

**ASSESSING THE PERCEPTIONS OF UNIVERSITY STUDENTS FOR  
NEWSPAPER READERSHIP: A STUDY AT SHAH ABDUL LATIF  
UNIVERSITY, KHAIRPUR, PAKISTAN.**

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Credibility.**

**Abstract**

In today's age of globalization, media plays a very constructive role in imparting the information throughout the globe. The media has variety of types through which it conveys the information in different ways in different spheres – especially academic institutions. With this reference, newspapers have been playing a very significant role in disseminating the information and developing the reading skills of students. Every newspaper has different policies of doing its work and thus every newspaper has the different ways to draw the attention of its readers and develop also their attitudes or perceptions per se. To that end, this study is aimed at determining the level of readership among students and assessing their attitudes and perception for newspaper readership.

For this purpose to attain, with the application of quantitative method, survey has been run in Shah Abdul Latif University, Khairpur – Sindh. 200 copies of the questionnaire were distributed among the respondents and they were got to fill up the questionnaires. The study

has found that there is the great extent of media credibility of Daily Dawn and Daily Kawish newspapers among students. Also, the study has revealed that male students are more habitual to newspaper readership as compared to their female counterpart. The limitation of the study is extended to only Shah Abdul Latif University, Khairpur – Sindh.

## Introduction

Media plays a very significant role in imparting the knowledge and information throughout the globe. Electronic media and the press have also look subterraneanly in their own houses and their credibility. The determinant of credibility is subject to the readership and viewership. To see the level of credibility media houses have to reach the audiences or readers.

It is significant part of any media house to determine the perception of the readers about their product and to dig out the alternatives to ameliorate the quality and presentation of information in order to upsurge the extent of their readers. Besides, it is also important for any media house to assess that readers can only be motivated by accuracy of information, the quality, credibility and it is the duty of such media house to understand the perception and need of their readers. In this regard, it is opined that “what we know of the world around us comes directly from the media as receivers of messages from the media” we realize how important is the credibility of a news source (Lippmann, 1922).

But to some extent, newspapers fail to show respect for readers, suspects that stories are influenced by biases of journalists, and believes that sensational news stories get more news coverage because they sell newspapers rather than for being important credibility (Stockwell, 2006). Also, newspapers offer different sections & the most newspapers contain sections like national news, international news, editorial and commentary, local news, sports, business, life style, entertainment, economics and classified advertising (Straubhaar, & Larose, 2002).

According to Maria (2002) that newspapers reading are so liked as for they were instructed, they have worked on newspaper readers normally, as objective readers and subjective readers. They investigate that online newspaper readers or e-paper readers are more comprehensively deep readers as compare to hard copy published newspapers, because they read news with full of concrete and attention from top to bottom. It's also claimed by scholars that published newspaper readers just scanning the news and online newspaper reader read news in details as well. Finally they explain the different ways, styles, layout, purpose and structure of newspapers between two major tools of media i.e. published newspapers and e-papers.

According to Hossein (2010) that reading newspapers are more comprehensively important than seeking/ learning of native language because understand the context, phrase and meaning of languages are too much essential. He further explains that in Iran English newspaper readers have dominancy is prevailed over mentality of Persian newspaper readers. Due to this genre, top level structure of textual format proves the subjectivity and familiarity. Rani (2014) that Newspaper reading among the students of VSU (Vikrema Sinhapuri University) is using best ways to get information on daily basis. Majority of students are habitual readers, they used to read newspapers regularly in English language, their interest in educational and employment news section on first priority basis, because it has positive impact upon the academic progress of students. He finalized that VSU students also read online newspapers more than published newspapers.

## Research Questions

1. What are the perceptions of students for newspapers?
2. How habitual are the students of newspaper reading?

### 3. Do newspapers work on their credibility?

#### Literature Review

Newspaper reading is one of most important segment of life, without this life can't be hardly imagines. In this digital era, reading newspaper is essential stage for leaner of language, having thirsty of recent information or recent happenings across the globe and also helpful in getting academic and non-academic activities( Alderson,1984)

According to Basheer (2014) that accessing the number of online newspaper readers are between 30 to 40 years old, most of male readers read online newspapers in English language. While female readers read Sindhi or Urdu dailies of Pakistan respectively. He finally concluded that academicians read newspapers for the purpose of update from current happenings of national and world affairs.Paid newspapers are not effective as compare to free newspapers are, free newspapers attract to the new & old readers effectively, while newspapers are easily available on many places i.e. Library, Hotels, offices, schools and so many other places for young and every aged readers (hermain, 2008)

Picard (2011) stated that "There are big differences between target audiences and paid newspaper readers. He further explain in his research that free newspaper readers think that newspapers are not so much important and interested that's why we did not focused on them, also we are careful about spending money and time on it. On other hand paid newspaper readers are known as habitual readers, but day by day their ratio is going to decrease due to availability of free newspapers and online newspapers on many websites. These two major reasons affect on the readership of paid newspapers.

A study attempted by Noor (2007), in her study she tried to understand attitude of students towards newspaper reading from both male and female sides in Malaysia. She further explains that reading newspapers are easier in digital age on any time & anywhere, because the availability of many social sites and web journalism. She compared the digital age to printed era of newspaper and said that in printed era newspapers are too difficult to find and read. She reached at the consequence that individuals have more preference towards online newspapers but in educational institutions and government and non-government offices have giving more preference to printed newspapers.

In the context of reading newspapers in England, the British scholar stated that most of newspapers owners or editors have affiliations with political parties of state, due to this reason, most of newspapers readers are bound to read biased analytical news stories, articles and features stories. These directly and indirectly affects upon the attitude of newspaper readers. Scholar further told that this type of biased and unfairness not only in England but also have majority of countries have (Jhon,2008).

According to the researcher Devendra (2011) that newspaper readers and library users are habitual, they read newspapers and other literary books magazines for keep update themselves about history and what's going on around the world. In university life, many students used to library for reading newspapers and academic subjects because they believe that reading in library is essential and more conformable than other premises. In his study he finalized that its responsibility of Liberian and newspaper section incharge to provide equal opportunity for reading atmosphere to all male and female student.

Reading newspaper helps to improve reading habits, knowledge and ability to understand the world affairs and social phenomena of society. In his researched he focused that using newspapers articles, news stories and features for suitable examples form practical life develop the understanding of students and improve the reading skills as well (Bandka, 2007)

Dinesh (2009) stated in the conclusion of his thesis that newspapers habit analysis showed that the major difference between reader and non-readers at college level students. The students are more intelligent than common readers of society and also more competent than

watching news on television, listen news on Radio & online users. Because college and university students have easy availability of newspapers at central library, canteen, hotels, hostel, departmental seminars and offices as well, without any cost. He further stated that male students are taking much interest as compare to female students, in his final statement he results as overall newspaper did not play vital role for reformation of society or develop positive opinion regards major issues, instead of that newspapers are analysing issues in own way and destroying critical thing of their readers and especially students, because students are future responsible citizen.

According to David (2007) that newspapers are most localized Media tool, which often used locally in community level issues, these issues are inter related to each other at gross root level. Newspaper can play proactive role for the development of society and general opinion of community. He investigated the major reasons of community and organizational reinforcement to each other others because of own interest and self-reliability. It shows negative impact upon unity and strength of community.

### **Research design**

In this study, researcher has measured the attitude of students' towards newspaper reading of public sector Shah Abdul Latif University, Main Campus Khairpur. This study based on quantitative method. So for collecting the data survey method has been used, which show the relationship between dependent and independent variables.

### **Sampling and Population**

This study has been considered as single case study approach due to use of only organization to define the population. A survey method had been used for collecting data from Shah Abdul Latif University. The targeted population was students from all faculties of Shah Abdul Latif University.

In this connection, convenience sampling technique has used, for those 500 total questionnaires was distributed among the all teaching department of Shah Abdul Latif University, Khairpur.

According to (Roscoe, 1975), 30 to 500 sampling population can be considered for appropriate research.

### **Data collection and Measuring**

In this research for measuring the effectiveness of research different tests have applied for accessing the reliability and validity of questionnaire. In this questionnaire (05) points Likert scale was adopted. Data has collected through questionnaire and measured through SPSS software namely, this questionnaire responded by students of SALU for measuring the reading attitude, in this study the questionnaire was adopted and modified from adult survey of reading attitude (ASRA) from the work of Smith (1991) &(Wolswinkel, 2008).

Section A, respondents' response was consists of demographic information such as Gender, Age, Faculty, Qualification, Newspaper reading by choice and Newspaper reading by time was collected.

### **Data Analysis Technique**

There are two analysis techniques used in this study, i.e. Descriptive Analysis and Linear regression analysis

### **Descriptive Analysis**

Descriptive analysis explain to the background necessary information of respondent, which is easy to understand (Zikmund W.G,2000).

Descriptive analysis test is generally known as demographic information of target population or respondent of study. In this section these basic background information was frequently asked such as gender, age, qualification, Faculty, and many more.

### Linear regression Analysis

It is most important statically formula used to predict the behaviour of one variable on the basis of another variable. Or it is used to measure / predict the relationship of dependent and independent variables. After factor analysis this method has applied for measure the relationship between newspaper reading (independent variable) and students' attitude (dependent variable) in the Shah Abdul Latif University, Khairpur, Sindh.

### Demographic Information

The total 500 questionnaires distributed among the students of SALU, which are enrolled in only the morning bachelor's and Master's degree program, their respondent data was received 477 questionnaires, overall response ratio was 95.4%. whole number of data has been processed it did not missing any single information of students, as it is given bellow:

#### Statistics

	FACUL TY	AGE	Newspaper Reading by choice	Newspaper Reading Time	GENDE R	QUALIFICAT ION
N Valid	477	477	477	477	477	477
Missing	0	0	0	0	0	0

#### FACULTY

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NATURAL SCIENCE	89	18.7	18.7	18.7
MANAGEMENT SCIENCE	58	12.2	12.2	30.8
SOCIAL SCIENCE AND ARTS	115	24.1	24.1	54.9
PHYSICAL SCIENCE	157	32.9	32.9	87.8
EDUCATION	58	12.2	12.2	100.0
Total	477	100.0	100.0	

In the demographic section the very first question was frequently asked by the student regarding their faculty respectively. As cited in table, 4.2 that total 89 students have contributed from the faculty of Natural Science, also their overall percentage was 18.7%. From the faculty Management Science BBA, B.com, BPA and MBA, M.com & MPA students helped us to get feedback from students, their total response was 58 students and their ratio was 12.2%.

Beside it students from the faculty of Social Science and Arts added their valuable information having total respondent 115, which represented 24.1% response rate the 2<sup>nd</sup> highest response. In this ongoing process, the students from Faculty of Physical Science gave their fruitful total response was 157, in percentage 32.9% it was the highest response among

all teaching faculties. Finally students from newly established faculty of Teachers' education fill their data through questionnaire, their number of respondent was 58 and the specific their percentage was 12.2.

**Distribution of respondents according to their age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20	194	40.7	40.7	40.7
	20-25	270	56.6	56.6	97.3
	26-30	13	2.7	2.7	100.0
	Total	477	100.0	100.0	

After the first in position, table no:4;3 namely age is put here, according to above mentioned information of students regarding their age that majority of students enrolled at SALU are between 20 to 25 years old their percentage is 56.5% total respondents are about 270. Secondly students having the age between 18 to 20 years old are total 194 & their percentage was 40.7%. Those students have age above than 25 to 30 years old, they are only 13 students in numbers, which has contributed lowest percentage 2.7 from over all targeted population of study.

**Distribution of respondents according to their gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	315	66.0	66.0	66.0
	FEMALE	162	34.0	34.0	100.0
	Total	477	100.0	100.0	

In the above mentioned table 4:4 got feedback from students about their gender/ Sex, which shows the total number of male 315 in percentage 66.0%. Instead of that female/ girls response rate is 162 total number of targeted population, they contributed only 34.0%.

**Distribution of respondents as per their qualification**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BACHELOR	366	76.7	76.7	76.7
	MATERS	111	23.3	23.3	100.0
	Total	477	100.0	100.0	

Educational qualification had been asked from the students/ respondents of study. In above table:4;7 clearly mentioned the qualification having the morning shifted students. The number of Bachelor degree was 366, in percentage 76.7%. Beside it 11, in percentage 23.3 students give us response from Master degree program of SALU. In this research, we have

focused on enrolled in Bachelors and Masters Degree. No any MPhil scholar and PhD candidate were targeted.

### Newspaper Reading by choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DAWN	180	37.7	37.7	37.7
	THE NATION	39	8.2	8.2	45.9
	JANG	60	12.6	12.6	58.5
	KAWISH	180	37.7	37.7	96.2
	ANY OTHER	18	3.8	3.8	100.0
	Total	477	100.0	100.0	

The above table 4;5 is showing the direction towards the most favorite newspaper was read by students entitled Newspaper reading by choice. In which described that, The daily Dawn (English) & The daily Kawish (Sindhi) both have same readership total number of students 180, & percentage 37.13% at SALU, the daily Nation has 39 only readers number, in percentage it's just 8.2. And other newspapers readership ratio in percentage 3.8 is lowest among above all, 18 just students from all faculties of Shah Abdul Latif University, Khairpur.

### Factors of analysis

The study has applied KMO measurement of sample tendency.

### KMO and Bartlett's test of sphericity test

This has been applied in this research for check the adequacy of sampling. Such as, total number of students are enrolled at SALU about six thousands, so the sample size 500 hundred questionnaires are sufficient for this study of not? If KMO value of variables more than 0.6 that means sample size of this study is sufficient and considered to accepted for research. For further clarification result of chi-square must be bellow than .05 or it near to .000 will be more perfect.

### All the variables

S.No.	Variables names	KMO measure of sample adequacy	Bartlett's test of sphericity
1	surveillance need	.680	.000
2	Interest in news subject	.623	.000

3	Self-efficacy	.741.793	.000
4	Habits	.749	.000

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.714
Bartlett's Test of Sphericity	Approx. Chi-Square
	2525.167
	df
	10
	Sig.
	.000

### Conclusion

The students of various universities are not only dependent of newspaper for news consumptions, but when they facilitate to read newspapers in any place of campus, such as hostel, central library, canteen and seminar libraries of all teaching departments, they are tend to read it. This type of reading attitude has been found among students of Shah Abdul Latif University, even the majority of students' belong to rural areas of upper Sindh, they, used to points (Bus) for attending daily classes. In this digital era, where world is called global village but most of SALU students have not online access for news consumption. So, for them T.V and newspaper are major sources for news consumption. One of the interesting thing that scholar has found that reading comprehensively English and Sindhi/Urdu newspaper's articles, editorial, feature stories were assigned to students of all teaching faculties for specific purpose.

Further, Researcher has finalized the conclusion of the study as:

- The current study shows that majority of students enrolled at Shah Abdul Latif university, take much interest in reading the daily Dawn English newspaper and the daily Kawish Sindhi newspaper.
- The participants of study read daily Jung Urdu on second number respectively.
- The study ravel that male students of SALU focused on newspapers more than female students.
- It's concluded that reading newspaper has become regular feature of students' routine; their center of interest in news subject is political news, which is published on front page.

Finally, students fulfil their surveillance need to understand world' affairs new updates about daily life, learn social norms and government policies by reading newspapers on daily basis, because students believe that detailed information regarding recent happenings can be easily read in newspapers instead of watching TV or using other sites.

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