# ICT and reading behavior of the students - A study

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## BACKGROUND AND OBJECTIVES

Now-days we can see a mobile phone with every student. Usage of mobile phone has increased among the students in the recent time. Rapid growth and competition among the mobile handset companies and mobile service provider companies have decreased the rate of mobile handsets as well as mobile services.

Internet, gives a lot of information regarding each and every subject for the students and students are amazed over internet. Through this the current society is turning into a knowledge society.

The purpose of this study was mobile phones, how popular among the UG students, reasons behind possessing mobile phones, the desirable and usable mobile phone features, cost of the mobile phones, awareness of the ill effects of the mobile phone with reference to health.

Specific objectives of the study
– To study the knowledge and adoption level of students on modern communication tools.
– To study the communication behavior of the Home Science degree programme students.
– To identify the constraints of modern communication tools

## RESOURCES AND METHODS

The survey was conducted in Home Science College and Research Institute, Madurai, Tamil Nadu. This study was based on the primary and secondary data. Students are purposely selected as respondents because all the students were using modern communication gadgets and the limitation of the time and familiarity about the study groups. The data were collected using interview schedule and were analysed by percentage analysis. The findings and discussion were summarized hereunder.

## OBSERVATIONS AND ANALYSIS

The data in the above table revealed that mobile phone and personal computer were used by the students regularly (88% and 98%). It was closely followed by internet connection and e-mail (43% and 40%). It is interesting to note that radio and television were used by the students occasionally and

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not used (85% and 25%).

The reading habit may improve the updating of knowledge and soft skills of the students. Hence reading style of Tamil and English daily news papers and Tamil and English magazines were also studied.

From the table it could be inferred that a vast majority of (93%) of the students were reading more than One newspaper in the common reading room. Dinamalar (93%)followed by Daily thanthi (22%) and Dinakaran (11%) unusually only 9% of the students were reading employment news and 6% of the students were not at all reading any newspaper.

It was also noted that "The Hindu" English daily was read by (98%) of the students and Indian Express by only 12 per cent. The reading behavior of weekly Tamil magazines showed that only 50 per cent of the students are reading, among them 29 per cent of the students were reading Anantha vikatan followed by

**Table 1 : Frequency of using modern communication tools**

| S. No | Particulars | Regularly | | Occasionally | | Rarely | | Not used | |
|---|---|---|---|---|---|---|---|---|---|
| | | No | % | No | % | No | % | No | % |
| 1. | Mobile phone | 53 | 88 | 3 | 5 | 4 | 7 | 0 | 0 |
| 2. | I Pod | 0 | 0 | 2 | 3 | 14 | 23 | 44 | 74 |
| 3. | Pen drive | 14 | 24 | 19 | 31 | 11 | 18 | 16 | 27 |
| 4. | 3G mobile | 1 | 2 | 0 | 0 | 0 | 0 | 59 | 98 |
| 5. | Internet connection | 26 | 43 | 21 | 35 | 11 | 19 | 2 | 3 |
| 6. | Laptop personal computer | 59 | 98 | 1 | 2 | 0 | 0 | 0 | 0 |
| 7. | Land line phone | 3 | 5 | 1 | 2 | 9 | 15 | 47 | 78 |
| 8. | TV | 15 | 25 | 21 | 35 | 14 | 23 | 10 | 17 |
| 9. | Radio | 9 | 15 | 3 | 5 | 10 | 17 | 38 | 63 |
| 10. | E-mail | 24 | 40 | 21 | 35 | 15 | 25 | 0 | 0 |
| 11. | Headset | 13 | 21 | 1 | 2 | 10 | 16 | 36 | 67 |

**Table 2 : Reading behaviour of the students**

| S.No | Name of the news paper in Tamil | No | Per cent |
|---|---|---|---|
| 1. | Dinamalar | 56 | 93 |
| 2. | Dinakaran | 7 | 11 |
| 3. | Daily thanthi | 13 | 22 |
| 4. | Malaimalar | 4 | 6 |
| 5. | Employment news | 5 | 9 |
| 6. | Not read | 4 | 6 |
| S.No | Name of the news paper in English | No | Per cent |
| 1. | The Hindu | 59 | 98 |
| 2. | Indian Express | 9 | 12 |
| 3. | Not read | 1 | 2 |
| S.No | Name of the Magazines (Tamil) | No | Per cent |
| 1. | Anandha vikatan | 17 | 29 |
| 2. | Kungumam | 10 | 17 |
| 3. | Pudhiya thalaimurai | 13 | 22 |
| 4. | Kumudham | 5 | 8 |
| 5. | Not reading anything | 30 | 50 |
| S.No | Name of the maga1zines (English) | No | Per cent |
| 1. | India today | 10 | 17 |
| 2. | Competitive success | 2 | 3 |
| 3. | Sports star | 1 | 2 |
| 4. | Front line | 4 | 7 |
| 5. | Not reading anything | 45 | 75 |

Kungamam (17%) and Puthiya thalaimurai (11%)and Kumudham (8%).

In the case of English weekly the same trend with Tamil weekly was observed. Almost three fourths of the students 75% did not have the reading habit of any one of the English weeklies.

The India today was the magazine read by 17% of the students and remaining weeklies such as sports star and frontline sparsely distributed (7% and 2%).

The students opined that over use of internet and mobile phones had lead to less reading of the news paper and magazines.

Appropriate application of time schedule in daily routines and proper motivation must be given to the students to improve the reading behavior of the students. Students must be educated about the do's and dont's of their daily routines. The studies pertaining to online magazines may be taken up in future. Information Technology (IT) has brought about revolutionary changes in the life style of people. It has changed the ways to communicate with the outside world. ICT now-a-days forms the root of all Human Development dimensions.

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