collection of data. Additionally, we consult with experts to provide research statistics and interpretation aiding study design and analysis. Our services extend to support budgeting and submission of grant proposals to funding agencies as well as obtaining the necessary approvals. Lastly, our services encompass conducting research training activities, ensuring a comprehensive framework for the entire research process.
We Love Reading research aims to understand the impact of the program on different life aspects to drive the implementation science concerning community-based interventions forward and to build evidence around the positive effects of such programs on the communities. The impact areas span from education, learning trajectories and child development, to human flourishing and psychology including leadership, social entrepreneurship, agency, empowerment, wellbeing and mental health, in addition to refugee and community studies.

We Love Reading Program: Research Component

4. Research Areas

We Love Reading

Learning & Education

Human Flourishing

Child & Adult Psychology

Community Studies
In our research, we target different populations to assess the impact of WLR program, including children who attend the read-aloud sessions, and also women, men and youth who became We Love Reading Ambassadors and hold read aloud sessions in their neighborhoods, for both local and refugee communities.
The research design of We Love Reading collaborative studies incorporates tailoring and adapting various tools and to effectively measure the intended outcomes, the tools are age-appropriate, and respond to the data collection environment, constraints, culture, language, and context. Our tools are validated and designed by research professionals to ensure the resulted data is reliable for analysis and interpretation to address the research question.
The research team at We Love Reading is highly qualified, having undergone various training sessions to perform research tasks. They maintain a professional commitment to implementation protocols and accuracy while adhering to research ethics. Our team is local, coming from the community and speaking its language, ensuring a deep understanding of contexts and needs. Their availability and being reachable facilitates providing guidance, addressing queries, and maintaining positive rapport with the participants throughout the process.
The overall performance on the three executive functioning tasks (working memory, control task, mixed/switch task) were improved among children who attended the read-aloud session for 6 months.

Following WLR program, refugee children showed a shift bias in emotion recognition from sad to happy facial expressions suggesting a possible positive effect of WLR on effective development.
8. Research Outcomes

Impact on Children

Reading emotional storybooks as part of We Love Reading program causes an increase in empathic concern for others as well as significant increase in generosity among children.

Reading to children stories about environmental issues resulted in a positive significant difference in the environmental knowledge and behavior of children in different age stages.

Publication Link
Children who took part in WLR had more positive attitudes toward reading at T2 compared to children in the control group according to their mothers’ report. At T3 (1 year long term evaluation) mothers of children who took part in WLR continue to report higher levels of child attitudes toward reading a year later than mothers of children in the control group.
Results from the randomized cluster trial established that engagement with We Love Reading positively impacted levels of life satisfaction among participating women.

The results reveal statistically significant quadratic trends in women's Resilience, Self-Efficacy, and Entrepreneurship Intention as a result of their voluntary experiences with WLR.

*Submitted for Publication
8. Research Outcomes
Impact on We Love Reading Ambassadors

87% of participants felt that reading within the home should be a shared responsibility between parents.

This finding was a considerable change from the 73% of participants that felt reading was the mother’s responsibility prior to their WLR training.

Publication Link
To achieve our research objectives, we build partnerships and collaborate with different parties including national and international universities like Harvard University, Yale University, Brown University, Queen Mary University of London, Trinity College Dublin, New York University, University of Jordan and The Hashemite University.

In addition, we collaborate with governments and local ministries like the Ministry of Culture, Ministry of Education, and Ministry of Social Development in Jordan. Our collaboration expands to professional individuals, scientists and researchers as well as community-based organizations and society institutions.
10. Contact us & Learn More

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Research Component

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We Love Reading Website

We Love Reading Research Page

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