READING HABIT IN DIGITAL ERA - A STUDY WITH SPECIFIC REFERENCE TO COLLEGE STUDENTS OF POLLACHI TALUK, TAMILNADU

Dr.R.Ramya
Assistant Professor Department of Commerce with Computer Application
Nallamuthu Gounder Mahalingam College, Pollachi
Dr.B.Indirapriyadharshini
Assistant professor Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College, Pollachi
Dr.T.Kiruthika
Assistant professor Department of Commerce (E-Commerce)
Nallamuthu Gounder Mahalingam College, Pollachi
Dr.N.GIRI
Assistant professor Department of Commerce
Nallamuthu Gounder Mahalingam College, Pollachi
Ms.P.Anu Shruthi
PhD Research Scholar
Nallamuthu Gounder Mahalingam College, Pollachi

Abstract

Reading has a significant number of benefits and the effects of reading practice have been proven in most developed countries. The revolution of technology plays a significant role of unpredictable changes and pervasive effect that has transformed the society nowadays. Reading and reading habit are two aspects that have received increasing attention in recent years. In the evolving knowledge society, reading is considered crucial for gaining the necessary information and insights, which prepare a person to face the diverse challenges of modern times. With this notion, the present study has been undertaken with the objective of determining the reading habits of college students studying residing in Pollachi Taluk, Tamilnadu. To attain the objective, a well structured questionnaire has been issued to 110 students. According to the data obtained in the study, it has been determined that students in Pollachi Taluk preferred to read motivational books through online.

Keywords: Reading habits; students, digital era, trend, behaviors.

INTRODUCTION

The primary aim of any education system is to make people learn. For effective learning, reading is essential. The more you read, the more you learn and understand. If education is assumed as a coin, reading and learning are its two sides. Reading is the most effective learning activity through which an individual can improve himself in terms of critical thinking, developing new and different perspectives, understanding himself and the world and interpreting the events and situations he is going to encounter. Reading is an important component of learning. Learning may be defined as the life-long continuous process for acquisition, retention, recall and effective utilization of knowledge, skills, abilities, competencies and awareness. Reading as an activity varies from person to person depending upon his age, cultural, economic and educational background. Reading is an indispensable tool for achieving emotional stability, enjoying leisure hours, sharing the difficult experiences which are encountered in books and for keeping abreast of happenings in the world at large. The reading needs of college students are partially created by their status as students, so their reading may differ from that of other adults. Many of their classes require significant reading, whether this is in the form of specifically assigned reading or library research. Students might also read for pleasure, for work, to become better informed or as part of their social lives, especially if their socializing is mediated by the Internet. In colleges, success is connected to reading. To obtain the required points, students are required to master all the courses taken. Students are expected to read, so as to get the expected grade point. Achievement in the colleges requires awareness of facts and acquisition of skills in the field of study. All these can be acquired through reading. Reading habit would increase the knowledge of the postgraduate students and develop their academic and social information. Reading influences accuracy of information as well as the attitudes, moral beliefs, judgments and action of readers.

REVIEW OF LITERATURE

Key H.Bragugha (2005) in his study entitled on the reading habits of business students. The objectives were to determine the business publication students read and how often they read them, student spending various activities including reading and study. The primary data collected

from 142 students as per various factors like age, gender, etc. The data analysis two simple percentage method the result indicates that college textbooks are the most frequently read business material with 42 percentage reading and business-related materials on the Internet was read by 17 percentage students. Students spends their most of their time to watching television and talking on the phone and listening to music.

Devendra Kumar and et al. (2010) in his study entitled building habits of college students in Uttar Pradesh. The objective of this study was to find out the mother tongue,motives of study, reading materials borrowed from library, use reference materials, sections of newspapers read, and to develop some suggestions for solution of the problem. The primary data were collected from 357 college students and simple percentage tool were used here. The result of the present study revealed that a majority of the students their reading motives is getting the information and to improve the general knowledge.

Fayez Ahmad Loan (2011) in his study on the title of a survey on the reading habits of college students. The scope of the study is limited to the degree college students of Kashmir covering the faculties of general science, business, commerce, computer science, social science and humanities. The primary data were collected from 54191 students and simple average tool is used here. The result implies that students of all faculties like to read more about their own discipline. They should cross the boundaries and read on different branches of knowledge.

Subhash Bandu Ahile (2012) in his study entitled on the reading habits of college students in GMD college. The scope of this study to find out the time spent for reading by per students and the use of mobile phones by P.G students Identify the source of reading materials. The primary data were collected from two to four PG students. Majority of the PG students visiting the library for studying in the reading room, And remaining students visited for reading newspaper, magazines, borrowing a book and very few of them are visited for accessing E- resources.

Akarsu and et al. (2014) in his study on the title of reading habits of college students in digital era tries to explore the current reading habits and attitudes of university students. Studying English language and literature at Atatork University. The primary data were collected from 76 randomly selected university students with regression and correlation. The result implies that the

educators should work on some applicable methods to develop not only the students reading habits, but also the language skills such as reading writing speaking and listening.

RESULTS AND DISCUSSION

- **Socio-Economic Profile**

An effort has been made to examine and interpret the data related to the socio – economic profile of respondents, following paragraph depicts the same. Out of the total 110 respondents, 56(50.91%) are male and the remaining 54(49.09%) are female. Hence, it is said that majority of the sample respondents are male. Out of the total 110 respondents, 26(23.64%) are belong to below 20 years age group and the remaining 84(76.36%) are belong to above 20 years age group Hence, it is said that majority of the sample respondents belong to above 20 years age group. Out of the total 110 respondents, 49(44.55%) belong to town area and the remaining 61(55.45%) belong to village area. Hence, it is said that majority of the sample respondents belong to village area. Out of the total respondents, 25(22.73%) are studying UG, 73(66.36%) are studying PG, 6(5.45%) are studying M.Phil, and the remaining six(5.45%) are studying Ph.D. Hence, it is said that majority of the respondents are studying Post Graduates.

Out of the total 110 respondents 44(40%) are studying arts group, 53(48.18%) are studying commerce group, 13(11.82%) are studying science group and the remaining 0(0%) are studying technology group. Hence, it is said that majority of the sample respondents are studying commerce group.

TYPE OF READING FORMAT

The respondents are classified based on the type of format they preferred to read and the classification is depicted in the following table.

TABLE – 1

CLASSIFICATION OF RESPONDENTS BASED ON TYPE OF READING FORMAT

TYPE OF READING FORMAT	NO.OF.RESPONDENTS		TOTAL
	YES	NOz	
Reading from a printed book	85(77.27%)	25(22.73%)	110
Reading from a laptop or desktop computer	47(42.73%)	63(57.27%)	110
Reading from your mobile phone	78(70.91%)	32(29.09%)	110
Reading from your tablet	49(44.55%)	61(55.45%)	110
Reading from your I-Pad	45(40.91%)	65(59.09%)	110
TOTAL	304	246	550

From the above table it is found that out of the total 110 sample respondents, 85(77.27%) are reading from printed book; 47(42.73%) are reading from laptop or desktop computer; 78(70.91%) are reading from mobile phones; 49(44.55%) are reading from tablet; 45(40.91%) are reading from I-Pad; It is inferred that majority of the respondents 85(77.27%) are reading from printed book.

CHANGE OF READING HABIT DUE TO DIGITAL TECHNOLOGY

The sample respondents are classified based on their digital technology has changed

reading habit as yes and no and the classification is shown as below.

TABLE –2

CHANGE OF READING HABIT DUE TO DIGITAL TECHNOLOGY

Change of reading habit due to digital technology	Number of respondents	Percentage
Yes	80	72.73
No	30	27.27
Total	**110**	**100**

Out of the total 110 respondents, 80(72.73%) have changed their reading habit due to the introduction of digital technology and the remaining 30(27.27%) have not changed their reading habit due to digital technology. Hence, it is said that majority of the sample respondents 80(72.73%) has changed their reading habit due to digital technology.

MATERIALS OR SOURCES OF INFORMATION BY ONLINE

The sample respondents are classified based on their reading textbooks from online as

yes and no and the classification is shown as below.

TABLE – 3

MATERIALS OR SOURCES OF INFORMATION BY ONLINE

MATERIALS OR SOURCES OF INFORMATION BY ONLINE	NO. OF RESPONDENTS		TOTAL
	YES	NO	
Textbooks	68(61.82%)	42(38.18%)	110
Motivational Books	42(38.18%)	68(61.82%)	110
Informational Books	54(49.09%)	56(50.81%)	110
Biographies	80(72.73%)	30(27.27%)	110

Books in specialized area	68(61.82%)	42(38.18%)	110
News papers	54(49.09%)	56(50.91%)	110
Magazines	47(42.73%)	63(57.27%)	110
Journals	49(44.55%)	61(55.45%)	110
General Knowledge including Current Affairs	61(55.45%)	49(44.55%)	110
Dictionary	58(52.73%)	52(47.27%)	110
Novels including Story Books	42(38.18%)	68(61.82%)	110
TOTAL	**623**	**587**	**1210**

Out of total 110 respondents, 68(61.82%) are preferred textbooks by online mode,42(38.18%) are preferred motivational books through online, 54(49.09%) are preferred informational books by online mode, 80(72.73%) are preferred biographies through online, 68(61.82%) are preferred books in special area, 54(49.09%) are prefer news paper by online mode, 47(42.73%) are preferred magazines, 49(44.55%) are preferred journals through online. 61(55.45%) are preferred general knowledge including current affairs, 58(52.73%) are preferred dictionary by online mode, 42(38.18%) are preferred novels including story books through online mode. It is make out Majority of the respondents 80(72.73%) prefer Biographies to gather materials or sources if information by online mode**.**

CONCLUSION

In conclusion, the contribution of this study has been to confirm that digital era creates the conversion of the trends and behaviors towards reading habits among students. Students prefer using mobile phone to read information rather than reading using the traditional format such as book and newspaper. In addition, it is supported that the changes of this trends indirectly strengthen the reading habits among students which from the findings showed that students frequently read every day. Therefore, academic library needs to empower their roles for

continuously comes out with a variety initiative to reinforce the reading habits among students. Thus, the findings of this study must be seen considering some limitations. Due to time constraints, the biggest limitation was the inability to gather samples and data from the other level of study such as degree and master. Therefore, the results of this study are not significant to generalize the overall institutions because it is limited only to the Diploma students. Hopefully with the technology alongside the new changes of trends and behaviors nowadays, it can foster interest in reading habits that can be more remarkable among the students. In the foreseeable future, further research can be conducted in a large scale which also involves the postgraduate's students to see more clearly how the digital era can make a change on the trends and behaviors towards reading habits among students. In terms of directions for future research, further work could determine the roles of the information institution such as academic library in order to support the trends of reading habits among the students in this digital era. Besides, the institution will have a better understanding regarding the importance of reading habits among students that literally can help to improve the quality of learning and teaching process. Future research of reading habits should be considered is investigation of information literacy rate among students from the reading habits to better measure the competency on searching for the reliable information and sources

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