

Impact of Media and Libraries on Information Dissemination with Special Reference to school students living in Sivaganga District, Tamil Nadu: A study



Library Science

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ABSTRACT

This paper investigates the impact of media and libraries on information dissemination with special reference to school students living in sivaganga District, Tamil Nadu. The questionnaire was directly administrated to 1800 school students randomly and collected data from 1447 students. From the study it has been found that the preference towards media among the students is mainly based on their need and availability. The more easily available newspaper is the most preferred form of media. Based on their trust. Newspaper ranks first pushing all other media to lower portion. It has been found that students mostly use internet to listen movie songs.

1. Introduction:

The information plays vital role in this digital environment. This has become possible because of the technological advancements and changing information needs of the users.

Media is a powerful tool for global communication and exchange of information. The mass media are diversified media technologies that are intended to reach a large audience by mass communication. The development of nation is not possible until and unless the information needy people are well informed and made available of the information to their door steps with free cost. In the information age the users are expected to employ sophisticated information gathering techniques to locate, organize, evaluate and use the information effectively to be successful in their endeavor.

2. Objectives of the study

The objectives of the present study are to find the following

- To know about the preference shown by the students towards media
- To analyse the trust shown by students towards media
- To understand the impact of media based on the cost effectively
- To evaluate and examine the students time spent on Television
- To find out the influence of Mobile, Internet among school students

3. Review of Literature

1.A study on "Information dissemination, access and utilization for socio-economic empowerment or rural people in northern states of Nigeria" was conducted by **Hanna Mannan Daudu and Zakari Mohammed (2013)**. The major objectives of the study were to find out the type of information need by the rural people for socio-economic empowerment and find out the channels that can be used to disseminated information to rural people.

2.**Albert (2007)** has conducted a study on "Students reading habits on Newspapers and magazines at Kallal Murugappa Higher Secondary School: a study". The study revealed that all the respondents have the habit reading newspapers and also revealed that their library were subscribing adequate newspapers and magazines and mentioned that they were reading the newspaper and magazines for updating the knowledge and for entertainment. The study that the authorities should take initiative to attract the students to visit the library regularly, and more number of magazines and books to be purchased to improve their reading habits.

3. A study on "Community information needs: a case study of Holehonnur Hobli" was conducted by **Biradar and Dharani Kumar (2008)**. The findings of the study revealed that aware-

ness and usage of media was more among Holehonnur rural community and suggested that still there is a lot of scope to improve the existing the environment.

4. Methodology:

The data for this study were collected from primary and secondary sources. The primary data was collected through specially constructed questionnaire has been circulated among the higher specially constructed questionnaire has been circulated among the higher secondary school students hailing from both urban and urban background studying in the government and government-aided schools in sivaganga district. The researcher has personally visited the schools and collected data. Secondary sources are collected from Internet and Journals.

5. Analysis:

5.1 demographic information

S.No	Gender	No. of Respondents	Percentage
1.	Male	728	50.3
2.	Female	729	49.7
	Total	1447	100

Table 1: demographic information

From the table 1 majority of respondents are male (50.3%) and the female respondents are (49.7%). In total 1447 respondents hailing from various Government, Matriculation and Government-aided schools in Sivaganga districts were studied.

5.2 Preference shown by the students towards Media

S. No	Media	No. of Respondents	Percentage	Cum %
1.	Newspaper	570	39.4	39.4
2.	Television	654	45.2	84.6
3.	Internet	206	14.2	98.8
4.	F.M. Radio	17	1.2	100.0
	Total	1447	100.0	

Table : 2 Preference shown by the students towards Media

From the table 2 it can be clearly understood that majority of respondents gain information through Television. Hence Television 654(45.2%) are the treasures of knowledge for students. And students least prefer FM radio's to update them. Only 17 students (1.2%) of the respondents listen to FM radio's for knowing information.

5.3 Comparative Tabulation between Media based on students Trust

S. No	Media	No. of Respondents	Percentage	Cum %
1.	Newspaper	568	39.3	39.3
2.	Television	520	35.9	75.2
3.	Internet	359	24.8	100.0
4.	FM radio	--	--	--
	Total	1447	100.0	

Table: 3 Comparative Tabulation between Media based on students Trust

From the table 3 it is very clear that newspaper is the most trusted form of media. 568 students (i.e.) 39.3% of the total respondents solely trust on newspapers. And they trust on the other media like television and internet by 35.9% and 24.8% respectively.

5.4 Cost Effectiveness of Media based on the number of respondents

S. No	Media	No. of Respondents	Percentage	Cum %
1.	Newspaper	735	50.8	50.8
2.	Television	143	9.9	60.7
3.	Internet	287	19.8	80.5
4.	FM radio	282	19.5	100.0
	Total	1447	100.0	

Table: 4 Cost Effectiveness of Media based on the number of respondents

From the above table it is very clear that newspaper is the cost effective media. 50.8% of the total respondents have chosen newspaper as their cheaper media. And the television has been found to be the costliest form of media 143 students (9.9%) has opted for television.

5.5 Tabulation based on the duration spend TV by the students

S. No	Duration	No. of Respondents	Percentage	Cum %
1.	1-2 hours	676	46.7	46.7
2.	2-3 hours	281	19.4	66.2
3.	3-4 hours	164	11.3	77.4
4.	4-5 hours	146	10.1	87.5
5.	Above 5 hours	180	12.5	100.0
	Total	1447	100.0	

Table: 5 Tabulation based on the duration spend TV by the students

From the above tabulation we can clearly understand that majority of students 676,(46.7%) spend (1-2)hours in watching TV. And 146 students (10.1%) spend (4-5) hours in watching TV.

5.6 Information Gained through mobile Internet

S. No	Criteria	No. of Respondents	Percentage	Cum %
1.	To gain knowledge on academics	83	5.7	5.7
2.	To watch movies	203	14.0	19.7
3.	Wall posters	52	3.6	23.3
4.	To listen to movie songs	568	39.3	62.6
5.	To know news	541	37.4	100
	Total	1447	100.0	

Table : 6 Information Gained through mobile Internet

It is found the table 6 that most of the respondents use mobile internet to listen movie songs and least use it to get cinema wall-papers.

Findings:

This paper presents the information dissemination through various forms of media and other sources of information like library, newspaper, internet, television, radio, cell phone. The easily available forms of media have great impact on the students information reaches the students only when the availability is more and understandability is greater scale.

Conclusion:

Today, researchers are more dependent on the online information sources than traditional information sources. Libraries particularly academic types have ht prime responsibility of shaping the future generation by making them rich in information. Users need information for making decisions. They may acquire information through the research process of finding ideas, facts, and new information by systematic study. The new facts and ideas will be based on existing knew, which are found in the existing literature. Library is the place where the information acquired, processed and disseminated to the users. Information and Communication Technology (ICT), often used interchangeably with Information Technology (IT), encompasses methods and techniques for automated information handling and retrieval, including computers, telecommunications and of-fice system

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