

## Newspaper reading habits among the students of Farook college, Kozhikode

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### Abstract

Newspaper is a popular reading material that gives us day-to-day information. It helps the students to get current information as well as to improve their thinking and observation skill. It also helps them to know about career opportunities, scholarships, institutions of higher learning etc. The study is aimed to understand the newspaper reading habits of the students of Farook College. Primary data were collected through administering a well structured questionnaire among undergraduate and postgraduate students. Random sampling method is used. 261 questionnaires were distributed among the students. This study revealed that college students regularly read both Malayalam and English newspapers. They prefer to read education section in the newspaper that makes positive impact in their academic performance and career building. The study also indicated that lack of time is the major negative factor preventing them from newspaper reading.

**Keywords:** Newspaper, Reading habits, Students, Farook College.

### Introduction

Reading is one of the most ancient means of bringing knowledge and culture within the reach of people. It helps in enriching the personality of an individual in the society as it increases intellectually motivational interactions. Newspaper is one of the most popular reading materials give us day today information and comments on current affairs. According to ALA Glossary, Newspaper is a publication issued at stated and frequent intervals, usually daily, weekly or semiweekly which reports events and discuss topics of current interest. Newspapers are considered as the mirror of the world. It's an important source of tracking current events and their impact on national and international affairs. Newspapers are an important source of information as they contain abroad range of news on all subjects and activities. It plays an important role in the dissemination of information and encourages reading habits, underscore the responsibilities of citizenship. Newspapers also help students to improve their thinking and observation skill and promote imagination. Newspapers also have a major role in formulating and shaping public opinion. The knowledge is supplemented to these subjects by the newspapers. The student must be aware of what is happening in the world around him. Newspaper is an important service that can render to education by imparting knowledge of current to students. So it is to serve as one of the important medium of education and instruction.

Farook College is one of the autonomous colleges in Kerala equipped with a good library. It has a valuable collection of books, periodicals, CDs and other audio visual aids. Among different sections or areas in the library, newspaper reading room is highly used area. The college library subscribes nine Malayalam newspapers and four English newspapers.

**Significance of the Study:** It is necessary for students to acquire knowledge for leading the nation towards development. Newspaper is the main source to acquire knowledge about country's economy, social, political factors. So newspaper reading habits of the students should be analyzed. This study may encourage students to use newspaper as a useful tool in their academic activities. It will provide an opportunity for students to voice their views concerning the motives of reading newspaper what they see as essential information for their education. This study could be beneficial for newspaper publishers to fulfill readers' needs by releasing content according to the necessities of their target readers. It helps newspapers by revealing the factors affecting the habits of reading newspaper among the students

### Objectives of the Study

The main objectives of the study are:

1. To determine how regular respondents read newspapers
2. To know the time being devoted by respondents for reading newspapers
3. To determine the purpose of reading newspapers
4. To determine the ways through which they obtain newspaper for reading
5. To know the different areas of interest of respondents in newspaper
6. To determine the students dominant motives in reading newspapers
7. To determine the media mostly preferred by the respondents

### Materials and Methods

Primary data were collected using a well structured questionnaire. The data were collected from both undergraduate (UG) and postgraduate (PG) students in Farook College, Calicut. Random sampling method is

used to collect the data. 261 questionnaires were distributed among these students, 222 UG and 39 PG students. All questionnaires were collected and processed.

### Literature Review

There are several studies conducted by diverse authors to know the newspaper reading habits of various categories of people. Bharucha Jehangir (2017) made an analysis of newspaper reading patterns among the youth. The main aim was to determine how regular they read the newspaper, the time spent, most read newspapers, and sections of newspapers read most by students and opinion about electronic reading online newspaper. Similarly Aggarwal and Akhter (2015) made a study to know the newspapers reading habits of students and faculty members of Punjabi university Patiala. The main objectives of the study was to know

the preferred language, preferred format, preferred section and to know the number of newspapers, time spent daily by the students for reading newspapers. Al-Shaqsi, Obaid S (2013), Chinnasamy, K (2017), Dharani, H (2016) etc were also conducted similar studies on the newspaper reading habits of students and others.

**Analysis of Data:** The primary data were analyzed in the order of questions given in the questionnaire. The results are as follows.

**Interest in Reading Newspapers:** It is believed that newspapers have major role in education. Students are supposed to read newspaper daily. This question is intended to know whether the respondents are interested in reading newspapers daily.

**Table 1: Interest in reading newspapers**

Options	UG	PG	Grand Total	Percentage
Yes	197 (88.7%)	38 (97.4%)	235	90
No	25 (11.2%)	1 (2.56%)	26	10

It is observed that large majority students (90 per cent) are interested in reading newspapers.

The table further shows that majority students (88.7 per cent) of UG and large majority students (97.4 per cent) of PG like to read newspaper.

**Frequency of Reading Newspaper:** Students read newspapers regularly or seldom. They read newspapers on different time and for different length. This question is intended to know how often respondents read the newspapers.

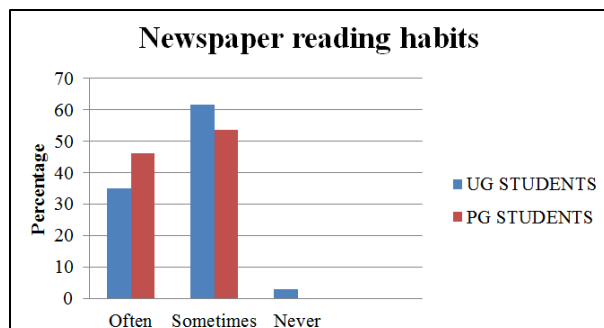
**Table 2: Frequency of reading newspaper**

Reading habit	UG	PG	Grand Total	Percentage
Often	78 (35.1%)	18 (46.1%)	96	36.8
Sometimes	137 (61.7%)	21 (53.8%)	158	60.5
Never	7 (3.1%)	0 (0%)	7	2.7

The table revealed that regular readers are less compared to those who (60.5 per cent) read newspaper sometimes and a few (2.7 per cent) never read newspaper.

It is clear from figure that more than half of the UG students (61.7 per cent) and PG students (53.8 per cent) read newspaper sometimes.

The overall analysis shows that more than half of the students read newspaper sometimes.



**Time Spend for Newspaper Reading:** Students use different length of time for reading newspapers. Here the students were asked to indicate the time they spend for reading newspaper

**Table 3: Time spend for Newspaper reading**

Time spend	UG	PG	Grand Total	Percentage
Less than 1 hour	195 (87.8%)	32 (82.1%)	227	87
1-2 hour	25 (10.8%)	7 (17.9%)	32	12.2
More than 2 hour	2 (0.9%)	0 (0%)	2	0.8

Table 3 shows that majority of students (87 per cent) spend less than one hour for reading the newspapers in a day. (12.2 per cent) students spend 1-2 hours for reading newspapers in a day. Least students (0.8 per cent) said that they spend more than two hours for reading newspapers in a day.

The table further shows that majority of the UG students (87.8 per cent) and PG students (82.1 per cent) spend less than one hour for reading the newspapers in a day.

Majority of students spend less than one hour for newspaper reading in a day.

**Place of Obtaining Newspaper for Reading:** Students get newspaper for reading from different places. Newspapers are commonly found at home, in libraries, hostels, departments, and even in classrooms. The students were asked to indicate from where they get newspaper for reading.

**Table 4: Place of obtaining newspaper for reading**

Place of obtaining newspaper	UG	PG	Grand Total	Percentage
Home	189 (72.4%)	24 (61.5%)	213	81.6
Public library	2 (0.8%)	2 (5.1%)	4	1.5
College library	43 (16.5%)	10 (25.6%)	53	20.3
Department	3 (1.1%)	0 (0%)	3	1.1
Others	14 (5.37%)	10 (25.6%)	24	9.2

Table 4 reveals that majority of the students (81.6 per cent) obtain newspaper from their home. A few are using public library (1.5 per cent) and (1.1 per cent) department for reading newspapers.

The table further shows that majority of UG (72.4 per cent) and more than half of PG (61.5 per cent) students obtain newspaper from home.

It reveals that majority students obtain newspaper from their home for reading.

**Number of Newspapers Read Daily:** Many newspapers, in different languages, are subscribed in college library. Students are getting great opportunity for reading different newspapers published with different policies and interests. The students were asked to give information about the number of newspapers they read daily.

**Table 5: Number of newspapers read daily**

Number of newspapers	UG	PG	Grand Total	Percentage
One	172 (77.4%)	26 (66.6%)	198	75.9
Two	39 (17.6%)	9 (23.1%)	46	18.4
More than two	11 (4.9%)	4 (10.2%)	15	5.7

Majority of the respondents (75.9 per cent) read one newspaper daily. Least respondents (18.4 per cent) and (5.7 per cent) read two and more than two newspapers daily respectively.

The table further shows that majority of the UG students (77.4 per cent) and more than half of PG students (66.6 per cent) read one newspaper daily.

The overall analysis shows that majority of the students read one newspaper daily.

**Language of Reading Newspaper:** There are many newspapers available in different languages. The investigator was asked to indicate the language preferred for reading newspapers.

**Table 6: Language of reading newspaper**

Language of reading newspaper	UG	PG	Grand Total	Percentage
Malayalam	199 (89.6%)	36 (92.3%)	235	90
English	38 (17.1%)	8 (20.5%)	46	17.6
Others	0 (0%)	0 (0%)	0	0

It is clear from above table that large majority of respondents (90 per cent) read newspaper in Malayalam language. A few respondents (17.6 per cent) read newspaper in English language.

The table further shows that majority of UG students (89.6 per cent) and large majority of PG students (92.3 per cent) prefer to read newspaper in Malayalam language.

The overall result shows that large majority of respondents prefer to read newspaper in their mother tongue

#### Newspaper Preference in Malayalam Language:

There are many newspapers available in Malayalam.

Among these students might have certain preferences. To understand the preference, students were asked to note their preferred newspaper in Malayalam.

**Table 7: Newspaper preference in Malayalam language**

Most read Malayalam newspaper	UG	PG	Grand Total	Percentage
Malayala Manorama	115 (51.8%)	23 (58.9%)	138	52.9
Mathrubhumi	74 (33.3%)	14 (35.8%)	88	33.7
Madhyamam	56 (25.2)	11 (28.2%)	67	25.6
Chandrika	14 (6.3%)	8 (20.5%)	22	8.4
Deshabhimani	22 (9.9%)	3 (7.6%)	25	9.5
Kerala kaumudi	2 (0.9%)	0 (0%)	2	0.7
Mangalam	1 (0.4%)	0 (0%)	1	0.3
Suprabhaatham	15 (6.7%)	4 (10.2%)	19	7.2
Veekshanam	3 (1.3%)	0 (0%)	3	1.1
Thejas	8 (3.6%)	0 (0%)	8	3
Others	0 (0%)	0 (0%)	0	0

It is evident from the table that more than half of the students (52.9 per cent) read Malayala Manorama news paper, a good number of students (33.7 per cent) read Mathrubhumi, few (25.6 per cent) read Madhyamam and a very few students read other newspapers such as Chandrika, Deshabhimani, Kerala kaumudi, Mangalam, Suprabhaatham, Veekshanam and Thejas.

The table further shows that more than half of the students of UG (51.8 per cent) and PG (58.9 per cent) read Malayala Manorama.

The overall analysis reveals that more than half of the students read Malayala Manorama and a good number of students read Mathrubhumi.

**Newspaper Preference in English Language:** There are many newspapers available in English. Similar to Malayalam news daily, students may have certain preference in English newspaper also.

**Table 8: Newspaper preference in English language**

Options	UG	PG	Grand Total	Percentage
The Times of India	24 (63.1%)	2 (25%)	26	56.5
The Hindu	30 (78.9%)	6 (75%)	36	78.3
Deccan Chronicle	7 (18.4%)	3 (25%)	10	21.7
The Indian Express	22 (57.9%)	2 (25%)	24	52.2
Others	0 (0%)	0 (0%)	0	0

Majority of students (78.3 per cent) prefer The Hindu daily followed by the Times of India and the Indian Express.

The table further shows that majority of students of UG (78.9 per cent) and PG (75 per cent) read The Hindu newspaper.

Overall analysis reveals that majority of students opined that their favorite newspaper is The Hindu.

**Purpose of Reading Newspaper:** The purpose of reading newspaper is different from person to person. Some of them read newspaper for getting information, some others for updating general knowledge, etc. This question is intended to know the purpose of the reading newspapers.

**Table 9: Purpose of reading newspaper**

Purpose	UG	PG	Grand Total	Percentage
For getting information	15 (68%)	28 (71.8%)	179	68.6
For updating General knowledge	89 (40%)	20 (51.3%)	109	41.8
For searching jobs	26 (11.7%)	2 (5.1%)	28	10.7
For academic purpose	41 (18.4%)	11 (28.2%)	52	19.9

For entertainment	61 (27.4%)	9 (23.1%)	70	26.8
Just for habit	51 (22.9%)	10 (25.6%)	61	23.3
Others	5 (2.2%)	2 (5.1%)	7	2.7

The table shows that more than half of the students (68.6 per cent) read newspaper for getting information. A good number of students (41.8 per cent) read newspaper for updating general knowledge. Least number of students (10.7 per cent) opined that they read newspaper for searching jobs.

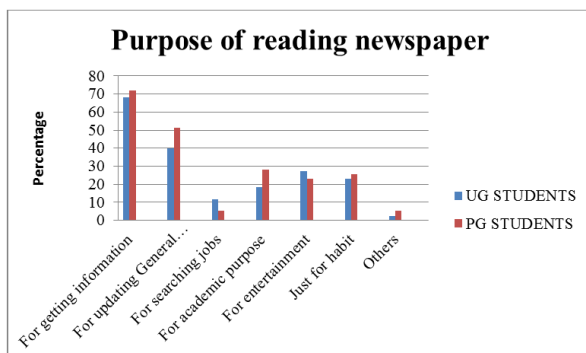


Fig. 2:

Table 10: Interested area in newspaper

Interested area	UG	PG	Grand Total	Percentage
Sensational news	87 (39.2%)	20 (51.3%)	107	40.9
Advertisement	73 (32.9%)	11 (28.2%)	84	32.2
Editorial page	73 (32.9%)	19 (48.7%)	92	35.2
International	65 (29.3%)	15 (38.5%)	80	30.6
Politics	57 (25.7%)	9 (23.1%)	66	25.3
Sports	104 (46.8%)	21 (53.8%)	125	47.9
Entertainment	114 (51.3%)	15 (38.5%)	129	49.4
Business	28 (12.6%)	9 (23.1%)	37	14.1
Education	109 (49.1%)	24 (61.5%)	133	50.9
Agriculture	30 (13.5%)	8 (20.5%)	38	14.5
Health	41 (18.5%)	14 (35.9%)	55	21.1
Letters	15 (6.7%)	2 (5.1%)	17	6.5

It is clear from above table that half of the students (50.9 per cent) prefer to read the education section in the newspaper. Around half of the students (49.4 per cent) and (47.9 per cent) are interested in entertainment and sports news. A good number of students (40.9 per cent), (35.2 per cent), (32.2 per cent) and (30.6 per cent) prefer sensational news, editorial page, advertisement and international news respectively. A few of the students (14.5 per cent), (14.1 per cent) and (6.5 per cent) read agriculture, business and letters respectively.

The above figure shows that more than half of UG students (68 per cent) and majority of PG students (71.8 per cent) opined that they read newspaper for getting information.

The overall analysis shows that more than half of the students read newspaper for getting general information and further for updating general knowledge.

**Interested Area in Newspaper:** Newspaper readers may have certain preferred pages or areas in their newspaper for reading like sports, editorial, politics, education, etc. This question is intended to know the interested area in reading newspapers

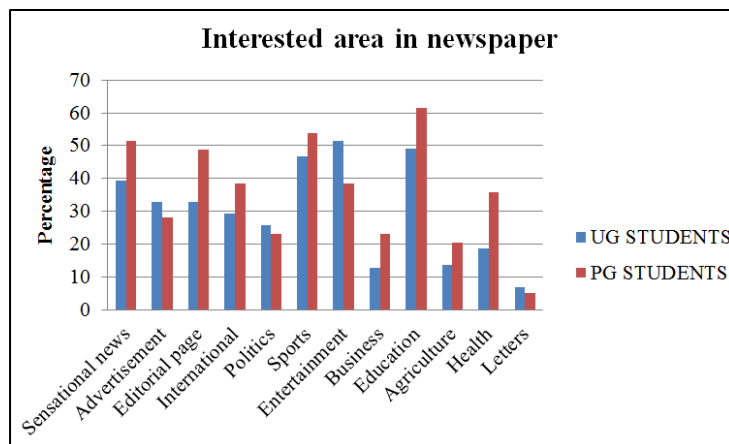


Fig 3:

The above figure shows that more than half of the students of UG (51.3 per cent) opined that their interested area for reading newspaper is entertainment and more than half of the students of PG (61.5 percent) said that their interested area for reading newspaper is education.

Half of the students are interested in reading education area in the newspaper and they also prefer to read entertainment and sports news.

**Inspiration for Reading Newspaper:** Reading newspaper is one of the good habits in students. They get inspiration from somewhere for reading newspaper. This question was intended to know from where the students get inspiration for reading newspapers.

Table 11: Inspiration for reading newspaper

Inspiration	UG	PG	Grand Total	Percentage
From teachers	57 (25.7%)	9 (23.1%)	66	25.3
From parents	142 (63.9%)	27 (69.2%)	169	64.7
From friends	23 (10.4%)	5 (12.8%)	28	10.7
From Library	9 (4%)	4 (10.2%)	13	4.9
Others	7 (3.1%)	2 (5.1%)	9	3.4

It is clear from table that more than half of the students (64.7 per cent) get inspiration from parents to read newspaper. Friends, library and others are also inspiring students to read newspapers.

The table further shows that more than half of UG (63.9 per cent) and PG students (69.2 per cent) get inspiration from parents.

The overall result shows that more than half of the students get inspiration from parents

**Barriers that Prevent from Reading Newspapers:** Reading newspaper is a routine job of everyone. There may be some reasons for not reading newspapers by students. The students were asked to indicate the barriers that prevent them from reading newspaper

Table 12: The barriers that prevent from reading newspapers

Barriers	UG	PG	Grand Total	Percentage
Not enough time	144 (64.8%)	28 (71.8%)	172	65.9
Nothing to read that interest me	51 (22.9%)	4 (10.2%)	55	21
Non availability	13 (5.8%)	1 (2.5%)	14	5.3

The above table indicates that more than half of the students (65.9 per cent) have no enough time for reading newspaper. (21 per cent) said that there is nothing interested to read in newspaper. Least number of students opined that newspaper is not available for reading.

The further results show that more than half of the students of UG (64.8 per cent) and majority students of PG (71.8 per cent) opined that time is the barrier that prevents them from reading newspaper.

The overall analysis reveals that more than half of the students are of opinion that there is no enough time for reading newspapers

**Format used to Read Newspaper:** The newspapers are available in different formats, like print and electronic. Through the question, the investigator wants to know about the format preferred by the students to read the newspaper.

**Table 13: Format used to read Newspaper**

Format	UG	PG	Grand Total	Percentage
Print	195 (87.8%)	36 (92.3%)	231	88.5
Electronic	33 (14.9%)	2 (5.1%)	35	13.4

The table shows that majority students (88.5 per cent) prefer newspaper in print format. Least number of students (13.4 per cent) is using newspaper in electronic format.

The table further shows that majority of UG students (87.8 per cent) and large majority of PG students (92.3 per cent) prefer newspaper in print format for reading.

This reveals that majority of the students prefer print format in reading newspapers

### Major Findings of the Study

1. Large majority of students are interested to read newspapers
2. Students read newspaper sometimes
3. Majority of students spend less than one hour for reading newspaper in a day.
4. Majority of the students obtain newspaper from their home.
5. Majority of the students read one newspaper daily.
6. Large majority of respondents read newspaper in Malayalam language.
7. Half of the students read Malayala Manorama news paper followed by Mathrubhumi.
8. Majority of students prefer The Hindu daily in English language.
9. More than half of the students read newspaper for getting general information and further for updating general knowledge.
10. Half of the students are interested to read education area in the newspaper
11. More than half of the students are motivated by their parents to read newspapers
12. Major hindrance for not reading newspaper is lack of time
13. Majority of the students prefer newspaper in print format

**Suggestions for Improvement:** Findings of the study clearly shows that the reading of newspapers by students is very low and they don't have time to read it. Once the benefits of reading newspapers to students are known to them they will somehow read newspapers and enjoys benefits from it. So improving the newspaper reading habit is very important and college library should play a leading role for it

1. College library should provide enough facilities to read newspapers
2. It should provide facilities for e-newspaper reading in the library
3. College library should regularly organize events like study circles, debate clubs, seminars, essay competitions, quiz competitions, etc. to inspire

students to gather current knowledge on various topics and issues.

4. It should organize an awareness raising campaign to attract more students to read newspapers

### Conclusion

The newspaper remains an excellent medium providing consumer with news from all over the world and newspaper reading is an intellectual activity and a good habit for every citizen. Children should start reading the newspaper at an early age. Parents should be a role model to their children in reading newspapers. It improves the communication skills and their knowledge.

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