

# News Paper Reading Habits among DSM Arts College Abhone: A Case Study

Aknath R. Wathore\*

Librarian DSM Arts College Abhone, Nashik, Maharashtra

**Abstract – The aim of this study is to explore the newspaper reading habits of college students studying in undergraduate and postgraduate of Arts faculty. Reading newspaper is one of the best ways to keep up-to-date with the ever advancing world. Its aim is to determine the effects of widespread use of newspaper in reading habits, all the important news and events of the world are brought to our door - step by the newspaper.**

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## INTRODUCTION

Newspaper has collected information from all direction. It helps to improve reading habits, increase knowledge, skills and awareness about the world. In the information era, the main purpose of education is to train individuals who are able to think, express it appropriately, criticize, do research, put the knowledge into practice and convey this to others. Newspapers are the store house of knowledge and provide knowledge of different segments of the society. Reading newspaper daily is one of the best ways to keep up to date with the ever advancing world. Newspaper can be the part of good study habits for students in any area of specialization. Newspaper brings us a selection of news from around the world. Newspaper can also act as platform for the readers and writers to express their ideas, views, on any aspects. Thus, newspaper reading habit is essential for college students to be more responsive and enlightened citizens. Reading habits and the usage of library have an important role in building a modern society.

## ABOUT DSM ARTS COLLEGE:

DSM Arts College Abhone was established in 1997. It is located in Kalwan Tehsil Dist, Nashik, and affiliated to Savitribai Phule Pune University, Pune, Maharashtra. College runs Undergraduate and Postgraduate courses in Arts discipline. College is situated in tribal and hilly areas and providing educational opportunities to tribal people in and around the Abhona town.

DSM Arts college library is on its way to become an outstanding learning resource centre catering to the ever growing and uncompromising information and intellectual requirement of the students, faculty. Library strives for high quality services. Reference service have been specially planned to meet the

growing requirements of library members. Reprographic facility is also provided to the members. Online internet access is available free to faculty.

## REVIEW OF LITERATURE:

Begun and Ramesh (1991) investigated factors inhibiting public library use. They analyzed responses gathering from the users of the central library, Mysore, India. Reading interest seemed to be different among different age groups. Mellon (1990) surveyed the leisure reading choice of rural students and found that their reasons for leisure reading were for entertainment for acquiring information. Journals and newspapers were found to be the most performed reading materials of students. It has also found that informational reading was the main purpose for adult reading and their most popular books are adventures crime, social problems, novels, politics and sports. Somsong (1999) looked at reading habits were discussed, along with the role of local institutes or organization in helping libraries promote reading. Bndaka (2007) explored the use of newspaper articles to develop students reading skills in high schools. Platt (1986) reviewed several selected students on reading performances of adolescents, and calculated that adolescents do read extensively in books, journals and newspapers.

## PURPOSE OF THE STUDY:

The following are the major objectives.-

- 1] To find out the first language of students.
- 2] To examine the time spent out to read the newspapers.

- 3] To know the language in which the students prefer to read.
- 4] To identify the favorite newspaper in Marathi and in English.
- 5] To identify which section of newspaper are read mostly by the students.
- 6] To identify the barriers faced by the students in reading newspaper in the college library.

**METHODOLOGY:**

For the present study, a questionnaire method has used for data collection. A random sampling technique has been adopted to select students of DSM Arts College, Abhone. The researcher has prepared well structured questionnaire for collecting the primary data from the users of college. Total 130 questionnaire were distributed among students to collect relevant data. 119 filled responses were received back with 91.53% response rate.

**DATA ANALYSIS AND INTERPRETATION**

The data has been collected by different methods are analyzed and interpreted and same presented in the following tables.

**Table 1: Gender wise Distribution of Resources**

Sr. No.	Gender wise	No. of Respondents	Percentage
1	Male	56	47.05
2	Female	63	52.94
Total		119	100.00

From above table it is observed that 47.05% of respondents are males and 52.94% are females. Female respondents actively participate in the survey. It shows that the increasing role of females in reading habits.

**Table II: Category wise Distribution of Respondents**

Sr. No.	Category	No. of Respondents	Percentage
1	Undergraduate	78	65.54
2	Postgraduate	41	34.45
Total		119	100

Table II shows that 65.54% of the respondents who are undergraduate students, and 34.45% respondents are postgraduate students.

**Table III : First Language Users**

Sr. No.	Language	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	Marathi	64 (82.05)	32 (78.04)	80.27%
2	English	14 (17.94)	09 (21.95)	19.94%
Total		78 (100%)	41 (100%)	100%

From the above table it is observed that 80.27% students use Marathi newspaper whereas 19.94% students use English newspaper.

**Table IV : Time spent for Reading Newspaper**

Sr. No.	Time spent Hrs.	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	Less than one hours	49 (62.82)	08 (19.51)	41.16%
2.	1 to 2 hours	20 (25.64)	28 (68.29)	46.95%
3	More than two hours	09 (11.53)	05 (12.19)	11.86%
Total		78 (100)	41 (100)	100

The above table shows that nearly 41% of students spend less than one hour for reading, 46% students spend one to two hours and 11.86% students spend more than two hours for reading newspaper.

**Table V : Sources of Newspapers**

Sr. No.	Sources	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	Home	30 (38.46)	21 (51.21)	44.83%
2.	College Library	31 (39.74)	12 (29.26)	34.5%
3	Hostel	8 (11.53)	3 (7.31)	9.42%
4	Public Library	8 (10.25)	5 (12.19)	11.22%
Total		78 (100)	41 (100)	100

The above table indicates that 44.83% students like reading newspaper at home, 34.5% students like reading in college library, 11.22% students like reading in public library.

**Table VI : Regular Reading News Paper**

Sr. No.	Newspaper	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	Lokmat	68 (87.17)	39 (95.12)	91.14%
2.	Sakal	71 (91.02)	38 (92.68)	91.85%
3	Loksata	73 (93.58)	40 (97.56)	95.57%
4	Pudhari	72 (92.30)	36 (87.40)	89.85%
5	Maharashtra Times	69 (88.46)	37 (90.24)	89.35%
6	Times Of India	11 (14.10)	5 (12.19)	13.14%

From the above table 95.57% students like to read Loksatta newspaper, followed by Sakal 91.85%, Lokmat 91.14%. English newspaper, Times of India readers are only 13.14%, So from the above table, researcher understands that students are not more interested in reading English newspaper.

**Table VII Sections of Newspapers**

Sr. No.	Newspaper Section	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	Sensational News	55 (70.51)	25 (60.97)	65.74%
2.	Editorial	56 (71.79)	32 (78.04)	74.91%
3	Sports	58 (74.35)	28 (68.29)	71.72%
4	Health	66 (84.61)	26 (63.41)	74.01%
5	Educational news	64 (82.05)	27 (65.85)	73.95%
6	Advertisement	48 (61.53)	28 (68.29)	64.91%
7	Entertainment	67 (8.89)	19 (46.34)	66.11%
8	Politics	63 (80.76)	25 (60.97)	70.86%

Table VII shows that most of the respondents prefer to read editorial, sports, health, and educational news and politics sections.

**Table VIII : Purpose of Reading Newspaper**

Sr. No.	Purpose	UG Students	PG Students	Average % of User
		Responses %	Responses %	
1	To improve general knowledge	35 (44.87)	19 (46.34)	45.60%
2.	To get information	37 (47.43)	21 (51.21)	49.32%
3	It is my hobby	36 (46.15)	18 (43.90)	45.02%
4	Preparation of competitive exam	34 (43.58)	22 (53.65)	48.61%

The above table shows that 45.60 % students like to read newspaper to improve their general knowledge, 49.32% read newspaper for getting information, 48.61% students like to read for preparation for competitive examination.

**FINDINGS**

1. The majority of the students read newspapers in Marathi or English language.
2. The number of students who read newspaper is one to two hours only.
3. The students who love to read newspaper gain information and preparation for competitive examination.
4. Most of the students read newspapers at home and in college library.
5. The most popular newspaper among the college students is Loksatta.
6. Students prefer to read editorial sections followed by health and education.

**CONCLUSION AND SUGGESTION**

Reading newspapers habit plays a vital role in the mental growth and development of individuals. A newspaper keeps us informed of what is taking place around us in the world. In today's highly competitive

world ,newspaper would equip students with necessary information, knowledge and insight which will give them the much needed edge for being successful not only in competitive exams, job interviews, but also in their professional and social life. Therefore the library professionals must create more awareness of such news sources. Libraries must ensure that the students have access to wide variety of newspapers, so as to enable the students to read their preferred newspapers and enhance their knowledge base, which can help them to be more productive in their academics and lead a responsible life in the society. This study helps librarians understand the importance of newspapers and improve the services related to newspapers.

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**Corresponding Author**

**Aknath R. Wathore\***

Librarian DSM Arts College Abhone, Nashik, Maharashtra

E-Mail – [arwathore@gmail.com](mailto:arwathore@gmail.com)