

2019

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Chetan Sharma Dr.

Kurukshetra University, Kurukshetra, drchetansharma@gmail.com

Rajni Saini

District Library, Yamuna Nagar, rs86189@gmail.com

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Sharma, Chetan Dr. and Saini, Rajni, "Newspaper Reading Habit among the Students of University College Kurukshetra: A Case Study" (2019). *Library Philosophy and Practice (e-journal)*. 2241.

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Newspaper Reading Habit among the Students of University College Kurukshetra: A Case Study

By

Dr. Chetan Sharma, Deputy Librarian, JLN Library, Kurukshetra University Kurukshetra
Rajni Saini, Junior Librarian, District Library, Yamuna Nagar

Abstract

Newspaper is a primary source of information. It is a house of knowledge and current events. People prefer to read printed newspaper since centuries but in the present time e-paper is also in trend. The most impressive virtue of newspaper is that it has something for someone and entertains all the age groups. Present study is based on newspaper reading habit among the students of University College Kurukshetra. The study shows the level of newspaper reading habits of students. Survey method was adopted to collect the primary data. 100 questionnaires were distributed among the students. Respondents believe that newspaper is best sources of information which gives us knowledge of every field. Result shows that most of the respondents read newspaper daily and they prefer to read newspaper in Hindi language.

Keywords: Newspaper, Reading Habits, College Students

Introduction

Newspaper is a form of printed paper, which publishes serially. It is very important sources of information, it provides us information regarding current affairs and daily news. Newspaper gives us directions for lots of daily routine works. There are many academic and public libraries which offer newspaper reading. Mostly students read newspaper in the libraries of their respective school, college and university whereas other peoples go to public library as per their convenience. Both electronic and printed format of newspapers are popular now days. E-newspaper organized sequentially in term, date, year, city, state and language. Some e-papers also maintain archival repositories of the old editions. Users can see anytime, anywhere and also retrieve any news as and when needed.

Newspapers contain current information about the whole world. It gives us information about current news, events, sports, market, entertainment etc. Users can print and save their important news clip from e-paper. Newspapers are available in different languages like Hindi, English, Punjabi, Marathi, and almost in all languages spoken at national and international level. Readers consult newspaper as per their choice and preference. Homely women learn many tips for house hold management. Most of the advertisements are very useful for business people.

Today there is free electronic access of almost all the newspapers, only internet connectivity is required to enjoy the consultation of any newspaper. With mobile and internet technology more and more users are aware of e-paper and prefer to use it over hardcopy. E-paper is cost effective and also gives users flexibility to read the news without any constraint of space and time. It also helps in quick and fast exchange of information.

Newspaper Standing is as under

N	stand for	North
E	-----	East
W	-----	West
S	-----	South
P	-----	Present and past

A	-----	All Information
P	-----	Printed and
E	-----	Electronic
R	-----	Resource

Objectives

- ▶ To know about the newspaper reading habits of users
- ▶ To know about users' reading behavior
- ▶ To motivate the students about reading newspaper
- ▶ To find out the preferred newspaper type of the users
- ▶ To find out first language of users
- ▶ To know purpose behind reading newspaper
- ▶ To find out users' satisfaction level
- ▶ To find out current status of newspaper reading section

Research Methodology

Survey method was adopted to collect the primary data from the students of University College Kurukshetra (KU Kurukshetra). A well-structured questionnaire was designed to collect the information. 100 questionnaires were distributed, out of which 98 filled questionnaires received back. Data was collected from the students of different stream like Arts, Commerce, and Science. The questionnaires were personally distributed and collected by the Investigator. A brief discussion was also made with the students on different questions inquired in the questionnaire; the suggestions and opinions given by the students were noted and incorporated in the analysis. Support and help of staff members of library staff was inevitable.

Literature Review

A number of relevant studies have been conducted on newspaper reading habit, some of the related studies on newspaper reading habits are reviewed as under:

[Kumar, Nagarjun and Prabhakar \(2017\)](#) conducted a study on 225 students of four Management College in Chennai and found that majority of the students prefer to read English newspaper. Economic Times and Mind newspaper national are read by the majority of the respondents. International advertisement and business news are the most liked sections of the newspapers. [Krishnamurthy and Awari \(2015\)](#) in their study on post graduate students of Karnataka University found that most of the P.G. students are in the habit of reading newspapers but they are not aware of news portals. [Nagashetti and Kenchakkanavar \(2015\)](#) conducted a study on newspaper reading habit among students of Municipal Arts and Commerce College, Laxmeshwar and examined that students have different purposes to read newspaper. Students are satisfied with newspaper service, they preferred to read political news, current awareness and educational news in Kannada language. [Tewari \(2015\)](#) experienced that despite the free subscription by most of the news website the news consumer in India not very keen to subscribe a particular online media. [Majumder and Hasan \(2013\)](#) investigated newspaper reading habits of World University of Bangladesh and found that most of the respondents interested in print copy and prefer to read sports and entertainment news. The most important purpose of newspaper reading is to improve general knowledge of respondents. [Asokan and Dhanavandan \(2013\)](#) examined that majority of engineering professionals used the newspapers to improve their general knowledge and they preferred to read newspaper in Tamil language. [Akanda, Hoq and Hasan \(2013\)](#) described that reading is considered as necessary for the overall improvement of a human being. The study shows that 43.85 per cent of respondents are reading newspaper for their life development and 76.16 percent respondents read newspapers regularly. [Mishra \(2014\)](#) conducted a study on reading habits of senior secondary students at Ujjain city and found that 88.79% respondents prefer to

read English newspaper whereas 68.79% students read Hindi newspapers. Newspaper reading aim of most of respondents is to get relevant information. [Owusu-Acheaw and Larson \(2014\)](#) discovered reading habits among students and its effect on academic performance and the authors found that the respondents had reading habits to achieve academic performance and that there is a direct relationship between reading habits and academic performance. [Kumar, Singh and Siddiqui \(2011\)](#) investigated factors related to newspaper reading habits of university students, they analyzed response gathered from the users of the Chaudhary Charan Singh University, India. Students preferred to read newspaper in Hindi and English language. Respondents' favorite newspapers are Dainik Jagran and Times of India.

Data Analysis and Interpretation

Gender-Wise Distribution of Respondents

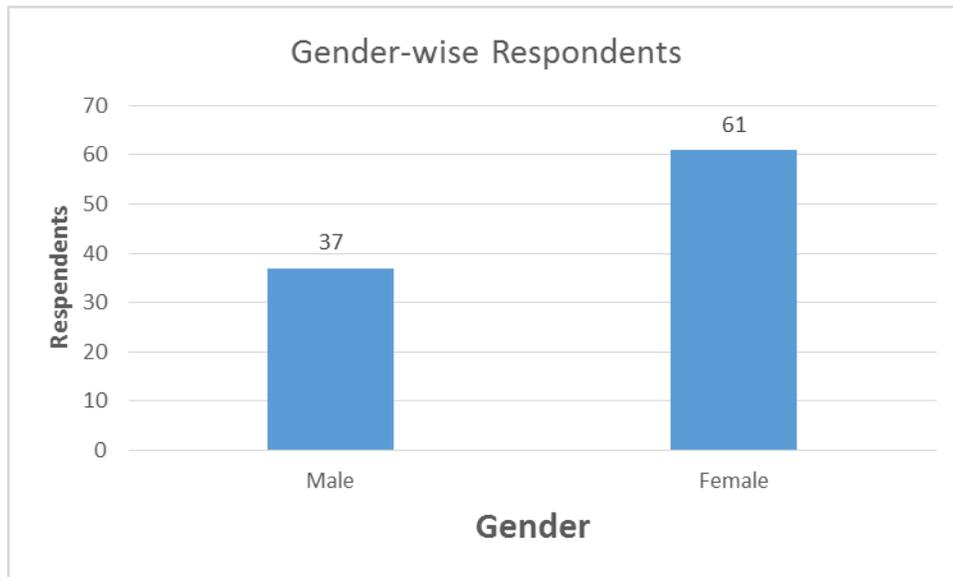


Figure 1

Figure 1 shows that out of total 98 respondents, 37 (37.75%) are males and 61 (62.24%) are females. The table clearly shows that rate of female respondents is high.

Age Group of Respondents

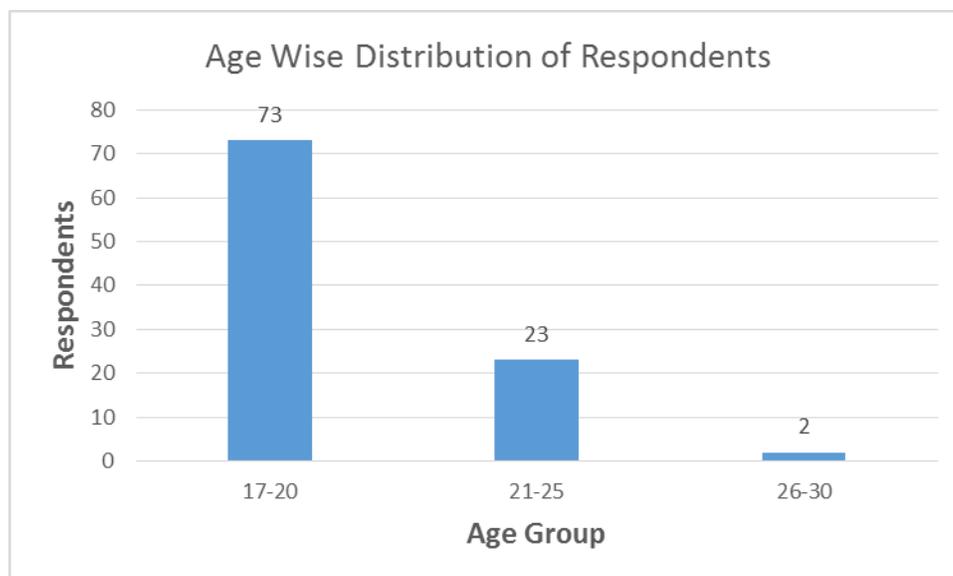


Figure-2

Figure 2 shows that majority of the respondents i.e. 73 (74.48%) belong to 17-20 age groups and 23 (23.46%) respondents are of 21-25 age group. The smallest age group is 26-30 with 2 (2.04%) respondents. Highest response 73.46% is from 17-20 age groups which shows that majority of respondents belong the under graduate courses.

Newspaper Reading Frequency

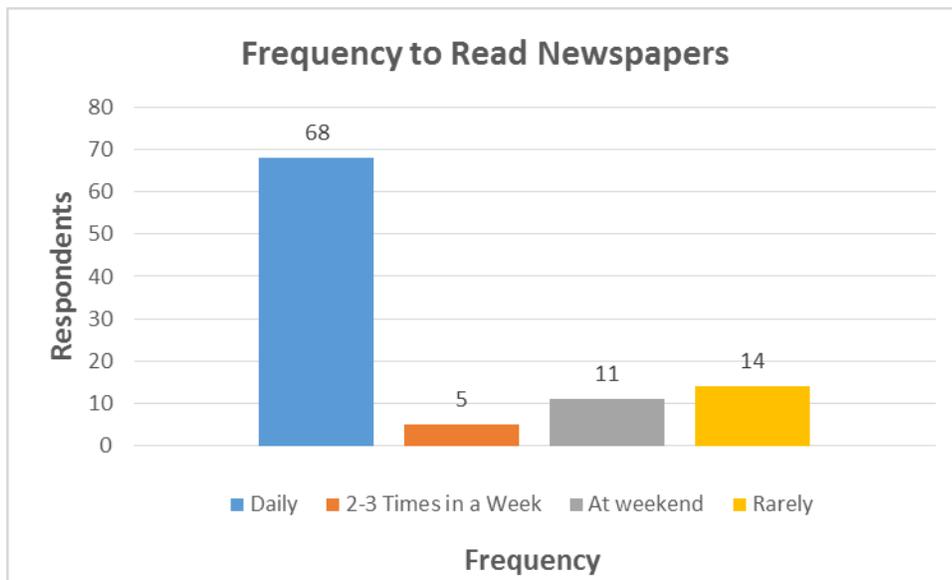


Figure -3

It is observed from the figure 3 that majority of the respondents i.e. 68 (69%) read newspaper daily followed by 11 (11.22%) respondents who prefer to read newspaper at weekend. 5 (5.10%) respondents read the newspaper 2-3 times in a week whereas 14 (14.28%) respondents read newspaper rarely. It may be concluded that majority of the respondents visit the library daily.

Newspaper Reading Habit

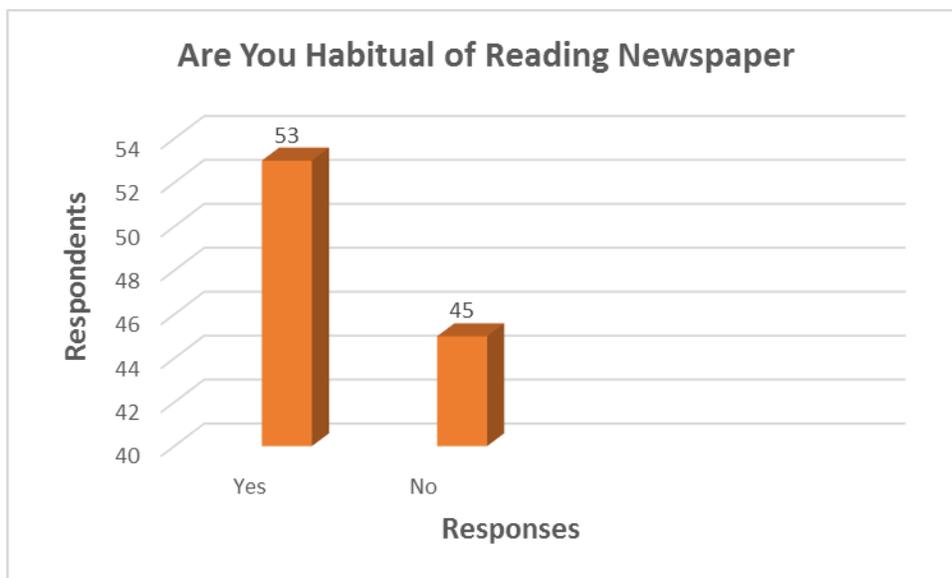


Figure 4

Figure 4 shows that 53 (54.08%) respondents are habitual of reading newspaper whereas 45 (45.91%) respondents are not habitual of reading newspaper. As per the figure 4 there is an urgent need to develop the reading habits among the college students.

Numbers of Newspaper Read Daily

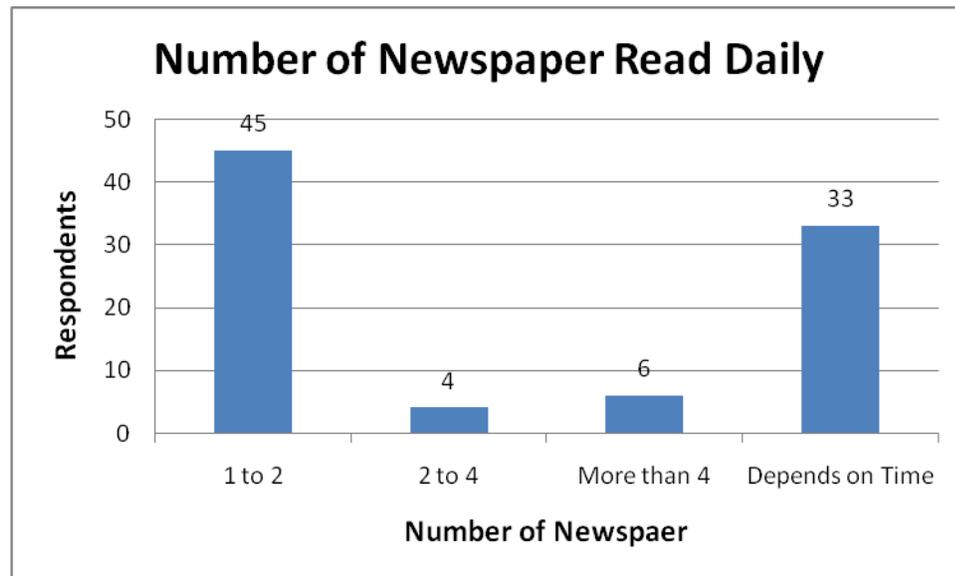


Figure 5

Figure 5 indicates that 45 (45.91%) respondents read 1-2 newspapers daily whereas 33 (33.67%) respondents opined that newspaper reading depends on time due to busy schedule. 6 (6.12%) respondents read more than 4 newspaper whereas 4 (4.08%) respondents read 2-4 newspaper daily. Generally individual have one or two favorite newspaper and they prefer to read it, they consult other newspaper only for some special assignment or purpose.

Most Preferred Newspaper by the Students

Newspapers	Response
The Tribune	24 (24.48%)
H.T.	6 (6.12%)
Times of India	7 (7.14%)
Indian Express	5 (5.10%)
Employment News	16 (16.32%)
Punjab Kesari	69 (70.40%)
Dainik Bhaskar	61 (62.24%)
Amar Ujala	27 (27.55%)
Ajit Samachar(H)	4 (4.08%)
Dainik Jagran	16 (16.32%)
Dainik Tribune	19 (19.38%)
Ajit Samachar(P)	4 (4.08%)
Punjabi Tribune	2 (2.04%)

Table-1

Table 1 shows that Punjab Kesari and Dainik Bhaskar are the most favorite newspapers of the respondents and prefer to read by 69 (70.40%) and 61 (62.24%) respondents respectively. Amar Ujala, Dainik Tribune and Dainik Jagran newspapers are also preferred by a respectable number of respondents i.e. 27 (27.55%), 19 (19.38%) and 16 (16.32%) respondents respectively. The Tribune is the only English daily which is popular among the respondents with 24 (24.48%) responses. The Tribune is the leading English daily of the north western region of India. Other English daily like Hindustan Times, Times of India and Indian Express are less popular among the respondents as these are preferred by only few respondents.

Language Preferences in Reading Newspapers

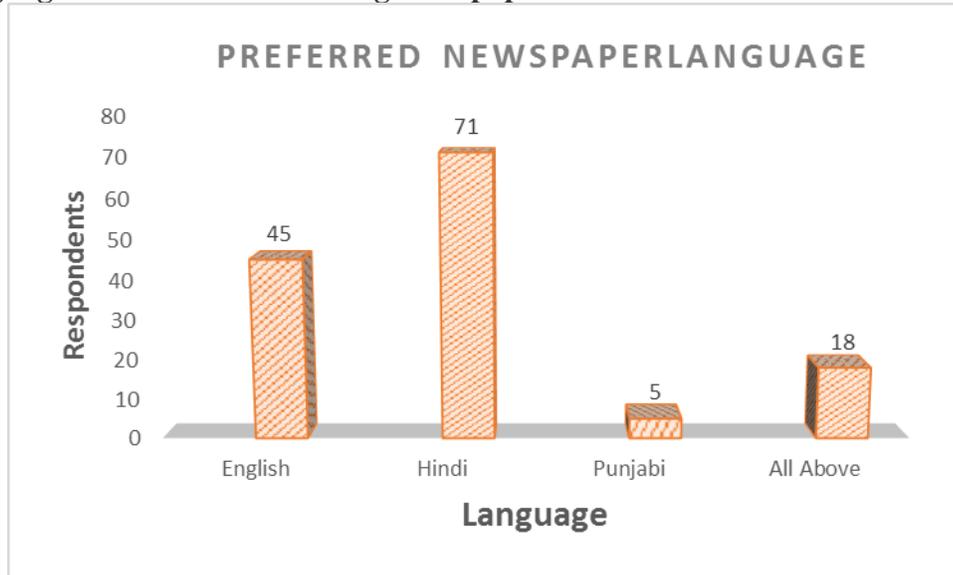


Figure- 6

Above figure represents the language preferences of the students in reading newspapers. Majority of the respondents 71(72.44%) prefer to read newspaper in Hindi Language whereas 45(45.91%) respondents prefer to read newspaper in English language. 18 (18.36%) respondents read newspapers of all the languages covered in the study. Respondents' mother tongue is Hindi, hence, they feel much comfortable in Hindi language reading.

Newspaper Subscription at Home

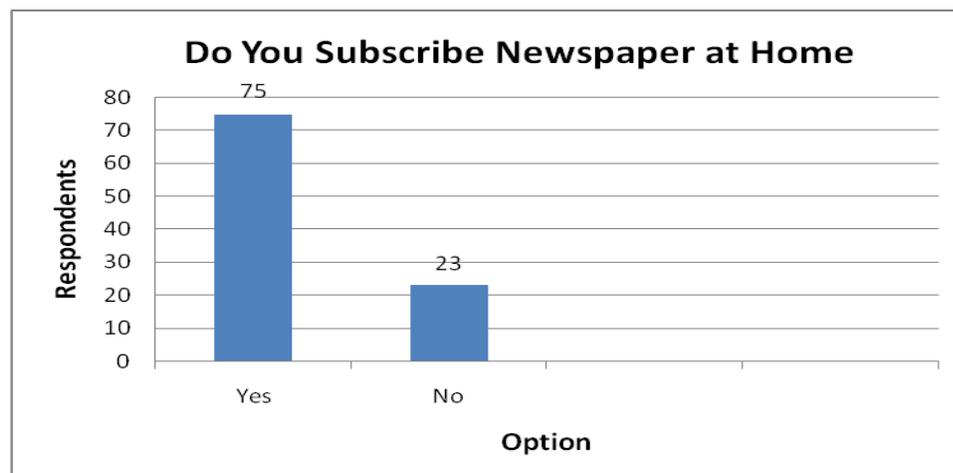


Figure 7

Figure 7 shows that 75 (76.53%) respondents subscribe newspaper at home because they belong to educated family and habitual of reading newspaper, cost of newspaper is not high for them. 23 (23.46%) respondents do not subscribe newspaper at home, so they prefer to read newspaper in the college library.

Daily Time Spent in Reading Newspaper

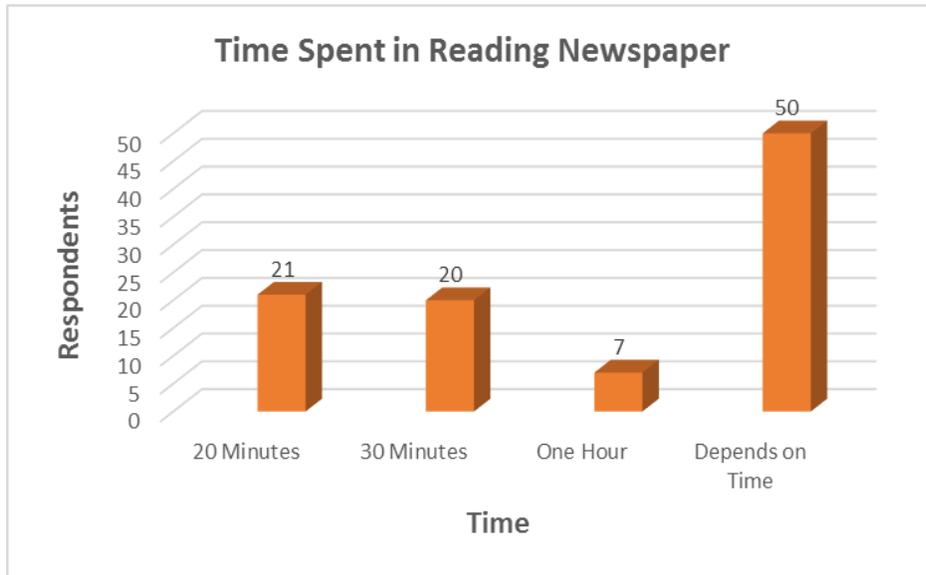


Figure 8

Figure 8 shows that 21 (21.42%) respondents spend 20 minutes in reading newspaper daily whereas 20 (20.40%) respondents spend 30 minutes in reading newspaper daily. Only 7 (7.14%) respondents devote one hour daily in newspaper consultation. A huge number of respondents i.e. 50 (51.02%) read newspaper only on availability of time, it means they are not habitual of reading newspaper or newspaper is not a vital source of information for them.

Is Time Barrier in Reading Newspaper

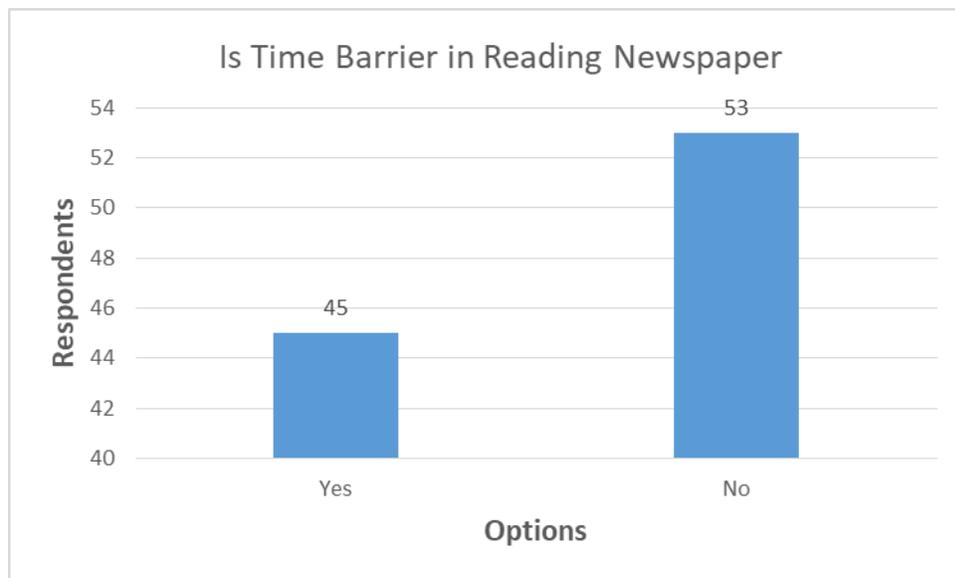


Figure 9

Figure 9 shows that 45 (46 %) respondents think that time is a barrier in reading newspaper whereas 53 (54%) respondents are not agree with the statement. Majority of the respondents can manage the time for newspaper reading on daily basis.

Purpose of Reading Newspaper

User	Response
For current affairs	22 (22.44%)
For Jobs	2 (2.04%)
For Knowledge	45 (45.91%)
Time pass	4 (4.08%)
All above	25 (25.51%)

Table 2

Table 2 represents the data related to students' purpose of reading newspaper. It is clear from the above table that majority of the respondents i.e. 45 (45.91%) prefer to read newspaper for knowledge whereas 22 (22.44%) respondents read newspaper for current affairs. 25 (25.51%) respondents read newspaper for all the items listed in table 2. Only 2 (2.04%) respondents opined that they read newspaper for job findings.

Most Liked Contents in the Newspaper

User	Response
Advertisement/News	12 (12.24%)
Puzzles & Horoscope	7 (7.14%)
Cooking & Fashion	6 (6.12%)
Sports and business	17 (17.34%)
Jobs and Career	22 (22.44%)
All above	55 (56.12%)

Table 3

Table 3 shows that 22 (22.44%) respondents like Jobs and Career content in the newspaper whereas 17 (17.34%) respondents prefer Sports and business segment, followed by 12 (12.24%) respondents who like to read Advertisement/News. 7 (7.14%) respondents like Puzzles & Horoscope, followed 6 (6.12%) respondents who prefer to read cooking & Fashion, these 6% respondents are from female group. Other 55 (56.12%) respondents like all above contents. The above table shows that highest 56% respondents mostly prefer all sections of newspaper.

Help Provided by Library Staff in Locating Back Volumes of Newspaper

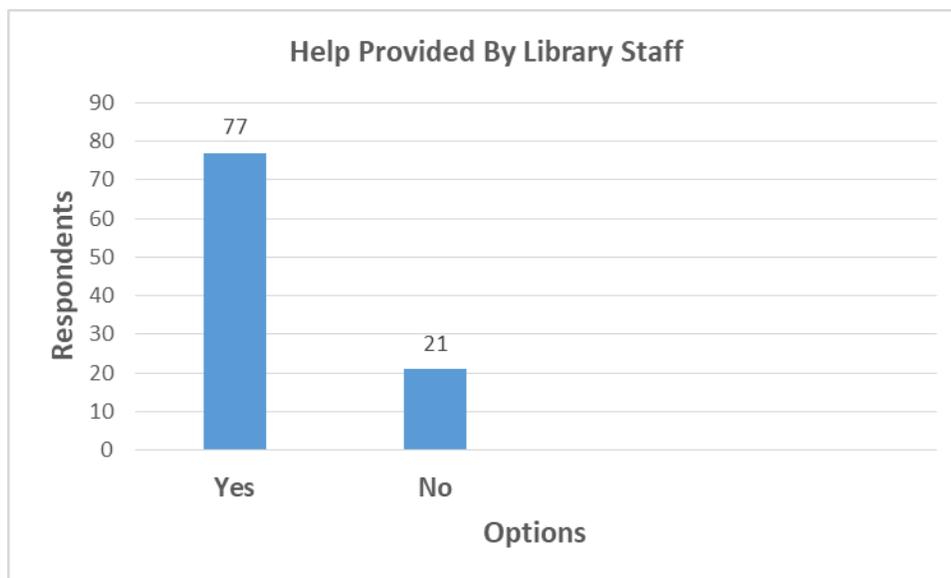


Figure 10

Figure 10 shows that majority of the respondents i.e. 77 (78.57%) is happy with dealing of library staff because they get help from library staff in locating back volume of the newspapers. 21 (21.42%) respondents opined that library staff is not cooperative in locating back volumes of newspapers.

Comfortable with the Newspaper Display Arrangement

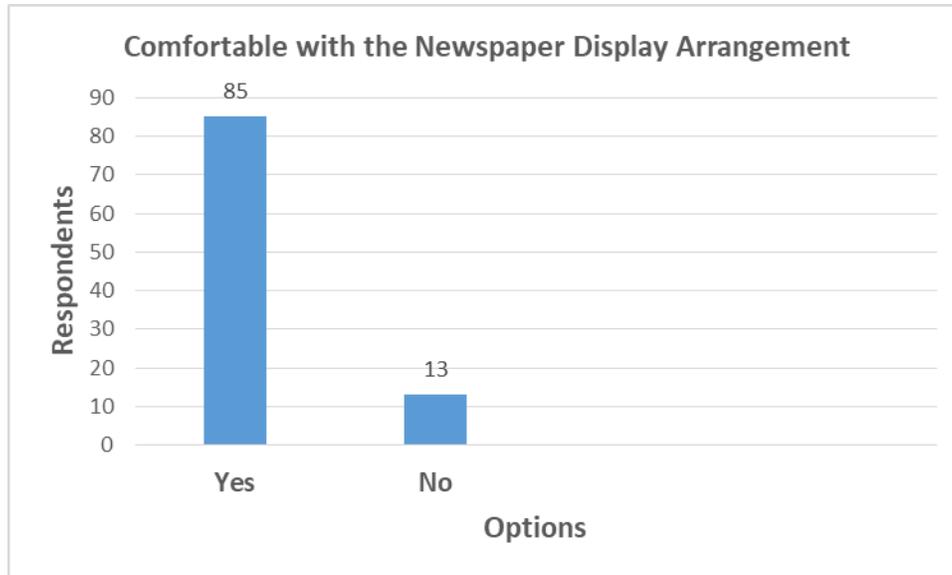


Figure-11

Figure 11 shows that 85 (86.73%) respondents feel comfortable with newspaper display arrangement in the library. 13 (13.26%) respondents are not happy with newspaper display arrangement, they want more open access system so that they can take any newspaper, anywhere as per their convenience.

Way to get Important Advertisement Clips of the Newspaper

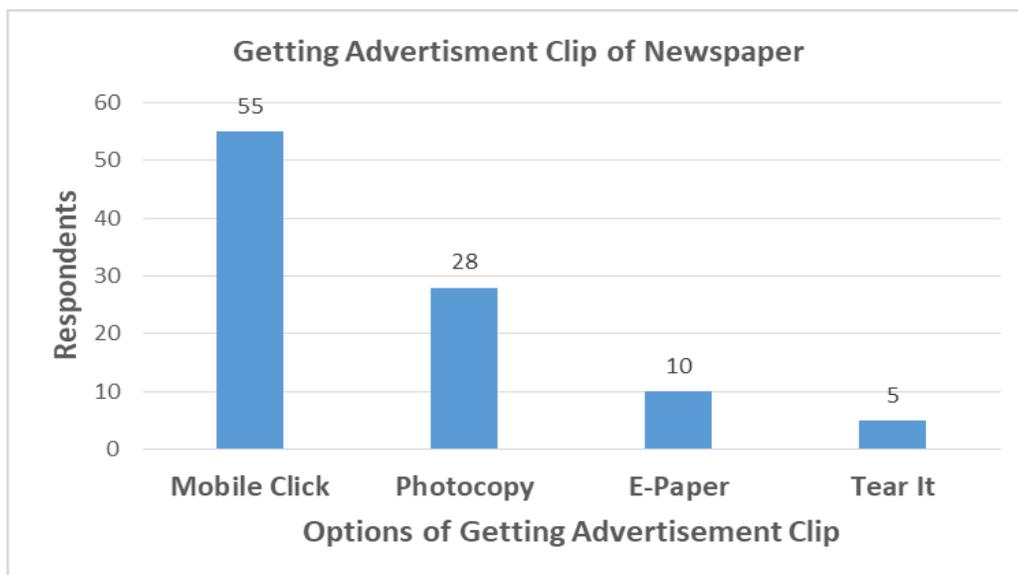


Figure 12

Figure 12 shows that 55 (56.12%) respondents take mobile phone click of the advertisement in newspaper, they needed. 28 (28.57%) respondents believe in photocopy of the required advertisements whereas 10 (10.20%) respondents prefer to use e-paper for the same. 5 (5.10%) clearly accepted that they tear the desired advertisement from the newspaper. As majority of the respondents prefer to take mobile phone click for the required newspaper

advertisements, which is the best way because it can be easily stored and reviewed at anytime and anywhere.

Newspapers as Best Sources of Information

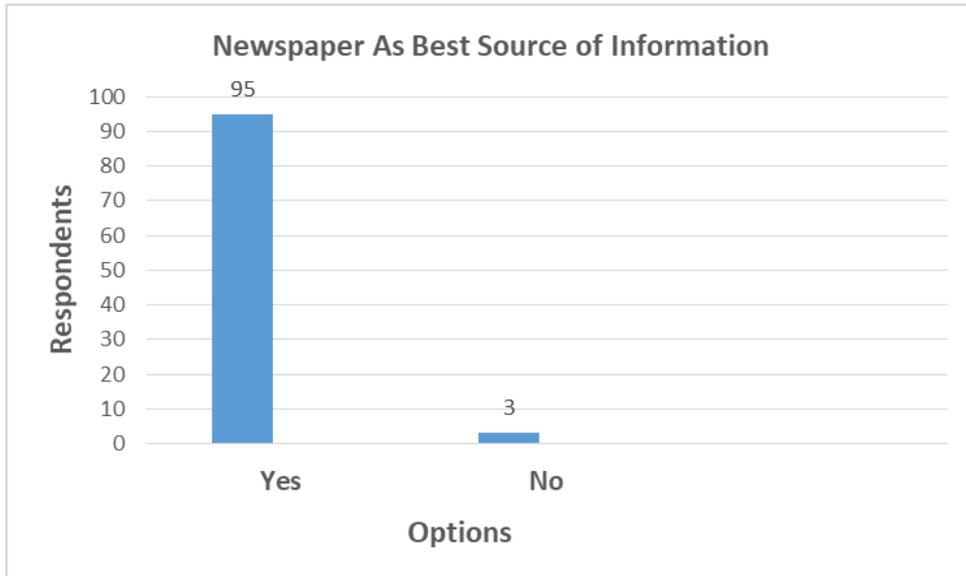


Figure 13

Figure 13 shows that 95 (96.93%) respondents think that newspapers are the best sources of information. It gives us knowledge of every field. But 3 (3.06%) respondent do not agree with this statement. Perhaps they are not habitual of reading newspaper.

Satisfaction with Library Seating Arrangement

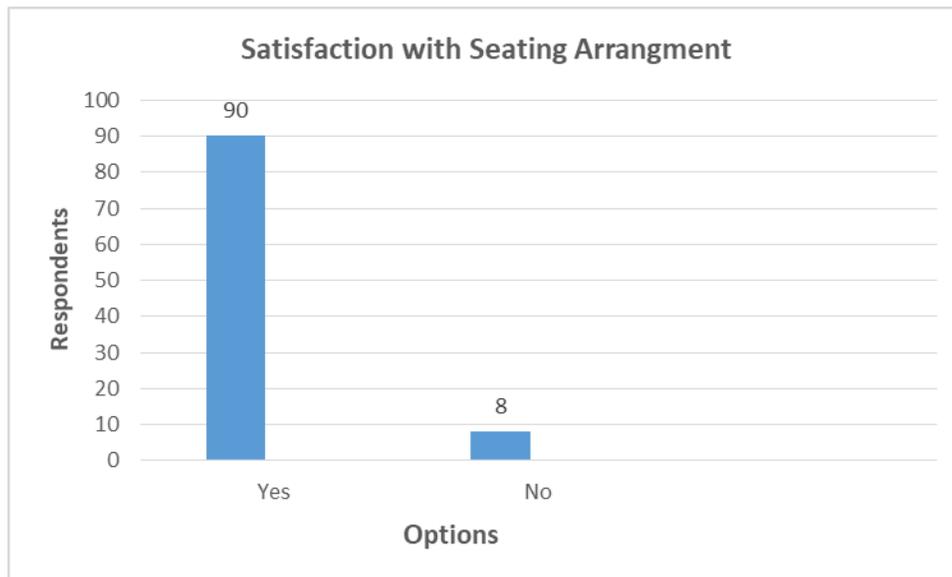


Figure 14

Figure 14 shows that 90 (91.83%) respondents are satisfied with library seating arrangement whereas 8 (8.16%) respondent are not happy with seating arrangement. As massive majority of respondents is satisfied with seating arrangement, it shows that library is putting best efforts on physical services being provided to its users.

Preferred Newspaper Format by Students

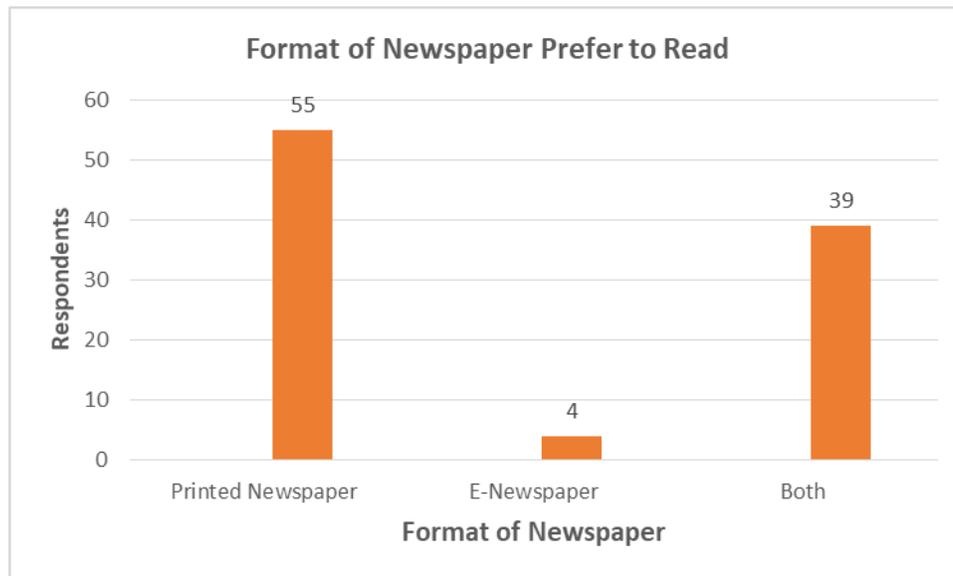


Figure 15

Figure 15 shows that 55 (56%) respondents prefer to read printed newspaper whereas 39 (40%) respondents read both printed as well as electronic version of newspaper. Lowest 4 (4.08%) respondents read only e-paper on their respective mobile phones for important news. Above figure shows that college students make the proper use of technology in reading news via electronic mode.

Conclusion

Newspapers create reading habit in an effective manner. Newspapers are not only the best source of current affairs but build awareness among society. Result of the study shows that college students read newspaper for several reasons. They primarily focus on current affairs, carrier, fashion, sports and business. Majority of respondents read newspapers in Hindi language. Punjab Kesari and Dainik Bhaskar are the most preferred newspaper by the students. The Tribune is the only English daily which is common among the students and they are well aware about it. E-version of the newspaper is very less popular among the respondents. More than 56 percent of respondents use mobile click for important advertisement in the newspapers, it really save the paper and easy to consult. 54 percent respondents are habitual of reading newspaper and they read newspaper daily but they are not able to spend much time due to burden of college study. It is clear from the present study that importance of print version of newspaper has not been diminished due to digitization.

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