

NEWS PAPER READING HABIT OF POST GRADUATE STUDENTS OF UNIVERSITY OF MYSORE: A CASE STUDY

Swapna C.

Library Project Assistant
University Library
University of Mysore, Mysore.
<http://orcid.org/0000-0002-0605-7724>

Arundhathi B.L.

Guest Faculty
DOS Library & Information Science
University of Mysore, Mysore.

Manjula P.

Library Project Assistant
University Library
University of Mysore, Mysore.

Abstract - *Reading the newspaper is one of the most common habits which have been developed among the literate people worldwide. The Newspaper always played a major role in informing and educating the readers about their surroundings. The present study explores the newspaper reading habit of postgraduate students of the University of Mysore.*

Key Word: Reading Habit, Newspaper, e- newspaper, University of Mysore.

Introduction:

Newspaper can be considered as storehouse of knowledge. It gives information about various aspects of day to day life, whether it can be from politics or new invention in science, agriculture to entertainment. Newspapers are of different formats such as print and electronic, further categorized as daily, evening, weekly etc. depending on the publishing periodicity.

Importance of reading newspaper

- The primary benefit of reading newspaper is, it keeps us aware with recent happenings of all over the world and easily available into the reach of millions of people every day.
- Newspapers are the best source of knowledge related to your locality, your district or state. It gives you a conclusive idea of events taking place near you.
- Newspapers are the beneficial to improve to one's command over language, your vocabulary, your pronunciation, reading speed. Automatically the vocabulary gets enriched and the language becomes richer, fluent and more expressive.

- The importance of newspaper reading has increased tremendously among students since habit of reading Newspaper daily helps for competitive exams like UPSC, Bank PO, PDO and so many other exams.
- Newspaper also plays an important role in development of culture, science and arts, along with technology and commerce.

Review of Literature:

Devendra Kumar et. al. (2011) conducted a study on students of Choudary Charan Singh University. The study shows that majority of the students spend one to two hours daily for reading newspapers. Maximum number of students prefers to read editorial sections, followed by sports and political news. Higher percentage of students read newspapers to get information and improve their general knowledge. The most popular English newspaper among the university students is The Times of India.

Sudha Rani, Y (2014) in her study surveyed the students of Vikrama Simhapuri Univeristy to find out the frequency, language preference of reading newspaper and found that majority of the respondents read newspaper daily and they prefer their regional language Telugu newspapers to read. This study also found that half of the respondents read Newspaper in electronic format.

Waghmare, Shamrao (2013) in their case study attempted to study the utilization of newspapers and magazines of under graduate students in Bidar city. They have also tried to know the impact of personal attribute in the use of newspaper & magazine. The study found that higher ercentage of user prefers to use the local language newspapers & magazines and they have concluded their study by recommending the need to develop the culture of reading habit in other language also.

Dipika Majumder & Hasan (2013) found that print copy is still used as the best medium of newspaper for the respondents. Most of the respondents depended on self subscription of newspaper. A large number of respondents during their research have stated the purpose of reading newspaper is to improve general knowledge of respondents.

Objective of the study:

- To know the Newspaper reading habit of PG students of University of Mysore.
- To know the format (Print or electronic) in which PG students prefer to read newspaper
- To know where the PG students prefer to read newspaper
- To know the time spent on reading the newspapers
- To know the language in which the PG students prefer to read
- To know the area of interest in newspaper of PG students.
- To know the motives for reading Newspapers
- To identify the barriers faced by the PG students in reading Newspapers in the university library.

Limitation of the study:

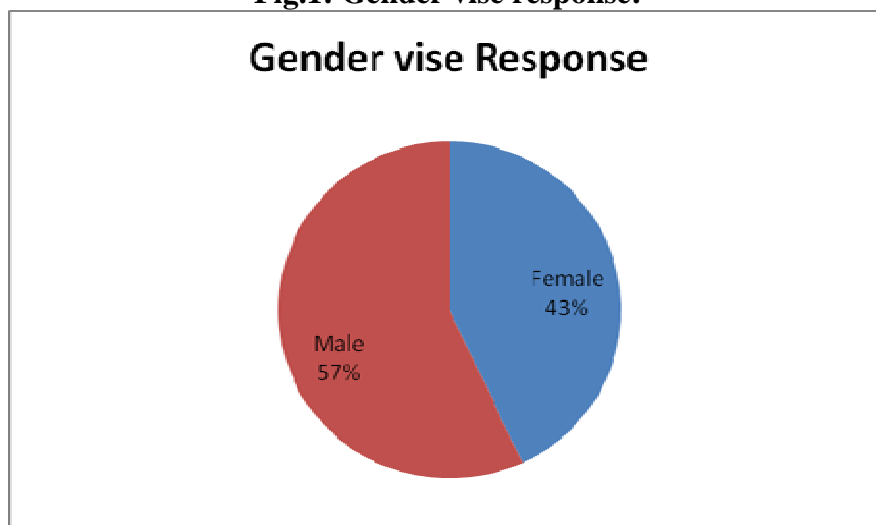
The sample of population for the study is limited to the Post Graduate students of Mysore University.

Methodology:

Keeping in view of the objective of the study a structured questionnaire was framed and distributed among 300 students who are pursuing their Post Graduate at University of Mysore. All the 300 filled questionnaires were received. After obtaining information form questionnaire completion, the data was analyzed through simple percentage analysis.

Data Analysis and Interpretation:

Fig.1: Gender wise response:



This Pie chart represents the gender wise response of PG students of University of Mysore. Among the total of 300 respondents, male respondents are 171 (57%) & female respondents are 129 (43%).

Table 2: Subject wise response:

SI No	Course	Total no of response	Percentage
1	Science	162	54%
2	Social Science	138	46%
	Total	300	100%

Table-2 shows the subject wise response out of 300 respondents 162 (54%) of them are from Science Subject and 138 (46%) are from Social Science background.

Table 3: Form of Newspaper

SI No	Form of Newspaper	Total no of response	Percentage
1	Print	180	60%
2	Electronic	60	20%
3	Both	60	20%
	Total	300	100%

Question was framed to know which form of Newspaper PG students prefer to read majority of the students i.e. 180 (60%) prefer to read Newspaper in printed format and only 60 (20%) of the students prefer to read newspapers in electronic format and the same number of respondents i.e. 60 (20%) prefer both the forms of newspaper.

Table 4: Place to Read Newspaper

SI No	Place	No of respondents	Percentage
1.	Library	207	69%
2.	Hostel	114	38%
3.	Home	102	34%
4.	Other	15	5%
	N=300		

Table-4 finds that out of 300 respondents 207 (69%) of them prefer to read Newspaper in Library. 114 (38%) of the respondents likes to read in hostel followed by Home 102 (34%) . least percentage is 15 (5%) prefer to read in Other place.

Table 5: How often do you visit Library to read Newspaper?

SI No	Place	No of respondents	Percentage
1	Daily	195	65%
2	Thrice in a week	45	15%
3	Twice in a week	39	13%
4	Weekly Once	21	7%
	Total	300	100%

Above Table-5 displays the frequency of reading Newspaper among PG students of University of Mysore. As per the table majority of the students i.e. 195 (65%) have the habit of reading Newspaper daily. Lowest response is 21 (7%) who read Newspaper once in a week.

Table 6: Time Spent by the Students in Reading Newspaper

SI No	Time Spent	No of respondents	Percentage
1.	Less than one hour	120	40
2.	10-20 Minutes	99	33
3.	More than one hour	81	27
	Total	300	100%

The above table-6 indicates that majority of the respondents 120 (40%) spend less than one hour to read the Newspaper. 99 (33%) respondents spend 10-20 Minutes and remaining 81(27%)s respondents have the habit to read the Newspaper more than one hour.

Table 7: Language preference

Sl No	Language	No of respondents	Percentage
1.	Kannada	261	87%
2.	English	219	73%
3.	Hindi	9	3%
4.	Other	3	1%
	N=300		

PG students of University of Mysore were surveyed to know in which language they prefer to read Newspaper and the respondents were allowed to select multiple response. Table-7 show that 261 (87%) respondents preferred to read Newspaper in Kannada Language, 219 (73%) in English and 9 (3%) of them prefer to read Newspaper in Hindi language. Only 3 respondents i.e. (1%) prefer other (Telugu) language Newspaper.

Table 8: Popular Newspapers

Sl No	Kannada Newspaper	No of respondents	Percentage	English Newspaper	No of respondents	Percentage
1	Andolana	39	13%	Times of India	108	36%
2	Prajavani	243	81%	The Hindu	126	42%
3	Vijaya Vani	168	56%	Deccan Herald	102	34%
4	Vijaya Karnataka	162	54%	Indian Express	24	8%
5	Kannada Prabha	60	20%	Star of Mysore	39	13%
6	Udaya Vani	33	11%	The Economic Times	12	4%
7	Samyukta Karnataka	21	7%	Hindustan Times	3	1%
8	Mysooru Mitra	72	24%	Bangalore Mirror	9	3%
	N=300	798		N=300	423	

We have surveyed the PG students to know the favorite paper both in Kannada and English is. The survey result showed that Prajavani is popular among the Kannada Newspapers with the response rate 243 (81%) and The Hindu is popular among other English Newspaper with response rate 126 (42%).

Table 8: Area of Interest in the Newspaper

SI No	Section in Newspaper	No of respondents	Percentage
1	Local/domestic/national news	249	83%
2	Sports	228	76%
3	Politics	198	66%
4	International news	189	63%
5	Movies/ Entertainment	171	54%
6	Arts/ culture/ literature	147	49%
7	Business/finance/economy	141	47%
8	Health/medicine	132	44%
9	Entertainment/comics/crossword puzzle/horoscopes	111	37%
10	Computers/ Automobiles	111	37%
11	Weather	108	36%
12	Interviews	102	34%
13	Tourism/travel tips	93	31%
14	Opinion/editorial	87	29%
15	Family/Kids/youth	66	22%
16	Cooking/cuisine	63	21%
17	Home & decoration	63	21%
18	Letters from the readers	51	17%
19	Classified ads	39	13%
	N=300		

It can be observed from the above table the most preferred section to read by PG Students of University of Mysore i.e. 249 (83%) is Local/domestic/national news, followed by Sports 228 (76%). The least read column is classified ads 39 (13%)

Table 9: Reason to read newspaper

SI No	Reason	No of respondents	Percentage
1	To improve general knowledge	246	82%
2	To get prepare for Competitive Exams	189	63%
3	To be informative in aspects of your life	159	53%
4	To improve vocabulary	123	41%
	N=300		

Above Table-9 depicts that majority of the reason to read Newspaper is “To improve general knowledge”- 246 (82%). The next highest reason is “To get prepare for competitive exams” 189 (63%). 159 (53%) of the respondents read the Newspaper “To be informative in aspects of the daily life” and the least response is 123 (41%) “To improve vocabulary”.

Findings:

- University of Mysore has more than 5000 PG students, for this study we have surveyed 300 PG students. The study reveals that out of 300 students all of them have the habit of reading newspaper.
- Even though we are in the digital era, PG students who are under survey prefer to read newspaper in print format.
- Higher percent of the respondents under this study has mentioned that they prefer to read newspaper in library.
- Majority of the students spend less than one hour time for reading newspaper.
- Majority of the students prefer to read newspaper in local language i.e. in Kannada.
- Prajavani in Kannada newspaper and The Hindu in the English newspaper were the preference of PG students.
- Majority of the students prefer to read the Local/ Domestic news section in the Newspaper.
- Greater part of the respondents opined that they read Newspapers to improve general knowledge.
- Majority of the respondents opined that the “Information got from other sources” like TV and other social media was the barrier in reading Newspaper in the University library.

Suggestion:

- University library should provide adequate number of newspaper and facilitate the service.
- A sense has to develop to read English newspaper.

Conclusion:

This study clearly indicates that majority of the post graduate students are having habit of reading newspaper and they are spending daily less than one hour on an average for newspaper. Majority of the students like to read Newspaper for local/ domestic and national news to improve their general knowledge. The major reason to be considered as barriers for reading Newspaper is they got information from other sources like TV, radio and social networks.

References:

1. Gupta, Dinesh K. (2011). Use pattern of print and electronic journals at the Kurukshetra University, India. *Electronic library and information systems*, 45 (2), 213 – 230.
2. Igbeka, J.U. and Ola, Christopher O, (2010). Use of newspapers by Nigerian University Students: the case of delta state university, Anwai campus. *Library Philosophy and Practice*(e-journal). Retrieved from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1372&context=libphilprac>
3. Kumar, Devendra, Singh, Rajkumar and Siddiqui, Jamal Ahmad, (2011). Newspaper reading habits of university students: a case study of Chaudhary Charan Singh

University, India. *Library Philosophy and Practice* (e-journal). Retrieved from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1488&context=libphilprac>

4. Njeze, Miracle Eka, (2013). Use of newspapers and magazines in the academic pursuits of university students: case study of covenant university. *Library Philosophy and Practice* (e-journal). Retrieved from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2190&context=libphilprac>
5. Ravi, S. and Sarangapani, R. (2008). Use of periodicals in the central library at Rajiv Gandhi College of Engineering and Technology, Kirumampakkam, Puducherry: a users' survey. *Indian Journal of Information Science and Services*, 2(1), 01-04.
6. Sivankutty, V.S. , Jinu Sudhakaran, (2011). The use of online newspapers among librarians in India. *Library Hi Tech News*, 28(1), 10 – 12
7. Sudharani, Y. (2014). Newspaper reading habits of Vikrama Simhapuri Univeristy Students: a study. *Journal of Advances in Library and Information Science*, 3 (2), 116-120.
8. Waghmare, Prakash B. (2012). E – newspaper usage: a Survey , International Conference on Knowledge Management and Organzation in the Dizital Era, SIT Tumkur.
9. Waghmare, Prakash B. and Ramanna, Shamrao, (2013). Utilization of newspapers and magazines by the UG College students in Bidar city (Karnataka): a case study, 1 (11). Retrieved from <http://www.lsrj.in/ArticleDetails.aspx?id=120>

