

Habit of Reading Newspapers among University Students (A Case Study of Bahauddin Zakariya University, Multan)

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Abstract



The trend of newspaper reading among the university students was decreasing day by day. This study's goal was to determine the number of student's, both male and female, read newspaper among the Bahauddin Zakariya University students and its associated factors, which effect this habit of reading. The population based on all the students of Bahauddin Zakariya University, Multan. The primary data collected from different departments by using the non-probability convenient sampling technique by personal investigation methods from 320 students. The questionnaire comprising twenty-eight questions. Chi-square test of significance applied to find differences and to check the association between the attributes. Standardized residual analysis applied to check the measure of how significant the cells were to the chi-square value. P-value considered significant if it was ≤ 0.05 . The data examined using the statistical package for social sciences (SPSS) version 23.

Keywords: Reading Habits, Newspaper, University Students, Chi square test, Convenient Sampling.

Introduction

The doorway of success in education as well as in life is reading habit. In learning process, reading habit plays an important role. In well-educated societies, reading is a main source for communication and language achievement. Moreover, reading is core source of earning knowledge and it satisfies the reader by means of knowledge as well as mental satisfaction (Erdem, 2015; Thums, Artelt, & Wolter, 2021). Furthermore, reader can be able to understand and gain knowledge for self-improvement and self-development (Fatiloro, Adesola, Hameed, & Adewumi, 2017). However, reading habit which built by early age can endure for whole of life. (Mascarenhas et al., 2017). The major factor for improving fluency, increasing vocabulary and enhancing the general knowledge is reading habit. (Ho & Lau, 2018). Reading habit is helpful for successful social and domestic life (Williams, 2017). Advanced reading skills can be helpful to get more job opportunities and successful career (Ene, 2017). However, the regularity in reading at daily basis is called "reading habit" (Erdem, 2015). This habit can be restrained by means of frequency, reading material and time of reading (Fatiloro et al., 2017). Many studies showed that newspapers create the reading habits. People who read and do not read is discriminated easily by reading newspaper. One can learn by the art of reading. A lot of knowledge obtained after reading newspapers regarding current issues of society etc. Newspapers can be beneficial for all people like a nonprofessional, a student or an official or officer. One of the major benefit of reading newspaper is that it increase of vocabulary skills and strengthen the knowledge about the issues of the society. (Strommen & Mates, 2004). A student reading habit examined by his or her willingness and unwillingness for reading newspapers. At the age of eighteen years, the newspaper reading habit must be recognized (Stone & Wetherington Jr, 1979) and this must be make stronger between 25-30 years of age. Reading habits transferred from the parents as any other habit may transfer through parents to their children. (Stone & Wetherington Jr, 1979) analyzed that the habit of reading of the parents, is a reflection of their children reading habits. Newspaper reading creates the habit of reading and indicates towards the self-improvement of a person. The reading habit and newspaper habit both highly associated and newspaper reading habit also polish the attitude as well as aptitude of the students (DeRoche, 1981; J. Palmer & Eriksen, 1999) asserted that a student

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should feel just like he or she in a “reading club” and the newspaper material should be according to students’ information that already known by them.

Newspapers give readers wide wings to learn about the outside the world and encourage class engagement, which is supposed to benefit both the students and a common person. Newspapers increase the knowledge of the students and upcoming readership numbers while schools receive educational content brought to their doors each morning (Meirick & Sullivan, 2001; Newton, 1985). The routine reading the newspaper depends on a number of elements, according to (Stone & Wetherington Jr, 1979). These include having a consistent means of acquiring the newspaper, a specific location and time for opening the newspaper, every week, read three or more times, if possible every day, and for more than fifteen minutes each time. According to research (Pohlig, 2003), publishers should adapt their material to the informational preferences and requirements of their younger target audiences. Some studies have shown that including reading newspapers in class enhances student’s learning abilities and approaches towards studying newspaper (Morrison et al., 1988; Newton, 1985; B. C. Palmer et al., 1994; Seely, 1980). Younger adults' preferences for content have been examined by others (Jeffres & Atkin, 1996; Kohut, 2002).

Newspapers reading is the core element of language learning and a bundle of educational benefits. It can built the ability of dynamic thinking in researchers (Kumar, Singh, & Siddiqui, 2011). Reading newspapers helps to create the new ideas and to understand the future outcomes. It is major source of mental exercise and it inclined person who reads to discover and store a bulk of knowledge in their minds. (Majumder & Hasan, 2013).

Today's world, where change is unavoidable in every aspect of life, including knowledge, sources of knowledge, and access to information, characterized by rapid change in these areas. It is a proven fact that someone who stays educated, as opposed to someone who is merely knowledgeable, will be successful in all areas of endeavor. It is easier to understand the significance of reading in adjusting to this changing era when one considers that a substantial percentage of current information acquired through reading. Reading is a complex activity that involves several developmental stages and has been characterized as " the procedure of the mind analyzing and making sense out of symbols and signs perceived through the eyes" (zbay, 2007:4). The process of perception is primarily one of symbol recognition (Bamberger, 1990: 10). One of the fundamental goals of education is to instill a love of reading in students and help them maintain it throughout their lives. (Blaha, Bennett, & Şahiner, 1993) define a habit as a recognizable behavioral pattern that is taught and reinforced in a way that always automatic. Our lives gradually invaded by habits, which after some time become ingrained. If habit not weakened, they eventually turn into needs (AKSAÇLIOĞLU & YILMAZ, 2007). A new concept known as "reading habit" is created while studying, which is the fundamental method of learning new information, becomes a habit. The hobby of reading carried out continuously, regularly, and critically throughout life because of the person perceiving it as a necessity and source of enjoyment (Yılmaz, 1993). The foundation of lifelong learning is the reading habit. The act of necessary to read frequently all over life if a person wants to be someone who learns new things all the time (Odabaş, Odabaş, & Polat, 2008). Young people engage in reading more regularly and frequently during their university years, which is the most demanding level of proper education. According to the circumstances it produces, this time is ideal for learning, be aware of, and be conscious of reading (YILMAZ, Eda, & Korkut, 2009). The youthful group known as university youth that lies between the ages of 17 and 25 who enrolled in their final year of proper schooling, are curious and have established a logical mindset, have developed a distinctive young people's culture, will eventually become leaders in society. The most significant quality that sets apart university students from other young groups is a fact that they informed, administrative, and decision-maker candidate of the future (Karbay, 2013). In order to provide an example for young learners, candidates for teachers among university students must possess a high level of reading interest and a reading habit (Saracaloğlu, Bozkurt, & Serin, 2003). According to studies, instructors have the greatest impact on children's reading habits, with a share of 70.7%. Teachers are also the ones who offer youngsters their first books, at a rate of 33.0% (Selahattin & BAHAR). After they acquire youngsters who have the habit of reading, teachers still serve as role models. As can be seen, instructors play an important role in formalizing the new generation, setting precedents, and building the groundwork for education in general. History is another subject area where habits of reading valued highly by university students. This is because reading is particularly crucial in the field of history as a whole. The goal of learning history is to help students become better people who can research, analyze, query, and think

critically. As a result, reading habits are vital to helping pupils learn and grow in these areas. It is clear that in today's world, where knowledge is expanding quickly and science and technology have made changes to human life unavoidable, it is now essential for people to constantly advance in both their professional and social lives. One of the requirements for interpersonal and personal development in today's society where education is important is for university students to have a strong learning habit and "lifelong learning" have grown to be crucial for employment and personal development after formal education and for implementing to change. As a result, it thought vital to determine the reading behaviors of teacher applicants and people obtaining education in the subject of history, among learners at universities, in areas that require and improve them over their lives.

Unfortunately, the reading habit decline over the world. Western countries are doing lots of work to improve reading. Pakistan also suffering lack of newspaper reading habit. There are no campaign for improve the condition. Results on reading habits of Pakistanis, released on April 8, **2019 by Gallup**, reveals that 41.0% of people read books for information, 30.0% read books for religion, and 27.0% read novels/ digest and rest of prefer to read poetry.

The study's goal was to determine the frequency and percentage of university students of newspaper reading and what gratification they get from their reading. Since leisure reading has been on decline in general, this study is a step forward as there has been general concern of parents and teachers. However, in the past, a little or no attention paid to the actual situation especially at office work and university students.

Benefits of reading

Leisure reading promotes reading as a lifelong habit, which improves language proficiency and linguistic skills. Improved vocabulary, grammar, spelling, and writing style are all benefits of free voluntary reading. The amount of reading done both within and outside of the university has a big impact on how quickly and fluently one can read, how well-versed one is in vocabulary, how much general knowledge one has, how well one does in school, how well one understands politics, and how well one understands society. Social development is one of these benefits.

Student's awareness about society developments who begin reading newspapers from an early age. A good story with national heroes has a universal appeal among students. These stories inspire, entertain, as well as role models for students. Our culture influenced by literature. It can influence our cultural norms, attitudes, and beliefs in addition to reflecting them. Students learn valuable lessons from latest news. Latest news help build imagination in students and help them to construct their own meaning about life. Because students play important role in construction of Pakistan.

Reading habits in Pakistan

Reading habits decline over the world. Western countries are doing lots of work to improve reading. Unfortunately, Pakistani setting lack such research and no proper program has initiated to improve the condition. Results on reading habits of Pakistanis, released on 8th April, 2009 by Gallup, states that 27% Pakistanis read books. 41% of readers read books that are educational, 30% read books that are religious, 27% read novels digest, and the remaining 3% choose to read poetry.

Rationale of the study

The study aimed at finding out how university students uses newspaper and what gratification they get from their reading. Since leisure reading has been on decline in general, this study is a step forward as there has been general concern of parents and teachers. However, little or no attention had been paid in the past to the actual analyze the situation especially at office work and university students.

Significance of study

In the age of technology when surfing and browsing on the internet, playing games on mobiles and sending non-stop SMSs is a common practice, reading a nice book or newspaper has become an ancient idea and reading habit seems to be vanishing.

Given the social, cultural, and academic aims of reading, it believed to be important to understand the reading preferences of the student body. In the area of university students' interests in reading, there have only been a small number of initiatives. Additionally, there hasn't been enough research done on reading interests, particularly among youngsters in Pakistan. Another factor for the choice of the university students is the important nature of this stage in the educational setup.

The university students come as age group of 18-24 years. This is the stage; they begin to develop their personality and to prepare for various responsibilities. In its preparatory role university education is vitally important for country's present and future.

Objectives of study

The study's primary aims are

1. To find out whether respondents read newspapers regularly.
2. To find out how frequently students read the news.
3. To determine why people read newspapers.
4. To find out how they get their newspaper for reading.
5. To determine the various newspaper subject areas in which respondents are interested.
6. To find out the primary motivations behind why students read newspapers.

Population

“The aggregate or totality of all individual members or objects, whether animate or in-animate, or abstract, of some characteristics of interest”

The individual members of population or Universe called sampling units or simply units. It is determine according to the objects of the study because it defines the units to be studied.

Study Population

The population based on all the students of Bahauddin Zakariya University, Multan. The data collected from different departments.

Sampling Techniques

This study used a non-probability convenient sampling technique.

Sample size

The sample size calculated from the given formula:-

$$n = \frac{\text{design effect} * Np(1 - p)}{\left[\frac{d^2}{z_{1-\alpha/2}^2} * (N - 1) + p(1 - p) \right]}$$

Population size=35,000

Hypothesized frequency of outcome variable= 30% (1)

Confidence limits as % of 100(absolute +/- %) (d)=5%

Design impact=1

So, the estimated sample size at 95% confidence level is 320.

Interviewing method

Personal investigation methods used to fill the questionnaire. Questionnaire written in English. Easy and simplest terminology used in questionnaire.

Pre-testing

“Trying out the questionnaire before and after survey is known as pre-testing”. Before the real data collecting, a pre-test conducted to assess the questionnaire's viability on a small scale. For pre-testing, a sample of 17 department of BZU interviewed. In light of finding of pre-testing, certain changes incorporated in the questionnaire.

After pretesting, some changes made based on responses. There some questions that did not work. I had excluded these questions and modified some questions in such manner that might work next time. Order of some questions also changed to make it more logical and systematic. Finally, 26 questions selected for interview schedule.

Data collection and field experience

Next protecting the second step was data collection. The data collected within 10 days. It is very difficult to convince them that the study is need for academic purposes only. However, some of the respondents were cooperative where as other was very rude and unwilling.

Method used for data analysis

For qualitative variables, the percentages and frequency are determined. Chi square test used to find differences and to check the association between the attributes. Chi square calculated by finding the difference between the each observed and theoretical frequency by taking the sum of results, as under:-

$$\chi^2 = \sum_{i=1}^n \frac{(o_i - E_i)^2}{E_i} \text{ with } (k - 1)d.f$$

It is clear that χ^2 will be small when all n_i are close to their expected values. The χ^2 will be larger when the difference becomes larger. The χ^2 thus measures the amount of deviation between observed and expected results.

Requirements for χ^2 -statistic that must be satisfied

1. The size of the sample should be at least 50, otherwise, it will not be normally distributed.
2. The observations in the sample or the frequencies in the classes or cells should be independent.
3. The restriction or constraints, if any, should be linear.
4. The expected number should not be less than 5, otherwise we may combine this class with one or more other classes to meet this requirement.

Conclusion Criteria

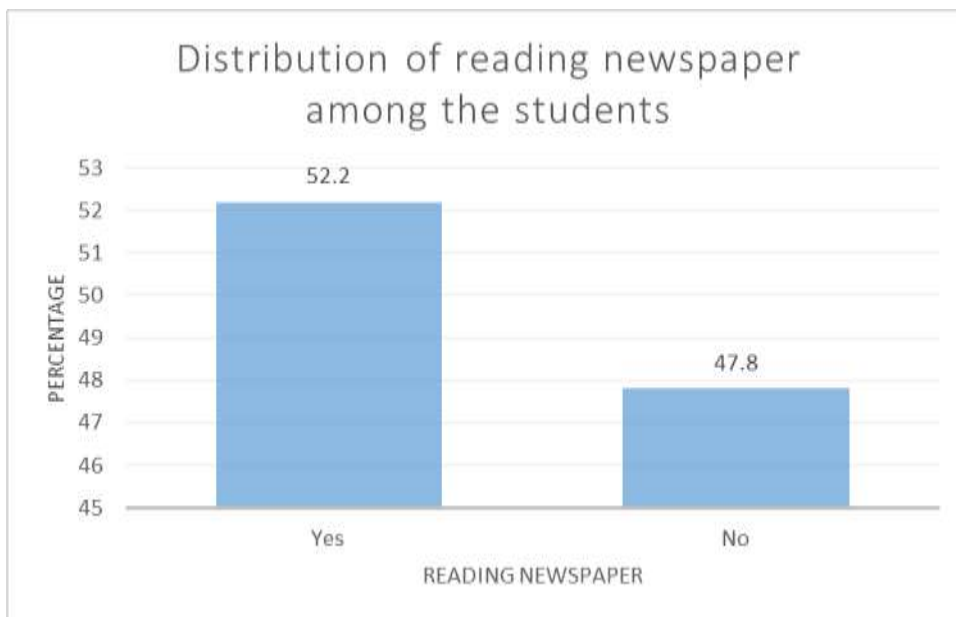
Reject the null hypothesis if the $P \leq 0.05$.

Statistical analysis Procedure

The statistical supplies used because they were suitable handle of pelting down and analyzed data. MS-Word and SPSS-23 software used in this study. All collected data entered in SPSS-23.

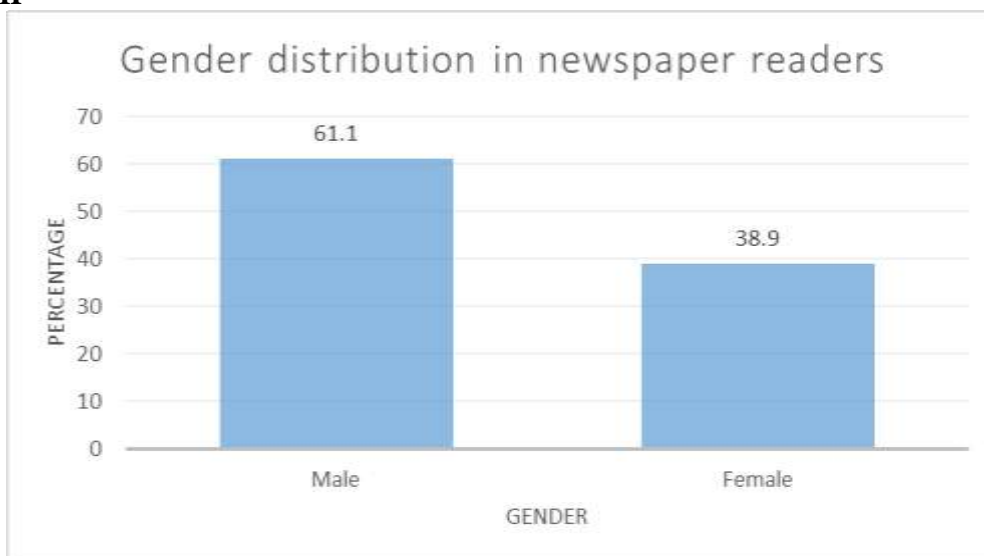
Results:

Figure. I



From Figure. I, we examine that n=167 students out of 320 students read newspaper

Figure. II



From Figure. II, we observe that here is 102 (61.1%) males and 65 (38.9%) females out of 167 students

Results:

Table. I

Association of newspaper reading habit with effect modifiers

Variable	Gender		Total N (%)	Test of Sig.
	Male N (%)	Female N (%)		
Age Distribution				
18-20 years	14 (87.5)	2 (12.5)	16 (100.0)	$\chi^2=17.1$, d.f=3 p<0.001
20-22 years	26 (45.6)	31 (54.4)	57 (100.0)	
22-26 years	36 (78.3)	10 (21.7)	46 (100.0)	
26-30 years	26 (54.2)	22 (45.8)	48 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Area of living				
Urban	43 (56.6)	33 (43.4)	76 (100.0)	$\chi^2=1.18$, d.f=1 p=0.270
Rural	59 (64.8)	32 (35.2)	91 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Frequency of reading				
Daily	44 (93.6)*	3 (6.4)*	47 (100.0)	$\chi^2=35.89$, d.f=3 p<0.001
Weekly	22 (66.7)	11 (33.3)	33 (100.0)	
Fortnight	6 (35.3)	11 (64.7)	17 (100.0)	
Monthly	30 (42.9)*	40 (57.1)*	70 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Which newspaper do you read				
Dawn	40 (83.3)*	8 (16.7)*	48 (100.0)	$\chi^2=20.3$, d.f=3 p=0.000
Express	35 (62.5)	21 (37.5)	56 (100.0)	
Jang	21 (47.7)	23 (52.3)	44 (100.0)	
Nawa-e-Waqat	6 (31.6)	13 (68.4)*	19 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Place of reading newspaper				
Online	37 (88.1)*	5 (11.9)*	42 (100.0)	$\chi^2=43.5$, d.f=3 p=0.000
Home	21 (31.3)	46 (68.7)	67 (100.0)	
Library	20 (71.4)	8 (28.6)	28 (100.0)	
Canteen	24 (80.0)	6 (20.0)	30 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Read newspaper for pastime				
Yes	52 (53.6)	45 (46.4)	97 (100.0)	$\chi^2=5.4$, d.f=1 p=0.02
No	50 (71.4)	20 (28.6)	70 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Reading newspaper become potential source of education				
Yes	84 (63.2)	49 (36.8)	133 (100.0)	$\chi^2=1.18$, d.f=1 p=0.27
No	18 (52.9)	16 (47.1)	34 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Change in personality after reading newspapers				
Yes	82 (62.1)	50 (37.9)	132 (100.0)	$\chi^2=0.28$, d.f=1 p=0.59
No	20 (57.1)	15 (42.9)	35 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Any progress occur after reading newspapers in academic life				
Yes	84 (64.1)	47 (35.9)	131 (100.0)	$\chi^2=2.36$, d.f=1 p=0.12
No	18 (50)	18 (50)	36 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Feel relaxed after reading newspaper				
Yes	83 (63.4)	48 (36.6)	131 (100.0)	$\chi^2=1.3$, d.f=1 p=0.24
No	19 (52.8)	17 (47.2)	36 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Improve vocabulary skills by reading English or Urdu Newspapers				
Yes	94 (65.7)	49 (34.3)	143 (100.0)	$\chi^2=9.07$, d.f=1 p=0.003
No	8 (33.3)	16 (66.7)*	24 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	
Source of inspiration for reading				
Friends	8 (57.1)	6 (42.9)	14 (100.0)	$\chi^2=41.03$, d.f=3

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Parents	19 (47.5)	21 (52.5)	40 (100.0)	p=0.000
Teachers	66 (84.6)*	12 (15.4)*	78 (100.0)	
Others	0 (0.0)	4 (100.0)	4 (100.0)	
Total	102 (61.1)	65 (38.9)	167 (100.0)	

*standardized residual>1.96.

We see from Table 1, the prevalence of reading newspapers had between the age group 18-20 years in males 14 about 87.5% and 2 about 12.5% in females, (p=0.001). Area of living almost the same in both males and females, (p=0.270). The majority of male students 44 about 93.6% read daily as compare to the female students, (p=0.000). While, majority of the females 40 about 57.1% read monthly newspaper as compare to the 30 about 42.9% males, (p=0.000). The daily Dawn was the most favorite newspaper in males 40 about 83.3% and Nawa-e-waqt was the most favorite in females 13 about 68.4%, (p=0.000). The online reading was the most common mode for reading in males 37 about 88.1% and least common in females 5 about 11.9%, (p=0.000). Majority of the males 94 about 65.7% thought that the reading newspaper improve vocabulary skills as compare to the females 49 about 34.3%, (p=0.003). Majority of the males 66 about 84.6% inspired from teachers and as compare to the females 12 about 15.4%, (p=0.000).

Conclusion and Recommendations

The conclusion that follows is that reading gives students a remarkable experience that opens the door to achievement. To be able to deal with a rapidly changing world, learners must have certain skills. Reading is a deliberate literacy activity that shapes a reader's attitudes, ideas, and judgment in addition to the breadth and correctness of the material (Chettri & Rout, 2013; Panigrahi et al., 1996). The Newspaper Association of America reports that six out of ten persons who exposed to newspapers while in school are frequent newspaper readers (Clark, 2006). College students read more newspapers after the class debate about free speech and civic issues. The nation's future and leadership are students. If in a nation, majority of the people has newspaper readers, it can possess a large number of good citizens who participate a vital role in the progress of the country as well as polish their self. The reading of newspaper is not too difficult and not expansive so that a student can read the newspapers if we perform such a simple deeds; the parents overview their own habits and make sure to provide a peaceful environment for study in the homes, in this way, the reading habit of children can be created. Furthermore, the friends, relatives and class fellows as well as teachers should provide a comfortable and study friendly environment to other students. There should be arrived latest daily newspapers in the university library and necessary facilitates must be provided to the students from the university. To read English newspapers, a certain sense must be developed. In university premises, internet facilities should be widen enough to meet the need of the respondents.

From 320 students, 52.2% students read newspaper. Out of these students, 61.1% were males' student and 38.9% females' student. The prevalence of reading newspapers between the age group 18-20 years in males student was 87.5% and 12.5% in females student of this age group, (p<0.001). Area of living almost the same in both males student and females student, (p=0.270). The majority of male students, 93.6% read daily as compare to the female students, (p=0.000). While, majority of the females student, 57.1% read monthly newspaper as compare to the 42.9% males student, (p=0.000). The daily Dawn was the most favorite newspaper in 83.3% males student and Nawa-e-Waqt was the most favorite in 68.4% females student, (p=0.000). The online reading was the most common mode for reading in 88.1% males student and least common in 11.9% females student, (p=0.000). Majority of the males student (i.e. 65.7%) thought that the reading newspaper improve vocabulary skills as compare to the females student whose percentage is 34.3%, (p=0.003). Majority of the males student (i.e. 84.6%) inspired from teachers and as compare to the 15.4% females student (p=0.000).

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