



## Purpose of Internet Services and Format Utilization - An Appraisal

P B Pradeep Kumar, G Sivanarayana and K Dhanasree

Department of Extension Education, S V Agricultural College, Tirupati 517 502, A P

### ABSTRACT

A study was conducted in Agricultural college, Bapatla of Acharya N.G.Ranga Agricultural University to explore the extent of utilization of Internet formats by the students. The purposes of utilizing the services were for sending and receiving of mails, portals, preparation of assignments and seminars, entertainment, professional development and downloading of programs. Internet formats used were document/text format, power point, audio files, video files, files in compressed format and files in photo document format.

**Key words :** Formats, Internet, Purposes.

Internet is a brand-new world with its own language. It is a computer network of networks, it is a vast information super highway that facilitates communication between computer users both nationally and internationally. It enables computers of all kinds to share services and communicate directly as if they are part of a giant global computing machine. (Kumbar and Shirur 2002).

The Internet had its developmental roots in the U.S. Military during the 1960s. A pioneering long-haul network funded by what's now called as Advanced Research projects Agency (ARPA). It was the foundation on which the Internet was built. The ARPA was funded by the department of Defense and was a Cold War Military Project to test the possibility of creating a disaster-proof nation wide computer system. It was designed for purpose of military communication in United States devastated by a Soviet nuclear attack. The goal was to develop a peer-to-peer computer system – a radical departure from the conventional mainframe hierarchical system. (Maheswarappa and Emmanuel 2003)

### MATERIAL AND METHODS

An exploratory research design was followed for the study. Agricultural college, Bapatla was selected for the study. The sample constituted one hundred and twenty (n=120) respondents. Twenty students were selected each from four year's of under graduation and two year's of post graduation. The different Internet purposes and formats of usage were selected for the study. The data was collected primarily through Questionnaire. The data was subjected for statistical analysis with percentage, frequency and ranking. The specific objectives for the study are as under.

- 1.To explore the extent of consumption of Internet formats by the students of Agriculture.
- 2.To know the purpose of Internet usage.

### RESULTS AND DISCUSSION

#### INTERNET PURPOSES:

It was operationalised as the utilization aspect of Internet services for various purposes by the browsers. The Internet is used for various educational and research endeavor viz., teaching, research, professional development, personal productivity, social networks, communication, and fulfillment of organizations mission. It was indicated from the Table 2 that among all the purposes used by the students 79.10 per cent users gave first rank to sending and receiving mails, followed by portals (74.10%), preparation of seminars and assignments (66.60%), entertainment (64.10%), professional development (56.60%), placements/jobs (47.50%), down loading programs (45.00%), research project (30.00%), accessing online data bases (29.10%), means of communication with professionals (23.40%) and banking (12.50%).

#### INTERNET FILE FORMATS:

It refers to a blueprint related to Internet for efficient utilization in a selected design or layout. The various file formats can be obtained depending upon the need, in different formats such as document/text format, audio, video, photo document format etc.

It was evident from the Table 3 that respondents used file formats such as power point (9.10%), document / text files (8.30%), video files (5.00%), audio files (5.00%), files in compressed format (3.50%) and files in photo document format (2.50%) were used most frequently. With respect

Table 1. Distribution of respondents according to purpose of Internet usage

(n=120)

Sl.No	Purpose	Frequency	Percentage	Rank
1	Research Project	36	30.00	VIII
2	Preparing assignments and seminars	80	66.60	III
3	Sending and receiving mails	95	79.10	I
4	Accessing online data bases	35	29.10	IX
5	Means of communication with professionals	28	23.40	X
6	Banking (Ex : Loan for education)	15	12.50	XI
7	Down loading programs	54	45.00	VII
8	Professional development	68	56.60	V
9	Placement / jobs	57	47.50	VI
10	Portals	89	74.10	II
11	Entertainment	77	64.10	IV

Table 2. Distribution of respondents according to extent of use of file formats.

(n=120)

S.No	File formats	Not used	Rarely used	Occasionally used	Frequently used	Most frequently used
1	Document/ text files	11 (9.10)	13 (10.90)	33 (27.50)	53 (44.20)	10 (8.30)
2	Audio files	25 (20.80)	31 (25.80)	27 (22.50)	31 (25.90)	6 (5.00)
3	Video files	38 (31.70)	19 (15.80)	26 (21.60)	31 (25.90)	6 (5.00)
4	Power point (PPT)	30 (25.00)	13 (10.90)	33 (27.50)	33 (27.50)	11 (9.10)
5	Files in photo document format (PDF)	29 (24.20)	34 (28.30)	33 (27.50)	21 (17.50)	3 (2.50)
6	Files in post script format	93 (77.50)	14 (11.60)	13 (10.90)	-	-
7	Files in compressed format	46 (38.30)	43 (35.80)	19 (15.80)	8 (6.60)	4 (3.50)

Figures in parenthesis indicate percentages.

to file formats such as document/text files (44.20%), power point (27.50%), video files (25.90%), audio files (25.90%), files in photo document format (17.50%), files in compressed format (6.60%) were used frequently by the respondents. With regard to file formats such as photo document format (27.50%), power point (27.50%), document/text files (27.50%), audio files (22.50%), video files (21.60%), files in compressed format (15.80%) and files in post script format (10.90%) were used occasionally by the respondents. The file formats that were used rarely by the respondents were files in compressed format (35.80%), files in photo document format (28.30%), audio files (25.80%), video files (15.80%), files in post script format (11.60%), power point (10.90%) and document/text files (10.90%). Finally the file formats that were not used by the respondents were files in post script format (77.50%), files in compressed format (38.30%), video files (31.70%), power point (25.00%), and files in photo document format (24.20%), audio format (20.80%) and document/text files (9.10%).

Internet has been described as the gateway to a world of seemingly inexhaustible resources and information super highway of unlimited opportunities. The frequent revamp of educational curriculum, emergence of new concepts, competitive environment, demand for skilled manpower and information consciousness among users to access timely information, has led to the emphasis on the quality of education and training through Internet. Students are becoming aware of the Internet only now, but as long as the government does not consider this sector as strategically important, it will take one more decade to reach world standards.

#### LITERATURE CITED

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