

Analytical Study on Different Demographics Factors with Perception of Youth Towards Technological Aspect with Reference to Ahmedabad City

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ABSTRACT

Youth is a Critical stage in life, full of challenges, confusions and insecurities. It is a phase that acts as a bridge between childhood and adulthood. It is change-oriented, and a questioning phase and includes concepts like identity, role and dynamism. In this paper an attempt is made to study some Demographics Factors with Perception of Youth towards technological aspect With Reference to Ahmedabad City.

Keywords : Demographics Factors, technological aspect, Classification of Data, Statistical Analysis, Testing of Hypothesis, Chi-square Distribution.

I. INTRODUCTION & LITERATURE REVIEW

Each period of a human's life has its different features. Childhood is known for its innocence, Adolescence for spurt in growth and for its characteristic enthusiasm of energy, aggressiveness, the will to fight and overcome difficulties and to do brave activities. It is the uncertain period of man's life when enthusiasm is in peak, and man has active and vigorous co-operation of the body to fulfil his dreams, good or bad. (Mirama, A. N., 2016)⁴ The period of youth described as "characterized by the spirit of adventure and the shine of energy, tempered by a growing sense of responsibility and maturity. A man in the span of his youth can thus make a lasting contribution to the cause of understanding the inner and outer nature, invention, courage, creative art and architecture and bring to bear his energy on the toughest issues of life, and find keys to their solution. This period on man's life is, therefore, of unspeakable significance". (Jagdish chander, 2001)³

A report of the survey on the attitude of youth and their values to which they remain attached reveals that while the biological aspects of the problems of youth have received a certain amount of attention in many areas of research, the social aspects have not been given the attention due to them and in this age which has been marked by crisis of conscience their study has assumed new significance and has been marked by crisis of conscience their study has assumed new significance and importance. The growing behavior pattern of youth reflects the interactions of organism and environments. Therefore, any study relating to this does reveal certain relationships that exist between the behavior of youth and the values to which they remain attached (Patel, R. M. 2016).⁵

Youth is the age of changes both physical and psychological. It should be taken care that the energies of youth are channelized into right way. When it is channelized positively it contributes a lot to the national development. Youth have full

potential and to develop, they need opportunities. At the same time they are also needed to equip with knowledge, attitude and skills. These competencies enable youth to become socially useful. It is essential that youth should be considered as a community resource and it should be harnessed for social development. At large it leads to the national development. (Patel, R. M. 2016)⁵. "Age is basically a biological factor, contributes to social differentiation. It distributes privileges, and responsibilities, rights and duties, in term of separate statuses. Age statuses, like sex statuses are ascribed and not achieved. In almost all societies following age groups are recognized: 1- infancy 2- childhood 3- adolescence 4- adulthood 5- old age (Rao, 2001, p.281)⁶.

II. TECHNOLOGY ADAPTABILITY

Information and communication technologies have become a significant factor in development, having a profound impact on the political, economic and social sectors of many countries. ICTs can be differentiated from more traditional communication means such as telephone, TV, and radio and are used for the creation, storage, use and exchange of information. ICTs enable real time communication amongst people, allowing them immediate access to new information. ICTs play an important role in enhancing dialogue and understanding amongst youth and between the generations. The proliferation of information and communication technologies presents both opportunities and challenges in terms of the social development and inclusion of youth. It is of no doubt that technology is developing at a very rapid speed which give birth to innovations every now and then. It has become a necessity for youth to make a good pace with technology development. Hence it has become mandatory for youth to adapt new technology at a greater speed which sometimes create an unnecessary pressure.

Manjunatha S. (2013)¹ pinpoint that young Indians see these technologies as a logical extension of traditional communication methods, and perceive social networking sites as often a much quicker and more convenient way to interact. Indian college students are not only techno-savvy and socially active through social networking sites but they also possess social consciousness.

Lewis, K. M., & Worker, S. M. (2016)² investigate about Youth development research which suggests that adult volunteers have the potential to influence the how and when youth engage with technology as a legitimate form of program participation. The adults' comfort levels with technology, coupled with the historical structure of the youth development organization itself, shapes which technologies are made available to, adopted by, or perceived as relevant or useful to youth. This study explores how adults and youth members of California 4-H perceived the 4-H Online Record Book (ORB), an electronic version of the traditional 4-H record book. Survey data from 236 self-identified users and non-users of ORB provided feedback about their use of and feelings towards ORB, with youth expressing more positive feelings towards ORB and adults feeling more negative about the system. Youth however, felt supported by adults to use ORB.

III. RESEARCH METHODOLOGY AND DESIGN

The research design for the study was exploratory and conclusive descriptive research. This research was exploratory as it explores the provincial youth issues and a conclusive descriptive research because it describe provincial youth issues in detail in light of social development and also find out the effect of various demographic on these provincial youth issues detailed with the help of hypothesis testing.

The population for the study consists of youth (Specifically young adults- Age group of 18 to 34) who live in Ahmedabad. Determining the sample size plays critical role in any research. The time taken by researcher for collecting sample is played major role in research, research scolder detailed interaction with youth sample. A personal survey method is used as a survey technique to experiment with an aim to measure the provincial youth to that it will help a researcher to solve the doubts of the respondent if any. For the study, Convenience sampling under Non probability sampling is chosen as a sampling technique. Total 650 sample questionnaires were filled up out of that 33 were not filled properly or blanked so they were removed and final sample size for the study is 617. The data are processed through SPSS. For the analysis purpose SPSS is used. The analysis is classified into two parts that is descriptive statistics and inferential statistics. Under descriptive statistics screening, coding, decoding, tabulation and bar charts are applied while under inferential statistics two independent sample T test, is used in SPSS 22 (Statistical Package for Social Science).

IV. RATIONAL OF THE STUDY

A particular attention needs to be paid to cultural roots of today's India, India's youth is lacking the in depth knowledge of their heritage and roots which is pioneer built up of their personality and which enhances their ethics and values which directly affects their social and psychological behavior pattern which is faced by India. A paradoxical situation where, on one hand, youth is looking for job and other hand industry is suffering from availability of skilled workers. This creates youth unemployment. There should be an integrated policy focus in the coming years on promoting growth that supports livelihood and promotes youth development. In ancient time high government officials, professional people and all other were accustomed to reading

habits, and some of them maintained personal library also, in reference to that today's youth are completely lacking regarding habits as the absence of reading habits are starting from home, amongst families and use of free time to spend watching television programs and etc which has to be seriously considered. Today youth are also dealing with financial issues as unemployment rate is high. Nevertheless, it is clear that the frustrations of young people over the lack of employment opportunity and their deep anxieties over their future insecurities. It has also been found that India should spend more on social and welfare policies than many countries in Asia Pacific region. Thus this study focuses on youth issues like unemployment, behavioral pattern, ethics and values, cultural inheritance etc. so that it can be improved and have better youth as it has been said that India will be having maximum strength of youth in upcoming years.

V. CLASSIFICATION OF DATA

As our study focus on some Demographics Factors like age, gender, education, work status, family type, annual income with Perception of maturity of youth which is very fast growing. With Reference to Ahmedabad City. It will give us saturation views of respondents. We have taken view of respondents in five scales namely poor, below average, average, good and excellent. For obtaining general impression of various Demographics Factors the last two scales (good and excellent) given by customer to the factor are considered.

5.1 Age and Perception of technology of Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Age	18 -21	24	30	72	126
	21 - 24	7	18	166	191
	24 - 27	6	12	210	228
	27 -30	18	12	42	72
Total		55	72	490	617

The table shows that the highest frequency is between age group (24-27) who agrees with the technology group i.e- 210 ,& there is a similarity between age group (24-27) and (27-30) who are neutral at same level i.e- 12 , the highest frequency of people who are disagree is under age group (18-21) i.e.- 24.

5.2 Gender with Perception of technology of Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Gender	Male	13	42	299	354
	Female	42	30	191	263
Total		55	72	490	617

The table shows that 299 males are agree with the Tech group and 191 female are agree with it, while the frequency of disagree male are 13 which is lower as compare to female- i.e -42.while the ratio of neutral male are more than female i.e- 42.

5.3 Education with Perception of technology of Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Education	Higher Secondary	6	12	63	81
	Bachelor	12	6	255	273
	Master	37	48	159	244
	Other	0	6	13	19
Total		55	72	490	617

The analysis can be made that the highest frequency of people who has bachelor degree agrees with Tech group i.e. - 255 while people who has master degree who agrees with it – the no's are -159, and the lower ratio for the same is from other study level i.e- 0 , who disagree with the Tech group.

5.4 Work Status with Perception of technology of Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Work Status	Student	19	18	237	274
	Unemployed	6	18	48	72
	Employed	30	36	205	271
Total		55	72	490	617

The cross tabulation table of work status with different Tech group shows that 237 students agrees with the Tech group while 205 employed people agrees with it and 48 unemployed people agree with it, while the highest frequency of disagree people is from employed people i.e- 30.

5.5 Family Type with Perception of technology of Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Family type	Joint	31	30	150	211
	Nuclear	24	42	340	406
Total		55	72	490	617

From the cross tabulation table the analysis can be made that the highest frequency shown in nuclear family type i.e- 340 who agrees with tech group while 150 joint family agrees with the same & and 31 family are disagree, the ratio from nuclear family for disagree level is 24 about Tech group.

5.6 Annual Income with Perception of technology Youth

Crosstab

		Tech Group			Total
		Disagree	Neutral	Agree	
Annual Income	No Income	25	36	285	346
	1 - 4,00,000	12	18	145	175
	More than 4,00,000	18	18	60	96
Total		55	72	490	617

The cross tabulation table of work status with different Tech group shows that 237 students agrees with the Tech group while 205 employed people agrees with it and 48 unemployed people agree with it, while the highest frequency of disagree people is from employed people i.e- 30.

VI. TESTING OF HYPOTHESIS

Table 6.1 Chi-Square Tests for demographic factors and technology of Youth.

As per the objective of the study we framed various hypotheses for Different Demographics Gender, Family type, Occupational background of family, Age, Work status, education and income level. Based on data collected from youth, we have verified the various statements on Chi-Square Tests at 5% level of significance for demographic factors and technology of Youth.

FACTOR	HYPOTHESIS	RESULT	CONCLUSION
Age	age and technological adaptability issues of youth are independent	0.018	age and technological adaptability issues of youth are interdependent
Gender	gender and technological adaptability issues of youth are independent	0.017	gender and technological adaptability issues of youth are interdependent
Education	education and technological adaptability issues of youth are independent	0.017	education and technological adaptability issues of youth are interdependent
Work status	work status and technological adaptability issues of youth are independent .	0.008	work status and technological adaptability issues of youth are interdependent .
Family type	family background and technological adaptability issues of youth are independent .	0.013	family background and technological adaptability issues of youth are interdependent .

Annual income	annual income and technological adaptability issues of youth are independent .	0.009	annual income and technological adaptability issues of youth are interdependent .
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Here we can conclude with respect to Family background and technological aspects of the youth are dependent on each other.

Here we can conclude with respect to Annual income and technological aspects of youth are dependent on each other.

VII.CONCLUSION

It is observed from the data representation that today's youth is the carrier of the culture and is capable of passing it on to the generations to come. Also, the youth can make the Indian culture richer by valuing it and following it.

Here we can conclude that age and technological adaptation of the youth are dependent on each other.

Here we can conclude with respect to gender , technological adaptation plays an important role in understanding the dependence on each other.

Here we can conclude that today's youth are very well aware about the importance of the education and technological adaptation, Online communication has become an integral part of youth culture. Indeed, its widespread circulation is associated with the "network effect," indicating that teens' extensive use of e-mail, instant messaging, and social networking sites is the result of its circulation through social networks. Given that networks reflect social similarity, an important developmental question is the extent to which networks that young people have change and hence we can say that they are dependent on each other.

Here we can conclude that behavioral pattern at work place and technology go hand to hand as in todays life technology makes things very easy and along with that takes away individual privacy in personal and profession life. Thus work status and technological aspects are dependent on each other

Thus from the study of different Demographics Factors (Age, Gender, Education, Work Status, Family Type and Income Level), we can say all Demographics Factors and technological aspects of the youth are interdependent.

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