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Association between Internet USAGE and Motivating Factors of Web Users

*1 Dr. M Uma Kamalavathi and 2Dr. S Sumathi

*1,2 Assistant Professor, Sri Sarada College of Physical Education for Women, Salem, Tamil Nadu, India.

*Corresponding Author
Dr. M Uma Kamalavathi
Assistant Professor, Sri Sarada College
of Physical Education for Women,
Salem, Tamil Nadu, India.

Abstract

The purpose of the study was to determine the relationship between Internet usage and selected motive dimensions of Internet users. The objective of the study was to determine the motive dimension factors such as educational assistance, information seeking, social bonding, inter personal utility and leisure persuasion of Internet users. To achieve the purpose of the study 200 post graduate students in physical education were selected as participants from the physical education institutions in Tamil Nadu, India. The age of the subjects was ranged from 18-25 years. The data collected on the selected variables by using the survey questionnaire which was developed by Taesoo Ahn during the year 2010. Pearson, Multiple Correlation and Multiple Regression were used to find out the motive factors which contribute or closely related to the Internet usage. The level of confidence was fixed at .05 levels. The result of the study shows that all selected motive factors such as educational assistance, information seeking, social bonding, inter personal utility and leisure persuasion were significantly related to the Internet usage and only three factors such as educational assistance, information seeking, and social bonding were highly contributed to Internet usage. Hence it is recommended that, similar study may be attempted by selecting a greater number of the motive factors, may be attempted by commercial websites and may be conducted for other than sports peoples.

Keywords: Internet Usage, Web User, Educational Assistance,. Information Seeking, Social Bonding, Inter Personal Utility and Leisure Persuasion

Introduction

The Internet has undoubtedly had a dramatic impact on the environment in which the sports-Media industry now operates. Throughout the late 1990s sports organizations and clubs developed websites to provide corporate information, breaking news and e-commerce (predominantly the sale of merchandise) to sports fans. It is no exaggeration to suggest that all major spectator sports now have a presence on the internet in some shape or form. The degree of engagement with new media clearly varies, but there is general consensus among sports organizations that the internet presents a range of new possibilities for communicating with various publics (Andreasen, 2001).

An understanding of Internet usage assumes considerable importance as society encounters problematic forms of online behavior. These include both instances of excessive use, in the form of so-called Internet addictions (Chou & Hsiao, 2000; Young, 1999), and underutilization by disadvantaged groups, known as the Digital Divide (Hindman, 2000; Hoffman; National Telecommunications and Information Administration, 2000). The new medium brings with it the

opportunity to re-examine conventional models of media behavior. The increasing number of Internet users in the world has brought about a shift in research focus from a simple dichotomy between 'haves' and 'have-nots' to finer distinctions between types of Internet use, governed by user motives, as well as the predicting factors of different types of use. Human motivation is centered on a system of interrelated needs. Several basic human needs interact to motivate a user's behavior and habits of Internet usage. Activities on the Internet vary greatly and address a large array of needs, and the motives driving the exchange and receiving of data can vary just as much (Suler, 1999).

Statement of the Problem

The purpose of the study was to determine the association between internet usage and motivating factors of web users.

Methodology

The purpose of the study was to determine the relationship between Internet usage and selected motive dimensions of Internet users. The objective of the study was to determine the

motive dimension factors such as educational assistance, information seeking, social bonding, inter personal utility and leisure persuasion of Internet users. To achieve the purpose of the study 200 post graduate students in physical education were selected as participants from the physical education institutions in Tamil Nadu, India. The age of the subjects were ranged from 18-25 years. The data collected on the selected variables by using the survey questionnaire which was developed by Taesoo Ahn during the year 2010. Pearson, Multiple Correlation and Multiple Regression were used to find out the motive factors which contribute or closely related to the Internet usage. The level of confidence was fixed at .05 levels.

Analysis and Interpretations of Data
The data on motive dimensions and Internet usage of 200 respondents were analysed and presented in the following tables.

Table 1: Percentage Distribution of Demographic Characteristics of Subjects

Variables	Descriptions	Frequency	Percent
Gender	Men	154	77.0
	Women	46	23.0
Age	<20	5	2.5
	20 – 22	35	17.5
	23 – 25	89	44.5
	>25	71	35.5
Year of Study	1st Year	105	37.5
	2nd Year	75	29.0
	3rd Year	20	52.5

Table 2: Descriptive Statistics of Selected Variables

Factors	Mean	SD	Minimum	Maximum
Educational Assistance	20.2200	6.0899	10	33
Information Seeking	22.8600	7.0668	10	33
Social Bonding	19.1150	6.8187	8	34
Inter Personal Utility	14.5400	3.7374	5	21
Leisure Persuasion	15.3950	3.3803	8	20
Internet Usage	21.7300	6.6065	10	34

Table 3: Pearson Product Moment and Multiple Correlation between Motive Dimensions and Internet USAGE

Dependent Variable	Independent Variables	Pearson r_{12} value	R-Value
1. Internet Usage	2. Educational Assistance	0.45*	0.807*
	3. Information Seeking	0.49*	
	4. Social Bonding	0.44*	
	5. Inter Personal Utility	0.28*	
	6. Leisure Persuasion	0.26*	

*Significant at 0.05 level with df 398 is 0.141.

It is evident from the table that there was a significant relationship between Internet usage and all selected motive dimensions separately.

Table 4: Multiple correlation coefficient for the predictors of Internet USAGE

S. No	Variables (Forward Selection)	R	R Square	R Square Change
1	Educational Assistance	0.556	0.309	0.069
2	Educational Assistance &Information Seeking	0.618	0.382	0.073
3	Educational Assistance, Information Seeking & Social Bonding	0.700	0.490	0.108

Table IV found that, the multiple correlation coefficient for predictors such as educational assistance, information seeking and social bonding is 0.700 which produce highest multiple correlation of educational assistance, information seeking and social bonding with Internet usage.
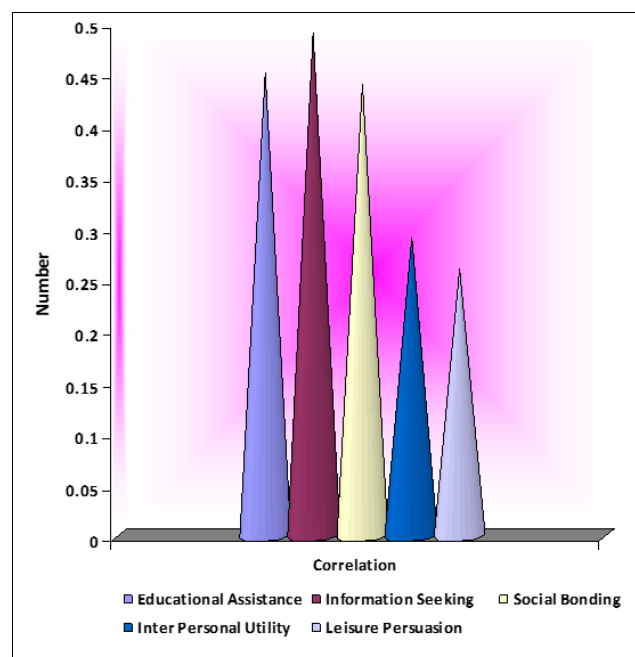

Fig 1: Correlation between Motive Dimensions of Internet Users and Internet Usage

Results and Discussion on Findings
The lists of motives have been generated from the findings of a number of different studies (Lenhart *et al*., 2001; Leung, 2001; Papacharissi & Rubin, 2000; and Peris *et al*., 2002) points out, there might be other motives for the Internet that have not been considered yet. This study found some motives. Our analysis suggests that in comparison to other age groups, young people are considerably more likely to be using the Internet. Three demographic characteristics (gender, age and year of study) were measured. Among the 200 respondents, approximately 77% were male, 52.5% were final year students, 44.5% were 23-25 age category. Since this study selected only the post graduate students, they might be accessing the Internet for their educational assistance. Papacharissi & Rubin, 2000 also observed similar findings in their study. Hence, demographic characters were the strongest predictor of Internet usage.

Based on the mean score of each factor extracted in Internet users, information seeking, educational assistance and social bonding appeared to the dominant and consistent motives for Internet use. Our results, thus, correspond to the findings of other studies Dutton *et al*. (2009) suggesting that young people's motives for using the Internet indeed a way of gathering information about current events and Katz, Blumler, Gurevitch, (1974) suggest that students actively seek out media in a goal-directed way that provides them with the means of gratifying a wide variety of educational needs.

The conceptualization of Internet usage received considerable confirming evidence. As was the case for Charney and Greenberg (2001), defining Information seeking and social interaction were considerable additional variance in usage beyond outcome expectations, indicating the value of adding these concepts to models of Internet usage.

Interpersonal utility, convenience, information seeking, entertainment, and to pass time are motives for Internet usage

found by Papacharissi and Rubin (2000). Other researchers have found that motives for interpersonal mediated communication have included persuasion, social bonding, relationship maintenance, and problem solving (Flanagin & Metzger, 2001).

In a recent study, Rumbough (2001) found that 37% of respondents had used the Internet to meet someone new. McKenna and her colleagues (2002) also found that people are using the Internet to form new relationships with people online in addition to maintaining relationships with their family and friends. People are using the Internet as a way of maintaining relationships with friends and family whom they know offline (McKenna *et al.*, 2002).

In interpersonal communication, a person may have a number of different friends from whom to choose to fulfill a need for belongingness and each of these friends represents a different functional alternative. In more recent research, the Internet is being studied to see if it is a functional alternative to face-to-face communication. Hence, Social bonding may also serve as a functional alternative to mass communication channels and vice versa (Papacharissi & Rubin, 2000).

Hence from the result of the study also inferred from the above literature, even though all selected motive factors had significant relationship with Internet usage, information seeking, educational assistance and social bonding were highly contributed with Internet usage.

Conclusions

This study was concluded that,

1. There was a significant relationship between Internet usage and selected motive dimensions such as educational assistance, information seeking, social bonding, inter personal utility and leisure persuasion separately.
2. Information seeking, educational assistance and social bonding were highly contributed with Internet usage.

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