

USAGE PATTERNS OF MOBILE PHONE AND INTERNET AMONG MARGINALISED COLLEGE STUDENTS: A CASE STUDY IN MALDA DISTRICT, WEST BENGAL

Abstract Submitted by Samir Biswas

Department of Sociology

Jadavpur University

Kolkata, 700032

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Abstract: As a result of the proliferation of mobile phones and internet connectivity, individuals are no longer limited in their ability to communicate with one another. Nowadays, smart phones and the internet are no longer a fashion used by wealthy people but have become an integral part of our daily lives. Mobile phones and the internet have emerged as two of the most important communication tools of the modern day around the world. Mobile phones and internet culture are becoming more than simply tools for personal communication in developing nations such as Malda, West Bengal. In light of this profound shift in society, the goals of the present research are twofold: (a) to learn more about how marginalised male and female college students in Malda district gain access to and use mobile phones and the internet; and (b) to learn more about the impact of mobile phones and the internet, particularly in educational, social, cultural, and economic spheres. (c) to recognize the positive and negative effects of mobile devices and the internet on interpersonal connections, group dynamics, and societal shifts.

In this research, 99 marginalised students have been selected by purposive sampling from Malda district. Among them, 50 respondents are male and 49 respondents are female students. Most female respondents believe that their lives have been changed by using mobile phones and the internet. They have come to know many things by exchanging information. Most college students use mobile phones for academic purposes and believe that by exchanging information they have come to know many things. Among the students of Malda district, the preference for online shopping is rapidly increasing, which helps to run the process of cultural diffusion from global to local or from urban to rural. Mobile phones are more of a facilitator,

rather than an inhibitor, of building social relations and associated virtual community groupings. Mobile phones and the internet are now an integral part of the present day's young generations. Without a smartphone and the internet, students feel lonely and also socially alienated.

Keywords: Smartphone, internet, education, marginalized college students, Malda district, digital life, consumer culture, etc..