Chapter 7
Major Findings
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7.1 Motivation Factor

Essentially it implies that higher education students in the town are using Internet with a feeling that they enjoy a positive connectivity as well as it fosters a companion correlation activity though Silchar happens to be non-metro and non-major city and barely constitutes a part of urban India, it has been able to come up with a certain amount of Internet connectivity and that is adding up to the capability of the students to access Internet for higher sitting either at home or at a cyber café. Secondly it also refers to the factor of ‘peer compatibility’. The feeling of being left out or typically becoming minority in any form of society leads to a situation that nobody likes. The students studying in colleges also suffer that syndrome and it has led to a kind of situation which in some cases might have forced the students to seek computer support in terms of their academics.

As per researchers’ objectives, i.e. to identify the motivational factors which are responsible for usage of new media or Internet by college students, the researcher has performed factor analysis or dimension reduction method and out of five motivational factors, two dominating factors or two components have come out which are the motivational factors responsible for usage of new media or Internet by students. The two components are ‘access advantage’ and ‘peer compatibility and capacity building’. Moreover, the researcher followed correlation and multiple regression analysis to find out the relationship level between input variable and output variable
The research findings revealed that as per the second objective, there are two personal gratification dimensions out of five dimensions which are responsible for usages of new media by college students. The two personal gratifications like 'information-seeking' and 'allied aggregation' are the determining factors for the usage of Internet among college students.

Also, according to the research questions the researcher had followed statistical techniques of co-relation and multiple regression analysis between personal gratification factors with the usage of new media. And it can be concluded that the personal gratification factor is highly associated with usage of new media and there is positive and significant correlation between them.
7.3 Social Factor

Referring to the theory of ‘Spiral of Silence’ of Noelle Neumann (1974), which had brought out how and why and when people prefer to become a part of the majority and hate to be left alone, the social factors like ‘friendship factor’ and ‘socialization’ have turned out to be important motivating factors for the respondents to reach out to Internet. If the majority of the people are using Internet, a kind of herd mentality also works that drives the respondent to use Internet for a certain kind of socialization.

As per the research findings, two social factors have been identified after performing factor analysis like ‘friendship factor’ and ‘socialization’. These two factors are latent factors under which many factors are available. The data interpreted indicate that these two social factors influence the access to new media.

The statistical method correlation and multiple regressions were used to test the research questions. The findings reveal that social factors ‘friendship factor’ and ‘socialization’ are highly correlated with the usage of new media.

7.4 Academic Gratification Factor

There are many academic gratifications which have been identified by the researcher and elaborated. Out of 10 gratifications, three major components have been identified after factor analysis or data reduction method. These are ‘capacity enhancement’, ‘academic gratifications’ and ‘role of teachers’. It has been found that the above academic gratification factors determine the use of new media by students. The above factors have been extracted from the original factors to perform factor analysis and to test the research questions.
After applying correlation and multiple regression, it can be said that there is a positive correlation between academic gratification factor and usage of Internet by students.

7.5 Demographic Factor

There are many demographic factors like family income, mother’s education, father’s education and course factor, which have been taken into consideration. The research findings reveal that there is not much relationship between demographic factors with usages of Internet by college students. The table clearly shows that there is a minimal relationship between course and mother education (the different streams like B.A, B.Sc and B.Com under which students belong to) with the usage of Internet and it is not sufficient and satisfactory in terms of their degree of association. Now it can be said that irrespective of family income, personal education and parental education, students have taken to Internet use as one of the significant tools of education. Hence, it can be inferred that student now have started to access and use new media irrespective of his or her income, education and the course or discipline he or she belongs to. Internet in a sense has become an integral part of students’ lives, though there are a number of motivating factors in addition to educational use of the Internet.

7.6 Negative Influences of Internet

As per the research objective seven and consequently its findings, there are probable negative influences that the researcher has identified or detected like ‘it becomes an addiction’, ‘affects social relationship’, ‘leads to physical health problems’,
‘taking cyber crime is a possibility’ and ‘it is not a learning activity’. All the factors have been clubbed together after performing factor analysis and renamed ‘negative influences’ as per their respective factor loading. It has been found that all the factors are alike in their degree of association as per their factor loading value and that is why the new factor ‘negative influences’ generated and is responsible for negative Internet usage pattern on behalf of students. While the temptations for using Internet are significant academic and career oriented, the chances of negative influences impacting the students are quite potent. While the Internet and the social networking sites (SNS) are capable of opening new ranges of completely different social and political dimension for the students with which they are hardly familiar they can also be misdirected by not being able to negotiate between the real and virtual. Netizens are in without a trace of doubt, but netizens also suffer the syndrome of ‘real virtual’ which could be dangerously misleading for the students living in non-metro cities and living a life full of rural–urban conflict of traditional and modern ethos.

7.7 Probable Cyber Security and Cyber Threats

In accordance with the objective eight, i.e., to measure the awareness level of the students’ cyber security and cyber threats, the researcher has measured awareness level of the students by applying data reduction method. Many factors have been identified associated with cyber security and problems with content generation and protection on the web. The researcher has pinpointed five sub-factors related to the Internet security e.g., ‘data being affected by virus’, ‘hacking of password by others’, ‘spam mail flooding the mail box’, ‘mail about awards and rewards’ and ‘friendship offers’. All the sub-factors have been joined together according to their
factor loading value which is depicted earlier in a tabular form (table 51). Finally two latent constructs or factors have come out which are considered to be the knowledge level or awareness level of students on cyber security and problems associated with content generation and protection on the web. The two underlying factors are 'data protection' and 'pesky communication' which are considered to be dominant factors for cyber security and threats. Both the factors have been identified by the students as major issues and irritants for an uninhibited journey on the cyber highway. There can be series of problems in terms of using Internet, according to the findings of the study if these threats are not tackled.