

Reading Habits of Newspaper among the Engineering Students and Academic Staff: A Survey of Jahangirabad Institute of Technology, Barabanki

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Abstract

Reading activities has always been seen as an important element in a person's culture and education. The academic library is attached the academic institution it serves to user community towards readings and the main client are composed of students and academic staff. The library resources and services are the mirror of the academic goal of the institution and meet the information needs of their users. This studied reviewed focus on the activities engaged in by the academic community in their leisure time, the kind of newspapers they read. The role played by institutional library in developing the newspapers reading habits of the students and academic staff are also been given due importance. In this paper researcher are analyzing and indicate that the purpose of reading newspapers, preference of language, timing they are spending, newspapers reading is necessary to help readers requisite information and meet their information requirements among students and academic staff in Jahangirabad institute of technology, Barabanki.

Keywords: Reading Habits, Users Study, Newspapers,

Introduction

Reading has been the passion of the greatest personalities of all times. Humans have been reading since ages and thus words of knowledge have been passed on through generations. The reading habit influences in the promotion of one's personal develop in particular and social awareness regarding the different field. Regular and systematic reading sharpens the intellect, refines the thoughts, emotions elevates tastes and provides perspectives for one's living : and their by prepare the person for an effective participation in social , religious cultural and political life. Reading fires the imagination of person. It add sight of eyes and new wisdom to mind. Newspaper help to improve the reading habits and improve the concentration power for students in all area of specialization. India is a developing with ethnic communities who wish to live together. The Efforts to solve the socio, economic and ethnic problems in our country. Reading and library use habits has a vital role to set up the multicultural structure in our country.

Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for readers in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural diversity and adaptation problems should be multi-

dimensional and long term. Reading and library uses habits have an important role in building the multicultural and diversified structure of a country.

Some of the benefits on reading habits

Reading them helps reader improve his vocabulary in communication and writing. Since one comes across new words, phrases etc. Reader gets accustomed to use them in his daily language.

- Finding significant information in the area of specialization
- Keeping up-to-date subject information
- Getting social integration and current information
- Enhanced the communication skills of readers
- Facilitate cultural passing and adaptation.
- To develop the cultural diversity and intercultural relationship.

Review of Literature

Research reveals that while teachers say they value reading as a leisure activity, many do not make personal pleasure reading a priority. Many are a part of a growing group of people classified as literates. Study of related literature implies locating; reacting and evaluating reports of research as well as report of casual observation and opinion that are related to the individuals planned research problems.

Scott (1996)¹ defined literacy as a “lack of reading habit especially in capable readers who choose not to read.” In fact, in the study by Lesley, Watson, and Elliott (2007)² researchers expressed concern not just over the reading habits of preserves teachers but their behaviors that were more characteristic of “struggling” readers.

Nathanson, Pruslow & Levitt (2008)³, Opine that the demands of teaching and personal life have caused teachers to abandon personal reading, one need only consider research conducted with preserves teachers to realize that there is little evidence of strong enthusiasm for reading among those preparing for a teaching career and that teachers as a group do not have firmly engrained reading habits.

A study by McKool and Gespass (2009),⁴ reveals that only about half of the teachers surveyed read for more than ten minutes a day in their free time. While these teachers advise parents of their students to read daily to their children, to allow their children to see them enjoy reading, and to talk about books with their children, it becomes apparent that many teachers do not take their own advice. There seems to be a disconnect between their “preaching” and their practice.

Reading is the ability to understand words contained in a document and make use of the knowledge for personal growth and development (Dadzie, 2008)⁵, this implies making meaning out of recorded

information either printed or non-printed in the life of an individual. People read for different reasons and purposes, some of which include for pleasure, leisure, relaxation, information and for knowledge.

According to (Ogbodo, 2010),⁶ Parents send their children to school to learn. In the school, children are exposed to various experiences which influence their behaviour. Therefore, learning is a change in behaviour. Such a change is seen in their mental reasoning, physical growth, manipulative skills and development of values and interests. The change may be easy or difficult depending on the home and the school environment.

(Palani, 2012).⁷ He believes reading is a process of thinking, evaluating, judging, imagining, reasoning and problem solving. Reading is an essential tool for knowledge transfer and the habit of reading is an academic activity that increases skills in reading strategies.

(Deavers, 2000).⁸ Reading is an intellectual action which is possible only if a man forms a habit of reading and practices these from childhood. Reading habits, therefore, play a very crucial role in enabling a person to achieve practical efficiency. "Laws die but books never." Indeed, books are the most suitable medium through which knowledge is transmitted from generation to generation

Bhan and Gupta (2010)⁹ conducted a research study on habits and academic achievement among the students belonging to scheduled caste and non-scheduled caste group. The results revealed that sex has no significant impact on the study habits and academic achievement of students.

Sohail and Andleeb. (2011),¹⁰ conducted a survey to study the reading habits of the users of the Delhi Public Library, New Delhi. The finding state that the, purpose of reading, preference of language, form of library collection, assistance from the library staff in the use of resources and services is necessary to help users meet their information requirements. The results also opine that people are unable to visit the library regularly due to lack or shortage of time and literature being mostly read by the users are magazines and newspapers.

Objective of the Study

The purpose of the study is:

- To be identified the language in which mostly users are preferred
- To explore the level of newspaper reading habits of respondents
- To know how much time they spend for reading newspapers
- To be identified the sources of the newspapers.
- To be identified that which newspaper are most read by the users
- To be identified which sections of newspapers are most read by users

Scope and Limitation of the Study

The present study is aimed to analyses the reading habits of newspaper among engineering students and academic staff in the Jahangirabad Institute of Technology, Barabanki. This study is only focusing on engineering students and academic staffs that are include faculty members and administrative staffs in JIT, Barabanki.

Methodology

The specific objective of the paper is to study thoroughly the reading habits of the 21st century among engineering students and academic staff in JIT, Barabanki. Researcher treat cumulatively Faculty members and administrative staff as an academic staff, The students and academic staff aim to identify their reading attitudes, purposes, preferences and tastes. The data was collected using the questionnaire method. A total of 450 questionnaires were distributed among the students and academic staff and 414 filled in questionnaires were obtained from the respondents. Sufficient time was given to the respondents to furnish the information. Suggestions to improve the library service are also collected from the respondents. The data collected through questionnaire was and analysed, classified and tabulated by employing simple statistical methods.

Data Analysis and Interpretation

The collected information is tabulated by using statistical method, table and percentage. The data analyses are given below:

Table 1: Newspapers readers participated in the survey

Sl. No.	Users	Distributed	Received	Percentage
1.	Students	340	282	(62.66%)
2.	Faculties	65	65	(14.44%)
3.	Staff	45	45	(10.00%)
	Total	450	414	(100%)

Table 1 show that the volume of distribution and received questionnaire from engineering students and academic staff. 450 questionnaires were distributed among engineering students which includes 340 questionnaires to students, 65 nos. to the faculty members, and 45 to the administrative staff. Out of these 450 questionnaires, researcher were received 414 questionnaires from the respondents are students 282 (62.66 %), Faculty members 65 (14.44 %) and administrative staff members 45 (10%) from the total sample.

Table 2: Language preference of newspapers readers

Sl.No.	Language	Students	Faculties	Staff	Total
1	Hindi	102 (24.63%)	60 (14.49)	45 (10.86%)	207 (49.98%)
2	English	46 (11%)	28 (6.76)	18 (4.34)	92 (22.1%)
3	Urdu	70 (16.90%)	20 (4.83%)	25 (6%)	115 (27.73)
	Total	218 (52.53%)	108 (26.20)	88 (21.25)	414 (100)

**Percentages do not always equal 100 due to rounding. n=414*

The data presented in table 2 shows the preference of languages while reading habits of newspaper among students and academic staff. Among 218 (52.53%), students are preferred Hindi language, 46 (11%) students are mentioned English language and 70 (16.90%) students are mentioned Urdu languages only at the time of reading newspaper. In the case of faculty members 60 (14.49%) are mentioned in Hindi language, followed by 28 (6.76%) are preferred English language, and 20 (4.83%) are preferred in Urdu language while reading the newspaper. In case of administrative staff member 45 (10.86) are preferred the Hindi language, 18 (4.34%) are preferred English language, and 25(6%) are preferred Urdu language while reading the newspapers.

Table 3: Time spent for Reading Newspaper

Sl.No.	Time spent	Students	Faculties	Staff	Total
1	Less than 30 Minutes	102 (24.63%)	60 (14.49)	45 (10.86%)	207 (49.98%)
2	30 Minutes to 1 Hour	46 (11%)	28 (6.76)	18 (4.34)	92 (22.1%)
3	More than 1 Hour	70 (16.90%)	20 (4.83%)	25 (6%)	115 (27.73)
	Total	218 (52.53%)	108 (26.20)	88 (21.25)	414 (100)

**Percentages do not always equal 100 due to rounding. n=414*

Table 3, indicates the time spent for reading newspaper among students and academic staff in JIT Barabanki. Out of 414 respondents, 102 (24.63%) students, followed by 60 (14.49) faculty members and 45 (10.86%) staff members are spent less than 30 minutes per day to reading the newspaper. 46 (11%) students, followed by 28 (6.76) faculty members followed by 18 (4.34) staffs are spent 30 Minutes to 1 Hour time to read the newspaper while some readers are spent more than one hours for newspapers reading as 70 (16.90%) students, followed by 20 (4.83%) faculty members and 25 (6%) staff. It is evident from the above table, among all respondents, majority of readers are spent less than one hour to read the newspapers.

Table 4: Sources of Newspaper by readers

Sl.No.	Sources	Students	Faculties	Staff	Total
1	Individual subscription	71 (17.15)	23 (5.56)	45 (10.86%)	94 (22.71)
2	College Library	174 (42.03)	20 (4.83)	18 (4.34)	263 (63.53)

3	College Hostel	37 (8.94)	3 (0.72)	25 (6%)	57 (13.77)
	Total	282 (68.12)	46 (11.11I)	88 (21.25)	414 (100)

**Percentages do not always equal 100 due to rounding. n=414*

Table 4 shows the various sources of newspapers to read among students and academic staff in engineering colleges in JIT, Barbanki. Out of 414 respondents, 94 (22.71%) has mentioned they are subscribing newspapers individually, which includes 71 (17.15%) students, 23(5.56%) faculty members and 45 (10.86%) staff members. Library subscriptions are the most common source of newspapers for users. But 263 (63.53%) readers are pointed college library is the sources of newspaper reading, while 57 (13.77%) are mentioned the college hostels readings area are also the sources of newspapers. It clearly shows college library is the main source of newspaper readings among students and academic staff.

Table 5: Choice of Newspaper

Sl.No	Name of the Newspaper	Students	Faculties	Staff	Average of Readers
1.	The Times of India	216 (76.59)	32 (69.56)	55 (63.95)	70.03%
2.	The Hindu	65 (23.40)	36 (78.260)	62 (72.09)	57.91%
3.	The Indian Express	32 (11.34)	21 (45.65)	22 (25.58)	27.52%
4.	Hindustan times	78 (27.65)	33 (71.73)	41 (47.67)	49.01%
5.	The Economic Times	210 (74.26)	39 (84.78)	68 (79.06)	79.43%
6.	Inquelab (Urdu)	158 (56.02)	26 (56.52)	47 (54.65)	55.73%
7.	Dainik Jagran	165 (58.51)	31 (67.39)	41 (47.67)	57.85%
8.	Business Line	62 (21.98)	15 (32.60)	55 (63.95)	39.51%
9.	Pioneer	110 (39.00)	28 (60.86)	64 (74.41)	58.09%
10.	Business Standard	143 (50.70)	19 (41.30)	53 (61.62)	51.20%

**Percentages do not always equal 100 due to rounding. n=414 (Responded were allowed multiple answer)*

Table 5 show that the choice of newspaper reading among students and academic staff. The respondents are allowed to prefer multiple responses. Out of 414, Majority of the respondents (79.43%) is mentioned their first choice is The Economic Times followed by The Times of India is 70%, 58.09% are Pioneer, followed by 57.91% are The Hindu, 51.20% are Business Standard, 49.01% readers are Hindustan times, 39.51% are Business Line, 27.52% are Indian Express newspaper readers in English newspaper category. It clearly shows the “The Economic Times” newspaper is most preferred newspaper when comparing others English language newspapers. While in others local languages 57.85% are preferred Hindi daily as Danik Jagran and 55.73% are likes Inquelab newspaper in Urdu language.

Table 6: Choice of topics in newspapers

Sl. No	Newspaper Section	Students	Faculties	Staff	Average % of Readers
1.	Sensational News	215 (76.24)	59 (68.60)	18 (39.13)	61.32%
2.	Letters to Editors	235 (83.33)	52 (60.46)	41 (89.13)	77.64%
3.	Advertisement/Classifieds	55 (26.59)	26 (30.23)	16 (34.78)	30.53%
4.	Education	92 (32.62)	15 (17.44)	12 (26.08)	79.14%
5.	Politics and Social	240 (85.10)	56 (65.11)	35 (76.08)	75.43%
6.	Cinema/Entertaining News	140 (49.65)	30 (34.88)	12 (26.08)	36.87%
7.	Sports	255 (90.42)	69 (80.23)	22 (47.26)	72.64%
8.	Book Review	68 (24.11)	29 (33.72)	19 (41.30)	33.04%

**Percentages do not always equal 100 due to rounding. n=414 (Responded were allowed multiple answer)*

As per the table 6 indicates the choices of various topics in news papers are preferred by the students and academic staff are stated. Most of the newspapers readers 79.14% are preferred the education oriented news, while 77.64% are likes to read Letters to Editors is second preferred choice by respondents. 75.43% of the readers are mentioned politics and social oriented topics in newspapers. A very less average of the readers 30.53% are looks Advertisement/Classifieds columns in newspapers, while less numbers of respondents 33.04% are only likes to read book review in newspapers.

Table 7: Purpose for Reading Newspaper

Sl. No	Purpose for Reading	Students	Faculties	Staff	Total
1.	To get up to date Information	71 (17.15)	18 (4.35)	15 (3.62)	104 (25.12)
2.	Update current awareness	154 (37.20)	15 (3.62)	40 (9.66)	209 (50.48)
3.	To know the social activities	37 (8.94)	8 (1.93)	14 (3.38)	59 (14.25)
4.	Finding significant information for academic	20 (4.83)	5 (1.21)	17 (4.11)	42 (10.14)
	Total	282 (63.29)	46 (9.90)	86 (16.67)	414 (100)

**Percentages do not always equal 100 due to rounding. n=414 (Responded were allowed multiple answer)*

The table 7 indicates the reasons for reading newspapers among students and academic staff in JIT, engineering colleges. Out of 414 respondents, majority of 209 (50.48%) newspaper's readers are mentioned they are using the newspapers for updating current awareness followed by 104 (25.12%) of the readers are stated to get the up to date information while 59 (14.25) are reading newspapers to know the social activities and interesting to knows that only 42 (10.14) newspaper's readers are finding significant information for their academic.

Findings

- Majority of newspapers readers 207 (49.98%) are spent less than one hour to read the newspapers.
- 94 respondents, only 22.71% has mentioned that they are subscribing newspapers individually, which includes 71 (17.15%) Students, only 23(5.56%) faculty members and 45 (10.86%) are staff.
- The Economic Times newspapers are most preferred newspapers comparing to others English daily.
- Only 30.53% news readers are looks Advertisement/Classifieds columns in newspapers
- Majority of 209 (50.48%) of the respondents are mentioned they are using the newspapers for update their current awareness.

Conclusion

Newspapers are seems to be considered very important resource in the present era. Library users read newspaper to get the latest information about what is happening around. Newspapers are responsible for creating and generating reading habits among university students. This survey has been conducted to study the newspaper's reading habits of the users of Jahangirabad Institute of Technology, library. The analysis of the data reveals that quite number of people goes to the libraries even in the digital environment where technology has taken up a large slice of the available time of the people. But still they have newspaper reading habits and have a positive attitude toward newspapers reading. Almost all the objectives of the study have been fulfilled. This study helps librarians understand the importance of newspapers and improve the services related to newspapers.

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