

Newspaper Reading Habits among the Users of Sarvajanika Vachnalaya Belagavi, Karnataka, India: A Case Study

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Abstract - A habit of reading newspaper is most important life skill. It is not only boost our knowledge, but also it supports growth to our life style, thinking and personality. This paper explores the newspaper reading habits the population of the study consists of library users of Sarvajanika Vachnalaya Belagavi, Karnataka, India. Study is conducted through structured questionnaire. A total of 150 questionnaires were distributed among the users and 101 filled questionnaires were received. Around 200-300 people per day visit the library. All the newspapers received by the library are popular in nature and all in the local languages. Study shows that users mostly preference to read in the morning time. This paper also highlights point that most of the users preferred library as place to read newspaper. Suggestions in accordance with the user feedback for further improving the newspaper service have also been recorded.

Keywords: Reading, Reading Habit, Newspaper, Sarvajanika Vachnalaya Belagavi

I. INTRODUCTION

Newspaper is a regular publication it contains collection of news from all over the world which keeps us up-to-date about current events. Newspapers can tent large variety of fields. It keeps in touch with all that is occurrence in the world. It is much more than that. It is a powerful, dominant, dynamic, energetic, impressive, influential authoritative, strong mass-media and a mighty force. Reading newspaper daily is one of the best ways to keep up to date with the ever advancing world.

A. Sarvajanika Vachnalaya Belagavi

The first modern public library in Karnataka was started at Belagavi in 1848, known as Sarvajanik Library by J. D. Inveralty, the district collector and it is functioning even today. (Gazetteer of Belgaum District, 1987).

The current name of the library is evolved from the chain of names as "Sarvajanika Vachanalaya, Belgaum", "Native General Library" now called as Sarvajanika Vachnalaya Belagavi situated in the heart of the city, ganpat galli belagavi city. Present there are 10217 English books, 59294 Marathi books, 2268 Hindi books, and 13166 Kannada books. The Managing Committee is composed of 14 elected members. From its establishment, numerous functions have taken place.

II. LITERATURE REVIEW

Loksha M. and Veena Kumari (2016) conducted a study on utilization of the newspaper service by the users of the Mangalore university library. Majority of the respondents used this service to gain more information on current affairs, political news, sports, and educational news. The users are satisfied with the newspaper service. Suggestions in accordance with the user feedback for further improving the service have also been recorded.

Eamin Ali Akanda & Armanul Haque (2013), the study pointed the barriers and effort to provide the suggestions to overcome the hurdles of reading both printed and online newspapers, Newspaper Reading also boost the communication skills and creative faculties and benefit the readers achieve an impartial and informative worldview. Therefore, newspapers are treated essential for university students.

Kumar, Devendra *et al.*, (2011) conducted a study on "Newspaper reading habits of University students. A case study of Chaudhary Charan Singh University, India. "Most of the students spent time in reading newspapers is one to two hours daily. Students chose to read editorial sections, succeeded by sports and political news. Most of the students read newspapers to gain information and improve their general knowledge in current study.

III. SCOPE AND LIMITATION OF THE STUDY

The present study is restricted to library users in Sarvajanikaa Vachnalaya Belagavi, Karnataka, India on the subject of newspaper reading habits.

IV. OBJECTIVES OF THE STUDY

1. To examine the level of newspaper reading habits of respondents.
2. To analyze the factors affecting reading habits.
3. How much time is spent by their way of reading newspapers.
4. Sections of newspapers are mostly preferred.
5. know the major problems of reading newspaper
6. The types of news read.
7. Motives for reading of newspaper.

V. METHODOLOGY

Here an effort has been made to analyze and interpret the "Newspaper Reading Habits" with the main objectives of studying habits of newspaper reading. Distributed the questionnaires among 150 users of Sarvajanika Vachnalaya Belagavi and were asked to go through each set of question. The users consist of Students, teachers, Retired persons etc. Among the total of 150 users 101 of them responded and returned the completed questionnaire.

VI. ANALYSIS AND INTERPRETATION OF DATA

TABLE I GENDER OF THE RESPONDENT

S. No.	Gender	Respondents	Percentage
1	Male	92	91
2	Female	9	9
Total		101	100

Table I Displays the categories of gender among the respondents covered under the study. It is found that, of the total respondents, 91% of the respondents belong to the male category while the remaining 9% are females. It is inferred that male category are higher than the female category.

TABLE II AGE GROUP OF RESPONDENTS

S. No.	Age Group	Respondents	Percentage
1	16-25	33	32.7
2	26-35	21	20.8
3	36-45	16	15.8
4	46-55	11	10.9
5	56(Above)	17	16.8
6	Not Applicable	3	3.0
Total		101	100

Table II presents the age-wise distribution frequency of the respondents. It is found from the figure that 32.7% of the respondents who belong to the age group of between 16 and 25 years are followed by 20.8% of the respondents belong to the age group of 26-35 years. Further it is found that 15.8% of the respondents belong to the category of between 36-45years. Majority of the respondents for the 32.7% survey belong to the age group category of 16-25 years.

TABLE III MARITAL STATUS OF RESPONDENTS

S. No.	Marital Status	Respondents	Percentage
1	Married	53	52.5
2	Unmarried	29	28.7
3	Divorced	2	2.0
4	Single	9	8.9
5	Widow	1	1.0
7	Not Applicable	7	6.9
Total		101	100

Table III It is observed from the figure that 52.5% per cent of the respondents are married and 28.7. % are unmarried.

TABLE IV EDUCATIONAL QUALIFICATION OF RESPONDENTS

S. No.	Educational Qualification	Respondents	Percentage
1	S.S.L.C	26	25.7
2	Pre-University	10	9.9
3	Under Graduates	37	36.6
4	Post-Graduates	8	7.9
5	Others	16	15.8
6	Not Applicable	4	4.0
Total		101	100

Table IV Provides information regarding the academic qualifications of library users who responded to the study. It is found that 25.7% of the respondents who come under the category of School Completed are followed by 7.9% of the respondents with Post Graduation. Further it is found that 36.6% of the respondents have the qualification of Under Graduation level, 15.8% of the respondents are coming under the category of possessing other academic qualifications.

TABLE V OCCUPATION OF RESPONDENTS

S. No.	Occupation	Respondents	Percentage
1	Students	23	22.8
2	Unemployed	14	13.9
3	Employment private	22	21.8
4	House wives	1	1.0
5	Employed in Government Departments	6	5.9
6	Agriculturists	8	7.9
7	Industrialists	3	3.0
8	Businessmen	6	5.9
9	Retired Person	14	13.9
10	Others	4	4.0
Total		101	100

Table V shows the public library users usually have different occupations. The Figure shows the different occupation of the respondents. Here it is clear that, more number 23(22.8%) of respondents are students, about 14 respondents are unemployed, it is followed by private employees 22(21.8%), Employment Government Organizations 6(5.9%), and only 1 respondents are house wives representing 1.0%.

Table VI shows user's response about frequency of visit. We can observe from the figure that, majority 41(40.6%) of respondents visit the library daily. It is followed by 'twice in a week 15(14.9%), Thrice in two week 13(12.9%).

TABLE VI FREQUENCY OF VISIT TO LIBRARY

S. No.	Frequency of visit to library	Respondents	Percentage
1	Daily	41	40.6
2	Twice in week	15	14.9
3	Thrice in week	13	12.9
4	Once in week	13	12.9
5	Once in fort night	1	1.0
6	Once in a month	4	4.0
7	Occasionally	10	9.9
8	Others	4	4.0
Total		101	100

TABLE VII DURATION OF TIME SPENT IN THE LIBRARY

S. No.	Duration of Time Spent in the Library	Respondents	Percentage
1	Two hours	29	28.7
2	Three hours	9	8.9
3	Four hours	4	4.0
4	One hour	29	28.7
5	Five hours	1	1.0
6	More than five hours	12	11.9
7	Not applicable	17	16.8
Total		101	100

Table VII User’s response about duration of time spent in the library is shown in Figure 7. We can observe from the Figure that, majority 29(28.7%) of respondents spent one hour to two hours. It is followed by others 17(16.8%), Three hours 46(14.9%).

TABLE VIII TIME SPENT IN READING NEWSPAPERS

S. No.	Time	Respondents	Percentage
1	Less than one hour	57	56
2	1 to 2 hours	19	19
3	More than 2 hours	7	7
4	Not Applicable	18	18
Total		101	100

Table VIII Shows that time spent by the users in reading newspapers majority of users 57 users (56%) using library Less than one hour. 19 users (19%) using library 1 to 2 hours and 7 users(7%) using library more than 2 hours.

Table IX As per the figure most of the users 23 (22.8%) are preferred to sensational news followed by 14 (13.9%) To editorial related, To Sports and Games 6(5.9%), to cinema news 8 (7.9%), To Local news 3 (3.0%), to reading advertisement 22 (21.8%) and 4 (4%) are preferred economics in newspapers.

TABLE IX SECTIONS OF NEWSPAPER DO YOU LIKE MOST

S. No.	Sections	Respondents	Percentage
1	Sensational News	23	22.8
2	Editorial	14	13.9
3	Advertisement	22	21.8
4	Politics	1	1.0
5	Sports	6	5.9
6	Cinema news	8	7.9
7	Local news	3	3.0
8	Entertainment	6	5.9
9	Cultural News	14	13.9
10	Economics	4	4.0
Total		101	100

TABLE X MOTIVES FOR READING OF NEWSPAPERS

S. No.	Motives for Reading of Newspapers	Respondents	Percentage
1	To get information	24	23.8
2	To improve my general knowledge	31	30.7
3	It is my hobby	13	12.9
4	Passing leisure time	1	1.0
5	To get current aware	11	10.9
6	Not Applicable	21	20.8
Total		101	100

Table X Shows that distribution of motives for reading newspaper, majority of the respondents are to improve my general knowledge 31(30.7%) followed by to get information 24(23.8%), for it is my hobby 13(12.9%) and for passing leisure time are 1(1%).

TABLE XI PREFERRED FAVORITE PLACE FOR READING

S. No.	Preferred Favorite Place for Reading	Respondents	Percentage
1	Library	63	62.4
2	Home Park or Garden	11	10.9
3	Campus Ground	3	3.0
4	Canteen	2	2.0
5	Others	1	1.0
7	Not Applicable	21	20.8
Total		101	100

Table XI Shows that preferred favorite place for reading, majority of the respondents are library 63(62.4%) followed by home park or garden 11(10.9%), campus ground 3(3.0%) and canteen 2(2.0%).

Table XII Exhibits that users mostly preference to read in the morning time (22.8%), evening (21.8%) and afternoon (13.9%).

TABLE XII PREFERRED TIME OF READING NEWSPAPERS IN LIBRARY

S. No.	Time	Respondents	Percentage
1	Moring	23	22.8
2	Afternoon	14	13.9
3	Evening	22	21.8
4	Any time of day	1	1.0
5	Not Applicable	41	40.6
Total		101	100.0

TABLE XIII PROBLEMS OF READING NEWSPAPERS

S. No.	Problems of Reading Newspapers	Respondents	Percentage
1	Limited space in the library	33	32.7
2	Newspapers are not available in time	5	5.0
3	Limited time	16	15.8
4	Others	47	46.5
Total		101	100

Table XIII Shows that majority of the respondents, i.e., 33 (32.7%) feel that limited space in the library, 15.8% respondents feel that limited time and 5.0% respondents feel that newspapers are not available in time

TABLE XIV SATISFIED WITH THE EXISTING LIBRARY SERVICES

S. No.	Satisfied with the Existing Library Services	Respondents	Percentage
1	YES	66	65.3
2	NO	18	17.8
3	Not Applicable	17	16.8
Total		101	100

Table XIV User's satisfaction with the availability of library services and facilities is shown in the figure. It is clear from the figure that, majority 66 (65.3%) of respondents state that 'yes' they are satisfied and remaining 18(17.8%) of users opinion 'No'.

VII. FINDINGS OF THE STUDY

1. Sarvajanikaa Vachnalaya Belagavi was established in 1848 by J. D. Inveralty the district collector.
2. An upstairs area was filled with more people reading newspapers and magazines.
3. The study has revealed that the most of the people using the Sarvajanikaa Vachnalaya Belagavi are mostly male students and youths.
4. All the newspapers received by the library are popular in nature and all in the local languages.
5. Around 200-300 people per day visit the library.
6. Seating Capacity of Sarvajanikaa Vachnalaya Belagavi is 200.

7. Study shows that users majority preference to read in the morning time.
8. User's response about duration of time spent in the library is shows that, majority 29(28.7%) of respondents spent one hour to two hours.
9. Study shows that purpose of using newspapers in reading habits are preferred by the users most of the users 23 (22.8%) are preferred to sensational news followed by 14 (13.9%) To editorial related, to Sports and Games 6(5.9%), to cinema news 8 (7.9%), to Local news 3 (3.0%), to reading advertisement 22 (21.8%) and 4 (4%) are preferred economics in newspapers.
10. Study shows that motives for reading newspaper, majority of the respondents are to improve general knowledge 31(30.7%) followed by to get information 24(23.8%), For It is my hobby 13(12.9%) and for passing leisure time are 1(1%).
11. Study shows that preferred favorite place for reading, majority of the respondents are library 63(62.4%) followed by Home Park or Garden 11(10.9%), Campus Ground 3(3.0%) and Canteen 2(2.0%).
12. The Sarvajanikaa Vachnalaya Belagavi is an ideal place for college students, as several students and youngsters appeared to be reading newspapers, studying for exams, preparing for competitive exams, working on school assignments and projects etc.
13. Most of the respondents for the 32.7% survey belong to the age group category of 16-25 years.
14. Sarvajanikaa Vachnalaya Belagavi is the hub of reading newspapers by the public.
15. Sarvajanikaa Vachnalaya Belagavi is the effective agencies of promoting reading habits among the literate public.
16. The study has also revealed that retired and government workers use the libraries mainly to read the newspapers.

VIII. CONCLUSION

There is a great statement that the pen is stronger than the sword so newspaper plays an influential role in developing the opinion, either positive or negative, in the society. The influence of the newspapers is almost endless, without limit. The newspapers can speak at all times and to all classes. They frame and control civil opinion. Library users read newspaper to acquire the current information about what is happening around. In view of most of the user's purpose of library visit to read newspapers. Library and information science professionals can play an important part in developing reading habits among its users. This study assist the librarians apprehend the importance of newspapers and boost the newspaper service.

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