

Status of internet usage among adolescents: A study of locale differences

■ Manpreet Kaur* and Tejpreet Kaur Kang

Department of Human Development and Family Studies, Punjab Agricultural University, Ludhiana (Punjab) India
(Email : manpreetjkbro@gmail.com)

ARTICLE INFO :

Received : 08.07.2020
Revised : 25.08.2020
Accepted : 26.09.2020

KEY WORDS :

Values, Internet usage

HOW TO CITE THIS ARTICLE :

Kaur, Manpreet and Kang, Tejpreet Kaur (2020). Status of internet usage among adolescents: A study of locale differences. *Adv. Res. J. Soc. Sci.*, 11 (2): 61-63, DOI: 10.15740/HAS/ARJSS/11.2/61-63. Copyright@2020:HindAgri-Horticultural Society

*Author for correspondence

ABSTRACT

The present study entitled 'Status of internet usage among rural and urban adolescents was undertaken in the Ludhiana and Kapurthala districts of Punjab state. The study was designed to assess the usage of internet among rural and urban adolescents. The sample for the present study comprised of 480 adolescents within the age group of 16-18 years equally distributed over gender and locale (boys (n=120) and girls (n=120) from rural (n=120) as well as urban area (n=120). Internet Usage Scale by Saini and Kaur (2017) was used to assess the patterns/trends of internet usage among adolescents. This scale assessed the internet usage by the adolescents with the help of 20 items. Results revealed that more number of rural respondents were at high level of internet usage as compared to urban respondents. Overall more number of urban respondents used internet than rural respondents.

INTRODUCTION

Adolescents at some point of the time regularly use the internet, cellular telephones and video games to gather information and talk with each other. This capacity to have interaction with others is the precise characteristic of social media which offers powerful new ways for teens to create and navigate their social environments. Teen's use of social media takes place simultaneously with their developing identification, rising sexuality, physical development, and ethical recognition. Adolescent is characterized by heightened risk-taking and independence

from parents, despite the fact that many young adults are not properly-equipped to make these selections on their own. Young adults are through nature sensation-searching for and much more likely to take more dangers than children and adults. Now a day, the adoption of digital technologies is known to be higher in young adolescents than adults. Youngsters are at the center of a lucrative digital marketing enterprise because of the mainstream consumers and drivers of digital contents. New products are designed essentially for appealing to emotions, habits, and values in youth culture (Montgomery, 2004). This in turn makes young people early adopters and heavy users

of digital technologies.

Such an involvement, coupled with the psychologically sensitive developments of adolescence period, can make teenagers more susceptible to digital disturbances such as Internet abuse (Chou *et al.*, 2005).

Number of surveys have tried to degree how regularly adolescents use the internet at home. Estimates vary from as high as several hours a day to as little as 3 hours a week, relying on how net use is measured (e.g., self-record, automatically recorded), age of youngsters sampled (Kraut *et al.*, 1996; Pew Internet and American life undertaking, 2002). In spite of excessive variability in empirical estimates, public belief is that youngsters spend a awesome deal of time on-line (Tapscott, 1998). Long *et al.* (2007) studied the impact of internet usage on adolescent self-identity development. Results showed that internet utilization had a full range of impact in the majority of the adolescents studied.

The use of net among teenagers is on an upward direction in recent times in India. Teenagers use it for extraordinary functions. Like different age groups, nowadays teenagers were affected with the multimedia technology to a extra extent. Young adults are spending growing amounts of time, using internet and cell phones. Teens and adolescents nowadays are unable to think about a day in their life without any of these media (Diamanduros *et al.*, 2008). In Indian context, where teenagers are increasingly more getting hooked on net. Social Networking web sites at the moment are turning into increasingly famous among them. The development in science and technology are starting to alter even the manner we communicate with every other. Anyone of the media gadgets can without difficulty be blamed for,

not simplest lowering a child experience of creativeness and lack of physical exercising, but also the dearth of communicating with others (Peetz-Ballweg, 2010). Due to lack of parental control and feeling of independence, adolescents and young adults are at high risk of behavioural addictions. In last few years, number of internet users, both broadband and mobile users has rapidly increased in India and large numbers of them are adolescents (Simmon, 2014).

MATERIAL AND METHODS

The sample comprised of 480 adolescents in the age range of 16-18 years, studying in 10th, 11th and 12th classes. The sample was divided to have equal number of boys (n=120) and girls (n=120) from rural (n=120) as well as urban area (n=120). The sample for the present study comprised of 480 adolescents within the age group of 16-18 years. The samples were equally taken in a group of 240 each from Ludhiana and Kapurthala district. For each district, 120 respondents were taken from two schools falling each in urban and rural area.

Internet Usage Scale by Saini and Kaur (2017) was used to assess the patterns/trends of internet usage among adolescents. This scale assessed the internet usage by the adolescents with the help of 20 items.

OBSERVATIONS AND ANALYSIS

Table 1 depicts the locale-wise per cent distribution across different levels of internet usage among female respondents. The results revealed significant locale-wise

Table 1: Locale-wise per cent distribution of female respondents with regard to different levels of internet usage

Levels of internet usage	Female				Z- value	Total (n= 240)	
	Rural (n ₁ =120)		Urban (n ₂ =120)			f	%
	f	%	f	%			
Low	0.0	0.0	4	3.3	0.152	4	1.7
Medium	28	23.3	25	20.8	0.467	53	22.1
High	92	76.7	91	75.8	2.016*	183	76.3

*indicate significance of value at P=0.05

Table 2: Locale-wise per cent distribution of male respondents with regard to different levels of internet usage

Levels of internet usage	Male				Z- value	Total (n= 240)	
	Rural (n ₁ =120)		Urban (n ₂ =120)			f	%
	f	%	f	%			
Low	4	3.3	2	1.7	0.450	6	2.5
Medium	27	22.5	26	21.7	0.156	53	22.1
High	89	74.2	92	76.7	0.827	181	75.4

Table 3: Overall locale-wise per cent distribution of total respondents with regard to internet usage

Levels of internet usage	Rural (n ₁ =240)		Urban (n ₂ =240)		Z- value	Total (n=480)	
	F	%	f	%		f	%
Low	4	1.7	6	2.5	0.151	10	2.1
Medium	55	22.9	51	21.3	0.311	106	22.1
High	181	75.4	183	76.2	0.452	364	75.8

differences (76.7%) ($Z=2.016$, $P<0.05$) at high level of internet usage where rural females surpassed urban females (75.8%). Whereas non-significant locale-wise differences at low and medium levels of internet usage were observed. At low level urban females (3.3%) surpassed rural females (0.00) whereas at medium level rural females were more in number (23.3%). Young women have been identified as being considerably more vulnerable to media's effects on body image (Groesz *et al.*, 2002), one could consider the potential negative impacts of social-networking-site exposure, given the information already known about other kinds of interactive media (*i.e.*, television and magazines). In terms of gender differences regarding Internet addiction, a study by Rucker *et al.* (2015) found that females are more addicted to the Internet than their male counterparts.

Table 3 depicts the overall locale-wise per cent distribution across different levels of internet usage among total respondents. The results revealed non-significant overall locale-wise differences at all levels of internet usage. At low level urban respondents were more in number (2.5%) than rural respondents (1.7%) whereas at medium level rural respondents were more in number (22.9%) and at high level urban males were more in number (76.2%) in internet usage. The overview of the overall respondents depicts that majority of the respondents were at high level (75.8%) of internet usage followed by medium (22.1%) and low level (2.1%). This finding is inconsistent with findings reported by other studies (Koniklu and Yilmaz, 2013; Bakken, Wenzel *et al.*, 2009 and Durkee *et al.*, 2012) that show that being male is an Internet addiction risk factor. Other studies, however, found no link between gender and Internet addiction. For instance, Lam *et al.* (2009) found that males and females had almost the same scores on the Internet addiction score.

REFERENCES

Chou, C., Condon, L. and Belland, J.C. (2005). A review of the

research on internet addiction. *Educational Psychology Review*, **17**(4): 363-388.

Diamanduros, T., Downs, E. and Jenkins, S. J. (2008). The role of school psychologists in the assessment, prevention, and intervention of cyberbullying. *Psychology in the Schools*, **45** : 693–704.

Koniklu, N. and Yilmaz, Y. (2013). A study on Turkish adolescents' Internet use: Possible predictors of Internet addiction. *Cyber Psychology, Behavior & Social Networking*, **16** : 205–209.

Kraut, R.E., Scherlis, W., Mukhopadhyay, T., Manning, J. and Kiesler, S. (1996). HomeNet: A field trial of residential internet services. *Communications of the ACM*, **39** (12): 55–63.

Lam, L., Peng, Z., Ma, J. and Jing, J. (2009). Factors associated with IA among adolescents. *J. Cyber Psychology Behavior*, **12**(5). doi:10.1089/cpb.2009.0036.

Long, Janet H., and Guo-Ming Chen (2007). "The impact of internet usage on adolescent self-identity development. *China Media Research*, vol. 3, no. 1, 2007, pp. 99-109.

Montgomery, K., Gottlieb-Robles, B. and Larson, G.O. (2004). Youth as citizens engaging the digital generation centre for social media: American University.

Peetz-Ballweg, Tricia (2010). Examining usage and parental regulation of mobile phones and their perceived impact on interpersonal family communication. (MA Dissertation, Gonzaga University. UMI Number: 1492733).

Rücker, J. , Akre, C. , Berchtold, A. and Suris, J. C. (2015). Problematic Internet use is associated with substance use in young adolescents. *Acta Paediatrica*, **104** (5) : 504–507.

Simmon, J.P. (2014). Media in the changing media- IT – telecom ecosystem. In G.De Prato, E. Sanz and J.P. Simon (Eds). *Digital Media Worlds: The New Media Economy*. Oxford: Palgrave. doi:10.1057/9781137344250.0011.

Sureerut, I. and Suwannahong, R. (2017). The relationship between mobile IA and parental control. *Internat. J. Applied Computer Technology & Information Systems*, **7** (1) : 1–8.

Tapscott, D (1998), *Growing Up Digital: The Rise of the Net Generation*, McGraw Hill, NY, USA.

11th
Year
★★★★★ of Excellence ★★★★★