

Reading Habits of Library Users of University of Jammu and Shri Mata Vaishno Devi University (India): A Comparative Study

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Abstract

Reading habit can be defined as constant reading by an individual in a critical manner, as a result of his considering this activity as a need to be met and a source of pleasure. The present study is an attempt to find out and to compare the reading habit of library users of two universities i.e., University of Jammu (JU), Jammu and Shri Mata Vaishno Devi University (SMVDU), Katra. The data were collected with the help of a standard questionnaire distributed to 500 users. The result of the study revealed that in JU, majority of library users are male contributing 55.5% whereas in SMVDU both male and female users are almost represented by nearly similar percentage with 51.9% males and 48.1% females. In JU, maximum library users visit library for studying course material (57.8%) followed by newspaper and magazine reading (42.9%) whereas in SMVDU maximum library users visit library for reading newspaper/magazines (67.8%) followed by reading of competitive exams books (55.5%) and for studying course material (45.1%).

Key words: Reading habit; Library users; Post graduates; Research scholars; Faculty members; University of Jammu and Shri Mata Vaishno Devi University.

Introduction

Reading is one of the important aspects in enriching one's knowledge and widening one's perspective (Mohrni and Sahari, 2013). Reading provides experience to the individual so that he may expand his horizons, identify, extend and intensify his interest and gain deeper understanding of himself and other human being and of the world. Reading fires the imagination of the person.

It adds new sight to eyes and new wisdom to mind. Reading loads the mind with new software (Satija, 2002). It is the most effective process of conscious learning which influences the extent and accuracy of information, as well as the attitudes, morals, beliefs, judgement and action of readers (Panigrahi and Panda, 1996; Eyre, 2005).

It is seen that prior to intervention of computer and communication technology, libraries were the major source of getting relevant information and documents for the students and scientists as well (Curley, 1990; Kachel, 1997). But the use of information and communication technology has completely changed the scenario of library use among them (Dhiman 2003; Dhiman and Rani, 2012). Now the reading habits, accessing resources and material preferences change rapidly in a digital world. Today, scientists and the students access countless resources from lecture notes to research papers electronically.

This change of reading habits with a great scale has led to the differentiation on the accessibility of resources, archiving them and usage of related technologies. Therefore, it has become necessary



to study the reading habits of students and the faculty members both in new environment. Hence, the present study is undertaken to find out and to compare the reading habits of two universities of Jammu region with various objectives.

Earlier Studies

Poornima and Adithya Kumari (2015) have conducted a study to assess the time spent on reading and extent of reading various resources by students of distance education for different purposes. The results of the study reveal that majority of the sample respondents spent less than one hour per day on reading. More than 70% of the respondents read books for education purpose from a moderate to great extent. Further, male respondents read more books for education purpose than females, and unemployed ones read more than employed ones. Besides, 60% of the respondents read the books for gaining information, male respondents read more books for education than females, and unemployed ones read more than employed ones. However, a large majority of 85% of the respondents were noted to read the books for recreation purpose from moderate to a great extent.

Kumara and Sampath Kumar (2018) have carried out a survey for the impact of ICT on the reading habits of the students of Tumkur University using questionnaire method. The result of this study show that most of the students are female (61.6%) and most of them (72.3%) are from rural areas. The study found that students read books daily at home (69.5%) followed by classroom (51.1%) reading. However, the students were strongly agreed that the print books are costlier than Internet sources (32.3%). Besides, the students are noted to access internet every day and the students to use the ICT in support of their academic work.

Gehlot, Hailah and Gehlot (2020) have evaluated the reading habits of students from low, middle and high class schools. This study reviews recent research work in this direction and recommends that there should be strong consciousness to develop children's reading habits, and help them to know first and foremost the vocabulary of all subjects before dealing with the contents of the subjects. It also recommends 'Intensive' and 'Extensive' studies for children to develop reading habit and linguistic competency for comprehending English as Lingua Franca.

Parikh, Vyas and Parikh (2020) have carried out a study on the reading habits of library users during COVID-19 Lockdown. The findings of the study reveals that users had taken keen interest to switch

over to reading e-books and 70% of student users and 53% of faculty users are reading more e-content especially books/magazines/research papers. Besides, the extensive reading habit, the survey also discloses the greater involvement of users for learning/leisure/hobby activities at home. Student users have also reported spending more quality life with family members at home. Above all, the survey disclosed the reading of books as the main activity of the users during lockdown.

Objectives of Study

The major objectives of the present study are:

1. To know the age-wise strength of the library users JU and SMVDU selected for the survey.
2. To ascertain the gender-wise strength of the library users of JU and SMVDU library selected for the survey.
3. To compare the time spent by library users in the library JU and SMVDU library.
4. To compare the frequency of visit of the library users in the JU and SMVDU library.
5. To determine the purpose of visit of the library of JU and SMVDU.
6. To determine specific reading habits of library users i.e. whether they spent time for general reading, book reading or specialized reading.
7. To determine the type of materials read by the library users in the JU and SMVDU library.
8. To determine whether the library users seek the assistance of the library staff in JU and SMVDU.

Methodology

The present study was carried out through survey method using questionnaire as a tool for the study. One of the investigators - Vinod Kumar personally distributed the questionnaire and collected the responses on the spot. This facilitated in having hundred percent responses. Some questions were open-ended and some were choiced questions. The study was conducted on a sample of 500 public library users to examine their reading habits in University of Jammu (JU) and Shri Mata Vaishno Devi University (SMVDU).

University of Jammu(JU) came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Jammu and Kashmir. It is cradled in the lap of mountains at the foothills of auspicious Trikuta, besides the river Tawi at an altitude of

1030 ft. in Jammu. University provides instructions in such branches of learning as it deems fit and makes provision for research and the advancement and dissemination of knowledge. The Central Library of the University is the hub of academic activities where students sit from morning evening everyday throughout, the year. Its four storey building has spacious reading halls and compact stack areas. Library has a collection of nearly 3.5 lakh volumes which are rare as well as latest, and 250 current periodicals with back numbers. The library possesses facilities like photocopiers, LCD projectors, INFLIBNET resource access, CD-ROM databases, RFID and inter-connected computer terminals at selected sites.

While, Shri Mata Vaishno Devi University (SMVDU) is located on 470 acres of land in the lap of Trikuta Hills, the abode of Shri Mata Vaishno Devi at about 2700 feet above the sea level. It is an autonomous, highly technical and fully residential university. SMVD University Central Library building is built over an area of 36000 square yards. It is a specialized technical library. Library being the knowledge centre has rich resources mainly in Social Sciences, Humanities, Sciences and Engineering. The Central Library started with 2000 books on 19th August 2004. Within a short span of time the library has acquired more than 39000 books and more than 2100 CD-ROM collections.

The library is divided into various sections, namely, Acquisition Section, Technical Section, Circulation Section, Reference Section, Periodical Section Book Bank Section, Computer Section, Reading Section, Photocopy Section and the Education@UK Centre.

Data Analysis and Results

The data are tabulated and their results are grouped in to two sections as shown below:

- General information
- Library related information

General Information

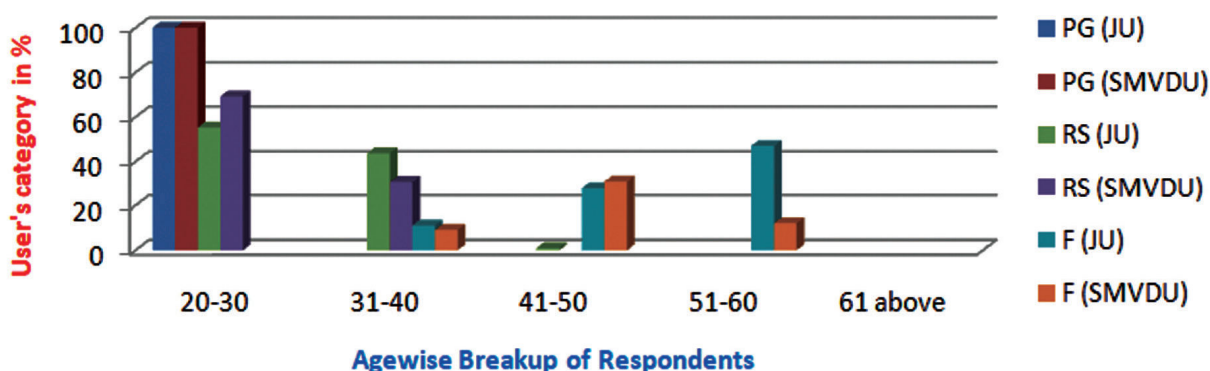
This section contains general information about the users.

Age Wise Distribution of Library Users

Table 1 (Fig. 1) indicates age wise distribution of library users of University of Jammu (JU) and Shri Mata Vaishno Devi University (SMVDU). In Jammu University as well as SMVDU majority of the library users are between 20-30 years' age group representing 69.7% and 76.4% respectively of the total users. While in JU, the age group 41-50 years have minimum number of library users contributing only 6.7% of the total users and in SMVDU, the same is represented by age group 51-60 years contributing only 3.5% of the total users. In both JU and SMVDU, post graduates (PG) category

Table 1: Age Wise Distribution of Library Users.

S N	Age (in years)	Library users	University of Jammu (JU)							Shri Mata Vaishno Devi University (SMVDU)							
			%	(PG)	%	(RS)	%	(FM)	%	Library users	%	(PG)	%	(RS)	%	(FM)	%
1.	20-30	304	69.7	247	100	57	55.3	-	-	259	76.4	196	100	63	69.2	-	-
2.	31-40	56	12.8	-	-	45	43.7	11	12.8	37	10.9	-	-	28	30.8	09	17.3
3.	41-50	29	6.7	-	-	01	1.0	28	32.5	31	9.2	-	-	-	-	31	59.6
4.	51-60	47	10.8	-	-	-	-	47	54.7	12	3.5	-	-	-	-	12	23.1
5.	61 above	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	436	100	247	100	103	100	86	100	339	100	196	100	91	100	52	100



shows all users fall in age group of 20-30 years contributing 100%.

In Research scholar (RS) category, again the maximum number of users is reported in age group of 20-30 years for both JU and SMVDU representing 55.3% and 69.2% respectively followed by 31-40 years contributing 43.7% and 30.8% respectively. In Faculty member (FM) category, age group 51-60 showed maximum number of users representing 54.7% followed by age group 41-50 years with 32.5% for JU whereas in SMVDU, age group 41-50 showed maximum number of users representing 59.6% followed by age group 51-60 years with 23.1%. Also the age group of 31-40 shows minimum number of library users for both the Universities i.e. JU and SMVDU with only 12.8% and 17.3% contribution respectively.

Gender Wise Distribution of Library Users

Table 2 (Fig. 2) demonstrates the gender wise distribution of library users. In JU, majority of the library users are male contributing to 55.5% whereas in SMVDU both male and female users are almost represented by nearly similar percentage with 51.9% males and 48.1% females.

In JU, all the three categories i.e. post graduates (PG), Research scholar (RS) and Faculty members (FM) category again male users dominates with 54.3%, 60.2% and 54.7% respectively whereas in

SMVDU male users are dominant only in Research scholar (RS) and Faculty member (FM) categories with 59.3% and 86.5% respectively while in post graduates (PG) category, females dominate with 60.7% contribution.

Library related information

This section pertains to the library related information obtained from the users.

Time Spent by the Library Users

Table 3 (Fig. 3) indicates the time spent by the library users. It is seen from table that in JU, 44.3% users use library for more than one hour per day and 15.6% users use library only for 5-20 minutes per day whereas in SMVDU, 54.0% users use library for more than one hour per day and 3.5% users use library only for 5-20 minutes per day. Besides, 24.2% and 32.7% library users use it for 30-60 minutes in JU and SMVDU respectively.

Further, 16% and 9.8% library users use the library for 20-30 minutes per day in JU and SMVDU respectively.

Frequency of Visit to Library

Table 4 indicates the visit of library users in library. In both JU and SMVDU, most of the library users visit library at the time of need representing 34.9% and 23.6% respectively followed by 25.4%

Table 2: Gender Wise Distribution of Library Users.

S. N	Gender	University of Jammu (JU)								Shri Mata Vaishno Devi University (SMVDU)							
		Library users	%	PG	%	RS	%	FM	%	Library users	%	PG	%	RS	%	FM	%
1.	Male	243	55.7	134	54.3	62	60.2	47	54.7	176	51.9	77	39.3	54	59.3	45	86.5
2.	Female	193	44.3	113	45.7	41	39.8	39	45.3	163	48.1	119	60.7	37	40.7	07	13.5
	Total	436	100	247	100	103	100	86	100	339	100	196	100	91	100	52	100

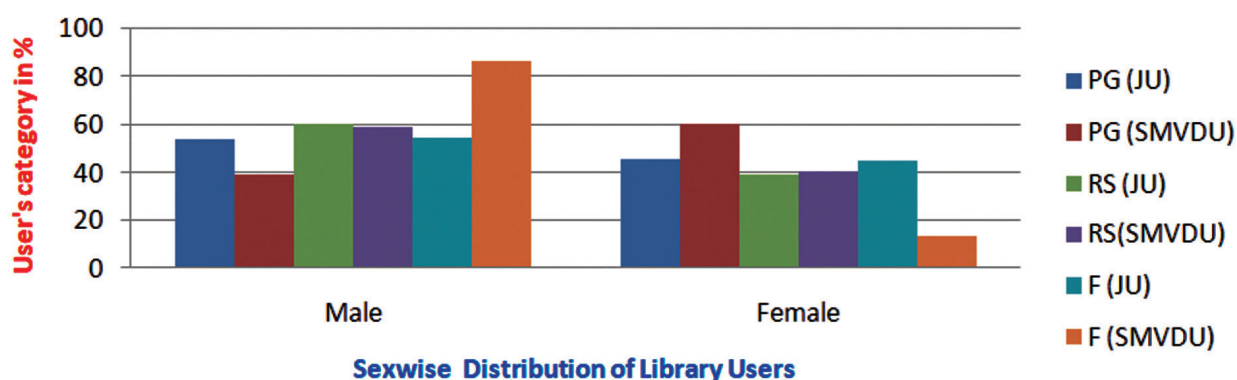
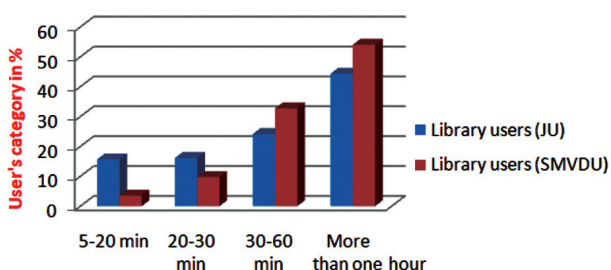


Table 3: Time Spent by the Library Users.

S. No.	Time spent in the library	University of Jammu (JU)					Shri Mata Vaishno Devi University (SMVDU)				
		PG	RS	FM	Total	%	PG	RS	FM	Total	%
1	5-20 min	40	21	07	68	15.6	06	02	04	12	3.5
2	20-30 min	48	13	09	70	16.1	13	09	11	33	9.7
3	30-60 min	65	16	24	105	24.1	75	23	13	111	32.7
4	More than one hour	94	53	46	193	44.3	102	57	24	183	54.0
		247	103	86	436		196	91	52	339	

who visit library daily in JU and 22.1% in SMVDU who visit more than once in a week.



Only 2.5% of users visit library rarely in JU whereas only 5.4% of users visit library rarely in SMVDU. The situation is well clearly defined in figure 4.

Purpose of Visit to Library

Table 5 (Fig. 5) indicates the purpose of visit in the

Table 4: Frequency of Visit to Library.

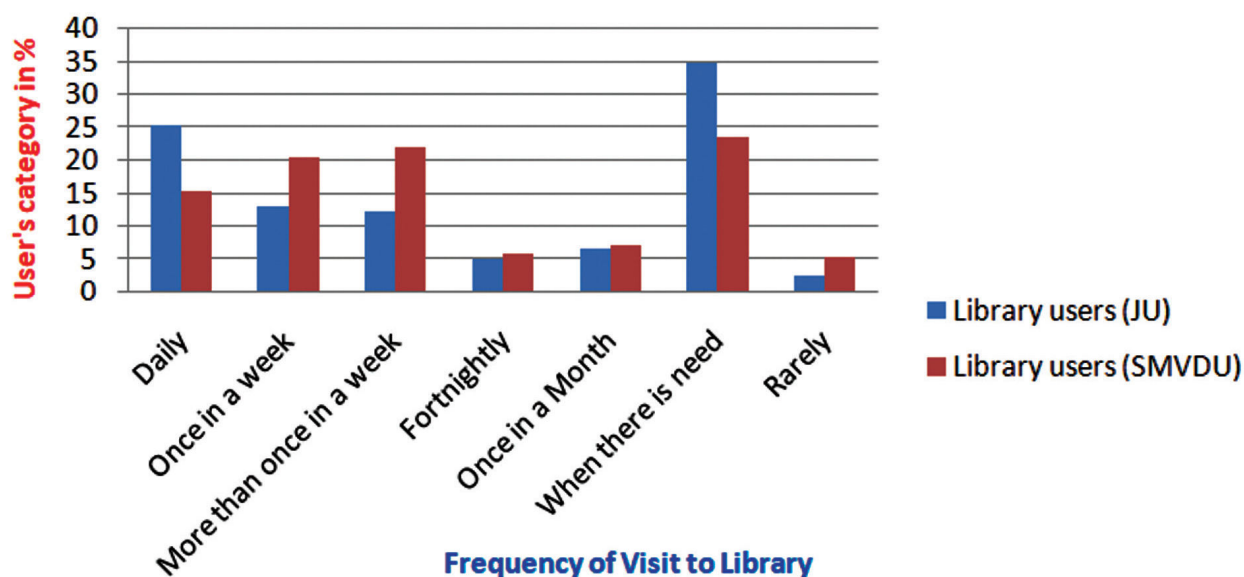
S.No.	Visit to Library	University of Jammu (JU)					Shri Mata Vaishno Devi University (SMVDU)				
		PG	RS	FM	Total	%	PG	RS	FM	Total	%
1	Daily	68	16	27	111	25.5	28	12	12	52	15.3
2	Once in a week	42	11	4	57	13.1	44	17	09	70	20.6
3	More than once in a week	24	14	16	54	12.4	52	21	02	75	22.1
4	Fortnightly	08	11	03	22	05.0	13	05	02	20	05.9
5	Once in a month	11	16	02	29	06.7	16	07	01	24	07.1
6	When there is need	89	29	34	152	34.9	35	19	26	80	23.6
7	Rarely	05	06	nil	11	02.5	8	10	nil	18	05.3
		247	103	86	436		196	91	52	339	

library by the library users. In JU, maximum library users visit library for studying course material (57.8%) followed by newspaper and magazine reading (42.9%) whereas in SMVDU maximum library users visit library for reading newspaper/magazines (67.8%) followed by reading of competitive exams books (55.5%) and for studying course material (45.1%).

Further, the minimum number of library users in JU (10.8%) visit library for borrowing documents and recreation while the minimum number of library users (4.4%) visit library only for borrowing documents in SMVDU.

Reading Habits of Library Users

Table 6 (Fig. 6.1,6.2,6.3) indicate the reading habits of library users i.e. whether they spent time for general reading, book reading or specialized reading for JU



and SMVDU. It was found that maximum number of users in JU (58.3%) uses the library for general reading for 1-5 hours per week. In the same way in SMVDU, maximum users (44.5%) use the library for general reading but for 6-10 hours per week while 36.6% of users use the library for general reading for 1-5 hours per week. Only 6%, 3% and 1.5% users in JU use the library for reading purpose for 11-15 hours per week, 16-20 hours per week and more than 20 hours respectively. Similarly, in SMVDU also, the percentage of users was less for the general reading for more time i.e., 7.1% users use library for 11-15 hours per week, 2.7% for 16-20 hours per week and 9.1% for more than 20 hours.

In case of textbook reading, again maximum users from JU (78%) use the library for 1-5 hours which is just the three times more as compared to

users of SMVDU (26%) who uses the library for same duration of 1-5 hours. In case of SMVDU, maximum users (50.4%) use the library for text book reading for 6-10 hours while for the same duration, only 16.3% of users from JU uses the library for text book reading.

For specialized, reading maximum users (43.8%) from JU uses the library for 6-10 hours per week but maximum users from SMVDU (70.8%) uses the library for only 1-5 hours. Only 10% users from SMVDU use the library for specialized reading for 6-10 hours.

Types of Materials Read by the Library Users

Table 7 (Fig 7) indicates the comparison of type of materials read by library users of JU and SMVDU.

Table 5: Purpose of Visit to Library.

S. No	Purpose of Visit to Library	University of Jammu (JU)				Shri Mata Vaishno Devi University (SMVDU)			
		PG	RS	FM	Mean ± SE	PG	RS	FM	Mean ± SE
1	For studying course material	171	59	23	84.3 ±44.6	124	18	11	51.0 ±36.6
2	For borrowing documents	26	16	5	15.7 ±6.1	12	03	0	5.0 ±3.6
3	For consulting research material	21	73	45	46.3 ±15.0	07	98	43	49.3 ±26.5
4	For competitive exams	89	08	02	33.0 ±28.1	146	42	0	62.7 ±43.4
5	To use reference materials	21	58	34	37.7 ±10.8	04	78	46	42.7 ±21.4
6	To read newspaper/magazines	148	36	03	62.3 ±43.9	152	57	21	76.7 ±39.1
7	For recreation	42	05	0	15.7 ±13.2	22	11	02	11.7 ±5.8
ANOVA ^{ns}		F-value = 1.07; P-value = 0.426				F-value = 1.38; P-value = 0.298			

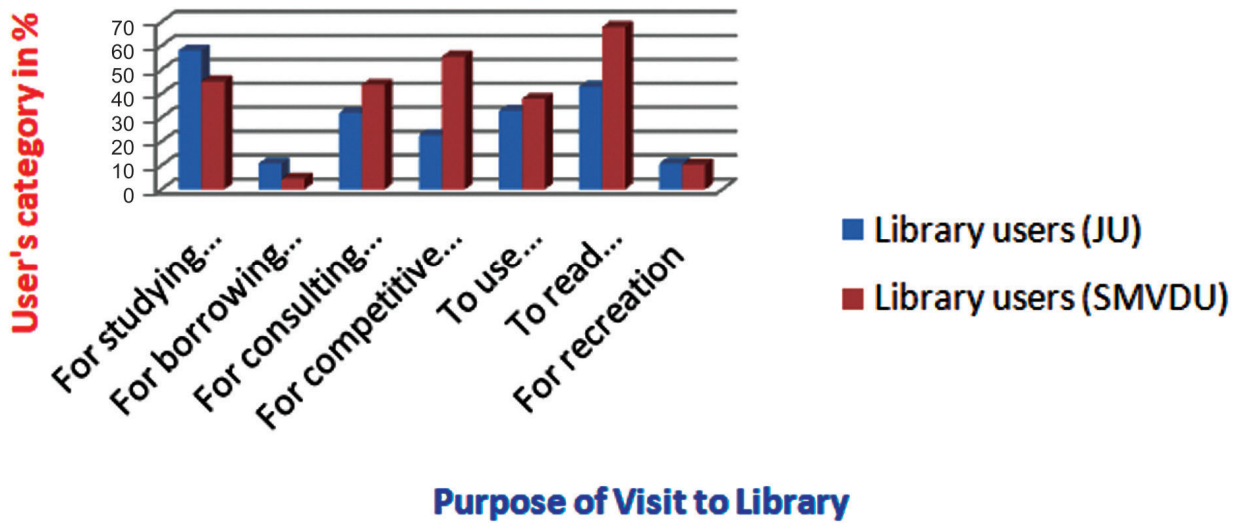


Table 6: Reading Habits of Library Users.

S.No	Reading Habits	Hours per week	University of Jammu (JU)				Shri Mata Vaishno Devi University (SMVDU)			
			PG	RS	FM	Mean ± SE	PG	RS	FM	Mean ± SE
1	General Reading	1-5	149	41	64	84.7 ±32.8	72	16	36	41.3 ±16.4
		6-10	71	45	20	45.3 ±14.7	89	50	12	50.3 ±22.2
		11-15	14	10	02	8.7 ±3.5	05	16	03	8.0 ±4.0
		16-20	10	03	00	4.3 ±3.0	03	05	01	3.0 ±1.2
		20 above	03	04	00	2.3 ±1.2	27	04	00	10.3 ±8.4
			F-value = 8.15; P-value = 0.006				F-value = 4.59; P-value = 0.027			
2	Text book Reading	1-5	168	97	75	113.3 ±28.1	49	16	23	29.3 ±10.0
		6-10	60	04	7	23.7 ±18.2	88	57	26	57.0 ±17.9
		11-15	13	02	04	6.3 ±3.4	21	06	03	10.0 ±5.6
		16-20	04	00	00	1.3 ±1.3	13	03	00	5.3 ±3.4
		20 above	02	00	00	0.7 ±0.7	25	09	00	11.3 ±7.3
			F-value = 5.15; P-value = 0.038				F-value = 4.41; P-value = 0.030			
3	Specialized Reading	1-5	119	12	40	57.0 ±32.0	122	77	41	80.0 ±23.4
		6-10	92	67	32	63.7 ±17.4	16	11	07	11.3 ±2.6
		11-15	26	11	12	16.3 ±4.8	13	03	03	6.3 ±3.3
		16-20	09	05	02	5.3 ±2.0	36	00	01	18.5 ±11.5
		20 above	01	08	00	3.0 ±2.5	09	00	00	80.0 ±23.4
			F-value = 5.84; P-value = 0.013				F-value = 6.03; P-value = 0.020			

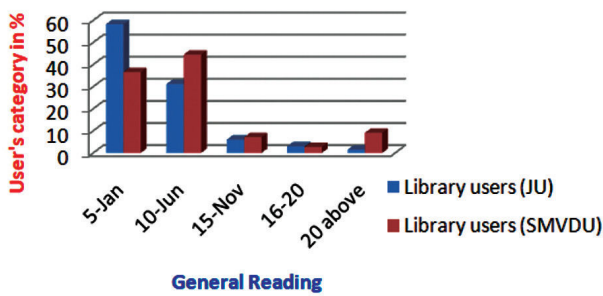


Fig. 6.1: General Reading.

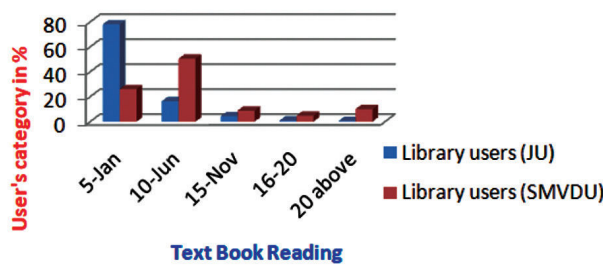


Fig. 6.2: Text Book Reading.

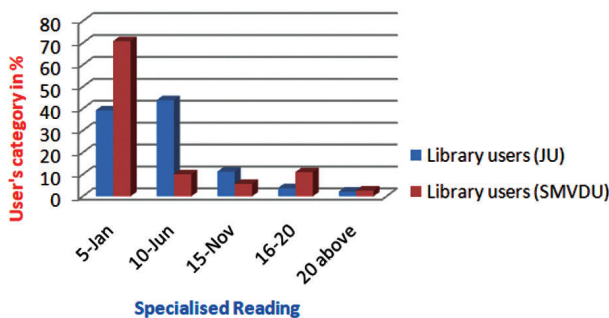


Fig. 6.3: Specialised Reading.

In both JU and SMVDU, newspapers are the most preferred material read by the library users though there was a significant difference in their percentage. SMVDU has higher number of users (89.4%) as compared to JU (74.8%). The second most preferred

resource was books in both the universities JU and SMVDU with nearly similar percentage of users i.e. (71.8%) and (74%) respectively. Doctoral dissertations was the third most preferred resource read by the library users of both the universities with again almost similar percentage of users i.e. 42.9% and 45.4% for JU and SMVDU respectively.

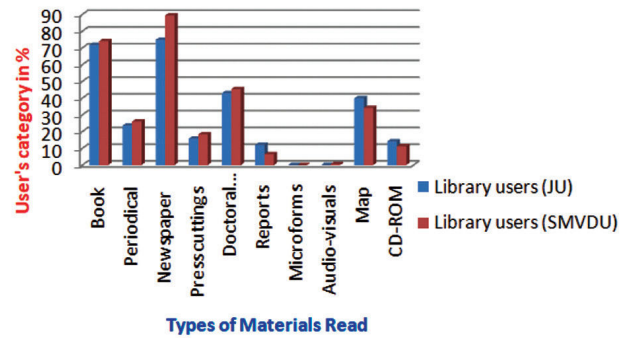


Fig. 7: Types of Materials Read.

The next most preferred resource was map with 39.9% and 34.2% users in JU and SMVDU respectively. 23.6% library users consulted periodicals in JU while 26% library users in SMVDU visit the library for periodicals. In JU, 15.8% users followed by 14.2% and 12% users visit the library for press cutting, CD-ROM and reports respectively whereas 18.3, 11.2% and 6.5% respectively were noted for the same in SMVDU. Further, no library user was reported to visit library for microfilms in both the universities. That may be because of the fact that today's microfilming/ microfiches are replaced by digital collections.

Assistance taken by Library Users from Staff to locate Books

Table 8 (Fig. 8) indicates the comparison of JU and SMVDU library users in seeking the assistance from library staff. In JU, maximum respondents (72.5%)

Table 7: Types of Materials Read by the Library Users.

S. No.	Types of materials read	University of Jammu (JU)			Mean ± SE	Shri Mata Vaishno Devi University (SMVDU)			Mean ± SE
		PG	RS	FM		PG	RS	FM	
1.	Book	225	57	31	104.3 ±60.8	157	61	33	83.7 ±37.5
2.	Periodical	10	49	44	34.3 ±12.3	13	39	36	29.3 ±8.2
3.	Newspaper	189	64	73	108.7 ±40.3	179	78	46	101.0 ±40.1
4.	Press cuttings	18	12	39	23.0 ±8.2	25	22	15	20.7 ±3.0
5.	Doctoral dissertations	18	90	79	62.3 ±22.4	27	86	41	51.3 ±17.8
6.	Reports	9	15	28	17.3 ±5.6	3	08	11	7.3 ±2.3
7.	Microforms	-	-	-	-	-	-	-	-
8.	Audio-visuals	-	-	-	-	2	-	-	2.0 ±0
9.	Map	49	67	58	58.0 ±5.2	18	71	27	38.7 ±16.4
10.	CD-ROM	25	13	24	20.7 ±3.8	12	09	17	12.7 ±2.3
ANOVA		F-value = 2.92; P-value = 0.036				F-value = 7.68; P-value = 0.0003			

seek assistance from library staff in locating books whereas in SMVDU, 64.8% respondents seek the staff assistance indicating that JU library is used by 7.7% more than SMVDU in locating books. Further, to search dissertations, 27.1% respondents take assistance in JU whereas in SMVDU, 31.8% take the assistance of staff.

Again SMVDU library (24.2%) was used by 5.9% more than JU (18.3%) by the library users in locating current periodicals. 33.7% and 30.3% respondents from JU say that they seek assistance from staff for consulting reference and bibliographic section respectively whereas in SMVDU only 23.3% and 22.4% respectively seek assistance for these

Table 8: Assistance taken by Library Users from Staff to locate Books.

S.No	Assistance from Library Staff	University of Jammu (JU)				Shri Mata Vaishno Devi University (SMVDU)			
		PG	RS	FM	Total	PG	RS	FM	Total
1	To locate books	179	76	61	105.3 ±37.1	141	47	32	73.3 ±34.1
2	To search dissertations	27	52	39	39.3 ±7.2	32	47	29	36.0 ±5.6
3	To locate current periodicals	36	19	25	26.7 ±5.0	23	38	21	27.3 ±5.4
4	To understand the use of various tools	49	37	08	31.3 ±12.2	31	13	18	20.7 ±5.4
5	Reference assistance	55	43	49	49.0 ±3.5	24	33	22	26.3 ±3.4
6	Bibliographic	31	56	45	44.0 ±7.2	21	28	27	25.3 ±2.2
7	Library catalogue	23	18	14	18.3 ±2.6	16	11	06	11.0 ±2.9
ANOVA		F-value = 3.80; P-value = 0.019				F-value = 4.82; P-value = 0.007			

services. In JU, 21.5% users take assistance from staff to understand the use of various tools whereas 18.3% users from SMVDU seek the assistance for the same purpose. 12.6% users seek assistance to understand the use of library catalogue whereas only 9.7% users seek the same in SMVDU.

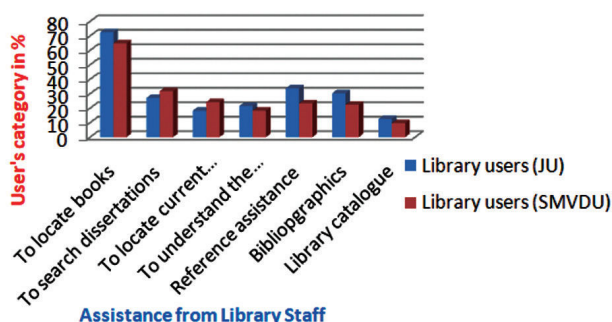


Fig. 8: Assistance from library staff.

Major Findings

The main findings of the study are as under:

1. In Jammu University as well as SMVDU majority of the library users are between 20-30 years age group representing 69.7% and 76.4% respectively of the total users.
2. In JU, majority of library users are male contributing 55.5% whereas in SMVDU both

male and female users are almost represented by nearly similar percentage with 51.9% males and 48.1% females.

3. In both JU and SMVDU, most of the library users visit library at the time of need representing 34.9% and 23.6% respectively followed by 25.4% who visit library daily in JU and 22.1% in SMVDU who visit more than once in a week.
4. In JU, maximum library users visit library for studying course material (57.8%) followed by newspaper and magazine reading (42.9%) whereas in SMVDU maximum library users visit library for reading newspaper/magazines (67.8%) followed by reading of competitive exams books (55.5%) and for studying course material (45.1%).
5. In JU, 44.3% users use library for more than one hour per day and 15.6% users use library only for 5-20 minutes per day whereas in SMVDU, 54.0% users use library for more than one hour per day and 3.5% users use library only for 5-20 minutes per day.
6. It was found that maximum number of users in JU (58.3%) uses the library for general reading for 1-5 hours per week. In the same way in SMVDU, maximum users (44.5%) use

the library for general reading but for 6-10 hours per week while 36.6% of users use the library for general reading for 1-5 hours per week.

7. In case of textbook reading, again maximum users from JU (78%) use the library for 1-5 hours which is just the three times more as compared to users of SMVDU (26%) who uses the library for same duration of 1-5 hours. In case of SMVDU maximum users (50.4%) use the library for text book reading for 6-10 hours while for the same duration, only 16.3% of users from JU uses the library for text book reading.
8. For specialized reading maximum users (43.8%) from JU uses the library for 6-10 hours per week but maximum users from SMVDU (70.8%) uses the library for only 1-5 hours. Only 10% users from SMVDU use the library for specialized reading for 6-10 hours.
9. In both JU and SMVDU, newspapers are the most preferred material read by the library users followed by the books. Further, no library user was reported to visit library for microfilms in both the universities.
10. Majority of library users from both the universities seek assistance from the library staff to locate the books and other reading materials.

Conclusion

Thus, the reading increases our knowledge, at the same time, it also builds maturity and character, sharpens our thinking, and widens our awareness in variety issues such as social, economic or political (Teh, 2013). The present study indicates that library users of both University of Jammu (JU) and Shri Mata Vaishno Devi University (SMVDU) have very good reading habits. They consulted library for reading books, newspapers, dissertations and research materials. The reading habit influences the promotion of one's personal development in particular and social progress in general. Regular and systematic reading sharpens the intellect, refines the emotions, elevates tastes and provides perspectives for one's living; and thereby prepares a person for an effective participation in the social, religious, cultural and political life (Satija, 2002).

It is seen from the study that the library users from both the universities devote sufficient times for general reading, textbook reading and the specialized reading in the library. Library users mostly visit library for course material and newspapers. They read the newspaper to get the latest information about what is happening

around. Newspapers are responsible for creating and generating reading habits among College students (Narayana and Reddy, 2018). Library and information science professionals can play an important part in developing reading habits among its users. Since the reading is possible only when people are literate. So, for inculcating reading habits, the prime requirement is literacy (Ramesh, 2012). Hence, the literacy rate can be increased by the development of more and more educational institutions. Libraries can be effective agencies of promoting reading habits among the literates. Therefore, in order to improve the reading skills and the education performance of library users in general, it is important that the teachers, librarians and government should be fully involved.

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