AN ANALYTICAL STUDY OF THE USES OF INTERNET BY THE COLLEGE GOING UNDERGRADUATE STUDENTS

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ABSTRACT

Mobiles and Internet are now the in-separable part of the youths on which they spend their most of the valuable time. The current study purely based on the primary data which was collected from the undergraduate students of various streams of the particular college. A sample size of 50 was selected for the study in which 10 samples from each stream were selected by simple random sampling method from Arts, Commerce, Science, computer Science, and Business Administration respectively. From the study it has been found that most of the students use the internet for the access of information search and to active of various platforms of social media.

The findings also include that among the various social media's face book and whatsapp are the most popular versions.

Key words :- Social Media, Internet marketing, Use of Internet

INTRODUCTION

A considerable amount of research lays emphasize on the importance of internet in academics. Students use internet for surfing for information, checking the meaning and concepts, sharing and updating information on social media, watching movies and playing online games, checking e-mails are some basic tasks which students carry out on the internet. Social media is now an inseparable part of the youth and they spend a considerable amount of time connecting with friends, uploading photos and also at times discussing important issues. Students use social media tools for many purposes such as access to information, group discussion, resource sharing and entertainment (Wang, Chen & Liang, 2011). Several studies have shown that Social media interaction could have positive and negative effects on students. With the entrance of the smart phones and tablets, internet is now available and accessible to each and everyone. So, it becomes very important to study the purpose for which they are using it. No doubt that internet plays an important role in providing data as well as information which is very important from students point of view and for their academic growth, but is has many disadvantages too like availability of movies, porn videos, videos, online games, filmy magazines etc. It is important to study the students' uses patterns of the internet and to mold them according to their academic growth and excellence.

Past research has stressed and examined the effects of uses of internet on social behavior of people. Previous studies identified and concluded that greater internet use leads to a decline in family communication, feeling of anxiety when away from internet and virtual world, complex behavior and increase in loneliness in actual relations etc. People who spent a significant amount of time on the Internet reported higher levels of loneliness and a greater number of daily stress than people who did not use the Internet as much. Kraut (1998)

The uses of the internet are important for students to complete assignments, apply for jobs, to fill different online forms, to get online admission, to apply for different competitive exams, to search different notes, send mails, maintain social relations, to get in touch with friends etc. But the question arises to what extent they use the internet positively for their studies and how they tackle the distractions. With the increase in the uses of mobile phones and smart phones the internet is at their fingertips and the information is only a click away from them. The current study tries to identify the areas where they use the internet with their monthly expenditure on it.

Objectives

1) To study the uses of internet by college going students.

2) To studty the uses of social media by the college going students.

Scope

The scope of the present study is limited upto the students of Bhonsala military college, Nashik who are studying the under graduate courses like Bachelor of Arts, Commerce, science, computer science and Business Administration.

Hypothesis

H_0: Students use the internet largely for the social media.

H_1: Students using internet for academics is comparatively low.

Research Methodology

The present study was done in Bhonsala Military College, Nashik. Students from different undergraduate courses were taken into consideration. A sample size of 50 was selected for the study in which 10 samples from each stream were selected by simple random sampling method from Arts, Commerce, Science, computer Science, and Business Administration respectively.

The research is purely based on the primary data in which structured questionnaire method of data collection was used. The secondary data collection through various published research papers, articles and secondary data sources were used for the comparison, identification of scope and literature review for the purpose of the present study.

Review of Literature

The literature available on the use of internet by college going students reveals that the internet is widely used by the academic community all over the world for different purposes. The benefits most often cited from use of the internet in Colleges included immediate access to current and relevant information; worldwide connection and ability to meet the needs of individual learners, get in touch with friends with the help of social media, sharing of perosnal and college related information.

Johnson (2013) conducted a study on the effects of social media on college students. He found that social media had a positive effect on college students who choose to use it appropriately and to their advantage. It is up to the users to decide if they want to engage with others positively or negatively. The researcher also concluded that they talk positively about their job, school, and people they surround themselves in a caring and positive way.

In the study conducted at eight academic institutions that studied 649 men and 647 women and it was found that the average time spend by the students on internet was 100 minutes per day. It was also found that the hard science group students spend more time than of arts and science students. He also found that 6% of the respondents use the internet for

more than 400 minutes per day. The students were analysed on five parameters including Academic Achievement, meeting new people, participating in extra curicullar activities, sleep patterns and real life relations. (Anderson, 2011)

In the study conducted by Fayaz in Kashnir Vally, (Loan, 2011) the researcher selected 191 students from general sciences, 288 form social sciences and humanities, 107 from business and commerce and 90 from computer sciences. The students were selected from urban colleges and rural colleges based on the population of the students. The researcher used questionnaire survey method in which he chose the samples by stratified ramdom sampling. In the studies he found that most of the students do not use the internet due to obstacles of access of computer. Researcher also revealed that among others, Computer Science faculty members are the most frequent users of the internet and also exploit the major computer resources and services. He suggested that the training programs should be conducted to increase their internet literacy.

In a study Maria Kalpidou ,.et.al.(2011) investigated how Facebook use and attitudes relate to self-esteem and college adjustment, and hypothesized that there is a positive relationship between Facebook and social adjustment, and a negative relationship between Facebook, self-esteem, and emotional adjustment. The study revealed that having a lot of Facebook friends was positively related to both social adjustment and attachment with the institution for upper-class students. Social adjustment refers to having a feeling of fitting in with the college community and being satisfied with established social connections and the social activities offered on campus. findings suggest that Facebook is a valuable venue not only for creating new and maintaining old relationships, but also for being informed about social events that occur on campus. They also suggested that our findings imply that colleges could use Facebook to their benefit by creating opportunities to connect their students with each other and with campus life activities. (Maria Kalpidou, 2011)

Data Analysis

On the basis of the responses of the 50 respondants the reseacher found the following facts related to the various parameters

Purpose of Using Internet
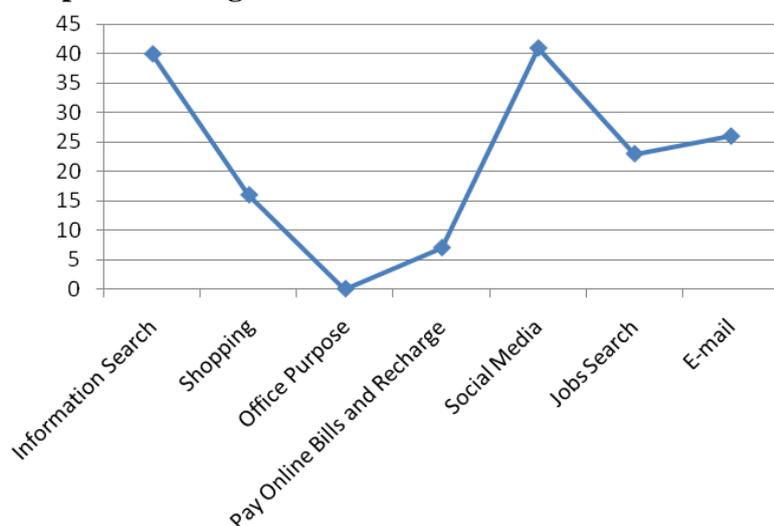
From the study it has been found that most of the udergraduate students use the computer for information search and social media which amounts for more than 80%. Also students use the Internet for shopping, e-mail and job seaching. Whereas it has been found that very less students use the internet for the online recharge.

Online Purchase

When asked about the online purchasing 80% students said that they have purchased something online where 20% students aware about it but had not purchased anything.

Time Spent on Internet
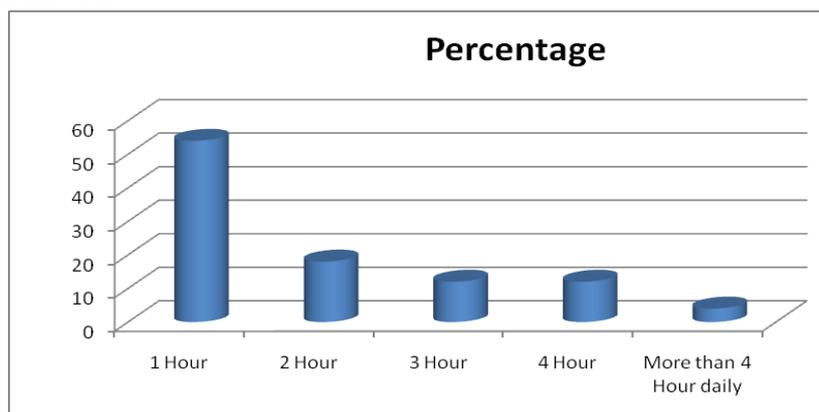
Majority of the students (54%) were using the internet for one hour daily whereas some (4%) students were using internet for more than four hours daily.

Monthly Budget for Internet
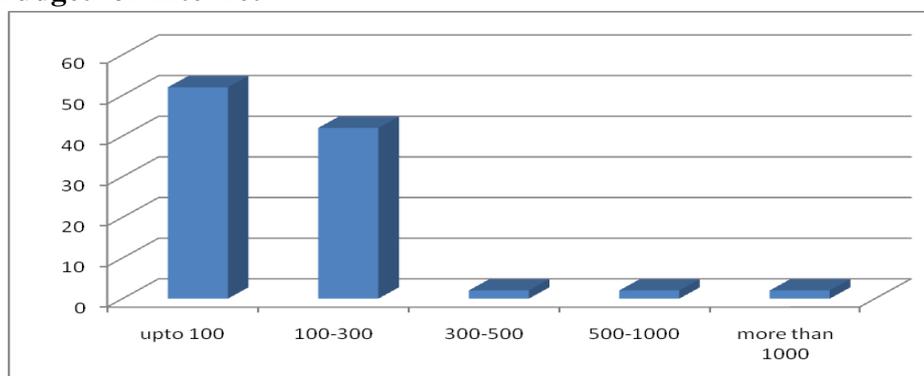
In the study it was found that most of the students had a monthly expenditure upto Rs.100 (52%) and some had an expenditure in the range of Rs.100- Rs.300 (42%)

**Use of Internet for Studies**

In the present study most of the student respondents said that they used internet for academics mostly for solving doubts and getting topic related information.

Source of using Internet
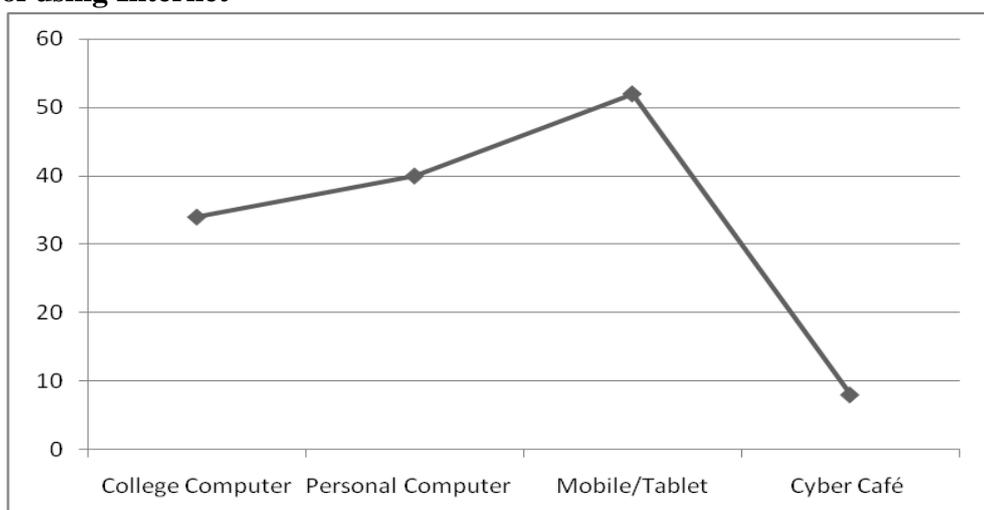
When asked about the source of their internet 52% students said that they used it on Mobile/Tablet further 40% and 34% used it on their personal computer and college computer respectively.

Association with Social Media
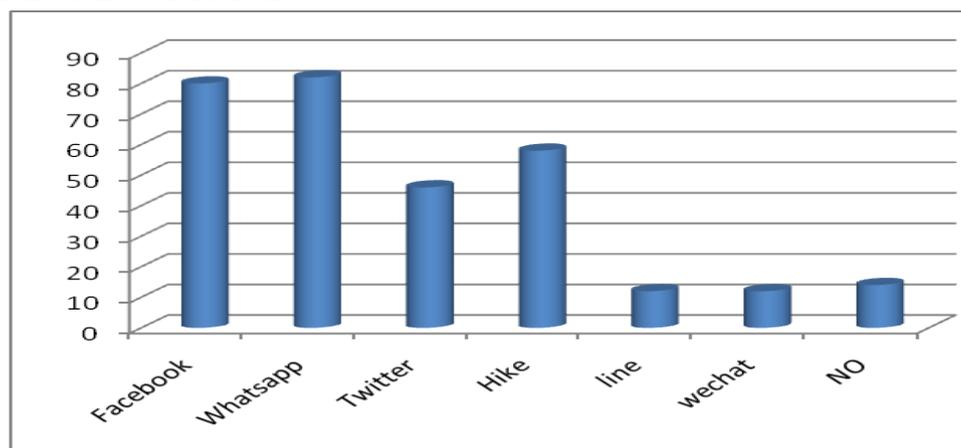
In the study it has been found that most of the students (86%) are associated with social media like face book, whatsapp, Twitter, Line, Hike, we chat etc whereas 14% students said that they were not associated with any of the social media.

Testing of Hypothesis –

H_0: **From** the above information it is clear that apart from social media (82%) students also use the internet for searching information so the first hypothesis has been rejected

H_1: When asked about the use of internet for studies then 90% students replied that they use it for the studies. Hence second hypothesis is also rejected.

Scope for Future Research

The extent to which the students use the internet in the studies as compared to social media, which type of information they search on the internet and how effectively students use the Internet in their studies is also an area in which further study can be carried out.

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