

A Study Oninternet, Smartphone and Social Mediausage among College Students in Mumbai, Navi –Mumbai & Pune

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Abstract:

Internet, Social media and Smartphones continues to play a very important role in the world for the process of communication. It plays an important role in the way we connect with others and share information. The internet users worldwide stood at 4.9 billion in 2021(Statista 2021) which means two third of the population is currently connected to the World Wide Web. As there is increase in usage of internet there are large amount of health concerns too with increasing number becoming obsessed and addicted with digital lifestyle especially among college students. Internet provides good quantity of information and knowledge to all but especially to the young college going students and is a good platform to communicate and have social interactions, however if used extensively can have a negative impact on the Psychological wellbeing of the students. The study conducted through this research paper is aimed to investigate the impact of internet, social media and smart phone usage among young college students of Mumbai, Navi-Mumbai and Pune. The study was carried by reaching out for responses from around 200 graduate and postgraduate presently studying students from various colleges of Mumbai .The students belong to varied age groups between 18-25 and from different faculties. The study brings to light that none of the college-going students among the respondents could disconnect themselves from smart phones and felt it as an essential part to their lives; similarly, the study reveals they also find moderate usage of internet and social media platforms as healthy to the times in which they are presently living.

Keywords: Internet, Social Media, Smartphones

Introduction:

In terms of internet user, count India ranks in the second position immediately after China with an approximately 560 million internet users in the country. Youth have been the major consumers and users of internet in our country especially because of easy access and knowledge of how the internet enabled devices can be used including the remote regions of India. The report on patterns of internet usage by the Institute for Governance, Policies & Politics, Social Media Matters and Youth Online Learning Organisation, reveals that the primary source of internet usage is mobile phones and thereafter, youngsters use computers/laptops. Around 86% of youngsters own smart phones

.This raises a question of if this has become a compulsive habit amongst college going students and are there health related and cognitive challenges, which these youngsters are facing. This outlines how increased mobile phone availability has led to more internet usage (Social media matters 2021).Along with this usage comes the concept of Internet addiction.Internet Addiction can be defined, as a compulsive loss of control over self with respect to usage of internet and because of this,there is a disorder resulting in damage to the user in onesrelationships, college work, or employment. Social networking, online gaming, social networking and marathon internet surfing sessions are included in this addiction (Amit Malviya 2014) India has the highest mobile data consumption rate at 12GB user a month in the world and as much as 25million new smartphone users ever quarter (Muntazzir Abbas ,ET Bureau,2021).Today's generation acquire multiple information via the usage of internet and smart phones hence it no longer remains only a communication tool but also becomes information acquisition platform(Statista2017)..Smartphone is a device which has a dual ability of mobile phone and that of a computer .It provides the user with an advance ability of communication as compared to the traditional format and is highly equipped with high quality and management tools for communication with the support of internet. (Boulos et al., 2011).The study done by (Lee et al., 2014) states that the smartphones as a device though offers multiple functions the youth are mainly attracted by the function of chatting and interaction with people over social media to share pictures and search for mates which in no way relates to their academic learning.Another study by (Lee et al., 2014) also brings out the fact that smart phones are the first device, which most people assess in the morning and before going to sleep.According to a study done by Monika, Poonam Malik, and Poonam Yadav (2020) most of the college going students spend maximum of their time on smart phones.A self-report research survey brings to light that the mobile phones become a distraction to most of the students in the learning process of the class and effects their academic performance especially for the reasons of texting Froese et al. (2012)

ICT plays a very important role in teaching and learning process in the higher education (Rung et al., 2014).The positive impact of smart phones in educational context stated by Sarwar and Soomro (2013) brings the output that various learning resources provide the opportunity for individuals for education and constant learning. Abu-Shanab (2015) in his research has inferred that a continuous usage of internet and smart phones to any individual can cause negative health impacts and disturbance in the work life balance of the individual.).Studies by Berger (2013) study shows that the more one utilises the mobile phone amongst students it has directly affected the grades of the students and they have also tend to feel unhappy and have higher anxiety levels than those students who have not so frequently using mobile phones.

Literature review

According to(Gill, Kamath & Gill 2012 There are a variety of useful functions offered by the smart phones today ,they also bring the help of providing information along with other functions such as messaging, navigation and photograph.The results from a study by Lee (2016) showed that 44.9 percent of the respondents use their smartphones messenger services.A study by Salehan and Negahban (2013) showed that mobile social networking applications significantly increase the risk of mobile addiction.The young students who were prone to smart phone addiction had a direct impact on the quality of their life the satisfaction levels of living life were low and perceived anxiety levels were high, this was proved through the studies run by Samaha and Hawi (2016).The

students of this era tend to use smartphones especially for playing online games and surfing the internet, this is very frequently done to escape the problems which they face in the real world and to release stress but this continuous use tends to lead them to mental health problems (Kim, 2013). A comparative study conducted on smart phone users revealed that normal users did not have health issues such as depression, anxiety on the contrary those who were extensive users experienced illness of well-being such as traits of anxiety, depression etc.. (Hwang et al., 2012). Psychological well-being is the subjective feeling of contentment, happiness, satisfaction with life's, experience and of one's, role in the world of work, sense of achievement, utility, belongingness, and no distress, dissatisfaction or worry, etc. these things are difficult to evaluate objectively; hence the emphasis is on the term "Subjective well-being (Anushka 2021)

Internet, smartphone and social media becoming the trend to communicate, does it pose a risk of addiction to the students or is it just an integral part of their life for communication. Based on the literature, there has been no studies tracked with respect to Usage of smart phone, social media and internet usage for college students especially with respect to Mumbai, Navi-Mumbai and Pune.

The major research questions covered via the research paper were

Does smart phone addiction exist among college students?

Does gender have an impact on the usage of smart phone, internet and social media platforms?

Is there a relationship between smartphone addiction and place of living (reside with parents, reside in a hostel, reside as paying guest)?

Is there a relationship between smart phone, internet usage and social media platforms with respect to age? Based on the research questions the objectives were framed.

Objective of the studies were:

Evaluate if there is an addiction of internet among the college going students of Mumbai. 2. To evaluate if gender and place had any impact on internet, smart phone and social media usage. 3. To evaluate the activity for which the student puts in maximum time over internet and smart phone. 4. Evaluate if the stream of studies of the student has significance on the internet, smart phone and social media usage.

Research methodology:

Study focuses both on primary as well as secondary data, but more on the primary data. The secondary data has been collected through various literature from articles and research papers, which connected with the study. The research tool- Research questionnaire was designed keeping in mind the objectives of the study and studying the literature of the through various articles and research paper. The questionnaire had 3 parts based on usage of internet, social media and smart phones. The researcher team received around 189 filled questionnaire but around 175 responded consistently, the questionnaires were sent out online as google forms, it was sent to only the students segment of the society, both genders and who were studying for graduation or post-graduation courses like Management (MBA & BBA), Engineering, Biotechnology (B.Tech, M.Tech), Medicine. Hence it was justified sampling. The basic statistical tool was used for data analysis and interpretation due to shortage of time as limitation. The researchers have used the SAS-SV scores to evaluate the addiction. The data has been analyzed using R.

Data Analysis:**Descriptive Statistics:**

Table1 A random sample of 175 students studying in Mumbai is collected. Ratio of male and female students is nearly same. Majority of the students are in the age bracket 17 to 25 years having doing either their undergraduate (UG) degree or PG degree. 59% of the students are from UG courses and 31% of students are from PG courses. A large sample of students 72% are residents of Mumbai and remaining 18 % are from Pune.

Table 1

Variables		Frequency	Percent
Gender	Female	87	49.7
	Male	88	50.3
age	17-20	87	49.7
	20-25	85	48.6
	25 -30	3	1.7
Degree	BBA	61	34.9
	MBA	54	30.9
	Medicine	6	3.4
	Engineering	42	24.0
	Biotechnology	12	6.9
Place of residence	Navi Mumbai	76	43.4
	Pune	32	18.3
	Mumbai	67	38.3
Do you stay with your parents and study	Yes	125	71.4
	No	50	28.6
	Total	175	100.0

The above table brings that 49.7% of the respondents were female and 50.3% of the respondents were male.49.7 were categoraly in the age group of 17 to 20 years .48.6 % belonged to the age group of 20-25 and 1.7% belonged to the age group of 25-30 bracket.

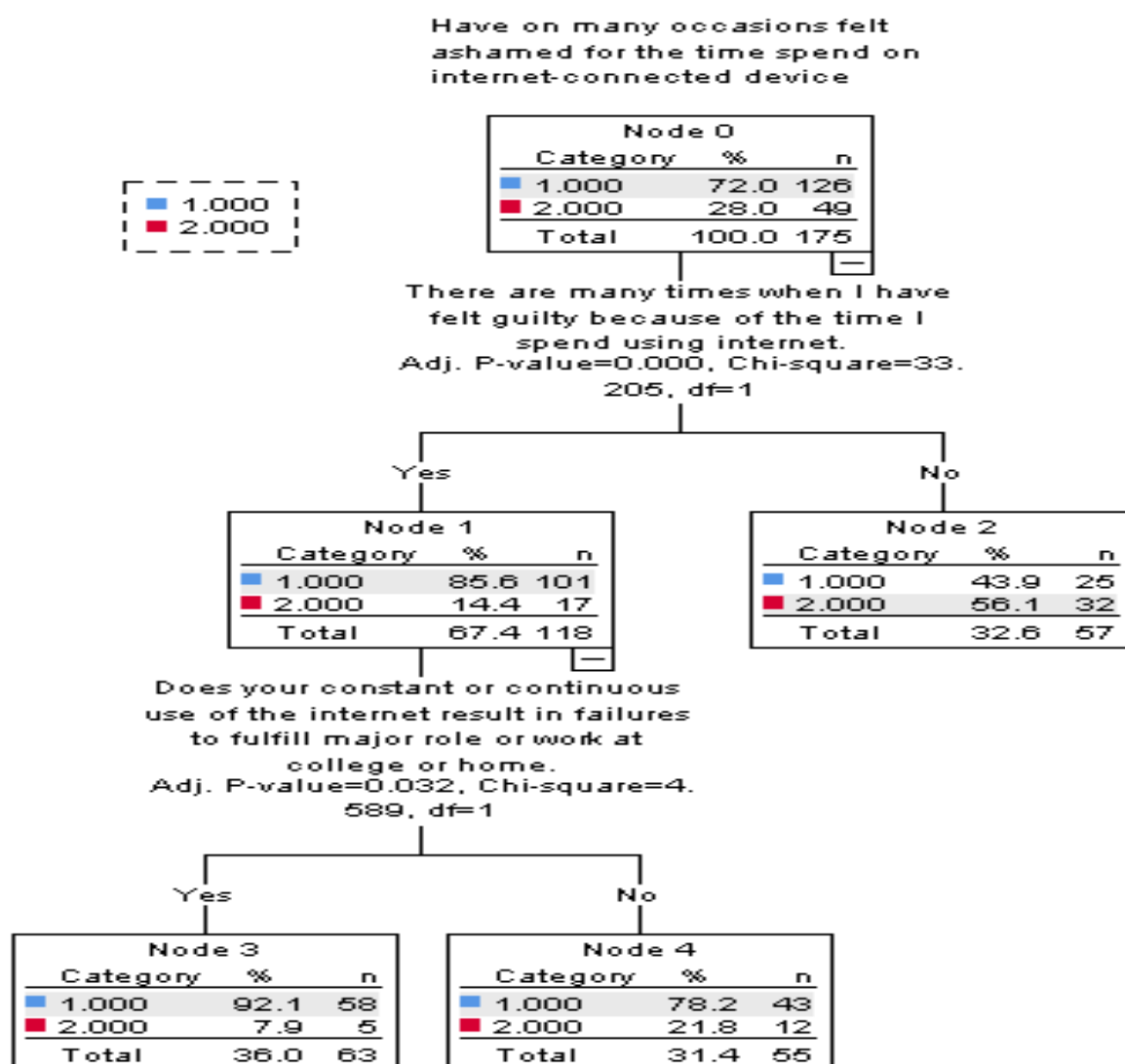
34.9% respondents were undergraduates from management stream,30.9% were post graduate students from management stream,3.4% from the stream of medicine –undergraduate,24% Engineering,6.9% from Biotechnology stream.43.4 % were from Navi-Mumbai ,38.3% were from Mumbai and 18.3 % were from Pune.71.4% of the students who responded stayed with their parents and 28.6 % stayed away from their parents either in a hostel or as a paying guest.

Hypothesis testing: Since the data is nominal in nature and categorical, Chi-Square test is used and it is found that gender has no significant impact on use internet, smartphone and social media where has place of residence and stream of studies have a significant association.

Table 2

S.No.	Research Hypothesis	p value	Conclusion
H1	There is significant association between gender and impact of use internet, smartphone and social media	0.062	Insignificant relationship
H2	There is significant association between place and impact of use internet, smartphone and social media usage .	0.013	Significant relationship
H3	There is significant association between stream of studies of the student and use of internet, smartphone.	0.032	Significant relationship

Chi-square Automatic Interaction Detector (CHAID) This technique was created by Gordon V .Kass .This tool is use to map the relationship between variables and can build a decision tree or predictive model to explain the outcomes in relationship with dependent variables.

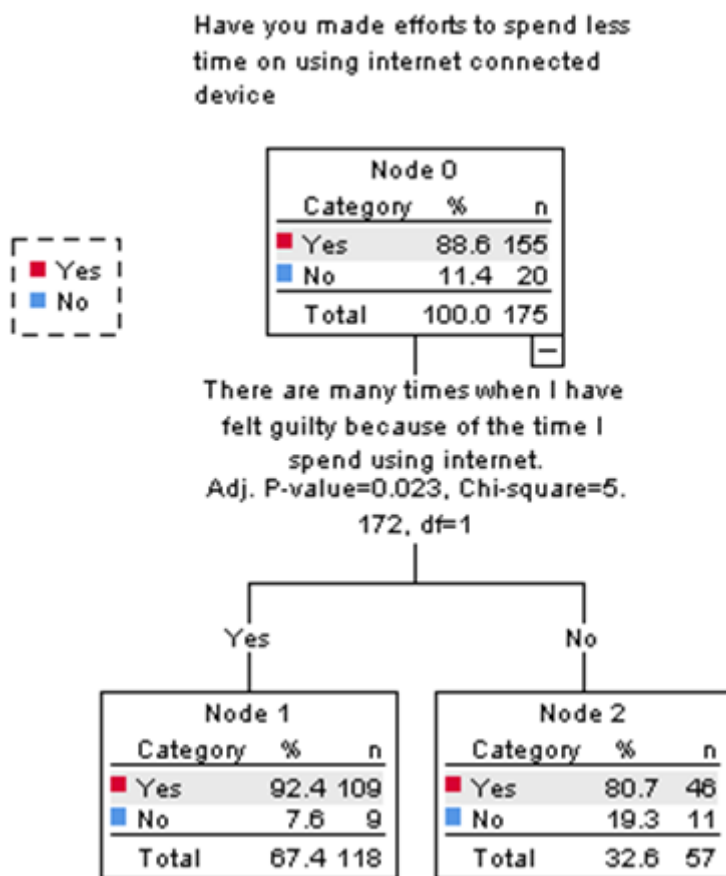


Classification

Observed	Predicted		Percent Correct
	1	2	
1	101	25	80.2%
2	17	32	65.3%
Overall Percentage	67.4%	32.6%	76.0%

Growing Method: CHAID

Dependent Variable: Have on many occasions felt ashamed for the time spend on internet-connected device

**Classification**

Observed	Predicted		Percent Correct
	Yes	No	
Yes	155	0	100.0%
No	20	0	0.0%
Overall Percentage	100.0%	0.0%	88.6%

Growing Method: CHAID

Dependent Variable: Have you made efforts to spend less time on using internet connected device

Classification

Observed	Predicted		Percent Correct
	Yes	No	
Yes	38	36	51.4%
No	22	79	78.2%
Overall Percentage	34.3%	65.7%	66.9%

Growing Method: CHAID

Dependent Variable: Does your constant or continuous use of the internet result in failures to fulfil major role or work at college or home.

Key findings

The data analysis clearly highlights that the youngsters are very attached to their smart phones. They cannot have a day without using it .All the students do access social media and the maximum used platform is Instagram. There is a clear correlation between usage and over usage and an understanding of the over usage with emotional component of guilt and shame. The place of residence and usage was mapped and students staying with parents were also comfortable using the internet, smart phone and social media for long time knowingly or unknowingly because of circumstances. The students also felt that none of their relations was affected because of internet, social media or smart phones.Health is something, which the younger generation need to take care as most of them having responded that their writ and head pain did exist.

Conclusion

This study contributes for the knowledge in use of smart phone, internet and social mediaand empirical evident reveals that college students have moderate usage of internet, smartphone, and social media in their day-to-day lives and they opined that it's very difficult tosurvive without the use of these cyber platforms for their engagement. There is a higher positive correlation between internet, smart phone and social media usage. This study contributes for the knowledge in use of smart phone, internet and social mediaand empirical evident reveals that college students have moderate usage of internet, smartphone, and social media in their day-to-day lives and they opined that it's very difficult tosurvive without the use of these cyber platforms for their engagement. There is a higherpositive correlation between internet, smart phone and social media usage. This study contributes for the knowledge in use of smart phone, internet and social mediaand empirical evident reveals that college students have moderate usage of internet, smartphone, and social media in their day-to-day lives and they opined that it's very difficult tosurvive without the use of these

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