

A Study Of Impact Of Newspapers On Society Based On Statistical Methods

¹Prakash S. Chougule, ²Tejaswi S.Kurane, ³Suresh V.Patil, ⁴Amit K. Ganpatil, ⁵Priyanka S.Tukan
¹Associate Professor, ²Assistant Professor, ³Associate Professor, ⁴Research Student, ⁵Research Student
Rajarshi Chhatrapati Shahu College, Kolhapur

Abstract - News papers play an vital role in day to day life .The paper is not just a carrier of news .The newspaper serves humankind in different manner. Newspapers are printed in various languages. Now a day's every house is familiar with newspaper services. Every one can know many important incidents happening throughout the world sitting in home.so our interest is to know what is the influence of news paper on society .For this purpose we are collected primary data through questionnaires containg various attributes and collected data are analyzed using different statistical tools. and our study shows that most of the males read lokmat newspaper where as most of the females read Pudhari newspaper and average amount paid on newspaper in the slum, rural and urban area is not same. The attribute Gender and Online newspaper readers are positively associated to each other.

keywords - Z- Test , Chi-square Test, Nonparametric Test, ANOVA , Level of significance ,P-value

INTRODUCTION:

A newspaper is a periodical publication containing written information about current events. Newspaper can cover a wide variety of fields such as politics, business, sport and art, and often include materials such as opinion columns, weather forecasts, and reviews of local services. Newspaper developed in the 17th century, as information sheets for businessmen. The history of newspaper starts from 1605 when the first newspaper got printed in Europe. James Augustus Hickey is considered as the "father of Indian press" as they started the first Indian newspaper from Calcutta Most of the newspapers is aimed at a broad spectrum of readers, usually geographically defined; some focus on groups of readers defined more by their location.

Generally newspaper reading habit in the house starts with the traditionally family newspaper. the perception of the readers about newspaper start from writing style, editorial, layout feel of the newspaper and convenience of reading etc. most of the time the family newspaper or 1st choice newspaper of the family is the regional newspaper Marathi , Hindi, etc. secondly is English newspaper. The 1st and 2nd choice of newspaper normally reflects into their socio economic status. Most of the newspapers are aimed at a broad spectrum of readers, usually geographically defined; some focus on groups of readers defined more by their location.

Today's mornings newspaper publishing is a competitive and became a very complex market the morning newspaper complete with each other and with other media such as TV, radio and the internet. The important of the newspaper is not yet changed in the life of people. Newspaper always treated as most reliable, analytical, trusted news source but definitely the content of the newspaper has been changed over the period of time

In Kolhapur city, there are different types of newspaper like Lokmat, Pudhari, Sakal, Maharashtra times, times of India, etc. From these newspapers we select Pudhari, Lokmat, Sakal and Maharashtra times. We collect data from three different area slum, rural and urban.

OBJECTIVES:

- a) To study the independence between the occupation and newspaper reading time
- b) To study the independence between the area and gender.
- c) To study the independence between the area and newspapers.
- d) To study the independence between the gender and type of news.
- e) To study newspaper reader in rural and urban area gender.
- f) To study the male and female daily newspaper readers.
- g) To study the independence between the education status and newspapers
- h) To study the association between online newspaper readers and gender in urban and rural.
- i) To study average amount paid on newspaper in a week according to area is equal or not by using Mann Whitney test.
- j) To study the amount paid on newspaper in a week by using ANOVA.
- k) To study average amount paid on newspaper in a week according to area by using Z -test

METHODOLOGY:

The main object of our project is to study the impact of newspaper on society in Kolhapur city .So for this project we have collected data from various areas in Kolhapur city. For this process, we have prepared a questionnaire satisfying some characteristics of good questionnaire, from overall city nearly about 170 samples of peoples. We have been collected randomly from following three different areas of Kolhapur city.1) Slum 2) Rural and 3) Urban

STATISTICAL SOFTWARES:

- MS-EXCEL