The Role of the Global Internet in the Life of a Modern Students of Tatarstan Russia

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ABSTRACT: This article pursues the objective of investigating the impact of the Internet on the youth of today in addition to determining the part which it plays in the process of communication. The rapid development of information technologies has proven to be a pivotal aspect of the twenty-first century. The changes unraveling within the structure of society driven by the Internet draw enormous great interest from scientists. The reason behind this is the ambiguous impact of the Internet on man and on society in general which translates into both positive and negative ramifications. The positive side to it is that the Internet has proven to be beneficial when it comes to facilitating the process of education. In particular, the Internet serves to promote the educational and intellectual development of students. The global information network offers a broad range of websites which furnish valuable material to students (electronic and interactive textbooks, video lectures, workshops, etc.). However, the negative side to the impact of the Internet on students is the internet addiction phenomenon which has been attributed to it, a subject of discussion amongst scientists in Russia and abroad.

I. INTRODUCTION

Currently, the role of the media, and especially the Internet, is very large. The 21st century is called the "information age." Thanks to the media, there is information and education of the population, politics and economics are being formed. It is impossible to imagine the life of a modern person without television, radio broadcasting, the Internet, and the print press.

The formation of personality occurs under the constant influence of the information received, which affects the values, attitudes and behavior of young people. Therefore, it is safe to say that among social factors such as family, education, friends' environment, and the media, they are quite significant.

Mass media are an agent for introducing a person to society; therefore, the activity of mass media in the process of socialization is very significant.

The problems of the influence of the media on youth are studied very actively by scientists around the world, because it is young people who are more sensitive to information. After all, youth is such a social group that makes maximum use of the media and actively receives information of various contents. Because young people are very curious, and want to keep abreast of all the events taking place around the world.

The media sets perfect personal standards of behavior, characteristic of modern mass culture, that are reflected in the youth subculture and are thereby assigned by adolescents, forming their specific values, attitudes, and cultural behavior. Of particular interest in this area is the analysis of both positive and negative models of social behavior that are disseminated through the media, as this is directly related to understanding the mechanisms of socialization of youth.

Currently, there are many theories about the impact of the media on youth development and their behavior. Let's consider some of them:

Researchers Gerbner *et al.,* [1] argued that if earlier religion and upbringing had a greater impact on social trends, now television from infancy educates the audience in its predispositions and preferences, which were previously formed using other sources.

According to the Agenda-setting theory, proposed by McCombs and Shaw [3], mass media do not so much make people think, but form their attitude to events.

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Cultivation effects theory arose on the basis of the research work of Gerbner and his colleagues from the Annenberg school. This approach explores how the extensive, repeated impact of the media over time has gradually changed our understanding of the world and social reality.

The Noel-Newman concept, (1991) "The Spiral of Silence" [4] is part of the theory of the formation of public opinion, developed and tested by the author for almost 20 years (1970–90). Basic provisions of the concep: 1. Society seeks to isolate individuals who do not agree with the majority opinion 2. The individual is constantly experiencing a fear of isolation 3. Fear of being isolated pushes the individual to accept the majority opinion 4. This is manifested in his behavior, especially in public statements. The more individuals follow these trends and accept the majority point of view, the sooner one opinion becomes dominant in society.

Public opinion consists of two sources: direct observations of reality and a picture of the world mediated by means of mass communication. If the means of mass communication impose a certain point of view on reality, it gradually replaces the individual's own ideas.

According to the theory of gaining benefit and satisfaction of Mc Quail *et al.,* [5], Katz *et al.,* [6], a person is an active message selector who is focused on his goals, needs, interests, value orientations.

The Media-System Dependency model was first introduced by Ball-Rokeach & DeFleur [7]. It describes the relationship between the information system and the social system.

It defines the relationship between media and a person as a relationship in which the potential of people to achieve their goals depends on the information resources of the media system. These information resources can be classified as the ability to create and collect, process and disseminate information. As the world becomes more complex, people turn to the media to understand what is happening. The more a person relies on the media to obtain information, the more a person is under their influence [8].

II. MATERIALS AND METHODS

A diagnostic assessment was undertaken with a view to determine the frequency of Internet use and the extent to which it affected the educational activity of students pursuing a degree in economics at the Kazan (Volga Region) Federal University and Kazan National Research Technical University named after A.N. Tupolev–KAI. The survey involved a total number of 196 respondents aged between 19 to 24. Questionnaires were used as the method of research. The questionnaire is provided in the Annex. It consists of 22 open and closed questions, revealing the degree and nature of the respondents, including involvement to obtain information of an educational nature in the Internet.

III. RESULTS AND DISCUSSION

The last two decades experienced the emergence of the Internet and its implementation into all spheres of people's daily life: communication, work, leisure time, discovering the world. All mentioned above can be done just through the world wide web nowadays. According to the results of a survey conducted by the all-Russian center for the study of public opinion in 2018, 81 % of Russian citizens are users of the Internet, and 97 % of Russians aged 18 to 24 years use the opportunities of the world wide web daily.

Widespread emergence of the Internet caused relevant study of its impact on people's lives. Often the global network is considered in the context of the reasons of rising human addictions, scientists distinguish different classifications of these psychological disorders: craving for virtual dating, obsession in search of information, addiction to online games. In addition, medical researchers talk about a number of physical ailments caused by "abuse" of the Internet, including diseases of hands and eyes, headaches, etc. [9-11]. However, the results of a survey of the Fund "Public opinion" say that contrary to the words of scientists 87 % of Russians believe that invention of the Internet has brought people more good than bad. The modern world is changing so fast that not all of its once active subjects can cope up with the changes. However, students, as a social group that is most susceptible to changes, keep the pace, and

often go a step ahead of it. Assessing the role of the Internet in the lives of today's students will make it possible to draw conclusions about how the world wide web will affect the lives of other social groups tomorrow. In total, the survey was attended by 196 students of different courses of full-time education, who provided sincere detailed responses. The questionnaire survey helped establish that the chief purpose behind Internet use is communication and search for necessary information. All students are long-term Internet users. More than half of the respondents noted that they got acquainted with the advantages of the Internet at the age of 10-12 years.
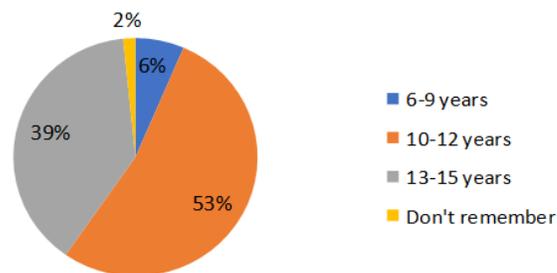

Fig. 1. Age of the user from which the use of the Internet began.

Users use both desktop computers and other gadgets such as laptops, tablet computers, smartphones to access the Internet. Many respondents (about 46 % of students) do not deny that they are "Online" more than 8 hours a day, and 4 people replied that they spend 24 hours a day in the Internet, the rest of the answers can be divided into two almost equal groups: "1-3 hours" and "4-7 hours". Students, who spend most of their time in the Internet, more often than others answered "All" in the question that examines the types of online activity. It means that there formed a group of people who solve all possible life issues through online services among respondents. Each respondent had the opportunity to choose the reasons that he is guided by when referring to Internet resources. Some reasons can be attributed to the category of business, whether it is connected with their homework, self-education or cognitive interest, while other reasons belong to leisure – organization of free time, watching movies and listening to music. The reason "Communication" can be made a separate one, because it can be both business and personal.

Fig. 2 clearly demonstrates the reasons of young men and women in accessing the Internet almost that are equally (communication, cognitive interest, organization of free time), and the reasons that the representatives of different sexes perceive differently.
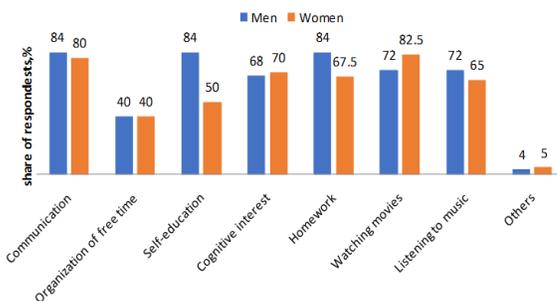

Fig. 2. The reasons of students for using the Internet (Gender-based, in percentage terms).

However, there is a general trend: the most popular reasons are "Communication" (81.5 % of respondents), "Watching movies" (78.5 %) and "Homework" (73.8 %). In the "Other" section, respondents noted that they use of the Network to solve business issues, pay bills and read books.

Every day 84 % of male students and 80 % of female students who participated in the survey use the Internet to communicate. More than 88 % of these indicated the social network "Vkontakte" as the main means of online communication and only 7.5 % have personal pages in the social network "Facebook". 50% of all respondents started accounts in social networks at the age of 13-15 years, 37 % - at the age of 7-12 years. The average age of respondents is 21, so the vast majority of students use online communication for more than one third of their lives. They also exchange messages in messengers such as "WhatsApp" and "Telegram", use "Instagram" and "YouTube".

We will pay special attention to the following reason of accessing the Internet - homework. During exam session about 17 % of respondents use Internet as the main recourse of information, 80 % of students prefer lecture notes, as an additional source of information students use their textbooks, Newspapers and magazines. 69 % of respondents noted that they more often search information in search engines than refer to online-publications of Newspapers and magazines. "Google" has become the most popular service for searching information, and the public multilingual universal Internet encyclopedia with free content "Wikipedia" - the service for searching information of an informative nature. These same sources are most often indicated in the answer to the question about electronic libraries, and only 32 % of students use the resources of the Scientific electronic library "Cyberleninka", Scientific electronic library "eLIBRARY.RU", Electronic library system "Znanium.com", Electronic library of medical university "Studmedlib", English text database of medical and biological publications "PubMed". It is noteworthy that all students studying in medical science, noted the last two web-sites, students of other majors did not mention the professional online resources, as those from which they draw information most often. However, students enrolled in economic educational programs noted such resources as an independent financial portal "Banks.ru", the economic portal "Economic portal", Portal for HR specialists "HR-Portal" and portal "RBC".

Due to the popularity of online libraries and professional Internet portals, the original library, which implies an institution working for the benefit of the educational process, is used by a much smaller number of modern students (than their predecessors 50 and even 20 years ago) [12]. To compare the degree of the demand for offline and online libraries, respondents were asked the following question: "How often do you visit the original library?"

Male students are more likely to use reading rooms as a comfortable place to prepare for classes and prepare homework (as respondents commented on the weekly visit to libraries). Female students are often more careful in the preparation of reports and abstracts, which explains the highest percentage of monthly visits to the library. 35 % of respondents noted that the regular library is not visited at all, more than half of them – representatives of engineering and IT areas of training.

Table 1: The frequency of visiting the original library by questioned students. (Gender-based, in percentage terms).

	Every week	Every month	Once in 6 months	Do not visit
Male students, %	40	12	4	44
Female students ,%	25	30	15	30

Returning to the question of Internet addiction and excessive use of network resources, it is worth noting that 76.92 % of respondents said that they can do without Internet access for more than 4 hours. This question did not provide answer options in order to get the most truthful result (Fig. 3).

Addiction to the Network can be estimated not only by the time spent online, but by the attitude of people to what is happening in the Internet. Thus, 20 % of respondents noted that the number of approving "likes" bellow their publications matters to them. And 37 % of students admitted that they follow the news and change gadgets after the release of the new model.
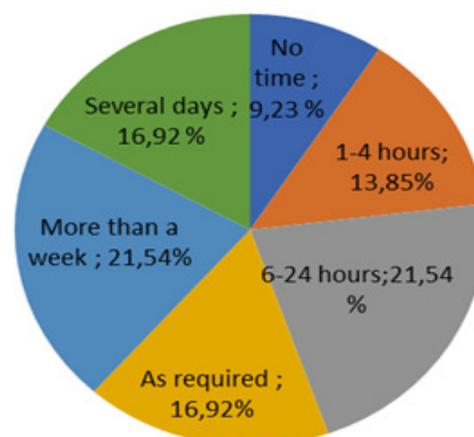
Fig. 3. Possible time without Internet access.

Despite the fact that many students can do without the Internet for a long time, do not pay attention to "likes" and do not often change their gadgets, the vast majority of respondents think that over time, the influence of the Internet on their privacy will increase. About 70 % of respondents agreed with this statement, 24 % of students disagreed, and 6 % found it difficult to answer.

IV. SUMMARY

Thus, according to the results of the analysis of the survey of students, a number of conclusions can be drawn. First, the Internet is obviously an integral part of the life of the modern student – network resources are used both in business and to address personal issues. Secondly, students are much more likely to use the opportunity to obtain information online rather than use the resources of libraries and paper publications. However, students do not always refer to reliable online resources, but use search engines. And finally, it should be said that it is still impossible to categorically call modern students Internet-dependent, because, as the survey showed, only 9.23 % will not be able to do without access to the Network, and everyone else is ready to abandon the "Online" mode for some time.

V. CONCLUSIONS

The findings obtained through the survey led the authors to the conclusion that students mostly tend to use information sources and communicate, which is the key type of socialization, predominantly on the Internet. Thus, authors can assume that the active use by students of the global Internet in the educational process changes the traditional process of searching and processing information, forming knowledge, skills of students. Solving the problems associated with the region's innovative growth sets new goals in relation to training the desired number of specialists with higher vocational education and intermediate vocational education degrees, trained in necessary professional competences, skills and experience [13]. The dynamic processes of constantly updating the necessary professional information make the Internet an essential tool for the professional implementation of specialists. However, there are still open questions of transformation of cognitive processes in the global information environment, the development of creativity, the ability to make the right management decisions in conditions of uncertainty.

The authors analyzed the positive and negative aspects of the impact produced by the Internet in relation to the ratio of time spent by students studying and in their free time. In addition to that, the trend of the ratio of time set aside for studies and the time when students generally surf the Internet was determined. Operating on the basis of the research conducted, the authors concluded that students need to place much emphasis on learning to exercise self-control over their time resources as well sorting out their individual time management techniques. The authors believe that these processes will make using the Internet for purposes of learning and communication more manageable.

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