A REVIEW ON THE PRESS STRATEGIES: EDUCATIONAL CHOICES, LIFE CIRCUMSTANCES, AND READING PRACTICES OF WOMEN IN SUPERVISION POSITIONS IN HIGHER EDUCATION

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ABSTRACT

Many women in leadership positions in higher education still manage to read for pleasure, despite the many demands placed on them by their families and careers. Looking at what women in leadership positions in higher education read, this study used grounded theory coding, focus groups, and grounded theory methodologies. This article looks at how reading for pleasure differs from reading for work, and how reading for leisure affects maintaining a healthy work-life balance. The purpose of this research is to catalog the libraries that have recommended books to female academic leaders and to determine what those books cover. This research looks at women's reading preferences and habits from elementary school all the way through college and graduate school, and even into their current life. It also looks at when women first developed a love for reading. This research delves deeper into the ways in which reading has affected women in many ways, both professionally and personally, and how this has influenced their present positions of leadership in the college sector. This research aims to provide recommendations for curricular enhancements that will empower young women to achieve leadership roles and successfully combine their professional and personal lives throughout their careers. This research is to examine the media literacy and reading habits of education faculty members using several criteria. The study's primary objective was to identify any correlation between kids' media literacy and factors like how much time they spend reading, how well they do in school, how often they use social media, their grade point averages, and the degree of education their parents had.

Keywords: *Healthy work-life balance, looking for more information, Impact of the media, Supervisory roles, Women in academia.*

1. INTRODUCTION

A person's personality and social interactions are substantially shaped by the literature they consume (Toquero, 2020). Reading regularly enhances one's capacity for thinking, expression, emotional growth, perspective, and adaptability. During the early years of formal education, a lifelong devotion to reading was established. This is because individuals draw ideas from a wide variety of sources, including more official places like schools and libraries as well as more informal

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ones like their neighborhoods, families, and friends. A library not only offers students a peaceful place to study, but it also has bookshelves neatly arranged by genre. How a student feels about reading and how invested they are in the subject matter could influence their desire to learn. The goal of positive reading is to inspire kids to read not just for school but also for pleasure. Devotion to one's education and future professions is higher among college students. Reading regularly helps them succeed academically, and they demonstrate more interest in what they learn. The influence of universities on reading habits among undergraduates has been mixed. In Kashmir, researchers discovered no gender differences in reading habits; all sexes like reading, prefer reading at home, and read books published in English. Research shows that although female students are more likely to read about science and technology, male students are more likely to read about politics. Research on reading habits and library usage among library and information science students in Nigeria: another study. Even while they may not spend much time at the library, researchers found that many students read for enjoyment, with a preference for journals and newspapers. Even though reading is vital to the majority of Ghanaian polytechnic students, a recent survey indicated that most of them had studied just academic books and hardly cracked up a book during the last two semesters. When asked about their reading habits, almost all college students majoring in teaching felt that reading is vital. A large percentage of individuals like staying informed about their interests by reading; in fact, 65.5% of those people do it every day, and 25.0% do it once a week. Standardized test scores are higher for pupils who are strong readers, according to the available evidence. As a result of technological diversions like social media, engaging smartphone apps, television, and other forms of social media, students' interest in reading has been consistently decreasing in today's technologically advanced society. Research on the effects of digital media

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on reading has proliferated, leading to a general trend of shallower engagement with print media across all sectors. According to a previous literature review, paper reading has been declining in popularity alongside digital libraries and e-books since the advent of the Internet (Tella & Motala, 2020).

2. BACKGROUND OF THE STUDY

The ever-changing landscape of media and technology has greatly affected how people from many walks of life consume information, namely their reading habits and interests. Reading may be a terrific tool for women in leadership positions in higher education, helping them with both personal and professional growth and expanding their general knowledge. The desire to remain current in their areas, together with their educational backgrounds, life experiences, and reading habits, determine what these leaders choose to read. They manage difficult things simultaneously. Leadership and decision-making methods among women in higher education may vary according to the specific opportunities and obstacles they encounter. A person's reading and media habits may tell students many things about them, such as their information-gathering and -using habits, their work-life balancing strategies, and the qualities that make for effective leadership. Looking at how these leaders' reading habits and life experiences interact might provide light on how they develop emotional and mental resilience. The main purpose of the research is to determine what academic women in leadership roles read and what variables impact their reading choices. This study aims to provide light on gender dynamics, leadership development, and the changing interaction between media and education by examining the impact of reading on their careers. The

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findings of this research may provide valuable information for campaigns to increase the number of women holding academic and other leadership roles (Tamale, 2020).

3. PURPOSE OF THE RESEARCH

Our research will center on women who hold leadership positions in higher education and seek to shed light on their reading habits, life experiences, and preferences. By analyzing the many types of media that these leaders take in, this study hopes to draw conclusions about how their reading habits have shaped their personal and professional growth. Another goal of the research is to determine if and how their leadership roles and life experiences influence the literature and media they consume. Through this investigation, the research hopes to provide insight on the ways reading influences leadership skills, decision-making, and the continuous advancement of women leaders in the academic sector. Implications for attempts to boost female college enrollment and graduation rates and for scholars' knowledge of the relationship between media, education, and leadership are substantial, according to this study. The major objective of this study is to determine the reading habits and preferred forms of media among women in leadership positions within higher education. Studying how reading has influenced their careers may shed insight on gender dynamics, leadership development, and the evolving relationship between media and education. The results of the research might help direct initiatives aimed at empowering women to take on leadership roles in academia and the workforce.

4. LITERATURE REVIEW

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Reading is a crucial component in the development of various identities, according to research on reading habits, personal histories, and leadership development. This is particularly true for women who hold influential positions in academia. Research shows that people's reading habits are significantly impacted by their background, level of education, and the demands of their professions. Women in leadership positions often use a wide range of sources, including books, academic journals, the internet, and multimedia content, to influence their thinking and the choices they make. Research suggests that leaders' unique experiences at the intersection of gender and leadership may have an outsized impact on their reading preferences and habits. Managing biases and achieving a work-life balance are two of these obstacles. Also, people's reading habits have changed drastically due to the rise of digital media. Mobile applications, e-books, and online articles make professional resources more accessible and convenient, even while on the go. This review synthesises many perspectives and highlights the need for more targeted research on how reading and media consumption affects leadership practices, knowledge acquisition, and personal development among women in leadership roles in higher education. Particularly for women in higher education, there is a convoluted relationship between media intake and leadership development. To comprehend this connection, one must go into the literature on reading habits, reading preferences, and life events. Studies have shown that reading habits are affected by several factors. A person's educational history, professional requirements, personal hobbies, and access to alternative media are all examples of such factors. Women in leadership positions may have unique challenges, such as balancing personal and professional responsibilities, which may impact their reading habits and preferences. These leaders often choose materials that enhance their comprehension, provide insight on leadership strategies, and promote growth (Moodly, 2022).

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5. RESEARCH QUESTION

- What is the impact of domestic responsibilities on media ways?

6. RESEARCH METHODOLOGY

6.1 Research design:

The researchers used SPSS version 25 for the quantitative data analysis. The combined use of the odds ratio and 95% confidence interval offered details on the commencement and evolution of this statistical link. The researchers may say that there is statistical significance since the p-value is less than 0.05. The data's essential features may be fully grasped via descriptive analysis. To objectively evaluate survey, poll, or questionnaire responses, quantitative approaches often include computing tools and mathematical, statistical, or arithmetic analysis.

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:

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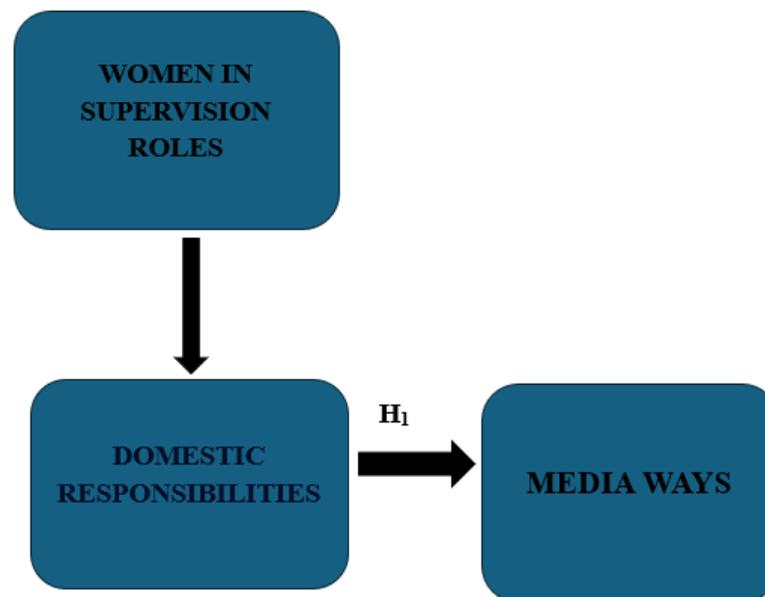
In most cases, researchers relied on questionnaire surveys to compile their samples. Section A requested basic demographic data, while Section B evaluated the relative importance of various online and offline media using a 5-point Likert scale. Lots of secondary sources, including internet databases, were combed through to get the necessary information.

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

6.5 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

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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 numerous regression investigations is 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: .860

The outcomes of Bartlett's test of sphericity are as follows: Approximately chi-square, degrees of

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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 0.860 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.		.860
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 satisfactory by the Kaiser-Meyer-Olkin measure when the outcome is 0.860. 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

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- **Women In Supervision Roles**

Female executives who are tasked with overseeing the output of a group, department, or other organizational unit are referred to as "women in supervisory roles" by the researcher. In these roles, you'll be responsible for guiding, coaching, and managing staff to make sure the business meets its goals and objectives. In these positions, women often play a key part in decision-making because of the various perspectives and life experiences they bring to the table. This, in turn, influences workplace culture, fosters collaboration, and propels innovation. Persistent barriers, such as sexism, unequal opportunity, and cultural expectations, have long prevented women from advancing to supervisorial roles. The emphasis on diversity, equality, and inclusion in today's workplaces has, however, opened more doors for women to take on leadership responsibilities. Not only do female managers keep things running smoothly for the business, but they also inspire other women to reach their full potential and break glass ceilings. All it takes to break down gender preconceptions, promote gender equality, and inspire progressive organizational change is for them to be in a position of leadership (Mazibuko, 2020).

❖ FACTOR

- **Domestic Responsibilities**

All the things that go into running a home and making sure everyone lives well there are considered domestic chores. Included in this broad category of duties are a variety of household chores, including cooking, cleaning, laundry, food shopping, taking care of children and the elderly, and general housekeeping. Keeping track of money, paying bills, and meeting home requirements efficiently are all part of a domestic worker's duties. Social conventions, traditions, and personal

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preferences all play a role in shaping the kind and distribution of household chores within different cultures and households. Because of long-established gender norms and assumptions, these responsibilities have traditionally fallen on women's shoulders. But as societal norms shift and more people become conscious of the need for gender equality, there is a rising demand for family chores to be divided up more fairly. A pleasant and peaceful home is the result of diligent attention to domestic duties. Individuals and families benefit from their physical, emotional, and psychological health when these factors are well-managed. Particularly for homes with two breadwinners or for single parents, juggling household duties with job, school, and personal objectives may be a daunting task. Managing one's tiones and, keeping in touch with loved ones, and working together as a family are frequently necessary for achieving this balance. Advances in technology, such as automated appliances and online shopping, have changed the way people approach domestic obligations in contemporary settings. These innovations may make home activities easier to do. Furthermore, it is very uncommon for people with hectic schedules to hire professional cleaners or daycare providers to do certain tasks. All things considered, home chores are crucial to people's well-being and are increasingly seen as a group endeavor that calls for cooperation, tolerance, and flexibility to accommodate everyone's schedules and preferences (Lebelo, 2021).

❖ DEPENDENT VARIABLE

- **Media Ways**

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People nowadays create, share, and consume media in many ways; when they speak about "the media ways," they mean all these things together. These outlets include traditional media like newspapers, radio, and television as well as newer digital media including blogs, podcasts, streaming services, social media, and online news sites. Using various forms of media, one may disseminate information, shape public opinion, and impact cultural trends. Essential for facilitating cross-cultural communication, information sharing, and entertainment, they help people live near one another despite physical distance and cultural differences. Due to technological advancements, media practices have transformed, shifting from traditional media's monologue to the interactive and participatory nature of digital platforms. Anyone may now access and generate content because of this change, which democratizes knowledge. Issues with privacy, digital inequality, and disinformation are among the consequences it has brought forth. One aspect of the media landscape consists of formal institutions; another aspect includes citizen journalism, peer-to-peer communication, and grassroots movements. There are other areas of society that are impacted by media beyond only the dissemination of news and other information. These areas include politics, business, and interpersonal relationships. As media changes, understanding and critically engaging with different channels is crucial for navigating today's complex information environment. Good social change, increased understanding, and more inclusive societies may all result from ethical media use by individuals and organizations (Cini, 2019).

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

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- **Relationship Between Domestic Responsibilities and Media Ways**

As media channels and platforms greatly impact people's ability to learn about, manage, and balance home duties, the link between domestic obligations and media methods is complex and multi-faceted. Meanwhile, household duties impact media consumption habits, tastes, and habits in general, as well as the kind and level of involvement with media. Media techniques provide helpful tools to make household tasks easier and more efficient. For instance, there are applications and digital platforms that may help the students organize the students calendar, keep tabs on the spending, make a food plan, and keep track of the grocery list. Online video tutorials, cleaning hacks, home repair advice, and do-it-yourself projects abound on social media sites like YouTube, Pinterest, and Instagram, simplifying and streamlining a wide variety of household chores. With the help of e-commerce platforms like online grocery delivery services, people can get more done in less time and with less work around the home. Similarly, media-driven gadgets like voice assistants and IoT platforms enable smart home technologies. These technologis morelet users automate and remotely handle household functions like heating, lighting, and appliance usage, making domestic administration more pleasant. Media formats may educate those who aren't acquainted with home duties. The researchers may get detailed instructions for tasks like budgeting, parenting, and home maintenance in online classes, blogs, and forums. To help one another cope with household issues, social media platforms facilitate communities where users may talk to one another, ask for assistance, and share stories. By presenting viewers with different viewpoints on housework, media also encourages cross-cultural understanding. They promote creativity and innovation in home management by showcasing techniques, recipes, or customs

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from throughout the globe. One example of how the media has revolutionized home administration is the correlation between television use and domestic duties. By giving access to information, resources, and encouragement, media play an important enabling role in making household chores easier and more efficient. Concurrently, people's demands at home affect their media consumption habits, preferences, and interactions. Households may improve their efficiency and quality of life by using media in a deliberate and responsible way, which promotes a balanced approach to managing obligations (Issa & Fang, 2019).

- *"H_{01}: There is no significant relationship between Domestic Responsibilities and Media Ways."*

- *"H_1: There is a significant relationship between Domestic Responsibilities and Media Ways."*

Table 2: H_1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	99674.830	399	5978.486	4335.329	.000
Within Groups	1092.936	1300	4.597		
Total	100767.766	1699			

This study's findings will be significant. The value of F, which is 4335.329, approaches significance with a p-value of.000, which is less than the.05 alpha threshold. Hence, it is evident that, *"H_1: There is a significant relationship between Domestic Responsibilities and Media Ways"* is accepted and the null hypothesis is rejected.

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9. DISCUSSION

Among women in administrative roles in higher education, this study delves into the complicated relationship between media consumption, personal experiences, leadership duties, and reading habits. One possible explanation for the varied media consumption habits of women in leadership positions in higher education is the abundance of responsibilities that these women often face. There is a correlation between the reading habits of women in leadership roles and their ability to climb the corporate ladder, stay abreast of research in their disciplines, and grow as individuals. Based on their convenience, they read a combination of print and digital media. The study claims that these leaders' reading habits are shaped by their personal views, educational background, and professional challenges. Women from diverse backgrounds may have distinct media consumption habits; some may seek out resources that help them become stronger leaders, while others may look for stories of triumph over adversity. As this discussion shows, a person's reading preferences reveal a lot about their leadership style, decision-making process, professional expectations, and life experiences. Further, the study's findings suggest that these women's reading habits are often associated with the continuing education requirements of their leadership roles. Reading a variety of genres and styles, including academic papers, leadership books, and fiction or pleasure reading, may help researchers recharge their brains and develop their emotional intelligence. To support women leaders in higher education, institutions should be cognizant of these tendencies and provide personalized tools, chances for growth, and a nurturing environment that promotes personal and intellectual development. Contributing to the understanding of how reading habits

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impact leadership practices, the research elucidates the evolving relationship between media, information acquisition, and academic leadership (Majzun, 2020).

10.CONCLUSION

As a habit, reading will be treasured by the student. It is more beneficial to encourage students to read extensively across fields rather than limiting them to reading just in their major. Regular visits to the institution library may help students get more acquainted with both contemporary and classic literature, as well as encourage them to actively participate in the reading environment. With the rise of social media and the ease of cellphones, among other things, students' reading habits are impacted in this age when hanging out with friends is key. But the main things that impact their reading habits are their busy academic schedules and the little time they have. It is the responsibility of the researchers to create a school climate in where reading is valued and appreciated as a skill that will serve students well throughout their academic careers and beyond. Additionally, the poll found that the amount of time spent reading each week is inadequate. Female college students in Jalandhar might benefit from learning time management skills and requesting more flexibility in their schedules if they want to increase the frequency and quality of their library trips and reading time. To assist these youngsters in developing the qualities needed to be avid readers for the rest of their lives, education policymakers, curriculum creators, teachers, mentors,

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and librarians might set up Reading Excellence Scholarship programs and hold no more than nine workshops. Taking these steps is all the researchers can do in the hopes that things will get better now (Abadi et al., 2020).

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