

NEWSPAPER READING HABITS OF COLLEGE STUDENTS: A CASE STUDY OF RRS COLLEGE OF ENGINEERING AND TECHNOLOGY, HYDERABAD

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ABSTRACT

Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for students in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading and library use habits have an important role in building the multicultural structure in a country. According to Stadler (1980), reading.

KEYWORDS: Reading Habits and Academic Performance, Multi-Dimensional and Long Term

INTRODUCTION

Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for students in any area of specialization. India is a developing country with many ethnic communities who wish to live together. Efforts to solve cultural adaptation problems should be multi-dimensional and long term. Reading and library use habits have an important role in building the multicultural structure in a country. According to Stadler (1980), reading;

- Will develop the source of word of children in both mother language and householder language.
- Will contribute the thinking in both languages.
- Will raise the communication in both languages.
- Will help the children to learn the rules of behavior and life-style of householder country.
- Library use can have these functions in cultural adaptation:
 - To develop the intercultural understanding and relationships.
 - To facilitate the intercultural passing.
 - To increase the social & cultural diversity.
 - To give an educational support to language development. (Mylopoulos 1985)

About the College

RRS College of Engineering and Technology (formerly, St. Stanly) was established in 2003, to cater to the needs of higher education in Sanga Reddy district. The College celebrated its Quindecennial year 2018 and now it is one of the premier educational institutions of the state. It has a vast campus outside the city in a pollution-free environment which sprawls over 21 acres of land with vast playgrounds and experimental fields, botanical garden, rose garden well equipped library, administrative block, spacious auditorium, guest house, community centre and medical centre. The various teaching departments under different faculties are housed in spacious buildings and have well equipped laboratories. It was the first College in the state to introduce the high M-tech Programme. A distinct feature of the academic programme is the semester system and continuous evaluation of the students through quizzes, tests, workshops and seminars.

About the Library

The College library is housed in a B-Block building in close propinquity to the teaching departments. It has more than 35,000 thousand books, 5,000 bound volumes of journals and more than 1500 Project reports on its shelves. Nearly 2500 documents in the form of books, project reports are added every year. It also subscribes to about 150 National and International journals in various disciplines, and 8 newspapers. The library invests Rs 12 lakh per annum on the acquisition of reading materials.

Library membership is open to students and faculty members of the College. Reference and Bibliographic services have been specially planned to meet the growing requirements of library members. Reprographic facility is also provided to the members. Online internet access on a large number of terminals is available free to the faculty and on payment to the students/scholars of the College.

The library remains open throughout the year except on Government holidays. It observes working hours from 8.00 AM to 5.00 PM on all working days

LITERATURE SURVEY

Owusu-Acheaw & Larson (2014) explains reading habits among students and its effect on academic performance and the authors find out that the respondents had reading habits have to achieve academic performance and that there is a direct relationship among reading habits and academic performance. Finally, the study recommends that parents should help their children's to improve the reading skills when they are young because it helps to live

Begum and Ramesh (1991) investigated factors inhibiting public library use. They analyzed responses gathered from the users of the central library, Mysore, India. Somsong (1999) looked at reading habit promotion in ASEAN libraries. Factors limiting reading habits were discussed, along with the role of local institutes or organizations in helping libraries promote reading. Bndaka (2007) explored the use of newspaper articles to develop students' reading skills in senior high school. Arulraj and Viji (2008) found that more male staff members at a professional college than female.

Purpose of the Study

The Purpose of the Study is to Discover

- The first language of the students.
- The language in which most students read newspapers.
- How much time is spent reading newspaper?
- Sources of newspapers.
- Which newspapers are read most by students?
- Which sections of newspapers are read most by students?
- The types of news reader.

METHODOLOGY

A questionnaire and personal interviews were used for data collection. A total of 350 questionnaires were administered and 341 filled in questionnaires were obtained from the users.

A major objective of the study was to include all primary clientele. The user populations were defined as, B-Tech students, MBA students, and M-Tech Students.

Data Analysis and Interpretation

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

Table 1: Size of the Sample

S. No	Users	Total Questionnaire Distributed	Total Questionnaire Received	Sample Population in Percentage (%)
1	B-Tech Students	200	194	56.89%
2	MBA Students	100	98	28.74%
3	M-Tech Students	50	49	14.37%
Total		350	341	100%

The table shows that the size of distribution and received a questionnaire from the students. Total numbers of the questionnaire distributed among B-Tech students 200, MBA students 100, and M-Tech Students 50. Out of these the responses from the respondents are B-Tech students 194 (56.89%), MBA students 98 (28.74%), and M-Tech 49 (14.37%) from the total sample.

Table 2: First Language of Users

S.N.	Language	B-Tech Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1	Telugu	185 (95.36)	95 (96.94)	48 (97.96)	96.75
2	English	9 (4.64)	3 (3.06)	1 (2.04)	3.25
Total		194 (100)	98 (100)	49 (100)	100

The first language of nearly all respondents is Telugu.

Table 3: Preferred Languages

S.N.	Language	B-Tech Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1	English	130 (67.01)	63 (64.28)	35 (71.42)	67.57
2	Telugu	194 (100)	96 (97.95)	45 (91.83)	96.61
3	Hindi	9 (4.63)	3 (3.06)	1 (2.04)	3.25

Multiple responses allowed

The table shows that average 96.61% of students use Telugu for newspaper reading, whereas 67.57% use English, and 3.25% students use Urdu.

Table 4: Time Spent Reading Newspapers

S.N.	Time Spent	B-Tech Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1.	Less than one hour	39 (20.10)	19 (19.38)	13 (26.53)	22.00
2.	1 to 2 hours	134 (69.08)	61 (62.25)	22 (44.90)	58.75
3.	More than 2 hours	21 (10.82)	18 (18.37)	14 (28.57)	19.25
Total		194 (100)	98 (100)	49 (100)	100

The table shows that nearly 60 percent of students spend 1-2 hours daily reading newspapers

Table 5: Sources of Newspapers

S.N.	Sources	P.G. Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1.	Individual Subscription	113 (58.25)	63 (64.28)	41 (83.67)	68.73
2.	Library	64 (32.99)	31 (31.64)	6 (12.25)	25.63
3.	Hostel	17 (8.76)	4 (4.08)	2 (4.08)	5.64
Total		194 (100)	98 (100)	49 (100)	100

Individual subscriptions are the most common source of newspapers for students.

Table 6: Read Newspaper Daily

S.N.	Newspaper	B-Tech Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1	The Times of India	129 (6.49)	61 (62.55)	34 (69.38)	66.14
2	Hindustan Times	117 (60.30)	27 (27.55)	22 (44.89)	44.25
3	The Hindu	30 (15.46)	13 (13.26)	11 (22.44)	17.05
4	The Indian Express	9 (4.63)	10 (10.20)	10 (20.40)	17.74
5	Eenadu	189 (97.42)	91 (92.85)	44 (89.79)	93.35
6	Sakshi	122 (62.88)	61 (62.24)	30 (61.22)	62.11
7	Namaste Telangana	155 (59.28)	63 (64.28)	32 (65.30)	62.95
8	Andhra jyothi	21 (10.82)	13 (13.26)	9 (18.36)	14.14
9	Others	15 (7.73)	9 (9.18)	8 (16.32)	11.07

Multiple responses allowed nearly all users read Eenadu, while two-thirds read the Times of India.

Table 7: Which Sections of Newspaper Do You Like Most?

S.N.	Newspaper Section	B-Tech Students	MBA. Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1	Sensational news	150 (77.31)	69 (70.40)	17 (34.69)	60.80
2	Editorial	153 (78.86)	63 (64.28)	46 (93.87)	79.00
3	Advertisement	27 (13.91)	12 (12.24)	7 (14.28)	13.48
4	Letter to editors	36 (18.55)	11 (11.22)	4 (8.16)	12.64
5	Politics	161 (82.98)	58 (59.18)	37 (75.51)	72.55
6	Sport	174 (89.69)	79 (80.61)	24 (48.97)	73.09
7	Cinema news	56 (28.86)	23 (23.46)	11 (22.44)	24.92

Multiple responses allowed about three-quarters of respondents prefer the editorial, sports, and politics sections of the newspaper.

Table 8: Motives for Reading of Newspapers

S.N.	Sources	P.G. Students	MBA Students	M-Tech Students	Average % of Users
		Responses (%)	Responses (%)	Responses (%)	
1.	To get information	119 (61.34)	57 (58.16)	29 (59.18)	59.56
2	To improve my general knowledge	69 (35.57)	34 (34.69)	17 (34.69)	34.98
3	It is my hobby	6 (3.09)	7 (7.15)	3 (6.13)	5.46
Total		194 (100)	98 (100)	49 (100)	100

The table shows that a majority read newspapers for information, while more than one-third do so to improve general knowledge

FINDINGS

- The majority of students read newspapers in Telugu or English language.
- The majority of time spent reading newspapers is one to two hours daily.
- The majority of the students read newspapers to get information and improve their general knowledge.
- The main sources of newspapers are individual subscription, followed by the College library and student hostels.
- The most popular Telugu and English newspapers among the College students are Eenadu and The Times of India.
- Students prefer to read editorial sections, followed by sports and politics...

CONCLUSIONS AND RECOMMENDATIONS

Library users read the newspaper to get the latest information about what is happening around. Newspapers are responsible for creating and generating reading habits among College students. Newspapers are essential for College students, but due to the enormous explosion of information published in the form of newspapers in different languages, in particular, it is impossible for libraries to subscribe all that are published at the national and international levels. Under these circumstances, the best way of serving the users is by proper display of newspapers and notifying users about new information related to education. In-library there should be adequate newspapers to accelerate reading habits. This study helps librarians understand the importance of newspapers and improve the services related to newspapers.

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