

More than Reading

The SQ3R Method

Survey

- Scan the chapter title, section headings, and graphics.
- Skim the introduction, outline, and objectives.
- Examine the summary, exercises, and concluding questions.

Question

- Turn titles and sections into questions to predict important content.
- Ask why visual aids, graphs, and charts were included.
- Write overarching questions to capture the topics covered.

Read

- Read to answer your questions, take brief notes in the margins, identify new and important vocabulary.
- Consider similarities, differences, and cause-and-effect relationships.
- Connect topics to each other and the course objectives.

Recite

- Recite the answers to your subtopic and overarching questions.
- Identify the author's point of view and **reflect** on why you agree or disagree.
- Write down your answers and thoughts.

Review

- **Reflect** on your original questions. Consider if they were appropriate or should be revised.
- Reread sections where questions were not answered.
- Organize important information for later review.

Robinson (1946) as cited in Artis, A.B. (2008). Improving Marketing Student's Reading Comprehension with the SQ3R Method. *Journal of Marketing Education*, 30(2), 130-137