



OUR HERITAGE

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Organised by: Sinhgad Technical Education Society's
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Dr. Anita Desai Evaluate the Factors Influencing the internet usage of Generation Z

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Abstract

The Internet has shown all the possible ways of grasping the knowledge for students, teachers, and educational technologists, to exchange and share information, services, applications and innovations for their staple accomplishment. Due to Internet access, new innovative ideas of teaching and learning resources, techniques and innovations have been widely shared among society. This research paper explored internet usage among college students and its effects on their learning technique. It also tells purpose of internet Access according to its usage. Factors are evaluated on the basis of data analysis of internet usage and that are personal purpose, professional purpose, entertainments purpose and other purpose.

Introduction

The Internet represents the greatest collection of human knowledge ever assembled and has been widely used by students for teaching and learning. As it has been pondered, the internet has changed the way teacher teach and the way students learn and do academic work. However, the internet access and use among College students contribute to their academic work and improves their final grades.

The Internet has broken all the geographical barriers that provides many opportunities to diverse area of society in many different ways. , it is very obvious that the Internet provides not only social connection and entertainment, but also academic and scientific information.

The internet has made possible to provide the solution of all the queries of the students. The term learning was used to answer the question as to what extent students learn when they use the internet. This study examined internet use among students and its effects on their learning. Students' learning is based on their self-expression of what study materials they access, how they access the material when they access and how they use the materials.

This study aims to assess the use of internet among College students and its effects on their learning. More specifically, the study discovers the access and use of internet among the college students; find out the nature of internet browsing category that students access on the internet, explore the impact of the accessed internet applications on students' learning.

Additionally, the Internet can be used as a device to learn the latest news all around the world as well as getting any kind of information that serves diverse purposes such as learning more information about their area of interest or health. Therefore, it can be said that the Internet is the source of spreading information quickly to a large audience and of going beyond the limitation of time and space. From the above discussion, it is crucially important to encourage students to use this invaluable source to get any kind of information they need in their academic studies.

Literature Review

To Appraise the Factors Influencing Generation Y while choosing a Website for Online Shopping-findings revealed that delivery mode and post purchase experience, safety and security, information quality, and website design were the factors



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which primarily influenced the decision of Generation Y consumers while considering a particular website for purchasing. (SuvarnaPatil, Anita Desai, Arun Kumar Handa ,2014)

INTERNET USE AMONG SECONDARY SCHOOLS STUDENTS AND ITS EFFECTS ON THEIR LEARNING- although the internet uses for educational purposes had improved among secondary school students most of them used the internet as a social media for chatting and socializing, watching movies and listening to music. Wastage of time, delay on schoolwork submission, poor academic results and school dodging were reported among effects associated with the internet uses among secondary students. (Mustapha Almasi, Haruni Machumu, Chang Zhu, 2017)

A RESEARCH ON THE PURPOSE OF INTERNET USAGE AND LEARNING VIA INTERNET-

The use of the internet for educational purposes- There were certain areas that students felt comfortable while using the Internet such as the search engines on the Internet, which is easily and efficiently used and preferred by 80% of the participants in this study. Also, they stated that they used social websites to share knowledge and talk about school subjects. They also claimed that they could easily use the Internet to find sources of information, download necessary files and pictures and so on. Moreover, the participants stated that they used e-dictionaries, e-encyclopedias and translation tools to help them write their homework and do their projects. (Nazan Dogruera, Ramadan Eyyamb, Ipek Menevisab, 2011)

Research Methodology:

This study was carried out in one of the Reputed College Campus in Pune. The sample size was of 490 students who are using internet. Thus this was a purposive sampling wherein the respondents were only those who had a prior internet using experience. A close-ended questionnaire was used to collect the data. Different statistical measures were carried out, such as descriptive analysis and scale measurement (reliability and validity).

Research Results:

Demographic profile:

Among the total respondents 54.4% were male and 45.6% were female. Majority of the students were in the age group of 20-23 years (86.5%) and 13.5% were in the age group of 23-25 years.

Reliability test:

The reliability of a measure indicates the stability and consistency with which the instrument measures the concept and helps to assess the 'goodness' of a measure (Cavana et al., 2001). Cronbach's alpha was used in the reliability test for all the variables. The results of the reliability test showed the value of Cronbach's Alpha as 0.728 which is well above the 0.7 mark. Therefore we can say that the scale is reliable.



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Cronbach's Alpha	N of Items
.728	7

Validity Test:

As per the below table the value of KMO is 0.692 (between 0.5 and 1) and the result of Bartlett's Test of Sphericity showed that the value of Sig is 0.000 (which is less than 0.05) which indicated that the data is suitable for data analysis. Thus factor analysis was appropriate for this study.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	864.515
	df	210
	Sig.	.000

In this study, 10 variables were distributed into 4 different factors. The factor loading of all items are above 0.5, which verified the convergent validity of the data and means that there is positive correlation among all the items of each component. After carrying out the data reduction, based on the characteristic of the items in each factors, the factors were renamed as

Component Matrix					
Variable	Item	1	2	3	4
Other use	Browsing something different				.529
	Personal Use				
	Download	.571			
	Shopping	.551			
	Net telephone	.736			
	Ecommerce	.579			
	ANYothers	.600			
Entertainment Use	Entertainment		.548		
	Astrology and Horoscope		-.526		
Professional Use	Education			.617	



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	E-mail			.820	
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Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Conclusion:

This study reveals that the factors which influences the use of internet of Generation Z while using internet are personal use, professional use, entertainment use, and other use. The research findings do provide that most of the time internet is used for personal use, basically it is used for downloading something, chat, net telephone, etc. afterward internet is used for professional use which consists of email and education web site browse. Students used internet for entertainment purpose like video game playing video on YouTube, sometimes astrology and horoscope and Fourth purpose internet usage for other fun purpose.

Limitation

Even through the research findings provide some new insight to the researchers; these findings should be viewed in light of some limitations. The respondents only from the age group of 20 to 25 years were taken. These were from one of the reputed college campus in Pune city.

Recommendation for future research:

Due to the limitations of this research a few recommendations are suggested which include:

- 1) Seminars and guest lecturers need to be conducted to the students so that students can get knowledge about usage of internet
- 2) The research setting can be broadened by incorporating more respondents from different category other than students.
- 3) This study can also be carried out in different states of India to verify whether same factors influence on internet access by students of the Generation Z throughout India.

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