

Use pattern of newspaper service among the post-graduate students: A case study of Guru Nanak Dev University, Amritsar

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Abstract

This paper explores the usage pattern of newspapers among the post-graduate students in the Guru Nanak Dev University, Amritsar. In order to have a broad overview of the use of newspapers, a questionnaire was conducted among 230 randomly selected university post-graduate students. The study seeks to find out the newspapers subscribed to by the university library and users preference in terms of time spent, language preferred, preference of newspapers, most liked sections and features and preferred media of newspapers. The study reveals that 69.6% of the post-graduate students read newspapers daily and 71.7% of them read the newspapers for the purpose of searching new jobs. Further the majority of the respondents (54.4%) of both the groups prefer print media and 49.1% of them think that print newspapers will never be replaced by the online newspapers. The study highlights the level of students' satisfaction with regard to the availability of newspapers and problems faced while using newspapers both print and online in the university library. The findings have been prominently specified in the tables. The suggestions accordance with users' feedback for improving the service further have been recorded.

Keywords: Information Usage Pattern, Newspaper Media, Online Newspapers, e-Newspapers, Post-Graduate Students, Guru Nanak Dev University

1. Introduction

Newspaper is media of current news. In addition, it is a store house of knowledge and provides lots of general knowledge of different tests and kind of different segments. Newspapers according to Onwubiko (2005) [1] have been accorded "a great deal of importance in the transmission of government policy, priority changes and even interest changes. Newspapers are a vital source of current information in every sector of life, providing the most recent information to readers". Ola and Ojo (2006) [2] reiterate that, "newspapers are important because they carry current information and they keep the readers informed of events and happenings within and outside their immediate environments. They are useful for education, recreation, entertainment and relaxation". In this age of information, newspaper is the most powerful tool to express ideas and information. According to Eamin Ali Akanda and Haque (2013) [3], "newspaper is the imperative media which play a vital role in disseminating and spreading information concerning the latest trends and happenings on the national and international events. Newspapers not only update us, they even coach us and facilitate us and persuade us to figure our attitude on significant matters". By undertaking a survey-based empirical study focusing on the use of newspapers by the post-graduate students, the study focuses on the use of leading Punjabi Newspapers such as Ajit, Jagbani and Punjabi Tribune, Hindi Newspapers like Dainik Bhaskar, Dainik Jagran and Punjab Kesri and some of the English dailies including The Hindu, The Times of India and The Tribune which are being subscribed in the Bhai Gurdas Library of Guru Nanak Dev University, Amritsar. Further, the study examines the use pattern of newspapers by the post-graduate (P.G.) students of Guru Nanak Dev University, Amritsar.

2. Guru Nanak Dev University

Guru Nanak Dev University [4] was established at Amritsar on November 24, 1969 to commemorate the 500th birth anniversary of Guru Nanak Dev Ji. During the eventful history of 46 years, the university has scaled new heights in achieving excellence in academic, sports and cultural activities. The university has won the highest sports Award in the country, the Maulana Abul Kalam Azad Trophy, for a record of 21 times. The university is accredited with a CGPA of 3.5 out of 4 with 'A' Grade by the National Assessment and Accreditation Council (NAAC). The university also attained highest status of "University with Potential for Excellence" and has risen to 16th rank in the top universities of the country. The university is successfully catering to more than ten thousand on campus students in various faculties which include 38 departments at university campus.

3. University Library

The university library named Bhai Gurdas Library was established in March 1970. The Library has a total of 4,89,000 documents related to different disciplines and prepared databases of books in English, Hindi and Punjabi languages. Besides, library is subscribing to 65 foreign and 80 Indian printed journals, is a member of e-Shodh Sindhu (UGC-INFONET Digital Library Consortium, NLIST and INDEST-AICTE Consortium) which continue to provide current as well as archival access to more than 15,000 core and peer-reviewed journals and databases like Institute for Studies in Industrial Development (ISID), MathSciNet, Web of Science, SciFinder Scholar etc. In addition, it subscribes to 23 newspapers in different languages such as English, Punjabi, Hindi and Urdu.

4. Objectives of the Study

- To know the frequency of visits to the library for reading newspapers;
- To know the time being spent to read the newspapers;
- To know the language in which the users prefer to read newspapers;
- To identify the most preferred newspapers among the users;
- To find out the purpose of reading newspapers by the P.G. students;
- To identify which sections and features of the newspapers are liked most;
- To know the media of reading newspapers preferred by the post-graduate students;
- To identify the purpose of reading online newspapers;
- To know the relevance of information consulted in newspapers;
- To know the opinion about the replacement of print to online newspapers;
- To identify the barriers faced by the users in reading newspapers in the university library;
- To find out the level of satisfaction of newspaper service provided in the library; and
- To receive the recommendations from the users to make newspaper service more effective and useful.

5. Scope and Sample of the Study

The study explores the usage pattern of newspapers by the post-graduate students of Guru Nanak Dev University, Amritsar which covers six departments of the Faculty of Arts & Social Sciences for the academic year 2015-2016. The departments in the Faculty of Arts & Social Sciences include Education, History, Library and Information Science, Political Science, Psychology and Sociology. In the year 2015-2016 there were 402 students (268 P.G. students and 134 research scholars) enrolled in these six departments. Among them 230 students (170 P.G. students and 60 research scholars) were randomly chosen for administering the questionnaire. The user population is defined as post-graduate students (master degree students) and research scholars only.

6. Review of Literature

Igbeka and Ola (2010) ^[5] in their paper examined the use of newspapers by students of Delta State University, Anwai Campus, Nigeria. The study established students' preference for particular newspapers and found that 'The Vanguard' and 'Guardian' newspapers were preferred for information relevant to academic disciplines and job advertisements respectively.

Naushad Ali and Mohamed Musthafa (2010) ^[6] in their paper examined the online newspaper reading habits among PhD students and faculty members of Aligarh Muslim University, Aligarh and found that the majority of the students (95.45%) and faculty members (88.75%) read online newspapers while the print newspaper was the preferred medium of reading news among all groups i.e. 60.23% of PhD students and 53.25% faculty members and majority of them (65% faculty members and 59.09% PhD students) preferred English online newspapers. The study also found that the national and international news items were the major attraction of majority of the online newspaper readers (79.54% PhD students and 77.5% faculty members). A good percentage of PhD students

(65.91%) were interested to read employment news but no faculty member looked into this item. Further, the study revealed that most of the respondents i.e. 56.81% PhD students and 47.5% faculty members started reading online newspaper during last 2-4 years and a minor group, 8.75% faculty members and 4.54% PhD students had 5-10 years online newspaper reading experience.

Bankole and Babalola (2011) ^[7] conducted a study of Olabisi Onabanjo University, Ago-Iwoye, Ogun State, Nigeria to know the extent of use of library newspaper resources by the students and their perception of the library services rendered with regard to newspaper provision. The study revealed that 89.3% of the students read newspapers for the purpose of information while 58.6% cited the use of newspapers as recreation or respite. The study also found that 84.8% of the students read newspapers to obtain information on politics/governmental news, followed by information on sports events (76.4%), entertainment (63.8%) and health (53.1%).

Kumar, Singh and Siddiqui (2011) ^[8] investigated the newspaper reading habits among the students of Chaudhary Charan Singh University, Meerut and found that Hindi was the most preferred language for reading newspapers and the majority of the students with 58.75% response spent 1 to 2 hours for the reading of newspapers. The study also found that the majority of the students read newspapers for getting information (59.56%), while more than one third do so to improve general knowledge. Danik Jagran with 93.35% response was the most preferred newspaper among the students while 79% of the students preferred editorial section of the newspapers.

Sivankutty and Sudhakaran (2011) ^[9] investigated on the use of online newspapers among librarians in India and found that the librarians were aware of online newspapers and preferred the national digital dailies as their first choice. The survey also confirmed that the online edition of the 'Times of India' was the preferred newspaper site.

Njeze (2013) ^[10] observed that the male students (54%) consulted newspapers more than that of female students (46%) whereas female students (50.7%) consulted magazines more than that of male students (49.3%). It was also observed that the most consulted newspapers by both male and female students were Punch (16.3%), the Nation (12.1%) and Guardian (10.2%). Findings also revealed that the most consulted magazine by both male and female students were PC World (8.4%) and Popular Science (7.9%). Further, the students placed high priority about 70.7% on general information and less priority (29.3%) on educational information.

Ratha and Silawat (2013) ^[11] in their paper examined the use of newspapers by the users of Central Library of Devi Ahilya University (DAU), Indore. The study revealed that 69% of the users preferred newspaper reading in the afternoon hours and more than 60% users spent approximately 20-30 minutes for reading newspapers. The study also found that all users read editorial section in different newspapers. According to the results of the study Dainik Bhaskar was the best for its editorial and The Hindu was best for its writing style. It was also noted from the study that none of the users interested in reading e-newspapers in the library.

Hajam (2014) ^[12] analysed the users' tendency towards the print newspapers and reading of online newspapers of Allama Iqbal Library of Kashmir University. The study found that the

majority of the research scholars (44%) read newspapers for 10-12 minutes. The mostly read national newspapers were Times of India (50%) and Hindustan Times (25%). The study also found that 78% of the users were interested in reading of e-newspapers.

7. Methodology

A survey research method was adopted for this study. The structured questionnaire of 15 questions was designed to collect the data for the present study. To collect the data, simple random sampling was followed. A questionnaire and personal interviews were used for data collection. 280 questionnaires (200 P.G. students and 80 research scholars) were personally distributed among the post-graduate students, out of which 230 (170 P.G. students and 60 research scholars) were received back with the response rate of 82.14% comprising of 125 (54.3%) female and 105(45.7%) males. The data has been collected during January 01, 2016 to January 31, 2016.

8. Data Analysis and Interpretation

The data collected are suitably tabulated in MS-Excel format, analyzed and presented as under:

Table 1: Reading of Newspapers

Reading of News-papers	P.G. Students	Research Scholars	Total
Yes	170	60	230
No	-	-	-
Total	170	60	230

Table 1 indicate that all the respondents read newspapers in the Bhai Gurdas Library.

Table 2: Frequency of Visit to the Library to Read Newspapers

Frequency	P.G. Students	Research Scholars	Total
Daily	120 (70.6%)	40 (66.7%)	160 (69.6%)
2-3 times a week	40 (23.5%)	15 (25%)	55 (23.9%)
Once in a week	10 (5.9%)	05 (8.3%)	15 (6.5%)
Rarely	-	-	-
Total	170 (100%)	60 (100%)	230 (100%)

Table 2 shows that 69.6% of the respondents visit to the library to read newspapers daily and about 24% visit the library 2-3 times a week. The status-wise response shows that 70.8% of P.G. students and 66.7% of the research scholars visit the library daily to read newspapers.

Table 3: Time Spent for Reading Newspapers Daily

Time Spent	P.G. Students	Research Scholars	Total
Less than one hour	102 (60%)	20 (33.3%)	122 (53%)
1-2 hours	49 (28.8%)	30 (50%)	79 (34.4%)
More than two hours	19 (11.2%)	10 (16.7%)	29 (12.6%)
Total	170 (100%)	60 (100%)	230 (100%)

Table 3 depicts that the majority of the respondents (53%) spend less than one hour for reading newspapers per day. 34.4% of the respondents spend their time for reading up to 1-2

hours and only 12.6% of the respondents are spending more than two hours for reading newspapers. The status-wise response depicts that the majority of P.G. students (60%) spend less than one hour for reading per day, whereas the majority of the research scholars spend 1-2 hours for reading per day.

Table 4: Preferred Languages

Preferred Languages	P.G. Students	Research Scholars	Total
English	119 (70%)	50 (83.3%)	169 (73.5%)
Punjabi	135 (79.4%)	45 (75%)	180 (78.3%)
Hindi	90 (52.9%)	22 (36.7%)	112 (48.7%)

(Multiple responses allowed)

Table 4 reveals that the majority of the respondents (78.3%) prefer to read the Punjabi language newspapers followed by 73.5% of the respondents who read English newspapers and 48.7% prefer Hindi newspapers. The status-wise response reveals that the P.G. students read in Punjabi language more than that of research scholars (79.4% v/s 75%) whereas the majority of the research scholars mostly read in English language when compare to P.G. students (83.3% v/s 70%).

Table 5: Preference of Reading Newspapers

Mostly Read English Newspapers	P.G. Students	Research Scholars	Total
The Hindu	35 (20.6%)	20 (33.3%)	55 (23.9%)
The Times of India	85 (50%)	35 (58.3%)	120 (52.2%)
The Tribune	90 (52.9%)	40 (66.7%)	130 (56.5%)
Others	20 (11.8%)	15 (25%)	35 (15.2%)
Mostly Read Punjabi Newspapers			
Ajit	120 (70.6%)	21 (35%)	141 (61.3%)
Jagbani	90 (52.9%)	17 (28.3%)	107 (46.5%)
Punjabi Tribune	80 (47.1%)	30 (50%)	110 (47.8%)
Others	51 (30%)	10 (16.7%)	61 (26.5%)
Mostly Read Hindi Newspapers			
Dainik Bhaskar	70 (41.2%)	16 (26.7%)	86 (37.4%)
Dainik Jagran	75 (44.1%)	20 (33.3%)	95 (41.3%)
Punjab Kesri	55 (32.4%)	13 (21.7%)	68 (29.6%)
Others	15 (8.8%)	08 (13.3%)	23 (10%)

(Multiple responses allowed)

Table 5 shows that 61.3% of the respondents prefer to read 'Ajit' among the Punjabi newspapers and 56.5% of the respondents prefer to read 'The Tribune' among English newspapers because 'Ajit' and 'The Tribune' get huge public response and recognition. The status-wise response shows that 70.6% of the P.G. students prefer to read 'Ajit' newspaper among the Punjabi newspapers while 66.7% of the research scholars prefer to read 'The Tribune' among the English newspapers. This is followed by the research scholars (58.3%) who prefer to read 'The Times of India' and P.G. students (52.9%) who prefer to read 'Jagbani' (Punjabi). This table also shows that less than 50% of the respondents of both the groups prefer to read Hindi newspapers.

Table 6: Purpose of Reading Newspapers

Purpose	P.G. Students	Research Scholars	Total
To get new information	105 (61.8%)	37 (61.7%)	142 (61.7%)
To improve general knowledge	61 (35.9%)	21 (35%)	82 (35.7%)
For educational purpose	68 (40%)	30 (50%)	98 (42.6%)
For searching new jobs	120 (70.6%)	45 (75%)	165 (71.7%)
Spending leisure time	22 (12.9%)	06 (10%)	28 (12.2%)
Others	32 (18.8%)	14 (23.3%)	46 (20%)

(Multiple responses allowed)

Table 6 indicates that the majority of the respondents (71.7%) read newspapers for the purpose of searching new jobs, followed by 61.7% respondents who read newspapers for getting new information, 42.6% for educational purpose, 35.7% for improving general knowledge, 20% for other purposes and least number of the respondents i.e. 28 (12.2%) for spending leisure time. The status-wise response indicates that more research scholars (75%) read newspapers for searching new jobs as compare to the P.G. students (70.6%), whereas almost similar number of respondents i.e. 61.7% of the both the groups read the newspapers for getting new information.

Table 7: Most Liked Sections of Newspapers

Newspaper Sections	P.G. Students	Research Scholars	Total
Front page news	160 (94.1%)	60 (100%)	220 (95.7%)
International news	60 (35.3%)	40 (66.7%)	100 (43.5%)
National news	100 (58.8%)	55 (91.7%)	155 (63.4%)
Regional/local news	150 (88.2%)	50 (83.3%)	200 (86.9%)

(Multiple responses allowed)

Table 7 exhibits that the majority of the respondents (95.7%) like front page news, followed by 86.9% respondents who like regional/local news, national news with 63.4% response and international news with 43.5% response. The status-wise response exhibits that the research scholars with 100% response and the P.G. students with 94.1% response like the front page news whereas 91.1% of the research scholars and 88.2% of the P.G. students like national news and regional/local news respectively.

Table 8: Most Liked News Features of Newspapers

Newspaper Features	P.G. Students	Research Scholars	Total
Advertisement	60 (35.3%)	40 (66.7%)	100 (43.5%)
Business	20 (11.8%)	10 (16.7%)	30 (13%)
Book reviews	10 (5.9%)	05 (8.3%)	15 (6.5%)
Cinema news	65 (38.2%)	15 (25%)	80 (34.8%)
Editorial	81 (47.6%)	35 (58.3%)	116 (50.4%)
Educational news	90 (52.9%)	54 (90%)	144 (62.6%)
Employment news	120 (70.6%)	45 (75%)	165 (71.7%)
Health news	135 (79.4%)	40 (66.7%)	175 (76.1%)
Letters to editor	70 (41.2%)	25 (41.7%)	95 (41.3%)
Politics/government news	115 (67.6%)	48 (80%)	163 (70.9%)
Sports news	98 (57.6%)	22 (36.7%)	120 (52.2%)

(Multiple responses allowed)

Table 8 shows that more than 76% of the respondents like the health news feature of the newspapers, followed by 71.7% employment news, 70.9% politics/government news and 62.6% educational news, 52.2% sports news, 50.4% editorial news and 43.5% advertisement news. Only 6.5% of the respondents like book reviews. The status-wise response shows that the majority of the research scholars (90%) like educational news, whereas majority of the P.G. students (79.4%) like health news.

Table 9: Preferred Media of Newspapers

Preferred media	P.G. Students	Research Scholars	Total
Print	86 (50.6%)	39 (65%)	125 (54.4%)
Electronic	75 (44.1%)	15 (25%)	90 (39.1%)
Both	09 (5.3%)	06 (10%)	15 (6.5%)
Total	170 (100%)	60 (100%)	230 (100%)

Table 9 demonstrates the respondents' opinions about the preferred media of newspapers. The table shows that the majority of the respondents with 54.4% response prefer print media of newspapers followed by 39.1% of the respondents who prefer electronic media and only 6.5% of them prefer both print and online newspapers. The status-wise response shows that more research scholars prefer print media of newspapers as compare to P.G. students (65% v/s 50.6%) while more P.G. students prefer online newspapers as compare to research scholars (44.1% v/s 25%).

Table 10: Purpose of Reading Online Newspapers.

Purpose	P.G. Student N=75	Research Scholars N=15	Total
General information	71 (94.7%)	11 (73.3%)	82 (91.1%)
Social networks	39 (52%)	09 (60%)	48 (53.3%)
Others	15 (20%)	03 (20%)	18 (20%)

Note: N stands for the actual respondents who access online newspapers
(Multiple responses allowed)

Table 10 reveals that among the actual users, 91.1% use to access the online newspapers for general information, 53.3% for social networks and 20% for other purposes. The status-wise response shows that the majority of the P.G. students access online newspapers for general information when compare to research scholars (94.7% v/s 73.3%), whereas more research scholars access for social networks as compare to P.G. students (60% v/s 52%).

Table 11: Relevance of Information Consulted in Newspapers

Relevance of information	P.G. Students	Research Scholars	Total
Educational information	45 (26.5%)	20 (33.3%)	65 (28.3%)
General information	125 (73.5%)	40 (66.7%)	165 (71.7%)
Total	170 (100%)	60 (100%)	230 (100%)

Table 11 shows that the respondents place high priority about 72% on general information and less priority i.e. 28.3% on educational information. This table also shows that the P.G. students place high priority for relevance on general

information consulted in newspapers as compare to the research scholars (66.7%) while research scholars place high priority to educational information as compare to P.G. students (33.3% v/s 26.5%).

Table 12: Opinion about Replacement of Print to Online Newspaper

Opinion	P.G. Students	Research Scholars	Total
Next 5 years	56 (32.9%)	19 (31.7%)	75 (32.6%)
6-10 years	19 (11.2%)	10 (16.7%)	29 (12.6%)
11-15 years	10 (5.9%)	03 (5%)	13 (5.7%)
Never	85 (50%)	28 (46.6%)	113 (49.1%)
Total	170 (100%)	60 (100%)	230 (100%)

Table 12 shows that 49.1% of the respondents think that print newspapers will never be replaced by the online newspapers. Only 32.6% of them think that print editions will be replaced by the e-newspapers in next 5 years. The status-wise response shows that 50% of P.G. students and 46.6% of research scholars think that print newspapers will never be replaced by the online newspapers, whereas almost similar response is found by the P.G. students and research scholars (32.9% and 31.7%) for the replacement of print to online newspapers by the next 5 years.

Table 13: Barriers of Reading Newspapers in the Library

Barriers	P.G. Students	Research Scholars	Total
Few copies of newspapers	53 (31.2%)	28 (46.7%)	81 (35.2%)
Lack of reading space	106 (62.4%)	32 (53.3%)	138 (60%)
Excessive heat or cold inside the library	66 (38.8%)	23 (38.3%)	89 (38.7%)
Limited time to spend	71 (41.8%)	35 (58.3%)	106 (46.1%)
Power failure	92 (54.1%)	27 (45%)	119 (51.7%)
Slow speed of Internet	61 (35.9%)	25 (41.7%)	86 (37.4%)

(Multiple responses allowed)

Table 13 shows various problems of reading newspapers in the library. The major problems the respondents face are: lack of reading space (60%), power failure (51.7%) and limited time to spend (46.1%). The status-wise response shows that the majority of the P.G. students face the problem of lack of reading space (62.4%), whereas the majority of the research scholars face the problem of limited time to spend (58.3). The second largest problem the P.G. students and research scholars face is power failure and limited space in the newspaper section with the responses 54.1% and 53.3% respectively.

Table 14: Satisfaction level about the Newspaper Service

Opinion	P.G. Students	Research Scholars	Total
Satisfactory	68 (40%)	24 (40%)	92 (40%)
Average	88 (51.8%)	30 (50%)	118 (51.3%)
Unsatisfactory	-	-	-
Not responded	14 (8.2%)	06 (10%)	20 (8.7%)
Total	170 (100%)	60 (100%)	230 (100%)

Table 14 shows that 51.3% of the respondents of both the groups regard the newspaper service as average, whereas 40% of the respondents regard it as satisfactory. None of the respondents feel dissatisfied with the service. This trend is also observed by the P.G. students and research scholars. The level of average satisfaction among P.G. students and research

scholars is almost similar with 51.8% and 50% respectively while both the groups regard the service as satisfactory with 40% response each.

9. Findings

The findings of the present study are:

- All the respondents read newspapers and a majority of them read newspapers daily (69.6%).
- A majority (53%) of the respondents spend less than one hour of reading newspaper per day. A majority of the P.G. students (60%) spend less than one hour for reading per day, whereas the majority of the research scholars (50%) spend 1-2 hours.
- A majority (83.3%) of the research scholars prefer to read newspapers in English language, whereas the P.G. students (79.4%) in Punjabi language.
- A majority (70.6%) of the respondents of the P.G. students prefer to read Ajit newspaper among the Punjabi newspaper while 66.7% of the research scholars prefer to read The Tribune among the English newspapers.
- More research scholars (75%) read newspapers for the purpose of searching new jobs than that of P.G. students (70.6).
- All the research scholars like the front page news of the newspapers when compare to P.G. students (94.1%).
- The respondents of both the groups like the health news feature of the newspapers followed by politics/government news, educational news, sports news etc.
- A majority of the respondents i.e. 54.4% of both the groups prefer print media of newspapers while 39.1% of them prefer online newspapers.
- A majority of the P.G. students access online newspapers for the purpose of general information when compare to research scholars (94.7% v/s 73.3%) whereas more research scholars access for social networks than that of P.G. students (60% v/s 52%).
- The P.G. students give high priority to general information as compare to research scholars (73.7% v/s 66.7%).
- 49.1% of the respondents of both the groups think that print newspapers will never be replaced by the online newspapers. Only 32.6% of them think that it will be replaced by e-newspapers the next 5 years.
- A majority of the P.G. students face the problem of inadequate reading space (62.4%) whereas the majority of the research scholars face the problem of limited time to spend (58.3%). The second largest problem the P.G. students and research scholars face is limited space in newspapers section and power failure with responses 54.1% and 53.3% respectively.
- More than 51% of the respondents of both the groups regard the newspaper service as average whereas 40% of them regard it as satisfactory.

10. Suggestions

Keeping in view of findings and opinions given by the respondents some suggestions for the improvement of newspaper service in the library are:

- Library should make available multiple copies of daily newspapers in print which are most popular and consulted for reading more by the users.

- The library should provide the newspaper clipping service on recent, interesting or popular topics.
- Adequate reading space should be provided in library to make effective use of the library newspapers.
- The seating capacity in main library should be increased for newspaper section.
- The newspaper section is combined with the periodical section. It should be separated from the periodical section and combined with old newspaper section.
- A congenial atmospheric condition to users should be considered to enhance the effective use of the library.
- The library should ensure the smooth and speedy Internet facility for the instant access to online newspapers.
- There is urgent need for the improvement of power supply in order to optimise use of newspapers in the library.
- The students should be informed about the latest news channels available via Internet.
- In addition, publishers should take note of students' newspaper information needs to enhance their publications.

11. Conclusion

Newspapers are important source of information, as these carry news and views from home and abroad to us. It is well known that newspapers provide the current news to the people and contain thought-provoking and informative articles, features, editorials and sub-editorials, analysis and observations. Newspapers provide current, up-to-date and purposeful information for the users in all spheres of life from politics to entertainment; spiritualism to business and many more. In libraries, newspaper display is one of the important services for users.

This study reveals that the majority of the respondents read newspapers daily. 70.6% of the P.G. students prefer to read Ajit newspaper and 66.7% of the research scholars prefer to read The Tribune. More research scholars (75%) read newspapers for searching new jobs as compare to P.G. students (70.5%). The study, further, shows that the majority of the P.G. students access online newspapers for general information as compare to research scholars (94.7% v/s 73.3%). The study identifies some of the barriers that may hinder students from patronizing the newspaper section like lack of reading space (62.4%), limited time to spend (58.3%), limited space (54.1%) and power failure (53.3%). The study thus shows the need for the library to seriously address the lapses that have been identified by the students to make the newspaper service more effective and relevant to the students.

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