CHAPTER II

REVIEW

OF

LITERATURE
Introduction

With Information occupying an enviable space in the process of development and empowerment of the society, ‘Information’ seems to be ‘The Word’ of the 21st century. Information has become the most powerful tool and is an extremely important resource for the empowerment of the people. The word Empowerment generally defined as ‘a process that enables teachers, researchers, students, professionals and other sections of the society to control the factors and forces that affect their lives. “Be informed Be Empowered is the mantra of the present century. Some great thinkers of the country like Dr. Ambedkar and Mahathma Gandhi have said ‘Development is the upward movement of the entire social system’ in this context the modern schools, colleges and universities primarily depend upon the information flow facilitates development of students, teachers and other beneficiaries. An effective and efficient use of mass media sources like newspapers, television, internet etc. would contribute in a big way towards the development of the nation. Many academicians, researchers, skill developers, psychologists and others have realized the importance of readership in the modern society. There seems to be a number of empirical evidence about the access and utility of newspapers amongst youth. There is scattered empirical evidence in point of view of about the newspaper readership among college students alone in cities. Hence some of the notable works done in the field of Readership, Newspaper readership among college students, youth in that particular age group are presented under the following specific headings in this chapter.

International Studies

Stone & Wetherington, (1979) in their study state that a newspaper reading habit is found to be somewhat established by the time a person reaches the traditional college age of 18. This habit is
typically and firmly established further more by the time a person reaches the age 25 or maybe even till the age of 30.

Leo Bogart, (1989) analyzed newspaper reading choices by college students, (among the American college students) and found that college students who continued to live with their parents read newspapers with greater frequency than those who went to colleges situated out of town, but that was only 8 percent of those in the ages between 18-24 were frequent newspaper readers. Another 22 percent were infrequent (or occasional) readers, whereas the majority reported that they did not read the newspaper at all.

Lois V. Johnson, (1990), Published by: National Council of Teachers of English”) A study was conducted on Children's reading and use of the newspaper, as it should be viewed in the context of the varied mass media which are inseparable parts of children's daily lives. Newspapers are, of course, only one of the mass communication media which continuously impinge upon the developing child. Children have gained the basic beginnings of reading in the primary grades, and by grades four, five and six are typically in a period of expanding power in their reading development. The curriculum in these grades makes increased reference to broadening horizons in the child's world. Increased reading skills, broadened interests, and greater scope in the curriculum make relevant an investigation of children's interests in and use of the newspaper. The purposes of this study were to explore some aspects of the newspaper reading habits and interests of children including such specific points as the extent to which children read newspapers, the parts or sections of the newspapers which they read or do not read, their use of the newspaper in the subjects of the school curriculum, and their understandings and explanations of the different treatment of the same news material by different papers. There were 564 children in the study, 295 boys and 269 girls, in an urban area. Scores on standardized tests
showed normal ranges of reading achievement in all groups. The socio-economic areas of the three schools were such that all children could be expected to have the usual experiences with mass media, including newspapers, in their home environments.

Everett Dennis, (1990), A survey by the American of Society Newspaper Editors identified young men and women under the age 30 as being at a high risk of not reading the newspapers and noted that newspapers are seeing increases in circulation only among those over the age of 40 years, whoever already in the age group were found to most likely to read the newspapers. But still some of the trends that are associated with young readers were found to be beginning to emerge in adult readership studies.

Robinson (1990) in his study he states that “the decline in newspaper reading stands in marked contrast to an overall increase in free time and to the increase in the public’s overall use of mass media”. The College students who are part of the elusive group i.e. 18 to 34 year olds whose demographic segment is that of which is the least likely to read a daily newspaper and that the newspaper publishers have sought for years to attract this group of audiences. Often for which the electronic media is blamed for the decrease in the use of print.

Barnhurst and Wartella (1991) in their study tried to explore what the newspaper meant to young adults, by asking 164 college students to write autobiographies about their newspaper experiences. They found that nearly 70 percent of the students said that the newspaper was a constant in their family, and nearly half i.e. (46 percent) linked the newspaper reading habit with maturity. However, these same students did not see that their reading participation helping them perform as better citizens. In contrast, the college students found that the newspaper reading did contribute to their roles as consumers. Those who were under the age of 35 appeared to include in the most transient, unsettled and alienated elements of this age group.
Lesesne (1991) in his study “Developing; Lifetime Readers: Suggestions from Fifty Years of Research”; observed that elder people can inspire younger people for reading by increasing their own reading habit and by demonstrating the art of reading to the younger generation. The role of teachers and guardians is particularly important in this regard. Only telling young people to read is not sufficient. Therefore, teachers and guardians should also be good readers themselves.

Schlagheck, Carol, (1992), This study looks at trends in newspaper readership among the 18-to-34 age group and examines some of the choices the young adults make while reading newspapers. The concern over the declining youth market that is preceded and has perhaps foreshadowed today's fretting over the market penetration. Even where circulation is seen to have grown or stayed stable, there is rising concern over penetration of the newspaper, defined as the percentage of occupied households in a geographic market that are served by a newspaper. Simply put, population growth is occurring more rapidly than newspaper readership in most communities.

Wanta & Brierton (1992) in their study “The Newspaper in Education Program: Types of Activities and Later Reading Habits” found that the participation in certain classroom activities for NIE use is related to later reading habits. Activities that are associated with future reading habits included taking current events quizzes, clipping and saving news articles and articles of one’s interest, classroom discussion about content, and analyzing the news stories. It was seen that as the length of participation of the students in the program increased, so did their future reading skills.

G.L. Thurlow and K.J. Milo (1993) in their study News Consumption in Libya: A study of University Students, analyzed that the news consumption habits of university students in Libya and found that readership among college students from the age’s of 18 to 25 was fond to be even lower than
that of what Bogart had reported. The researchers determined 77 percent of college students studied had read the most recent issue of their college newspaper, but that they had not read the local daily newspaper.

Kevin Barnhurst and Ellen Wartella (1993: 23) in the study “Young Citizens, American TV Newscasts, and the Collective Memory” tried to explore what the newspaper meant to young adults, asking over 164 college students to write autobiographies about their newspaper experiences. They found that approximately almost 70 percent of the students saying that the newspaper was a constant in their family backgrounds, and nearly half i.e. (46 percent) linked newspaper reading with maturity. However, these same students did not see their reading participation as helping them perform as better citizens. In contrast, the college students said that their newspaper reading did contribute to their roles as better consumers.

Grusin and Stone (1993) in their study assert that the percentage of youth in the age group between 18 to 22 who stated that they read a newspaper “everyday” their percentage seemed to have dropped from 60% to 25% from the years 1967 to 1990.

Thurlow and Milo (1993) in the study they conducted on “Newspaper Readership” they found that nearly 77 percent of the college students in the age group of 18 to 25 had not read the most recent issue of their local daily newspaper.

Atkin (1994) in his study ‘Newspaper Readership among college students in the information age’ explored the influences of telecommunication technology on newspaper readership among students in undergraduate media courses. He reported that all computer-related technologies, including the electronic mail and the computer networks, were unrelated to newspaper readership. The study found that newspaper subscribers preferred reading print formats over the electronic format.
Brooks and Kropp (1994) in a study “Persuading children to read: A test of electronic newspapers” of younger, school aged children found that the electronic newspapers or the e version of the newspaper could persuade children to become news consumers, but then the young readers would choose an electronic version of the newspaper over a printed one.

Schlagheck (1998) in his study “Newspaper reading choices by college students” asserts that “long before any competition from cable or Nintendo, the American newspaper publishers were worrying about declining readership among the young.” [and] “the age at which young people form attachments with newspapers appears to be moving upward”.

Holte (1998) in his study on “Creating an optimum reading culture in the Low Countries” maintained that reading adds quality to life and provides access to culture and cultural heritage. He believed that reading empowers and emancipates citizens and brings people together.

Weir, Tom (1999), examined the patterns of adoption for electronic newspapers and found that "usage of the electronic newspapers is not correlated with use of the Internet (or) knowledge and experience with computers." Despite the assumption that college students strive to try new products and would be among the first to do things, Weir found that innovativeness does not significantly predict online newspaper usage, that lead to the "presumption that such new media products are not considered to be cutting edge technologies as much as more efficient sources of news and information by the people who use them.

Lipschultz and Hilt (1999) in their study “Predicting newspaper readership on the campus community” found that lack of time is often given as a reason for not reading the newspaper, yet young Americans have fewer constraints on their free time than the older age segments with jobs, families, and other responsibilities.
Irving (International Reading Association 2000) frequent reading is related to the development of sophisticated language structures, higher levels of comprehension and improved word analysis and skills.

Pippa Norris (2000) in her study “A Virtuous Circle: Communication in Post industrial Societies” there has been a considerable concern over the falling sales of the newspapers in the United States that may have led to a greater concentration of readership among the more educated and the affluent sections of society, with a particularly marked hemorrhage of readers among the college going younger generation. This pattern is found to be evident across the post industrial societies which in turn may produce a long-term generational slide in the use of the newspaper and also reinforce the gap between the information rich, and the information-poor.

Okeke (2000) in his study on “Effects of exposure to in text vocabulary recognition strategies on secondary school students’ performance on reading comprehension in Awka education zone” viewed the art of reading as a priceless instrument for everyone. He opined that reading is one of the most important activities in life, through which we enter into the life and experiences of others and extend our knowledge, scope of experience, and enjoyment.

Ross and Andsager (2000) the researchers found that class discussions about free expression (free press issues) and civic affairs increased the newspaper readership among college students. The study that used a quasi-experimental methodology to compare students in their communication classes who were exposed to class discussions about civic affairs and issues on free expression as to a control group for which classes were conducted without specific discussions focused on public affairs and free expression.

Cory Armstrong and Steve J Collins (2001: 97-114) The researchers examined the student perceptions of campus and community newspaper credibility at the University of Florida using a
web survey of those enrolled in a general education class. A moderate correlation existed between college newspaper credibility and community newspaper credibility. Using hierarchical linear regression, the researchers found interest in news content to be a statistically significant predictor of credibility for both local newspapers and college newspapers. In addition, students whose parents encouraged them to read a newspaper found both newspapers more credible than did their peers, and exposure to a newspaper was found to be a strong predictor of credibility for that newspaper.

Anne E. Cunningham and Keith E. Stanovich (2001) a positive dimension of their research was that all of their studies have demonstrated that reading yields significant dividends for everyone not just for the “smart kids” or the more able readers. Even the child with limited reading and comprehension skills will build vocabulary and cognitive structures through reading. Thus they were able to draw two crucial messages from the research findings. First, it is difficult to overstate the importance of getting children off to an early successful start in reading. We must ensure that students’ decoding and word recognition abilities are progressing solidly. Those who read well are likely to read more, thus setting an upward spiral into motion. Second, we should provide all children, regardless of their achievement levels, with as many reading experiences as possible. Indeed, this becomes doubly imperative for precisely those children whose verbal abilities are most in need of bolstering, for it is the very act of reading that can build those capacities.

Bressers and Bergen (2002) in their study found that the university students were more likely to read their campus newspapers than other newspapers both in print or online newspapers. Only 17 percent of the students were reported to be reading a regional or a state newspaper on a daily basis in comparison to a 45.1 percent who said they read the student newspaper on a daily basis.
Bressers, Bonnie; Bergen, Lori (2002: 32-45) the study states that the newspaper circulations have been declining for nearly three decades, especially among the young adults. The increasingly ubiquitous presence of newspapers online is not withstanding the printed newspaper. We know relatively a little about what it takes to attract the elusive young reader. Little systematic analysis has been done on how this computer-savvy generation uses the Internet and online newspapers. This research is the first in a series of researches to have used longitudinal examinations of Internet usage and other media usage by 400 college students at a Midwestern university as reported in April 1999. The study establishes a baseline record of Internet use, online newspaper usage and other media usage by college age adults to see how online newspapers can better meet the need of these important demographic groups as a form of their media use habits. A Telephonic survey was conducted and the results of a telephone survey of college students about their use of traditional and online newspapers, other media and the Internet as examined. A comparison of the Internet usage by gender was undertaken and the report of the responses led to open ended questions about information seeking behaviors among these students. Hence finally it was suggested as to how traditional and online newspapers can meet the needs of this demographic group in a better, informative and useful way.

Street (2002:133) in his study asserts that the younger children have a more positive attitude toward reading in general, but by the time children are in middle school and high school, “their passions for reading have been dulled”. Demographic studies have shown that the amount of time adults spend reading increases with age, beginning with the age of 18 to 34 year olds this group is that which spends the least amount of time reading in general, and when the younger adult age group does read, they do not choose to read the newspaper.
Kohut (2002) he cites a recent study showing the decline in newspaper readership are the greatest among younger adults although these same young Americans are found to be reading books and magazines as much as the adults over the age of 50 years. This study, by the Pew Research Center, reported that just 25 percent of the people who were under the age of 30 said they had read a newspaper the day before the survey was conducted, and a third of them said they had read a newspaper the previous day, compared to a 53 percent who claimed to have read one a decade ago.

OECD’s Reading for change Study (2002) showed that reading enjoyment is important for children’s educational success than their families socio-economic status.

National RBS Benchmark Study (2003), a telephonic survey was conducted among 3,000 randomly selected young adults and the results of this study indicate there is a statistically significant relationship between in-home news consumption growing up and newspaper readership today. Respondents who read a daily newspaper while growing up, lived in a home where newspapers were read or discussed regularly, or who watched news on television with parents are better readers of both their local newspaper (as measured by Reader Behavior Scores or RBS) and of newspapers in general (as measured by Total Reader Behavior Scores or TRBS) than their counterparts. Not surprisingly, those who read newspapers most frequently growing up have the highest readership scores (both RBS and TRBS). Overall, these findings were consistent with those of the other study both at-school and in-home exposure to newspapers during childhood have positive effects on adult readership. Of the two, in-home exposure seems to have the strongest impact.

PISA Assessment Report (2003) the results of PISA report showed a wide difference between countries in the knowledge and skills of 15-year-olds in reading literacy. “Two-hundred and
nineteen score points, which is three proficiency levels, separate the highest and lowest average performances by participating countries on the combined reading literacy scale. Differences between countries represent, however, only a fraction of overall variation in student performance, for differences in performance within countries are on average about ten times as great as the variation between country means. Catering for such a diverse client base and narrowing the gaps in student performance represent formidable challenges for all countries. In every country, some proportion of 15-year-olds reach the highest proficiency level in PISA, demonstrating the ability to complete sophisticated reading tasks, to show detailed understanding of texts and the relevance of their components, and to evaluate information critically and to build hypotheses drawing on specialized knowledge”.

Michael Owusu Acheaw (2004) the study undertaken sought to assess the reading habits among students and their effects on their academic performance. The study was conducted in Koforidua Polytechnic situated in the Eastern Region of Ghana. A questionnaire was used for the data collection. The findings showed that the majority of the respondents acknowledge the importance of reading; almost 81.9% of the respondents neither read a novel nor a fiction within the last two semesters of their college while 62.0% of the respondents only read for the purpose of passing the examination. The study confirmed that reading habits have an influence on the academic performance and there is an existence of a relationship between reading habits and academic performance. The study recommended among others that lecturers should be advised to stop providing handouts to students but rather encourage them to use the newspapers; the library etc. for research and also, the current system of assessing students should be given a second thought with respect to the formulae of assessment.
New Readers Study (October 2003-January 2004.), a mail survey of 10,800 readers of a local daily newspapers in 52 U.S. markets was conducted, and the purpose of this study was to examine the differences in newspaper readership, attitudes and behavior across different age and racial/ethnic groups. All respondents were current newspaper readers. The pattern that adult newspaper readership (as measured by Reader Behavior Scores, or RBS) was fond to be positively correlated to exposure to newspapers as a child holds true across all the ethnic and age groups. Respondents who grew up in homes where newspapers were read and discussed on a daily basis showed significantly higher levels of readership than the respondents who were exposed to the newspaper a little less frequently. Not surprisingly, respondents who read newspapers most frequently as children have the highest adult readership. The study reveals that across demographic groups, Caucasians who recall a school class where a newspaper was read or discussed demonstrate equal or slightly lower readership levels when compared to their counterparts who recall no such classes been taken for them.

Clark, Martire and Bartolomeo, (2004) in the study they conducted on “News Reading Habits of Young University Students in Hong Kong in the Age of New Media” they state that “the college years are one of the last opportunities for a reading habit to become fixed in a person’s life”. For this reason alone, the newspaper industry has constantly encouraged and supported the various experiences in a person’s pre-college years which would lead to the habit of newspaper reading in young adulthood. These experiences also include family literacy initiatives, the Newspapers in Education program, and civics education programs. This research intended to study whether these prior experiences are related to (or may predict) a habit of newspaper reading in college students.
Hendel, Darwin D and Harrold Roger D, (2004) this study tries to describe the changing leisure activities of undergraduates enrolled at a large research university in the Midwest at five-year intervals beginning in 1971. Survey data were obtained from a total of 3,454 undergraduates, with response rates ranging from 67 percent to 91 percent. The results of the one-way analyses of the variance for 33 leisure interest items included on two or more administrations of the survey that was indicated statistically and the significant differences across years for 26 of the items was done. The largest decreases were found to be for the reading-related activities, whereas the most dramatic recent changes were seen in the increases in electronic based activities.

Hopper (2005) he argues that reading is the most important or vital basic skill in the education process and is the foundation of learning and academic achievements.

Joan Shorenstein and Thomas E. Patterson (2005) their study was based on a national survey of 1800 randomly sampled teens, young adults, and older adults, this report examined the amount of daily news consumed by young people. The evidence showed that young Americans are estranged from the daily newspaper and rely more heavily on television than on the Internet for their news. A few decades ago, there was not much a difference in the news habits and daily information levels of the younger and the older Americans. Today, unlike most of the older Americans, many young people find a bit of news here and there and do not make it a routine part of their day.

Cho, Ahn and Krashen (2005) found that narrow reading of authentic texts was related to more interest and confidence in reading among English language learners. Students’ limited exposure to newspapers or lack of a previous newspaper reading habit may negatively impact their current reading habits. Their Inability to comprehend news stories because of a lack of background knowledge about the events being covered may discourage them from reading the news on a
regular basis, and they may be unwilling to admit they don’t understand the story. However, the habit of reading can provide the background knowledge necessary to understand the articles, and this leads to a sustained interest in the news.

National Statistic Department Report (2005) shows that reading is not even the favorite pastime of Malaysians as most prefer to watch television and video. It is also show that more than half of the 60,441 odd Malaysians surveyed read less than seven pages a day. And those in the age group of 10 years and above read about two books a year. Shahriza and Amelia suggested that Malaysian student read for academic purposes only, and not for general knowledge.

Annika Bergstrom (2006) in this study the respondents of the survey were asked about their newspaper readership, their viewing/listening of television and radio news and their use of individual news sites. In addition, certain survey years have included questions about when one uses the Internet, if they believe that their news consumption has increased or decreased as a result of Internet, how long they have been using the Internet and their views about the Internet as a news provider. It was seen that the audience has above all transferred the reading competence from the daily newspaper, when establishing use of online news. They are used in similar ways. The front page in the hard-copy paper and the home pages on the news site are menus from which one can chose content on the basis of interest. This is even clearer on the Internet news sites.

Clark and Rumbold (2006) in their study observed that, in addition to personal and mental developments, reading is critical for ensuring one’s access to social, economic and civic life. Against the backdrop of rapidly changing nature of life as well as the society, reading is considered to be crucial for people from all cross-sections of life for successfully coping with the complexities and challenges of the 21st century. In recent times, the emergence of digital
technologies and various modes of social interaction, reading is facing a number of hurdles. Reading among young people is said to be on the decline because of their interest in social networking, gaming, music, and so on.

Costera Meijer (2006:13) in his study established a double viewing paradox. This phenomenon was described as “that their satisfaction about and even interest in ‘serious’ news does not automatically cause them to watch it, while, vice versa, their contempt for light news programs (‘stupid,’ ‘junk’) does not keep them from watching and enjoying them.” whereas many people feel obliged to be well-informed. In the opinion of young people, news is a basic social service which has to be available when you need it. This means that among youngsters an automatic correlation between actually watching a news program and the significance which is attributed to the same news program is absent.

Tella and Akande (2007) asserted that the ability to read is at the heart of self-education and lifelong learning and that it is an art which is capable of transforming life and society.

The National Endowment of the Art (2007) a survey conducted among 17 year old American students found that the highest reading scores were attained by those students who read almost every day for fun while the lowest scores were obtained by them who never or hardly read the newspapers.

Newspaper Association of America, (Youth Media DNA Report; 2008) The study “Youth Media DNA,” conducted by the research firm DECODE of Canada, was initiated by the World Association of Newspapers to investigate upon news and information habits of young people around the world. The U.S. findings were based on the responses of young people between the ages of 15 to 29 to an online questionnaire developed with inputs from the NAA Foundation. Among the survey participants, television was seen to dominate as an important source for
information on news topics. It was found to be their top medium on a number of fronts, from credibility to time spent. But the underlying attitudes and behaviors suggested that there is an interest in news among a significant portion of young adults, and if the newspapers move to address these specific needs of younger readers in their communities, there are readership gains to be made. A number of findings also support or have built on the previous NAA Foundation researches on building media habits and engagements in younger readers. The “Youth Media DNA” clearly underscores the need to the reach young people at an early age, if the newspapers are to have the best chance of keeping them as readers in the later years. Thirty percent of the young adults currently reading the newspapers have said that they started reading in elementary school i.e. when they were younger than 11 years old. Researchers noted that children in this age group have yet to begin extensive Internet usage or have access to mobile phones, meaning less technological competition for their information interests than would be the case during middle school and high school years. In addition to this, about half the group of the young adults, the current readers recalled of having access to the newspapers through the Newspaper In Education (NIE) programs.

Seth C. Lewis (2008) examined the young adults regarding the future sources for news; the respondents were given a question nearly identical to that above. It had the same list of 20 media sources, presented in the same order and with the same four-point scale. The question, however, was worded with the future in mind: “Five years from now, how often do you think you will get news and information from the following media sources?” The results were factor analyzed to reveal underlying dimensions of future news use. To connect these news intentions with present news perceptions and thus answer, an additional test was conducted: As new independent variables, the resultant dimensions of news perceptions were tested in cross-tabulations to indicate the degree to which they might explain the dependent variable the expected frequent use
of certain types of media in the future. In comparing the perceptions and intentions, this study found that young adults who have positive perceptions of news who indicate that it satisfies personal, social and civic needs, providing the kind of utility described by the uses and gratifications typology were significantly and likely to anticipate becoming regular users of traditional sources in the future.

Lois V. Johnson (2008) the study examined the children's reading and use of the newspaper in the context of the varied mass media forms which are inseparable parts of a child’s daily life. Newspapers are, of course, only one of the mass communication media which continuously impinge upon the developing child. Children gain the basic beginnings of reading in the primary grades and by the time they get to grades four, five and six they are typically in a period of expanding their power in their reading development. The curriculum that they follow in these grades makes increased references to broadening horizons in the child's world. An increased reading skill, broadened interest, and greater scope in the curriculum make relevant an investigation of children's interests in and use of the newspaper.

Edgar Huang (2009) the study was based on the uses and gratifications theory and the Delphi technique. This study did an in depth investigation among 28 college and high school students on youths' rationales behind their news consumption behavior. The study concluded that, in the years to come, the news industry (mass media) needs to realize a true convergence online by providing to the younger generation an experience of consuming multimedia news that is customizable to them and relevant to them with an opportunity for participatory journalism.

The Newspaper Works (2009), this was a consumer study that was conducted amongst over 1,000 Australians aged 14-69. The study explores the relationship that Australians have with the newspapers and their websites in three ways: 1) Revisiting findings from 2007 which defined
newspapers’ unique positioning to see what might have changed. 2) Determining the distinct and combined roles newspapers and their websites play. 3) How newspapers stack up as brands in their own right. It was seen from the study that the Newspaper websites are not cannibalizing the printed newspapers but the syndicated audience measurement suggests that it’s more likely that a newspapers footprints are expanding or people are using both formats to a greater degree. Reciprocity between newspapers and their websites exist because each of it plays a distinct role which complements each other. Together they provide better access for users and make for a richer reading experience. When used together, this complementary relationship can potentially provide an even more powerful way to connect.

Andreu Casero Ripollés (2011) the news consumption is undergoing multiple changes due to the advancements in digitization. In this context, ascertaining the changes in readers’ news consumption habits is essential for measuring the scope and effects of digital convergence and the outlook for the future. This study analyzed this transformation in the specific case of young people’s relationship with news reporting. The methodology is based on a quantitative survey of people aged between 16 and 30 in order to examine their news consumption habits and perceptions. The results showed that with there were an emergence of social networks as a news medium and the decline of the traditional media, and newspapers in particular. However, a high level of interest in news stories was observed and their positive valuation in civic terms on the part of the young people. The data also revealed the obvious appeal of cost-free content. Finally, the results highlighted the gender gap, with men as the greater news consumers. The impact of age, with news consumption increased as young people grew older. The conclusions of this research suggested that a profound change was emerging in news consumption patterns and the concept of news among young people.
Eli Skogerbo and Marte Winsvold (2011) the study investigated into finding the role of local newspapers as arenas for public discourses and debates, they found that the online local newspapers were more clearly supplemented rather than replaced by the printed newspapers. The two versions of the newspapers were used for different purposes by both the general and the elite audiences. Two of the findings shed light upon how the print and online newspapers are integrated in the local public sphere firstly, so far, the local public sphere in important aspects has remained analogue, and, second, the audiences preferred different types of content in the two editions i.e. the print copy and the online version of the newspapers.

Pew Research Center Report (2011), young adults are indeed more likely to own high-tech gadgets than other age groups, and college students distinguish themselves further from their non-student peers in terms of laptop ownership and Internet usage on cell phones. Not every young person has access to the latest digital technology there is no doubt that college students constitute one of the most tech-savvy groups in the society. Therefore the “digital natives” concept is not completely accurate.

Smith, Rainie, and Zickuhr (2011) discovered that among four-year undergraduate students, 98% use the Internet and 92% use the Internet through wireless devices. In contrast, only 75% of U.S. adults are online and only 57% access the Internet wirelessly.

Newspaper Association of America (2012), a newspaper multiplatform usage study. The Research reported here was based on a survey of 2,518 American young adults, who read local newspapers on a mix of four print and/or digital platforms (print, online using a desktop or laptop computer, Smartphone or tablet). This research was designed to address the issues related to the usage of multiple newspaper platforms to access news by young people. The study analyzed both the online and the print versions of the newspaper and it was fond that there was
an increasing inclination towards online news access. Many were found of the opinion that they accessed more news since it was available in the digital format. An increase in the number of usage of news apps was also evident given the number of multiple gadgets available and accessible to the young people in America.

A.K.M Eamin Ali Akanda and Md. Armanul Haque (2013) a questionnaire based survey on the newspaper reading habits of the graduate students of Social Science faculty of University of Rajshahi in Bangladesh was studied. The study demonstrates that the majority of the graduate students read Bengali and English newspapers. Moreover, the research reveals that international section of the newspaper was the mostly preferred section for the students to read. This research paper also highlighted about the majority of the respondents preferred to read printed newspaper in the library while a large number of them preferred the computer center of the university central library to read the newspapers online.

Eamin Akanda, Kazi Hoq and Nazmul Hasan,(2013) in their study of reading habits of students found that Reading of the newspapers requires less time. And newspapers give news and information on current affairs. That is why a large majority of the respondents read newspapers regularly. Most of respondents of the study said that they read newspapers for one to two hours every day.

Deepika Majumdar and Mehedi Hasan (2013) in their study titled ‘Newspaper Reading habits of private university students: A case study of the world university of Bangladesh’, state that the parents should provide a supporting environment to influence the habit of reading in children at a young age. The College libraries should subscribe to more newspapers and encourage the habit of reading newspapers in the premises of the campus.
Shahnil Asmar Saaid and Zaliffah Abd Wahab (2014) in their study investigated about impact of digital based content on reading habits and readership and the results showed that digital material was preferred by the students. This study reveals that 62.2% of the respondents agreed that their reading habits had changed and their interest in reading had developed due to the emergence of digital publications such as online newspapers, magazines, books and journals. Out of all respondents, 54.4% agreed that digital materials helped them to better understand the subjects, 34% were undecided and the other 11.7% of them disagreed. As compared to printed materials, 36.9% agreed that digital publications are easier to read, however, 34% disagreed with the claim. The other 28.2% was neither agreed nor disagreed. This suggests that paper is unlikely to disappear in the digital age and it is still the people’s preference for a medium of reading.

Leigh. L. Wright, Melony Shemberger and Elizabeth Price (2015), in concern with how effectively students understand current news events and engage with mainstream news sources, the journalism professors of Murray State University conducted a study that is based on a survey administered to students in news writing course and analyzed the kinds of current news that the students followed in their weekly assignments designed with a digital, interactive approach. Here various mass media forms were also considered including the newspapers. Some outcomes of the study indicated that the students’ grades in the subjects improved, breaking news and crime were the stories that the students followed the most, and students who appeared to engage better with multiple news sources through the interactive exercise. This essay also discussed the practical implications for educators who are in search of innovative ways to boost media literacy and current news discussions in the classrooms.
Indian Studies

George (1960) the study carried out a content analysis and readership survey of six Malayalam dailies to understand the general attitude of the readers to each paper. Interestingly, it found that the readers were emotionally attached rather than intellectually to their newspaper.

Srivastava (1979) stated that reading can also contribute to personal and social adjustment. For instance, it helps an individual to adjust to one’s peers and helps in a smooth emancipation to independence from an individual and one’s dependency on parents and elders.

Suresh (1993) studied the influence of editorials of Malayalam dailies on young audiences. He found that very few people read editorials to form an opinion. People who mostly read editorials read them to get more information on an issue. Majority of readers read it to understand the stand taken by the newspaper. Most readers agreed that some editorials have an influence on their views.

Devi (1994) conducted a survey of young Malayalam newspaper readers and their reading preferences and patterns. She found that the readers of Malayalam dailies attached very high importance to newspapers, the mean affinity being a high of 3.90. This suggests that people in Kerala rely heavily on newspapers for information on day to day events and issues happening nearer to home and in faraway places. The readers of Malayala Manorama, Kerala Kaumudi and Chandrika gave first preference to area news whereas the readers of Mathrubhumi and Deshabhimani gave first preference to regional news. From her content analysis it is clear that the newspapers allotted maximum space to regional news followed by area news, national news and international news.
Richa Sharma Vyas, N P Singh and Shilpi Bhabhra (2007) in their study on “Media displacement effect; Investigating the impact of internet on Newspaper reading habits of consumers” a survey conducted amongst working professionals and students stated that “the Internet has not much affected the newspaper business. It has come out as complimentary to the newspapers. Further, Internet is found more popular in case of business/stock news, sports news and international news”.

National Youth Readership Survey (2009) the newspapers and the Internet were found to share a high out-of-home exposure. Around half of all youth get to read a newspaper outside their homes, with shops/cafes/restaurants and neighbors as chief access points and the same were noticed with the Internet too with around two-thirds accessing it at cyber cafes and/or the workplace.

National Youth Readership Survey (2009) Even in an age where there are over a hundred 24x7 news channels, newspapers are seen as the primary source for news & current affairs, with television largely an entertainment medium.

National Youth Readership Survey (2009) the findings of the survey state that the time spent with different media makes for an interesting reading. Television emerges as the biggest engager, with average time spent a day at over 97 minutes. Radio (61 minutes), magazines (44 minutes) and newspapers (32 minutes) lag far behind. Though the Internet reaches fewer than 4% of all youth (8% in urban areas), time spent with the medium is proportionately higher at over an hour a day (70 minutes), reflecting the medium's stickiness.

National Youth Readership Survey (2009) the findings of the study state that the television emerges as the biggest media, with over 77% of the 333 million literate, or 259 million, youth exposed to it. Newspapers too are able to maintain their dominance, with over half (53%) of all
literate youth, or 177 million, exposed to them. But in terms of preferred media for news & current affairs, newspapers win hands down, with around two-thirds (63.4%) selecting them compared with just a third (22.2%) for television.

Financial Express Report (2010: p10) three out of every four youth in the country is literate. Rural India accounts for around two-third of all 333-million literate youth. One in three literate youth in India is a student, around a fifth of them are doing unpaid housework, and just over one in ten have a regular salaried job or are wage earners. Television reaches 259-million and newspapers 177-million. The first-ever readership survey of literate Indian youth commissioned by the National Book Trust and conducted by National Council of Applied Economic Research team led by Senior Fellow Rajesh Shukla. The survey, conducted in November-December 2009, covered a sample of 659,569 individuals, including 311,431 literate youth (13-35 year olds), across 207 districts for rural and 199 towns for urban India. The report stated that nearly 24% households in the country have newspaper subscription (15% rural, 39% urban) and 8% (5% rural, 12% urban) subscribe to magazines. Four out of every 7 households of graduate plus and, three out of every 8 urban households with literate youth get a newspaper.

Devendra Kumar (2011) in his study investigated the Newspaper reading habits of University students and found that the library users read newspaper to get the latest information about what is happening around. Newspapers are responsible for creating and generating reading habits among university students. Newspapers are essential for university students, but due to the enormous explosion of information published in the form of newspapers in different languages in particular, it is impossible for libraries to subscribe all that are published at the national and international levels. Under these circumstances the best way of serving the users is by proper display of newspapers and notifying users about new information related to education. In a
library there should be adequate newspapers to accelerate reading habits. This study helps librarians understand the importance of newspapers and improve the services related to newspapers.

Bamezai, Gita; Kesharvani, Prashant; Yumnam, Babyrani; Goswami, Shashwati; Pradhan, Anand; Roy, Annupriya; Ambade, (2011) in their study on the “Impact of Internet on changing patterns of newspaper access and news reading habits in India”. State that the Internet is likely to replace the newspaper as the major source of news and information with the multi-fold increase in the online community in India with a jump of 13 percent from 36 million in 2007 to 45 million in 2008. This is a much faster growth than the 99-million newspaper readership in 2006. A comparative assessment of the reading habits of both the Internet and newspaper readers provides evidence that reading newspapers is a contiguous activity, and not at variance with Internet use, among those who access the Internet at home or in cyber cafés. Availability of Internet services at home and cyber cafés is a significant factor in Internet usage in metros than in other cities that have limited and low broadband services and facilities. Mainly accessed for personal communication and general surfing, few Internet users read news online across all cities in the country. Preference for content indicates that reading of news online was however, more popular among the educated, urban male youth in the bigger cities, who the primary users of the Internet were. This is indicative of the trend that will shape the use of technology and reading habits of the young who are demographically the largest population group in the country. The study uses both quantitative and qualitative research methods a survey method and in-depth interview method to assess the reading habits and preferences of content among those who are Internet users and read newspapers as well. The interviews with editors and managers of vernacular and English mainstream newspapers suggest that the Indian newspaper industry was not jeopardized by the entry of the Internet as a news source at present or in the near future. The
Internet is rather seen as an opportunity since both the media can co-exist and mutually reinforce each other as news providers to the readers and revenue earners for the management. The prospects of a changing trend are, however, imminent in the metros, where preference for online news sources among the youth is becoming more popular ('channelized' by Internet connectivity and variety of interactive e-news formats) as compared to non-metros.

Jaishree Rajbogh (2011), states that “the importance of the newspaper has increased immensely with the spread of education. Education sharpens one’s curiosity about events in distant lands and also makes one conscious of the necessity to maintain one’s reading habits. In both respects the newspaper appeals most”.

Fayaz Ahmad Lone (2012) in his study on the reading habits of rural and urban college students in the 21st century states that, The reading habits of rural and urban college students of the 21st century show that the reading culture is more developed in urban students than in their rural counterparts. The need is to bridge the gaps in reading culture between regions for developing a great reading nation. The goal can only be achieved through different means; however, the Education for all and Information for all are the two main pillars of reading society that need more emphasis.

Indian Readership Survey (2013) the study found that of the 265 million households and 955 million plus individuals who were surveyed to check their media consumption habits it was see that 281,708 were print media consumers and of this 33% of the respondents were found to belong to the age group of 16 to 29. This shows that the print media is still the most preferred media after television amongst the youth in the country.

Akanda et al(2013) in the study undertaken on “Reading habit of students in social sciences and arts: A case study of Rajshahi University”. Surveyed and found that the world wide web has
become more popular among the students and a majority of them were found browsing the web for the purpose of reading.

Indian Readership Survey (2014) the study conducted annually analyzed that of the 2762 lakh households and 9624 lakh plus individuals who were surveyed to check their media consumption habits it was see that 301,570 were print media consumers and of this 34.3% of the respondents were found to belong to the age group of 16 to 29. This shows that the print media is still the most preferred media after television amongst the youth in the country.

Praveen Patel, Devendra Patel and Haresh Patel (2014) in their study titled “Reading habits of newspaper in pharmacy college: An analytical study”. State that the reading habits of the undergraduate students studying pharmacy as 13.62% and among post graduate students as 6.98% which show that there is a considerable lack of interest in readership of newspapers among these students.

Shailja Vasisht (2015) the study entitled “A comparative study of traditional and online reading methods prevalent among young adults of Ludhiana city.” The study was aimed to investigate the youth’s preference of the book’s as a source for reading i.e. traditional books in print/paperback copies or the e-books available online. As the Internet penetration seems to be growing at a fast pace, there is a general shift seen in the reading habits among all the age groups. This study not just tried to understand the mode of e reading along the various cost factors involved in using E- Books and traditional books for reading but also tried to show that there is a shift from the traditional reading patterns to online reading patterns. The latter is also unable to overcome the traditional reading methods completely. Another important finding of the study informs us that the libraries and the newspapers are also not found to be very popular among the young adults belonging to the age group 15 to 25.
Srinivasa Rao and Karayil Suresh Babu (2016) in their study “importance of Extensive reading in Language learning” are of the feeling that an extensive reading program which is integrated into the syllabus of students may have a significant and a positive effect on the learner’s language learning abilities, in the larger interest of the overall academic and professional development of the youth.

Abu KS (2016) in his study on the reading habits of the central library users of Barathidasan University found that the major purpose of reading done by the users is for education which was followed by information. A majority of the users read text books for general reading which was seen to be followed by magazines and newspapers. A majority of the users were seen to prefer reading in the morning whereas a majority of the liked reading using the internet which is followed by the library. A Majority of the respondents indicate that watching television as the main obstacle for reading which is followed by internet. It also stated that if the students in colleges start reading at a young age, it will create an impact in every area of their life. There are still barriers in creating a reading environment that will inculcate good reading habits among users.

**Regional Studies**

Kannappanavar and Mathad C.G (2000) In their study on profile of first grade colleges in Karnataka stated that the facilities provided in these libraries were satisfactory (which included subscription to more newspapers and books) and the authorities should look into its upgrading as it should be understood that the libraries are the heart of the educational institution and plays a vital role in the overall development of the college students.

Sudha S T and Harinarayana L (2008) examined the issues related to the role of the libraries in promoting reading habits among professional and non professional students. They studied the
dependency of the students on the library items that they read. It was found that non professional students were more dependent than the professional students on the library for reading material. And the newspaper was also seen to be the frequently accessed reading material in the library by these students.

Nuthana and Yenagi (2009) the study attempted to find out gender differences, if any, on the factors affecting academic achievement of 600 students from Dharwad, Karnataka, India. The results showed that the study habits among boys and girls were almost similar. They were also found not to differ significantly on self concepts and academic achievements. Reading habits, note-taking habit, concentration habits and preparation for examination was found to have a significant correlation with academic achievement. However, the other study habit dimensions like the home environment, planning of work, planning of subjects, general habits and attitude, and school environment were also found to have no significant relations with academic achievements of students. Correlation coefficients between self concept and academic achievement were positive and highly significant.

Chitra Nagaraj and B.S Pradeep (2014: 92-96) in their study on “Why medical students underperform? A cross sectional study from Kempegowda institute of Medical science, Bangalore analyzed and identified that the students were found to have poor study skills or reading skills and note taking in particular to be a statistically significant cause for poor academic performance.

Anand Medhar and Kennchakkanavar (2015) in their study on “Reading habits of students in Karnataka science college Dhardwad. A Study” The paper aims to find out the outcomes of the widespread use of the internet and other substitute multimedia resources in affecting the reading habits of students and have a broad overview of the present reading habits of the students. The
researcher was of the feeling that “the professionals at colleges should encourage the reading habits to the students and support them to read. Reading includes the person’s contribution growth literate society. Thus, reading habit outlines good qualities, information, exact ideas and attitude change. Hence students who are concerned in reading habit to build knowledgeable society in our country and reading habit can change the developed country”.

C. Krishnamurthy and Veeresh H. Awari (2015) in the study titled “Newspaper Reading Habits among post Graduate students of Karnataka University; Dhardwad” find that reading is a better way to gain knowledge and expand ones horizons.

D. V Nagashetti and Kenchakannavar (2015) in their study titled “News Paper Reading Habits Among The Students of Muncipal Arts and Commerce College, Laxmeshwar: A Sociological Perspective”, state that most of the undergraduate students preferred reading the kannada Language newspapers and also that they preferred to read the newspapers in the library.

Vasundara Priya M and B. K Ravi (2015) in the study titled “Newspaper in the Digital Society Students and Newspaper Reading: A Study” state that in the age of technological advancements the newspaper has a large scope to grow and is such an instance the newspapers can create a new and engaging ways to connect better with their readers. And this reader connect should be cultivated now because it would in help in breading the next generation of readers.

Vasundara Priya M and B. K Ravi (2016) in their study titled “The Newspaper timeline: A study of the newspapers past and its present” state that the newspaper has changed as a medium and also the way the consumers have changed and their usage of the medium. The study is trying to analyze the journey of the newspaper as a medium and how it has been adapting itself in every phase of change and how it has undergone a metamorphosis.
Inferences

The Review of literature gathered for the study on the Newspaper readership among the college students in Bangalore city revealed certain interesting facts. There were basically two types of readership studies that have been undertaken by researchers over the years, the first kind being the analysis of the media consumption through reading and the other being on the cognitive understanding and conceptual use of the reading skill for the overall psychological development and enhancement of an individual. A number of studies conducted in this area both in India and abroad are basically concentrating on the information seeking behavior of students, the reading ability and its impact is being tested, in many other studies we can see that there is an overall concern as to the decline in the readership of newspapers and readable material like magazines and books among young people, in others it is very clearly observed as to the need for enhancing such skills and their benefits to individual on the longer run in both self development and building ones future in terms of career, a place in society etc. is also seen. A majority of studies on newspaper readership among college students, among young people especially in the American and the European continent seem to be experimenting on the number of ways that could enhance the use of newspapers and build better reading skills as there was a comparatively low rate of usage of reading material on a daily basis.

Most of the reading seems to happen in the digital versions of the publications according to multiple studies. There has been a lot of debate, discussion and concern over the limited usage of the newspaper medium and organizations like (NAA) Newspaper Association of America, PISA (Program for International Student Assessment), WAN (World Association of Newspapers) have constantly been working with newspaper organizations the world over to minimize this gap that has been widening over the years. Apart from the readership studies done on the usage of
newspapers alone a number of studies based on overall decline in reading habits among young people also lead to valuable inputs into the mindsets of the young in the context of Reading and Readership.

Terms like ‘Hypertext Reading’, ‘Digital Natives’ are all the outcome of a number of studies that have been done in this area. Every study undertaken looks at the problem in a different perspective both methodologically and theoretically enhancing the scope of research in this area of study. There are a very few studies conducted in India which deal with readership among college students alone. IRS (The Indian Readership Survey) conducted annually gives an insight into the overall media consumption among the urban and rural population of the country in context to different age groups. There is no study that was found to have been conducted on newspaper readership among college students in Bangalore city in particular.

**Summary**

Karnataka is a state that is known across the country for its progress in Information science and Technology development. The Information resources are expanded in the fond hope of creating enlightened citizenry in the age of competitiveness. The capital of the State Bangalore City being the urban hub of the state is a cosmopolitan city. A city with a young population of 132.7 million and the Gen X i.e. young people in the age group between (15-24) the population is 159 million (Census 2011). With a 159 million young population in the city the growth and development of the individual and an organization is of prime importance. The NYRS (National Youth Readership Survey) 2009 was the last youth readership survey to be conducted in the country. A Nationwide survey analyzed data from all states and zones in the country. The NYRS survey considered a minimum number of respondents from each state on a stratified sampling basis and in the south zone Karnataka was a minor part of the larger study. A UNESCO Report describes
reading as a multi level mental process that contributes greatly to the development of one’s personality, intellect and language skills (Bamberger 1975), the report maintains that reading is a necessity to keep pace with the latest developments. Reading has even shown to help individuals to rise above one’s natural living conditions. Hence the Review of literature is an attempt to put together different perspectives to the same study and here it is seen that there are no studies that have been conducted in Bangalore city.