

THE IMPACT OF NEWSPAPER READERSHIP ON ACADEMIC PERFORMANCE AND CRITICAL THINKING SKILLS AMONG STUDENTS: A COMPARATIVE ANALYSIS

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Abstract:

This study explores the influence of newspaper readership on the academic performance and critical thinking skills of students at Shah Abdul Latif University (SALU). In an era where digital media often overshadows traditional print, this research aims to understand how both forms of newspaper consumption impact students' educational outcomes and their ability to critically analyse information. Through a comparative analysis of students who regularly engage with newspapers—whether in print or digital format—and those who do not, the study investigates correlations between readership habits and academic achievements, alongside the development of critical thinking skills. Data was collected via surveys, interviews, and academic records, providing a comprehensive overview of the role newspapers play in shaping students' academic lives. The findings are expected to offer valuable insights into the significance of newspaper readership in higher education, highlighting potential areas for enhancing student engagement with news media as a tool for academic and intellectual growth.

Keywords: Newspaper, Print Media, Skill Analysis, Students Performance

1. INTRODUCTION

The modern Mass media Television and Internet changed the people's mind for media consumption. The different types of media are going on, in the competition to each other. This is also fact for News media that the traditional medium Newspaper which known as the more easy available medium for news reading. Therefore, this position of news availability earned more

detailed research, especially for new generation, in this research we will have focused on Shah Abdul Latif University student's attitude towards newspaper reading.

Since last decade the circulation figure of paid newspapers are decline day-by-day availability of free newspapers in many places such as, Central Library, Hostels, Seminar Library, Students Service centre,

1.2 Reading Newspapers

Newspaper is very important source of knowledge, awareness and entertainment. It is easy way of collecting information, beside information newspapers also provide a platform for reading. According to (Kumar,2011) newspaper reading is part of good study habit and it determines students attitude in any area of specialization. Newspapers are read worldwide, the readers read newspaper with different perspectives and purposes. According to report of NNR (National Newspaper Readership) about 15# million Pakistani people enjoying reading newspaper once in a week. Readers read newspaper with different objectives, reading newspaper is considered as the backbone of success. It helps in getting job opportunities, bringing socio-political and socio-economic awareness and providing a religious and every day affairs. It's not only a reading to use in university life alone but individuals enjoy it throughout their lives. Reading newspaper involves in different skills. It is regarded as a process to develop thinking, to make strong opinions about political, social, cultural and religious aspects of life, and it provides real experience of life. Newspaper reading keeps us updated regarding current affaire of worlds and other global happenings.

Alexander (1976) Stated that reading newspaper contributes significantly in seeking jobs, developing career and enabling readers to respond to a change. The general fashion of newspaper reading is to read the printed hard copied, however, in this digital era people read online newspapers too. But the current study is focused on printed newspapers alone. Besides adopting news, the newspapers also include opinion, stories and features as well. The opinions are woven in the shape of articles, editorials, latter to editor, columns, and feature stories. The editors or chief editors of newspaper mostly write the editorials, somewhere editorials are written by editorial board because editorials show the policy of newspaper, in which way they are going to analyse it. Whereas, the column and feature stories can be contributed by the staff members or any freelancer journalist.

1.3 Statement of the Problem

Newspaper reading looks common activity in society for acquiring current information regarding recent happenings in society and social problems. It is used frequently in government offices, educational institutes, local civil societies, hotels and other premises, as a Media studies researcher I found books reading corners, newspaper-reading sections in different educational institutes. Higher education commission HEC provides each law and funds to increase reading habits within university and among students. Following HEC rules Shah Abdul Latif University Khairpur adopted same rules/laws to increase reading habits. It is one of the ideal platform to keep students updates about all social, political, Ethical, Educational, Research and others issues. Therefore, this research is going conducted to measure the attitude of students towards reading newspapers namely, how the student individually set positive or negative attitude towards newspaper reading.

In spite of this, environmental attractive provision is question mark in Shah Abdul Latif University Khairpur. However, this will enable us to find out the real issues. All will bridge the gap to overcome them. It will also explain how students use newspaper information for academic and non-academic activities.

1.4 Objectives of Study

- To examine the relationship between newspaper readership and academic performance among students at Shah Abdul Latif University (SALU).
- To explore the influence of newspaper readership on the development of critical thinking skills among SALU students.
- To compare the effects of print versus digital newspaper consumption on students' academic and cognitive outcomes.

- To identify the factors that motivate SALU students to engage in newspaper readership and how these factors correlate with academic and intellectual growth.
- To assess the overall awareness and engagement with current affairs among SALU students as influenced by their newspaper readership habits.

1.5 Research Questions

- What is the relationship between newspaper readership and academic performance among SALU students?
- How does newspaper readership influence the development of critical thinking skills in SALU students?
- Does the medium of newspaper consumption (print vs. digital) have a differential impact on students' academic performance and critical thinking skills?
- What factors motivate SALU students to engage in newspaper readership, and how do these factors relate to their academic and intellectual growth?
- How does newspaper readership affect SALU students' awareness and engagement with current affairs?

HYPOTHESES

H1: There is a positive relationship between newspaper readership and academic performance among SALU students.

H2: Newspaper readership positively influences the development of critical thinking skills in SALU students.

H3: The medium of newspaper consumption (print vs. digital) has a significant impact on students' academic performance and critical thinking skills.

H4: Students who are motivated by academic or intellectual growth are more likely to engage in regular newspaper readership.

H5: SALU students who regularly read newspapers have higher awareness and engagement with current affairs compared to those who do not.

2. LITERATURE REVIEW

During research work, I have read various research articles, research journals, books, magazines and thesis. This showed number of literature and already studied carried out about measurement of attitude (i-e international journal of Asian social sciences, Emerald electronic library, journal of inquiry and action in education and many more online sites books as well), which explain and analysis attitude toward reading books & newspaper in different context. As Prof: Dr Basheer Ahmed Memon explore Internet and Online Newspaper Accessing Behavior of Pakistani Academics: A Survey at Sindh University, Jamshoro, On line newspapers exposure by academic in the faculty of social sciences university of Sindh,

(Kim and Johnson, 2009) In this paper, the researcher has tried to investigate and illustrate the online newspaper readership patterns and habits by the academics teaching in the Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan. To begin with further, Internet is now perceived as a more significant mean of information compared with traditional mass media as cite.

(Dimitrova and Neznanski, 2006) media, like television and radio stations, magazines and other publications, it was found that till April 2000, the number of North American dailies offering online news was greater than 1,200; whereas worldwide, the online news services were provided by more than 4,400 newspapers, of which more than 2,900 were based in United States cite.

(Skogerbo and Winsvold, 2011) Probably due to this, print and online audiences were found to an extent digitally divided; as on average frequent online readers were younger, richer, more educated, more politically active and more often male than frequent print readers were. In this way, it is deduced in the following words that online audiences compared with print audiences may have different preferences (Skogerbo and Winsvold, 2011). In addition, on the basis of such assumption the main purpose of this study is to investigate the online newspaper viewing patterns of the academics belonging to the Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan.

In addition, another renewed scholar Noor shahriza Abdul Karim carried out the studied about reading habits and attitude in digital age. She conducted the study in an attempt to enhance understanding about reading habits and attitude of university student in Malaysia. One of Indian scholar as well did work on Newspaper reading habits of university student. He found out that Newspapers help to improve reading habits, knowledge, and awareness. They can be part of good study habits for students in any area of specialization and reading and library use habits have an important role in building the multicultural structure in a country. For many years now, the circulation figures of paid newspapers are declining. Since free newspapers entered the market in the Netherlands, the circulation of paid newspapers decreased with more than 750,000 copies in the period between 1998 and 2006 (PersMediaMonitor, 2007). While the paid newspapers are in tough times, free newspapers are booming. Within 9 years the spread circulation has risen to 1,450,000 copies each working day. This trend, the fall of paid newspapers and the rise of free newspapers, is seen around whole Western Europe and the United States (Lauf, 2001; Peiser, 2000; Gustafsson & Weibull, 1997).

In the last quarter of 2007, the circulation of free dailies exceeded the circulation of paid newspapers. The question arises who read those 1,450,000 copies of free newspapers each day. Bakker (2002) mentioned three options: by substitution, by accumulation (double reading) or by new readership the free newspapers can gather their readers (see Figure 1). It is important to know to what extent the two kinds of newspapers are substitutes (Picard, 1989; Bardoe & Van Cuilenburg, 2003). These facts reveal that free newspapers are serving a need of readers that has not been met by traditional paid newspapers. This could have serious consequences for the future of paid newspapers.

In his 2004 research, Bakker (2004) calculated a loss of 70,000 copies for paid newspapers against a total amount of 700,000 copies of free newspapers each day that time. Substitution could only be partly responsible for the decline in paid newspapers and the rise of free newspapers. Therefore, cumulation and new readership must be important developments to explain the success of free newspapers. That new readership plays a significant role is shown by

(Arnoud and Peyrègne 2002). They found that from the readers of the London (UK) Metro half of them was formerly a nonreader. Unfortunately, these figures are not available for the Dutch free newspapers. The minor share of substitution and the major shares of cumulation and new readership could indicate that paid and free newspapers are attended with different kinds of readership.

The research of Peiser (2000) indicates that during the last decades the number of habitual readers has fallen, while the number of occasional readers has grown. This means that the potential target group of paid newspapers has shrunk, but, on the contrary, that the potential target group of free newspapers has extended. For the third group, newspaper non-reading, Peiser found no substantial fluctuations.

Because of the fast rise of free newspapers, it can be concluded that free newspapers are able to meet the needs of many people. In the view of Picard (2001), the need fulfilling is twofold: on the one hand, free newspapers are filling time while commuting to work and other activities, while on the other hand free newspapers give basic information about what is happening in the world. This need fulfilling costs the readers nothing but time, which is a wasted resource when people are commuting via public transportation.

In his supranational research, Lauf (2001) found that age has become the most powerful explanatory value to understand the decline in newspaper readership. The reading population of paid newspapers becomes older every year. Paid papers seem to be unable to attract young readers. Schulz (1999) refers to this phenomenon when she talked about 'an erosion of reading habit among the youngest groups'. She questions the common notion that when these young non-readers become older, they will become habitual readers. This negative belief about younger people has 'moral panics' as a consequence (Boëthius, 1995), which occurred more often in the past when new media were introduced (Raeymaeckers, 2002). On the other hand, for free papers Bakker (2002) safely assumes that they are reaching many younger readers.

According to research of Metro International (Metro International, 2007) not less than 44 percent of daily Metro readers are under 34. In 2007, only a small quarter of the Dutch 18 to 34 year aged people said to never read a free newspaper (TNS Nipo, 2007). Figures from the NOM Print Monitor (2006) indicate that without free papers, 42.9 percent of the 13 to 24 year old youngsters and 48.3 percent of the 25 to 34 year old youngsters are reached. Including free newspapers, these figures raise to 56.2 and 58.8 respectively.

The conclusion must be that free newspapers are capable of reaching new reader target groups: young people. Describing these trends in newspaper business, the question arises which factors can explain these trends. Are individual needs and preferences important for reading of paid and free newspapers? Alternatively, do structural factors like availability play a significant role and are personal factors of minor importance? For television news viewing, Webster and Phalen (1997) argued that people have fundamental needs for seeking out news, but the expression of these needs is dependent of the media environment. In other words, personal needs are limited by structural factors. A combination of both explanations is therefore expected. The following sections describe both explanations. Eventually, it leads up to a conceptual model for the current research. In the research field, literature review is the most important chapter, which includes on the number of secondary resources, such as books, magazines, research articles, submitted thesis or dissertations and many more in textual format or soft format. Literature helps us to understand the nature of work and guide us towards various ways of exist literature on reverent topic/ area of study, also it helps us to modifying the theoretical framework for writhing thesis/ dissertation.

2.2 Newspaper reading

Newspaper reading is one of most important segment of life, without this life cannot be hardly imagines. In this digital era, reading newspaper is essential stage for leaner of language, having thirsty of recent information or recent happenings across the globe and also helpful in getting academic and non-academic activities(Alderson,1984)

According to Basheer (2014) that accessing the number of online newspaper readers are between 30 to 40 years old, most of male readers read online newspapers in English language. While female readers read sindhi or Urdu dailies of Pakistan respectively. He finally concluded that academia read newspapers for the purpose of update from current happenings of national and world affairs.

Paid newspapers are not effective as compare to free newspapers are, free newspapers attract to the new & old readers effectively, while newspapers are easily available on many places i.e Library, Hotels, offices, schools and so many other places for young and every aged readers (hermain, 2008)

Picard (2011) stated, “There are big differences between target audiences and paid newspaper readers. He further explain in his research that free newspaper readers think that newspapers are not so much important and interested that’s why we did not focused on them, also we are careful about spending money and time on it. On other hand paid newspaper readers are known as habitual readers, but day by day their ratio is going to decrease due to availability of free newspapers and online newspapers on many websites. These two major reasons effect on the readership of paid newspapers.

A study attempted by Noor (2007), in her study she tried to understand attitude of students towards newspaper reading from both male and female sides in Malaysia. She further explains that reading newspapers are easier in digital age on any time & anywhere, because the availability of many social sites and web journalism. She compared the digital age to printed era of newspaper and said that in printed era newspapers are too difficult to find and read. She reached at the consequence that individuals have more preference towards online newspapers but in educational institutions and government and non government offices have giving more preference to printed newspapers.

In the context of reading newspapers in England, the British scholar stated that most of newspapers owners or editors have affiliations with political parties of state, due to this reason, most of newspapers readers are bound to read biased analytical news stories, articles and features

stories. These directly and indirectly affects upon the attitude of newspaper readers. Scholar further told that this type of biased and unfairness not only in England but also have majority of countries have (Jhon,2008).

According to the researcher Devendra (2011) that newspaper readers and library users are habitual, they read newspapers and other literary books magazines for keep update themselves about history and what is going on around the world. In university life, many students used to library for reading newspapers and academic subjects because they believe that reading in library is essential and more conformable than other premises. In his study, he finalized that its responsibility of Liberian and newspaper section in charge to provide equal opportunity for reading atmosphere to all male and female student.

Reading newspaper helps to improve reading habits, knowledge and ability to understand the world affairs and social phenomena of society. In his researched he focused that using newspapers articles, news stories and features for suitable examples form practical life develop the understanding of students and improve the reading skills as well (Bandka, 2007)

According to David (2007) that newspapers are most localized Media tool, which often used locally in community level issues, these issues are inter related to each other at gross root level. Newspaper can play proactive role for the development of society and general opinion of community. He investigated the major reasons of community and organizational reinforcement to each other others because of own interest and self-reliability. It shows negative impact upon unity and strength of community.

In his thesis, he stated that promoting the concept of civic journalism in community. National press are more active media tool and its commitment and more favourable, fruitful media tool for civic democracy.

If you have not much time to read, so read the newspaper for enjoyment, entertainment and current happenings, because newspaper publisher do best to make it more appealing and charming to easily read it. When you want to spent time and take efforts for learning, you should have to read newspaper for improving your reading skills, vocabulary and general knowledge across the globe. Reading newspaper is comprehensively practice, which gives us opportunity to read not only news but also feature stories, articles, editorials, and attractive picture and their caption (Sharoon & Sheila 2015).

In the research journal of Media education, Anderson & Pipdles.(2012) explore the news consumption ways in digital era. They stated that due to digitalization of newspapers & different TV channels. News consumption is easier to access anytime, anywhere. In this context newspaper readers change their ways to read newspapers from traditional to modern means from hard copy published newspapers to soft e.papers news. In this connection that most of young readers have adopted this pattern instead of aged and seniors.

According to Maria (2002) that newspapers reading are so liked as for they were instructed, they have worked on newspaper readers normally, as objective readers and subjective readers. They investigate that online newspaper readers or e.paper readers are more comprehensively deep readers as compare to hard copy published newspapers, because they read news with full of concrete and attention from top to bottom. It's also claimed by scholars that published newspaper readers just scanning the news and online newspaper reader read news in details as well. Finally they explain the different ways, styles, layout, purpose and structure of newspapers between two major tools of media i.e published newspapers and e.papers.

(Jana. 2006) stated that newspaper reading with eye tracking is actual attraction to newspaper, he generally compare compare the two major segments reading newspaper and eye tracking data in the way of socio-semiotic extract. Mainly researcher has focused on the circulations of newspapers ways across the nation. She point out that reading newspaper is the way in which newspaper attracts to the reader, for attracting to the readers he explore the eye tracking method in the inspection of reading or watch closely before reading the newspaper, through this way of reading can be observed and also access the readers interest in news subject.

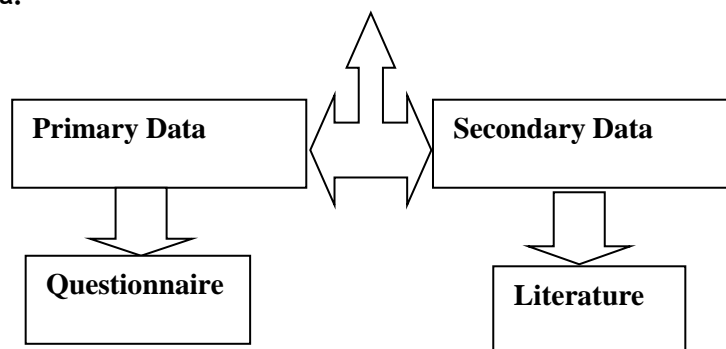
3. METHODOLOGY

Research Methodology covers the different researched methods, which used to collect the data, design the questionnaire, sampling approaches and measuring techniques as well.

3.1 Type of Study:

In this study, researcher has measured the attitude of students' towards newspaper reading of public sector Shah Abdul Latif University, main campus Khairpur. Research based on quantitative method. So for collecting the data survey method has been used, which show the relationship between dependant and independent variables.

3.2 Sources of Data:



3.2.1 Primary Data:

This type of data is gathered which was not already exist in hard or soft format (Sekaran, 2006). In this way researcher has used to servery method through questionnaire for data collecting, this questionnaire was distributed among the students of Shah Abdul Latif University, Khairpur Sindh.

3.2.2 Secondary data:

Secondary data is known as already available literature in hard and soft format, like as books Newspapers, magazines, research journals and different web sites, such as Google scholar and many other websites (Sekaran, 2006).

3.2.3 Sampling and Population

This study has been considered as single case study approach due to use of only organization to define the population. A survey method had been used for collecting data from Shah Abdul Latif University. The targeted population was students from all faculties of Shah Abdul Latif University. In this connection, convenience sampling technique has used, for those 500 total questionnaires was distributed among the all teaching department of Shah Abdul Latif University, Khairpur. According to (Roscoe, 1975), 30 to 500 sampling population can be considered for appropriate research.

3.3 Data collection and Measuring

In this research for measuring the effectiveness of research different tests have applied for accessing the reliability and validity of questionnaire. In this questionnaire (05) points likert scale was adopted. Data has collected through questionnaire and measured through SPSS software namely, this questionnaire responded by students of SALU for measuring the reading attitude, in this study the questionnaire was adopted and modified from adult survey of reading attitude (ASRA) from the work of Smith (1991) & (Wolswinkel, 2008).

3.4 Data Analysis Techniques

SPSS statistics version 25 is used for measure and analysis the data.

3.4.1 Descriptive Analysis

Descriptive analysis explain to the background necessary information of respondent, which is easy to understand (Zikmund W.G, 2000).

Descriptive analysis test is generally known as demographic information of target population or respondent of study. In this section these basic background information was frequently asked such as gender, age, qualification, Faculty, and many more.

3.4.1 Cronbach's Alpha test

According to (Sekran,2006) Cronbach's alpha test is most credible and reliable for measuring the reliability. So for this purpose, this test was used to measure the validity and reliability of data through questionnaires.

CRONBACH'S ALPHA, 1946 MEASUREMENTSCALE IS GIVEN BELOW:-

- ✓ Reliability less than 0.6 considered poor.
- ✓ Reliability in the range 0.7 is considered to be acceptable.
- ✓ Reliability more than 0.8 are considered to be good

3.4.3 Factor Analysis/ Reduction Method

Generally, this technique is used for reduced the items of questionnaire and generate factor that show the relationship between dependant and independent variables. So following this method, researcher has used to same technique and generate the two major variables namely dependant variable students' attitude and independent variable newspaper reading.

3.4.4 Linear regression Analysis

It is most important statically formula used to predict the behaviour of one variable on the basis of another variable. Or it is used to measure / predict the relationship of dependent and independent variables. After factor analysis this method has applied for measure the relationship between newspaper reading (independent variable) and students' attitude (dependant variable) in the Shah Abdul Latif University, Khairpur, Sindh.

3.4.4 Pearson's correlation test

Finally correlation test was conducted to understand the inter relationship among the every major variable such as Surveillance need, Interest in News subject, Self efficacy and Habit.

According to (Insaf,2016) the Pearson's strength of relationship among variables was formulated as:

1. If the value of Pearson's (r) is 0.7or above than it is showing highly strong strength of relationship.
2. If the value of Pearson's (r) is in between the range of 0.5 to 0.69 than it is showing strong strength of relationship.
3. If the value of Pearson's (r) is in between the range of 0.30 to 0.49 than it is showing moderate strength of relationship
4. If the value of Pearson's (r) is in between the range of 0.10 to 0.29 than it is showing low strength of relationship
5. If the value of Pearson's (r) is in between the range of 0.01to 0.09 than it is showing very low strength of relationship

4.1 Data Analysis

This part is consists of the results and findings of research, for that purpose various techniques were applied to explain and analysis the tests. In the beginning of this chapter first descriptive test has conducted, which shows the demographic information of respondents/ targeted population of study, such as gender, age, qualification, faculty, and many more.

On second number, Cronbach's Alpha statically formula for reliability and validity of questionnaire was applied to access its reliability and validity of questionnaire, which was surveyed during conducted research. On third number, Linear's regression analysis was used to show the predictive behaviour of variables. Finally, to evaluate significance relationship of variables peason's correlation has been applied.

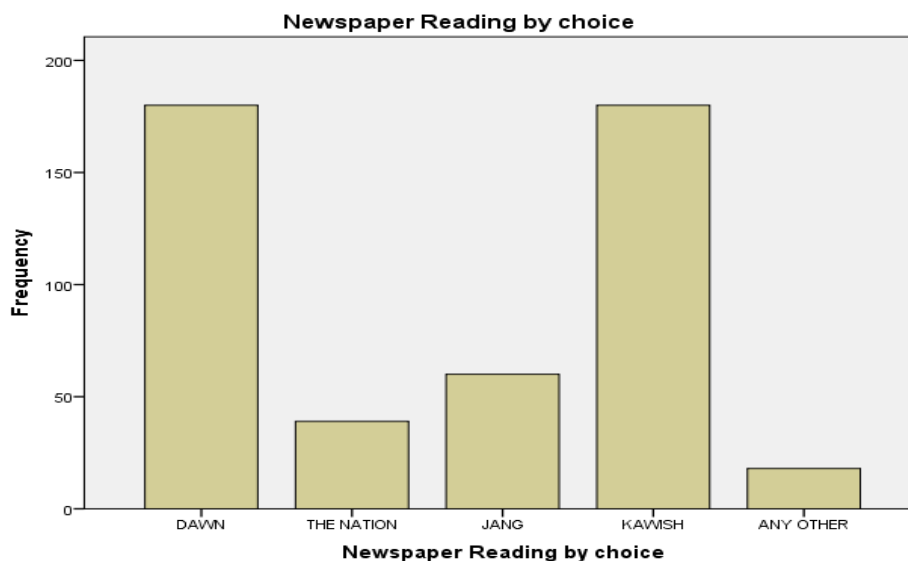
4.2 Descriptive Analysis

The total 500 questionnaires distributed among the students of SALU, which are enrolled in only the morning bachelor's and Master's degree program, their respondent data was received 477questionnaires, overall response ratio was 95.4%.whole number of data has been processed it did not missing any single information of students, as it is given bellow:

Newspaper Reading by choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	DAWN	180	37.7	37.7	37.7
	THE NATION	39	8.2	8.2	45.9
	JANG	60	12.6	12.6	58.5
	KAWISH	180	37.7	37.7	96.2
	ANY OTHER	18	3.8	3.8	100.0
	Total	477	100.0	100.0	

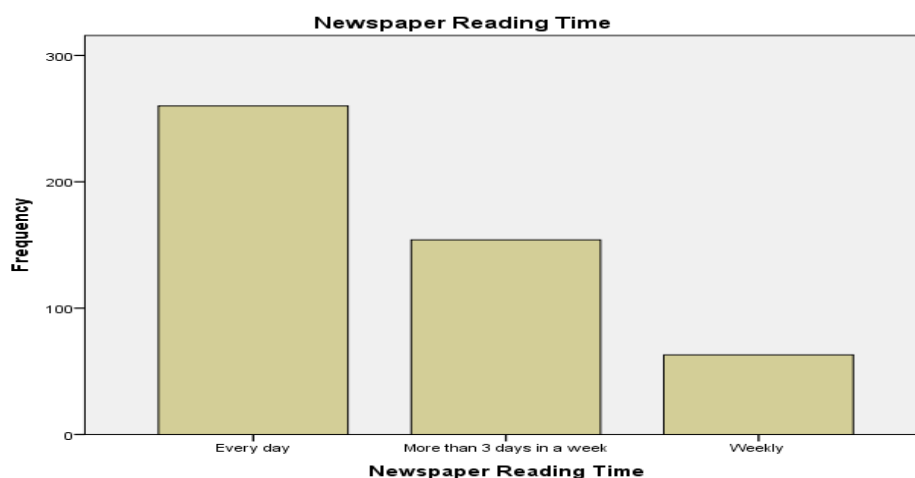
The above table 4;5 is showing the direction towards the most favourite newspaper was read by students entitled Newspaper reading by choice. In which described that, The daily Dawn (English) & The daily Kwaish (Sindhi) both have same readership total number of students 180, & percentage 37.13% at SALU, the daily Nation has 39 only readers number, in percentage it's just 8.2. And other newspapers readership ratio in percentage 3.8 is lowest among above all, 18 just students from all faculties of Shah Abdul Latif University, Khairpur.

**Newspaper Reading Time**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day	260	54.5	54.5	54.5
	More than 3 days in a week	154	32.3	32.3	86.8
	Weekly	63	13.2	13.2	100.0
	Total	477	100.0	100.0	

Newspaper reading by Time table 4:6 shows number of students read newspaper on daily basis. In the response students of SALU gave us response in this way, highest number of readers is 260 students and their percentage is 54.5. which shows that SALU students are Habitual readers. In the

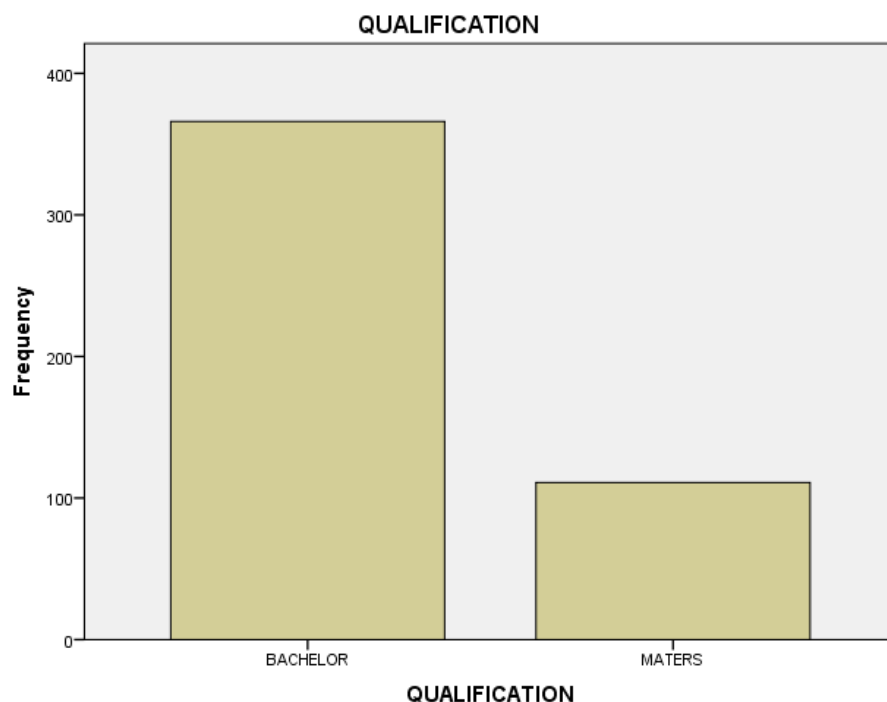
same sequence, on second number readership ratio is 32.3 and their total numbers are 154. The weekly readers of SALU have just 63 students, in percentage 13.2. It's lowest number among above mentioned table.



QUALIFICATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BACHELOR	366	76.7	76.7	76.7
	MATERS	111	23.3	23.3	100.0
	Total	477	100.0	100.0	

Educational qualification had been asked from the students/ respondents of study. In above table:4;7 clearly mentioned the qualification having the morning shifted students. The number of Bachelor degree was 366, in percentage 76.7%. Beside it 11, in percentage 23.3 students give us response from Master degree program of SALU. In this research, we have focused on enrolled in Bachelors and Masters Degree. No any M.phil scholar and PhD candidate were targeted.



4.3 Reliability

The reliability test is a technique, which was formulated namely as Cronbach's Alpha test. This test is used to measure the reliability of questionnaire and check the authenticity of data that is acquired through questionnaire for getting response from the students of SALU.

ALL VARIABLES

	N	%
Cases Valid	477	100.0
Excluded ^a	0	.0
Total	477	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.720	29

In this study, for conducting reliability test the all data summary of questionnaire were filtered into it, total number of case is 477 and no any data was missing from it. In 1946 Cronbach had given a formula about it, according to his formula if there is 1.0 then its tendency of reliability is higher. Moreover, test formulas are given bellow:

1. If value Less than 0.6 should considered as poor,
2. If value is between 0.7 to point 0.79 should considered as reliable and acceptable for research.
3. If value more than 0.8 should considered as good and strong.

4.4 Factor Analysis

Factor analysis is known as reduction method, which used to modify factors through the classification of variables and reduce the all from large to small. So, In this research scholar has applied these tests.

- KMO (Kaiser-Meyer-Olkin) Bartlett's test of sphericity
- Component Matrix
- Total Variation
- Scree Plot

KMO and Bartlett's test of sphericity test has been applied in this research for check the adequacy of sampling. Such as, total number of students are enrolled at SALU about six thousands, So the sample size 500 hundred questionnaires are sufficient for this study of not? If KMO value of variables more than 0.6 that means sample size of this study is sufficient and considered to accepted for research. For further clarification result of chi-square must be bellow than .05 or it near to .000 will be more perfect.

S.No.	Variables names	KMO measure of sample adequacy	Bartlett's test of sphericity
1	surveillance need	.680	.000
2	Interest in news subject	.623	.000
3	Self-efficacy	.741.793	.000
4	Habits	.749	.000

sphericity should be significant ($p < .05$)
 (KMO) minimum value for good factor is 0.6 (Tabachnick & Fidell 2007)
 Kaiser's criterion the Eigen value 1.0 or more then that will be retained for analysis

Communalities

	Initial	Extraction
In my family, I grow up the newspaper had important role	1.000	.489
I read Newspaper, because a large part of students read Newspaper	1.000	.687
I see people around me read Newspaper frequently	1.000	.565

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.741	58.040	58.040	1.741	58.040	58.040
2	.745	24.845	82.885			
3	.513	17.115	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
In my family, I grow up the newspaper had important role	.700
I read Newspaper, because a large part of students read Newspaper	-.829
I see people around me read Newspaper frequently	.752

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Scree plot

It is supporting to the major number of components which explains the Eigen value of each component is palette commonly, if you want to extract the components on the steep slope, the components on shallow slope contributed little to the solution. The last big drop occurs between third and fourth components. So, using the first three components are easy choice.



4.5 Regression Analysis

Regression analysis is used to predict the behaviour of one variable on the basis of another variable Or it is used to measure / predict the relationship of dependent and independent variables.

Model Summary

Model	R	R Square	Adjusted R Square
1	.978 ^a	.979	.979

a. Predictors: (Constant), Habit , Interest in News Subject, Surveillance Need , Self- Efficacy

In the above mentioned table, the model summary shows that how much your research model is fit and effective for research. Adjusted R square shows the fitness of model in this way that above model is 97 % fit and effective. Even remaining 2.1% knowledge will be acquired through other variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3060.738	4	765.185	34639.607	.000 ^b
	Residual	10.426	472	.022		
	Total	3071.165	476			

a. Dependent Variable: News Paper Reading

b. Predictors: (Constant), Habit , Interest in News Subject, Surveillance Need , Self- Efficacy
ANOVA

ANOVA table shows the significant and insignificant level of study. If the significant column shows significant level as .000 it means the variable has strong impact upon dependent variable , also this table shows that how many questionnaires are extracted as regression and how much residual.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	

1	(Constant)	-.008	.007		-1.162	.246
	Surveillance Need	1.881	.008	.738	236.957	.000
	Interest in News Subject	.452	.007	.179	62.535	.000
	Self- Efficacy	.211	.010	.283	22.001	.000
	Habit	1.144	.011	.450	101.971	.000

a. Dependent Variable: News Paper Reading

Coefficient

In above coefficient table, beta shows the impact of independent variables separately it is clear that it varies in given independent variables, unquestionably it follows the rules whereas it is said if result exceeds .05 it will be treated insignificant impact but if it will be less than .05 it treated as considered significant.

Pearson's correlation

Correlations

		Surveillance Need	Interest in News Subject	Self-Efficacy	Habit	News Paper Reading
Surveillance Need	Pearson Correlation	1	-.190**	-.017	.386**	.880**
	Sig. (2-tailed)		.000	.709	.000	.000
	N	477	477	477	477	477
Interest in News Subject	Pearson Correlation	-.190**	1	.070	-.295**	-.101*
	Sig. (2-tailed)	.000		.125	.000	.028
	N	477	477	477	477	477
Self- Efficacy	Pearson Correlation	-.017	.070	1	-.677**	-.388**
	Sig. (2-tailed)	.709	.125		.000	.000
	N	477	477	477	477	477
Habit	Pearson Correlation	.386**	-.295**	-.677**	1	.739**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	477	477	477	477	477
News Paper Reading	Pearson Correlation	.880**	-.101*	-.388**	.739**	1
	Sig. (2-tailed)	.000	.028	.000	.000	
	N	477	477	477	477	477

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

It is used to find out the strength of relationship between two variables, Correlation: shows the inter dependency/ inter related relationship among variables.

e.g surveillance need, habit, self efficacy, interest in news subject are inter dependent or not? It means horizontally and vertically variables are matched to find out relationship among them. So, a criterion is same if result is greater than .05 it is insignificant relation. If result is less than .05 it will be treated significant relation.

4.6 Concluding results with Hypothesis

The Researcher has applied various tests and did analysis over it, in this way here is given conclusion of hypothesis

H1 and H2 are accepted whereas, H2 and H4 are rejected

S.No.	Explanation	ACCEPTED	REJECTED
1	There is significant relation between surveillance need and newspaper reading	✓	
2	There is insignificant relation between interest in news subject and newspaper reading		✓
4	There is positive relation between Self efficacy and newspaper reading.	✓	
4	There is negative relation between habit and newspaper reading.		✓

5.2 Conclusion

The students of various universities are not only dependant of newspaper for news consumptions, but when they facilitate to read newspapers in any place of campus, such as hostel, central library, canteen and seminar libraries of all teaching departments, they are tend to read it. This type of reading attitude has been found among students of Shah Abdul Latif University, even the majority of students' belong to rural areas of upper sindh, they, used to points (Bus) for attending daily classes. In this digital era, where world is called global village but most of SALU students have not online access for news consumption. So, for them T.V and news paper are major sources for news consumption. One of the interesting thing that scholar has found that reading comprehensively English and Sindhi/Urdu newspaper's articles, editorial, feature stories were assigned to students of all teaching faculties for specific purpose.

Further, Researcher has finalized the conclusion of the study as:

- The current study shows that majority of students enrolled at Shah Abdul Latif university, take much interest in reading the daily Dawn English newspaper and the daily Kawish Sindhi newspaper.
- The participants of study read daily Jung Urdu on second number respectively.
- The study ravel that male students of SALU focused on newspapers more than female students.
- It's concluded that reading newspaper has become regular feature of students' routine; their centre of interest in news subject is political news, which is published on front page.
- Finally, students fulfil their surveillance need to understand world' affairs new updates about daily life, learn social norms and government policies by reading newspapers on daily basis, because students believe that detailed information regarding recent happenings can be easily read in newspapers instead of watching TV or using other sites.

5.3 Recommendations

- Newspaper reading is an important tool of reading skills among students. All students of the University must be encouraged to read newspapers on regular bases.

- The study recommends that students of all departments should be provided with the facility of newspapers regularly. The heads of the Departments could set up a news corner at their seminar libraries.
- The newspapers create social, political and economic awareness. To facilitate students' understanding, the departments must arrange regular discussions, debates and programs to strengthen students academic skills.
- Students tend to read English newspapers more than Urdu and Sindhi papers. The number of English newspapers should be increased along with encouragement for reading Urdu and Sindhi newspapers too.
- The department of media studies must launch campus paper so that students must contribute in their own newspaper. This will help them to polish their creative as well as writing skills.
- There is a small room for news section which can facilitate only 20 readers at a time. SAL University should establish a modern and state-of-the-art news section which could provide equal opportunities to male and female readers.
- The study recommends that the teaching Departments should organize various seminars, workshops and conferences which highlight the significance of reading newspapers in present times.
- The World Press day should be observed. In this connection, awareness walk could be staged.

5.4 Limitations

With all its ingredients the study is limited to certain aspects. This study focuses only on the responses of those students, who know English language. The participants of the study belong to Shah Abdul Latif University, Khairpur. The study is only limited to the students of Bachelor and Master programs only. The population is selected from morning program students. The study is carried out through Convenience sampling. The results may vary with other sources of sampling. The results are limited to Shah Abdul Latif University Khairpur, Main Campus only. The findings and responses may change if carried out in other campuses or other universities.

5.5 Further research

In this research couple of variables are measured by taking limited convenience sample in limited budget concerned to attitude toward newspaper reading that is not enough to get fruitful results in broader perspective taking the holistic approach regarding the news consumption. On the other hand the more focus could be specifically by measuring remained variable in distinguished categories to maintain the broader scope. Beside this more specific research can give deep insight to students towards newspaper reading. A sharper focused comparative analysis between printed newspapers and online newspapers.

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