

## REVIEW ON USAGE OF NEW MEDIA, AMONG UNDERGRADUATE STUDENTS

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### ABSTRACT

*In the era of networked information, Internet is the largest worldwide network that has emerged as a powerful educational tool for an instant access to information. It has made a tremendous impact on the academic activities of the teachers and students. Information is just a 'finger touch' away from the user and it would not be inappropriate to say that the Internet has become the biggest global digital information library, which provides the fastest access to the right kind of information in nano-seconds to end user, at any time and at any place in the world. The advancement of technology in the twenty-first century, paved way for the limitless ideas to conceive countless innovated devices, which are mostly used by humans nowadays. This high-tech revolution conceived the so-called technological jungle encircling our planet. New media is a method of mass communication, using digital technologies such as the Internet. It is accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, or wikis, video games, and social media.*

**KEYWORDS:** Mass Communication, Social Media, Social Networking Web Sites, Internet Usage

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### INTRODUCTION

Internet is a powerful educational tool for an instant access to information. It has made a tremendous impact on the academic activities of the teachers and students. Information is just a 'finger touch' away from the user and has become the biggest global digital information library, providing fastest access to the right kind of information in nano-seconds to the user at any time and at any place in the world. New media is a means of mass communication, using digital technologies such as the Internet. It is accessible on any digital device, usually containing interactive user feedback and creative participation.

The drastic growth of Internet usage has changed the lives of millions of people around the globe during the last decade. For students and teachers, the Internet has become an increasingly important part of the educational process. The college students of this generation have been considered to be inclined in the use of technology. In their everyday

activities, technology plays a vital role. Different websites such as Facebook, Google, Twitter, etc. are being used by the students for studies, entertainment or communication. Technology is a very helpful invention man has ever invented. As time continues to run, different technologies will continue to evolve. As a result, more activities can be done with the use of these. A newer form of communication, a much easier access to academic researches, instant messaging, reading and creating blogs, and downloading music and videos have been in the list of priority of the students as they are the most wired generation in history.

The college students these days are more socially isolated, they tend to rely on technology to obtain social support. College works and deadlines make them isolate themselves from the social world. It is normal for college students to endure some stress; “excessive” levels of stress can have negative physical health effects (Cohen, Tyrrell, & Smith, 1991; Kivimaki et al., 2002; Lillberg et al., 2003; Nahit et al., 2003; Takkouche, Regueria, & Gestal-Otero, 2001; Verthein & Kohler, 1997). In such situations, these technologies play a large role in keeping college students connected to family and friends, to obtain social support as a buffer to “excessive” stress.

### **Social Networking Web Sites**

Social networking websites allow users to connect with people who share the same interest, activities and characteristics with them. Social networking web sites also allow various modes of communication between users, for example, blogs, private messages, wall posts, pictures, and comments. It is used by students because not only they can communicate with other people and update what they have been up to but also files and pictures related about academic purposes can be uploaded and be used as reviewer paraphernalia. The most commonly used social networking sites are Facebook, Yahoo, Twitter, Gmail and Whatsapp.

### **Cell Phones**

A very convenient technology used basically for communication. Cell phones have text messaging functionality. College students prefer text message communications to e-mail. Smart phones are now dominating the markets which have additional features just like camera, music player and picture, file, and application downloader. A smart phone is a cellular telephone with an integrated computer and other features not originally associated with telephones, such as an operating system, Web browsing and the ability to run software applications.

### **Laptops/Desktops**

Laptops or desktops are one of the most needed technologies by college students. Editing of projects and researches is much easier with them.

### **Need For the Present Study**

The ever increasing number of people accessing Internet coupled with recent explosion of information resources on the Internet may have considerable implications for teaching, learning and research. Teachers and students are depending more and more on the Internet for their various educational purposes. The present survey is, therefore, an attempt to assess the effectiveness of Internet as an educational tool, and what role it actually plays in the educational system with special reference to the undergraduate students of the college of Home Science. The Internet is an inseparable part of today's educational system. It is necessary to conduct a study to determine whether Internet is used for academic activities and how the Internet has influences the academic efficiency of the target

users. The study is taken up with the following objectives:

- To find out the purpose of use of internet by the students.
- To study the usage pattern of internet by the undergraduate students.
- To explore the problems directly caused by using Internet by the students.

## **REVIEW OF LITERATURE**

A review of the literature is an essential part of a research which is a careful examination of the literature pointing towards the answer to the research question. A comprehensive review of literature aids in any research endeavour. The main purpose of collecting the review of literature is to gain a backward knowledge of different related researches conducted on the current topic and to help in identifying appropriate research design, methods of measuring concepts, analyse the data obtained, use of techniques to evaluate the posture and discuss the data collected.

### **Purpose of Use of Internet among the Students**

Asemi (2005) studied the search habits of Internet users at the Medical University of Isfahan (MUI), a governmental university in Isfahan city, Iran. Efforts were to find the search requirements related to the use of the Internet information. Data was collected by using a questionnaire from five faculties. Fifty-five percent of respondents search for scientific information through the Internet because the university library has provided access to various databases and online journals for all students and staff. It was unveiled that the Internet services are normally used for research. Google and Yahoo search engines were more widely used compared to other search engines. The analysis revealed that 54 percent of Internet users always found useful information on the Internet. Thirty-one percent of respondents believed that quality information is available on the Internet and finally, 35% of the studied population use print, online and offline form of information for updating their subject knowledge.

Erin (2006) explored the extent to which technology disrupted and occupied the time of a college student and how this led to stress. A 71-item survey to assess perceived stress, technology use and disruptions, and social support was administered to 299 undergraduate students. The results indicated 25% of participants had problems with disruptions from technology, and more disruptions from technology are related to higher levels of perceived stress.

Adeyinka (2007) examined undergraduate's use of the Internet and its implications on their academic performance, at the University of Botswana, Gaborone. Three hundred and six undergraduate students from thirteen departments formed the study sample. The data collected was analysed using descriptive statistics, chi-square and Friedman test. The results indicated that: majority of the respondents (66%) accessed the Internet 1-5 hours per week, 33.3% of respondents accessed the Internet 6-20 hours per week and 0.7% of respondents accessed the Internet between 21-25 hours per week. Moreover, most respondents use the Internet for obtaining course related information. The results also revealed that Internet contributes significantly to academic performance of the respondents.

Khare, et al (2007) conducted a survey to study the pattern of Internet use, satisfaction with the search results, etc. among the research scholars of the various faculties at H.S. Gour University, Sagar, M.P. for the survey a total of 210 research scholars registered in the 10 faculties of the university during the year 2005-06 were selected. A sample population of 100 was selected from the 10 faculties. The findings revealed that the rate of Internet use is more in research scholars of Science, Life Sciences, Engineering, Technology and Management faculties as compared to the

faculties of Arts, Social Sciences, Law, Education and Commerce. The research scholars use Internet for research purpose, entertainment as well as for job search.

Becker (2010) conducted a study on the Internet use by 2250 teachers from public and private schools in the US. The results revealed that 90 per cent of the teachers had Internet access. A majority of the teachers (68 per cent) used Internet to find information resources for preparing their lessons.

Coniglio et al (2012), conducted a study to collect information on Internet usage patterns, in a group of Italian university students. The sample comprised 600 Italian university students, enrolled in various faculties, in two different universities: Catania (n=300; 150 males and 150 females) and Palermo (n=300; 150 males and 150 females). Chi-square test ( $P < 0.05$ ) was applied to examine differences between the two groups of students (Catania versus Palermo), and for comparisons between male and female students. The results indicated that respondents were 'minimal' (82.5%) or 'moderate' (17.5%) Internet users. None of the enrolled university students met the criteria of definite IAD, although a fairly high level of at-risk Internet attitudes and behaviours was found.

Urmatham et al (2015), conducted a study to determine the variety and frequency of use of technology, particularly both in general and specific manner, of college students enrolled in University of Santo Tomas in the form of a survey. The data was collected from forty random students chosen from five different colleges by means of fish-bowl method. The data was analysed and the results of the study indicated that most students were using technology for entertainment. The most common specific use of entertainment for students is playing online or installed games in their respective high-technological gadgets.

### **Pattern and Problems of Use of Internet**

Chandran (2000) conducted a study at S V University, Tirupathi, a structured questionnaire was designed and distributed to 100 users of the SVU digital library. The results revealed that more than a one-third of the users (35 per cent) use Internet daily followed by 30 per cent weekly, 28 per cent monthly, and 7 per cent occasionally. The use of internet resources showed that almost half of the respondents (49 per cent) came to the SVU digital library to use e-journals, followed by 33.5 per cent for theses and dissertations, 13.5 per cent for e-books, 12.5 per cent for Internet-based databases, 11.5 per cent for technical reports, 11.5 per cent for standards and patents, and 4 per cent for other purposes.

Kaur (2000) conducted a survey regarding the use of Internet facility, at the Guru Nanak Dev University, Amritsar. The study indicated that all respondents used Internet for sending e-mail and 82% for Web. More than 60% of the respondents used Internet for primary information. 38% for secondary and only 15% used it for consulting OPACs. The results of the study further showed that more than 80% of the respondents felt that in comparison to traditional documents, Internet was time saving, easy to use, more informative, more useful and more preferred.

Laite (2000) surveyed 406 graduate and undergraduate students from Shippensburg University. The survey showed that 57.6% of the undergraduate students used the Internet 1-2 times per week and another 37.1% used it 1-2 times daily. The survey showed that the most used Internet service was e-mail. A hundred per cent of the graduates and undergraduate students used e-mail service.

Kanaujia and Satyanarayana (2003) conducted a study of the Science & Technology community of Lucknow city, to assess the level of awareness and demand of web based learning environment, among Science & Technology information seekers. The major findings of the study revealed that, 49.2% users browsed the Web for more than 2 to 4

hours and 14% for more than 5 hours a day. The study further showed that, 36.6% users consulted e-journals regularly on the Internet, 40.4% used Internet for consulting technical reports, 24.8% to find online databases and 10.4% for telnet service.

Hanau *ret al.* (2004) surveyed a diverse community college to assess the use of the Internet by the students for health-related information. Eighty-one per cent of the students reported to access the Internet most for college work and 80% for e-mail/chat.

Mishra, *et al* (2005) conducted a research study to learn the Internet utilization patterns of undergraduate students, at the G B Pant University of Agriculture and Technology, Pantnagar. The findings of the study indicate that, a majority of the students (85.7%) used the Internet. The findings of the study also showed that, 61.5% of the males and 51.6% of the females used the Internet for preparing assignments. A majority of the respondents i.e. 83.1% male and 61.3% female respondents faced the problem of slow functioning of Internet connections.

Kaur and Kumar (2006), analysed the use of the Internet and related issues among the teachers and the students of engineering colleges in India's three States viz. Punjab, Haryana and Himachal Pradesh. A well-structured questionnaire was distributed among the 1980 teachers and students of all the engineering colleges of the three states of India under study. It was found that, the Internet has become a vital instrument for teaching, research and learning process of these respondents.

George *et Al.* (2006) explored graduate students' information behaviour related to their process of inquiry and scholarly activities. In depth, semi-structured interviews were conducted with one hundred graduate students from Carnegie Mellon University. The study showed that information search at the university is basically through Internet and Intranet facilities. The students generally do Google search (73%), find web pages (68%), journals (50%), citation chaining (48%), and other general searching (47%).

Muniandy (2010), conducted a preliminary study on how undergraduate students at a local university in Malaysia use the Internet for academic purposes. The research questions answered were (i) what is the level of Internet usage skill? (ii) How is the Internet used for academic purposes? (iii) To what extent are Internet facilities used for academic purposes? (iv) What are the pathways and search engines used to find information? (v) What is the perception of students toward the quality of learning by using the Internet for academic purposes? The data was collected from 92 undergraduate students at a local university and analysed by using descriptive statistics.

Sakina *et al* (2011) conducted a study on Internet use among University of Punjab, Lahore. The objective of the study was to explore the internet use behaviour of students. A data collection instrument was developed and a sample of 300 users was chosen using the "Accidental Sampling" technique. The results showed that, most of the students use internet for course related reading and research needs. A large number of students have learnt to use the internet tool by themselves or on assistance from friends without attending any training programmes.

Chathoth (2013) in her study "Internet Behaviour Pattern in undergraduate medical students in Mangalore" revealed the prevalence of internet addiction in undergraduate medical students. The study involved 90 subjects selected by random sampling from the first year undergraduate medical student's population at Kasturba Medical College Mangalore. Young's internet addiction test questionnaire was administered. The result revealed the prevalence of moderate to severe internet addiction appeared to be low, a significant number of students confirm to mild addiction.

Ruzgar (2015), conducted an online survey at a Turkish University to obtain student views about internet usage. The sample was drawn from different faculties of Marmara University in Turkey. 744 students answered online survey and the data was analysed using SPSS package. The results indicated that, in the future the profile of education will be changed; mostly the students will access to Internet and take their courses via Internet. The young generation was exposed to Internet at very early ages and this would rapidly increase Internet usage in the near future.

Limaye (2015) et al conducted a cross sectional study, to investigate the use of internet facility among undergraduate students from Mumbai University using a validated questionnaire. A total of 150 students (75 male and 75 female) were scored using the questionnaire to determine the number of hours they spend on the use of internet and also the purpose for which they use internet. The study showed that more than 90% of students spend 2 hours or more daily surfing on internet. For 40% of the students reason for surfing is non-academic work.

Vijayakumar and Remy (2015) described the internet usage pattern in their study. A well-structured questionnaire was distributed among the 200 students of the five nursing colleges in Kollam district. Majority of the students expressed their interest in the use of internet and enthusiastic in improving their skills in the use of internet. The study concluded that more awareness about internet resources and orientation in use of the same need to be provided.

Parmar (2015) in his study investigated how students use the internet facilities and what are the different uses of internet. The study focussed on the various factors affecting on the internet usage. Majority of respondent used internet every day and were staying in hostel. The preferred time for using internet is 16:00 to 20:00 Hrs and majority respondent use internet for 2-4 hours. Respondents mostly use internet for search of study related information followed by finding out new information, downloading of research articles, Reading Newspaper, Email, Job application.

Retrevo (2015), (website focused on electronics and gadgets) surveyed more than 1,000 people via an online panel for their use of social media (Facebook and Twitter). The results reveal that, a large proportion of respondents are almost obsessed and check their social networks, day and night. The researchers from Retrevo had split the respondents into three groups: fewer than 25, over 25 and I phone users. Almost half of the respondents check Facebook and Twitter during the night or from the moment they wake up. Twitter replaced all for 16% of respondents to the breakfast news. Social media is becoming a habit; it leaves more than half of the respondents see through a day without being able to Facebook. Twelve per cent checked Facebook even a few times per hour.

## **CONCLUSIONS**

The Internet as medium of communication is useful in education, and has become an important means of delivering the information needed. The use of the Internet is an evolving phenomenon at this stage. Its use in the college by all the students for academic purpose and leisure activities. One can very well visualize a situation when all users will have achieved near perfection in the use of and full dependency on the Internet for their information needs. So there is a vast scope of future research in different types of users' behaviour and comparison of users' behaviour towards the Internet.

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