
Reading Habits of News Papers in Pharmacy College: An Analytical Study

Pravin I. Patel

Shree S. K. Patel College of Pharmaceutical Education and Research, Ganpat University, Ganpat Vidyanagar, Mehsana, Gujarat, India-384012

Devendra B. Patel

Mehsana Urban Institute of Sciences, Ganpat University, Ganpat Vidyanagar, Mehsana, Gujarat, India-384012

Haresh A. Patel

U.V.Patel Colleges of Pharmacy Ganpat University, Ganpat Vidyanagar, Mehsana, Gujarat, India-384012

Abstract

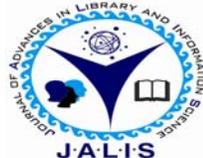
The present study makes an attempt to know various points of view a study of newspaper reading habit of the pharmacy fertility of S.K.Patel college of Pharmaceutical Education and research in Gujarat. The academic library is attached to the academic institution and serves to user community towards readings. It's main clients are composed of students and faculties. In this article discussed about the reading habits of Pharmacy professionals. A total of 347 questionnaires were distributed among the professionals and 301 filled in questionnaires were obtained from the respondents. The authors of this study have findings various points on newspaper reading habit of pharmacy professionals. Out of 301, Maximum of the respondents (73.00%) is mentioned their first choice is Gujarat Samachar.

Keywords

Newspaper reading habits; choice of languages; preference of news papers, pharmacy faculty members and students.

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INTRODUCTION

Reading has been the passion of the greatest personalities of all times. Humans have been Reading has been the passion of the greatest personalities of all times. Humans have been reading since ages and thus words of knowledge have been passed on through generations. The reading habit influences in the promotion of one's personal development in particular and social progress in general. Regular and systematic reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living; and thereby prepares a person for an effective participation in the social, religious, cultural and political life. Reading fires the imagination of the person. It adds new sight to eyes and new wisdom to mind. The reading habit of newspaper is highly satisfying and rewarding. The most communication medium is newspaper from all various types of communication media³. They can be part of good study habits and improve the concentration power for students in all area of specialization. It makes us knowledgeable and well informed about current affairs of the earth. It is play an important role in creating awareness and keeping the knowledge stage of the people/readers as they distribute the information to huge sector in a short time⁴. Efforts to solve the socio, economic and ethnic problems in our country. Reading and Library use habits has a vital role to set up the multicultural structure in our country.

About of Ganpat University

A splendid unique and excellent multi-professional education campus promoted by Mehsana District Education Foundation called Ganpat Vidyanagar has now become Ganpat University vide Gujarat Govt. notification dated 11th April 2005. The university, having all state-of-art academic infrastructure and accommodation facilities offers diversified, undergraduate & postgraduate programs in technical and professional disciplines. The Ganpat University campus is spread over about 300 acres of land on the Mehsana-Gandhinagar Highway. The Campus has well furnished hostels with the best infrastructure facilities for boys & Girls including 24 hrs of Wi-Fi internet connectivity. It has staff quarters & Guesthouses. The campus provides excellent learning opportunities in serene surroundings. The Ganpat University is at the forefront of developments in teaching and learning via hi-tech education center and is continuing to invest substantially in helping to broaden and enhance the student's experience⁸.

Following constituted institute under Ganpat University is:

- U. V. Patel College of Engineering
- Center for Management Studies (GNU-CMS)
- V. M. Patel Institute of Management Studies
- S. K. Patel College of Pharmaceutical Education & Research
- Mehsana Urban Institute of Sciences
- Department of Education
- Department of Computer Science
- Department of Social Work
- B. S. Patel Polytechnic
- Krishi Vigyan Kendra

SKPCPER

Mehsana District Education Foundation (MDEF) was established in June 1996 by eminent industrialist, businessmen, NRI industrialists, educationalists and the social leaders of North Gujarat with the objectives:

1. To uplift the rural society through education by providing preprimary to postgraduate education in diversified areas.
2. To setup a strong infrastructure to promote high standard education in the hi-tech fields of engineering and technology to meet the needs of trained man-power in Gujarat and beyond.

Shree S.K.Patel College of pharmaceutical Education and Research was established in 1996 as the first self financed pharmacy college in North Gujarat Region imparting degree pharmacy course. The college has separate building for B.Pharm and M.Pharm Programme. The college spread over more than 5 acres of land is a part of the Ganpat University Campus at Ganpat Vidyanagar. The college building which include 18 laboratories, more than 10 class rooms, tutorial rooms, Auditorium, Library with Wi-Fi network, Animal House, Tablet & Capsule Manufacturing Unit, Administrative area totaling a built up area of 9250 sq. meters, is an architectural splendor with ultramodern amenities, specifically designed to suit the requirements of pharmacy education. The college campus also includes hostel, staff quarters, central canteen, central dispensary, sports complex, guest house, open air theater, shopping supermarket, etc.⁸.

About the Library of SKPCPER

SKPCPER have separate library for PHARMACY courses in his campus area. The Institute libraries are equipped with latest titles, references, audio/visual database, and latest software for Pharmacy field. The Campus was all subject libraries also have databases that supplement research and projects both amongst faculty and students. The reading room facility provides the right ambience for the studying. The Institute has subscribed to e-journal database. This helps our students to gain access to their E-Resources. The Library works is for extended hours and students can look up to the technically skilled staff for providing all the assistance. More terminals are available for the online free access of material for the library users (faculty and students). It is also subscribes 93 e-journal of International and 72 National journals, news bulletin and professional journals for various courses like B.Pharm, M.Pharm and Ph.D and 6 newspapers in English and Gujarati languages.

Pharmacy Education in Gujarat:

The pharmacy education in Gujarat started in the year 1947 at Lallubhai Motilal College of Pharmacy at Ahmedabad there emerged the first full-fledged college of pharmacy in India¹². Since then now there are more than 90 institutions offering pharmacy courses i.e. diploma, degree, post graduate, Pharm D, MBA Pharma and Ph.D. Many teachers associated to the institutions have also completed Ph.D. in pharmacy education. There has been a substantial quantitative growth of pharmacy institution in the state towards the promotion and development of pharmaceutical education and industries in the state Gujarat. Each institutions and colleges has its own library and information centre attached to it catering the needs of faculty, students and research scholars. Till date 47,000 plus pharmacists have been registered with Gujarat State Pharmacy Council^{7,12}.

REVIEW OF LITERATURE:

Research reveals that while teachers say they value reading as a leisure activity, many do not make personal pleasure reading a priority. Many are a part of a growing group of people classified as literates. Bndaka (2007)⁵ explored the use of newspaper articles to develop students' reading skills in senior high school. Arulraj and Viji (2008)² found that more male staff members at a professional college than female. Chaudhary (2009)⁶ this study was survey of reading habits of a selected readers group between the age of 28 and 43 at Singapore. The study was also reflected

on information sources preferred, relationship between gender and reading, and preferences for relevant activities. McKool and Gespass (2009)¹⁰ reveals that only about half of the teachers surveyed read for more than ten minutes a day in their free time. While these teachers advise parents of their students to read daily to their children, to allow their children to see them enjoy reading, and to talk about books with their children, it becomes apparent that many teachers do not take their own advice. There seems to be a disconnect between their “preaching” and their practice. Kumar (2010)⁹ case study of Newspaper reading habits of university students at Chaudhary Charan Singh University, India. This study is help to librarians understand the importance of newspapers and to improve the services for the newspaper related. Arua (2011)¹ investigated the influence of teachers on students’ leisure reading habits with a view to finding solution to the contentious view that Botswana do not have a reading culture. Palani (2012)¹¹ at present the study was on Promoting Reading Habits and Creating Literate Society; it is defined essential and important activity of reading habit process of learning in the world.

OBJECTIVES OF THE STUDY

The main aim of the study is to analyze the Newspaper reading habit among the faculty members and students for different point of view a study. The following are the objectives for the study:

1. To study the news reading habit among the professional college faculty and students fertility.
2. To opt for language which are most usage in reading of newspaper.
3. To observe adage of reading a newspaper.
4. To study which section of newspaper are most read from user.
5. To know about time spent for the newspaper reading.
6. To establish some suggestion for solution of the problem.

SCOPE OF THE STUDY

The present study is aimed to identify the reading habits of news paper within Pharmacy College in Ganpat University. This study is only focusing on Pharmacy professionals who are includes Under Graduate, Post Graduate students and faculty members Pharmacy College.

METHODOLOGY

The specific purpose of the paper is to study thoroughly the reading habits of the 21st century among Pharmacy professionals in the college, U.G & P.G students with the aim to identify their reading attitudes, purposes, preferences & tastes. The data was collected using the questionnaire method. A total of 347 questionnaires were distributed among the professionals and 301 filled in questionnaires were obtained from the respondents. Sufficient time was given to the respondents to furnish the information. Suggestions to improve the library service are also collected from the respondents. The data collected through questionnaire was analyzed with simple percentage and average.

DATA ANALYSIS AND INTERPRETATION

The collected information is tabulated by using statistical method, table and percentage. The data analyses are given below:

Table 1: Volume of the sample

S. No.	Users	Questionnaires Distributed	Questionnaires Received	%
1	U.G. Students	232	202	67.11
2	P.G. Students	85	71	23.59
3	Faculties	30	28	9.3
	Total	347	301	100

The table 1 shows that the volume of distribution and received questionnaire from pharmacy professionals. Among the 347 questionnaires were distributed among pharmacy a professional which includes 232 questionnaires to UG students, 85 Nos. to PG students and for 30 No.s to faculty. Out of these the responses from the respondents are UG students 202 (67.11 %), PG students 71 (23.59 %), and Faculty members 28 (9.30 %) from the total sample.

Table 2: Language Choice of Users

Language	U.G. Students	P.G. Students	Faculties	Total
Gujarati	166(55.15)	46(15.28)	19(6.31)	231(76.74)
English	36(11.96)	25(8.31)	9(2.99)	70(23.26)
Total	202(67.11)	71(23.59)	28(9.30)	301(100.00)

(Figures in parenthesis denotes percentage)

The data presented in table 2 shows the choice of languages while reading habits of news paper among pharmacy professionals. Among 202(67.11%), 166(57.15%) under graduate students are preferred Gujarati language only at the time of reading news paper and remaining 36 student are mentioned English

language only. Among 71(23.59%) post graduate students, 46(15.28%) are preferred Gujarati language papers and remaining 25(8.31%) are preferred English languages papers. In the case of faculty members among 28(9.30%), 19(6.31%) proffered to read English language only while reading the news paper.

Table 3: Time Spent for Reading Newspaper

Time spent	U.G. Students	P.G. Students	Faculties	Total
Less than 30 minutes	151(50.17)	41(13.62)	21(6.98)	213(70.76)
30 Minutes to 1 Hour	39(12.96)	27(8.97)	5(1.66)	71(23.59)
More than hour	12(3.99)	3(1.00)	2(0.66)	17(5.65)
Total	202(67.11)	71(23.59)	28(9.30)	301(100.00)

(Figures in parenthesis denotes percentage)

Table 3 indicates the time spent for reading news paper among Pharmacy professional in SKPCPER. Out of 301, 50.17% under graduate students, 13.62% post graduate students and 6.98% faculty members are spent less than 30 minutes per day to reading the news

paper. 23.59% Pharmacy professionals are spent 30 Minutes to 1 Hour to read the news paper. Moreover, It is evident from the table, among 301 respondents 5.65% are spent more than one hour to read the news papers.

Table 4: Sources of Newspaper by Professionals

Sources	U.G. Students	P.G. Students	Faculties	Total
Individual subscription	48(48.51)	31(43.66)	26(92.86)	155(51.67)
Library	117(57.92)	50(70.42)	12(42.86)	179(59.67)
Hostel	41(20.30)	11(15.49)	0(0.00)	52(17.33)
Online	21(10.40)	30(42.25)	14(50.00)	65(21.67)

Multiple Responses are allowed (Figures in parenthesis denotes percentage)

Table 4 shows the various sources of news paper to read among Pharmacy professionals in SKPCPER. Out of respondents under average study, 51.67% has mentioned they are subscribing news papers individually. Library subscriptions are the most common source of newspapers for users. But, 59.67% professionals are pointed college library in the sources

of news paper. While, 17.33% respondents have mentioned the college hostel is the source of news papers. Also, 21.67% of users mentioned their preference for the source of newspaper studying by online mode. It clearly shows college library is the main source of news paper among Pharmacy professionals.

Table 5: Choice of Newspaper

Name of newspaper	U.G. Students	P.G. Students	Faculties	Total
The times of India	132(65.35)	51(71.83)	26(92.86)	209(69.67)
Gujarat Samachar	168(83.17)	30(42.25)	21(75.00)	219(73.00)
Sandesh	130(64.36)	40(56.34)	18(64.29)	188(62.67)
Divya Bhasker	105(51.98)	38(53.52)	14(50.00)	157(52.33)
Economic Times	7(3.47)	12(16.90)	7(25.00)	26(8.67)

Multiple Responses are allowed (Figures in parenthesis denotes percentage)

Above table 5 shows that the average choice of news paper reading among Pharmacy professionals. The respondents are allowed to prefer multiple responses. Maximum of the respondents (73%) is mentioned their first choice is Gujarat Samachar and it is in the first position. And, more than 69% of the

professionals are preferred the Times of India is in second and Sandesh papers(62.67%) preferred third choice by the respondents. It clearly shows the Gujarati language news papers are most preferred when comparing English language news papers

Table 6: Choice of Topics in Newspapers

Newspaper section	U.G. Students	P.G. Students	Faculties	Average
Front Page	155(76.73)	48(67.61)	28(100.00)	231(77.00)
Sensational	171(84.65)	49(69.01)	26(92.86)	246(82.00)
Editorial	41(20.30)	21(29.58)	13(46.43)	75(25.00)
Advertisement	65(32.18)	36(50.70)	21(75.00)	122(40.67)
Politics and Social	84(41.58)	28(39.44)	22(78.57)	134(44.67)
Sport	132(65.35)	26(36.62)	13(46.43)	171(57.00)
Finacial	56(27.72)	32(45.07)	19(67.86)	107(35.67)
Cinema/Entertaining News	105(51.98)	41(57.75)	9(32.14)	155(51.67)
Education	154(76.24)	46(64.79)	18(64.29)	218(72.67)
Economic	91(45.05)	31(43.66)	19(67.86)	141(47.00)

Multiple Responses are allowed

(Figures in parenthesis denotes percentage)

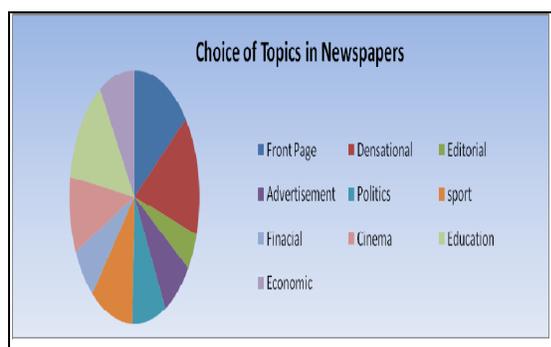


Figure 1: Choice of Topics in Newspapers

As per the table 6 indicates the choices of various topics in news papers are preferred by the Pharmacy professionals in the SKPCPER. Most of the professionals 82% are preferred the sensational news. And, front page 77% is preferred secondly by the respondents. Nearly, 73% of the respondents are mentioned their choice for educational oriented news. But very less average of the professionals about 25% are mentioned they are preferred only editorial column in news papers.

Table 7: Reason for Reading Newspaper

Reason for reading	U.G. Students	P.G. Students	Faculties	Total
Time pass	14(6.93)	2(2.82)	0(0.00)	16(5.33)
To get up to date Information	123(60.89)	51(71.83)	25(89.29)	199(66.33)
It is my hobby	45(22.28)	20(28.17)	8(28.57)	73(24.33)
To improve general knowledge	182(90.10)	66(92.96)	19(67.86)	267(89.00)
For job vacancy	87(43.07)	30(42.25)	11(39.29)	128(42.67)
For exam purpose	64(31.68)	13(18.31)	13(46.43)	90(30.00)

Multiple Responses are allowed

(Figures in parenthesis denotes percentage)

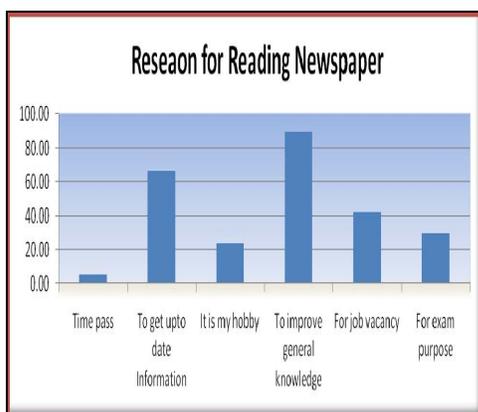


Figure 2: Reason for Reading Newspaper

The table 7 indicates the average reasons for reading news papers among professionals in SKPCPER. Out of total respondents, 89% of the Pharmacy professionals are mentioned they are using the news papers for improve their general knowledge and update. And, 66.33% of the users are stated reason is using the news papers to get the upto date information. Finally, very less 5.33% of the professionals are indicates time pass to reading the news papers. Results reveal that professional want to be aware of current update.

FINDINGS

- Majority of respondents 70.76% are spent more than one hour to read the news papers.
- Out of respondents under study, 59.67% has mentioned they are preferring to read newspaper in library.
- Gujarati language news papers are most preferred when comparing English language news papers.
- Very less average of the professionals 25% is mentioned they are preferred only editorial column in news papers.
- The main sources of reading newspapers are in the library.
- Majority of pharma professionals are like refer news paper with sensational news to get outstanding information around the world.
- Most of pharmacy professionals are mentioned they are using the news papers for improve their general knowledge

CONCLUSION

Results of the study were revealing that a large number of faculty members are using library for

reading the newspaper. Majority of under graduate students are having habit of reading newspaper and they are spending daily 30 minute on average for newspaper. Majority of pharma professionals are like refer news paper with sensational news to get outstanding information around the world. Newspapers are responsible for creating and generating reading habits among university students. Newspapers are essential for teaching faculty members, but at this decades information published in the form of newspapers in different languages in exacting. Gujarati language news papers are most preferred when comparing English language news papers. Very less average 25% of the professionals have mentioned they are preferred only editorial column in news papers. This study helps librarians understand the importance of newspapers and improve the services related to newspapers.

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