

Usage of Mass Media by the Women Library Professionals of Universities in Kerala

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Abstract: *Mass Media has attained a great value among people as it gives information regarding all happenings around the world and makes them connect to the world. The development of social networking sites gives people an opportunity to contact and share with fellows in any part of the world. In this study an attempt is done to analyse the media usage behaviour of women library professionals of Universities in Kerala. The different types of media like Newspaper, Magazines, Radio, Television and Internet used and the time spend by the respondents for the usage of these media are analysed. The respondents' favourite area of information and the problems faced by them in the usage of mass media are examined in the study.*

Key Words: *Mass media, Women library professionals, University, Kerala*

I. Introduction

Our values and way of life in the society in this information era are strongly influenced by mass media like newspapers, television, radio, and the internet. Mass media has become an integral part of our lives and cannot be separated from our lives. It has emerged into a strong force, over the years. The mass media shapes our perceptions and views of social reality by presenting only some aspects of reality and by continuation repetition of images and messages.

The potential of the new information and communication technologies for the advancement of women is considerable. Networking, research, training, sharing of ideas and information- all these could be made infinitely easier through relatively affordable computer mediated communication such as email, internet, hyperlink and hypermedia. There are immense possibilities for media to reach the masses through their entertainment slots. Mass media play a significant role in shaping women's values, attitude, perception and behaviour. Mass media exposure gives women more knowledge which will help their attitude and behavioural changes leading to improvement in the status of women and quality of life and participation in development activities. Mass media exposure has significant effect on women's empowerment in terms of decision making autonomy that is closely associated with achieving better quality of life.

II. Review Of Literature

The study conducted by Mahalakshmi (2012) examines the effect of technology on library professionals of Engineering colleges of Anna University, Coimbatore. Questionnaire used to collect data were distributed to 103 library professionals and yielded 95 per cent. The study revealed that a significant relationship exists between impact of technology on job responsibility and rewards, work performance and perceptions about new learning technologies. Tyagi (2012) conducted a study on the awareness and usage analysis of Web 2.0 technologies by library professionals in library and in their personal life. Survey method was used to collect data with the help of structured questionnaire from engineering colleges of Western Uttar Pradesh. The study observed that significant portion of the respondents have good knowledge about the Web 2.0. The respondents having excellent skills of internet usage were more inclined towards adoption of Web 2.0 technologies in their personal life.

A study was done to analyse the impact of science and technology communication through media like newspaper, radio and television among the rural women of the age group of 18-45 in Tamil Nadu for their development by Jothi P (2014). The print media has created more effectiveness among the literates. The radio and television media has greater effectiveness among people of all educational levels and these media are effective in science and technology communication. Gupta (2014) conducted a study about the level of awareness about social media applications among library staff in Power sector organisations at their work place. Data was collected from 48 respondents using questionnaire. The study revealed that the library staffs were not adequately aware of social media applications and their usefulness in libraries.

Title of the Study

The title of the present study is “Usage of Mass Media by the Women Library Professionals of Universities in Kerala”.

Objectives

The objectives of the study are given below:

1. To analyse the media using habits of women library professionals
2. To know the social networking sites widely used by the women library professionals.
3. To find out the time spend by the women library professionals for using mass media.
4. To determine the area of interest of women library professionals.
5. To find out the problems faced by the women library professionals in the usage of mass media.

III. Methodology

A survey is conducted to collect data from the women library professionals of Universities in Kerala. Two Universities, namely University of Calicut and Kerala University are taken for the study. Questionnaire was administered to collect primary data. 30 women professionals from each University were taken for the study. 27 and 28 questionnaires were returned duly filled from University of Calicut and Kerala University respectively. The distribution of sample is shown in Table 1.

Table 1: Distribution of Questionnaire

Respondents	No. of questionnaire distributed	No. of questionnaire received
University of Calicut	30	27
Kerala University	30	28
Total	60	55

Analysis and Interpretation

The data collected were tabulated and analysed .The analysis is given below.

Marital Status

The marital status of the women library professionals in Universities are given in the Table 2.

Table 2: Marital Status

Marital Status	University of Calicut	Kerala University	Total
Unmarried	1 (3.7%)	1 (3.57%)	2 (3.64%)
Married	26 (96.3%)	26 (92.86%)	52 (94.55%)
Widowed	0	1 (3.57%)	1 (1.82%)
Divorced	0	0	0

The above Table clearly indicate that the majority of the women library professionals (94.55%) are married. The numbers of unmarried and widowed respondents are negligible.

Number of Children

The below table give the information regarding the number of children the respondents have.

Table 3: Number of Children

Number of children	University of Calicut	Kerala University	Total
1	7 (25.93%)	9 (32.14%)	16 (29.09%)
2	18 (66.67%)	16 (57.14%)	34 (61.82%)
3	1 (3.7%)	0	1 (1.82%)
More than 3	0	0	0
Nil	1(3.7%)	3 (10.71%)	4 (7.27%)

From the above table, it is understood that majority of the women library professionals (61.82%) in Universities have 2 children. Some of them (29.09%) have one children and only 1.82 per cent have 3 children.

Number of Newspaper

An attempt was made to know the number of newspapers in Malayalam and English language read by the women library professionals. The result is given in the below table.

Table 4: Number of Newspaper

Language	Malayalam			English		
	Number of Newspaper			Number of Newspaper		
	1	2	3	1	2	3
University of Calicut	14 (51.85%)	6 (22.22%)	0	8 (29.63%)	0	0
Kerala University	15 (53.57%)	8 (28.57%)	2 (7.14%)	14(50%)	2 (7.14%)	0
Total	32 (58.18%)	17 (30.91%)	2 (3.64%)	22(40%)	2 (3.64%)	0

From the above table, it is clear that majority of the respondents (58.18%) read one Malayalam newspaper in both University of Calicut (51.85%) and Kerala University (53.57%). 30.91 per cent of the respondents read two Malayalam newspapers. Nobody reads more than 2 Malayalam newspapers except 7.14 per cent of the respondents in Kerala University. In University of Calicut, only 29.63 per cent of the women professionals read English newspapers, whereas in University of Kerala, 50 per cent read one newspaper and 7.14 per cent read two newspapers in English. On the whole it is clear that the use of regional language newspaper is high among the professionals.

Time spend for Newspaper reading

The time taken for newspaper reading by the women library professionals in a day is given in the following Table.

Table 5: Time spend for Newspaper reading

Time spend for Newspaper reading	University of Calicut	Kerala University	Total
Less than 1 hour	18 (66.67%)	19 (67.86%)	37 (67.27%)
1-2 hours	9 (33.33%)	9 (32.14%)	18 (34.55%)
2-3 hours	0	0	0
More than 3 hours	0	0	0

From the Table it is clear that majority of the respondents (67.27%) spend less than one hour for newspaper reading. 34.55 per cent of them read newspaper for 1 to 2 hours and nobody spend more than 2 hours. There is no significant difference between the professionals in both Universities regarding the time taken for newspaper reading.

Number of Magazines

The number of magazines of different categories read by the women library professionals is given in the Table 6.

Table 6: Number of Magazines

Categories of Magazines		University of Calicut	Kerala University	Total
General Magazines	1	8 (29.63%)	8 (28.57%)	16 (29.09%)
	2	6 (22.22%)	9 (32.14%)	15 (27.27%)
	3	3 (11.11%)	3 (10.71%)	6 (10.91%)
Women’s Magazines	1	8 (29.63%)	8 (28.57%)	16 (29.09%)
	2	9 (33.33%)	5 (17.86%)	14 (25.45%)
	3	3 (11.11%)		3 (5.45%)
Subject/special Magazines	1		5 (17.86%)	5 (9.09%)
	2		3 (10.71%)	3 (5.45%)
	3	1 (3.7%)	1 (3.57%)	2 (3.64%)

The above Table gives information regarding different types of magazines read by the respondents. 29.09 per cent of the respondents read one general and women’s magazine. 33.33 per cent and 17.86 per cent of the respondents in University of Calicut and Kerala University respectively, read 2 women’s magazines. The readers of special/subject magazines are high among the Kerala University.

Time Spend for Magazines Reading

The time spend for reading magazines in a week is given in the below table.

Table 7: Time Spend for Magazines Reading

Time Spend for Magazines Reading	University of Calicut	Kerala University	Total
Less than 1 hour	8 (29.63%)	7 (25%)	15 (27.27%)
1-2 hours	12 (44.44%)	16 (57.14%)	28 (50.91%)
2-3 hours	2 (7.41%)	3 (10.71%)	5 (9.09%)
More than 3 hours	3 (11.11%)	2 (7.14%)	5 (9.09%)

The table 7 indicates that almost half of the respondents (50.91%) spend 1-2 hours for reading magazines in a week. Some of them (27.27%) take less than one hour to read magazines and a few of them spend more than 3 hours a week for reading magazines.

Usage of Radio

In the Twentieth century, people’s favourite medium of communication was Radio. But due to the advent of Television and Internet, the importance of Radio declined gradually. The data about the usage of Radio by the women library professionals of Universities is shown in the Table 8.

Table 8: Usage of Radio

Usage of Radio	University of Calicut	Kerala University	Total
Yes	11 (40.74%)	19 (67.86%)	30 (54.55%)
No	16 (59.26%)	9 (32.14%)	25 (45.45%)

It is understood from the above Table that, the number of radio listeners is high among Kerala University professionals (67.86%) than those of University of Calicut (40.74%). Among the women professionals in University of Calicut, the number of non-listeners (59.26%) exceeds the number of listeners. On the whole, there exist a small difference between Radio listeners (54.55%) and Radio non-listeners (45.45%).

Radio Station

There are lots of private FMs in Kerala like Club FM, Radio Mango, Red FM, etc. The following Table gives the information on whether the women library professionals hear Akashavani or FMs.

Table 9: Radio Station

Radio Station	University of Calicut (N=11)	Kerala University (N=19)	Total (N=30)
Akashavani	7 (63.64%)	9 (47.37%)	16 (53.33%)
FMs	9 (81.82%)	17 (89.47%)	26 (86.67%)

The above table depicts that among the Radio listeners, majority of them listen FMs (86.67%) than Akashavani (53.33%). 81.82 per cent of the women professionals in University of Calicut hear FMs and 63.64 per cent hear Akashavani also. While 86.67 per cent of the professionals in Kerala University listen to FMs, only 47.37 per cent listen to Akashavani.

Time Spends for Radio Listening

The time spends for listening Radio by the women library professionals in the Universities in Kerala is given in the Table 10.

Table 10: Time Spends for Radio Listening

Time spends for Radio listening	University of Calicut (N=11)	Kerala University (N=19)	Total (N=30)
Less than 1 hour	5(45.45%)	9 (47.37%)	14 (46.67%)
1-2 hours	3 (27.27%)	8 (42.11%)	11(36.67%)
2-3 hours	2 (18.18%)	2 (10.53%)	4 (13.33%)
More than 3 hours	1 (9.09%)	0	1 (3.33%)

The Table 10 indicates that almost half of the Radio listening women professionals in University of Calicut (45.45%) and Kerala University (47.37%) spend less than 1 hour. 36.67 per cent of them spend 1-2 hours and only a few of them spend more than 2 hours for Radio listening.

Usage of Television

Television has penetrated into every household from the last quarter of the Twentieth century. The below Table give the information about the difference between the usage of Doordarshan and private cable channels.

Table 11: Usage of Television

Usage of Television	University of Calicut	Kerala University	Total
Doordarshan	5 (18.52%)	6 (21.43%)	11 (20%)
Private channels	23 (85.19%)	25 (89.29%)	48 (87.27%)

It is clearly understood from the table that majority of the respondents (87.27%) watch private television channels than Doordarshan (20%). There is no significant difference between the women professionals of both Universities regarding this matter.

Language of TV Channels

An attempt is done to know the Television channels in different languages watched by women library professionals. The result is given in the Table 12.

Table 12: Language of TV Channels

Language of TV Channels	University of Calicut	Kerala University	Total
Malayalam	27 (100%)	28 (100%)	55 (100%)
English	10 (37.04%)	15 (53.57%)	25 (45.45%)
Hindi	7 (25.93%)	8 (28.57%)	15 (27.27%)
Others	0	4 (14.29%)	4 (7.27%)

The table shows that everybody watches Malayalam channels irrespective of the University. Almost half of the respondents (45.45%) that include 37.04 per cent of professionals in University of Calicut and 53.57 per cent of those in Kerala University watch English channels also. 27.27 per cent of the respondents used to see Hindi channels and a few of them (7.27%) watch channels in other languages too.

Time Spends for TV Watching

The time spends for TV watching by the women library professionals are given in the Table.

Table 13: Time Spends for TV watching

Time spends for TV watching	University of Calicut	Kerala University	Total
Less than 1 hour	11 (40.74%)	7 (25%)	18 (32.73%)
1-2 hours	14 (51.85%)	13 (46.43%)	27 (49.09%)
2-3 hours	1 (3.7%)	4 (14.29%)	5 (9.09%)
More than 3 hours	1 (3.7%)	4 (14.29%)	5 (9.09%)

From the table, it is understood that almost half of the respondents (49.09%) watch TV for 1-2 hours. 40.74 per cent of University of Calicut professionals and 25 per cent of Kerala University professionals watch TV for less than 1 hour. Only a negligible per cent watch TV for more than 2 hours.

Usage of Internet

The usage of Internet is high among people in this information age. Here an attempt is done to analyse the usage of different Internet services by the women library professionals of Universities in Kerala. The data is given in the below table.

Table 14: Usage of Internet

Internet Services	University of Calicut	Kerala University	Total
Search engines	23 (85.19%)	19 (67.86%)	42 (76.36%)
Social networking sites	23 (85.19%)	21 (75%)	44 (80%)
News Groups	16 (59.26%)	9 (32.14%)	25 (45.45%)
Downloading SW/programs	14 (51.85%)	12 (42.86%)	26 (47.27%)
You Tube	15 (55.56%)	13 (46.43%)	18 (32.73%)
Chatting	11 (40.74%)	11 (39.29%)	22 (40%)
Online shopping	16 (59.26%)	10 (35.71%)	26 (47.27%)
Blogging	4 (14.81%)	8 (28.57%)	12 (21.82%)
Internet Banking	8 (29.63%)	12 (42.86%)	20 (36.36%)
Online ticket booking	7 (25.93%)	8 (28.57%)	15 (27.27%)

The above table indicates that majority of them use social networking sites (80%) and 76.36 per cent use search engines. Nearly half of them use internet services like news groups (45.45%), downloading software/programs (47.27%), online shopping (47.27%) and chatting (40%). They also use You Tube (32.73%), Internet Banking (36.36%), online ticket booking (27.27%) and Blogging (21.82%). It is clear from the table that except some services, the usage of internet services is high among women professionals of University of Calicut.

Usage of Social Networking Sites

From the above table, it is evident that majority of the respondents are using social networking sites. The different social networking sites used by the women professionals are analysed below.

Table 15: Usage of Social Networking Sites

Social Networking Sites	University of Calicut	Kerala University	Total
Facebook	25 (92.59%)	24 (85.71%)	49 (89.09%)
Twitter	4 (14.81%)	7 (25%)	11 (20%)
WhatsApp	14 (51.85%)	15 (53.57%)	29 (52.73%)
LinkedIn	7 (25.93%)	8 (28.57%)	15 (27.27%)
Academia.edu	2 (7.41%)	3 (10.71%)	5 (9.09%)
Google Plus	8 (29.63%)	8 (28.57%)	16 (29.09%)
Blog	3 (11.11%)	6 (21.43%)	9 (16.36%)

The Table 15 shows that most widely used social networking sites are Facebook (89.09%) and WhatsApp (52.73%). 29.09 per cent of them use Google Plus, 27.27 per cent use LinkedIn and 20 per cent use Twitter. The other services has low usage rate.

Mobile Phone Services

Today, almost every people have mobile phones. There are lots of services provided by these smart phones. The various services utilised by the women library professionals are given in the Table 16.

Table 16: Mobile Phone Services

Mobile Phone Services	University of Calicut	Kerala University	Total
Facebook	18 (66.67%)	14 (50%)	32 (58.18%)
WhatsApp	14 (51.85%)	15 (53.57%)	29 (52.73%)
You Tube	9 (33.33%)	8 (28.57%)	17 (30.91%)
Mobile Banking	8 (29.63%)	8 (28.57%)	16 (29.09%)
Email	18 (66.67%)	14 (50%)	32 (58.18%)
FM/Music	13 (48.15%)	13 (46.43%)	26 (47.27%)
Google Map	5 (18.52%)	10 (35.71%)	15 (27.27%)
Watch Movies	4 (14.81%)	3 (10.71%)	7 (12.73%)
Others	2 (7.41%)	2 (7.14%)	4 (7.27%)

It is clear from the above table that more than half of the respondents are using Facebook (58.18%), E mail (58.18%) and WhatsApp (52.73%). The usage of Facebook and Email services are high among professionals of University of Calicut than those of Kerala University. The other Mobile phone services that are used by the professionals are FM/Music (47.27%), You Tube (30.91%), mobile banking (29.09%), and Google Map (27.27%).The other services are used by a small per cent.

Time Spend for Mobile Phone Services

From the above Table, it is clear that most of the respondents are using Mobile phone services. The below table gives the information regarding the time spend for the usage of Mobile phone services.

Table 17: Time Spend for Mobile Phone Services

Time Spend for Mobile Phone Services	University of Calicut	Kerala University	Total
Less than 1 hour	12 (44.44%)	14 (50%)	26 (47.27%)
1-2 hours	8 (29.63%)	4 (14.29%)	12 (21.82%)
2-3 hours	2 (7.41%)	4 (14.29%)	6 (10.91%)
More than 3 hours	1 (3.7%)	0	1 (1.82%)

The above Table depict that almost half of the respondents (47.27%) spend less than 1 hour for using services in Mobile phone. 21.82 per cent of the professionals use mobile phone for 1-2 hours and 10.91 per cent use 2-3 hours.

Area of Interest

An attempt is done to identify the area of interest of women library professionals. The data is given in the below table.

Table 18: Area of Interest

Area of Interest	University of Calicut	Kerala University	Total
Fashion	10 (37.04%)	8 (28.57%)	18(32.73%)
News	27 (100%)	24 (85.71%)	51(92.73%)
Health	18 (66.67%)	15 (53.57%)	33(60%)
Education	13 (48.15%)	14 (50%)	27 (49.09%)
Entertainment	19 (70.37%)	21 (75%)	40 (72.73%)
Sports	5 (18.52%)	6 (21.43%)	11 (20%)
Others	3 (11.11%)	2 (7.14%)	5 (9.09%)

It is evident from the Table that all the women library professionals in University of Calicut and 85.71 per cent of professionals in Kerala University are interested in news. The other interested areas are Entertainment (72.73%), Health (60%), Education (49.09%) and Fashion (32.73%). Only a few (20%) are interested in Sports. Some of the other interested areas denoted by them are gardening, handicraft, cooking, yoga, etc.

Reliable Media

There are lots of media available nowadays. The whole information in all media may not be credible. Here an enquiry is done in order to find out the reliable media.

Table 19: Reliable Media

Reliable Media	University of Calicut	Kerala University	Total
Newspaper	19 (70.37%)	12 (42.86%)	31 (56.36%)
Magazines		2 (7.14%)	2 (3.64%)
Television		8 (28.57%)	8 (14.55%)
Radio	4 (14.81%)	4 (14.29%)	8 (14.55%)
Internet	4 (14.81%)	2 (7.14%)	6 (10.91%)

The Table clearly shows that majority of the respondents of University of Calicut (70.37%) and Kerala University (42.86%) consider Newspaper as the most reliable medium.

Problems in the Usage of Mass Media

The various problems faced by the women library professionals in the usage of mass media are analysed below.

Table 22: Problems in the Usage of Mass Media

Problems	University of Calicut	Kerala University	Total
Lack of awareness	4 (14.81%)	7 (25%)	11 (20%)
Lack of access	5 (18.52%)	6 (21.43%)	11 (20%)
Lack of time	25 (92.59%)	26 (92.86%)	51 (92.73%)
Lack of money	3 (11.11%)	4 (14.29%)	7 (12.73%)

The Table 22 shows that the main problem faced by the women library professionals is lack of time (92.73%). As majority of the women library professionals are married and have children, they may be busy with their domestic responsibilities and may not have time for the media usage. The other problems scored low per cent like lack of awareness (20%), lack of access (20%) and lack of money (12.73%).

IV. Conclusion

Women constitute a strong force among the library professionals in Kerala. Women in this modern age are emerging out from the darkness to the light. The media helps women in this process very much along with their education. The study reveals that the media are widely used by the women library professionals in Kerala though they have time constraint. The study shows that the viewership of Doordarshan among the audience is declining and the usage of Radio is also less when compared to other media. The internet services, social networking sites and mobile phone services are attaining high importance among the professionals. The women in any profession have lots of responsibilities in home and in workplace. They have to play a superwoman's role daily to satisfy everybody around her. It is welcoming that beyond their time limit, they use mass media very effectively.

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