

## Assessment of internet gratification among youth (20-25years) of Jammu district

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### Abstract

The Present research was conducted to assess Internet Gratification among Youth in the domains of Cognitive, Affective, Personal Integration, Social Integration and Escape. A sample of 60 youth (30 females and 30 males) in the age group of 20-25 years, seeking higher education, was selected from the two Tehsil of Jammu District i.e. Bhalwal and Nagrota. Multistage sampling technique was used to select the sample for the study. The tools used for the study were Self Devised Screening Device and Internet Gratification Questionnaire developed by Joorabchi *et al* (2013). The Screening Devised was used to select the sample of Internet Users. The results of the study show that the mean age of youth was 22.50 years. Results show that, most of the females show high level of Internet Gratification whereas males show moderate level. Mean scores show significant differences on Cognitive and Affective domains of Internet Gratification.

**Keywords:** youth, internet, cognitive, affective, personal integration, escape, social integration, gratification

### 1. Introduction

Youth is best understood as a period of transition from the dependence of childhood to adulthood's independence and awareness of interdependence as member of a community. Youth is a more fluid category than a fixed age-group (www.unesco.org) <sup>[1]</sup>. The UN defines Youth as those persons between the ages of 15 and 24 years (www.un.org) <sup>[12]</sup>. The National Policy on Youth (India) considers Youth as people aged between 15-29 years (National Youth Policy 2014). Ministry of Youth Affairs, recognizes that India's Youth can be divided broadly into two categories: First, those who are not included in the mainstream and are looking for a second chance to set them up in life, but wouldn't get the attention of regular policy forums in Government. Second, there are those who are in the mainstream. They are studying, working, looking for training, involved in some major economic activity and probably form part of a strong social group.

According to Census of India 2011, there are 229 million Youth in India i.e. 19.0% of the Population. The National Youth Policy (NYP) of India provides a holistic vision which is to empower Youth of the country to achieve their full potential and through them enable them to find its right place in the community. One of its objectives is Skill Development, Make in India, Digital India that help to train the youth to use technology especially the use of internet effectively so that they become empowered.

The widespread growing popularity of Internet use has motivated media researchers and practitioners to understand potential motivations or gratifications behind Internet use. Internet use has become an important part of our daily routines, and Internet users are now spending a great deal of time on the Internet every day. Herzong used the term 'Gratification' in 1944 in Media Research History and is often credited as the founder of the Uses and Gratifications theory. The theory explains how individuals use the internet to satisfy their needs and achieve their goals. This has led to a series of empirical

investigations into why people use the Internet, and the kinds of needs or gratifications are behind Internet use (Diddi and LaRose, 2006) <sup>[1]</sup>. Majority of such investigations have been carried out based on the Uses and Gratification theory (Kim and Haridakis, 2009) <sup>[2]</sup>. The Uses and Gratification theory is a well-known theoretical framework utilized in the media and communication discipline, which offers a psychological communication perspective on media use. The Uses and Gratification theory examines an individual's attitude towards a given medium and its content (Fagerlind and Kihlman, 2000) <sup>[4]</sup>, and the various reasons and motives behind media use (Roy, 2009) <sup>[3]</sup>, while also helping with the identification of different positive and negative implications of individuals' media use (Lin, 1999) <sup>[5]</sup>. According to the Uses and Gratification theory, users have different uses and gratifications from media use and, due to this, different users utilize a given media platform for different reasons (Severin and Taknard, 1997) <sup>[6]</sup>. According to this perspective, communication needs interact with social and psychological factors to produce motives for media use (Rosengren 1974) <sup>[7]</sup>. In other words, people use media strategically. They employ different media for different purposes and, more importantly, they select among media choices based on how well each option helps them meet specific needs or goals (Katz *et al.*, 1973) <sup>[8]</sup>. Underlying this perspective is the notion that people are motivated by a desire to fulfill certain needs. So rather asking how media influences users, a uses-and-gratifications perspective asks how users basic needs influence users' media choices. The media choices that people make are motivated by the desire to satisfy a wide variety of functions: entertainment, diversion, social connection, personal identity, information and the like (Swanson 1992). Much of the research on uses and gratifications has been concerned with identifying the specific gratifications satisfied by the use of media (Rubin 1994) <sup>[9]</sup>. The Internet provides a new and deep field for exploring Uses Gratification Theory. Internet gratification explains how

individuals use internet to satisfy their needs like seeking information, connection, coordination, exposure etc. Katz, Gurevitch and Hass have given five dimensions of Internet Gratification namely:

- **Cognitive:** It is related to strengthening of information, knowledge and understanding of our environment.
- **Affective:** It is related to strengthening aesthetic, pleasurable and emotional experience.
- **Personal Integration:** It is related to strengthening credibility, confidence, stability and status of the individuals.
- **Escape:** It is related to escape, release tension and the desire for diversion.
- **Social Integration:** It is related to strengthening contact with family, friends and the world

Present research will try to understand how Technology especially the Internet help the Youth Development from the perspective of Gratification they seek from it. This research will add baseline data about the Internet Gratification that will help in framing Media material so that the Youth take maximum benefit with the use of Technology and become active partner in the developmental goals of the Nation.

**Objectives**

1. To assess Internet Gratification among Youth in the context of following factors:
  - a) Cognitive
  - b) Affective
  - c) Personal Integration
  - d) Social Integration
  - e) Escape
2. To analyse sex differences in Internet Gratification among the selected Youth.

**Research Methodology**

**Sample**

**Size:** The sample for the study comprises of 60 youth, 30 females and 30 males, in the age group of 20-25 years.

**Criteria for selection**

- Only those who were in the age group of 20 -25 years were selected.
- Only those youth were be selected who were studying, currently, in any of the academic courses.
- Only those youth were selected who are using internet for 2-4 hours, after applying the screening tool.
- Youth who were drop outs will not be included as sample.
- Only youth who were permanent residents of two Tehsils of Jammu District i.e. Nagrota and Bhalwal, were selected

**Sampling Technique:** Multistage sampling technique will be used to systematically select the sample. From Jammu District, out of 17 Tehsils, 2 Tehsils (Nagrota and Bhalwal) were selected randomly. From each of these Tehsil, 30 males and 30 females, fulfilling the criterion, were selected. First screening of youth was done using Screening Device. This helped in identifying the sample which were later selected randomly out

of the list prepared. Then from among those fulfilling the criterion, required sample was selected by using lottery method

**Tools for the data collection**

The following tools were used for data collection:

- a) **Screening Device:** A self-devised Questionnaire was used for screening the internet users. Questions included information regarding background variables and preferences regarding usage of internet, time spent on these sites, devices used by youth for accessing internet etc.
- b) **Internet Gratification Questionnaire:** It has been developed by Joorabchi *et al* (2013). It is a likert type of questionnaire. Internet Gratification includes 5 dimensions (Cognitive, Affective, Personal Integration, Escape and Social Integration) having 23item. In this five point questionnaire, the responses are given weight from 1 to 5. Responses range from strongly Disagree, Disagree, Neutral, Agree, Strongly Agree and total scores were calculated for a particular individual. On the basis of scores obtained on the questionnaire by the respondents, the criteria were developed by calculating range for the level of their Internet Gratification.

Dimensions	Scores
Cognitive	Low-0-9 Moderate-10-19 High-20-29
Affective	Low-0-6 Moderate-7-13 High-14-20
Personal integration	Low-0-8 Moderate-9-17 High-18-26
Escape	Low-0-6 Moderate-7-13 High-14-20
Social Integration	Low-0-6 Moderate-7-13 High-14-20

**Data collection**

The data was collected in two phases:

- **Data collection:** A Self Device screening tool was used to identifying the sample. With the help of this tool the internet users were identified for final selection of sample. Sample was drawn from the two Tehsils of Jammu District i.e. Nagrota and Bhalwal. From each Tehsil, 30 females and 30 males were selected by using lottery method. Finally the data was collected by visiting the homes of the selected Youth of Jammu Tehsils.
- **Data Analysis:** Data was analyzed by both quantitative and qualitative procedures. Frequency and percentages were calculated. The data were analyzed by using following statistical techniques:

Range was calculated for overall scores and various dimensions of questionnaires.

Chi square was used to find out the differences between Females and Males

**Results and Discussion**  
**Background Information about the Users**

**Table 1:** Age distribution of the Respondents

Age (in years)	Females(n=30)		Males (n=30)		Total(n=60)	
	N	%	N	%	N	%
20	2	6.6	7	23.3	9	15
21	4	13.3	5	16.6	9	15
22	5	16.6	9	30	14	23.3
23	5	16.6	3	10	8	13.3
24	10	33.3	2	6.6	12	20
25	4	13.3	4	13.3	8	13.3
Mean±S.D	22.9±1.4		21.9±1.7		22.5±1.64	

Table no.1 shows that the mean age of the respondents was 22.5±1.64 (females-22.9±1.4 Males 21.9±1.7). Majority of the females (33.3%) were 24 years of age, 16.6% were 22 and 23 years of age, 13.3% were 25 years of age and 6.6% of the

females were 20 years of age. Majority of the Males (30%) were 22 years of age, 23.3% were 20 years of age, 16.6% were 21 years of age and 13.3% of the males were 25 years of age.

**Internet Gratification among Youth**

**Table 2:** Cognitive Gratification among Youth.

Cognitive Needs	Females (n=30)		Males (n=30)		Total(N=60)	
	N	%	N	%	N	%
Low(0-10)	-		12	40	12	20
Moderate(11-20)	2	6.6	18	60	20	35
High(21-30)	28	93.3	-	-	28	46.6
$\chi^2$	29.15NS					

NS=Non significant

Table no.2 shows 46.6% of the respondents (93.3% females) show high level of Cognitive Gratification i.e. the Youth were using the internet for getting information, learning new things etc, followed by 35% of the respondents (6.6% females and 60% males) who show moderate level of Cognitive

Gratification, whereas only 20% of the respondents (40% males) show low level of Cognitive gratification. Chi-square value shows Non-Significant differences among females and males.

**Table 3:** Affective Gratification among Youth

Affective Needs	Females(n=30)		Males(n=30)		Total(N=60)	
	N	%	N	%	N	%
Low(0-6)	-	-	1	3.33	1	1.6
Moderate(7-13)	7	23.33	17	56.66	24	40
High(14-20)	23	76.66	12	40	35	58.3
$\chi^2$	17.85 NS					

NS=Non Significant

Table no.2 shows that 58.3% of the respondents (76.6% females and 40% males) show high level of Affective Gratification, i.e. the Youth were using the internet for entertaining purpose, followed by 40% of the respondents

(23.3% females and 56.6% males) who show moderate level of Affective Gratification, whereas only 1.6% of the respondents (3.3% males) show low level of Affective gratification. Chi-square value shows Non-significant differences.

**Table 4:** Personal Integration Gratification among Youth

Personal Integration Needs	Females (n=30)		Males (n=30)		Total(N=60)	
	N	%	N	%	N	%
Low(0-8)	1	3.33	-	-	1	1.6
Moderate(9-17)	12	40	17	56.66	29	48.3
High(18-26)	17	56.6	13	40	30	50
$\chi^2$	21.9NS					

NS=Non Significant

Table no.3 shows that 50% of the respondents (56.6% females and 30% males) show high level of Internet Gratification, i.e. Youth were using the internet because they were using this

technology in their own space and do whatever they want to do, followed by 48.3% of the respondents (40% females and 56.6% males) show moderate level of Personal Integration

Gratification, whereas only 1.6% of the respondents (3.3% females) show low level of Personal Integration Gratification.

Chi-square value shows Non-significant differences.

**Table 5:** Escape Gratification among Youth

Escape	Females (n=30)		Males (n=30)		Total(N=60)	
	N	%	N	%	N	%
Low(0-6)	-	-	-	-	-	-
Moderate(7-13)	8	26.66	15	50	23	38.3
High(14-20)	22	73.33	15	50	37	61.6
$\chi^2$	13.92NS					

NS=Non Significant

Table no.4 shows that 61.6% of the respondents (73.3% females and 50% males) show high level of Social Integration Gratification, i.e. the youth are using the internet to keep themselves relax and feel away from pressure and

responsibilities, followed by 38.3% of the respondents (26.6% females and 50% males) show moderate level of Social Integration Gratification. Chi-square value shows Non-significant differences.

**Table 6:** Social Integration Gratification among Youth

Social Integration	Females (n=30)		Males (n=30)		Total(N=60)	
	N	%	N	%	N	%
Low(0-6)	-	-	-	-	-	-
Moderate(7-13)	5	16.6	14	46.6	19	31.6
High(14-20)	25	83.3	16	53.3	41	68.3
$\chi^2$	17.01N					

NS=Non Significant

Table no.5 shows that 68.3% of the respondents (83.3% females and 53.3% males) show high level of Internet Gratification i.e. youth were using the internet to keep in touch with people, followed by 31.6% of the respondents (16.6%

females and 46.6% males) show moderate level of Internet Gratification. Chi-square value shows Non-significant differences

**Table 7:** Overall Internet Gratification among Youth

Internet Gratification	Females (n=30)	Males (n=30)	Total(N=60)
Low(1-38)	--	--	--
Moderate(39-76)	8 26.6	17 56.6	25 41.6
High(77-119)	22 73.3	13 43.3	35 58.3
$\chi^2$	38.53		

NS=Non Significant

Table no.6 shows that on overall dimensions of Internet Gratification 58.3% of the respondents (73.3% females and 43.3% males) show high level of gratification to satisfy their needs of internet gratification i.e. Cognitive, Affective, Personal Integration, Escape and Social Integration, followed

by 41.6% of the respondents (26.6% females and 56.6% males) who show moderate level of internet gratification, though none of the respondent show low level of internet gratification. Chi-square value shows Non-significant differences

**Table 8:** Sex differences on of Internet Gratification among respondents

Variables	Females(n=30)		Males(n=30)		t-value
	Mean	S.D	Mean	S.D	
Cognitive	24.50	3.68	20.93	5.08	3.11*
Affective	15.10	3.17	12.70	4.06	2.54*
Personal Integration	17.30	4.13	16.07	4.76	1.07NS
Escape	14.97	3.17	13.33	4.23	1.68NS
Social	15.67	3.066	14.50	3.65	1.33NS
Total Score	87.53	13.82	77.53	19.18	2.31*

Table no. shows that mean score of the females on Cognitive Gratification was 24±3.68 and that of males was 20.93±5.08. On Affective Gratification the mean score of the females was 15.10±3.17 and that of males was 12.70±4.06. On Personal Integration Gratification the mean score of the females was 17.30±4.13 and that of males was 16.07±4.76. On Escape Need Gratification the mean score of the females was

14.97±3.17 and that of males was 13.33±4.23. On social Need the mean score of the females was 15.67±3.06 and that of males was 14.50±3.65.the total mean score of the females (87.53 ±13.82) was higher than the total mean score of the males (77.53 ± 19.18).There were Significant sex differences on Cognitive, Affective and overall dimensions of Internet Gratification.

## Conclusions

As we approaching a new millennium, the Internet has revolutionized our society, economy, education as well as technological system. If there were a vote for the thing which very much influenced the people's lives in the 21st century, drastically it would be none other than internet. Most people have been seen to accept Internet as a revolutionary medium which has changed the lifestyle of present generation. It has revolutionized the information seeking of people. Lack of information creates a negative impact on our lives, particular on the educated layer of society. Internet and digital technology has permeated to all sections of the society creating a need for understanding, as a human develop mentalist, the purpose of its usage, previous studies held on the issue have revealed that internet is used most frequently by youth for accessing social media sites like 'Facebook', Whatsaap, Twitter, Snapchat, Instagram etc.

National Youth Policy (2014) envisages to make Youth, in India Productive, strong, empowered so that they achieve their full potential and through them enable them to find its right place in the community. The government policies till now have pointed to the fact that internet will now form an important part of civic, economic, political and social life of people in India and, the importance of their knowing how to use it effectively is of utmost importance. Hence the present study was undertaken to assess the Gratification Youth seek from Internet Usage.

Results show that the mean age of the respondents was 22years. Majority of the females were 24 years of age whereas majority of the Males were 22 years of age. Result reveal that majority of the respondents show high level of Internet Gratification, majority of the females show high level of overall Internet Gratification whereas majority of the males show moderate level of Internet Gratification. In a study Metallic study (2016) found that students use internet to satisfy and seeking information, interaction, release tension, learning of new innovations in the use of technologies. Chi-square value shows Non-significant differences.

As we live in an information age, information is vital for living in the society. Thus it can be seen that obtaining information from the Internet was important for most respondents. On Internet gratification (Cognitive, Affective, Personal Integration and Escape Gratification), majority of the respondents show high level Internet Gratification. Rubin (1944) <sup>[9]</sup> states that the people use media to fulfill a variety of needs (Cognitive, Affective need etc). On the contrary to our finding, Bhuvanddra (2001) study reveals that students were using the internet for two ritualistic gratification of passing time and entertainment only. Chi-square value shows Non-significant differences.

Significant sex differences were observed in cognitive, Affective and overall Internet Gratification with means favoring females. Significant sex differences were observed in the Roy (2009) <sup>[3]</sup> study too. Youth are using Internet and they are using it for variety of purposes especially their mobile phones. The need of the how is to train them to use the technology effectively and purposefully so that they contribute to National Development as skilled workforce.

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