

Revolution and convergence of communication technologies in commerce education: - it's impact on the youth of akola city

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Abstract: *The twentieth century brought about a lot of changes, especially in the fields of industry, information technology and communication. As a result of these phenomena also our everyday life has changed radically. In this article I would like to introduce that how did these new technological advancements affect the social life of humanity and its impact on the youth of Akola city? In the beginning of history communication was totally limited by the distance. If someone was further than the other's noise or sight could reach, then they could not exchange any information without coming closer to each other. This way the people were more separated and the different nations were developing in very different ways. Through the appearance of the various communicational devices the distances were shorter and shorter, until that grade that nowadays we can hold and international conference with the participants being on distant locations of the world.*

Disabled people can work from their homes through internet. We don't need to go out even for shopping, because we can order the product and it comes to our home. Universities offer tele-courses where people can receive not only the education but even a diploma, without ever setting foot in the building of the institution. The world truly became a global village, where we can reach anyone, anywhere, from the comfort of our sofa. All these changes in our lifestyle happened so rapidly that even my parents cannot really grasp it, not to mention about the grandparents. The last 20 years brought about so many new things that most of the people don't even know about their existence. The Homo sapiens evolved to Homo Sapiens Communications, with his inseparable tool: the mobile phone.

INTRODUCTION:-

Information and communications technology (ICT) is often used as an extended synonym for information technology(IT), but is a more specific term that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals), computers as well as necessary software, middleware, storage, and audio-visual systems, which enable users to access, store, transmit, and manipulate information.

The term *ICT* is also used to refer to the convergence of audio-visual and telephone networks with networks through a single cabling or link system. There are large economic incentives (huge cost savings due to elimination of the telephone network) to merge the telephone network with the computer network system using a single unified system of cabling, signal distribution and management

REVIEW OF LITERATURE:-

In an analysis of data from the 2000 General Social Survey, Alan Neustadtl and John P. Robinson (2002) argue that there is little evidence that as Internet use increases, face-to-face interaction decreases. In fact, Internet and electronic mail use is associated with a richer social life. In a follow up study of Home Net publications that had previously found small, yet consistently negative effects of Internet use on social involvement and psychological well-being, researchers found that these small findings were no longer apparent. Newer studies found an overall positive effect of using the Internet for communication with family and

friends, community involvement and psychological well-being. Researchers argue that extroverts, who had a large network of social support benefited from Internet use, while introverts who had smaller networks of social support did not benefit as much (Kessler et al 2002). Their research finds that the Internet fosters greater communication and psychological well-being among users. The distinction they make is between how valuable it is, not whether it is beneficial or detrimental.

AIMS & OBJECTIVES OF THE STUDY

- To develop communication theories and be highly skilled in the use of quantitative methods & to evaluate them in a view of commerce education.
- To study the facilities of communication technology in various colleges.
- To study the impact of communication technology on youth in Akola city.
- To increase the ability of student to contact their instructors at any time to ask for information or guidance regarding their uses of communication technology.
- To compare the impact of communication technology on commerce students in various colleges.
- To identify information and communication technologies (ICT) intrusiveness on college students.

HYPOTHESIS

1. The effect of revolution in communication, affects on our life and youths are more affected.
2. Convergence of communication technology very useful in this globalized scenario.
3. Akola city commerce students are very much acquainted with use of communication technology.

SAMPLE DESIGN

(Table 1.1)

Sr. No.	NAME OF COLLEGES	SAMPLE SIZE		TOTAL
		BOYS	GIRLS	----- -
1.	SMT. L.R.T. COLLEGE OF COMMERCE ,AKOLA	25	25	50
2.	R.D.G. GIRLS COLLEGE OF ARTS,COMMERCE AND SCIENCE,AKOLA	25	25	50
3.	S.N. COLLEGE, AKOLA	25	25	50
4.	MEHERBANU COLLEGE OF SCIENCE AND COMMERCE, AKOLA.	25	25	50
5.	SHRI. SHIVAJI ARTS,COMMERCE AND SCIENCE COLLEGE, AKOLA	25	25	50
	TOTAL	125	125	250

The demographic characteristic illustrates the distribution of respondent's categories in relation to Age, Gender, as described in Table 1.2

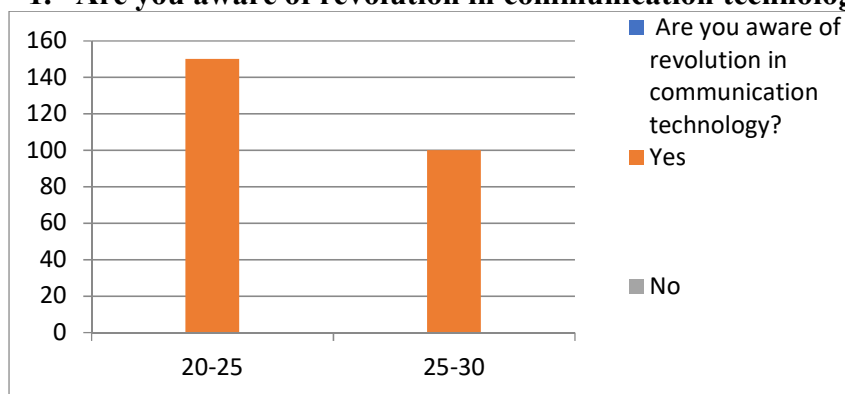
AGE WISE SAMPLE DESIGN

(Table 1.2)

Sr.No.	Age	Gender		Total
		Male	Female	
1	20-25	75	75	150
2	25-30	50	50	100
Total	-----	125	125	250

From Table 1.2, it can be noted that majority of the respondent's (60%) were aged between 20-25 years, including male and female. And only 40% of respondents are aged between 25-30 years.

1. Are you aware of revolution in communication technology?

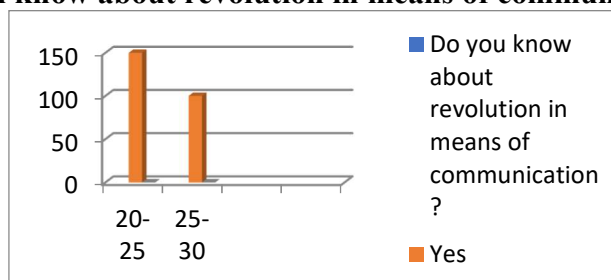


As seen in Table 1, this is depicted by majority (100%) of respondents who asserted that they were aware of revolution in communication technology. The above findings suggest that the general awareness of revolution in Youth about ICT have access to new and different types of communication technology.

Table - 2

Sr.No	Question	Age wise				Total	Percent
		20-25 (150)		25-30 (100)			
Qu.2	Do you know about revolution in means of communication?	Yes	No	Yes	No		
		150	0	100	0		
	Total	150		100		250	--
	Percent	60%		40%		--	100%

2. Do you know about revolution in means of communication?

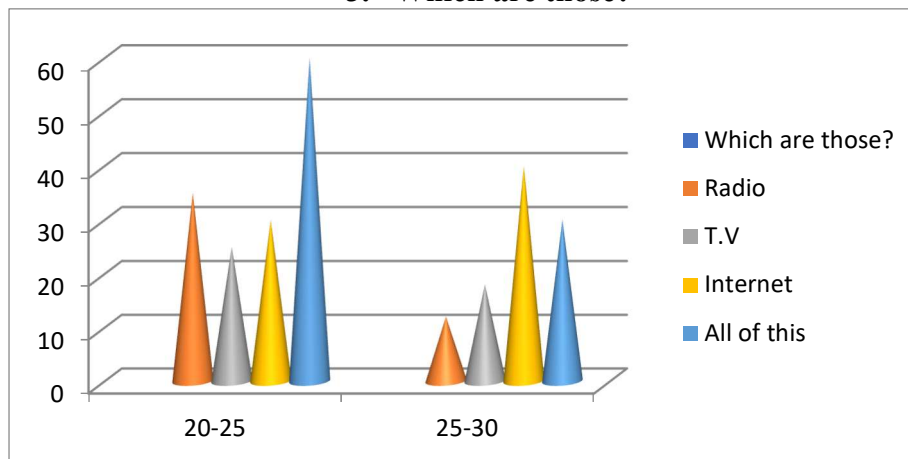


In Table 2, this is agreed by majority (100%) of respondents who asserted that they know about revolution in communication technology. The above findings suggest that the youth of Akola city is aware about this revolution and they are using all this means of ICT.

Table – 3

Sr.No.	Question	Options	Age wise		Total	Percent
			20-25 (150)	25-30 (100)		
Qu.3	Which are those?	Radio	35	12	47	2.8%
		T.V.	25	18	43	17.2%
		Internet	30	40	70	28%
		All of this	60	30	90	36%
	Total		150	100	250	100%

3. Which are those?



From the above Table no. 3, majority of the respondents responded that they knew about the revolution in ICT & they have a definite knowledge how to use all means of communication technology. About 2.8% youth use radio, 17.2% youth are using T.V as a means of ICT, and 28% youth uses Internet and about 36% uses all these facilities for different kind of uses. It proves that the youth of Akola city is aware about this revolution in ICT.

- **Test of the first hypothesis: -**

The first hypothesis was stated as: The effect of revolution in communication, affects on our life and youths are more affected. The results of this analysis show a positive linear relationship between the effects of revolution in communication, affects on our life and youths are more affected. Availability of ICT resources and Youth learning as given by the positive value of the computed correlation index. This suggests that availability of ICT resources plays a significantly positive role towards students learning in different colleges. Hence the hypothesis that “The effects of revolution in communication, affects on our life and youth are more affected.”

- **Test of 2nd hypothesis:**

The second hypothesis was stated as: Convergence of communication technology very useful in this globalized scenario. The results of the analysis show a positive correlation between Convergence of communication technology & the use of ICT in this globalized scenario. Accordingly, the null hypothesis is in favor of the 2nd hypothesis. The findings suggest that as student’s accessibility to ICT resources improves there is a likely improvement in students learning in different Commerce colleges of Akola city.

- **Test of 3rd hypothesis:**

Hypothesis three stated that: Akola cities commerce students are very much acquainted with use of communication technology. The results of this analysis shows a positive result that Akola cities commerce students are very much acquainted with use of communication technology as given by the positive value of the computed correlation index . It implies that the results were statistically significant.

This suggests that Akola cities Commerce students are very much acquainted with the use of communication technology & it plays an important & positive role towards students learning in different colleges of Akola city. Hence the null hypothesis that “Akola cities commerce students are very much acquainted with use of communication technology” is upheld.

DISSCUSIONS, CONCLUSION & RECOMMENDATIONS

Revolution & Convergence in communication technology has numerous economic and social impacts on modern society and requires serious social science investigation in order to manage its risks and dangers. Such work would be valuable for both social policy and technology design. Decisions have to be taken carefully. Many choices being made now will be costly or difficult to modify in the future.

Many of us are aware that we live in a rapidly changing world. But most of us are still not conscious of the speed of change and the interconnections between the many technological and other changes that are affecting our daily lives and that will have a deep effect on our future. And without this consciousness, it is going to be difficult to fully understand our present predicament and hold out effective solutions that will ensure that we have at least a standing place in a future world.

CONCLUSION :-

Everyone I interviewed agreed that Internet culture and new communications technologies influenced their relationships and connections with other people. However, my sample overwhelmingly believed that the effects are both positive and negative. On the one hand, most respondents are aware (and some are concerned) that Web 2.0communications can negatively influence relationships and connections because it can produce relationships that are more superficial, less personal and less emotionally intense than relationships that are not technology mediated or sustained. At the same time, they tended to agree that the networks they are creating are larger and probably more diverse, and that these technologies can actually help sustain offline relationships in some important ways.

This study provides strong evidence that the impact of digital communications and Web 2.0 culture on our social relationships is not a black and white, good versus bad issue. As sociologists who have studied the impact of other technologies on society have argued, it is not the technology itself but how humans use these technologies that are most significant. For the most part this is how my respondents summed up the impact of these technologies on their social relationships. While most of the people believed or worried that Internet culture might produce greater isolation or hinder them from forming intimate and meaningful relationships, they also saw the value of the wider networks and the ways email, text messaging, Face book and other digital technologies allowed them to sustain and then build more constant and meaningful relationships with people about whom they care a great deal. As Michael stated, the impact of the technologies depends on how they are used, and if they end up serving as a bridge toothier forms of sociability.

FINDINGS

So many changes came about in such a short time that we couldn't even really understand what happened to us. From one side our life became truly much more comfortable

than ever before. We receive information (news, family photos, films, felicitation, etc.) faster and easier than ever before. We can shop online from the other side of the world and the product comes at our door.

Those who were far before came closer to each other (“We are living now in a global village”), we can reach anyone anywhere in an instant. But at the same time those who were near got further from each other, spouses spend more time on phone or on internet and less time together.

Findings from respondents echoed limited ICT resources as the biggest challenge affecting the commerce student’s access to ICT facilities. This was closely followed by financial constraints cited by the respondents. The researcher’s discussion with the administrators reveals the need for increment in ICT facilitation so as to increase on the number of technology accessories in the Colleges. Limited time to access the computer lab, Internet connectivity and power instability were some of the other reasons cited as affecting student’s access to ICT resources.

The study reveals that limited ICT facilities remained the major factor affecting student’s use of ICT resources with a majority 'emphasizing it. This was evident where students accessed the computer laboratory in different shifts not for convenience but to share the few computers. This was further supported by respondents who stressed that they have limited time to access the computer lab.

My respondents sometimes use digital technologies for quick, routine communication. Although it might seem superficial, they see it more as a substitute for no communication rather than substituting for deeper communication when geographic distance or being busy would otherwise mean no contact at all. These technologies make it much easier to maintain connections across geographic distance, and are convenient and easy. Furthermore, the respondents associate different technologies with different kinds of connections and sometimes with different kinds of people in their lives, therefore, having multiple options of ways to contact and be in touch with people is, in their opinion, mainly good.



My respondents believe that the impact of technology mediated communications technologies on relationships is complex and multidimensional it is not black and white, good or bad, right or wrong it is much more complicated. The most positive features of digital-mediated relationships, especially when they combine on and off-line forms of sociability are found in the metaphor of the bridge. Bridges make connections happen across time and space.

SUGGESTIONS & RECOMMENDATIONS: -

Basing on the findings of this study, in order to improve on ICT and learning in commerce education, the following recommendations may be considered:-

1. There is need for the colleges to invest more in computers and related technology as means of not only solving accessibility problem but improving on the presence of the facilities especially computers in the classroom and computer lab. More infrastructures: printers, computers, projectors should be put in place for more practice and utilization.
2. There is a need to maintain internet connection in the colleges and connect more computers to the internet. The University should then liberalize accessibility of internet and e-mail in the institution in form of establishment of ICT resource centers where all software can be accessed, student’s packages and all versions of technology. All in all, the University shall take time and even not get there to afford a 1:1 ratio of Student - ICT access to facilities thus students should also try to acquire themselves what can be afforded or visit commercial ICT providers like internet café to access ICT facilities.

3. Training in ICT skills should not be limited to Ms Office suits; the University should go ahead to integrate the other programs and packages as recommended by UNESCO .Clearly a basic level of ICT skill must be achieved but this should be followed by an integrated approach to ICT and learning. The aim should be for embedding ICT firmly into the teaching and learning process so that it is no longer considered a separate and discrete element. Such changes may offer the potential to improve on teaching and learning using modern technology.

POSSIBLE AREAS FOR FURTHER RESEARCH

Since Revolution and convergence in communication technology is relatively a new in the teaching and learning process a lot of research is needed to be carried out. This study has exposed many things that could not all be covered. The researcher thus recommends the following possible research areas.

1. The link between technology and authentic learning in higher institutions of learning.
2. Student's perception and use of the internet as a hub for learning.
3. The effect of modern technology on the performance of commerce student's.

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