ATTITUDE TO INFORMATION AND COMMUNICATION TECHNOLOGY AMONG COLLEGE STUDENTS

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Attitudes

Throughout the history of social psychology, attitude has played a central role in the explanation of social behaviour. It is usually defined as a disposition to respond favourably or unfavourably to an object, person, institution, or event. People can hold attitudes of varying degrees of favourability toward themselves and toward any discriminative aspect of their environment. Widely shared, positive attitudes toward relatively abstract goals (freedom, honesty, security) are known as values. Attitude is considered a hypothetical construct; being unobservable, it must be inferred from measurable responses that reflect positive or negative evaluations of the attitude object.

Three categories of responses are distinguished, following a classification that goes back at least to Plato: attitudes can be inferred from cognitive responses or beliefs (reflecting the individual's perception of, and information about, the attitude object); affective responses (evaluations of, and feelings toward, the object); and cognitive responses (behavioural intentions, tendencies, and actions with respect to the object). For example, attitudes toward an ethnic group can be inferred from stereotyped beliefs (whether valid or biased) that attribute certain traits, abilities, manners, and life styles to members of the group in question; from such affective or evaluative responses as expressions of like or dislike for the ethnic group; and from intentions or over actions that reflect tendencies to approach or avoid members of the group under consideration.

Although attitudes are sometimes viewed as containing all three response classes or components, most social psychologists identify and define attitudes in terms of affect or evaluation. Beliefs, intentions, and behaviours are viewed as related to, but conceptually distinct from, attitudes. In the 1950s, social psychologists posited a basic need for people to maintain consistency among their beliefs, attitudes, and actions. Inconsistency (dissonance, imbalance, incongruity) was said to be psychologically aversive, motivating the individual to change beliefs, attitudes, or behaviour in such a way as to establish consistency, or at least reduce the degree of inconsistency, among these forces[1].

Attitudes are tinged with emotion, and are very personal and complex in character. Attitudes are also uniquely organized in each person. Though certain attitudes may be held by many, each usually gives his own slant in expressing them. Attitudes and their organization are the product of individual's own reactions to his own experiences.[2]

Like interests, attitudes influence the behaviour of the individual by making him selectively oriented towards certain objects and issues. Depending upon the nature of his attitudes, he

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reacts favourably or unfavourably. No one is born with any attitudes. They are learned in a culture in course of individual development. The kind of environment in which he grows has an indelible impact on the attitudes he processes. Information about the views and values prevalent in subculture is, therefore, essential to their understanding[4].

Internet is a network of computer linking the world as a whole. It is popularly known as Net. It consists of thousands of computer networks interconnected by a dedicated, special-purpose computers called routers. Each computer attached to the internet is assigned a unique LP address in the form of a number. Software uses the address to identify the intended recipient when it sends a message. An internet address is also called an IP address.

The internet uses an approach that allows each group of technology to select the network technology that best meets the group's needs. To accommodate multiple network types, the Internet provides a mechanism to interconnect arbitrary networks and the software to transfer data across the connections. Computer software forms an important part of the technology that makes it possible to interconnect networks. Advanced Research Projects Agency's (ARPA) Internet project produced many innovations to make networking more general and efficient.

Advantages of Internet

1. Internet can be used for exchange e-mails with many people having e-mail addresses.
2. Millions files stored in the computer throughout the world can be searched, retrieved and read literally through Internet.
3. Internet helps in performing the activities like sending or receiving sound animations and picture files from very distant places.
4. Looking into something through resources of private or public information services that are on the internet is possible.
5. Immediate communication with others, connected with the Internet is possible.
6. It posses enormous possibilities for divers use.

Tele-conferencing helps interacting with others at remote places. Tele-conferencing helps us saving travel cost, time, energy and associated problems. With Teleconferencing, the participants must appoint a time which is convenient to all the participants. There are at present three basic types of teleconference systems

1. The internet offers an interconnecting mode between Universities and Research Laboratories: The National Science Foundation (NSF) of the American Government set up five super computer centres, nearly at the end of 1980 which started its function as the main interconnecting made of connection between University and Research Laboratory Network.

   In 1990, the Department of Electronics (DoE) of the government of India in collaboration with the United Nations Development Program established the internet of India, which is popularly known as ERN is the abbreviation of Educational Research network, which opened the internet communication to India in the field of education.

2. Application of the Internet in the Library System: Application of the Internet in the servicing system of the library makes it a global digital library. The common meaning of a digital library is a large store house of digital information accessible through the computer.

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There are various index mechanisms in the digital library system. To get information from the digital library the user has to proceed through these mechanisms. A digital library can contain text, sounds, graphic images, still and moving pictures and conferences which are very much essential for students who use it.

3. Electronic Bulletin Board Service. This is a well known service of the internet. It allows an individual to take part in one or more discussion group of his internet. It allows the participants to post a message for other members of the group to see. It can propagate messages quickly among the subscribers. The usability of the electronic bulletin board permits an individual.
   - To listen to a conversation.
   - To ask questions.
   - To interject a clarification of a previous statement, occasionally.
   - To contribute some statement.

4. E-mail: A computer can transfer small notes or large documents across a network instantaneously. This new form of communication is known as electronic-mail or e-mail. The E-mail can be used as an accessory to a variety of remote services. A computer cannot receive an e-mail unless it has an e-mail service program running. E-mail or electronic mail proves itself to be the biggest asset in sending and receiving messages instantly from one computer to another. As the e-mail includes text, graphics, and voice for transferring documents; it can provide immense help in the field of education.

5. On-line education: On line instruction is a technological development in the field of education. It is also known as the distance education mode of technology. It includes satellite courses, computer-based program, video- instructions, educational television, correspondence or home study courses. It lays emphasis on providing educational opportunities to those students, who are unable to get their desired courses of education for some personal or social problems or due to the unavailability of desired courses nearby. On line educational makes use of available media. It represents a learning domain which is independent both from the point of view of place and time and it provides for many way communications.

Significance of the Study

Teaching is most effective when it occurs in quick response to a need, the learner feels. A teacher should make every effort to teach the students when they are ready to learn. Just presenting information to the student does not ensure learning. For learning to occur, a teacher will need to get the students involved in identifying their learning needs and outcomes. A teacher should help them to develop attainable objectives. A teacher should have an idea about the nature and attributes of attitudes. He should know that,
   a. Attitudes are evaluative and can be represented on some favourableness.
   b. Attitudes have a special reference – a concrete or abstract object.
   c. Attitudes vary in intensity (Strength of feeling) and direction. Two people may have positive attitude towards 'democracy' but they may differ in how the same intensity of feeling but one is favouring democracy and the other unfavouring democracy.

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    d.   Attitudes may be connected with a person's emotions (such as to begging).

    e.   Attitudes represent varying degrees of interrelatedness to the other attitudes. For example attitude towards studies and towards school are related to similar objects and, therefore, they are likely to be more interconnected than attitude towards teachers and towards friends which are dissimilar objects.

    f.   Attitudes can be changed or modified but they are relatively stable, especially in adults. According to Anastasi (1968), "It is a tendency to react favourably or unfavourably towards a designated class of stimuli such as a National or racial group, a custom or an institution."

In short, an attitude represents a readiness to react toward or against some situation or person or think in a particular manner for example with love or hate or fear or resentment to a particular degree of intensity.

Title of the Study

A study on Attitude of College students towards I.C.T in Madurai City

Objectives of the Study

The following objectives were framed for the study.

    a.   To measure the attitude of College students towards ICT.

    b.   To construct a tool for measuring the attitude of College students towards ICT.

    c.   To find out if there is difference in the attitude of College students towards ICT.

Research Questions

The investigation was done in order to find out the answers to the following questions:

    1.   What is meant by Attitude to ICT?

    2.   What is the extent of the attitude of the College Students to ICT

Hypotheses

    1.   There exists no significant difference in the mean scores of Attitude to ICT between the College students in terms of type of institution.

    2.   There exists no significant difference in the mean scores of Attitude to ICT between the College students in terms of group.

    3.   There exists no significant difference in the mean scores of Attitude to ICT between the College students in terms of gender.

    4.   There exists no significant difference in the mean scores of Attitude to ICT and between the College students in terms of locality

    5.   There exists no significant difference in the mean scores of Attitude to ICT between the College students in terms of Socio-Economic Status.

Population and Sample for the Study

The sample for the study consists of 90 students studying in Colleges run by Government and Private Management. The sample is random sampling. The students were selected

randomly for the sample.

Attitude to ICT Scale

In order to assess the attitude of the students a standardized attitude inventory developed was used. This inventory has 25 items. Likert type instrument consisting of 5 subscales pertaining to a particular aspect of perspective.

The responses have to be given on a five point scale achieving from strongly agree to strongly disagree. The weight for each item is assigned ranging from 5 to 1 for the positive items reverse in case of negative items.

Scoring Procedure

The inventory consists of Scoring key

Items	SA	A	U	D	SD
Positive	5	4	3	2	1
Negative	1	2	3	4	5

Reliability and Validity

The inventory has a satisfactory content validity. The split half reliability is found to be 0.79 (correlated to 0.85) for a sample of 210 students.

Procedure

The study was carried out with the following plans. To identify the Colleges for selection of the students for the study. To select students in random manner so as to accommodate students belonging to different gender and locality. To administer the tool to the students to collect the data. To analyze the data statistically to find out the significant of difference between the students in the respective variables namely Attitude of students to ICT.

Statistical Techniques

Mean, Standard Deviation, correlation co-efficient were to be found out for conducting the investigation. For the purpose of finding out the significance of difference between the students in terms of gender, type of institution and groups.

Null Hypothesis 1

There exists no significant difference in the mean scores of Attitude to ICT between the College students of Science group and Arts group.

Table: 1 Difference in College Students due to Groups

Groups	N	Mean	SD	"t" value	Significance
Science	45	91.28	6.50	2.56	S
Arts	45	88.17	5.16		
Type	N	Mean	SD	"t" value	Significance
Govt	45	88.62	5.58	1.69	NS
Mgt	45	90.84	6.83		

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Gender	N	Mean	SD	"t" value	Significance
Men	45	90.62	6.99	1.32	NS
Women	45	88.84	5.77		
Locality	N	Mean	SD	"t" value	Significance
Rural	56	88.35	5.34	2.89	S
Urban	64	91.97	5.94		
Ses	N	Mean	SD	"t" value	Significance
High	32	92.09	5.86	2.94	S
Low	58	88.44	5.41		

Findings
1. There exists significant difference in the mean scores of Attitude to Higher studies between the students of Colleges belonging to Science group and Arts group.
2. There exists no significant difference in the mean scores of Attitude to Higher studies between the College students of Private Management and Government Colleges.
3. There exists no significant difference in the mean scores of Attitude to Higher studies between the College students in terms of gender
4. There exists significant difference in the mean scores of Attitude to Higher studies between the College students in terms of Locality
5. There exists significant difference in the mean scores of Attitude to Higher studies between the College students in terms of SES

Limitations of the Study
a. The size of the sample is not large considering the population.
b. The study was limited to College students studying in Madurai city.
c. The duration the research period was short owing to paucity of time on the part of the investigator.

Scope for Further Study
a. Similar studies may be under taken for students of XII std.
b. The attitude of students towards professional courses may be identified.
c. Investigation on the aptitude of the students towards teaching profession, legal profession, engineering and medical profession may be carried out.
d. Studies on the effectiveness of guidance and counseling towards choice of carrier may be taken for research.
e. The professional interest of the students and mental ability of the students may be identified and a correlation study be made.

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