

News-Seeking Patterns of Academicians of Allama Iqbal Open University, Islamabad

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Abstract

The main purpose of this research is to investigate the newspaper reader's liking for different news patterns by the academicians of Allama Iqbal Open University, Islamabad. Information is obtained by using a wide variety of both informal and formal sources; i.e. human sources, internet and Mass Media. Keeping in view its nature and requirement to explore and examine the difference in news-seeking patterns of academicians of AIOU. The news-seeking patterns studied with respect to the selected aspects, namely; educational development, national and international affairs, politics, health, and job hunting as well as articles and editorials in relation to the selected variables of occupation, age, and qualification.

The method of the survey was adopted through questionnaire and the total sample size of 70 academicians. Instrument used in the present study was a questionnaire developed by the researcher himself with the help of supervisor. Almost all the questions were close-ended in which respondents were asked to select answer among a list provided by the researcher, only one question was open-ended.

The researcher used Cross Tab analysis describing the phenomenon through percentages and presented the data in the form of tables and graphs. Pearson chi-square was used to analyze the data and shows whether the results were significant or not, and results shown significant difference, if $P < .05$ level. Findings of the present study show that the academicians are more interested in news related to national and international affairs, development of educational phenomenon as well as articles and editorials also related with educational development.

Introduction

Media play a major role in the lives of people all over the world in this global age. Print media is more worthy and trustful source of information in Pakistan. In the Pakistan the readership of daily newspapers is higher.

The researcher interested in investigating news-seeking patterns of both the communities' i.e. academicians as well as administrators in the areas of national and international affairs, politics, education, economic, health, sports etc. Nobody reads the whole newspaper but he or she tries to look for the news they are interested in. They get and update their knowledge and information about their particular field of interest.

Key words: News-Seeking Patterns, Academicians, AIOU

News Concept

Man can subsist without newspaper but no newspaper can subsist without news. News is a regular part of life. Definition of News is not an easy task. News is a simple word easily understood by those who deal with it. In a way it is one of the most complex words in our vocabulary, for it is endless in variety. Although most of the definitions are familiar by now yet News is certainly more than the Webster definition that is "a report of recent events", "fresh information concerning something that has recently taken place".

News is in fact a communication between human beings. From the earliest period of human civilization, when people started exchanging ideas, the information or ideas started flowing from one person to another. With the organisation and development of the society, the transfer of ideas and information also increased and the process became more accurate and scientific.

Importance of News

News to define its meaning is information provided to the public about the world around them. This information is important to them because equipped with the latest information about an issue; the public is able to decide their course of action. News is the accurate, timely and to the point report of an event. It is not the event itself, but the description of the event by a reporter. The importance of news has increased rapidly. It is the newspaper where we can find the news in more detail, and can be preserved and retained for any period of time. Today the press has become a social instrument, whether it wishes to be or not. As a social instrument, the newspaper finds place permanently in thousand of homes, and thus influences every member of the family indirectly.

The reason may be due to the political and educational backwardness of the majority of the Muslim population of these regions. The Muslim League could hardly have expected any positive contribution to its stand from these Papers. The founder of Pakistan Quaid-i-Azam says, "The role of newspapers in voicing and moulding public opinion cannot be over emphasised". The press has played an important role not only in the creation of Pakistan by moulding and expressing Muslim Public Opinion in support of the idea of Pakistan but, also in the development of this new state.

During its last twenty eight years of existence, the University has made strenuous efforts to bring the above mentioned objectives to reality, to offer a second chance – often indeed a first chance – to people who would otherwise have been unable to advance their careers, to satisfy University has tried to reach out to the down-trodden, those in greatest need, to the millions scattered across Pakistan, many of the remotest parts of the country. Most of the rural people have their own social inheritance of skills and practice built up generation after generation, but as time changes, knowledge expands; new materials tools and techniques become obsolete. To meet these challenges and to harvest the benefit of new technology, people in both towns and villages need education.

Review of Related Literature

It is understood that information needs arise when an individual finds himself in a problem situation, when he or she no longer can manage with the knowledge that he or she possess, (Talja 1992, P. 72). There are a lot of studies on mass media or mass communication throughout the world done but a few research studies conducted on ‘news-seeking patterns throughout the world, and especially in Pakistan. The present study is significant not only for the newspapers’ industries and readers, but it is also important for educational point of view. This study will help to newspaper readers, media practitioners, academicians as well as administrators of different disciplines and planners of print media.

We, as individuals and groups, “repeatedly find ourselves in situations where information is needed, gathered, sought, organized, retrieved, processed, evaluated, and used” (Solomon 1996, P. 292). Reading of newspaper is part of daily routine for many consumers. The paper version provides tactile pleasure of turning pages and the portability of tucking the newspaper in a briefcase or book-bag for later or recycling it by leaving it on the break or breakfast table for someone else to enjoy. Newspaper, publication usually issued on a daily or weekly basis, the main function of which is to report news. Many newspapers also furnish special information to readers, such as weather reports, television schedules, and listings of stock prices. They provide commentary on politics, economics, and arts and culture, and sometimes include entertainment features, such as comics and crossword puzzles. In nearly all cases and in varying degrees, newspapers depend on commercial advertising for their income.

Information Seeking

Suriya, Sangeetha and Nambi (2004) carried out a research work on “Information seeking behaviour of Faculty Members from Government Arts Colleges in Cuddler District.” The purpose of their study was to investigate, how faculty members seek information from the library. It mentions that most of the respondents 61 (38.12 percent) visited the library several times a week to meet their information needs. Regarding the type of search made by the respondents the majority of the respondents 91 (56.87 percent) made their search by subject.

Shokeen and Kushik (2002) studied about information seeking behaviour of social scientists working in the universities located in Haryana. They reported most of the social scientists visit the library daily. The first preferred method of searching the required information by the social scientists followed by searching through indexing and abstracting periodicals, and citations in articles respectively. The social scientists use current journals followed by books.

Challener (1999) investigated artists and art historians teaching in five liberal arts colleges and three universities. Results found that they need information for teaching. The participants almost all subscribe to art journals, and many read newspapers. They visit libraries frequently, usually more than one library, and unlike previous reports, the majority is willing to ask the librarian for help. A large percentage of both art historians and artists are using computers for teaching. All 27 participants use slides extensively in the classroom, supplemented in most cases by textbooks.

Reneker (1992) investigated the information seeking activities of 31 members of the Stanford University Academic community were examined over a two-week period during the 1990-91 academic years. She adopted the naturalistic approach and employed qualitative techniques for data collection using mainly personal interviews. Informants' perception of their information environment expressed in positive terms and there a close relationship between knowledge, information, environment and the sources used. Information seeking embedded in the day-to-day activities and relationships of participants and triggered both by articulation of need and availability of information. A large number of needs are satisfied by the sources informants created or organized themselves and by interpersonal information sources. The findings of the study indicated that the action of information seeking originated from a wide variety of needs like personal, professional, entertainment, etc.

Althaus and Tewksbury (2000) wrote in his article "Online News-seeking Patterns of first and second year college students": Academic research continues to show that online news users are not representative of the average rational voter. Althaus and Tewksbury's study of "Online News-seeking Patterns of first and second year college students" reminds us that those who seek news and information online are qualitatively different from the general population. Not only do they have greater access to, and familiarity with, computer technology than non-Internet users, they also have different demographic and attitudinal profiles than the general adult population. "News habits developed within this community result not from an uneven social distribution of computer skills and access but, rather, from the unique needs that are better satisfied by on-line or traditional news media."

Daniela Lesley Evans (1978, p. 96) write in his article entitled "A Critical Examination of Claims Concerning: The Impact of Print" he wrote 'So much that we think of as characteristic of the modern world economic, social, religious, political is built on the foundation provided by newspaper as a medium of communication. From the sixteenth century it became impossible for the illiterate to obtain either wealth or influence, and this has largely occurred due to the invention of print as a medium of communication in the fifteenth century. This had widespread consequences, allowing large numbers of copies of a work to be made rapidly. The further availability of information provided enabled greater scientific advancement as it meant that other people's ideas were more readily available. Similarly the development of the printing press encouraged religious reform, as it was a major factor in allowing the writings of Erasmus, Luther and later Calvin to achieve high levels of circulation.

The Effects model is considered to be an inadequate representation of the communication between media and public, as it does not take into account the audience as individuals with their own beliefs, opinions, ideals and attitudes:

“Audiences are not blank sheets of paper on which media messages can be written; members of an audience will have prior attitudes and beliefs which will determine how effective media messages are. (Abercrombie 1996, 140)”

A new approach to the dynamics of audience/text relationship was suggested in the Uses and Gratification model. In this model, theorists were not asking how the media effects audiences, but how were audiences using media. They suggested that audiences had specific needs and actively turned to the media to consume various texts to satisfaction of these needs. The audience in Uses and Gratifications were seen as active, as opposed to passive audience in the Effects model. Uses and Gratifications acknowledged that audience had a choice of texts from which to choose form and satisfy their needs, Bulmer and Katz (1974).

The model still implies that messages are packages of information that all audience will read same. It does not consider how the messages are interpreted or any other factors affecting audience's interpretation.

“Another criticism is that of the tendency to concentrate solely on why audiences consume media rather than extending investigation to discover what meanings and interpretations are produced and in what circumstances, i.e. how media are received. (O'Sullivan, Dutton & Rayner 1994, 131)”

A number of studies on audience's uses and gratification of various media (Berelson, 1949; Kimball, 1959, etc), early 1970s scholars in this area turned to audience motivations, developing typologies of uses people made of media to gratify social and psychological needs (Katz et al. 1973). Such typologies included such needs as strengthening understanding of self, friends, others, or society; strengthening status of self or society; and strengthening contact with family, friends, society, or culture (Lowery & DeFleur, 1995).

Newspapers Readership in Pakistan

Newspaper publishers estimate that nearly six out of ten adults every day, and seven out of ten read a newspaper each weekend. By the time they seen; mostly people have already learned about breaking news stories on television or radio. Readers rely on newspapers to provide detailed background information and analysis, which television and radio newscasts rarely offer. Newspapers not only inform readers that an event happened but also help readers to understand what led up to the event and how it will affect on the world around them. Media scholar Philip J. Hanes (1996) wrote his article entitled “The Advantages and Limitations Focus on Audience in Media Studies”:

“Audiences are not blank sheets of paper on which media messages can be written; members of an audience will have prior attitudes and beliefs which will determine how effective media messages are”. (P.140)

Veblen, (1994) wrote in his article entitled “Newspaper Readership and Informational/Cultural Processing”: Newspaper readership is an instance of cultural participation in regard to which information-processing. Reading newspaper is more straightforward form of information processing than various other cultural activities and at the same time choice of newspaper could scarcely count as very effective kind of status-oriented 'conspicuous consumption' on account both of relatively low price even expensive newspapers and of the

fact that reading likely to take place in privacy of home as in public. Consequently, evidence of a connection between newspaper readership and status, independent of information-processing capacity, would, for our present purposes of particular significance.

According to Pakistan Readership Report (2002-03) issued by Gallup survey of Pakistan, newspaper readership ratio among adults (18 years+) is only 33% and among youth (10-17years) is 21%. Province wise this ratio is: for Punjab 31%, For Sindh 49%, for N.W.F.P. 25%, and for Baluchistan 28%. Among youth (10-17years), this ration is: for Punjab 16%, for Sindh 34%, For N.W.F.P 16% and for Baluchistan 19%. Apparently the situation is, to some extent satisfactory for Sindh province but this is due to high rate of readership in Karachi, which is among adults 69% and among youth 44%. By excluding Karachi, the ratio remains very poor for interior Sindh.

Newspaper readership and buyer-ship are two different concepts. Every reader is not a buyer of newspapers. One newspaper read by a lot person at homes, offices, shops and libraries. According to Pakistan Readership Report 2002-03 of the Gallup Survey, in Punjab 10.17 readers read one copy, while in Sindh this ratio is 5.57, in N.W.F.P this ratio is 8.47 and in Baluchistan this ratio is 13.98.⁹ Considering the economic peculiarities and rural character of the region, it is understandable that the number of readers per copy in Baluchistan is substantially higher than the national average of 7.7 It is necessary to mention that after including the ratio of readership per copy in FATA/FANA and Azad Jammu and Kashmir, the national average of readers per copy is 7.7.

News Seeking Patterns

In general, the amount of news reading tends to increase with age, education, and administrative status. News reading increases very rapidly through the academicians and administrators. Summarizing reading patterns by education appears that readers on lower end of educational curve tend to use newspaper for entertainment, sensational news, and political. Newspaper readership often measured by quantifying a particular indicator of newspaper-reading activity, readership tends to be viewed far too simplistically.

Qamar (2002, p.18) said in his thesis of M.Sc. Mass Communication entitled “The comparison of Different Newspaper Reading habits of Male & Female”. His comparative study of different newspaper reading habits of men and women in Pakistan meant to find out that; to what extent newspaper reading habits differ from each other. The researcher wrote in his research study that women are interested in reading newspaper. It was found that 56 percent female readers read newspaper daily. The survey indicated that high percentage of women read newspaper although not more than men.

It is found that men spend more time for reading newspaper per day than women, as 40 percent men read newspaper more than an hour, while there are no women spend more than an hour for reading newspapers. Men read newspaper more than women in terms of reading large volume of newspaper’s material. Men like to read hard news while women like to read soft news.

According to Herald Media Survey (1997) in Scotland revealed in an article “What they Read”? The survey showed that newspapers are still popular with young teenager in Scotland. More than three quarters of boys said they spent on average ten minutes a day for reading newspaper with sports page being the most popular only 13 percent of boys read the

whole newspaper. Although girls spend slightly less time for reading newspaper, they are reading more widely.

Media researchers Mehta and Paralikar (1999) investigated through conducting a study that news-seeking pattern of the selected media were studied in relation to spent time, news language, news area, kind of news and news aspects. The overall findings of their study revealed that majority of respondents described to two English newspapers, because those newspapers give complete news and have good coverage of events. Overall and sex wise newspaper used as medium for seeking news most frequently. The kinds of news sought through newspaper were political, social, health educational, etc. Highly significant differences existed in the news-seeking patterns of female respondents with respect to spent time for seeking news, kinds of news and news aspects.

James (2004, p.3–4) Thus, we risk misunderstanding its true nature. As we become comfortable employing automatic processing with its focus on efficiency, we let our skills of meaning construction atrophy. With weaker skills, we come to depend more and more on the media to tell us what is important and who we should be. For centuries, getting access to information was a major problem for virtually all human. With rise of the mass media throughout the 20th century, the barriers to access were substantially reduced, especially with spread of Radio, Television and then Computer. Today, not only information easily available to almost anyone; information keeps getting produced at an ever increasing rate. The information problem is no longer about how to get access. The much more pressing problem is how to keep up with all the news-seeking patterns.

Faculty Member and Newspaper Readership

Tak Wing Chan & John H. Goldthorpe (2004) writes their research article entitled “Social Status of Faculty Member and Newspaper Readership”. They write an instance of cultural participation in regard to which the information-processing might be thought especially favoured news for newspaper readership. More straightforward form of information processing of newspaper reading than various other cultural activities and at the same time choice of newspaper could scarcely count as very effective kind of status-oriented ‘conspicuous consumption’, on account both of relatively low price of even the most expensive newspapers and facts that reading at home to take place in privacy as compare in public.

Consequently, evidence of a connection between faculty member and newspaper readership, independent of information-processing capacity, would be our present purposes of the study. Most people read only one (daily) newspaper, at least on regular basis. This means that we can here avoid complications that arise with forms of cultural participation, such as, say, listening to music, where there is wide variety of genres and an individual may have a range of preferences.

The probability of individuals reading high-brow broadsheets rises with status, and at an increasing rate; the probability of their reading low-brow redtop tabloids falls with status in more or less linear fashion; and the probability of their reading middlebrow tabloids first increases with status and then decreases.

We have, moreover, considered the possibility that more basic relationship exists between individuals' educational level, information-processing capacity, and their consequent preference for more or less demanding kinds of reading newspapers. We find that although education does indeed influence of newspaper readership and on lines that would be predicted under information-processing and education does not remove the effect.

The association between faculty member and newspaper readership persists within different levels of education. The information-processing can be reckoned as at least more immediately involved in reading newspapers than in many other forms of cultural participation, while choice of newspaper is not the most obvious vehicle of conspicuous consumption.

Academician Usage of Newspapers

Everyone knows information is a form of power. Daily millions of peoples gain their knowledge of national and international affairs from the pages of newspapers all over the world. The Third World countries know this more than ever. That why they are calling for the establishment of new international information order and they feel this is just as urgent as the establishment of new international economic order.

The modern newspaper plays several roles for its readers. A group of readers seem to use newspaper because it enables them to appear informed in social gatherings, thus the newspaper has conversational value. Readers not only can learn what has happened and then report it to their associates but they can find opinions and interpretations for usage and discussions on current affairs with colleagues.

The newspaper reader's predispositions are involved in effects of reading in two ways. They condition the reader's selection of publications and the condition of his interpretation of what he reads. Almost any phase of reader's personality may be involved in reading experience. Their personal traits, subject interests, and reading ability may determine which accessible publications they would choose to read. The difference can be explained only by differences in predispositions which may be fundamental or merely a temporary mood. The same predispositions are often involved in both selection and interpretation of reading, but they need not to be. The reader may select their reading from one set of conditions and respond to it from a totally different set.

News-seeking Patterns of Academicians

According to previous researches of news reading habits academicians or University teachers are interested to read the news according to their professional status. They want to read news of national and international affairs, educational, economics, editorial and article. They want to update their knowledge because they deliver a lot of lectures in the different institutions and topics.

Newspapers are most prominent media which are providing the current information to educationist according to their requirement. To produce well-informed citizens who can make their own judgements on the basis of available evidence. In so far as educationist deals with value judgements, it does so in the ways which encourage their students to explore the range of value judgements and to examine the sources of such judgements (including their own) and

their effects. They seek to impose ideas on what constitutes “good” or “bad” through newspapers.

Theoretical Framework the Study

This research study was based on the Theory of Uses and Gratification. This approach assumes that media consumers selectively fashion what they believe from the mass media. The approach also assumes that viewers control which media are utilized. This theory answers that question; what media do for people and what people do for media?

Theory of Uses and Gratification

Most media researchers paid attention to studies about media. Perhaps Pamela Shoemaker was the first prominent scholar who presents the idea that media not only influence target audience but itself influenced by a number of factors. Why News-Seeking Patterns is Important? Lazarsfeld and Stanton (1994, p.270), they pioneered of Uses and Gratification Theory during World War-II initially focused on Radio serial program. They wrote down the comprehensive answer of their book “Radio Research”. The Uses and Gratification Theory suggests that each person posses awareness of individual media needs.

This research study is primarily a social survey designed to investigate news-seeking patterns of academicians of Allama Iqbal Open University, Headquarter, Islamabad. The data was collected from 70 of the specified categories through structure questionnaire. The researcher personally collected the data from each and every respondent.

Objectives

The main objectives of the University as enunciated in the Act are as under:

- To study the news-seeking patterns of AIOU Academicians.
- To find out different news-seeking patterns of AIOU Academicians with respect to the selected aspects, namely national and international affairs, educational, articles and editorials etc.

Research Question

What are the different news-seeking patterns of academicians of Allama Iqbal Open University?

Data Analysis and Interpretation

In this chapter the researcher analyzed the data in response of respondents and their news-seeking patterns. Primarily, cross-tabulation statistical procedure was applied to investigate the exposure of newspapers’ readership and their news-seeking patterns’ dimension; viz Reading English/Urdu language newspapers, purpose of reading newspapers, national and international current affairs, editorials and articles, educational development news etc.

Table 1 Gender and Reading Newspaper

	Male	Female	Total
Yes	43 (89.6%)	14 (63.6%)	57 (81.4%)
No	5 (10.4%)	8 (36.4%)	13 (18.6%)
Total	48 (100.0%)	22 (100.0%)	70 (100.0%)

Table 1 refers to the reading habits of faculty members. As evident from the table, a majority 57 (81.4%) of both male and female academicians were read newspaper very greatly. However, 13 (18.6%) of both the gender of academicians were less inclined toward reading newspaper.

Table 2 Gender and Language of Newspapers

	Male	Female	Total
English	33 (47.1 %)	11 (15.7%)	39 (62.8%)
Urdu	15 (21.4%)	11 (15.7%)	26 (37.1%)
Total	48 (68.6%)	22 (31.4%)	70 (100.0%)

Table 2 shows profession's gender and reading newspaper with the selected medium of newspaper. As evident from the table, greater majority 39 (62.8%) of both the gender of academicians read English newspaper and 26 (37.1%) were read Urdu newspaper. Whereas, reading English newspaper by the Academicians community probably due to the facts: (i) They are having greater command on English language; and or (ii) since English press is closer to the mind of elitist class, it carries national issues seriously.

Table 3 Reading Headlines and News Stories

	Male	Female	Total
Reading Headlines	43 (61.4%)	18 (25.7%)	61 (87.1%)
Reading News Stories	20 (28.6%)	9 (12.8%)	29 (41.4%)

Table 3 reveals the results about gender, reading headlines and news stories of both the gender of AIOU academicians. As evident from the table, a majority 61 (87.1%) of both the gender replied that they read only headlines and 29 (41.4%) responded that they read news stories.

Table 4 Gender and Reading News Articles

Categories	Male	Female	Total
Very often	22 (30.5%)	10 (14.1%)	32 (45.7%)
Often	10 (14.3%)	6 (8.6%)	16 (22.9%)
Not at all	16 (22.9%)	6 (8.6%)	22 (31.4)
Total	48 (68.6%)	22 (31.4%)	70 (100.0%)

Table 4 gives result of reading Articles. As evident from the table, greater numbers 32 (45.7%) of both male and female of academicians read news articles very often. The purpose of reading news articles of academicians' community might be; critical analysis on the current issue.

Table 5 Gender and Reading Editorials

Categories	Male	Female	Total
Very often	32 (45.6%)	14 (20.0%)	46 (65.7%)
Not at all	16 (22.9%)	8 (11.4%)	24 (34.3%)
Total	48 (68.6%)	22 (31.4%)	70 (100.0%)

Table 5 documented the results about Reading Editorials. As evident from the table, greater number 46 (65.7%) of both the gender of academicians read editorial of newspapers. However, 24 (34.3%) of both the gender of academicians was not interested in reading editorials.

Table 6 Gender and Reading Features

Categories	Male	Female	Total
Very often	17 (24.2%)	15 (21.4%)	32 (46.1%)
Not at all	31 (44.3%)	7 (10.0%)	38 (54.3%)
Total	48 (68.6%)	22 (31.4%)	70 (100.0%)

Table 6 stated about gender and reading features. As evident from the table, a majority 38 (54.3%) of both the gender were not interested in reading features. However, 32 (46.1%) of both the gender were read news features often.

Table 7 Kinds of News Reading

	Headlines	News Stories	Articles	Editorials	Features
Male	87.1%	41.4%	57.2%	55.7%	27.1%
Female	12.9	48.6%	42.8%	54.3%	72.8%

Table 7 documented the results about kinds of news reading. As evident from the table, greater number of male academicians read headlines, articles, and editorials regularly as mark 'high' but majority female academicians were interested in reading of news stories, and features.

Table 8 Priority for National Current Affairs

Categories	Male	Female	Total
Very often	41 (58.6%)	16 (22.8%)	57 (81.4%)
Often	7 (10.0%)	6 (8.6%)	13 (18.6%)
Total	48 (68.6%)	22 (31.4%)	70 (100.0%)

Table 8 showed the results about priority of news for national current affairs. As evident from the table, greater numbers 57 (81.4%) of both the gender of AIOU academicians were gives the priority of the news regarding national current affairs. However, a few number 13 (18.6%) of both the gender were not interested in reading national current affairs news.

Table 9 Reading International Current Affair News

Categories	Male	Female	Total
Very often	31 (57.4%)	11 (20.4%)	42 (77.8%)
Rare	6 (11.1%)	6 (11.1%)	12 (22.2%)
Total	37 (68.5%)	17 (31.5%)	54 (100.0%)

Table 9 documented the results about reading international current affairs news. As evident from the table, a majority 42 (77.8%) of both the gender of AIOU academicians were very often read the reading international current affair news. However, a few number 12 (22.2%) of both the gender of academicians were not interested in reading international current affairs news.

Table 10 Reading Educational News

Categories	Male	Female	Total
Very often	20 (41.4%)	13 (29.6%)	33 (73.9%)
Often	7 (15.9%)	4 (9.1%)	11 (25.0%)
Total	27 (61.4%)	17 (38.6%)	44 (100.0%)

Table 10 documented the results about reading educational news. As evident from the table, a majority 33 (73.9%) of both the gender of academicians were read educational news very often. However, 11 (25.0%) of both the gender were often read educational news.

Table 11 Reading Political News

Categories	Male	Female	Total
Often	18 (51.4%)	9 (24.7%)	27 (66.1%)
Rare	4 (11.5%)	4 (11.4%)	8 (22.9%)
Total	22 (62.9%)	13 (37.1%)	35 (100.0%)

Table 11 showed the results about reading political news by AIOU academicians. As evident from the above table a majority 27 (66.1%) of both the gender of academician replied that they read political news often. However, only 8 (22.9%) of both the gender of academicians were rarely read political news.

Table 12 Reading News about Educational Development

Categories	Male	Female	Total
Often	23 (32.9%)	13 (18.5%)	36 (51.4%)
Some extent	25 (35.3%)	9 (12.9%)	34 (48.6%)
Total	48 (68.6%)	13 (31.4%)	70 (100.0%)

Table 12 documented the results about reading news about educational development by AIOU academicians. As evident from the table, a majority 36 (51.4%) of both the gender of academicians were 'often' got the information about various educational development issues. However, 34 (48.6%) of both the gender of academicians were 'some extent' read news about educational development.

Findings and Conclusion

- A majority 57 (81.4%) of both male and female academicians were read newspaper very greatly.
- The majority 39 (62.8%) of both the gender of academicians read English newspaper and 26 (37.1%) were read Urdu newspaper.
- The greater majority 61 (87.1%) of both the gender replied that they read only headlines and 9 (12.9%) responded that they read news stories.
- Greater numbers 32 (45.7%) of both male and female of academicians read news articles very often.
- A majority 46 (65.7%) of both the gender of academicians were read editorial of newspapers. However, 24 (34.3%) of both the gender of academicians was not interested in reading editorials.
- A majority 38 (54.3%) of both the gender were not interested in reading features. However, 32 (46.1%) of both the gender were read news features often.
- The greater number of male academicians read headlines, articles, and editorials regularly as mark 'high' but majority female academicians were interested in reading of news stories, and features.

- The greater majority 57 (81.4%) of both the gender of AIOU academicians were gives the priority of the news regarding national current affairs. However, a few number 13 (18.6%) of both the gender were not interested in reading national current affairs news.
- A majority 42 (77.8%) of both the gender of AIOU academicians were very often read the reading international current affair news and a few number 12 (22.2%) of both the gender of academicians were not interested in reading international current affairs news.
- A majority 33 (73.9%) of both the gender of academicians were read educational news very often and only 11 (25.0%) of both the gender were often read educational news.
- A majority 27 (66.1%) of both the gender of academicians replied that they read political news often and only 8 (22.9%) of both the gender of academicians were rarely read political news.
- A majority 36 (51.4%) of both the gender of academicians were 'often' got the information about various educational development issues and 34 (48.6%) of both the gender of academicians were 'some extent' read news about educational development.

Considering the global developments in news provision and the recent increased focus on this region, the respondents feel responsibility to improve the reading habits. In order to meet these challenges, major steps are needed to upgrade reading skill of the masses. The present study was aimed at explaining the news-seeking patterns of Academicians' of Allama Iqbal Open University. To accomplish this purpose, a sample of 70 Academicians without distribution of gender was taken. To test the hypothesis of the study a scale was developed by the researcher with the help of supervisor and personally administered.

Considering the latest global developments in news provision by the newspapers and the recent increased focus on this region, AIOU has momentous responsibility and a latent opportunity to improve its newspaper's readership behaviour.

Suggestions / Recommendations

In the light of the findings and conclusions of this research study, the researcher concluded the following suggestion/recommendations for effective production, presentation and publishing of the newspapers and improves the ratio of readership. To fulfill the social and psychological needs and gratification of the audiences, newspapers **MUST** adopt pluralistic approach by providing tests and interest of all segments of the society. In order to be successful and target oriented, the researcher suggest the following:

- Newspaper should provide greater information on national and international affairs, so that audiences' needs for surveillance can be achieved effectively.
- The newspapers should give priority to the development of Pakistan and also discuss pragmatic problems relating to current information very frequently.
- The newspapers should give more space to serious matters and provide objective information to the masses like educational development, political scenario of the country, social/health issues and Islamic ethical issues to meet the desired needs of the masses after that they utilize space for advertisements and show-biz news.
- The newspaper must include analytical page of national and international affairs, and local social and politics issues etc.

- In order to be more confident in generalizing results, there is a need of much larger sample containing various categories of population.
- Newspapers must provide truth to the masses in its actual spirit, unbiased and untrue information should be banned.

In Pakistan need more researches to investigate that “news-seeking behaviour of general masses”, “seeking interest of individual reader” and “influence of newspaper on masses” should be made.

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