

USAGE OF ICTS BY UNDERGRADUATE MEDIA STUDENTS: A STUDY OF PRIVATE INSTITUTES IN SOUTH DELHI

(Dr.) Manoj Dayal, Professor, Media Studies, Guru Jambheshwar University of Science & Technology, Hisar
Varinder Verma, Research Scholar, Dept. of Media Studies, Guru Jambheshwar University of Science & Technology, Hisar (Haryana)

Abstract

The ease of sending and receiving information with Information and Communication Technologies (ICTs) has been increasing rapidly. Undergraduate students of Mass Communication are also keen to use all the gadgets and technology available today for not just personally, but also for their studies. The current study tries to map the usage of internet, types of content watched and usage of educational programmes in studies, perception for educational programmes and the opinion of students on live interactive educational programmes. For this purpose, a survey of 100 undergraduate students from two Mass Communication institutes of Delhi was conducted. The survey revealed that Internet is mostly accessed for information access. YouTube is most popular for watching videos. The students mostly watched informational videos. The study also showed that most of the students find these programmes helpful and supplementing their classroom studies and interactive educational programmes using ICTs are known to more than two-third students. And, in future, more than half of the students want to participate in live programmes. Most of the undergraduate students have positive opinion about ICT-based educational programmes.

Keywords

Information and Communication Technologies (ICTs), internet usage, online videos, educational programmes, perception for educational programmes, participation in interactive programmes, etc

Introduction

Information and communication technologies have increased the speed of information flow in the world. These technologies also impact education and help students in their studies. With each passing day, interaction through machines is increasingly becoming favourite among college goers. The easy usage and coverage of such technologies have led to instant and regular feedback/interaction. The machines include computers, laptops, tablets, mobile phones, DVD, audio-video equipment, among others. These technologies have one advantage over other ordinary methods of communication; these can store and preserve information as data. This data is stored digitally and can be retrieved easily by anybody and from anywhere. The money spent on ICTs globally is estimated to be \$3.5 trillion and increasing every year.

The usage of ICTs in different areas has also helped in development. Every year, International Communication Union releases rankings on the usage of ICT for development index. In the recent study, Denmark stood first, followed by South Korea. The World Summit on Information Society (WSIS) has approved a resolution regarding United Nations Millennium Declaration's goal of implementing ICT to achieve Millennium Development Goals. Education sector has also witnessed comprehensive approach to promoting ICTs in education by UNESCO. ICTs have also contributed to universal access to education, increasing teacher's knowledge and skills for quality teaching and building an efficient educational system. These technologies have created new platforms for interaction and feedback for students, and in future, stand to increase participation and speed in solving problems in the sector and every other sector.

Research Objectives

1. To inquire the usage of internet among undergraduate students.
2. To find out the viewing of different types of videos on the internet.
3. To assess the usage of educational programmes for studies.

4. To study students' perception on educational programmes.
5. To find out the opinion of students on live interactive educational programmes.

Research Methodology

A survey was conducted on one hundred (100) undergraduate students studying in two private institutes of South Delhi, Take One School of Mass Communication and IAAN School of Mass Communication. Stratified random sampling was used by taking 50 students each from both the institutes. A questionnaire was made with questions related to the usage of internet, its need and purpose in day-to-day life.

Data Analysis

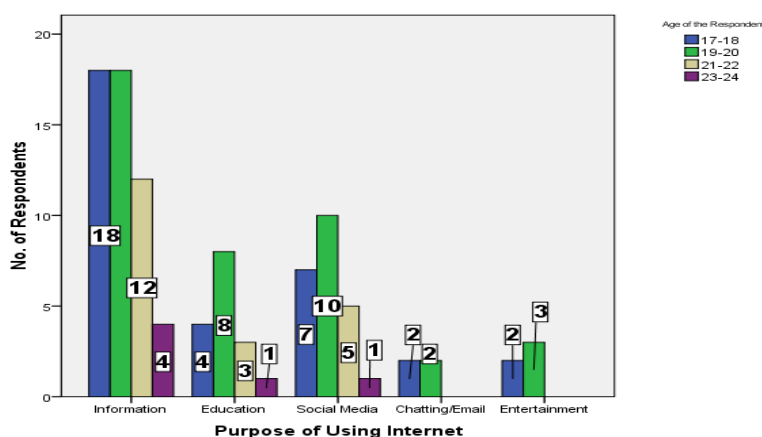
Usage of Internet by undergraduate students:

Table 1: Purpose of using internet according to age (Cross Tabulation)

Purpose	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Information	18 (54.5%)	18 (43.9%)	12 (60%)	4 (66.7%)	52 (52%)
Education	4 (12.1%)	8 (19.5%)	3 (15%)	1 (16.7%)	16 (16%)
Social Media	7 (21.2%)	10 (24.4%)	5 (25%)	1 (16.7%)	23 (23%)
Chatting/Email	2 (6.1%)	2 (4.9%)	0 (0%)	0 (0%)	4 (4%)
Entertainment	2 (6.1%)	3 (7.3%)	0 (0%)	0 (0%)	5 (5%)
Total	33 (100%)	41(100%)	20 (100%)	6 (100%)	100%

As per Table 1, Internet is used for information seeking by more than half of the undergraduate students, i.e. 52 per cent, while social media is used by about 23 per cent of the students. Internet is used by about 16 per cent students, with only 4 per cent and 5 per cent using it for chatting and entertainment, respectively. Among information seekers, the students in age group of 23 to 24 years use the medium most, at about 67 per cent, followed by students in age group of 21 to 22 years, at 60 per cent, and students in age group of 17 to 18 years, at about 55 per cent.

Social media users of age groups 19 to 20 years and 21 to 22 years have only 0.6 per cent difference. There are no users for chatting/email and entertainment in age group from 21 to 22 years and 23 to 24 groups.



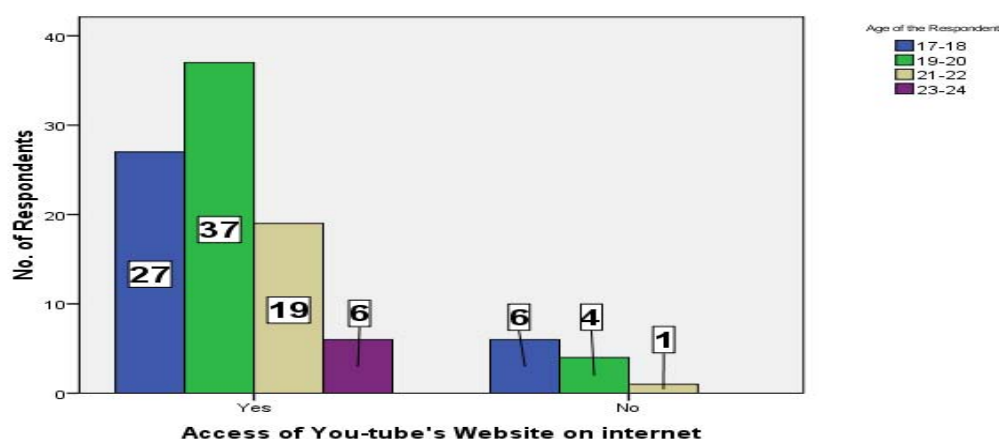
Bar Chart 1: Use of Internet age group wise

Access of videos on YouTube:

Table 2: Access of YouTube according to age groups (Cross Tabulation)

Access	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	27 (81.8%)	37 (90.2%)	19 (95%)	6 (100%)	89 (89%)
No	6 (18.2%)	4 (9.8%)	1 (5%)	0 (0%)	11 (11%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100%

Famous for videos, YouTube is accessed by 89 per cent of the undergraduate students surveyed. According to Table 2, 23 to 24 years age group accessed the website cent per cent, whereas 95 per cent students in age group 21 to 23 years have watched videos on the website. The age group 17 to 18 years showed least access among the groups for the website with about 82 per cent watching content on the portal.



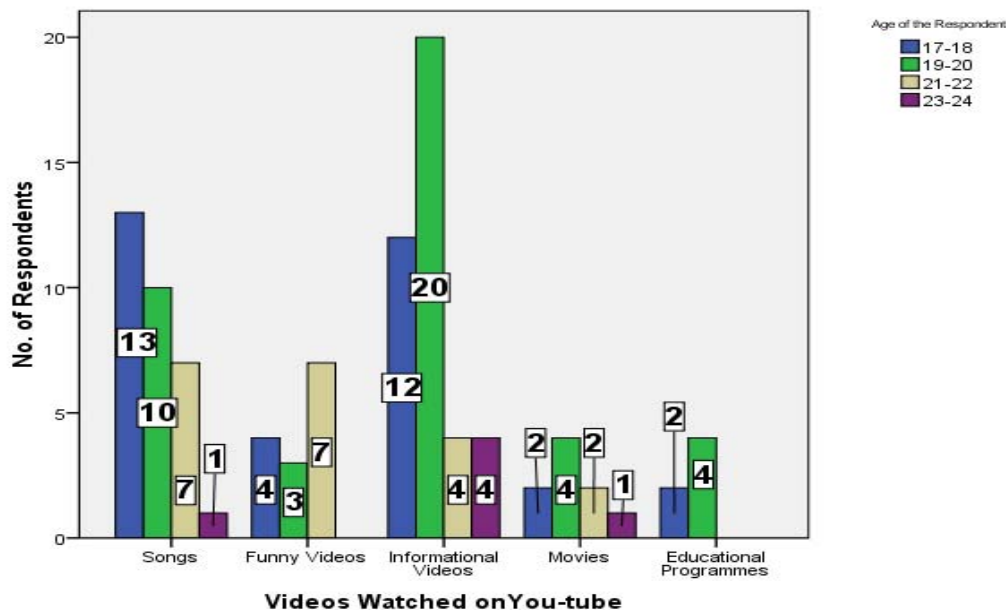
Bar Chart 2: Access of YouTube age group wise

Types of videos watched on the Internet:

Table 3: Types of videos watched on the Internet age group wise (Cross Tabulation)

Type of Videos	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Songs	13 (39.4%)	10 (24.4%)	7 (35%)	1 (16.7%)	31 (31%)
Funny Videos	4 (12.1%)	3 (7.3%)	7 (35%)	0 (0%)	14 (14%)
Informational Videos	12 (36.4%)	20 (48.8%)	4 (20%)	4 (66.7%)	40 (40%)
Movies	2 (6.1%)	4 (9.8%)	2 (10%)	1 (16.7%)	9 (9%)
Educational Programmes	2 (6.1%)	4 (9.8%)	0 (0%)	0 (0%)	6 (6%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100%

Table 3 shows the types of videos watched by undergraduates on internet. It shows that informational videos are most popular with 40 per cent students going for it. About 31 per cent and 14 per cent UG students watch songs and funny videos, respectively. Only 9 per cent and 6 per cent were watch movies and educational programmes, respectively. Students of age group 17 to 18 years give preference to songs, with about 40 per cent watching informational videos. In age group 19 to 20 years, the most preferred content is informational videos (49 per cent), followed by songs (about 25 per cent), and movies and educational programmes (about 10 per cent each). In age group 21 to 22 years, 35 per cent students like to watch songs and funny videos, but no one likes to see educational programmes. About two third in the age group 23 to 24 years (67 per cent) are interested in watching informational videos and about 16.7 per cent prefer to watch songs and movies, while no one wishes to see educational programmes.



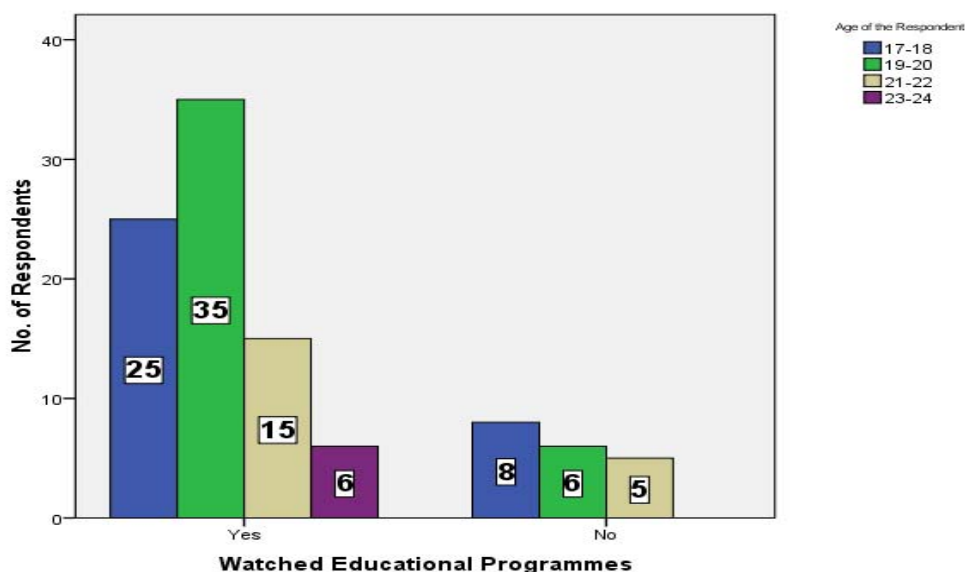
Bar Chart 3: Types of videos watched on YouTube age group wise

Educational programmes viewing by undergraduate students:

Table 4: Educational programmes age group wise (Cross Tabulation)

Educational Programmes	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	25 (75.8%)	35 (85.4%)	15 (75%)	6 (100%)	81(81%)
No	8 (24.2%)	6 (14.6%)	5 (25%)	0 (0%)	19 (19%)
Total	33 (100%)	41(100%)	20 (100%)	6 (100%)	100%

As Table 4 shows, educational programmes are watched by 81 per cent of undergraduate student, whereas the rest, 19 per cent students do not watch any educational programme. About 75 per cent respondents in age group 17 to 18 years and 21 to 22 years have watched educational programmes, whereas cent per cent students in age group of 23 to 24 years have watched educational programmes. In age group 19 to 20 years, about 85 per cent students have watched educational programmes either on television or Internet.



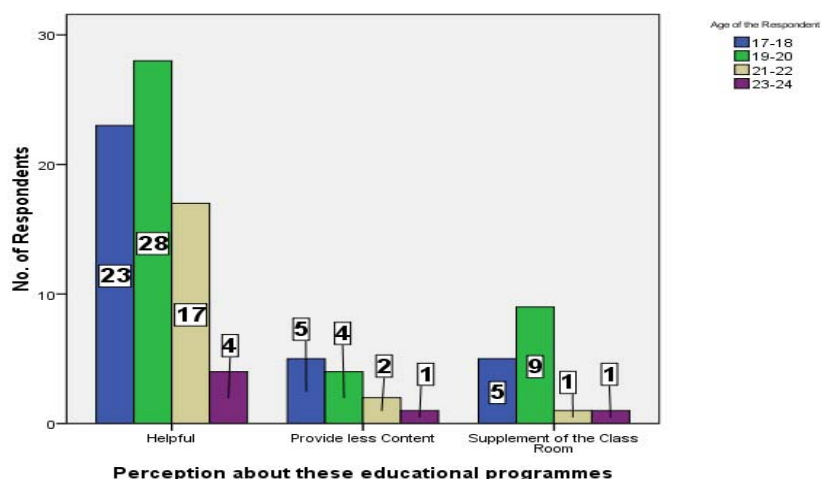
Bar Chart 4: Age group wise preference of watching educational programmes

Perception of undergraduate students for educational programmes:

Table 5: Perception about educational programmes age group wise (Cross Tabulation)

Perception	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Helpful	23 (69.7%)	28 (68.3%)	17 (85%)	4 (66.7%)	72 (72%)
Provide Less Content	5 (15.2%)	4 (9.8%)	2 (10%)	1 (16.7%)	12 (12%)
Supplement to classroom teaching	5 (15.2%)	9 (22%)	1 (5%)	1 (16.7%)	16 (16%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100 (100%)

As per Table 5, about 72 per cent undergraduate students perceive educational programmes to be helpful in their studies, while 16 per cent take these programmes as supplement to classroom teaching. About 12 per cent respondents say that these programmes provide less content. In age group 17 to 18 years, about 70 per cent find such programmes helpful; about 15 per cent each find these as supplement to classroom teaching and with less content. In age group 19 to 20 years, about 68 per cent students find educational programmes helpful, while 22 per cent see these as supplement to classroom teaching; about 10 per cent of students find these programmes to have less content. About 85 per cent students in age group 21 to 22 years find these programmes to be suitable for studies, while about 10 per cent see these negatively, suggesting these to have less content, and only 5 per cent see them complementing their studies. In age group 23 to 24 years, about two third (67 per cent) find these programmes helpful and about 17 per cent each take such programmes as a supplement and with less content for studies, respectively.



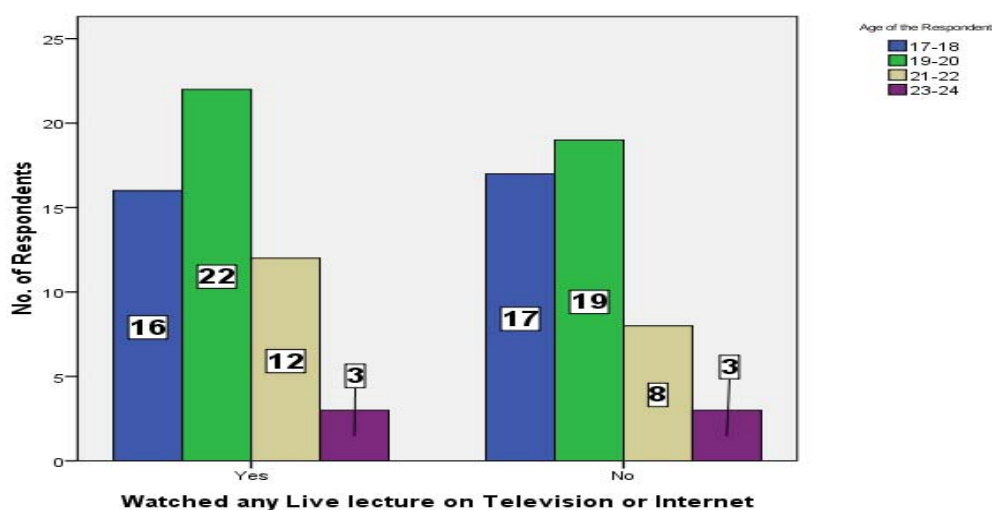
Bar Chart 5: Perception about educational programmes age group wise

Viewing of live educational programmes:

Table 6: Number of times one watched a live lecture (Cross Tabulation)

Live Lectures	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	16 (48.5%)	22 (53.7%)	12 (60%)	3 (50%)	53 (53%)
No	17 (51.5%)	19 (46.3%)	8 (40%)	3 (50%)	47 (47%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100%

As per Table 6, watching live lectures has mixed reactions from undergraduate students, with 53 per cent have watched these and the rest, 47 per cent not attended any live lecture. In age group 17 to 18 years, there is a difference of only 3 per cent in watched and not watched categories of students; in case of age group 19 to 20 years, there is difference of about 7 per cent. In age group 21 to 22 years, 20 per cent students have watched live lectures more. In case of age group 23 to 24 years, there is no gap in watching.



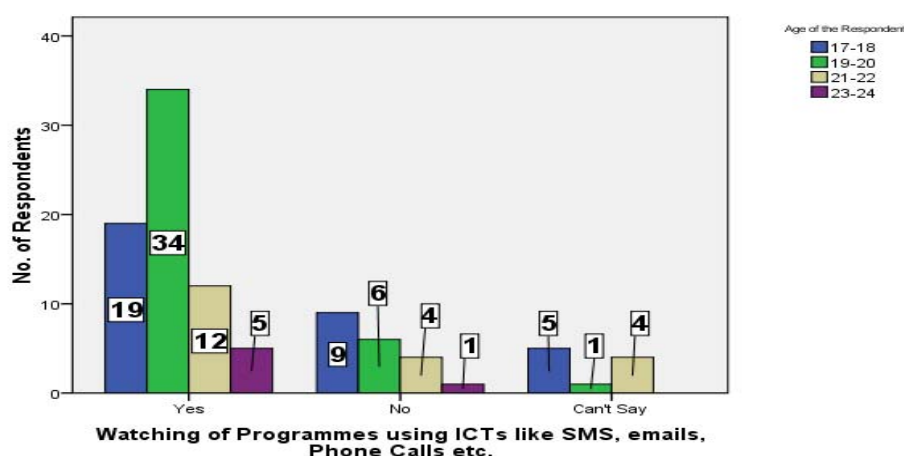
Bar Chart 6: Times of live lectures being watched in various age groups

Educational programmes using ICTs for interaction:

Table7. Watching educational programmes using ICTs age group wise (Cross Tabulation)

ICTs Applied	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	19 (57.6%)	34 (82.9%)	12 (60%)	5 (83.3%)	70 (70%)
No	9 (27.3%)	6 (14.6%)	4 (20%)	1 (16.7%)	20 (20%)
Can't Say	5 (15.2%)	1 (2.4%)	4 (20%)	0 (0%)	10 (10%)
Total	33 (100%)	41(100%)	20 (100%)	6 (100%)	100%

About 70 per cent undergraduate students have watched interactive educational programmes which are using Information and Communication Technologies (ICTs) for interaction with viewers whereas 20 per cent have not watched any such programmes but 10 per cent do not remember about watching of such interactive educational programmes. In age group 17 to 18 years about 58 per cent students have watched programmes those applied ICTs in it. Whereas 27 per cent have not watched any programme but about 15 per cent can't say anything regarding such programmes. In age group 19 to 20 years students about 83 per cent have watched interactive programmes whereas about 15 per cent students not watched this type of educational programmes but only about 2 per cent in this age group can't say for such kind of educational programmes.



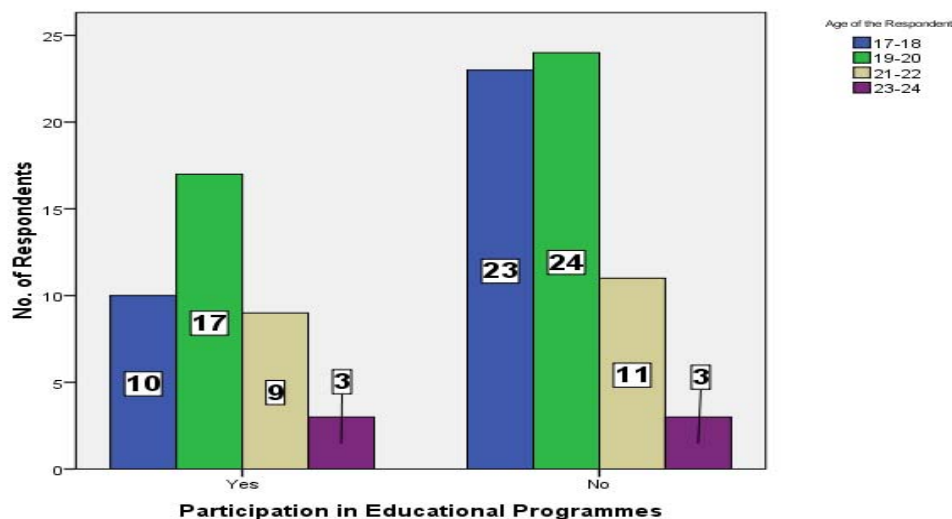
Bar Chart 7: Watching Educational Programmes using ICTs for Interaction Age group wise

Participation in Interactive Educational Programmes:

Table 8: Participation in Educational Programmes Age group wise (Cross Tabulation)

Participation	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	10 (30.3%)	17 (41.5%)	9 (45%)	3 (50%)	39 (39%)
No	23 (69.7%)	24 (58.5%)	11 (55%)	3 (50%)	61 (61%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100%

As shown in Table 8, there are only 39 per cent undergraduate students that have tried or participated in interactive educational programmes; 61 per cent have never tried asking questions in such programmes. In age group 17 to 18 years, about 30 per cent, about 42 per cent in age group 19 to 20 years, and about 45 per cent in age group 21 to 22 years have participated in such programmes. In age group 23 to 24 years, students have expressed mixed reactions regarding participation in these programmes, with 50 per cent each.



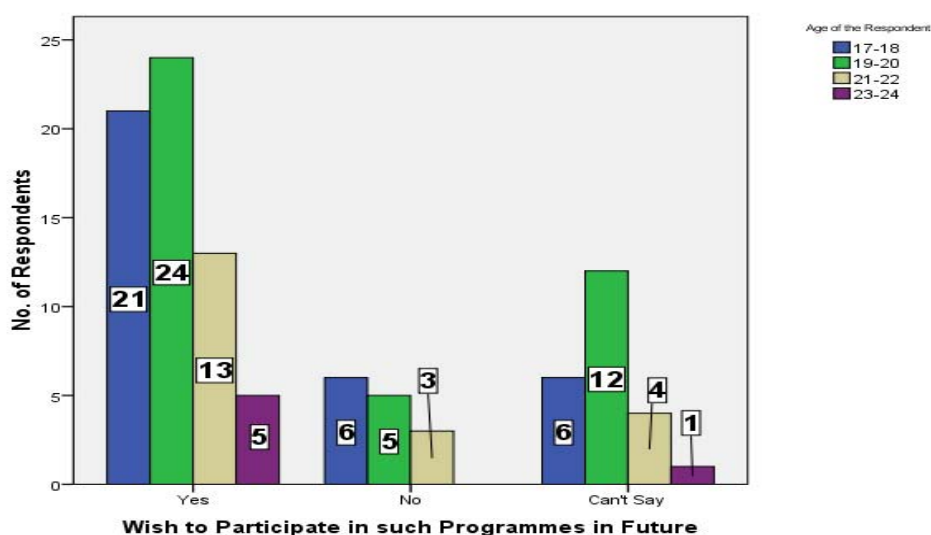
Bar Chart 8: Participation in educational programmes age group wise

Future participation in interactive educational programmes:

Table 9: Interest in participating in educational programmes in future (Cross Tabulation)

Future Participation	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Yes	21 (63.6%)	24 (58.5%)	13 (65%)	5 (83.3%)	63 (63%)
No	6 (18.2%)	5 (12.2%)	3 (15%)	0 (0%)	14 (14%)
Can't Say	6 (18.2%)	12 (29.3%)	4 (20%)	1 (16.7%)	23 (23%)
Total	33 (100%)	41 (100%)	20 (100%)	6 (100%)	100%

As per Table 9, 63 per cent undergraduate students are very much optimistic about participating in educational programmes in future, whereas 23 per cent have no response. Fourteen per cent have no interest in participation going ahead. In age group 17 to 18 years, about 63 per cent showed interest in coming years, while about 18 per cent each have no interest and no response towards such participation. In 19 to 20 years age group, about 59 per cent have interest in future participation, but about 30 per cent students in the same age group have no response; about 12 per cent showed no interest in participation. In age group 21 to 22 years, 65 per cent have interest, 15 per cent have no interest, and 20 per cent have no response for future participation. About 83 per cent UG students in age group 23 to 24 years showed interest in future participation, while about 17 per cent gave no response for such participation.



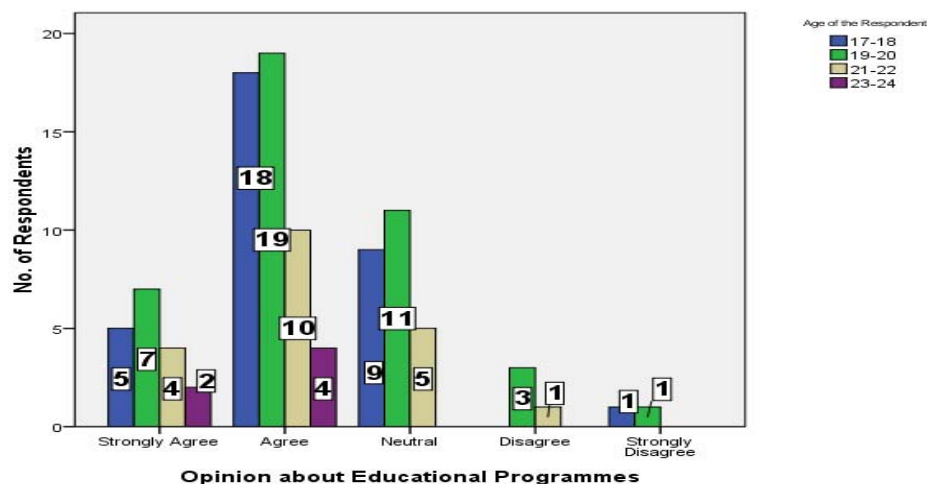
Bar Chart 9: Interest in participating in educational programmes in future

Opinion of undergraduate students on educational programmes:

Table 10: Opinion about educational programmes in studies, age group wise (Cross Tabulation)

Opinion	17 to 18 Years	19 to 20 Years	21 to 22 Years	23 to 24 Years	Total
Strongly Agree	5 (15.2%)	7 (17.1%)	4 (20%)	2 (33.3%)	18 (18%)
Agree	18 (54.5%)	19 (46.3%)	10 (50%)	4 (66.7%)	51 (51%)
Neutral	9 (27.3%)	11 (26.8%)	5 (25%)	0 (0%)	25 (25%)
Disagree	0 (0%)	3 (7.3%)	1 (5%)	0 (0%)	4 (4%)
Strongly Disagree	1 (3%)	1 (2.4%)	0 (0%)	0 (0%)	2 (2%)
Total	33 (100%)	41(100%)	20 (100%)	6 (100%)	100%

Table 10 shows the students' opinion regarding educational programmes in studies. Fifty one per cent of undergraduate students agree and 18 per cent strongly agree, while one fourth (i.e. 25 per cent) find these educational programmes neutral. Only 4 per cent disagree and just 2 per cent strongly disagree and find such programmes valuable for studies. In age group 17 to 18 years, about 60 per cent (54.5 per cent and 15.2 per cent) agree and strongly agree, whereas about 27 per cent take these neutral for studies. About 63 per cent (46.3 per cent and 17.12 per cent) UG students in age group 19 to 20 years agree and strongly agree in opinion towards benefits of programmes in studies, whereas about 27 per cent have neutral response/opinion about such programmes. In age group 21 to 22 years, about 70 per cent (50 per cent and 20 per cent) agree and strongly agree for the benefits of educational programmes, whereas about 25 per cent students in same age group find these neutral; 5 per cent disagree on the beneficial value of such programmes. In age group 23 to 24 years, one third (33.3 per cent) and two third (66.7 per cent) strongly agree and agree, respectively, and have opinion that these educational programmes are helpful for studies.



Bar Chart 10: Opinion about educational programmes age group wise

Results

Internet is mostly accessed for information at about 52 per cent; 23 per cent use it for social media.

YouTube is accessed for watching videos by 89 per cent undergraduate students. The most watched are informational videos, by about 40 per cent. Songs are watched by 31 per cent. Funny videos, movies and educational programmes are searched by about 14, nine and six per cent UG students, respectively.

Eighty per cent UG students have watched educational programmes and 72 per cent accept that such programmes help in their studies, whereas 16 per cent find these as supplements to classroom teaching. Twelve per cent are in concern that these programmes provide less content. There are mixed reactions on watching live educational programmes. However, interactive educational programmes using ICTs are known to 70 per cent. Twenty per cent does not know about ICTs in such programmes, but 10 per cent respondents have no knowledge about ICTs usage in live interactive programmes.

Participation in live educational programmes is only 39 per cent, but in future, about 63 per cent UG students want to participate in such programmes, while 23 per cent have mixed response.

About 51 per cent students agree that such programmes help in studies. About 18 per cent strongly agree, while one fourth of total respondents are neutral. Only four and two per cent, respectively, disagree and strongly disagree for the favourable opinion for these educational programmes.

Bibliography

Books/Journals

- National Mission for Education, Information and Communication Technology.
- Journal of Communication Studies
- International Journal of Communication
- Media Mimansa
- Information and Communication Technologies : Visions and Realities by Dutton William
- Indian Express newspaper
- IMAI report

Websites

1. <http://www.google.co.in>
2. <http://www.jstor.org>
3. <http://www.mcu.ac.in>
4. <http://www.tandfonline.com>
5. <http://www.sakshat.ac.in>
6. <http://www.iimc.nic.in>
7. <http://www.wikipedia.org>