Internet: Usage Pattern among the students of Central University of Jharkhand

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Abstract: **Internet today has become one of the most integral parts of our daily life. Internet usage has increased around the world in recent times. Because of the increasing popularity of this new technology it is important to examine the usage pattern among the youth. It is important to understand this new platform of communication in order to effectively utilize them as means of communication. Through a survey this project set out to assess the usage of Internet among the students. The survey over students revealed that Internet has decreased the communication barrier which was prevailing earlier. The data collected from the University students revealed that education and research work has become easier with the advent of Internet.**

Keywords: **Internet, Net Genres, technology, Internet Usage.**

1. INTRODUCTION

The Internet is a global wide area network that connects computer systems across the world. It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANet. The original aim was to create a network that would allow users of a research computer at one university to "talk to" research computers at other universities.

In India it was the launch of Educational Research Network (ERNET) in 1986, which marked the beginning of Internet in India. But, the first publically available Internet service was launched by state owned Videsh Sanchar Nigam Limited VSNL in the year 1995.

Since then, the usage of Internet in India has seen a tremendous growth. In past ten years from 2006 to 2016 it has grown from 2.81 percent to 29.55 percent according to the statistics portal. While globally during the same period the usage has seen a growth from 16.7 percent to 49.5 percent according to Internet World Stats.

Today India has 460 Million users of Internet and it ranks second highest in the world with respect to the Internet usage. This increasing trend needs to be further examined under the usage pattern of Internet.

A related phenomenon involves the "Net Generation" (Net- genres) who is born between "1977 and 1997" (Kim and Ammeter, 2008). This is the first generation to grow up surrounded by digital media and the Internet (Kim and Ammeter, 2008).

Objectives:

The objectives of this study is to

a) Find out the demographic profile of the users;

b) Evaluate the frequency in which they use Internet;

c) Determine the area of interest in Internet

2. LITERATURE REVIEW

The main focus of this study is to find out the usage pattern of Internet among the students of Central University of Jharkhand.

The behavior has been studied as per the Diffusion of Innovation theory given by Evert M. Rogers. Diffusion is a process in which an innovation is communicated through certain channels over time among the members of a social system. The newness of the idea in the message content gives diffusion its special character. When new ideas are invented, diffused and adopted or rejected, leading to a certain consequences, social change occurs. The various adopters' categories in Diffusion of Innovation are: Innovators, Early adopters (7.5%), Early majority (35%), Late majority (35%) and Laggards (22.5%). The Early adopters are the highest risk takers as they are the first to consume the service, they don't know about the consequences, but still they take risk. Laggards are the people who don't have much interest over any issue and generally they do whatever other people do.

Another mass media theory which was studied during this research was Uses and Gratification. This theory of communication was introduced by Elihu Katz. This theory shifted the focus from what the media do to the people to what people do with the media. The uses approach assumes that audiences are active and willing to expose themselves to media. The uses of mass media are dependent on the perception, selectivity and previously held beliefs.

The term gratification refers to the rewards and satisfaction experienced by the user after the use of media. It helps to explain motivations behind the media use and their habit of media use.

Internet growth statistics article published by Internet world stats comes up with stats which provide the percentage growth of population using internet around the world.

3. RESEARCH METHODOLOGY

Using a laboratory method or experiment is generally a reasonable and adequate choice to study search behavior. Since, Internet and web are open system that runs on public infrastructure which exhibits variations in its uses. This study can only be successful if an overall study of people is done. This could only be done via survey method design. In Survey method the questionnaires are used as instrument to collect data. The Universe of this survey was the students of Central University of Jharkhand. Snow fall sampling was taken into consideration which means only those students were approached who used Internet. Total sample size was 100.

Data Representation and Interpretation:

A survey for a research on Internet: Its Uses Pattern among the students of Central University of Jharkhand was conducted. To know further about the demographic profile of the students following data were collected.

Age of the Students:
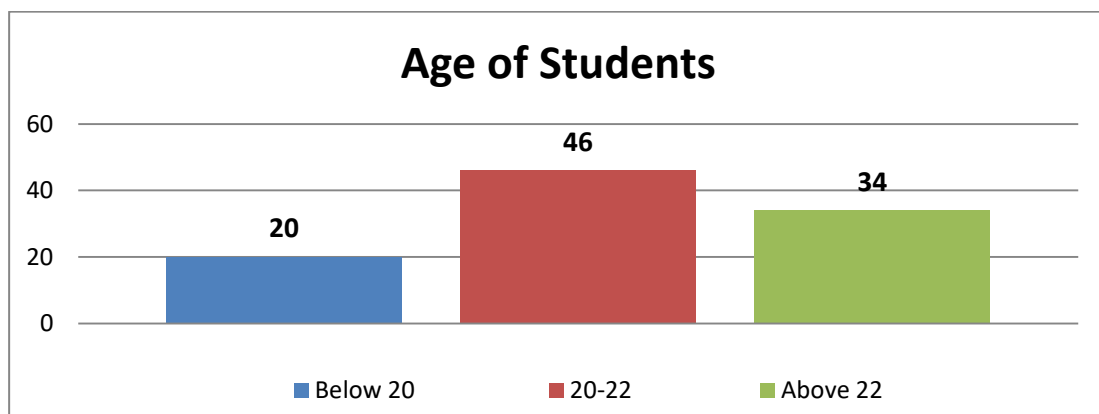
Out of the total sample of 100, 20 were below the age of 20, 46 were between the of 20-22 and 34 were above 22 years

Gender:
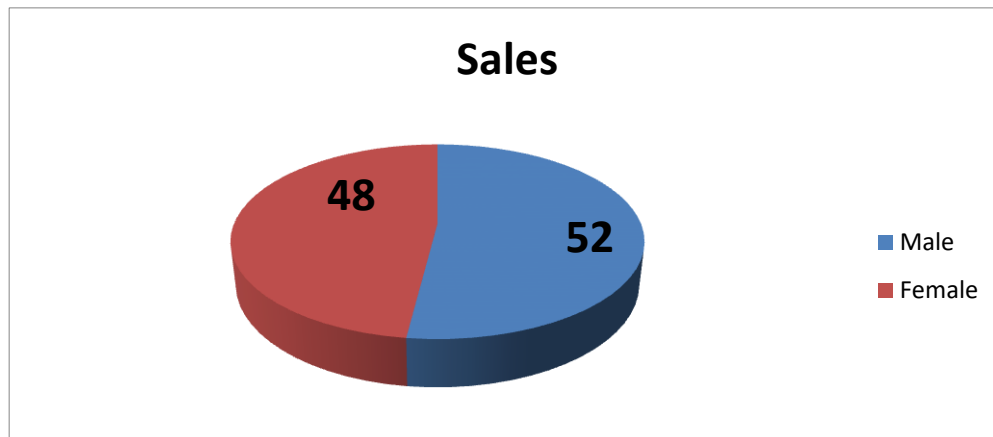
Since this survey had to be authentic almost all kind of users were approached. The basic demographic profile of the consumers can be defined by dividing total population into male and females. The survey was conducted over 48 percent of female and 52 percent of male students of CUJ.

Proficiency of Internet:
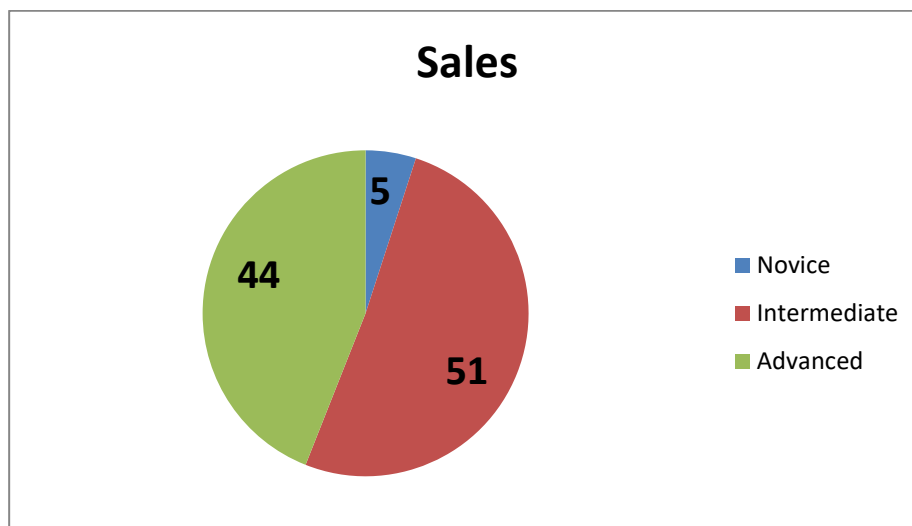
Almost half of the Internet users were intermediate which means they feel comfortable with the internet, whereas 44 percent of the total samples were found to be advanced user of Internet. These advanced users were basically from 8th and 10th semester as they were exposed to the Internet for more than 3 years.

Duration of using Internet:

Frequency	Number of Students	Percentage
Less than 1 Hour	9	9
1-2 Hour	32	32
2-3 Hour	36	36
3-4 Hour	13	13
More than 4 Hour	10	10

It was found that majority of the duration for which students sit before the Internet is between 2-3 hours. Nine percent of students cannot give their time to internet even for 1 hour. 32 percent of students are engaged in using Internet for 1-2 hour a day whereas 10 percent students use Internet for more than 4 hours a day.

Going further following are the data representation of uses of internet for different purpose by the students. The data has been divided into 5 scales of Very Infrequently, Infrequently, Occasionally, Frequently and Very Frequently.

Use of Internet for Surfing:

Frequency	Number of Students	Percentage
Very Infrequently	2	2
Infrequently	7	7
Occasionally	15	15
Frequently	34	34
Very Frequently	42	42

Use of Internet for Research and Education:

Frequency	Number of Students	Percentage
Very Infrequently	4	4
Infrequently	4	4
Occasionally	19	19
Frequently	39	39
Very Frequently	34	34

Use of Internet for Chatting on Social Media:

Frequency	Number of Students	Percentage
Very Infrequently	5	5
Infrequently	11	11
Occasionally	19	19
Frequently	43	43
Very Frequently	22	22

Use of Internet for Gaming:

Frequency	Number of Students	Percentage
Very Infrequently	39	39
Infrequently	13	13
Occasionally	19	19
Frequently	20	20
Very Frequently	9	9

Use of Internet for e-paper and e-magazine

Frequency	Number of Students	Percentage
Very Infrequently	10	10
Infrequently	11	11
Occasionally	34	34
Frequently	32	32
Very Frequently	13	13

The Internet in CUJ is used for various purposes by the students. From using internet for surfing to using it for reading e-paper and e-magazine. Through survey it was found that the percentage of students using Internet for research and education more often is 73, whereas majority of the students occasionally used internet for reading e-paper and e-magazine.

The percentage of students who used Internet for Chatting more often was 65 percent while the majority of the students used internet for gaming very infrequently.

4. CONCLUSION

Objective 1: To find out the demographic profile of the Users'

Conclusion 1: It was found that majority of the students who use internet were of the age between 20-22 and majority of the students felt comfortable in using Internet

Objective 2: To find the frequency in which they use internet

Conclusion 2: Through the survey it was quite clear that majority of the students used internet between 2-4 hours and students who use more than 4 hours are quite less in number.

Objective 3: To determine the area of interest in Internet

Conclusion 3: Students used Internet for various purposes but most preferred area of using Internet was for Research and Education with almost 75 percent of students opting for it more often. It was followed by Chatting with 65 percent students opting for it more often.

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