

## **NEWSPAPER READING HABITS OF COLLEGE STUDENTS: A CASE STUDY OF KALAI GNAR KARUNANIDHI INSTITUTE OF TECHNOLOGY**

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### **ABSTRACT**

This paper explores the use of news papers among the students at Kalaigñar Karunanidhi Institute of Technology Library, Coimbatore. Survey method was adopted for this study, and the population consists of students of KIT, and the instrument used for collecting data was a self developed questionnaire. A total of 450 questionnaires were administered to the students and 434 were received the response rate was 96.44%; these are used for the analysis. From the analysis it was discovered that majority of the respondents reading news papers daily. It was also indicated that favorite news papers among the students in English and Tamil language. The finding also shows that students in spent reading newspapers are one to two hours daily.

**KEYWORDS:** News Paper Reading Habits, Students Kalaigñar Karunanidhi Institute of Technology