

# Today's College Students' Mobile Internet Usage-- Based on the Analysis of the Investigation of College Students in Beijing

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**Key words:** Mobile Internet, Questionnaire, College Students, New Media.

**Abstract:** This research focused on current situation of the usage of mobile internet of college students in Beijing with a delicately designed questionnaire. We studied the time lengths, frequencies, purposes of mobile internet usage and their physical locations when the users got online besides the Apps most frequently used by college students. In this way, the general situation of new media usage among college students was investigated and data and information gained in this research could be applied in further analysis in this field.

## Introduction

According to the CNNIC<38th Statistical Report of China Internet Development>, up to June, 2016, 30.4% of Chinese netizens were 20 – 29 year old, which was the biggest group among all the age groups. 52% of netizens had high school degree or above. College students had become the major users of mobile internet. There were more than 100 colleges and universities in Beijing, however, the data and information of the mobile internet usage among college students was still unknown. We designed a questionnaire to investigate the general situation in this field.

## Reliability Analysis of Subjects

Our investigation was a stratified sampling survey. Effective recovery ratio of valid questionnaire was 96.7% while the total number of valid subjects was 261 with 109 male ones and 152 female ones. Our subjects were equally enrolled from both general universities and key universities. 130 subjects were from key universities while other 131 were from general universities

## Analysis of the Mobile Internet Usage of University Students

### Internet Surfing Equipments and Time Length

The most commonly used internet surfing equipment was smart cell phone which was reported by 54% subjects. 43% subjects reported their most commonly used equipment was laptop computer.(Figure 1) According to this survey, smart cell phone had been widely used and become the most commonly used internet surfing equipment. Obviously in this case, mobile internet had become a more popular choice when college students wanted to get online.

Time length survey was designed as having 4 options consisting of A 1 - 2 hours, B. 2 – 3 hours, C. 3 - 4 hours, D. longer than 5 hours. According to Figure 2, we can see 2 – 4 hours was the most common option. And internet surfing occupied a big proportion of every day time.

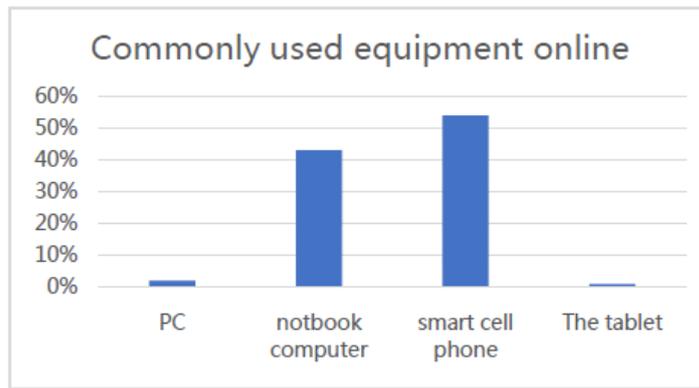


Figure 1

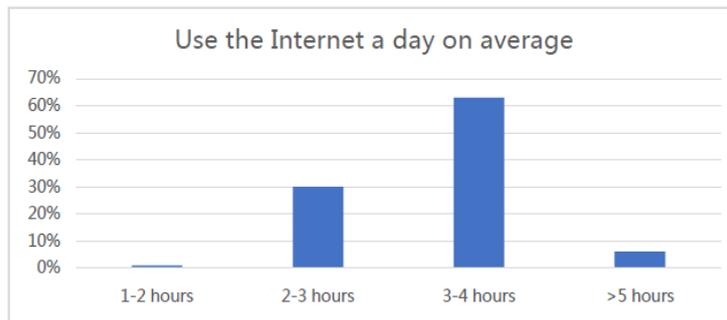


Figure 2

### What Time was it When Internet Surfing Happened

According to Figure 3, we designed 10 options concerning the circumstances under which people got online, including A. in class, B. having dinner in dormitory, C. in bathroom, D. study by oneself, E. at break, F. queue up in canteen, G. having dinner in canteen, H. before sleep in bed, I. before getting up, J. Other times. According to the result, most subjects (77%) didn't have a fixed time to get online. Most college students had a scattered online time. They kept online all day long and breaks and study-by-oneself were the most frequent time when students got online.

### The Degree to Which College Students Relied on Internet

Mobile internet played an important role in college life. Most subjects in our research highly relied on mobile internet. According to Figure 4, there were 4 options in our questionnaire including A. living with smart mobile phone every minute, B. without mobile internet life would be colorless, C. It's ok to go without mobile internet, D. Don't need it at all. And more than 70% subjects chose option A and B while only less than 30% subjects didn't highly rely on mobile internet.

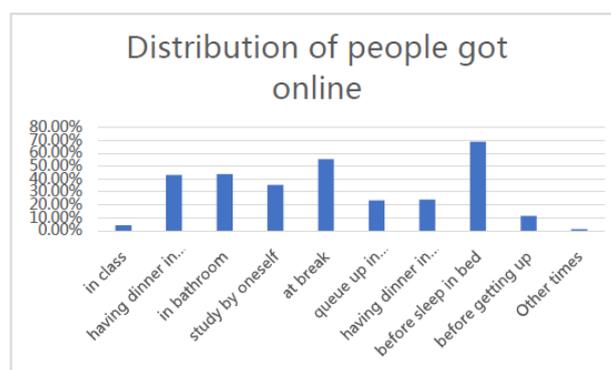


Figure 3

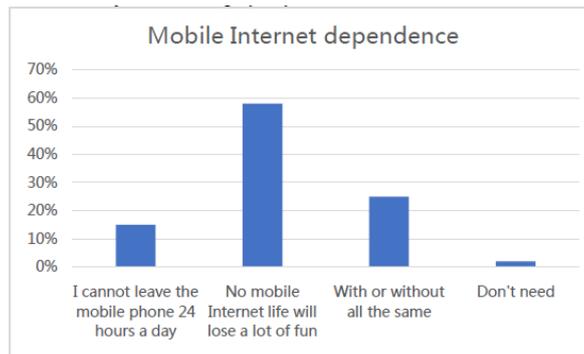


Figure 4.

### App Usage

According to Figure5, 49% subjects had 10 to 20 Apps installed on their smart cell phones while 17% subjects had 20 to 30 Apps. Among all valid subjects, 213 subjects had social networking software on their phones. Social networking obviously was an important function of smart cell phones.

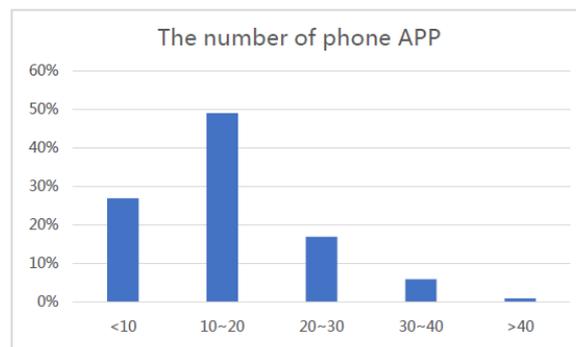


Figure5.

### Privacy Protection and Network Security

According to our research, when answer the question “whether or not allow the Apps being installed in smart cell phone to fetch your privacy” more than 70% subjects chose “occasionally allowed”, “sometimes allowed”, “usually allowed” and “always allowed”.(Figure 6)

57% subjects reported they “sometimes allowed” and 37% chose “usually allowed” their social networking software, including WeChat and QQ, to login other internet sites. Only 6% chose “never allowed”. (Figure 7) This result showed they hardly cared about network security and privacy protection.

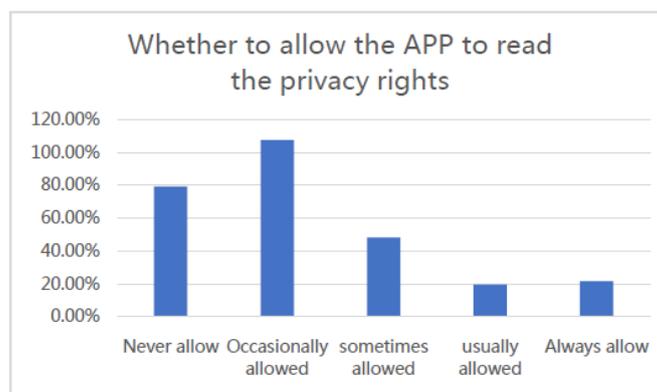


Figure6.

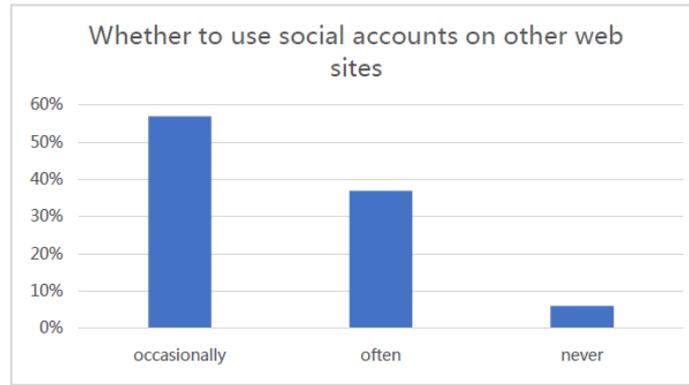


Figure7.

### Conclusion

In our research, we got general information and data concerning the mobile internet usage among college students in Beijing. It was obvious that on one hand mobile internet provided convenience and entertainment to college students and made their life easier and more efficiency while on the other hand, the reliance on mobile internet had jeopardized their study life and self-restrain. As young as college students, people had difficulties to resist the attractiveness of mobile internet, especially with the huge amount of information and social networking conveniences provide by it. Our college education should pay more attention in this field in order to offer them the guidance to healthy usage of internet.

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