



# AN EXAMINATION ON THE NEWS TECHNIQUES: EDUCATIONAL PREFERENCES, LIFE EVENTS, AND READING ROUTINES OF WOMEN IN LEADERSHIP DESIGNATES IN HIGHER EDUCATION

Liu Yawei<sup>1</sup>, Muralitharan Doraisamy<sup>2</sup>

## ABSTRACT

Women in leadership positions in higher education manage to read for pleasure in both their professional and personal life, despite the difficulties of doing so. The reading habits of women in leadership positions within higher education are examined in this study using grounded theory coding, focus groups, and grounded theory methodologies. It delves into the differences between leisure reading and reading for work, as well as how reading for pleasure affects one's ability to strike a work-life balance. Finding out where and what women academic leaders get their reading suggestions is the primary goal of this research. Starting in elementary school and continuing through college and graduate school, as well as into their contemporary lives, the research delves into the reading habits and preferences of women, including when any early interest for reading began. The research goes on to examine how reading has affected women in many ways, both professionally and emotionally, and how this has influenced their present positions of leadership in the academic sector. Improving the curriculum to help young women achieve leadership roles and have a healthy work-life balance thereafter is the goal of this project. The reading habits and media literacy of education faculty members will be examined in this research utilizing several criteria. Finding out how much time kids spend reading, how well they do in school, how often they use social media, their grade point averages, and how educated their parents are where the main goals of the study.

**Keywords:** *Media utilization, educational choices, life events, Reading methods, Female supervisors.*

## 1. INTRODUCTION

Reading has a profound effect on a person's personality and social interactions (Singh & Awasthi, 2020). A person's thought processes, expressiveness, emotional maturity, perspective, and flexibility may all be enhanced via consistent reading. While a kid is in school, they are laying the



groundwork for a lifelong love of reading. The rationale for this is that individuals get ideas from a wide variety of sources, including more official places like schools and libraries as well as more informal ones like their neighborhoods, immediate relatives, and friends. In addition to providing a peaceful place to study, a library is ideal for displaying books of many genres in an ordered manner. A student's outlook on reading and their enthusiasm in reading might impact their drive to learn. Reading positively teaches children that reading is important for more than just schoolwork. They are more committed to their education and future jobs than high school pupils. They are more invested in what they study, and their academic performance is directly related to how much they read. Colleges have had a mixed impact on students' reading habits. Scientists in Kashmir discovered no gender differences in their reading habits; both sexes like reading, especially when it's in the privacy of their own homes and in English-language publications. Students' reading preferences revealed that whereas women were more likely to read about science and technology, men were more likely to read about politics. Readership and library use among Nigerian library and information science students: further study. Most of the students' reading does not take place in university libraries, but researchers nonetheless found that many of them read for enjoyment, especially journals and newspapers. According to a recent survey, most Ghanaian polytechnic students like reading, but in the last two terms, they have read mostly academic materials and have seldom enjoyed a good novel. Looking examined the reading habits of college students majoring in teaching, almost all of them believed that reading is vital. There are a lot of individuals who prefer reading up on topics that interest them; 25.0% of those people do it once a week and 65.5% do it every day. There is some evidence that pupils who are good readers also perform well on standardized exams. Distractions like social media, interactive smartphone apps,



television, and other forms of social media have contributed to a steady decline in students' interest in reading in today's technologically advanced society. Since there have been so many studies looking at how digital media affects reading, there has been a general decrease in people reading print media extensively. Since the advent of the Internet, digital libraries and e-books have been more popular, whereas paper reading has been declining, according to a previous literature review (Tau, 2022).

## **2. BACKGROUND OF THE STUDY**

Every person's reading habit, hobbies, and information intake have been greatly affected by the fast development of media and technology. There is some evidence that reading may help women in leadership positions in higher education in several ways, including personal growth, career advancement, and expanding their knowledge base. Life experiences, educational backgrounds, and a desire to keep current in their areas impact these leaders' reading habits and choices. While doing so, they manage difficult duties. Women in higher education may make different decisions and lead differently because of the specific chances and obstacles they encounter. Students may learn a lot about people from their reading and media habits, such as their information-gathering and -using habits, work-life balancing strategies, and leadership qualities. One way to understand these leaders' strategies for dealing with adversity is to look at how reading and personal experiences interact with one another. The primary purpose of this research is to catalog the reading habits of women in academic leadership roles and the variables that shape these habits. Looking at the impact of reading on their careers, this study aims to provide light on gender dynamics, leadership development, and the changing connection between media and education.



The study's findings might guide initiatives to increase the number of women in leadership roles in academia and other fields (Seale et al., 2021).

### **3. PURPOSE OF THE RESEARCH**

This research seeks to provide insight on the reading habits, life experiences, and preferences of women in leadership positions in higher education. Its target population is these women. This study aims to examine the leaders' media consumption patterns to draw conclusions about the relationship between their reading habits and their personal and professional growth. The research also aims to determine how their leadership roles and individual experiences influence the literature and media they choose for personal consumption. The purpose of this research is to provide insight on the ways in which reading influences leadership skills, decision-making, and the promotion of women as academic leaders. The findings of this study have significant bearing on the current knowledge of the relationship between leadership, media, and education, and on future initiatives to boost female college enrollment and graduation rates. Specifically, this study aims to identify the reading habits and media preferences of women in leadership positions in higher education. By studying how reading has affected their careers, researchers want to provide information on gender dynamics, leadership development, and the evolving relationship between media and education. Findings from this research might inform initiatives to promote and support women in leadership roles in academia and the workforce.

### **4. LITERATURE REVIEW**



Many identities, particularly those of women in authoritative positions in academia, are shaped by reading, according to studies on reading habits, personal histories, and leadership development (Moodley-Diar, 2021). A person's reading habits may be significantly impacted by their upbringing, educational background, and the demands of their profession, according to research. Books, academic journals, online platforms, and multimedia material are some of the many sources that women leaders utilize to educate themselves and inform their decision-making processes. Research suggests that leaders' unique experiences at the intersection of gender and leadership are a significant factor in shaping their reading preferences and priorities. Some of these difficulties include dealing with biases and finding a balance between work and personal life. The widespread availability of digital media has also dramatically altered the print reading habits of the public. Professionals now have improved access and convenience, even while on the go, thanks to e-books, online articles, and mobile applications. Based on the synthesis of different perspectives in this review, further targeted research is needed to determine the impacts of reading and media consumption on leadership behaviors, knowledge acquisition, and personal development among women in leadership roles in higher education. Media consumption and leadership development have a complex relationship, particularly for women in higher education. The literature on reading preferences, reading habits, and life events provides the framework for comprehending this connection. Several factors influence how often people read, research shows. Among these factors include the individual's prior knowledge, current professional situation, areas of interest, and access to other forms of media. Specific challenges, such as balancing personal and professional responsibilities, may influence reading habits and preferences among women in leadership



positions. According to De Jesús-Romero et al. (2022), these leaders often choose materials that enhance their comprehension, provide insight on leadership strategies, and promote growth.

## **5. RESEARCH QUESTION**

- What is the impact of the reading routines on media ways?

## **6. RESEARCH METHODOLOGY**

### **6.1 Research design:]**

Scientists used SPSS 25 for analyzing quantitative data. Using the odds ratio in conjunction with the 95% confidence interval revealed information on the initiation and development of this statistical correlation. At the level of statistical significance, the p-value was found to be lower than 0.05. A thorough comprehension of the data's essential features was achieved via descriptive analysis. The use of computing tools and mathematical, statistical, or arithmetic analyses to objectively evaluate survey, poll, or questionnaire answers is a characteristic of quantitative techniques.

### **6.2 Sampling:**

A convenient sampling technique was applied for the study. The research relied on questionnaires to gather its data. The Rao-soft program determined a sample size of 1547. A total of 1800 questionnaires were distributed; 1753 were returned, and 53 were excluded due to incompleteness. In the end, 1700 questionnaires were used for the research.



### **6.3 Data and Measurement:**

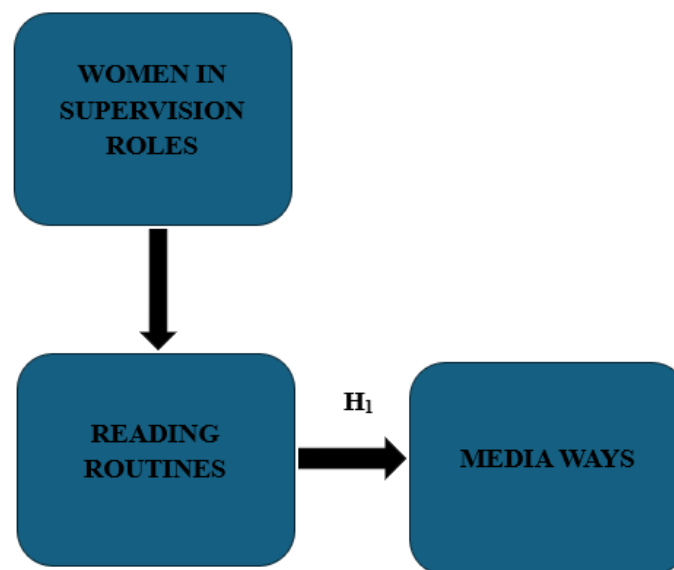
Research mostly made use of questionnaire surveys to gather data. Part B used a 5-point Likert scale to evaluate the importance of various channels, both online and off, while Part A requested basic demographic information. The necessary information was culled from a wide range of secondary sources, including internet databases.

**6.4 Statistical Software:** The statistical analysis was conducted using SPSS 25 and MS-Excel.

**6.4 Statistical Tools:** To grasp the fundamental character of the data, descriptive analysis was used.

The researcher is required to analyze the data using ANOVA.

## **7. CONCEPTUAL FRAMEWORK**



## 8. RESULT

- **Factor Analysis**

A common use of Factor Analysis (FA) is to ascertain the presence of latent variables within observable data. In the absence of readily discernible visual or diagnostic indicators, it is customary to use regression coefficients to provide ratings. In FA, models are crucial for success. The objectives of modeling are to identify errors, intrusions, and evident correlations. A method to evaluate datasets generated by multiple regression analyses is using the Kaiser-Meyer-Olkin (KMO) Test. They confirm that the model and sample variables are representative. The data exhibits duplication, as shown by the figures. Reduced proportions facilitate data comprehension. The output for KMO is a value ranging from zero to one. If the KMO value ranges from 0.8 to 1, the sample size is deemed sufficient. These are the allowable limits, as per Kaiser: The





subsequent approval requirements established by Kaiser are as follows:

A lamentable 0.050 to 0.059, subpar 0.60 to 0.69

Middle grades often range from 0.70 to 0.79.

Exhibiting a quality point score between 0.80 and 0.89.

They are astonished by the range of 0.90 to 1.00.

Table 1: KMO and Bartlett's Test for Sampling Adequacy Kaiser-Meyer-Olkin measurement:

.870

The outcomes of Bartlett's test of sphericity are as follows: Approximately chi-square, degrees of freedom = 190, significance = 0.000

This confirms the legitimacy of claims made just for sampling purposes. Researchers used Bartlett's Test of Sphericity to ascertain the significance of the correlation matrices. A Kaiser-Meyer-Olkin value of 0.870 indicates that the sample is sufficient. The p-value is 0.00 according to Bartlett's sphericity test. A positive outcome from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000



This illustrates that comments given for sampling reasons are valid. Researchers used Bartlett's Test of Sphericity to assess the significance of the correlation matrices. A sample is deemed adequate by the Kaiser-Meyer-Olkin metric when the outcome is 0.870. The p-value derived from Bartlett's sphericity test is 0.00. The correlation matrix differs from an identity matrix, as shown by a statistically significant outcome from Bartlett's sphericity test.

## ❖ INDEPENDENT VARIABLE

- **Women In Supervision Roles**

In this study, "women in supervisory roles" refers to female executives whose job it is to keep an eye on how well a certain group or department is doing its job. Duties such as advising, guiding, and managing staff are part of these jobs to make sure the corporate goals and objectives are effective. The decision-making process is often influenced by women's distinct life experiences and perspectives. This, in turn, creates workplace culture, fosters collaboration, and promotes innovation. Throughout history, women have faced several challenges while attempting to advance to supervisory roles. These include cultural expectations, gender bias, and unequal access to opportunities. Despite this, the modern workplace's increasing emphasis on diversity, equality, and inclusion has opened more doors for women to take on leadership positions. Having strong female managers not only helps the business work more efficiently, but also inspires and empowers other women to reach their full professional potential. Being in a position of leadership itself gives them the ability to eradicate gender stereotypes, promote gender equality, and inspire progressive change inside organizations (Jimlongo, 2021).



## ❖ FACTOR

- **Reading Routines**

The term "reading routine" describes the systematic and habitual ways in which people read on a daily basis. People may develop a regular and meaningful connection with reading by following certain routines, which include when, where, how, and what they read. Reading routines may range from very precise tactics for choosing reading materials and allocating certain amounts of time to reading to more generalized ones for making the most of one's reading experience, all of which can vary greatly according to one's tastes, lifestyle, and goals. Someone may, for instance, make it a point to read the news with their coffee first thing in the morning, a student can plan out when they will study for tests, or a bookworm would set out an hour before night to read. One aspect of reading habits is deciding whether to read books in print, on an electronic reader, or listen to an audiobook. Reading habits are valuable because they encourage self-control, boost understanding, and inspire a love of learning that lasts a lifetime. Individuals may make reading a priority in their hectic lives and make consistent progress toward their academic, occupational, or leisurely objectives by establishing and adhering to routines. Furthermore, reading habits often provide times of introspection and relaxation, providing respite from everyday pressures and chances for individual development. Focus, critical thinking, and engagement with other viewpoints may all benefit from developing and sticking to healthy reading habits, especially in this day of digital distractions. Reading regularly is an essential skill for everyone looking to improve their literacy, imagination, and understanding of the world around them, whether for school, work, or just for fun (Hlatshwayo et al., 2022).



## ❖ DEPENDENT VARIABLE

- **Media Ways**

When individuals in this society speak about "the media ways," they mean all the many ways that people create, distribute, and take in media nowadays. Digital news sites, social media, blogs, podcasts, and streaming services are all part of this category, along with more traditional media like television, radio, and newspapers. The media have a crucial role in disseminating information, shaping public opinion, and influencing cultural trends. They facilitate interaction between people, the dissemination of news and other forms of entertainment, and the eradication of geographical and cultural boundaries; hence, they are indispensable. The traditional, one-way nature of media has given way to the more interactive and participatory nature of digital platforms, all because of technological advancements. This change democratizes access to information as everyone may now consume and generate content. It has caused a lot of difficulties, such digital inequality, privacy concerns, and misinformation. The media landscape is complex and includes not just formal institutions but also citizen journalism, peer-to-peer communication, and grassroots movements. Politics, business, and interpersonal relationships are just a few areas where the media have an impact beyond just distributing news and other information. Understanding and critically engaging with diverse channels is crucial for navigating the complex information environment of the modern world, especially as media advances. When people use media responsibly, they may help create more inclusive communities, foster greater understanding, and effect constructive social change (Breetzke et al., 2020).



- **Relationship Between Reading Routines and Media Ways**

Media is a major conduit for enabling and improving reading habits and reading routines impact how people interact with various types of media. Consequently, the two are highly related. Taken as a whole, they impact how individuals read, find information, and incorporate reading into their everyday lives. To start and maintain reading habits, media including books, newspapers, e-readers, websites, blogs, and social media play a crucial role. The digital age has greatly increased the availability of reading material, providing a wide variety of formats, genres, and platforms to suit various tastes and lifestyles. When it comes to reading, many people still prefer more conventional forms of media, such as books and newspapers, which provide a more tactile and concentrated experience. Alternatively, digital reading platforms like Kindle, Google Books, or applications like Pocket make it easy to access and organize reading materials, so it's simpler to read every day. Modern reading habits increasingly include social media sites such as LinkedIn, Twitter, and Medium, which provide easy access to shorter articles, opinion pieces, and microblogs. Also, individuals may include reading into their routines even while they're multitasking thanks to multimedia technologies like Audible and interactive e-books. How Reading Habits Influence Media Intake Reading habits, on the other hand, shape people's interactions with media. Someone who reads best in the mornings according to a certain schedule can, for instance, sign up for a digital newspaper or follow several news sites on social media. If you're a bookworm who reads every night before bed, you may use Goodreads or another similar site to find reading groups online. People who value reading for personal or professional development may also make time each day to peruse research papers, educational blogs, or online



learning platforms. Thus, media means becomes a personalized resource, shaped by the objectives and preferences established by reading habits (Han et al., 2020).

Since the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between knowledge management with efficient management of tacit knowledge.

- “*H<sub>01</sub>: There is no significant relationship between Reading Routines and Media Ways.*”
- “*H<sub>1</sub>: There is a significant relationship between Reading Routines and Media Ways.*”

**Table 2: H<sub>1</sub> ANOVA Test**

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	99674.830	500	5978.486	4088.835	.000
Within Groups	1092.936	1199	4.597		
Total	100767.766	1699			

Notable outcomes will emerge from this study. F=4088.835 is getting close to being statistically significant with a p-value of.000, which is lower than the.05 alpha threshold. This leads us to believe that “*H<sub>1</sub>: There is a significant relationship between Reading Routines and Media Ways*” is accepted and the null hypothesis is rejected.



## **9. DISCUSSION**

Investigates the intricate relationship between reading habits, leadership duties, personal experiences, media consumption, and leadership roles held by women in higher education administration. It is possible that women in leadership positions in higher education use several types of media since they often juggle many tasks. Women in positions of power are more likely to read books and articles that provide advice on how to climb the corporate ladder, stay abreast of research in their subjects, and better themselves. Depending on their mood and the time of day, they will read from either print or digital sources. It is said in the paper that the reading habits of these leaders are impacted by their personal views, educational background, and professional challenges. For instance, although some women from diverse cultural backgrounds may seek out media that teaches them to conquer challenges, others may lean toward reading materials that help them become more effective leaders. Reading preferences reveal a lot about a person, including their decision-making process, leadership style, life events, and the pressures of their job. Furthermore, the study suggests that these women's reading habits are often linked to their leadership roles, which need continuous education. Researchers may improve their emotional intelligence and cognitive abilities by reading a variety of materials, including academic papers, books on leadership, and fiction or leisure reading. Schools may better support women leaders in higher education if they recognize these characteristics and work to create an environment that is conducive to personal and intellectual growth, as well as one that offers personalized tools and chances for advancement. This research contributes to the understanding of the ways in which people's reading habits impact their leadership styles and practices, and it elucidates the evolving



relationship between academic leadership, information acquisition, and the media (Abalkhail, 2019).

## **10.CONCLUSION**

The student will value reading as a routine. Students should be encouraged to read extensively across subjects rather than being limited to reading just in their major. This will help them extend their thinking. On a regular basis, students should visit the library to read both contemporary and classic works, as well as to get more immersed in the reading environment. Many things, including the ease of cellphones and the popularity of social media, impact students' reading habits in this day when hanging out with friends is key. Their reading habits are mostly impacted by their busy academic schedules and little free time. Reading is a lifelong skill that children should cultivate in their classrooms, and the researchers should work to make it a reality. Reading hours per week are inadequate, according to the poll. Jalandhar women in college need to improve their time management skills and ask for permission to have greater flexibility in their schedules if they want to read more and visit the library more often. Education officials, curriculum creators, teachers, mentors, and librarians may all play a role in helping these youngsters build the reading habits they'll need for a lifetime by creating Reading Excellence Scholarship programs and holding no more than nine workshops. The researchers are holding out hope that these actions will lead to an improvement in the current situation (Chanana, 2020).





---

## REFERENCES

Chanana, K. (2020). Women and leadership: Strategies of gender inclusion in institutions of higher education in India. In *Strategies for Supporting Inclusion and Diversity in the Academy* (pp. 141-162). Palgrave Macmillan, Cham.

Abalkhail, J. M. 2019. "Women's Career Development in an Arab Middle Eastern Context." *Human Resource Development International* 22 (2): 177–199.

Han, S. J., B. Jin, J. Chen, M. Z. Abadi, and M. Selker. 2020. "Managers' Perspectives on Developing Teams in the Public Sector: A Case Study of a Traffic Division in A Local County". Paper presented at the annual meeting for the Academy of Human Resource Development International Research Conference in the Americas, Atlanta, February 26-29.

Breetzke, G. D., Hedding, D. W. and Pijper, L. (2020) 'The academic staff profile of Geographers at higher education institutions (HEIs) in South Africa: the challenges for transformation', *Journal of Geography in Higher Education*.



Hlatshwayo, P; Mashaba, B; Mathuloe, O and Yende, S. 2022. Being a Woman is not a Barrier to Achieving Successful Leadership in South African Higher Education. *African Journal of Gender, Society and Development*. Volume 11 Number 4, December 2022, Pp 7-26.

Jimlongo, G.N. 2021. *Inkcitha nzila nobomi obutsha* (The release of the widow and life after mourning): Xhosa widows and citizenship. Master's Thesis, Rhodes University.

Moodley-Diar, N. 2021. Possible barriers for the advancement of women in their development as academic leaders and managers in higher education: A case study of the Tshwane University of Technology in Gauteng, South Africa. Master's Thesis, Haaga-Helia University of Applied Sciences

Seale, O., Fish, P., & Schreiber, B. (2021). Enabling and empowering women in leadership in South African universities – Assessing needs and designing a response. *Management in Education*, 35(3), 136–145.



Tau, S. 2022. African feminism(s) as it informs the experiences of African women leaders at universities in South Africa. Master's Thesis, Nelson Mandela University

Singh, R., & Awasthi, S. (2020). Updated Comparative Analysis on Video Conferencing Platforms- Zoom, Google Meet, Microsoft Teams, Webex Teams and GoToMeetings. Easy Chair Preprint, 1-10.