



STUDENT'S ATTITUDE TOWARDS ACCESSING WEBSITE – AN ANALYSIS

Dr. S. SETHU

Assistant Professor,

Department of Physical Education and Sports,
Manonmaniam Sundaranar University,
Tirunelveli, Tamilnadu, India

Abstract: *The purpose of the study was to find out the student's attitude towards accessing website. To achieve the purpose of the study 200 post graduate students in physical education were selected as participants from the physical education institutions in Tamil Nadu, India. The age of the subjects were ranged from 18-25 years. Website is selected as criterion variable. Motive factors such as entertainment, information and social interaction were selected as independent variables for this study. The data collected on the selected criterion variable by using the survey questionnaire which was developed by Taesoo Ahn during the year 2010. Pearson, Multiple Correlation and Multiple Regression was used to find out the motive factors such as entertainment, information and social interaction which contribute or closely related to the attitude towards access website. The level of confidence was fixed at .05 levels. It was concluded that, there was a positive attitude of students towards accessing of website. Moreover, significant relationship was found between attitude toward access website and motive dimensions such as entertainment, information and social interaction*

I. INTRODUCTION

The expansion in media capacity has brought with it range of problems that sports and media organizations have had to resolve. The relationship between media and sport has become of particular interest to media scholars over the last decade. However, as sport itself has been of interest in a variety of other disciplines, the study of the ways in which media and sport interact crosses boundaries and can be found in literature concerned with the sociology of sport, history of sport, gender studies, cultural studies, journalism, leisure studies and beyond (Rafaeli, 1988).

The Internet has undoubtedly had a dramatic impact on the environment in which the sports-Media industry now operates. Throughout the late 1990s sports organizations and clubs developed websites to provide corporate information, breaking news and e-commerce (predominantly the sale of merchandise) to sports fans. It is no exaggeration to suggest that all major spectator sports now have a presence on the internet in some shape or form. The degree of engagement with new media clearly varies, but there is general consensus among sports organizations that the internet presents a range of new possibilities for communicating with various publics (Rubin, 2002).

II. STATEMENT OF THE PROBLEM

The purpose of this paper was to find out the student's attitude towards accessing website.

III. METHODOLOGY

The purpose of the study was to find out the student's attitude towards accessing website. To achieve the purpose of the study 200 post graduate students in physical education were selected as participants from the physical education institutions in Tamil Nadu, India. The age of the subjects were ranged from 18-25 years. Website is selected as criterion variable. Motive factors such as entertainment, information and social interaction were selected as independent variables for this study. The data collected on the selected criterion variable by using the survey questionnaire which was developed by Taesoo Ahn during the year 2010. Pearson, Multiple Correlation and Multiple Regression was used to find out the motive factors such as entertainment, information and social interaction which contribute or closely related to the attitude towards access website. The level of confidence was fixed at .05 levels.

IV. ANALYSIS AND INTERPRETATIONS OF DATA

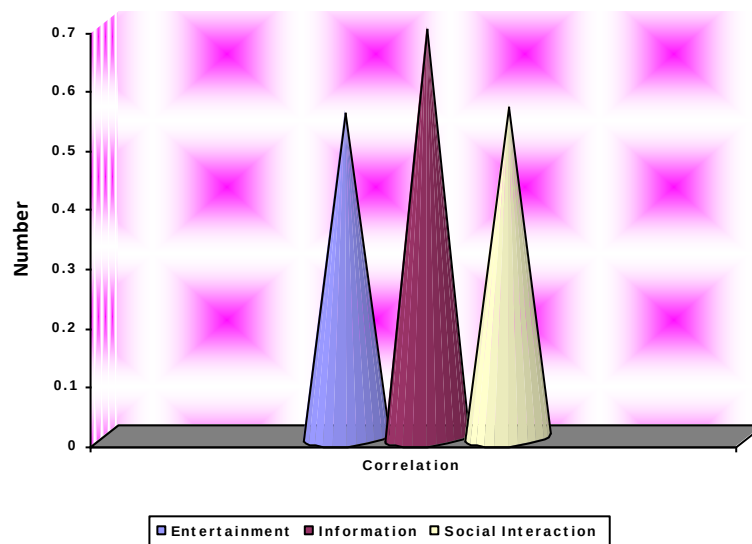
The data on motive dimensions and attitude towards access website of 200 respondents were analysed and presented in table I and II. The correlation between motive dimensions and attitude toward access website were graphically represented in figure I.

TABLE I: PEARSON PRODUCT MOMENT AND MULTIPLE CORRELATION BETWEEN MOTIVE DIMENSIONS AND ATTITUDE TOWARDS ACCESS WEBSITE

Dependent Variable	Independent Variables	Pearson r_{12} value	R-Value
1. Attitude toward accessing website	2. Entertainment	0.55*	0.867*
	3. Information	0.69*	
	4. Social Interaction	0.56*	

*Significant at 0.05 level with df 398 is 0.141.

It is evident from the table that there was a significant relationship between attitude toward accessing website and motive dimensions such as entertainment, information and social interaction separately. Multiple regression was computed only if the multiple correlation is sufficiently high to warrant prediction from it. Then, the correlation identifies the independent variables to be included and their order in the regression.

FIGURE I: CORRELATION BETWEEN MOTIVE DIMENSIONS AND ATTITUDE TOWARDS ACCESSING WEBSITE**TABLE II: MULTIPLE CORRELATION COEFFICIENT FOR THE PREDICTORS OF ATTITUDE TOWARDS ACCESS WEBSITE**

S. No	Variables (Forward Selection)	R	R Square	R Square Change
1	Information	0.725	0.525	0.456
2	Information & Entertainment	0.762	0.656	0.131
3	Information, Entertainment & Social Interaction	0.867	0.751	0.094

From the table II, it was found that the multiple correlation coefficient for predictors such as information, entertainment and social interaction is 0.867 which produce highest multiple correlation with attitude towards access website. R square values showed that the percentage of contribution of predictors to the attitude towards access website (dependent variable) in the following order.

About 75% of the variation in the attitude towards access website was explained by the regression model with three predictors such as information, entertainment & social interaction.

V. DISCUSSION ON FINDINGS

The findings of the present study were supported by the following research findings. Papacharissi and Rubin et al have also reported that the people may have positive attitude towards website. Carolyn Lin (2002) and Flanagan et al (2001) also observed the similar findings in their study.

The conceptualization of media accessing received considerable confirming evidence. As was the case for Charney and Greenberg (2001), defining Information seeking and social interaction were considerable additional variance in usage beyond outcome expectations, indicating the value of adding these concepts to models of Internet usage.

Interpersonal utility, convenience, information seeking, entertainment, and to pass time are motives for access website found by Papacharissi and Rubin (2000).

Other researchers have found that motives for interpersonal mediated communication have included persuasion, social bonding, relationship maintenance, and problem solving (Flanagin & Metzger, 2001).

In interpersonal communication, many of the students were the followers of international familiar players. Hence, Social bonding may also serve as a functional alternative to mass communication channels and vice versa (Papacharissi & Rubin, 2000).

Hence it is concluded from the result of the study and also inferred from the above literature cited, students having the positive attitude towards access website.

VI. CONCLUSIONS

1. There was a positive attitude of students towards accessing of website
2. Significant relationship was found between attitude toward access website and motive dimensions such as entertainment, information and social interaction.
3. The multiple regression revealed that all selected motivations: entertainment, information and social interaction are significantly related with attitude toward access website. The R^2 was .75, indicating that the selected factors explained 75% of the total variance of attitude toward access website. Hence, all selected factors are significantly related to attitude toward access website.

REFERENCES

- [1] Carolyn Lin, A. (2002). Perceived Gratifications of Online Media Service Use among Potential Users. *Telematics and Informatics*, 19(1), 3-19.
- [2] Charney, T., & Greenberg, B. (2001). Uses and gratifications of the Internet. In C. Lin & D. Atkin (Eds.), *Communication, technology and society: New media adoption and uses* (pp. 383-406). Cresskill, NJ: Hampton.
- [3] Flanagin, A. J., & Metzger, M. J. (2001). Internet Use in the Contemporary Media Environment. *Human Communication Research*, 27, 153-181.
- [4] Flanagin, A. J., & Metzger, M. J. (2001). Internet use in the contemporary media environment. *Human Communication Research*, 27, 153-181.
- [5] Papacharissi, Z., & Rubin, A. M. (2000). Predictors of Internet use. *Journal of Broadcasting & Electronic Media*, 44, 175-196.
- [6] Rafaeli, S. (1988). Interactivity: From New Media to Communication. In R. P. Hawkins, J. M. Wieman & S. Pingree (Eds.), *Advancing Communication Science: Merging Mass and Interpersonal Processes*, Newbury Park, CA: Sage, pp.110-134.
- [7] Rubin, A. M. (2002). The Uses-and-Gratifications Perspective of Media Effects. In J. Bryant & D. Zillman (Eds.), *Media Effects: Advances in Theory and Research* (2nd ed). Mahwah, NJ: Erlbaum. pp. 525-548