

RESEARCH ARTICLE : **Newspaper reading behaviour of rural youth**

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SUMMARY : The present study on “Newspaper Reading Behaviour of Rural Youth” was conducted in the year 2015–16 in Amravati district. The relation of the characteristics of the respondents revealed that among the eight characteristics of respondents, land holding and annual income were positive and highly significant at 0.01 level of probability. The variables education, innovativeness, occupation and source of information showed positive and significant relationship at 0.05 level of probability. The characteristics like social participation and cosmopolitaness showed positive and non-significant relationship with reading behaviour. Not getting proper information about agriculture, employment in complete form, advertisement print more in number, non- availability of newspaper in time, quality of printing is not good were the major constraints faced by the respondents.

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KEY WORDS :

Reading behaviour,
Rural youth,
Constraints

BACKGROUND AND OBJECTIVES

Mass media plays a significant role in developing rural resources and motivating the farmers for adoption of new technologies. The technology transfer in agriculture is primarily done through mass media, which is the basis for advancing rural development in country. The communication revolution has brought in tremendous transformations both in the structure and function of the society as a whole. The mass media is a very powerful instrument, which if properly used can cause unprecedented social change and educational advancement. During the process of use of mass media, the use of printed materials or publications like newspapers, farm magazines, books, booklets, circular letters, leaflets, folders etc. emerge as an important means of

communication system.

Newspaper reading in people, generally vary in their reading behaviour. Some are good readers while others show poor reading behaviour. To understand this phenomenon, frequency of reading, where they read newspaper, discussion about the agricultural information with their friends, relatives and neighbours, reasons of reading, choice about agricultural news, changes occur after reading news, type of news which they prefer first, constraints occurred while reading newspaper, suggestion from rural youth about newspaper reading etc. Considering the above mentioned facts, the present study was undertaken with the broad objectives of finding the reading behaviour of the newspaper reader rural youth.

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RESOURCES AND METHODS

Amravati district was purposively selected for the study. The study was conducted in Nandgaon khandeshwar and Chandur bazaar tehsils of Amravati district. The respondents were interviewed with the help of structured interview schedule personally. From two tehsil 80 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to education, innovativeness, land holding, occupation, annual income, social participation, cosmopolitaness, source of information as well as reading behaviour.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Data was collected. Mean, S.D. and co-efficient correlation methods were used for analysis of the data.

OBSERVATIONS AND ANALYSIS

The findings of the study as well as relevant discussion have been summarized under the following heads:

Relation analysis:

In order to find out the relationship of the selected characteristics of respondents with their reading behaviour, correlation co-efficient were worked out.

Relationship of selected characteristics of respondents with their reading behaviour :

The co-efficient of correlation of reading behaviour with profile of the respondents have been furnished in Table 1.

On critical examination in Table 1, it reveals that among the 8 independent variables land holding and annual income were positively and significantly correlated with reading behaviour at 0.01 level of probability. However education, innovativeness, occupation, source of information are positive and significantly correlated with reading behaviour at 0.05 level of probability.

The variables social participation and cosmopolitaness had non-significant correlation with reading behaviour.

With respect to education of respondents there was positive and significant relationship with their reading behaviour. Education broadens the vision of an individual. The educated persons develop more access to mass media, development organizations, decision making and inclined to use of innovation by taking the high risk. This means that highly educated persons can easily understand the information provided through newspaper. Education helps the individual in grasping new technologies provided through newspaper. Hence, education was the influencing factor of reading behaviour for the newspaper reader. These findings are in accordance with the findings of Hanumanaikar and Manjunath (2012) and Jambhale (2015), who revealed that education had significant association with the reading behaviour.

With respect to innovativeness of newspaper readers were found to have positive and significant relationship with their reading behaviour. This might be due to half of the respondents possessed education up to graduation level. These findings are in line with the findings of Singha and Baruha (2012) who reported that positive significant relationship between innovativeness with their reading behaviour.

With respect to land holding, respondents had positive and significant relationship with their reading

Table 1 : Co-efficient of correlation of characteristics of the respondents with their reading behaviour

Sr. No.	Variables	'r' value
1.	Education	0.2590*
2.	Innovativeness	0.2825*
3.	Land holding	0.2895**
4.	Occupation	0.2661*
5.	Annual income	0.3082**
6.	Social participation	0.1821NS
7.	Cosmopolitaness	0.1545NS
8.	Sources of information	0.2484*

* and ** indicate significance of values at P=0.05 and 0.01, respectively
NS=Non-significant

behaviour. Hence, land holding was the influencing factor of reading behaviour. Land holding is an economic factor which influences an individual to increase yield and in turn earn more money and also contributes to risk bearing capacity, which in turn reflects on their reading behaviour. These findings are in accordance with the findings of Mahajan (2012) who stated that there was positive significant relationship between land holding with the reading behaviour.

With respect to occupation there was positive and significant relationship with their reading behaviour. According to the findings most of the respondent's family occupation was agriculture. So they had been using newspaper as main source for getting agricultural information, new ideas related to their occupation and new technological knowledge related to their field. This finding is in accordance with the findings of Shinde-Desai (2004) and Jambhale (2015) who also reported that there was positive significant relationship between occupation with the reading behaviour.

With respect to annual income of respondents were found to have positive and significant relationship with reading behaviour of readers. The factors depend upon other factors like land holding, cosmopolitaness and source of information which in turn have influence on getting higher income. Therefore, income might have direct impact over the reading behaviour of respondents. This findings is in accordance with the findings of Hanumanaikar (2009) who reported that there was positive significant relationship between annual income with the reading behaviour.

The variable social participation exhibited non-significant relationship with the reading behaviour. Thus, there is no association between the reading behaviour of respondents and social participation of respondents. The reason for medium social participation is the organizations at there might be less existence of social organizations in the village. This observation is similar with findings of Mahajan (2012) who reported that there was positively

non significant relationship between social participation with the reading behaviour.

Cosmopolitaness of respondents had non-significant relationship with the reading behaviour. Thus, there was no association between the reading behaviour of respondents and cosmopolitaness of respondents. Newspaper reading rural youth were keeping occasionally contact with the outside community for getting the useful information whatever they want and other activities. The expected reason may be nature of agricultural work.

With respect to source of information of respondents was found to have positive and significant relationship with their reading behaviour. Most of the respondents had medium source of information. This may due to the fact that respondents can now easily access and get information on various subjects by using their personal, cosmopolite and other sources of information. These findings are in a accordance with the findings of Sandesh (2004) who also reported that there was positively significant relationship between source of information and reading behaviour.

Constraints faced by respondents in reading of newspaper :

From Table 2 it was observed that maximum (93.75%) respondents have problem of not getting proper information about agriculture, (90.00%) had problem of information about employment is not in complete form, (75.00%) had problem of advertise printed in more number, (50.00%) had problem of non - timely availability of newspaper (37.5%) had problem of printing is not good and (25.00%) had problem of increased prices of newspaper in large amount.

Majority (93.75%) of the respondents encountered the problems of not getting proper information about agriculture, the possible reason for this might be less content of agricultural news in the newspaper. About (90.00%) of respondents expressed the problem of

Table 2 : Constraints faced by the respondents in the reading of newspaper

Sr. No.	Constraints	Frequency	Percentage
1.	Non- timely availability of newspaper.	40	50.00
2.	Quality of printing is not good	30	37.5
3.	Prices of newspaper increased in large amount	20	25.00
4.	Not getting proper information about agriculture	75	93.75
5.	Advertise printed in more number	60	75.00
6.	Information about employment is not in complete form	72	90.00

insufficient information about employment. Most of the rural youth are unemployed. They are always in search of employment, because of that they need more information about employment news. But there is less content of employment news in newspaper. About (75.00%) of respondents expressed the problem of advertise printed in more number. Most of the respondents preferred local events, educational news and agricultural news. They are not interested in advertisement printed in newspaper. About (50.00%) of respondents encountered the problem of non-availability of newspaper in rural area. The possible reason of this might be less circulation of newspaper in rural area

Conclusion :

The relation of the characteristics of the respondents would revealed that among the eight characteristics of respondents, land holding and annual income were positive and highly significant at 0.01 level of probability.

The variables education, innovativeness, occupation and source of information showed positive and significant relationship at 0.05 level of probability. The characteristics like social participation and cosmopolitaness showed positive and non-significant relationship with reading behaviour.

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