

This research and survey questionnaire are designed by the research team of University of Missouri and University of Washington. The purpose of this study is to understand how important moods (for example, "sad," "suspenseful," "light-hearted," "dark") are for fiction readers and to see if fiction readers' fiction choice may be affected by the mood of fiction. Participation of this study is voluntary; please keep in mind that you do not have to be in this study if you do not want to. If you do not want to continue to answer questions in this survey, you may stop at any time.

If you have any questions about this study, please contact us: hyerimcho@missouri.edu

Section 1

Are you 18 years old or older AND a fiction reader?

- Yes
- No (Sorry, this study only includes participants who are 18 years old or older AND who read fiction books!)

Section 2

How many books do you read in a year, in general?

- 1-5 books
- 6-10 books
- 11-15 books
- 16-20 books
- 21-25 books
- 26 or more books
- I don't remember.

Among those books that you read, how many of them tend to be fiction books?

- 1-5 books
- 6-10 books
- 11-15 books
- 16-20 books
- 21-25 books
- 26 or more books
- I don't remember.

Let's think about the last fiction book you read (or the fiction book that you are currently reading). Could you tell us about the moods of that fiction book? If you were to add short terms/keywords/phrases to describe the mood of the book, what terms would you assign?

Could you tell us about your current favorite fiction book(s) and why you like it(them)? For example: "My favorite fiction is Harry Potter series. I grew up with this series, so it kind of formed my youth, I feel like. It's nostalgic. I enjoy the author's creativity a lot, and all the magical world setting and whatnot appeal to me so much. The character development in this book is really impressive, too."

What would be the moods of that(those) book(s)? (For example, "sad," "suspenseful," "light-hearted," "dark"). Could you tell us the feelings or emotions that the book(s) evokes to you, personally? For example: "Harry Potter series has many different moods inside, I think. Sometimes it's quite funny, and sometimes it is really epic with all the wars between the good vs. evil. But like I said, it also gives me this nostalgic feeling, too."

Do you think the mood of fiction is important to you?

- Yes, it is important.
- It is somewhat important.
- No, it is not important.
- I don't know
- Other

Section 3

When and how do you like to read?

Could you tell us about a typical time, situation, or location when you read a fiction book? For example: "I often read fiction books in my bed before I go to sleep at night. I like the tranquility of that time because it makes me feel like I am more immersed with the world that's portrayed in the story. I often make a cup of tea for this time. Also, my kids are asleep by then, so that always helps."

Are there any moods that you generally look for in that particular situation? For example, you may prefer to read a book with "peaceful" mood, "melancholic" mood, or "cynical" mood in that situation. Or you can give us a more descriptive answer about what you feel such as, "I like the peaceful feeling when I read fictions on Friday and Saturday nights. I feel relaxed, and I like the sense of freedom of not having to worry about staying up late." If you do not have any preferred moods in that situation, you can simply say so.

Could you tell us why you prefer those moods in that situation? If you do not have any preferred moods in that situation, you can simply say so.

Recently, COVID-19 pandemic situation has impacted many lives in many different ways. Do you think it also has affected your fiction reading habits or preferences in fiction books, as well, or not? Could you tell us about it?

Section 4

When you look for new fiction book to read, what are the most important aspect(s) of the book for you? (For example, author, plot, characters, setting, mood, topics)

Based on the previous response, could you also tell us why those aspect(s) are important to you?

When you look for new fiction books to read, where do you get your recommendations? Please choose as many answers as apply.

- Libraries/Librarians
- Friends/Family
- Bookstores (either offline or online)
- Book clubs (either offline or online)
- Social media platforms (such as, Twitter, Youtube and Facebook)
- Book recommendation apps (such as, Likewise)
- E-book rental/library apps (such as, Libby and Hoopla)
- Online forums, blogs, personal websites (such as, Reddit)
- News media, such as newspapers or magazines (either offline or online)
- Publishing companies' promotion/advertisement
- Email listserv/ mailing list
- Book reviews/recommendations specialized websites (such as, Goodreads)
- Podcasts
- Online search engine/portal search (such as, typing "new historical fiction to read" on Google)
- Other

Have you had any unsatisfactory experience finding fiction books to read using the above sources? If so, could you tell us about that experience? If not, you can simply say so. For example: "One time, my friend highly recommended a book. I looked it up on Amazon and the rating and reviews seemed quite positive. However, I was a bit disappointed after reading the book. Maybe my friend's reading taste is different from mine. I guess having a similar reading taste is the key to book recommendations."

Imagine a hypothetical and ideal fiction finding situation. What kinds of recommendations/search services (search features, librarian help, any information you want to see, etc.) would you like to have when finding a new fiction book to read?

Is there anything you would like to let us know additionally about your fiction reading habits before completing the survey?

Section 5

To which gender identity do you most identify?

- Female
- Male
- Gender Variant/Non-Conforming
- Prefer Not to Answer
- Other

What is your age?

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75-84 years old
- 85-94 years old
- 95 years or older

What is your country of nationality?

Which of the following best describes you?

- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- Native American or First Nations
- White or Caucasian
- Other

Do you have a book/fiction related job or hobby of creative writing?

- Yes
- No

If "Yes," which of the following best describes you? Please check ALL that apply.

- Librarians
- Writer/Author
- Book editor
- Book distributor/Sales
- Books/fiction/creative writing related researcher
- Books/fiction/creative writing related student (college or university level)
- Illustrations
- Other

What is your educational background? If currently enrolled, answer the highest degree that you are enrolled in.

- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree
- Other

Thank you very much for your participation!