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RESEARCH ARTICLE

A STUDY OF RESEARCH SCHOLARS PERCEPTION ON COMMUNICATION TECHNOLOGY WITH REFERENCE TO MOBILE PHONE, INTERNET AND FACE BOOK IN THE UNIVERSITIES OF TAMILNADU, INDIA

Tamilenthi, S[1]*, K. Mohanasundaram[2] and V. Padmini[3]

[1]Department of Education, Dravidian University, Kuppam, Andrapradesh, India
[2]Department of Education, Tamil University, Thanjavur, Tamilnadu, India
[3]Department of Organic Chemistry, Madurai Kamaraj University, Madurai, Tamilnadu, India

ABSTRACT

The development of early civilization to modern society of the present is developed based on communication development. The communication plays important role in day today life in all levels including the researchers too. In the modern society negative impacts like cyber bulling, sexting and unwanted texting also finds from certain peoples through social networking sites. This article finds the dominating variables from the study variables such as mobile phone, internet and face book. The study is carried out with reference to research scholars from the selected universities of Tamilnadu. The samples of 200 research scholars were taken from different universities located within Tamilnadu. The questionnaire is consisting of 30 questions from 3 sections. The collected information is converted to table form in order to analyze the perception. The software SPSS used for the analysis and to draw the results. The suitable recommendations are given   according to the results were drawn from the study. The recommendations will help the research scholars to enhance the quality of research   communications and to create better research environment.

INTRODUCTION

The technologies break down barriers at a number of levels, such as private and public space, learning spaces and social spaces and informal and formal communication modes. The affordances of social networking sites and mobile phones enable communication among broad circles of contacts, locally and globally, and permit the combination of activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading. More than ever before, using social media. Social networking Web sites also allow various modes of communication between users, for example, blogs, private messages, wall posts, pictures, and comments. The two most popular social networking Web sites for college students are Face book and MySpace (com Score, 2007). Research scholars are highly wired and interact with each other using technology in ways that astonish scholars affairs . There are huge of opportunities for the scholars to use technology to help in their research , enhance their learning, and improve their academic and to gain the new knowledge in the field of research. Commonly found negative impacts also on the other side, it affects some privacy or mental harassment which are commonly termed as 'sexting' a word which is a play on 'texting'. Sexting involves taking pictures of oneself alone or with others in a 'sexy pose',

engaging in intimate behaviour, or exposing a body part. The photographs, taken with a mobile phone are then distributed to peers or even a global audience by posting them on a social network site. The other negative impacts are Cyber-bullying and cyber harassment are now common forms of negative behaviours in virtual communication environments and a range of media are used by the perpetrators, leading to distress, psychosocial trauma among victims. Children and adolescents have taken schoolyard bullying to an entirely new level by utilizing the electronic medium to bully. Cyber-bullies use emails, text messaging, chat rooms, mobile phones, social networking sites, blogs, and so on, to spread derogatory and offensive comments about other students, teachers and other individuals (Shariff, 2008; Willard, 2006).In view of this and Indian context the researcher is also excite to know what would be the scholars perception in Tamilnadu.

Statement of the problem

The communication technology made a revolution in all fields like transport industry, cine industry, fashion or Textile/garments industry and research and development .This contribution has impact among the research scholars too. Hence the researcher decided to take up the study "*A study of research scholars   perception on communication technology with reference to mobile phone, Internet and Face book in the universities of Tamilnadu, India*"

*****Corresponding author:** rst_edu2011@yahoo.com

Operational definitions

(a) *Research scholars*

A person of great knowledge and doing the research activities to obtain M.Phil or Ph.D degree in the University.

(b) Communication technology

Electronic systems used for communication between individuals or groups which facilitates the communication between individuals or groups who are not physically present at the same location. The Systems such as telephones, telex, fax, radio, television, and video are included, as well as more recent computer-based technologies, including electronic data interchange and e-mail.

Objectives of the study

The researchers have framed the objectives for the study to find out the difference in communication technology with reference to mobile phone ,internet and face book if any, among:

a) Male and Female scholars
b) Urban and Rural scholars.
c) Government and Deemed university scholars.
d) Humanities and science scholars.
e) M.Phil degree holders and Non M.Phil degree scholars.
f) Married and unmarried scholars.
h) Scholars who have less than 25 years and above 25 years of age.

Hypotheses of the study

For the present study, the researchers framed the following hypotheses,

1. There is no significant difference between male and female scholars in respect of their perception on communication technology with reference to (a)mobile phone , (b) internet and (c) face book .
2. There is no significant difference between Government and Deemed University scholars perception on communication technology with reference to (a) mobile phone , (b)internet and (c) face book .
3. There is no significant difference between Humanity and science scholars perception on communication technology with reference to (a) mobile phone , (b)internet and (c) face book .
4. There is no significant difference between M.Phil holders and non M.Phil scholars perception on communication technology with reference to (a) mobile phone, (b)internet and (c) face book.
5. There is no significant difference between Married and unmarried scholars perception on communication technology with reference to (a) mobile phone, (b) internet and (c) face book.
6. There is no significant difference between scholars who have less than 25 years and above 25 years of age in their perception on communication technology with reference to (a) mobile phone , (b) internet and (c) face book.

Limitation of the study

The study was limited to scholars from the universities of Tamilnadu, India. As there are many scholars were reluctant to express their views and answer to the questionnaire. The respondents who are free to express their views and answer to the questionnaire are only taken for this study.

II. Literature Review

The youth of today are faced with a global media culture that represents a unifying force, a type of cultural pedagogy that teaches them how to consume and act "and what to think, feel, believe, fear, and desire"(Kellner,1995). In the global village, children and youth—with their own practices and consumer choices—are in the vanguard of developments in ICT use, which has positive implications for the future of society. A number of thinkers from diverse ideological camps suggest that children and young people can act as "oppositional intellectuals" and "semiotic guerrillas" of the Internet age.(D. Tapscott, 1998). Today's college students, the Net generation, have woven technology into their everyday repertoire of communication and connection tools. They use the Internet, e-mail, instant messaging, blogs, and social networking Web sites like Face book and MySpace at higher rates than individuals from any other generation (Rainie and Tancer, 2007). Campbell, Cumming, and Hughes (2006) found that regular chat users are less socially fearful and they reported that the Internet was psychologically beneficial to them more so than did the nonusers. Research has suggested that some students may receive positive psychosocial benefits from communicating online using tools such as IM, while others may not (Kraut et al., 2002). Campbell, Cumming, and Hughes (2006) found that regular chat users are less socially fearful and they reported that the Internet was psychologically beneficial to them more so than did the nonusers. Mobile phones (along with the internet, more generally) have facilitated a lifestyle of being 'always on' (Baron 2008), meaning that people have the technological capacity for being continuously available to potential interlocutors, through one or more media (speech, writing, and/or video). While connectivity has a myriad of benefits (from handling emergencies to doing business or chatting with friends), there are also drawbacks to being in 'perpetual contact' (Katz and Aakhus 2002).

Cyber communication can take many forms, and instances of online harassment by students using social networking sites that involves targeting teachers and school officials is less often reported than peer cyber bullying. Activities such as posting offensive jokes about teachers, modifying photographs and inviting abusive comments from other students and community are examples of cyber bullying by students. While bullying has several definitions that vary by culture and context, perhaps the most accepted and most cited definition is based on Olweus' (1993) original research on bullying programs in Norway. An unpublished study by Campbell (2005) found that over 25% of the 120 eighth grade students in Brisbane who were surveyed knew someone who had been bullied by a technological means, 11% revealed they had engaged in cyber bullying, and 14% said they had been targeted, most often by text messages.

Table1: List of Universities taken for this study

No	Name of the university	Type of management	No of samples
1	Algappa university	Govt	10
2	Annamalai university	Govt	10
3	Bharathidasan university	Govt	10
4	Bharathiyar university	Govt	10
5	Madurai kamaraj university	Govt	10
6	Tamil university	Govt	10
7	Periyar maniyammai university,	Private	10
8	Periyar university	Govt	10
9	Karpagam university	Private	10
10	SASTRA university	Private	10
11	PRIST university	Private	10
12	Vinayaka missions university	Private	10
13	Gandhi gram rural university	Govt	10
14	Manonmaniam Sundaranar University	Govt	10
15	Tamil Nadu Open University	Govt	10
16	Karunya University	Private	10
17	Anna University	Govt	10
18	University of Madras	Govt	10
19	Thiruvallauvar University	Govt	10
20	Tamil Nadu Agricultural University	Govt	10

Table 2: Research Scholars daily usage for their communication

Services	No of scholars (General purpose)	In(%)	No of scholars (Research purpose)	In(%)
Mobile phones	192	96	36	18
Internet(Web)	156	78	114	57
Face book	86	43	18	09

Table 3: Research Scholars Satisfaction of communication facilities

Services	No of scholars (General purpose)	In(%)	No of scholars (Research purpose)	In(%)
Mobile phones	162	81	08	04
Internet(web)	192	96	182	91
Face book	132	66	06	03

Table 4. Research scholar's perception on usage of Mobile phones with reference to Gender, Type of management, Qualification, Experience, Marital status and Age

Variables	Group	N	Mean	Std. Deviation	t –Value	P
Gender	Male	116	40.94	6.20	1.9933	0.0490*
	Female	84	38.52	5.94		
Type of management	Government	140	40.35	6.24	1.3005	0.1978
	Private(Deemed)	60	38.47	5.86		NS
Stream of research	Humanities	113	40.35	6.24	0.3205	0.7496
	Science	87	39.86	6.57		NS
Qualifications	M.Phil degree holders	89	40.35	6.24	0.2825	0.7785
	Non M.Phil degree scholars.	111	40.82	6.80		NS
Marital status	Married	76	42.34	6.03	2.5051	0.0142*
	Unmarried	124	39.00	6.20		
Age	Up to 25 years of age	79	42.93	5.87	2.8709	0.0053**
	Above 25 years of age.	121	39.00	6.20		

After reviewing the earlier studies the researcher indented to analyse the Indian context with different methodology so as to give suitable findings of the present study.

III. Research Design

Stratified random sampling method was adopted in this study. The samples of 200 research scholars of different fields were taken from different universities located within Tamilnadu. The questionnaire is consisting of 30 questions from 3 sections. The questionnaire was constructed and validated by the investigator. The collected information's were converted into numerical state for analysis. The following statistical techniques have been used in the present study for the analysis of collected data by using SPSS software package.

1. Descriptive Analysis
2. Differential Analysis
3. Correlation analysis

IV. Analysis and interpretation of the data.

List of Universities where the respondents were selected is given in the table below (Table.1). It is clear from the table (2)

Table 5. Research scholar's perception on usage of Internet with reference to Gender, Type of management, Qualification, Experience, Marital status and Age

Variables	Group	N	Mean	Std. Deviation	t –Value	P
Gender	Male	116	39.78	6.47	2.2023	0.0302*
	Female	84	42.58	5.71		
Type of management	Government	140	40.92	6.21	2.4683	0.0151*
	Private(Deemed)	60	43.70	5.89		
Stream of research	Humanities	113	43.32	6.21 6.13	2.1717	0.0317*
	Science	87	40.92	6.21 6.13		
Qualifications	M.Phil degree holders	89	39.78	6.47	0.6428	0.5226
	Non M.Phil degree scholars.	111	40.82	6.80		NS
Marital status	Married	76	39.78	6.47	1.5141	0.1342
	Unmarried	124	42.00	6.42		NS
Age	Up to 25 years of age	79	41.28	6.30	1.9901	0.0485*
	Above 25 years of age.	121	43.32	6.13		

**significant at 0.01 level, *significant at 0.05 level

Table 6. Research scholar's perception on usage of Face book with reference to Gender, Type of management, Qualification, Experience, Marital status and Age

Variables	Group	N	Mean	Std. Deviation	t –Value	P
Gender	Male	116	43.33	6.35	3.7038	0.0003**
	Female	84	40.25	6.84		
Type of management	Government	140	41.28	6.30	1.6975	0.0916
	Private(Deemed)	60	42.98	6.30		NS
Stream of research	Humanities	113	41.28	6.32	1.7802	0.0768
	Science	87	42.98	6.24		NS
Qualifications	M.Phil degree holders	89	41.28	6.33	1.8473	0.0663
	Non M.Phil degree scholars.	111	42.98	6.24		NS
Marital status	Married	76	40.48	6.71	2.2204	0.0273*
	Unmarried	124	42.39	6.55		
Age	Up to 25 years of age	79	42.39	6.55	2.4484	0.0150*
	Above 25 years of age.	121	40.31	6.78		

**significant at 0.01 level, *significant at 0.05 level

Table 7. Showing the Pearson correlation between the variables

Variable	N	r	p
Mobile phone Verses Internet	200	0.357	0.121 NS
Internet Verses Face book	200	0.836	0.037 *
Face book Verses Mobile phone	200	0.267	0.608 NS

*significant at 0.05 level

that the research scholars daily usage for their communication (i.e.) mobile phones plays major role with 96% for general purpose and only 18% for the research purpose. It also reveals that the internet for general purpose is 78% and for research is 57%. Again it is clear from the table that the face book is 43 % for the general purpose and only 09% for the research purpose. It is clear from the table (3) that the research scholars satisfaction of communication facilities (i.e.) mobile phones with 81 % for general purpose and only 04% for research purpose. It also reveals that the internet for general purpose is 96 % and for research purpose is 91%. Again it is clear from the table that the face book is 66 % for the general purpose and only 03% for the research purpose.

1) The mean value of the scholars usage of mobile phone reveals that, there is significant difference between the scores

of male and female (t= 0.0490 , is significant at 0.05 level). Therefore, the Null hypothesis (1a) was rejected.

2) The mean value of the scholars usage of mobile phone reveals that, there is no significant difference between the scores of Government and Private (Deemed) universities (t = 0.1978, not significant at 0.05 level). Therefore, the Null hypothesis (2a) was accepted.

3) The mean value of the scholars usage of mobile phone the shows that, there is no significant difference between the scores of Humanities and Science stream research scholars (t = 0.7496 , not significant at 0.05 level). Therefore, the Null hypothesis (3a) was accepted.

4) The mean value of the research scholar's usage of mobile phone reveals that, there is no significant difference between the scores of M.Phil degree holders and Non M.Phil degree

scholars. (t = 0.7785, not significant at 0.05 level). Therefore, the Null hypothesis (4a) was accepted.

5) The mean value of the research scholars usage of mobile phone shows that, there is significant difference between the scores of Married and Unmarried research scholars (t = 0.0142, significant at 0.05 level). Therefore, the Null hypothesis (5a) was rejected.

6) The mean value of the research scholars usage of mobile phone reveals that, there is significant difference between the scores of Up to 25 years of age and Above 25 years of age (t = 0.0053, is significant at 0.01 level). Therefore, the Null hypothesis (6a) was rejected.

Research scholar's perception on usage of Internet with reference to Gender, Type of management, Qualification, Experience, Marital status and Age

1) The mean value of the research scholars usage of internet reveals that, there is significant difference between the scores of male and female (t= 0.0302 , is significant at 0.05 level). Therefore, the Null hypothesis (1b) was rejected.

2) The mean value of the research scholars usage of internet reveals that, there is significant difference between the scores of Government and Private (Deemed) universities (t = 0.0151, is significant at 0.05 level). Therefore, the Null hypothesis (2b) was rejected.

3) The mean value of the research scholars usage of internet shows that, there is significant difference between the scores of Humanities and Science stream research scholars (t = 0.0317,is significant at 0.05 level). Therefore, the Null hypothesis (3b) was rejected.

4) The mean value of the research scholars usage of internet reveals that, there is no significant difference between the scores of M.Phil degree holders and Non M.Phil degree scholars (t = 0.5226, not significant at 0.05 level). Therefore, the Null hypothesis (4b) was accepted.

5) The mean value of the research scholars usage of internet shows that, there is no significant difference between the scores of Married and Unmarried research scholars (t = 0.1342, not significant at 0.05 level). Therefore, the Null hypothesis (5b) was accepted.

6) The mean value of the research scholars usage of internet reveals that, there is significant difference between the scores of Up to 25 years of age and Above 25 years of age (t = 0.0485, is significant at 0.05 level). Therefore, the Null hypothesis (6b) was rejected.

Research scholar's perception on usage of Face book with reference to Gender, Type of management, Qualification, Experience, Marital status and Age

1) The mean value of the research scholars usage of face book reveals that, there is significant difference between the scores of male and female (t= 0.0003, is significant at 0.01 level). Therefore, the Null hypothesis (1c) was rejected.

2) The mean value of the research scholars usage of face book reveals that, there is no significant difference between the scores of Government and Private (Deemed) universities (t = 0.0916, not significant at 0.05 level). Therefore, the Null hypothesis (2c) was accepted.

3) The mean value of the research scholars usage of face book shows that, there is no significant difference between the scores of Humanities and Science stream research scholars

(t = 0.0768 ,is significant at 0.05 level). Therefore, the Null hypothesis (3c) was accepted.

4) The mean value of the research scholars usage of face book reveals that, there is no significant difference between the scores of M.Phil degree holders and Non M.Phil degree scholars (t = 0.0663, not significant at 0.05 level). Therefore, the Null hypothesis (4c) was accepted.

5) The mean value of the research scholars usage of internet shows that, there is no significant difference between the scores of Married and Unmarried research scholars (t = 0.1342, not significant at 0.05 level). Therefore, the Null hypothesis (5b) was accepted. The mean value of the research scholars usage of face book shows that, there is significant difference between the scores of Married and Unmarried research scholars (t = 0.0273, is significant at 0.05 level). Therefore, the Null hypothesis (5c) was rejected.

6) The mean value of the research scholars usage of face book reveals that, there is significant difference between the scores of Up to 25 years of age and Above 25 years of age (t = 0.0150, is significant at 0.05 level). Therefore, the Null hypothesis (6c) was rejected.

Correlation study

The correlation of teachers perception on life skills with respect to the personal variable of the teacher is given in table(3).

1)The Pearson correlation is not significant(r=0.357, p=0.121) at 0.05 level for the research scholars usage of mobile phone and internet . Hence there is no positive and significant relationship between the usage of mobile phone and internet.

2) The Pearson correlation is significant (r=0.836, p=0.037) at 0.05 level for the research scholars usage of internet and face book. Hence there is positive and significant relationship between the usage of internet and face book.

3) The Pearson correlation is not significant(r=0.267, p=0.608) at 0.05 level for the research scholars usage of face book and mobile phone. Hence there is no positive and significant relationship between the usage of face book and mobile phone.

V. Findings, Implications and Conclusion

Major findings of the study

1) The research scholars perception on usage of mobile phone, internet and face book reveals that, there is significant difference between the male and female research scholars.

2) The scholars perception on usage of mobile phone and face book reveals that, there is no significant difference between the Government and Private (Deemed) universities. But it is found that there is significant difference between the Government and Private (Deemed) universities scholars usage of internet.

3) The scholars perception on usage of mobile phone and face book shows that, there is no significant difference between Humanities and Science stream research scholars and it found significant difference between Humanities and Science stream research scholars in the usage of internet.

4) The research scholars perception on usage of mobile phone, internet and face book reveals that, there is no significant

difference between the M.Phil degree holders and Non M.Phil degree scholars

5) The research scholars perception on usage of mobile phone and face book shows that, there is significant difference between the Married and Unmarried research scholars. But it is found that there is no significant difference between the Married and Unmarried research scholars.

6) The research scholars perception on usage of mobile phone, internet and face book reveals that, there is significant difference between Up to 25 years of age and Above 25 years of age.

Implications for Research scholars and Policymakers

1) The educational institutions and universities should install its own server with wireless system in order to utilise all the scholars without restriction of time limit and more capacity to upload and download the files so that research doubts would be sort out shorter pan of time rather than waiting for only respective circle.

2)The educational sites should be feely accessed and also face book like details of scholars and their of work profile is displayed to each institution or University make the facility available to chat with respective field of scholars in the world the all countries research quality will generally will increase and surely certain level of barriers of research would be removed.

3)Mobile phone service providers if they provide data transfer in concessional rate to the research scholars at least during the course of research period it will be highly helpful even the non stipendiary and part time scholars would be highly benefited.

4) All the research institution should be recognized only if there is internet facility to all the scholars of respective department and the facility to easy access.

5)National level and subject wise blocks or website for the scholars the central government should establish so that competitions for particular institution can be avoided with respect rural, urban, developed and undeveloped variations.

6)The scholars should involve in cyber bullying, posting the bad comments in the web sites, cyber harassment so that it would get the good reputation for sites like Face book, Blocks and My space as it has negative comments too on it.

Conclusion

The Technology always developed the society and it's also true in the research community too. The Communication technology is a boon to the scholars in their carrier. There may be negative impacts on these variables as too for them those who misuse the science. Always we must see major and positive corner. So the individuals should be aware of the misuse. The defence service section of the society should enforce cyber law to prevent cyber crimes such as cyber harassment, sexting and texting of bad comments on others.

Hence the researcher concludes the communication technology is compared to a knife as it has the negative impacts in certain age group.

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