

# **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

## **I. 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. 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. Also 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.

## **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

## **II. 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

## **III. RESULT AND DISCUSSION**

### **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

### CHI-SQUARE

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

### Null Hypothesis:

H0: There is no relationship between age and source used for gaining internet skills

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.

### 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

**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

**IV. 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 as a potential platform for marketing their product

**V. CONCLUSION**

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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