

READING HABITS OF UNIVERSITY STUDENTS IN SINDH

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ABSTRACT

The main objective of this study is to examine the reading habits in students of University in Sindh. For this purpose two public sector universities, University of Sindh and University of Karachi were selected, during the year 2012. The comparative analysis of both universities showed that all daily newspapers are being read by the students regularly. The most popular seem Urdu newspapers in Karachi University and Sindhi newspapers in the University of Sindh, Jamshoro are being read by the students. It is also calculated that 36% peoples read newspapers for getting information and current update, while 29.4% were interested in education for the entertainment ratio was reported 29.39% and 57.29% respondents were interested in politics news.

Key words: Comparative Analysis, Emergence of Electronic media, Newspapers, Social awareness, Information

INTRODUCTION

The newspaper have major role in development of socio-political environment of Sindh. They are publishing the political and social issues of different organizations particularly, students of the universities newspapers are owned by individuals or companies they concentrate on many serious issue i.e. ethnic problems, poverty, and education of Sindh. The present study seeks to examine the role of newspapers in increasing reading habits of the students of two major universities. According Sindh Province the University of Sindh was set up in 1947 while the University of Karachi in 1953. Newspaper is considered very old and big source of information, education and entertainment among peoples since many decades. With the emergence of electronic media, daily newspapers have been fat the changed in many ways but still there is great significant of newspapers reading they update their viewers /reader according to current situation. Numerous studies have been

conducted on the subject of newspaper reading habits, from many countries of the world. Infact; New is an objective description of an incident about layman does not know anything and it serves as sources of interest on entertainment education and guidance to him/her (Competitive Journalism 1984). Earlier many Journalism i-e Bojart 1981, Clark 1965, Yankelovich have work out the reading ship of newspaper from many countries of the world but very little work has been done regarding the investigation of newspaper reading habits in Sindh. Present study is an explorative one, which is believed to give important findings pertaining to newspaper reading habits. Beside this, study is supposed to provide foundation for future researcher, who intent to study the effect of print media on Sindh universities students.

METHODOLOGY

For collecting the data simple questionnaire was constructed and this questionnaire was distributed among students. The main purpose of the study was to explore how students read newspaper and which type of content they read in the newspaper. This helped the researchers to know what major areas of content are given greater coverage a part from this the methodology helped considerably in the process of questionnaire construction.

CONSTRUCTION OF RESEARCH QUESTIONNAIRE

Before constructing the research questionnaire the researcher had evaluated the content of eight leading newspapers so as to know how much coverage was being given to different type of contents. Based on such a preliminary content survey of newspaper contents, the researcher constructed the questionnaire. As the study was mainly designed to explore the reading habits of the students, questions were prepared focusing on the readings habits. In order to measure the concepts accurately the research included both open ended and close ended questions in the instruments.

THE UNIVERSE & SAMPLING

The universe of the present study is comprised of students belonging to both genders. They were selected from University of Karachi and University of Sindh. The total listed students were 342 belonging to 57 departments. The universe was selected on the

assumption that it was necessary to have a homogenous area for the study. By homogeneity the researcher means that all the students of the area are equal i-e they have facility of having more than one newspaper to read in the university, all of them area provident the similar facilities and the same environment.

DATA COLLECTING

Questionnaires were designed to collect the data. The researcher contacted the students selected in the sample for interview. Researchers explained the questions and recorded the responses from respondents. An introductory letter was also attached with the questionnaire, telling about the objectives of the study to the interview. Every respondent was these interviewed and the filled questionnaire was put for the analysis.

STATISTICAL ANALYSIS

The collected data was analyzed with the help of computer application of excel package which is particularly designed to the scientifically analyze the statistics and percentage social Sciences research project.

RESULTS

Table 1: A total of 300 students out of this 160 from University of Sindh and 140 from University of Karachi were taken from this study (Table 1) in order to understand same of the relational variables in the reading variables in the reading structure of the people it was our intention to determine the social background of our respondents. What types of reading material are of interest to them? What are their reading habits and why people read or do not read outside the class room commitment?

TABLE: 1

S. No	University	Population	Sample Selection		
			Male	Female	Total
1	Karachi	10,000	70	70	140
2	Sindh	11,000	80	80	160
			150	150	300

Source: Registrar's office.

(Table: 2) showed that mostly the sampling collected from the peoples among them 45.30% were Sindhi speaking while 44.75% were Urdu readers and ratio of other language were reported in significant it was also reported that every day reader percentage was reported significantly highest 52.22% followed by 42.67 for few days in a week while once a week ration was in significant 05.09.

TABLE: 2
HOW OFTEN DO YOU READ NEWSPAPERS?

Frequency (Reading Habits)		Karachi University				Sindh University				Total			
		Male N=		Female N=		Male N=		Female N=		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
2.1	Every day	37	50.06	51	57.30	42	61.76	40	43.47	88	56.77	82	52.22
2.2	A few days a week	23	34.84	33	37.07	44	33.82	44	47.82	56	36.12	67	42.67
2.3	Once a week	06	09.09	05	05.61	03	04.41	05	03.26	11	07.09	08	05.09

Source: Questionnaire.

(Table 3) as far as frequency of reading newspapers in concerned it was calculated significant highest level of the students of Karachi University 56.77% out of 88 students followed by 52.22% out of 82 students from University of Sindh.

TABLE: 3
FREQUENCY OF READING NEWSPAPERS

Frequency (Reading Newspapers)	Karachi University (KU)		Sindh University (SU)		Total	
	Male	Female	Male	Female	KU	SU
	% (n)	% (n)	% (n)	% (n)	% (n)	% (n)
Every day	50.06 (n=37)	57.3 (n=51)	61.76 (n=42)	43.47 (n=40)	56.77 (n=88)	52.22 (n=82)
A few days a week	34.84 (n=23)	37.07 (n=33)	33.82 (n=44)	47.82 (n=44)	36.12 (n=56)	42.67 (n=67)
Once a week	9.09 (n=6)	5.61 (n=5)	4.41 (n=3)	3.26 (n=5)	7.09 (n=11)	5.09 (n=8)

Source: Questionnaire.

(Table 4) indicated that home delivery percentage was reported significantly highest 61.49% followed by the students read newspapers in the university library.

TABLE: 4
HOW DO YOU USUALLY GET YOUR NEWSPAPER?

Accessed to Newspapers		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	F	%
4.1	Buy it your self	18	27.27	04	04.49	28	29.47	04	04.43	88	56.77	32	17.11
4.2	Home delivery	17	25.75	73	82.02	36	37.89	79	85.86	56	36.12	115	61.49
4.3	Read in University library	25	37.87	11	12.35	28	29.47	08	08.69	11	07.09	36	19.25
4.4	Others home	06	09.09	01	01.12	03	03.15	01	01.08	22	14.19	04	02.13

Source: Questionnaire.

(Table 5) showed that over all readers for Daily Jang (Urdu) newspapers were found in greater numbers 72.52% followed by Daily Dawn and Kawish 50.0 and 50.57 respectively.

Table-5 which newspapers do you read? (You may tick more boxes if appropriate).

	Types of News papers	Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
5.1	Daily Dawn	56	55.44	59	59.0	54	50.0	42	50.0	115	57.21	96	50.0
5.2	The News	16	15.84	23	23.0	17	15.0	10	11.0	39	19.4	27	14.0
5.3	Sunday Times	19	18.81	13	13.0	29	26.0	20	23.0	32	15.92	49	25.0
5.4	Reader Digest	10	09.9	05	05.0	08	07.0	12	14.0	15	07.46	20	10.0
5.5	Daily Kawish	06	37.5	12	37.5	70	40.69	62	69.66	18	37.5	132	50.57
5.6	Ibrat	05	31.25	05	15.62	25	14.53	09	10.11	10	20.83	34	13.02
5.7	Awami Awaz	02	12.5	10	31.25	56	32.55	03	03.32	12	25.0	59	22.6
	Sham	03	18.75	05	15.62	21	12.2	15	16.85	08	16.66	36	13.79
5.8	Daily Jang	53	45.68	74	57.36	46	74.0	20	68.96	127	51.83	06	72.52
5.9	Quomi	28	24.13	30	23.25	09	14.51	04	13.79	58	23.67	13	14.28
5.10	Express	18	15.51	10	07.75	07	11.29	05	17.24	28	11.42	12	13.8
5.11	Ummat	17	14.65	15	11.62	07	11.29	05	17.24	32	13.06	12	13.8

Source: Questionnaire.

Table 6 a suggested that 36.3% mostly the peoples read newspaper for information and daily update while 29.45% read just for the education purpose, 27.39% for entertainment and only 6.84% to read papers just to improve then language all most same

ratio were obtain amongst the students of the both studied universities.

TABLE: 6
WHY DO YOU READ THE NEWSPAPERS? (YOU MAY TICK
MORE BOXES IF APPROPRIATE)

Purpose of reading		Karachi University				Sindh University				Total			
		Male		Female		Male		Female		KU		SU	
		f	%	f	%	f	%	f	%	f	%	f	%
6.1	Information	43	29.86	88	39.63	66	35.67	93	36.75	131	35.79	159	36.3
6.2	Education	46	31.94	56	25.22	61	32.97	68	26.87	102	27.86	129	29.45
6.3	Entertainment	36	25.0	68	30.63	38	20.54	82	32.41	104	28.41	120	27.39
6.4	To improve Language	19	13.19	10	04.5	20	10.81	10	03.95	29	07.92	30	6.84

Source: Questionnaire.

(Table 7) this table also showed that over all lingo-ethnic interested was found 50.3% and any 49.41% people were found interested in health problems and then solution and 46.15% were interesting to get knowledge about education.

Table-7 which social issue interests you most in the newspapers? (Priorities your choice by writing 1, 2, 3 in appropriate box instead of tick mark).

Interests of Readers			Karachi University				Sindh University				Total			
			Male		Female		Male		Female		KU		SU	
			f	%	f	%	f	%	f	%	f	%	f	%
7.1	Politics	1	29	74.35	32	76.19	63	60.0	43	53.75	61	70.93	106	57.29
		2	06	15.38	07	16.66	25	23.8	20	25.0	13	15.11	45	24.32
		3	04	10.24	08	19.04	17	16.19	17	21.25	12	13.95	34	18.37
7.2	Lingo-thnic	1	04	22.22	07	33.33	56	56.0	26	41.26	11	28.2	82	50.3
		2	05	27.77	08	38.09	27	27.0	17	26.98	13	33.33	44	27.0
		3	09	50.0	06	28.57	17	17.0	20	31.74	14	36.84	37	22.69
7.3	Poverty	1	05	35.71	07	29.16	30	42.25	17	37.77	21	33.33	47	40.51
		2	05	35.71	07	29.16	23	32.39	10	22.22	16	25.39	33	28.44
		3	04	28.57	10	41.66	18	25.35	18	40.0	26	41.26	36	31.03
7.4	Health	1	06	28.57	15	35.71	27	49.09	15	44.11	34	34.34	42	49.41
		2	07	33.33	09	21.42	18	32.72	09	26.47	41	41.41	27	30.33
		3	08	38.09	18	42.85	10	18.18	10	29.41	24	24.24	20	22.47
7.5	Education	1	16	36.36	18	32.72	49	53.84	23	35.38	29	31.86	72	46.15
		2	18	41.0	23	41.81	20	21.97	20	30.76	30	32.96	40	25.64
		3	10	22.72	14	25.45	22	24.17	22	33.84	32	35.16	44	28.2
7.6	Student/ Youth	1	17	40.77	12	24.48	38	49.35	32	46.37	61	56.0	70	47.94
		2	10	23.8	20	40.81	20	26.0	20	28.98	34	31.19	40	27.39
		3	15	35.71	17	34.69	19	24.67	17	24.63	14	12.84	36	24.65

Source: Questionnaire.

DISCUSSION

It has been observed that a large number of the students read newspapers. The reason due to then desire the keep themselves up to date regarding the issues of the society, career etc. Furthermore, in some cases students of universities read newspapers to acquire knowledge. Nevertheless, some students read newspaper to enjoy news items. Bogart (1981) stated that the newspapers are at a par with television as a source of news, as about half the public is expressed to both. At the present it has been reported that reading the newspaper is regarded as a highly routine form of behavior every day, it marks the beginning and ending of the day. In fact, a newspaper accompanies the readers can the bus the work newspaper is a tradition "Rooted in importance of authority and agreement." (Yan Ke Lovich *et.al.*, 1976)

Beside this, Dark (1965) reported that newspaper reading habit of young people is an outcome of the socialization. The

present study agreed on this account that the growing newspaper readership and the increased circulation is inspiring of the research to “explore what the readers read in the newspaper”, in which of the contents of the newspapers are they particularly interested and what type of the content they try to avoid? Numeric studies have been conducted on the subject of newspaper reading habits. For instance Schramm *et.al.*, work in 1900 investigated how teenagers use newspapers. Bogart (1981) investigated the evolution of newspaper reading habits among adolescents. He found young adults readership to be linked to childhood exposure to the newspaper, ties to the community, political awareness and material and employment.

CONCLUSION

Present study reveals that both of the university students read the newspapers and majority of them is regular newspaper readers. During the present study it has been recorded that about 52.22% students are used to read the newspaper every day, while this percentage was calculated 36.12 – 42.69% in a few days in a week on centaury to this it was 5.09 to 7.09% in once a week. Further, present study recommended that same study can also be replicated if a large sample frame is taken from other all universities established in Sindh and comparing the reading habits of male and female students the drawbacks of the less reading ship of newspaper. Most students cannot afford buying expensive newspapers. The students seem to be then high prices of the newspapers while the same are not very satisfied with the overall quality of production of the newspapers and stated that the language, material and production quality is very low which is needed to be improved.

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