Measuring Consumption Through Digital Media Pattern: An Empirical Study based on selected variables

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ABSTRACT

Advances in telecommunication technology in the last two decades have led to the development of computer networks that allow access to vast amount of information and services. The use of computers and internet are increasing among people by leaps and bounds who residing in village of Kamrej taluka, therefore we carried out a cross sectional study in Kamrej taluka, India, with the objective of assessing the pattern of computer and Internet use among people in village of Kamrej taluka. A total of 100 Respondents are selected for the study purpose. A pre-tested semi-structured questionnaire use to collect data and analysis was done using MS-Excel, SPSS or other tools as per requirements. The major result was found that most of respondents are using computer and internet facility. Most famous search engine among the respondents is Google and among computer literate respondents, Microsoft Word was the most popular.

Keywords: Kamrej taluka, Computer, Internet, Village.

1. Introduction

Advances in telecommunication technology in the last two decades have led to the development of computer networks that allow access to vast amount of information and services. Of the many computer networks that have been developed, the most prominent and widespread is the Internet, a global network of networks that enables computers of all kinds to directly and transparently communicate throughout the world. This global network of networks' has been described as the 'Information Super-highway' or 'Infobahn' because it constitutes a shared global resource of knowledge, and means of collaboration and co-operation in diverse communities. It is an open and unregulated community of people who communicate freely across an international electronic

computer network. It is simply the linking together of individual computers in a network. The Internet was originally conceived by the United States of America's military in the sixties, as a means of ensuring a workable communication system in the event of a strike by enemy missiles or forces. It has grown over the years to include academic and government computers as well as anyone who owns a computer, a modem and an account with an Internet Service Provider. Although there is no precise statistics, it is estimated that there are at least 100,000 networks, attached to more than 5 million computers located in over 100 countries, connected to the Internet. While access to the Internet was originally restricted to government departments, and organizations such as universities, in the 1990s it became available to those with access to a computer network, in both the developed and developing countries. As in many other areas, the Internet is also present in rural area of south Gujarat. The development of the Internet, as a vehicle for World-wide communication, and the emergence of the World Wide Web, has made instantaneous access to much of the information. It is now one of the most important sources of information for students in institutions of higher learning throughout the world. It has also become a popular medium for delivering educational materials. Finally, the information available on the Internet can be overwhelming for people who lack the skills for verifying the quality of information available on-line. While several researches have explored the extent to which people use Internet services in many countries. Among it few of such studies are currently available in India. The aim of this study is to assess the level of computer and Internet use amongst People who reside in rural area.

2. Reviews of Literature

The increasing use of computers and the Internet has brought about significant changes in Chinese citizens' political life, including information availability, stakeholder participation, transparency of government decision–making, and public auditing of government performance (Hughes and Wacker, 2003). Most government agencies, especially at the central, provincial, and city government levels, have made significant progress in providing information and services over the Internet.

According to an Internet survey conducted by the *People's Daily* in January 2009, 87.9 percent of the surveyed Internet users were very interested in public auditing of government performance via the Internet and, when they experience an unfair social event or treatment, 99.3 percent of them choose to report it online (*People's Daily Oversea Edition*, 9 February 2009). As government corruption has been the top public concern in China in recent years, Internet users have publicized many corruption cases online and the information reported online has led to the arrest of many government agents, including some high–level government officers.

3. Methodology

Population for the study consists of people who reside in rural area of Kamrej taluka. In Kamrej Taluka, selected village for study purpose are selected like Velanja, Vav, Kholvad, Khadsad, Kamrej gam and Kathor.

A questionnaire that consisted of 25 Items was used for data collection. It elicited demographic profile, use of computer and internet related resources. The questionnaire also assessed the persons' perceived self-efficacy to perform five internet related tasks, including ability to download messages from the Internet, and search the Internet for various information needed. The questionnaire was pre-tested among a group of 10 people. Verbal informed consent was obtained from the People by disclosing that the data collected was for research purpose, that the questionnaire was anonymous, and that their participation in the study was voluntary. Total 183 completely filled questionnaires selected for the analysis purpose. The data on perceived level of confidence was summarized by assigning 3 points to those who are "very confident", 2 to those that have "little confident" and 1 to those who are "not confident at all". This was used to develop a 15 – perceived self-efficacy score.

3.1. Research Objectives

1) Assessing the pattern of computer and Internet use among people in village of Kamrej taluka.

2) How to perceive self-efficacy in performing internet -related tasks.

4. Data Findings and Interpretation

It is found that most of the people who residing in rural area of Kamrej taluka are using internet in mobile. Most of the people using internet are not needed any assistant. Their favorite search engine is Google. Mostly people in rural area are using internet for email and surfing purpose.

4.1. Demographic profile
The demographic profile of the people is described In Table 1. There are more male (63 %) than females (37%); the ages of the most of Respondents ranged from 18 – 28 years, followed by the ranged 29-39.

4.2. Use of the computer
The respondents' ability and pattern of use of the computer is presented in Table 2. Overall, 60% of the sample could use the computer, 40% could not. The 52.5% of the respondents who cannot do so said they do not have the time to learn how to use it that is the main reason for computer illiteracy. Among computer literate respondents, Microsoft Word was the most popular (51.67%) software ever used, followed by MS Paint (36.67%).

4.3. Use of the internet
The respondents' use of Internet services and resources is shown in Table 3. Overall, 66% of the entire sample had used the Internet, 34% had not. However, more male respondents than female Respondents had used the Internet. 38% of respondents using internet regularly, followed by 19.70% respondents using internet most frequently. Among the respondents who are using internet 81.82% respondents accessing E-mail and only 10.61% are using web Browsing service. Very few respondents are using internet for other Purpose (movies &

games). Most (78.78%) of the respondents are using internet in the mobile. While some of them (12.12%) are also using it at home. Most famous search engine among the respondents is Google (92.42), followed by yahoo search engine (4.55%).

4.4. Perceived self-efficacy in performing internet -related tasks

The respondents were requested to determine the extent to which they perceived themselves confident in performing five Internet-related tasks. Their perceived ability to perform these tasks is shown in Table 4. A total of 30.5% of male and 7.7% female respondents are very confident in downloading material from internet. Most of the female 71.2% are less comfortable to download material from internet. Most male respondents were "very confident" in accessing information on Compact Disc Read Only Memory (CD-ROM), only few of the female respondents are very confident in performing this task. Regarding ability to download an article from an online Journal and newspapers , 21.5% of male respondents and 4.1% of female respondents were "very confident" to perform this task.

5. Discussion

From the analysis of collected data it is found that most of the people who reside in rural area are not having internet access at home. Most of them using internet in mobile phone. Among the people who are having knowledge about computer they only can use internet alone. Mostly people of rural area using internet for mail and surfing Purpose. Their favorite search engine is Google. Most of them are not having knowledge about latest technology of internet and computer related.

6. Implications

The data from this survey has provided baseline information for making appropriate recommendations. Four interventions are recommended to address the problem of low utilization of the computer and Internet by people residing in the village of Kamrej taluka. First, providing direct loan to people of rural area is potentially feasible intervention that would enable them purchase personal computers. In this regard, the some system can be encouraged in which respondent who own computers could in turn assist others to learn how to use the computer and the Internet. Secondly, the educated people who residing in rural area and having computer knowledge has important role to play in improving peoples' access to use of computer and Internet services. Finally, people of rural area who interest to use the computer would be kindled if an introductory course on computer use were introduced and teach at lower fees by government. The findings of this study particularly the system of learning to use the computer and Internet from friends and colleagues needs further investigation.

7. Conclusions

The use of the computer and Internet is rapidly becoming a key component of interest of people who residing in rural area in many parts of the world. Although the Internet is an important source of many information, many of the rural area people, have not fully utilized these facilities. Increased funding, introduction of computer

education into existing education system more strictly would enhance peoples' ability to acquire, appraise, and use information from the Internet.

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Appendix

Table 1 A: Demographic Profiles of Respondents

Age of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	47	47.0	47.0	47.0
	29-39	39	39.0	39.0	86.0
	40-50	13	13.0	13.0	99.0
	>50	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Table 1 B: Demographic Profile of Respondents

Gender of respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	37	37.0	37.0	37.0
	Male	63	63.0	63.0	100.0
	Total	100	100.0	100.0	

Table 2: Pattern of Use of the Computer

Item	Female (N = 37)	Male (N = 63)	Total (N = 100)
1. Computer literacy			
Yes	20 (54 %)	40 (63.49 %)	60 (60 %)
No	17 (46 %)	23 (36.51 %)	40 (40 %)
2. Reasons for Computer -illiteracy.			
a. I don't have the time	7 (41.17 %)	14 (60.87%)	21 (52.5 %)
b. I have no access to a Computer.	5 (29.41 %)	4 (17.39 %)	9 (22.5 %)
c. I'm not interested	3 (17.65 %)	3 (13.00 %)	6 (15.0 %)
d. No response	2 (11.76 %)	2 (8.69%)	4 (10.0 %)
3. Types of programs used			
a. MS Paint	7 (35.0 %)	15 (37.5 %)	22 (36.67 %)
b. Microsoft word	9 (45.0 %)	22 (55.0 %)	31 (51.67 %)
c. MS DOS	1 (5.0 %)	1 (25.0%)	2 (3.33 %)
d. Database	1 (5.0 %)	1 (25.0 %)	2 (3.33%)
e. Corel Draw	1 (5.0%)	1 (25.0 %)	2 (3.33%)
f. Others	1 (5.0 %)	0 (0.00 %)	1 (1.66%)

Table 3: Patterns of Use of Internet Services

Item 1	Female (N= 37)	Male (N = 63)	Total N= (100)
1. Do you use the Internet?			
Yes	21 (56.75 %)	45 (71.42 %)	66 (66 %)
No	16 (43.25 %)	18 (28.58 %)	34 (34 %)
2. Frequency of Internet use.			
a. Most frequently	4 (19.04 %)	9 (20.0 %)	13 (19.70 %)
b. Regularly	9 (42.85 %)	29 (64.44 %)	38 (57.57 %)
c. Occasionally	6 (28.57%)	4 (8.88 %)	10 (15.15 %)
d. Rarely	2 (9.52 %)	3 (6.66 %)	5 (7.58 %)
3. Internet services used for			
a. E-mail	16 (76.19 %)	38 (84.44 %)	54 (81.82 %)
b. Web browsing	2 (9.52 %)	5 (11.11 %)	7 (10.61 %)
c. Games	2 (9.52 %)	1 (2.22%	3 (4.55 %)
d. Others (movies)	1 (4.76 %)	1 (2.22%)	2(3.03 %)
5. Where Internet service was used			
a. In Mobile	14 (66.66 %)	38 (84.44 %)	52 (78.78 %)
b. In Home	4 (19.04%)	4 (8.89 %)	8 (12.12 %)
c. At Friend house	3 (14.28%)	3 (6.67%)	6 (9.09 %)
d. others	0 (0.00 %)	0 (0.00 %)	0 (0.00 %)
6. Search engines used			
a. Google	19 (90.48 %)	42 (93.33 %)	61 (92.42 %)
b. Yahoo	1 (4.76 %)	2 (4.44 %)	3 (4.55 %)
c. Other	1 (4.76 %)	1 (2.22%)	2 (3.03 %)

Table 4: Perceived confidence in performing Internet related tasks by the respondents

Tasks	Female (N = 21)			male (N = 45)		
	Not Confident	Little Confident	Very Confident	Not Confident	Little Confident	Very Confident
Download free material from the internet	71.2 %	21.2 %	7.7 %	31.7 %	37.8 %	30.5 %
Search the Internet for Health related tips.	67.3 %	23.1 %	9.65 %	32.9 %	28.0 %	39.0 %
Search the Internet for a list of Companies for needed products	69.8 %	24.5 %	5.7 %	31.7 %	37.8 %	30.5 %
Access information on CD-ROM	74.0 %	16.0 %	10.0 %	31.6 %	31.6 %	36.8 %
Retrieve and download full Text article from an online journal and newspapers	79.6 %	16.3 %	4.1 %	44.3 %	34.2 %	21.5 %