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## **Study Culture among College Graduate Students in Electronic Era**

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### **Abstract**

Reading is the basic step for learners in education and it plays a key part in literacy and language gaining. It increases intellectual aptitude through giving new thoughts, notions and enhances vocabulary. This study attempts to examine students' reading behavior in the electronic age and the reason for the decline towards reading. The population of the study was based on graduates' students of public sector colleges of Lahore vicinity. A well-structured questionnaire for the survey was used for data collection. A sample of 334 students of graduate program was sampled employing proportionate random sampling technique from public sector colleges (6 girls and 6 boys). The study findings show that 43.4 percent of the students prefer to spend time on electronic media and they were reluctant to read the books. Further, they were involved and preferred to use a cell phone as compared to study. Similarly, the student was also found that they were using Facebook as compared to reading habits. This study concluded that students had more exposure to electronic media and social networking sites as compared to study culture.

**Keywords:** Reading Habits, Study Culture, Electronic Age, College Graduates

## **Introduction**

The educational system of a nation assumes a key part in the improvement of society and reading is the basic step for learners in education (Shoaib, Abdullah, & Ali, 2020). The learning process starts from the birth of a child and proceeds until death. The first Revelation is also related to “Iqra”, an Arabic word. "Perused for the sake of the preserver who has made man of a germ cell; Read for the preserver, Who is most plentiful, Who has educated (man) the utilization of pen, showed man what he didn't have a clue" (The Holy Quran). These words are enough for the authenticity of reading and learning's importance. Reading delivers information or uploads material to the mind in a new way (Satija, 2002).

Reading is a great tool for people's learning, particularly for adolescents (Ali & Naveed, 2020). This is the peak time of realizing when they can become well-informed persons and can save their knowledge for a long time in their memories. Students can accomplish the best outcomes, enhance scholarly records through reading culture and have the capacity to get the treasure of words' knowledge (McKool, 2007).

Reading habits changed and varied from time to time, influenced by few variables. Distinctive parts of society influenced the improvement of reading attitudes. In current circumstances, electronic media is the main consideration that impacts reading propensities. Electronic media has enormously impacted reading habits. Traditional reading habits of students are going to decline due to reason of online networking, social media, and so on (Bradshaw & Nichols, 2004). Mostly Students consume their time by using the Internet and liking it, rather than reading from the academic point of view (Mokhtari, Reichard, & Gardner, 2009). It is a reality that libraries have an awesome part in the creation of reading habits among the students at any level, particularly at the college level. Libraries are called the treasure of knowledge which makes the society civilized through their administrative services but electronic media has greatly influenced libraries'

significance and reading habits. Students invest more energy with electronic media instead of reading (Hughes-Hassell & Rodge, 2007; Shoaib et al., 2020). Chauhan and Lal (2012) reported that most students read online data as compare to read offline data. This situation makes issues in the advancement of reading culture.

In the Pakistani scenario, the reading habits of college graduates are not impressive and least research has been done on this issue. Iqbal and Shehzadi (2002) study were delimited to only female students of one university about reading habits. Rasheed (2012) study was on Children's reading habits. Shah and Saleem (2010) highlighted the poor reading habits of Pakistani people may be credited to numerous factors. Sheikh and Loan (2010) emphasized research was on reading habits among college students of Kashmir across genders. This study just evaluates the genders' reading habits. Soroya and Ameen (2016) highlight the trends of youth towards reading. On the international level, many types of research have been done on reading habits e.g (Hejase, Hejase, Younis, & Abbas, 2019; Kumara & Kumar, 2018; C E Loh & Sun, 2018; C E Loh, Sun, & Majid, 2020.; Parodi, de-León, Julio, & Burdiles, 2019; Whitten, Labby, & Sullivan, 2019). But rare studies about factors that affect on reading behavior of college students are the cause of this exploration. The motivation behind this study is to survey a portion and to figure out some beneficial speculations as aides on building up the venture.

Keeping in view the significance of students' reading habits, this research endeavored to know the effect of electronic media on the reading habits of college graduates. There is a need to find out the "factors" which affect college graduates in reading habits development in the city of Lahore. In this situation, this research will help to find out those factors which affect students reading habits and will help to overcome the problems which students face with lack of reading habits. Students have no clear image of library utilization and reading, so this behavior is creating problems in

society like wastage of time in playing online games, low rate of progress, and no enthusiasm to think about, and so forth. It is important to defeat these issues at the early stages if we want to see an educated society and advancement in our country.

This research is helpful in the field of education, for policymakers (Shoaib et al., 2020). They can make changes in the curriculum according to the students' interests. Literacy rate can be checked and increased through positive reading practices. Reading habits and academic grades have a great relation to each other (McKool, 2007). If Students improve their reading habits, they can increase their knowledge and grades. It is expected that students will feel great help to sort out their reading challenges with this research.

### **Literature Review**

The current research analyzes the related studies about reading habits and gives data about hypothetical explores done in the previous years. Lyons (1999) asserts that the electronic trends are unfortunately to essentially influence perusing propensities in the point of view of history and current proficiency patterns. Some people are in favor of this addicted modern technology. The Internet turns into a vital piece of understudies' lives, not just for their investigations and everyday schedules, yet as a device for becoming acquainted with other individuals and whatever remains of the world (Chou & Hsiao, 2000).

The approach of the Internet and progressions in general data innovation has changed perusing propensities significantly (Chauhan & Lal, 2012). Akanda, Hoq, and Hasan (2013) describe reading decay as most obvious among youngsters since they are the general population who are most influenced by the rising computerized advancements, particularly the Internet and TV-based entertainment. Walia and Sinha (2014) explained that age, sort of school, and introduction to broad

communications, for example, TV does have a part to play in deciding the perusing inclinations and slant towards customary book perusing.

Globalization has reformed our lives from the time of pen and paper, now we convey viably through headways in Information and Communication Technologies. This change also effected on students reading habits. There is by and large a poor perusing society among our understudies nowadays due to the reason of electronic age. Hindu (2004) clarified that we are holding by the solid grasps of innovation change is fast in each circle of life same as the situation of perusing propensities that are inconsistent change. With the developing measure of advanced data access and expanding the measure of time that individuals spend perusing electronic media, the advanced condition has started to influence individuals' perusing attitude (Liu, 2005).

The perusing propensity is quickly vanishing immediately and becoming inexplicably. Understudies now do not have the ability to peruse. Rather, they spend more hours on electronic media. Liu (2005) describes the development of electronic media gives adverse implications to the way that individuals are less occupied with broad perusing and don't have the ability to peruse extremely and to manage a sustained commitment in reading. Birkerts (2006) highlights that the new generation has a lack of ability to read the books and maintain a lengthened commitment in reading due to the reason of the digital environment. This study explores the impact of technology on reading behavior.

Aside from constructive effects media has been a name for its pessimistic effects on the lives of individuals and particularly on socialization and intellectual improvement of individuals (Ali & Naveed, 2020). One picture is that electronic media enable understudies for taking care of their scholarly issues, to help in adopting better approaches for training and on the off chance that it is

gainful for understudies in their curricular exercises and the second picture is; it likewise adversely influence their scholastic execution (Azeez et al., 2014).

Now, the most trend in students is that they like books in electronic form and they have no interest in physical form books. In this computerized period, individuals, especially youthful grown-ups are discovered investing more energy perusing electronic materials than those that are printed (Liu, 2005). Students are in favor of computerized books instead of perusing from cover to front of printed version books as their reference sources. Following major issues have a great effect on the reading behavior of students:

### **Mobile Phone Usage**

The mobile phone is a fast technology in today's life of students. If we see in the past there were few students who have these cell phones but now the trend has been changed. it was the uncommon understudy who had a cell phone; iPhones, iPads, and YouTube were yet to be designed; and PCs held a small amount of the energy of the gadgets in everybody takes today (Niemann, 2016).

There is an extraordinary change in reading behavior of college graduates due to the reason of mobile phones. The adolescent has focused on making telephone calls, playing PC amusements, and so forth as opposed to perusing (Akanda et al., 2013). Cell phone use has a significant impact on understudy scholarly execution and accomplishment. Students who invest a ton of energy chatting on the mobile phone may read less and invest less time in their investigations (Ling, 2004). It should be considered by the educators, principals, and additionally government to take action in the arrangement of instructional materials since they help understudy performances.

### **Facebook Trend**

Youngsters consider face book is a better approach to connect with each other and speak with the world so they spend a lot of time on social media activities and ignore their reading activities

Mostly students now approach tablets or other electronic gadgets like telephones, Facebook, and tablets. Students utilize long-range interpersonal communication locales, for example, Facebook for entertainment only; it is considered a wastage of time (Ellison, Steinfield, & Lampe, 2007).

It is fact that when students kill their time in these types of activities, their studies are affected by electronic devices. Van den Broek, Lorch, Linderholm, and Gustafson (2001) found that unreasonable Facebook utilization is creating among understudies with down GPAs. The most remarkable worry among researchers, teachers, and people in general however is identified with the impacts of person-to-person communication destinations, for example, Facebook on the time committed to studying and disconnected actions (Bedassa, 2014). Ogedebe, Emmanuel, and Musa (2012) pointed out that the additional time an understudy spends on Facebook, the lower his or her educational score point will be normal. There is less of a social life issue when they utilizing Facebook on a low level and when utilizing it for quite a while it has negative effects on their evaluations in their academic performance (Ghareb & Sharif, 2015).

### **Television**

TV is considered as an electronic device that appears to transport a large number of people every day to faraway places. More use of TV is not considered a healthy activity for students' in a reading atmosphere but unfortunately, students do that Kaufman (2007) watched that youngsters invest their energy sitting in front of the TV and playing computer games when they are not investing a lot of time perusing and composing. Shin (2004) explains in his investigation on TV review and its impact on the execution of the understudies set up three things like TV viewing redirects the understudies from the scholarly considering, second is prompt the sluggishness of the psyche and last is TV review can fall apart the scholastic execution as it empowers unconstrained behaviors.

Electronic media has a lot of advantages if it is utilized positively. Electronic media is observed to be more advantageous which can be used in spare time and online anyplace and whenever (Roesnita & Zainab, 2013). Unfortunately, our students don't positively utilize their time and they waste much time watching the TV. One of this examination found that understudies who watched at least four hours of TV decrease their evaluations from 29 to 36% while the understudies viewing an hour or less per weekday for the most part expanded their evaluations from 20 to 29 percent (Hindu, 2004). It is a generally accepted fact that T.V and different ways of electronic media is an effective wellspring of giving data as well as teach and engage the majority. It is moderately another medium that has made its impact on each part of ordinary life (Syed, 2010).

Palani (2012) says these days; perusing propensity has lost its significance as both the youthful and the old are stuck to the TV. Additional time is spent in viewing T.V. programs, understudies have no additional perusing propensities (Mishra & Yadav, 2013). Understudies have positive perspectives to both perusing and electronic media however invest more energy drew in with utilization of electronic media particularly TV (Babarinde, Babarinde, & Dike, 2018). Here is a need to far away from the negative use of electronic media through check and balance on students' activities by parents, teachers, and society because students' positive behavior towards reading is much vital for the development of the society. Further studies on reading habits conducted e.g Kumara and Kumar (2019) study highlights the impact of reading habits on academic achievements, Oriogu, Subair, and Oriogu-Ogbuiyi (2017) also highlight the reading impact on academics. (Chin Ee Loh & Sun, 2019) the study was on digital or print reading habits, Bano, Jabeen, and Qutoshi (2018) study explored the role of parents in reading habits. The present study examines the reading behavior of college graduates in the electronic age.

### **Research Objectives**

The main objectives of the reading behavior of graduate students in electronic age are as follows:

1. To identify the student's attention towards readings
2. To discover the reading preferences of teenage college students
3. To explore the reasons for reading decline in the electronic era
4. To identify the reading behavior in the electronic age

### **Research Methodology**

This study is quantitative and the "Survey Research Method" has been used for data collection. For this purpose, the questionnaire is designed as the main tool for collecting data. The population of the research is 12 girls and 06 boys' public colleges and 334 students randomly drawn from different public colleges of Lahore city. The questionnaire is distributed randomly in different colleges. The data is evaluated by using SPSS (Statistical Package for Social Sciences) for appropriate statistical analysis.

### **Analysis and Findings**

Devices and other electronic media usage in homes have become fashion which doesn't meddle with their perusing hours. Table 1 data demonstrates that 55(16.5) is the highest volume of people who agree that this statement is 100% true, 50(15.0) agree on 80% and the least 19(5.7) agree on 10%. Data shows that electronic media has changed the way of individuals towards reading. The development of electronic media as a source of information particularly for the youthful is going remote and utilizing the web to assemble data, particularly through cell phones.

Table 1

*Mobile Phone Usage*

Mobile phone usage	Frequency	Percent
10%	32	9.6
20%	19	5.7
30%	17	5.1
40%	21	6.3
50%	45	13.5
60%	26	7.8
70%	31	9.3
80%	38	11.4
90%	50	15.0
100%	55	16.5
Total	334	100.0

Facebook is an informal communication site that has turned out to be so well known among students, making it impossible to trust that interpersonal interaction of this site may have some negative consequences on college life. Table 2 highlights the findings that 63 (18.9) agree that facebook trend affects the reading habits 100%, the second strong opinion 59 (17.7%) agree on 90% and the lowest view 11(3.3) agree on 70%. We realize that a high level of understudies utilizes Facebook, its utilization may be the main factor that impacts understudy's scholarly execution and reading habits. The percentage ratio of those people is high who agreed on this issue.

Table 2

*Facebook Trend Affects Reading Habit*

Facebook	Frequency	Percent
10%	57	17.1
20%	23	6.9
30%	21	6.3
40%	13	3.9
50%	28	8.4
60%	28	8.4
70%	11	3.3
80%	31	9.3
90%	59	17.7
100%	63	18.9
Total	334	100.0

Table 3 indicates Facebook trends affecting the reading habit of the students. Data describe the cumulative score, rank, and mean rank of the variables. Further, the statistical analysis shows that there is an association between Facebook usage and reading habit among students.

Table 3

*Facebook Trend Affects Reading Habit*

	Ranks	N	Mean Rank
Cumulative Score of Reading Habits	10%	57	196.89
	20%	23	204.61
	30%	21	200.45
	40%	13	125.46
	50%	28	183.41
	60%	28	148.43
	70%	11	152.55
	80%	31	140.27
	90%	59	163.44
	100%	63	146.27
	Total	334	
Test Statistics <sup>a,b</sup>			
	Cumulative Score of Reading Habits		
Chi-Square	21.378		
df	9		
Asymp. Sig.	.011		
a. Kruskal Wallis Test, b. Grouping Variable: Facebook			

Further, the value of Chi-Square (21.378, df=9) support the hypothesis at a 0.01 level of significance. This likewise supports the view of Palani (2012) that individuals don't demonstrate much enthusiasm for perusing books, magazines, and diaries because of their increasing usage of online networking and facebook.

From Table 4, it is observed that around 49(14.7) agree on 90% that students prefer watching tv rather than reading, 48 (14.4) of the respondents agree on 10% and the slightest opinion 19(5.7) agree on 20%. With the headway of electronic media, one may expect that understudies now read less as they get more associated with sitting in front of the TV and playing amusements online in

their extra time. The results show that television has a negative effect on student's reading habits in some way.

Table 4.

*Television Affects Reading Habits*

Television	Frequency	Percent
10%	48	14.4
20%	19	5.7
30%	21	6.3
40%	29	8.7
50%	38	11.4
60%	26	7.8
70%	37	11.1
80%	40	12.0
90%	49	14.7
100%	27	8.1
Total	334	100.0

Table 5 investigates the measure of time spent on electronic media and the highest frequency 145 (43.4%) strongly agrees with this argument. The second highest 113 (33.8%) were agreed on this statement and the least 14 (4.2%) disagreed.

Table 5

*Students Spend Time on Electronic Media Rather Reading*

Students spend time on electronic media rather reading	Frequency	Percent
Strongly Disagree	16	4.8
Disagree	14	4.2
Neutral	46	13.8
Agree	113	33.8
Strongly Agree	145	43.4
Total	334	100.0

**Discussion and Findings**

Electronic media play an essential part in our day to day life, it has a positive and negative effect. Social conduct is the result of the condition, media is an approach to grow yet the vast majority of our young people embrace adverse characters from electronic media. The research supports the

fact that electronic media is an intense operator of socialization. Electronic media can be helpful for students to search out reading material but students have no interest in reading. They use electronic media for unhealthy activities and waste their time that make negative effects on students.

Revelation to electronic media impacts on students in the form of Facebook usage. This trend is also becoming the reason for reading habit decline. 63 (18.9%) college students replied that it affects 100% on reading attitude, 59(17.7%) students view 90% impact, 31(9.3%) agreed on 80% influence and these are the big values to define that facebook trend affects the reading habit development. Mobile phone usage is also affected by reading culture. College graduates use a mobile phone with various apps like Whatsapp, IMO, Viber, messenger, etc. The highest strength of students 55 (16.5%) accepted that it is 100% a true fact that students have an attraction towards mobiles and they spend much time in mobile applications. It is highlighted in various researches that Media particularly TV assumes a vital part in our day to day life. It has positive and negative effects. If students spend much time watching TV except reading, it will be considered a negative effect. 49(14.7%) participants agree that 90% of students have an interest in watching TV and 40 (12.0%) participants accept that 80% of students have an interest in TV except reading. A similar certainty had been found by (Bushman & Anderson, 2001) that students having a top interest in watching instead of reading.

It is found that electronic media enables students to take care of their scholastic issues, helps in adapting better approaches for instruction and it is gainful for understudies in their curricular exercises on another hand it additionally adversely influence their scholarly performances. The quantitative results exhibited that most of the understudies know about the cause of a non-serious

attitude towards reading. The students 139 (41.6%) agree that non-serious behavior towards reading habits.

- Students have the impact of electronic media on their lives. 145 (43.4%) strongly agree with this question that they prefer electronic devices rather than reading. These outcomes verified that internet activities like facebook, mobile phone usage, etc are the priority of students not reading trend.
- Electronic devices take place of reading. The respondents 63 (18.9%) was agreed that 100% facebook trend affected the students. Kruskal-Wallis Test ( $p < .011$ ,) of this variable shows that facebook has a great influence on reading attitude.
- Extreme use of the mobile phone is also a reason for reading decline, 55 (16.5%) students accepted that mobile phone affected on reading 49 (14.7%) of the respondents utilize time 100% on watching TV rather than reading.

Students reading habits has been perceived as a critical issue in Pakistan and for that purpose, the information was assembled through the questionnaire from 334 students.

Following this activity, my research was led to exploration the reading habits of college graduates of Lahore city. The essential focal point of the examination was on the current perusing propensities of college graduates and how these might be impacted by electronic media. This investigation adds to and strengthens past researches on reading attitudes. This concludes the cause, in this way, should be rearranged by considering the worries and recommendations of both instructors and understudies:

- The Ministry of Education and different partners in the instruction segment should apply obligatory techniques for upgrading perusing aptitudes, for example, the utilization of

library lessons; they should think of approach rules on the best way to evaluate perusing perception keeping in mind the end goal to bring execution up in colleges.

- These discoveries will help the education department for making syllabus policy for college graduates. They can include this point in their syllabus that how to enhance perusing propensities or perusing propensity is productive for their future.

### **Summary**

The reason for this investigation is to give experiences into issues that identify with college graduates "reading engagement". This area a vital contribution to the Pakistani literature where the issue of college understudies perusing is an unexplored field. The most vital conclusion in this examination is students perusing habits is fundamentally affected by this core factor "electronic media influence". Students have a tendency to participate in reading when it will be their own choice. Further, understudies read in that context if they are guided and upheld by the teachers, parents and society support. It is suggested that electronic devices' utilization ought to be on a low level and guardians should see the activities of their youngsters on daily basis.

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Authors declare no conflict of interests for this study.

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