

INTERNET, SOCIAL RELATIONS AND CHANGING STRUCTURE OF KNOWLEDGE

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ABSTRACT

*Technology has existed in one form or the other from the very beginning of human civilization. Throughout human history, science and technology have been developed in order to meet the challenges of natural environment, to meet human requirement and to provide solution to the problems faced by societies. The Internet is quickly emerging as a new defining line in society. Access to ideas and information transmitted electronically and to the growing online marketplace available through the Internet will be essential for the development of communities, cities, regions, and nations. Many parts of the country are going to benefit from the Internet, but many areas are going to become electronically improvised, cut off from rest of the civilization without phone lines or computers necessary to sustain modern industry, agriculture, education, or even culture. The paper is from one of the chapter from my Ph.d thesis :**Impact of Internet on Society: A Sociological Analysis** which analyzes the usage of Internet for sharing their daily needs. How Internet is helping them to share their problems, worries and advice with friends and family.*

KEYWORDS: *Internet, TCP/IP, Email, Chatting, Social Media*

INTRODUCTION

The Internet is one of the most talked about topic of this decade. As of September, 2011 the country had 112 million Internet users, including 88 million and 24 million rural users. India now has the third-largest base of internet users. Internet is now cheaper and affordable and accessible at home too because there are lakhs of internet user in Jaipur which uses the services via Broadband. There are about 2 million users in jaipur. The word Internet is defined as a series of inter-networked computers communicating with each other in common language. The Internet appeared for the first time in history in 1972, when the networking protocol TCP/IP was invented, allowing the widely dispersed computer networks to be inter-netted together. Today Internet is biggest celebrity on Earth. As with any flesh-and-blood celebrity, these inter connected series of computer networks is adored, hated, mistrusted, and idolized and stereotyped. It is believed that Internet and related technologies will revolutionize the family relationships. Early communication technologies, like the labor-intensive postal service, illustrate the basic nature of point-to-point communication. People could initiate by communication by composing the message and turning it over to the postal service, which, act as an intermediary delivered the message to whom so ever it was addressed. There was a technical development that conveniently captures the sense in which the social reach of switched format became defined interms of networks they bound together.

Kranzberg and Pursell(1967) argue that technological revolutions historically are marked by their penetration into a large number of human activities. Castells(1996:31) interprets that to mean the penetration of technological revolutions into societies provide 'the fabric in which such activity is woven.' Fisher (1992) notes that technology is a socially embedded process not an expgenous factor that has an impact on society. Similarly, Ellul (1983) and Foucault (1979) assume that technology represents an overwhelming and generalizing system of ideas and techniques.

OBJECTIVES

The main aim of the study is to study how internet is penetrating into their daily lives. How it is leading to change in their day-to-day behaviour. How they are relying more on Internet for their needs and satisfy them by sharing their problems, worries and advice

METHOD OF STUDY

Participants consisted of 300 Internet users who are sending and receiving at least 25 to 30 emails every day. A convenient purposive random sampling method was used to acquire the sample. Among the participants, 90% were between the ages of 18-23. Such respondents are present at organizations where they are provided with Internet access at work. One such organization is a Transcription Company, jaipur, Rajasthan. Other set of respondents were selected from renowned university of Jiapur where students with Internet access at their practical laboratory The questions on the instrument were designed to satisfy the research questions as set forth in the introduction of this study. Therefore, the questionnaire was considered to have content validity.

RESULT AND DISCUSSIONS

Internet: Is it leading to Change in Day-to-Day Behaviour?

Jaipurites engagement with the Internet as a way to stay in touch with friends and family remains strong. About 62.2% of total Internet users said that they email members of their immediate and extended family. And 68.5% of total Internet users said that they email to their friends on regular basis and among them female students (84%) are using more in comparison to male students (70%). However, some people have gained experience online their perception of Internet's role is personal communication is changing. 33% of respondents feels that Internet helps users to stay in touch in friends and family. 39 % strongly agree that it is easier to meet people on net. There are times that they are using personal details (45%) and multiple screen names (39%).

As daily activity on the Internet grows, there has been considerable interest in question whether Internet use encourages social connectedness and making them rely more on internet for daily needs. Respondents tell that Internet allows people to stay in touch with both family and friends, and in many cases, extend their social network. A sizeable majority of those who email relatives say it increases the level of communication between family and friends. About 59% of those who email to communicate with their families say they communicated more often now with their primary family contact and 60% of those who email friends say the same thing about increased communication with their primary friend contact.

Table 1: Using Internet Activities for Communication with Friends and Family

Activities(Table Made for Response of Strongly Agree)	Family	Friends
About getting together for some social activity	25%	29 %
To pass along something interesting they have heard or read	53%	51%
About something you are upset or worried about	38%	38%
To tell news about children other family members	34%	30%
To tell about your job	36%	32%
To get advice	40 %	45%
To advice something to close ones	34%	37%

Internet users who came online seem particularly ardent about using the Internet to seek advice or raising worries with friends and family members. Online experience usually means a user is more likely use the Internet for any activity. This general pattern holds for increases in emails seeking advice or worries. A better explanation is that a network effect is at work. As more and more people go online, there is increased incentive to use email for all kinds of communications. Experience doesn't explain the growth in the seriousness of email as much as the fact that people rely on email to perform all kinds of important communications, regardless of their experience level online. These seeming paradoxical changes reflect a maturation process for Internet users. For many, the Internet until recently has been a "wow" technology, but with time it has receded somewhat into the background of their lives. For heavy users, especially the Internet has acquired a quotidian cast. This takes place in the context of more of people's social and professional networks going online as Internet penetration grows. A wider range of friends and contacts online makes it more acceptable to handle important matters over the Internet, especially as online experience breeds trust on the technology. The expanding population of cyberspace and users' greater comfort with the Internet changes the norms of appropriate and expected online communication. Users' initial wonderment over the technology shifts to richer appreciation of what it can do for them, whether that means sending a credit card number or sharing an urgent worry.

Email: The Isolation Antidote

People use email to deepen their connection to the people they like and love and increase the volume of communication they have with them. This appealing attributes of email to a surprise large amount of users is that they feel they can be more honest online with loved ones and friends than in conversation. Email users, especially women, feel they are working on relationships and extending their social networks as they exchange email. The Internet is more than a bonding agent; it is also a bridging agent for creating and sustaining community.

More than half have joined those groups since getting Internet access; those who were group members before getting access say their use of the Internet has bound them closer to the group. Members of online groups also say the Internet increases the chances that they will interact with people outside their social class, racial group or generational cohort.

Table2: Role of Internet in the Life of Respondents

Activities(Table Made on Response of Strongly Agree)	Friends	Family
Email has brought me close to my family or friend	36%	31%
It is easier for family/friend to say frank and unpleasant things in email	27%	20%
Email is too impersonal for communicating with friends or family members	20%	5%
Because of email I can tell in touch with my friends without waiting as much time talking to them	33%	26%
I have learned more about my friends/family since we've been using email	3%	25%
Email has improved relationships with my family/friends	19%	17%
Email has added stress in my relationship with family/friends	4%	3%

CONCLUSIONS

Analysis suggests technologies exhibiting infrastructural qualities, ranging from the telephone to the Internet itself, many be insinuated in a variety of ways into new and existing social relationships, conferring on users new capacities that may be deployed in a wide array of contexts, sites or locations. Internet is becoming popular and effective way of communication among the youth of Jaipur. To be updated in life means to be on Internet and other social media sites. It is a supplementary to enhance the social ties and interaction with friends and family. It can be said as “**Enhancer**” which is enhancing the traditional communication media. It may function like many home appliances and especially like the telephone in allowing one to be more productive in use of time, using print media for affirming information, or enriching old social networks with new or newly resurrected social contacts. Such differences, of course, could easily change as people accommodate more to new technology. They constitute a kind of infrastructure, a mean to get things done-irrespective in principle from the ends to be achieved. By enhancing the user with new media, expands the dimensions of communication and entertainment.

The distinction in general terms between the use of communication technologies either as ends in themselves, or as means, provides a useful way to specify the ground on which the infrastructure account rests. The primary effect of new technology is picked from displace observed in individual media use or consumption of media- whether for entertainment, news, or any other functions. The secondary effect, less only in the sense that it is a by-product of the primary end to which the technology is being put, is the extent to which the new technology might actually offer a new way to perform some familiar, alternative function of sociological interest- such as letting people feel as they have a company when the television is on, or providing the counter piece of a social gathering, and even the material for subsequent social interaction. It suggests that the primary effect of use of Internet may be observed in terms of the way they offer new ways to do familiar things, or the way they create new complementary or synergies among activities.

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