

READING HABITS OF NEWS PAPERS AMONG ENGINEERING PROFESSIONALS: AN ANALYTICAL STUDY

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ABSTRACT

The reading activity has always been seen as an important element in a person's culture and education. The academic library is attached to the academic institution it serves to user community towards readings. Its main clients are composed of students and faculties. So, the library resources and services it offers should mirror the academic goals of the institution, and meet the information needs of these users. In this paper discussed about the reading habits of engineering professionals among engineering colleges in Chennai. A total of 450 questionnaires were distributed among the professionals and 414 filled in questionnaires were obtained from the respondents. Out of 414, Maximum of the respondents (79.43%) is mentioned their first choice is Dailythanthi.

Keywords: Reading habits; preferences of languages; choice of news papers, topic in News

INTRODUCTION:

Reading has been the passion of the greatest personalities of all times. Humans have been reading since ages and thus words of knowledge have been passed on through generations. The reading habit influences in the promotion of one's personal development in particular and social progress in general. Regular and systematic reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living; and thereby prepares a person for an effective participation in the social, religious, cultural and political life. Reading fires the imagination of the person. It adds new sight to eyes and new wisdom to mind. News Papers helps to improve the reading habit, knowledge and communication skill and social awareness. They can be part of good study habits and improve the concentration power for students in all area of specialization. India is a developing country with ethnic communities who wish to live together. Efforts to solve the socio , economic and ethnic problems in our country. Reading and Library use habits has a vital role to set up the multicultural structure in our country.

According to Stadler(1980), is reading

- Will develop the source of word of children in both mother tongue and householder language.
- Will contribute the thinking in both languages.
- Will raise the communication skills in both languages.
- Will help the children to learn the rules of behavior and life style of living country.
- Library use can have these activities in cultural adaptation.
- To develop the intercultural understanding and relationships.
- To facilitate the intercultural passing.
- To increase the cultural and social awareness
- To provide the social integration
- To improve the communication skills.
- To give an educational support to language development.

REVIEW OF LITERATURE

Research reveals that while teachers say they value reading as a leisure activity, many do not make personal pleasure reading a priority. Many are a part of a growing group of people classified as literates. Scott (1996) defined literacy as a “lack of reading habit especially in capable readers who choose not to read.” In fact, in the study by Lesley, Watson, and Elliott (2007) researchers expressed concern not just over the reading habits of preserves teachers but their behaviors that were more characteristic of “struggling” readers. While one might argue the demands of teaching and personal life have caused teachers to abandon personal reading, one need only consider research conducted with preserves teachers to realize that there is little evidence of strong enthusiasm for reading among those preparing for a teaching career and that teachers as a group do not have firmly engrained reading habits (Nathanson, Pruslow & Levitt, 2008). A study by McKool and Gespass (2009) reveals that only about half of the teachers surveyed read for more than ten minutes a day in their free time. While these teachers advise parents of their students to read daily to their children, to allow their children to see them enjoy reading, and to talk about books with their children, it becomes apparent that many teachers do not take their own advice. There seems to be a disconnect between their “preaching” and their practice.

PURPOSE OF THE STUDY:

The purpose of the study is:

- To be identified the first languages of the students
- To be identified the language in which mostly students and newspapers.
- To know how much time is spent for reading newspapers.
- To be identified the sources of the newspapers.
- To be identified that which newspapers are read most by students.
- To be identified which sections of newspapers are read most by students.

SCOPE OF THE STUDY

The present study is aimed to analyses the reading habits of news paper among engineering professionals in the Engineering colleges in Chennai. This study is only focusing on engineering professionals who are includes Under Graduate, Post Graduate students and faculty members engineering colleges in Chennai.

METHODOLOGY

The specific objective of the paper is to study thoroughly the reading habits of the 21st century among engineering professionals in the Engineering faculty members, U.G & P.G students with the aim to identify their reading attitudes, purposes, preferences & tastes. The data was collected using the questionnaire method. A total of 450 questionnaires were distributed among the professionals and 414 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: Volume of the sample

| Sl. No. | Users | Questionnaires Distributed | Questionnaires Received | Percentage |
|---------|--------------|----------------------------|-------------------------|------------|
| 1. | U.G.Students | 300 | 282 | 68.12 |
| 2. | P.G.Students | 100 | 86 | 20.77 |
| 3. | Faculties | 50 | 46 | 11.11 |
| | Total | 450 | 414 | 100 |

The table 1 shows that the volume of distribution and received questionnaire from engineering professionals. Among the 450 questionnaires were distributed among engineering professionals which includes 300 questionnaires to UG students, 100 Nos. to PG students 100 and 50nos. to the faculty 50. Out of these the responses from the respondents are UG students 282 (68.12 %) , PG students 86 (20.77 %) , and Faculty members 46 (11.11 %) from the total sample.

Table 2: Language preference of users

| Sl.No. | Language | U.G.Students | P.G.Students | Faculties | Total |
|--------|----------|--------------|--------------|-----------|------------|
| 1 | Tamil | 236(57.00) | 58(14.01) | 28(6.76) | 322(77.78) |
| 2 | English | 46(16.31) | 28(6.76) | 18(4.35) | 92(22.22) |
| | Total | 282(68.12) | 86(20.77) | 46(11.11) | 414(100) |

The data presented in table 2 shows the preference of languages while reading habits of news paper among engineering professionals. Among 282(68.12%), 236(57.00%) under graduate students are preferred Tamil language only at the time of reading news paper and remaining 46 student are mentioned English language only. Among 86(20.77%) post graduate students,

58(14.01%) are preferred Tamil language papers and remaining 28(6.76%) are preferred English languages papers. In the case of faculty members among 46, 28(6.76%) are mentioned in English language and 18(4.35%) are liked English language only while reading the news paper.

Table 3: Time Spent for Reading Newspaper

| Sl.No. | Time spent | U.G.Students | P.G.Students | Faculties | Total |
|--------|----------------------|--------------|--------------|-----------|------------|
| 1 | Less than 30 Minutes | 82(19.81) | 42(10.14) | 12(2.90) | 136(32.85) |
| 2 | 30 Minutes to 1 Hour | 162(39.13) | 28(6.76) | 24(5.80) | 214(51.69) |
| 3 | More than 1 Hour | 38(9.18) | 16(3.86) | 10(2.42) | 64(15.46) |
| | Total | 282(68.12) | 86(20.77) | 46(11.11) | 414(100) |

(Figures in parenthesis denotes percentage)

Table 3 indicates the time spent for reading news paper among engineering professional in Chennai. Out of 414, 82(19.81%) under graduate students, 42(10.14%) post graduate students and 12(2.90%) faculty members are spent less than 30 minutes per day to reading the news paper. 214 (51.69%) engineering professionals are spent 30 Minutes to 1 Hour to read the news paper which includes 162(39.13%) under graduate students, 28(6.76%) post graduate students and 24(5.80%) faculty members. It is evident from the table, among 414 respondents 64(15.46%) are spent more than one hour to read the news papers.

Table 4: Sources of Newspaper by Professionals

| Sl.No. | Sources | U.G.Students | P.G.Students | Faculties | Total |
|--------|-------------------------|--------------|--------------|-----------|------------|
| 1 | Individual subscription | 71(17.15) | 13(3.14) | 23(5.56) | 94(22.71) |
| 2 | College Library | 174(42.03) | 61(14.73) | 20(4.83) | 263(63.53) |
| 3 | College Hostel | 37(8.94) | 12(2.90) | 3(0.72) | 57(13.77) |
| | Total | 282(68.12) | 86(20.77) | 46(11.11) | 414(100) |

(Figures in parenthesis denotes percentage)

Table 4 shows the various sources of news paper to read among engineering professionals in engineering colleges in Chennai. Out of 414 respondents, 94(22.71%) has mentioned they are subscribing news papers individually, which includes 71(17.15%) under graduate students, 13(3.14%) post graduate students and 23(5.56%) faculty members. Library subscriptions are the most common source of newspapers for users. But, 263(63.53%) professionals are pointed college library in the sources of news paper. And, 57(13.77%) are mentioned the college hostel is the sources of news papers. It clearly shows college library is the main source of news paper among engineering professionals.

Table 5: Choice of Newspaper

| Sl.No | Name of the Newspaper | U.G.Students | P.G.Students | Faculties | Average % of Readers |
|-------|------------------------|--------------|--------------|------------|----------------------|
| 1. | The Times of India | 216(76.59) | 55(63.95) | 32(69.56) | 70.03 |
| 2. | e-News Papers | 167 (59.21) | 74(86.04) | 24(52.17) | 65.80 |
| 3. | The Hindu | 65(23.40) | 62(72.09) | 36(78.260) | 57.91 |
| 4. | The New Indian Express | 32(11.34) | 22(25.58) | 21(45.65) | 27.52 |
| 5. | Deccan Chronicle | 78(27.65) | 41(47.67) | 33(71.73) | 49.01 |
| 6. | Dailythanthi | 210(74.26) | 68(79.06) | 39(84.78) | 79.43 |

| | | | | | |
|----|------------------|------------|-----------|-----------|-------|
| 7. | Dinakaran | 158(56.02) | 47(54.65) | 26(56.52) | 55.73 |
| 8. | Dinamalar | 165(58.51) | 41(47.67) | 31(67.39) | 57.85 |
| 9. | Business Line | 62(21.98) | 55(63.95) | 15(32.60) | 39.51 |
| 10 | Dinamani | 110(39.00) | 64(74.41) | 28(60.86) | 58.09 |
| 11 | The Hindu(Tamil) | 143(50.70) | 53(61.62) | 19(41.30) | 51.20 |

Multiple Responses are allowed

(Figures in parenthesis denotes percentage)

Above table 5 shows that the choice of news paper reading among engineering professionals. The respondents are allowed to prefer multiple responses. Out of 414, Maximum of the respondents (79.43%) is mentioned their first choice is Dailythanthi and it is in the first position. And, more than 70% of the professionals are preferred the Times of India is in second and e-news papers(65.80%) preferred third choice by the respondents. It clearly shows the Tamil language news papers are most preferred when comparing English language news papers.

Table 6: Choice of Topics in Newspapers

| Sl. No | Newspaper Section | U.G.Students | P.G.Students | Faculties | Average % of Readers |
|--------|---------------------------|--------------|--------------|-----------|----------------------|
| 1. | Sensational News | 215(76.24) | 59(68.60) | 18(39.13) | 61.32 |
| 2. | Letters to Editors | 235(83.33) | 52(60.46) | 41(89.13) | 77.64 |
| 3. | Advertisement/Classifieds | 55(26.59) | 26(30.23) | 16(34.78) | 30.53 |
| 4. | Education | 92(32.62) | 15(17.44) | 12(26.08) | 79.14 |
| 5. | Politics and Social | 240(85.10) | 56(65.11) | 35(76.08) | 75.43 |
| 6. | Cinema/Entertaining News | 140(49.65) | 30(34.88) | 12(26.08) | 36.87 |
| 7. | Sports | 255(90.42) | 69(80.23) | 22(47.26) | 72.64 |
| 8. | Book Review | 68(24.11) | 29(33.72) | 19(41.30) | 33.04 |

Multiple Responses are allowed

(Figures in parenthesis denotes percentage)

As per the table 6 indicates the choices of various topics in news papers are preferred by the engineering professionals in the engineering colleges in Chennai. Most of the professionals (79.14%) are preferred the education oriented news. And, Letters to Editors (77.64) is preferred secondly by the respondents. Nearly 78% of the professionals are mentioned politics and social oriented topics in news papers. But very less average of the professionals(33.04%) are mentioned they are preferred only book review in news papers.

Table 7: Reason for Reading Newspaper

| Sl.No. | Reason for Reading | U.G.Students | P.G.Students | Faculties | Total |
|--------|---------------------------------|--------------|--------------|-----------|------------|
| 1 | To get upto date Information | 71(17.15) | 15(3.62) | 18(4.35) | 104(25.12) |
| 2 | To Improve my General Knowledge | 154(37.20) | 40(9.66) | 15(3.62) | 209(50.48) |
| 3 | To know the Social Activities | 37(8.94) | 14(3.38) | 8(1.93) | 59(14.25) |
| 4 | It is my hobby | 20(4.83) | 17(4.11) | 5(1.21) | 42(10.14) |
| | | 282(63.29) | 86(16.67) | 46(9.90) | 414(100) |

The table 7 indicates the reasons for reading news papers among professionals in engineering colleges. Out of 414 respondents, 209(50.48%) of the engineering professionals are mentioned they are using the news papers for improve their general knowledge. And, 104(25.12%) of the users are stated reason are using the news papers to get the upto date information. Finally very

less, 42(10.14% of the professionals are indicates their hobby is main reason to reading the news papers.

FINDINGS

- Among 414 respondents 64(15.46%) are spent more than one hour to read the news papers.
- Out of 414 respondents, 94(22.71%) has mentioned they are subscribing news papers individually, which includes 71(17.15%) under graduate students, 13(3.14%) post gradate students and 23(5.56%) faculty members.
- Tamil language news papers are most preferred when comparing English language news papers.
- Very less average of the professionals (33.04%) is mentioned they are preferred only book review in news papers.
- The 209(50.48%) of the engineering professionals are mentioned they are using the news papers for improve their general knowledge

CONCLUSION

Reading is a wonderful activity among human being in the world. Reading is a set of abilities requiring individuals to "recognize when information is needed and have the ability to locate, evaluate, and use effectively. Reading habits makes lot of changes in the world like our lives. Reading habits also is increasingly important in the contemporary environment of rapid technological change in the global level. So, the Engineering professionals are the future of nation and newspaper reading can make them good citizen who can contribute for themselves as well as for their country.

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