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Gender Differentials in Reading Behaviour Among Children

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KEYWORDS Printed media; adolescent; mass media; reading material

ABSTRACT The present study was undertaken with the objective to examine the influence of printed media on children. The present study was conducted in Panchrukhi block of Kangra district of Himachal Pradesh. A total of 100 children (50 males and 50 females) in the age group of 6-18 years were randomly selected for the study. The findings indicated that more males as compared to females spent less than one hour in reading newspaper and magazine and preferred to study magazines related to general knowledge, and also were interested in studying books related to crime and detection while females were studying story and drama books. The significant association was observed between males and females on variables like time spent on reading newspaper, type of magazines and books preferred.