
Habit of Reading Newspaper and Preferences of Print and Online Newspaper among the College Students: A Study

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Abstract

The research is based on the habit of reading newspaper and choosing the preference of print and online newspaper among the college students who reads news. A survey was conducted among the college students who have the habit of reading newspaper. The respondents for present study were selected by convenience sampling method. Data was collected from 156 respondents in which 78 were male and 78 were female in all age groups with education qualification such as undergraduate, postgraduate and others category like MPhil and PhD scholars. Primary data collection was done by using questionnaire method with Likert scale to identify the opinion of the students' preferences on the newspaper. The study helps to find out how and why a particular medium of the paper was preferred by the readers and the general habit of reading newspaper among the college students. The researcher focused this study on various aspects like, coverages of news, accuracy, storage, accessibility; updation and readability of the both print and online newspaper and also this study explores the level of newspaper reading habit among college students. The causes concerned a serious study.

Introduction

A newspaper is a periodical publication containing news, other informative articles and usually advertising. A newspaper is usually printed on relatively inexpensive, low-grade paper such as newsprint. The news organizations that publish newspapers are themselves often metonymically called newspapers. Most newspapers now publish online as well as in print. The online versions are called online newspapers or news sites.

A newspaper is a publication that is issued daily or weekly and includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings. It is an important method of letting the public knows everything that is happening in their local area and around the world. Even with

the advancements in computer technology. Newspapers continue to be an important aspect of everyday life.

The reading habit of the students is going down day by day. This study is to explore the level of newspaper reading habit of the students and to know at this digital age which medium is mostly preferred by the students whether print or online.

Objectives of the Study

- To discover the language in which most of the students read newspaper
- To discover the frequency of time is spent in reading newspapers
- Which newspapers are mostly read by the students?
- Sources of newspapers
- Place of accessing online newspaper

- Which sections of newspaper are read mostly by students?
- To discover the primary reason for reading newspaper
- To find the frequency of time spent on reading paper for different purposes
- To explore the level of newspaper reading habits of students.
- To explore the preferences of print and online which is preferred by the students most?
- To explore the PROS and CONS of print and online newspaper
- To provide the possible recommendations to make the newspaper reading more convenient.

Scope of the Study

The large-scale penetration of internet has resulted in the culmination of a new generation of readers, who prefer knowing news just at the click of a button. Specifically the college students, who spend long hours using computers have become a niche segment of readers preferring online newspapers for the print versions.

With the online newspapers having several advantages over its traditional counterpart, this study aims at knowing if still the print newspapers continue to play a significant role in disseminating the much needed news to the students or if the students have become completely inclined to the online version.

The present investigation is an attempt to know the habit of reading newspaper and to find the preferences of students in choosing print and online newspaper.

Hence, the researcher has to identify a cross section of the College students in

Coimbatore and know from them where and how they get to read news and why they do so? Besides, this it also becomes important to investigate who among them prefer which type of medium for news reading.

In this process the researcher has to focus on identifying the right students and the right type of colleges to collect data so as to have a representative sample.

In this chapter the researcher presents the procedures adopted to construct the likert scale to measure the habit of reading newspaper among students and preference in choosing print newspapers and online newspapers besides, it also deals with the method of data collected from the college students.

When the researcher embarked on this study, it was thought that those who are studying in the college are more likely to have easy access to online media and at the same time traditionally access print newspapers at home and college library. Hence the focus is on the college students.

Methodology

For this study the researcher adopted quantitative survey method using questionnaire with likert scale.

Sample Size

A total number of 160 samples were selected for the study and questionnaire was distributed to them and data was collected. The main criteria to select the sample were the particular sample should have the habit of reading newspaper in those 156 only valid samples.

Sample Period

Questionnaire was distributed to the selected respondents during the class time. The respondents are given 15 to 20 minutes to complete the questionnaire and it was collected by the researcher once it was completed. It was applicable only for the students of UG & PG. The research design required data from the MPhil and PhD scholars also. The researcher met those samples personally and distributes the questionnaire got the filled data. The data collection was taken for two weeks to get finished.

Variables Used in the Study

For the investigation the researcher adopted the independent variables such as:

- Gender
- Age group
- Educational
- qualification

Sampling Procedure

Sampling is generally the process of selecting the respondents from the desired population. In this investigation the researcher adopted convenient sampling method for data collection.

Tools Used

The researcher used likert scale in the questionnaire for collecting data. Here the respondents are asked to indicate a degree of agreement and disagreement with each of a series of statement. Each scale item has 5 response categories ranging from strongly agree and strongly disagree (strongly agree, agree, neutral, disagree and strongly disagree).

Analysis

The analysis of the data collected was based on the objectives set forth for the study. The data collected were tabulated and analyzed using percentage analysis.

Summary of Findings

- The majority of the respondents 45% prefer The Hindu newspaper to read. Next Dinamalar occupies 2nd place with 35% and with 25% Dailythandhi occupies the 3rd place. Least preferred newspaper was Dinamani with 10%
- Individual subscription is the main source of newspaper for the majority of the respondents 65%
- Majority of the respondents 60% access online newspaper through mobile internet.
- Most of the respondents 51% prefer both English and Tamil newspaper to read.
- Majority of the respondents 93% read 1-3 newspaper every day.
- Majority of the respondents 62% spend less than 1-hour to read newspaper.
- Majority of the respondents 58% prefer sports, 56% prefer entertainment and 53% prefer sensational news and least preferred section is letters by the reader.
- Majority of the respondents 47% read to know about local community news very often. In that 25% are male and 22% are female.
- Majority of the respondents 37% read horoscope and spiritual news sometimes. In that 16% male and 21% female.
- Majority of the respondents 40% read editorials and op-ed pages sometimes. In that 17% male and 23% female.

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- Majority of the respondents read special articles frequently. In that female respondents 23% dominating the male respondents 14%.
 - Equal number of respondents 28% plays Sudoku very often and rarely. In those male respondents 15% dominating the female 13% play often. Female respondents 15% rarely plays Sudoku, crossword and all.
 - Majority of the respondents 36% read feature and interviews often. In that majority of the respondents are male 19%
 - Majority of the respondents 40% read to know about cine gossips often. In that majority of the respondents 22% are male.
 - Majority of the respondents 41% read supplements and books sometimes. In that 21% are male and 20% are female.
 - Majority of the respondents 38% use newspaper to see stand alone photographs often. In that majority of the respondents 24% are male.
 - Majority of the respondents 37% rarely read book reviews. Majority of the respondents are male 22%
 - Majority of the respondents 38% read about politics often. In that majority of the respondents are male 26%
 - Majority of the respondents 49% prefer sports news often. In that majority of the respondents are male 29%
 - Of the 156 (100%) respondents majority of the respondents 44% agree that the newspaper gives in-depth coverage of news.
 - Of the 156 (100%) respondents majority of the respondents 47% agree print newspaper gives better coverage on local community based news.
 - Of the 156 respondents 33% agree that the online newspaper doesn't deliver community based news.
 - 40% of the respondents believe that the articles in the online newspaper save their time.
 - 38% of the respondents agree that reading print newspapers consumes more time as stories are too long.
 - 34% of the respondents chose neutral option which means they partially agree that the online news paper provide more content than print the respondents partially disagree for the same.
 - 35% of the respondents agree that printed editions are limited by space.
 - 49% of the respondents strongly agree that the accuracy is one of the important elements of news.
 - 43% of the respondents chose neutral option which means they partially agree that the content in the print newspaper are more accurate. The respondents partially disagree for the same.
 - 44% of the respondents chose neutral option which means they partially agree that the reports in the online newspaper contains more mistakes and lacks accuracy. The respondents partially disagree for the same.
 - 47% of the respondents highly agreed that archive print newspapers in library are used for historical references.
 - 35% of the respondents agreed that the online newspapers can be archived and retrieved easily.
 - 32% of the respondents chose neutral option which means they partially agree
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that the reader's interactivity is not instant in print. The respondents partially disagree for the same.

- 38% of the respondents agreed the online newspaper allow more interactivity.
- 44% of the respondents chose neutral option which means they partially agree that the reader's feedback is subjected to scrutiny in print. The respondents partially disagree for the same.
- 31% of the respondents chose neutral option which means they partially agree that the online offers free expression of thoughts. The respondents partially disagree for the same.
- 46% of the respondents highly agreed print news papers are portable and easily transportable.
- 40% of the respondents agreed reading online newspapers are possible only with availability of electronic devices.
- 37% of the respondents agreed the online newspapers are mostly accessed free.
- 35% of the respondents agreed monthly subscription of two or more print newspapers is highly expensive
- 32% of the respondents chose neutral option which means they partially agree that reaching out wider spectrum of newspapers is possible online. The respondents partially disagree for the same.
- 36% of the respondents agreed that online news papers have many facilities like streaming audio, video, links etc
- 38% of the respondents highly agreed too many distractions like e-mail,

advertisement, chatting request etc occur while reading online.

- 45% of the respondents agreed the print newspapers are read more frequently and longer period of time.
- 38% of the respondents agreed reading online for longer period makes tired.
- 36% of the respondents chose neutral option which means they partially agree the technological interface affects the fulsome emotional reading experience in online newspaper.
- 65% of the respondents highly agreed the news can be updated very quickly in online newspaper.
- 49% of the respondents highly agreed the reads has to wait one more day to get news as updating is not possible in print.

Pros and Cons

One way to determine how to improve print and online newspapers is to identify the pros and cons of both media. From there, journalists and media organizations need to keep and improve upon the pros while eliminating the cons.

According to this summary of research findings, pros and cons of both print and online version of newspapers were listed below

The following is a pro/con list of different features and qualities that make print and online newspapers more or less desirable:

Print –PRO

- More in-depth stories
- Fewer distractions
- Easily transportable

- Permanent physical form of archiving for libraries, as historical references, etc.
- Higher chance that what is printed is accurate, since there is more time to research articles.
- Print newspaper does not require any sophisticated technical equipment to read news.
- A reader of print media has at the advantage of following media cue like the placement of stories, story size and photographs.

Print-CONS

- Slow interactivity
- Cant retrieved easily.
- Costs money
- Less up-to-date
- Consumes more time to read as stories are too long.
- No free expression of thoughts

Online news –PRO

- Interactivity
- Speedy
- Mostly accessed free
- Constantly updated
- Shorter articles that can save time for readers
- Have streaming audio, video and links
- Online offers free expression of thoughts
- Easily archiving and retrieving easily.

Online – CONS

- Too many distractions/cluttered
- Sometimes lacks accuracy
- Tiring to stare at screen

- Anyone can become a “journalist,” which may lead to a higher risk of inaccuracy, etc.
- Technological interface affect fulsome emotional reading.
- Possible only with availability of electronic device.

Conclusion

In today’s scenario modern technologies impacts more in the society. The impact and influence of modern technologies on the society is more and in evitable. The study has concluded that younger generation demands the usage of modern technologies and thrives to be up to date in the field.

Younger generation mostly prefer online newspaper than print newspapers. This is due to emergence of the internet. The study revealed most of the college students prefer online because it has quick updation, mostly accessed free, it delivers brief article that saves reader’s time. It allows more interactivity.

This study also explored the reading habit of the college students. The majority of the respondents 45% prefer The Hindu newspaper to read. Next Dinamalar occupies 2nd place with 35% and with 25% Dailythandhi occupies the 3rd place. Least preferred newspaper was Dinamani with 10%. Individual subscription is the main source of newspaper for the majority of the respondents 65%. Majority of the respondents 60% access online newspaper through mobile internet. Most of the respondents 51%prefer both English and Tamil newspaper to read. Majority of the respondents 93% read 1-3 newspaper every day. Majority of the respondents 62% spend

less than 1-hour to read newspaper. Majority of the respondents 58% prefer sports, 56% prefer entertainment and 53% prefer sensational news and least preferred section is letters by the reader.

This study also concluded still significant percentage of students read printed editions. Cause it is easily transportable. It does not need any technical equipment to read print

newspaper. Students give 1st preferences to online newspaper but they are not fully dropping out reading print newspaper. Print industry can be able to survive in the society.

Both the print and online newspaper can be shine in the society by improving the PRO's and eliminating the CON's of the both media.

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