Internet Usage Pattern Among Youths

Gedu Group

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Introduction

Internet has become all pervasive in the lives of youths in Bhutan. The internet users in Bhutan are presented as the percent of people who have access to the internet either at home, at work, or in public places. The primary purpose of carrying out this research is to find out the consumption pattern of internet among the young people of Bhutan. Internet in Bhutan is used for various purposes by the young people; it may be either for educational purposes, social media purposes and gaming purposes.

Therefore, it is genuine to understand and know for what purpose internet is used. In 2018, there was a rapid increase of 28% of internet users in Bhutan from 600,000 to 700,000 internet subscribers (BBS)

According to a study conducted by a group of doctors, 1 out of 10 adolescents are found to be addicted to the internet in Bhutan (Lhamo).

Social media is a growing phenomenon in Bhutanese community. A Bhutan InfoCom Media Authority's record saw a growth by 100,000 a year for cell phone users in Bhutan. Bhutan has an estimated population of 250,000 Facebook users (32.5% of the population) and the number of people using other forms of mobile and web based technology like whatsApp, Wechat, and other social networking sites (Penjor)

Problem Statement

This research focuses on the usage of internet by the youths of Bhutan. It mainly studies the usage pattern of different social media and gaming sites. It would try to determine where the youth spend most of their internet data package and the productivity of the user.

Over the last decade internet use has changed considerably. The largest number of users are below the age of 44 (with equally high among 16-24 years old and 35-44 years old). (Mason 1).

The research also would focus on studying the number of hours that youth in Bhutan spent on accessing different social media sites and mobile applications. Facebook is found to be the most

commonly used social media between the age group of 12-15 (87 % saying that they have a profile on facebook.) followed by instagram (53 %) and Snapchat (43%) (Mason 2)

Research questions

1. What is the usage pattern of internet among young people in Bhutan?
2. What does the young people studying in colleges and high schools use the internet for?

PURPOSE OF THE STUDY

The goal of the study is to understand the internet usage pattern among young people of Bhutan.

The study sets out the objectives as:

- To understand the attitude of young people towards internet usage and consumption.
- To have an understanding of where the youths spend their time on internet.
- Formulate recommendations.

Literature review
(Guan and Subrahmanyam) Focus on number of risks along with different opportunities. They found out that some of the risks that youth are more likely are addiction, exposure to inappropriate materials, cyber bullying, and sexual solicitation.. Regardless of the above stated statement they also found out that it was beneficial for youths. In promoting learning, health promotion and intervention delivery.

(Haythornthwaite) This article explores the ways in which how adding internet activity to our daily lives can affect in communal behaviors such as communities with local family and commitment to geographical communities.

(Khan, Rehman and Khan) Points out that spending time on the internet may not just be waste but can also be helpful in many ways such as knowledge of technology but also directs them towards research and innovation.

(Wood) States the conventional approach to modeling mobile networks and estimating spectrum values treats data traffic as exogenous and assumes that data demand is met, irrespective of the cost. The study shows that the bootstrap modeling approach to estimate the value of the mobile data demand. Since the 21st era the use of mobile data has been drastically increasing throughout the year and it has an extreme effect on the ones individual development.

The use of the mobile data monthly traffic continues to increase in each and every region though there are differences in the data consumption patterns. Which is why the article specifically values on the mobile data, its demand and consumer surplus. And according to (McPhillips) nearly 80% of the global respondents in the best countries survey say their internet privacy is at risk and yet the average amount of the mobile data downloaded per subscriber more than doubled between the end of 2016 and the end of 2017 from the report from the organization for Economic Cooperation and development.

The demand for the mobile data is universal and its availability, affordability and competitiveness of the mobile data networks is what helps the country to meet its required demand. Due to the internet addiction the use of the mobile data has been graphing higher compared to the past years. Still in places such as the Netherlands and Belgium, they have the lowest data usage because they use the most expensive and limited mobile data plan which specially shows that in order to reduce the data usage demand it is very important come up with a well designed data plans.

(sambasivan, Lee and Hecht) this article mainly states the importance of price transparency for informed access and internet use. They also found out that technology that are slowly but steadily flowing into emerging regions can help preemptively reduce barriers to technology use and help millions of new and existing user experience a safer, more manageable, less erractric internet

METHODOLOGY

According to Best(2002), research may be defined as a systematic and objective analysis and accordingly of controlled observation that may lead to the development of organizations, principles and possibly the ultimate control of events. There are two types of approaches that can apply in this research. These two approaches are quantitative and qualitative. Thus the mix research method has been adopted in this research as it ensures objectivity and accuracy of results.

Research design

The research uses descriptive research design. The reason for selecting descriptive research designs is to describe the phenomenon and internet consumption patterns among young people of Bhutan.

Population and sampling

 Target population for our research purpose will be students from various colleges of Bhutan.

Research Instruments.

An instrument to measure internet usage pattern among young people of Bhutan is to be constructed and it is modeled after the frequently used instruments in standard settings. Through the use of this instrument, we are going to Along with the questionnaire an interview schedule is also to be used.

Data Analysis:

Descriptive statistical tools are used while running SPSS to analyze the data.
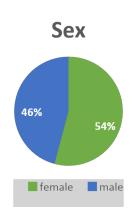
Significance of the Study

The result of this research will provide an understanding to the administration, the management and researchers about the internet consumption patterns of the users. In addition, the respondents who will be evaluated will also benefit from the study feedback. It will also be beneficial to all other organizations who are trying to understand how critical it is to understand some of the risk our youths are facing. This research will be able to determine whether the users are able to understand their internet usage pattern among young people. This will allow the concerned agencies to act on loopholes and advocate the people.

DATA ANALYSIS.

Sex

N	Valid	96
	Missing	0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	52	54.2	54.2	54.2
	Male	44	45.8	45.8	100.0
	Total	96	100.0	100.0	

Sex

46%

54%

female   male

Data were collected from 96 youths from which 46% of the respondents were male and 54% were female indicating a higher ratio of female compared to male.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-16	5	5.2	5.2	5.2
	17-19	32	33.3	33.3	38.5
	20-24	59	61.5	61.5	100.0
	Total	96	100.0	100.0	

Statistics

On average, how much time do you spend on the internet?

N	Valid	96
	Missing	0

On average, how much time do you spend on the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 hr.	2	2.1	2.1	2.1
	1hr-2hr	19	19.8	19.8	21.9
	2hr-3hr	16	16.7	16.7	38.5
	more than 3hr	59	61.5	61.5	100.0
	Total	96	100.0	100.0	

From a total of 96 respondents, it is found that 2.1% of the respondents spend less than 1 hour on the internet, 19.8% spends 1 to 2 hours on internet, 16.7% spends 2 to 3 hours and 61.5% of the respondents spends more than 3 hours on the internet.

Statistics

Which activity do you carry out most on your mobile phone?

N	Valid	96
	Missing	0

Which activity do you carry out most on your mobile phone?

		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	socializing	19	19.8	19.8	19.8
	communication	21	21.9	21.9	41.7
	information	16	16.7	16.7	58.3
	entertainment	26	27.1	27.1	85.4
	Gaming	11	11.5	11.5	96.9
	accessing content via apps	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

It is found that they spend most of their time on internet for entertainment purposes with 27.1%, followed by communication purposes with 21.9%, socializing purposes with 19.8%, information purposes with 16.7%, gaming purposes with 11.5% and 3.1% for accessing content via apps.

Statistics

Have you received lessons on how to stay safe on the internet?

N	Valid	96
	Missing	0

Have you received lessons on how to stay safe on the internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	62	64.6	64.6	64.6
	Yes	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

It is found that, from the total of 96 respondents, 64.6% of the respondents have not received lessons on the internet and the remaining 35.4% received lessons on the internet.

Group Statistics

	Sex	N	Mean	Std. Deviation	Std. Error Mean
On average, how much time do you spend on the internet?	female	52	3.4038	.89134	.12361
	male	44	3.3409	.86113	.12982

Independent Samples Test

								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

		.130	.719	.350	94	.727	.06294	.17978	-.29401	.41988
On average, how much time do you spend on the internet?	Equal variances assumed									
	Equal variances not assumed			.351	92.327	.726	.06294	.17925	-.29306	.41893

There are 96 number of respondents out of which females have higher mean of 3.4038 compared to male with a

mean value of 3.3409, which has a mean of F(94), 130, P=.727 since P value is .726 is more than 0.05 which

concludes that there is a significant difference.

	Sex	N	Mean	Std. Deviation	Std. Error Mean
On average, how much time do you spend on internet?	female	52	1.3846	.49125	.06812
	male	44	1.3182	.47116	.07103

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
										95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Have you received lessons on how to sta safe on the internet?	Equal variances assumed	1.822	.180	.673	94	.503	.06643	.09876		-.12967	.26253
	Equal variances not assumed			.675	92.501	.501	.06643	.09842		-.12902	.26189

There are 96 number of respondents out of which females have higher mean of 1.3846 compared to male having
mean value of 1.3182, which has a mean of F(94), 1.822, P=.501 since P value is .501 is more than 0.05 which
concludes that there is a significant difference.

Descriptives

On average, how much time do you spend on the internet?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
13-16	5	3.4000	.89443	.40000	2.2894	4.5106	2.00	4.00
17-19	32	3.3125	.93109	.16460	2.9768	3.6482	1.00	4.00
20-24	59	3.4068	.85336	.11110	3.1844	3.6292	1.00	4.00
Total	96	3.3750	.87359	.08916	3.1980	3.5520	1.00	4.00

The above table shows the time spent by the respondents in such a way that the respondents aged between 20-24 have the highest mean value of 3.4068 than those who are aged between 13-16 having the mean value of 3.4000 and followed by those aged between 17-19 with mean value of 3.3125.

ANOVA

On average, how much time do you spend on the internet?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.188	2	.094	.121	.886
Within Groups	72.312	93	.778		
Total	72.500	95			

Descriptives

Have you received lessons on how to stay safe on the internet?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
13-16	5	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
17-19	32	1.3125	.47093	.08325	1.1427	1.4823	1.00	2.00
20-24	59	1.4068	.49545	.06450	1.2777	1.5359	1.00	2.00
Total	96	1.3542	.48077	.04907	1.2568	1.4516	1.00	2.00

The above table shows weather the 96 respondents received lessons or not on the internet in a way that the respondents aged between 20-24 have the highest mean of 1.4068 compared to those aged between 17 to 19 with mean value of 1.3125 and those aged between 13-16 with the lowest mean value of 1.0000.

ANOVA

Have you received lessons on how to stay safe on the internet?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.846	2	.423	1.863	.161
Within Groups	21.112	93	.227		
Total	21.958	95			

Findings based on result

I. The respondents comprised of more female than male.

II. 61.5 % of the respondents spend more than 3 hours on internet, 19.8 % spend between 1 to 2 hours, 16.7 % spend between 2 to 3 hours and least being 2.1 % spend less than 1 hour.

III. It is found that they spend most of their time on the internet for entertainment purposes with 27.1 %, followed by communication with 21.9 %, socializing with 19.8 %, information 16.5 %, gaming with 11.5 % and 3.1 % at accessing content via apps.

IV. This research also found that 64.6% of the respondents did not receive lessons on how to be safe on social media and the remaining 35.4% received lessons on how to be safe on social media.

V. It has been found out that difference in age and gender has no affect the time spent on the internet.

VI. It is found that 27% of the respondents spend most of their time on Facebook followed by 17% on instagram,15% on messenger,12 % on YouTube, 11% on Google, 5% on mobile games , 2% on WeChat, WhatsApp, Twitter and 1% on Quora.

VII. It has been found out that male and female did not have significant difference with regard to the number of time spent on the internet.

Recommendation

1. 61 % of respondents spend more than 3 hours on the internet. If the trend continues, there is a chance of a large population between the ages of 18 to 24 will face internet addiction in future. Internet addiction is a growing concern for many societies and is the cause of mental health issues and affect in work and studies.

2. Since our data analysis found out that most of the people did not receive an education on how to be safe on the internet we think the government should work on advocating the issue and better use to the youths.

3. More innovative programs should be held so that youths spend their time meaningfully.

4. It has been found out that most of the youth finds out information from the internet thus spend more time so if any news or information needs to be delivered internet in general and social media in particular is the best platform to reach out to youths.

5. This research also found out that very few youths spend their time on the internet for education purposes so schools should also look into this matter.

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