
USAGE OF MOBILE AND INTERNET TECHNOLOGY AMONG THE YOUTH OF DAVANGERE UNIVERSITY: A STUDY

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Abstract: The mobile based internet technology is the important tool for the communication in present world. For sharing our thoughts, ideas, information, feelings technology is platform. As man grows he developed many communication tools. Newspapers were the best and trustful tool for the communication, Radio removes the demerits of print media. Where print media particularly limited to the educated people. Later, Audio-visual medium Television had boomed for long time till the full pledged spread of computer and internet technology. Afterwards the mobile technology makes everything on the tip of the finger. Presently, the mobile technology is not limited to any particular field. It is a part of personal and professional. It is essential element of human lives. As per the report of statista.com 2017 report there are 730 million mobile phones in India. In this around 300 million users have smartphones. Mobile commonly used for communication, online purchasing is very high. Also for the promotional activities for the organization it provides more opportunities to reach their own audience. The mobile and internet technology attracted by the young people with its various contents for education, information and entertainment. Hence, it is very important to understand the usage of mobile and internet technology among the youth.

Keywords: Mobile Technology, Internet Usage.

Introduction: The present mobile and internet technology removed the distance between the individuals and different geographical distances. Everyone are connected every moment one or the other applications of latest mobile and internet technology. As per the requirements anyone can get any information from anywhere. In the beginning the newspapers were taking 3 days to reach its reader. But that is past and old now. New technology made the information flow very quick and speed with information super highway. With web, blogs, forums, social network and other services it has become integral part of man. As per the Indian census report 2011 India reached 121 crore population. In 121 crores around 62 crore are male and 59 crore are female. 20-34 aged population in India is more than 30 crore. For the development of any country the youth are very important. Hence, the young population should know the proper usage of the technology. For the development of young experts in all fields this mobile internet technology supports. Apart from the from the positive content this technology also provokes the youth for doing illegal activities in the internet and mobiles technology. Hence, the proper guidance is very essential for the youth. With this it is an effort to understand the usage of mobile technology among the youth.

Literature Review: A common factor in communication is "Experience". Everyone have their own experience. It is not same. It differs from person to person, Group to Group and Society to Society. Some people talk personally, some may be to group, friends, family etc. But to communicate effectively we should know the available technology. In the beginning the communication was done with the help of signs and symbols. Later, as the technology developed it have become integral part of human being.

In this internet world no one is alone and no one is far. Because, the invention of Internet has made to connected one to another with the help of systems. Now we can talk, send mail and chat with anyone without the time and distance problem. Information Superhighway is a popular term used to refer Digital Communication System in 1990s. With internet we can send/receive data with high speed.

Hence, this system is called Information Superhighway. Here, we use fiber optic network to transfer our data, which can be accessed from home, office and from their workplace. Information Superhighway connects the millions of people together and provide required information. Before 1990s also the Superhighway concept was very popular in the telecommunication technology.

Information Superhighway is the large scale communication network. It provides interactive services such as text databases, electronic mail and audio and video materials accessed through computers. Also includes the internet and other networks and switching system such as telephone networks, cable television networks and satellite communication networks. In communication technology mobile and internet technology plays an important role. Motorola was the first company which produced first handheld mobile phone on April 3, 1973. Later the mobile web concept have been boomed in the world. Mobile web is browser based internet service accessed by handheld mobile devices with wireless network. After 2007 many internet users attracted by these mobile based internet technology. The first mobile came to India in 1995. The West Bengal Chief Minister Jyoti Basu made a first call to the Union Telecom Minister Sukram. In the same year from 15th August, 1995 the internet services started in Laxmi Nagar, New Delhi. Presently, this mobile technology has reached widely.

Presently, the mobile technology is not limited to any particular field. It is a part of personal and professional. It is essential element of human lives. As per the report of statista.com 2017 report there are 730 million mobile phones in India. In this around 300 million users have smartphones. Mobile commonly used for communication, online purchasing is very high. Also for the promotional activities for the organization it provides more opportunities to reach their own audience. The mobile and internet technology attracted by the young people with its various contents for education, information and entertainment.

Statement of the Problem: The present world is global village no one is far. Due to the mobile and internet technology the world have become small village. To fulfill everyday's expectations the mobile technology is part of life. For the development of any nation the excellent and healthy youths are important. Hence, for the excellence the information and knowledge need to be shared to the youth. For sharing the information and making them aware about the present society mobile and internet technology become source of knowledge. So, it is very important to understand the usage of mobile technology among the youth is very important. As this technology is source of knowledge in the same way it has contents, which can divert the youth for illegal activities and making them crucial. It is an effort to understand the relation between present youth and the latest technology.

Objectives

- To understand the development of mobile technology.
- To understand the technological reach to the youth. To know the penetration of youth in the usage of mobile technology.
- To analyse the purpose of youth for defending on the mobile technology.

Methodology: This paper has adopted the Questionnaire method for the collection of data for the research. The responses have been collected and analysed to understand the usage of mobile technology among the youth. The primary and secondary data collected through observation, personal interview and referring various books and journals.

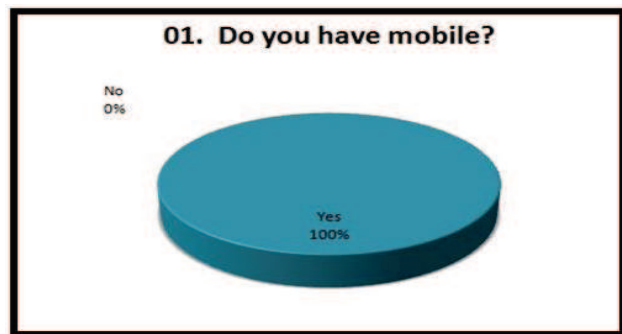
Samples: Davangere is the developing district in Karnatakak and got selected for the Smart City project. Also Educationally attracted by the world. Many students from abroad also select davangere for their higher studies. Hence, I have selected Davangere students of Davangere University for collecting data. Total 14 students of I year and 14 II year PG students selected for this study.

Data Analysis: The study on the usage of mobile technology on young people shows the positive and negative usage. The present young generation overall they are very comfortable to use these technology. The following are the results which I found with this study.

With various questions I have got that youth are positive opinion in using the mobile and internet technolog.

Do you have Mobile?

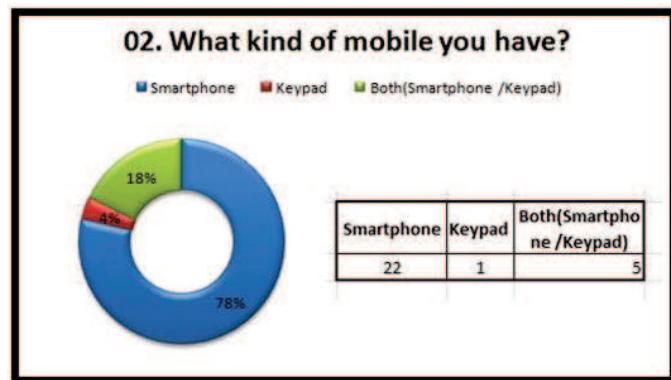
Response		No
Yes	28	100%
No	00	0%
Total	28	100%



Almost all respondent youth are using mobile. Even a single respondent is not available who doesn't use mobile. This show the usefulness of the mobile technology.

What kind of mobile you have?

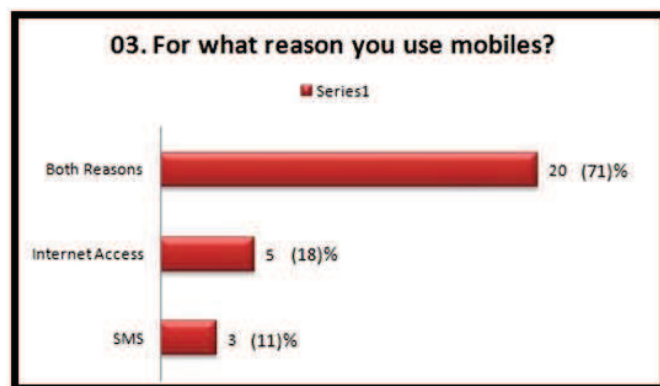
Type of Mobile	Response/ %age
Smartphone	22(78%)
Keypad	01(4%)
Both	05(18%)
Total	28(100%)



As the following response shows that number of mobiles are used by the youth. For the above question 22 respondents told they are using smartphones, only one person is using keypad that is basic mobile and the other 05 respondents told that they are using both smartphones and basic phones. Over all the share of Smartphone is highest that is 78%, 4% is basic mobile share and 18% people are using both Smartphone and Basic mobile. May be the easily available smartphones in the market is the reason for it.

For What Reason You Use Mobiles?

Resason	Numbers	%age
SMS	3	11%
Internet Access	05	18%
Both	20	71%
Total	28	100%



When we see the reason for using these mobile phones we get to understand the fact. Young generation are not depended mobile and its default messeging services. But the mobile technology boomed the market because of the availability of internet fascility in the internet. For SMS 11% respondents use mobiles and 18% people only for internet access they defend on mobiles and 71% respondents use celphones for internet as well as SMS services. Over all around 89% of people using these mobile technology for internet connectivity.

Findings:

- Present youth are very comfortable with mobile and internet technology.
- Internet connectivity is the main reason for having mobiles.
- Almost youths have smart phones with them.
- Mobile technology is used for educational purpose.

Conclusion: Social media helps for developing good understanding among the society. Especially, for the youth it helps for the overall development by providing information, education and entertainment. Apart from all these social media have provided best platform to discuss the social issues of the present society. With this they can involve themselves in the development of nation. Social media makes the youth creative and active towards the future challenges. Hence, they need some what good guidance to use these social media in positive way. So that we can have a healthiest youth with a strong country. Finally we can say social media fulfills all the expectations of youth with its objectives Education, Entertainment and Information.

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