

# Online Trends Among College Youth

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Abstract: The aim of this research was to know the online trends among the college youth. The random sampling method was applied to collect the data from 400 graduate level students of Bhopal city in India. Self-developed questionnaire was used for this purpose. The reliability of the tool was tested and the Cronbach's  $\alpha$  score was 0.785. The data obtained was analysed on Jamovi 2.2.5. The results of the study showed that girls have higher inclination for the online coaching. Both boys and girls prefer e-text books, e-books, online recorded videos, online shopping, social networking websites, online web series, online movies and online songs. Boys prefer to read e-newspapers and girls sometimes read e-newspaper. Some boys have inclination for playing action games and are more interested to play the fantasy games. Most of the boys prefer online payment. The college youth do not prefer porn and gambling websites. The college youth spent 31% of the time for educational purpose, 30 % for entertainment ,25 % for social networking and 14 % for other utility.

## 1 INTRODUCTION

There were 658.0 million internet users in India in January 2022 (Kemp, 2022).The college youth is using the internet for various purposes. The usage starts with connecting to the friends through online chatting applications. They also like to watch the videos of their subject teachers for understanding the concept. There is a long list of internet usage. The online trends of college youth are diverse. The online applications are used for education, entertainment, games, shopping and doing payment. (Agarwal et al., 2021) suggested that students prefer online education even after covid-19 if institutes focus on satisfying the needs of students. In urban cities students prefer online coaching. The coaches can provide online guidance to the students. The dependence is increasing because of easy availability of internet, high speed of internet and it reduces the fuel expenses. The urban city is also facing the issues of high concentration of vehicles on the road. The situation of traffic jam is getting very common. The other trend which is pitching nowadays is related to reading of e-text books, e-books and e- newspapers. It is very easy to enlarge the content on the screen and read with ease. The college youth is crazy for online games. Online platform is filled with humongous games. There are some games for increasing mental abilities in the students like sudoku and chess. The

traditional outdoor sports like cricket, football, hockey and badminton are available online. In this the participants can choose the player of their choice and win the game with some monetary benefits. These are also popularly known as fantasy games. Action games with multiple players are also capturing the mind of the Gen Z. This generation in their leisure hours watch the online web series, movies and use online apps like Wynk music and Spotify to listen favourite play list. E-commerce has made the shopping at your fingertips. Youngsters browse their favourite brands online, order it and prefer to do online payment. The online banking apps , Paytm, Google pay and PhonePe helps in making quick payments anywhere and at any time. This online world is flooded with educational websites, social networking sites, gaming websites, payment applications but also with porn and gambling websites. Unethical content can be easily viewed by the youth on the porn sites. Gambling sites are lucrative and college youth get carried away with the idea of making quick money. (Chaudhari *et al.*,2015) explored that male medical students who were doing high expenditure on internet, staying online for longer duration, using internet for social networking, online videos and watching sexual content on websites are significantly associated with internet addiction. The companies are minting money with the increase in the consumers. This online usage of internet has some

adverse effects on the youth. (Balhara et al. 2018) reported that problem internet users suffered from insomnia, daytime sleepiness and eye strain. The dependency on internet has been increased widely. There is a shift in the habit of youth as they prefer online platform over offline. Some youngsters are aware of the consequences of problematic internet use. As there are various awareness programs getting conducted at school level. It is essential to know the current online trends among the college youth. This will help in designing the healthy digital plan for the Indian youth. The Indian government regulatory bodies can also guide the youngsters for healthy use of technology. (Gopal et al., 2021) investigated that quality of instructor, course design, prompt feedback, and expectation of students has a positive impact on students' satisfaction. In addition to this, student's satisfaction has positive impact on students' performance. (Mutalib et al., 2012) suggested a framework for e-Book which can support students in the learning process. (Merkle et al. 2022) found that e-books moderate the relationship between textbook effectiveness and academic performance engagement. Highly effective e-books result in higher levels of academic performance engagement. Businesswire (February 26, 2021) reported that consumers prefer e-books over other books. There is less preference for other books as they are more fragile, need more care and its high cost. The usage of smartphones and e-books with multilingual features will increase the demand for e-books. The saving trees campaigns and environment protection awareness program by government is also boosting the growth of e-books. (Dhawan, 2022) mentioned that after the lockdown there has been a 15-20% increase in people seeking treatment for gambling addiction. Most of the people began this as an entertainment and get trapped into it.

## 2 OBJECTIVES

The objectives of the study are to know the trend of - 1. online coaching, 2. reading e-text books related to their subjects, 3. reading fiction / non-fiction e-books, 4. watching online videos for their subjects, 5. reading e-newspaper, 6. playing online mind games, 7. playing online action games, 8. playing fantasy sports like cricket, hockey, badminton, etc. 9. watching online movies, 10. watching online web series, 11. using online apps for listening songs, 12. using social networking websites, 13. online payment, 14. online shopping, 15. visiting porn websites and 16. visiting online gambling websites in

boys and girls. Also, to know the online time utilization for academic, entertainment, utility and social networking by college youth

## 3 RESEARCH METHODOLOGY

The research was conducted on 400 graduate students' of a private college in Bhopal, India. The random sampling method was used to collect the sample. The data was collected by self-developed questionnaire. The first part was based on five-point scale of never, rarely, sometimes, often and always and the other was descriptive section with open ended questions. The reliability of the questionnaire was tested. The Cronbach's  $\alpha$  is 0.785. The google form was used to collect the responses of students from different streams in the month of July 2022. The responses were received from 200 boys and 200 girls. The age group of students was from 17 years to 21 years. The data was analysed by jamovi 2.2.5.

## 4 RESULTS AND DISCUSSION

The results of the study are discussed objective wise. The first objective was to know the trend of online coaching in boys and girls. Table 1 shows that both boys and girls prefer online coaching. Girls have higher inclination for the online mode of learning. It is safe, saves the travelling cost and students can do hassle-free studies from the convenient places. (Howlett et al., 2021) found that increase in metacognitive awareness happened in-person academic coaching as well as online academic coaching conditions. The second objective was to know the trend of reading e-text books related to their subjects in boys and girls. Table 1 shows that both boys and girls prefer reading from e-text books. It is easy to search relevant content from these books. (Shepperd et al., 2008 as cited in Ma et al. 2022) found that in comparison to the traditional textbooks the electronic books are available at lower price, offers more interaction, easy access, occupies less space and more movable. The third objective was to know the trend of reading fiction / non-fiction e-books in boys and girls. Table 1 shows that girls and boys both like to read e-books apart from their regular subject related text books. They can read anytime and there is no fear to lose the book.

Table 1: Frequencies of online trends in boys and girls of college.

Objectives	Gender	Never	Rarely	Sometimes	Often	Always
1.Online Coaching	Boys	43	27	49	35	46
	Girls	37	20	46	28	69
2.e-text Books	Boys	16	17	51	70	46
	Girls	3	9	80	66	42
3.e-books	Boys	37	21	51	49	42
	Girls	19	38	73	29	41
4.Online Video Lectures	Boys	12	2	55	63	68
	Girls	6	5	57	63	69
5.e-newspaper	Boys	20	33	48	38	61
	Girls	17	37	81	39	26
6.Online Mind Games	Boys	34	42	51	38	35
	Girls	32	34	75	44	15
7.Online Action Games	Boys	84	24	42	21	29
	Girls	150	18	18	7	7
8.Fantasy Games	Boys	36	11	57	35	61
	Girls	68	21	53	23	35
9.Online Movies	Boys	8	25	41	46	80
	Girls	2	21	60	51	66
10.Web Series	Boys	18	19	37	55	71
	Girls	14	29	48	42	67
11.Songs Apps	Boys	12	11	30	28	119
	Girls	0	4	29	28	139
12.Social Networking Websites	Boys	8	16	36	42	98
	Girls	13	6	22	52	107
13.Online Payment	Boys	12	10	26	25	127
	Girls	19	12	30	60	79
14.Online Shopping	Boys	14	16	45	45	80
	Girls	14	9	47	51	79
15.Porn Websites	Boys	113	46	31	6	4
	Girls	174	14	9	3	0
16.Gambling Websites	Boys	168	6	18	0	8
	Girls	180	6	8	4	2

The fourth objective was to know the trend of watching online video lectures for their subjects in boys and girls. Table 1 shows that both boys and girls prefer to watch online recorded videos. It helps to reiterate the concept in the mind of the students. It is easy to revise the concept during exam. The fifth objective was to know the trend of reading e-newspaper in boys and girls. Table 1 shows that boys prefer to read e-newspapers and girls sometimes read e-newspaper. The college going students are occupied with their regular studies but they keep themselves updated by reading newspapers. The sixth objective was to know the trend of playing online mind games to improve mental ability in boys and girls. Table 1 shows that boys and girls sometimes like to play mekorama, sudoku, chess, complete the picture, and cross word puzzles. (Yazici & Kumcagiz, 2021) concluded on the basis of several researches that online games are effective in enhancing students' academic outcome and motivation. The seventh objective was to know the trend of playing action games in boys and girls. Table 1 shows that some boys have inclination for playing action games. The most popular among the youth are Call of duty: modern warfare 3, GTA 5, Battle grounds mobile India, Apex legends, Valorant and Pubg. Multiple players can play online together and it gives great virtual experience ,sense of achievement and pleasure to the gamers. (Yazici & Kumcagiz, 2021) revealed that increase in use of problematic online games resulted in increased level of depression and decrease in the life satisfaction levels in the university students. The eighth objective was to know the trend of playing outdoor games on online platform. Table 1 shows that boys are more interested to play the fantasy games like cricket, football, hockey and badminton. Students play during the lunch breaks in the college and after the college hours in their free time. They like to play in the virtual platform to enjoy the real games. The ninth objective was to know the trend of watching online movies in boys and girls. Table 1 shows that both boys and girls prefer watching online movies. The popular platforms are Netflix, Prime video, Hotstar and Voot. The tenth objective was to know the trend of watching online web series in boys and girls. Table 1 shows that both boys and girls prefer to watch online web series. They enjoy the strong story and content. They like the ease of watching

them at any time. The eleventh objective was to know the trend of using online apps for listening songs in boys and girls. Table 1 shows that both boys and girls like to listen songs on online apps like JioSaavn, Wynk, Spotify, Youtube and Gaana. The twelfth objective was to know the trends of using social networking websites in boys and girls. Table 1 shows that both the boys and girls prefer online platform to interact with friends and families. They like to share photos and important information on Facebook, Instagram, Whatsapp and Snapchat. The college has created official class groups on Whatsapp which is used to share class-related information, study material, exchange of greetings on festivals and birthdays. (Faizi & El Fkihi, 2018) higher education students in Morocco used the Facebook to access learning materials, homework assignments ,class-related information and discuss topics with other friends . (Gonulal, 2019) found that Instagram has the potential to support English Language Learners in improving vocabulary, communication and language skills. The thirteenth objective was to know the trend of doing online payments. Table 1 shows that the most of the boys prefer online payment through Google Pay, Phone pe, Paytm, Bhim UPI, Yono SBI and Amazon pay. These are used to pay the expenses related to the food , travel, fees, insurance, rent, electricity ,data recharge and shopping.

The fourteenth objective was related to know the trend of online shopping in boys and girls. Table 1 shows that both the boys and girls like to do online shopping. The popular platforms are Amazon, Flipkart, Myntra, Meesho, urbanic, ajio, houseofindya and Nyka. The fifteenth objective was to know the trend of visiting porn websites in boys and girls. Table 1 shows that boys and girls do not prefer to watch porn content and rarely they visited these websites. They have a good control on themselves. The sixteenth objective was to know the trend of visiting gambling websites. Table 1 shows that both boys and girls do not prefer to involve in gambling activities. They believe that these are unethical practices.

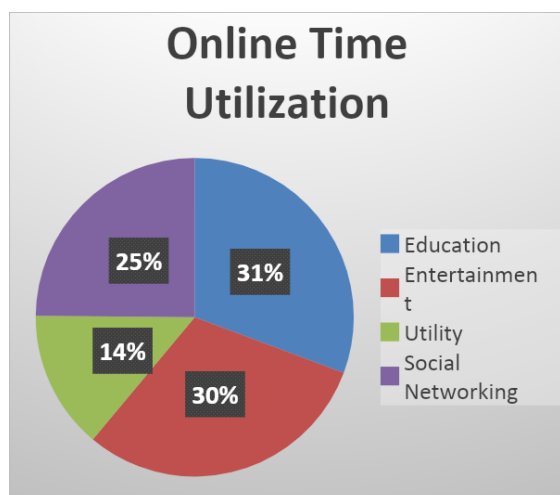


Figure 1: Online Time Utilization

The seventeenth objective was to know the online time utilization for academic, entertainment, utility and social networking by the students. It was found that students spent maximum time for educational purpose. It includes online coaching, reading e-text books, e-newspapers, watching recorded lectures, and playing mind games online. After this they spent time for entertainment. It includes reading e-books, watching online movies, porn scenes, web series, listening songs, playing action and fantasy games. After this they spent time on social networking to chat with their friends and families. Lastly, they spent time on utility purpose. It includes doing online payments and online shopping.

## 5 CONCLUSION

The college youth is involved in multiple online activities. Internet has made the life easy and comfortable. Girls prefer online-coaching. Both boys and girls prefer reading e-text books and e-books. They also like to watch online recorded videos, movies, web series and listening songs on online applications. Boys prefer to read e-newspapers and girls sometimes read e-newspaper. Sometimes they like to play online mind-games. Some boys play online action games and outdoor games on online platform. There is a greater inclination towards social networking in the college youth. They both prefer to do online shopping and boys prefer payment through online modes. There is a less craze for visiting porn and gambling web sites

.They spent 31% of the time for educational purpose, 30 % for entertainment, 25 % for social networking and 14 % for other utility.

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