

A STUDY ON THE INTERNET USAGE PATTERN AND INTERNET ADDICTION AMONG THE PEOPLE

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Abstract

In today's world the internet usage among people has grown drastically and it had become more important for people to use internet in their daily life. With the increase in information and communication technology the people get addicted to internet for various reasons. The people in today's world use internet for entertainment purpose, Social interaction and for learning purpose. So, the internet started to play a significant role in people's life. Therefore, people use internet for multiple purpose and they are getting addicted to internet. Hence the objective of the study is to understand the usage pattern of internet among people with the growing technology and also know the level of internet addiction among people.

Keywords:

Internet, Usage, Internet Addiction, Students Internet Usage

1. INTRODUCTION

The use of Information and Communication Technologies has shown a rapid growth in last decade all over the world. Increasing number of people having personal computers, laptops or android phones and easy access to the internet have changed the lives of millions of people [5]. Among other technological innovations, the internet use is spreading rapidly into daily life. Since the internet has entered into our lives all over the world millions of people started to use internet for several purposes. So, there is a need for studying the pattern of internet usage and addiction of internet among people [7].

Islam and Habiba [1] showed that the uses of internet and e-resources are very common among the users both students and faculty members. It also showed that a significant number of users are reliant on internet and e-resources to get desired, relevant, and current information.

Deniz and Geyik [2] stated that Among the internet users mostly students especially university students utilized from internet sources for different purposes other than just enjoyment and Day by day it has captured bigger and bigger part of young people's daily activities. Finally, they concluded that new awareness programs for maximum use of internet and ICTs should be developed.

R. Sharma and D. Sharma [3] concluded that internet addiction was found in more than one fourth of students. They also found that duration of exposure of internet use, age at onset of starting internet use, rate of Internet use etc. are playing more important role in developing internet addiction. Finally concluded the Internet is increasing so the Internet addiction seems to rise in future.

Jayaprakash [4] concluded that the Internet facility has enabled the students to enhance their academic excellence by providing them the latest information and access to worldwide

information. The study has highlighted that there is need for effective user education, to develop awareness and knowledge of the users.

Norliah et al. [6] found that the internet technology has facilitated borderless connection in various fields such as education entertainment social interaction and commerce. They also concluded that this study identified that the majority of the students were categorized as excessive internet users although only very insignificant number of them were identified internet addicted and precautionary actions need to be taken to ensure that they do not transform to internet addicted users.

1.1 OBJECTIVE OF THE STUDY

- To identify attitude of people towards internet.
- To determine the purpose of Internet usage.
- Find out the intensity of Internet usage of students.
- To know the level of internet addiction among people.

2. RESEARCH METHODOLOGY

The study is exploratory in nature. The primary data was collected from the users of internet who were the students, businessmen, house wife and employee of different age group, background and income level. Primary data was collected through structured questionnaire. The secondary data was collected from various research publications, journal and internet. The study was conducted with a sample size of 157 internet users in Virudhunagar. The technique used to identify the respondent is convenient sampling. The survey responses were loaded in the SPSS Package 20. For analyzing the data Chi-square, Factor analysis, Correlation, Garrett's ranking, Regression and Anova were used. The test was conducted on 5% level of significance. Research methodology for the study on the internet usage and internet addiction among people.

- Research design: Survey research
- Sampling frame: Internet users in Virudhunagar
- Sampling unit: Internet users of different age group, educational background and income level
- Sampling method: Convenience sampling
- Sampling size: 157
- Name of data: Both Primary and Secondary data
- Method of data collection: Questionnaire
- Types of questionnaire: Open ended and close ended questions
- Statistical tools used: Percentage analysis, Weighted average, Chi square, Garrett ranking and Factor analysis
- Software used: SPSS

- Period of study: January 2018
- Area of study: Virudhunagar

3. RESULT AND DISCUSSION

3.1 PERCENTAGE ANALYSIS

The Table.1 shows that 129 (82.2%) respondents are female, it also reveals that 81 (51.6%) respondents are between the age category 20-30 years of age and 116 (73.9%) respondents have completed their under graduation and 125 (79.6%) respondents are students.

Table.1. Percentage Analysis

Demographic variables		No. of respondents	%
Gender	Male	28	17.8
	Female	129	82.2
	Total	157	100.0
Age	< 20 years	70	44.6
	20-30 years	81	51.6
	30-40 years	5	3.2
	40-50 years	1	.6
	> 50 years	0	0
	Total	157	100.0
Education	Below 12th	9	5.7
	UG	116	73.9
	PG	32	20.4
	PhD	0	0
	Total	157	100.0
Occupation	Student	125	79.6
	Employed	10	6.4
	Self employed	8	5.1
	Housewife	4	2.5
	Others	10	6.4
	Total	157	100.0

3.2 CHI-SQUARE

This section provides the relationship between age and source used for gaining internet skill.

3.2.1 Null Hypothesis:

H_0 : There is no relationship between age and source used for gaining internet skills

Table.2. Relationship between age and source used for gaining Internet Skills

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	70.448a	15	.000
Likelihood Ratio	27.410	15	.026

From the Table.3 it is clear that the calculated p value is 0.000 which is less than 0.05. So, the null hypothesis is rejected. So there is a significant relationship between age and sources used for gaining internet skill.

3.3 WEIGHTED AVERAGE

Various features of internet: From the Table.3 it is clear that entertainment, social media and ease of using are the important features contributing for using the internet and authenticity of information and timesaving are the features which are the hindrance for using the internet.

Table.3. Rank towards the various features of internet

Features	Mean Source	Rank
Ease of working	4.21	3
Timesaving	3.78	11
Up to date information	4.05	5
Knowledge Enhancement	4.18	4
Entertainment	4.26	1
Wide range of knowledge	3.87	7
Authenticity of information	3.75	12
Search tools	3.87	7
Resource for research information	3.84	9
Key word searching facility	3.82	10
E-mail	3.98	6
Social Media	4.25	2

3.4 GARRETT'S RANKING ANALYSIS

Most used categories by the respondents: From the Table.4 it is clear that most of respondents gave first rank to the social media with the average of 64.6, the respondents gave the second rank to the music with the average of 57.2, third rank to the education with the average score of 53.9 and eighth rank is given to the banking with the average of 34.8.

Table.4. Most used categories by the respondents

Categories	Total Score	Average Score	Rank
Social media	10148	64.63	1
Email	7873	50.14	4
Education	8468	53.93	3
Music	8985	57.22	2
News	7152	45.55	6
Games	7685	48.94	5
Shopping	6388	40.68	7
Banking	5465	34.80	8

3.5 FACTOR ANALYSIS

From Table.5 it is clear that Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.745 indicated that patterns of correlations are compact and that factor analysis should yield reliable factors. Bartlett's test yield significance (p-value) of

0.000 indicating that correlation between variables is sufficient for factor analysis.

Table.5. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	483.396
	Df	105
	Sig.	.000

Online Social Interaction: From the Table.6, it is clear that the most of the loaded factor are related to the 'online social interaction' statement. Hence Factor I is named as 'online social interaction'.

Table.6. Factor I - Online social interaction

Variables	Value
When I haven't been online for some time, I become preoccupied with the thought of going online	.712
I prefer online social interaction over face-to- face communication	.665
I prefer communicating with people online rather than face-to- face	.652
When offline, I have a hard time trying to resist the urge to go online	.585
I would feel lost if I was unable to go online	.533
My Internet use has created problems for me in my life	.500
Online social interaction is more comfortable for me than face-to- face interaction	.445

Items assessing mood regulation: From the Table.7 it is clear that the most of the loaded factor are related to the 'Items assessing mood regulation' statement. Hence Factor II is named as 'Items assessing mood regulation'.

Table.7. Factor II - Online social interaction

Variables	Value
I have missed social engagements or activities because of my Internet use	.743
I find it difficult to control my Internet use	.651
My Internet use has made it difficult for me to manage my life	.643
I have difficulty controlling the amount of time I spend online.	.571

Items assessing negative outcome: From the Table.8 it is clear that the most of the loaded factor are related to the 'assessing negative outcome' statements. Hence Factor III is named as 'assessing negative outcome'.

Table.8. Factor III - assessing negative outcomes

Variables	Value
I have used the Internet to make myself feel better when I've felt upset	.783

I have used the Internet to make myself feel better when I was down	.694
I think obsessively about going online when I am offline	.473
I have used the Internet to talk with others when I was feeling isolated	.430

Table.9. Selected statements

Factors	Selected statement (variable)	Factor Loading
Online social interaction	When I haven't been online for some time, I become preoccupied with the thought of going online	.712
Items assessing mood regulation	I have missed social engagements or activities because of my Internet use	.743
Assessing negative outcome	I have used the Internet to make myself feel better when I've felt upset	.783

The Table.6, Table.7 and Table.8 shows the Rotated factor loading for 15 variables related to the internet addiction. From the Table.6, Table.7 and Table.8, it is clear that the 15 variables have been converted to 3 factors namely online social interaction, items assessing mood regulation and assessing negative outcomes.

4. SUGGESTION AND DISCUSSION

- As the Internet users are mostly self-thought many users are illiterate so there must be some proper training on how to utilize the internet effectively.
- Most of the internet users spend more time in social media hence the marketers can use internet as a potential platform for marketing their product.
- The main reason for addiction among internet users is that the electronic gadgets such as smartphones and tablets have become more affordable with a wide variety of brands
- Cheap rate internet plans are also a main reason for most internet users to get addicted to internet.

5. CONCLUSIONS

Overall the study reveals that most of the respondents are addicted to internet and the main reason for the addiction is that the respondent feels social media as an attractive feature to use internet. Duration of using internet and the exposure to use internet plays more important role in developing internet addiction among people. The access to technology is increasing so the Internet addiction seems to rise in future. Overall study shows that internet users use internet for entertainment purpose and are addicted to internet.

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