

## **Electronic magazines in the academic library of South Tamilnadu: the present and future perspective**

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**Abstract.** Electronic Magazines offer many opportunities to today's users that were not available to their predecessors. Because of the multidimensional features of electronic Magazines, they are becoming the choice of news update, knowledge as well as public activities. The paper examines the results from a questionnaire-based survey of users of university libraries of south Tamilnadu, India including Undergraduates, Postgraduates, Research Scholars and Faculty. The purpose of this paper is to find out the level of awareness and use of electronic magazines by the university users. The study reveals that currently the trend of users' is shifting towards electronic format but the pace is very slow. Some suggestions are also given to enhance the use of electronic magazines.

**Keywords:** Academic Libraries, Electronic Magazines, Awareness and Trends, Future perspective, Users Study.

### **1. Introduction**

The Internet is one of the defining technologies of the digital age and it is a global system which is interconnected to computers and it provides many benefits to its users, including access to information from distant documents and databases that can be read and studied to prove knowledge. The internet combines and presents through the same medium the virtues of print and multimedia resources. With the internet, students can improve their learning by gaining access from information and materials available online can be read online or downloaded and printed to read later. The internet is also not just a passive medium that students might explore to obtain information on their own. It is increasingly also being used by educational institutions and researchers as a flexible medium for delivering online education to distant or on campus students. The new e-paper technology has provided the Magazines companies with the possibility of publishing a portable digital e-Magazine with the same readability as in print media. The Magazines companies are facing an innovation, the e-magazines published on e-paper technology. The e-paper is

reflecting, giving the same reader experience as paper (such as high contrast and the possibility to read in sunlight) and is thin, flexible and non-sensitive. The e-magazines combines the readability and overview from the printed Magazines with the possibilities of online media such as constant updates, interactivity and video, and is predicted to replace the printed edition in the long run. The potential replacement of the printed Magazines with the e-magazines would dramatically reduce production and distribution costs for the Magazines companies. Despite the obvious advantages with the e-magazines there are a lot of challenges to meet for a successful introduction. The accessibility, simplicity and mobility of printed newspapers, with the advantages of digital media, communication technologies and portable consumer electronics in developing an end-to-end solution for the future e-magazines. The design from the printed edition and the functionality of the online newspaper were considered preferable attributes for the e-magazines, and that mobility, interactivity, adjustment for special target groups and personalization were the most frequently suggested functionalities

## **2. Literature review**

Boczkowski (2004) has conducted a longitudinal study at three online newspapers and concluded that three factors have shaped their innovation paths and media artifacts: relationship between the print and online newsrooms, user views and news production. Print newsrooms have the advantage over online newsrooms in that they have been around for a long time, have standardized procedures and most online newspapers have to a large extent been financed by the revenue from the print edition. Ihlstrom et al.(2005), the ongoing diffusion of personal computers, handheld computers, and mobile telephones, as well as the advent of new technologies such as the e-paper, trigger the way news is produced and consumed. With the introduction of the e-newspaper, for example, the editorial and advertising workflows will immediately change and it will not only affect the media house internally, but also the relations between the different players on the market. Manish (2011) observed that students are encouraged in extracurricular activities like games, athletics, arts & craft and various activities that make the memories of their stay in school interesting and worth remembering newspapers and magazines provide information on current happenings around the world; they also provide information for research, entertainment and leisure. In academic pursuit, the availability and use of accurate and current information may determine success or failure. This paper is written to establish the effects of newspapers and magazines in an academic pursuit of students of Covenant University, Ota. According to Palani (2012), reading habit is an essential and important aspect for creating a literate society in this world. It shapes the personality of individuals and it helps them to develop proper thinking methods, and creates new ideas. However, the developments in the Mass Media had continued to influence interest in reading (hard copy of literatures such as...) books, magazines and journals, among others. Zaufishan (2013) discusses on various developments of newspaper websites and e-news services offered by different e-news channels. Attempts to

explore the latent advantages of e-news in the electronic era. The study sheds light on the background of e-reading as a phenomenon as well as the need for studying it in the Indian market context.

### 3. Objectives of the study

The main objectives of the study are:-

- To find out frequency of using e-magazines.
- To find out the preferred area and purpose of accessing the e-magazines.
- To assess the user impact on e-magazines access in these libraries.

### 4. Scope of the study

The proposed study intends to assess the satisfaction of the users including students and the faculty in terms of availability of e-magazines as provided by their respective university libraries. The study will include the following three university libraries in south Tamilnadu:

1. Madurai Kamaraj University, Madurai, Tamilnadu, India
2. Manonmaniam University, Tirunelveli, Tamilnadu, India
3. Mother Theresa University, Kodaikanal, Tamilnadu, India.

### 5. Research methodology

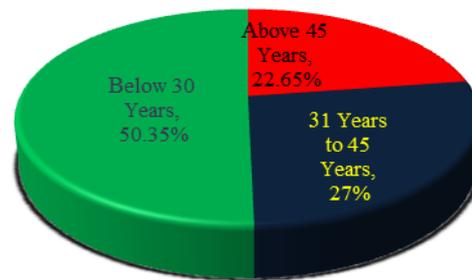
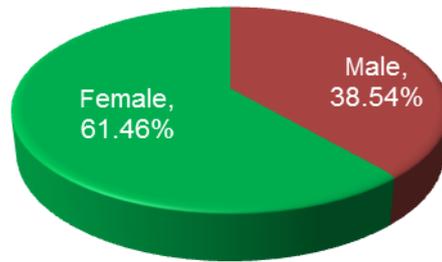
The survey method of research was adopted for the study. The data was collected with the help of questionnaires; it distributed the three universities in south area of Tamilnadu state, India. The survey was based on random sampling of 150 users (library readers) from each university, i.e., a total of 450 users were surveyed.

**Table 1 - Response to the Questionnaire**

Name of the University	Total Questionnaires Distributed	Response Received	Percentage
Madurai Kamaraj University, Madurai	150	134	89.33
Manonmaniam University, Tirunelveli	150	139	92.67
Mother Theresa University, Kodaikanal	150	124	82.67
<b>Total</b>	<b>450</b>	<b>397</b>	<b>88.22</b>

Source: Primary data

### Gender wise Respondents



### Age wise Respondents

### Place of Living wise Respondents

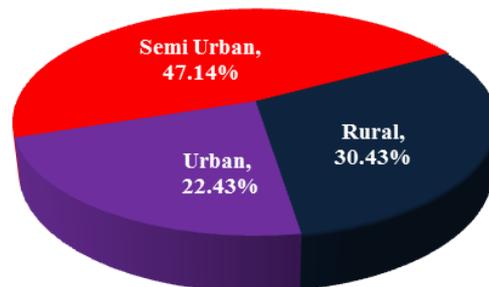


Table 1 show that the data was collected by circulating the questionnaire to a total of 450 respondents (i.e., 150 respondents each from all the three universities under study). Out of 450 questionnaires distributed, 397 questionnaires were received back which make an overall of 88.22% response from all the three universities. The data was analyzed through descriptive statistical methods by using computerized data processing techniques. Subsequently, the data was interpreted and relevant conclusions.

**6. Frequency of electronic magazines usage**

Table 2 indicates gender wise analysis of frequency of electronic magazines were taken for study, Among the 153 (100%) male readers, most of the (40.24 %) reader are reading dailies electronic magazines some times, the 244(100%) female readers, most of the (42.54 %) readers are reading dailies electronic magazines always. Among the 153 (100%) male readers, most of the (35.50 %) readers read when needed reading weeklies electronic magazines, the 244(100%) female readers, most of the (39.18 %) readers are reading weeklies electronic magazines always. Among the 153 (100%) male readers, most of (31.95 %) the readers are reading fortnightlies electronic magazines always, the 244(100%) female readers, most of (32.84 %) the readers are reading fortnightlies electronic magazines always. Among the 153 (100%) male readers, most of (55.62 %) the readers read when needed in bi-monthlies electronic magazines, the 244(100%) female readers, most of (55.97 %) the readers use whenever needed in bi-monthlies electronic magazines. Among the 153 (100%) male readers, most of 34.32 % readers are reading monthly electronic magazines some times, the 244(100%) female readers, most of (35.07 percent) the readers are reading electronic magazines some times.

**Table 2 - Frequency of Electronic Magazines Usage**

Gender (n= 397)	Always	Some Time	Where there its need	Never
<b>Dailies</b>				
<b>Male (n= 153)</b>	37.28%	40.24%	16.57%	5.92%
<b>Female( n= 244)</b>	42.54%	35.82%	15.67%	5.97%
<b>Weeklies</b>				
<b>Male (n= 153)</b>	32.54%	28.40%	35.50%	3.55%
<b>Female( n= 244)</b>	39.18%	25.00%	32.46%	3.36%

<b>Fortnightlies</b>				
<b>Male (n= 153)</b>	31.95%	15.98%	22.49%	29.59%
<b>Female( n= 244)</b>	32.84%	19.78%	23.51%	23.88%
<b>Bi-Monthlies</b>				
<b>Male (n= 153)</b>	18.34%	20.12%	55.62%	5.92%
<b>Female( n= 244)</b>	19.40%	17.91%	55.97%	6.72%
<b>Monthlies</b>				
<b>Male (n= 153)</b>	26.04%	34.32%	22.49%	17.16%
<b>Female( n= 244)</b>	26.87%	35.07%	24.63%	13.43%
<b>Half Yearly's</b>				
<b>Male (n= 153)</b>	13.61%	23.08%	27.22%	36.09%
<b>Female( n= 244)</b>	17.16%	25.75%	32.46%	24.63%
<b>Yearly's</b>				
<b>Male (n= 153)</b>	14.79%	21.30%	19.53%	44.38%
<b>Female( n= 244)</b>	10.45%	20.15%	26.49%	42.91%

Source: Primary data

### **7. Gender wise preference area to read electronic magazines**

Above Table 3 explains gender wise analysis of preference area for Electronic Magazines. In **Novel** area, Out of 153 male readers, 89 readers use always, 46 readers use occasionally and 18 readers never use and their overall score is 224. Out of 244 female readers, 133 readers use always, 91 readers use occasionally and 20 readers never use and their score is 357. Total Score is 581 and their

rating is Rank I. In **General** area, Out of 153 male readers, 87 readers use always, 44 readers use occasionally and 22 readers never use and their overall score is 218. Out of 244 female readers, 126 readers use always, 91 readers use occasionally and 27 readers never use and their score is 343. Total Score is 561 and their rating is Rank II

**Table 3 - Preference Area To Read**

Preference Area	Gender ↓	Alwa ys	Occasional ly	Neve r	Score		Rank
	Score →	2	1	0	Total		
Novel	Male	89	46	18	22 4	58 1	I
	Female	133	91	20	35 7		
General	Male	87	44	22	21 8	56 1	II
	Female	126	91	27	34 3		
Entertainment	Male	55	79	19	18 9	50 5	III
	Female	89	138	17	31 6		
Comics	Male	53	81	19	18 7	49 8	IV
	Female	92	127	25	31 1		
Political	Male	57	76	20	19 0	49 6	V
	Female	90	126	28	30 6		
Business	Male	82	25	46	18 9	47 4	VI
	Female	119	47	78	28 5		
Religion/Astrology	Male	21	112	20	15 4	43 2	VII
	Female	54	170	20	27 8		
Computer	Male	25	105	23	15 5	42 3	VIII
	Female	52	164	28	26 8		
Film / Cinema	Male	55	53	45	16 3	41 9	IX

	<b>Female</b>	86	84	74	25 6		
<b>House hold</b>	<b>Male</b>	44	53	56	14 1	<b>40 9</b>	<b>X</b>
	<b>Female</b>	94	80	70	26 8		
<b>Fine Arts</b>	<b>Male</b>	63	22	68	14 8	<b>37 4</b>	<b>XI</b>
	<b>Female</b>	90	46	108	22 6		
<b>Financial</b>	<b>Male</b>	59	22	72	14 0	<b>37 2</b>	<b>XII</b>
	<b>Female</b>	93	46	105	23 2		
<b>Religions</b>	<b>Male</b>	24	73	56	12 1	<b>36 2</b>	<b>XIII</b>
	<b>Female</b>	65	111	68	24 1		
<b>Health and Fitness</b>	<b>Male</b>	20	82	51	12 2	<b>36 2</b>	<b>XIV</b>
	<b>Female</b>	55	130	59	24 0		
<b>Wildlife</b>	<b>Male</b>	55	28	70	13 8	<b>36 1</b>	<b>XV</b>
	<b>Female</b>	88	47	1109	22 3		
<b>Travel</b>	<b>Male</b>	56	28	69	14 0	<b>36 1</b>	<b>XVI</b>
	<b>Femal e</b>	87	47	110	22 1		
<b>Automobile</b>	<b>Male</b>	53	27	73	13 3	<b>35 5</b>	<b>XVII</b>
	<b>Femal e</b>	88	46	114	22 2		
<b>Men and Women Articles</b>	<b>Male</b>	25	58	70	10 8	<b>31 2</b>	<b>XVIII</b>
	<b>Femal e</b>	59	86	99	20 4		
<b>Book Review</b>	<b>Male</b>	27	53	73	10 7	<b>30 7</b>	<b>XIX</b>
	<b>Femal e</b>	61	78	105	20 0		
<b>Tabloid</b>	<b>Male</b>	23	56	74	10 2	<b>30 4</b>	<b>XX</b>
	<b>Femal e</b>	57	88	99	20 2		

Science	Male	23	52	78	98	299	XXI
	Female	56	89	99	201		
Fashion	Male	21	49	83	91	295	XXII
	Female	56	92	96	204		
Others	Male	22	54	77	98	293	XXIII
	Female	49	97	98	195		
Agriculture	Male	22	46	85	90	292	XXIV
	Female	56	90	98	202		
Literacy	Male	24	51	78	99	291	XXV
	Female	49	94	101	192		
Subject Wise	Male	22	44	87	88	288	XXVI
	Female	54	92	98	200		
Food and Drink	Male	25	54	74	104	288	XXVI I
	Female	49	86	109	184		
People	Male	20	48	85	88	277	XXVI II
	Female	51	87	106	189		
Children	Male	29	26	98	84	239	XXIX
	Female	54	47	143	155		

Source: Primary data

In **Entertainment** area, Out of 153 male readers, 55 readers use always, 79 readers use occasionally and 19 readers never use and their overall score is 189. Out of 244 female readers, 89 readers use always, 138 readers use occasionally and 17 readers never use and their score is 316. Total Score is 505 and their rating is Rank III. In **Comics** area, Out of 153 male readers, 53 readers use always, 81 readers use occasionally and 19 readers never use and their overall score is 187. Out of 244 female readers, 92 readers use always, 127 readers use occasionally and 25 readers never use and their score is 311. Total Score is 498

and their rating is Rank IV. In **Political** area, Out of 153 male readers, 57 readers use always, 76 readers use occasionally and 20 readers never use and their overall score is 190. Out of 244 female readers, 90 readers use always, 126 readers use occasionally and 28 readers never use and their score is 306. Total Score is 496 and their rating is Rank V.

Table 4 defines analysis of purpose of reading base on gender, reading habit of electronic magazines **Awareness about Trend**, reader survey given opinion of score is 546 and it is I Rank in ratings. **Recreational**, reader survey given opinion of score is 544 and it is II Rank in ratings. **Knowing Knowledge**, reader survey given opinion of score is 491 and it is III Rank in ratings. **Hobby**, reader survey given opinion of score is 464 and it is IV Rank in ratings. **Educational Purpose**, reader survey given opinion of score is 458 and it is V Rank in ratings. **Learning**, reader survey given opinion of score is 413 and it is VI Rank in ratings

## 8. Purpose of reading electronic magazines

Table 4 - Purpose of Reading Electronic Magazines

Purpose of Reading	Gen der ↓	Alw ays	Occasio nally	Nev er	Score		Ra nk
	Scor e →	2	1	0	Gross Total	Net Total	
Awareness about Trend	Male	63	45	45	171	546	I
	Fem ale	154	67	23	375		
Recreational	Male	87	49	17	223	544	II
	Fem ale	132	57	55	321		
Knowing Knowledge	Male	47	54	52	148	491	III
	Fem ale	111	121	12	343		
Hobby	Male	68	36	49	172	464	IV
	Fem ale	109	74	61	292		
Educational	Male	57	49	47	163	458	V

	<b>Fem ale</b>	107	81	56	295		
<b>Learning</b>	<b>Male</b>	38	54	61	130	413	<b>VI</b>
	<b>Fem ale</b>	97	89	58	283		
<b>Mind Relax and Pleasure</b>	<b>Male</b>	27	19	107	73	309	<b>VII</b>
	<b>Fema le</b>	97	42	105	236		

Source: Primary data

### 8.1. Reading electronic magazines “makes me very happy”

It is concluded from the figure 1 table that majority of readers opinion is neither, because they not only concentrate spending time for reading Electronic Magazines but also they involve themselves in some other area like games, shopping, watching movie and television

#### CHI-SQUARE TABLE

<b>Factor</b>	<b>Calculated <math>\chi^2</math>Value</b>	<b>Table Value (0.05)</b>	<b>D.F</b>	<b>Remarks</b>
<b>Gender</b>	5.777	9.487	4	significant

The above table shows that the calculated chi-square value is less than the table value (5% level) and the result is significant. From this analysis, it is identified that there is close relationship between the genders and reading Electronic Magazines makes very happy.

### 8.2. Reading electronic magazines “creates more attachment with my life”

The figure 2 concluded from the above table that majority of readers opinion is strongly agree, because they are spending time for reading Electronic Magazines creates more attachment in their life.

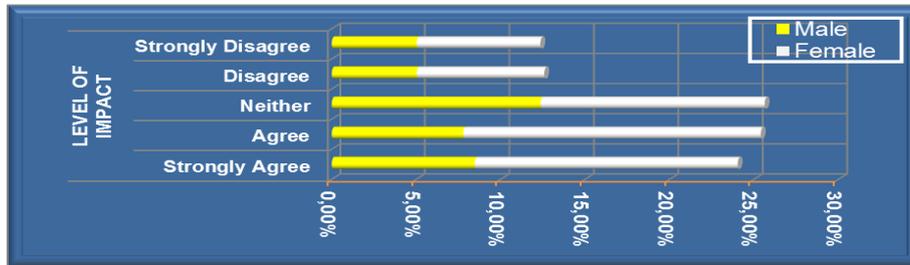
#### CHI-SQUARE TABLE

<b>Factor</b>	<b>Calculated <math>\chi^2</math>Value</b>	<b>Table Value (0.05)</b>	<b>D.F</b>	<b>Remarks</b>
<b>Gender</b>	2.053	9.487	4	significant

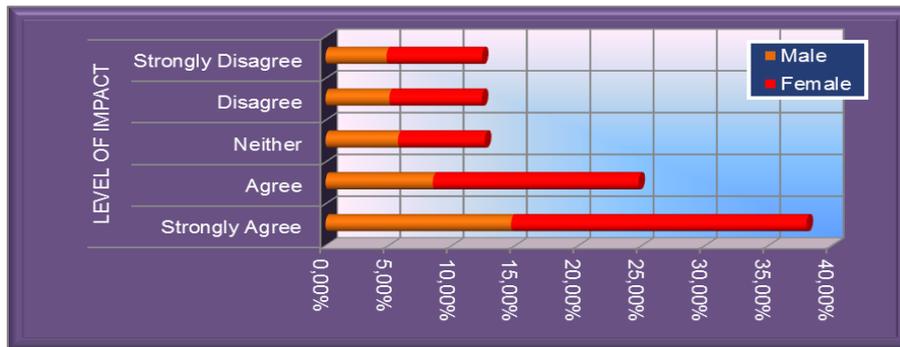
The above table displays that the calculated chi-square value is less than the table value (5% level) and the result is significant. From this analysis, it is

identified that there is close relationship between the genders and reading Electronic Magazines creates more attachment in the readers' life.

**Figure 1 - Makes Me Very Happy**



**Figure 2 - Creates More Attachment with My Life**



**8.3. Reading electronic magazines “changes of life style”**

It is concluded from the figure 3 that majority of readers opinion is neither, because some time their life styles changes and some time it's never change.

**CHI-SQUARE TABLE**

Factor	Calculated $\chi^2$ Value	Table Value (0.05)	D.F	Remarks
Gender	6.980	9.487	4	significant

The above table displays that the calculated chi-square value is less than the table value (5% level) and the result is significant. From this analysis, it is identified that there is close relationship between the gender and reading Electronic Magazines change life style of readers' life.

**8.4. Reading electronic magazines “improve the attitude” of the reader**

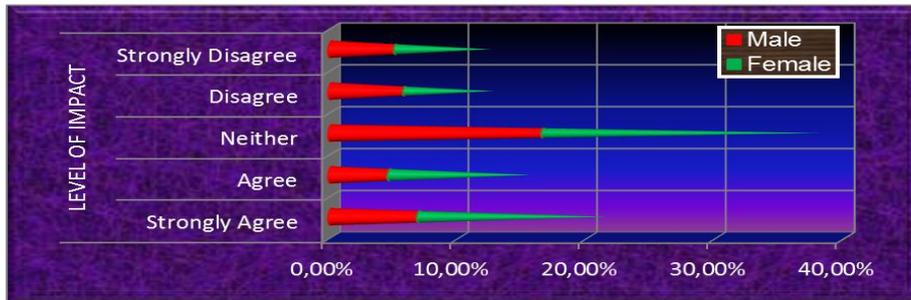
It is concluded from the figure 4 that majority of readers opinion is agree, because all the readers of male and females are agree.

**CHI-SQUARE TABLE**

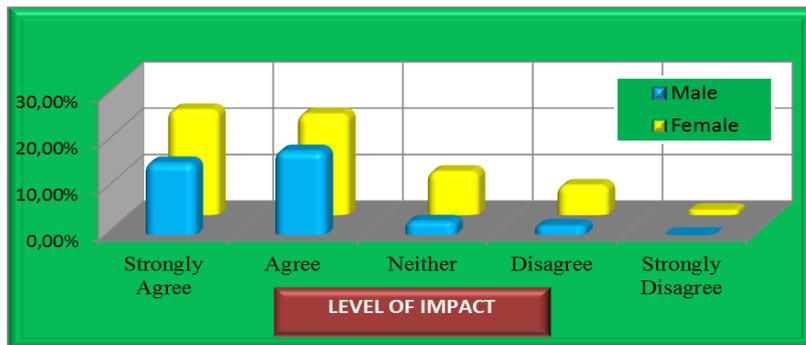
Factor	Calculated $\chi^2$ Value	Table Value (0.05)	D.F	Remarks
Gender	14.834	9.487	4	Insignificant

The above table displays that the calculated chi-square value is greater than the table value (5% level) and the result is insignificant. From this analysis, it is identified that there is no close relationship between the genders and reading Electronic Magazines improves attitude of readers’ life.

**Figure 3 - Changes of Life Style**



**Figure 4 - Improve the Attitude**



**8.5. Reading electronic magazines “improves the knowledge of human being”**

**Figure 5 -Improves the Knowledge of Human Being**



It is concluded from the figure 5 that majority of readers opinion is agree, because spending time for reading Electronic Magazines improves knowledge.

**CHI-SQUARE TABLE**

Factor	Calculated $\chi^2$ Value	Table Value (0.05)	D.F	Remarks
Gender	5.118	9.487	4	significant

The above table displays that the calculated chi-square value is lesser than the table value (5% level) and the result is significant. From this analysis, it is identified that there is close relationship between the genders and reading Electronic Magazines improves knowledge of human being.

**9. Conclusion**

Initially the online magazines have the freedom to experiment with the technology and to come up with additional services as added value for the readers. Taking the e-paper advantages serious, but with the online magazines evolution in mind, the magazines companies are determined not to repeat some of their initial mistakes by going digital, while planning for the e-magazines introduction. Future research will involve more activities with magazines readers and advertisers in order to get a more comprehensive view of the e-magazines innovation. The study identified the types of information resources available by undergraduate students in the selected universities, these included books, journals, newspapers, reference resources, audio-visual materials,

internet services, online public access catalogue, and e-mail services. Findings also revealed that students consult resources more on general information such as Sports, Current Affairs & Politics etc, and less on educational information which relates to their discipline. In as much as general information is excellent, it enhances students reading and writing skills, increases their knowledge base and makes them more robust in their academics. It is imperative to know that from the result above, most students spend more of their useful time daily consulting newspaper and magazine instead of investing their time in more creative stuff that would benefit them academically, therefore students are encouraged to create a balance for effective time management. Finally it is recommended that parents should help their children cultivate the reading skills when they are young, so that it becomes part and parcel of their life. Today, there are many community libraries where children can be encouraged to go and read novels and fiction. When this is done, it will help them express themselves well and write good English which will eventually lead to better academic performance in the near future.

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