

Newspaper Reading Habits at University of Agricultural Sciences (UAS) Bangalore - A Case Study

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Abstract

Newspapers are the best vehicles to spread information to the grassroots level. Newspapers provide current information on social, economic, political, academic, cultural, crime, sports etc. They are treated as primary source of information with facts and reliability. This paper examines the newspaper and e-newspaper clipping reading habits of users of UAS Library.

Keywords: Newspaper, e-newspaper, University of Agricultural Sciences (UAS)

Introduction

Newspapers are periodic publications that are published daily, weekly, or at other regular intervals and contain news, editorials, features, and other material of public interest, as well as advertisements. The Relation aller Furnemmen und Gedenckwurdigen Historien was published by Johann Carolus (1575-1634). (Collection of all Distinguished and Commemorable News). The Globe Association of Newspapers and many writers consider the 'Relation' to be the first newspaper published in the world. James Augustus Hickey is the Father of Indian Newspapers.

A newspaper, according to Webster's International Dictionary, is a daily or weekly publication that contains news, opinion articles, features, and

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advertisements and according to the Macmillan dictionary: newspaper is a series of big printed sheets of folded paper carrying news, stories, and other information is often issued every day, according to the Macmillan definition.

Newspapers are divided into two categories. Tabloid newspapers tend to focus on sports, television personalities, and startling crime tales, whereas broadsheet newspapers focus on serious news. The library contains 13 English and Kannada newspapers on its shelves.

UAS Library

In 1964, the University of Agricultural Sciences Library (UAS) was founded to meet the information requirements of students, faculty, and others. Its collection has increased from 26,000 books and bound periodicals to approximately 2 lakh collections.

Features of Newspapers

General-interest newspapers are usually journals of current news. These include political events, crime, business, culture, sports, and opinions (either editorial, columns, or political cartoons). Newspapers use photographs to illustrate stories; they use editorial cartoonists, usually to illustrate opinion writing rather than news.

Some specific features a newspaper include are:

- Weather news and forecasts
- An advice column
- Critic reviews of movies, plays, restaurants
- Editorial opinions
- Comic strips and other entertainment, such as crosswords, sudoku, and horoscopes
- Sports column
- Food column etc.,

Objectives of the study

- To study the reading habits of newspaper readers
- To find out the amount of time spent on reading newspaper
- To know the awareness and usage of library e-newspaper service
- To ascertain the most preferred newspaper for competitive exams

Methodology

The population who visited the library from February to December 2021 was examined. The basic data was collected via a random sample procedure by sending 100 questionnaires to UAS Library users and information thus gathered by a questionnaire distribution are collated, evaluated, and presented under several sections.

Table-1 User Preference for Newspaper

S. No.	Media	Number	Percentage
1	Print Media	41	41
2	Electronic Media/ Computer/ Smart Phones	26	26
3	Both	33	33
	Total	100	100

Table 1 shows a preference for reading newspapers; out of 100 (41%) respondents preferred reading the newspaper in printed form, 26% preferred reading the newspaper on electronic media in the form of computers, smartphones and 33% preferred both print and electronic form. It shows that print media is the most preferred source of information. It could be further explained by the fact that mass media (print media) sources were the most consulted sources in less developed countries like India could be brought here to substantiate this finding. This view was supported by Naika (1986).

Table-2 Frequency of Reading Newspapers

S. No.	Frequency	Number	Percentage
1	Daily	66	66
2	Weekly	34	34
	Total	100	100

Table 2 shows the frequency of reading newspapers. One-third read the newspaper every day, whereas 34% of users read once a week. It shows that the habit of reading newspapers daily among users is the highest, and the literacy rate in the state has increased vis-a vis national average by 50%.

Table-3 Time Spent on Reading Newspapers

S. No.	Duration	Number	Percentage
1	30 Min-1 hour	42	42
2	20 Minute	35	35
3	Less than 20 Minute	23	23
	Total	100	100

Table 3 shows the amount of time spent while reading a newspaper. 42% read the newspaper for 30 minutes to 1 hour, (35%) of users liked reading the newspaper for 20 minutes, and 23% spent only less than 20 minutes in reading the newspapers. This table shows that most users prefer reading a newspaper for 30 minutes to 1 hour. It indicates that the amount of time spent reading is less than westerns, where they spend nearly 2-3 hours daily.

Table-4 Genre of News Articles Preferred

S. No.	Purpose	Number	Percentage
1	Sports	15	15
2	Business	9	9
3	Political	12	12
4	Academic News	24	24
5	Competitive Exams News	40	40
	Total	100	100

Table 4 explains that 40% of users read the newspaper for competitive exam-related articles to make notes, 15% of them read sports-related stories, 9% related to business, 12% read politically related articles, and 24% read news about academic news. It shows that the highest users read news about competitive exam-related articles, and reading habits vary with topical interest.

Table-5 Most Eye-catching Aspects of Newspapers

S. No.	Most eye-catching aspects of newspaper	Number	Percentage
1	Image	71	71
2	Text	16	16
3	Color	7	7
4	Logos	6	6
	Total	100	100

Table 5 shows the most eye-catching aspects of newspapers. Close to three-fourth of the users said that the most eye-catching aspects of a newspaper are Images compared to 16% for Text, 7% for Color, and 6% for Logos. This study shows that Images dominate to convey any sort of information effectively, which is considered as a universal language where one photograph is equal to a thousand words - A Chinese proverb

Table-6 Awareness of e-Newspaper Clipping Service

S. No.	Response	Number	Percentage
1	Aware	72	72
2	Not aware	28	28
	Total	100	100

Table 6 indicates that 72% of the users are aware of e-newspaper clipping services and 28% were not aware of the service. It indicates the e-newspaper service is active in its function, which calls for up-gradation of e-newspaper services in days to come to cater to many audiences.

Table-7 Type of e-Newspaper Clippings

S. No.	Response	Number	Percentage
1	New Version	44	44
2	Old Version	20	20
3	Not Answered	32	32
4	Not Accessed till Now	4	4
	Total	100	100

From Table 7, it is evident that 44% of users prefer the newer version of the e-newspaper clippings service in the library, 20% prefer the older version, and 4% have not accessed the e-newspaper until now. This study shows that users are aware of using the e-newspaper and prefer the new version.

Table-8 Preferred Newspapers for Competitive Exams

S. No.	Newspapers Preferences	Number	Percentage
1	The Hindu	80	80
2	Prajavani	4	4
3	Indian Express	4	4
4	Times of India	8	8
5	Vijaya Karnataka	4	4
	Total	100	100

Table 8 shows the preferred newspaper for competitive exams. 80% of users said that the Hindu is a good source for competitive exams, 4% of users selected (Kannada) daily Prajavani, 4% for Indian Express, 8% for Times of India, and 4% for Vijaya Karnataka. It shows that the Hindu is the most referred newspaper among the respondents over other papers. However, the preference varies among the users, and the language they read, font size, nature, news covered and depth of news, etc.

Conclusion

This study has found that the 41% of readers prefer reading newspapers in printed form, 66% of the readers read newspapers daily, 42% of the readers

read the newspaper for 30 minutes to 1 hour, 40% of readers read competitive articles in the newspaper. 71% of users mentioned "Images" were the most eye-catching aspects in the newspaper, and 72% were aware of e-newspaper service. The present study shows that the newer version of the e-newspaper service is better than the old newspaper service. 80% of readers, especially students, prefer reading The Hindu newspaper. Further, the following suggestions need immediate attention to improve the facility: a good lighting facility should be provided, and more competitive related newspapers should be subscribed. User study should be conducted to know users' problems and check the satisfactory services level in the years to come.

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