“A STUDY ON IMPACT OF INTERNET USAGE ON YOUTH”

Amandeep Kaur Multani
Student MBA 2nd Year- HR Management, SSR Institute of Management & Research, Affiliated to Savitribai Phule Pune University, Pune.

Abstract
Internet has brought a new turn in the existing world. People at all the phases of their life are accessible to internet for their various use according to the need but youth are more influenced towards the internet nowadays. The frequency of use of internet among youth has been constantly increasing day by day. There are various activities carried out with the use of internet but the trend nowadays is changing and the impact of the internet has been gradually observed on the youth. The study basically indicates the frequency of internet usage on youth and the positive and the negative effects of the same. The Researcher has carried out the survey among the youths as the sample for the study across the geographical boundaries with the help of google forms to know the impact of use of internet according to the perception of the youth. The study also highlights various factors for use of the internet and various positive aspects which enhances the youth to prosper because of internet whereas the excessive use of internet among the youth cause physical and mental problems to the youth.

Keywords: Internet usage, Youth, Impact.

Introduction
Internet has become the part and parcel in life of every individual, but youth are more attracted towards internet. The usage of internet among youth has been gradually increasing day by day. The tremendous impact can be observed on the youth of internet in both positive as well as negative manner. This study has been carried out to study the impact of internet usage on youth.

Internet
The Internet is the global system of interconnected computer networks that use the Internet protocol suite (TCP/IP) to link devices worldwide. It is a network of networks that consists of private, public, academic, business, and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and applications of the World Wide Web (WWW), electronic mail, telephony, and peer-to-peer networks for file sharing.

The origins of the Internet date back to research commissioned by the United States federal government in the 1960s to build robust, fault-tolerant communication via computer networks. The primary precursor network, the ARPANET, initially served as a backbone for interconnection of regional academic and military networks in the 1980s. The funding of the National Science Foundation Network as a new backbone in the 1980s, as well as private funding for other commercial extensions, led to worldwide participation in the development of new networking technologies, and the merger of many networks. The linking of commercial networks and enterprises by the early 1990s marks the beginning of the transition to the modern Internet, and generated a sustained exponential growth as generations of institutional, personal, and mobile computers were connected to the network. Although the Internet was widely used by academia since the 1980s, the commercialization incorporated its services and technologies into virtually every aspect of modern life.

Internet use grew rapidly in the West from the mid-1990s and from the late 1990s in the developing world. In the two decades since then, Internet use has grown 100-times, measured for the period of one year, to over one third of the world population. Most traditional communications media, including telephony, radio, television, paper mail and newspapers are being reshaped or redefined by the Internet, giving birth to new services such as email, Internet telephony, Internet television music, digital newspapers, and video streaming websites. Newspaper, book, and other print publishing are adapting to website technology, or are reshaped into blogging, web feeds and online news aggregators. The entertainment industry was initially the fastest growing segment on the Internet. The Internet has enabled and accelerated new forms of personal interactions through instant messaging, Internet forums, and social networking. Online shopping has grown exponentially both for major retailers and small businesses and entrepreneurs, as it enables firms to extend their "bricks and mortar” presence to serve a larger market or even sell goods and services entirely online. Business-to-business and financial services on the Internet affect supply chains across entire industries.

Objectives of the Study
1. To understand the frequency of Internet usage among youth.
2. To understand the positive as well as negative impact of Internet usage on youth.
Rationale and Significance of the Study
The internet has become the most common word among the youth. Young generation are more and more influenced by the internet. The usage of internet among the youth has been drastically increasing with each passing day. The usage of internet in such tremendous flow is both useful as well as harmful to the youth. Thus this study plays a very important role in analysing frequency of use of internet usage among youth as well the effects which has been observed on youth because of the use of internet.

Research Methodology
Research is a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. In short, the search for knowledge through objectives and systematic method of finding solution to a problem in research.
Research methodology: A system of model, procedure and techniques used to find the result of a research problem is called research methodology.

Research Design
Research Type: Exploratory and Descriptive
Sample Size: 175
No. of Questions: 14
Sampling Technique: Simple Random Sampling
Research Instrument: Structured Questionnaire
Data Analysis Tools: Tables and Bar Graphs & Pie Charts

Literature Review
1. Internet Users: A Study of Manipur University Library Th. Purnima Devi, Y. Herojit Singh
The present study has been undertaken to assess the attitude of Internet users, taking into account the use of Internet by research scholars of Manipur University library, India. The major objectives were to identify Internet is not a substitute for the library and to find out the use of internet resources by research scholars for their research work. For this purpose a well-structured questionnaire was distributed among the research scholars of three schools of Manipur University, viz. School of Science, School of Social Science and School of Humanities. Data were collected from 82 research scholars.

From the analysis it has been found that Internet is being widely used by the researchers of Manipur University. The researchers in the science (90%) are making maximum use of Internet facility provided by the university to meet their information requirements. However researchers in Social Science (80%) and Humanities (70%) are relying less on Internet. The reason for this may be lack of awareness about the availability of resources on the Internet or not having proper ICT infrastructure. The study also indicates that most of the users are satisfied with the information available on Internet. However, to utilize the resources of Internet to its maximum, it is necessary to make the users (research scholars) well-versed in the surfing and browsing on the Net.

2. A Study of Internet-Usage among Youth in Jammu Province, J&K State: An Research Among The Merits And Demerits of Internet Usage
Quick and deep infiltration of Internet in India has obstructed every aspect of life across all ages. Fluctuations are brought in all facets of life and face to face social interactions have been transformed into virtual social networking over internet. Youth are the prime users of such services. Thus there will be huge physiological and psychological impact in the minds of the youth due to the conception of virtual world. The research paper examines various Predicaments regarding the adjustment of youth of Jammu province and their overall development of personality due to internet. The study reviewed recommends that some of the online risks facing youth are addiction, exposure to inappropriate material, cyber bullying and sexual solicitation. Study also suggests that some youth may be more likely to be victims of online harassment and sexual solicitation, suggesting that interference efforts should target high-risk youth as well as hazardous online behaviors in the Jammu Province.

Despite these risks, the study also suggests that the Internet can be beneficial for youth. It provides a vehicle to promote cognitive, social, and physical development. Although there are limits to which the Internet can be used as a means of learning, health promotion, and interference delivery. It can also be beneficial for among the youth for the empowerment of learning and overall development of the personality.

3. The Impact of Social Media on Ghanaian Youth: A Case Study of the Nima and Maamobi Communities in Accra, Ghana
The main objectives of this study were to investigate the extent of social media use and the purposes, access, and challenges of its use by the young people of Nima and Maamobi, two suburbs of Accra, Ghana. One hundred fifty youth ages 11–19 and
five adult Internet café attendants participated in the study. The findings revealed patterns of young people’s social media use consistent with similar studies of youth in other countries, with high use among the youth in these two economically and educationally disadvantaged communities.

The study revealed the need for young people to have a greater awareness of the risks of social media use. The conclusions include recommendations for nationwide education of youth in Ghana about responsible use of social media, with policy and educational interventions led by multiple stakeholders, including school and public libraries and government agencies, to maximize the benefits and minimize the risks of social media use among Ghanaian youth. The findings of this study have shown that social media is popular among the study participants with over 70% having profiles on social networking sites, especially Facebook and WhatsApp. The patterns in social media use by young people in the study are largely consistent with those recorded in other studies in relation to popular social media sites, extent of use, purposes for use, mode of access, and problems encountered in using these sites, as well as the many benefits to their development, including self-identity, relationship development and maintenance, acquisition of social, communication, and technical skills, and new knowledge.

4. “Students' Attitudes towards usage of Internet: A study on Stamford University Bangladesh
This study has been done for indicating student's tendency of internet browsing at Stamford University Bangladesh. Study operates with some specific objectivity. Mode of internet browsing, reason of browsing and duration of browsing are most important matter of those objectives. Method of study is questionnaire survey system. 30 samples were selected who browse internet on the basis of random sampling.

The research indicates that all the students are browsing internet continuously. they spent minimum one hour to five hours daily. Study also showed that maximum students used internet at night. The main reason of internet using of students is facebook. The second reason is data collection as well as news reading. Beside this they also use internet for chatting, gaming, shopping purposes etc.

5. The impact of computer and internet use on children's and adolescents' development
In recent years, electronic games, home computers, and the Internet have assumed an important place in our lives. This paper presents a review of the research on the impact of home computer use on the development of children and adolescents. Time use data are presented along with a discussion of factors such as age, gender, and ethnicity, which impact the time spent on computers as well as the activities engaged in. Research on the impact of computer use on cognitive skill and academic development, social development and relationships, and perceptions of reality and violent behavior is reviewed. The special role of the Internet in the lives of adolescents is brought out using data from the HomeNet study. Available estimates of time use vary and are mostly based on self-reports, suggesting the need for more reliable estimates. Teenagers use the computer more than younger children or adults. Use is also greater for boys compared to girls, for Whites compared to Black or Hispanic children, and for children in households with higher parental income and education.

Data Analysis
The Researcher based on the Data Collection & Observation has come up with the following analysis:

Findings
The Researcher on the basis of observation and through the analysis has come up with following findings:

1. The study leads to the understanding that majority of the respondents i.e., 84% access internet everyday whereas 29% respondents use internet for more than 5 hours a day. (Refer Chart No. 3 & 4)
2. The Researcher gathers that 75% respondents agree to the statement that life without internet will be boring, empty and useless. (Refer Chart No. 8)
3. The study states that 50% sample responded that mostly their problem gets solved with the help of internet and 43% respondents feels that internet is mostly useful in providing knowledge. (Refer Chart No. 10 & 11)
4. The impact of internet on education is quite moderate. 45% respondents responded that Internet is during exams and for project work as well. 37% respondents agree that outdoor activity get influenced due to the internet. (Refer Chart No. 13)
5. The Physical health gets affected having problems such as headache, Backpain and Eyestain which are adversely impacted by the excessive use of internet. (Refer Chart No. 14)
6. 51% respondents are satisfied saying that they feel happy using internet while for other parameters of the impact on mental health the response is neutral. (Refer Chart No. 15)
7. The respondents agree that the use of Internet majorly affects interaction with family, habits of games, eating disorder and educational achievements. (Refer Chart No. 16)
Conclusion
The purpose of this research was to understand the frequency of internet usage among youth as well as the positive and negative impact of internet on youth. This extends the studies while asking the questions from the youth about how much time spend on using internet, whether internet provides them knowledge or not also various impact on physical and mental health were been covered.

The study also laid on the most important aspect that is the education whether internet is useful for the same or not or the education gets affected due to adverse use of the internet by the youth. Internet is thus very useful for the youth, but it has both positive as well as negative impact which depends on the youth about how they use the internet.

Future Scope of the Study
The research was conducted in region of area targeting more of youth. The study gives information about impact of internet usage on youth. With the increase of technology the use of internet has gradually increased among youth. The study will be helpful to understand the negative impact of the internet usage and to overcome the same. This study was limited to a specific region and the same can be conducted at a larger geographical region so that it equips the Researcher to gather further insights about the impact of internet usage on youth.

References