



ELECTRONIC NEWSPAPER USAGE: A PUBLIC LIBRARY SURVEY IN MYSORE DISTRICT

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ABSTRACT

This paper reports the results of a survey conducted to know the use of electronic newspapers in a public library located in Mysore district in Karnataka state. The study examines using questionnaire method designed with simple format of gender wise against qualification status highlighting satisfaction level. The study found that though majority of the respondents expressed considerable service and unawareness of technology in this aspect. At the end this paper appropriate suggestions have been put-forth for future development.

KEYWORDS- USERS, E-NEWSPAPER, ICT, USAGE.



INTRODUCTION :

Newspaper has a century of experience. Newspapers have too internationally recognizable formats. i.e., Broadsheet familiar to readers all over the world. This paper discusses the features, growth and advantages of E-Newspaper. Further this paper also gives the survey details of using and not using the electronic newspapers. A newspaper is a scheduled publication containing news of current events, informative articles, editorials, and advertising. General interest newspapers typically publish stories on local and national political events and personalities, crime, business, entertainment, society and sports. Most traditional papers also feature an editorial page containing editorials written by an editor and columns that express the personal opinions. The newspaper is typically funded by paid subscriptions and advertising. An online newspaper, also known as a web newspaper, is a newspaper that exists on the World Wide Web or Internet, either separately or as an online version of a printed newspaper.

ABOUT PUBLIC LIBRARY, MYSORE, MYSORE DISTRICT

The city central library is hundred year old treasure house which has served as a banyan tree for hundreds of knowledge seekers. The library situated on Sayyaji rao road houses a collection of over 65,000 rare books. It keeps adding new books every year with the funds of rs 4.5 lacs which it gets from the state government and 6% library cess from Mysore city corporation which is about lakhs together. It was established in 1915 during the reign of nalvadi krishnaraja wadiyar, it was handed over to the government during 1965, when the public library act was passed. Fifty computers are provided for the users wherein internet facility is provided with nominal bandwidth to access e-newspapers.

GROWTH OF E-NEWSPAPER

Advances in Information Communication Technology and to overcome the geographical barriers and to fulfill the desire of reading the newspaper which leads to the invent of E-Newspaper. The oldest example of an online newspaper is "The Weekend City Press Review" set up in 1991 this was a pioneer in the online market. Today's world we find all most the dailies having website. The major newspapers that went online in India are Times of India, Hindusthan Times, The Hindu, Employment Newspaper, KannadaPrabha, Vijay Karnataka, Vijayavani, Udayavani, Prajavani etc.

OBJECTIVES OF THE STUDY

The objectives of the present study are

- + To know the ratio of users.
- + To know the level of users.
- + To know the satisfaction level with service provided.

METHODOLOGY

There are various established methods by which one can collect the relevant data required for the study. For this study, the survey method was adopted and the questionnaire technique was used to collect the adequate facts from the users. The questionnaire contained the questions that were of closed type, where only tick mark was sufficient. There were only few questions that needed a little description. The questionnaire were distributed among 100 were returned by the users with answers.

FEATURES/ADVANTAGES OF E-NEWSPAPER

- + Online Version of the news gives effectiveness by supporting video facility, photos of clarity, archives, voice service, live updates, supplement, advertisement on banking, food, film, tourism, astrology, health and fitness, matrimonial adds, real estates, blogs, etc.
- + Readers can adopt the contents to the maximum level like font size and by searching the important information. Due to lack of time during travelling quick reference in their laptop, cell phones etc can be done.
- + E-news is added with scope to give breaking news with time to time, which is not possible in print version. Printed papers are bound to geographical boundary whereas E-Papers are not tied to geographical boundary.
- + E-Newspapers gives highest standard of quality, maximizing current and future access, and ensuring preservation of news as compared with print version. E-Newspaper provides reader's to view information based on their primary interest.
- + E-newspapers have an advantage over print paper as of increased speed of delivery to readers and have broader geographical coverage.
- + E-Newspapers support open discussion on the issues while reading particular article or report directly with the help of hyperlink facility.

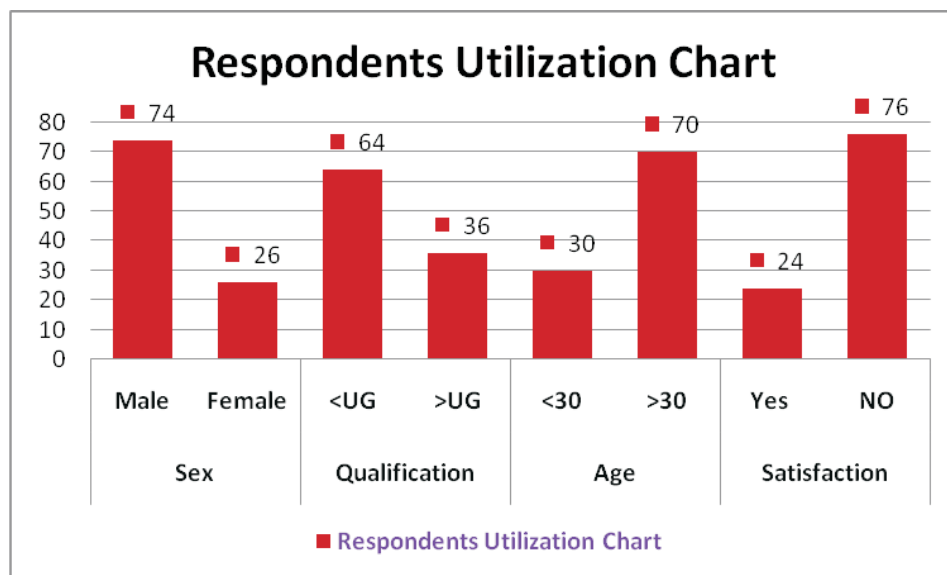
The value of a news item increases after reading and applying them to the need of society useful purposes, by discussing and circulating them within online discussion forum like blogs, twitter, Facebook etc.

USAGE OF E-NEWSPAPER

A study has been conducted by distributing the questionnaire and making discussion with the respondents who daily visits the Public Library in Mysore District of Karnataka State. The study was conducted in the month of February 2017. Those who have the knowledge of computer, internet and other ICT's have selected for this study. The questionnaire designed with simple questions like reading habits on newspaper using electronic gadgets and impact on electronic newspapers for reference with basic criteria. Questionnaire includes advantages and disadvantages of the E-Newspapers and the same is discussed with every respondent. 100 respondents were taken for the present study and the findings for the study are given here:-

| Sex | | Total | Qualification | | Total | Age | | Total | Satisfaction | | Total |
|------|--------|-------|---------------|-----|-------|-----|-----|-------|--------------|----|-------|
| Male | Female | | <UG | >UG | | <30 | >30 | | Yes | No | |
| 74 | 26 | 100 | 64 | 36 | 100 | 30 | 70 | 100 | 24 | 76 | 100 |

Table-1: Respondents Utilization of Electronic Newspapers



BarChart-1: Utilization of Electronic Newspapers

The above table-1 reveals that, out of 100 respondents 74 are Male and 26 are females wherein 64 are below under graduate qualified and 36 of the respondents are with under graduate. Out of 100 respondents 24 are satisfied with Electronic numbers and 76 of them are not satisfied with E-newspapers. Suitable analysis has been given in barchart representation.

FINDINGS OF THE STUDY:

- + Out of hundred respondents, 74 are males and 26 are female respondents.
- + Out of hundred respondents, 64 are below graduates and 36 are under graduates.
- + Out of hundred respondents, 24 are satisfied and remaining 76 are not satisfied.

SUMMARY AND CONCLUSION

The study reveals that, out of hundred numbers of respondents 76 of them are not satisfied with facility. The respondents who are willing and satisfied with the service are very familiar with ICTs. The respondents who won't like to read in online and adhere to read hard copies because they may feel difficult in searching information and access to it. Some of them felt they may not like to sit in front of the computers. Library should provide more numbers of computers for the users and library staff should promote users to access electronic newspapers. Now the public library service has been changing to present era by adapting new technologies to serve the user community. To provide right information at the right time, to user, public library staff needs to be trained in accordance with the present environment.

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