



## ONLINE NEWSPAPER EXPOSURE BY ACADEMICS IN THE FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF SINDH, JAMSHORO

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### ABSTRACT

*This article explores about the online newspaper readers' news exposure and news consumption habits. It mainly focuses upon how many days and which days of the week, and how much and what is the preferred time to read more online newspapers by the academics teaching in the Faculty of Social Sciences, University of Sindh, Jamshoro. For data collection, a cross-sectional survey was conducted. The sampling was done by applying a purposive and opportunistic technique with the purpose to include as many subjects as possible. In this way a total of 103 academics filled the closed-ended questionnaire. The analysed findings indicated that a typical reader reads online newspaper from 1 to 3 days a week. Further, he mostly reads on Sunday because on that particular day he finds more time to read. Moreover, in the context of time a typical online newspaper reader on average reads the online paper for an hour and prefers mostly to read during a day time.*

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**Keywords:** Online newspapers, Academics, Preferred days, Preferred time, Preferred reasons.

### 1. INTRODUCTION

In this paper, the researcher has tried to investigate and illustrate the online newspaper readership patterns and habits by the academics teaching in the Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan. To begin with further, Internet is now perceived as a more significant mean of information compared with traditional mass media as cite (Kim and Johnson, 2009). Regarding online newspaper it is illustrated that the online newspaper is the creation by the convergence of the newspaper and the Internet. In addition, technologically due to the Internet, online newspapers seek a worldwide market (Chyi and Sylvie, 2001). The related some previous studies further showed that this is because of the Internet's potentiality as an emerging medium that

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the newspaper industry has launched its electronic editions of their newspapers on the Web (Chyi and Sylvie, 2001). Though 'online news is a relatively new phenomenon in the history of journalism' (Dimitrova and Neznanski, 2006), as media is said to need decades to get maturity and find its place in the ecosystem of information (Salaverria, 2005), however yet along with other media, like television and radio stations, magazines and other publications, thousands of newspapers also have online presence as refer (Dimitrova and Neznanski, 2006). Moreover, about online newspapers, it was found that till April 2000, the number of North American dailies offering online news was greater than 1,200; whereas worldwide, the online news services were provided by more than 4,400 newspapers, of which more than 2,900 were based in United States cite Chyi and Sylvie (2001).

Further, in terms of its capacity the online media reach the global audience in no time (Dimitrova and Neznanski, 2006). Therefore, the number of online audience is becoming larger and diverse over time cites (Tewksbury, 2003). Hence, prospects for online papers seem good and virtually all newspapers in western developed countries have an online edition (Schoenbach et al., 2005). Particularly in newspaper industry some are hopeful that online newspapers will replace to print dailies; specially young people are not attracted to the printed versions Schoenbach et al. (2005). This may be because there are some advantages of online newspapers for users. Like, first, they are mostly free of charge, updated throughout the day, easily accessible with an Internet connection, and can be visited even while working at one's PC (Schoenbach et al., 2005). Second, alternatives for news content on the Internet outnumber to those readily available in print or on television (Tewksbury, 2005). Probably due to this, print and online audiences were found to an extent digitally divided; as on average frequent online readers were younger, richer, more educated, more politically active and more often male than frequent print readers (Skogerbo and Winsvold, 2011). In this way, it is deduced in the following words that online audiences compared with print audiences may have different preferences (Skogerbo and Winsvold, 2011). And on the basis of such assumption the main purpose of this study is to investigate the online newspaper viewing patterns of the academics belonging to the Faculty of Social Sciences, University of Sindh, Jamshoro, Pakistan. This study specifically focuses upon how many days and which days of the week the academics prefer more to read online newspapers and what are the reasons to prefer those days. Moreover, it is analyzed that how much time and what is their favorite time to read the online papers. Finally, this research is an exploratory one and an attempt to fill the research gap about online journalism in the context of Sindh province, Pakistan. Therefore, it will also serve as an important baseline for further related research.

## 2. METHODOLOGY AND SAMPLING

A self-completion questionnaire was distributed among all the faculty members in all departments in the Faculty of Social Sciences, University of Sindh, Jamshoro during the first six months of the year 2013. Sampling was purposive and opportunistic with the aim to collect data from as many faculty members as possible. Moreover, the survey embraced to all the faculty members those who were employed on contract basis i.e. Research Associates and Visiting Faculty and those who were on permanent basis i.e. lecturers, assistant professors, associate professors and full professors employed in the various teaching departments of the Faculty of Social Sciences,

University of Sindh, Jamshoro. The questionnaire was administered by the researchers who in most cases were available during the questionnaire distribution as queries could be answered and the filled questionnaires could be collected safely. The questionnaire ranged over three topics related to using the Internet, accessing online newspapers, preferring a particular time, day, newspaper language, number of hours reading online newspapers, and required demographic variables. A total of 103 faculty members in the Faculty of social sciences completed questionnaires. At the time of the survey a total population in the social sciences faculty, University of Sindh, Jamshoro was 134 academics, according to the catalogue 2013 of the University. This figure is inclusive of all the faculty members i.e. visiting, on contract and permanent faculty. However, out of a total of 134 a number of 22 faculty members were on study leave and on lien. In this way, the total population to be surveyed stood 122 academics. Accordingly, the total response rate of the survey stood 84.42%.

### 3. FINDINGS

#### 3.1. Demographic Profile of the Respondents

**Table- 1.** Distribution of respondents by demographic variables

	Number	Percentage (%)
<b>Professional status</b>		
Research Associate	15	(15)
Visiting Faculty	4	(4)
Lecturer	44	(44)
Assistant Professor	25	(25)
Associate Professor	2	(2)
Professor	10	(10)
<b>Gender</b>		
Male	71	(73.2)
Female	26	(26.8)
<b>Mother language</b>		
Sindhi	86	(88.7)
Siraiki	5	(5.2)
Dhatki	2	(2.1)
Baluchi	3	(3.1)
Other	1	(1.0)
<b>Age</b>		
0-30	26	(27.4)
31-40	40	(42.1)
41-50	10	(10.5)
Above 50	19	(20.0)

Professionally the proportion of over than two fifths (44%) of the respondents worked as a lecturer, a quarter (25.0%) as an assistant professor and 15.0% as research associates. Whereas, the lowest proportion worked with the job title of associate professor (2%), then visiting faculty (4%) and the remaining one tenth (10.0%) as professor. Moreover, in the context of gender the major proportion (73.2%) was male. Whereas, in the perspective of the mother tongue the major proportion of the respondent (88.7%) spoke of the Sindhi language, then Siraiki (5.2%), Baluchi (3.1%), Dhatki (2.1%) and other (1%). Finally, in regard to age the proportion of over than two fifths (42.1%) was 31 to 40 years old, and over than a quarter (27.1%) was till 30 years old.

However, in contrast to the first lowest proportion (10.5%) was 41 to 50 years old and the second lowest (20.0%) was above 50 years old. Thus, according to the findings, a typical academic in the Faculty of Social Sciences, University of Sindh, Jamshoro is a lecturer, male, speaking the Sindhi language and between 31 to 40 years old.

### 3.2. Online Newspaper Readership Attitude

**Table-2.** Composition of respondents by online newspaper readership attitude

	Number	Percentage (%)
<b>Reading online newspaper</b>		
Yes	53	(55.2)
No	18	(18.8)
Sometimes	25	(26.0)
<b>Number of days accessing</b>		
1 to 3 days	34	(44.2)
4 to 6 days	17	(22.1)
7 days	26	(33.8)
<b>Preferred days to read</b>		
Monday to Wednesday	16	(24.2)
Thursday to Saturday	12	(18.2)
Sunday	38	(57.6)
<b>Reason for preferring a particular day</b>		
Finding more time	45	59.2
More jobs are advertised	9	11.8
Special edition is published	13	17.1
Other	9	11.8
<b>Number of hours reading</b>		
0 to one hour	59	(78.7)
More than an hour	16	(21.3)
<b>Preferred reading time</b>		
Day	44	57.1
Night	23	29.9
When find time	10	13.0

#### 3.2.1. Reading Online Newspapers

See Table 2, the proportion of over than a half (55.2%) of the respondents read online newspapers and slightly over than a quarter (26.0%) read online newspapers, however sometimes. Whereas, the remaining proportion of almost one fifth (18.8%) revealed that despite accessing to the Internet they do not read online newspapers. Thus, overall the majority (81.2%) of the surveyed academics reads online newspapers. Further when it was analyzed to reading online newspapers in the context of job title (See table 3) the findings mentioned that the research associates and visiting faculty, associate professors and full professors on average read mostly 'sometimes' (24.0% and 12.0% respectively). In contrast assistant professors reported that on average they read more regularly (28.8%). However, among lecturers the proportion of those who said 'no' (55.6%) they do not read on average was higher than those who read (42.3%) and those who read however 'sometimes' (44.0%).

**Table-3.** Distribution of respondents by reading online newspapers (N%)

Professional status	Reading online newspapers			Total
	Yes	No	Sometimes	
Research Assoc. and Visiting Faculty	10 (19.2)	2 (11.1)	6 (24.0)	18 (18.9)
Lecturer	22 (42.3)	10 (55.6)	11 (44.0)	43 (45.3)
Assistant Professor	15 (28.8)	4 (22.2)	5 (20.0)	24 (25.3)
Assoc. Professor and Professor	5 (9.6)	2 (11.1)	3 (12.0)	10 (10.5)
Total	52	18	25	95 (100)
<b>Gender*</b>				
Male	42 (82.4)	12 (70.6)	14 (56.0)	68 (73.1)
Female	9 (17.6)	5 (29.4)	11 (44.0)	25 (26.9)
Total	51	17	25	93 (100)
<b>Age categories</b>				
0 to 30 years	14 (27.5)	1 (6.7)	11 (45.8)	26 (28.9)
31 to 40 years	21 (41.2)	10 (66.7)	8 (33.3)	39 (43.3)
Above 40 years	16 (31.4)	4 (26.7)	5 (20.8)	25 (27.8)
Total	51	15	24	90 (100)

\*  $\chi^2 = 5.99$ ,  $P < 0.05$ ,  $df = 2$ .

In the regard of gender among the male faculty on average the proportion of regular readers (82.4%) was higher than those who read 'sometimes' (56.0%). In contrast, however among female faculty the proportion of those who read 'sometimes' (44.0%) was greater than those who read regularly (17.6%). In age categories those who were till 30 years old on average read mostly 'sometimes' (45.8%). On the contrary, those who were above 40 years old on average read more regularly (31.4%) than others. However, the academics who were 31 to 40 years old among them on average the proportion of those who do not read (66.7%) was higher than those who read regularly (41.2%) and who read 'sometimes' (33.3%).

### 3.2.2. Number of Days to Access Online Newspapers in a Week

As mentioned in Table 2, the proportion of more than two fifth (44.2%) respondents accessed online newspapers from 1 to 3 days a week. And the one third (33.8%) reported accessing online newspapers 7 days a week. However, the remaining proportion of over than one fifth (22.1%) disclosed that they access from 4 to 6 days a week. In this way, the findings accounted that the greater number of respondents (44.2%) reads online newspapers from 1 to 3 days a week. Moreover, (See Table 4) among those faculty members who were research associates and visiting faculty the proportion of those who accessed online newspaper from 1 to 3 days in a week was higher (26.5%). In comparison among those who were associate professors and full professors the proportion of those who accessed online newspapers 7 days a week was higher (15.4%). As far as the lecturers and assistant professors are concerned among them the proportions of those who accessed from 4 to 6 days were higher (56.2% and 31.2% respectively). Similarly, in the context of gender the proportion of male faculty (79.2%) was higher in accessing online newspapers 7 days a week. However, in comparison with the proportion of female faculty (32.4%) was higher in accessing online newspapers from 1 to 3 days a week. Finally, in the perspective of age among those academics who were till 30 years old on average the proportions of those who accessed online newspapers less than 7 days a week were higher (39.4% and 40.0% respectively). However,

among those who were 31 to 40 years old and above 40 years old the proportions of those who accessed online newspaper 7 days a week were higher (46.2% and 34.6% respectively). Thus, in essence, the findings mentioned that those who had a job status of lecturer, assistant professor, associate professor and full professor, and were male, being in age category of 31 to 40 years old and above 40 years old on average accessed more to online newspapers than those who were research associates and visiting faculty, and were female and belonged to age category of till 30 years old.

**Table-4.** Distribution of respondents by number of days accessing online newspapers (*N* %)

Professional status	Number of days accessing newspapers			Total
	1 to 3 days	4 to 6 days	7 days	
Research Assoc. and Visiting Faculty	9 (26.5)	1 (6.2)	5 (19.2)	15 (19.7)
Lecturer	15 (44.1)	9 (56.2)	9 (34.6)	33 (43.4)
Assistant Professor	7 (20.6)	5 (31.2)	8 (30.8)	20 (26.3)
Assoc. Professor and Professor	3 (8.8)	1 (6.2)	4 (15.4)	8 (10.5)
Total	34	16	26	76 (100)
<b>Gender</b>				
Male	23 (67.6)	13 (76.5)	19 (79.2)	55 (73.3)
Female	11 (32.4)	4 (23.5)	5 (20.8)	20 (26.7)
Total	34	17	24	75 (100)
<b>Age categories</b>				
0 to 30 years	13 (39.4)	6 (40.0)	5 (19.2)	24 (32.2)
31 to 40 years	12 (36.4)	5 (33.3)	12 (46.2)	29 (39.2)
Above 40 years	8 (24.2)	4 (26.7)	9 (34.6)	21 (28.4)
Total	33	15	26	74 (100)

### 3.2.3. Preferred Days of a Week to Access Online Newspapers

See Table 2 mentions that in the regard of preferred days of a week to read online newspapers the proportion of almost three fifth (57.6%) respondents preferred to read more on Sunday. Then, in descending order, the preferred days for the remaining proportions of the respondents were first from Monday to Wednesday (24.2%) and second from Thursday to Saturday (18.2%). Thus it stood mentioned that the majority (57.6%) of the respondents read online newspapers more on Sunday. Additionally, according to the table 5 the academics with the job title research associate and visiting faculty on average preferred more to read online newspapers on second 3 days of a week (33.3%) than the first 3 days (12.5%) and Sunday (16.2%). Whereas, on the contrary lecturers and assistant professors preferred more to first 3 days of a week (50.0% and 37.5% respectively) than second three days (33.3% and 25.0% respectively) and Sunday (45.9% and 24.3% respectively). However, associate professors and professors had a different read preference; they were found preferring to read more on Sunday (13.5%) than on the subsequent 3 days (8.3%) and first 3 days (0.0%) a week. In the perspective of gender, male faculty preferred more to read equally both on first 3 days of a week (75.0%) and Sunday (75.0%) than on the second 3 days (58.3%). However, in contrast female academics preferred more just to read on the second 3 days of a week (41.7%). In the context of age, both those who were till 30 years old and above 40 years old preferred more to read on Sunday (36.1% and 27.8% respectively) than other days of a week (13.3%, 33.3% and 26.7%, 25.0% respectively). On the contrary, however, those who were in the

age category of 31 to 40 years old preferred more to read on the first 3 days of a week (60.0%) than second 3 days (41.7%) and Sunday (36.1%).

**Table-5.** Distribution of respondents by preferred days of a week (*N* %)

<b>Job status</b>	<b>Preferred days of a week to read</b>			<b>Total</b>
	<b>1st 3 days</b>	<b>2nd 3 days</b>	<b>Sunday</b>	
Research Assoc. and Visiting Faculty	2 (12.5)	4 (33.3)	6 (16.2)	12 (18.5)
Lecturer	8 (50.0)	4 (33.3)	17 (45.9)	29 (44.6)
Assistant Professor	6 (37.5)	3 (25.0)	9 (24.3)	18 (27.7)
Assoc. Professor and Professor	0 (0.0)	1 (8.3)	5 (13.5)	6 (9.2)
<b>Total</b>	<b>16</b>	<b>12</b>	<b>37</b>	<b>65 (100)</b>
<b>Gender</b>				
Male	12 (75.0)	7 (58.3)	27 (75.0)	46 (71.9)
Female	4 (25.0)	5 (41.7)	9 (25.0)	18 (28.1)
<b>Total</b>	<b>16</b>	<b>12</b>	<b>36</b>	<b>64 (100)</b>
<b>Age categories</b>				
0 to 30 years	2 (13.3)	4 (33.3)	13 (36.1)	19 (30.2)
31 to 40 years	9 (60.0)	5 (41.7)	13 (36.1)	27 (42.9)
Above 40 years	4 (26.7)	3 (25.0)	10 (27.8)	17 (27.0)
<b>Total</b>	<b>15</b>	<b>12</b>	<b>36</b>	<b>63 100</b>

### 3.2.4. Reasons to Prefer a Particular Day/S

(See Table 2) the proportion of almost three fifth (59.2%) respondents reported that their reason for preferring a particular day was that they 'find more time' on that particular day in a week. Whereas, the remaining proportions of the respondents mentioned different reasons like, in descending order, 'special edition is published' (17.1%), 'more jobs are advertised' (11.8%) and various 'other' reasons (11.1%). Moreover, according to the table (6) in the context of job status research associates and visiting faculty reported that they preferred that particular day on average more because of the reason that 'more jobs are advertised' (44.4%) on that particular day. However, lecturers said that they preferred to read online newspapers on that particular day mostly due to the reason as on that day 'special edition is published' (69.2%). As far as assistant professors, associate professors and full professors are concerned they on average reported preferring that particular day because they 'find more time' (31.8% and 15.9% respectively) on that day.

In regard to gender, female faculty enumerated equal to both reasons 'more jobs are advertised' and 'special edition is published' (33.3% and 33.3% respectively) on that particular preferred day. However, male faculty on average reported more to 'other' various reasons (88.9%) for preferring that particular day to read online newspapers. In the perspective of age those who were till 30 years old preferred that particular day because 'more jobs are advertised' on that day. And those who were from 31 to 40 years old said more that on that particular day 'special edition is published' (46.2%). However, academics those were above 40 years old had on average more 'other' (44.4%) various reasons to prefer that particular day.

**Table-6.** Distribution of respondents by reasons for preferring a particular day to read (*N* %)

Professional status	Day preferring reasons				Total
	Finding more time	More jobs are advertised	Special edition published	Other	
Research Assoc. and Visiting Faculty	8 (18.2)	4 (44.4)	1 (7.7)	2 (22.2)	15 (20.0)
Lecturer	15 (34.1)	4 (44.4)	9 (69.2)	4 (44.4)	32 (42.7)
Assistant Professor	14 (31.8)	1 (11.1)	3 (23.1)	2 (22.2)	20 (26.7)
Assoc. Professor and Professor	7 (15.9)	0 (0.0)	0 (0.0)	1 (11.1)	8 (10.7)
Total	44	9	13	9	75 (100)
<b>Gender</b>					
Male	32 (74.4)	6 (66.6)	10 (76.9)	8 (88.9)	56 (75.7)
Female	11 (25.6)	3 (33.3)	3 (23.1)	1 (11.1)	18 (24.3)
Total	43	9	13	9	74 (100)
<b>Age categories</b>					
0 to 30 years	12 (28.6)	6 (66.7)	4 (30.8)	1 (11.1)	23 (31.5)
31 to 40 years	17 (40.5)	2 (22.2)	6 (46.2)	4 (44.4)	29 (39.7)
Above 40 years	13 (31.0)	1 (11.1)	3 (23.1)	4 (44.4)	21 (28.8)
Total	42	9	13	9	73 (100)

### 3.2.5. Numbers of Hours Reading Online Newspapers

See Table 2 regarding number of hours reading online newspapers the proportion of above than three quarters (78.7%) respondents said that they read online newspapers till one hour. However, the remaining proportion of slightly over than one quarter (21.3%) reported that they read more than one hour. Thus, it was divulged that the majority (78.7%) of the academics in the Faculty of Social Sciences, University of Sindh, Jamshoro, read online newspapers generally maximum one hour. Additionally, according to the table 7 the academics having the job status of research associate, visiting faculty and assistant professor on average read more than an hour (26.7% and 33.3% respectively). However, on the contrary lecturers, associate professors and full professor on average read maximum for the period of one hour (44.1% and 13.6% respectively). In the perspective of gender, male academics on average read more than an hour (87.5%). However, female academics on average read online newspapers maximum for the period of one hour (31.6%). In regard to age both those who were till 30 years old and from 31 to 40 years old on average read more than an hour (33.3% and 40.0% respectively). Whereas, those who were above 40 years old on average read maximum till the period of one hour (31.0%).

### 3.2.6. Preferred Time to Read Online Newspapers

About time preference (See table 2) the proportion of about three fifth (57.1%) respondents reported that they read online newspapers during day time. And another proportion of over than one quarter (29.9%) said that they read during night time. However, the remaining proportion of more than one tenth (13.0%) mentioned that they read online newspaper 'when find time'. In this way, it was known that the majority (57.1%) reads online newspapers during day time. Moreover (See Table 8), the academic having the job status of research associate and visiting faculty on average read more during the day (23.3%). However, in contrast the faculty members with the professional title of assistant professor, associate professors and full professors on average read



more during the night (34.8% and 13.0% respectively). As far as the lecturers are concerned they reported that on average they read more 'when find time' (70.0%). In the context of gender, male academics reported that on average they read more during the day (77.3%). On the contrary, however, the female academics said that on average they read more 'when find time' (50.0%). Finally, in the subject of age of those respondents who were till 30 years old on average read more 'when find time' (44.4%). And those who were 31 to 40 years old on average read more during the night (50.0%). In contrast, however, those who were above 40 years old mentioned that they on average read more during the day (34.9%).

**Table-7.** Distribution of respondents by number of hours to read online newspapers (*N %*)

Professional status	Number of hours reading		Total
	One hour	More than one hour	
Research Assoc. and Visiting Faculty	10 (16.9)	4 (26.7)	14 (18.9)
Lecturer	26 (44.1)	6 (40.0)	32 (43.2)
Assistant Professor	15 (25.4)	5 (33.3)	20 (27.0)
Assoc. Professor and Professor	8 (13.6)	0 (0.0)	8 (10.8)
Total	59	15	74 (100)
<b>Gender</b>			
Male	39 (68.4)	14 (87.5)	53 (72.6)
Female	18 (31.6)	2 (12.5)	20 (27.4)
Total	57	16	73 (100)
<b>Age categories</b>			
0 to 30 years	18 (31.0)	5 (33.3)	23 (31.5)
31 to 40 years	22 (37.9)	6 (40.0)	28 (38.4)
Above 40 years	18 (31.0)	4 (26.7)	22 (30.1)
Total	58	15	73 (100)

**Table-8.** Distribution of respondents by the preferred time to read online newspapers (*N %*)

Professional status	Preferred time			Total
	Day	Night	When find time	
Research Assoc. and Visiting Faculty	10 (23.3)	4 (17.4)	1 (10.0)	15 (19.7)
Lecturer	18 (41.9)	8 (34.8)	7 (70.0)	33 (43.4)
Assistant Professor	10 (23.3)	8 (34.8)	2 (20.0)	20 (26.3)
Assoc. Professor and Professor	5 (11.6)	3 (13.0)	0 (0.0)	8 (10.5)
Total	43	23	10	76 (100)
<b>Gender</b>				
Male	34 (77.3)	15 (71.4)	5 (50.0)	54 (72.0)
Female	10 (22.7)	6 (28.6)	5 (50.0)	21 (28.0)
Total	44	21	10	75 (100)
<b>Age categories</b>				
0 to 30 years	13 (30.2)	7 (31.8)	4 (44.4)	24 (32.4)
31 to 40 years	15 (34.9)	11 (50.0)	3 (33.3)	29 (39.2)
Above 40 years	15 (34.9)	4 (18.2)	2 (22.2)	21 (28.4)
Total	43	22	9	74 (100)

#### 4. DISCUSSION AND CONCLUSION

The purpose of this study was to explore the readership level of online newspapers, a typical reader and his reading preference attitude in the context of selecting days, number of hours reading, and preferred reading time. In this way, generally, the findings led us to infer that demographically a typical academic in the Faculty of Social Sciences, University of Sindh, Jamshoro, is male, lecturer by his job title, speaks Sindhi, and is 31 to 40 years old. Moreover, the typical online newspaper reader in the Faculty of Social Sciences University of Sindh, Jamshoro reads online newspapers from 1 to 3 days in a week, and mostly prefers to read more on Sunday particularly because of the reason that he 'finds more time' on that particular day. Additionally, he reads mostly till an hour and during daytime.

Further, the majority (81.2%) of the academics reported reading online newspapers, however 26.0% of them read 'sometimes'. Those who on average read regularly are mostly male, have a job title of assistant professor, and are above 40 years old. Moreover, the greatest number of respondents (44.2%) reported that they read mostly from 1 to 3 days a week. However, among them on average the respondents having a job title of research associate and visiting faculty were higher, and they on average mostly were female. Further, in preferring a particular day to read, the findings divulged that the majority (57.6%) prefer to read online newspapers mostly on Sunday. And those who preferred more to Sunday most probably were research associates, visiting faculty, associate professors and full professors, and were both till 30 years old and above 40 years old.

Moreover, about the reasons to prefer a particular day to read, the majority (59.2%) said that they prefer a particular day to read online newspapers mostly because they 'find more time' on that particular day in a week. Additionally, academics who preferred that typical day because of the reason they 'find more time' on that particular day most probably were assistant professors, associate professors and full professors and were above 40 years old. In the reference of time the majority (78.7%) of the academics reads online newspapers till an hour. And most probably they were lectures, associate professors, and full professors. In the context of gender, on average they were mostly female and above 40 years old. Regarding the time preference, the majority (57.1%) read during a day. And they have most probably the job title of research associate and visiting faculty; gender-wise they were male, and above 40 years old.

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