

Magazine Readership Patterns among University Students in Sindh, Pakistan

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Abstract

Magazines play a key role in creating and enhancing university students' awareness and reading habits. The purpose of this study is to determine the magazine readership patterns among university students in Sindh Province, Pakistan. In this context, a cross-sectional survey was conducted using multi-step sampling techniques from students of Sindh's 3 largest public sector universities, namely, University of Karachi, Karachi. University of Sindh, Jamshoro. And Shah Abdul Latif University, Khairpur, which has a Faculty of Social Sciences. The results show that a typical university student is a magazine reader, especially a weekly magazine. While female students read more to the magazine than male pupils. However, women prefer to read monthly magazines instead of weekly magazines. Whereas, in the context to ethnicity the statistics revealed that the Urdu speaking students on average are higher magazine readers than Sindhi students and other ethnicities. Further was observed that those who studied media or mass communication on average were more magazine readers than those who studied international relations, political science, and sociology. Finally, subject to university in which the sampled students were studying it surfaced that on average the students of Sindh University on average were more magazine readers than those students who study at Shah Abdul Latif University and Karachi University. This type of study should be conducted in other provinces of the country to know magazine reading patterns among students there.

Keywords: Magazine, readership, university students

1. Introduction

The magazines have a significant role to get informed to the university pupils and to build and grow reading habits among them. Because magazines normally contain the contents about various topics related to social and political issues to entertainment and fashion etc. Therefore, there is always a need to assess the magazine readership level among university students. Though the magazine readership may be studied vastly and deeply and in the result that would be important feedback to magazine publishers in Pakistan to improve the content quality of the magazines and to select the magazine



contents that are to be read more by the readers. However, in the context of this research, a limited attempt is made to research the magazine readership among university students in Sindh province, Pakistan that is just inclusive of that how many and of what frequency magazines are to be read by the university students in Sindh. Then such magazine readership variables are further analyzed with the demographic characteristics of the university students. That is their gender, age, mother language, the department where they are enrolled and the university where they are admitted to study.

1.1 Earlier literature about magazine readership

As Erdem (2015) revealed having conducted a comparative study in two Turkish Universities that the students of both universities were regular readers of the periodicals. However, the students of one university preferred to read children's magazines whereas the students of the other university were more interested in reading news and sports magazines. The author further concluded that the students of both universities took more interest in entertaining content rather than reading course books. Florence, Adesola, Alaba and Adewumi (2017) found in their study that half of the students who participated in their study read magazines and other periodicals.

Shahriza and Hasan (2007) assert in their research study that the positive attitude of parents encourages their children for reading magazines. They found that the students of the university mostly read a magazine during their free time. A research study conducted in Royal Military College, Malaysia (Baharuddin, Fazli & et al. 2015) revealed that the majority of the students read magazines, newspapers and novels. The researchers suggest that the habit of reading should be created among children at an early age by establishing home libraries and giving reading material to them in the forms of gifts. Additionally, it is observed that there is a clear difference between boys and girls students in terms of reading magazines. Early (2011) found a large variance in the reading habits of male and female students in his study. He revealed that although there is much difference both read magazines preferably. He further states that relationships play a key role in reading patterns in the lives of students. Morry and Staska (2001) concluded in their study that magazine reading affects behaviors. They state that magazine reading is closely associated with the bodily look and eating habits of the people both men and women. The researchers further argue that the magazines' advertisements more often affect the people and their collective models, and as a result, that change their behaviors. In this context Abidi0n, Pour-Mohammadi and Lean (2011) illustrate in their study that Chinese speaking students prefer to read Chinese language magazines and newspapers. The study also showed that a very large number of university students read magazines and other reading stuff but in hard form rather than soft ones.

1.2 Magazine readership in Pakistan

The studies in the context of students' magazine readership patterns in Pakistan show that students in Pakistan are highly aware of socio-political issues as they frequently read magazines. In this regard, Qutab, Iqbal and Ullah (2017) elaborate that in Pakistan, females preferably read magazines along with books and other material. The study concludes that students of Pakistani universities are good users of online sites for getting information, and they read online magazines.

Apart from university students, high school students in Pakistan are a good reader of periodicals especially magazines. Hussain and Munshi (2011) found that a great number of students read magazines and other reading material for getting pleasure during their free time.

Another study on the reading habits of school students was carried out in Lahore. In which Awais and Ameen (2013) concluded that although the majority of the school children watch television their second priority is reading magazines. Khan (2009) in his research study on media's role in higher education states that students make their decision on the basis of reading magazines, newspapers and TV watching. However, the study concluded that respondents spend lesser time to read magazines as compared to other media. Finally, it is observed while reading many studies on reading patterns of the students that the girl students have positive attitudes towards magazine readership than the boys. As in this regard Dilshad, Adnan and Akram (2013) found in their study that girl students are more interested in reading magazines while the boy students preferably read biographies, adventure and other material.

1.3 Objectives of the study

1. To determine magazine readership patterns among the students of universities of Sindh Province, Pakistan.
2. To determine the preferences of magazine readership among the students of universities of Sindh Province, Pakistan.

1.4 Research questions

- 1: What are the patterns of magazine readership among students of universities of Sindh, Pakistan?
- 2: What are the preferences of magazine readership among the students of universities of Sindh Province Pakistan.

2. Research method

In this study, the researchers have used the cross-sectional survey (Wimmer & Dominick, 2013) approach to collect the data from the students of the government universities of Sindh province. In that context, the figures given on the website of the Higher Education Commission (HEC) mentions that the whole quantity of the government universities in Sindh province is 23. These universities offer degrees in different fields. As researchers

have selected students of social science faculty, at least ten out of 23 universities have established social science faculties. However, the researchers have selected three main one out of the ten public sector universities of Sindh province i.e. the University of Karachi, Karachi; University of Sindh, Jamshoro; and Shah Abdul Latif University, Khairpur. These universities have the faculty of social sciences. That is why these are selected for sampling purposes. Finally, the students studying in the departments i.e. Media and Communication, Sociology, International Relations, and Political Science from each sampled University was selected for data collection.

Further, the data was collected by administering a self-completed pre-designed close-ended questionnaire. The instrument for the data collection was designed based on taking relevant insights from relevant literature and following the objectives of the study. The same was administered among the sampled students of the chosen universities in the departments in the classroom settings. Additionally, the required assistance was taken from the faculty members who attended as volunteers. Moreover, the data is analyzed by using SPSS software, and findings are given below in the shape of tables.

3. Findings

3.1 Demographic Profile of the University Students

Table.1 the results about the demographic variables are presented. Though findings revealed that in the context of the gender of the respondents, the proportion of 54.2 percent are male. However, the female proportion consists of the two fifths 45.2 percent. So, the result concludes that the majority of respondents in this study are males.

Further, findings of the marital status of the respondents exposed that the majority 94.1 percent, participated in this study are unmarried. However, a small proportion of 5.9 percent of the respondents declared themselves as married. Additionally, findings of the age of the respondents showed that the maximum quantity of the respondents' 45.5 percent was above 22 years old; and the second-highest proportion of higher than one third 34.2 percent of the respondents stated themselves as 22 years old. Though, the remaining fraction of one-fifth 20.3 percent of the respondents is 21 years old. Thus, the highest proportion of 45.5 percent of respondents are older than 22 years.

Table 1: Demographic profile of the respondents

Variables	Number	Percent %
Gender		
Male	211	54.2
Female	178	45.2
Marital status		
Single	366	94.1
Married	23	5.9
Age		
21 years	66	20.3
22 years	111	34.2
More than 22 years	148	45.5
Mother Tongue		
Sindhi	172	45.0
Urdu	154	40.3
Other	56	14.7
Admitted in Class		
M.A Final	209	53.0
B.S Part -IV	169	42.9
Registered in the Department		
Media and Communication	135	34.3
International Relations	78	19.9
Political Science	67	17.1
Sociology	111	28.4
Registered in the University		
University of Sindh, Jamshoro	168	42.6
Shah Abdul Latif University, Khairpur	43	10.9
University of Karachi, Karachi	183	46.4

Furthermore, the findings of the mother language of the respondents showed that two-fifths 45 percent are Sindhi speaking and 40.3 percent are Urdu speaking. Although, 14.7 percent students mentioned 'other' languages such as Punjabi 4.3 percent, Balochi 2.5 percent, Pashto 1.0 percent, Hindko 1.3 percent, Kashmiri 1.3 percent, Gilgit 1.0 percent, Shina 1.0 percent, Saraiki 0.5 percent, Dhatki 0.5 percent, Gujrati 0.3 percent, Burjshaski 0.3 percent, and Khowari 0.3 percent. So, findings revealed that most of the participant respondents of this study are Sindhi speaking with the proportion of 45.0 percent. However, Urdu speaking respondents are on the second number with a proportion of 40.3 percent.

Moreover, the findings regarding the education level of the respondents showed that 55.3 percent of participants are enrolled in class M.A (Final). Though, more than two-fifths 44.7 percent are found enrolled in the class B.S.

Part-iv. Thus, findings exhibited that most of the respondents are enrolled in class M.A (Final). In addition, result about the discipline of the respondents studying found 34.3 percent students are enrolled in the Department of Media & Communication, 28.4 percent in the Department of Sociology, 19.9 percent in the Department of International Relations and 17.1 percent told that they are enrolled in the Department of Political Science. So, findings revealed that the highest proportion of the students are enrolled in the Department of Media & Communication Studies.

Additionally, the findings regarding students enrolled in the university showed that 46.4 percent of the respondents are enrolled in the University of Karachi 42.6 percent in the University of Sindh, Jamshoro and 10.9 percent of students are enrolled in the Shah Abdul Latif University, Khairpur Mir's.

3.2 Magazine readership among university students

Table 2: Magazine readership

Magazine readership	Number	Percent %
<i>Read magazines?</i>		
Yes	286	74.1
No	100	25.9
<i>Number of magazines being read</i>		
One	178	62.2
More than one	108	37.8
<i>Frequency of magazines being read</i>		
Weekly	166	58.9
Fortnightly or monthly	116	41.1

Table.2 reveals the findings of magazine readership among pupils of the universities of Sindh province. In that context, the results observed 74.1 percent of the student told that they read the magazine. Nevertheless, 25.9 percent proportion respondents told they did not read the magazine. Though, findings showed that the majority proportion 74.1 percent of the university students are readers of the magazine.

Further, the results of the number of magazines read by the participants showed that 62.2 percent of the respondents read just one magazine. Though, 37.8 percent of students told that they read more than one magazine.

Therefore, findings concluded the majority proportion of the participants' read-only single magazine. However, findings in the context of the frequency of magazine readership by the university students showed that 58.9 percent of the participants read the weekly magazine. Nevertheless, 41.1 said that they read monthly magazines. Thus, findings showed that 58.9 percent of respondents of this study read the weekly magazine.

Table 3: Magazine readership among university students according to gender

Magazine readership	Gender		
	Male	Female	Total
<i>Reading magazines?</i>			
Yes	149 (72.0)	133 (76.4)	282 (74.0)
No	58 (28.0)	41 (23.6)	99 (26.0)
Total	207 (100)	174 (100)	381 (100)
<i>Number of magazines being read</i>			
One	92 (61.3)	82 (62.1)	174 (61.7)
More than one	58 (38.7)	50 (37.9)	108 (38.3)
Total	150 (100)	132 (100)	282 (100)
<i>Frequency of magazines being read</i>			
Weekly	93 (63.3)	70 (53.4)	163 (58.6)
Fortnightly or monthly	54 (36.7)	61 (46.6)	115 (41.4)
Total	147 (100)	131 (100)	278 (100)

Table.3 shows findings of magazine readership patterns according to the gender of the students. Though, results reveal that the quantity of female magazine readers in 76.4 percent in comparison to males with 72 percent. However, the findings of those who did not read magazines are male respondents with 28 percent and female respondents with 23.6 percent. Thus, results showed that on average the magazine readership is advanced amongst the female students as compared to male students.

Further, the findings concerning the number of magazines read by the respondents found that the amount of female students is sophisticated with 62.1 percent in comparison to the proportion of male respondents with 61.3 percent average magazine readership. Nevertheless, the results about those who read more than one magazine showed that male respondents' proportion was a bit bigger with 38.7 percent than female respondents with 37.9 percent. Therefore, findings determined that the male students were more readers of many than one magazines than female students.

Furthermore, the findings of the frequency of magazines showed that those respondents who read weekly magazines, the quantity of male respondents is higher with 63.3 percent the proportion of female respondents with 53.4 percent. However, results about those who read fortnightly or monthly magazines revealed that the number of female students is higher with 46.6 percent than male respondents with 36.7 percent. So, findings revealed that on average the male students were more readers of weekly magazines; however, the female students on average were more readers of a fortnightly or monthly magazine.

Table 4: Magazine Readership among students according to age

Magazine readership	Age categories		Total (%)
	22 years and less (%)	Above 22 years (%)	
<i>Reading magazines?</i>			
Yes	131 (74.9)	101 (70.6)	232 (73.0)
No	44 (25.1)	42 (29.4)	86 (27.0)
Total	175 (100)	143 (100)	318 (100)
<i>Number of magazines being read</i>			
One	82 (63.1)	59 (57.8)	141 (60.8)
More than one	48 (36.9)	43 (42.2)	91 (39.2)
Total	130 (100)	102 (100)	232 (100)
<i>Frequency of magazines being read</i>			
Weekly	73 (56.6)	66 (66.0)	139 (60.7)
Fortnightly or monthly	56 (43.4)	34 (34.0)	90 (39.3)
Total	129 (100)	100 (100)	229 (100)

Table.4 shows the finding of magazine readership in the context of age. Though results found that those respondents who read the magazine, the average the proportion of 22 years old or less is higher with 74.9 percent than 22 years old with a proportion of 70.6 percent. Although, the findings of those who did not read the magazine the proportion of 22 years old is higher with 29.4 percent than 22 years old is less with a proportion of 25.1 percent. Therefore, results summarized that magazine readership on average was than 22 years old or less than those who were above 22 years old.

Further, findings of the number of magazines to be read observed that respondents who read just one magazine the proportion of 22 years old is higher with 63.1 percent than 22 years old is less with the proportion of 57.8 percent. However, the findings of those who read more than one magazine showed the proportion of students aged 22 years old 42.2 was advanced than the amount of aged 22 years old was less with 36.9 percent. In this way, the data revealed that on average the students aged 22 years old read more magazines than students aged 22 years old or less.

Furthermore, results regarding the magazine readership respondents who read weekly magazine showed that the proportion of respondents aged 22 years old 66.0 percent was greater than the respondents aged 22 years old proportion is lower with 56.6 percent. However, results in the contrast of those who read fortnightly or monthly magazine showed that the proportion of respondents aged 22 years old or less was advanced 43.4 percent than the proportion of respondents

aged 22 years old is lower with 34 percent. Therefore, findings revealed that on average magazine readership frequency was significant among those students aged above 22 years old than students aged 22 years old or lower.

Table 5: Magazine readership among students according to mother tongue

Magazine readership	Mother language			
	Sindhi (%)	Urdu (%)	Other (%)	Total (%)
<i>Reading magazines?</i>				
Yes	118 (72.0)	116 (75.3)	41 (73.2)	275 (73.5)
No	46 (28.0)	38 (24.7)	15 (26.8)	99 (26.5)
Total	164 (100)	154 (100)	56 (100)	374 (100)
<i>Number of magazines being read</i>				
One	78 (65.5)	72 (62.6)	20 (48.8)	170 (61.8)
More than one	41 (34.5)	43 (37.4)	21 (51.2)	105 (38.2)
Total	119 (100)	115 (100)	41 (100)	275 (100)
<i>Frequency of magazines being read</i>				
Weekly	72 (62.2)	67 (58.3)	21 (50.0)	160 (58.8)
Fortnightly or monthly	43 (37.4)	48 (41.7)	21 (50.0)	112 (41.2)
Total	115 (100)	115 (100)	42 (100)	272 (100)

Table.5 shows the findings of the magazine readership in regard to the mother language of the respondents. The revealed that the proportion of respondents who read magazines 75.3 percent are Urdu speaking, 72 percent Sindhi and 73.2 percent other languages. However, result about the proportion of those who did not read magazines 28 percent Sindhi, 24.7 percent Urdu and 26.8 percent other various languages speaking. In this way, findings deduced that Urdu speaking students have high quantity of magazine readership than the Sindhi and 'other' various languages speaking students.

Further, findings of the number of magazines to be read showed that those students who read just one magazine amid them the percentage Sindhi students are higher with 65.5 percent than the Urdu speaking with 62.6 percent and 'other' various languages 48.8 percent. Though, results about those who read more than one magazine that those who spoke 'other' various languages are bigger with 51.2 percent than Sindhi speaking with 34.5 percent and Urdu speaking with 37.4 percent. Hence, findings showed that on average Urdu and 'other' various languages read a greater number of magazines than those who spoke Sindhi.

Furthermore, findings regarding magazine frequency among those respondents who read weekly magazines that the proportion of Sindhi language speaking is higher with 62.2 percent than Urdu speaking students with 58.3 percent and 'other' various languages. However, findings on the contrary to those who read fortnightly or monthly magazines amongst them on average the quantity of 'other' various languages speakers 50.0 percent was significant than the magnitudes of Sindhi speaking students with 37.4 percent and Urdu speaking 41.7 percent. Therefore, it was found that Sindhi speaking students are additional readers of weekly magazines. Contrary to this the students speakers of Urdu and 'other' various languages on average were more readers of fortnightly or monthly magazines.

Table 6: Magazine Readership among university students according to department

Magazine readership	Department				
	Media (%)	I.R. (%)	Political Sc. (%)	Sociology (%)	Total (%)
Reading magazines?					
Yes	108 (81.2)	57 (73.1)	49 (74.2)	70 (66.0)	284 (74.2)
No	25 (18.2)	21 (26.9)	17 (25.8)	36 (34.0)	99 (25.8)
Total	133 (100)	78 (100)	66 (100)	106 (100)	383 (100)
Number of magazines being read					
One	68 (63.0)	36 (63.2)	26 (53.1)	46 (65.7)	176 (62.0)
More than one	40 (37.0)	21 (36.8)	23 (46.9)	24 (34.3)	108 (38.0)
Total	108 (100)	57 (100)	49 (100)	70 (100)	284 (100)
Frequency of magazines being read					
Weekly	66 (60.6)	32 (58.2)	26 (53.1)	40 (59.7)	164 (58.6)
Fortnightly or Monthly	43 (39.)	23 (41.8)	23 (46.9)	27 (40.3)	116 (41.4)
Total	109 (100)	55 (100)	49 (100)	67 (100)	280 (100)

Table.6 shows the findings of magazine readership analysis from the perspective of the students registered in department in the university. Though results about magazine that the number of students of Media and Communication Studies 81.2 percent were greater than the proportions of those who study International Relations 73.1 percent, Political Science 74.2 percent, and Sociology 66.0 percent. However, in the contrast those who did not read any magazine among them on average the quantity of those who studied Sociology 34 percent was higher than the proportions of those who study Media and Communication

Studies 18.2 percent, International Relations 26.9 percent, and Political Science 25.8 percent. Hence, findings showed on average the students of media were more magazine readers than those who study International Relations, Political Science, and Sociology.

Further, findings regarding the number of magazines to be read it was revealed that those students who read only one magazine among them on average the proportion of those who study Sociology 65.7 percent was higher than the proportions of those who study Media and Communication 63 percent, International Relations 63.2 percent, and Political Science 53.1 percent. Though results about those who studied more than magazine among them on average the proportion of those who study Political Science 46.9 percent was higher than the proportions of those who study Media and Communication Studies 37 percent, International Relations 36.8 percent, and Sociology 34.3 percent. Hence, it was found that on average the students who studied sociology were more readers of just one magazine; but on the contrary, the students who study Political Science, International Relations, and Media and Communication Studies on average were more readers of many magazines than one.

Furthermore, the findings of the frequency of the magazines the data stated that students who read weekly magazines among them on average the quantity of Media and Communication studies 60.6 percent were bigger than the proportions of those who study International Relations 58.2 percent, Political Science 53.1 percent, and Sociology 59.7 percent. Nevertheless, on the opposing those who read fortnightly or monthly magazines amongst them on average the quantity of those who study Political Science 46.9 percent was greater than the proportions of those who studied media 39.4 percent, International Relations 41.8 percent, and Sociology 40.3 percent. Hence, findings determined that on average the students who studied media were more readers of weekly magazines; however, contrary to that the students who study Political Science, International Relations, and Sociology were more readers of fortnightly or monthly magazines.

Table 7: Magazine readership among university students according to university registered

Magazine readership	University			
	SU (%)	SALU (%)	KU (%)	Total (%)
<i>Reading magazines?</i>				
Yes	127 (78.4)	27 (64.3)	132 (72.5)	286 (74.1)
No	35 (21.6)	15 (35.7)	50 (27.5)	100 (25.9)
Total	162 (100)	42 (100)	182 (100)	386 (100)
<i>Number of magazines being read</i>				
One	79 (62.7)	19 (70.4)	80 (60.2)	178 (62.2)
More than one	47 (37.3)	8 (29.6)	53 (39.8)	108 (37.8)
Total	126 (100)	27 (100)	133 (100)	286 (100)
<i>Frequency of magazines being read¹</i>				
Weekly	77 (61.6)	20 (76.9)	69 (52.7)	166 (58.9)
Fortnightly or Monthly	48 (38.4)	6 (23.1)	62 (47.3)	116 (41.1)
Total	125 (100)	26 (100)	131 (100)	282 (100)

¹X²= 5.963, p < .051, DF = 2.

Table.7 shows magazine readership according to the university registration. The result found that the students who read magazines among them on typical the quantity of those who study in SU were higher 78.4 percent than the number of those who study in SALU 64.3 percent, and KU 72.5 percent. However, in contrast to that, those who did not read any magazine among them on average the quantity of those who study in SALU 35.7 percent was higher than the proportions of those who study in SU 21.6 percent, and KU 27.5 percent. Hence, it was shown that on average the students of SU were more magazine readers than those who studied in SALU and KU.

Further, the finding of the number of magazines showed that those students who read just one magazine among them on average the proportion of those who study in SALU were greater 70.4 percent than the proportions of those who study in SU (62.7%) and KU 60.2 percent. Nevertheless, the results revealed that those who read more than one magazine among them on average the proportions of those who studied in KU 39.8 percent were higher than the proportions of those who studied in SU 37.3 percent and SALU 29.6 percent. Hence, results exhibited that on average the students of SALU and SU were more readers of just one magazine, and the students of KU on average were more readers of many magazines than one.

Furthermore, results regarding the frequency of magazines it was observed first, about those respondents who read weekly magazines among them on average the proportion of those who study in SALU was greater 76.9 percent than

the proportions of those who study in SU 61.6 percent, and KU 52.7 percent. Nonetheless, result about those who read fortnightly or monthly magazines among them on average the proportion of those who studied in KU 47.3 percent was higher than the proportions of those who studied in SU 38.4 percent, and SALU 23.1 percent. So, findings revealed that on average the students of SALU were more readers of weekly magazines; however, the students of KU and SU on average were more readers of fortnightly or monthly magazines.

Discussion

Though the objective of this study is to determine magazine readership patterns among the university students of Sindh, Pakistan. First, demographic characteristics of the survey participants revealed that the typical students readers were male and unmarried. Whereas, in the context of age the analyzed data mentioned that the typical student of this research was found as older than 22 years. Besides, the typical surveyed student revealed that he spoke Sindhi language and were registered in class M.A (Final) in the discipline of Media & Communication. Finally, from the perspective of the university, the typical survey participant was studying at the University of Karachi.

Second, findings concluded the majority proportion of the participants' read-only single magazine. However, findings in the context of the frequency of magazine readership by the university students showed that 58.9 percent of the participants read a weekly magazine. Nevertheless, 41.1 said that they read monthly magazines. Thus, findings showed that 58.9 percent of respondents of this study read a weekly magazine.

Third, results showed that on average the magazine readership is higher among the female students compared to male students. It also determined that the male students were more readers of many than one magazines than female students. Though, results revealed that on average the male students were additional readers of weekly magazines; however, the female students on average were more readers of the fortnightly or monthly magazine.

Fourth, results summarized that magazine readership on average was advanced among those students aged 22 years old or less than students aged 22 years old. In this way, the data revealed that on average the students aged 22 years old read more magazines than students aged 22 years old or lower. Therefore, findings revealed that on average magazine readership frequency was higher among those students who were above 22 years old than aged 22 years old or less.

Fifth, findings deduced that students speaking Urdu language were more magazine readers than the Sindhi and 'other' various languages speaking students. Additionally, findings showed that on average those Urdu and 'other' various languages speaking read a greater number of magazines than those who spoke Sindhi. Therefore, findings showed that on average the students speaking Sindhi were more readers of weekly magazines. However, contrary to this the Urdu and 'other' various languages speaking students were more readers of fortnightly or monthly magazines.

Sixth, findings showed on average the students of media were additional magazine readers than those who study International Relations, Political Science, and Sociology. Though, it was found that on average the students who studied sociology were more readers of just one magazine; but on the contrary, the students who study Political Science, International Relations, and Media and Communication Studies on average were more readers of many magazines than one. Hence, findings determined that on average the students who studied media were more readers of weekly magazines; however, contrary to that the students who studied political science, international relations, and sociology were more readers of fortnightly or monthly magazines.

Finally, findings showed that on average the students of SU were more magazine readers than those who studied in SALU and KU. Additionally, results exhibited that on average the students of SALU and SU were more readers of just one magazine, and the students of KU on average were more readers of many magazines than one. So, findings revealed that on average the students of SALU were more readers of weekly magazines; however, the students of KU and SU on average were more readers of fortnightly or monthly magazines.

Conclusion

In response to overall aim of the study ‘the magazine readership patterns among university students in Sindh province, Pakistan’ findings concluded that the typical university student was a magazine reader, a particularly weekly magazine. Moreover, the magazine readership on average was higher among the female students compared with the male students. However, they (female) preferred to read fortnightly or monthly magazines rather than weekly ones. Whereas, context to ethnicity the data mentioned that the Urdu speaking students on average were more magazine readers than Sindhi and other various languages speaking students. As far as the discipline in which students were enrolled to study was concerned then it was observed that those who studied media or mass communication on average were more magazine readers than those who studied international relations, political science, and sociology. Finally, subject to university in which the sampled students were studying it surfaced that on average the students of Sindh University on average were more magazine readers than those students who studied at Shah Abdul Latif University and Karachi University.

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