Optimal Utilisation of Internet Services in Higher Educational Institutions: An Empirical Study in Cuddalore Town

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Abstract

It is obvious that the heart and brain are the chief organs which facilitate human beings to live physically strong in this world. On the other hand, internet is indispensable for everybody during the course of his life irrespective of gender, age and financial status to be mentally stable and strong because the internets are the houses of knowledge which enrich the proficiencies of people who enter them to seek information. The present study is attempted to know about the optimal utilization of internet by the pupils and members of staff in higher educational institutions to enrich their individual talents and enhance their teaching-learning practices. The analysis has been made by the researcher after collecting data through questionnaire and interview schedule from both the students and the members of staff keeping in view the defined objectives of the study. The inferences and conclusions were drawn after an analysis of the collected data.

***Keywords:** ????*

Introduction

The Internet is undoubtedly the most prominent mass medium today. By March, 2006, there were over a billion Internet users worldwide (Internet World Stats, 2006). The number of Internet users grew by 114 percent when compared with the figure in 2000 (Central Intelligence Agency, 2006; Internet World Stats, 2006). Burns (2006) predicted that the adoption of various information technologies, including Wi-Fi connectivity, RSS feeds, blog authoring and podcasts, will drive Internet usage worldwide. New communication technologies including the Internet have greater impact on the lives of young people than all other technological innovations (Roberts and Foehr, 2004). A study of how young people use traditional and new media is crucial as it enables commercial and social marketers to fully understand the role of mass mediated messages in the lives of youth.

According to the definition provided by Oxford dictionary, the Internet is an arrangement of connected computers, which lets the computer users all over the globe exchange data. At the present time, approximately 33% of the world population has accessibility to the Internet The principal components of the Internet are the World Wide Web (WWW) and e-mail.

The Impact of The Internet on Our Daily Life

There is a big influence of technique on our daily life. Electronic devices, multimedia and computers are things we have to deal with everyday. Especially the Internet is becoming more and more important for nearly everybody as it is one of the newest and most forward-looking media and surely "the" medium of the future. Therefore we thought it necessary to think about some good and bad aspects of how this medium influences us, what impact it has on our social

behaviour and what the future will look like. The Internet has changed our life enormously, there is no doubt about that. There are many advantages of the Internet that show you the importance of this new medium. What I want to say is that Internet has changed our life in a positive way.

Statement of the Problem

Here the necessity for selecting a problem in research is defined. The problem is to what extent the respondents are satisfied with internet services and facilities, what are the difficulties faced by them in getting the required Information and which factors exercise more influence on the respondents.

Objectives of the Study

The main objective of the survey is to study the utilization of the internet and the level of the users' satisfaction under the following heads:

1. To identify the purpose of a visit to the internet.
2. To know the type of information needed by the respondents.
3. To categorize the opinion about the internet collection.
4. To find out the problems faced by the respondents in getting the required information.
5. To analyze the satisfaction level of users' in overall flow of information in the required field.
6. To offer suggestions to improve the services and facilities for the benefit of the users.

Methodology

Sampling Techniques

For the purpose of the study a sample size of 120 was selected with the help of simple random sampling technique.

Period of Study

The survey for collection of primary data was conducted during the months of July 2012 to September 2012.

Methods of Data Collection

This study is based on questionnaire and interview schedule method. Primary data were collected from the urban area as the majority of people there are educated.

Tools Used for Analysis

Based on the data collected from the sample users, a master table was prepared from which sub tables were prepared. The statistical technique used in the analysis includes the following,

*   Simple Percentage Analysis
*   Chi-Square Analysis

Limitations of the Study

1. The study was restricted to urban areas in Cuddalore town.
2. Due to the time constraint, sample size was restricted to 120
3. There might be errors in the expression of opinion of respondents due to their personal bias.

2. Analysis and Interpretation

2.1 Chi-Square Analysis

For verifying the influence of socio-economic variables on the level of satisfaction of the respondents, Chi-Square test has been used.

2.1.1 Gender and the Purpose of the Internet Visit

In order to reveal the relationship between the gender and the purpose of the Internet visit, a chi-square test is used and the result is displayed below:

Table 2.1.1

| Gender | No. of Respondents | | Total |
	Favourable	Unfavourable	
Male	68	10	78
Female	38	4	42
Total	106	14	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Gender	1	0.27	3.84	Accepted

The table depicts that the calculated Chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between the gender and the purpose of the internet Visit.

2.1.2. Age Group and the Purpose of the Internet Visit

In order to show the relationship between the age group and the purpose of the internet visit, a chi-square test is used and the result is given below:

Table 2.1.2

| Age Group | No. of Respondents | | Total |
	Favourable	Unfavourable	
Below 21 years	44	7	51
Between 27 to 30 years	30	6	36
Between 27 to 30 years	32	1	33
Total	106	14	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Age Group	2	3.19	5.99	Accepted

The table exhibits that the calculated Chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between the Age group and the purpose of the internet visit.

2.1.3. Degree Course and the Purpose of Internet Visit

In order to show the relationship between the age group and the purpose of the internet visit, a chi-square test is used and the result is given below:

Table 2.1.3

Degree course	No. of Respondents		Total
	Favourable	Unfavourable	
U.G	42	8	50
P.G	64	6	70
Total	106	14	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Degree course	1	1.58	3.84	Accepted

It can be seen from the table that the calculated Chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between the Degree course and the purpose of the internet visit.

2.1.4 Gender and the Type of Information needed

In order to show the relationship between the gender and the type of information needed, a chi-square test is used and the result is given below:

Table 2.1.4

Gender	No. of Respondents		Total
	Favourable	Unfavourable	
Male	73	5	78
Female	40	2	42
Total	113	7	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Gender	1	0.133	3.84	Accepted

The table discloses that the calculated Chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between the gender and the type of information needed.

2.1.5 Age Group and the Type of Information Need

In order to show the relationship between the age group and the type of information needed, a chi-square test is used and the result is given below:

Table 2.1.5

Age Group	No. of Respondents		Total
	Favourable	Unfavourable	
Below 21 years	49	2	51
Between 27 to 30 years	31	5	36
Between 27 to 30 years	33	-	33
Total	113	7	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Age group	2	6.64	5.99	Rejected

The table reveals that the calculated Chi-square value is more than the table value and the result is rejected at 5% level. Hence the null hypothesis is rejected. Therefore, there is no significant relationship between the Age group and the type of information needed.

2.1.6 Degree Course and the Type of Information Needed

In order to show the relationship between the Degree course and the type of information needed, a chi-square test is used and the result is given below:

Table 2.1.6

Degree course	No. of Respondents		Total
	Favourable	Unfavourable	
U.G	42	8	50
P.G	64	6	70
Total	106	14	120

Factor	Degree of Freedom	Calculated value	Table value	Hypothesis
Degree course	1	0.53	3.84	Accepted

The table makes it clear that the calculated chi-square value is less than the table value and the result is accepted at 5% level. Hence the null hypothesis is accepted. Therefore, there is no significant relationship between the degree course and the type of information needed.

3. Findings

Findings of the study have been presented under the following heads.

3.1 Profile of the Respondents

- Majority (65%) of the sample respondents are male.
- Majority (43%) of the sample respondents belong to the age group below 21 years.
- Majority (58%) of the sample respondents are postgraduates
- Most of the respondents (58%) visit internet reading news papers and magazines

- Majority (60%) of the sample respondents visit the internet daily.
- Most of the respondents (55%) spend half an hour to one hour in a single visit in the internet.
- Majority (68%) of the sample respondents need current information.
- Majority (78%) of the sample respondents' purpose of information needs is updating knowledge.
- Majority (84%) of the sample respondents do self searching to locate the required information.
- Majority (51%) of the sample respondents have good opinion on theses and Dissertations out of the entire internet collections.
- Majority (88%) of the sample respondents are satisfied with the overall information flow in the field.

3.2 Factors Influencing the Study

For verifying the influence of socio-economic variables on the level of satisfaction of the respondents, Chi-Square test has been used. The following are the results:

- There is no significant relationship between the gender and the purpose of a visit to the library
- There is no significant relationship between the age group and the purpose of a visit to the library
- There is no significant relationship between the degree course and the purpose of a visit to the library
- There is no significant relationship between the gender and the type to information needed
- There is no significant relationship between the age group and the type to information needed
- There is no significant relationship between the degree course and the type to information needed

4. Suggestions

The following suggestions are made for improving the respondents' satisfaction towards services and facilities in the internet.

- Users of the internet should be provided with additional facilities
- Facilities and services should be improved to attract the respondents
- The infrastructure of the internet should be more attractive
- The reprographic service should be improved
- To improve additional software facilities to the internet

5. Conclusion

In this study the researcher has analyzed the optimal utilization of internet by the students and members of staff in educational institutions in Cuddalore town. This researcher has collected overall opinion about the utilization of the internet. He has attempted to unfold some of the areas wherein the internet tools are inadequate. The result of the study would therefore, help not only in strengthening the internet tools on the basis of the user's needs and preferences but also in acting as a guide to proceed in the right direction in future.

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