



**COMMUNICATION VIA INTERNET – A STUDY AMONG POST
GRADUATE STUDENTS**

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ABSTRACT

The continued growth of Internet technology and applications has become an important part of every people's lives globally. With the invention of Internet, people can communicate and interact with others in numerous ways such as text, photos and even audio or visual means. Individuals and groups can communicate through chatting, instant messaging, e-mail, news groups and discussion groups. That can be used for social, informational, educational and even for their own purposes. At the same time, numerous information and educational opportunities are readily available through online, including e-books and libraries, encyclopedias, newspapers, *etc.* Recreational activities such as online games, downloading music and movies are also easily accessible *via* the Internet. Thus the Internet has emerged as a powerful educational tool. Teachers and students are depending more on the Internet for their various educational purposes. Colleges invest a good amount on providing this facility to both the teachers and students.

INTRODUCTION

The Twenty first century witnessed advancement in the application of technology. The technology driven services are found

everywhere be it rural or urban, schools or colleges, government or private offices, land or sky, home or cinema *etc.* Today with the availability of the internet, satellite communication and

digital technology, a whole lot of alternative image of reaching everywhere in the world is possible. The Internet is a cogent device used for the promotion of education, business, entertainment, telecommuting, advertising, online shopping, news, jobs, software, online course, virtual classrooms, coaching, government services, politics, national defense and scholarly research, e-mail, chatting and other general information.

Education has been accepted as the instrument of development and for strengthening the values of democracy. Thus Internet is an inseparable part of today's educational system. The educational institution increasingly depends on the Internet for educational purposes, such as academic and non-academic. Internet plays a vital role in transferring knowledge to college students in particular. College students use the Internet at very high rates. In fact, going online has become part of almost every postgraduate's daily routine. Hence, an attempt has been made to study the usage pattern of post graduate students towards Internet.

Review of Literature

Mishra, Yadav and Bisht (2005), conducted a study to know internet utilization pattern of the undergraduate students of G.B Pant University of Agriculture and Technology, Pantnagar. The findings of the study also showed that 61.5 per cent of the males and 51.6 per cent of the females used internet for preparing assignments. A majority of the respondents *i.e.* 83.1 per cent male and 61.3 per cent female respondents indicated that they faced the problem of slow functioning of internet connection. Lal P, R. Malhotra, C. Ahuja, and G. K. Ingle (2006), noted that the students of PG and M.Phil used internet for their educational purposes while most of the UG students surfed internet for chatting and entertainment. All the students were dissatisfied with slow speed of data transfer service. Fayaz Ahmad Loan (2011), found that students from different disciplines used internet for communication, information, entertainment and academic purposes. Some of the students did not get reliable and valid information due to overload of information while others faced slow speed, downloading facility, language barriers *etc.*

OBJECTIVES OF THE STUDY

1. To find out the usage of internet among college students.
2. To analyze the purposes for using Internet.
3. To measure the optimistic and pessimistic features of Internet.
4. To offer concrete suggestions based on the findings.

METHODOLOGY

The study is dependent on both primary and secondary sources of data. The secondary data had been collected from standard text books, reports, records and websites. The primary data have been collected by administering a well-conceived questionnaire to the respondents. The questionnaire has been pre-tested before it is issued to the

respondents. Sampling frame is limited to the post graduate students of Commerce and Business Administration in V.V.Vanniaperumal College for Women, Virudhunagar. Respondents constitute the students who are the users of internet. Total number of post graduate students strength is 140. Survey has been conducted from 50 students. Convenience sampling method has been used for the selection of the required number of samples.

Results and Discussion:

The results for the course, residence, place, means of accessing, mode of internet connection, Internet service provider, social networks, search engine, web browser, frequency of using Internet and usage of internet in years and per day are presented in the following Table1.

Table 1
Usage of Internet

| Variables | | No. of Respondents | Percentage to Total |
|------------------|--------------|--------------------|---------------------|
| Course | M.B.A | 28 | 56 |
| | M.Com | 22 | 44 |
| | Total | 50 | 100 |
| Residence | Hostel | 7 | 14 |
| | Day scholar | 43 | 86 |
| | Total | 50 | 100.0 |
| Place | College | 14 | 28 |
| | Home | 36 | 72 |
| | Total | 50 | 100.0 |

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|------------------------------------|-------------------|-----------|--------------|
| | | | |
| Means of Accessing | Personal Computer | 11 | 19 |
| | Laptop | 12 | 21 |
| | Mobile | 34 | 60 |
| | Total | 57 | 100.0 |
| Mode of Internet Connection | Cable Modem | 8 | 16 |
| | Wireless | 8 | 16 |
| | Mobile data | 35 | 68 |
| | Total | 51 | 100.0 |
| Internet Service Provider | BSNL | 10 | 17 |
| | Vodafone | 7 | 12 |
| | Airtel | 12 | 21 |
| | Aircel | 2 | 4 |
| | Reliance Jio | 22 | 39 |
| | Idea | 1 | 2 |
| | MTS | 3 | 5 |
| | Total | 57 | 100.0 |
| Social Networks | Face Book | 11 | 12 |
| | Twitter | 5 | 5 |
| | Hike | 9 | 10 |
| | gmail | 16 | 17 |
| | yahoomail | 2 | 2 |
| | Whats app | 39 | 41 |
| | IMO | 7 | 7 |
| | Hangout | 4 | 4 |
| | Instant Messenger | 2 | 2 |
| | Total | 95 | 100.0 |
| Search Engine | Google | 50 | 100 |
| | Total | 50 | 100.0 |
| Web browser | Google Chrome | 40 | 52 |
| | Safari | 3 | 4 |
| | Internet Explorer | 5 | 6 |
| | You tube | 10 | 13 |
| | UC | 7 | 9 |
| | Mozilla Firebox | 8 | 10 |
| | Opera | 5 | 6 |
| | Total | 78 | 100.0 |
| Usage of Internet in Years | Less than I year | 12 | 24 |
| | 1-3 years | 20 | 40 |
| | 4-6 years | 16 | 32 |
| | Above 6 years | 2 | 4 |
| | Total | 50 | 100.0 |

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|------------------------------------|-------------------|-----------|--------------|
| Usage of Internet Per day | Less than 1 year | 15 | 30 |
| | 1-2 hours | 17 | 34 |
| | 2-3 hours | 7 | 14 |
| | 3-4 hours | 3 | 6 |
| | More than 4 hours | 8 | 16 |
| | Total | 50 | 100.0 |
| Frequency of using Internet | Daily | 43 | 86 |
| | Twice a week | 4 | 8 |
| | Weekly | 3 | 6 |
| | Total | 50 | 100.0 |

Source: Primary Data

From Table 1, it is revealed that

- 56 per cent of M.B.A students use Internet whereas 44 per cent of M.Com students use Internet.
- Great majority of 86 per cent are day scholars and a meager per cent of 14 % reside in hostel.
- 72 per cent of respondents use internet in their home and the remaining 28 per cent use it in college. In college, they prefer computer lab for using Internet.
- 60 per cent of respondents use their mobile as a means of accessing internet, followed by 21 per cent and 19 per cent of respondents use laptop and personal computer for accessing internet respectively.
- 68 per cent of respondents use Mobile Data for internet connection and 16 per cent use wireless and cable Modem as the mode for connection.
- 39 per cent of respondents use Jio, 21 per cent of respondents use Airtel connection and 17 per cent use BSNL connection.
- 41 per cent of respondents are using whats app, 17 per cent of respondents are using gmail and 12 per cent used facebook for communication and chatting with their friends.
- All respondents prefer google as search engine.
- 52 per cent of respondents use Google chrome as web browser and 13 per cent respondents prefer you tube.
- 40 per cent of respondents use internet from 1 to 3 years, 32 per

cent use from 4 to 6 years and 24 per cent use it for less than 1 year.

- 34 per cent of respondents use internet for 1 to 2 hours and 30 per cent use it for less than 1 hour per day.
- Majority of 86 per cent of respondents use internet daily.

The result of an analytical framework for the purpose of using Internet has been calculated through

Friedmans test and Kendall’s W test. These tests are used to detect differences in ranks across multiple test attempts.

FRIEDMAN’S TEST

To find out the significance difference among the ranks given by the respondents for the purposes of using Internet, this test is applied.

H₀₁: There is no significant difference in the ranks given by respondents to the purpose of using internet.

Table 2
Purpose of using Internet

| Purpose | Mean Rank | CHI-SQUARE VALUE | p Value |
|----------------|------------------|-------------------------|----------------|
| Education | 2.93 | 32.941 | .000 |
| Shopping | 4.04 | | |
| Entertainment | 2.50 | | |
| Communication | 2.45 | | |
| Information | 3.08 | | |

Source: Computed Data

From the Table 2, it is clear that, mean rank for the purpose shopping is very high of 4.04 and mean rank for the purpose communication is very low (2.45). Hence communication is most preferred by the respondents for the purpose of using internet.

As the computed p value is less than the assumed value of 0.05, the above null hypothesis is rejected.

Hence, there is significant difference in the ranks assigned by respondents to the purpose of using internet.

Kendall's W Test

To find out the significance difference among the ranks given by the respondents for optimistic and pessimistic features of Internet, this test is applied.

H₀₂: There is no significant difference in the ranks given by respondents to the optimistic features of internet.

Table 3
Optimistic Features of Internet

| Optimistic Features | Mean Rank | CHI-SQUARE VALUE | p Value |
|---------------------|-----------|------------------|---------|
| Saves time | 4.16 | 29.150 | .000 |
| More Informative | 2.88 | | |
| More useful | 2.61 | | |
| Less expensive | 4.02 | | |
| More faster | 3.44 | | |
| More Interesting | 3.89 | | |

Source: Computed Data

From the Table 3, it is clear that, mean rank for the optimistic features of ‘Saves Time’ is very high (4.16) and mean rank for the optimistic features of Internet ‘More useful’ is very low (2.61). Hence the respondents feel that internet is more useful.

As the computed p value is less than the assumed value of 0.05, the above null hypothesis is rejected. Hence, there is significant difference in the ranks assigned by respondents to the optimistic features of internet.

H₀₃: There is no significant difference in the ranks given by respondents to the pessimistic features of internet.

Table 4
Pessimistic Features of Internet

| Pessimistic Features | Mean Rank | CHI-SQUARE VALUE | p Value |
|---|-----------|------------------|---------|
| Slow Internet access | 4.57 | 61.780 | .000 |
| Time consuming to download | 3.20 | | |
| Difficult in finding relevant information | 2.87 | | |
| Unwanted information | 3.02 | | |
| Security Problem | 4.11 | | |
| Network problem | 4.94 | | |
| Misleading Information | 5.29 | | |

| | | | |
|------------------|------|--|--|
| Process unclear | 4.57 | | |
| Difficult to use | 3.20 | | |

Source: Computed Data

From the Table 4, it is clear that, mean rank for the pessimistic features of ‘Misleading Information’ is very high (5.29) and mean rank for the pessimistic features of ‘Difficult in finding relevant information’ is very low (2.87). Hence the respondents feel that internet is difficult in finding relevant information.

As the computed p value is less than the assumed value of 0.05, the above null hypothesis is rejected. Hence, there is significant difference in the ranks assigned by respondents to the pessimistic features of internet.

INFERENCE AND SUGGESTION

The respondents prefer Jio and Airtel as means of communication among their friends and relatives. The main reason behind these two service provider is that they provide 4G connection for fastest means of communication. Among the various social networks respondents prefer Whats app. Respondents prefer using internet for communication and entertainment. It is suggested that the respondents have to concentrate on using

internet for education as there are lots of information available for their studies to develop their career in future.

CONCLUSION

Education is one of the foremost important factors in achieving the developmental goals of the country. It is the key to the national development. It is a continuous process which transfers the morals, values of our country to the next generation. It enables to develop and build up the new generation of our nation. Education has come to be recognized as the main instrument of socio-economic change. That is why it has rightly said that the destiny of a nation is shaped by quantity and quality of students coming out of colleges. Hence the students should try to improve their knowledge by utilizing internet for acquiring information regarding academic purposes.

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