

Effects of Social Media on Newspaper Reading Habits of Consumers: A Case Study of South Punjab

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Keywords	Abstract
Newspaper, Social Media, South Punjab.	<p><i>The primary goal of this research study is to examine the effect of social media on newspaper reading habits of consumers in South Punjab, Pakistan. This study will discuss how the social media inflicts upon consumers newspaper reading habits. The researchers employed the quantitative research approach to gather the data for this study. The survey was conducted using a questionnaire. A sample size of 200 respondents was selected from various areas of South Punjab of Pakistan. According to the findings, social media has a significant impact on newspaper readers. The brands strongly suggest using social media to attract customers. News networks use social media platforms to disseminate breaking news to their audiences.</i></p>

INTRODUCTION

The 1990s saw the introduction of the Internet to Pakistan. At first, it had little impact outside the nation's major cities. When smartphones and the Internet first became popular, a slew of new applications emerged to make use of them. Starting with the country's largest daily, Pakistan's smaller and more localized newspapers also started publishing online versions. The number of newspaper readers began to decline as a direct result of these innovations, which significantly impacted the industry as a whole.

Changes in reader mentality coincided with the rise of the Internet and social media. Our goal is to examine similar cultural and societal attitudes and identify the factors contributing to the decline in newspaper readership. People who read newspapers, as well as people who use the Internet and social media, will be polled.

In Pakistan's smaller cities, the recital of a newspaper's articles has always been more important than their content. Despite the decline in newspaper sales brought on by the recession, the custom of reading the paper while relaxing at a hotel or a Dhaba remains widespread. In these establishments, guests engage in lively debates and discussions about the day's social news for hours. The continued debate was crucial in raising people's level of political engagement.

Reading newspapers helped people stay in touch and informed about events both locally and globally. Equally important were safeguards for people's right to speak their minds without interference and to have their views heard. The social benefits of tolerance and respect for one another will flourish. The changing mindset of the reader, brought on by the rise of the Internet and social media, has affected newspaper sales.

Despite its reputation as Punjab's "most backward" areas located in South Punjab, literacy rate has risen sharply over the past decade. As a result of logistical challenges, newspaper delivery in Pakistan began well after the country's founding. With the introduction of mobile phone service in 2005, residents of the South Punjab neighborhood began making widespread use of the Internet, which had been available there since 1999.

The purpose of the research is to investigate the factors that contributed to the decline in newspaper readership and circulation, as well as to examine how social and cultural attitudes have shifted since the rise of the Internet and social media. The public's interest and propensity towards the Internet and social media will be investigated. Readers of newspapers, online readers, and social media users will all be surveyed for this study. Another goal is to determine how many individuals have given up print newspapers in favor of online sources.

Significance of the Study

By providing readers with news, views, and analyses on various issues crucial to the progress of society, newspapers can instill in them a sense of social responsibility. This paper's goal is to strengthen and popularize reading habits among the larger-cross sections of society by conducting a survey-based empirical study focusing on newspaper reading habits of consumers. The purpose of this study is to investigate the newspaper-reading behavior of customers in South Punjab.

Research Objective

The goal is to learn and assess how social media influences customers' newspaper-reading behaviors.

Research Questions

1. How does social media effects on newspaper reading habits of its consumers?
2. Why is social media becoming more popular than a newspaper?

LITERATURE REVIEW

Vyas et al. (2007) stated that the proliferation of the internet has many implications for the dissemination of news and other forms of information. It makes news, information, and discussion forums more accessible to the public and compels established news outlets to adapt to remain competitive. Newspapers and other print media have noticed this shift and responded with new strategies. Nearly all of them now have their own news-focused websites or portals. The purpose of this research was to document the ways in which consumers' habits have shifted as a result of access to online news sources. The newspaper industry has not been significantly impacted by the Internet, the study found. It turned out to be a positive reflection on the media. In addition, the majority of people prefer to get their financial news, sports news, and international news from the Internet.

According to Verma and Malviya (2014), there are innumerable ways in which the advent of the Internet has altered society. The Internet has revolutionized human interaction, commerce, and

the dissemination of knowledge. The Internet has altered people's reading habits by altering their news delivery and entertainment expectations. Sharing and maximizing knowledge is greatly facilitated by the widespread availability of the Internet. Almost all Internet users have developed a knack for speedy information processing and have come to demand data presented in a streamlined, straightforward manner. People have learned to rely on the Internet as a primary source of information, and now they assume that whatever they need to know is not readily accessible online will also be presented similarly.

According to Bamezai et al. (2011) comparative examination of internet and newspaper users shows that reading newspapers is contiguous with Internet usage, whether at home or in cyber cafés. Metros have more Internet access at home and at cyber cafés than smaller cities with limited broadband offerings. Few Internet users in all U.S. cities read online news. Online news reading was more popular among educated, urban male adolescents in larger cities, the predominant Internet users. This tendency will affect the usage of technology and reading habits of the young, the country's biggest demographic. The Internet is considered as an opportunity since both media may co-exist and mutually support each other as news suppliers and income makers. In metros, where millennials favour internet news sources over non-metros, a change is approaching.

Bankole and Babalola (2011) argued that online newspapers should be seen as a supplement rather than competing with print versions. People who read conventional media online are likely to keep reading about the topics they care about most, such as politics, sports, business, science, foreign affairs, local news, and entertainment news. The Internet is a complex mass media because it integrates so many distinct modes of interaction. When compared to other mediums, it excels in appealing to the senses. Whereas newspapers in print only provide text, images, and graphics, online newspapers often combine elements from print, broadcast, and even music. In novel ways, it can combine several types of material, including text, images, music, video, and animation. Today's news may be presented in various ways, offering readers something new and exciting.

According to Kumar et al. (2011) many researches has been done on the likelihood of different demographics reading newspapers. Analyzed readers' perceptions of and engagement with advertising in a regional daily and found that the paper's advertising material is seen as local news by its readers, making it the section with the highest viewership. It was expected that the advertising in this publication would be widely read, but the sheer number of readers and their apparent enthusiasm for advertising was remarkable. More people believed there needed to be more advertising in the newspaper than thought there was too much.

According to Sivankutty and Sudhakaran (2011), an online newspaper is "a newspaper that lives on the World Wide Web or Internet," either as a standalone publication or as an electronic replica of a traditional print publication. Online newspapers continue to grow in readership for numerous reasons. The fact that they allow for interaction is the primary benefit. Interactivity may be defined as the degree to which a third transmission (or message) in a set of communication exchanges is connected to the degree to which the first two exchanges refer to even earlier transmissions.

Zerba (2011) discussed that online newspapers have the advantage over print editions because they can provide news instantaneously. This real-time story-updating capability allows for more dynamic storytelling. Unlike internet media, news in print newspapers cannot be updated as quickly as it happens. Simply printing more newspapers to reflect an update to a news article is not a practical option. To meet the needs of its audience, internet news has evolved to become more user-friendly and interactive. Journalists nowadays are striving to learn how to operate in various media outlets, while traditional media are trying to figure out whether internet news is competitive or complimentary to their business. While newspapers traditionally rely on anonymous sources for their daily one-way transmission of news, the Internet can make the reporting process more open by allowing readers to access the reporters' primary sources.

According to Akanda and Haque's (2013) research, the vast majority of postgraduates use newsprint. Furthermore, the study shows that the majority of readers gravitate toward the newspaper's overseas section. The report also notes that most respondents like the hall library to read a printed newspaper, while many favor the central library's computer centre to read online newspapers. The research also emphasizes challenges associated with reading newspapers in print and online, and makes an effort to provide solutions to those problems.

According to a survey by Lavanya and Preethi (2014), it is evident that the elder age still favors newspapers. However, the impacts of social media on young people are much more prominent. It has been noted that today's youth often use the Internet on their initiative. The real worry is that the older generation is progressing and vanishing from the media as its members age.

Krishnamurthy and Awari (2015) explained the newspaper-reading habits of college students. According to the researchers, reading may be a thrilling voyage of self-discovery and a means to get a deeper understanding of one's own experiences, as shown by studies. One's perspectives are broadened, one's interests are identified, extended, and intensified, and one's awareness of the world is deepened as a result of reading. The daily newspaper is a must-read for everyone since it reports on what is going on in the globe at large.

According to Owusu-Acheaw (2016), 92.72 percent of respondents use social media sites daily, spending 30 minutes to three hours each session, and 66.78 percent of respondents say that social media usage has altered their reading habits. More than eighty-one percent of those surveyed also said they hadn't read any fiction in the past two terms. The survey found that the more time people spent on social networking sites, the less time they spent reading. Teachers were urged to push children away from social media and toward more academic pursuits as a result of the study's findings.

According to Zona et al. (2017), people's reading preferences are changing from print to digital media due to technological developments. Most of the time, they would instead use their devices to acquire their news than actual books. This is backed by the fact that they spend between one and three hours daily online. However, for the typical individual, buying one remains out of reach. Accordingly, they have developed unique reading habits and use distinct reading mediums following their tastes. "The function of social media addiction that has grown popular in producing a bad reading culture" (LLT Journal: A Journal on Language and Language Teaching, 2021). Even as the rest of the world transitions to a knowledge-based economy, this unsightly expansion threatens the nation's future.

According to Obaidullah and Rehman (2018), the quality of graduates generated by the country's top institutions today is negatively impacted by the absence of reading culture among the younger generation, particularly among the upper secondary and tertiary students. The results of this research make it very evident that the steady march of technology inevitably impedes human thought. People nowadays have forgotten (or chosen to ignore) the fundamental role that books play in intellectual growth. Technology indeed makes our everyday lives easier in many ways. However, if technology radically alters pupils' reading habits, they will never develop awareness since they will never have the chance to read widely. The research concluded that pupils' declining interest in reading is related to increased dependence on technology and its substitutes. It was also discovered that most participants prefer to spend their free time engaging in social activities such as speaking with friends, playing games, watching television, talking on mobile phones, or surfing the web. At the same time, just a tiny minority love reading traditional literature. Reading a book is the only method to pass tests, according to even the bookworms among us. Students are less likely to visit the library because they depend more on technology for their educational, recreational, and leisure needs than on books. Researchers should take heart from this work since it opens the door to future large-scale investigations and offers fresh perspectives on the field.

According to Mishra and Mamta's (2018) study, the print media was already impacted by new technologies before the emergence of the Internet. Consumers' reading habits have shifted due to media platforms such as television and radio. Several academics have studied the implications of today's media outlets. According to data from the Audit Bureau of Circulations (ABC), India's print media is doing well and increasing while facing severe competition from other forms of media, including television, radio, and digital versions. Since January–June and July–December 1948, ABC has been checking the circulation figures of its member newspapers every six months. 2016-2017 in India. This study will investigate the Internet's and digital media's effects on the traditional newspaper industry. Rapid technological advancement, diffusion, and evolution have occurred in numerous fields, including print media. Many print publications aim to increase their readership by focusing on topics of less interest to their target demographic, such as entertainment and lifestyle.

According to Pawan and Partha (2019) there are changes between the print and online forms of news presentation. The layout of the Newspaper News website differs significantly from that of the actual newspaper. "Top news" and "first scroll," the equivalent of "above the fold" in a newspaper, are the most prominent features of the site. The most important stories of the day, including those from elsewhere on the web, are included on the site's opening scroll. As the day advances, so does the size of the screen. The top items on news websites usually number between 15 and 35. Because each version caters to a distinct audience, the stories inside it are presented with a unique perspective and are placed in a particular order.

Rafiq et al. (2019) examined the students' reading habits statistically, and explain and evaluate the use trends of social media. In their study, the benefits of social media on readers were uncovered. There was a negative impact, however, and that was interruptions throughout the trial. In regards to certain outcomes, male and female perspectives differed significantly. It was found that students often use social media platforms such as Facebook, WhatsApp, Google+, and YouTube. Students were heavily engaged in mobile phone-based social media use.

According to Imran's (2020) account, the advent of the web was a watershed moment for online journalism. With the advent of the Internet, formerly impossible tasks have become child's play. Urdu journalism has profited significantly from the introduction of new technologies. India In 2013, I pioneered its online publication. Most Urdu newspapers now have online editions. The field of Urdu journalism may be proud of this accomplishment. Use of the Internet for journalism in Urdu. It is not just Facebook and WhatsApp, however. Where it is simple to get in touch with folks. There are also many personal blogs where you can read the latest news online.

Hussain et al. (2021) studied the reading habits of degree college students in Jammu and Kashmir, India. The findings demonstrate that students utilize social networking sites for both academic and non-academic objectives. The vast majority of students across all fields admitted to using social networking sites to share and recommend books, chat with peers and professors, research topics, and read periodicals. The majority of the students also agrees or strongly believes that social networking sites aid in increasing reading abilities, interpreting material, and developing book reading, newspaper reading, and critical reading.

Mirza et al. (2021) state that the worldwide population's way of life has been drastically altered by technological progress. The evolution of technology has led to vast improvements in social media platforms and related applications. As a result, there has been a dramatic shift in how people talk to one another. According to the results, smart-phone availability trumped that of desktops, laptops, and tablets among students. Some pupils, though, were completely new to the internet. Most students favored e-books for schoolwork, whereas there was no clear favorite for recreational reading. The vast majority of students who use social networking sites do it only for amusement. The results also highlighted the difficulties students had while looking for reading resources online owing to a lack of technological knowledge. Young people should be encouraged to utilize digital reading tools.

Theoretical Framework

The theoretical framework in a research paper provides the conceptual foundation and structure for conducting the study. It helps researchers to develop a clear and coherent understanding of the research problem and guides them in formulating research questions, hypotheses, and interpreting the results. The theoretical framework is crucial as it connects the research topic to existing theories, concepts, and prior research, demonstrating the relevance and significance of the study. Theoretical frameworks helped to develop a comprehensive understanding of how social media has influenced the newspaper reading habits of consumers in South Punjab. The combined insights from following theories helped to identify the underlying factors and dynamics contributing to the changes in media consumption patterns in the region.

Uses and Gratifications Theory: The Uses and Gratifications Theory proposes that individuals actively choose specific media to fulfill their needs and desires. In the context of this study, consumers in South Punjab may turn to social media platforms for news consumption due to various gratifications such as information-seeking, entertainment, social interaction, and personal identity reinforcement. Understanding these gratifications will help explore the reasons why consumers opt for social media over traditional newspapers for news consumption.

Media Dependency Theory: Media Dependency Theory suggests that individuals become dependent on certain media for information and entertainment, and this dependency influences their media choices. Applying this theory can help understand how the consumers' reliance on social media platforms for news has affected their newspaper reading habits and media preferences.

RESEARCH METHODOLOGY

Readership reading habits are mostly a product of newspapers. This study makes use of a quantitative methodology. This study puts its theoretical concept to the test with the help of social media users who are also avid newspaper readers. In this case, all the college students are provided with data and then categorized according to the many online services that regularly use social media for promotional purposes. The data may be skewed since it is collected through web platform and the social media channels used by those who actively participated and use these platforms. This study has a sample size of 200 participants. The median responder age ranged from 15 to 25. The final evaluation was then centered on the completed responses in 200. However, this data's high response rate and quality provide an excellent foundation for studying patterns in responses to social media using the medium of choice: the newspaper.

DATA ANALYSIS

Demographic Statistics

Table 01

Gender	Frequency	Percentage
Male	113	56.5
Female	87	43.5
Total	200	100

Based on the data gathered from the universities in South Punjab, most respondents (113 out of 200) are male whereas 87 respondents were female.

Table 02

Background	Frequency	Percentage
Rural	119	59.5
Urban	81	40.5
Total	200	100

A majority of the respondents (119 out of 200) are from a rural background, while only a little smaller percentage (81 out of 200) are from an urban background, according to data obtained from Universities located in South Punjab.

Table 03

Age Range	Frequency	Percentage
15-20	107	53.5

21-25	49	24.5
26-30	13	6.5
31-35	18	9
40-45	1	0.5
46 & Above	12	6
Total	200	100

With regards to age, we have 6% (or 12 people out of 200) who are 45 or older, 0.5% (or one person out of 200) who are 40–45, 9% (or 18 people out of 200) who are 31–35, 7% (or 13 people out of 200) who are 26–30, 25% (or 49 people out of 200) who are 21–25, and 54% (or 107 people out of 200) who are 15–20 years old.

The first inquiry is, "Do you read newspapers?" There were 63 affirmative responses, 30 negative ones, and 107 neutral ones. The second question was, "How often do you read the newspaper?" The distribution of responses is as follows: 59% once a day, 59% weekly, 55% monthly, and 26% many times a day. "Do you utilize the Internet and social media?" is the third inquiry. One hundred seventy (170.0) respondents gave a positive answer, two (2) gave a negative answer, and 28 (0.07%) gave a Some/Neutral response. For the fourth inquiry, please tell us about your Internet and social media usage frequency. Among those who participated in the survey, 38% said they did it daily, 15% weekly, 4% monthly, and 13% daily or more often than that. Concerning the fifth question: "Do you believe that news published in a newspaper is more genuine than on social media?" One hundred twenty-five affirmative responses, 39 negative responses, and 36 neutral responses. Is your newspaper reading habits different now that you are more active on social media? There were 147 affirmative responses, 37 negative responses, and 16 neutral responses. Is "Do you believe that Social Media is more appealing than Newspaper?" the seventh question? A total of 160 respondents gave a favorable verdict, 26 gave a negative one, and 14 were ambivalent.

The eighth question was, "Does the prevalence of social media render newspaper reading obsolete?" There were 103 affirmative responses, 62 negative responses, and 35 neutral responses. Question #9, "Do you believe it is simpler to receive information through social media than from a newspaper?" There were 163 affirmative responses, 25 negatives, and 12 neutral. Are social media or newspapers more popular among your friends and family? One hundred seventy-three people answered "Yes," 18 answered "No," and nine were Neutral. Question eleven: "Are you concerned that the newspaper is losing readers?" One hundred twenty-seven respondents gave a positive answer (Yes), 52 gave a negative one (No), and 21 gave a neutral response (Neutral). Is social media more popular than newspapers for one of the following reasons? It is one of a set of 12 questions. 31 respondents rated Ease of Use, 116 rated All of them, 46 rated Quickness of Communication, and seven rated Success. The thirteenth question asks, "How do you estimate the influence of social media on people's newspaper reading habits?" There were 56 affirmative responses, 78 negative responses, and 65 neutral responses.

DISCUSSION

In modern, educated countries, newspapers are crucial in informing citizens about the latest events and how the reader understands and reacts to social media. It quickly delivers the

latest news and includes relevant links that recently surfaced with the topic. Most news sites enable users to remark on the material, offering them a platform for input (Tewari, 2015). As per the purpose of this study, the communication system is changing fast daily. It is now simpler to get information accessible on the Internet. By providing a clickable link, news websites provide unprecedented reader agency over how they get their news. Internet news has become an intrinsic element of contemporary society. It threatened the print media in some areas of the globe.

The ability to develop a habit of reading is a skill that may help you expand your mind and knowledge. New technologies are altering the nature of news reading habits, and the interactive aspect of the Internet enables individuals to choose the news that interests them. Today, the Internet is relied upon by many people from all walks of life to learn about current events and other relevant topics. The social media market has exploded in prominence in the past ten years. Today, the industry's top newspapers are adopting a fully digital approach to page assembly and delivery to improve quality control and streamline production. The reading habits associated with the newspaper have become reduced since contemporary consumers generally spend their time on social media.

Social media platforms use algorithms to tailor news content based on users' preferences and behavior. As a result, consumers may be exposed to information that aligns with their existing beliefs, leading to the creation of echo chambers and potential misinformation. This aspect could further impact the diversity of news sources accessed by consumers in South Punjab. Social media allows users to share news articles and stories with their networks instantly. This feature facilitates the rapid dissemination of information, making it easier for news to reach a wider audience. However, the focus on quick sharing and viral content may compromise the depth and accuracy of news reporting, which is a concern for media literacy in the region.

While the rise of social media has impacted newspaper readership, some consumers in South Punjab still prefer traditional newspapers for in-depth analysis, features, and editorials. Social media can act as a complementary source, offering quick headlines and summaries, while newspapers provide a more comprehensive understanding of the news. Newspapers in South Punjab are facing challenges in retaining readership and generating revenue due to the shift to digital media. To survive in this changing landscape, newspapers must adapt to digital platforms and find innovative ways to engage readers while maintaining journalistic integrity. The outcome of the analysis reveals that social media influence directly causes an effect on newspaper reading habits.

CONCLUSION

The advent of social media has revolutionized the way people consume information and stay updated with current events. Newspapers, which were once the primary source of news for many, have experienced significant changes in readership patterns due to the rise of social media platforms. This study aims to investigate the effects of social media on the newspaper reading habits of consumers in South Punjab. Social media platforms have become increasingly popular as a means of accessing news content. Users can now receive real-time updates on their smartphones or other devices, eliminating the need to wait for the next day's newspaper. This shift has led to changes in the reading habits of consumers, especially among the younger

demographic who are more tech-savvy and rely heavily on social media for news updates. As social media platforms offer instant news updates, the print newspaper industry has witnessed a decline in readership, particularly in South Punjab. Many consumers find it more convenient to scroll through news feeds and get curated content on social media platforms rather than reading a physical newspaper. This shift has significant implications for traditional print media outlets in the region.

In addition to the latest news, newspapers often provide op-eds, features, analysis, and insights to make you think. Newspapers may provide readers with the information, expertise, and insights they need to excel in today's increasingly competitive world, which can help them in many areas of life, including academics, jobs, and social interactions. Reading the news may help you develop your critical thinking and expressive abilities and give you a more objective perspective on the world. As a result, everyone should subscribe to a newspaper. The study highlights the significant effects of social media on the newspaper reading habits of consumers in South Punjab. It underscores the need for newspapers to embrace digital transformation while maintaining their unique value proposition. Furthermore, it emphasizes the importance of media literacy and critical thinking among consumers to navigate the information overload on social media and make well-informed decisions. As the digital landscape continues to evolve, understanding these effects and their implications will be essential for the media industry and consumers alike.

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