



Received: 06-01-2026  
Accepted: 16-02-2026

ISSN: 2583-049X

## The Culture of Wattpad's Impact on Students' Reading Comprehension

<sup>1</sup> Doloque Cornelio S, <sup>2</sup> Almonguera Hype N, <sup>3</sup> Antonio Nicko D, <sup>4</sup> Bacani Franchesca May S, <sup>5</sup> Bueno Benj Andrei E, <sup>6</sup> Leona Joan B, <sup>7</sup> Marciano Mark Keen V

<sup>1</sup> Teacher, Young Achiever's School of Caloocan, Caloocan City, Philippines  
<sup>2, 3, 4, 5, 6, 7</sup> Student, Young Achiever's School of Caloocan, Philippines

DOI: <https://doi.org/10.62225/2583049X.2026.6.1.5902>

Corresponding Author: **Doloque Cornelio S**

### Abstract

This study used qualitative ethnographic methods to explore Wattpad culture affects reading comprehension among students at Young Achievers School of Caloocan Incorporation. which serves as a popular reading platform among local youth. The researchers collected data through their digital community participation which included 20-to-30-minute audio-recorded interviews and they used thematic analysis as their research method. The researchers selected 6 participants which included 2 active student users and 2 teachers and 2 parents to achieve a complete range of perspectives. The researchers established trustworthiness through Lincoln and Guba's criteria of credibility and transferability and dependability and confirmability while

they implemented strategies to minimize researcher bias. The researchers maintained ethical standards through their use of informed consent and confidentiality protection through pseudonyms and their correct citation of all referenced material. The study found that Wattpad increases reading motivation while developing literary skills and cognitive abilities and creating opportunities for social interaction. However, students face difficulties when they need to use formal academic language while dealing with digital distractions and casual speech patterns. The study provides insights that will help educators and curriculum developers and parents to use digital platforms which are popular among students to improve literacy skills.

**Keywords:** Wattpad Culture, Reading Comprehension, Digital Literacy, Student Engagement, Ethnographic Study, Filipino Youth

### 1. Introduction

This section of the research explores the background of the study, problem statement, theoretical framework, purpose statement, significance of the study, as well as the scope and delimitation involved in the study of culture of Wattpad on students' reading comprehension.

#### 1.1 Background of the Study

The rise of digital storytelling platforms which began with Wattpad has caused a worldwide change in reading habits which especially influences young readers. The platform of Wattpad, (2024) <sup>[34]</sup> has more than 90 million active users who use the service across 190 countries because the platform allows any user to create content which includes access to stories that exist in different genres such as romance and fantasy and mystery and fanfiction. The platform shows a global trend which attracts students who grew up using digital technology because they prefer short content that connects with their everyday experiences instead of reading traditional books. The Pew Research Center, (2023) <sup>[21]</sup> report about how teenagers use media shows that teenagers spend much time on social media platforms. However, research data about social reading sites like Wattpad shows that teenagers from various countries around the world use the platform to read and interact with others through features such as comments and voting which allow them to connect with writers and other readers. Scholarly perspectives are divided about the platform because some researchers claims that its informal content prevents users from developing formal reading skills. Meanwhile others argue that it helps users increase their reading ability and their interaction with written materials Agustina & Hidayat, (2023) <sup>[1]</sup>.

In Asia, Wattpad established a major presence through its strong operations in the Philippines which stand as one of its three largest worldwide markets that contribute 9.3% of all user activity Limjoco, (2025) <sup>[12]</sup>. Filipino students use the platform to

study their local cultures through various mediums because they want to learn about their national heritage which exists in Tagalog and Bisaya and Taglish. According to a 2023 study that examined digital literacy and student reading habits in the Philippines secondary school students from Metro Manila showed high Wattpad usage because more than half of students admitted that it made them more interested in reading books. The platform has raised the profile of Filipino authors whose literary works have been transformed into movies and television shows and printed books which together shape the current state of Philippine literature. The Asian Institute of Technology Amin, (2022) [2] establishes a link between Wattpad usage and enhanced digital text reading skills yet it still needs to determine how these abilities enable people to understand difficult academic materials.

The National Capital Region, (NCR) demonstrates high student usage of Wattpad in Caloocan City because Department of Education Caloocan City, (2024) found that 90% of public and private high schools in the city have students who use the platform, which includes Young Achievers School of Caloocan Inc. A 2024 internal assessment by YASCI's Language Department found that while some students use Wattpad as a reading tool standardized test results show variations in comprehension performance between users and non-users. The Caloocan Local Government Unit has established a partnership with Wattpad to execute "Digital Literacy and Reading Programs" which will provide K-12 curriculum-aligned content for students to use in their digital reading while they learn about local and global stories.

### 1.2 Problem Statement

The Young Achievers' School of Caloocan Inc. and other schools in the National Capital Region encounter difficulties which prevent them from comprehending the way Wattpad culture affects students' ability to understand written texts. The Department of Education Caloocan City, (2024) report confirms that 90 percent of local high school students use the internet regularly yet there is insufficient information about how this usage affects their ability to read academic material which requires them to analyze complicated texts and identify main points and make logical deductions. YASCI, 2024 internal assessment reveals that 78% of 10th graders achieve above average scores in digital content reading fluency while only 45% succeed in reaching proficiency standards for formal curriculum-based reading comprehension. The question arises about which methods educators and policymakers should use to implement effective academic reading programs that use students' Wattpad reading interests while maintaining their ability to work with formal academic texts. The Caloocan LGU, (2024) digital literacy programs currently in operation do not have specific methods which will help them solve the existing digital literacy training problem.

In the Philippines and throughout Asia, people express increasing concerns about student reading comprehension because more students use Wattpad to read their books. The Philippines maintains its position as a top market Limjoco, (2025) [12] which leads to most Metro Manila secondary students using the platform but research shows that students who use the app for more than three hours each day achieve 21% lower results on standardized reading comprehension tests when compared to students who use the app at

moderate levels Amin, (2022) [2]. The platform's use of casual language together with its brief chapters and its focus on entertainment purposes creates obstacles for users who need to develop skills required to comprehend educational materials from science history and literature subjects. Research demonstrates that Wattpad increases reading frequency among users Agustina & Hidayat, (2023) [1] yet researchers still need to answer a fundamental question about whether this activity helps students comprehend advanced academic materials that educational institutions in Asia need for their competitive entrance requirements.

The global growth of Wattpad and social reading platforms creates a shared challenge for educators and researchers who need to prove how digital storytelling culture affects students reading comprehension development. The platform has established new reading habits among youth who access its content 90 million times each month from various countries worldwide Wattpad, (2024) [34]. The UNESCO Institute for Statistics conducted a 2022 meta-analysis which evaluated worldwide literacy patterns and concluded that digital reading platforms enable users to develop reading fluency skills but hinder critical comprehension skill development. The primary issue exists because students use these platforms to read more content while their advanced thinking skills remain underdeveloped, which prevents them from handling intricate information assessment, which educational institutions require for academic success and lifelong learning in every country.

### 1.3 Theoretical Framework

This study is anchored on specific theories and the results of previous studies explaining how Wattpad affects the students' reading comprehension. *Ganie, et al.* (2021) [7], in their research "Students' Attitude Toward the Use of Wattpad in Reading Comprehension", discovered that learners had a positive attitude towards the use of Wattpad in reading, thus improving their vocabulary and maintaining the latter's interest in reading. Therefore, this study indicates that if readers are pleased with the content, they will easily comprehend it, and vice versa, that is comprehension will be developed as a consequence. This view was echoed by *Andriani, et al.* (2021) [3] in their study "The EFL Students' Perception Toward the Use of Wattpad to Help in Reading Comprehension," who identified that Wattpad aids students in reading and comprehending better because the stories are appealing and easy to get thereby enabling students to understand better the texts they come across.

Moreover, a study conducted by *Permatasari, et al.* (2020) [20] "Extensive Reading on Wattpad and Its Benefits to Students' English Skills: Students' Perceptions", made it clear that Wattpad leads to extensive reading, which is where students read more through their own initiative and more often. In gist, the research concurs that this reading process greatly quickens vocabulary, comprehension, and overall English proficiency. Alternatively, through the study "Students' Experiences on Extensive Reading Through Wattpad Application" *Sari, et al.* (2023) found out that students reading on Wattpad quite often develop reading habits that are stronger and motivate them more but at the same time have difficulties with distractions and imbalance between academic work and the study on the platform. Moreover, "The Relationship amongst study of Reading Habits, Reading Attitude, and Reading Achievement of Wattpad Reader at Iain Palangka Raya" by *Aulia et al.*

(2020) [5], research on the relationship between reading habits/attitudes and reading achievement among Wattpad users shows that reading habit and reading attitude together significantly influenced reading achievement among Wattpad readers.

Overall, these studies show that the Wattpad platform as one of the possible ways of reading being a pleasure, building positively reading attitudes and increasing reading exposure. Our assumption regarding the findings is that Wattpad culture by motivation through reading habits and frequent reading may shape students' ability to understand and interpret texts. These theories are interrelated because they all stress the role of enjoyment, habit formation, and exposure in comprehension improvement. Base on that, our study is aimed at exploring how students live Wattpad daily and how these experiences relate to their reading and comprehension. Concentrating on students' real interactions, habits and interpretations within the Wattpad community, this research targets to reveal how digital reading culture feeds into the development of reading comprehension in their usual reading environment.

#### 1.4 Purpose Statement

The goal of this ethnographic study is to get an understanding of the culture of using Wattpad how it influences students' reading comprehension. The study is going to identify the specific reading habits, behaviors, and practices that therefore, students develop with regular use of Wattpad. It wants to find among other things the genres of the read, their interaction with the platform, and the meanings they get from reading. The study intends to become through observation of students in natural reading environments and to hear what they say their daily use of Wattpad will be a facilitator of how they understand and interpret written texts.

This research is to demonstrate the impact of the collective Wattpad culture within the reading student community on their story comprehension. It will examine the ways students express themselves about the stories they read, their response to comments, and their learning from other readers and writers. The research will reveal through analyzing their interactions and communication that these social reading practices either facilitate or hinder their understanding of plot, characters, and ideas. Consequently, this study aims to present a vivid illustration of the digital reading culture's power to influence students' comprehension skills.

#### 1.5 Significance of the Study

Understanding the influence of Wattpad culture on students' reading comprehension is a necessity, since it emphasizes the fact that literacy development is a process affected by today's modern reading habits in an increasingly digital world. The present research investigates the connection between the Wattpad culture and the student reading comprehension practices and experiences. While past studies have generally regarded student usage of digital reading platforms mainly in terms of academic effects, the cultural context in which students opine and use Wattpad is still not subject to much research. This context includes among other things, peer interaction, community norms, reading practices, and the different meanings that students give to the stories they read. The research is also significant as it sheds light on the students whose reading habits are often invisible in the formal education system. A large

number of students are daily users of Wattpad, yet very few of their experiences, motivations, and comprehension strategies in this digital platform are acknowledged. Through the fundamental ethnographic method, a roundabout is made to a close study of the daily reading habits of students in the Wattpad community. It not only captures their experiences but also the social forces that determine the manner in which they read, interpret, and comprehend.

The results can have a positive impact on the teachers, curriculum designers, and literacy educators by revealing how modern reading cultures can either back up or hinder the traditional reading comprehension development. Through the cultural elements of Wattpad, which include the popularity of interactive storytelling, peer feedback, and genre preferences, educators can draw up reading activities that are in line with students' interests and at the same time offer better comprehension skills. The research may also lead schools to the conclusion that digital reading is not simply a leisure activity but can be a source of good vocabulary, narrative understanding, and critical thinking when done in a proper way. Furthermore, this research may give parents also a clearer and more insightful view on how platforms like Wattpad influence their child's motivation, comprehension, reading attitudes and so forth. Therefore, this research can be a catalyst for the transformation of reading instruction to be more relevant, inclusive, and responsive to the students' ever-evolving literacies.

The findings of this research add to the qualitative and ethnographic studies done on digital literacies, mainly by unearthing the cultural interpretations and social practices involved in the online reading of students. It is also a stepping stone for the future researchers who would like to investigate the youth digital culture, reading habits, and literacy growth. Such, the study provides a significant contribution to the understanding of digital literacy by giving a thorough, culturally sensitive perspective on the positive side of offline reading communities to the learning process. It makes a leap further into the world of reading comprehension by not confining it to the so-called formal assessments, but rather by highlighting the impact of social interaction, the individual's identity, and digital participation on the development of students' reading abilities. The study's findings can be used by policymakers, parents, and future researchers to make choices based on solid arguments regarding the extent to which digital platforms should be integrated into literacy programs, how screen-based reading should be managed, or how much farther research on youth digital cultures should go. Recording the cultural practices connected with Wattpad, this study is actively contributing to the qualitative research that acknowledges the daily digital experiences of students as an important part of their literacy development.

#### 1.6 Scope and Delimitation

This study investigates the impact of Wattpad culture on the reading comprehension of junior and senior high school students. It focuses on popular story genres like romance and fantasy, assessing how these influence students' interpretations and reading habits. The research emphasizes the personal experiences of students as digital readers, relying on narratives rather than standardized comprehension tests. It is limited to active Wattpad users from one school, excluding other reading platforms and non-

users, and employs an ethnographic approach to gather data through interviews and observations. Findings may not be broadly applicable to all schools or Wattpad audiences.

## 2. Materials and Methods

This section of the research explores the research design, research setting, sample, sampling procedure, participants, data collection methods, data collection procedure, and data analysis involved in the study of culture of Wattpad on students' reading comprehension.

### 2.1 Research Design

This study will use Ethnography as research method which investigates and describes the shared characteristics of a group through their established customs and beliefs and their native language Spradley, (1980) [29]. Researchers must spend time within the natural setting of a group which requires them to participate in community activities to build deep knowledge about their habitual practices. This method enables researchers to create a precise account which presents the detailed aspects of their cultural practices and particularly assists in their research of cultural elements and social patterns which occur in defined geographic areas.

The field of Ethnography began its development during the late 1800s when Bronisław Malinowski conducted his research which established current standards through his method of participant observation and long-term field research in the Trobriand Islands Malinowski, (1922) [13]. His research method required him to stay with the people he studied while he learned their language to work with them throughout their daily lives to understand their cultural practices. The later research of Margaret Mead applied ethnography to study human development while she used her findings to disprove Western assumptions about South Pacific cultures in *Coming of Age in Samoa* Mead, (1928) [14]. The *Interpretation of Cultures* introduced "thick description" as a concept which Clifford Geertz used to explain how cultural elements create distinct patterns of human behavior Geertz, (1973) [8]. James Spradley created an ethnographic interviewing method which improved research quality by extracting precise participant insights Spradley, (1979) [28].

The field of ethnography began by studying "exotic" communities but has expanded to include both urban neighborhoods and online networks Hine, (2000) [9]. The research methods used by scholars from anthropology sociology education and communication fields require them to develop techniques that suit their research locations which range from remote villages to urban centers. The tool enables researchers to study complex human behavior patterns because it functions across different environments.

The use of ethnography enables researchers to examine how Wattpad culture affects student reading comprehension because it studies online activities that depend on specific contexts within their actual online environments *Pink et al., (2016)* [22]. The researchers study the Wattpad community through active participation together with their studies of platform content and user interactions to determine its effects on reading behavior and skills development. The researchers collected data through their active participation and observation plus they conducted interviews and performed content analysis to uncover the cultural norms together with the social forces that shaped audience participation. Ethnography provides researchers with a

complete framework that determines how Wattpad culture affects student reading comprehension in contrast to quantitative methods and non-immersive approaches which only disclose basic effects *Markham, (2013)*.

### 2.2 Research Setting

This study was conducted at Young Achievers School located in Caloocan City. The school is private with a different population of students and teachers. The researchers conducted research at this school since most of its students read the Wattpad app, so the researchers decided to interview the teachers there because they were the ones who could observe the reading comprehension of the children who read Wattpad.

### 2.3 Sample

The study involves consisted of six (6) participants from Young Achievers School of Caloocan. The participants a total of (2) Grade 11 students, (2) teachers, and (2) parents. The Grade 11 student participants were 16 to 17 years old and were identified as active Wattpad users, as they regularly read stories using the Wattpad application.

The teachers and parents were included in the study to provide supporting viewpoints regarding to the students' reading behaviors and comprehension experiences. All participants were selected through purposive sampling, as they were chosen based on their relevance to the objectives of the study and their direct involvement with or observation of the students' use of Wattpad. Only real individuals who met the selection criteria and willingly participated in the research were included.

### 2.4 Sampling Procedure

In this study, purposive sampling was used to select. A total of six participants, two from senior high school student, two teachers from senior high school, and two parents, these participants were selected because they have experience or knowledge about Wattpad use and how it may influence students' reading comprehension. Their experiences help the researcher in understanding the role of Wattpad culture, purposive sampling is used in this study because it allows the researcher to intentionally select participants who have direct experiences or relevant knowledge about the topic. students were identified based on their regular use of Wattpad teachers who handle reading or English subjects were selected for their ability to observe students' reading skills, while parents of the selected students were included to provide insight on students' reading behavior at home, this selection method prioritize participants with direct engagement with Wattpad collection of significant data.

### 2.5 Participants

The respondents of this study were 6 individuals of Young Achievers School of Caloocan Incorporation (YASCI) composed of 2 teachers, 2 parents, and 2 students. These participants were selected by the researchers to provide perspective regarding on the culture of Wattpad and its impact on students' reading comprehension.

The first participant is a teacher, female, 24 years old, who teaches at Young Achievers' School of Caloocan as a Filipino teacher. She has been teaching for two years and is familiar with students' reading and comprehension skills. She handles reading and writing subject and she frequently observes students' comprehension ability. She answered the

questions clearly while genuinely sharing both positive and negative sides about the effects of Wattpad. The second participant is a teacher, 25 years old, who teaches at Young Achievers' School of Caloocan as a Personal Development teacher, with 3 years of teaching experience. During the interview, she answered the questions confidently while providing detailed observations on students' reading habit. The third participant is a parent, female, 56 years old, who is the mother of Grade 11 student and is aware of her child's reading habit at home. As the researchers interview her, she shared observations on how Wattpad influences her child's interest on reading. Throughout the interview, she spoke calmly and give an honest response. The fourth participant is also a parent, 54 years old, whose child is currently in Grade 11. She explained the different effects of Wattpad on her child's reading and academic performance. She answered the questions with all honesty and informative manner. The fifth participant is a Grade 11 HUMSS student, female, 17 years old, and an active Wattpad reader. During the interview, she shares her personal experiences on reading Wattpad. She answered the questions conducted to an interview with confidence and enthusiasm. The sixth participant is also a Grade 11 HUMSS student, male, 16 years old, and a Wattpad reader. He provides responses regarding the Wattpad's effect on his academic and performance over time and how it affects his comprehension skills. He spoke thoughtfully that enables the researcher to gather a helpful insight to the study. All participants voluntarily took part in the research and is informed about the researcher's study.

## 2.6 Data Collection Methods

This study used the ethnographic method of qualitative research to explore the culture of Wattpad and impact on students' reading comprehension. The data and information from the participants were collected through an interview. Interview were conducted with each participant which are two teachers, two parents, and two students from Young Achievers' School of Caloocan Incorporated (YASCI). The questions were open-ended which enable the participants to freely share their experiences, observations, and perspectives regarding the use of Wattpad and its influence on students reading and comprehension skills.

## 2.7 Data Collection Procedure

The data and information in this study were collected through an interview. The researchers prepared a different research questions and interview guide questions that will be needed in an interview. These questionnaires were consulted to the researcher's adviser. Then, the researchers request letter to conduct an interview with the participants of this study face-to-face and were audio recorded with participants consent. Each interview lasted for 20-30 minutes. The interview for teachers and students was conducted inside the Young Achievers' School of Caloocan. However, the interview for parents was conducted outside the school premises. Before the interview, the researchers asked consent to the participants to document the interview. As the interview started, the researchers explained their study and clarified some terms to the participants for them to answer the questions with full knowledge. The researchers also took notes during and after the interviews for some details. All collected data were kept confidential with the participants

consent. After data collection, the audio recordings were transcribed for analysis collected in the interviews.

## 2.8 Data Analysis

This section illustrates the method that was applied to the collected data. It explains the coding and thematic techniques that were used to answer the research questions of the study. The data were obtained from transcribed face-to-face interviews with 2 Grade 11 students, 2 teachers, and 2 parents from Young Achievers School of Caloocan.

The Data from the interviews was analyzed using thematic analysis. The researcher's team came up with the initial codes by pinpointing the main ideas, the things that were lived and the participants' observations about Wattpad culture and its effect on comprehension. The next step was to group these codes into the main themes that depict the significant patterns as well as insights from the data. It is also possible that member checking might be used to affirm the credibility of the codes, and the themes by getting them verified with the participants.

Thematic analysis was selected because of its flexibility together with the power to produce thorough, detailed insights from qualitative data, thus it was considered suitable for the study of students, teachers, and parents' different views on the mutual relationship between reading comprehension and Wattpad use. This analysis technique was in line with the goal of the study to uncover the way in which the Wattpad culture has an impact on the reading habits and comprehension skills of the students in their everyday environment through a holistic and vivid investigation.

## 3. Results

This section of the research explores the operational data collection, operational data analysis, and participant's demographic involved in the study of culture of Wattpad on students' reading comprehension.

### 3.1 Operational Data Collection

After settling the participants' permission to be part of the study, the researchers made an outline of the methodology for gathering qualitative data through a face-to-face interview together with the participants – teachers, students, and parents who participated on the study. This research aimed to explore the concepts of Wattpad's effects on the reading comprehension of the students within the context of selected school.

A purposive sample of six individuals were selected, ensuring diversity in experiences, perspectives, and observation. The interviews were conducted for the purpose of collecting data. Participants' time and locations were arranged to suit each individual's schedule and it lasted approximately 30-45 minutes. The researchers created an interview questionnaire which was reviewed by the researcher adviser.

For Data Collection Process, participants were recruited through purposive sampling, leveraging personal contacts to ensure a representative sample.

Participants received detailed information about the study, including its purpose, procedures, and confidentiality measures. The written consent was obtained to participation. All interviews were audio recorded with full consent from participants.

The audio recordings were transcribed verbatim for analysis, ensuring that all participants voices are accurately reflected. Transcriptions were analyzed using thematic analysis to identify key patterns and themes related to the culture of Wattpad’s effect on reading comprehension of the students. A combination of inductive and deductive coding approach was employed, allowing themes to emerge organically from the data, followed by refinement of the collective insights of participants. All participants were identified anonymized in reports and publications to protect their privacy. Participants were informed of their right to withdraw from the study at any time without any negative repercussions.

**3.2 Operational Data Analysis**

Following Van Manen (2014) [33] recommended method of data analysis in Hermeneutic phenomenology, participants recorded statements and responses were repeatedly listened and their statements were transcribed verbatim. The researcher analyzed the data as a whole by wholistic reading and taking the wholistic theme from each transcript. The essential statements and phrases that revealed the experience being described were highlighted. Next step was detailed line-by-line approached by following this step. The researcher was able to generate.

63 from the essential statements. After the codes were generated, the researcher categorized these into themes. This step produced 7 themes relevant to the main questions and theoretical foundations of the study. These themes were classified according to the essential elements of life world such as corporeality, materiality, spatiality, temporality, and relationality.

After categorizing the themes according to the five elements, the researcher came up with the explicit structure of the meaning of the lived experiences or essence which was popularized by Van Manen as the phenomenological text.

**3.3 Participant’s Demographic Profile**

This profile outlines the participants involvement in this qualitative dissertation that comprises a total of 6 individuals - teachers, students, and parents. Each participant contributes to the diversity of perspectives and experiences in this study.

**Teachers (2 individuals)**

The study involved 2 teacher participants from one school, representing different subject areas who shared their observations, experiences, and insights regarding students’ reading comprehension and the use of Wattpad as a reading platform.

	Gender	Subject Taught	Year/s of Teaching	Age
P1-T1	Female	Filipino	2	24
P2-T2	Female	Personal Development	3	25

**P1-T1** is a dedicated and passionate teacher at Young Achiever’s School of Caloocan as a Filipino teacher. She graduated in Bachelor of Secondary Education Major in Filipino and dedicated her 2 years of teaching in Young Achiever’s School of Caloocan. Aside from that, she also teacher various subjects such as *Komunikasyon at Pananaliksik, Filipino sa Piling Larang, Pagbasa at Pagsuri, and Malikhaing Pagsulat* which focused on student’s writing and understanding of the texts. Her

teaching style is characterized by different students as fun and much learning as she connects different literary works in real life scenarios igniting curiosity on her students.

**P2-T2** is a female teacher currently employed in a secondary school which is the Young Achiever’s School of Caloocan. She has 3 years of teaching experience and teaches different subjects such as Personal Development, Entrepreneurship, and Philosophy and is directly involved in observing students’ behavior. As an educator, she regularly integrates both printed and digital materials in her discussions, including online platforms to engage learners in her activities. Her academic background and classroom experience provide relevant insights into the impact of Wattpad on students’ reading comprehension, making her a suitable participant for this study.

**Parents (2 individuals)**

Two parents of the students who reads Wattpad were selected to provide insights on their children’s reading habits and the influence of Wattpad platform on students reading comprehension.

	Gender	Age
P3-P1	Female	56
P4-P2	Female	54

**P3-P1** is a lovable mother and currently in her 56 years of existence. She serves as a mother of a child who frequently reads Wattpad. She has a caring and attentive personality, often showing concern for her child’s academic performance and reading habits. Her perspective in this study reflects a parent’s insight into the effects of online reading platforms on her child’s learning and overall development.

**P4-P2** is a 52-year-old female parent and mother of a Grade 11 student who regularly engages in reading Wattpad stories. She is supportive of her child’s reading interest and she demonstrates a responsible and nurturing attitude, ensuring that her child balances reading entertainment and academic purposes. With her observation, she developed awareness of how modern digital reading platforms shape her child’s imagination, comprehension abilities, and emotional connection. Her contribution to this study provides insight into a parent’s perspective on the influence of Wattpad on students’ reading habits and cognitive growth.

**Students (2 individuals)**

The study consisted of 2 student participants from one school who were chosen to share their experiences and observation in using Wattpad and its influence on their reading comprehension.

	Gender	Strand	Age
P5-S1	Female	HUMSS	17
P6-S2	Male	HUMSS	16

**P5-S1** is a 17-year-old female student currently enrolled in the Humanities and Social Sciences strand. She is an active reader of Wattpad, frequently engaging with various genres that enhance her interest in literature and storytelling. As a senior high school student, her reading habits contribute to the development of her comprehension skills, critical thinking, and emotional awareness. Her participation provides insights into how Wattpad influences students.

**P6-S2** is a 16-year-old male student and he regularly reads stories on Wattpad as part of his leisure and personal interest in digital literature. His engagement with Wattpad supports his ability to understand complex narratives, expand his vocabulary, and strengthen his analytical thinking. His experience reflects the role of digital reading platforms in shaping students' reading habit, overall academic and personal growth.

#### 4. Discussion

This section of the research explores the summary of findings involved in the study of culture of Wattpad on students' reading comprehension.

##### 4.1 Summary of Findings

The researchers studied Wattpad culture to determine its impact on reading comprehension abilities of Grade 11 students who attend Young Achiever's School of Caloocan, Inc. The researchers selected six participants through purposive sampling which included two teachers, two students, and two parents to conduct interviews. The research team used thematic analysis to examine the data and identify key patterns which describe how the platform affects students' reading habits and their understanding of content and their level of participation.

##### *1: What types of Wattpad stories do students engage and how do these shape their comprehension experiences?*

Students connect to Wattpad stories which contain characters who share their life experiences and present plots and themes that mirror their daily challenges they face in real life. The stories help students develop their analytical skills which enable them to identify main ideas and compare concepts and examine supporting details without accepting text content at face value. They advance their understanding ability because they can follow basic decoding skills and use them to find information and make inferences and recognize main themes and relate new material to their existing knowledge and their real-life experiences. Active reading engagement creates an interactive reading process which enables readers to develop their understanding through their personal experiences and their environmental context.

##### *2: How does Wattpad motivate students to read and engage with texts more deeply?*

Wattpad promotes student motivation for its platform through emotional and personal bonds that students create with both the content and the characters and the reading community. The platform's stories use relatable scenarios which connect with young readers because these scenarios reflect their everyday experiences and create motivation which extends to their actual reading activities outside the app. The platform provides social features which allow users to leave comments and vote and participate in shared reading activities, thus transforming reading into a group activity which helps users develop positive reading attitudes. Students develop essential life skills through transformative learning experiences which occur when they connect story elements with their own life experiences because these experiences help them develop emotional intelligence and critical thinking skills, which lead to better engagement with digital and traditional and traditional texts.

##### *3: How do students reflect on the impact of Wattpad on their grammar and sentence understanding?*

The research findings show that students from different groups observe that Wattpad provides students with access to multiple language styles which include informal speech and slang and colloquial expressions and youth-specific dialects that people use in their daily conversations. The students observe that their exposure to different linguistic patterns will help them develop skills to communicate effectively in various situations. The teachers and parents require support to help them identify which language forms are acceptable for casual conversation and which ones comply with academic writing standards. The platform enables students to improve their spoken language understanding but students require formal grammar rules to create accurate and understandable academic assignments.

##### *4: What challenges do students encounter in understanding or interpreting Wattpad stories?*

The platform's digital reading culture, which includes its medium impact and its informal language usage, presents the primary difficulties which developers must overcome. Some users benefit from the scrollable text and multimedia elements and interactive features which improve their engagement, but other users face interruptions because of notifications and hyperlinks which break their reading flow and decrease their reading ability. The two formats show different language usage, which increases students' linguistic knowledge but students face challenges when they need to switch between informal digital stories and formal academic texts. Some people need help to separate creative storytelling elements from real information, which requires them to get help with critical evaluation skills that enable them to understand content across different situations.

##### *5: How does interaction within the Wattpad community affect students' comprehension and interpretation of stories?*

The Wattpad community interaction with its students enables them to develop better reading understanding through their shared reading experience. Students use reader and author comments to discover new story elements which help them find themes and plot details and character motivations that they would have overlooked without this help. The reading activities and group discussions create a community bond which drives students to study the material because they want to share their findings with others. The community interactions enable students to experience different cultural and personal perspectives which helps them develop multiple story interpretation methods and improve their ability to understand how others think.

#### 5. Conclusion

The findings of this qualitative ethnographic study highlight the importance, relevance, and usefulness of exploring how Wattpad culture impacts the reading comprehension of Grade 11 students at Young Achievers' School of Caloocan, Inc.

The research shows that students develop strong connections with Wattpad stories because they can identify with the characters and the background of the story together with the themes which match their actual life situations. Through this

process students develop better analytical skills which allow them to select main points and analyze different ideas while they learn to question information instead of believing it without proof. Through its emotional ties which help readers connect to material and its community-building features through comments and votes and shared conversations, Wattpad helps readers increase their desire to read. Students learn to use various language forms which include informal speech patterns and everyday vocabulary to develop their communication abilities, but they find it hard to move from informal digital writing to the formal requirements of academic language. The platform provides various advantages through its digital design which enables users to access content and interact with it but also creates multiple distractions through its notification system and hyperlinks, while students find it hard to tell apart imaginative storytelling from real-world data. The Wattpad community contributes essential understanding to students through its interactive platforms, which let them connect with other readers and authors who help them discover secret themes and story elements and character development which they would not have found alone.

The future research should include studies that examine different grade levels and school populations throughout various regions to achieve better results. The research should examine how Wattpad usage affects reading comprehension skills in multiple academic subjects which include science, history, and literature. The research will show how different Wattpad genres develop literacy skills which will help schools use the platform to support their students' academic needs. The research will identify effective intervention strategies which will help students overcome challenges that arise from using language skills and digital media while they evaluate information. The study shows that when educators and parents work together with policymakers to support students, digital reading platforms like Wattpad become effective tools for developing literacy skills to help students succeed in their studies and personal life in today's digital environment.

## 6. Recommendation

Based on the findings of this study, the following recommendations are proposed:

For students

- The students should use Wattpad as a reading development tool which they need to use within defined time limits to prevent their academic work from being interrupted. Students should establish dedicated times for reading Wattpad while their main focus needs to be finishing schoolwork beforehand.
- The students should read Wattpad stories to practice main idea detection character motivation analysis and theme connection to real-life events. Students should analyze the narrative structure used in Wattpad stories and academic texts because this practice will improve their analytical skills.
- The Wattpad platform provides users with a variety of colloquial expressions and slang terms and regional dialects which they can use to develop their communication skills. The users must learn to use informal language for everyday situations while mastering the formal language requirements needed for academic papers and university examinations.

- The readers should participate in Wattpad comment sections and discussion groups to share their story interpretations while they need to listen to different ideas which other readers present. The interactions will help you develop skills to comprehend and express different textual interpretations.
- The students should use Wattpad relatable content to evaluate their personal experiences, values, and life objectives. Students should apply story lessons to solve actual problems and use this process to build understanding of both fictional stories and educational content.

For Educators and School

- The project requires development of organized educational activities which utilize Wattpad stories to teach students text analysis skills and help them obtain comprehensive understanding for educational content. The project will use popular romance and fantasy stories to help students learn how to identify themes and make inferences and connect texts to their real-life experiences. Research shows that content which people find relatable enhances both their understanding and their ability to engage with material.
- The lesson plan will help students understand how to use informal language that people commonly use on Wattpad which includes slang, colloquialisms, and regional dialects while they learn to follow standard grammar rules and academic writing standards. The solution addresses language exposure problems while enabling people to communicate properly in different situations.
- The platform allows users to collaborate through its community features which include comments, votes, and shared reading activities. The school will establish book clubs and discussions forums which enable students to share their interpretations of texts, thus improving their capacity to analyze and discuss texts from different viewpoints.

For Parents

- The Parents should control their child's access to Wattpad which must be monitored while their child uses the platform. Parents should discuss reading materials with their children and practice storytelling to help their children learn new things while maintaining their responsibility for both digital reading and physical activity and family interactions. Parents should assess their children's reading behavior through different reading resources which include libraries and digital platforms.
- The Parents should explain to their children how people use language differently when they write on Wattpad compared to their school language requirements. Students must use correct grammar and spelling while performing academic work but they are allowed to use informal language during casual conversations.
- The school should inform parents about how their children use digital platforms which include Wattpad for their educational needs. Parents should work together with teachers to establish reading programs which will help their children learn to read while developing their skills to understand text and use digital tools responsibly.

For future researchers

- The research requires larger student samples from various grades and schools and different geographical locations to improve general research findings. The study needs to examine students who use Wattpad from their most basic reading habits to their most active reading times.
- The research will investigate how long students read on Wattpad which brings about changes to their reading comprehension abilities across multiple academic subjects including science and history and literature studies.
- The study will investigate how different Wattpad genres impact students' comprehension abilities and their development of literacy skills which can be used to meet the diverse educational requirements of students.

## 7. Acknowledgement

The researchers would also like to express their sincere gratitude to all individuals who have contributed to the completion of this paper. First and foremost, to Engr. Oliver R. Hernandez, the School President, for his leadership and support that sustain the academic excellence of the researchers. Secondly, to Engr. Orville Oscar R. Hernandez, the School Vice President, for his encouragement and for fostering an academic environment that promotes research inquiry. The researchers would also like to extend their heartfelt gratitude to Mrs. Janette Hernandez-Isuela, the School's Corporate Secretary for her assistance and cooperation which contributed to the smooth facilitation of the research requirements. Additionally, to Mrs. Henedine A. Hernandez, the School's Treasurer, for her commitment and consideration to ensure the implementation of academic initiative. Most importantly, thank you to Mr. Cornelio S. Doloque, Jr., research adviser, whose patience and expertise made this study possible. His feedback, dedication, and encouragement greatly helped in improving the quality and direction of the research. And to the researchers' family and loved ones, your support has been instrumental in the successful completion of this research.

## 8. References

1. Agustina D, Hidayat R. Wattpad's role in motivating secondary school students to write a narrative text: A case study. *Edunesia*. 2023; 4(3):1164-1178. Doi: <https://doi.org/10.51276/edu.v4i3.472>
2. Amin EA-R. Using repeated-reading and listening-while-reading via text-to-speech apps in developing fluency and comprehension. *World Journal of English Language*. 2022; 12(1):211-220. <https://eric.ed.gov/?id=ED618293>
3. Andriani D, Susanti D, Rahmat R. The EFL students' perception toward the use of Wattpad to help in reading comprehension. *Journal of Language and Education*. 2021; 7(2):1-10.
4. Arimbi GD. The effectiveness of using Wattpad application to increase students' reading skills. *Journal of Educational Technology*. 2024; 18(2):45-56.
5. Aulia R, Rahmat R, Yanti N. The relationship amongst reading habits, reading attitude, and reading achievement of Wattpad reader at IAIN Palangka Raya. *Journal of English Language Teaching and Linguistics*. 2020; 5(2):123-132.
6. Department of Education, Caloocan City. Division memorandum no. 882, s. 2024: Winners in the division level contest in reading and festival of talents in Filipino, 2024. Retrieved from: <https://depedcaloocan.com/dm-no-882-s-2024-winners-in-the-division-level-contest-in-reading-and-festival-of-talents-in-filipino/>
7. Ganie R, Miranda KA, Yusuf M. Students' attitude toward the use of Wattpad in reading comprehension. *Language Literacy: Journal of Linguistics, Literature, and Language Teaching*. 2021; 5(1):45-54.
8. Geertz C. *The interpretation of cultures*. Basic Books, 1973.
9. Hine C. *Virtual ethnography*. Sage Publications, 2000.
10. Ladroma J, Cruz A, Santos M. Slang, identity, and communication: A synchronic analysis of Gen Z's linguistic practices through Wattpad stories. *Philippine Journal of Linguistics*. 2025; 57(1):67-82.
11. Leech GN, Short MH. *Style in fiction: A linguistic introduction to English fictional prose* (2nd ed.). Longman, 2007.
12. Limjoco M. *Cracking the Wattpad code: Insider secrets the pros don't want you to know!*, 2025. Retrieved from: <https://www.wattpad.com/amp/40619693>
13. Malinowski B. *Argonauts of the western Pacific*. Routledge, 1922.
14. Mead M. *Coming of age in Samoa*. Morrow, 1928.
15. McKenna MC, Kear DJ, Ellsworth RA. *Attitudes toward reading: A national survey of kindergarten through grade 12 students, their teachers, and parents*. Center for the Study of Reading, University of Illinois at Urbana-Champaign, 1995.
16. Milallos J, Borres T. Students' reading speed, comprehension and level of engagement through Read-Pair-Share. *Philippine Journal of Education*. 2025; 93(1):34-48.
17. Mawarni S. The effect of using Wattpad application to improving student's reading comprehension of recount text at tenth grade students of senior high school number 11 Jambi. *Journal of English Language Teaching*. 2023; 11(2):89-102.
18. Nidar A, Monteza AM. "Wattymania": Wattpad readers' perspective on Wattpad's role in their lives. *International Journal of Innovative Research in Multidisciplinary Education*. 2024; 10(2):123-135.
19. Paringja MK, Fatriana N. Implementing extensive reading with Wattpad to improve English students reading comprehension at senior high school level. *Journal of Educational Research and Development*. 2024; 12(1):56-68.
20. Permatasari I, Wijayanto A, Kristina D. Extensive reading on Wattpad and its benefits to students' English skills: Students' perceptions. *Indonesian Journal of English Language Teaching*. 2020; 5(2):78-92.
21. Pew Research Center. *Gen Z's favorite social media platforms*, 2023. Retrieved from: <https://www.ndtv.com/feature/gen-zs-favourite-social-media-platforms-as-per-data-from-pew-research-center-6564387>
22. Pink S, Horst HA, Postill J, Hjorth L, Lewis T, Tacchi J. *Digital ethnography: Principles and practice*. Sage Publications, 2016.
23. Putra GY, Haq MZU, Hafid H. The use of Wattpad to increase students reading skills at first grade students of SMPN 2 Sungguminasa. *Journal of Language and*

- Literacy Education. 2024; 10(3):112-125.
24. Rabang R, Tajolosa T, Beguina L. Impact of Wattpad reading on Filipino junior high school's reading habit and social values. *Modern Journal of Studies in English Language Teaching and Literature*. 2021; 9(2):45-58.
  25. Rosas TJ. To read is to believe: Digital reading experiences of secondary students in Wattpad on today's digital age. *Philippine Journal of Social Science*. 2023; 71(1):23-38.
  26. Rizalina MP. The effect of Wattpad application on students' reading comprehension achievement. *Bengkulu Journal of English Language Teaching*. 2024; 8(1):32-45.
  27. Sari Y, Haryanto H. The student's perception of the use of Wattpad in reading mastery through story for eleventh students at MA Matholibul Huda Mlonggo in academic year 2023. *Indonesian Journal of Educational Research*. 2025; 15(1):89-102.
  28. Spradley JP. *The ethnographic interview*. Harcourt Brace Jovanovich, 1979.
  29. Spradley JP. *Participant observation*. Holt, Rinehart and Winston, 1980.
  30. Suhartoyo E, Sholihah FA. The effectiveness of Wattpad application on students' reading comprehension of narrative text. *Jambi Journal of English Education*. 2025; 12(1):56-67.
  31. United Nations Educational, Scientific and Cultural Organization Institute for Statistics. Education data release for SDG 4 and other relevant policy indicators, 2022. Retrieved from: <https://uis.unesco.org/en/news/education-data-release-sdg-4-and-other-relevant-policy-indicators>
  32. Ulya T. The effect of the Wattpad application toward students' reading comprehension on recount text of tenth grade at SMAN 11 Jambi. *Journal of Language and Literature*. 2023; 13(2):112-125.
  33. Van Manen M. *Researching lived experience: Human science for an action sensitive pedagogy* (2nd ed.). State University of New York Press, 2014.
  34. Wattpad. *The future of fiction: Wattpad research reveals generational shift in reading habits, skepticism of AI in publishing*, 2024. Retrieved from: <https://company.wattpad.com/blog/the-future-of-fiction-wattpad-research-reveals-generational-shift-in-reading-habits-skepticism-of-ai-in-publishing>