

## NEWSPAPER READING HABITS AMONG COLLEGE STUDENTS IN RURAL AREA



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### Introduction:

Habit of reading is a mentally strong creative and engaging activity. It turns readers into sparkling learners. To achieve excellence in academic, Students must be prone to reading. By consistency in reading with the passage of time he get command on it. (Gaur, 2021) Academic excellence and reading are interrelated to each other. Reading not only gives the new ideas to the people but also help in generate new ideas and sense of accomplishment of every facet. By daily reading one become familiar to the word, construction of sentences. Newspaper is a convenient source to get multiple topics and ideas. Latest researches are also discussed in newAspapers. Newspapers reading enhances writing abilities of students and he embellishes his essays and assignments to impress his instructors.

Current events in the country as well as world, can come to know through newspaper reading as it bursting with Country's economic, social, political situation, sports, games, entertainment,

trade, commerce, job vacancies, business tender etc. Generally newspaper read in leisure time, so we can evaluate and make our own decisions or perceptions about the events or issues surrounding us. There is no underlining tone or an intolerant outlook in the newspaper. When we aren't interested in a topic, we don't have to wait for someone to do for us, just turn the page and move on. We have whole control on our reading column. No one encroach in our area of interest without permission.

Aspirant of competitive exam are supposed to read newspaper. As it flooded

with current events, government initiative, future projects, evaluation of past projects. Government foreign policies, such as International trade relations, agreements, Statistical data, domestic business environment, Trade promotion policy etc. varied information are hoarded in newspaper. For research oriented students statistical data, various issues, opinion of expert, critical evaluation can be in use. By reading on daily basis persistently readers general awareness towards social issue develop, concept or thought enhance. He can become an expert orator as well as participate in debate activity

"The newspaper is a greater treasure to the people than uncounted millions of gold", Quote by Henry Ward Beecher.

Thus it can be say that Reading newspaper is a good habit that can provide a great sense of educational value. Many people have habits of reading daily newspapers that their days seems imperfect without morning newspapers. But with the advent of technology this habit becoming outdated as news are available on every electronic device such as mobile, laptop, computer through various social media like Facebook, Instagram, specific news portal.

By the Internet individuals in the present realm can access to the newspapers, magazines through apps of various newspaper, such as inshorts, daily hunt, Dainik Bhaskar, News Times of India, Mint(Business and stock market News), Money Control, India news, Economic times, The Hindu news, BBC News, Geo News, Opera News, Washington Post, Ground News, Smart News, The Lallan Top, Latest News, News on AIR Prasar Bharati, CNN breaking news, Financial Times, India TV, Times now.... Such an n number of apps which are free of cost.

## **2. Objectives of the study:**

1. To understand reading culture among current youth
2. To know the preference for online or offline reading among PG students.
3. To find out the reason for reading newspaper.
4. To suggest creative ideas for developing reading habits among the

youth.

### **3. Hypothesis:**

**1. There is no significant difference in the habit of reading newspaper across gender.(chi-square)**

**2. There is no significant difference in the selection of version of reading newspaper across gender.(chi-square)**

### **4. Research Methodology:**

For the present study a structured questionnaire was designed to collect data regarding newspaper reading habit among the college students. To obtain necessary data, Google questionnaires were distributed among the PG students group. One hundred students responded. The collect data have been analyzed by SPSS for descriptive statistics.

### **5. Scope and limitation of the study:**

The scope of the study was limited to the newspaper reading habit by the students of Post Graduate Students College in rural part in the state of Maharashtra. Student's perception may very depends upon standard of living, facilities they are getting, local area they hail from. It focuses on the familiarity of students with newspaper reading habit.

### **6. Literature Review:**

There are many studies have been conducted which related to the newspaper reading habits by the students. The present study is also conducted in the light of the previous studies. Some of the major studies are as follow:

Akanda, A. M. E. A., & Haque, M. A. (2013) shows that majority number i.e. 53.33% of respondents access the Internet for reading online newspaper.

Persistent available on E-platform affect us mentally and physically by many ways, proved by various scientific research. Among other, main drawback from students point of view is we cannot focus on single news. Once we started reading, internet advertisement disturb and distract us. It leads to reduce the sensitisation

towards any social issue. Also hamper to develop any notion.

Tanjung, F. Z., Ridwan, R., & Gultom, U. A. (2017), the aims of this study is to explore the current reading habits of university students. It found that students prefer using gadgets to read information every day. Edegon, Ezen and Samson (2015) find that sports, political and economic news are the major stories which one popular among youth. Kwan, Alvin (2014) studied and found that smart phones apps were students most favourite news source and they preferred local news. Shafi and Loan (2014) reports that females enjoy reading more than the males and spend more time on reading than male. It reveals that most of the male students read about religions, politics and literature whereas majority of female prefer religion, science & technology and literature Akanda and Haque (2013) studied and found that international section of the newspaper is the mostly preferred section. Majumder (2013) conducted a study on newspaper reading habit of private university students and found that majority of the respondents spent less than one hour in reading newspaper. The respondents were not likely to read print copy. Main purpose of reading paper is to improve general knowledge. Devendra, Rajkumar and Siddiqui (2011) studied about Newspaper Reading habits of University students: A case study of Chaudhary Charan Singh University, Meerut and found that newspaper read to let know the latest information about happenings around us and improve their general knowledge.

(Gaur, 2021) Newspaper is the imperative media which play a vital role in spreading information concerning the latest trends and happening on the national and international events. Reading habit is an interconnected with the whole learning development process and success of learning is involved successful reading (Medar 2015).

### **7. Findings of the study:**

The analysis of data reveals the following:

**Table 1: Gender wise distribution:**

Gender	Frequency	Percent
Male	31	30.6%
Female	69	69.4%
Total	100	100

Table 1 shows the gender wise distribution of respondents revealing 69% respondents being female and 31% male. It suggests that more female have responded compare to male.

**Table 2: Habit of reading Newspaper**

Gender	Frequency	Percent
Yes	68	68.4%
No	32	31.6%
Total	100	100

Table 2 indicated the habits of reading Newspaper. Majority of the 68.4% respondents have the habit of reading the newspaper. Only 31.6% respondents have the no habit of reading the Newspaper.

**Table 3: Source for getting the Newspaper:**

Source	Frequency	Percentage
Newspaper	29	28.6%
Online	50	50%
Mobile	21	21.4%
Radio	Nil	Nil

Table 3 depicts that the source for getting the Newspaper. Majority of the respondents i.e. 50% respondents get Newspaper from Computer and 21.4% respondents read Newspaper from mobile, 29% get newspaper for their individual subscription.

**Table 5: Choice of Newspaper:**

Name of Newspaper	Times of India	Employment News	Hindustan Times	Indian Express	Loksatta	Inqlab	Telagu	Mumbai Chaupher
Frequency	57	7	15	8	8	3	3	3
Percentage	57%	7%	15%	8%	4%	3%	3%	3%

Table 5 describes that preferred types of newspaper, 57% respondents are highly preferred to read The Times of India Newspaper, 15% respondents are preferred to read Hindustan Times, 7% respondents choice is Employment News, 8% Indian Express, 8% Loksatta and 9% respondents preferred other local newspapers.

**Table 6: Preferred section of the Newspaper:**

Sections of Newspaper	Sensational News	Advertisement	Business	Editorial	Politics	Sports	Cinema
Frequency	25	8	29	5	16	6	11
Percentage	24.5%	8.2%	28.6%	5.1%	16.3%	6%	11.2%

Table 6 highlights that section wise preference of the respondents in Newspaper reading. Most of the respondents 24.5% are focuses their attention on Sensational news, 28.6% in

Business, 16.3% in politics and 6% respondents are concentrate on sports news, 11.2% respondents given their attention on Cinema news and 5.1% respondents are like to read Editorial. It shows that students give more or less equal weightage to all type of sections.

**Table 7: Frequency of buying newspaper**

Period of Buying Newspaper	Never	Daily	Twice or Thrice in a week	Weekly
Frequency	40	19	25	16
Percentage	39.8%	19.4%	24.5%	16.3%

Table 7 shows that period of buying newspaper are very. 39.8% students never buy newspaper, it means they rely totally on newspaper while 19% are habitual of reading through newspaper. 24.5% respondents buy twice or thrice in a week and 16.3% respondents are purchased weekly.

**Table 8: Reason of reading newspaper**

Reason	Information	Developing language skill	Trustworthiness
Frequency	49	39	
Percentage	48.5%	39.2%	12.4%

Table 8 shows that 48.5% students mentioned they get information, 39.2% asserted that for developing language skill they read and 12.4% said they have trust on news in newspaper.



## 8. Hypothesis Testing:

### Data Analysis & Result:

1. **Ho:** There is no significant difference in the habit of reading newspaper across gender. (chi-square)

**H1:** There is significant difference in the habit of reading newspaper across gender.

	N	Mean	Std. Deviation	Minimum	Maximum
2. Gender	100	1.31	.465	.1	2
4. Do you have habit of reading newspaper?	100	1.32	.469	-.1	2

Frequencies:

2. Gender

	Observed N	Expected N	Residual
1	69	50.0	19.0
2	31	50.0	-19.0
Total	100		

4. Do you have habit of reading newspaper?

	Observed N	Expected N	Residual
1	68	50.0	18.0
2	32	50.0	-18.0
Total	100		

### Test Statistics

	2. Gender	4. Do you have habit of reading newspaper?
Chi-Square	14.440 <sup>a</sup>	12.960 <sup>a</sup>
df	1	1
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

A Chi-square test suggested that Chi-square (1) = 12.960, P value .000 which is highly significant, low than .05.

Hypothesis H1 accepted. And it is concluded that there is significant difference in the habit of reading newspaper across gender. Female students are more habitual of reading news compare to male students.

**Ho:** There is no significant difference in the selection of version of reading newspaper across gender.

**H2:** There is significant difference in the selection of version of reading newspaper across gender.

#### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
12. Format/Version of New spapers Reading:	100	1.53	.502	1	2
2. Gender	100	1.31	.465	1	2

#### Chi-Square Test

#### Frequencies

12. Format/Version of Newspapers Reading:

	Observed N	Expected N	Residual
1	47	50.0	-3.0
2	53	50.0	3.0
Total	100		

2. Gender

	Observed N	Expected N	Residual
1	69	50.0	19.0
2	31	50.0	-19.0
Total	100		



	12. Format/Version of Newspapers Reading:	2. Gender
Chi-Square	.360 <sup>a</sup>	14.440 <sup>a</sup>
df	1	1
Asymp. Sig.	.549	.000

a. 0 cells (0.0%) have expected frequencies less than

5. The minimum expected cell frequency is 50.0.

A Chi-square test suggested that Chi-square (1) = 14.440, P value .000 which is highly significant, low than .05.

Hypothesis H2 accepted. And it is found that there is significant difference in the selection of version of reading newspaper across gender. Female respondent students are comparatively more so extensively inclined of selection of version of reading newspaper to male students.

### 9. Suggestions:

- (a) College library should increase subscription of the newspapers and inspire the students regarding the importance of newspapers in the library which will help them to keep update with current goings-on around the world. Students should compel to visit library at least twice or thrice in a week.
- (b) Awareness has to be created on the demerits of online reading newspapers, which may ultimately cause mental and physical health.
- (d) Do proper counselling of offline and online use of newspaper by its pros and cons.
- (e) Colleges must organise, Newspaper based competition such as
  - i) "Best out of waste newspaper", by highlighting particular news,
  - ii) 'Collage making competition" under environmental theme or social issue or how excessive use of mobile phone destroy children's well-

being,

- iii) "Collection of news through newspaper cuttings",
- iv) Group discussion on 'current issue' or 'Development' in the Society.

#### **10. Conclusion:**

Most of the youngsters are attracted or dragged to online news portal. They are more prone to read online version of newspaper. In this digital era, current generation born with the advent technology. It became part and parcel of their life. They are getting everything on electronic platform without much effort. They are moving away from tradition way of reading news and prefer digital news. The concept of 'Buying newspaper' is stay back as news are available free of cost. For youth news is for getting business information and also aid in improving communication skill.

No doubt youth should adopt technology but simultaneously should give significance to prevalent practices. Development should embrace along with our cultural values.

By inculcating newspaper reading habits, Millennia's should persuade to the conventional system to relish life lively, to bring versatility in thought. Otherwise newspaper in the morning along with breakfast or in travelling will extinct with passage of time.

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