

A Study of Internet Gratification among Youth

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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 400 youth (200 females and 200 males) in the age group of 20-25 years, seeking higher education, was selected from four Tehsils of Jammu District namely Bhalwal, Nagrota, Jourian, and Arnia. 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 results of the study show that the mean age of the sample was 22.5 years. Results further revealed that most of the respondents showed *High* Level of Internet Gratification. Females show '*High*' level, whereas males show '*Moderate*' Level of Internet Gratification. Significant sex differences were observed on Cognitive, Affective, Escape and Overall Score of Internet Gratification.

Keywords— Youth, Internet Gratification, Cognitive, Affective, Escape, Personal Integration, Social-Integration, Gratification

I. Introduction

Youth, or '*Youwanawastha*' as it is called in Hindi, is the time of life when one is young, and often means the time between childhood and adulthood. It is also defined as 'the appearance', 'freshness', 'vigor', 'spirit', etc., which are usually the characteristics of one who is young (<https://en.wikipedia.org>). Youth is an experience that may shape an individual's level of dependency, which can be marked in various ways according to different cultural perspectives. As per WHO Youth is the age between. 15-24 years whereas the National Youth Policy of India (2014) defines it between 15 to 29 years of age (www.youthpolicy.org).

According to Youth Report 2017, there are 422 million Youth in India (www.mospi.nic.in/reports/Youth_in_India-2017). 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 rightful place in the community. One of its objectives is Skill Development, Make in India, Digital India that helps to train the youth to use technology especially the use of internet effectively so that they become empowered. (www.youthpolicy.org). 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. Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs (https://en.wikipedia.org/wiki/usesand_gratification_theory).

Much of the research on uses and gratifications has been concerned with identifying the specific gratifications satisfied by the use of media (Rubin 1994) [8]. The Internet provides a new and deep field for exploring Uses Gratification Theory. Internet gratification explains how individuals use the internet to satisfy their needs like seeking information, connection, coordination, exposure etc. Katz, Gurevitch, and Hass (1974) have given five dimensions of Internet Gratification namely [4]:

- **Cognitive:** It is related to the 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

In the present research, attempt has been made to understand to find out how technology is being used by Youth aged 20-25 years, with the focus on Skill Development, Make in India, Digital India, it is important for the progress of Nation that the goals determined in policy and those determined by the Youth match. As the Popularity of Technology among young People and their use for public communication, learning new things etc is not unique to India, it warrants empirical attention because India is the largest democratic country in the world, with a population of over billion (CIA, 2009). The latest report tells us that Till 2016, there were 432 million internet users in the country. (<https://sustainabledevelopment.un.org>) As their significance for public communication is growing, it is imperative to understand their largest consumers. What are young people in India really using Technology for- Personal or Public communication or for news, escape from worries or for entertainment? The data will also helpful for parents, academicians, researchers, and educationists, to gain better insight into the activities of Youth on the Internet. It will help them to encourage the youth towards positive development of self and society by using Technology. 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 an active partner in the developmental goals of the Nation.

II. Related Work

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 analyze sex differences in Internet Gratification among the selected Youth.

III. Methodology

Sample

Size: The sample for the study comprises of 400 youth, 200 females and 200 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 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 dropouts were not included as a sample.
- Only youth who were permanent residents of two Tehsils of Jammu District i.e. Nagrota, Arnia, Jounia, and Bhalwal, were selected

Sampling Technique: Multistage sampling technique was used to systematically select the sample. From Jammu District, out of 17 Tehsils, 4 Tehsils (Arnia, Jounia Nagrota, and Bhalwal) were selected randomly. From each of these Tehsil, 200 males and 200 females, fulfilling the criterion, were selected. Initially, screening of Youth was done, using Screening Device. A list of internet users was prepared and from this list, the sample was selected randomly using a lottery method.

Tools Used For The Data Collection:

The following tools were used for data collection

- a) **Screening Device:** First of all screening was done to gather information regarding background variables and the use of internet among Youth. This screening was helpful in identifying the internet users as only those youth were selected who were studying, currently in any of the academic course and using internet for 2-4 hours. With the help of screening tool, the list of internet users was prepared for final selection of the sample.
- 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 the range for the level of their Internet Gratification.

Data collection

The data were collected in two phases

- a) **Data collection:** Sample was drawn from the four Tehsils of Jammu District i.e. Arnia, Jounia, Nagrota, and Bhalwal. From each Tehsil, 200 females and 200 males were selected by using lottery method. Finally, the data was collected by visiting the homes of the selected Youth of Jammu Tehsils.
- b) **Data Analysis:** Data was analyzed by both quantitative and qualitative procedures. Frequency, percentages, chi-square were calculated.

IV. Results and Discussion

Background Information about the Users

Table No. 1 Age Distribution of the respondents

Age in Years	Females(n=200) N (%)	Males(n=200) N (%)	Total(n=400) N (%)
20	23 (11)	33(16.5)	56(14)
21	47(23.5)	56(28)	103(25.75)
22	47(23.5)	36(18)	83(20.75)
23	36(18)	49(24.5)	85(21.25)
24	35(17.5)	11(5.5)	46 (11.5)
25	12(6)	15(7.5)	27(6.75)
Mean	22.24 ± 1.43	21.10 ± 1.44	22.10 ± 1.44

Table No.1 shows that the mean age of the respondents was 22.10±1.44 (females-22.24±1.43, males 21.10±1.44). Majority of the respondents (25.75 % ; 23.5% females and 28% males) were 21 years, 21.25 % of respondents (18% females and 24.5% males) were 23years of age, 20.75% of the respondents were 22years of age, 14% respondents (11%females and 16.5%males) were 20 years of age, 11.5% of the respondents(17.5%females and 5.5% males) were 24 years of age, and 6.75% of the respondents (6%females and 7.5%males) were 25 years of age. Sex differences show Higher mean value among females than males

Table No.2 Educational qualification of the respondents

Educational qualification	Females (n=200) N (%)	Males (n=200) N (%)	Total (n=400) N (%)
Graduation	73 (36.5)	3 (1.5)	76 (19)
Post-graduation	92(46)	104(52)	196(49)
Others(Technical degree holder)	35(17.5)	93 (46.5)	128(32)
χ^2	91.49**		

Significant at 0.001 level

Table No.2 shows that the 49% of the respondents (46% females and 52% males) were postgraduates, followed by 32% of the respondents (17.5% females and 46.5% males) who were technical degree holders (B.E, Law, B.ed, etc), whereas 19% of the respondents (36.5% females and 1.5% males) respondents were graduates. **Chi-square** value shows significant sex differences with males showing Higher 'Educational qualification' than females.

Table No.3 Type of Family of the Respondents

Type of Family	Females(n=200) N (%)	Males(n=200) N (%)	Total(n=400) N (%)
Joint	71(35.5)	83(41.5)	154 (38.5)
Nuclear	129(64.5)	117(58.5)	246 (61.5)
χ^2	1.52NS		

Non Significant

Table No.3 shows that the majority of the 61.5% respondents (64.5% females and 58.5% males) live in nuclear families, followed by 38.5% of the respondents

(35.5% females and 41.5% males) who live in Joint families. Non-Significant differences were observed

Internet Gratification among Youth

Table No. 4 Level of Cognitive Gratification among Youth.

Cognitive Needs	Females (n=200) N (%)	Males (n=200) N (%)	Total(n=400) N (%)
Low(0-10)	1(0.5)	3(1.5)	4(1)
Moderate(11-20)	51(25.5)	86(43)	137(34.25)
High(21-30)	148(74)	111(55.5)	259(64.75)
χ^2	15.22**		

Significant at 0.01 level

Table No.4 shows that 64.75% of the respondents (74% females and 55.5% males) who showed High Level of 'Cognitive Gratification', i.e. the Youth were using the internet for getting information or learning new things etc; followed by 34.25% of the respondents (25.5% females and 43% males) who showed Moderate Level of 'Cognitive Gratification', whereas only 1% of the respondents (0.5% females and 1.5% males) who showed Low level of 'Cognitive Gratification'. **Chi-square** value shows significant sex differences with females showing Higher 'Cognitive Gratification' than males

Table No.5 Level of Affective Gratification among Youth

Affective Needs	Females (n=200) N (%)	Males(n=200) N (%)	Total(N=400) N (%)
Low(0-6)	3(1.5)	2 (1)	5 (1.25)
Moderate(7-13)	93(46.5)	136(68)	229 (57.25)
High(14-20)	104(52)	62(31)	166(41.5)
χ^2	18.900**		

Significant at 0.01 level

Table No.5 shows that 57.25% of the respondents (46.5% females and 68% males) who showed Moderate Level of 'Affective Gratification', i.e. the Youth were using the internet for entertainment purpose; followed by 41.5% of the respondents (52% females and 31% males) who showed High Level of 'Affective Gratification', whereas only 1.25% of the respondents (1.5% females and 1% of males) who showed Low Level of 'Affective Gratification'. **Chi-square** value shows significant sex differences with males showing Higher 'Affective Gratification' than females.

Table No.6 Level of Personal Integration Gratification among Youth

Personal Integration Needs	Females (n=200) N(%)	Males (n=200) N(%)	Total (N=400) N(%)
Low(0-8)	3(1.5)	1(0.5)	4(1)
Moderate(9-17)	88(44)	117(58.5)	205(51.25)
High(18-26)	109(54.5)	82(41)	191(47.75)
χ^2	8.9192**		

Significant at 0.01 level

Table No.6 shows that 51.25% of the respondents (44% females and 58.5% males) show moderate level of 'Personal Integration Needs Gratification', i.e. Youth were using the internet in their own space and where doing what they wanted to do; followed by 47.75% of the respondents (54.5% females and 41% males) who show high level of 'Personal Integration Needs Gratification', whereas only 1% of the respondents (1.5% females and 0.5% males) show low level of 'Personal Integration Needs Gratification'. **Chi-square** value show significant sex differences with males showing Higher 'Personal Integration Needs Gratification' than females.

Table No.7 Level of Escape Gratification among Youth

Escape	Females(n=200) N (%)	Males(n=200) N(%)	Total(N=400) N (%)
Low(0-6)	-	2(1)	2(0.5)
Moderate(7-13)	69(34.5)	119(119)	188(4)
High(14-20)	13(65.5)	79(39.5)	210(52.5)
χ^2	28.17NS		

Significant at 0.01 level

Table No.7 shows that 52.5% of the respondents (65.5% females and 39.5% males) who showed High Level of 'Escape Gratification', i.e. the youth are using the internet to keep themselves relaxed and away from pressure and responsibilities; followed by 47% of the respondents (34.5% females and 59.5% males) who showed Moderate Level of 'Escape Gratification', whereas only 0.5% of the respondents (1% males) who showed Low Level of 'Escape Gratification'. **Chi-square** value shows Non-significant differences.

Table No.8 Level of Social Integration Gratification among Youth

Social Integration	Females (n=200) N (%)	Males (n=200) N(%)	Total(N =400) N (%)
Low(0-6)	1(0.5)	1(0.5)	2(0.5)
Moderate(7-13)	84(42)	77(38.5)	161(40.25)
High(14-20)	115(57.5)	122(61)	237(59.25)
χ^2	0.5111NS		

NS=Non Significant

Table No.8 shows that 59.25% of the respondents (57.5% females and 61% males) who showed High Level of 'Social Integration Gratification' i.e. youth were using the internet to keep in touch with people, followed by 40.25% of the respondents (42% females and 38.5% males) who showed Moderate Level of 'Social Integration Gratification', whereas only 0.5% of the respondents (0.5% females and 0.5% males) who showed Low Level of 'Social Integration

Gratification'. **Chi-square** value shows Non-significant differences

Table No.9 Level of Overall Internet Gratification among Youth

Overall-Internet Gratification	Females(n=200) N (%)	Males(n=200) N (%)	Total(N=400) N(%)
Low(1-38)	-	-	-
Moderate(39-76)	65(32.5)	89 (44.5)	154(38.5)
High(77-119)	135(67.5)	111(55.5)	246(61.5)
χ^2	6.08NS		

NS=Non Significant

Table No.9 shows that on 'Overall' dimensions of Internet Gratification 61.5% of the respondents (67.5% females and 55.5% males) who showed High Level of 'Overall' Gratification to satisfy their needs of Internet Gratification i.e. Cognitive, Affective, Personal Integration, Escape and Social Integration, followed by 38.5% of the respondents (32.5% females and 44.5% males) who showed Moderate Level of 'Overall' Internet Gratification, though none of the respondent who showed Low Level of 'Overall' Internet Gratification. **Chi-square** value shows Non-significant differences.

Table No.10 Mean score of the respondents on Internet Gratification

Variables	Females(n=200) Mean(S.D)	Males(n=200) Mean (S.D)	t-value
Cognitive	22.01 (3.92)	22.92 (3.57)	2.90(.004)
Affective	13.52 (2.86)	12.42(2.48)	4.10(.000)
Personal Integration	17.249 (3.25)	16.87(2.92)	1.19(.233)
Escape	14.23 (2.66)	13.04 (2.66)	4.48(.000)
Social	14.02 (2.78)	14.14(2.52)	.432(.666)
Overall Score	81.03(11.41)	77.39(10.06)	3.38(.001)

Table No.10 shows that mean score of the females on 'Cognitive Gratification' was 22.01±3.92 and that of males was 22.92±3.57. On 'Affective Gratification' the mean score of the females was 13.52±2.86 and that of males was 12.42±2.48. On 'Personal Integration Gratification' the mean score of the females was 17.24±3.52 and that of males was 16.87±2.92. On 'Escape Need Gratification' the mean score of the females was 14.23±2.66 and that of males was 13.04 ±2.66. On 'Social Integration Gratification' the mean score of the females was 14.02±2.78 and that of males was 14.14±2.52. The 'Overall' score of the females (81.03 ±11.41) was higher than the total mean score of the males (77.39 ± 10.06). There were significant sex differences in Cognitive, Affective, Escape and Overall dimensions of Internet Gratification.

V. Conclusion and Future Scope

The Internet can be reckoned as the latest discovery of man which has revolutionized his style of working and living. It has totally reduced distance, broken all man-made barriers and made our world small place. It brought information to our doorstep opening before us what is known as 'Information superhighway' at the click of a button.

Results show that the mean age of the respondents was 22 years. Majority of the females were 22 years of age whereas the majority of the Males were 21 years of age. Majority of the respondents had studied up to Post-graduation and were living in Nuclear families. Significant sex differences were found with males showing higher educational Qualification than females. Majority of the respondents show High Level of Internet Gratification, the majority of the females show the High level of overall Internet Gratification whereas the majority of the males show Moderate Level of overall Internet Gratification though the sex differences were non-significant differences. In a Toktam et al (2013) results reveal that respondents had mixed gratification for using the internet; they use the internet to satisfy and seeking information, interaction, release tension, learning of new innovations in the use of technologies [11]. Similarly in our study too, respondent's uses the internet to learn new things, interaction, release tension etc.

The Internet is being used by the youth for different purposes. High level of gratification was observed on the dimensions of Cognitive, Social Interaction, and Escape Gratification. Studies conducted elsewhere also indicate different uses of the Internet. Social Networking has been shown to foster gregariousness though it encourages social isolation or difficulty in direct communication, at times. Similar results were found in Sharma and Sharma (2017) study too [10]. Serverin and Tankared (2001) study revealed that people use the internet to satisfy their specific needs [9]. According to Katz et al (1973) use of SNS facilitates the satisfaction of the young people's need for friendship (68.6%) and for family attachments (46%) [5]. Whitening and Williams (2013) found that 48 percent of the youth indicated that use of SNS satisfies their need to discover and learn new things [13]. Dhaha and Igale (2013) found that youth use the internet to obtain virtual companionship, escape from the worries of the life [1]. Bhuvanddra (2001) study reveals that students were using the internet for two ritualistic gratifications of passing time and entertainment only.

On Personal Integration and Affective Gratification Dimension of Internet Gratification respondents show Moderate Level of Internet Gratification. On the contrary, the result shown by Sharma and Sharma (2017) respondents show High Level of Internet Gratification. The Internet is being increasingly used to seek information- academic, entertainment related, career-related and for seeking answers

to the questions which are not found elsewhere [10]. Ferguson and Perse (2000) study revealed that respondents use internet for entertainment, Passing time, relaxation/escape and Social information [2]. Park, Kee, and Valenzuela (2009) found that college students were motivated by information seeking, self-status seeking, socializing and entertainment [6]. Valentine's (2011) study revealed that the virtual companionship escape, entertainment, information seeking, passing time, and self-expression needs motivated the students to use internet [12]. Hong, Ridzuan, and Kuek (2003) studied students use internet for learning new things, they had positive attitudes towards learning through internet [3].

Significant sex differences were observed in Cognitive, Affective, Escape and overall Internet Gratification with means favoring females. Significant sex differences were observed in the Roy (2009) study too [7].

VI. Future Scope

In our study, we have not included attitudinal variables and those relating to value orientation, which can play an important role in preferences for different types of activities. In addition, the study does not look deep into the combination of the reasons for use, which would give rise to defining different profiles of use.

Finally, the theory of uses and gratifications can provide us with a suitable theoretical framework to explain how the use of the Internet can displace the use of other media and Internet services or applications such as blogs, instant messaging, forums, chats, and others. In this respect, it could be useful for future studies to compare the motivations for using different media and channels of communication and information among Youth.

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