



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.N. (2008). Improving Marketing Student's Reading Comprehension with the SQ3R Method. Journal of Marketing Education, 30(2), 130–37

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