

## Analyse the Internet Utilization Behaviour of Post Graduate Students

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**Abstract:** The use of Internet by students at universities now is common in India. Students use the Internet for social, entertainment, and educational purposes. This study focused on exploring Internet Utilization Behaviour of Post Graduate Students. The data were collected from 120 post graduate students through a paper-based questionnaire. The results identified majority of the (52.50 per cent) students had medium level of Internet utilization behaviour followed by 32.50 per cent and 15.00 per cent of students having 'low' and 'high' Internet utilization behaviour. More than half of students having one to two years experience of Internet use, more than half of the students having medium preference for Internet access, nearly half of students having medium frequency of Internet use and majority of students use Internet for educational purpose and 80 percent students mostly prefer the Google search engine, half of the students comment as Internet is an excellent source of information and also preference of Internet on other media for getting information by students was medium. Chi-square tests revealed that Internet utilization behaviour of post graduate students significantly based on family education status of respondents and exposure to extra-curricular activities. On the contrary, no significant differences were found based on family income, native place, mass media exposure, training being completed, experience in use of ICT's and frequency in use of ICT tool.

**Keywords:** Internet use, ICT tool, Post graduate students, utilization behaviour.

### INTRODUCTION

Internet is one of the beneficial tools in this era of IT world not only for business but for academic point of view and enhances the skills and capabilities of students which assist them in studies and in professional life. Different facilities are provided at each SAUs are AKMU, Library for hostel facilities such as LAN and Wi-Fi are provided. This is useful to students to access the information so study on Internet utilization behaviour is essential. Internet use has significantly increased globally and in India. Due to the advanced development of network construction in universities, the number of Internet-using university students is increasing. Considering the explosive growth in Internet use among university students, it is important to study Internet

behaviour patterns in this subset of population. Internet usage has the potential to improve the quality of education.

In terms of the university education, the use of the Internet among university students has two forms and three purposes. As to the forms, one is the use of the Internet during and for distance learning the student is attending, and the other is the use of the Internet as a supplementary tool for education. As to the purposes, the first is communication (e-mail, chat, etc.); the second, entertainment (games), and the third, learning (courses, news, etc.). The Internet is a global system of connections between millions of computers that allows almost instant access to and dissemination of information. Nowadays Internet has become so

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common due to the speedy development of technology and globalization. Societies are becoming more and more unified. Sharing of information through the Internet has made it to become a reliable tool. The use of the Internet as an instructional tool in higher education is rapidly increasing. Today, there is an increase in the development of academic course websites with huge amounts of learning materials imbedded within them.

## METHODOLOGY

The present study was conducted in Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli of Maharashtra state. Ex-post facto design was used for the study. Sample of 120 post graduate students were selected. The data were collected by personal and well-structured interview schedule.

## RESEARCH FINDINGS

### Internet Utilization Behaviour of Post Graduate Students

#### 1. Experience of Internet use

Experience of students about Internet use is given in Table 1.

Respondents (N = 120)			
Sr. No.	Major category	Number	Percentage
1.	Up to 1 year	16	13.34
2.	From 1-2 years	76	63.34
3.	More than two years	28	23.32
Total		120	100.00

A perusal of Table 1 indicated that majority of Internet utilizing students (63.34 per cent) were using the Internet 1 to 2 years, (23.32 per cent) Internet users were using the Internet more than two years and 13.34 per cent were using from one year.

#### 2. Preference of access to Internet

Preference of access to Internet of students is given in Table 2.

Respondents (N = 120)			
Sr. No.	Category (score)	Number	Percentage
1.	Low (up to 4 )	19	15.84
2.	Medium (5 to 6 )	83	69.16
3.	High (7 and above )	18	15.00
Total		120	100.00

It is revealed from the data in Table 2 the (69.16 per cent) students had 'medium' level of access to Internet at hostel which was ranked first followed by 15.84 per cent had 'low' preference to Internet and 15.00 per cent had 'high' access to Internet which was ranked second, third, respectively. The average score for preference of access to Internet of respondents was 5.58.

#### 3. Frequency of Internet use

Frequency of Internet use by students is given in Table 3.

Respondents (N = 120)			
Sr. No.	Category (hrs.)	Number	Percentage
1.	Low (up to 2)	51	42.60
2.	Medium (3 to 4 )	65	54.16
3.	High (above 4)	4	03.33
Total		120	100.00

The Table 3 indicated that majority (54.16 per cent) of Internet utilizing students had 'medium' frequency of Internet use *i.e.* used Internet facility every day, while 42.60 per cent students had 'low' frequency of Internet use and 3.33 per cent students had 'high' frequency of Internet use. The average frequency of Internet use of respondents was 1.92 hrs.

#### 4. Purpose of Internet use

Purpose of Internet use by students given in Table 4.

**Table 4**  
**Purpose of Internet use**

Respondents (N = 120)			
Sr. No.	Category	Number	Percentage
1.	Research	55	45.82
2.	Education	97	80.32
3.	General	86	71.66
Total		238	197.80

The Table 4 indicated that majority (80.32 per cent) of Internet utilizing students had used Internet facility for educational purpose. The findings might be so due to the reason that in agricultural colleges' students were used Internet for collecting research references and class notes by downloading from Internet. According to the findings students have least used Internet for developing website and matrimonial purpose.

**5. Use of different Search-Engines**

Different search engine used by students given in Table 5.

**Table 5**  
**Search-Engines used by the students**

Sr. No.	Name of search engine	Frequency (N = 120)	Percentage %
1.	Google	96	(80.00)
2.	Yahoo	95	(79.16)
3.	Bing	52	(43.33)
4.	Alta vista	71	(59.16)
5.	Lycos and gmail	73	(60.83)
6.	Facebook	94	(78.33)
7.	Whata app	92	(76.66)
8.	Khoj	65	(54.16)
9.	Rediff	81	(67.5)
10.	MSN	67	(55.83)

The data in Table 5 depicted that majority (80.00 per cent) of the Internet utilizing students used Google and was accorded it first rank, whereas (79.16 per cent) students used yahoo and was accorded second rank.

On the other hand, few students used Alta vista, khoj, bing MSN and was accorded last rank.

This might be due to the reason that the Google search engine is the oldest search engine, which have been made available from very beginning and it is very easy to access and speedy as compared to others.

**6. Rating Internet as source of information**

Internet as source of information and its rating given in Table 6

**Table 6**  
**Rating Internet as source of information**

Respondents (N = 120)			
Sr. No.	Category	Number	Percentage
1.	Satisfactory	22	18.33
2.	Good	43	35.84
3.	Excellent	55	45.84
Total		120	100.00

The result in Table 6 indicated that majority of Internet utilizing students (45.84 per cent) rated Internet as an excellent source of information. While 35.84 per cent rated them as good and 18.33 per cent Internet users rated them as a satisfactory source of information.

**7. Preference of Internet on other media for getting information**

Preference of Internet on other media for getting information by students given in Table 7

**Table 7**  
**Preference of Internet on other media for getting information**

Respondents (N = 120)			
Sr. No.	Category (score)	Number	Percentage
1.	Low (up to 9)	14	12.00
2.	Medium (10 to 14)	95	79.16
3.	High (15 and above)	11	09.16
Total		120	100.00

The Table 7 revealed that the majority of students (79.16 per cent) preferred media for getting information at 'medium' level. Whereas 12.00

per cent preferred media for getting information at 'low' level and 9.16 per cent preferred media for getting information at 'high' level. The average preference of Internet on other media for getting information of respondents was 12.

### 8. Overall Internet utilization behaviour of students

For measuring the Internet utilization behaviour of the PG students. The sources obtained by them in all 7 indicators were summed up, which was called Internet utilization score of that particular student. To get in over view of Internet utilization level of the selected Internet utilizing PG students, they were categorized into three Internet utilization levels on the basis mean and standard deviation of their Internet utilization score viz. low, medium and high.

**Table 8**  
Overall Internet utilization behaviour of students

<i>Respondents (N = 120)</i>			
<i>Sr. No.</i>	<i>Category (score)</i>	<i>Number</i>	<i>Percentage</i>
1.	Low	39	32.50
2.	Medium	63	52.50
3.	High	18	15.00
Total		120	100.00

A perusal of data presented in the Table 8 visualizes that majority of the (52.50 per cent) students had 'medium' Internet utilization level followed by 32.50 per cent students were having 'low' Internet utilization level, whereas only 15.00 per cent students were having 'high' level of Internet utilization. The average of Internet utilization behaviour of students was 207.72.

### CONCLUSION

It can be concluded that majority of students having four years experience of Internet use, Half of the students mostly prefer college library for Internet

access and more than half of students prefer hostel for Internet access, 36.00 per cent students use Internet everyday up to one hour and mostly purpose of Internet use was to collect information for to collect information for research references. More than half students mostly prefer the Google search engine, more than half of the students comment as Internet is an excellent source of information and also prefer morning session in hostel for Internet use.

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