

Full Length Research

Utilization of The Newspaper Service By The Users of The Mangalore University Library: A Study

¹Lokesha M. and ²Veena Kumari

¹Assistant Librarian (Gst.), University Library, Mangalore University, Mangalore-574199.
E-Mail: lokeshamurthy4@gmail.com

²Lab Assistant, University Library, Mangalore University, Mangalore-574199.
E-Mail: veenespn@gmail.com

Accepted 14 November 2016

This study focuses on the utilization of the newspaper service provided by the library of Mangalore University. This study discusses in which language users prefer to read their newspapers, which topic is of more interest to the users to read in their newspapers, and the purpose of reading newspapers. The findings reveal that most of the respondents used this service to get more information on current affairs, political news, sports, and educational news. The users are satisfied with the e-newspaper service. Suggestions in accordance with the user feedback for further improving the service have also been recorded.

Keywords: News, Newspaper, Newspaper services, University Library.

Cite This Article As: Lokesha M, Kumari V (2016). Utilization of The Newspaper Service By The Users of The Mangalore University Library: A Study. *Inter. J. Acad. Lib. Info. Sci.* 4(9): 225-232

INTRODUCTION

Newspapers are playing a vital role in human life, updating our day to day knowledge, covering enormous information such as economics, politics, scientific, sports, education, entertainment, commercial, crime. Therefore, this service is made available in the public libraries, academic libraries, special libraries. In the earlier day's libraries were stored with old newspapers for references. But now it has become easier than earlier methods. Due to the availability of E-resources information is available in various formats. But still newspapers have maintained their own significance till today. Many users prefer to use e-newspapers, which are easy to access and save time. A person can improve his mental ability and update himself with a bundle of knowledge skills by adopting the

habit of reading newspapers.

OBJECTIVES OF THE STUDY

- To find the use of reading newspapers.
- To determine the newspaper reading habits of users.
- To investigate the language preference for newspaper reading.
- To knowing the most used national and local newspapers.
- To find user satisfaction with the newspapers services.

METHODOLOGY

This study is based on the survey method. A close-ended questionnaire was developed to collect the data needed in order to achieve the objectives of the study. A total of 520 questionnaires were distributed to the users of the three different disciplines, namely, Science and Technology, Social Science, and Commerce and Management. The collected data was analysed and tabulated using SPSS.

REVIEW LITERATURE

1. Ratha & Silawat (2013). examine the use of newspapers by the users of Central Library of Devi Ahilya University, Indore. Frequency of newspaper reading, time spending for newspaper reading and most suitable time for newspaper reading of the users are studied. The study also suggested to improving the newspaper service and provides the facility of e-newspaper service in the library.
2. Krishnamurthy & Awari (2015). Reading is a way to get better knowledge of one's own experiences and it can be an exciting journey to self-discovery. Reading transfers experiences to the individual so that the reader may expand one's horizons, identify, extend and intensify his or her interest and gain deeper understanding of the world. Newspaper is also an important source of information for all and brings news of daily happenings of the world. In this study an attempt has been made to study the newspaper reading habits among post-graduate students of Karnataka University, Dharwad.
3. Hajam (2014). Examine the usage pattern of Newspaper service of Allama Iqbal Library by the scholarly community of Kashmir University. The study seeks to find out the newspapers subscribed to by the Allama Iqbal library and user's preference in terms of language, writing style, editorials, attractive display, best contents etc. The study highlights the level of user's satisfaction with regard to availability of newspapers both print/online in the Allama Iqbal Library. This study provides a detailed note about the users' tendency towards the print newspapers and reading of online newspapers. The purpose of the study was to get users feedback about the newspaper service and to suggest remedial measures for making it more convenient, effective and viable. The findings have been prominently specified in tables. The suggestions in accordance with user's feedback for improving the service further have also been recorded.
4. Golovchinsky & Chignell (1997). Discussed about similarities between newspapers and hypertext databases; describes VOIR (Visualization of Information Retrieval), a software prototype used as

an electronic newspaper workbench; presents result of empirical evaluation; and suggests implications for hypertext and information retrieval.

5. Asokan and Dhanavandan (2013). Highlighted the reading activity has always been seen as an important element in a person's culture and education. The academic library is attached to the academic institution it serves to user community towards readings. Its main clients are composed of students and faculties. So, the library resources and services it offers should mirror the academic goals of the institution, and meet the information needs of these users. In this paper discussed about the reading habits of engineering professionals among engineering colleges in Chennai. A total of 450 questionnaires were distributed among the professionals and 414 filled in questionnaires were obtained from the respondents. Out of 414, Maximum of the respondents (79.43%) is mentioned their first choice is Dailythanthi.

DATA ANALYSIS AND DISCUSSION

The data collected from the respondents is analysed and discussed in Figure 1.

The questionnaire (Figure 1) was distributed to three disciplines of Mangalore University. The total strength of all the three departments is 520, out of which, 138 (26.50%) students are from Science and Technology, 238 (45.80%) from Social Science, and 144 (27.70%) from Commerce and Management.

Nowadays, not only in the urban areas, but also in rural areas, people read newspapers. The table 1 shows the area-wise questionnaire distributed. About 285 (54.80%) questionnaires were distributed in urban areas and 235 (45.20%) questionnaires were distributed in rural areas.

The figure 2 presents the gender-wise distribution of questionnaires. About 354 (68.10%) males and 166 (31.90%) females responded to the questionnaire.

Table 2 shows the reading habit of newspaper of the respondents. It is clear from the table that all 520 (100.00%) respondents read the newspaper in the library.

The table 3 indicates the frequency of newspaper reading among the users. About 282 (54.20%) respondents read the newspaper daily, 167 (32.10%) read the newspaper 2-3 times a week, and 71 (13.70%) read the newspaper once in a week.

The table 4 provides information about the language preference of users while reading their newspaper. The result shows that 234 (45.00%) users prefer reading English newspapers, 190 (36.50%) prefer Kannada newspapers, 95 (18.30%) prefer Malayalam newspapers, and 449 (86.30%) prefer both English and Kannada newspapers.

Keeping in view the interest of the users, the survey

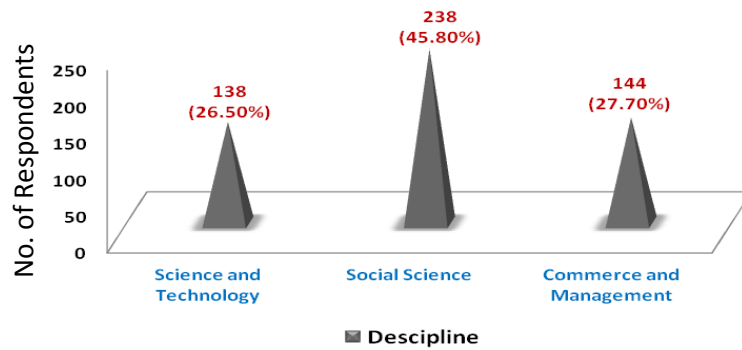


Figure 1: Discipline- wise Questionnaires Distribution

Table 1: Area- Wise Questionnaires Distribution

Sl. No.	Residential Area	No. of Respondents	Percentage
1	Urban	285	54.80
2	Rural	235	45.20
	Total	520	100.00

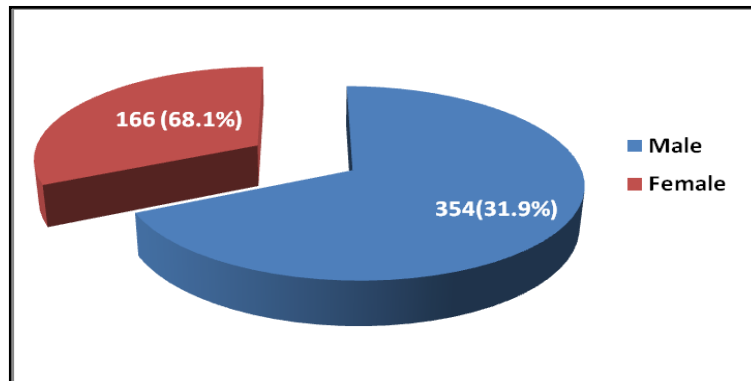


Figure 2: Gender- wise questionnaires distributed

Table 2: Reading of Newspapers

Sl. No.	Reading of Newspapers	No. of Respondents	Percentage
1	Yes	520	100.0
2	No	0	0.00
	Total	520	100.00

(Figure 3) focused on several topics covered in newspapers. Most users liked to read the newspaper for the purpose of education, commerce, spiritual, and horoscope. The highly preferred topics in the newspapers as per the users are employment, politics, and sports. The survey discovered that, 360 (69.30%) users read newspapers to get knowledge about current affairs, 401

(77.10%) each, mainly students, like to read educational and employment news, 425 (81.70%) users read political news, and 306 (58.80%), 330 (63.50%), and 320 (61.50%) users read the commercial, sports, and scientific and philosophical news, respectively.

It is clear from the table 5 that 118 (22.70%) respondents are not interested in reading e-newspapers

Table 3: Frequency of Newspapers Reading

Sl. No.	Frequency	No. of Respondents	Percentage
1	Daily	282	54.20
2	2-3 times a week	167	32.10
3	Once in a week	71	13.70
4	2-3 times a month	0	0.00
5	Once in a month	0	0.00
	Total	520	100.00

Table 4: Language Preference for Reading Newspapers

Sl. No.	Language	Yes	No	Total
1	English	234 (45.00%)	286 (55.00%)	520 (100.00%)
2	Kannada	190 (36.50%)	330 (63.50%)	520 (100.00%)
3	English and Kannada	449 (86.30%)	71 (13.70%)	520 (100.00%)
4	Malayalam	95 (18.30%)	425 (81.70%)	520 (100.00%)

Table-5: Reading E-newspapers

E-newspapers	No. of respondents	Percentage
Yes	402	77.30
No	118	22.70
Total	520	100.00

Table 6: Opinion Relating to Reading E-Newspapers

Sl. No.	Opinion relating to reading of E-Newspapers	Yes	No	Total
1	Easy to access	306 (58.80%)	214 (41.20%)	520 (100.00%)
2	Time saving	306 (58.80%)	214 (41.20%)	520 (100.00%)
3	More Information	262 (50.40%)	258 (49.60%)	520 (100.00%)
4	More Useful	305 (58.70%)	215 (41.30%)	520 (100.00%)
5	Latest coverage	330 (63.50%)	190 (36.50%)	520 (100.00%)
6	Not convenient like print papers	309 (59.40%)	211 (40.60%)	520 (100.00%)

in the library and 402 (77.30%) like to read e-newspapers.

The table 6 presents the respondents opinions related to the reading of e-newspapers. E-newspapers are easy

to access and saves time as agreed to by 306 (58.80%) users, 305 (58.70%) feel that it is more useful, having latest coverage and more information in the view of 330 (63.50%) and 262 (50.40%), respectively, while 309

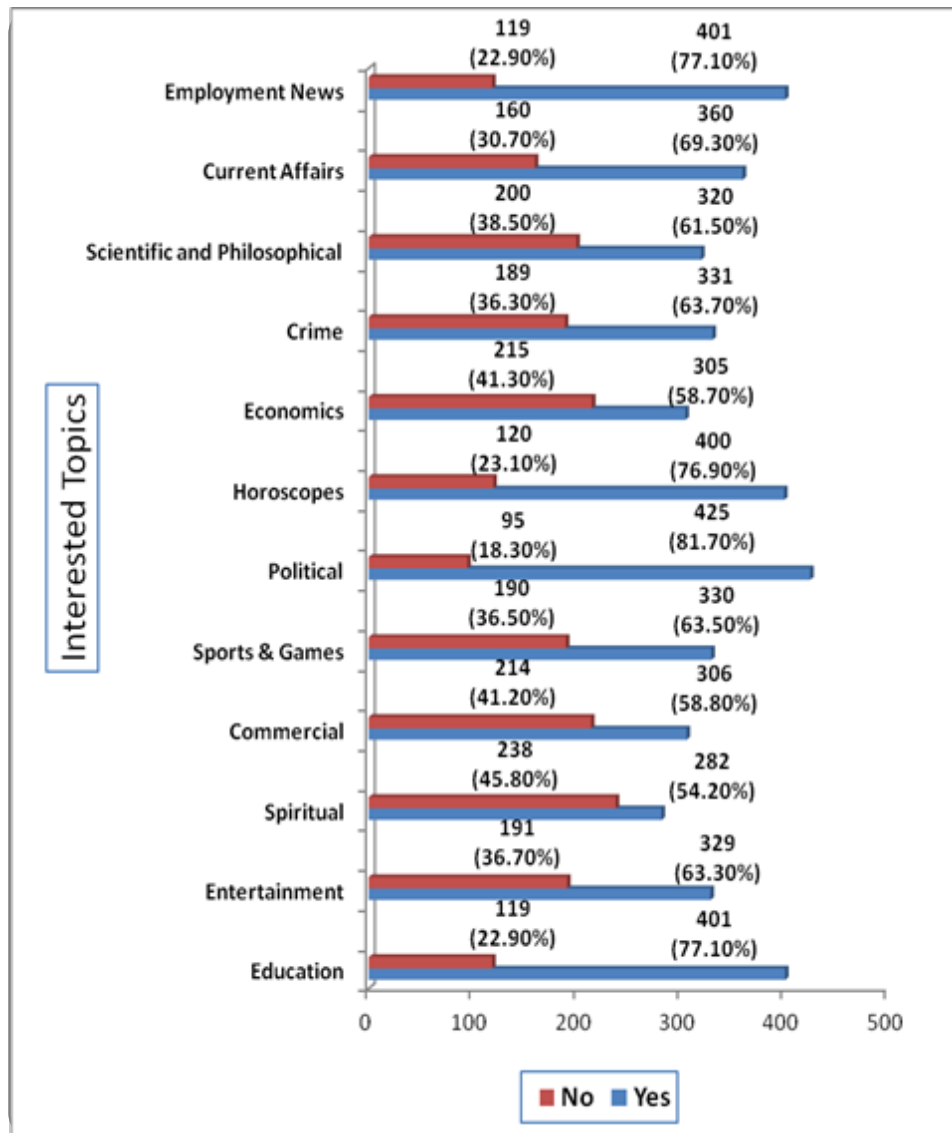


Figure 3: Topics of Interest in Newspapers

(59.40%) respondents feel that e-newspapers are not as convenient as the print papers.

Table 7 lists the English newspapers of the country available to the users of the Mangalore University Library. Thus, it is clear that The Hindu, Indian Express, and Employment News are the most read newspapers by 448 (86.20%), 424 (81.50%), and 404 (77.70%) users, respectively. About 380 (73.10%) each of the respondents like to read the Times of India and the Sunday Times, followed by 353 (67.90%) each of the users reading the Economic Times and Financial Express.

Table 8 lists the local newspapers available to the users of the Mangalore University Library. The observation says that Vijaya Karnataka, Udayavani, Vijayavani are the mostly reading newspapers by 401

(77.10%), 378 (72.70%), and 355 (68.30%) of the users, respectively. About 402 (77.30%) each of the respondents like to read the Samyuktha Karnataka and the Prajavani, followed by 404 (77.70%) each of the respondents reading the Hosa Digantha and Malayalam Manoram.

The study reveals that maximum numbers of users are satisfied with the present newspaper service provided by the library. As per the table 9, 377 (72.50%) of the users are satisfied. Whereas, 143 (27.50%) of the users are not satisfied with the newspaper service.

As per the study, the respondents were asked to suggest if more newspapers are to be added to the library's collection. As mentioned in the table 10, 333 (64.00%) of the respondents wanted international newspapers to be added to the present collection, 330

Table 7: National Newspapers

Sl. No.	National Newspapers	Yes	No	Total
1	Times of India	380 (73.10%)	140 (26.90%)	520 (100.00%)
2	Indian Express	424 (81.50%)	96 (18.50%)	520 (100.00%)
3	The Hindu	448 (86.20%)	72 (13.80%)	520 (100.00%)
4	Deccan Herald	330 (63.50%)	190 (36.50%)	520 (100.00%)
5	Financial Express	353 (67.90%)	167 (32.10%)	520 (100.00%)
6	Business Line	330 (63.50%)	190 (36.50%)	520 (100.00%)
7	Economic Times	353 (67.90%)	167 (32.10%)	520 (100.00%)
8	Business Standard	307 (59.00%)	213 (41.00%)	520 (100.00%)
9	Sunday times	380 (73.10%)	140 (26.90%)	520 (100.00%)
10	Employment News (w)	404 (77.70%)	116 (22.30%)	520 (100.00%)

Table 8: Local Newspapers

Sl. No.	Local Newspapers	Yes	No	Total
1	Vijaya Karnataka	401 (77.10%)	119 (22.90%)	520 (100.00%)
2	Udayavani	378 (72.70%)	142 (27.30%)	520 (100.00%)
3	Vijayavani	355 (68.30%)	165 (31.70%)	520 (100.00%)
4	Kannada Prabha	378 (72.70%)	142 (27.30%)	520 (100.00%)
5	Samyuktha Karnataka	402 (77.30%)	118 (22.70%)	520 (100.00%)
6	VarthaBharathi	332 (63.80%)	188 (36.20%)	520 (100.00%)
7	Prajavani	402 (77.30%)	118 (22.70%)	520 (100.00%)
8	Hosa Digantha	404 (77.70%)	116 (22.30%)	520 (100.00%)
9	Vijaya Next (W)	427 (82.10%)	93 (17.90%)	520 (100.00%)
10	Malayalam Manoram	404 (77.70%)	116 (22.30%)	520 (100.00%)
11	Madhyama Mangala	400 (76.90%)	120 (23.10%)	520 (100.00%)

(63.50%) suggested to more local and national newspapers, 311 (59.80%) wanted Hindi newspapers, while 214 (41.20%) users termed the newspaper collection of the Mangalore University Library as

sufficient.

The table 11 presents the overall comments regarding the present collection newspapers in the Mangalore University Library. Majority of the users, 427 (82.10%)

Table 9: Users Satisfaction to Newspapers Services

Sl. No.	Users Satisfied	No. of Respondents	Percentage
1	Yes	377	72.50
2	No	143	27.50
	Total	520	100.00

Table 10: Newspapers to be added to the Present Collection

Sl. No.	Newspapers	Yes	No	Total
1	International newspapers	333 (64.00%)	187 (36.00%)	520 (100.00%)
2	Hindi newspapers	311 (59.80%)	209 (40.20%)	520 (100.00%)
3	More local and national newspapers	330 (63.50%)	190 (36.50%)	520 (100.00%)
4	Sufficient	214 (41.20%)	306 (58.80%)	520 (100.00%)

Table 11: Users Opinion Regarding Present Collection

Sl. No.	Users' Comments	Yes	No	Total
1	Satisfactory	427 (82.10%)	93 (17.90%)	520 (100.00%)
2	Sufficient	212 (40.80%)	308 (59.20%)	520 (100.00%)
3	Should be available in department libraries only	144 (27.70%)	376 (72.30%)	520 (100.00%)
4	Not available on time	96 (18.50%)	424 (81.50%)	520 (100.00%)
5	Should be available in other sections also	96 (18.50%)	424 (81.50%)	520 (100.00%)
6	Low internet speed hindrance in instant access to newspapers	235 (45.20%)	285 (54.80%)	520 (100.00%)

feel that the newspaper collection in the library is satisfactory, 212 (40.80%) said that it is sufficient, and 376 (72.30%) expected the newspaper facility to be extended to the department libraries also. Few of the users were dissatisfied that the newspapers were not available on time and 235 (45.20%) respondents faced problems while accessing online newspapers due to low internet speed.

CONCLUSION

The Mangalore University Library is providing newspaper service to all its users. It has all types of newspapers weekly, daily, national and local, etc. The library is also well equipped with on-line newspapers. Thereby it is evolving according to the changing needs of the users.

REFERENCES

- Ratha, B., & Silawat, R. (2013). Use Study of Newspapers in the Central Library of Devi Ahilya University (Dau). *SRELS Journal of Information Management*, 50(1), 121-130.
- Krishnamurthy, C., & Awari, V. H. (2015). Newspaper Reading Habits among Post-Graduate Students of Karnataka University, Dharwad. *DESIDOC Journal of Library & Information Technology*, 35(1), 25-29.
- Hajam, M. A. (2014). Usage pattern of newspaper service of Allama Iqbal Library among the scholarly community of Kashmir University. *Information Studies*, 20(2), 113-126.
- Golovchinsky, G., & Chignell, M. H. (1997). The newspaper as an information exploration metaphor. *Information Processing & Management*, 33(5), 663-683.

5. Asokan L. and Dhanavandan S. (2013). Reading habits of newspapers among engineering professionals: An analytical study. *International Journal of Library and Information Studies*, 3(4), 36-41 p.