



# “Pattern of Internet Usage among Management and Engineering Teachers: A Comparative Study”

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## Abstract

1. The Internet is the worldwide publicly accessible network of interconnected computer networks that transmit data using some special protocols. It is a network of networks which consists of millions of smaller domestic, academic, business and government networks. Today, the dependency of academicians on internet has increased. They use internet for various purposes like updating knowledge, research, information sharing, seeking information, e-mail etc. This study aims to explore the various purposes for which the teachers of engineering and management institutions use Internet and also to compare the usage of Internet amongst the management and engineering teachers.

## Research Methodology

The study is exploratory in nature and survey method was used to complete the study. The data will be collected through a self developed questionnaire based on five- point Likert’s scale.

## Examples

**Taylor and Francis (2008)** found that, the last decade of the 20<sup>th</sup> century brought radical changes in information and communication technology. Internet is being widely used in the business world. However, the use of the Internet in academic settings specially dealing in technical establishment is a neglected area.

**Hanauer (2014)** surveyed a diverse community college to assess the use of the Internet by the students. The survey showed that although all the students surveyed had free Internet access through their community college, only 97% of the students reported having access to the Internet.

## Introduction

The Internet has been in a state of continuous evolution and sometimes revolution since the late 1960s. It is a global messaging system through which information can be exchanged all over the world. But in today’s era it has, the Internet has become much more than this. It has become one of most important part of our lives. It serves as multi-disciplinary community.

This Community includes Students, Scientist, Researchers, Renowned scholars, and Non-Profit organizations, Large, Medium and Small Scale Industries. Last but not the least Individuals of every age group. It’s very difficult to describe what the internet is because it does not comply with one single thing . Perhaps it is combination of various other related factors. In simple words “Internet is a network of networks”.

## Findings

The questionnaire is confirmed in first iteration means. In first iteration entire item has higher item to total correlation than the cut off value

Validity of the questionnaire is checked using face validity method and found to be high.

## Conclusion

The study will be resulted in the standardized and reliable measure to evaluate internet usage pattern. In the present academic scenario both Engineering and Management teachers are using internet as a medium for Buying, Exploration, Knowledge up gradation, Professional development, Amusement, Interactive communication, Business activities and Day to day functioning .Engineering and management teachers can be considered within same category as both groups use internet for the same purposes.

## References:

Philip Kotler (1999), Kotler on marketing .New York: Free press.  
Laite, Berkley, (2000). Internet Use Survey: Analysis