

Online and Printed Media to Enhance Students' Reading Culture: A Comparative Survey

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Abstract: The current study was designed to determine whether differences exist in the content of the online and print versions in enhancing students' reading culture. One local news in online and print version investigated in this study. Distributing questionnaire to the students was done to gain the data of the students' reading interest. The study was a kind of survey method. The numbers of participants were 100 students in two private universities in Indonesia. The data then analyzed descriptively. The result revealed that the students prefer to read the online version of the media and its content entirely. The result also revealed that there is no consistent pattern is evident regarding how students attend to the respective online and print versions.

Keywords: Online media, printed media, reading culture

1. Introduction

Recently, reading literacy becomes a trending topic of the Indonesian government. Public will has a good worldwide knowledge through reading. It can be shaped through enhancing reading culture of the society. As the data released by the government in 2019, it shows that 65% of Indonesia spending their leisure time to do other activities such watching television (15%), gaming (21%) and social media (29), meanwhile reading activity only done by 35% respondent (25% online media) and (10% printed media) [1].

Based on the data above, social media has the highest percentage of the survey. This study tried to compare between print and online media with a view in enhancing students' reading culture. The online and print debate has been raging for a while. Before publishers choose which model to use between the print and online, they should fully understand the pros and cons of each. Unfortunately, reading has not received much attention in Indonesia. It is often emphasized at school levels, where children attend school in order to gain the three "Rs" as the basic knowledge (Reading, Writing & Arithmetic).

The biggest hurdle to establishing a reading culture in Indonesia is neither access nor infrastructure. Historically, the reading class has been an elite group associated with academia, religious or regime hierarchies. There is a challenge to create a culture of reading books by educating students about the importance of reading [1].

The Ministry of education points out that there is no doubt that reading is an essential media for learning and that it is important for everyone to develop the reading habits and the culture of reading to survive in increasingly challenging worldwide.

However, with technological developments, reading habits are changing as technology is slowly but surely taking a steady control over individual lives and reading habits are in serious jeopardy. [2] emphasizes that reading habits has never been more necessary for development; it is key to communication and learning of all kinds and a fundamental condition of access to today's knowledge societies.

The development of reading culture ideally starts at an early stage of childhood and developed to adulthood with the support of cultural tools. However, studies conducted in reading habits demonstrate that the majority of children come from households where they hardly ever see adults reading and some of them are barely literate. Even within literate households, adults do not often practice reading for lack of reading materials [3], [4], [5], [6], [7]

According to [8], to make the children become good readers, parents need to read themselves and set an example for their children. Indeed, it has been said that reading to a child even for 15 minutes each day is all they need to start off with a good foundation in their quest for literacy. Therefore, it assumes that reading culture is part of everyday life and that people reading at home and during their leisure time. Thus reading becomes a habit that will be hard to drop. 'Reading will be like eating peanuts, where you don't feel like stopping' [8].

2. Method

This study used a survey method. To collect the data, questionnaire was distributed as the data collection tool. The questionnaire was designed to gain the data of students' preference in reading. In this study, the participants are students from two private universities in Indonesia. To collect data, a total of 100 students from both universities were randomly chosen as sample of the study. From 100 questionnaire distributed, there were 96 questionnaires were returned. The data are analyzed with Statistical Package for the Social Sciences (SPSS) 24.0 in order of the questions' appearance. The responses are shown in percentage using figures.

3. Findings and Discussion

3.1 Findings

The following are the analysis graphs of the responses of the participants to the questionnaire and demonstrates the results sequentially:

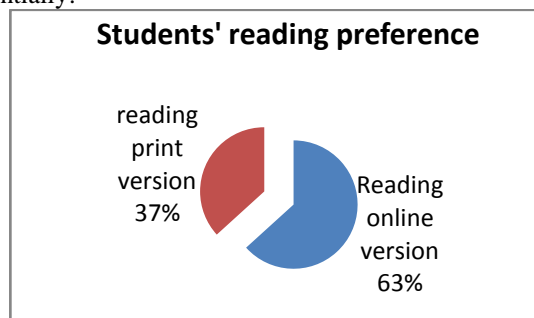


Figure 1 shows that 60 participants (63%) among 96 students spend their leisure by talking over cell-phones and reading online media. On the other hand, only (37%) participants read printed media with other sources to pass their leisure.

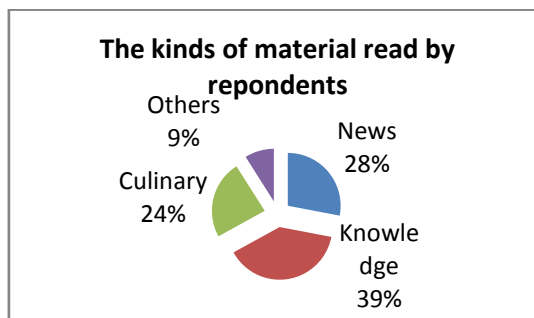
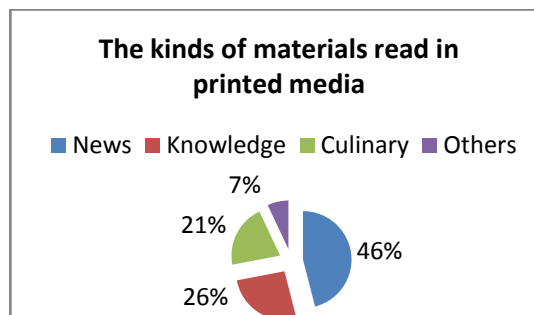


Figure 2 shows that among all the respondents, the biggest percentage of the participants were reading knowledge section in the online media.



Based on data shown in figure 3, it can be inferred that the most favorite materials read by the respondents was news with the percentage was 46%. Further, the result of survey towards students' reading' pattern show that there were potential differences between reading the online and print versions of news.

The data of the mean reading time was calculated for all participants. The effort was also made to establish the degree to which news were read in their entirety or not at all. The result indicate that although the

news in the print version was read the most, it is the front page of the online which has the highest readership scores.

The online versions provide a relatively complete news service covering the diverse categories examined. More news stories appeared in the print versions of the newspapers than in the online versions, but only in the case of national news was there evidence of a substantial difference between the percentage of stories provided in the two versions of the newspapers. Regarding the 'front page' category, the online versions had more stories than the print versions.

The numbers of stories read in the online and print versions were compared for the front page, national, foreign, sport, business and regional news story categories. Readers of online attended to, on average, fewer stories than readers of the print version. The readers reflected a different pattern of news consumption: stories on the front page of the online version were attended to in greater number than in the print version.

In contrast, there is evidence that reader's behavior is different when reading a print or online newspaper version. Moreover, the extent to which stories are read – completely, partially, by title only – varied for both newspapers and for the print and online versions. The number of partially-read stories was greater for the print version than for the online version.

3.2 Discussion

Looking at the findings as a whole, no consistent pattern is evident regarding how readers attend to the respective online and print versions of the newspapers examined in this study. Similarly, recall of news differed between the two versions, but these differences fail to suggest a clear pattern in ability to recall news. In short, it seems that the manner in which readers consume and recall news provided by online and print newspapers is more complex and varied than is reflected by the foci of this study.

Evidence has not been found supporting tendencies suggested in other studies [9] that online readers may consume and retain news differently from the readers of print versions of the newspapers. Whether this result is a product of the limitations of this experiment, or whether general apprehension regarding the arrival of online newspapers is unfounded, remains uncertain.

Returning to [10], it is conceivable that the lack of increase in information acquisition among participants in the experiment reported in this article may be due to the cognitive investment necessary to gain adequate experience in order to make functional use of online newspapers. Along the same lines, [11] looked at how people locate information in online newspapers, and paid special attention to the influence of different navigation strategies that were being followed. They concluded that finding information for which scrolling down on a deeper hypertextual level was necessary 'took extra time and probably extra cognitive resources, leading to a lower recognition performance'.

According to [12] multimedia presentation increased memory for advertising, but decreased it for story content. Further investigations are needed before we can know with any certainty how readers of online newspapers attend to news and what information they retain from such attention. One of the limitations of this study is that it was performed with university students who may have a different disposition to online news sources than other groups of readers.

Having stated that qualification, it remains the case that well-educated young people are the most likely future users of online information services.

4. Conclusion

This study was designed to determine whether differences exist in the content of the online and print versions in enhancing students' reading culture. The result revealed that the students prefer to read the online version of the media and its content entirely. The result also revealed that there is no consistent pattern is evident regarding how students attend to the respective online and print versions. Further study researching the effectiveness of online and printed media to enhance students' reading culture need conducted worldwide.

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