

# READING HABIT OF ONLINE NEWSPAPERS AMONG STUDENTS OF KURUKSHETRA UNIVERSITY, KURUKSHETRA

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**Abstract:** The reading habit of newspaper is a great habit for growing knowledge. Newspapers are the rich source of current information of involvement of daily happening movement all-around of the world. It is a storehouse of different types of news like political, economical, entertainment, sports, business, industry, trade, health and commercial news. This study knows about the reading habit of online newspapers among the students of Kurukshetra University. Behalf of the questionnaire response this study finds out the opinion about online newspaper reading habit purpose, features and problems.

**Keywords:** Reading habit, web news and online journalism.

## 1.0 Introduction

Online newspapers were considered as a revolution in the area of mass media during 1990's the characteristics of online newspaper like hypertext, interactivity and multimedia necessitated a new model of journalism and reading experience. After 1990's number of online newspapers has been increased day by day. During the period of 1996-2002 more than 400 newspapers are available on internet (Li, 2006). According to the Registrar of Newspaper of India in 2009, only 260 online papers are available on the web. The latest statement of Registrar of Newspaper (2016-2017) in India, 30998 newspaper are registered in which 16065 newspapers are published in Hindi language, 2633 newspaper are published in English language, 1943 newspaper published in Gujarati language and 1143 newspaper published in Tamil language.

## 2.0 Review of Literature:

Ramaiah and Hasan (2016) conducted a study on evaluation of online newspapers by the Pondicherry University students. This study found that 41 % of the respondents read online newspapers for the purpose of 'to get latest information', 36 % read for political news, 31 % read for sports news, 26 % read for educational news, 24 % read for editorials news, and 21 % read for regional news. The main reasons of read online newspapers by the respondents are 'instant news updates '75 %,' free of cost 44 % and 'maximum news coverage' 31 %. 47 % of the respondents were faced the problems of network i.e. slow network, slow downloading 36 %, and reading on screen is tiring 30 %.

Krishnamurthy and Awari (2014) conducted a study on newspaper reading habit among post graduate students of Karnataka University. This study find that majority of respondents dominates there regional language of newspapers. 65.30 % respondents read educational news, sports news and political news 53.06 %, international news 51.02 % editorials 42.85 %, entertainment 38.77 %. 69.38 % respondent agree that newspaper help in improving the language, communication skill and vocabulary etc.

Latif, Kabir and Islam (2014) conducted a study on readers' motivations towards online newspapers reading in North Western Nigeria. 86.39 % of the respondents replied that online version of online newspapers is better than print newspapers because of its special features of quick access, timely updated and quick layout with ease access of the version of online newspaper.

Majumder and Hassan (2013) conducted a study on newspaper reading habits of private University students of World University of Bangladesh. This study shows that 64 % respondents are reading newspaper in print copy while 36 % read online newspaper through internet. 29 % respondents preferred to read 'sports news' and 24.5 % respondents read 'entertainment news'. This study also revealed that 42.5 % of respondent are reading newspaper for improving their general knowledge.

Mathew, Ogedebe and Adeniji (2013) conducted a study on online newspaper readership in the North Eastern Nigeria. 78.86 % students read online newspaper. 53.44 % of the respondents online newspaper because of its special features i.e. up to date, ease of access, maximum news coverage and free of cost. 19.85 % of the respondents said, that they read online newspaper for getting current information. Majority of the respondent said that the lowest internet speed, lack of electricity, lack of access to internet and reading on screening is tiring are the problems faced by respondents for reading online newspaper.

### 3.0 Objectives

- Find out the time devoting by students for reading online newspapers.
- Find the different area of interest of students in newspapers.
- Find out the purpose of reading online newspapers by students.
- Find out the opinion of students towards online newspapers.

### 4.0 Methodology

The study completely based on primary data. Data collected through a structure questionnaire. Total 200 questionnaires was distributed among the students of Kurukshetra University. Out of total, 133 filled questionnaires were received for data analysis. Data was analyzed through simple percentage analysis.

### 5.0 Analysis of Data

#### 5.1 Demographical information

Demographical information of the respondents includes gender, age and locality. Out of total more than more than half 68.42 % respondents are male while remaining 31.58 % female. 51.88 % respondents are the age group of between 24-27 years, 39.10 % are above the age group of 28 years while remaining 9.02 % respondents are belong to age group of between 20-23 years. After that demographical detail of the respondents include the information about locality. 60.90 % of the respondents are belonging to rural area while 39.10 % urban.

**Table 1: Distribution of Respondents by Departments**

Department	Respondents	Percentage
Hindi	12	9.02
English	14	10.53
Commerce	13	9.77
Management	11	8.27
Mathematics	16	12.03
History	19	14.29
Hotel Management & Tourism	3	2.26
Library & Information Science	25	18.80
Economics	9	6.77
Sociology	11	8.27

After the distribution of questionnaire among the different departmental students of Kurukshetra University. Out of total, 18.80 % respondents are related to the department of Library & Information Science, 14.29 %History, 12.03 % Mathematics, 10.53 % English, and 9.02 % Hindi department.

**Table 2: Knowledge of IT Skills**

Knowledge of IT Skills	Yes		No	
	Respondents	Percentage	Respondents	Percentage
Computer	111	83.46	22	16.54
MS Office	99	74.44	34	25.56
Emails	121	90.98	12	9.02
E-resources	87	65.41	46	34.59
Smart phones	115	86.47	18	13.53

Table 2 show the knowledge of information technology skills and tools of the respondents. 83.46 % of the respondents are having the knowledge of computers and in which 74.44 % respondents are using MS office and aware the benefits of these. 86.47 % of the respondents are aware about smart phones features and they are also aware and use emails and e-resources.

**Table 3 :Average Time Spent on Reading Online Newspapers**

Timing	Respondents	Percentage
<15 Minutes	50	37.59
15-30 Minutes	44	33.08
30-60 Minutes	22	16.54
More than 1 Hours	17	12.78

Table 3 shows that the time spent on reading online newspaper by the respondents. Majority of the 37.59 % respondents spent less than 15 minutes on reading online newspapers, 33.08 % read 15-30 minutes, 16.54 % read 30-60 minutes. 12.78 % of the respondents spent more than one hour for reading online newspaper daily.

**Table 4: Distribution of Respondents by Languages**

Language	Respondents	Percentage
Hindi	71	53.38
English	48	36.09
Punjabi	11	8.27
Others	3	2.26

The Preferred language in which respondents want to read newspapers is shown in above table. More than half 53.38 % respondents prefer Hindi language, 36. % of the respondents prefer English language.

**Table 5. Distribution of Respondents by Sources of Reading Online Newspaper**

Source	Respondents	Percentage
Laptop/PC	33	24.81
Mobile	89	66.92
Tabs	11	8.27

More than half of the respondents 66.92 % read online newspapers on their smart phone, 24.81 % of the respondents read online newspaper on Laptop/PC while remaining 8.27 % respondents read online newspapers on tabs.

**Table 6: Most Liked News Columns of Online Newspapers**

News Columns	Respondents	Percentage
Important news items of the day	216	35.72
Sports news	75	9.92
Govt. Notices/Employment news	19	2.51
Editorials news	29	3.84
Regional news	69	9.13
Letter to editors	35	4.63
Health and travel	11	1.46
Gadgets and technology	39	5.16
Horoscope	9	1.19
Political news	66	8.73
Educational news	76	10.05
Classified	13	1.72
Advertisements	99	13.10

A good percentage of respondents which is 35.72 % are interested in reading important news items of the day, 13.10 % of the respondents read different types of advertisements and government notices/employment news, 10.05 % educational news items, 9.92 % sports news, 9.13 % regional news items and 8.73 % respondents are

read political news. This table also shows that the respondents also interested in other news like editorials, health and travel, gadgets and technology, classified and horoscope etc.

**Table 7: Special Features of Online Newspapers**

Advantages	Respondents	Percentage
Online archives	98	12.39
Free of cost	133	16.81
Friendly user interface	107	13.53
Layout	79	9.99
Maximum news coverage	45	5.69
Ease of use	121	15.30
Instant news updates	129	16.31
Navigation quality	79	9.99

Table 7 shows the special features of online newspaper. Out of total, 16.81 % respondents preference to because free of cost, 16.31 % read for instant news update because it update time to time. The respondents indicate the main reason are online archives 12.39 %, friendly user interface 13.53 %, layout and navigation quality 9.99 % are special features of online newspapers.

**Table 8: Problems in Reading Online Newspapers**

Problems	Respondents	Percentage
Slow internet speed	77	11.37
Reading on screen is tiring	121	17.87
Too many hyper links	26	3.84
Small font size	95	14.03
Insufficient news report	46	6.79
Network problems	68	10.04
Takes time to open the sites	29	4.28
Retrieving problems	76	11.23
Too much advertising	85	12.56
Improper indexing	54	7.98

Of the total, majority of the respondents are faced different type of problems while reading online newspaper. Table 8 clearly shows that foremost difficulty faced by respondents is reading on screen is very tiring. They can't read continue on mobile screen for a long time and other problems also faced by respondents are small font size 14.03 %, too much advertising 12.56 %, slow internet speed 11.37 %. Too many hyperlinks, network problems, retrieving problems and improper indexing difficulties are also face by the respondents with reading online newspapers.

**Table 9. Overall Satisfaction of Reading Online Newspapers**

Factors	Respondents	Percentage
Extremely satisfied	16	12.03
Very satisfied	24	18.05
Satisfied	71	53.38
Not satisfied	22	16.54

The overall satisfaction of the respondents with online newspaper, 53.38 % of the respondents are satisfied, 18.05 % very satisfied are and 16.54 % not satisfied. The above table show that the least number of the respondents 12.03 % are extremely satisfied with online newspapers.

## **6.0 Major Findings**

Total percentage of respondents, 68.42 % are male while remaining 31.58 % female. 51.88 % respondents are the age group of between 24-27 years, 39.10 % are above the age group of 28 years. Majority of the respondents are related to the department of Library & Information Science, History and Mathematics. 37.59 % respondents spent less than 15 minutes on reading online newspapers. A good percentage of respondents are interested in reading important news items of the day, educational and sports news. The special features of online newspapers are free of cost, instant news update, online archives and friendly user interface. The foremost

difficulty faced by respondents are reading on screen is very tiring, small font size and slow internet speed. On the other hand 53.38 % of the respondents are satisfied with the reading of online newspapers.

### **7.0 Conclusion and recommendation**

It is clear that, reading newspapers regularly is an excellent gainful activity for the students. It is a good habit of every student's life that provides a great sense of educational value. It carries information about daily events of the world such as politics, economy, entertainment, sports, business, economic situation, industry, trade and commerce. With the help of habit of reading newspaper we will have a clear idea and understanding of what is going on in our state and country as well as in the world. With this habit we can update our knowledge about general information and improve our language skills and vocabulary.

The presence of too many advertisements, small font size and poor internet connectivity are the causes lot of problems to reader it should be fixed by publisher of online newspapers. Due to unawareness proper use of technology, the online reading habit is poor. To overcome this problem media and digital literacy programmes should be organized.

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