

# Internet Usage habits of Undergraduate Students in Mumbai

\*Anita Kumar

Acharya & Marathe College of Arts, Science & Commerce  
Chembur, Bombay

## Abstract

*Internet has become integral part of life in present times, especially for younger generation. The objective of the present study was to investigate the amount of time that students in Mumbai are spending on internet and social networking site such as Facebook and also to learn about for what purpose students are using internet and Facebook. Seventy students participated in the study and t-test analysis of the data showed that there are gender differences in the amount of time spent on internet and Facebook and the reasons for using internet. Girls used internet more for academic purpose and Facebook for maintaining contacts with their existing friends while boys used internet extensively for chatting and entertainment and Facebook for maintaining contacts. No gender differences were found on Big Five Personality Factors.*

**Keywords:** Internet use, Internet Usage Questionnaire, Ten Item Personality Inventory(TIPI)

Internet has changed the way we work, communicate and enjoy leisure activities. It has impacted people of all generations, from all walks of life, all over the world. Especially younger generation has embraced internet, and it's off shoots such as social networking sites, like fish takes to water. It is playing a very important role in students' social as well as academic life. Face book is the most common social network site used by students. According to the Economic Times report dated 22<sup>nd</sup> Jan 2015, "recently Facebook announced that growing internet penetration and a large youth population has helped it expand its user base in India to 112 million—which is the largest after the US." Consequently, psychologists are increasingly evincing interest in the reasons for increasing popularity of this medium. For instance, Hew (2011) cited nine motives for students using Facebook : a.)

1. To maintain existing relationships 2. To meet new people 3. Using Facebook is cool 4. To make oneself popular 5. To pass time 6. To express one's present self 7. For learning

purpose 8.As task management tool 9. For student activism.

Some researchers are of the opinion that personality has an impact on usage of social networking site like Facebook. For instance, Rose et. al. (2009) found that different personality types people use different aspects of social networking sites. They reported that highly extrovert people tend to join more groups and highly neurotics were willing to show more personal information and use private messages. Correa, et.al.(2010) also found that extraversion and openness are linked to use of social media but people low on neuroticism dislike social media. The objective of the present study was to explore the reasons why students use internet and social networking site such as Facebook as well as to investigate the role of personality in different uses of internet and social networking sites such as Facebook.

## Research Questions:

The study attempted to find answers to the following questions