

Development of Information Skills for Reading Periodicals - A study on Village Library

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Abstract

Everybody in the world is a reader. A Reader may be an individual or a group of persons who are the end users of any Library. A Reader refers and uses a large number of Books and Periodicals services to satisfy his/her needs and wants. They have much time to read everything by themselves. Hence, this paper attempts to ascertain the development of information skills and the readers' preference towards Periodicals. For analytical purpose, statistical tools are used. The results reveal the fact that age, education, gender and monthly income do most preferable area of Periodicals in village library. Further there is no significant relationship between monthly time spent and Reader Habits of Periodicals reading.

Key words: Reader preference, Chi-square test, Reader monthly time spent, Reader habits

Introduction

Agriculture is one of the world's oldest occupations. Agricultural development process mainly involves generating knowledge. The mass communication medium like periodicals, television, radio etc. play an important role in creating awareness and also keeping the knowledge level of the readers. Reading habit is the best among all the soft skills as it is the source of creative power. But the present education system is structured such that students are studying academic books and not other books or periodicals. Parents should encourage the students to study different books concerning national, social, cultural and political issues. Colleges should frequently organize seminars and debates on relevant issues.

Effective magazines can deliver relevant illustration and information to village people. Collection of illustration and photographs from magazines and newspapers are highly useful. It is then organized separately and labeled with different themes like Health Sanitation and nutrition, Income generation, environment and science, Women's empowerment, education, culture and value and agriculture.

Useful of village library

A village library is defined as library providing information in the Village area. It is universally accepted that information is the core of all the developmental activities. Therefore, providing vital information to the village

population live in village areas, the information requirements of village population relates to their day to day requirements like agriculture, health care, weather, loan facilities, land registration, fishing, fees related to various Government services etc.

The Librarians play a vital role in providing information services. A village library is one of the most effective ways of disseminating information to the village people. The major role of the village librarians is to provide basic village information to the village residents. Village libraries can act as the information and community centre to improve the living conditions of the people. The library provides capability for the village people to participate in an evolving knowledge based society. Considering these factors, a reader may prefer any books as per his/her choice. In order to probe into these factors, the researcher has made an attempt to study the readers' preference towards village or village libraries.

Review of literature

Readership surveys are accepted as the means of obtaining feedback from the readers. Such surveys provide valuable information after the acceptance of the periodicals by the readers, their views, preferences and reactions to the contents, variety, and extent of coverage, relevance and data relating to utilization of information and suggested modification or improvements.

Vijayaraghvan et al. (1997) conducted a study in Tamilnadu and reported that majority of the magazine readers preferred Political information collected from the magazines and dailies to be discussed with their friends followed by their neighbours.

Natikar (2001) in his study on attitude and use of farm journals by the subscriber farmers and their profile – a critical analysis, revealed that the overall preference given for reading by the subscriber farmer for the article published in Kannada farm magazines in the areas like agriculture/crop production (73.12 %) horticulture (53.75 %) and sericulture (36.25%), where as the subscriber farmer prefer the article on veterinary and animal husbandry (48.75 %) for discussion with the family members. The other articles in the areas like food and nutrition (58.12 %), home management (51.25 %), family resource management (56.62 %), where as articles on fishery (42.75 %), Agriculture engineering (58.13 %), forestry (56.87 %), advertisements (70.62 %), folk songs/stories (68.12 %) village development (58.75 %) and on environment (62.50 %) were preferred by the majority of the subscriber farmers for discussion with their neighbours followed by reading except the articles on fishery preferred for discussion with family members.

Manjunath and Balasubramanya (2002) conducted a study on preference of readers for various aspects of Tamil magazines and indicated that majority of the readers preferred multicolor cover page with photos on thick paper with its name in the upper 1/3rd portion. Further, most of the readers preferred periodical 30-40 pages (48.66 %), with 10-13 articles (48.88 %) and suggestive caption (40.00 %). Majority of the readers preferred 14 fonts size

letter (65.33 %), monthly periodicity (56.66 %), illustrations be in the photos (54.66 %), content should appear on the first inner page of the periodical (66.20 %).

Manjunath et al. (2007) conducted a study on an analysis of illustrations in Tamil sports magazines and indicated that majority (72.80 %) of the Tamil sports magazine readers preferred two illustrations per article, followed by three illustrations (14.00 %), one illustration (11.20 %) and four illustrations (2.00 %) per article.

Objectives of the study

Following are the objectives of the present study.

- To know social economic factors which influence the village libraries.
- To identify the readers' preference.
- To identify the frequency of usage of magazines and News Papers.
- To find out the readers' most preferable area of Periodicals in the village library.

Scope of the study

The present study covers 14 Revenue Block of Dindigul District in Tamilnadu, India as the sample area. The data are collected from only those who are reading Periodicals.

Methodology

The ultimate purpose of any periodicals is to convey ideas and make the village people adopt the recommendations in the field practices. Hence, it is utmost necessary to find out the factors that are likely to influence the effectiveness of periodicals. The 14 Revenue Block of Dindigul District and this area People like to read the Periodicals in Village Library and at home during the leisure time. An interview schedule was administered and Convenient Sampling Technique was used to collect data from 150 respondents in 14 Revenue Block of Dindigul District. The Statistical Tools applied for analysis are Percentage analysis and Chi-Square test.

Limitations of the study

The study is based on convenient sampling which is a non-random sampling technique. So the results of the study cannot be generalized. As the study records the past events of the respondents, their responses are based on their memory recall.

Analysis and Interpretation

In order to analyse the readers' preference towards Magazines, it is essential to analyse the socio-economic profile of the respondents, to identify the preference of the respondents for Village Library readers, to determine the significant relationship between the socio economic factors and the factors influencing the reading preference of a

particular Publication, and to determine the significant relationship between the type of Periodicals and the factors influencing the reading preference of a particular Publication. The objective wise analysis and the results are presented below.

It is observed from the above Table 1, that out of 150 sample respondents, Maximum 36.00% are in the age group of 25-35, 58% of the respondents are females and more than one third (34%) of the respondents have upto HSc educational qualification, (48.70%) respondents have monthly income of upto Rs.10,000.

Readers' preferences of periodicals

The life style of the people has changed and hence many readers prefer to have magazines. Varieties of magazines are read by them. For analysis purpose, Periodicals are classified into two as Magazines and News Paper. The readers spend the time by reading the periodicals. They may get the information from various sources.

From the Table 2, it is observed mentioned that more than three fourth (79.30%) of the respondents spend their time towards reading the Magazines and 93.3% of the respondents spend the time respectively upto 10 hours per Month. It can also be inferred that majority of the respondents (50.00%) planned to cultivate the habit of the reading News papers and it is followed by Magazines (48.70%).

Readers' most preferable area of periodicals

The table 3 illustrates the different areas to be read by the readers such as fiction, jokes, political news, cinema News, Profession News, Agriculture News and other areas. The expected level of reading Agriculture News is 87.50% and 10.00% is above the expected level and 02.50% is below the expected level of reading Agriculture News by the readers. The expected level of reading Cinema News is 65.00% and 28.20% is above the expected level and 06.80% is below the expected level of reading Cinema News by the readers. It is clearly understood from the table that reading Agriculture news is the highly expected level by the readers.

The frequency of using of magazines and news papers

The socio economic factors such as Age, Education, Occupation and Monthly income may have influence on monthly time spent by reading periodicals. In order to analyse this aspect Chi-square test has been used and the same has been presented in the following Table 4.

The Table 4 clearly shows the fact that monthly wise readers' spending time on Magazines is not influenced by Gender, but influenced by age, education and monthly income. There may be significant relationship among the socio economic factors such as Age, Education, Gender and Monthly income and Reading Habits of periodicals. In order to analyse this aspect Chi-square test has been used and the same has been presented in the following Table 5.

The analysis clearly indicates that reading Habits of Magazines is not influenced by Gender and Monthly Income, but influenced by age and education. Regarding reading Habits of news papers is not influenced by age, education and gender, but influenced by only monthly income.

Findings

- Female respondents are reading periodicals higher than Male respondents.
- Sample Respondents aged 25-35 years are highly usage of periodicals.
- Maximum readers' Educational qualification upto Higher Secondary School level.
- Maximum respondents are spending the time upto 10 hours per month respectively.
- Majority of the respondents planned to cultivate the habit of reading periodicals.
- Agriculture news is the highly expected level by the readers.

Conclusion

Apart from increasing awareness on the importance of continuous learning and expanding the mind of the local community it is believed that the establishment of the village library programme would improve the reading ability of the village people. All these would inadvertently aid their pursuit in skills and knowledge advancement which will help to improve their socio-economy status. A village library must be located in a place which would consider as the center of the village by the people. Such as a coffee shop, the residence of a community leader, a multi purpose building, the village cooperative or a pavilion in the middle of the village. There will be volunteers living in the village to help for promoting the reading habits.

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Table 1 - SOCIO-ECONOMIC PROFILE.

Particulars		Respondents	
Valid		Frequency	Percentage
Age	Upto 25	34	22.70
	25-35	54	36.00
	35-45	32	21.30
	45&above	30	20.00
	Total	150	100.00
Sex	Male	63	42.00
	Female	87	58.00
	Total	150	100.00
Education	Upto HSc	51	34.00
	UG	33	22.00
	PG	37	24.70
	Professional	25	16.70
	Any other	4	2.70
	Total	150	100.00
Monthly income (Rs.)	Upto 10,000	73	48.70
	10,000-25,000	54	36.00
	25,000-50,000	21	14.00
	50,000 & above	2	1.30
	Total	150	100.00

Source: Primary Data

Table 2.
GENERAL DETAILS ABOUT PERIODICALS READ

Particulars	Magazines		News Papers	
	Frequency	Percentage	Frequency	Percentage
How often Reading hours (Monthly)				
Upto 10 hours	119	79.30	140	93.30
10 – 15 hours	07	04.70	06	04.00
15-20 hours	12	08.00	01	00.70
20 hours & above	12	08.00	03	02.00
Total	150	100.00	150	100.00
How often Reading Habits				
Planned	73	48.70	75	50.00
Occasional	55	36.70	58	38.70
Impulsive	22	14.70	17	11.30
Total	150	100.00	150.00	100.00

Source: Primary data

Table 3.
SPECIFIC DETAILS ABOUT PERIODICALS AREAS TO READ

Areas	Below Expected level	At expected level	Above expected level
Fiction	13.50%	80.70%	05.80%
Jokes	17.50%	75.20%	07.30%
Political News	33.20%	58.60%	08.20%
Cinema News	06.80%	65.00%	28.20%
Profession News	13.70%	71.40%	14.90%
Agriculture News	02.50%	87.50%	10.00%
Other Areas	41.80%	50.40%	07.80%

Source: Primary Data.

Table 4
SOCIO ECONOMIC FACTORS AND MONTHLY TIME SPENT – CHI-SQUARE

Socio economic factors	Monthly time spent on Magazines				Monthly time spent on news papers			
	Chi square value	df	Table value @ 1% level	Significance	Chi square value	df	Table value @ 1% level	Significance
Age	18.061	9	14.7	Significant	10.810	9	14.7	Not significant
Education	19.337	12	18.5	Significant	32.948	12	18.5	Significant
Gender	3.48	3	6.25	Not significant	5.07	3	6.25	Not significant
Monthly income	13.054	9	14.7	Significant	28.314	9	14.7	Significant

Source: Primary Data

Table 5
SOCIO-ECONOMIC FACTORS AND THE FACTORS INFLUENCING THE READER PREFERENCE OF READING HABITS – CHI-SQUARE TEST.

Socio economic factors	Reading Habits of Magazines				Reading Habits of News Papers			
	Chi square value	d.f.	Table value @ 1% level	Significance	Chi square value	d.f.	Table value @ 1% level	Significance
Age	18.51	6	10.64	Significant	10.20	6	10.64	Not Significant
Education	17.80	8	13.36	Significant	6.23	8	13.36	Not Significant
Gender	0.54	2	4.60	Not significant	7.61	2	4.60	Significant
Monthly income	7.63	6	10.64	Not Significant	8.54	6	10.64	Not Significant

Source: Primary data