

INFORMATION COMMUNICATION IN DIGITAL ERA

Present Scenario and Future Perspectives

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Manakin Press

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© Manakin Press Pvt. Ltd., 2018

Published by

Manakin Press Pvt. Ltd.

B-300, Okhla Industrial Area, Phase-I

New Delhi-110020, India

Tel.: +91-11-45328300

Email: publisher@manakinpress.com, Website: www.manakinpress.com

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ISBN: 9789-38667-7624

Cover Image: www.Shutterstock.com

Printed at: Printpack Electrostat

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USE OF INTERNET BY URBAN AND RURAL STUDENTS IN DEGREE COLLEGES OF HARYANA: A COMPARATIVE STUDY

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ABSTRACT

The present study is conducted to compare the use of internet by urban and rural students of degree colleges of kurukshetra and Yamuna Nagar District of Haryana. Two hundred and seventy questionnaires were distributed among the students, out of which 236 were returned. The result shows that most of the rural and urban students have the knowledge about the use of internet. The finding also indicates that rural students mainly use internet for education and entertainment purpose whereas urban students use internet for social networking purpose. Google is the most preferred search engine among the urban students whereas Chrome is popular among the rural students.

Keywords: Internet, Rural students, urban students, usage pattern.

INTRODUCTION

Internet plays a very important role in developing the communication method. Present day is the world of web or internet. With the help of internet we are able to communicate with any one and everywhere on the Planet. Internet users in India are expected to reach 450-465 million by June, which is 4-8% more up to 432 million users in December 2010 (IAMAL-IMRB report). Digital media is one of the factors of globalization, in which the internet and its natural decentralization along with its international easy access for everyone, has motivated people in rural and urban areas at all levels regardless of race and colour (Porter, 2001; warschauer, Shetzer & Meloni, 2000).

OBJECTIVES

The main objectives of the present study are as follows:

- To know the knowledge about the use of internet.
- To know the places of using the internet by rural and urban students.
- To know the frequency of internet used by rural and urban students.
- To find out the most preferred search engine by the students.

- To know the problems faced by the rural and urban students, while using internet.
- To know the use of internet source by the students.

RESEARCH METHODOLOGY

For the present study, a structured questionnaire was designed to collect data regarding use of internet among urban and rural students of degree colleges. To obtain necessary data, a total of two hundred and seventy questionnaires were distributed among students. Out of two hundred and seventy questionnaires, two hundred and thirty six were completed and returned by the students and returned. The collected data have been analyzed by SPSS.

SCOPE OF THE STUDY

The scope of the study was limited to the use of internet by the urban and rural students of degree colleges of Kurukshetra and Yamuna Nagar District of Haryana. It focuses on the familiarity of rural and urban students with internet in present time.

LITERATURE REVIEW

Various studies related to the use of internet by urban and rural students have already been conducted. The present study is also conducted in the light of the previous studies. Some of the major studies are as follow:

Archana, Y. (2017) studied the internet usage by rural and urban adolescents and found that the students from both the urban and rural living students using internet. Karmakar, Tapas (2017) conducted a comparative study on internet used by students of rural and urban colleges. The results show that urban college students use the internet quite rural college students. Sandeep Kumar (2016) studied the digital media reach: a comparative study of rural and urban people in India. The result shows that in India 309 Million internet users are urban and 153 Million are rural. 93% rural people use internet for general search and 87% urban people use internet for entertainment. Mutluri (2015) studied and found that 55.6% of the rural students do not have the internet skills. 48.6% of the students are use internet once a week. 40% of the respondents are using the Google search engine rather than 28.6% are using the Yahoo. Loan, Shiv Kumar (2012) conducted a study on use of computer, internet and library OPAC among rural and urban postgraduates in Indian Universities and found that there is no significance differences between rural and urban students as for as the use of computer and internet. Fayaz Ahmad (2011) conducted the study in internet use by rural and urban colleges' students and found that rural students use internet at their home for education whereas urban students use internet at commercial cyber cafés for information. Rural students use Google search engine while urban students use Yahoo. Abraham, Judi, Hairulliza Mohamad (2011) studied the rural students' skills and attitudes towards information and communication technology and find that majority of the students spend less than one hour in a week on computer. 35% participants were aware of the danger of giving their private information while using

internet. Sarfo, **Frederick Kwaku (2011)** studied and found that students from urban areas have more positive attitudes towards technology than students from rural areas. Both urban and rural areas are available in ICT facilities.

DATA ANALYSIS AND INTERPRETATION

Table 1: Area wise distribution of sample.

| Area | Frequency | Percent |
|-------|-----------|---------|
| Urban | 126 | 53.4% |
| Rural | 110 | 46.6% |
| Total | 236 | 100.0% |

Table 1 shows that area wise distribution of respondents. Table 1 show that 46.6% respondents are rural students whereas 53.4 are urban area students. The study suggests that no perceptible area difference has been made by the researchers.

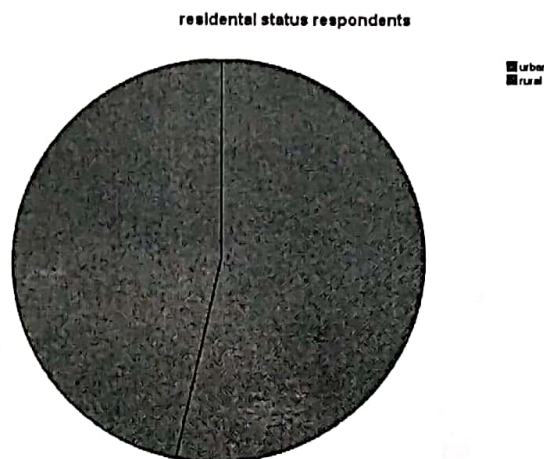


Table 2: knowledge about the use of internet.

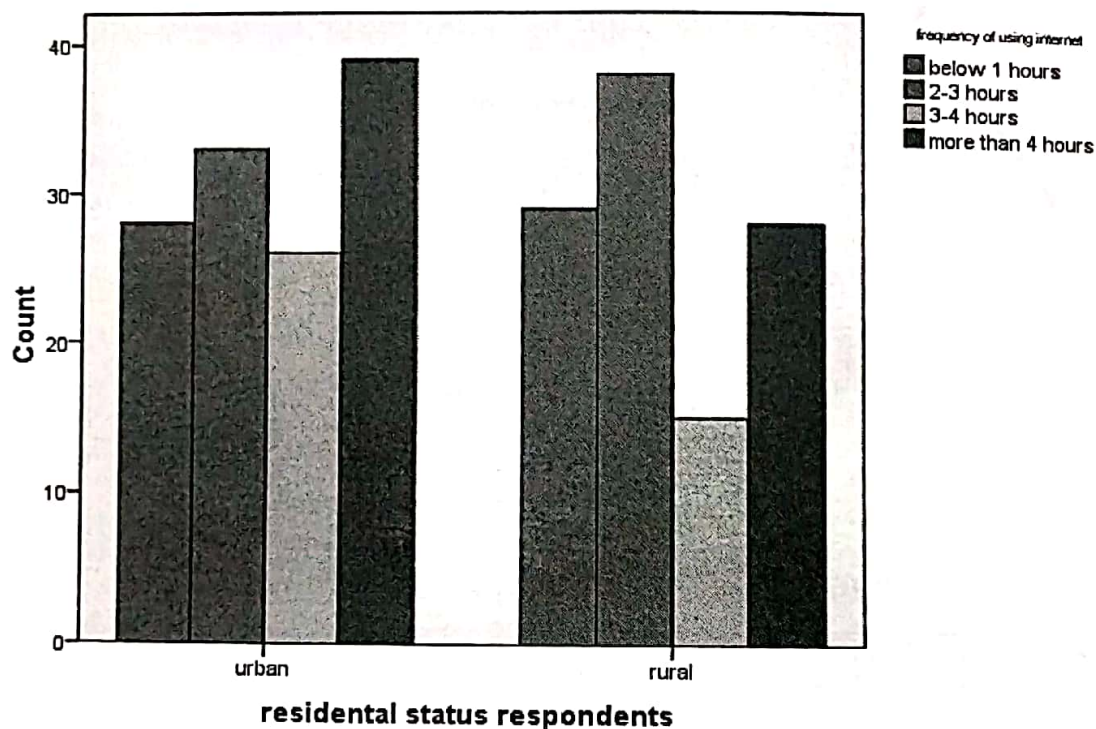
| Area | Yes | No | Total |
|-------|-------|-------|--------|
| Urban | 117 | 9 | 126 |
| | 92.9% | 7.1% | 100.0% |
| Rural | 96 | 14 | 110 |
| | 87.3% | 12.7% | 100.0% |
| Total | 213 | 23 | 236 |
| | 90.3% | 9.7% | 100.0% |

Table 2 shows that the majority of respondents i.e. 98.3% respondents have the knowledge about the use of internet. 100% rural students are using internet, whereas 96.8% of urban students are using internet.

Table 3: Frequency of internet use

| Area | Below 1 Hours | 2-3 hours | 3-4 hours | More than 4 hours | Total |
|-------|---------------|-----------|-----------|-------------------|--------|
| Urban | 28 | 33 | 26 | 39 | 126 |
| | 22.2% | 26.2% | 20.6% | 31.0% | 100.0% |
| Rural | 29 | 38 | 15 | 28 | 110 |
| | 26.4% | 34.5% | 13.6% | 25.5% | 100.0% |
| Total | 57 | 71 | 41 | 67 | 236 |
| | 24.2% | 30.1% | 17.4% | 28.4% | 100.0% |

Bar Chart



A question related to use of internet was addressed to the respondent, which elicited the response that 34.5% of the rural students used internet below 2-3 hours and 25.5% used internet more than 4 hours, whereas 26.2% urban students used internet 2-3 hours, 20.6 used 3-4 hours and 31.0% used more than 4 hours. It is clear from the data that urban students used internet (53.4%) more than rural students (46.6%).

Table 4: Place of using internet

| Area | Library | Home | Cybercafé | Others | Total |
|-------|---------|------|-----------|--------|-------|
| Urban | 32 | 34 | 22 | 38 | 126 |

| | | | | | |
|-------|-------|-------|-------|-------|--------|
| | 25.4% | 27.0% | 17.5% | 30.2% | 100.0% |
| Rural | 30 | 34 | 19 | 27 | 110 |
| | 27.3% | 30.9% | 17.3% | 24.5% | 100.0% |
| Total | 62 | 68 | 41 | 65 | 236 |
| | 26.3% | 28.8% | 17.4% | 27.5% | 100.0% |

Bar Chart

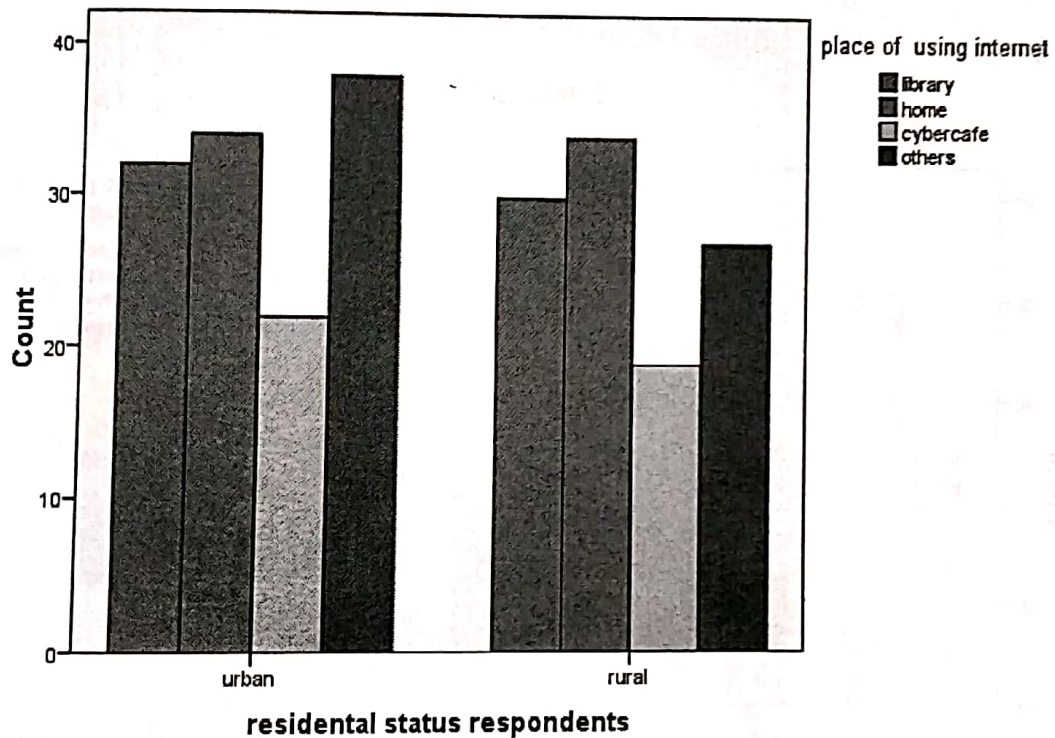


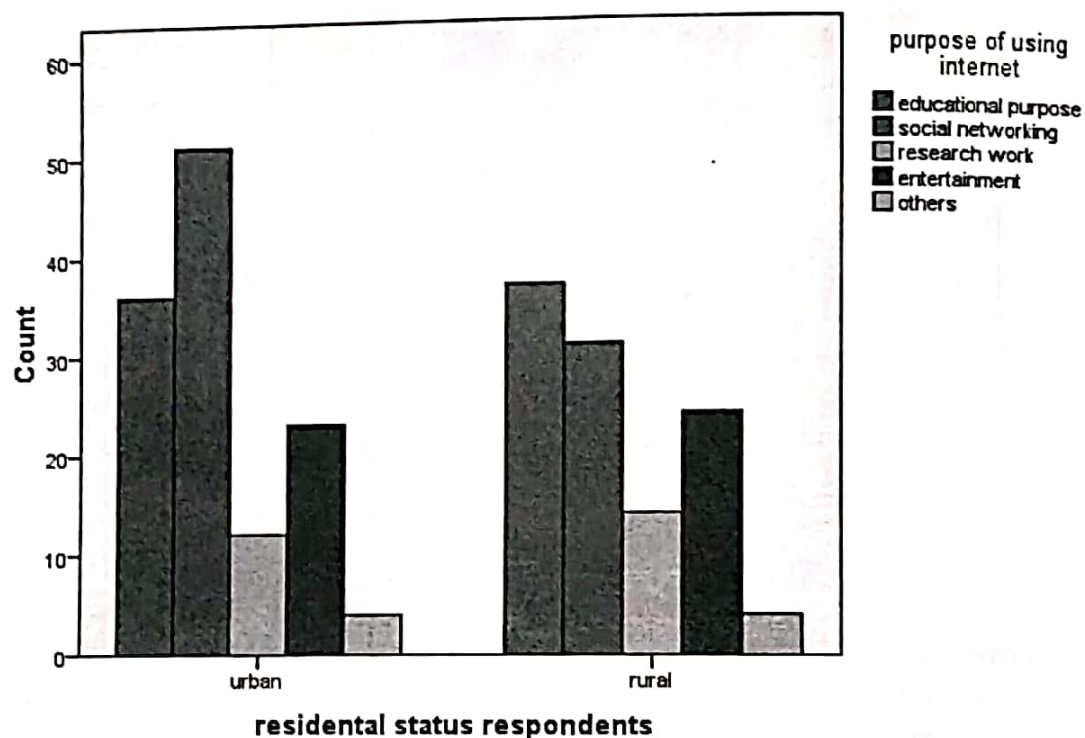
Table 4 shows that majority of the students 28.8% used internet at home followed by library (26.3%) and other places (27.5%). The regional data showed that rural students mostly used internet at home (30.9%) followed by library (27.3%) and other places (24.5%) whereas urban students mostly used internet at home (27.0%), followed by library (25.4%) and other places (30.2%).

Table 5: Purpose of using internet

| Area | Educational purpose | Social Networking | Research work | Entertainment | Others | Total |
|-------|---------------------|-------------------|---------------|---------------|--------|--------|
| Urban | 36 | 51 | 12 | 23 | 4 | 126 |
| | 28.6% | 40.5% | 9.5% | 18.3% | 3.2% | 100.0% |
| Rural | 37 | 31 | 14 | 24 | 4 | 110 |
| | 33.6% | 28.2% | 12.7% | 21.8% | 3.6% | 100.0% |
| Total | 73 | 82 | 26 | 47 | 8 | 236 |

| Area | Educational purpose | Social Networking | Research work | Entertainment | Others | Total |
|-------|---------------------|-------------------|---------------|---------------|--------|--------|
| Urban | 36 | 51 | 12 | 23 | 4 | 126 |
| | 28.6% | 40.5% | 9.5% | 18.3% | 3.2% | 100.0% |
| Rural | 37 | 31 | 14 | 24 | 4 | 110 |
| | 33.6% | 28.2% | 12.7% | 21.8% | 3.6% | 100.0% |
| Total | 73 | 82 | 26 | 47 | 8 | 236 |
| | 30.9% | 34.7% | 11.0% | 19.9% | 3.4% | 100.0% |

Bar Chart



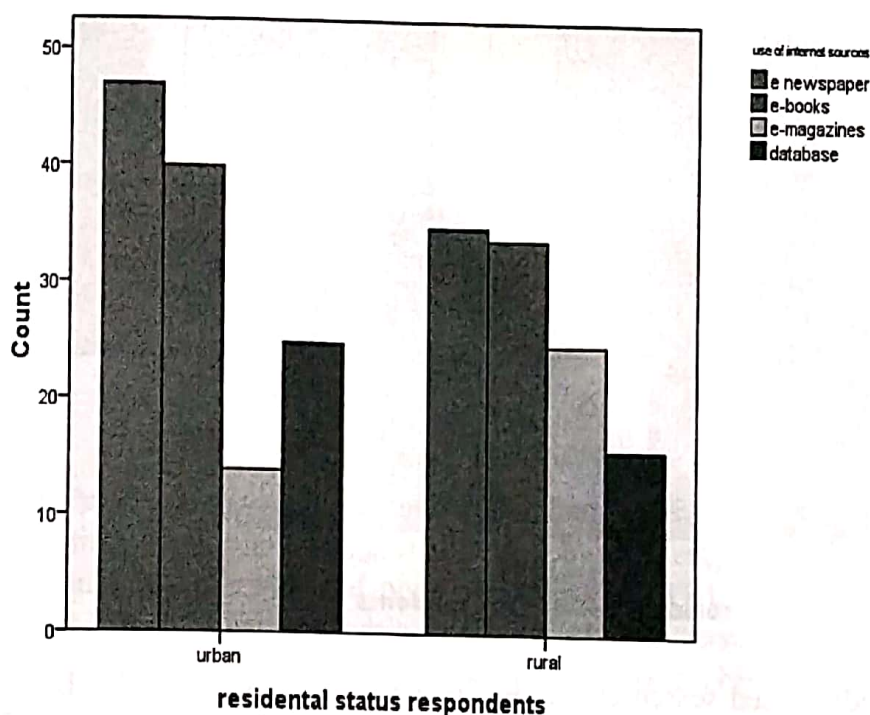
It is clear from the study that students used internet primarily for social networking (34.7%) followed by educational purpose (30.9%) and entertainment (19.9%). The result further revealed that urban students used internet more for social networking (40.5%) than rural students, whereas rural students used internet for educational purpose (33.6%) i.e. than urban students.

Table 6: Use of internet sources

| Area | E Newspaper | E-books | E-Magazines | Database | Total |
|-------|-------------|---------|-------------|----------|--------|
| Urban | 47 | 40 | 14 | 25 | 126 |
| | 37.3% | 31.7% | 11.1% | 19.8% | 100.0% |

| | | | | | |
|-------|-------|-------|-------|-------|--------|
| Rural | 35 | 34 | 25 | 16 | 110 |
| | 31.8% | 30.9% | 22.7% | 14.5% | 100.0% |
| Total | 82 | 74 | 39 | 41 | 236 |
| | 34.7% | 31.4% | 16.5% | 17.4% | 100.0% |

Bar Chart

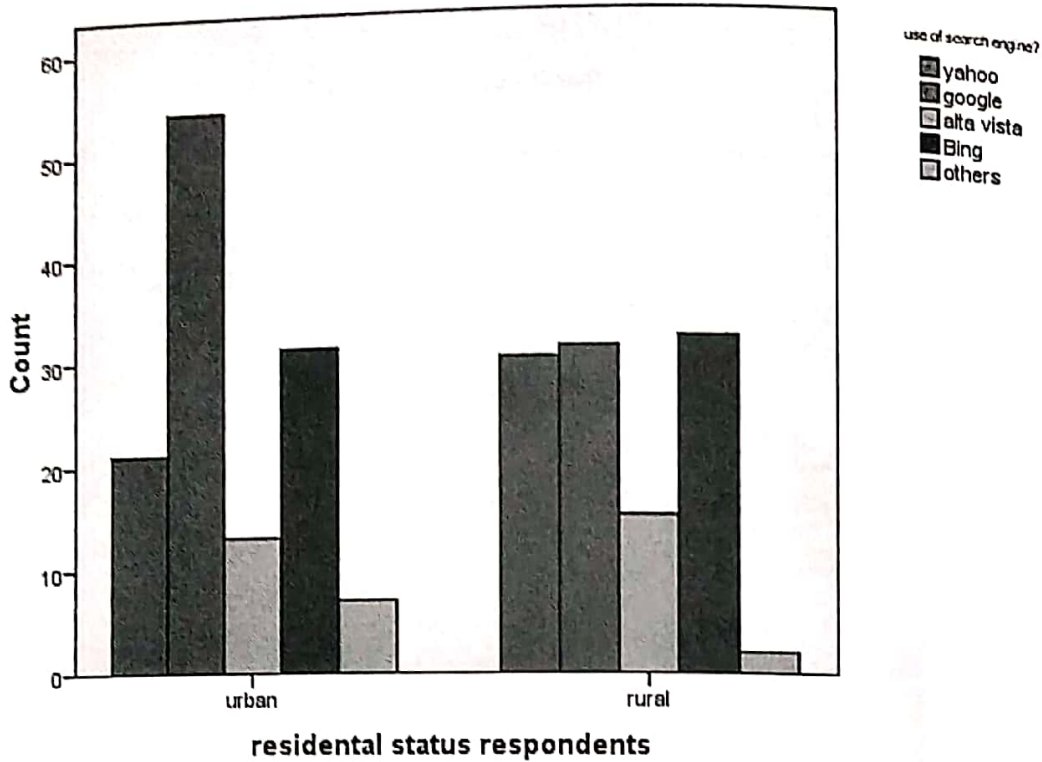


The data shows that 30.9% of rural students used e-books, 31.8% respondents used e-newspaper, and 22.7% respondents used e-magazines whereas 31.7% of urban students used e-books, 37.3% respondents used e-newspaper and 11.1% respondents used e-magazines.

Table 7: Use of search engines

| Area | Yahoo | Google | Alta vista | Bing | others | Total |
|-------|-------|--------|------------|-------|--------|--------|
| Urban | 21 | 54 | 13 | 31 | 7 | 126 |
| | 16.7% | 42.9% | 10.3% | 24.6% | 5.6% | 100.0% |
| Rural | 30 | 31 | 15 | 32 | 2 | 110 |
| | 27.3% | 28.2% | 13.6% | 29.1% | 1.8% | 100.0% |
| Total | 51 | 85 | 28 | 63 | 9 | 236 |
| | 21.6% | 36.0% | 11.9% | 26.7% | 3.8% | 100.0% |

Bar Chart

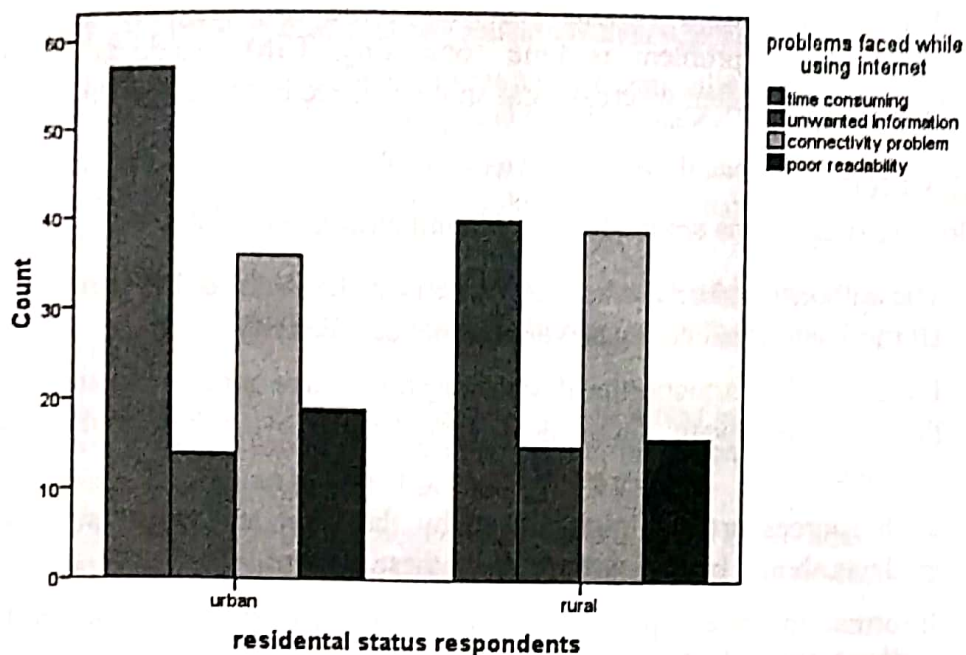


The most widely used search engine is Google (36.9%) followed by Bing (24.6%). The area-wise figure shows that urban students use Google (46% versus 28.2%) more than rural students, whereas rural students use Bing(24.6% versus 29.1%).

Table 8: Problem faced by the use of internet

| Area | Time consuming | Unwanted information | Connectivity Problem | Poor Readability | Total |
|-------|----------------|----------------------|----------------------|------------------|--------|
| Urban | 57 | 14 | 36 | 19 | 126 |
| | 45.2% | 11.1% | 28.6% | 15.1% | 100.0% |
| Rural | 40 | 15 | 39 | 16 | 110 |
| | 36.4% | 13.6% | 35.5% | 14.5% | 100.0% |
| Total | 97 | 29 | 75 | 35 | 236 |
| | 41.1% | 12.3% | 31.8% | 14.8% | 100.0% |

Bar Chart



The students faced various problems while searching the internet. The widely faced problem was time consuming (41.1%) followed by connectivity problem (31.8%), unwanted information (12.3%) and poor readability (14.8%). It is also visible that urban students felt the time consuming problem (45.2% versus 36.4%) more than rural students, whereas rural students faced connectivity problem more than urban students.

FINDINGS

The analysis of data reveals the following:

- Majority of the students were frequent users of the internet, the number of urban students was more than the rural students.
- Majority of the students used internet at home, followed by library and other places. Rural students mostly used internet at home, whereas urban students use internet at library and cyber café more than rural students.
- Most of the students use internet for social networking followed by educational purpose. Majority of the urban students use internet for social networking, whereas rural students use internet for educational purpose.
- Majority of the students used e-newspaper more than the other sources like e-magazines, e-books. Urban students use e-newspaper more than rural students whereas rural students use e-books more than urban students.

- Majority of the students use Google followed by Chrome. However, rural students use Chrome more than urban students, whereas urban students used Google more than rural students.
- The students faced various problems while searching the internet. The widely faced problem is time consuming. Urban students faced time consuming problem whereas rural students faced connectivity problem.

SUGGESTIONS

The following suggestions are made for optimum utilization of internet:-

- The authorities should take immediate steps to establish browsing centers in all rural and urban colleges with internet connectivity.
- Library and information professionals should take appropriate steps to make the students aware about how they find relevant information through internet.
- Web sources are not highly used by the rural and urban students. The students should be made aware about these sources.
- Information literacy programs should be conducted to increase the internet skills of the students.

CONCLUSION

With the development of technology usage of internet and social media has increased all over the world. The internet has emerged as the single most powerful vehicle for providing access to unlimited information. Internet is an inseparable part of today's educational system. The dependency on the internet and its services is increasing day by day. Students of college too are depending more and more on the internet for various purposes. The present study shows that hundred percent college students are users of internet.

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