Newspaper Reading Habit in Ahmednagar

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Abstract: *The interest is studying newspaper reading habit of people. The simple random sampling method is used to collect the data. The data used for our project primary data. To check variation of reading habit of people according to. Occupation of people & time given for newspaper reading. Age of people & time given for newspaper reading. To study whether following things are dependent or not. To study proportion of crime related news according to gender. To check the proportion of reading e-newspaper in whole population. To check average time given for newspaper reading by female & male is same or not.*

Keywords: Reading habits, Vastushastra , e-Newspaper , Crime, Beauty Tips

1. Introduction

Now a days number of medias are playing vital role in social, educational development. T.V, radio internet ,News papers are the prominent medias presently observed .Among all of them newspaper is oldest one having history of few centuries. On 29th Jan 1780,Gems Ogest Hiky published the first newspaper namely Bengol Gazzet in India.

Many people begin their day with newspaper. Newspaper is very much useful to get daily information related to various issues. Newspaper can give us a clear idea of the current events of the country and the world. The newspaper also brings out the plans and policies of the corporations and the government.

Newspaper is the best medium of advertisements concerning business, trade and industry .However, now a days due to the use of various social media the newspaper reading habit in people is reducing.

This survey is carried out to study the newspaper reading habit of people according to their age, sex, region, occupation.
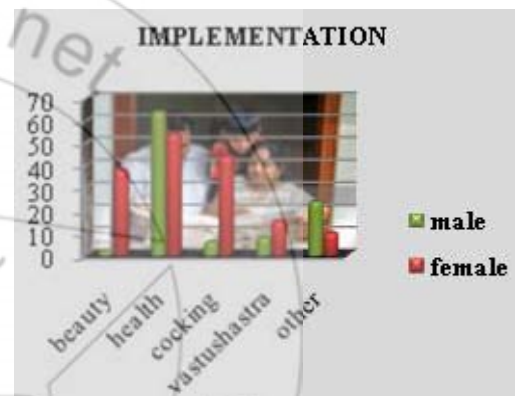
2. Analysis of Data

Graphical Representation
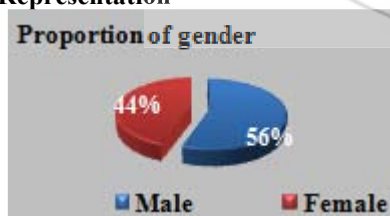
1) 56% of the data in our sample constitute of male population and rest are females.

2) From the graph we observe that 57% of people read newspaper for awareness of social issues,25% people read due to feel as a part of community,14% people read to find information to make life easier and the rest read as they have nothing to do.

From graph we observe that females implement beauty tips, vastushastra tips & cooking recipes more than that of males while males implement health tips more than that of females.

One-way ANOVA: Time versus Occupation
H_0:The time given for newspaper reading by the people of different occupation is same.
vs
H_1:The time given for newspaper reading by the people of different occupation is not same.

Source	DF	SS	MS	F	P
S.n	7	2455	351	0.41	0.896
Error	189	161977	857		
Total	196	164432			

Since,p-value(0.896)hence we accept H_0 at 5% l.o.s., so we conclude that occupation does not affect newspaper reading time. Similarly Since,p-value(0.267) hence we accept H_0 at 5% l.o.s., so we conclude that age does not affect newspaper reading time.

Chi-square test for dependence of gender & astrology believers
H_0: The gender of a person & astrology believing nature are independent.
v/s

H_1: The gender of a person & astrology believing nature are dependent.

	YES	NO
Male	50	55
Female	64	23

Chi-squared = 12.2229, df = 1, p-value = 0.000472

Since, the p-value(0.0004721) is less than l.o.s.(0.05) we reject H_0. So we conclude that the gender & astrology believing nature are dependent. Also from proportion test we see that female believe more on astrology than male.

Chi square test for cooking recipes

H_0 : Implementation of cooking recipes is independent of gender.

v/s

H_1: Implementation of cooking recipes is depends of gender.

Out Put

Chi-squared = 102.1443, df = 3, p-value < 2.2e-16

Since, p-value is less than l.o.s. we reject Ho & conclude that implementation of cooking recipes is dependent of gender. Also, from proportion test we see that implementation of cooking recipies in female is more than that of male.

Chi square test for Beauty Tips

H_0: Implementation of Beauty Tips is independent of gender.

vs

H_1: Implementation of Beauty Tips is depends on gender.

Out Put

Chi-squared = 49.5362, df = 1, p-value = 1.947e-12

Since, p-value (1.947e-12) is less than l.o.s.(0.05) we reject H_o, so we conclude on the basis of sample implementation of beauty tips is dependent on gender. Also ,from proportion test we see that implementation of beauty tips in female is more than that of male.

Chi square test for Vastushastra

H_0: Implementation of Vastushastra is independent of gender.

v/s

H_1: Implementation of vastushastra is depends on gender.

Out Put

Chi-squared = 3.7066, df = 1, p-value = 0.0542

Since, p-value (0.0542) is greater than l.o.s. (0.05) we accept H_o & conclude that implementation of vastushastra is independent of gender.

Chi square test for Health Tips

H_0: Implementation of Health Tips is independent of gender.

v/s

H_1: Implementation of Health Tips depends on gender.

Out Put

Chi-squared = 0.1302, df = 1, p-value = 0.7182

Since, p-value (0.7182) is greater than l.o.s.(0.05) we accept H_o ,so on the basis of sample size we conclude that implementation of health tips independent on gender.

Reading habit of crime related newspaper according to gender

H_o: There is no significance difference in reading habit of crime related newspaper according to gender.

v/s

H_1:There is significance difference in reading habit of crime related newspaper according to gender.

No. of females reading crime related newspaper=35
No. of males reading crime related newspaper=29

Out Put

Chi-squared = 3.5276, df = 1, p-value = 0.06036

Since, p-value(0.06036)is greater than l.o.s.(5%), we accept H_o.. So we conclude that there is no significant difference in reading habit of crime related newspaper according to gender.

Proportion Test For e-paper reading

H_O: The proportion of reading e-paper is 0.5.

v/s

H_1: The proportion of reading e-paper is less than 0.5.

Out Put

Chi-squared = 67.6978, df = 1, p-value < 2.2e-16

Since, p-value is less than l.o.s. (0.05) we reject H_o & conclude that proportion of reading e-paper is less than 0.5.

Wilcoxon rank sum test

The normality assumption average time given for newspaper reading by females & males population is not satisfied hence we go for non-parametric test.

Wilcoxon rank sum test with continuity correction

H_0: The average time given for newspaper reading by females & males is same.

v/s

H_1: The average time given for newspaper reading by females is less than that of males.

Out Put

W = 4061, p-value = 0.08475

Since, the p-value(0.08475) is greater than the level of significance(0.05) we accept H_0 so we conclude that the average time given for newspaper reading by females & males is same.

3. Conclusions

1) Spending time of reading news paper for Males & Females are nearly same Near about 11% people read the e-paper.
2) Reading habit of crime related newspaper is same in male & female.
3) People of different occupation & age groups spend same time to read a newspaper.

4) Males & Females implement vastushastra and health tips nearly same. However, females implement beauty tips &cooking recipies more than that of males.

5) Females believe more on Astrology than males.

6) In urban area 71% of the people read Marathi newspaper 21% of the people read English newspaper and 8% people read both newspapers.

7) In rural area 80% of the people read Marathi newspaper 13% of the people read English newspaper and 7% people read both newspapers.

8) The largest group of respondents is youth aged 18-25 years old, followed by 25-35 years old and the least is above 50 years old.

9) The largest group of respondents is aged 35-50 years old, followed by 25-35 years old and the least is below 18 years old.

10) 64% of the respondents read newspaper from first page to last page while 13% people have habit to read the newspaper from last page to first page but 23% people have no sequence of reading newspaper.

4. Other Finding

1) About 65% people are confident about future of newspaper industry .

2) 29% people read newspaper at the same time & 42% people read newspaper at the same place.

3) 74% people keep newspaper to read later if the circumstances prevent them & only 14% people tear out the important articles to read.

4) About 60 % people read newspaper for awareness of social issues,25% people read to feel the part of community,12% read to get the information to make life easier.

5) About 40% people read newspaper to get general knowledge, 20 % people read to improve language skill

6) 6 30 % read because it is informative than other media.

5. Suggestions

1) The information should give only the fact and figures & it should not be used for exploitation.

2) The preference for editorial page should more than other pages & advertises should be less.

3) Focus on social issues rather than political news and entertainment.

4) Increase quality of paper as well as news material and news must be short and clear and it cover all national & international news.

5) The crime related news should not give on front page.

6) The whole news should be on the same page.

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