

Table 1
IDENTIFIED CODES, OPERATIONAL DEFINITIONS, AND NUMBER OF REFERENCES
(REF.): MOTIVATIONS, CONTEXTS

Code	Description	Ref.
Motivations		
Achievement/Challenge	Certain goals or mastery readers wish to reach	10
Complexity	Whether particular elements of the fiction are complicated/deep/difficult or simple/shallow/easy	24
Empathy/Relatability	Elements that participants perceived as relatable to themselves	34
Escapism	To disengage from something/escape, including physical or mental symptoms or pains, situations that they are in, activities that they are doing, people that they are with, etc.; to forget about reality (Cho, 2019)	54
Intellectual engagement	Educational and learning aspects of reading a fiction book (e.g., comments such as “thought-provoking” and “inspiring”)	34
Nostalgia/Familiarity	To revisit readers’ memories or for nostalgic experiences	33
Values	Appropriateness of the work, worth spending time to consume the media materials, the ideologies or virtues represented in a certain media material, social issues, etc. (Cho, 2019)	25
Contexts		
Place	Where readers read books	61
*Time	When readers read books; not only about time but also about the situations they are in #Temporal information (e.g., morning, before going to bed) #Situations (e.g., while commuting, lunch break)	165

*High frequency (>100) of the code use
#Child codes

Table 2
IDENTIFIED CODES, DESCRIPTIONS, AND NUMBER OF REFERENCES (REF.):
SEARCH/RECOMMENDATIONS, INFORMATION FEATURES

Code	Description	Ref.
Search/Recommendations		

Fiction search/ Recommendation problems	Search or recommendation problems of fiction books finding	48
Ideal services of fiction search/Recommendation	The ideal recommendation services readers want to get	75
COVID Reading Behaviors	Comments relating to COVID-19 #Read more: when participants read more during COVID. #Read less: when participants read less during COVID. #Same reading behaviors: when participants' reading behaviors are not different or affected by COVID.	76
Information Features		
Access	Accessing the books readers want to read; the pricing information about the book	12
*Audience	Intended audience, including descriptions about the audience (and the participant themselves). Comments about readers' personal beliefs or current real-life situations (e.g., "I don't have time to read now").	190
*Author	Author names, ethnicity, gender, etc.	137
*Characters	Specific types of characters or a character's name	147
Formats	Different formats of books (e.g., printed, audio) #Print books #Audio books #Narrator: any comments about the narrator of the book. #E-books	35
*Genre	Categories of books characterized by similarities in form, style, or subject matter (modified from Cho, 2019)	159
Language	Language, writing styles, tones, etc. Language, grammar, tones, etc. #Writing styles #Narrator perspectives	54
*Moods	1) Particular feelings and atmospheres evoked by media materials or 2) How participants feel about the media material (Cho, 2019)	305

*High frequency (>100) of the code use

#Child codes

Table 3
IDENTIFIED CODES, DESCRIPTIONS, AND NUMBER OF REFERENCES (REF.):
INFORMATION FEATURES (CONT.), AUXILIARY CODE

Code	Description	Ref.
Information Features (Cont.)		
*Plot	How the main events are presented as interrelated sequence (Cho, 2019) #Development: How plot develops #Ending: Types of endings #Novelty: Whether the story is unique/novel/imaginative #Reality: Whether the story is convincing and engaging, so it “feels real” #Timeline: Types of timeline in the plot, such as linear timeline #Pace: How fast/slow the plot unfolds	167
Published Year	The year or the general time when the book was published.	3
Settings	Location, time frame, and/or cultural context	73
*Subjects/Themes	Frequently recurring subjects/topics/themes (Cho, 2019)	157
Titles	Title of the book	80
Auxiliary Code		
*+Dislike	Readers’ negative preference. This code is used only with other codes, as an auxiliary code.	105
Other		8

*High frequency (>100) of the code use
#Child codes