



**THE NEWSPAPER READING HABITS OF UNIVERSITY STUDENTS: A CASE
STUDY OF UNIVERSITY OF PESHAWAR, KHYBER PAKHTUNKHWA, PAKISTAN
(2022)**

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Abstract:

An important source of information is the newspaper. It is a repository for knowledge and news. Despite the fact that e-paper is currently popular, people still prefer to read printed newspapers. The most striking quality of a newspaper is that it appeals to all age groups and provides something for everyone. The current study is based on University of Peshawar students' habits of reading the newspaper. The survey reveals the extent to which students read newspapers. The core data was gathered using the survey approach. The University of Peshawar analyzed the newspaper reading habits of students in several faculties using a questionnaire-based survey, with a sample size of roughly 100 students. According to respondents, newspapers are the top information resource for imparting knowledge across all disciplines. While, most students read Urdu publications including Daily Mashriq, Ajj, Express, and Jang. Several people also read English-language publications like Daily Dawn and The Frontier Post, among others. Also, the study demonstrates that students favour the political section of the newspaper. It also shows that the majority of respondents prefer to read newspapers at home, although other respondents prefer to read online newspapers in hostels or departmental libraries.

Key Words: Newspaper Reading Habit, Students, University of Peshawar, Khyber Pakhtunkhwa.

Introduction:

Newspapers are a type of serially published printed material. It is one of the most significant sources of information because it gives us news and information about current events. We can find instructions in newspapers for many daily tasks. Newspaper reading is available in many public and university libraries. While other people use the public library for their convenience, most

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students read newspapers in the libraries of their respective schools, colleges, and universities. Newspapers are still widely read nowadays in both print and electronic formats. The terms, date, year, city, state, and language are ordered consecutively in the e-newspaper. Several electronic newspapers also keep archives of previous issues. Users have access to any news at any time, wherever, and can recover it as needed.

Newspapers provide up-to-date information about events throughout the globe. It informs us of recent news, events, sports, the market, and entertainment, among other things. Users of e-paper have the option to print and store a significant news clip. There are newspapers in nearly every language used on a national and international level, including Hindi, English, Punjabi, Marathi, and others. Readers consult newspapers based on their preferences and choices. Homely ladies pick up a lot of household management tricks. The majority of commercials are quite beneficial to businesspeople.

Currently, practically all newspapers are available for free online access; all you need is an internet connection to read any newspaper. With the development of mobile and internet technologies, e-paper is becoming more and more popular among users, who favour it over hardcopy. E-paper is affordable and flexible, allowing readers to read the news without being constrained by time or space. (Sharma, et al., 2019)

Reading is one of the primary habits of conventional education that continues in the developing world, first in families and subsequently in kindergartens. Prior to the 1970s, the behavioural approach characterized reading as "voicing the written symbols," placing emphasis on the observed component of reading. While, Reading is stressed as a metacognitive process that is regulated in today's definitions of the term. Reading a newspaper is one of the most common habits which have been developed among the literate people worldwide. Reading the newspaper is one of the best practices. It enables us to get more familiar with global politics. We learn about the most recent events from a trustworthy source. Newspaper can be considered as a storehouse of knowledge and it always played a major role in informing and educating the readers about their surroundings. It gives information about various aspects of day to day life, whether it can from politics, social structure, religion, science, sports, entertainment, jobs and so many other aspects. With this practice, you will not only increase your general understanding but also your language proficiency and vocabulary. (Ocak & Karsh, 2022)

One of the most important habits for acquiring knowledge is reading. Because reading fosters creativity and helps readers build their creative lateral thinking, an effective reader who enjoys reading may stand in front of an audience with assurance. Every person has unique routines, tastes, and options, and as a result, their reading preferences vary according to their areas of interest, concentration, aptitude, and circumstance. Males and females have different reading inclinations and reading abilities, and reading curiosities, interests, or habits also vary between the sexes. Age and gender also influence one's reading preferences because different age groups have different levels of interest, curiosity, or propensity. Girls tend to like reading more than boys do, on average. According to Clark & Foster's (2005) hypothesis, girls have a much higher aptitude for reading than boys do. Girls like reading for pleasure and a break from the daily grind more than boys do. Males tend to read more with a utilitarian goal in mind, such as the possibility of landing a good career in the future. (Mirza, et al., 2021)

Therefore, it is commonly accepted that students' reading habits and performance are influenced by their gender and their nurture. However, a person's social and psychological well-being are positively impacted by effective communication in all spheres of life. As a result, a child's environment and interactions with those around them play a crucial role in their mental development. (Celik, B. 2020)

Importance of Reading a Newspaper:

- ✓ An important component of developing a literate culture is the reading habit. It moulds a person's personality and aids in the improvement of their weaker thinking processes and innovation.
- ✓ Newspaper reading not only increases our understanding, but it also improves our life style, thinking and character.
- ✓ Newspaper is the most important part of getting information about current affairs, and to know facts of the world.
- ✓ Newspapers are beneficial to improve one's command over language skills, vocabulary, pronunciation and reading speed etc.
- ✓ Newspapers also play an important role in development of culture, science and arts, along with technology & Commerce.

- ✓ The importance of newspaper reading has increased tremendously among the students since it helps for competitive exams like, CSS, PMS, ISSB, FPSC, PPSC and so many other exams now-a-days. (Akinda & Haque, 2013)

Aims & Objectives of the Study:

- ❖ To discover more about the newspaper reading habits of students across the University of Peshawar, Khyber Pakhtunkhwa (Pakistan).
- ❖ To explore that how many newspapers are read by a student daily.
- ❖ To explore the preferred language in which a student read a newspaper.
- ❖ To explore the preferred format (printed or electronic) in which the students read newspaper.
- ❖ To explore that where students prefer to read a newspaper.
- ❖ To explore the time spent on reading a newspaper by the learners.
- ❖ To explore the purpose of reading a newspaper by the students.
- ❖ To explore the problems faced by a students in reading a newspaper.
- ❖ To explore an important topic (feature) in a newspaper by the students. (Kumar, et al., 2017)

Limitations of the Study:

Sample size of the study is limited, (i.e.) 100 students from different departments of the university of Peshawar, Khyber Pakhtunkhwa.

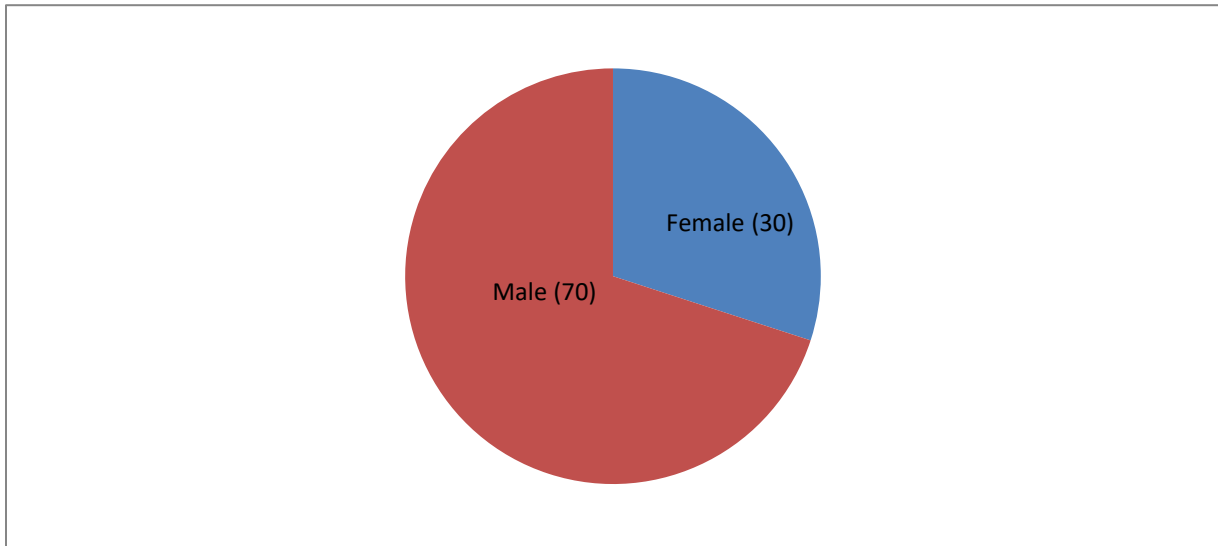
Methodology:

Keeping in view objectives of the study, structured questionnaires was framed and distributed among 100 (Male & Female) students of BS, Masters, MS and PhD studying in different departments of the university of Peshawar. So, after obtaining information from questionnaires, the data was analyzed in a systematic way.

Data Analysis and Interpretation:

Data analysis and interpretation of the study concerned are as follows:

Fig. 1: Gender wise Response:



This Pie chart represents the gender-wise response of the learners of diverse departments of university of Peshawar. Among the total of 100 respondents, 70 (70 %) are male and 30 (30 %) are female learners.

Table. 1: Age wise Response:

S.No:	Age Group	No. of Respondents	Percentage
1.	20 years or less	23	23 %
2.	20-25 years	57	57 %
3.	25-30 years	17	17 %
4.	30-35 years	03	03 %
5.	40-50 years	00	00 %

The above table represents the age wise distribution of students categorized in five different groups, which shows that most of the respondents (57 percent) are between 20-25 age group and there is no respondent in the age group 40-50 years.

Table. 2: Faculty wise Response:

S.No:	Faculty	Total No. of Respondents	Percentage
1.	Natural Sciences	45	45 %

2.	Social Sciences	55	55 %
	Total	100	100 %

Table. 2 express the faculty wise response, indicating that a total of 100 respondents 45 (45 percent) of them are from Natural Sciences and 55 (55 percent) are from the Social Sciences background.

Table. 3: No. of Newspapers Read Daily by the Respondents:

S.No:	Number of Newspapers	Total No. of Respondents	Percentage
1.	None	15	15 %
2.	Only One	56	56 %
3.	Two	19	19 %
4.	Three	08	08 %
5.	More Than Three	02	02 %
	Total	100	100 %

Table. 3 indicates that 15 percent of the respondents read no newspaper, (56 percent) read only one newspaper regularly, (19 percent) read two newspapers daily and (08 percent) read three newspapers regularly. While, only (02 percent) read more than three newspapers regularly.

Table. 4: Preference of Language in Reading a Newspaper by the Respondents:

S.No:	Newspaper	Total No. of Respondents	Percentage
1.	English	37	37 %
2.	Urdu	57	57 %
3.	Pashto	03	03 %
4.	Any Other	03	03 %
	Total	100	100 %

Table. 4 illustrates that majority of the respondents (57 percent) read Urdu newspaper, (37 percent) read English, (03 percent) read Pashto and also (03 percent) read any other newspaper. While, 24 percent read both the English and Urdu newspapers. Similarly, only (03 percent) read English, Urdu and Pashto newspapers as well.

Table. 5: How often do you Read a Newspaper:

S.No:	Place	Total No. of Respondents	Percentage
1.	Daily	63	63 %
2.	Weekly	15	15 %
3.	Monthly	00	00 %
4.	Rarely	19	19 %
5.	Never	03	03 %
	Total	100	100 %

Table. 5 indicates that, majority (63 percent) of the students have the habit of reading newspaper daily, (19 percent) read it rarely, (15 percent) weekly, zero percent monthly and (03 percent) never read it.

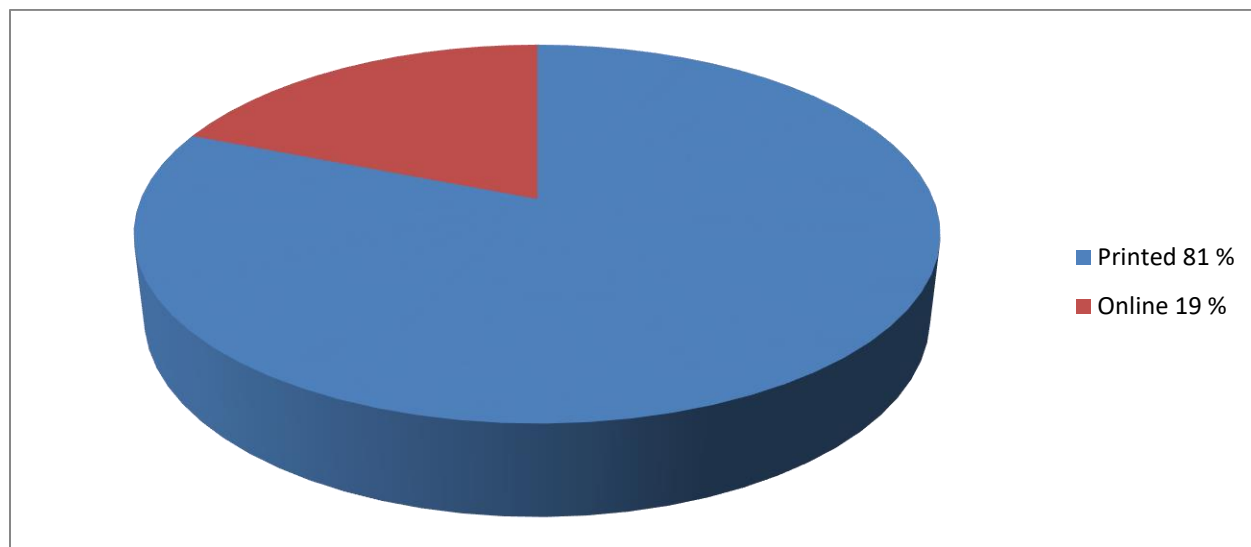
Table. 6: Name the Newspaper do you Read Daily:

S.No:	Name	Total No. of Respondents	Percentage
1.	Daily Mashriq	35	35 %
2.	Daily Ajj	30	30 %
3.	Daily Jang	05	05 %
4.	Daily Express	02	02 %
5.	Daily Dawn	25	25 %
6.	The Frontier Post	03	03 %
	Total	100	100 %

Table. 6 shows that, most of them (35 percent) of the students read the Daily Mashriq newspaper, followed by Daily Ajj (30 percent), and Daily Dawn (25 percent). While, the readers

of Daily Jang are only (05 percent), followed by the Frontier Post (03 percent) and the Daily Express is read by only (02 percent).

Fig. 2: By which way you Prefer to Read a Newspaper:



The above Pie chart represents the preferred way of reading a newspaper, which shows that among the total of 100 respondents, 81 (81 percent) are preferred to read newspaper in a printed form, while only 19 (19 percent) are reading a newspaper online on Internet.

Table. 7: Time Spent by the Respondents in Reading a Newspaper Daily:

S.No:	Time Spent	Total No. of Respondents	Percentage
1.	Just Headings	29	29 %
2.	For about 10 Minutes	30	30 %
3.	For about 20 Minutes	24	24 %
4.	For about 30 Minutes	17	17 %
	Total	100	100 %

Table. 7 indicates the mixture of views by the respondents with respect to time spent, i.e. (29 percent) of the students just read headings in the newspaper, (30 percent) give only 10 minutes to read a newspaper, (24 percent) of the respondents give 20 minutes time to read a newspaper. While,

only (17 percent) of the students give half an hour (30 minutes) to read a newspaper with concentration.

Table. 8: Purpose (Preferred Section) of Reading a Newspaper by the Respondents:

S.No:	Purpose	Total No. of Respondents	Percentage
1.	To get information	54	54 %
2.	To know about the political issues	15	15 %
3.	To know about social issues	07	07 %
4.	For a job	08	08 %
5.	For an entertainment	04	04 %
6.	For sports	08	08 %
7.	Other	04	04 %
	Total	100	100 %

Table. 8 represent the data about the segment of newspaper that the respondents generally desire to read their day to day newspaper reading. The above table shows multiple responses, i.e. (54 percent) students read newspaper to get information, (15 percent) read it for political issues, (07 percent) for social issues, (08 percent) for a job purpose, (08 percent) for sports and only (04 percent) each for an entertainment and other purposes.

Fig. 3: Favourite Place for Reading a Newspaper:

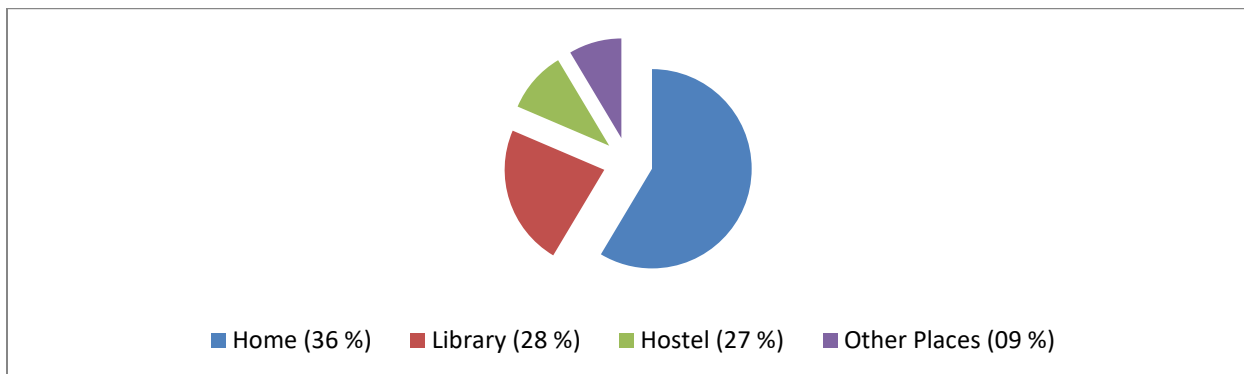


Figure. 3 represents that; about (36 percent) of the respondents want to read a newspaper in home, (28 percent) rely on libraries to read a newspaper, similarly (27 percent) want to read a newspaper in hostels and only (09 percent) of the respondents depends on other sources for reading a newspaper.

Table. 9: Problems Faced in Reading a Newspaper by the Respondents:

S.No:	Problems	Total No. of Respondents	Percentage
1.	Limited Space	05	05 %
2.	Limited Time	65	65 %
3.	High Price	06	06 %
4.	Other Issues	24	24 %
	Total	100	100 %

Table. 9 indicates the various problems tackled by the students in reading a newspaper, but the major problem to them is the limited time, i.e. about (65 percent) of the respondents have a limited time for reading a newspaper, which is a question mark. Apart from that, (05 percent) of the students have a problem of limited space in libraries, (06 percent) have the problem of high price of newspapers and (24 percent) of the respondents has other issues in reading a newspaper as well.

Table. 10: Important Topic (Feature) in a Newspaper:

S.No:	Important Topic (Feature)	Total No. of Respondents	Percentage
1.	Religious News	08	08 %
2.	Political News	48	48 %
3.	Social News	22	22 %
4.	Sports News	08	08 %
5.	Job Adds	07	07 %
6.	Other	07	07 %
	Total	100	100 %

Fig. 4: According to the Respondents Reading a Newspaper is:

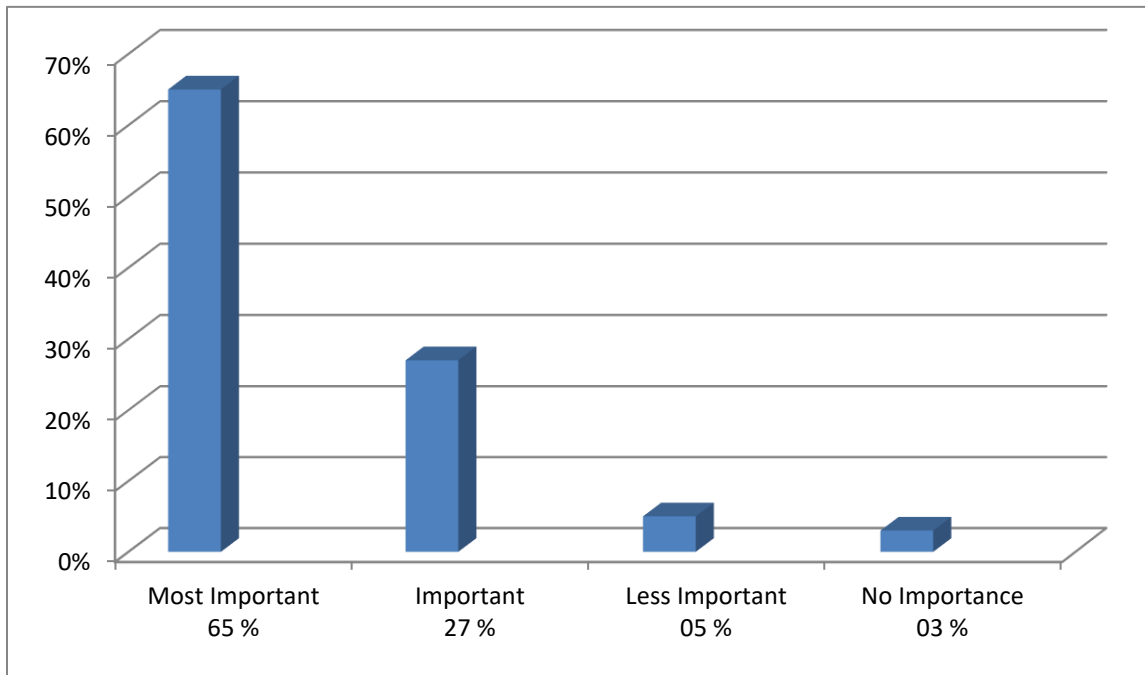


Figure. 4 represents the respondents view regarding the reading of newspapers, i.e. about (65 percent) of the respondents are of the view that reading a newspaper is most important, (27 percent) said that reading a newspaper is important. Similarly, (05 percent) are of the view that reading a newspaper is less important. While, only (03 percent) of the respondents said that reading a newspaper has no importance.

Ways to Develop Reading Habits in Students:

Here are some ways with the help of which we can develop Reading habits in Students up to some extent;

- ❖ **Create a Reading Space:** The establishment of a reading area is crucial for encouraging pupils to read regularly. Create a space for your youngster with their assistance. Ensure that your youngster has a dedicated, well-organized reading area. Pack some amusing extras, a bean bag chair, and a selection of novels. The pupils are better able to read because of the well-maintained and arranged reading area. Read stories to your youngster to help them grasp the true value of reading. There are several books available that are geared for

different age groups. Choose pop-up books or other imaginatively written content to keep kids attention.

- ❖ **Let them Read as Per Their Interest:** Encourage the students to read things in which they are interested rather than making them read what you want. Let them read whatever they want, whether it's the newspaper, fiction, poetry, a comic book, or something else. But, guarantee that the books your students are reading are age-appropriate. This would undoubtedly help pupils establish good reading habits.
- ❖ **Take Trips to Library:** The library is a great place to discover new authors and books because it is the home to a wide selection of literature. The pupils' visits to the library provide them a chance to learn good reading skills and observe how other children behave. The majority of libraries also provide children's story times or other literacy initiatives. Libraries are the best place for students to start reading regularly. Therefore make sure to visit the library at least once per week. When you allow your youngster to look about and explore, the trip to the library can be much more memorable.
- ❖ **Find Reading Moments in Everyday Life:** Daily life involves reading; it goes beyond simply curling up with a nice book. Students should be taught that reading is not just for books. Practice reading movie titles, menus, game instructions, road signs, and more to demonstrate to your children that reading is a common occurrence. The easiest method to encourage pupils to read is to incorporate reading into daily activities. As you go about your day, help the youngster look out for opportunities to read.
- ❖ **Surround Students with Books:** It is among the most effective techniques to encourage students to read. In order for books to become an integral part of your child's life, leave them lying around the house in all the rooms. Before students who grow up without access to essential materials do, those who have reading material all around them learn to love reading. So, it is essential to have a wide selection of books in your home.
- ❖ **Set an Example:** Children learn by what they see. Thus, set an example for your child by reading in front of them. Allow your youngster to observe you reading, whether you enjoy reading novels, comics, or magazines. Your youngster will probably pick up on your enthusiasm if you are enthusiastic about reading. Encourage your youngster to join you as you read by bringing their own book.

Use these suggestions to engage students in reading so they can learn more effectively. Students improve as readers with the finest guidance and concentration. The fundamental goal of these suggestions is to give people an opportunity to form a reading habit and to establish a benchmark by which to judge their achievement. (The Asian School, 2023)

Findings:

- Majority of the respondents, i.e. (56 percent) read one newspaper on regular basis. And only (02 percent) of the respondents read more than three newspapers daily.
- Most of the respondents, i.e. (57 percent) read Urdu newspaper, (37 percent) read English and only (03 percent) read Pashto newspaper on regular basis.
- Majority (63 percent) of the students read newspaper daily. While, among them (03 percent) of the respondents are those also who's never read a newspaper.
- There is mixture of views regarding Urdu and English newspaper readings, i.e. (35 percent) of the respondents read Daily Mashriq, (25 percent) read Daily Dawn and only (03 percent) of the respondents read The Frontier Post.
- Most of the respondents (81 percent) prefer to read printed newspapers. While, (19 percent) rely on online sources for reading a newspaper.
- There is a mixture of views about the time spent on reading a newspaper, i.e. (29 percent) read just headings, (30 percent) read it for about 10 minutes, (24 percent) read it for about 20 minutes and only (17 percent) read it for about half an hour or so.
- (54 percent) of the respondents are of the view that, the Purpose of reading a newspaper for them is to get knowledge and information. While, only (04 percent) read it for an entertainment.
- There is a mixture of views regarding the favourite place for reading a newspaper, i.e. (36 percent) read it in home, (28 percent) in libraries, (27 percent) in hostels and only (09 percent) read it in other places.
- Most (65 percent) of the respondents have the problem of limited time in reading a newspaper. While, (05 percent) are of the view that there is limited space in libraries and hostels due to which we don't read newspapers.
- According to most (54 percent) of the respondent's view, important feature in a newspaper for them is politics.

- Reading a newspaper is the most important activity according to (65 percent) of the respondent's. While, (03 percent) are of the view that, it has no importance.

Conclusion.

Newspapers not only provide current information's, but also stories, features, editorials, analysis and observations that are thought provoking and educational. Newspapers may provide students with the information, expertise, and insights they need to succeed not only in competitive exams or job interviews but also in their professional and social lives in today's highly competitive world. A newspaper reading also helps to develop the better communication skills and to achieve a balanced and informed world view. Newspapers are therefore seen as essential for university students.

According to this study, there are numerous socio-cultural, organizational, and budgetary issues that prohibit students from reading the newspaper. As a result, newspaper editors and publishers also have obligations. For instance, news, ideas, and analyses ought to be presented objectively, and morality and ethics ought to be protected at all costs. Similar to this, a sizable quantity of instructional and instructive pieces and features ought to be regularly published in newspapers so that students can get information and comprehension from them.

In addition, a campaign to raise awareness among the students should be started in order to encourage more students to read newspapers and help them succeed not only in their academic and research endeavours but also in their personal and professional lives.

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