

## Newspaper Content Preferences of Students at the University of Sindh, Jamshoro, Pakistan

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### **Abstract**

*This paper evaluates the newspaper content preference of the students enrolled in the classes BS Part-IV and MA Final (Pass), i.e. four year degree and two year masters after having a bachelor degree respectively, in the various subjects of the Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan. Moreover, this research effort narrowly focuses on the students' preference for newspaper content in the context of news story type, news topic, advertisement type and first choice out of the opt-page content of the newspapers they read. Then the students' content preferences, further, have been analyzed in the perspectives of their demographic variables i.e. gender, age, native language, and the field of study they were studying for.*

Keywords content preference;

### **Introduction**

Newspapers are read differently and to different extents (Malthouse & Calder, 2002). The habits of newspaper reading differ due to many reasons; these include even weather and newspaper distribution as well (Gustafsson & Weibull, 1997). Therefore, newspaper readership has been subject to research (Wolswinkel, 2008). Moreover, newspaper readership is measured by quantifying a particular indicator of the newspaper-reading activity (Malthouse & Calder, 2002). Europe, in this regard, was considered as 'newspaper continent' in the wake of highest readership and circulation in the world (østergaard, 1997: 285; Gustafsson and Weibull, 1996; WAN, 2000) cites Lauf(2001). Additionally, the conceptual meaning of readership was not then supposed so obvious (Calder & Malthouse, 2003). It has yet been measured with several critical questions; as the frequency, the number

of days during the past week that one had read a newspaper, time spent reading the newspaper, versions of completion (e.g., noticed headlines, read some, read most), subscribing to a newspaper, reading at least once a week, reading every day, and exposure and attention to hard news etc. (ibid). Another aspect was that the newspaper readership was said to be a construct; therefore it needs to be researched through its various manifestations (Malthouse & Calder, 2002).

Moreover, the newspaper readership reduction was studied as linked to diminished civic awareness, and the decline of democratic values. Whereas, the consumption of more time in reading is necessarily supposed as an activity of better educated people and older people (Raeymaeckers, 2002). In addition, intellectual ability was also said to be a key correlate of newspaper reading; as the bright minded children tend to develop the reading habit earlier and selecting more serious content (Cobb, 1986). And it was also found that when newspaper reading was made easy for young adults, they tended to read; because the young generation not only deemed news as very important (Wolswinkel, 2008) but also in their opinion, news was a basic social service which has to be available when you need it (Costera, 2006). Other than that, it was found that compared with watching television and listening radio newspaper reading, particularly daily, enhances to political interest and knowledge, local political participation and a more integrated understanding of political issues (McLeod et al., 1999; Guo and Moy, 1998) cites Lauf (2001). However, the other related and significant aspect is that the audiences expose themselves selectively to information; because, news media organizations provide content that are differentiated from one another and there is a limited set of news topics to select from which (Katz, Gurevitch, & Hass, 1973; Zillman & Bryant, 1985) cited Tewksbury (2005). Moreover, there is possibility that political news appeal to particular groups of interested citizens who seek information about that news. In this way, broadly one could argue that people may seek information about one or two news topics and acquire less about other topics (ibid, 2005).

### **Methodology and Sampling**

A cross-sectional survey of students was conducted in the various departments of the faculty of social sciences, University of Sindh, Jamshoro. It included only those students who were enrolled in final year classes in the morning programs only. A close-ended questionnaire containing 12 questions, was distributed on different days to the final year students through in-person delivery during the first semester examination 2012. During the questionnaire distribution activity the invigilating teachers of the related departments helped the researchers, who were available to answer queries regarding the questionnaire and to ensure the safe and secure collection of the completed questionnaires. A total of 572 students returned completed questionnaires. At the time of the survey according to the enrollment list provided by the admission branch of the University of Sindh, Jamshoro, the total number of enrolled students in the final year classes of various departments in the faculty of social sciences was 876. Among them 472 were enrolled in B.S Part-IV, a four year degree, and 304 in M.A Final (Pass), a two year degree after having a bachelor degree. The data used in this paper were collected from a total of ten departments. However, from the following six departments of the faculty of social sciences the data could not be collected: Department of Physical Education, Public Administration, General History, Pakistan Study and Woman Development Studies. Because in some of the departments the examination papers of the classes mentioned above had been conducted before the researchers went to survey, and in others the researcher could not develop any access. The distributed questionnaire had two parts; one containing 8 questions about newspaper readership, and the second contained 4 questions related to demographic information of the students. All the questions about newspaper reading behavior were set to measure at the nominal scale.

**Findings*****Demographic Description of the Sample***

**TABLE 1**  
Composition of students by demographic variables (N and %)

|                                  | Number | Percentage (%) |
|----------------------------------|--------|----------------|
| <b>Gender</b>                    |        |                |
| Male                             | 441    | (80.3)         |
| Female                           | 108    | (19.7)         |
| <b>Mother language</b>           |        |                |
| Sindhi                           | 392    | (69.6)         |
| Urdu                             | 92     | (16.3)         |
| Siraiki                          | 49     | (8.7)          |
| Other                            | 30     | (5.3)          |
| <b>Age group</b>                 |        |                |
| Till 21 years                    | 80     | (15.4)         |
| 21-23 years                      | 296    | (56.9)         |
| Over 23 years                    | 144    | (27.7)         |
| <b>Department</b>                |        |                |
| International Relations          | 40     | (07.0)         |
| Psychology                       | 32     | (05.6)         |
| Political Science                | 25     | (04.4)         |
| Social Work                      | 64     | (11.2)         |
| Mass Communication               | 92     | (16.1)         |
| Sindh Development Studies Centre | 40     | (07.0)         |
| Economics                        | 109    | (19.1)         |
| Sociology                        | 78     | (13.7)         |
| Library and Information Science  | 36     | (06.3)         |
| Pakistan Studies Centre          | 55     | (09.6)         |

As in the previous studies it was identified that socio-demographic variables i.e. gender and education have an important effect on the news media use (Cauwenberge, Haenens, & Hans, 2010). Lauf (2001) further, particularly about gender, discusses that the gender variable in some countries has no more impact like in Germany and Luxembourg. Or it has lost its discriminating power, as in Italy or France; however in Belgium, Denmark, Ireland and the Netherlands gender still matters. In this study, among the 549 respondents, revealing their gender, there were 441, the majority, male students (80.3%) and 108 (19.7%) female students. The majority of the students (69.6) spoke the Sindhi language. The second highest proportion (16.3%) Urdu and 8.7% spoke Siraiki language. Whereas, the remaining number of students 30 (5.3%) spoke other various languages: Hindko (0.5%), Balouchi (1.2%), Pushto (1.1%), Arabic (0.4%), Punjabi (1.1%), Brahvi (0.7%), and Marwari (0.4%). Regarding age it is found that in all European member countries age has become the strongest predictor for the daily use of newspapers as a source of political information (Lauf, 2001). In the US it was studied that everyday reading had depended primarily on age ... the older readers are, the more their possibility of reading a newspaper every day. Similarly, in Germany as well, being old was also much more significant for daily reading (Schoenback, Lauf, McLeod, & Scheufele, 1999). So the participant students in this study who mentioned their age (520) ranged from minimum 20 years to maximum 43 years old; whereas their mean age was calculated 23.13 years old. In the context of age categories, the majority (56.9%) were between 21 and 23 years old, 144 over one fourth (27.7%) were above than 23 years old, and the remaining 80 (15.4%) were up to 21 years old. Moreover, it is mentioned that there is a close relationship between literacy rate and newspaper readership (Kuo, 1978). Therefore, all the participants in this study were final year students for M.A and B.S Part-IV year degree in the social sciences faculty at the University of Sindh, Jamshoro, Pakistan. In this way, out of the total of 571, 109 (19.1%) were in the Department of Economics, 92 (16.1%) in the Department of Mass Communication, 78 (13.7%) in the Department of Sociology, 64 (11.2%) in the Department of Social Work, 55 (9.6%) in the Pakistan Study Centre, 40 (7.0%) in the

Department of International Relations, 40 (7.0%) in the Sindh Development Study Centre, 36 (6.3%) in the Department of Library and Information Science, 32 (5.6%) in the Department of Psychology, and 25 (4.4%) in the Department of Political Science.

### *Newspaper Content Preference Behavior*

**TABLE 2**

Composition of students by newspaper content preference related variables (*N* and %)

|                           | Number | Percentage % |
|---------------------------|--------|--------------|
| <b>Story type</b>         |        |              |
| Local                     | 112    | (20.4)       |
| National                  | 288    | (52.6)       |
| International             | 148    | (27.0)       |
| <b>Story topic</b>        |        |              |
| Political                 | 229    | (45.2)       |
| Educational               | 120    | (23.7)       |
| Economics                 | 34     | (6.7)        |
| Disaster                  | 8      | (1.6)        |
| Crime                     | 52     | (10.3)       |
| Sports                    | 41     | (8.1)        |
| Business                  | 15     | (3.0)        |
| Other                     | 8      | (1.6)        |
| <b>Advertisement type</b> |        |              |
| Job opportunity ad        | 374    | (70.6)       |
| Product ad                | 40     | (7.5)        |
| Public service ad         | 88     | (16.6)       |
| Tender notice ad          | 9      | (1.7)        |
| Auction ad                | 8      | (1.5)        |
| Other ad                  | 11     | (2.1)        |
| <b>Op-ed page</b>         |        |              |
| Letters to editor         | 85     | (15.6)       |
| Editorial                 | 71     | (13.0)       |
| Article/column            | 389    | (71.4)       |

To start with about content preferences it was found according to the table 2 that the majority (52.6%) of the students preferred to read first national news stories, the second highest proportion (27.0%) preferred international news; whereas the local news were preferred to read first by the remaining one fifth (20.4%) students. Regarding story topics it was observed that the most preferred news to read first by the students was political news (45.2%), then in the descending order were educational (23.7%), crime (10.3%), economics and business (9.7%), and sports news (8.1%). In the perspective of advertisement, the majority of the students (70.6%) preferred to read first 'job opportunity' ads; whereas, the remaining preferred to public service ads (16.6%) and product ads (7.5%). Finally, in the oped page content the majority (71.4%) preferred to read first articles, then 'letters to the editors' (15.6%), and editorials (13.0%). Therefore, the findings indicated that the most preferred to read first newspaper content by the students was, first, national news, particularly political news; then job ads, and articles.

**TABLE 3**

Distribution of students by gender and content preference (N %)

| Story type           | Gender     |           |            |
|----------------------|------------|-----------|------------|
|                      | Male       | Female    | Total      |
| Local                | 84 (20.0)  | 24 (22.4) | 108 (20.5) |
| National             | 229 (54.4) | 48 (44.9) | 277 (52.5) |
| International        | 108 (25.7) | 35 (32.7) | 143 (27.1) |
| Total                | 421 (100)  | 107 (100) | 528 (100)  |
| Story topic*         |            |           |            |
| Political            | 189 (48.6) | 31 (30.7) | 220 (44.9) |
| Educational          | 80 (20.6)  | 39 (38.6) | 119 (24.3) |
| Crime                | 40 (10.3)  | 11 (10.9) | 51 (10.4)  |
| Business & Economics | 34 (8.7)   | 11 (10.9) | 45 (9.2)   |
| Sports & Other       | 46 (11.8)  | 9 (8.9)   | 55 (11.2)  |
| Total                | 389 (100)  | 101 (100) | 490 (100)  |

|                            |            |           |            |
|----------------------------|------------|-----------|------------|
| Advertisement <sup>†</sup> |            |           |            |
| Job opportunities ad       | 299 (72.4) | 63 (63.6) | 362 (70.7) |
| Public service ad          | 70 (16.9)  | 14 (14.1) | 84 (16.4)  |
| Product ad                 | 23 (5.6)   | 16 (16.2) | 39 (7.6)   |
| Other ad                   | 21 (5.1)   | 6 (6.1)   | 27 (5.3)   |
| Total                      | 413 (100)  | 99 (100)  | 512 (100)  |
| Op-ed page                 |            |           |            |
| Letters to editors         | 71 (16.7)  | 9 (8.7)   | 80 (15.2)  |
| Editorial                  | 57 (13.4)  | 11 (10.6) | 68 (12.9)  |
| Article/column             | 296 (69.8) | 84 (80.8) | 380 (72.0) |
| Total                      | 424 (100)  | 104 (100) | 528 (100)  |

\*  $\chi^2 = 17.51, p < 0.002, df = 4$

†  $\chi^2 = 13.15, p < 0.004, df = 3$

Moreover, see table 3; in the context of gender, the findings mentioned that on average local and international news were preferred to read first more by female students (22.4% and 32.7% respectively) than male (20.0% and 25.7% respectively); whereas in contrast national news were preferred to read first more by male students (54.4%) than female (44.9%). Regarding story topics, the findings showed that political, sports & other news were preferred to read first more by male students (48.6% and 11.8% respectively) than female (30.7% and 8.9% respectively); in contrast educational, crime, and business & economics news were preferred to read first more by female students (38.6%, 10.9%, and 10.9 respectively) than male (20.6%, 10.3% and 8.7% respectively). About newspaper advertisement it was found that job and public service ads were preferred to read first more by male students (72.4% and 16.9% respectively) than female (63.6% and 14.1% respectively); whence the product and other than aforesaid ads were preferred to read first more by female students (16.2% and 6.1% respectively) than male (5.6% and 5.1% respectively). In the regard of oped-page, it was observed that on average letters to the editors and editorials are preferred to read

first more by male students (16.7% and 13.4% respectively) than female (8.7% and 10.6% respectively); on the contrary articles/columns are preferred to read first more by female students (80.8%) than male (69.8%).

In this way overall, it was found that female students were more interested to read first international and local news; whereas male students on average had more tendencies to read first national news. Moreover, male students had more leaning towards political and sports news; and female students were more inclined towards education, crime and business & economics news. Additionally, male students were found more watchful for job and public service ads; against it female students had more interest in product ads. In oped-page content male students preferred to read first more letters to the editor and editorials; however, female students preferred to read first more articles/columns.

**TABLE 4**

Distribution of students by native language and content preference (N %)

|                      | Native Language |           |           |           | Total      |
|----------------------|-----------------|-----------|-----------|-----------|------------|
|                      | Sindhi          | Urdu      | Siraiki   | Other     |            |
| Story type           |                 |           |           |           |            |
| Local                | 80 (21.2)       | 20 (22.7) | 8 (17.0)  | 3 (10.3)  | 111 (20.5) |
| National             | 199 (52.6)      | 51 (58.0) | 20 (42.6) | 16 (55.2) | 286 (52.8) |
| International        | 99 (26.2)       | 17 (19.3) | 19 (40.4) | 10 (34.5) | 145 (26.8) |
| Total                | 378 (100)       | 88 (100)  | 47 (100)  | 29 (100)  | 542 (100)  |
| Story topic          |                 |           |           |           |            |
| Political            | 160 (45.7)      | 33 (39.3) | 20 (45.5) | 13 (54.2) | 226 (45.0) |
| Educational          | 87 (24.9)       | 20 (23.8) | 7 (15.9)  | 6 (25.0)  | 120 (23.9) |
| Crime                | 35 (10.0)       | 11 (13.1) | 4 (9.1)   | 1 (4.2)   | 51 (10.2)  |
| Business & Economics | 35 (10.0)       | 6 (7.1)   | 7 (15.9)  | 0 (0.0)   | 48 (9.6)   |
| Sports & Other       | 33 (9.4)        | 4 (16.7)  | 6 (13.6)  | 4 (16.7)  | 57 (11.4)  |
| Total                | 350 (100)       | 84 (100)  | 44 (100)  | 24 (100)  | 502 (100)  |

|                      |                  |                 |                 |                 |                  |
|----------------------|------------------|-----------------|-----------------|-----------------|------------------|
| Advertisement        |                  |                 |                 |                 |                  |
| Job opportunities ad | 267 (72.0)       | 56 (68.3)       | 33 (70.2)       | 15 (60.0)       | 371 (70.7)       |
| Public service ad    | 63(17.0)         | 11 (13.4)       | 8 (17.0)        | 5 (20.0)        | 87 (16.6)        |
| Product ad           | 21 (5.7)         | 12 (14.6)       | 4 (8.5)         | 3 (12.0)        | 40 (7.6)         |
| Other ad             | 20 (5.4)         | 3 (3.7)         | 2 (4.3)         | 2 (8.0)         | 27 (5.1)         |
| Total                | 371 (100)        | 82 (100)        | 47 (100)        | 25 (100)        | 525 (100)        |
| Op-ed page           |                  |                 |                 |                 |                  |
| Letters to editors   | 60 (16.0)        | 16 (18.4)       | 6 (12.5)        | 2 (6.7)         | 84 (15.5)        |
| Editorial            | 55 (14.6)        | 5 (5.7)         | 6 (12.5)        | 4 (13.3)        | 70 (12.9)        |
| Article/column       | 261 (69.4)       | 66 (75.9)       | 36 (75.0)       | 24 (80.0)       | 387 (71.5)       |
| <b>Total</b>         | <b>376 (100)</b> | <b>87 (100)</b> | <b>48 (100)</b> | <b>30 (100)</b> | <b>541 (100)</b> |

Moreover see table 4; in the respect of native language, the findings indicated that local news on average were preferred to read first more by Urdu and Sindhi speaking students (22.7% and 21.2% respectively) than Siraiki (17.0%) and other various languages speaking students (10.3%). As far as national news is concerned they were preferred to read first more by Urdu speaking (58.0%) than Sindhi (52.6%), Siraiki (42.6%), and other various languages speaking (55.2%). Whereas, international news were preferred to read first more by Siraiki speaking (40.4%) than Sindhi (26.2%), Urdu (19.3%), and other various languages speaking (34.5%). In the terms of story type, it was found that political and educational news were preferred to read first more by those who spoke other various languages (54.2% and 25.0% respectively) than Sindhi (45.7% and 24.9% respectively), Urdu (39.3% and 23.8% respectively), and Siraiki speaking (45.2% and 15.9% respectively). Crime news on average were preferred to read first more by Urdu speaking (13.1); business and economics news were preferred first more by Siraiki speaking (15.9%); whereas, sports & other news were preferred to read first more by Urdu (16.7%) and other various languages speaking students (16.7%). About advertisement, Sindhi speaking students preferred more job ads

(72.0%); those who spoke other various languages preferred more to public service ads (20.0%); and the Urdu speaking preferred to read first more to product ads. Regarding oped-page the findings revealed that letters to the editors were preferred to read first more by Urdu speaking (18.4%); editorials were preferred to read first more by Sindhi speaking (14.6%), and articles were preferred to read first more by those who spoke other various languages (80.0%).

In essence the findings indicated that local news was preferred to read first more equally by both Urdu and Sindhi speaking students. In national news those were interested more who spoke Urdu language; and international news were first read more by the Siraiki speaking students. About story topic crime news was preferred more by Urdu speaking. Towards business and economics news were inclined more who spoke Siraiki. Whereas, sports news was preferred more by Urdu speaking students. Additionally, in the perspective of advertisement Sindhi speaking students were inclined more towards job ads and the Urdu speaking towards product ads. About oped-page content letters to the editors were preferred to read first more by Urdu speaking students; whereas, Sindhi speaking students preferred to read first more to editorials.

**TABLE 5**Distribution of students by age categories and content preference (*N %*)

| Story type    | Age categories            |                          |                        | Total      |
|---------------|---------------------------|--------------------------|------------------------|------------|
|               | Till 21 years<br>Youngest | 21 – 23 years<br>younger | Over 23 years<br>young |            |
| Local         | 12 (15.4)                 | 56 (19.7)                | 32 (23.4)              | 100 (20.0) |
| National      | 41 (52.6)                 | 152 (53.5)               | 71 (51.8)              | 264 (52.9) |
| International | 25 (32.1)                 | 76 (26.8)                | 34 (24.8)              | 135 (27.1) |
| Total         | 78 (100)                  | 284 (100)                | 137 (100)              | 499 (100)  |
| Story topic   |                           |                          |                        |            |
| Political     | 33 (45.8)                 | 109 (41.6)               | 70 (53.8)              | 212 (45.7) |
| Educational   | 12 (16.7)                 | 65 (24.8)                | 26 (20.0)              | 103 (22.2) |
| Crime         | 10 (13.9)                 | 28 (10.7)                | 12 (9.2)               | 50 (10.8)  |

|                      |                 |                  |                  |                  |
|----------------------|-----------------|------------------|------------------|------------------|
| Business & Economics | 11 (15.3)       | 21 (8.0)         | 12 (9.2)         | 44 (9.5)         |
| Sports & Other       | 6 (8.3)         | 39 (14.9)        | 10 (7.7)         | 55 (11.9)        |
| Total                | 72 (100)        | 262 (100)        | 130 (100)        | 464 (100)        |
| Advertisement        |                 |                  |                  |                  |
| Job opportunities ad | 50 (65.8)       | 186 (67.4)       | 106 (80.3)       | 342 (70.7)       |
| Public service ad    | 13 (17.1)       | 49 (17.8)        | 18 (13.6)        | 80 (16.5)        |
| Product ad           | 8 (10.5)        | 25 (9.1)         | 5 (3.8)          | 38 (7.9)         |
| Other ad             | 5 (6.6)         | 16 (5.8)         | 3 (2.3)          | 24 (5.0)         |
| Total                | 76 (100)        | 276 (100)        | 132 (100)        | 484 (100)        |
| Op-ed page           |                 |                  |                  |                  |
| Letters to editors   | 7 (9.2)         | 42 (14.5)        | 27 (19.9)        | 76 (15.2)        |
| Editorial            | 10 (13.2)       | 32 (11.1)        | 16 (11.8)        | 58 (11.6)        |
| Article/column       | 59 (77.6)       | 215 (74.4)       | 93 (68.4)        | 367 (73.3)       |
| <b>Total</b>         | <b>76 (100)</b> | <b>289 (100)</b> | <b>136 (100)</b> | <b>501 (100)</b> |

**Note:** Chi-square test was run to check the significance level, however, no significant relationship was found between the age categories and content preference variables.

Additionally in the regard of age categories see table 5, it was observed that local news were preferred to read first more by young ones (23.4%) than youngsters (15.4%) and younger ones (19.7%). National news was preferred to read first more by younger ones (53.5%) than youngsters (52.6%) and young ones (51.8%). International news was preferred to read first more by youngsters (32.1%) than younger ones (26.8%) and young ones (24.8%). About story topics political news were preferred to read first more by young ones (53.8%) than youngsters (45.8%) and younger ones (41.6%). Educational and sports & other news were preferred to read first more by younger ones (24.8% and 14.9% respectively) than youngsters (16.7% and 8.3% respectively) and young ones (20.0% and 7.7% respectively); whereas crime news, and business & economics news were preferred to read first more by youngsters (13.9% and 15.3% respectively) than younger ones (10.7% and 8.0% respectively) and young ones (9.2% and 9.2% respectively). Regarding advertisement

the findings mentioned that the job ads were preferred to read first more by young ones (80.3%) than youngsters (65.8%) and younger ones; public service ads were preferred to read first more by youngsters and younger ones (17.1% and 17.8% respectively) than young ones (13.6%). Whereas, product ads and other ads were preferred first more by youngsters (10.5% and 6.6% respectively) than younger ones (9.1% and 5.8% respectively) and young ones (3.8% and 2.3% years respectively). Context to oped-page letters to the editors were preferred to read first more by young ones (19.9%) than youngsters (9.2%) and younger ones (14.5%). Whereas, editorials and articles were preferred to read first more by youngsters (13.2% and 77.6% respectively) than younger ones (11.1% and 74.4% respectively) and young ones (11.8% and 68.4% respectively).

Overall, it was observed that local news were preferred to read first by young ones, national news by younger ones and the international news by youngsters. In story topic, young students were more inclined towards political news. The educational and sports news was preferred to read first more by younger students; whereas, crime, business and economics news were more interesting for youngsters. Moreover, job ads were preferred more by young students; however, in public service ads youngsters and younger ones were more interested; whereas in product ads just youngsters were highly inclined than others. Regarding oped-page content letters to editors were preferred to read first by young students; whereas, towards editorials and articles younger ones had more inclination than others.

**TABLE 6**Distribution of students by subject groups and content preference (*N* %)

| Story type    | Subject Groups           |                   |                       | Total      |
|---------------|--------------------------|-------------------|-----------------------|------------|
|               | Information and Politics | Human and Society | Study and Development |            |
| Local         | 37 (19.9)                | 58 (21.4)         | 17 (18.7)             | 112 (20.4) |
| National      | 96 (51.6)                | 148 (54.6)        | 44 (48.4)             | 288 (52.6) |
| International | 53 (28.5)                | 65 (24.0)         | 30 (33.0)             | 148 (27.0) |
| Total         | 186 (100)                | 271 (100)         | 91 (100)              | 548 (100)  |

|                      |            |            |           |            |
|----------------------|------------|------------|-----------|------------|
| Story topic*         |            |            |           |            |
| Political            | 90 (53.6)  | 104 (41.4) | 35 (39.8) | 229 (45.2) |
| Educational          | 34 (20.2)  | 60 (23.9)  | 26 (29.5) | 120 (23.7) |
| Crime                | 16 (9.5)   | 24 (9.6)   | 12 (13.6) | 52 (10.3)  |
| Business & Economics | 8 (4.8)    | 36 (14.3)  | 5 (5.7)   | 49 (9.7)   |
| Sports & Other       | 20 (11.9)  | 27 (10.8)  | 10 (11.4) | 57 (11.2)  |
| Total                | 168 (100)  | 251 (100)  | 88 (100)  | 507 (100)  |
| Advertisement        |            |            |           |            |
| Job opportunities ad | 116 (67.8) | 193 (72.3) | 65 (70.7) | 374 (70.6) |
| Public service ad    | 29 (17.0)  | 40 (15.0)  | 19 (20.7) | 88 (16.6)  |
| Product ad           | 18 (10.5)  | 19 (7.1)   | 3 (3.3)   | 40 (7.5)   |
| Other ad             | 8 (4.7)    | 15 (5.6)   | 5 (5.4)   | 28 (5.3)   |
| Total                | 171 (100)  | 267 (100)  | 92 (100)  | 530 (100)  |
| Op-ed page           |            |            |           |            |
| Letters to editors   | 33 (17.9)  | 36 (13.4)  | 16 (17.4) | 85 (15.6)  |
| Editorial            | 27 (14.7)  | 31 (11.5)  | 13 (14.1) | 71 (13.0)  |
| Article/columns      | 124 (67.4) | 202 (75.1) | 63 (68.5) | 389 (71.4) |
| Total                | 184 (100)  | 269 (100)  | 92 (100)  | 545 (100)  |

\*  $\chi^2 = 18.70$ ,  $p < 0.017$ ,  $df = 8$ .

Moreover, in the perspective of subject groups see table 6 on average the local and national news were preferred to read first more by human and society group ((21.4% and 54.6% respectively) than information and politics group (19.9% and 51.6% respectively), and study and development group (18.7% and 48.4% respectively); in contrast international news were preferred to read first more by the study and development group (33.0%) than information and politics group (19.9%), and human and society group (24.0%). In story type information and politics group preferred to read first more to political, and sports & other news (53.6% and 11.9% respectively) than human and society (41.4% and 10.8% respectively), and the study and

development group (39.8% and 11.4% respectively). Educational and crime news were preferred to read first more by the study and development group (29.5% and 13.6 respectively) than information and politics group (20.2% and 9.5% respectively), and human and society group (23.9% and 9.6% respectively). Whereas, business and economics news were preferred to read first more by human and society group (14.3%) than information and politics group (4.8%) and study and development group (5.7%). About advertisement it was found that job ads and other ads were preferred to read first more by human and society group (72.3% and 5.6 respectively) than information and politics group (67.8% and 4.7% respectively), and the study and development group (70.7% and 5.4% respectively); public service ads were preferred to read first more by the study and development group (20.7%) than information and politics (17.0%), and human and society group (15.0%). Whereas, product ads were preferred to read first more by information and politics group (10.5%) than human and society (7.1%), and the study and development group (3.3%). Finally, in the perspective of oped-page letters to editors and editorials (17.9% and 14.7% respectively) were preferred to read first more by the information and politics group than human and society (13.4% and 11.5% respectively) and study and development group (17.4% and 14.1% respectively); whereas, the articles and columns were preferred to read first more by human and society group (75.1%) than information and politics group (67.4%) and study and development group (68.5%).

Thus summarily the findings mentioned that the local and national news were preferred to read first more by human and society group; whereas international news were preferred to read first more by the study and development group. Moreover, in story type political and sports news were preferred to read first more by the information and politics group; educational and crime news preferred to read first more by the study and development group; whereas business and economics news were preferred to read first more by human and society group. Regarding advertisement the findings indicated that job ads were preferred to read first more by human and society group; public service ads were preferred to read first more by the study and development group; whereas product ads were preferred to read first

more by the information and politics group. In oped-page letters to editors and editorials were preferred to read first more by the information and politics groups; and articles and columns were preferred to read first more by human and society group.

### **Conclusion and Discussion**

Conclusively, it was found that a typical Sindh University student in the Faculty of Social Sciences was male (80.3%), speaking the Sindhi language (69.6%), and was between 21 to 23 years old (56.9%). Moreover, in the perspective of content preference he majorly preferred first to read national news (52.6%), particularly political ones (45.2%); and compared with other ads he liked more to see first job ads (70.6%), and articles and columns (71.4%) than other content on oped-page.

Additionally, when compared with gender, the findings indicated that female students on average were more interested in international and local news; whereas, the male preferred to national news. Particularly, male students were found more interested in political and sports news; whereas, the female students were more interested in education, crime and business news. Other than that the male students preferred first more to job ads; however, the female students preferred first more to product ads. The other variations were that female students were interested to read first articles and columns; in contrast the male students liked more to read first editorials and letters to editors. In the context of mother language the Urdu speaking students had more interest to read first national news. Similarly, crime and sports news also were preferred more by the Urdu speaking students than others. Moreover, Sindhi speaking students, in the perspective of advertisement, were inclined more first towards job ads; whereas, on the contrary the Urdu speaking were interested more first in product ads. Regarding oped-page content it was found that the Sindhi speaking preferred more first to editorial; and the Urdu speaking against it liked more first to read letters to the editors.

Finally, in the regard of subject groups it was observed that in international news the students of study and development group were inclined more; whereas, those who studied in human and society group had more proclivity first in local and national news. More deeper about

news preferences the findings mentioned that the students of information and politics group were more keen first for political and sports news; whereas, the education and crime news were preferred more first by the students of study and development group. About human and society group it was further indicated that they had more interest first in the business and economics news. While regarding advertisement the students of human and society group preferred more to read first job ads; whereas public service ads were read more by the students of study and development group. Finally, it was found about oped-page content that editorials and letters to the editors were read more first by the students of information and politics group; against it articles and columns were preferred to read first more by the students of human and society group.

### **Notes**

To make comprehensible to cross-tabulation analysis the aforementioned ten departments have arbitrarily been condensed into three subject groups, while considering their close relationship with each other as follows:

1. **Information and Politics group:** Inclusive of International Relations, Mass Communication, Political Science and Library and Information Science department.
2. **Human and Society group:** Inclusive of Psychology, Sociology and Social work department.
3. **Study and Development group:** Inclusive of Economics, Pakistan Study Centre and Sindh Development Study Centre.

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