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## CASE STUDY

### NEWS PAPER READING HABIT OF THE STUDENTS OF FISHERIES COLLEGE: A CASE STUDY

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#### ABSTRACT

The present study makes an attempt to know various points of view a study of newspaper reading habit of the students in Fisheries College. The main clients are students. In this article author discussed about the reading habits of students. A total of 200 questionnaires were distributed among students and 143 questionnaires were received back at rate of 71.50%. From the study it was discovered that maximum students read newspaper daily. It was also indicating that favourite newspaper among students is in English. The finding shows that students in Fisheries College place high priority to read admission/Notification.

#### INTRODUCTION

Newspaper is a store house of knowledge. Newspaper is most necessary part of education. Reading newspaper is useful for all time support to develop ready behaviour, acquiring knowledge, updating current news and awareness of social activities. Newspaper publication usually issued daily weekly or all other regular time that provides news views features and other information of public interest and that often carries advertising. In first two decades of the 17<sup>th</sup> century more or less regular paper reprinted from movable types appears in Germany, Italy and the Netherland. The first England corants appeared in London in 1621. By the 1640s, the news book had taken the form of a newspaper-the title page being dropped. The first English daily was The Daily Courant (1702-35) not until 1771. The thirty years war (1618-48) set back incipient newspaper in Germany and censorship in various forms was general throughout Europe. Sweden passed the first law guaranteeing freedom. Like all other habits newspaper reading habit also influenced by the reading habits of parents. Stone and Wetherington (1979) assert that the newspaper reading behaviour of parents is a stronger predictor of habit formation than programs to establish readership habits, such as the Newspapers in Education program. Newspaper reading habits not only creates a habit of reading but also open the doors of self improvements. The practice of reading, a newspaper has been associated with improvement in students' attitudes toward reading overall (DeRoche, 1981; Palmer, Fletcher and Shapley, 1994; Seely, 1980).

According to, McFarlin students must feel that they are part of a "reading club," and newspaper material must relate to something they already known about.

**About the Faculty:** SKUAST-K is multi Campus University located at Shalimar. There are five faculties of university located at different locations. The faculty of fisheries was estd in 2006 and has a vast campus outside the city in a pollution-free environment which sprawls over acres of land with vast play ground, experimental fish ponds both at Shuhama campus and at Rangil, well equipped library, administrative block, hostel and medical centre. It is first faculty in state in state to induce BFSc, MFSc, PhD in fisheries Science. A distinct feature of the academic programme is the semester system and continuous evaluation of the students through quizzes, tests, and seminars

**About Library:** The faculty Library is housed in 2<sup>nd</sup> floor of administrative block of faculty. It has more than 3300 books, 3000 back volumes of Journal and 32 theses and other publication. Nearly 400 books, thesis are added every year. Library membership is open to students, scholars and faculty members of the university and for the teaching staff of the colleges affiliated to the University. 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 large number of terminals is available free to the faculty and on payment to the students/scholars of the university.

**Review of literature:** Majumder and Hasan (2013) find out in their study most of respondents from the male group and

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majority of the respondents are preferred and read Bangla news paper. As it is well known that, reading is an important activity in the process of learning, which can shape good personality, ideas, Respondents are most preferred best medium of printed copy newspaper and most preferred section is sports and entertainment news. The most important purpose of newspaper reading is to Improve general knowledge of respondents. Mishra (2014) presents that reading habits of senior secondary students at Ujjain city. The study shows that most 46.78 per cent of respondents reading aim are to get information and 52.38 per cent of respondents are time spend for reading. Majority of 88.79 per cent of respondents were read daily English newspaper and 68.79 per cent of students are read Hindi newspapers. The author concludes that students need to improve their reading habits. Owusu-Acheaw and 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 directly 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 life.

**Scope and limitation of the Study:** The present study is limited to faculty of fisheries, Rangil Ganderbal on the subject of the newspaper reading habits.

#### Objectives of the study

The main aim of the study is to analyze the Newspaper reading habit among the faculty members and students for different point of view a study. The following are the objectives for the study:

1. To study the news reading habit among the professional college faculty and students fertility.
2. To opt for language which are most usage in reading of newspaper.
3. To observe advantage of reading a newspaper.
4. To study which section of newspaper are most read from user.
5. To know about time spent for the newspaper reading.
6. To establish some suggestion for solution of the problem.

#### Scope of the study

The present study is aimed to identify the reading habits of news paper within Fisheries College in SKUAST, Kashmir. This study is only focusing on Fisheries professionals who are includes under Graduate, Post Graduate and PhD students.

## MATERIALS AND METHODS

The specific purpose of the paper is to study thoroughly the reading habits of the 21st century among fisheries professionals in the college, UG and PG students with the aim to identify their reading attitudes, purposes, preferences and tastes. The data was collected using the questionnaire method. A total of 200 questionnaires were distributed among the professionals and 143 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

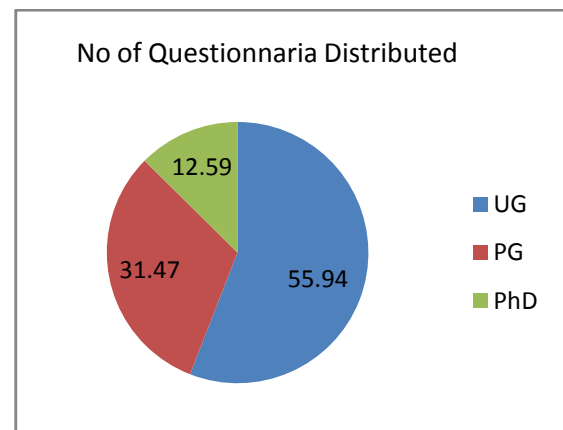
data collected through questionnaire was analyzed with simple percentage and average.

#### Data analysis and interpretation

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

**Table 1. Distributed Questionnaires**

No of users	No of Questionnaires Distributed	No of Questionnaires Received	%
UG	130	80	55.94
PG	50	45	31.47
PhD	20	18	12.59
Total	200	143	100

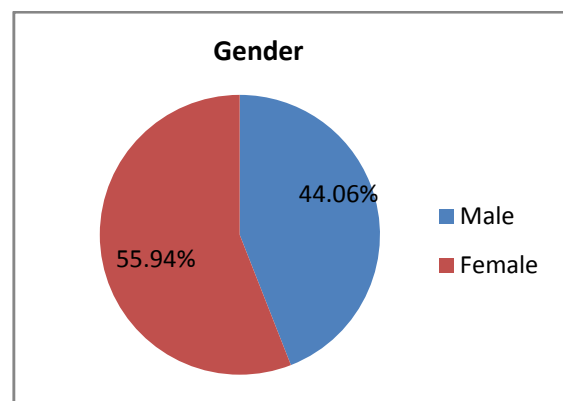


**Figure 1. Distribution of Questionnaire**

The table 1 shows that the volume of distribution and received questionnaire from fisheries professionals. Among the 200 questionnaires were distributed among fisheries professional which includes 130 questionnaires to UG students, 50 Nos. to PG students and for 20 PhD students. Out of these the responses from the respondents are UG students 80 (55.94 %), PG students 50 (31.47.00 %), and PhD 20 (12.59 %) from the total sample.

**Table 2. Gender wise Distribution of Questionnaire**

SNO	Gender	No of Questionnaire Distributed	No of Questionnaire received	%
1	Male	80	63	44.06
2	Female	120	80	55.94
3	total	200	143	100

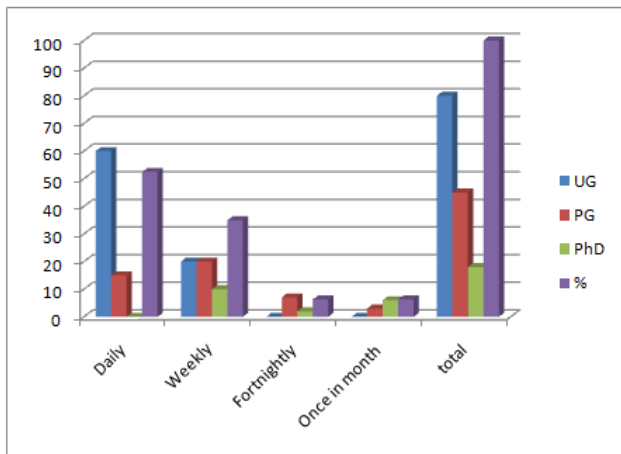


**Figure 2. Gender wise distribution of Questionnaire**

The Table -2 clearly shows the gender wise distribution of respondent's. Among the total of 143 Respondents male are 63 (44.06%) and female are 80 (55.94%).

**Table 3. Frequency of visit to the Library**

Frequency	UG	PG	PhD	Total	%
Daily	60	15	0	75	52.45
Weekly	20	20	10	50	34.97
Fortnightly	0	7	2	9	6.29
Once in week	0	3	6	9	6.29
total	80	45	18	143	100

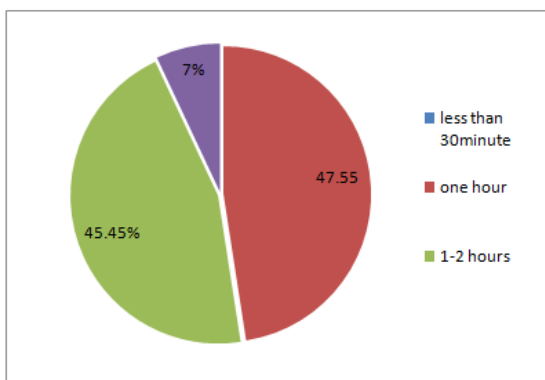


**Figure 3. Frequency of visit to the library**

From the table it can be observed that majority of the respondents visit the library daily (52.45%), followed by once in a week (34.97%), fortnightly and once in month (6.29%). It can be concluded that majority of the respondents visit the library daily

**Table 4. Distribution of time Spent**

Time Spent	UG	PG	PhD	%
less than 30 minutes	20	30	18	47.55
one hour	50	15	0	45.45
1-2 hours	10	0	0	7
Total	80	45	18	100



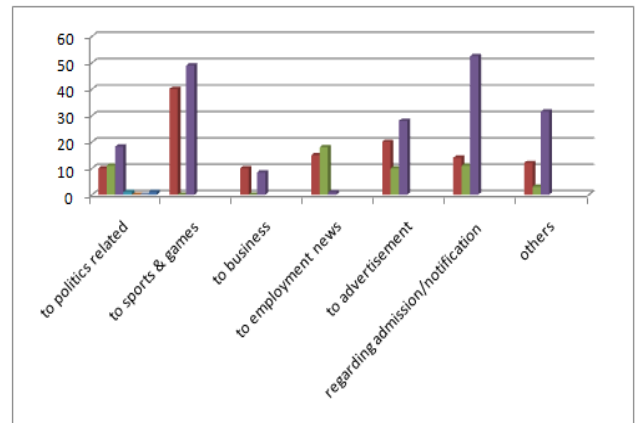
**Figure 4. Distribution of Time Spent**

The above table depicts that majority of the respondents (47.55%) spent less than 30 minutes of time in the library.

Only 45.45% are spent one hour in the library.7% of the respondent spent 1-2 hour for reading newspapers in library.

**Table 5. Distribution of Purpose of Using Newspaper**

SNO	Purpose	UG	PG	PhD	%
1	to read News	20	20	10	34.97
2	to politics related	5	10	11	18.18
3	to sports and games	30	40	0	48.95
4	to business	2	10	0	8.39
5	to employment news	0	15	18	0.93
6	to advertisement	10	20	10	27.97
7	regarding admission/notification	50	14	11	52.45
8	others	30	12	3	31.47

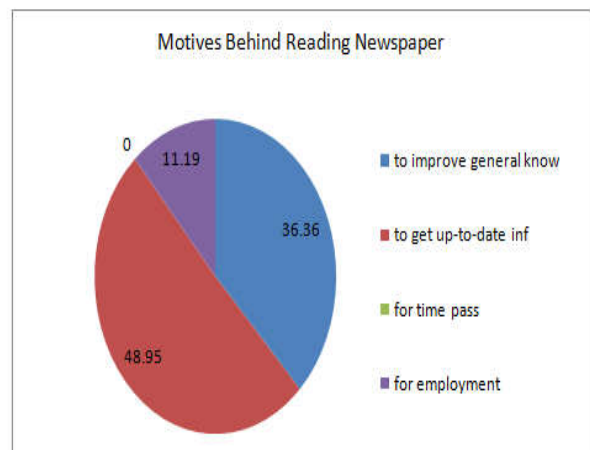


**Figure 5. Distribution of Purpose of Using Newspaper**

As per the table 5 indicates the choices of various topics in news papers are preferred by the fisheries professionals. Most of the professionals 52.45% are preferred the admission/notifications, 48.95% is preferred sports Games, 34.97% of the respondents are mentioned their choice for reading news. While as 27.97% preferred to know the advertisement. Lastly 0.93% readers want to know about employment,

**Table 6. Motives Behind reading Newspaper**

Reading of Newspaper	UG	PG	PhD	Total	%
To improve my general knowledge	30	20	2	52	36.36
To get up to date information	50	10	10	72	48.95
For time passing	0	0	0	0	0
For employment	0	10	6	16	11.19
Total	80	45	18	143	100

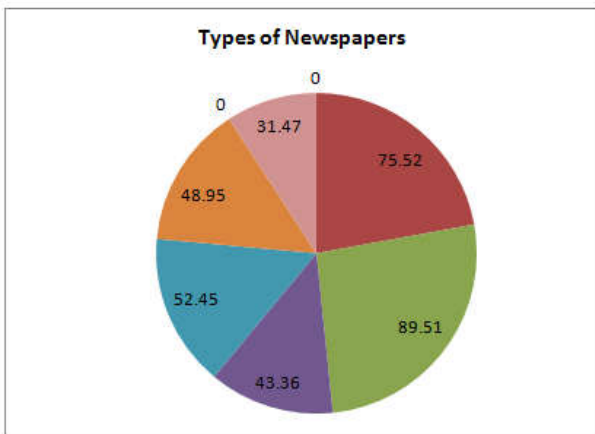


**Figure 6. Motives Behind reading newspaper**

The table represents the data relating to students motives behind reading news paper. It is cleared from the table that majority of the respondents (48.98%) opined that they read news papers to get –up- to date information, followed by 36.36% to improve their general knowledge. Only 11.19% of the respondents opined that they read news paper for employment.

**Table 7. Choice of Newspaper**

S No.	News paper	UG	PG	PhD	Total	%
1	The Hindu	50	40	18	108	75.52
2	Greater Kashmir	80	30	18	128	89.51
3	Kashmir Image	20	30	12	62	46.27
4	Mirror of Kashmir	10	50	15	75	52.45
5	Aftab	40	20	10	70	48.95
6	Srinagar Times	30	10	5	45	31.47
7	Sangarmaal	10	15	20	45	31.47

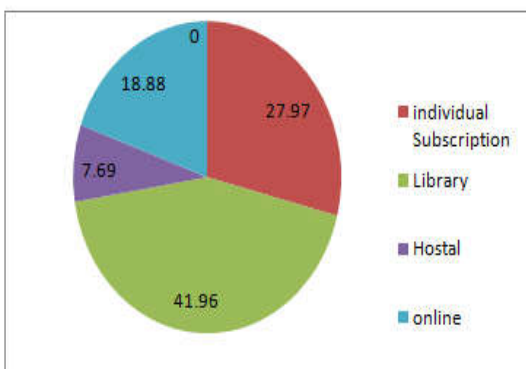


**Figure 7. Choice of Newspapers**

Above table 7 shows that the average choice of news paper reading among fisheries professionals. The respondents are allowed to prefer multiple responses. Maximum of the respondents (89.51%) is mentioned their first choice is Greater Kashmir and it is in the first position. And, more than 75.52% of the professionals are preferred

**Table 8. Sources of Newspaper**

Sources of Newspaper	UG	PG	PhD	%
individual Subscription	35	5	0	27.97
Library	30	25	10	41.96
Hostel	5	4	2	7.69
online	10	11	6	18.88
Total	80	45	18	100

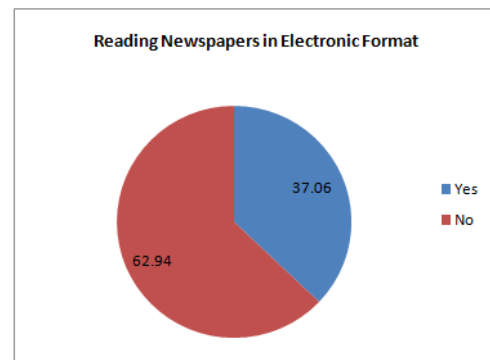


**Figure 8. Sources of Newspapers**

The Hindu is in second, Mirror of Kashmir(52.45%) preferred third choice by the respondents. 48.95% of respondents preferred Urdu newspaper Aftab, while as 43.36% respondents reads Kashmir image. lastly 31.47% of respondents preferred Srinagar Times, Sangermaal. In Table 8:- 41.96% has mentioned they are reading Library subscriptions newspapers, 27.97% Professionals are pointed they are reading individual subscribed newspapers. While, 18.88% respondents mentioned their preference for the source of newspaper studying by online mode, while 7.69% mentioned the college hostel is the source of news papers. It clearly shows college library is the main source of news paper among Pharmacy professionals

**Table 9. Reading Newspaper in Electronic Format**

Opinion	Total no of readers	%
Yes	53	37.06
No	90	62.94
Total	143	100



**Figure 9. Reading of Newspaper in E-Format**

The above table shows that majority of the respondents opined that they prefer to read newspaper in hard copy 37.06% of the respondents read newspaper in electronic format.

**Findings**

The findings of the present study are

- Majority of the students (52.45%) reading news papers daily
- Majority of the students spent time in reading news paper is less than 30 minutes.
- Majority of the students prefer to read news paper in English language
- The favourite news paper in English among the students are Greater Kashmir
- and The Hindu
- Majority of the students prefer to read the sports& games section in the news paper.
- Most of the respondents read news papers to get up-to-date information.
- More than half of the respondents reading news paper not in electronic form

**Conclusion**

The study shows that 52.45% of students read newspaper to obtain information for their career, development. While at same time 48.95% read newspaper for sports and games.34.97% reads newspaper for general information. On

data analysis and opinion given by the respondents, some important suggestions have been made which will help in promoting the newspaper reading habit among students of fisheries college, SKUAST-k.

- (a) University library should increase subscription of the newspapers and inspire the students to make use of newspapers in the library through user education programmes.
- (b) The awareness about the importance of newspaper reading and about sections of newspapers must be created among students which will help them to keep update with current happenings around the world.
- (c) Awareness has to be created on the use of online newspapers, which may ultimately helps for the cause of environmental protection.
- (d) With so many news portals available online, students must be encouraged to prefer news portals for getting instant news of their interest.
- (e) Majority of the students are not aware of news portals. Therefore libraries should promote the use of different news portals among library users by creating awareness through orientation programmes.

This study reveals that most of the students are in the habit of reading newspapers but still they are not aware of the advantage of online newspapers and news portals which can spontaneously update their knowledge by providing latest and nascent information. Therefore, the library professionals must create more awareness of such news sources and 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.

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