

IMPACT OF MAGAZINES ON THE READING HABITS OF STUDENTS

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ABSTRACT

The limitless curiosities of the student, teenager mind have given him a multidimensional perspective. As soon as he becomes acquainted with nature in teenager, he becomes eager to know it completely. This eagerness encourages the tendency to read in him. This natural eagerness helps in increasing his attraction towards gaining knowledge. Magazines full of variety naturally develop the habit of reading in them. An attempt has been made through the presented research to know the impact of Magazines on the habit of reading in the all-round development of students.

According to the research study, the use of Entertainment and GK related Magazines at Graduate level develops the habit of reading among rural and urban students and has a positive and encouraging effect on educational achievement.

1. INTRODUCTION

The teenager mind remains very simple, innocent and in constant search of happiness. In teenage, Colourful pictures, Automobiles, Innovation and Creations of digital and non-digital things, Stories, Games, Science. General knowledge and all activities are the world of student's curiosities and their imaginations. All these are easily available to them in Magazines (Entertainment and GK Magazines). This is the reason that while on one hand students show disinterest towards text books, on the other hand show natural attraction towards reading magazines, comics etc. Therefore, it becomes our responsibility to use this attraction and develop the habit of reading.

2. OBJECTIVES OF THE STUDY

There are the following objectives of this Research Article

- To find out the status of reading habit among students.
- To find out the attitude of students regarding general studies.
- To find out the reading habits of students in the context of Entertainment and GK related Magazines in Controlled and Exploratory Grouping.
- To find out the subsequent status of reading habit among students in the context of the influence of Magazines.
- To find out the effect of change in reading habits on the educational achievement of students.

2.1 HYPOTHESES

The hypotheses of the presented research are as follows:-

- There will be no effect of Area on the reading habits of students of Control and Exploratory Grouping.
- There will be no effect of gender on the reading habits of students of Control and Exploratory Grouping.
- No effect of Area will be found on the educational achievement of students in Controlled and Exploratory Grouping.
- There will be no effect of gender on the educational achievement of students of control and Exploratory Grouping.
- No correlation will be found between the academic achievement and reading habits of the students of Control and Exploratory Grouping.

- No correlation was found between the use of Entertainment and G.K related Magazines and the reading habits of students.
- In the context of use of Magazines, no significant difference will be found in the Pre- and Post-Test in the reading habits of students in the Control and Exploratory Grouping.

2.2 LIMITATION

The study is based only on Lucknow university affiliated degree college (BBA first year only), which is located in degree college under urban municipal body and degree college under gram panchayat which is very small for this type of study. The sample size for this study is 320 student, which is too small for a study like this. Shortage of important aspect such as time, financial problem, and size is the main cause of limitation.

3. RESEARCH PROCESS

Research Method: Exploratory method is used in this research

Sample: In the present study, I have selected 320 students through purposive random sampling method from two degree college which is affiliated to lucknow university (Rural and Urban) and two equal Grouping of students (Exploratory and Control) were formed. Out of 320 students, 160 from Rural and 160 from Urban, out of 160 ,80 Male Students, 80 Female Students per degree college have selected.

Tools: In this research, the following tools were used to collect data –

- Reading Habit Test
- Educational Achievement Scale (self-made).
- Questionnaire based on Entertainment and G.K related magazines (self-made).

Variables: In this research, the variables were classified as follows:

Independent Variable:-Magazines (Entertainment and G.K related).

Dependent Variable:-Reading Habit

Co-variables:- Gender and Location.

Statistical Analysis (Statistical Operations) in the presented research, Mean, Standard Deviation, Significance of difference of mean (t value) and Correlation and its Significance were calculated.

HYPOTHESIS NUMBER: - 01

“No effect of area will be found on the reading habits of students of Control and Exploratory Grouping.”

Statistical analysis of scores related to reading habit of Rural and Urban students of Control Grouping.

TABLE 1 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Rural	80	22.4	8.52	158	8.34	sp<0.05
2	Urban	80	34.1	9.2			

Statistical analysis of scores related to reading habit of Rural and Urban students of Exploratory Grouping.

TABLE 2- HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Rural	80	23.4	7.25	158	12.08	sp<0.05

2	Urban	80	36.15	6.04			
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It is clear from the above tables that regarding the habit of reading, on the basis of Area, in both the Control and Exploratory Grouping, the mean value for Rural students was found to be 22.4 and 23.4 respectively and for Urban students it was found to be 34.1 and 36.15 respectively. Values of t 8.34 and 12.08 were found which are more than the table value 1.9751 at 158 df and 0.05 confidence level. Therefore, at .05 confidence level, a significant difference was found in the values of students from Rural and Urban areas of Control and Exploratory Grouping. According to the results, the effect of Area was found on the reading habits of students. Hence hypothesis 01 is rejected.

HYPOTHESIS NUMBER:-02

"No effect of gender will be found on the reading habits of students of Control and Exploratory Grouping."

Statistical analysis of scores related to reading habits of students of Control Grouping

TABLE 3 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Female Students	80	31.4	13.25	158	1.70	N.S at .05 confidence level
2	Male Students	80	28.40	8.48			

Statistical analysis of scores related to reading habits of students of Exploratory Grouping

TABLE 4 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number Of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Female Students	80	30.15	9.05	158	.63	N.S at .05 confidence level
2	Male Students	80	29.22	9.35			

The mean marks of students of Control and Exploratory Grouping were 28.40 and 29.22 respectively, in comparison to which the mean marks of Female students were found to be 31.4 and 30.15 respectively. The t value on df 158 is 1.70 and 0.63, which is less than the table value 1.9751 at .05 confidence level. Therefore, no significant difference was found in the reading habits of students of both the Control and Exploratory Grouping.

Therefore, Hypothesis-02 is accepted because no effect of gender was found on the habit of reading in the students of Control and Exploratory Grouping.

HYPOTHESIS NUMBER: - 03

"No effect of area will be found on the educational achievement of students of Control and Exploratory Grouping."

Statistical analysis of educational achievement scores of Rural and Urban students of the Control Grouping.

TABLE 5 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number Of Students	Value obtained from test				Significance level
			M	SD	df	t	

1	Rural	80	13.22	2.25	158	1.87	N.S at .05 confidence level
2	Urban	80	14.22	4.22			

The mean of educational achievement scores of Rural and Urban students of the Control Grouping is 13.22 and 14.22 respectively and the standard deviation is 2.25 and 4.22 respectively. The t value obtained from the calculation is 1.87 which is less than the table value 1.9751 at .05 confidence level, that is, no significant difference was found in the educational achievement of Rural and Urban students of the control Grouping.

Statistical analysis of educational achievement scores of Rural and Urban students of Exploratory Grouping.

TABLE 6 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Rural	80	17.15	2.22	158	7.29	sp<0.05
2	Urban	80	21.20	4.44			

The mean of educational achievement scores of Rural and Urban students of the Exploratory Grouping is 17.15 and 21.20 respectively and the standard deviation is 2.22 and 4.44 respectively. The t value was found to be 7.29 which is more than the table value at .05 confidence level. Hence a significant difference was found. Therefore, hypothesis 03 is rejected for the Exploratory Grouping.

HYPOTHESIS NUMBER: - 04

"No effect of gender will be found on the educational achievement of students of Control and Exploratory Grouping."

Statistical analysis of educational achievement scores of students of the Control Grouping

TABLE 7 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Male Students	80	13.1	3.34	158	.51	N.S at .05 confidence level
2	Female Students	80	13.37	3.35			

Statistical analysis of educational achievement scores of students of the Exploratory Grouping

TABLE 8 HYPOTHESIS NUMBER

S.No.	Description (Grouping)	Number of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Male Students	80	19.35	5.10	158	.12	N.S at .05 confidence level
2	Female Students	80	19.27	3.01			

The mean score of educational achievement of Male Students and Female Students in both Control and Exploratory Grouping is 13.1 and 13.37 and 19.35 and 19.27

respectively, standard deviation is 3.34 and 3.35 and 5.10 and 3.01 respectively. The t values are 0.51 and 0.12 respectively which are less than the table value of t at 0.05 confidence level. Thus, no significant difference was found on the basis of gender in the educational achievement of students of both the Grouping. Hence hypothesis accepted.

"No correlation will be found between the academic achievement and reading habits of students in the Control and Exploratory Grouping."

Statistical analysis of the scores of educational achievement and reading habits of the students of the Control Grouping

HYPOTHESIS NUMBER: - 05

TABLE 9 HYPOTHESIS NUMBER

S.No.	Grouping Testing	Number of Students N	M	Correlation r	Result	level
1	Habit of Reading	160	30.89	+0.46	Positive	Medium
2	Educational achievement	160	16.14			

Statistical analysis of the scores of educational achievement and reading habits of the students of the Exploratory Grouping.

TABLE 10 HYPOTHESIS NUMBER

S.No.	Grouping Testing	Number of Students N	M	Correlation r	Result	level
1	Habit of Reading	160	53.94			

2	Educational achievement	160	31.02	+0.57	Positive	Medium
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The means of reading habit and academic achievement among the students of Control and Exploratory Grouping are 29.88 and 15.13 and 52.93 and 30.01 respectively and the correlation coefficient is +0.45 and +0.56 respectively, which is positive medium level. Therefore having high habit of reading, the educational achievement of the students was also found to be high.

"There will be no correlation between the use of Entertainment and GK related Magazines and the Reading habits of students."

Statistical analysis of the scores on the use of Entertainment and GK related Magazines and the Reading habit of students.

HYPOTHESIS NUMBER: - 06

TABLE 11 HYPOTHESIS NUMBER

S.No.	Grouping Testing	Number of Students N	M	Correlation r	Result	level
1	Magazines Related Test	160	25.94	+0.54	Positive	Medium
2	Habit of Reading	160	51.30			

The score based on the correlation coefficient between Magazines and Reading habit is +0.54 which shows moderate positive correlation level. That is, the use of Entertainment and GK related Magazines improves and increases the habit of reading, hence hypothesis 07 was rejected.

"In the context of the use of Magazines in the control and Exploratory Grouping, no significant difference will be found in the pre- and post-test on the reading habit of the students."

Statistical analysis of Pre- and Post-Test scores on the reading habit of students in the context of use of Magazines in the Control Grouping.

HYPOTHESIS NUMBER: - 07

TABLE 12 HYPOTHESIS NUMBER

S.No.	Grouping Test	Number Of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Pre- Test	80	34.1	9.18	158	.50	N.S at .05 confidence level
2	Post-Test	80	34.8	8.17			

The value of Pre- and Post-Test scores on reading habit in the context of use of Magazines among the students of the control Grouping is 0.50, which is less than the table value at .05 confidence level, hence there is no significant difference. Therefore, hypothesis 06 was accepted in the context of the Control Grouping.

Statistical analysis of Pre- and Post-Test scores on the reading habit of students in the context of use of Magazines in the Exploratory Grouping.

TABLE 13 HYPOTHESIS NUMBER

S.No.	Grouping Test	Number Of Students	Value obtained from test				Significance level
			M	SD	df	t	
1	Pre- Test	80	36.15	6.04	158	10.42	sp<.01

2	Post-Test	80	45.44	5.20			
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The value of Pre- and Post-Test scores on reading habit in the context of use of Magazines among the students of Exploratory Grouping is 10.42 which is more than the table value at .05 confidence level, hence there is a significant difference. Therefore, hypothesis 06 was rejected in the context of the Exploratory Grouping.

4. CONCLUSION

The following conclusions were obtained from the statistical analysis:-

- Differences were found in the reading habits of students of Control and Exploratory Grouping.
- The habit of reading was found to be higher among Urban students as compared to Rural students.
- No effect of gender was found on the reading habits of the Male students and female students of the Control and Exploratory Grouping. That is, the reading habits of Male students and female students were found to be almost similar.
- No effect of Area was found on the educational achievements of the students of the Control Grouping. But when opportunities are provided to Rural and Urban students in the Exploratory Grouping, the Urban students achieve higher educational achievement as compared to the Rural students.
- No effect of gender was found on the educational achievement of Male students and female students of the Control and Exploratory Grouping, that is, the educational achievement of Male students and female students is almost equal.
- Moderate level of correlation was found between the reading habit and academic achievement of students in the Control and Exploratory Grouping. It is clear that it is possible to improve educational achievement due to the habit of reading.

- No difference was found in Pre- and Post-Tests in the reading habits of the students of the Control Grouping, but a difference was found in the Exploratory Grouping. The habit of reading was developed through the use of Magazines.
- The use of Entertainment and G.K related magazines was found to have a moderate correlation with the reading habits of the students. This proves that reading habits of students can be improved through Magazines.
- Use of Magazines in college and efforts to motivate students towards it increase the habit of reading.

5. SUGGESTIONS

Based on the Research findings there are following suggestions are presented.

- There should be all kinds of Magazines in the library of every degree college and student should be encouraged to read those Magazines so that they develop the habit of reading.
- Parents should also read Magazines with their children and discuss them in the family. This will create a positive environment for reading among students.
- Magazines related to Entertainment and General Knowledge should be made easily available to students by the government and society for free or at low cost.
- Publication of activities, stories and dramas serially will increase the inclination of students to read magazines regularly and their cognitive development will increase.

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