
News Paper Reading Habits of Vikrama Simhapuri Univeristy Students: A Study

Y. SudhaRani

Librarian

Vikrama Simhapuri University College, Nellore
SPSR Nellore dist, Andhra Pradesh.

Mail: drsudharanivsu@gmail.com

Abstract

This paper explores the use of news papers among the post graduate students at Vikrama Simhapuri University College Library, Nellore. Survey method was adopted for this study, and the population consists of only the PG students of V.S University, and the instrument used for collecting data was a self developed questionnaire. A total of 200 questionnaires were administrated to the students, and 152 were received the response rate was 76%; these are used for the analysis. From the analysis it was discovered that majority of the respondents reading news papers daily. It was also indicated that favorite news papers among the students in English and Telugu language were The Hindu and Eenadu dailies. The finding also shows that students in V.S University place high priority to read employment /education section in the news paper.

Keywords

: University students; News paper reading; Vikrama Simhapuri Univeristy

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INTRODUCTION

Newspaper creates reading habits and easily differentiates people who read and who do not. Reading is the art of learning something. Newspaper is the store house of knowledge and provides knowledge of different tests and kinds of different segments of the society. It is equally important for the entire people from student to government officials. Reading builds vocabulary skills and background knowledge that strengthens reading skills and increases the enjoyment of reading (Strommen & Mates, 2004) Student's willingness and unwillingness to read newspaper is an indicator to their current reading habits. Okeke (2000) opined the art of reading as a priceless instrument for everyone, also stated that reading is one of the most important activities in life, through which we enter into the life and experiences of others and extend our knowledge, scope of experience, and enjoyment .Effective reading is the most important avenue of effective learning. Reading is interrelated with the total educational process and hence, educational success requires successful reading. Reading is the identification of the symbols and the association of appropriate meaning with them. It requires identification and comprehension. Comprehension skills help the learner to understand the meaning of words in isolation and in context.(Palani 2012). Ali Akanda, Gousal Hoq and Hasa viewed that the reading habit and library use are closely interlinked. It is widely assumed that one of the main indicators of the decline in people's reading habit is the fact that the number of people visiting libraries is also decreasing worldwide Reading is essential because it equips people with necessary knowledge and understanding, not only for building their own life but also for contributing positively in the socio-economic development of the nation..

REVIEW OF LITERATURE

There are several studies have been conducted previously in the field of news paper reading habits of university students.

Eka Njeze (2013) opined that news papers and magazines are essential source of information for students in Covenant University. The study found that students consults resources more on general information such as sports, current affairs and politics etc. and less on educational information. Devendra Kumar and others (2011) conducted a study at Choudary Charan Singh University and they present

the results that majority of the students spent time in reading news papers is one to two hours daily. Students prefer to read editorial sections, followed by sports and political news. Majority of the students read news papers to get information and improve their general knowledge .The most popular English news paper among the university students are the Times of India. Bankole and Bablola (2011) studied the reasons hinder the students from patronizing the news paper sections. They reveal that majority of the students read news papers to obtain information. The study also found that the news papers are not available on time, and the copies are few. Quadri and Abamozi (2013) investigate the reading and internet use habits among the students in university libraries in Nigeria. The finding shows that respondents read the news paper for education and research purpose. Ali Akanda, Gousal Hoq and Hasa (2013) presents the results of a study conducted at Rajshahi University , Bangladesh. the purpose of the study was to investigate the reading habits of the students of Master of Social sciences and master of Arts. The findings shows that majority of the respondents 76.15% regularly read news papers, while 23.85% respondents irregularly, the study also found that majority of the students read news paper for one hour. Majumdar,D & Hasam,Md (2013) conducted a study at World University , Bangladesh to explore the level of newspaper reading habits among students. The study found that majority of the respondents read news paper in Bangla, and most of the respondents prefer to read sports and entertainment news. The main purpose of reading news paper was to improve their general knowledge.

NEED OF THE STUDY

To the best of the investigators knowledge no study has been carried out to assess the news paper reading habit of the students of V.S University, Nellore .The findings of the study will assist the library management to plan changes to newspaper provision with a view to meet the demands and expectations of the users, also for the improvement of the reading habits among the University students.

OBJECTIVES OF THE STUDY

The study is conducted based on the following objectives

1. To know the students frequency of visit to the library for reading news papers

2. To examine the time spent to read the newspapers
3. To know the language in which the students prefer to read
4. To identify the favorite news paper in Telugu and in English among the students
5. To discover which sections of news papers are read mostly by the students
6. To know the motives for reading news papers
7. To identify the barriers faced by the students in reading news papers in the university library.

METHODOLOGY

The study is purely based on the primary data collected from the students of VS University Library, Nellore. For this purpose a well designed questionnaire was used. The researcher personally distributed the 200 hundred questionnaires to the students. The responses are received from 152 students. The response rate was 76%. After obtaining the questionnaires from the students the data was analyzed through simple percentage.

ANALYSIS

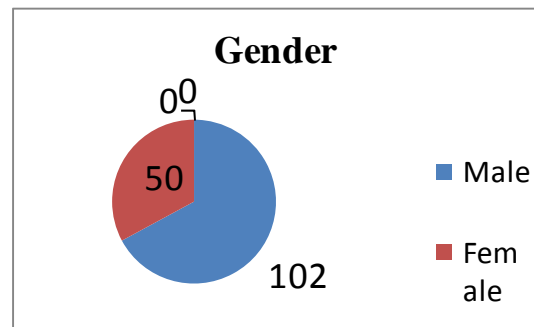


Figure 1. Gender wise distribution of respondents

The above figure -1 clearly shows the gender wise distribution of respondents .Among the total of 152 respondents male are 102 (67.12%) and female are 50 (32.89%).

Table 1: Frequency of visit to the Library

S. No	Frequency of visit	No. of Respondents	%
1	Daily	82	53.94
2	Twice in a week	7	4.60
3	Once in a week	6	3.94
4	At free time	54	35.52
5	Occasionally	3	1.97
	Total	152	100

It can be observed from the above table that majority of the respondents visit the library 3-4 times in a week (44.26%), followed by once in a week (31.42%), daily (13.66) and occasionally (10.65%). It can be concluded that majority of the respondents visit the library 3-4 times in a week.

Table 2: Time Spent by the Students in Reading News paper

S.No	Time spent in reading news paper	No. of Respondents	%
1	Less than half an hour	59	38.81
2	One hour	78	51.31
3	1-2 hours	10	6.57
4	More than two hours	5	3.28
	Total	152	100

The above table depicts that majority of the respondents (78.14%) spent 1-2 hours of time in the library. only 3.27% are spent 4-5 hours in the library.80.88% of the male and 74.69% Of the female respondents are spent 1-2 hours of time for seeking information in the library when they visit.

Table 3: Language preference

S.no	Language	Total number	Percentage
1	Telugu	126	82.89
2	English	110	72.36

(Note: N=152. Respondents allowed for multiple responses)

The above table represents the language preference of the PG students in reading newspapers. Majority of the respondents 82.89% preferred to read in Telugu language, followed by 72.36% opined that they preferred in English to read news papers in the University library. Respondents preference of Telugu dailies is common aspect, that is theirs mother tongue for the most of the students, so that they feel comfort and also they can get the local and regional news from the Telugu dailies only.

The figure 2 shows that the favorite Telugu news paper among the PG students at V.S .University, Nellore. Majority of the respondents 53.28% preferred Eenadu daily , followed by 44.07% preferred Sakshi news paper. 1.17% and 0.65% preferred Andhra Jyoyhi and Vaartha respectively.

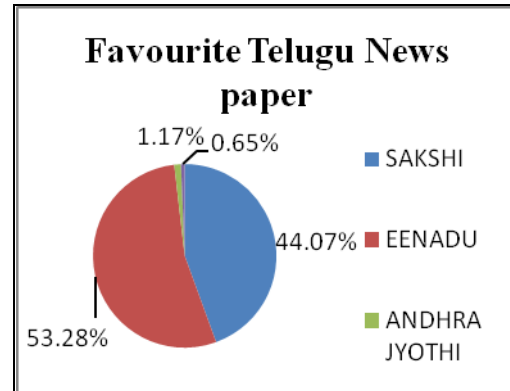


Figure 2. Favorite Telugu News paper

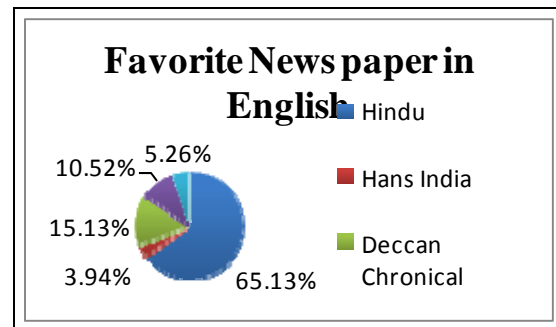


Figure 3. Favorite News Paper in English

The above figure shows the favorite English news paper preferred by the PG students. Majority of the respondents 65.13% opined that their favorite news paper was Hindu, followed by 15.13% opined that they preferred Deccan Chronical. Business line is mentioned by 10.52% and 3.94% preferred Hans India. %26% doesn't give their response.

Table 4. Preference Section in the News Paper

S.No	Preference Section	Total	%
1	Sensational News	67	44.07
2	Editorial	25	16.44
3	Politics/ Govt. related	67	44.07
4	Sports and games	71	46.71
5	Employment/ Education	99	65.13
6	Movies, ads	41	26.97
7	Health/Medicine	51	33.55
8	Business	43	28.28
9	Matrimonial columns	06	3.94
10	Science & Technology	50	32.89

(Note: N=152. Respondents allowed for multiple response)

The above table shows the PG students most frequently preference sections in the news paper. It can be observed from the above data that majority of the respondents 65.13% prefer employment/ education sections in the news paper followed by 46.71% prefer sports/ games sections. Sensational news and Govt/Political related news sections 44.07% preferred. The least preferred section in the news paper among the PG students was matrimonial section. The findings shows that majority of the PG students of VS. University prefer to read news paper for seeking information related to their education and employment.

Table -5 Motives behind reading news paper

S.No	Motives	No. of Respondents	%
1	To be informative in aspects of your life	63	41.44
2	Just for time pass	03	1.97
3	To improve general knowledge	126	82.89
4	Other	21	13.81

(Note: N=152 .Respondents allowed for multiple response)

The table represents the data relating to students motives behind reading news paper .It is cleared from the table that majority of the respondents (82.89%) opined that they read news papers to improve general knowledge, followed by 41.44% opined that to be informative in aspect of life. Only 1.97% of the respondents opined that they read news paper for spending their leisure time. The findings clearly indicate that the students were reading newspaper for a strong inner feeling of to improve their general knowledge.

Table -6 Barriers for reading newspapers

S.no	Barriers for reading newspapers	Total number of respondents	%
1	Few copies	28	18.42
2	Limited time to spent	62	40.78
3	Information got from other sources	55	36.18
4	Other	27	17.76

(Note: N=152. Respondents allowed for multiple response)

The above table indicates the data relating to the barriers faced by the PG students while reading news papers in the university library. It can be cleared from the above table that majority of the respondents opined that they have lack of time to spent in reading news papers in the university library, followed by 36.18% of the respondents opined that they got information from other sources. Only 18.42% of the respondents opined that few copies of the newspapers was the barrier to read news papers in the university library.

Table-7 Reading News paper in electronic format

S.no	Opinion	Total number of respondents	%
1	YES	84	55.26
2	NO	68	44.73
	Total	152	100

The above table represents the student's opinion on reading news paper in electronic format. The data in the above table shows that majority of the respondents opined that they prefer to read news paper in electronic format. 44.73% of the respondents responded negatively.

FINDINGS

The findings of the present study are

- Majority of the students (53.94%) reading news papers daily
- Majority of the students spent time reading news paper is one hour.
- Majority of the students prefer to read news paper in Telugu language
- The favorite news paper in Telugu and English among the V S. University students are Eenadu and The Hindu
- Majority of the students prefer to read the employment section in the news paper.
- Most of the respondents read news papers to improve general knowledge.
- Majority of the respondents opined that the limited time was the barrier in reading news paper in the University library
- More than half of the respondents reading news paper in electronic format.

CONCLUSION

News papers are important information source. Library users read news papers to get the latest information about what is happening around. News papers are responsible for creating and generating reading habits among university students. The study reveals that majority of the students (53.94%) reading news papers daily. This findings corroborates the findings of Quadri, Ganiyu Oluwaseyi & Abomoge, Solomon Oluwatise (2013) stated that respondents read regularly on daily basis. It is observed that the most consulted newspapers by the V.S University students were Eenedu and The Hindu. Findings shows that majority of the respondents prefer to read the employment /education section in the news paper, this makes positive impact in their academic performance and career building. The main motive of the students reading news papers is to improve general knowledge. This finding corroborates the findings of Kumar,D, Singh,R & Siddique and Majumdar, D & Hasan, Md. The range of specific information sought by the students from the newspaper includes information on politics/governments, sports, science and technology, health/ medicine etc., respondents opined that limited time was the barrier in reading news paper in the University library. Another important aspect from the study was more than half of the respondents reading news paper in electronic format also. This shows the changes in reading pattern, the wide spread use of internet play a supplementary role in news paper reading.

RECOMMENDATIONS

In view of the above findings the investigator was try to recommend the following suitable measures to improve the news paper use and reading habits among the University students.

University library should provide adequate number of newspaper and facilitate the service properly to read newspaper as many respondents as they can.

Internet facility should be providing in the Library to meet the electronic information needs of the students.

University library should regularly organize events like study circles, debate clubs, seminars, essay competitions, quiz competitions, etc. to inspire students to gather knowledge and make their marks in these events. In this way, reading habits of students will improve.

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