



Role of Newspaper in Cloud Era: A Case Study of National Institute of Technology (NIT), Kurukshetra

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Reading is a process to get valuable knowledge and it can be an inspiring trip to discover new things. Newspaper is also an essential source of information which provides news of daily happenings of the world. Present study is an effort to explore the newspaper reading habits among students of National Institute of Technology (NIT), Kurukshetra. The primary data was collected with the help of survey method. Users believe that newspaper is best sources of information which gives us knowledge of every field. It plays an important role for updating their knowledge, builds intellectual thinking and enhance communication skills. Results show that most of the respondents read newspaper daily and they prefer to read newspaper in English language.

Keywords: Newspaper, Reading Habits, NIT Students

1. Introduction

In the present scenario newspaper is very important source of information. It contains lots of information in printed as well as electronic format. Newspapers have variety of information for all age groups of society. Newspaper is the major source of current events, political coverage, technological updates, international treaties, entertainment, sports, glamour etc. Newspaper plays an important role in increasing motivational thoughts and also increase intellectual interaction or power of capturing, improves vocabulary and learning. Newspaper not only provides us the valuable information but it is the wonderful



tool of building reading habit. Coverage of newspaper may be international, national, regional and local but its scope cannot be restricted. Newspapers have a strong bond with libraries. Libraries establish a friendly relation between students and newspapers. Libraries always remain the major subscriber and repository of newspapers of different languages and regions. Newspaper reading is a very common phenomenon among students, teachers and researchers for updating current and domain knowledge. In today's cloud era, electronic format of newspaper is very popular because it is cost effective and fast access. Both formats print and electronic have its own worth and preferences of users always remain a matter of concern, but digital means have some extra advantage.

1.1 National Institute of Technology (NIT), Kurukshetra

NIT, Kurukshetra is an institution of national repute, earlier it was a Regional College of Engineering established in 1963, affiliated to Kurukshetra University. In 2002 it was upgraded to National Institute of Technology (NIT) a deemed university. It offers UG, PG and Doctor of Philosophy programmes in Engineering, Sciences and Humanities. NIRF ranking of NIT Kurukshetra is 43th, it is also accredited with the status of Institute of National Importance (INI) in 2008.

2. Review of Literature

Number of Studies have been conducted on newspaper reading habits, some of the selected interconnected studies on newspaper reading habits are reviewed as under:

Sharma and Saini (2019) examined a study on students of University College Kurukshetra on newspaper reading habit. Majority of students read newspapers in Hindi language while Punjab Kesari and Dainik Bhaskar are the most preferred newspaper by the students. Study also found that The Tribune is the only English daily which is common among the users and they were well aware about it. Study explored that print version of newspaper has not been reducing due to digitization. Majority of post graduate students read newspapers to update their knowledge and they preferred to read newspaper in Tamil language (Ambika and Uthirasamy, 2018). Commonly students were habitual of reading newspaper and maximum students read newspaper daily and they preferred to read newspaper in English Language (Jan, 2018). Salauddin (2017) investigated that most preferred newspaper among respondents was the Economics Times and majority of users were using newspapers to update their current awareness, students have positive attitude toward newspaper reading. Krishnamurthy and Awari (2015) explored that most of the P.G. students are in the habit of reading newspapers however they are not aware of the advantage of online newspapers. Further the library specialists must create awareness about news sources and must ensure that the students have access to wide variability of newspapers. Mustag (2014) examined the habit

of reading newspaper, users were very poor in newspaper reading and they spend only 30 minutes per day in reading newspaper. Study also found that users read newspaper sometimes in a typical week.

3. Purpose of the Study

The study focus on the importance of reading newspaper in cloud era, an effort is made to find out the preferences of students in print and digital format of newspaper. Study also collaborates the role of newspaper in carrier building of students and to find out the various purposes of reading newspaper i.e., Research and academics, Entertainment, sports, glamour, economics, politics etc.

4. Research Methodology

The data was collected using the questionnaire method. Total 125 questionnaires were distributed among the students of NIT Kurukshetra. Appropriate time was given to the users to provide the information. 105 filled in questionnaire were obtained from the respondents. A detailed conversation was also made with the students on diverse questions inquired in the questionnaire the suggestions given by the students were noted and incorporated in the analysis.

5. Data Analysis and Interpretation

Table 1
Gender -Wise Distribution

Sr. No.	Gender	Respondents
1.	Male	60 (57.14 %)
2.	Female	45 (42.85 %)
3.	Total	105(100 %)

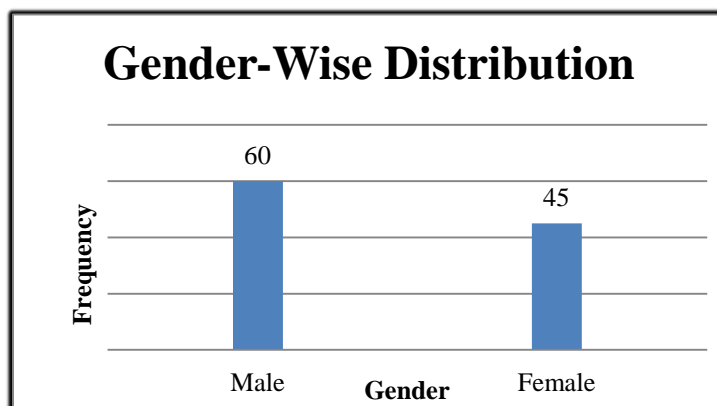


Figure 1

Table and figure 1 indicate that 60 (57.14%) respondents are male whereas 45(42.85%) respondents are female. Above figure concluded that male respondents are more as compare to female.

Table 2
Newspaper Reading

Sr. No.	Option	Respondents
1.	Yes	96(91.42 %)
2.	No	9(8.57 %)
3.	Total	105(100 %)

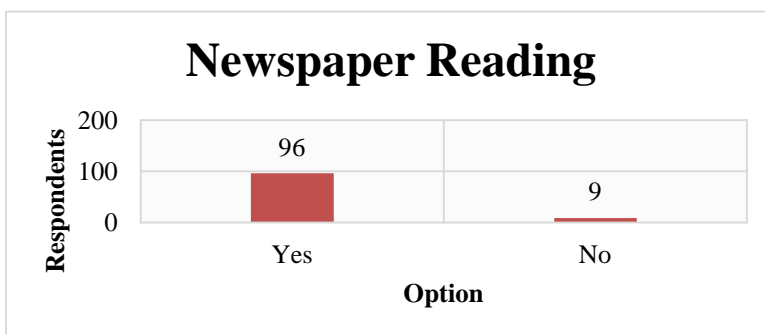


Figure 2

Table 2 indicates that 96(91.42%) respondents know the importance of newspaper and they read it whereas 9(8.57%) respondents response that they do not read newspaper. Above figure shows that rate of reading newspaper is more.

Table 3
Newspaper Format Preferences

Sr. no.	Newspaper Format	Respondents
1.	Electronic	25(26.04 %)
2.	Print	40(41.66 %)
3.	Both	31(32.29 %)

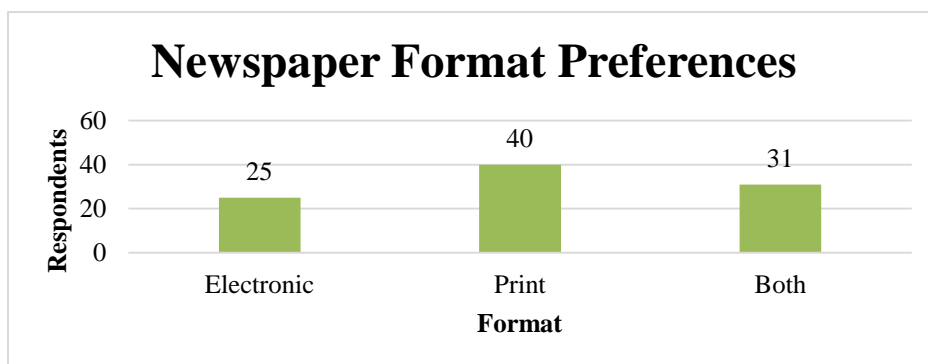
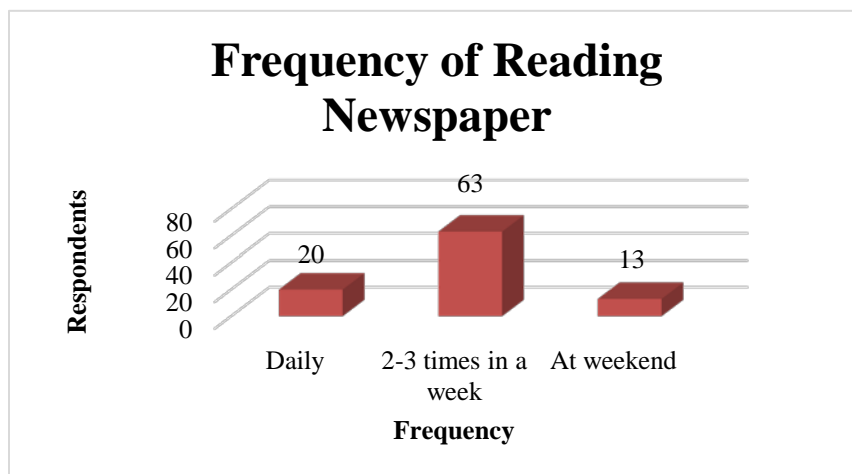


Figure 3

Table and figure 3 shows that majority of students i.e. 40 (41.66%) prefer print format for reading newspaper whereas 25 (41.66%) respondents prefer electronic version of newspaper for reading. Figure 3 shows that 31 (26.04%) respondents use both electronic and print version of newspaper for reading. Study found that majority of the respondents prefer print format for reading newspapers.

Table 4
Frequency of Reading Newspaper

Sr. no.	Frequency	Respondents
1.	Daily	20(20.83 %)
2.	2-3 times in a week	63(65.62 %)
3.	At weekend	13(13.54 %)

**Figure 4**

Above table & figure shows that majority of respondents i.e. 63 (65.62%) read newspaper 2-3 times in a week whereas 20 (20.83%) respondents read newspaper on daily basis. The study also indicates that 13.54% respondents read newspaper at weekend. Above figure shows that majority of students is not considering newspaper as part of their daily routine.

Table 5
Habit of Reading Newspaper

Sr. no.	Option	Respondents
1.	Yes	76(79.16 %)
2.	No	20(20.83 %)
3.	Total	96(91.42%)

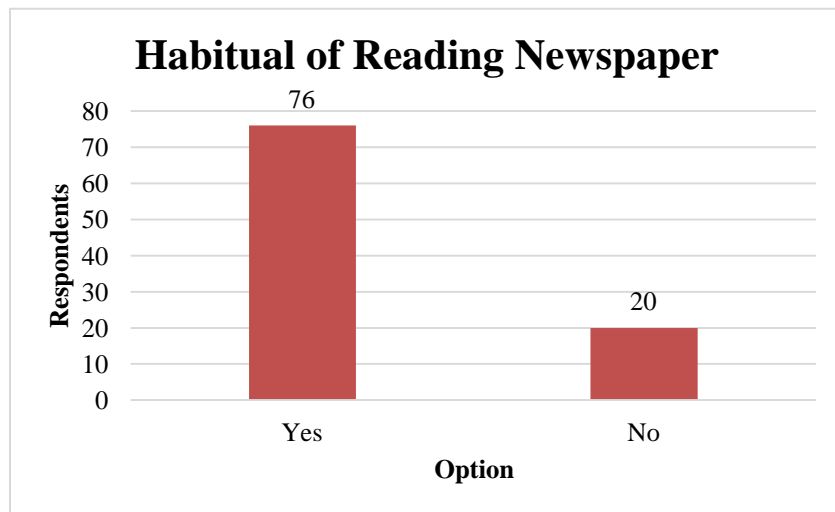


Figure 5

Table 5 and figure 5 shows that majority of respondents i.e.76 (79.27%) are habitual of reading newspaper whereas 20 (20.83%) respondents are not habitual of reading newspaper. The data further concludes that more students are habitual of reading newspaper.

Table 6
Frequency of Reading Newspaper

Sr. no.	Frequency	Respondents
1	Only 1 newspaper	26 (27.08 %)
2.	Only 2 newspaper	17 (17.70 %)
3.	More than 2 newspaper	32 (33.33 %)
4.	Depends on time	21 (21.87 %)

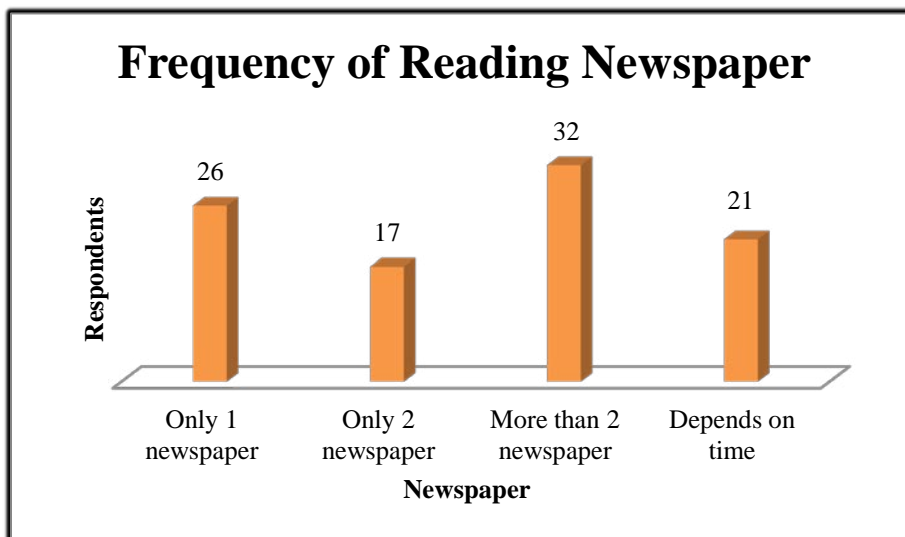


Figure 6

Table 6 and figure 6 shows that 32 (33.33%) respondents read more than two newspapers daily whereas 26 (27.08%) respondents read only one newspaper daily. 21 (21.87%) respondents say that reading newspaper depends on time whereas 17(17.70%) respondents prefer to read two newspapers daily.

Table 7
Most Preferred Newspaper

Sr. no.	Newspaper	Respondents
1.	The Tribune	15 (15.62 %)
2.	Indian express	19 (19.79 %)
3.	Punjab Kesari	4 (4.16 %)
4.	Dainik Bhaskar	15 (15.62 %)
5.	Amar Ujala	5(5.20 %)
6.	Dainik Jagran	---
7.	Dainik Tribune	---
8.	Punjab Tribune	---
9.	Employment News	23(23.95 %)
10.	The Hindu	59(61.45 %)
11.	Times of India	51(53.12 %)
12.	Hindustan Times	39(40.62 %)

Table 7 shows that most of respondents i.e. 59 (61.45%) read “The Hindu”, 51 (53.12%) respondents read Times of India and 39 (40.62%) respondents read Hindustan Times newspaper. Employment news, The Tribune, Indian express and Dainik Bhaskar are less readable newspapers comparatively by the 23 (23.95%),15 (15.62%) and 19 (19.79%) respondents respectively.

Table 8
Preferred Language for Reading Newspaper

Sr. no.	Preferred Newspaper Language	Respondents
1.	Hindi	4 (4.16 %)
2.	English	92 (95.83 %)
3.	Punjabi	---

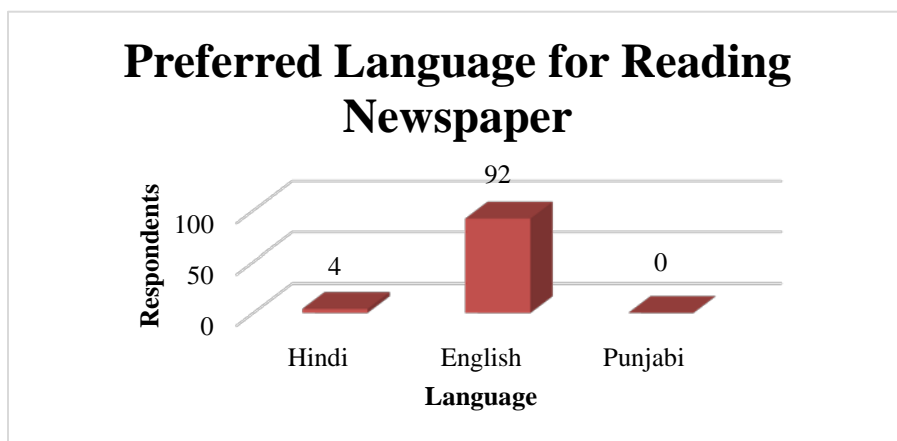


Figure 7

Table 8 and Figure 7 indicates that majority of respondents i.e.92(95.83%) prefer to read English language newspaper whereas 4(4.16%) respondents prefer to read newspaper in Hindi language. Though there is a big population of Punjabi speaking students but no one prefers to read Punjabi language newspaper.

Table 9
Newspaper Subscription at Home

Sr. no.	Option	Respondents
1.	Yes	81(84.37 %)
2.	No	15(15.62 %)
3.	Total	96 (91.42%)

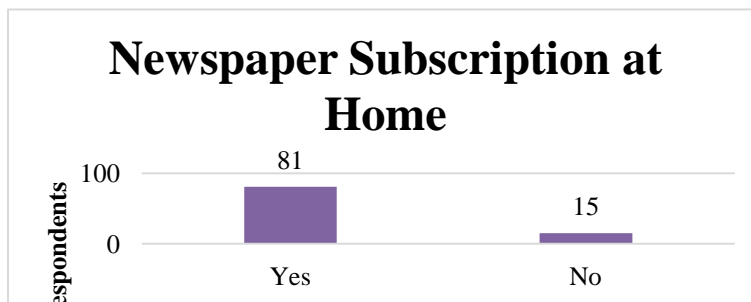


Figure 8

Above table 9 and figure 8 shows that a big majority i.e. 81(84.37%) respondents subscribe newspaper at home because they belong to advance and analytical families and are habitual of reading newspaper. 15(15.62%) respondents do not subscribe copy of any newspaper at their home. Table 9 shows that families of maximum respondents know the importance of newspaper.

Table 10
Time Spent in Reading Newspaper

Sr. no.	Time Spent in Reading	Respondents
1.	Less than 1 hour	62(64.58 %)
2.	1-2 hour	34(35.41 %)
3.	More than 2 hour	---

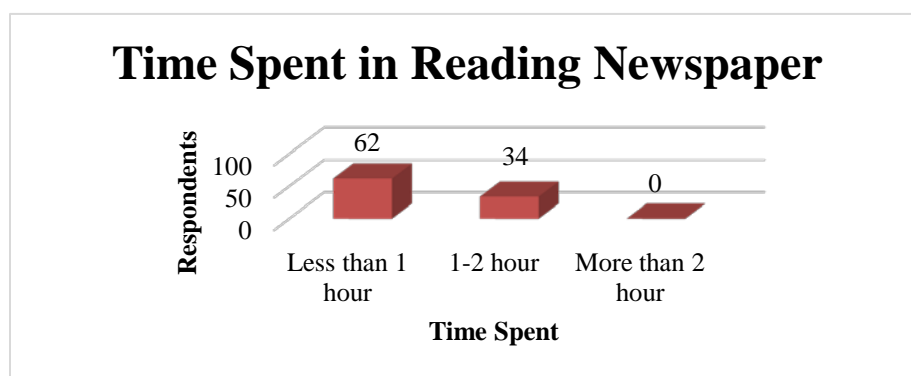


Figure 9

Table 10 and Figure 9 shows that majority of the respondents 62(64.58%) spend less than one hour for reading the newspapers in a day whereas 34(35.41%) respondents spend 1-2 hours for reading newspapers per day. The table 10 shows that majority of the respondents spend less than one hour in reading newspapers per day.

Table 11
Is Time Barrier in Reading Newspaper?

Sr. no.	Option	Respondents
1.	Yes	25(26.04 %)
2.	No	71(73.95 %)
3.	Total	96(91.42%)

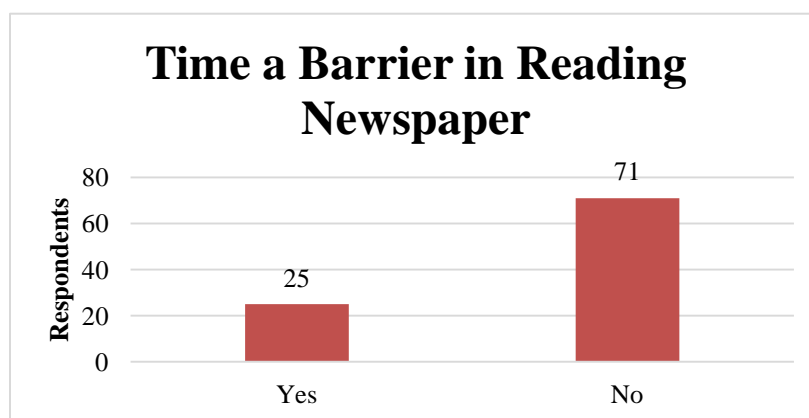


Figure 10

Above table and figure shows that 25(26.04%) students argue that time is a barrier in reading newspaper whereas 71(73.95%) students say that time is not a barrier in reading newspaper. Majority of the respondents can regulate the time for newspaper reading.

Table 12
Purpose of a Reading Newspaper

Sr. no.	Purposes of Reading	Respondents
1.	For current affaires	36(37.50 %)
2.	For jobs	6(6.25 %)
3.	For knowledge	54(56.25 %)

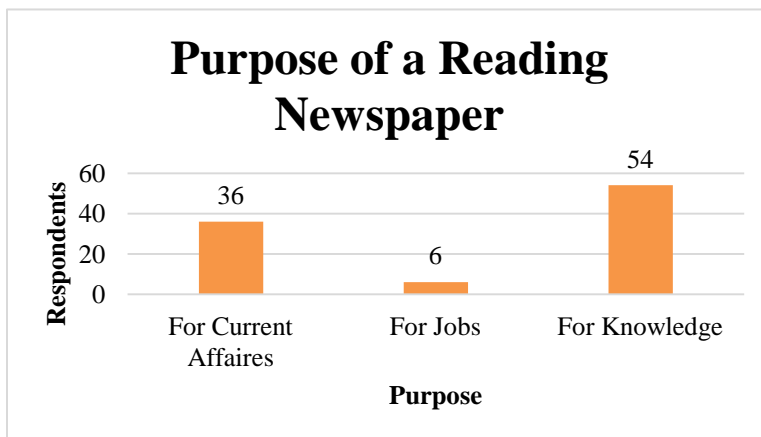


Figure 11

Table 12 and figure 11 shows that 54(56.25%) respondents read newspapers for getting knowledge whereas 6(6.25%) users read newspaper to get information related to job. The data also explains that 36(37.50%) respondents read newspaper for current information.

Table 13
Most Liked Content in the Newspaper

Sr. no.	Most Liked Contents	Respondents
1.	Advertisements	16(16.66 %)
2.	Editorial	53(55.20 %)
3.	Politics	20(20.83 %)
4.	Horoscope	5(5.20 %)
5.	Cooking	2(2.08 %)
6.	Agriculture	3(3.12 %)
7.	Health	11(11.45 %)
8.	Education	49(51.04 %)
9.	Sports	32(33.33 %)
10.	Fashion	3(3.12 %)
11.	Puzzle	17(17.70 %)
12.	Business news	20(20.83 %)
13.	Career	21(21.87 %)

Table 13 shows that 53(55.20%) respondents like news whereas 49(51.04%) respondents prefer education content in the newspaper. 32(33.33%) respondents prefer Sports and 17(70%) like puzzle segment, followed by business news by 20(20.83%) respondents. The data shows that 21(21.87%) respondents like career segment in newspaper, followed by 11(11.45%) respondents who prefer to read health related content and 20(20.83%) respondents like to read politics news.

Table 14
Help Provided by Library Staff in Locating Back Volumes of Newspaper

Sr. no.	Option	Respondents
1.	Yes	89(92.70 %)
2.	No	7(7.29 %)
3.	Total	96 (91.42 %)

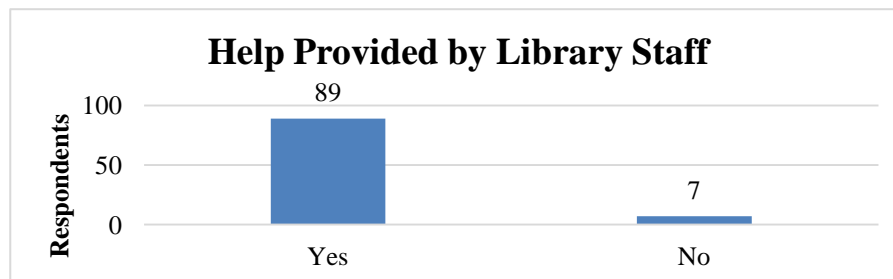


Figure 12

Above table and figure shows that majority of respondents i.e. 89(92.70%) says that library staff provides help in locating back volume of newspaper whereas remaining 7(7.29%) respondents do not agree with the same.

Table 15
Comfortable with the Newspaper Display Arrangement

Sr. no.	Option	Respondents
1.	Yes	91(94.79 %)
2.	No	5(5.20 %)
3.	Total	96(91.42%)

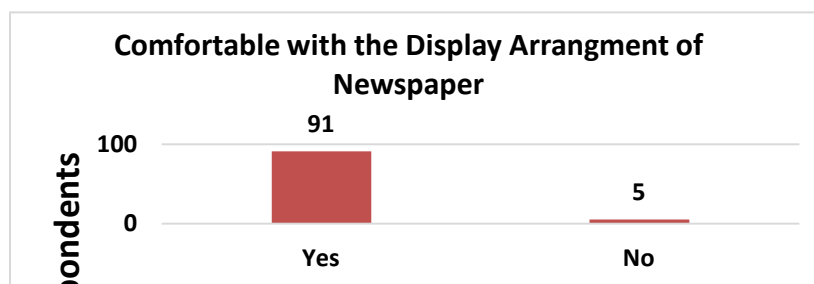


Figure 13

Above table and figure shows that majority of respondents i.e. 91(94.79%) are comfortable with the arrangement of newspaper in display whereas 5(5.20%) respondents not agree with the same.

Table 16
Way to Get Important Advertisement Clips of the Newspaper

Sr. no.	Way to Get Important Clips	Respondents
1.	Take Mobile Click	20(20.83 %)
2.	Photocopy of Content	6(6.25 %)
3.	Use Digital Format	67(69.79 %)
4.	Tear the InterestedClip	3(3.12 %)

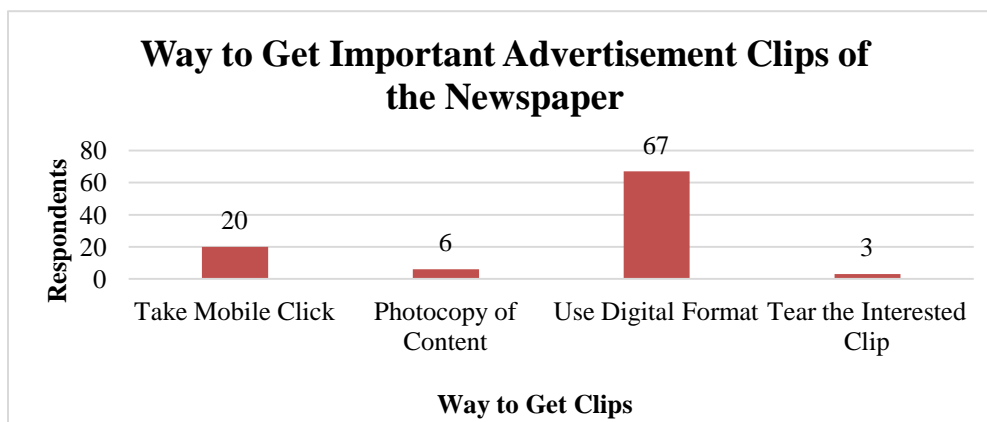


Figure 14

Above table and figure indicate that 67(69.79%) respondents use Digital format to get important advertisement clips of the newspaper whereas 20(20.83%) respondents take mobile click. 6(6.25%) respondents get it photocopied whereas 3(3.12%) respondents who are non-responsible, tear the interested clip from newspaper.

Table 17
Is Newspaper the Best Source of Information?

Sr. no.	Option	Respondents
1.	Yes	86(89.58 %)
2.	No	10(10.41 %)
3.	Total	96 (91.42 %)

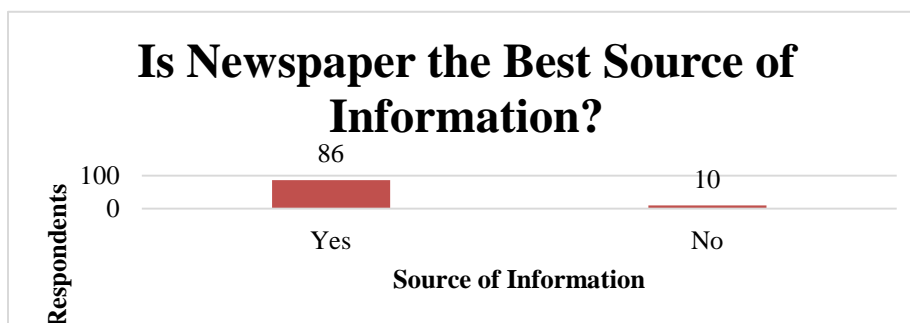


Figure 15

Above table and figure shows that newspaper is the best source of information as per the 86(89.58%)respondents whereas 10(10.41%) respondents not agree with the same statement.

Table 18
Satisfaction with Seating Arrangement in the Library

Sr. no.	Option	Respondents
1.	Yes	85(88.54 %)
2.	No	11(11.45 %)
3.	Total	96 (91.42%)

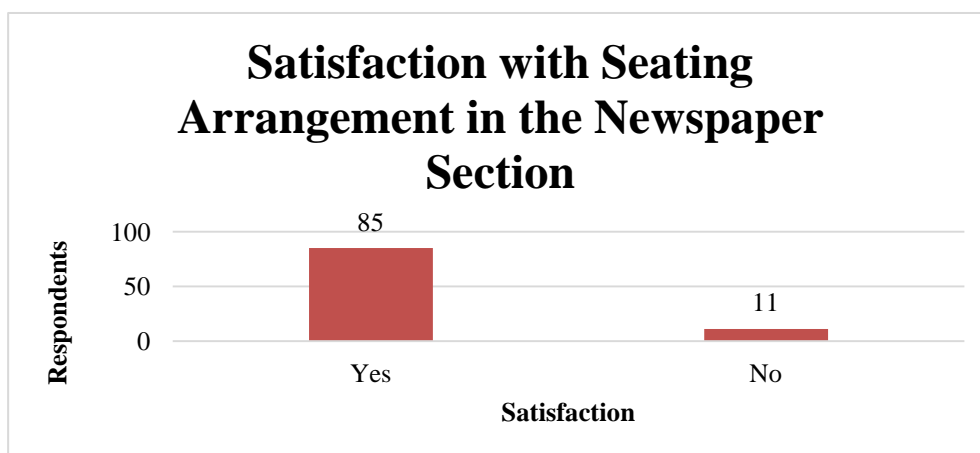


Figure 16

Above table and figure show that majority of respondents i.e. 85(88.54%) are satisfied with seating arrangement in the library whereas 11(11.45%) are not satisfied with seating arrangement inside the newspaper section.

Table 19
Effective Source of News other than Newspaper

Sr. no.	Effective Source of News	Respondents
1.	Television	9(9.37 %)
2.	News channels	15(15.62 %)
3.	News magazines	10(10.41 %)

4.	Radio	---
5.	Internet	51(53.12 %)

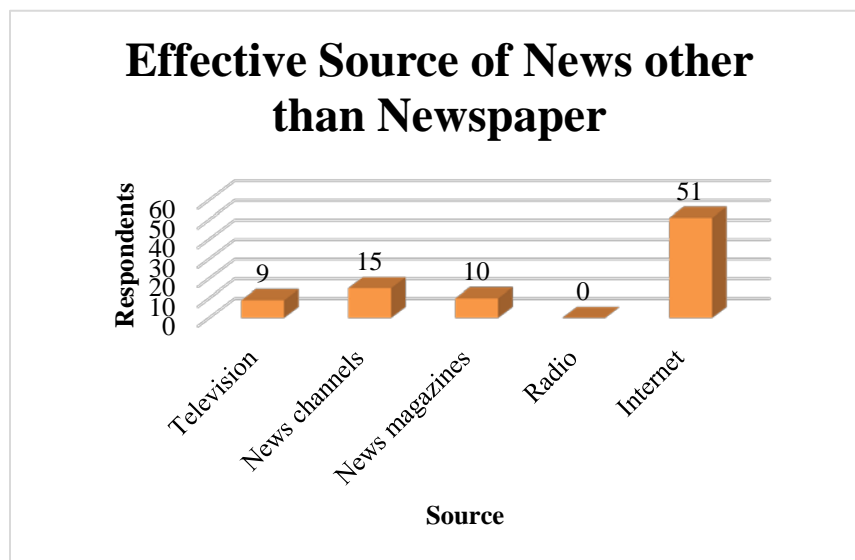


Figure 17

Table 19 and figure 17 explain the sources of news other than newspaper. Internet is an effective source of news as per 51(53.12%) respondents, news channels and news magazines are effective source for 15(15.62%) and 10(10.41%) respondents respectively. Television is effective source of news for 9(9.37%) respondents.

6 Findings

- The majority of students read newspapers in English language.
- The majority of students spend their time in reading newspapers is less than one hour daily.
- The majority of the students read newspapers to get information and improve their general knowledge.
- The study found that most of the users prefer the Hindu newspaper.
- Majority of students prefer to read newspaper in print format.
- More than half of the students read newspapers for editorial and education news.

7. Conclusion



Reading plays a vital role in the learning and developing new ideas, which can build great human being, create moral value and positive thought. Newspapers are the core envoy of latest information to the readers. Newspapers not only provide current information but also extend the other major literary activities such as challenging, editorial, analysis and annotations. In current scenario newspapers create and produce essential and comprehensive information which is competent to provide the students an ample needed edge for competitive exams, job interviews and challenges in social life. This study explores that majority of students is in the habit of reading print version of newspapers but they are also aware of the advantages of online newspapers and news portals which can extemporaneously update their knowledge by providing latest information.

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