



Internet exposure among students of departments of mass communication and journalism at dr. Bamu

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Abstract

The study aimed to assess the extent of students' exposure to the Internet in the Mass Communication Department at Dr. BAMU, to know the students' purposes of surfing the Internet, as well as to know the impact of the Internet on students' academic competence.

In order to achieve these goals, the study relied on the social survey method and used the questionnaire tool to collect data. The research was applied in the Mass Communication Department at Dr. BAMU on a sample of (90) students. The study revealed several results that showed that the Internet is vitally necessary for students at any level of the academic career. The majority of the responses showed that the students use of the internet for educational purposes. However, this does not mean that their use was confined to educational purposes but they used it for other purposes. To be specific; the study shows that the Internet is almost used for communication, entertainment, business, banking, and many other things. These different uses of the Internet place it at the top of human inventions. The research recommends colleges here in India or outside to make use of E-libraries, provide their students with Information Labs, and make access to the internet as easy as possible. By affording an adequate training about using Information Lab, the students will be well-qualified to face any difficulties in the future.

Keywords: Internet; Mass Communication; Journalism; Exposure; Students.

1. Introduction

The Internet has revolutionized the computer and communications world as nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Internet is at once a world-wide broadcasting capability, a mechanism for information dissemination, and a medium for collaboration and interaction between individuals and their computers regardless of the geographic location. The Internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. Beginning with the early research in packet switching, the government, industry and academia have been partners in evolving and deploying this exciting new technology.

1.1.Importance of the study

- This study is very important because it touches on a very important topic, which is the Internet exposure among (undergraduate) UG degree and (postgraduate) PG students in the Indian state of Maharashtra.
- Its importance is in its uniqueness of dealing with this topic- the use of the Internet- that has not been conducted here in the city of Aurangabad and even in the state of Maharashtra, according to the researcher's knowledge.

1.2.Objectives of the study :

- 1- To evaluate students' exposure to the internet.
- 2- To evaluate the importance of the internet today.
- 3- To know the purposes of browsing the internet by students.
- 4- To know the internet's Influence on the Academic Efficiency for students.

1.3.Research Questions

The study attempts to answer four questions:

- 1 - Do students browse the Internet aimlessly?
- 2 - Do students use the Internet only to surf social networking, entertainment, chatting sites and communicate?
- 3 - Do students use the Internet to gain knowledge, science, education, culture, and to keep familiar with new inventions and updates?
- 4 - Do students use it for online business and shopping?

The answer to these questions will determine for us the purpose that students use the Internet. The researcher wanted to delve into the study because of its relevance to our daily lives which are directly and continuously affected by new technologies. Further, it is the first study implemented to the students of Department of Mass Communication and Journalism at Dr. BAMU- Aurangabad.

2. Review of literature

2.1. Historical background of the internet

The history of the Internet begins with the development of electronic computers in the 1950. Initial concepts of packet networking originated in several computer science laboratories in the United States, Great Britain, and France. The US Department of Defense awarded contracts as early as the 1960 for packet network systems, including the development of the ARPANET (which would become the first network to use the Internet Protocol.) The first message was sent over the the Advanced Research Projects Agency Network (ARPANET) from computer science Professor Leonard Kleinrock's laboratory at the University of California, Los Angeles (UCLA) to the second network node at Stanford Research Institute (SRI). Packet switching networks such as ARPANET, Mark I at NPL in the UK, CYCLADES, Merit Network, Tymnet, and Telenet, were developed in the late 1960 and early 1970 using a variety of communications protocols. The ARPANET, in particular, led to the development of protocols for internetworking, in which multiple separate networks could be joined into one network that covers several networks. Since the mid-1990, the Internet has had a revolutionary impact on culture and commerce, including the rise of near-instant communication by electronic mail, instant messaging, voice over Internet Protocol (VoIP) telephone calls, two-way interactive video calls, and the World Wide Web with its discussion forums, blogs, social networking, and online shopping sites. The research and education community continues to develop and use advanced networks such as NSF's very high speed Backbone Network Service (vBNS), Internet2, and National Lambda Rail. Increasing amounts of data are transmitted at higher and higher speeds over fiber optic networks operating at 1-Gbit/s, 10-Gbit/s, or more. The Internet's occupation of the global communication landscape was almost instant in historical terms: it only communicated 1% of the information flowing through two-way telecommunications networks in the year 1993, already 51% by 2000, and more than 97% of the telecommunicated information by 2007.

Today the Internet continues to grow, driven by ever greater amounts of online information, commerce, entertainment, and social networking. The term "Internet" was adopted in the first RFC published on the TCP protocol (RFC 675: Internet Transmission Control Program, December 1974) as an abbreviation of the term internetworking and the two terms were used interchangeably.

2.2. The Nature of the Internet

The term 'Internet' has come to be used in various ways. Many authors (Doyle, et al., 2005; Clarke 1997) are careless in their usage of the term, and considerable confusion can arise. Firstly, from the perspective of the people who use it, the Internet is a vague, mostly unseen, collection of resources that enable communications between one's own device and devices elsewhere. (Clarke, 1997).

The internet in simple terms is a network of interlinked computer networking worldwide, which is accessible to the general public. These interconnected computers work by transmitting data through a special type of packet switching which is known as the IP or the Internet Protocol. (Clarke, 1997).

These huge networks enable the internet to be used for various important functions which include the several means of communications like the file transfer, the online chat and even the sharing of the documents and web sites on the WWW, or the World Wide Web.

2.3.Previous Studies

Among the studies which have been conducted in area are the following.

Gencer and Koc (2012) conducted a study entitled “Internet Abuse among Teenagers and Its Relations to Internet Usage Patterns” who focused on exploring Internet abuse among teenagers and its relations to some Internet usage patterns and demographic characteristics in Turkey. The study was conducted on 1380 high school students through a paper-based questionnaire.

The results show that a small portion of students are Internet abusers experiencing severe problems and one fourth as possible abusers experiencing occasional problems. Excessive use, tolerance, preoccupation with the Internet, and using the Internet to escape from negative feelings were the most frequently reported symptoms of disturbed patterns of online behaviors. The results show also that gender and age play a dominant role in Internet abusers. However, social and economic status of the participants does not have any effective role.

Another study entitled “Study of satisfaction and usability of the Internet on student’s performance” was conducted by Goyal, Purohit and Bhagat (2011) in India. The study was conducted at a management institute in Mumbai and questionnaires were distributed to 221 post-graduate students. The study focuses on the importance of the Internet for better performance in colleges and universities. The results indicate that technology satisfaction and internet usage significantly explains the difference in students’ performance. The results also show that the task-technology fit is a predictor for internet usage and not a predictor for technology resistance.

Another study of Narayana and Malloli (2013) which was entitled "A Critical Analysis of the social and cultural impact of new media users in India.". Their study centred on the impact of the Internet and mobile phones on society and culture, as well as the behavior and attitudes of users. The study was conducted in the state of Karnataka in India. The findings of the study show that there is significant relationship between the age of the respondents and the use of computers; there is no significant relationship between the age of the respondents and the use of mobile phones; there is no significant relationship between the gender and the surfing of internet. However, there is significant relationship between the level of education and the surfing of internet. Access to internet varies with one’s economic background. Income does influence the exposure to

internet. There is significant relationship between exposure to print and broadcast media and surfing of internet. The socio-cultural impact of internet reveals that internet has made difference in the lives of the users with regard to language and increase in the level of knowledge. Regarding behaviour, the respondents feel that internet has not influenced their behaviors, physical appearances and dressing styles. Internet has not reduced the social contacts with friends and relatives say the study. Contrary to popular belief internet has not affected the reading habits of the people. Exposure to internet has also not affected the people's access to traditional media like radio and television. Respondents claim that these new media have not made people less hard working and has not come in the way of professional duties and are not a cause for depression, frustration and loneliness. However, the study shows that lack of computer literacy develops inferiority complex among people and people also view internet as a symbol of modernity and they felt connected to the world.

Another study was conducted by Wanajak in Thailand(2011). It is a Ph.D thesis entitled "Internet Use and Its Impact on Secondary School Students in Chiang Mai, Thailand." The focus of the thesis is Internet addiction among high school students in Thailand. The results show that for some students, internet has become an addiction. The common symptoms of this addiction include: Neglecting other activities to spend time on the Internet; having relationship problems with family members, friends, or others; having academic problems, such as school absences, poor grades, or low performance due to Internet use; being unable to control, decrease or stop use of the Internet; emerging negative behaviors, such as acting aggressively, yelling, swearing and unprovoked bad temper, isolation, sleep deprivation, skipping meals and exercise; lying about or hiding the amount of time spent on the Internet, or other online activities; exhibiting psychological symptoms, such as restlessness, anxiety, short attention span, depression, or agitation; exhibiting physical health problems, such as back pain, eye strain, hand corns, weight gain, weight loss, or dehydration; increasing the time of Internet use; and finally making Internet use a priority in the user's life. The study found that 3.7% were classified as addictive Internet users. Internet addictive users spent significantly longer on the Internet than students who were classified as normal users (Mdn = 29.00 and Mdn = 16.00, respectively, $p < 0.01$). School problems, physical and mental health problems, and relationship problems were reported as being negative impacts of Internet use.

Internet addiction has been investigated by Christos C. Frangos et al (2010) in their study "Internet Addiction among Greek University Students: Demographic Associations with the Phenomenon, using the Greek version of Young's Internet Addiction Test." The aim of the paper is to estimate the percentage of IA among Greek university students. The study included 1876 Greek university students with age between 18-27 years old. Results show that the percentage of IA (5-8 YDTIA criteria) is 11.6%, while problematic Internet

users were (3-8 YDTIA criteria) 34.7%. Men were more likely to be addicted to the Internet than women, and Internet addicted students were associated with poorer academic performance. Multiple logistic regression showed that significant predictors of IA included increased hours of daily Internet use, increased hours visiting chat rooms, sex pages and blogs, male gender, divorced status, poor grades, and accessing the Internet outside of the home. The authors hope that the study will allow health officials to recognize students who are Internet addicted or on the verge of becoming addicted and stress risk factors indicating a need for intervention in order to prevent the appearance of IA .

Internet addiction has been also investigated by Brian Rotsztein in his article “Problem Internet use and locus of control among college students: Preliminary findings.” Rotsztein used a sample of 706 undergraduate students for his study and found that despite the numerous benefits of Internet, the problem of over use and the resulting ‘Internet Addiction’ is becoming increasingly apparent. For him college students represent the most vulnerable group for problem Internet use. The present study investigated the relationship between problem Internet use and locus of control among undergraduate college students. The results showed that a large proportion of students reported feelings of dissociation and symptoms of tolerance, withdrawal and escape. Moreover, frequent interpersonal and academic conflicts, and physical health-threatening risks related to problem Internet use were found. While men reported more Internet-related problems overall, women were more likely to attempt to cut back or stop their Internet use. A significant positive correlation between external locus of control and problem Internet use was found. Finally, men were seven times more likely to gamble online.

The studies reviewed here show that there is a controversy among the researchers regarding the positive and negative impact of internet and computer use. Though internet is a new medium of communication that enables people to access vast amounts of information, it has been misused by so many people. This study is an attempt to investigate the extent to which internet has penetrated our life and whether it has become an addiction and if so is it a positive or negative one. Further, the study will show if students are using it in proper way and what purpose it is being used for.

All the above studies were concerned with Internet exposure in general aspect while the current study deals with Internet exposure in the university atmosphere.

Thus, this study is an attempt to fill this gap.

2.4. Definition of the terminologies

- **Frequency:** the number of periods or regularly occurring events of any given kind in a unit of time.
- **Trial and error method:** a method of discovery, solving problems, etc., based on practical experiment and experience rather than on theory.
- **Self-instruction** the act or practise of instructing or teaching; education.
- **E-mail** a system for sending messages from one individual to another via telecommunications links between computers or terminals.

- **WWW (World Wide Web):** all the resources and users on the Internet that are using the Hypertext Transfer Protocol (HTTP). Or “The complete set of documents residing on all Internet servers that use the HTTP protocol, accessible to users via a simple point-and-click system.”
- **Chatting** on the Internet, chatting is talking to other people who are using the Internet at the same time. Usually, this "talking" is the exchange of typed-in messages requiring one site as the repository for the messages (or "chat site") and a group of users who take part from anywhere on the Internet.
- **Database** is a searchable collection of information. In library research, a database is where you find articles. Each database contains thousands of articles from different journals, which you search simultaneously. You can cover a lot of ground quickly using databases, finding more articles with higher relevancy than searching in individual journals. Go to Databases A-Z or Databases by subject.

3. Methodology

Though there are many ways of collecting data for research, the researcher has chosen the questionnaire. Here is a short note on the use of a questionnaire as a method of research, its nature, limits, etc.

The Researcher surveyed 100 UG and PG Students of Department of Mass Communication and Journalism at Dr. BAMU- Aurangabad to identify how students use the internet.

The study has been designed to be a preliminary investigation into various aspects of internet use among of Department of Mass Communication and Journalism students.

The study identified differences in the students with regards to

- 1 - Age
- 2 - Gender
- 3 - Education

3.1.Questionnaire

Internet Exposure among U.G and P.G Students of Department of Mass Communication and Journalism at Dr. BAMU- Aurangabad.

4. Data Analysis

The researcher used the statistical package for the Social Science program (SPSS) to analyze data collected through the questionnaire. The statistical method (frequencies and percentage ratios) was used to analyze the results of this study.

The Researcher surveyed 100 Students of the U.G and P.G Students of the Department of Mass Communication and Journalism in Dr. BAMU- Aurangabad, to identify how students expose Internet. However, only 90 valid responses were returned.

4.1.Respondents' Demographic Profile

1- Frequencies and percentages according to age:

Age	Frequency	Percent
From 17 years to less than 21 years.	46	%51.1
From 22 years to less than 26 years.	44	% 48.9
Total	90	100.0 %

(Table No.1)

The study showed that the largest percentage of the study sample was within the age group from 17 years to less than 21 years with a percentage of 51.1%, while 48.9 % of students were from 22 years to less than 26 years.

The majority of students with 51.1% were aged from 17 years to less than 21 years. (Table – No. 1). The researcher attributed this to the students' enrollment in university education in India at an early age.

2- Frequencies and percentages according to gender:

Gender	Frequency	Percent
Male	56	62.2 %
Female	34	37.8 %
Total	90	100.0 %

(Table No.2)

The researcher attributed this to the enrolment of male students in university education always more than females because of the economic situation or the family dependence on males more than females, even in education.

3- Frequencies and percentages according to Educational level:

Course	Frequency	Percent
Under Graduate	58	64.4 %
Post- Graduate	32	35.6 %
Total	90	100.0 %

(Table No.3)

The study showed that 64.4 % of the participants were Bachelor (UG) students, while 35.6 % of the participants were Master (PG), students. (Table No.3). The researcher attributes that to the fact that it is normal for the number of bachelor's students to always be more than the number of master's students. The educational of Under Graduate studies were more than Post- Graduate, the fewer of the number of students pursue studying Post- Graduate in this university.

USE OF THE INTERNET

1. Experience of Internet use:

How long have you been using the Internet?

Using	Frequency	Percent
Less than 6 years	44	48.9 %
From 6 years to less than 11 years	31	34.4 %
More than 11 years	15	16.7 %
Total	90	100.0 %

(Table No.4)

The study showed that 48.9% of the participants have been using the internet for less than 6 years. While 34.4 % have been using the internet from 6 years to less than 11 years. But the students who used it for more than 11 years constituted only 16.7%.

The majority of students with 48.9% use it less than 6 years. The researcher attributed this to the widespread use of the Internet among students in the last five years, more than a decade, as well as to the availability of smartphones at an affordable price that students can own a smartphone. So the study shows that the majority of students with 48.9% use it for less than 6 years in this department. (Table No. 4).

2. Frequency of Internet Use:

How often do you use Internet services?

How often do you use Internet services	Frequency	Percent
Daily	74	82.2 %
2- 5 times a week	13	14.5 %
6 -10 times a month	3	3.3 %
Total	90	100.0 %

(Table No.5)

The study indicated that 82.2 % of students use the internet daily, while 14.5 % spend between 2-5 times weekly browsing the internet. Though almost only 3 % of the participants use 6 to 10 times monthly. The majority of students at 82.2% use the internet daily. The researcher attributes this to the importance of the Internet in the lives of people in general and students in particular. (Table No 5).

3. Amount of time spent on the Internet:

On average, how many hours you spend in a day to use Internet?

Amount of Time spent on the Internet	Frequency	Percent
Less than 1 hour a day	20	22.2 %
1- 3 hours a day	35	38.9 %
4 - 5 hours a day	14	15.6 %
Over 5 hours a day	21	23.3 %
Total	90	100.0 %

(Table No.6)

The study indicated that 38.9 % use the internet between 1- 3 hours daily, while 23.3 % spend over 5 hours daily browsing the internet, also 22.2 % spend less than 1 hour daily. 15.6 % of the participants use it 4 - 5 hours daily. The majority of students with 38.9 % use it 1-3 hours daily. The researcher attributes this to that the Internet is at the center of the daily lives of the people in general and the students in particular especially after administering online learning. (Table No.6).

4. Most frequently used location of Internet use:

From which place do you most frequently use the Internet?

Place	Frequency	Percent
At college	20	17.9 %
At work	16	14.3 %
At home	53	47.3 %
At other place	23	20.5 %
Total	112	100.0 %

(Table No.7)

Regarding the location of the internet, most of the respondents reported that 47.3% of them use it at home. While 20.5 % use it in other places such as internet cafes, where 17.9% use it at college. Also, 14.3% use it at work. The majority of students with 47.3% use it at home. (Table No.7). The researcher believes that the low cost and availability of internet network promote students to have the internet at home.

5- The most important results related to a Multiple Response Analysis of methods of learning Internet skills were as follows:

Methods of Learning Internet Skills	Frequency	Percent
Trial and error method	29	17.7%
Guidance from colleagues and friends	23	14.0%
Training from college	23	14.0%
Self-instruction	60	36.6%
External courses	29	17.7%
Total	164	100.0%

(Table No.8)

With regard to the methods of learning internet, the study showed that 36 % are self – instructed. While 14 % learn internet skills from training in college , colleagues and friends , while 17.7 % are External courses . The majority of students with 36 % learn internet by self-instruction. (Table No. 8)

6- The most important results related to Multiple Response Analysis for the purpose of browsing the internet were as follows:

Purposes for Browsing Internet	Frequency	Percent
Research	31	14.9%
Entertainment	49	23.6%
Education	57	27.4%
Communication	49	23.5%
Banking	22	10.6%
Total	208	100.0%

(Table No.9)

Students use the internet for many purposes. The study showed that 27.4 % use internet for education. While 23.6 % use it for entertainment, 23.5 % use it for communication. The study also showed that 14.9% use it for research. Where banking comes at the last rank with 10.6 % only.

The majority of students at 27.4 % use the internet for education purpose. The researcher attributes this to the importance of the Internet for education and research for students and learners. (Table No.9).

7- The most important results related to Multiple Response Analysis to the problems encountered when surfing the Internet were as follows:

From the following, what troubles you the most while using the Internet?

Problems Encountered While Using the Internet	Frequency	Percent
Slow access speed	61	31.8%
Difficulty in finding relevant information	25	13.0%
Overload of information on the Internet	34	17.7%
It takes too long to view/download pages	33	17.2%
Privacy problem	39	20.3%
Total	192	100.0%

(Table No.10)

When asked about the problems they encounter while using the internet, 31% replied that slow an access speed is the common problem. Privacy problem comes second with 20.3%. While 17.7% say that the main problem is overloading of information on the Internet, and 17.2% find slow downloading.

13.0 % say also that the main problem is the difficulty to find relevant information. The majority of students with 31% said that slow access speed is the main problem. (Table No. 10).

8- The most important results related to the Multiple Response Analysis of methods for browsing information from the Internet were as follows:

How do you browse the required information form the Internet?

Ways to Browse Information from the Internet	Frequency	Percent
Type the Web address directly	30	27.5%
Use search engines	64	58.7%
Use subscription databases	15	13.8%
Total	109	100.0%

(Table No.11)

When asked how they get access to the information, the students replied differently. While 58.7% use search engines, 27.5 % use the web address directly. But 13.8 % of the student use subscription databases. The majority of students with 58.7 % use search engines. (Table No.11).

9 - The most important results related to a multiple response analysis to the influence of the Internet on academic efficiency were as follows:

How the use of Internet has influenced your academic efficiency?

Influence on Academic Efficiency	Frequency	Percent
Use of books has decreased	43	27.9%
Dependency on the Internet has increased	40	26.0%
Increased the research process	35	22.7%
Improved professional competence	36	23.4%
Total	154	100.0%

(Table No.12)

With regard to the internet influence on the use of books, the study showed that 27.9 % say that the use of books has decreased. While 26 % agree that dependency on the internet has increased. Also, 23.4 % affirmed that the use of the internet has improved professional competence. While 22.7 % of the participants say that the research process has increased. The majority of students at 27.9 % say that the use of books has decreased. (Table No. 12).

The responses of the respondents in this study showed that the influence of the Internet on academic efficiency has become very similar to the influence of hard copy books. This confirms that nowadays it is the era of the Internet.

10 - The most important results related to a multiple response analysis of the satisfaction with Internet facilities in the college were as follows:

Are you satisfied with the Internet facilities provided in the College Internet Section?

Satisfaction with Internet Facilities	Frequency	Percent
Fully satisfied	25	27.8 %
Partially satisfied	9	10.0 %
Least satisfied	15	16.7 %
No Comments	41	45.5 %
Total	90	100.0 %

(Table No.13)

Regarding the students' satisfaction with the internet facilities provided by the college, the study showed that 45.5 % have provided no comments about the service of internet provided by the college. While 27.8 % are fully satisfied with the service of the internet provided by the college. It also showed that 16.7 % are less satisfied. And finally, 10.0 % are partially satisfied.

The majority of students with 45.5 % have provided no comments about the service of the internet provided by the college. (Table No. 13) this might mean that they were not satisfied.

11 - The most important results related to a multiple response analysis were whether the Internet can replace the library services as follows:

Can Internet Replace Library Services?	Frequency	Percent
No	38	42.2 %
Yes	52	57.8 %
Total	90	100.0

(Table No.14)

When asked if the internet can replace the library services, students replied variously. 57.8 % said that it is possible that the internet might replace the library, while 42.2% said that hard copy books are irreplaceable. The majority of students at 57.8 % said that the internet might replace the library. (Table No. 14).

5. Conclusion & Findings

Internet is a technological gift for all humanity. In the last decade, the Internet has become indispensable for most people whether they are students, researchers, company workers, banks specialists, etc. In education it has become essential. One of the reasons the Internet is so important in education is because of the wealth of information that the Internet contains. The Internet has become very useful in the field of education so one can update oneself any time according to his own needs and time table. The biggest source for online information for education is the encyclopedia that is available online and anyone can use it to get desired information.

The researcher might start searching for information online and to get the response of as many students as possible. The study showed that the Internet is vitally necessary for students at any level of the academic career. The majority of the responses showed that most of the students use the internet for educational purposes. However, this means that it can be used for other purposes. The study shows that the Internet is also used for communication, entertainment, business, banking, and many other things. These several uses of the Internet placed it at the top of human inventions.

The research recommends colleges here in India or outside to make use of E-libraries, provide their students with Information labs, and make access to the internet as easy as possible. With this, the students can get knowledge by themselves to face any potential problems in the future.

Limitation of study

- The study is limited to the undergraduate (UG) and post- graduate (PG) students of Department of Mass Communication and Journalism in Dr. BAMU- Aurangabad, India.
- The internet exposure is very much limited to only one Department in Dr. BAMU- Aurangabad.
- Hence the results will not reflect the internet exposure of youth.
- There is a possibility that some respondents might not have understood the questions.

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