

## **Chapter 5**

### **USE PATTERNS OF THE MOBILE COMMUNICATION**

This chapter attempts to analyze the use patterns of mobile phone among the youths. Some youth use low priced and simple mobile sets and the others use high priced and multi-functional mobile sets; some use it constantly and some use it rarely; some talk loudly and some talk in low voice; some wear it on their body and some keep it on their waist or pockets; some talk in speaker mode, some keep it on the ear or use wired headsets; some talk by keeping it between head and shoulder when he/she drives and some do not; some keep it in silent mode but some do not; some youth keep it anytime but some switch off it at certain moments; some like to talk continuously and some like sending SMS. This is how one uses mobile set. People have different communication architectures in their mobile sets. But all of them may not use all the architectures provided in their mobile sets. It will depend on one's interest and necessity for using the architectures. So, use patterns of mobile communication are different in accordance with one's interest and necessity which are shaped by socio-economic factors like age, gender, caste, community, class, religion, education, income and education. Therefore, use patterns of mobile communication are analysed here.

#### **USES OF PHONE CALLS**

By phone calls one can communicate with others for different purposes. One can contact anytime anywhere through phone calls with their friends, relatives, lovers, colleagues even with some unfamiliar persons. The following table analyses respondents' purposes of using phone calls in four villages.

Table 5.1  
Uses of Phone Calls among Youths by Village & Caste  
(Percentage in Parentheses)

| Use of Phone Calls                     | No. of Youths  |  |  |  | Total<br>N=300 |
|--|--|--|--|--|----------------|
|  | Komar Khatowal<br>(General Caste<br>dominated<br>Village) N=68 | Charigaon<br>(OBC<br>dominated<br>Village)<br>N=88 | Gorowal<br>Chungi<br>(SC<br>Village)<br>N=83 | Rampur<br>Gaon (ST<br>Village)<br>N=61 |                |
| To contact with any person             | 68<br>(100)  | 88<br>(100)  | 83<br>(100)                                  | 61<br>(100)                            | 300<br>(100)   |
| To contact with Parents/family members | 43<br>(63.23)  | 52<br>(59.09)                                      | 48<br>(57.83)                                | 39<br>(63.93)                          | 182<br>(60.66) |
| To contact with friends                | 38<br>(55.88)  | 42<br>(47.72)                                      | 31<br>(37.34)                                | 27<br>(44.26)                          | 138<br>(46.00) |
| To contact with relatives              | 29<br>(42.64)  | 36<br>(40.90)                                      | 37<br>(44.57)                                | 25<br>(40.98)                          | 127<br>(42.33) |
| To contact with business partner       | -  | 17<br>(19.31)                                      | 11<br>(13.25)                                | -                                      | 28<br>(9.33)   |
| To communicate with colleagues         | 5<br>(7.35)  | 8<br>(9.09)  | -  | -                                      | 13<br>(4.33)   |
| To contact with lovers                 | 2<br>(2.94)  | 6<br>(6.81)  | 3<br>(3.61)                                  | -                                      | 11<br>(3.66)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents across the villages use phone calls to contact with any person. The largest and almost equal number of the respondents in Komar Khatowal (General Caste dominated village) and Rampur Gaon (ST village) and more than half of the respondents in the village Charigaon (OBC dominated village) and Gorowal Chungi (SC village) use phone calls to contact with family/parents.

More respondents (55.88%) in Komar Khatowal than other three villages use phone calls to contact with friends. Similarly, more respondents (44.57%) in Gorowal Chungi than other three villages use it to contact with relatives.

About one fifth (19.31%) of the respondents in Charigaon and over one tenth (13.25) of the respondents in Gorowal Chungi use it to contact with business partners. A few respondents in Komar Khatowal (7.35%) and Charigaon (9.09%) use phone calls to contact with colleagues. A few respondents in Charigaon (6.81%) and the fewest in Komar Khatowal (2.94%) and Gorowal Chungi (3.61%) use phone calls to contact with lovers.

Thus, (i) all the respondents in four villages use phone calls to contact with any person; (ii) majority of the respondents in all the four villages use it to contact with parents, friends and relatives; (iii) significant proportion of the respondents use

it to contact with business partners and (iv) a small fraction use phone calls to contact with colleagues.

**Age, Gender and Uses of Phone Calls on Mobile Set**

One's age and gender determine the purpose of using phone calls in mobile sets. Some talk much with their parents; some with friends; some with colleagues; some with lovers; some with relatives; some with business partners and others talk with someone according to their necessities. The following table presents the respondents' purposes of using phone calls in mobile set:

Table 5.2  
Age, Gender and Uses of Phone Calls in Mobile Set  
(Percentage in parentheses)

| Use of Phone Calls                     | Age Groups              |               |                |                        |               |                | Grand Total    |               |                |
|--|-------------------------|---------------|----------------|------------------------|---------------|----------------|----------------|---------------|----------------|
|  | 18-26 (Early Youth Age) |               |                | 27-35 (Late Youth Age) |               |                |                |               |                |
|  | M<br>N=105              | F<br>N=58     | Total<br>N=163 | M<br>N=73              | F<br>N=64     | Total<br>N=137 | M<br>N=178     | F<br>N=122    | Total<br>N=300 |
| To contact with any person             | 105<br>(100)            | 58<br>(100)   | 163<br>(100)   | 73<br>(100)            | 64<br>(100)   | 137<br>(100)   | 178<br>(100)   | 122<br>(100)  | 300<br>(100)   |
| To contact with Parents/family members | 62<br>(59.04)           | 39<br>(67.24) | 101<br>(61.96) | 42<br>(57.75)          | 39<br>(60.93) | 81<br>(59.12)  | 104<br>(58.42) | 78<br>(63.93) | 182<br>(60.66) |
| To contact with friends                | 56<br>(53.33)           | 21<br>(36.20) | 77<br>(47.23)  | 38<br>(52.05)          | 23<br>(35.93) | 61<br>(44.52)  | 94<br>(52.80)  | 44<br>(36.06) | 138<br>(46.00) |
| To contact with relatives              | 28<br>(26.66)           | 41<br>(70.68) | 69<br>(42.33)  | 24<br>(32.87)          | 34<br>(53.12) | 58<br>(42.33)  | 52<br>(29.21)  | 75<br>(61.47) | 127<br>(42.33) |
| To contact with business partner       | 10<br>(9.52)            | 2<br>(3.44)   | 12<br>(7.36)   | 13<br>(17.80)          | 3<br>(4.68)   | 16<br>(11.67)  | 23<br>(12.92)  | 5<br>(4.09)   | 28<br>(9.333)  |
| To communicate with colleagues         | 3<br>(2.85)             | 1<br>(1.72)   | 4<br>(2.45)    | 8<br>(10.95)           | 1<br>(1.56)   | 9<br>(6.56)    | 11<br>(6.17)   | 2<br>(1.63)   | 13<br>(4.33)   |
| To contact with lovers                 | 4<br>(3.80)             | 3<br>(5.17)   | 7<br>(4.29)    | 2<br>(2.73)            | 2<br>(3.12)   | 4<br>(2.91)    | 6<br>(3.37)    | 5<br>(4.09)   | 11<br>(3.66)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that more females (63.93%) than the males use it to contact with parents while more males than the females use it to contact with friends. Most of the females (61.47%) and less than one third (29.21%) of the male use it to contact with relatives. A few males and the fewest females use it to contact with business partner. The fewest males and females use phone calls to contact with colleagues and lovers. Most of the respondents (61.96%) in the early youth age (18-26) and more than half (59.12%) of the respondents in the late youth age (27-35) use phone calls to contact with parents. More respondents in both the age groups use phone calls to contact with their friends and relatives. In both the age groups, a few respondents use it to contact with business partners while the fewest of them use it to contact with colleagues and lovers. In both the age groups, more females than the males use it to

contact with parents while more males than the females in both the age groups use it to contact with friends. More females in both the age groups use phone calls to contact with relatives. More males than the females in both the age groups use it to contact with business partners. The fewest males and the females in both the age groups use phone calls to contact with colleagues and lovers.

Thus, more youths of early youth age call their parents, friends and lovers, and more youths of late youth age call their business partners and colleagues.

### **Occupation, Annual Income and Uses of Phone Calls**

One's income and occupations influence the use patterns of phone calls. Some talk more with their parents; some with their friends and some other with their relatives. The following table presents the respondents' purposes of using phone calls on mobile set:

Table 5.3  
Occupation, Annual Income and Uses of Phone Calls in Mobile Set among BPL Respondents  
(Percentage in Parentheses)

| Use of phone calls                     | Income and Occupation |                   |                  |                   |               |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                   | Grand Total   |                |                   |                  |                   |               |                 |                   |                   |                    |                |
|--|-----------------------|-------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|----------------|------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|-----------------|-------------------|-------------------|--------------------|----------------|
|  | Agriculture           |                   |                  |                   |               | Service        |                   |                  |                   | Business      |                |                  |                  | Labour            |               |                |                   | Non-employed     |                   |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
|  | 0-2828<br>N=17        | 2829-5657<br>N=10 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=32 | 0-2828<br>N=22 | 2829-5657<br>N=13 | 5658-8486<br>N=4 | 8487-11315<br>N=3 | Total<br>N=42 | 0-2828<br>N=32 | 2829-5657<br>N=8 | 5658-8486<br>N=7 | 8487-11315<br>N=6 | Total<br>N=53 | 0-2828<br>N=18 | 2829-5657<br>N=12 | 5658-8486<br>N=5 | 8487-11315<br>N=4 | Total<br>N=39 | 0-2828<br>N=16 | 2829-5657<br>N=11 | 5658-8486<br>N=3 | 8487-11315<br>N=3 | Total<br>N=33 | 0-2828<br>N=105 | 2829-5657<br>N=54 | 5658-8486<br>N=21 | 8487-11315<br>N=19 | Total<br>N=199 |
| To contact with any person             | 17<br>(100)           | 10<br>(100)       | 2<br>(100)       | 3<br>(100)        | 32<br>(100)   | 22<br>(100)    | 13<br>(100)       | 4<br>(100)       | 3<br>(100)        | 42<br>(100)   | 32<br>(100)    | 8<br>(100)       | 7<br>(100)       | 6<br>(100)        | 53<br>(100)   | 18<br>(100)    | 12<br>(100)       | 5<br>(100)       | 4<br>(100)        | 39<br>(100)   | 16<br>(100)    | 11<br>(100)       | 3<br>(100)       | 3<br>(100)        | 33<br>(100)   | 105<br>(100)    | 54<br>(100)       | 21<br>(100)       | 19<br>(100)        | 199<br>(100)   |
| To contact with Parents/family members | 9<br>(52.94)          | 8<br>(80.00)      | 1<br>(50.00)     | 2<br>(66.66)      | 20<br>(62.5)  | 6<br>(27.27)   | 5<br>(38.46)      | 3<br>(75.00)     | 2<br>(66.66)      | 16<br>(38.09) | 13<br>(40.62)  | 5<br>(62.5)      | 5<br>(71.42)     | 5<br>(83.33)      | 28<br>(52.83) | 11<br>(61.11)  | 6<br>(50.00)      | 4<br>(80.00)     | 3<br>(75.00)      | 24<br>(61.53) | 9<br>(56.25)   | 6<br>(54.54)      | 2<br>(66.66)     | 2<br>(66.66)      | 19<br>(57.57) | 47<br>(44.76)   | 30<br>(55.55)     | 16<br>(76.19)     | 14<br>(73.68)      | 107<br>(53.76) |
| To contact with friends                | 4<br>(23.52)          | 3<br>(30.00)      | 1<br>(50.00)     | 2<br>(66.66)      | 10<br>(31.25) | 3<br>(13.63)   | 4<br>(30.76)      | 3<br>(75.00)     | 1<br>(33.33)      | 11<br>(26.19) | 5<br>(15.62)   | 7<br>(87.5)      | 6<br>(85.71)     | 4<br>(66.66)      | 22<br>(41.50) | 5<br>(27.77)   | 5<br>(41.66)      | 4<br>(80.00)     | 3<br>(75.00)      | 17<br>(43.58) | 7<br>(43.75)   | 8<br>(72.72)      | 2<br>(66.66)     | 1<br>(33.33)      | 18<br>(54.54) | 24<br>(22.85)   | 27<br>(50.00)     | 16<br>(76.19)     | 11<br>(57.89)      | 78<br>(39.19)  |
| To contact with relatives              | 6<br>(35.29)          | 4<br>(40.00)      | 2<br>(100)       | 2<br>(66.66)      | 14<br>(43.75) | 4<br>(18.18)   | 2<br>(15.38)      | 2<br>(50.00)     | 2<br>(66.66)      | 10<br>(23.80) | 3<br>(9.37)    | 3<br>(37.5)      | 2<br>(28.57)     | 1<br>(16.66)      | 9<br>(16.98)  | 4<br>(22.22)   | 6<br>(50.00)      | 3<br>(60.00)     | 4<br>(100)        | 17<br>(43.58) | 8<br>(50.00)   | 7<br>(63.63)      | 3<br>(100)       | 1<br>(33.33)      | 19<br>(57.57) | 25<br>(23.80)   | 22<br>(40.74)     | 12<br>(57.14)     | 10<br>(52.63)      | 69<br>(34.67)  |
| To contact with business partner       | -                     | 1<br>(10.00)      | -                | 1<br>(33.33)      | 2<br>(6.25)   | -              | 1<br>(7.69)       | 2<br>(50.00)     | -                 | 3<br>(7.14)   | 2<br>(6.25)    | 4<br>(50.00)     | 1<br>(14.28)     | 2<br>(33.33)      | 9<br>(16.98)  | -              | -                 | -                | 2<br>(50.00)      | 2<br>(5.12)   | -              | -                 | 1<br>(33.33)     | -                 | 1<br>(3.03)   | 2<br>(1.90)     | 6<br>(11.11)      | 4<br>(19.04)      | 5<br>(26.31)       | 17<br>(8.54)   |
| To communicate with colleagues         | -                     | -                 | -                | -                 | -             | 1<br>(4.54)    | 1<br>(7.69)       | 2<br>(50.00)     | 2<br>(66.66)      | 6<br>(14.28)  | -              | -                | -                | -                 | -             | -              | -                 | 2<br>(40.00)     | 1<br>(25.00)      | 3<br>(7.69)   | -              | -                 | -                | -                 | -             | 1<br>(0.95)     | 1<br>(1.85)       | 4<br>(19.04)      | 3<br>(15.78)       | 9<br>(4.52)    |
| To contact with lovers                 | -                     | -                 | -                | -                 | -             | 2<br>(9.09)    | -                 | -                | -                 | 2<br>(4.76)   | -              | 2<br>(25.00)     | -                | 2<br>(33.33)      | 4<br>(7.54)   | -              | -                 | -                | -                 | -             | -              | -                 | 1<br>(33.33)     | 2<br>(66.66)      | 3<br>(9.09)   | 1<br>(0.95)     | 2<br>(3.70)       | 1<br>(4.76)       | 4<br>(21.05)       | 8<br>(4.02)    |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that more BPL respondents in the income groups Rs 5658-8486 and Rs 8487-11315 than the respondents in the income groups Rs 0-2828 and 2829-5657 use phone calls to contact with any person, to contact with parents, friends, relatives, business partners, colleagues and lovers. More than three fifths (62.5%) of the agriculturalists use phone calls to contact with parents followed by over two fifths (43.75%) use it to contact with relatives. About one third (31.25%) of the agriculturalists use it to contact with friends. The fewest agriculturalists (6.25%) use it to contact with business partners.

More businessmen than the service holders use phone calls to contact with parents and friends while more service holders than the businessmen use it to contact with relatives. One sixth (16.98%) of the businessmen and less than one tenth (7.14%) of the service holders use it to contact with business partners. One seventh (14.28%) of the service holders use phone calls to contact with colleagues. A few service holders and businessmen use phone calls to contact with lovers.

More labourers than the non-employed respondents use phone calls to contact with parents and friends while more non-employed respondents than the labourers use it to contact with relatives.

Thus, the respondents with more income & service job make calls for various purposes and various people while others mostly call parents and friends. Now, let the patterns of mobile use be seen among the APL respondents in the following table:

Table 5.4  
Occupation, Annual Income and Uses of Phone Calls in Mobile Set among the APL Respondents  
(Percentage in Parentheses)

| Use of phone calls                     | Income and Occupation |                    |                    |                    |              |               |                    |                    |                    |                    |              |               |                    |                    |                    |                    |              |               |                    | Grand Total        |                    |                    |              |                     |                     |                     |                     |                    |                |               |                     |                     |                     |                     |                |                |
|--|-----------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------------|---------------------|---------------------|---------------------|--------------------|----------------|---------------|---------------------|---------------------|---------------------|---------------------|----------------|----------------|
|  | Agriculture           |                    |                    |                    |              | Service       |                    |                    |                    |                    | Business     |               |                    |                    |                    | Labour             |              |               |                    | Non-employed       |                    |                    |              | 11316-14144<br>N=16 | 14145-16973<br>N=19 | 16974-19802<br>N=13 | 19803-22631<br>N=24 | 22632<<br>N=29     | Total<br>N=101 |               |                     |                     |                     |                     |                |                |
|  | 11316-14144<br>N=2    | 14145-16973<br>N=3 | 16974-19802<br>N=1 | 19803-22631<br>N=4 | 22632< N=3   | Total<br>N=13 | 11316-14144<br>N=4 | 14145-16973<br>N=6 | 16974-19802<br>N=3 | 19803-22631<br>N=6 | 22632< N=8   | Total<br>N=27 | 11316-14144<br>N=5 | 14145-16973<br>N=5 | 16974-19802<br>N=4 | 19803-22631<br>N=8 | 22632< N=7   | Total<br>N=29 | 11316-14144<br>N=2 | 14145-16973<br>N=3 | 16974-19802<br>N=2 | 19803-22631<br>N=5 | 22632< N=7   | Total<br>N=19       | 11316-14144<br>N=3  | 14145-16973<br>N=2  | 16974-19802<br>N=3  | 19803-22631<br>N=1 | 22632< N=4     | Total<br>N=13 | 11316-14144<br>N=16 | 14145-16973<br>N=19 | 16974-19802<br>N=13 | 19803-22631<br>N=24 | 22632<<br>N=29 | Total<br>N=101 |
| To contact with any person             | 2<br>(100)            | 3<br>(100)         | 1<br>(100)         | 4<br>(100)         | 3<br>(100)   | 13<br>(100)   | 4<br>(100)         | 6<br>(100)         | 3<br>(100)         | 6<br>(100)         | 8<br>(100)   | 27<br>(100)   | 5<br>(100)         | 5<br>(100)         | 4<br>(100)         | 8<br>(100)         | 7<br>(100)   | 29<br>(100)   | 2<br>(100)         | 3<br>(100)         | 2<br>(100)         | 5<br>(100)         | 7<br>(100)   | 19<br>(100)         | 3<br>(100)          | 2<br>(100)          | 3<br>(100)          | 1<br>(100)         | 4<br>(100)     | 13<br>(100)   | 16<br>(100)         | 19<br>(100)         | 13<br>(100)         | 24<br>(100)         | 29<br>(100)    | 101<br>(100)   |
| To contact with Parents/family members | 2<br>(20.00)          | 2<br>(66.66)       | -                  | 3<br>(75.00)       | 2<br>(66.66) | 9<br>(69.23)  | 3<br>(75.00)       | 4<br>(66.66)       | 2<br>(66.66)       | 3<br>(50.00)       | 4<br>(50.00) | 16<br>(59.25) | 4<br>(80.00)       | 4<br>(80.00)       | 4<br>(100)         | 7<br>(87.5)        | 6<br>(85.71) | 25<br>(86.20) | 2<br>(100)         | 2<br>(66.66)       | 2<br>(100)         | 4<br>(80.00)       | 6<br>(85.71) | 16<br>(84.21)       | 2<br>(66.66)        | 1<br>(50)           | 2<br>(66.66)        | 1<br>(100)         | 3<br>(75.00)   | 13<br>(81.25) | 13<br>(68.42)       | 10<br>(76.92)       | 18<br>(75.00)       | 21<br>(72.41)       | 75<br>(74.25)  |                |
| To contact with friends                | 1<br>(10.00)          | 1<br>(33.33)       | 1<br>(100)         | 2<br>(50.00)       | 2<br>(66.66) | 7<br>(53.84)  | 1<br>(25.00)       | 2<br>(33.33)       | 2<br>(66.66)       | 4<br>(66.66)       | 3<br>(37.05) | 12<br>(44.44) | 1<br>(20.00)       | 4<br>(80.00)       | 3<br>(75.00)       | 7<br>(87.5)        | 6<br>(85.71) | 21<br>(72.41) | 1<br>(50.00)       | 2<br>(66.66)       | 1<br>(50.00)       | 4<br>(80.00)       | 5<br>(71.42) | 13<br>(68.42)       | 2<br>(66.66)        | 1<br>(50)           | 2<br>(66.66)        | -                  | 2<br>(50.00)   | 7<br>(53.84)  | 6<br>(37.5)         | 10<br>(52.63)       | 9<br>(69.23)        | 17<br>(70.83)       | 18<br>(62.06)  | 60<br>(59.40)  |
| To contact with relatives              | -                     | 2<br>(66.66)       | 1<br>(100)         | 4<br>(100)         | 1<br>(33.33) | 10<br>(76.92) | -                  | 4<br>(66.66)       | -                  | 3<br>(50.00)       | 1<br>(12.5)  | 8<br>(29.62)  | 2<br>(40.00)       | 2<br>(40.00)       | -                  | 5<br>(62.5)        | 2<br>(28.57) | 11<br>(37.93) | -                  | 2<br>(66.66)       | 2<br>(100)         | 4<br>(80.00)       | 7<br>(100)   | 17<br>(89.47)       | 2<br>(66.66)        | 2<br>(100)          | 3<br>(100)          | 1<br>(100)         | 4<br>(100)     | 12<br>(92.30) | 4<br>(25.00)        | 12<br>(63.15)       | 6<br>(46.15)        | 20<br>(83.33)       | 16<br>(55.17)  | 58<br>(57.42)  |
| To contact with business partner       | -                     | -                  | -                  | 2<br>(50.00)       | -            | 2<br>(15.38)  | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | 4<br>(50.00)       | 3<br>(42.85) | 7<br>(24.13)  | -                  | -                  | -                  | -                  | -            | -                   | -                   | 2<br>(66.66)        | -                   | -                  | -              | 2<br>(15.38)  | -                   | -                   | 6<br>(25.00)        | 3<br>(10.34)        | 11<br>(10.89)  |                |
| To communicate with colleagues         | -                     | -                  | -                  | -                  | -            | -             | -                  | 2<br>(33.33)       | -                  | 1<br>(16.66)       | -            | 3<br>(11.11)  | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | -                  | 1<br>(14.28) | 1<br>(5.26)         | -                   | -                   | -                   | -                  | -              | -             | 2<br>(10.52)        | -                   | 1<br>(4.16)         | 1<br>(3.44)         | 4<br>(3.96)    |                |
| To contact with lovers                 | -                     | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | -                  | 2<br>(28.57) | 2<br>(6.89)   | -                  | -                  | -                  | -                  | -            | -                   | -                   | -                   | -                   | -                  | -              | 1<br>(7.69)   | -                   | -                   | -                   | -                   | 3<br>(10.34)   | 3<br>(4.00)    |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



Data shows that more respondents in the income groups Rs 16974-19802, Rs 19803-22631 and Rs above 22632 than the respondents in the income groups Rs 11316-14144 and 14145-16973 use it to contact with friends. More respondents in the income group Rs 14145-16973 and Rs 19803-22631 than the respondents of other three APL income groups use phone calls to contact with relatives. A few respondents in the income groups Rs 16974-19802, Rs 19803-22631 and above 22632 use phone calls to contact with business partners and the fewest of them use it to contact with colleagues. A few respondents in the income group Rs above 22632 use phone calls to contact with lovers.

Most of the agriculturalists use phone calls to contact with parents and relatives and majority of them use to contact with friends. Over one tenth (15.38%) of the respondents use it to contact with business partners. More businessmen than the service holders use phone calls to contact with parents, friend and relatives. One fourth (24.13%) of the businessmen use it to contact with business partners and more than one tenth (11.11%) of the service holders use it to contact with colleagues. The fewest (6.89%) of the businessmen use it to contact with lovers.

More labourers than the non-employed respondents use phone calls to contact with parents and friends while more non-employed respondents than the labourers use it to contact with relatives.

Thus, more respondents from high income groups make contacts for various purposes. More respondents from the categories of service, labour, non-employed than those from agriculture and business contact parents and relatives.

### **Education, Gender and Uses of Phone Calls**

Respondents' purposes of using phone calls may be different according to their education and gender. The following table shows how and with whom the respondents from different educational qualifications and genders talk on mobile sets:

Table 5.5  
Education, Gender and Uses of Phone Calls in Mobile Set  
(Percentage in Parentheses)

| Use of phone calls                     | Educational Qualifications |              |               |               |               |               |               |               |               |               |               |               |                  |               |               |               |               |               |               |              |               |             |            |              |                |               |                |
|--|----------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|-------------|------------|--------------|----------------|---------------|----------------|
|  | Illiterate                 |              |               | Primary       |               |               | Middle School |               |               | High School   |               |               | Higher Secondary |               |               | Graduation    |               |               | Post Graduate |              |               | M.Phil/Ph.D |            |              | Grand Total    |               |                |
|  | M<br>N=9                   | F<br>N=6     | Total<br>N=15 | M<br>N=33     | F<br>N=25     | Total<br>N=58 | M<br>N=28     | F<br>N=25     | Total<br>N=53 | M<br>N=31     | F<br>N=19     | Total<br>N=50 | M<br>N=39        | F<br>N=29     | Total<br>N=68 | M<br>N=26     | F<br>N=14     | Total<br>N=40 | M<br>N=11     | F<br>N=3     | Total<br>N=14 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M<br>N=178     | F<br>N=122    | Total<br>N=300 |
| To contact with any person             | 9<br>(100)                 | 6<br>(100)   | 15<br>(100)   | 33<br>(100)   | 25<br>(100)   | 58<br>(100)   | 28<br>(100)   | 25<br>(100)   | 53<br>(100)   | 31<br>(100)   | 19<br>(100)   | 50<br>(100)   | 39<br>(100)      | 29<br>(100)   | 68<br>(100)   | 26<br>(100)   | 14<br>(100)   | 40<br>(100)   | 11<br>(100)   | 3<br>(100)   | 14<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 178<br>(100)   | 122<br>(100)  | 300<br>(100)   |
| To contact with Parents/family members | 6<br>(66.66)               | 5<br>(83.33) | 11<br>(73.33) | 28<br>(84.84) | 11<br>(44.00) | 39<br>(67.24) | 13<br>(46.42) | 17<br>(68.00) | 30<br>(56.60) | 18<br>(58.06) | 15<br>(78.94) | 33<br>(66.00) | 19<br>(48.71)    | 17<br>(58.62) | 36<br>(52.94) | 13<br>(50.00) | 11<br>(78.00) | 24<br>(60.00) | 6<br>(54.54)  | 2<br>(66.66) | 8<br>(57.14)  | 1<br>(100)  | -          | 1<br>(50.00) | 104<br>(58.42) | 78<br>(63.93) | 182<br>(60.66) |
| To contact with friends                | 7<br>(77.77)               | 4<br>(66.66) | 11<br>(73.33) | 16<br>(48.48) | 7<br>(28.00)  | 23<br>(39.65) | 11<br>(39.28) | 8<br>(32.00)  | 19<br>(35.84) | 15<br>(48.38) | 9<br>(47.36)  | 24<br>(48.00) | 23<br>(58.97)    | 10<br>(34.48) | 33<br>(48.52) | 18<br>(69.23) | 4<br>(28.57)  | 22<br>(55.00) | 4<br>(36.36)  | 1<br>(33.33) | 5<br>(35.71)  | -           | 1<br>(100) | 1<br>(50.00) | 94<br>(52.80)  | 44<br>(36.06) | 138<br>(46.00) |
| To contact with relatives              | 4<br>(44.44)               | 5<br>(83.33) | 9<br>(60.00)  | 7<br>(21.21)  | 8<br>(32.00)  | 15<br>(25.86) | 10<br>(35.71) | 11<br>(44.00) | 21<br>(39.62) | 12<br>(38.70) | 8<br>(42.10)  | 20<br>(40.00) | 9<br>(23.07)     | 22<br>(75.86) | 31<br>(45.58) | 8<br>(30.76)  | 12<br>(85.71) | 20<br>(50.00) | 1<br>(9.09)   | 2<br>(66.66) | 3<br>(21.42)  | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 52<br>(29.21)  | 75<br>(61.47) | 127<br>(42.33) |
| To contact with business partner       | 2<br>(22.22)               | -            | 2<br>(13.33)  | 6<br>(18.18)  | 1<br>(4.00)   | 7<br>(12.06)  | 4<br>(14.28)  | 1<br>(4.00)   | 5<br>(9.43)   | 4<br>(12.90)  | -             | 4<br>(8.00)   | 4<br>(10.25)     | 2<br>(6.89)   | 6<br>(8.82)   | 1<br>(3.84)   | 1<br>(7.14)   | 2<br>(5.00)   | 1<br>(9.09)   | -            | 1<br>(7.14)   | 1<br>(100)  | -          | 1<br>(50.00) | 23<br>(12.92)  | 5<br>(4.09)   | 28<br>(9.333)  |
| To communicate with colleagues         | 1<br>(11.11)               | -            | 1<br>(6.66)   | 2<br>(6.06)   | -             | 2<br>(3.44)   | 1<br>(3.57)   | 1<br>(4.00)   | 2<br>(3.77)   | 1<br>(3.22)   | -             | 1<br>(2.00)   | 2<br>(5.12)      | 1<br>(3.44)   | 3<br>(4.41)   | 2<br>(7.69)   | -             | 2<br>(5.00)   | 1<br>(9.09)   | -            | 1<br>(7.14)   | 1<br>(100)  | -          | 1<br>(50.00) | 11<br>(6.17)   | 2<br>(1.63)   | 13<br>(4.33)   |
| To contact with lovers                 | -                          | -            | -             | -             | -             | -             | -             | -             | -             | -             | 1<br>(5.26)   | 1<br>(2.00)   | 2<br>(5.12)      | 2<br>(6.89)   | 4<br>(5.88)   | 4<br>(15.38)  | 1<br>(7.14)   | 5<br>(12.5)   | -             | 1<br>(33.33) | 1<br>(7.14)   | -           | -          | -            | 6<br>(3.37)    | 5<br>(4.09)   | 11<br>(3.66)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that equal numbers of the illiterates use phone calls to contact with parents and friends followed by three fifths (60%) who use it to contact with relatives. Over one tenth (13.13%) of the illiterates use phone calls to contact with business partners. The fewest of the illiterates (6.66%) use it to contact with colleagues. More respondents educated with primary education than the respondents of middle school education use phone calls to contact with parents and friends while more respondents educated with middle school education than the respondents with primary education use it to contact with relatives.

Most of the respondents (66%) of high school level and more than half (52.94%) of the respondents of higher secondary level use phone calls to contact with parents. Equal numbers of the respondents from high school and higher secondary level use it to contact with friends. Two fifths (40%) of the respondents from high school level and over two fifths (45.48%) of the respondents from higher secondary level use it to contact with relatives.

More graduate than the post graduate respondents use phone calls to contact with parents, friends and relatives while more post graduate than the graduate respondents use it to contact with business partners and colleagues. More graduate than the post graduate respondents use it to contact with lovers.

All the M.Phil/Ph.D use phone calls to contact with relatives. Half of each of the M.Phil/Ph.D use it to contact with psrents, friends, business partners and colleagues.

Thus, all the respondents with high educational qualifications use phone calls to contact with any person, parents, friends and relatives.. A few respondents use it to contact with business partners. It means that with the rise educational qualification the use of mobile set also increases for various purposes.

## USE STYLE OF RESPONDENTS

### **Age, Gender and Use Styles of Mobile Sets**

Patterns of talking in mobile are different among low-aged and old-aged person, Males and the females. Some talk in mobile by keeping it on the ears; some using a wired headset; some putting it speaker mode and some talk sometime keeping on the ears, sometime using a wired headset and sometime putting it in speaker mode. The following table shows the patterns of talking in mobile sets according to one's age and gender:

Table 5.6  
Age, Gender and Respondents' Use Styles of Mobile Sets  
(Percentage in Parentheses)

| Use Style of Respondents   | Age Groups              |               |                |                        |               |                | Grand Total    |               |                |
|--|-------------------------|---------------|----------------|------------------------|---------------|----------------|----------------|---------------|----------------|
|  | 18-26 (Early Youth Age) |               |                | 27-35 (Late Youth Age) |               |                |                |               |                |
|  | M<br>N=105              | F<br>N=58     | Total<br>N=163 | M<br>N=73              | F<br>N=64     | Total<br>N=137 | M<br>N=178     | F<br>N=122    | Total<br>N=300 |
| Keeping it on Ears   | 105<br>(100)            | 58<br>(100)   | 163<br>(100)   | 73<br>(100)            | 64<br>(100)   | 137<br>(100)   | 178<br>(100)   | 122<br>(100)  | 300<br>(100)   |
| Using wired Headset  | 20<br>(19.04)           | 16<br>(27.58) | 36<br>(22.08)  | 9<br>(12.32)           | 10<br>(15.62) | 19<br>(13.86)  | 29<br>(16.29)  | 26<br>(21.31) | 55<br>(18.33)  |
| Putting it in speaker mode   | 33<br>(31.42)           | 13<br>(22.41) | 46<br>(28.22)  | 27<br>(36.98)          | 11<br>(17.18) | 38<br>(27.73)  | 60<br>(33.70)  | 24<br>(19.67) | 84<br>(28.00)  |
| Sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode | 96<br>(91.42)           | 42<br>(72.41) | 138<br>(84.66) | 68<br>(93.15)          | 37<br>(57.81) | 105<br>(76.64) | 164<br>(92.13) | 79<br>(64.75) | 243<br>(81.00) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that most of the males (92.13%) and females (64.75) talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode. More males than the females talk on mobile putting it in speaker mode while more females than the males talk using a wired headset. All the respondents from both the age groups talk keeping it on ears.

Most of the respondents from both the age groups talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode. Over one fifth (22.8%) of the respondents from early youth age and over one tenth (13.86%) of the respondents from late youth age talk using a wired headset. Less than one third (28.22%) of the respondents from early youth age and almost equal number of respondents from both the age groups talk on mobile putting it in speaker mode.

Thus, all the males and females from both the age groups talk on mobile keeping it on ears. Most of the respondents from both the age groups talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More respondents from early youth age than late youth age talk on mobile using a wired headset as well as putting it in speaker- mode.

### **Religion, Caste and Respondents' Use Styles of Mobile Sets**

One's religion and caste determines the use styles of mobile sets. People of different religions and castes talk on mobile in different patterns. The following table shows how the respondents of different caste and religion use their mobile sets:

Table 5.7  
Religion, Caste and Respondents' Use Styles of Mobile Sets  
(Percentage in Parentheses)

| Use Style of Respondents   | Hinduism      |               |               |               |                | Christianity | Grand Total   |               |               |               |                |
|--|---------------|---------------|---------------|---------------|----------------|--------------|---------------|---------------|---------------|---------------|----------------|
|  | GCs<br>N=68   | OBCs<br>N=88  | SCs<br>N=83   | STs<br>N=59   | Total<br>N=298 | STs<br>N=2   | GCs<br>N=68   | OBCs<br>N=88  | SCs<br>N=83   | STs<br>N=61   | Total<br>N=300 |
| Keeping it on Ears   | 68<br>(100)   | 88<br>(100)   | 83<br>(100)   | 59<br>(100)   | 298<br>(100)   | 2<br>(100)   | 68<br>(100)   | 88<br>(100)   | 83<br>(100)   | 61<br>(100)   | 300<br>(100)   |
| Using wired Headset  | 10<br>(14.70) | 14<br>(15.90) | 15<br>(18.07) | 16<br>(27.11) | 55<br>(18.45)  | -            | 10<br>(14.70) | 14<br>(15.90) | 15<br>(18.07) | 16<br>(26.22) | 55<br>(18.33)  |
| Putting it in speaker mode   | 22<br>(32.35) | 26<br>(29.54) | 21<br>(25.30) | 14<br>(23.72) | 83<br>(27.85)  | 1<br>(50.00) | 22<br>(32.35) | 26<br>(29.54) | 21<br>(25.30) | 15<br>(24.59) | 84<br>(28.00)  |
| Sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode | 60<br>(88.23) | 77<br>(87.5)  | 62<br>(74.69) | 42<br>(71.18) | 241<br>(80.87) | 2<br>(100)   | 60<br>(88.23) | 77<br>(87.5)  | 62<br>(74.69) | 44<br>(72.13) | 243<br>(81.00) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the Hindu and Christian respondents talk on mobile sets keeping it on ears.

More ST respondents than the General caste, OBC and SC respondents talk on mobile sets using wired headset while more General caste respondents than the OBC, SC and ST respondents talk putting it in speaker- mode.

All the Christian and most of the Hindu respondents (80.87%) talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. The highest numbers of Hindu respondents from General caste category (88.23%) than the OBC (87.5%), SC (74.69%) and ST category, (72.13%) talk on mobile sets sometimes keeping it on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

Thus, (i) all the Hindu and Christian respondents talk on mobile keeping it on ears; (ii) more ST respondents talk on mobile using a wired headset while more General caste respondents talk putting it in speaker-mode; (iii) among the four categories of castes, the highest numbers of General caste respondents talk on mobile sets sometimes keeping it on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

#### **Occupation, Annual Income and Respondents' Use Styles**

Occupation and income is related to the use styles of mobile sets. One's use styles of mobile sets may be different according to their occupation and income. The following table discusses the use styles of mobile sets among the respondents of different income and occupation:

**Table 5.8**  
**Occupation, Annual Income and Respondents' Use Styles of Mobile Sets among BPL Respondents**  
**(Percentage in Parentheses)**

| Use Style of Respondents  | Income and Occupation |             |            |              |               |               |               |              |              |               |               |              |              |              |               |               |               |              |              |               | Grand Total   |               |              |              |               |                |                   |                  |                   |                |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
|---|-----------------------|-------------|------------|--------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|--------------|--------------|---------------|----------------|-------------------|------------------|-------------------|----------------|----------------|-------------------|------------------|-------------------|---------------|----------------|------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|-----------------|-------------------|-------------------|--------------------|----------------|
|   | Agriculture           |             |            |              |               | Service       |               |              |              |               | Business      |              |              |              |               | Labour        |               |              |              |               | Non-employed  |               |              |              |               | 0-2828<br>N=17 | 2829-5657<br>N=10 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=32  | 0-2828<br>N=22 | 2829-5657<br>N=13 | 5658-8486<br>N=4 | 8487-11315<br>N=3 | Total<br>N=42 | 0-2828<br>N=32 | 2829-5657<br>N=8 | 5658-8486<br>N=7 | 8487-11315<br>N=6 | Total<br>N=53 | 0-2828<br>N=18 | 2829-5657<br>N=12 | 5658-8486<br>N=5 | 8487-11315<br>N= | Total<br>N=39 | 0-2828<br>N=16 | 2829-5657<br>N=11 | 5658-8486<br>N=3 | 8487-11315<br>N=3 | Total<br>N=33 | 0-2828<br>N=105 | 2829-5657<br>N=54 | 5658-8486<br>N=21 | 8487-11315<br>N=19 | Total<br>N=199 |
|   |                       |             |            |              |               |               |               |              |              |               |               |              |              |              |               |               |               |              |              |               |               |               |              |              |               |                |                   |                  |                   |                |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
| Keeping it on Ears  | 17<br>(100)           | 10<br>(100) | 2<br>(100) | 3<br>(100)   | 32<br>(100)   | 22<br>(100)   | 13<br>(100)   | 4<br>(100)   | 3<br>(100)   | 42<br>(100)   | 32<br>(100)   | 8<br>(100)   | 7<br>(100)   | 6<br>(100)   | 53<br>(100)   | 18<br>(100)   | 12<br>(100)   | 5<br>(100)   | 4<br>(100)   | 39<br>(100)   | 16<br>(100)   | 11<br>(100)   | 3<br>(100)   | 3<br>(100)   | 33<br>(100)   | 105<br>(100)   | 54<br>(100)       | 21<br>(100)      | 19<br>(100)       | 199<br>(100)   |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
| Using wired Headset   | 3<br>(17.64)          | -           | 1<br>(10)  | 2<br>(66.66) | 6<br>(18.75)  | 3<br>(13.63)  | 2<br>(15.38)  | 1<br>(25.00) | 2<br>(66.66) | 8<br>(19.04)  | 5<br>(15.62)  | 4<br>(50.00) | 2<br>(28.57) | 1<br>(16.66) | 12<br>(22.64) | 2<br>(11.11)  | 2<br>(16.66)  | -            | -            | 4<br>(10.25)  | 3<br>(18.75)  | 2<br>(18.18)  | 1<br>(33.33) | -            | 6<br>(18.18)  | 16<br>(15.23)  | 10<br>(18.51)     | 5<br>(23.80)     | 5<br>(26.31)      | 36<br>(18.09)  |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
| Putting it in speaker mode  | 5<br>(29.41)          | 4<br>(40)   | -          | -            | 9<br>(28.12)  | 7<br>(31.81)  | 2<br>(15.38)  | 3<br>(75.00) | -            | 12<br>(28.57) | 8<br>(25.00)  | 2<br>(25.00) | 3<br>(42.85) | 3<br>(50.00) | 16<br>(30.18) | 8<br>(44.44)  | 4<br>(33.33)  | 1<br>(20.00) | -            | 13<br>(33.33) | 1<br>(6.25)   | 5<br>(45.45)  | -            | 2<br>(66.66) | 8<br>(24.24)  | 27<br>(25.71)  | 17<br>(31.48)     | 10<br>(47.61)    | 4<br>(21.05)      | 58<br>(29.14)  |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |
| Sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker-mode | 11<br>(64.70)         | 9<br>(90)   | 1<br>(10)  | 3<br>(100)   | 24<br>(75.00) | 20<br>(90.90) | 11<br>(84.61) | 3<br>(75.00) | 2<br>(66.66) | 36<br>(85.71) | 25<br>(78.12) | 7<br>(87.5)  | 6<br>(85.71) | 5<br>(83.33) | 43<br>(81.13) | 15<br>(83.33) | 11<br>(91.66) | 4<br>(80.00) | 3<br>(75.00) | 33<br>(84.61) | 13<br>(81.25) | 10<br>(90.90) | 2<br>(66.66) | 2<br>(66.66) | 27<br>(81.81) | 84<br>(80.00)  | 48<br>(88.88)     | 16<br>(76.19)    | 15<br>(78.94)     | 163<br>(81.90) |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                  |               |                |                   |                  |                   |               |                 |                   |                   |                    |                |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that more BPL respondents in the income group Rs 5658-8486 than the respondents in the income group Rs 0-2828, Rs 2829-5657 and Rs 8487-11315 talk putting it in speaker-mode while more respondents in the income group Rs 8487-11315 than the respondents in the income groups Rs 0-2828, Rs 2829-5657 and Rs 5658-8486 talk using wired headset. Most (75%) of the agriculturalists talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode followed by below one third (28.12%) talk putting it in speaker-mode.

More service holders than the businessmen talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode while more businessmen than the service holders talk on mobile putting it in speaker-mode and using wired headset.

More labourers than the non-employed respondents talk on mobile putting it in speaker-mode and sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode while more non-employed respondents than the service holders talk using wired headset.

Thus, all the BPL respondents of different income and occupation talk on mobile keeping it on ears. Most of the BPL respondents in all income and occupation talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

The mobile use patterns of the APL respondents are given in the following table:

**Table 5.9**  
**Occupation, Annual Income and Respondents' Use Styles of Mobile Sets among APL Respondents**  
**(Percentage in Parentheses)**

| Use Style of Respondents  | Income and Occupation |                    |                    |                    |            |               |                    |                    |                    |                    |              |               |                    |                    |                    |                    |              |               |                    |                    | Grand Total        |                    |              |               |                    |                     |                     |                     |                     |                |                |                    |                    |                    |               |               |               |
|---|-----------------------|--------------------|--------------------|--------------------|------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|---------------------|---------------------|---------------------|---------------------|----------------|----------------|--------------------|--------------------|--------------------|---------------|---------------|---------------|
|   | Agriculture           |                    |                    |                    |            | Service       |                    |                    |                    |                    | Business     |               |                    |                    |                    | Labour             |              |               |                    |                    | Non-employed       |                    |              |               |                    | 11316-14144<br>N=16 | 14145-16973<br>N=19 | 16974-19802<br>N=13 | 19803-22631<br>N=24 | 22632<<br>N=29 | Total<br>N=101 |                    |                    |                    |               |               |               |
|   | 11316-14144<br>N=2    | 14145-16973<br>N=3 | 16974-19802<br>N=1 | 19803-22631<br>N=4 | 22632<N=3  | Total<br>N=13 | 11316-14144<br>N=4 | 14145-16973<br>N=6 | 16974-19802<br>N=3 | 19803-22631<br>N=6 | 22632<N=8    | Total<br>N=27 | 11316-14144<br>N=5 | 14145-16973<br>N=5 | 16974-19802<br>N=4 | 19803-22631<br>N=8 | 22632<N=7    | Total<br>N=29 | 11316-14144<br>N=2 | 14145-16973<br>N=3 | 16974-19802<br>N=2 | 19803-22631<br>N=5 | 22632<N=7    | Total<br>N=19 | 11316-14144<br>N=3 |                     |                     |                     |                     |                |                | 14145-16973<br>N=2 | 16974-19802<br>N=3 | 19803-22631<br>N=1 | 22632<N=4     | Total<br>N=13 |               |
| Keeping it on Ears  | 2<br>(100)            | 3<br>(100)         | 1<br>(100)         | 4<br>(100)         | 3<br>(100) | 13<br>(100)   | 4<br>(100)         | 6<br>(100)         | 3<br>(100)         | 6<br>(100)         | 8<br>(100)   | 27<br>(100)   | 5<br>(100)         | 5<br>(100)         | 4<br>(100)         | 8<br>(100)         | 7<br>(100)   | 29<br>(100)   | 2<br>(100)         | 3<br>(100)         | 2<br>(100)         | 5<br>(100)         | 7<br>(100)   | 19<br>(100)   | 3<br>(100)         | 2<br>(100)          | 3<br>(100)          | 1<br>(100)          | 4<br>(100)          | 13<br>(100)    | 16<br>(100)    | 19<br>(100)        | 13<br>(100)        | 24<br>(100)        | 29<br>(100)   | 101<br>(100)  |               |
| Using wired Headset   | -                     | 1<br>(33.33)       | -                  | 1<br>(25.00)       | -          | 2<br>(15.38)  | -                  | 1<br>(16.66)       | -                  | 2<br>(33.33)       | -            | 3<br>(11.11)  | -                  | 2<br>(40.00)       | -                  | 1<br>(12.5)        | 2<br>(28.57) | 5<br>(17.24)  | -                  | 2<br>(66.66)       | 1<br>(50.00)       | -                  | -            | 3<br>(15.78)  | 2<br>(66.66)       | -                   | 2<br>(66.66)        | -                   | -                   | 2<br>(50.00)   | 6<br>(46.15)   | 3<br>(18.75)       | 6<br>(31.57)       | 3<br>(23.07)       | 4<br>(16.66)  | 4<br>(13.79)  | 19<br>(18.81) |
| Putting it in speaker mode  | 1<br>(50)             | -                  | 1<br>(100)         | -                  | 2<br>66.66 | 4<br>(30.76)  | -                  | -                  | 2<br>(66.66)       | 3<br>(50)          | -            | 5<br>(18.51)  | -                  | 2<br>(40)          | 1<br>(12.5)        | 4<br>(57.14)       | 7<br>(24.13) | 2<br>(100)    | -                  | 1<br>(50.00)       | 2<br>(40.00)       | -                  | -            | 5<br>(26.31)  | 2<br>(66.66)       | 1<br>(50)           | -                   | -                   | 2<br>(50.00)        | 5<br>(38.46)   | 5<br>(31.25)   | 3<br>(15.78)       | 4<br>(30.76)       | 6<br>(25.00)       | 8<br>(27.58)  | 26<br>(25.74) |               |
| Sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker-mode | 2<br>(100)            | 3<br>(100)         | 1<br>(100)         | 3<br>(75.00)       | 3<br>(100) | 12<br>(92.30) | 4<br>(100)         | 5<br>(83.333)      | 2<br>(66.66)       | 5<br>(83.33)       | 6<br>(75.00) | 22<br>(81.48) | 4<br>(80.00)       | 4<br>(80)          | 3<br>(75.00)       | 7<br>(87.5)        | 6<br>(85.71) | 24<br>(83.75) | 1<br>(50)          | 3<br>(100)         | 1<br>(50)          | 4<br>(80.00)       | 5<br>(71.42) | 14<br>(73.68) | 2<br>(66.66)       | 1<br>(50)           | -                   | 1<br>(100)          | 4<br>(100)          | 8<br>(61.53)   | 13<br>(81.25)  | 16<br>(84.21)      | 7<br>(53.84)       | 20<br>(83.33)      | 24<br>(82.75) | 80<br>(79.20) |               |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that most of the respondents in the income groups Rs 11316-14144 (81.25%), Rs 14145-16973 (84.21%), Rs 19803-22631(83.33%) and above 22632 (82.75) and more than half (53.84%) of the respondents in the income group Rs 16974-19802 talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. Respondents are more in the income group Rs 11316-14144 (31.25%) than other four APL income groups who talk on mobile keeping it in speaker-mode while respondents are more in the income group Rs 14145-16973 than other four APL income groups who talk using wired headset. Most of the (92.30%) agriculturalists talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode followed by below one third (30.76%) talk putting it in speaker-mode. More businessmen than the service holders talk sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode About one fourth (24.13%) of the businessmen and over one sixths (18.51%) of the service holders talk putting it in speaker-mode. Over one sixths (17.24%) of the businessmen and one ninth (11.11%) of the service holders talk using wired headset.

Three fourths (73.68%) of the labourers and three fifths (61.53%) of the non-employed respondents talk sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More non-employed respondents than the labourers talk on mobile putting it in speaker-mode and using wired headset.

Thus, the largest numbers of APL respondents talk on mobile sets sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker-mode.

### **Education, Gender and Respondents' Use Styles of Mobile Sets**

One's education and gender determines the use styles of mobile sets. All people do not prefer any using styles of mobile sets. Some like to talk keeping it on ears, but some do not; some like to talk using wired headset, but some do not. The following table describes the use styles of mobile sets among the respondents of different educational qualifications and genders:

Table 5.10  
Education, Gender and Respondents' Use Styles of Mobile Sets  
(Percentage in Parentheses)

| Use Style of Respondents   | Educational Qualifications |              |               |               |               |               |               |               |               |               |               |               |                  |               |               |               |               |               |               |              |               |             |            |              |                |               |                |
|--|----------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|-------------|------------|--------------|----------------|---------------|----------------|
|  | Illiterate                 |              |               | Primary       |               |               | Middle School |               |               | High School   |               |               | Higher Secondary |               |               | Graduation    |               |               | Post Graduate |              |               | M.Phil/Ph.D |            |              | Grand Total    |               |                |
|  | M<br>N=9                   | F<br>N=6     | Total<br>N=15 | M<br>N=33     | F<br>N=25     | Total<br>N=58 | M<br>N=28     | F<br>N=25     | Total<br>N=53 | M<br>N=31     | F<br>N=19     | Total<br>N=50 | M<br>N=39        | F<br>N=29     | Total<br>N=68 | M<br>N=26     | F<br>N=14     | Total<br>N=40 | M<br>N=11     | F<br>N=3     | Total<br>N=14 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M<br>N=178     | F<br>N=122    | Total<br>N=300 |
| Keeping it on Ears   | 9<br>(100)                 | 6<br>(100)   | 15<br>(100)   | 33<br>(100)   | 25<br>(100)   | 58<br>(100)   | 28<br>(100)   | 25<br>(100)   | 53<br>(100)   | 31<br>(100)   | 19<br>(100)   | 50<br>(100)   | 39<br>(100)      | 29<br>(100)   | 68<br>(100)   | 26<br>(100)   | 14<br>(100)   | 40<br>(100)   | 11<br>(100)   | 3<br>(100)   | 14<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 178<br>(100)   | 122<br>(100)  | 300<br>(100)   |
| Using wired Headset  | 4<br>(44.44)               | 3<br>(50.00) | 7<br>(46.66)  | 4<br>(12.12)  | 7<br>(28.00)  | 11<br>(18.96) | 5<br>(17.85)  | 4<br>(16.00)  | 9<br>(16.98)  | 4<br>(12.90)  | 3<br>(15.78)  | 7<br>(14.00)  | 5<br>(12.82)     | 3<br>(10.34)  | 8<br>(11.76)  | 3<br>(11.53)  | 4<br>(28.57)  | 7<br>(17.05)  | 4<br>(36.36)  | 1<br>(33.33) | 5<br>(35.71)  | -           | 1<br>(100) | 1<br>(100)   | 29<br>(16.29)  | 26<br>(21.31) | 55<br>(18.33)  |
| Putting it in speaker mode   | 7<br>(77.77)               | 3<br>(50.00) | 10<br>(66.66) | 10<br>(30.30) | 8<br>(32.00)  | 18<br>(31.03) | 8<br>(28.57)  | 4<br>(16.00)  | 12<br>(22.64) | 9<br>(29.03)  | 5<br>(26.31)  | 14<br>(28.00) | 14<br>(35.89)    | 1<br>(3.44)   | 15<br>(22.05) | 10<br>(38.46) | 2<br>(14.28)  | 12<br>(30.00) | 1<br>(9.09)   | 1<br>(33.33) | 2<br>(14.28)  | 1<br>(100)  | -          | 1<br>(100)   | 60<br>(33.70)  | 24<br>(19.67) | 84<br>(28.00)  |
| Sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode | 9<br>(100)                 | 4<br>(66.66) | 13<br>(86.66) | 33<br>(100)   | 13<br>(52.00) | 47<br>(81.03) | 27<br>(96.42) | 16<br>(64.00) | 43<br>(81.13) | 30<br>(96.77) | 12<br>(63.1%) | 42<br>(84.00) | 34<br>(87.17)    | 17<br>(58.62) | 51<br>(75.00) | 23<br>(88.46) | 12<br>(85.71) | 35<br>(87.5)  | 7<br>(63.63)  | 3<br>(100)   | 11<br>(78.57) | -           | 1<br>(100) | 1<br>(100)   | 164<br>(92.13) | 79<br>(64.75) | 243<br>(81.00) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents from both the genders talk on mobile keeping it on ears. Most of the males (92.13%) and females (64.75) with different education talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode. More males than the females talk on mobile putting it in speaker mode while more females than the males talk using a wired headset.

Over four fifths (86.66%) of the illiterates talk on mobile sets sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode followed by ove three fifths (66.66%) talk putting it in speaker-mode. Over two fifths (46.66%) of them talk using wired headset.

Almost equal numbers of respondents in primary level (81.03%) and middle school level (81.13%) talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode while more respondents of primary level than middle school level talk on mobile putting it in speaker-mode and using wired headset. Over four fifths (84%) of the respondents of high school level and three fourths (75%) of the respondents of higher secondary level talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More respondents of high school level (28%) than middle school level (22.64%) talk on mobile putting it in speaker-mode while more respondents of middle school level (16.98%) than high school level (14%) talk using wired headst.

Over four fifths (87.5%) of the graduates and over three fourths (78.57%) of the post graduates (14.28%) respondents talk putting it in speaker-mode while more post graduate (35.71%) talk on mobile using wired headset.

All the M.Phil/Ph.D holders talk on mobile using wired headset, putting it in speaker-mode and sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode.

Thus, all the males and the females of different qualifications talk on mobile keeping it on ears. Most of the respondents talk sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. Respondents are not so les who talk putting it in speaker-mode. A few respondents talk using wired headst.

## SMS/MMS USE PATTERNS

### Age, Gender and the Respondents' SMS/MMS Use Patterns

People of all ages and genders use SMS/MMS in different ways. One makes a choice of the persons to whom they send their messages. People send SMS/MMS to their parents, friends, colleagues, lovers, business partners; some of them send to neighbors and relatives but not with the same frequency. The respondents' SMS/MMS use patterns are shown in the following table:

Table 5.11  
Age, Gender and Respondents' SMS/MMS Receivers  
(Percentage in Parentheses)

| Receiver of SMS/MMS | Age Group               |               |                |                        |               |               | Grand Total   |               |                |
|---------------------|-------------------------|---------------|----------------|------------------------|---------------|---------------|---------------|---------------|----------------|
|                     | 18-26 (Early Youth Age) |               |                | 27-35 (Late Youth Age) |               |               |               |               |                |
|                     | M<br>N=78               | F<br>N=39     | Total<br>N=117 | M<br>N=53              | F<br>N=27     | Total<br>N=80 | M<br>N=131    | F<br>N=66     | Total<br>N=197 |
| Friends             | 78<br>(100)             | 39<br>(100)   | 117<br>(100)   | 53<br>(100)            | 27<br>(100)   | 80<br>(100)   | 131<br>(100)  | 66<br>(100)   | 197<br>(100)   |
| Family Members      | 41<br>(52.56)           | 24<br>(61.53) | 65<br>(55.55)  | 38<br>(71.69)          | 23<br>(85.18) | 61<br>(76.25) | 79<br>(60.30) | 47<br>(71.12) | 126<br>(63.95) |
| Colleagues          | -                       | -             | -              | 4<br>(7.54)            | 1<br>(3.70)   | 5<br>(6.25)   | 4<br>(5.06)   | 1<br>(1.51)   | 5<br>(2.53)    |
| Lovers              | 1<br>(1.28)             | 2<br>(5.12)   | 3<br>(2.56)    | 5<br>(9.43)            | 3<br>(11.11)  | 8<br>(10.00)  | 6<br>(4.58)   | 5<br>(7.57)   | 11<br>(5.58)   |
| Business Partners   | 6<br>(7.69)             | 2<br>(5.12)   | 8<br>(6.83)    | 8<br>(15.09)           | 4<br>(14.81)  | 12<br>(15.00) | 14<br>(10.68) | 6<br>(9.09)   | 20<br>(10.15)  |
| Neighbors           | 3<br>(3.84)             | 4<br>(10.25)  | 7<br>(5.98)    | 1<br>(1.88)            | 5<br>(18.51)  | 6<br>(7.5)    | 4<br>(3.05)   | 9<br>(13.63)  | 13<br>(6.59)   |
| Relatives           | 7<br>(8.97)             | 10<br>(25.64) | 17<br>(14.52)  | 3<br>(5.66)            | 9<br>(33.33)  | 12<br>(15.00) | 10<br>(7.63)  | 19<br>(28.78) | 29<br>(14.72)  |

Source: Field Study Conducted during 25th Feb-22nd May 2014

The table shows that all the respondents in both the genders send SMS/MMS to their friends. More females (71.12%) than the males (60.30%) send SMS/MMS to their family members. A few respondents in both the genders send SMS/MMS to their colleagues, lovers, business partners and neighbours. More females (28.78%) than the males (7.63%) send SMS/MMS to their relatives.

All the respondents from both the age groups send SMS/MMS to their friends.

Most of the respondents (76.25%) in the late youth age (27-35) and over half of the respondents (55.55%) from early youth age (18-26) send it to their family members. A few respondents in late youth age send SMS/MMS to their colleagues. In both the age groups more females than the males send it to their family members. A few males and females in both the age groups send SMS/MMS to their colleagues, lovers, business partners, neighbours and relatives.

Thus, all the respondents from both the age groups send SMS/MMS to their friends. More respondents of late youth age than early youth age send SMS/MMS to their family members. In both the age groups more females than the males send it to their family members

### **Religion, Caste and the Respondents' SMS/MMS Use Patterns**

People of all religions and castes send SMS/MMS in different ways. Their use patterns may be different according to their religion and castes. The following table describes the SMS//MMS use patterns among different religion and castes:

Table 5.12  
Religion, Caste and Respondents' SMS/MMS Receivers  
(Percentage in Parentheses)

| Receiver of SMS/MMS | Hinduism      |               |               |               |                | Christianity | Grand Total   |               |               |               |                |
|---------------------|---------------|---------------|---------------|---------------|----------------|--------------|---------------|---------------|---------------|---------------|----------------|
|                     | GCs<br>N=45   | OBCs<br>N=61  | SCs<br>N=52   | STs<br>N=37   | Total<br>N=195 | STs<br>N=2   | GCs<br>N=45   | OBCs<br>N=61  | SCs<br>N=52   | STs<br>N=39   | Total<br>N=197 |
| Friends             | 45<br>(100)   | 61<br>(100)   | 52<br>(100)   | 37<br>(100)   | 195<br>(100)   | 2<br>(100)   | 45<br>(100)   | 61<br>(100)   | 52<br>(100)   | 39<br>(100)   | 197<br>(100)   |
| Family Members      | 26<br>(57.77) | 38<br>(62.29) | 40<br>(76.92) | 20<br>(52.63) | 124<br>(63.58) | 2<br>(100)   | 26<br>(57.77) | 38<br>(62.29) | 40<br>(76.92) | 22<br>(56.41) | 126<br>(63.95) |
| Colleagues          | 2<br>(4.44)   | 3<br>(4.91)   | -             | -             | 5<br>(2.56)    | -            | 2<br>(4.44)   | 3<br>(4.91)   | -             | -             | 5<br>(2.53)    |
| Lovers              | 2<br>(4.44)   | 4<br>(6.55)   | 5<br>(9.61)   | -             | 11<br>(5.64)   | -            | 2<br>(4.44)   | 4<br>(6.55)   | 5<br>(9.61)   | -             | 11<br>(5.58)   |
| Business Partners   | 1<br>(2.22)   | 11<br>(18.03) | 7<br>(13.46)  | 1<br>(2.63)   | 20<br>(10.25)  | -            | 1<br>(2.22)   | 11<br>(18.03) | 7<br>(13.46)  | 1<br>(19.39)  | 20<br>(10.15)  |
| Neighbors           | 4<br>(8.88)   | 2<br>(3.27)   | 3<br>(5.76)   | 4<br>(10.52)  | 13<br>(6.66)   | -            | 4<br>(8.88)   | 2<br>(3.27)   | 3<br>(5.76)   | 4<br>(10.25)  | 13<br>(6.59)   |
| Relatives           | 8<br>(17.77)  | 8<br>(13.11)  | 9<br>(17.30)  | 4<br>(10.52)  | 29<br>(14.87)  | -            | 8<br>(17.77)  | 8<br>(13.11)  | 9<br>(17.30)  | 4<br>(10.25)  | 29<br>(14.72)  |

Source: Field Study Conducted during 25th Feb-22nd May 2014



The table shows that all the Hindu and Christian respondents send SMS/MMS to their friends while all the Christian and more than three fifths (63.58%) of the Hindu respondents send it to their family members. More Hindu respondents from SC category (76.92%) than General caste (57.77%), OBC (62.29%) and ST (52.63%) category send it to their family members.

Thus, all the Hindu and Christian respondents send SMS/MMS to their friends. Majority of the respondents of General caste, OBC, SC and ST send it to their family members.

### **Occupation, Annual Income and Respondents' SMS/MMS Use Patterns**

Occupation and income is related to the use patterns of SMS/MMS on mobile sets. People of all income and occupation do not use SMS//MMS in same manners. The following table shows how the respondents of different income and occupations send SMS/MMS:

Table 5.13  
Occupation, Annual Income and BPL Respondents' SMS/MMS Receivers  
(Percentage in Parentheses)

| Receiver of SMS/MMS | Income and Occupation |                  |                  |                   |               |               |                  |                  |                   |              |               |                   |                   |                   |               |               |                  |                  |                   |               | Grand Total    |                  |                |                   |                   |                    |                |                  |                   |               |
|---------------------|-----------------------|------------------|------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|--------------|---------------|-------------------|-------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|---------------|----------------|------------------|----------------|-------------------|-------------------|--------------------|----------------|------------------|-------------------|---------------|
|                     | Agriculture           |                  |                  |                   |               | Service       |                  |                  |                   | Business     |               |                   |                   | Labour            |               |               |                  | Non-employed     |                   |               |                |                  | 0-2828<br>N=29 | 2829-5657<br>N=34 | 5658-8486<br>N=32 | 8487-11315<br>N=27 | Total<br>N=122 |                  |                   |               |
|                     | 0-2828<br>N=5         | 2829-5657<br>N=6 | 5658-8486<br>N=5 | 8487-11315<br>N=7 | Total<br>N=23 | 0-2828<br>N=2 | 2829-5657<br>N=2 | 5658-8486<br>N=2 | 8487-11315<br>N=2 | Total<br>N=8 | 0-2828<br>N=6 | 2829-5657<br>N=10 | 5658-8486<br>N=13 | 8487-11315<br>N=5 | Total<br>N=34 | 0-2828<br>N=6 | 2829-5657<br>N=7 | 5658-8486<br>N=6 | 8487-11315<br>N=8 | Total<br>N=27 | 0-2828<br>N=10 | 2829-5657<br>N=8 |                |                   |                   |                    |                | 5658-8486<br>N=7 | 8487-11315<br>N=5 | Total<br>N=30 |
| Friends             | 5<br>(100)            | 6<br>(100)       | 5<br>(100)       | 7<br>(100)        | 23<br>(100)   | 2<br>(100)    | 2<br>(100)       | 2<br>(100)       | 2<br>(100)        | 8<br>(100)   | 6<br>(100)    | 10<br>(100)       | 13<br>(100)       | 5<br>(100)        | 34<br>(100)   | 6<br>(100)    | 7<br>(100)       | 6<br>(100)       | 8<br>(100)        | 27<br>(100)   | 10<br>(100)    | 8<br>(100)       | 7<br>(100)     | 5<br>(100)        | 30<br>(100)       | 29<br>(100)        | 34<br>(100)    | 32<br>(100)      | 27<br>(100)       | 122<br>(100)  |
| Family Members      | 1<br>(20.00)          | 3<br>(50.00)     | 4<br>(80.00)     | 4<br>(57.14)      | 12<br>(52.17) | -             | -                | 1<br>(50.00)     | 2<br>(100)        | 3<br>(37.5)  | 4<br>(66.66)  | 6<br>(60.00)      | 5<br>(38.46)      | 5<br>(100)        | 20<br>(58.82) | 4<br>(66.66)  | 6<br>(85.71)     | 3<br>(50.00)     | 3<br>(37.5)       | 16<br>(59.25) | 8<br>(80.00)   | 6<br>(75.00)     | 5<br>(71.42)   | 3<br>(60.00)      | 22<br>(73.33)     | 17<br>(58.62)      | 22<br>(64.70)  | 18<br>(56.25)    | 16<br>(59.25)     | 73<br>(59.83) |
| Colleagues          | -                     | -                | -                | -                 | -             | -             | -                | 1<br>(50.00)     | 2<br>(100)        | 3<br>(37.5)  | -             | -                 | -                 | -                 | -             | -             | -                | -                | -                 | -             | -              | -                | -              | -                 | -                 | -                  | -              | 1<br>(3.12)      | 2<br>(7.40)       | 3<br>(2.45)   |
| Lovers              | -                     | -                | -                | -                 | -             | -             | -                | 1<br>(50.00)     | 1<br>(50.00)      | 2<br>(25.00) | -             | 2<br>(20.00)      | 1<br>(7.69)       | 1<br>(20.00)      | 4<br>(11.76)  | -             | -                | -                | -                 | -             | -              | -                | 1<br>(14.28)   | -                 | 1<br>(33.33)      | -                  | 2<br>(5.88)    | 3<br>(9.37)      | 2<br>(7.40)       | 7<br>(5.73)   |
| Business Partners   | -                     | -                | -                | -                 | -             | -             | -                | -                | -                 | -            | 2<br>(33.33)  | 1<br>(10.00)      | 4<br>(30.76)      | 3                 | 10<br>(29.41) | -             | -                | -                | -                 | -             | 1<br>(10.00)   | 2<br>(25.00)     | 1<br>(14.28)   | 1<br>(20.00)      | 4<br>(13.33)      | 2<br>(6.89)        | 3<br>(8.82)    | 5<br>(15.62)     | 4<br>(14.81)      | 14<br>(11.47) |
| Neighbors           | -                     | 1<br>(16.66)     | 2<br>(40.00)     | -                 | 3<br>(13.04)  | -             | -                | 1<br>(50.00)     | -                 | 1<br>(12.5)  | -             | -                 | -                 | 2<br>(40.00)      | 2<br>(5.88)   | -             | 2<br>(28.57)     | -                | -                 | 2<br>(7.40)   | -              | 2<br>(25.00)     | -              | -                 | 2<br>(6.66)       | -                  | 5<br>(14.70)   | 3<br>(9.37)      | 2<br>(7.40)       | 10<br>(8.19)  |
| Relatives           | 2<br>(40.00)          | -                | -                | 1<br>(14.28)      | 3<br>(13.04)  | 1<br>(50)     | -                | -                | 1<br>(50.00)      | 2<br>(25)    | -             | 2<br>(20.00)      | 2<br>(15.38)      | -                 | 4<br>(11.76)  | -             | 2<br>(28.57)     | -                | 2<br>(25.00)      | 3<br>(11.11)  | 2<br>(20.00)   | 1<br>(12.5)      | 2<br>(28.57)   | 1<br>(20.00)      | 6<br>(20.00)      | 6<br>(20.68)       | 5<br>(14.70)   | 2<br>(6.25)      | 5<br>(18.51)      | 18<br>(14.75) |

Source: Field Study Conducted during 25<sup>th</sup> Feb-22<sup>nd</sup> May 2014

Data reveal that all the respondents of BPL income and occupation send SMS/MMS to their friends. Among the four BPL income groups, the largest numbers of the respondents in the income groups Rs 2829-5657 send SMS/MMS to their family members. More than half (52.17%) of the agriculturalists send it to their family members. Equal numbers of the agriculturalists send SMS/MMS to their neighbours and relatives. More businessmen (58.8%) than the service holders send SMS/MMS to their family members while more service holders than the businessmen send it to their lovers and neighbours. Over one third (37.5%) of the service holders send it to their colleagues and below one third (29.14%) of them send to their business partners.

More non-employed respondents than the labourers send SMS/MMS to friends and relatives while more labourers than the non-employed respondents send it to neighbours.

Thus, all the respondents of BPL income and occupation send SMS/MMS to friends. Majority of the BPL respondents send it to family members. A few respondents send to their relatives and the fewest send to colleagues, lovers, business partners and neighbours. The SMS/MMS use patterns among the APL respondents are shown in the following table:

Table 5.14  
Occupation, Annual Income and APL Respondents' SMS/MMS Receivers  
(Percentage in Parentheses)

| Receiver of SMS/MMS | Income and Occupation |                    |                    |                    |            |              |                    |            |            |                    |                    |                    |                    |              |               |                    |                    |                    |                    |              | Grand Total   |                    |                    |                    |                    |              |               |                     |                     |                     |                     |               |               |
|---------------------|-----------------------|--------------------|--------------------|--------------------|------------|--------------|--------------------|------------|------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|---------------------|---------------------|---------------------|---------------------|---------------|---------------|
|                     | Agriculture           |                    |                    |                    |            |              | Service            |            | Business   |                    |                    |                    |                    | Labour       |               |                    |                    |                    | Non-employed       |              |               |                    |                    |                    |                    |              |               |                     |                     |                     |                     |               |               |
|                     | 11316-14144<br>N=2    | 14145-16973<br>N=2 | 16974-19802<br>N=3 | 19803-22631<br>N=4 | 22632< N=2 | Total N=13   | 19803-22631<br>N=1 | 22632< N=1 | Total N=2  | 11316-14144<br>N=4 | 14145-16973<br>N=5 | 16974-19802<br>N=6 | 19803-22631<br>N=4 | 22632< N=3   | Total N=22    | 11316-14144<br>N=5 | 14145-16973<br>N=4 | 16974-19802<br>N=3 | 19803-22631<br>N=4 | 22632< N=2   | Total N=18    | 11316-14144<br>N=6 | 14145-16973<br>N=5 | 16974-19802<br>N=4 | 19803-22631<br>N=3 | 22632< N=2   | Total N=20    | 11316-14144<br>N=15 | 14145-16973<br>N=17 | 16974-19802<br>N=17 | 19803-22631<br>N=16 | 22632< N=10   | Total N=75    |
| Relatives           | 1<br>(50.00)          | -                  | 1<br>(33.33)       | -                  | -          | 2<br>(15.38) | -                  | 1<br>(100) | 1<br>(50)  | 1<br>(25)          | -                  | 2<br>(50)          | -                  | 3<br>(13.63) | -             | -                  | 2<br>(66.66)       | -                  | -                  | 2<br>(11.11) | 1<br>(16.66)  | -                  | 2<br>(50)          | -                  | -                  | 3<br>(15.00) | 3<br>(20.00)  | -                   | 5<br>(29.41)        | 2<br>(12.5)         | 1<br>(10.00)        | 11<br>(14.66) |               |
| Neighbors           | -                     | -                  | -                  | 1<br>(25.00)       | -          | 1<br>(7.69)  | -                  | -          | -          | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | 1<br>(25)          | 1<br>(5.55)  | -             | -                  | 1<br>(25)          | -                  | -                  | 1<br>(5.00)  | -             | -                   | 1<br>(5.88)         | 1<br>(6.25)         | 1<br>(10.00)        | 3<br>(4)      |               |
| Business Partners   | -                     | -                  | -                  | -                  | -          | -            | -                  | -          | -          | -                  | -                  | -                  | -                  | 1<br>(16.66) | 2<br>(50)     | 1<br>(33.33)       | 4<br>(18.18)       | -                  | -                  | -            | -             | 1<br>(20)          | -                  | -                  | -                  | 1<br>(50)    | 2<br>(10.00)  | -                   | 1<br>(5.88)         | 1<br>(5.88)         | 2<br>(12.5)         | 2<br>(8.00)   |               |
| Lovers              | -                     | -                  | -                  | -                  | -          | -            | 1<br>(100)         | -          | 1<br>(50)  | -                  | -                  | -                  | 2<br>(33.33)       | -            | 2<br>(9.09)   | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | 1<br>(33.33)       | -            | 1<br>(5.00)   | -                   | 2<br>(11.76)        | 2<br>(12.5)         | -                   | 4<br>(5.33)   |               |
| Colleagues          | -                     | -                  | -                  | -                  | -          | -            | 1<br>(100)         | 1<br>(100) | 2<br>(100) | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | -                  | -            | -             | -                   | -                   | 1<br>(6.25)         | 1<br>(10.00)        | 2<br>(2.66)   |               |
| Family Members      | 1<br>(50.00)          | 1<br>(50)          | 3<br>(100)         | 1<br>(25.00)       | 2<br>(100) | 9<br>(69.23) | 1<br>(100)         | -          | 1<br>(50)  | 2<br>(50)          | 4<br>(80)          | 5<br>(83.33)       | 3<br>(75)          | 2<br>(66.66) | 16<br>(72.72) | 4<br>(80)          | 3<br>(75)          | 2<br>(66.66)       | 2<br>(50.00)       | 1<br>(50)    | 12<br>(66.66) | 5<br>(83.33)       | 4<br>(80)          | 3<br>(75)          | 2<br>(66.66)       | 1<br>(50)    | 15<br>(75.00) | 12<br>(80.00)       | 12<br>(70)          | 13<br>(76.47)       | 9<br>(56.25)        | 7<br>(70)     | 53<br>(70.66) |
| Friends             | 2<br>(100)            | 2<br>(100)         | 3<br>(100)         | 4<br>(100)         | 2<br>(100) | 13<br>(100)  | 1<br>(100)         | 1<br>(100) | 2<br>(100) | 4<br>(100)         | 5<br>(100)         | 6<br>(100)         | 4<br>(100)         | 3<br>(100)   | 22<br>(100)   | 5<br>(100)         | 4<br>(100)         | 3<br>(100)         | 4<br>(100)         | 2<br>(100)   | 18<br>(100)   | 6<br>(100)         | 5<br>(100)         | 4<br>(100)         | 3<br>(100)         | 2<br>(100)   | 20<br>(100)   | 15<br>(100)         | 17<br>(100)         | 17<br>(100)         | 16<br>(100)         | 10<br>(100)   | 75<br>(100)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb-22<sup>nd</sup> May 2014

The table shows that all the respondents of APL income and occupation send SMS/MMS to friends. More respondents in the income groups Rs 11316-14144 than other four APL income groups send SMS/MMS to family members. Most (69.23%) of the agriculturists send SMS/MMS to family members. A few (15.38%) of them send to relatives and the fewest of them to neighbours.

More businessmen (72.72%) than the service holders (50%) send SMS/MMS to family members, lovers and relatives. All the service holders send it to colleagues while less than one fifth (18.18%) of the businessmen send it to business partners.

More non-employed respondents than the labourers send SMS/MMS to family members and relatives.

Thus, all the respondents of APL income and occupation send SMS/MMS to friends. Majority of the APL respondents send it to family members.

### **Education, Gender and the Respondents' SMS/MMS Use Patterns**

Education and gender also determine the use patterns of SMS/MMS on mobile sets. SMS/MMS use patterns may be different according to one's educational qualification and gender. The following table presents SMS/MMS use patterns among the respondents of different educational qualification and gender.

Table 5.15  
Education, Gender and Respondents' SMS/MMS Receivers  
(Percentage in Parentheses)

| Receiver of SMS/MMS | Educational Qualifications |               |               |               |               |               |               |               |               |                  |              |               |              |              |               |               |              |              |             |            |              |               |               |                |
|---------------------|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|--------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|-------------|------------|--------------|---------------|---------------|----------------|
|                     | Primary                    |               |               | Middle School |               |               | High School   |               |               | Higher Secondary |              |               | Graduation   |              |               | Post Graduate |              |              | M.Phil/Ph.D |            |              | Grand Total   |               |                |
|                     | M<br>N=25                  | F<br>N=14     | Total<br>N=39 | M<br>N=24     | F<br>N=17     | Total<br>N=41 | M<br>N=18     | F<br>N=21     | Total<br>N=39 | M<br>N=40        | F<br>N=5     | Total<br>N=45 | M<br>N=17    | F<br>N=5     | Total<br>N=22 | M<br>N=6      | F<br>N=3     | Total<br>N=9 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M<br>N=131    | F<br>N=66     | Total<br>N=197 |
| Friends             | 25<br>(100)                | 14<br>(100)   | 39<br>(100)   | 24<br>(100)   | 17<br>(100)   | 41<br>(100)   | 18<br>(100)   | 21<br>(100)   | 39<br>(100)   | 40<br>(100)      | 5<br>(100)   | 45<br>(100)   | 17<br>(100)  | 5<br>(100)   | 22<br>(100)   | 6<br>(100)    | 3<br>(100)   | 9<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 131<br>(100)  | 66<br>(100)   | 197<br>(100)   |
| Family Members      | 13<br>(52.00)              | 13<br>(92.85) | 26<br>(66.66) | 16<br>(66.66) | 11<br>(64.70) | 27<br>(65.85) | 12<br>(66.66) | 14<br>(66.66) | 26<br>(66.66) | 26<br>(65.00)    | 4<br>(80.00) | 30<br>(66.66) | 8<br>(47.05) | 3<br>(60.00) | 11<br>(50.00) | 3<br>(50.00)  | 2<br>(66.66) | 5<br>(55.55) | 1<br>(100)  | -          | 1<br>(50.00) | 79<br>(60.30) | 47<br>(71.12) | 126<br>(63.95) |
| Colleagues          | -                          | -             | -             | -             | -             | -             | 1<br>(5.55)   | -             | 1<br>(2.56)   | 1<br>(2.5)       | 1<br>(20.00) | 2<br>(4.44)   | 2<br>(11.76) | -            | 2<br>(9.09)   | -             | -            | -            | -           | -          | -            | 4<br>(5.06)   | 1<br>(1.51)   | 5<br>(2.53)    |
| Lovers              | -                          | -             | -             | 1<br>(4.16)   | -             | 1<br>(2.43)   | 1<br>(5.55)   | 1<br>(4.76)   | 2<br>(5.12)   | 2<br>(5.00)      | 2<br>(40.00) | 4<br>(8.88)   | 1<br>(5.88)  | 1<br>(20.00) | 2<br>(9.09)   | 1<br>(16.66)  | 1<br>(33.33) | 2<br>(22.22) | -           | -          | -            | 6<br>(4.58)   | 5<br>(7.57)   | 11<br>(5.58)   |
| Business Partners   | 2<br>(8.00)                | 1<br>(7.14)   | 3<br>(7.69)   | 2<br>(8.33)   | 1<br>(5.88)   | 3<br>(7.31)   | 2<br>(11.11)  | 1<br>(4.76)   | 4<br>(10.25)  | 3<br>(7.5)       | 2<br>(40.00) | 5<br>(11.11)  | 3<br>(17.64) | -            | 3<br>(13.63)  | 1<br>(16.66)  | -            | 1<br>(11.11) | 1<br>(100)  | -          | 1<br>(50.00) | 14<br>(10.68) | 6<br>(9.09)   | 20<br>(10.15)  |
| Neighbors           | 1<br>(4.00)                | 1<br>(7.14)   | 2<br>(5.12)   | -             | 1<br>(5.88)   | 1<br>(2.43)   | 1<br>(5.55)   | 2<br>(9.52)   | 3<br>(7.69)   | 1<br>(2.5)       | 3<br>(60.00) | 4<br>(8.88)   | 1<br>(5.88)  | 1<br>(20.00) | 2<br>(9.09)   | -             | 1<br>(33.33) | 1<br>(11.11) | -           | -          | -            | 4<br>(3.05)   | 9<br>(13.63)  | 13<br>(6.59)   |
| Relatives           | 1<br>(4.00)                | 5<br>(35.71)  | 6<br>(15.38)  | 2<br>(8.33)   | 5<br>(29.41)  | 7<br>(17.07)  | 2<br>(11.11)  | 2<br>(9.52)   | 4<br>(10.25)  | 3<br>(7.5)       | 3<br>(60.00) | 6<br>(13.33)  | 1<br>(5.88)  | 2<br>(40.00) | 3<br>(13.63)  | 1<br>(16.66)  | 1<br>(33.33) | 2<br>(22.22) | 1<br>(100)  | -          | 1<br>(50.00) | 10<br>(7.63)  | 19<br>(28.78) | 29<br>(14.72)  |

Source: Field Study Conducted during 25<sup>th</sup> Feb-22<sup>nd</sup> May 2014

The table shows that all the males and females of different educational qualifications send SMS/MMS to their friends. More females (71.12%) than the males (60.30%) send SMS/MMS to their family members. More females (28.78%) than the males (7.63%) send SMS/MMS to their relatives.

Almost equal numbers of the respondents of primary (66.66%) and middle school education (65.85%) send SMS/MMS to their family members and business partners. The fewest respondents in primary and middle school level send it to neighbours. Less than one sixths (15.38%) of the respondents of primary level and more than one sixths (17.07%) of the respondents of middle school level send SMS/MMS to relatives. Equal numbers of the respondents in high school level and higher secondary level send SMS/MMS to family members. More post graduate respondents than the graduate respondents send SMS/MMS to family members, lovers, neighbours and relatives while more graduate respondents than the post graduate respondents send it to business partners. Half of each of the M.Phil/Ph.D holders send SMS/MMS to family members, business partners and the relatives.

Thus, all the males and the females of different educational qualifications send SMS/MMS to friends. Majority of the respondents send to family members.

#### CAMERA USE PATTERNS

#### **Age, Gender and the Respondents' Camera Use Patterns**

The use patterns of mobile camera are different among the people of different ages and genders. The following table shows the use patterns of mobile camera among the respondents with different age groups and gender:

Table 5.16  
Age, Gender and Respondents' Camera Use Patterns  
(Percentage in Parentheses)

| Camera Use Pattern | Age Groups              |               |               |                        |              |               | Grand Total   |               |                |
|--------------------|-------------------------|---------------|---------------|------------------------|--------------|---------------|---------------|---------------|----------------|
|                    | 18-26 (Early Youth Age) |               |               | 27-35 (Late Youth Age) |              |               |               |               |                |
|                    | M<br>N=39               | F<br>N=34     | Total<br>N=73 | M<br>N=31              | F<br>N=28    | Total<br>N=59 | M<br>N=70     | F<br>N=62     | Total<br>N=132 |
| When needed        | 39<br>(100)             | 34<br>(100)   | 73<br>(100)   | 31<br>(100)            | 28<br>(100)  | 59<br>(100)   | 70<br>(100)   | 62<br>(100)   | 132<br>(100)   |
| Frequently         | 6<br>(15.38)            | 4<br>(11.76)  | 1<br>(1.36)   | 5<br>(16.12)           | 4<br>(14.28) | 9<br>(15.25)  | 11<br>(15.71) | 8<br>(12.90)  | 19<br>(14.39)  |
| Rarely             | 4<br>(10.25)            | 5<br>(14.70)  | 9<br>(12.32)  | 7<br>(22.58)           | 5<br>(17.85) | 12<br>(20.33) | 11<br>(15.71) | 10<br>(16.12) | 21<br>(15.90)  |
| Sometimes          | 14<br>(35.89)           | 12<br>(35.29) | 26<br>(35.61) | 11<br>(35.48)          | 9<br>(32.14) | 20<br>(33.89) | 25<br>(35.71) | 21<br>(33.87) | 46<br>(34.84)  |

Source: Field Study Conducted during 25th Feb -22nd May 2014



The table shows that all the respondents from both the genders click camera when they needed. More males (15.71) than the the females (12.90%) click camera frequently while more females (16.12%) than the males click it rarely. More males (35.71%) than the females (33.87%) click camera sometimes.

All the respondents from both the age groups who have camera clicked it when they needed. More respondents from early youth age than late youth age click camera sometimes while more respondents from late youth age than early youth age click it rarely. More males than the females from both the age groups click it frequently while more females in the early youth age and more males in the late youth age click it rarely. Almost equal numbers of males and females from both the age groups click camera sometimes.

Thus, all the respondents who have camera in mobile click it when needed. More respondents click camera sometimes irrespective of gender and age groups.

### **Religion, Caste and the Respondents' Camera Use Patterns**

People of different religion and caste use camera differently. Some use it frequently and some other rarely; some use it sometimes and some other use it when needed. The following table presents camera use patterns among the respondents of different religion and caste:

Table 5.17  
Religion, Caste and Respondents' Camera Use Patterns  
(Percentage in Parentheses)

| Camera Use Pattern | Hinduism      |               |              |               |                | Christianity | Grand Total   |               |              |               |                |
|--------------------|---------------|---------------|--------------|---------------|----------------|--------------|---------------|---------------|--------------|---------------|----------------|
|                    | GCs<br>N=28   | OBCs<br>N=43  | SCs<br>N=36  | STs<br>N=23   | Total<br>N=130 | STs<br>N=2   | GCs<br>N=28   | OBCs<br>N=43  | SCs<br>N=36  | STs<br>N=25   | Total<br>N=132 |
| When needed        | 28<br>(100)   | 43<br>(100)   | 36<br>(100)  | 23<br>(100)   | 130<br>(100)   | 2<br>(100)   | 28<br>(100)   | 43<br>(100)   | 36<br>(100)  | 25<br>(100)   | 132<br>(100)   |
| Frequently         | 3<br>(10.71)  | 6<br>(13.95)  | 7<br>(19.44) | 3<br>(13.04)  | 19<br>(14.61)  | -            | 3<br>(10.71)  | 6<br>(13.95)  | 7<br>(19.44) | 3<br>(12.00)  | 19<br>(14.39)  |
| Rarely             | 5<br>(17.85)  | 9<br>(20.93)  | 4<br>(11.11) | 3<br>(13.04)  | 21<br>(16.15)  | -            | 5<br>(17.85)  | 9<br>(20.93)  | 4<br>(11.11) | 3<br>(12.00)  | 21<br>(15.90)  |
| Sometimes          | 13<br>(46.42) | 12<br>(27.90) | 8<br>(22.22) | 12<br>(52.17) | 45<br>(34.61)  | 1<br>(50.00) | 13<br>(46.42) | 12<br>(27.90) | 8<br>(22.22) | 13<br>(52.00) | 46<br>(34.84)  |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the Hindu and Christian respondents click camera when they needed. More than one third (34.61%) of the Hindu respondents click camera sometimes. One sixths (16.15%) of the Hindu respondents click it rarely and one seventh (14.61%) of them click it frequently.

More Hindu respondents of SC category (19.44%) than General caste (10.71%), OBC (13.95%) and ST (13.04%) click camera frequently while more OBC category (20.93%) than General caste (17.85%), SC (11.11%) and ST (13.04%) category click it rarely.

Thus, all the Hindu and Christian respondents click camera when they need. More Hindu respondents of SC category than other categories of castes click camera frequently. Similarly, more Hindu respondents of OBC category than other categories of castes click camera rarely.

### **Occupation, Annual Income and Respondents' Camera Use Patterns**

Camera use patterns may be different according to one's occupation and income. The following table shows how the respondents of different income and occupation use camera on mobile sets:

Table 5.18  
Occupation, Annual Income and BPL Respondents' Camera Use Patterns  
(Percentage in Parentheses)

| Camera Use Pattern | Income and Occupation |                  |                  |                   |               |               |                  |                  |                   |              |               |                  |                  |                   |               |               |                  |                  |                   |               | Grand Total   |                  |                  |                   |               |                |                   |                   |                    |               |
|--------------------|-----------------------|------------------|------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|--------------|---------------|------------------|------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|---------------|----------------|-------------------|-------------------|--------------------|---------------|
|                    | Agriculture           |                  |                  |                   |               | Service       |                  |                  |                   | Business     |               |                  |                  | Labour            |               |               |                  | Non-employed     |                   |               |               |                  |                  |                   |               |                |                   |                   |                    |               |
|                    | 0-2828<br>N=4         | 2829-5657<br>N=5 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=14 | 0-2828<br>N=2 | 2829-5657<br>N=1 | 5658-8486<br>N=3 | 8487-11315<br>N=2 | Total<br>N=8 | 0-2828<br>N=4 | 2829-5657<br>N=7 | 5658-8486<br>N=5 | 8487-11315<br>N=3 | Total<br>N=19 | 0-2828<br>N=6 | 2829-5657<br>N=4 | 5658-8486<br>N=3 | 8487-11315<br>N=2 | Total<br>N=15 | 0-2828<br>N=9 | 2829-5657<br>N=7 | 5658-8486<br>N=3 | 8487-11315<br>N=2 | Total<br>N=21 | 0-2828<br>N=25 | 2829-5657<br>N=24 | 5658-8486<br>N=16 | 8487-11315<br>N=12 | Total<br>N=77 |
| When needed        | 4<br>(100)            | 5<br>(100)       | 2<br>(100)       | 3<br>(100)        | 14<br>(100)   | 2<br>(100)    | 1<br>(100)       | 3<br>(100)       | 2<br>(100)        | 8<br>(100)   | 4<br>(100)    | 7<br>(100)       | 5<br>(100)       | 31<br>(100)       | 19<br>(100)   | 6<br>(100)    | 4<br>(100)       | 3<br>(100)       | 2<br>(100)        | 15<br>(100)   | 9<br>(100)    | 7<br>(100)       | 3<br>(100)       | 2<br>(100)        | 21<br>(100)   | 25<br>(100)    | 24<br>(100)       | 16<br>(100)       | 12<br>(100)        | 77<br>(100)   |
| Frequently         | -                     | 1<br>(20.00)     | -                | 1<br>(33.33)      | 2<br>(14.28)  | 1<br>(50.00)  | -                | -                | -                 | 1<br>(12.5)  | -             | -                | 2<br>(40.00)     | 2<br>(10.52)      | -             | -             | 3<br>(75.00)     | -                | -                 | 3<br>(20.00)  | -             | 4<br>(57.14)     | -                | -                 | 4<br>(19.04)  | 1<br>(4.0)     | 8<br>(33.33)      | 2<br>(12.5)       | 1<br>(8.33)        | 12<br>(15.58) |
| Rarely             | -                     | -                | 1<br>(50.00)     | -                 | 1<br>(7.14)   | -             | -                | 2<br>(66.66)     | 1<br>(50.00)      | 3<br>(37.5)  | 1<br>(25.00)  | 2<br>(28.57)     | -                | 1<br>(33.33)      | 4<br>(21.05)  | -             | -                | 2<br>(66.66)     | -                 | 2<br>(13.33)  | -             | -                | -                | -                 | 3<br>(14.28)  | 1<br>(4.0)     | 2<br>(8.33)       | 8<br>(50.00)      | 2<br>(16.66)       | 13<br>(16.88) |
| Sometimes          | 2<br>(50.00)          | -                | -                | 2<br>(66.66)      | 4<br>(28.57)  | 2<br>(100)    | -                | 2<br>(66.66)     | 2<br>(100)        | 6<br>(75.00) | 2<br>(50.00)  | 1<br>(14.28)     | 4<br>(80.00)     | -                 | 7<br>(36.84)  | 4<br>(66.66)  | -                | 2<br>(66.66)     | 2<br>(100)        | 8<br>(53.33)  | -             | 3<br>(42.85)     | -                | -                 | 3<br>(14.28)  | 10<br>(40.00)  | 4<br>(16.66)      | 8<br>(50.00)      | 6<br>(50.00)       | 28<br>(36.36) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that all the respondents of BPL income and occupation click camera when they need.

More respondents (33.33%) in the income group Rs 2829-5657 than the respondents in other income groups click camera frequently while more respondents in the income group Rs 5658-8486 than the respondents of other three income groups click it rarely. Equal numbers of the respondents in the income group Rs 5658-8486 and Rs 8487-11315 click camera sometimes.

Over one fourths (28.57%) of the agriculturalists click camera sometimes followed by one seventh (14.28%) click it frequently.

Three fourths (75%) of the service holders and over one third (36.84%) of the businessmen click camera sometimes. More service holders than the businessmen click camera rarely and frequently.

More than half (53.33%) of the labourers and one seventh (14.28%) of the non-employed respondents click camera sometimes. More non-employed respondents than the labourers click camera frequently and rarely.

Thus, all the respondents of BPL income and occupation click camera when needed. The following table shows the camera use patterns of APL respondents:

Table 5.19  
Occupation, Annual Income and APL Respondents' Camera Use Patterns  
(Percentage in Parentheses)

| Camera Use Pattern | Income and Occupation |                    |                    |                    |            |              |                    |                    |              |              |                    |                    |                    |                    |              |              |                    |                    |                    |                    |              |              |                    |                   | Grand Total        |                    |              |              |                     |                     |                     |                     |              |               |
|--------------------|-----------------------|--------------------|--------------------|--------------------|------------|--------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|--------------|--------------------|-------------------|--------------------|--------------------|--------------|--------------|---------------------|---------------------|---------------------|---------------------|--------------|---------------|
|                    | Agriculture           |                    |                    |                    |            |              | Service            |                    |              |              | Business           |                    |                    |                    |              | Labour       |                    |                    |                    |                    | Non-employed |              |                    |                   |                    |                    |              |              |                     |                     |                     |                     |              |               |
|                    | 11316-14144<br>N=3    | 14145-16973<br>N=2 | 16974-19802<br>N=2 | 19803-22631<br>N=2 | 22632< N=1 | Total N=10   | 16974-19802<br>N=2 | 19803-22631<br>N=3 | 22632< N=1   | Total N=6    | 11316-14144<br>N=2 | 14145-16973<br>N=3 | 16974-19802<br>N=2 | 19803-22631<br>N=3 | 22632< N=4   | Total N=15   | 11316-14144<br>N=5 | 14145-16973<br>N=5 | 16974-19802<br>N=4 | 19803-22631<br>N=1 | 22632< N=1   | Total N=16   | 11316-14144<br>N=2 | 14145-16973<br>N= | 16974-19802<br>N=3 | 19803-22631<br>N=2 | 22632< N=1   | Total N=8    | 11316-14144<br>N=12 | 14145-16973<br>N=10 | 16974-19802<br>N=13 | 19803-22631<br>N=11 | 22632< N=9   | Total N=55    |
| When needed        | 3<br>(100)            | 2<br>(100)         | 2<br>(100)         | 2<br>(100)         | 1<br>(100) | 10<br>(100)  | 2<br>(100)         | 3<br>(100)         | 1<br>(100)   | 6<br>(100)   | 2<br>(100)         | 3<br>(100)         | 2<br>(100)         | 3<br>(100)         | 4<br>(100)   | 15<br>(100)  | 5<br>(100)         | 5<br>(100)         | 4<br>(100)         | 1<br>(100)         | 1<br>(100)   | 16<br>(100)  | 2<br>(100)         | -                 | 3<br>(100)         | 2<br>(100)         | 1<br>(100)   | 8<br>(100)   | 12<br>(100)         | 10<br>(100)         | 13<br>(100)         | 11<br>(100)         | 9<br>(100)   | 55<br>(100)   |
| Frequently         | -                     | -                  | 2<br>(100)         | -                  | -          | 2<br>(20.00) | -                  | -                  | -            | -            | -                  | -                  | -                  | 2<br>(50.00)       | 2<br>(13.33) | -            | -                  | 1<br>(25.00)       | -                  | -                  | 1<br>(6.25)  | -            | -                  | 2<br>(66.66)      | -                  | -                  | 2<br>(25.00) | -            | -                   | 5<br>(38.46)        | -                   | -                   | 2<br>(22.22) | 7<br>(12.72)  |
| Rarely             | -                     | -                  | -                  | 1<br>(50.00)       | -          | 1<br>(10.00) | 1<br>(50.00)       | -                  | 2<br>(33.33) | -            | -                  | -                  | -                  | 1<br>(33.33)       | 1<br>(66.66) | -            | 2<br>(40.00)       | -                  | -                  | -                  | 2<br>(12.5)  | -            | -                  | -                 | -                  | 2<br>(100)         | -            | 2<br>(25.00) | -                   | 1<br>(7.69)         | 5<br>(45.45)        | -                   | 8<br>(14.54) |               |
| Sometimes          | -                     | 1<br>(50.00)       | -                  | 2<br>(100)         | -          | 3<br>(30.00) | 2<br>(100)         | 2<br>(66.66)       | -            | 4<br>(66.66) | -                  | 2<br>(66.66)       | -                  | 3<br>(100)         | -            | 5<br>(33.33) | -                  | -                  | 1<br>(25.00)       | -                  | 1<br>(100)   | 4<br>(25.00) | -                  | -                 | 2<br>(66.66)       | -                  | -            | 2<br>(25.00) | -                   | 4<br>(40.00)        | 5<br>(38.46)        | 8<br>(72.72)        | 1<br>(11.11) | 18<br>(32.72) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of APL income and occupation click camera when needed.

More than one third (38.46%) of the respondents in the income group Rs 16974-19802 and more than one fifths (22.225) of the respondents in the income group Rs above 22632 click camera frequently. More respondents in the income group Rs 19803-22631 than the respondents in other in groups click camera rarely and sometimes.

About one third (30%) of the agriculturalists click camera sometimes followed by one fifths (20%) click it frequently. A few agriculturalists click it rarely

More service holders (66.66%) than the businessmen (33.33%) click camera sometimes while more non-employed respondents (66.66%) than the service holders (33.33) click it rarely. One seventh (13.33%) of the businessmen click it frequently.

Equal numbers of labourers and non-employed respondents click camera sometimes. More non-employed respondents than the service holders click camera frequently and rarely.

Thus, all the respondents of APL income and occupation click camera when needed. A few respondents click it sometimes and frequently.

### **Education, Gender and the Respondents' Camera Use Patterns**

People of all educational qualification and genders do not use camera equally on mobile sets. Some like to use it, but some other do not. The following table shows the camera use patterns among the respondents of different educational qualifications and genders:

Table 5.20  
Education, Gender and Respondents' Camera Use Patterns  
(Percentage in Parentheses)

| Camera Use Pattern | Educational Qualifications |              |              |              |              |               |               |              |               |              |              |               |                  |              |               |              |              |               |               |              |              |             |            |              |               |               |                |
|--------------------|----------------------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|---------------|--------------|--------------|---------------|------------------|--------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|-------------|------------|--------------|---------------|---------------|----------------|
|                    | Illiterate                 |              |              | Primary      |              |               | Middle School |              |               | High School  |              |               | Higher Secondary |              |               | Graduation   |              |               | Post Graduate |              |              | M.Phil/Ph.D |            |              | Grand Total   |               |                |
|                    | M<br>N=4                   | F<br>N=3     | Total<br>N=7 | M<br>N=11    | F<br>N=12    | Total<br>N=23 | M<br>N=11     | F<br>N=9     | Total<br>N=20 | M<br>N=10    | F<br>N=15    | Total<br>N=25 | M<br>N=15        | F<br>N=13    | Total<br>N=28 | M<br>N=12    | F<br>N=7     | Total<br>N=19 | M<br>N=6      | F<br>N=2     | Total<br>N=8 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M<br>N=70     | F<br>N=62     | Total<br>N=132 |
| When needed        | 4<br>(100)                 | 3<br>(100)   | 7<br>(100)   | 11<br>(100)  | 12<br>(100)  | 23<br>(100)   | 11<br>(100)   | 9<br>(100)   | 20<br>(100)   | 10<br>(100)  | 15<br>(100)  | 25<br>(100)   | 15<br>(100)      | 13<br>(100)  | 28<br>(100)   | 12<br>(100)  | 7<br>(100)   | 19<br>(100)   | 6<br>(100)    | 2<br>(100)   | 8<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 70<br>(100)   | 62<br>(100)   | 132<br>(100)   |
| Frequently         | 1<br>(25.00)               | -            | 1<br>(14.28) | 3<br>(27.27) | 1<br>(8.33)  | 4<br>(17.39)  | 2<br>(18.18)  | 1<br>(11.11) | 3<br>(15.00)  | 2<br>(20.00) | 2<br>(13.33) | 4<br>(16.00)  | 1<br>(6.66)      | 2<br>(15.38) | 3<br>(10.71)  | 1<br>(8.33)  | 1<br>(14.28) | 2<br>(10.52)  | -             | 1<br>(50.00) | 1<br>(12.5)  | 1<br>(100)  | -          | 1<br>(50.00) | 11<br>(15.71) | 8<br>(12.90)  | 19<br>(14.39)  |
| Rarely             | -                          | 2<br>(66.66) | 2<br>(28.57) | 2<br>(18.18) | 3<br>(25.00) | 5<br>(21.73)  | 2<br>(18.18)  | 1<br>(11.11) | 3<br>(15.00)  | 1<br>(10.00) | 2<br>(13.33) | 2<br>(8.00)   | 3<br>(20.00)     | 1<br>(7.69)  | 4<br>(14.28)  | 2<br>(16.66) | 1<br>(14.28) | 3<br>(15.78)  | 1<br>(16.66)  | -            | 1<br>(12.5)  | -           | 1<br>(100) | 1<br>(50.00) | 11<br>(15.71) | 10<br>(16.12) | 21<br>(15.90)  |
| Sometimes          | 2<br>(50.00)               | 2<br>(66.66) | 4<br>(57.14) | 4<br>(36.36) | 4<br>(33.33) | 8<br>(34.78)  | 7<br>(63.63)  | 3<br>(33.33) | 10<br>(50.00) | 8<br>(80.00) | 4<br>(26.66) | 12<br>(48.00) | 1<br>(6.66)      | 4<br>(30.76) | 5<br>(17.85)  | 1<br>(8.33)  | 3<br>(42.85) | 4<br>(21.05)  | -             | 2<br>(100)   | 2<br>(25.00) | 1<br>(100)  | -          | 1<br>(50.00) | 25<br>(35.71) | 21<br>(33.87) | 46<br>(34.84)  |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that more than half (57.14%) of the illiterates click camera sometimes followed by over one fourth (28.57%) click it rarely. One sevenths (14.28%) of the illiterates click it frequently.

More than one third (34.78%) of the respondents of primary level and half (50%) of the respondents of middle school level click camera sometimes. More respondents of primary level than the respondents of middle school level click camera frequently and rarely.

More respondents of high school level than the respondents of higher secondary level click camera sometimes and rarely while more respondents of higher secondary level than the respondents of high school level click it rarely.

More respondents of post graduate level than the respondents of graduate level click camera sometimes and frequently while more respondents of graduate level than the respondents of post graduate level click it rarely.

Half of each of M.Phil/Ph.D holders click camera frequently, rarely and sometimes.

Thus, all the males and females of different educational qualification click camera when needed. More respondents click camera sometimes. A few respondents click camera frequently and rarely.

## **AUDIO USE PATTERNS**

### **Age, Gender and the Respondents' Audio Uses**

People of all ages and genders do not make choice of all the audio items on their mobile set. They listen music, news, jokes and some poems as their choice. The following table presents how the youth of different age groups and genders make choice of their audio items on their mobile sets:

Table 5.21  
Age, Gender and Audio Uses among the Respondent  
(Percentage in Parentheses)

| Audio Item<br>use on Mobile | Age Groups              |               |                |                        |               |                | Grand Total   |               |                |
|-----------------------------|-------------------------|---------------|----------------|------------------------|---------------|----------------|---------------|---------------|----------------|
|                             | 18-26 (Early Youth Age) |               |                | 27-35 (Late Youth Age) |               |                |               |               |                |
|                             | M<br>N=105              | F N=58        | Total<br>N=163 | M N=73                 | F N=64        | Total<br>N=137 | M N=178       | F N=122       | Total<br>N=300 |
| Music<br>Listening          | 105<br>(100)            | 58<br>(100)   | 163<br>(100)   | 73<br>(100)            | 64<br>(100)   | 137<br>(100)   | 178<br>(100)  | 122<br>(100)  | 300<br>(100)   |
| News<br>Listening           | 5<br>(4.76)             | 2<br>(3.44)   | 7<br>(4.29)    | 11<br>(15.06)          | 6<br>(9.37)   | 17<br>(12.40)  | 16<br>(8.98)  | 8<br>(6.55)   | 24<br>(8.00)   |
| Jokes<br>Listening          | 32<br>(30.47)           | 36<br>(62.06) | 68<br>(41.71)  | 20<br>(27.39)          | 25<br>(39.06) | 45<br>(32.84)  | 52<br>(29.21) | 61<br>(50.00) | 113<br>(37.66) |
| Poem<br>Recitation          | 3<br>(2.85)             | 4<br>(6.89)   | 7<br>(4.29)    | 4<br>(5.47)            | 7<br>(10.93)  | 11<br>(8.02)   | 7<br>(3.93)   | 11<br>(9.01)  | 18<br>(6.00)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data reveals that all the respondents from both the genders who have audio in mobile listen music on their mobile sets.

Half of the females (50%) and less than one third (29.21%) of the males listen jokes. All the respondents from both the age groups listen music on mobile sets. Over two fifths (41.71%) of the respondents in the early youth age and one third (32.84%) of the respondents in late youth age listen jokes on their mobile set. All the males and females from both the age groups listen music on mobile set.

More females than the males from both the age groups listen jokes on their mobile sets.

Thus, all the males and females from both the age groups listen music on their mobile sets. Respondents are not so less from both the age groups who listen jokes.

### **Religion, Caste and the Respondents' Audio Uses**

People of different religion and caste use audio programmes differently on their mobile set. The following table shows the audio programmes listen by the respondents on mobile set:

Table 5.22  
Religion, Caste and Audio Uses among the Respondents  
(Percentage in Parentheses)

| Audio Item use on Mobile | Hinduism      |               |               |               |                | Christianity | Grand Total   |               |               |               |                |
|--------------------------|---------------|---------------|---------------|---------------|----------------|--------------|---------------|---------------|---------------|---------------|----------------|
|                          | GCs<br>N=68   | OBCs<br>N=88  | SCs<br>N=83   | STs<br>N=59   | Total<br>N=298 | STs<br>N=2   | GCs<br>N=68   | OBCs<br>N=88  | SCs<br>N=83   | STs<br>N=61   | Total<br>N=300 |
| Music Listening          | 68<br>(100)   | 88<br>(100)   | 83<br>(100)   | 59<br>(100)   | 298<br>(100)   | 2<br>(100)   | 68<br>(100)   | 88<br>(100)   | 83<br>(100)   | 61<br>(100)   | 300<br>(100)   |
| News Listening           | 4<br>(5.88)   | 6<br>(6.81)   | 8<br>(9.63)   | 5<br>(8.47)   | 23<br>(7.71)   | 1<br>(50.00) | 4<br>(5.88)   | 6<br>(6.81)   | 8<br>(9.63)   | 6<br>(9.83)   | 24<br>(8.00)   |
| Jokes Listening          | 22<br>(32.35) | 31<br>(35.22) | 32<br>(38.55) | 26<br>(44.06) | 111<br>(37.24) | 2<br>(100)   | 22<br>(32.35) | 31<br>(35.25) | 32<br>(38.55) | 28<br>(45.90) | 113<br>(37.66) |
| Poem Recitation          | 7<br>(10.29)  | 8<br>(9.09)   | 2<br>(2.40)   | 1<br>(1.69)   | 18<br>(6.04)   | -            | 7<br>(10.29)  | 8<br>(9.09)   | 2<br>(2.40)   | 1<br>(1.63)   | 18<br>(6.00)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the Hindu and Christian respondents listen music on their mobile set while all the Christian respondents and more than one third of the Hindu respondents listen jokes. Half of the Christian respondents and less than one tenth of the Hindu respondents listen news on their mobile set.

More Hindu respondents from SC than General caste, OBC and ST listen news while more respondents from ST than General caste, OBC and SC listen jokes on mobile set. More Hindu respondents from General caste listen poem recitation on their mobile set.

Thus, all the Hindu and Christian respondents listen music on their mobile set followed by jokes listening.

### **Occupation, Income and the Respondents' Audio Uses**

Occupation and income determine one's interest of listening audio programmes on mobile set. The following table describes how the respondents of various occupation and income listen audio programmes on mobile set.

Table 5.23  
Occupation, Annual Income and Audio Uses among the BPL Respondents  
(Percentage in Parentheses)

| Audio Item use on Mobile | Income and Occupation |                   |                  |                   |               |                |                   |                  |                   |               |                |                  |                  |                   |               |                |                   |                  |                   |               |                |                   |                  |                   | Grand Total   |                 |                   |                   |                    |                |
|--------------------------|-----------------------|-------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|----------------|------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|-------------------|---------------|-----------------|-------------------|-------------------|--------------------|----------------|
|                          | Agriculture           |                   |                  |                   |               | Service        |                   |                  |                   |               | Business       |                  |                  |                   |               | Labour         |                   |                  |                   |               | Non-employed   |                   |                  |                   |               | 0-2828<br>N=105 | 2829-5657<br>N=54 | 5658-8486<br>N=21 | 8487-11315<br>N=19 | Total<br>N=199 |
|                          | 0-2828<br>N=17        | 2829-5657<br>N=10 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=32 | 0-2828<br>N=22 | 2829-5657<br>N=13 | 5658-8486<br>N=4 | 8487-11315<br>N=3 | Total<br>N=42 | 0-2828<br>N=32 | 2829-5657<br>N=8 | 5658-8486<br>N=7 | 8487-11315<br>N=6 | Total<br>N=53 | 0-2828<br>N=18 | 2829-5657<br>N=12 | 5658-8486<br>N=5 | 8487-11315<br>N=4 | Total<br>N=39 | 0-2828<br>N=16 | 2829-5657<br>N=11 | 5658-8486<br>N=3 | 8487-11315<br>N=3 | Total<br>N=33 |                 |                   |                   |                    |                |
| Music Listening          | 17<br>(100)           | 10<br>(100)       | 2<br>(100)       | 3<br>(100)        | 32<br>(100)   | 22<br>(100)    | 13<br>(100)       | 4<br>(100)       | 3<br>(100)        | 42<br>(100)   | 32<br>(100)    | 8<br>(100)       | 7<br>(100)       | 6<br>(100)        | 53<br>(100)   | 18<br>(100)    | 12<br>(100)       | 5<br>(100)       | 4<br>(100)        | 39<br>(100)   | 16<br>(100)    | 11<br>(100)       | 3<br>(100)       | 3<br>(100)        | 33<br>(100)   | 105<br>(100)    | 54<br>(100)       | 21<br>(100)       | 19<br>(100)        | 199<br>(100)   |
| News Listening           | -                     | -                 | 2<br>(100)       | 1<br>(33.33)      | 3<br>(9.37)   | -              | -                 | -                | 2<br>(66.66)      | 2<br>(4.76)   | -              | -                | 4<br>(57.14)     | 2<br>(33.33)      | 6<br>(11.32)  | -              | -                 | 2<br>(40.00)     | -                 | 2<br>(5.12)   | -              | -                 | 2<br>(66.66)     | -                 | 2<br>(6.06)   | -               | -                 | 10<br>(47.61)     | 5<br>(26.31)       | 15<br>(7.53)   |
| Jokes Listening          | 6<br>(35.29)          | 4<br>(40.00)      | 2<br>(100)       | 2<br>(66.66)      | 14<br>(43.75) | -              | -                 | 3<br>(75.00)     | 2<br>(66.66)      | 5<br>(11.90)  | 7<br>(21.87)   | 4<br>(50.00)     | 4<br>(57.14)     | 3<br>(50.00)      | 18<br>(33.96) | 7<br>(38.88)   | 6<br>(50.00)      | 2<br>(40.00)     | 1<br>(25.00)      | 16<br>(41.02) | 9<br>(56.25)   | 4<br>(36.36)      | 3<br>(100)       | 2<br>(66.66)      | 18<br>(54.54) | 29<br>(27.61)   | 18<br>(33.33)     | 14<br>(66.66)     | 10<br>(52.63)      | 71<br>(35.67)  |
| Poem Recitation          | -                     | -                 | -                | 2<br>(66.66)      | 2<br>(6.25)   | -              | 1<br>(7.69)       | -                | -                 | 1<br>(2.38)   | -              | -                | 2<br>(28.57)     | 2<br>(33.33)      | 4<br>(7.54)   | -              | 2<br>(16.66)      | -                | 1<br>(25.00)      | 3<br>(7.69)   | -              | -                 | 2<br>(66.66)     | -                 | 2<br>(6.06)   | -               | 3<br>(5.55)       | 4<br>(19.04)      | 5<br>(26.31)       | 12<br>(6.03)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of BPL income and occupation listen music on mobile set.

Below half of the respondents (47.76%) in the income group Rs 5658-8486 and over one fourths (26.3%) of the respondents in the income group Rs 8487-11315 listen news. More respondents in the income group Rs 5658-8487 than the respondents in other three income groups listen jokes in mobile set while more respondents in the income group Rs 8487-11315 than the respondents of other income groups listen poem recitation on mobile set.

Over two fifths (43.75%) of the agriculturalists listen jokes on mobile set. More businessmen than the service holders listen news, jokes and poem recitation.

Over (half (54.54%) of the non-employed respondents and two fifths (41.02%) of the labourers listen jokes.

Thus, all the respondents of BPL income and occupation listen music on mobile set. A few of the respondents listen jokes and the fewest listen news and poem recitation.

The following table shows audio use patterns among the APL respondents:

Table 5.24  
Occupation, Annual Income and Audio Uses among the APL Respondent  
(Percentage in Parentheses)

| Audio Item use on Mobile | Income and Occupation |                    |                    |                    |              |               |                    |                    |                    |                    |              |              |                    |                    |                    |                    |              |               |                    | Grand Total        |                    |                    |              |              |                    |                    |                    |                    |             |              |                     |                     |                     |                     |              |              |               |
|--------------------------|-----------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|-------------|--------------|---------------------|---------------------|---------------------|---------------------|--------------|--------------|---------------|
|                          | Agriculture           |                    |                    |                    |              |               | Service            |                    |                    |                    |              |              | Business           |                    |                    |                    |              |               | Labour             |                    |                    |                    |              | Non-employed |                    |                    |                    |                    | Grand Total |              |                     |                     |                     |                     |              |              |               |
|                          | 11316-14144<br>N=2    | 14145-16973<br>N=3 | 16974-19802<br>N=1 | 19803-22631<br>N=4 | 22632< N=3   | Total N=13    | 11316-14144<br>N=4 | 14145-16973<br>N=6 | 16974-19802<br>N=3 | 19803-22631<br>N=6 | 22632< N=8   | Total N=27   | 11316-14144<br>N=5 | 14145-16973<br>N=5 | 16974-19802<br>N=4 | 19803-22631<br>N=8 | 22632< N=7   | Total N=29    | 11316-14144<br>N=2 | 14145-16973<br>N=3 | 16974-19802<br>N=2 | 19803-22631<br>N=5 | 22632< N=7   | Total N=19   | 11316-14144<br>N=3 | 14145-16973<br>N=2 | 16974-19802<br>N=3 | 19803-22631<br>N=1 | 22632< N=4  | Total N=13   | 11316-14144<br>N=16 | 14145-16973<br>N=19 | 16974-19802<br>N=13 | 19803-22631<br>N=24 | 22632< N=29  | Total N=101  |               |
| Music Listening          | 2<br>(100)            | 3<br>(100)         | 1<br>(100)         | 4<br>(100)         | 3<br>(100)   | 13<br>(100)   | 4<br>(100)         | 6<br>(100)         | 3<br>(100)         | 6<br>(100)         | 8<br>(100)   | 27<br>(100)  | 5<br>(100)         | 5<br>(100)         | 4<br>(100)         | 8<br>(100)         | 7<br>(100)   | 29<br>(100)   | 2<br>(100)         | 3<br>(100)         | 2<br>(100)         | 5<br>(100)         | 7<br>(100)   | 19<br>(100)  | 3<br>(100)         | 2<br>(100)         | 3<br>(100)         | 1<br>(100)         | 4<br>(100)  | 13<br>(100)  | 16<br>(100)         | 19<br>(100)         | 13<br>(100)         | 24<br>(100)         | 29<br>(100)  | 101<br>(100) |               |
| News Listening           | -                     | -                  | -                  | -                  | 1<br>(33.33) | 1<br>(7.69)   | -                  | -                  | -                  | -                  | 2<br>(25.00) | 2<br>(7.40)  | -                  | -                  | 1<br>(25.00)       | 2<br>(25.00)       | -            | 3<br>(10.34)  | -                  | -                  | -                  | 2<br>(40.00)       | -            | 2<br>(10.52) | -                  | -                  | 1<br>(33.33)       | -                  | -           | 1<br>(7.69)  | -                   | -                   | 2<br>(15.38)        | 4<br>(16.66)        | 3<br>(10.34) | 9<br>(8.91)  |               |
| Jokes Listening          | 2<br>(100)            | 3<br>(100)         | 1<br>(100)         | 2<br>(50.00)       | 1<br>(33.33) | 11<br>(84.61) | 2<br>(50.00)       | 1<br>(16.66)       | -                  | -                  | -            | 3<br>(11.11) | 4<br>(80.00)       | 4<br>(80.00)       | 3<br>(75.00)       | 2<br>(25.00)       | -            | 13<br>(44.82) | 4<br>(50.00)       | -                  | -                  | 2<br>(100)         | 3<br>(60.00) | -            | 10<br>(52.63)      | 2<br>(66.66)       | 2<br>(100)         | -                  | -           | 1<br>(25.00) | 5<br>(38.46)        | 15<br>(93.75)       | 11<br>(57.89)       | 7<br>(53.84)        | 7<br>(29.16) | 2<br>(6.89)  | 42<br>(41.58) |
| Poem Recitation          | -                     | -                  | -                  | -                  | -            | -             | -                  | -                  | -                  | 2<br>(33.33)       | -            | 2<br>(7.40)  | -                  | -                  | -                  | -                  | 1<br>(14.28) | 1<br>(3.44)   | -                  | -                  | -                  | -                  | -            | -            | -                  | -                  | 2<br>(66.66)       | -                  | -           | 1<br>(25.00) | 3<br>(23.07)        | -                   | -                   | 2<br>(15.38)        | 2<br>(8.33)  | 2<br>(6.89)  | 6<br>(5.94)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that all the respondents of APL income and occupation listen music on mobile set.

Among the APL income groups, more respondents in the income group Rs 19803-22631 listen news while more respondents in the income group Rs 11316-14144 listen jokes. More respondents in the income group Rs 16974-19802 listen poem recitation. Most of the agriculturalists (84.61%) listen jokes on mobile set.

Over two fifths (44.82%) of the businessmen and one nineths (11.11%) of the service holders listen jokes. More labourers than the non-employed respondents listen news and jokes. About one fourths (23.7%) of the non-employed respondents listen poem recitation.

Thus, all the respondents of APL income and occupation listen music on mobile set. A few of the respondents listen jokes and the fewest of them listen news and poem recitation.

### **Education, Gender and the Respondents' Audio Uses**

One's education and gender is closely related to use of audio programmes on mobile set. Some like to listen music, but some do not; some like to listen poem recitation, some do not. The following table presents respondents' use patterns of audio programmes according to their education and gender:

Table 5.25  
Education, Gender and Audio Uses among the Respondents  
(Percentage in Parentheses)

| Audio Item use on Mobile | Educational Qualifications |              |               |               |               |               |               |              |               |              |               |               |                  |               |               |              |              |               |               |              |               |             |            |              |               |               |                |
|--------------------------|----------------------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|--------------|---------------|---------------|------------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|---------------|-------------|------------|--------------|---------------|---------------|----------------|
|                          | Illiterate                 |              |               | Primary       |               |               | Middle School |              |               | High School  |               |               | Higher Secondary |               |               | Graduation   |              |               | Post Graduate |              |               | M.Phil/Ph.D |            |              | Grand Total   |               |                |
|                          | M<br>N=9                   | F<br>N=6     | Total<br>N=15 | M<br>N=33     | F<br>N=25     | Total<br>N=58 | M<br>N=28     | F<br>N=25    | Total<br>N=53 | M<br>N=31    | F<br>N=19     | Total<br>N=50 | M<br>N=39        | F<br>N=29     | Total<br>N=68 | M<br>N=26    | F<br>N=14    | Total<br>N=40 | M<br>N=11     | F<br>N=3     | Total<br>N=14 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M<br>N=178    | F<br>N=122    | Total<br>N=300 |
| Music Listening          | 9<br>(100)                 | 6<br>(100)   | 15<br>(100)   | 33<br>(100)   | 25<br>(100)   | 58<br>(100)   | 28<br>(100)   | 25<br>(100)  | 53<br>(100)   | 31<br>(100)  | 19<br>(100)   | 50<br>(100)   | 39<br>(100)      | 29<br>(100)   | 68<br>(100)   | 26<br>(100)  | 14<br>(100)  | 40<br>(100)   | 11<br>(100)   | 3<br>(100)   | 14<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 178<br>(100)  | 122<br>(100)  | 300<br>(100)   |
| News Listening           | 2<br>(22.22)               | 1<br>(16.66) | 3<br>(20.00)  | 3<br>(9.09)   | 1<br>(4.00)   | 4<br>(6.89)   | 1<br>(3.57)   | 2<br>(8.00)  | 3<br>(5.66)   | 2<br>(6.45)  | -             | 2<br>(4.00)   | 3<br>(7.69)      | 3<br>(10.34)  | 6<br>(8.82)   | 2<br>(7.69)  | 1<br>(7.14)  | 3<br>(7.5)    | 2<br>(18.18)  | -            | 2<br>(14.28)  | 1<br>(100)  | -          | 1<br>(50.00) | 16<br>(8.98)  | 8<br>(6.55)   | 24<br>(8.00)   |
| Jokes Listening          | 2<br>(22.22)               | 4<br>(66.66) | 6<br>(40.00)  | 13<br>(39.39) | 12<br>(48.00) | 25<br>(43.10) | 7<br>(25.00)  | 9<br>(36.00) | 16<br>(30.18) | 7<br>(22.58) | 11<br>(57.89) | 18<br>(36.00) | 16<br>(41.02)    | 12<br>(41.37) | 28<br>(41.17) | 5<br>(19.23) | 9<br>(64.28) | 14<br>(35.00) | 2<br>(18.18)  | 4<br>(75.00) | 6<br>(42.85)  | 1<br>(100)  | -          | 1<br>(50.00) | 52<br>(29.21) | 61<br>(50.00) | 113<br>(37.66) |
| Poem Recitation          | -                          | -            | -             | -             | -             | -             | -             | -            | -             | 1<br>(3.22)  | 2<br>(10.52)  | 3<br>(6.00)   | 2<br>(5.12)      | 2<br>(6.89)   | 4<br>(5.88)   | 2<br>(7.69)  | 5<br>(35.71) | 7<br>(17.5)   | 1<br>(9.09)   | 2<br>(66.66) | 3<br>(21.42)  | 1<br>(100)  | -          | 1<br>(50.00) | 7<br>(3.93)   | 11<br>(9.01)  | 18<br>(6.00)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data reveals that all the respondents with different educational qualification who have audio in mobile listen music on their mobile sets. Half of the females (50%) and less than one third (29.21%) of the males listen jokes.

Two fifths (40%) of the illiterate listen jokes on mobile set followed by one fifths (20%) listen news.

Over two fifths (43.10%) of the respondents with primary education and below one third (30.18%) of the respondents with middle school education listen jokes.

Over one third (36%) of the respondents with high school education and two fifths (41.17%) of the respondents of higher secondary education listen jokes on mobile set.

Over one third (35%) of the graduate and two fifths (42.85%) of the post graduate respondents listen jokes. Over one fifths (21.42%) of the post graduate and over one sixths (17.5%) of the graduate respondents listen poem recitation.

Half of each of the M.Phil/Ph.D holders listen news, jokes and poem recitation on mobile set.

Thus, all the males and females of different educational qualification listen music on mobile set. A few respondents listen news and poem recitation.

## **VIDEO USE PATTERNS**

### **Age, Gender and Video Uses**

The use of video items differs by age groups and genders. The differences may come between the people of early and late ages. The differences may come also between males and females. Video items use patterns are shown in the following table:

Table 5.26  
Age, Gender and Types of Video Uses among the Respondents  
(Percentage in Parentheses)

| Video Use                     | Age Groups              |               |                |                        |               |               | Grand Total   |               |                |
|-------------------------------|-------------------------|---------------|----------------|------------------------|---------------|---------------|---------------|---------------|----------------|
|                               | 18-26 (Early Youth Age) |               |                | 27-35 (Late Youth Age) |               |               |               |               |                |
|                               | M<br>N=63               | F<br>N=45     | Total<br>N=108 | M N=40                 | F<br>N=45     | Total<br>N=85 | M N=103       | F<br>N=90     | Total<br>N=193 |
| Watching Assamese Bihu Videos | 63<br>(100)             | 45<br>(100)   | 108<br>(100)   | 40<br>(100)            | 45<br>(100)   | 85<br>(100)   | 103<br>(100)  | 90<br>(100)   | 193<br>(100)   |
| Watching Assamese Films       | 7<br>(11.11)            | 3<br>(6.66)   | 10<br>(9.25)   | 9<br>(22.5)            | 11<br>(24.44) | 20<br>(23.52) | 16<br>(15.53) | 14<br>(15.55) | 30<br>(15.54)  |
| Watching Hindi Films          | 6<br>(9.52)             | 2<br>(4.44)   | 8<br>(7.40)    | 11<br>(27.5)           | 10<br>(22.22) | 21<br>(24.70) | 17<br>(15.50) | 12<br>(13.33) | 29<br>(15.02)  |
| Watching Sports Videos        | 8<br>(12.69)            | 1<br>(2.22)   | 9<br>(8.33)    | 13<br>(32.5)           | 2<br>(4.44)   | 15<br>(17.64) | 21<br>(20.38) | 3<br>(3.33)   | 24<br>(12.43)  |
| Watching Jokes Videos         | 17<br>(26.98)           | 15<br>(33.33) | 32<br>(29.62)  | 18<br>(45.00)          | 20<br>(44.44) | 38<br>(44.70) | 35<br>(33.98) | 25<br>(27.77) | 60<br>(31.08)  |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents (193) from both the genders who have video on mobile watch Assamese Bihu videos on their mobile set.

One third (33.98%) of the males and over one fourth (27.77%) of the females watch jokes videos. Almost equal number of the respondents from both the genders watch Assamese films. More males than the females watch Hindi films and sports videos. All of the respondents from both the age groups watch Assamese Bihu videos. Less than one third (29.62%) of the respondents in early youth age and over two fifths (44.70%) of the respondents in late youth age watch jokes videos. More respondents of the late youth age than the early youth age watch Assamese films, Hindi films and sports videos. More males and the females of late youth age than the early youth age watch Assamese films, Hindi films, sports videos and jokes videos on their mobile set.

Thus, all the males and females from both the genders watch Assamese Bihu videos. More respondents of late youth age than early youth age watch Assamese films, Hindi films, sports videos and jokes videos.

### **Religion, Caste and Type of Video Uses**

The use of video items may differ by one's religion and caste. The following table shows how the respondents of different caste and religion use video items on mobile set:

Table 5.27  
Religion, Caste and Types of Video Uses among the Respondents  
(Percentage in Parentheses)

| Video Use                     | Hinduism      |               |               |               |                | Christianity | Grand Total   |               |               |               |               |
|-------------------------------|---------------|---------------|---------------|---------------|----------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                               | GCs<br>N=48   | OBCs<br>N=52  | SCs<br>N=60   | STs<br>N=31   | Total<br>N=191 | STs<br>N=2   | GCs<br>N=48   | OBCs<br>N=52  | SCs<br>N=60   | STs<br>N=33   | Total<br>N=   |
| Watching Assamese Bihu Videos | 48<br>(100)   | 52<br>(100)   | 60<br>(100)   | 31<br>(100)   | 191<br>(100)   | 2<br>(100)   | 48<br>(100)   | 52<br>(100)   | 60<br>(100)   | 33<br>(100)   | 193<br>(100)  |
| Watching Assamese Films       | 7<br>(14.58)  | 10<br>(19.23) | 9<br>(15)     | 3<br>(9.67)   | 29<br>(15.18)  | 1<br>(50)    | 7<br>(14.58)  | 10<br>(19.23) | 9<br>(15)     | 4<br>(3.03)   | 30<br>(15.54) |
| Watching Hindi Films          | 6<br>(12.5)   | 9<br>(17.30)  | 3<br>(5)      | 10<br>(32.25) | 28<br>(14.65)  | 1<br>(50)    | 6<br>(12.5)   | 9<br>(17.30)  | 3<br>(5)      | 11<br>(33.33) | 29<br>(15.02) |
| Watching Sports Videos        | 5<br>(10.41)  | 8<br>(15.38)  | 4<br>(6.66)   | 6<br>(19.35)  | 23<br>(12.04)  | 1<br>(50)    | 5<br>(10.41)  | 8<br>(15.38)  | 4<br>(6.66)   | 7<br>(21.21)  | 24<br>(12.43) |
| Watching Jokes Videos         | 11<br>(22.91) | 15<br>(28.84) | 14<br>(23.33) | 19<br>(61.29) | 59<br>(30.89)  | 1<br>(50)    | 11<br>(22.91) | 15<br>(28.84) | 14<br>(23.33) | 20<br>(60.60) | 60<br>(31.08) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that half of the Christian (50%) and more than one seventh (15.18%) of the Hindu respondents watch Assamese films. Half of the Christian and one seventh (14.65%) of the Hindu respondents watch Hindi films. Half of the Christian and one eighth (12.04%) of Hindu respondents watch sports videos. Half of the Christian and below one third (30.89%) of Hindu respondents watch jokes videos.

More Hindu respondents from OBC category watch Assamese films while more ST respondents watch Hindi films, sports videos and jokes videos.

Thus, all the Hindu and Christian respondents watch Assamese Bihu videos. Respondents are not so less who watch jokes videos. A few respondents in all categories of castes watch Hindi films, sports videos and jokes videos.

### **Occupation, Income and Type of Video Uses**

Occupation and income is related to use of video items on mobile set. Some use these items too much, but some do not. The following table presents video items used on respondents' mobile sets:

Table 5.28  
Occupation, Annual Income and Types of Video Uses among the BPL Respondents  
(Percentage in Parentheses)

| Video Use                     | Income and Occupation |                  |                  |                   |               |                  |                   |              |               |                  |                   |                   |               |               |                  |                  |                   |               |               |                 | Grand Total       |                   |               |                |                   |                   |                    |                |
|-------------------------------|-----------------------|------------------|------------------|-------------------|---------------|------------------|-------------------|--------------|---------------|------------------|-------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|---------------|---------------|-----------------|-------------------|-------------------|---------------|----------------|-------------------|-------------------|--------------------|----------------|
|                               | Agriculture           |                  |                  |                   |               | Service          |                   |              | Business      |                  |                   |                   |               | Labour        |                  |                  |                   |               | Non-employed  |                 |                   |                   |               |                |                   |                   |                    |                |
|                               | 0-2828<br>N=5         | 2829-5657<br>N=4 | 5658-8486<br>N=6 | 8487-11315<br>N=5 | Total<br>N=20 | 5658-8486<br>N=3 | 8487-11315<br>N=5 | Total<br>N=8 | 0-2828<br>N=7 | 2829-5657<br>N=6 | 5658-8486<br>12=8 | 8487-11315<br>N=9 | Total<br>N=30 | 0-2828<br>N=6 | 2829-5657<br>N=7 | 5658-8486<br>N=6 | 8487-11315<br>N=8 | Total<br>N=27 | 0-2828<br>N=8 | 2829-5657<br>N= | 5658-8486<br>N=11 | 8487-11315<br>N=7 | Total<br>N=35 | 0-2828<br>N=26 | 2829-5657<br>N=26 | 5658-8486<br>N=34 | 8487-11315<br>N=34 | Total<br>N=120 |
| Watching Assamese Bihu Videos | 5<br>(100)            | 4<br>(100)       | 6<br>(100)       | 5<br>(100)        | 20<br>(100)   | 3<br>(100)       | 5<br>(100)        | 8<br>(100)   | 7<br>(100)    | 6<br>(100)       | 8<br>(100)        | 9<br>(100)        | 30<br>(100)   | 6<br>(100)    | 7<br>(100)       | 6<br>(100)       | 8<br>(100)        | 27<br>(100)   | 8<br>(100)    | 9<br>(100)      | 11<br>(100)       | 7<br>(100)        | 35<br>(100)   | 26<br>(100)    | 26<br>(100)       | 34<br>(100)       | 34<br>(100)        | 120<br>(100)   |
| Watching Assamese Films       | -                     | 3<br>(75)        | 2<br>(33.33)     | -                 | 5<br>(25.00)  | 1<br>(33.33)     | -                 | 1<br>(12.5)  | -             | 1<br>(16.66)     | 2<br>(25.00)      | -                 | 3<br>(10)     | -             | -                | 2<br>(33.33)     | -                 | 2<br>(7.40)   | 4<br>(50)     | 2<br>(22.22)    | -                 | -                 | 6<br>(17.14)  | 4<br>(15.38)   | 6<br>(23.07)      | 7<br>(20.58)      | -                  | 17<br>(14.16)  |
| Watching Hindi Films          | -                     | -                | 1<br>(16.66)     | -                 | 1<br>(5.0)    | 2<br>(66.66)     | -                 | 2<br>(25)    | 1<br>(14.28)  | -                | 4<br>(50.00)      | 2<br>(22.22)      | 7<br>(23.33)  | -             | 3<br>(42.85)     | -                | 2<br>(25)         | 5<br>(18.51)  | -             | -               | 3<br>(27.27)      | -                 | 3<br>(8.57)   | 1<br>(3.84)    | 3<br>(11.53)      | 10<br>(29.41)     | 4<br>(11.76)       | 18<br>(15.00)  |
| Watching Sports Videos        | -                     | -                | -                | -                 | -             | -                | 1<br>(20)         | 1<br>(12.5)  | -             | -                | 1<br>(12.5)       | 4<br>(50)         | 5<br>(16.66)  | 3<br>(50.00)  | -                | 1<br>(16.66)     | 2<br>(25)         | 6<br>(22.22)  | -             | 3<br>(33.33)    | -                 | -                 | 3<br>(8.57)   | 3<br>(11.53)   | 4<br>(15.38)      | 2<br>(5.88)       | 6<br>(17.67)       | 15<br>(12.5)   |
| Watching Jokes Videos         | -                     | 3<br>(75)        | -                | 2<br>(40)         | 5<br>(25.00)  | 2<br>(66.66)     | -                 | 2<br>(25)    | 5<br>(71.42)  | 4<br>(66.66)     | -                 | 2<br>(22.22)      | 11<br>(36.66) | -             | 4<br>(66.66)     | 3<br>(37.5)      | 10<br>(37.03)     | 2<br>(25)     | 3<br>(33.33)  | -               | 3<br>(42.85)      | 8<br>(22.85)      | 8<br>(30.76)  | 12<br>(46.15)  | 6<br>(17.67)      | 10<br>(29.41)     | 36<br>(30.00)      |                |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



Data illustrate that all the respondents of BPL income and occupation watch Assamese Bihu videos.

More respondents in the income group Rs 2829-5657 watch Assamese films while more respondents in the income group Rs 5658-8486 watch Hindi films. More respondents in the income group Rs 8487-11315 watch sports videos while more respondents in the income group Rs 2829-5657 watch jokes videos.

Equal numbers of agriculturalists watch Assamese films and jokes videos. The fewest of the agriculturalists watch Hindi films.

More businessmen than the service holders watch jokes videos and sports videos while more service holders than the businessmen watch Assamese films and Hindi films.

More labourers than the non-employed respondents watch Hindi films, sports videos and jokes videos while more non-employed respondents than the labourers watch Assamese films.

Thus, all the respondents of BPL income and occupation watch Assamese Bihu videos. A few respondents watch Assamese films, Hindi films and sports videos.

The following table shows video use patterns among the APL respondents:

Table 5.29  
Occupation, Annual Income and Types of Video Uses among the APL Respondents  
(Percentage in Parentheses)

| Video Use                     | Income and Occupation |                    |                    |                    |            |               |                    |              |              |                    |                    |                    |                    |              |               |                    |                    |                    |                    |              | Grand Total   |                    |                    |                     |                     |                     |                     |                     |                     |                     |                     |                |               |
|-------------------------------|-----------------------|--------------------|--------------------|--------------------|------------|---------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------|---------------|
|                               | Agriculture           |                    |                    |                    |            | Service       |                    |              | Business     |                    |                    |                    |                    | Labour       |               |                    |                    |                    | Non-employed       |              |               |                    |                    | 11316-14144<br>N=14 | 14145-16973<br>N=13 | 16974-19802<br>N=13 | 19803-22631<br>N=18 | 22632<<br>N=15      | Total<br>N=73       |                     |                     |                |               |
|                               | 11316-14144<br>N=3    | 14145-16973<br>N=4 | 16974-19802<br>N=3 | 19803-22631<br>N=3 | 22632< N=2 | Total<br>N=15 | 19803-22631<br>N=2 | 22632< N=2   | Total<br>N=4 | 11316-14144<br>N=3 | 14145-16973<br>N=4 | 16974-19802<br>N=2 | 19803-22631<br>N=4 | 22632< N=5   | Total<br>N=18 | 11316-14144<br>N=2 | 14145-16973<br>N=2 | 16974-19802<br>N=4 | 19803-22631<br>N=5 | 22632< N=3   | Total<br>N=16 | 11316-14144<br>N=6 | 14145-16973<br>N=3 | 16974-19802<br>N=4  | 19803-22631<br>N=4  | 22632< N=3          | Total<br>N=20       | 11316-14144<br>N=14 | 14145-16973<br>N=13 | 16974-19802<br>N=13 | 19803-22631<br>N=18 | 22632<<br>N=15 | Total<br>N=73 |
| Watching Assamese Bihu Videos | 3<br>(100)            | 4<br>(100)         | 3<br>(100)         | 3<br>(100)         | 2<br>(100) | 15<br>(100)   | 2<br>(100)         | 2<br>(100)   | 4<br>(100)   | 3<br>(100)         | 4<br>(100)         | 2<br>(100)         | 4<br>(100)         | 5<br>(100)   | 18<br>(100)   | 2<br>(100)         | 2<br>(100)         | 4<br>(100)         | 5<br>(100)         | 3<br>(100)   | 16<br>(100)   | 6<br>(100)         | 3<br>(100)         | 4<br>(100)          | 4<br>(100)          | 3<br>(100)          | 20<br>(100)         | 14<br>(100)         | 13<br>(100)         | 13<br>(100)         | 18<br>(100)         | 15<br>(100)    | 73<br>(100)   |
| Watching Assamese Films       | -                     | 2<br>(50.00)       | -                  | 2<br>(66.66)       | -          | 4<br>(26.66)  | 1<br>(50.00)       | -            | 1<br>(25.00) | -                  | -                  | -                  | 3<br>(75.00)       | -            | 3<br>(16.66)  | -                  | -                  | -                  | 2<br>(40.00)       | -            | 2<br>(12.5)   | -                  | -                  | 3<br>(75.00)        | -                   | -                   | 3<br>(15.00)        | -                   | 2<br>(15.38)        | 3<br>(23.07)        | 7<br>(38.88)        | 1<br>(6.66)    | 13<br>(17.80) |
| Watching Hindi Films          | -                     | -                  | -                  | -                  | -          | -             | 2<br>(100)         | -            | 2<br>(50.00) | -                  | -                  | 2<br>(100)         | -                  | -            | 3<br>(16.66)  | -                  | 2<br>(100)         | 2<br>(50.00)       | -                  | -            | 4<br>(25.00)  | 2<br>(33.33)       | -                  | -                   | -                   | -                   | 2<br>(10.00)        | 2<br>(14.28)        | 2<br>(15.38)        | 5<br>(38.46)        | 2<br>(11.11)        | -              | 11<br>(15.06) |
| Watching Sports Videos        | -                     | -                  | -                  | -                  | -          | -             | 1<br>(50.00)       | 1<br>(25.00) | -            | -                  | -                  | -                  | 2<br>(40.00)       | 2<br>(11.11) | -             | -                  | -                  | -                  | 3<br>(60.00)       | -            | 3<br>(18.75)  | -                  | -                  | -                   | 3<br>(75)           | -                   | 3<br>(15.00)        | -                   | 6<br>(33.33)        | 3<br>(20.00)        | 9<br>(12.32)        |                |               |
| Watching Jokes Videos         | -                     | -                  | -                  | 2<br>(66.66)       | -          | 2<br>(13.33)  | -                  | 2<br>(100)   | 2<br>(50.00) | -                  | 3<br>(75.00)       | -                  | -                  | 3<br>(60.00) | 6<br>(33.33)  | -                  | 1<br>(50.00)       | 2<br>(50.00)       | 4<br>(80.00)       | 1<br>(33.33) | 8<br>(50.00)  | -                  | 2<br>(66.66)       | 2<br>(66.66)        | -                   | 2<br>(50)           | 6<br>(30.00)        | 8<br>(61.53)        | 3<br>(23.07)        | 9<br>(50.00)        | 4<br>(22.22)        | 24<br>(32.87)  |               |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of APL income and occupation watch Assamese Bihu videos.

More respondents in the income group Rs 19803-22631 watch Assamese films while more respondents in the income group Rs 16974-19802 watch Hindi films. More respondents in the income group Rs 19803-22631 watch sports videos while more respondents in the income group Rs 14145-16973 watch jokes videos.

More than one fourths (26.66%) of the agriculturalists watch Assamese films and less than one seventh (13.13%) of them watch jokes videos.

More service holders than the businessmen watch Assamese films, Hindi films, sports videos and jokes videos.

Half of the labourers (50%) and below one third (30%) of the non-employed respondents watch jokes videos. More labourers than the non-employed respondents watch Hindi films and sports videos while more non-employed respondents than the labourers watch Assamese films.

Thus, all the respondents of APL income and occupation watch Assamese Bihu videos followed by those who watch jokes videos. A few respondents watch Assamese films, Hindi films and sports videos.

### **Education, Gender and Types of Video Use**

Education and genders determine one's interest in using video items on mobile sets. People of all education and gender do not like to use video items on mobile sets. The following table shows the video items used on respondents' mobile sets:

**Table 5.30**  
**Education, Gender and Types of Video Uses among the Respondents**  
**(Percentage in Parentheses)**

| Video Use                     | Educational Qualifications |              |              |              |              |               |               |              |               |              |              |               |                  |              |               |              |              |               |               |              |              |             |            |              |               |               |               |
|-------------------------------|----------------------------|--------------|--------------|--------------|--------------|---------------|---------------|--------------|---------------|--------------|--------------|---------------|------------------|--------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|-------------|------------|--------------|---------------|---------------|---------------|
|                               | Illiterate                 |              |              | Primary      |              |               | Middle School |              |               | High School  |              |               | Higher Secondary |              |               | Graduation   |              |               | Post Graduate |              |              | M.Phil/Ph.D |            |              | Grand Total   |               |               |
|                               | M<br>N=3                   | F<br>N=4     | Total<br>N=7 | M<br>N=21    | F<br>N=16    | Total<br>N=37 | M<br>N=11     | F<br>N=19    | Total<br>N=30 | M<br>N=12    | F<br>N=14    | Total<br>N=26 | M<br>N=13        | F<br>N=23    | Total<br>N=36 | M<br>N=12    | F<br>N=10    | Total<br>N=22 | M<br>N=5      | F<br>N=3     | Total<br>N=8 | M<br>N=1    | F<br>N=1   | Total<br>N=2 | M N=103       | F<br>N=90     | Total N=193   |
| Watching Assamese Bihu Videos | 3<br>(100)                 | 4<br>(100)   | 7<br>(100)   | 21<br>(100)  | 16<br>(100)  | 37<br>(100)   | 11<br>(100)   | 19<br>(100)  | 30<br>(100)   | 12<br>(100)  | 14<br>(100)  | 26<br>(100)   | 13<br>(100)      | 23<br>(100)  | 36<br>(100)   | 12<br>(100)  | 10<br>(100)  | 22<br>(100)   | 5<br>(100)    | 3<br>(100)   | 8<br>(100)   | 1<br>(100)  | 1<br>(100) | 2<br>(100)   | 103<br>(100)  | 90<br>(100)   | 193<br>(100)  |
| Watching Assamese Films       | 1<br>(33.33)               | 1<br>(25.00) | 2<br>(28.57) | 3<br>(14.28) | 1<br>(6.25)  | 4<br>(10.81)  | 2<br>(18.18)  | 4<br>(21.05) | 6<br>(20.00)  | 2<br>(16.66) | 5<br>(35.71) | 7<br>(26.92)  | 3<br>(23.07)     | 2<br>(8.69)  | 5<br>(13.88)  | 2<br>(16.16) | 1<br>(10.00) | 3<br>(13.63)  | 2<br>(40.00)  | -            | 2<br>(25.00) | 1<br>(100)  | -          | 1<br>(50.00) | 16<br>(15.53) | 14<br>(15.55) | 30<br>(15.54) |
| Watching Hindi Films          | -                          | -            | -            | -            | 2<br>(12.5)  | 2<br>(5.40)   | 3<br>(27.27)  | 1<br>(5.26)  | 4<br>(13.33)  | 2<br>(16.66) | 4<br>(28.57) | 6<br>(23.07)  | 6<br>(46.15)     | 2<br>(8.69)  | 8<br>(22.22)  | 4<br>(33.33) | 1<br>(10.00) | 5<br>(22.72)  | 3<br>(60.00)  | 1<br>(33.33) | 4<br>(50.00) | -           | 1<br>(100) | 1<br>(50.00) | 17<br>(15.50) | 12<br>(13.33) | 29<br>(15.02) |
| Watching Sports Videos        | -                          | -            | -            | -            | -            | 1<br>(2.70)   | 2<br>(18.18)  | -            | 2<br>(6.66)   | 3<br>(25.00) | -            | 3<br>(11.53)  | 4<br>(30.76)     | 2<br>(8.69)  | 6<br>(16.66)  | 7<br>(58.33) | 1<br>(10.00) | 8<br>(36.36)  | 3<br>(60.00)  | -            | 3<br>(37.5)  | 1<br>(100)  | -          | 1<br>(50.00) | 21<br>(20.38) | 3<br>(3.33)   | 24<br>(12.43) |
| Watching Jokes Videos         | 3<br>(100)                 | 4<br>(100)   | 7<br>(100)   | 5<br>(23.80) | 3<br>(18.75) | 8<br>(21.62)  | 4<br>(36.36)  | 6<br>(31.57) | 10<br>(33.33) | 5<br>(41.66) | 4<br>(28.57) | 9<br>(34.61)  | 7<br>(53.84)     | 6<br>(26.08) | 13<br>(36.11) | 9<br>(75.00) | -            | 9<br>(40.90)  | 1<br>(20.00)  | 2<br>(66.66) | 3<br>(37.5)  | -           | 1<br>(100) | 1<br>(50.00) | 35<br>(33.98) | 25<br>(27.77) | 60<br>(31.08) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the males and the females with different educational qualification who have video on mobile watch Assamese Bihu videos on their mobile set. One third (33.98%) of the males and over one fourth (27.77%) of the females watch jokes videos. Almost equal number of the respondents from both the genders watches Assamese films. More males than the females watch Hindi films and sports videos. All the illiterates watch jokes videos and less than one third of them watch Assamese films. More respondents of middle school education than the respondents of primary education watch jokes videos and Assamese films.

Almost equal number of the respondents of high school and higher secondary education watch jokes videos. More respondents of higher secondary education than the respondents of high school education watch sports videos while more respondents of high school education than the respondents of higher secondary education watch Assamese films and Hindi films.

More graduate respondents than the post graduate respondents watch jokes videos while more post graduate respondents than the graduate respondents watch Assamese films, Hindi films and sports videos.

Half of each of M.Phil/Ph.D respondents watch Assamese films, Hindi films, sports videos and jokes videos on their mobile set.

Thus, all the males and females of different educational qualification watch Assamese Bihu videos followed by those who watch Assamese films, Hindi films and sports videos.

## **MOBILE INTERNET USE PATTERNS**

### **Age, Gender and the Respondents' Time Span of Mobile Internet Use**

Age and gender are related to internet use on mobile sets. Different age groups and genders use internet time span; viz., sometimes, occasionally, rarely and 2/3 times a week. The following table exhibits how the respondents of different age groups and genders spend time on using internet in mobile set:

Table 5.31  
Age, Gender and Time Span of the Respondents' Mobile Internet Use  
(Percentage in Parentheses)

| Time Span of<br>Mobile Internet<br>Use | Age Groups              |              |               |                         |              |               | Grand Total   |               |               |
|--|-------------------------|--------------|---------------|-------------------------|--------------|---------------|---------------|---------------|---------------|
|  | 18-26 (Early Youth Age) |              |               | 27-35 (Late Youth Age). |              |               |               |               |               |
|  | M N=34                  | F<br>N=10    | Total<br>N=44 | M N=24                  | F<br>N=10    | Total<br>N=34 | M<br>N=58     | F<br>N=20     | Total N=78    |
| Sometimes                              | 34<br>(100)             | 10<br>(100)  | 44<br>(100)   | 24<br>(100)             | 10<br>(100)  | 34<br>(100)   | 58<br>(100)   | 20<br>(100)   | 78<br>(100)   |
| Daily                                  | 17<br>(50.00)           | 3<br>(30.00) | 20<br>(45.45) | 12<br>(50.00)           | 3<br>(30.00) | 15<br>(44.11) | 29<br>(50.00) | 6<br>(30.00)  | 35<br>(44.87) |
| Occasionally                           | 13<br>(38.23)           | 6<br>(60.00) | 19<br>(43.18) | 15<br>(62.5)            | 5<br>(50.00) | 20<br>(58.82) | 28<br>(48.27) | 11<br>(55.00) | 39<br>(50.00) |
| Rarely                                 | 3<br>(8.82)             | 6<br>(60.00) | 9<br>(20.45)  | 10<br>(41.66)           | 6<br>(60.00) | 16<br>(47.05) | 13<br>(22.41) | 12<br>(60.00) | 25<br>(32.05) |
| 2/3 times in a<br>Week                 | 2<br>(5.88)             | 3<br>(30.00) | 5<br>(11.36)  | 2<br>(8.33)             | 3<br>(30.00) | 5<br>(14.70)  | 4<br>(6.89)   | 6<br>(30.00)  | 10<br>(12.82) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents from both the genders search internet sometimes on their mobile set.

Half of the males (50%) search it daily followed by near about half (48.27%) searching it occasionally. About one fourth (22.41%) of them search it rarely.

Majority of the females (60%) search internet rarely followed by over half (55%) of them search it occasionally. Equal number of females search internet daily and 2/3 times in a week on their mobile set.

Almost equal number of respondents in both the age groups search internet daily while over half (58.82%) of the respondents in the late youth age and over two fifths (43.18%) of the respondents in early youth age search it occasionally. One fifth (20.45%) of the respondents in the early youth age and over two fifths (47.05%) of the respondents in the late youth age search internet rarely. More respondents in the late youth age than the early youth age search internet 2/3 times in a week on their mobile set. In both the age groups, more males than the females search internet daily while more females in the early youth age and more males in the late youth age search it occasionally. In both the age groups more females than the males search it rarely. More females than the males in both the age groups search internet 2/3 times in a week on their mobile set.

Thus, (i) all the respondents from both the genders search internet sometimes; (ii) almost equal number of respondents in both the age groups search internet daily while over half (58.82%) of the respondents in the late youth age and over two fifths (43.18%) of the respondents in early youth age search it occasionally; (iii) one fifth (20.45%) of the respondents in the early youth age and over two fifth (47.05%) of the respondents in the late youth age search internet rarely; (iv) more respondents in the late youth age than the early youth age search internet 2/3 times in a week on mobile set.

### **Religion, Caste and the Respondents' Time Span of Mobile Internet Use**

People of different religion and caste may use mobile internet differently. Some use it sometimes, some daily and some other occasionally. The following table shows mobile internet use patterns among the respondents of different religion and caste:

Table 5.32  
Religion, Caste and Time Span of the Respondents' Mobile Internet Use  
(Percentage in Parentheses)

| Time Span of Mobile Internet Use | Hinduism     |               |               |              |               | Christianity | Grand Total  |               |               |              |               |
|----------------------------------|--------------|---------------|---------------|--------------|---------------|--------------|--------------|---------------|---------------|--------------|---------------|
|                                  | GCs<br>N=17  | OBCs<br>N=25  | SCs<br>N=21   | STs<br>N=13  | Total<br>N=76 | STs<br>N=2   | GCs<br>N=17  | OBCs<br>N=25  | SCs<br>N=21   | STs<br>N=15  | Total<br>N=78 |
| Sometimes                        | 17<br>(100)  | 25<br>(100)   | 21<br>(100)   | 13<br>(100)  | 76<br>(100)   | 2<br>(100)   | 17<br>(100)  | 25<br>(100)   | 21<br>(100)   | 15<br>(100)  | 78<br>(100)   |
| Daily                            | 8<br>(47.05) | 14<br>(56.00) | 9<br>(42.85)  | 4<br>(30.76) | 35<br>(46.05) | -            | 8<br>(47.05) | 14<br>(56.00) | 9<br>(42.85)  | 4<br>(26.66) | 35<br>(44.87) |
| Occasionally                     | 9<br>(52.94) | 15<br>(60.00) | 10<br>(47.61) | 5<br>(38.46) | 39<br>(51.31) | -            | 9<br>(52.94) | 15<br>(60.00) | 10<br>(47.61) | 5<br>(33.33) | 39<br>(50.00) |
| Rarely                           | 4<br>(23.52) | 6<br>(24.00)  | 8<br>(38.09)  | 6<br>(46.15) | 24<br>(31.57) | 1<br>(50.00) | 4<br>(23.52) | 6<br>(24.00)  | 8<br>(38.09)  | 7<br>(46.66) | 25<br>(32.05) |
| 2/3 times in a Week              | 2<br>(11.76) | 3<br>(12.00)  | 3<br>(14.28)  | 2<br>(15.38) | 10<br>(13.15) | -            | 2<br>(11.76) | 3<br>(12.00)  | 3<br>(14.28)  | 2<br>(13.33) | 10<br>(12.82) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that all the Hindu and Christian respondents search internet sometimes. More than two fifths (45.05%) of the Hindu respondents search internet daily, more than half (51.31%) search it occasionally, below one third (31.57%) search rarely and over one tenth (13.15%) search 2/3 times in a week.

More Hindu respondents from OBC category than the respondents of General caste, SC and ST search internet daily and occasionally while more ST respondents than the respondents of General caste, OBC and SC respondents search it rarely and 2/3 times in a week.

Thus, all the Hindu and Christian respondents search internet sometimes. More Hindu respondents from OBC search it daily and occasionally while more ST respondents search it rarely and 2/3 times in a week.

### **Occupation, Income and the Respondents' Time Span of Mobile Internet Use**

Occupation and income is related to use of mobile internet. People of all income and occupation do not like to use mobile internet. The following table exhibits the mobile internet use patterns among the respondents of different income and occupation:

Table 5.33  
Occupation, Annual Income and Time Span of BPL Respondents' Mobile Internet Use  
(Percentage in Parentheses)

| Time Span of Mobile Internet Use | Income and Occupation |                  |                  |                   |              |                  |                   |              |               |                  |                   |                   |               |               |                  |                  | Grand Total       |              |               |                  |                  |                   |               |                |                   |                  |                    |               |
|----------------------------------|-----------------------|------------------|------------------|-------------------|--------------|------------------|-------------------|--------------|---------------|------------------|-------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|--------------|---------------|------------------|------------------|-------------------|---------------|----------------|-------------------|------------------|--------------------|---------------|
|                                  | Agriculture           |                  |                  |                   | Service      |                  |                   | Business     |               |                  |                   | Labour            |               |               |                  | Non-employed     |                   |              |               |                  |                  |                   |               |                |                   |                  |                    |               |
|                                  | 0-2828<br>N=3         | 2829-5657<br>N=1 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=9 | 5658-8486<br>N=2 | 8487-11315<br>N=2 | Total<br>N=4 | 0-2828<br>N=3 | 2829-5657<br>N=4 | 5658-8486<br>12=2 | 8487-11315<br>N=3 | Total<br>N=12 | 0-2828<br>N=4 | 2829-5657<br>N=2 | 5658-8486<br>N=2 | 8487-11315<br>N=1 | Total<br>N=9 | 0-2828<br>N=8 | 2829-5657<br>N=3 | 5658-8486<br>N=2 | 8487-11315<br>N=1 | Total<br>N=14 | 0-2828<br>N=18 | 2829-5657<br>N=11 | 5658-8486<br>N=9 | 8487-11315<br>N=10 | Total<br>N=48 |
| Sometimes                        | 3<br>(100)            | 1<br>(100)       | 2<br>(100)       | 3<br>(100)        | 9<br>(100)   | 2<br>(100)       | 2<br>(100)        | 4<br>(100)   | 3<br>(100)    | 4<br>(100)       | 2<br>(100)        | 3<br>(100)        | 12<br>(100)   | 4<br>(100)    | 2<br>(100)       | 2<br>(100)       | 1<br>(100)        | 9<br>(100)   | 8<br>(100)    | 3<br>(100)       | 2<br>(100)       | 1<br>(100)        | 14<br>(100)   | 18<br>(100)    | 11<br>(100)       | 9<br>(100)       | 10<br>(100)        | 48<br>(100)   |
| Daily                            | -                     | -                | 2<br>(100)       | -                 | 2<br>(22.22) | 1<br>(50.00)     | -                 | 1<br>(25.00) | 2<br>(66.66)  | 2<br>(50.00)     | 2<br>(100)        | 3<br>(100)        | 9<br>(75.00)  | 3<br>(75.00)  | -                | 2<br>(100)       | 1<br>(100)        | 6<br>(66.66) | -             | 3<br>(100)       | 1<br>(50.00)     | -                 | 4<br>(28.57)  | 5<br>(27.77)   | 5<br>(45.45)      | 8<br>(88.88)     | 4<br>(40.00)       | 22<br>(45.83) |
| Occasionally                     | 2<br>(66.66)          | -                | -                | -                 | 2<br>(22.22) | 2<br>(100)       | 1<br>(50.00)      | 3<br>(75.00) | 2<br>(66.66)  | 2<br>(50.00)     | 2<br>(100)        | 2<br>(66.66)      | 10<br>(83.33) | -             | 2<br>(100)       | 2<br>(100)       | -                 | 4<br>(44.44) | 3<br>(37.5)   | -                | 2<br>(100)       | -                 | 5<br>(35.71)  | 7<br>(38.88)   | 4<br>(36.36)      | 9<br>(100)       | 3<br>(33.33)       | 24<br>(50.00) |
| Rarely                           | -                     | -                | 2<br>(100)       | 1<br>(33.33)      | 3<br>(33.33) | 2<br>(100)       | -                 | 2<br>(50.00) | 3<br>(100)    | 1<br>(25.00)     | -                 | 1<br>(33.33)      | 5<br>(41.66)  | 3<br>(75.00)  | -                | -                | -                 | 3<br>(33.33) | -             | -                | 2<br>(100)       | 1<br>(100)        | 3<br>(21.42)  | 6<br>(33.33)   | 1<br>(9.09)       | 6<br>(66.66)     | 3<br>(33.33)       | 16<br>(33.33) |
| 2/3 times in a Week              | 2<br>(66.66)          | -                | -                | -                 | 2<br>(22.22) | -                | -                 | -            | -             | -                | -                 | -                 | -             | -             | 2<br>(100)       | -                | -                 | 2<br>(22.22) | 2<br>(66.66)  | -                | -                | -                 | 2<br>(14.28)  | 2<br>(11.11)   | 2<br>(18.18)      | 2<br>(22.22)     | -                  | 6<br>(12.5)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of BPL income and occupation search internet sometimes.

Among the four BPL income groups, the largest numbers of the respondents in the income group Rs 5658-8486 search internet daily, occasionally, rarely and 2/3 times in a week. One third (33.33%) of the agriculturalists search internet rarely while equal numbers of them search it daily, occasionally and 2/3 times in a week.

More service holders than the businessmen search internet rarely while more businessmen than the service holders search it daily and occasionally.

More labourers than the non-employed respondents search internet daily, occasionally, rarely and 2/3 times in a week.

Thus, all the respondents of BPL income and occupation search internet sometimes. More respondents search it daily and occasionally. A few of the respondents search it rarely and the fewest 2/3 times in a week.

The internet use patterns of APL respondents are shown in the following table:

Table 5.34  
Occupation, Annual Income and Time Span of APL Respondents' Mobile Internet Use  
(Percentage in Parentheses)

| Time Span of Mobile Internet Use | Income and Occupation |                    |                    |                   |            |              |                    |            |              |                    |                    |                    |                    |            |              |                    |                    |              |              |                    |                    | Grand Total        |                    |              |              |                    |                    |                    |                    |              |               |
|----------------------------------|-----------------------|--------------------|--------------------|-------------------|------------|--------------|--------------------|------------|--------------|--------------------|--------------------|--------------------|--------------------|------------|--------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|--------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|
|                                  | Agriculture           |                    |                    |                   |            | Service      |                    |            | Business     |                    |                    |                    |                    | Labour     |              |                    |                    | Non-employed |              |                    |                    |                    |                    |              |              |                    |                    |                    |                    |              |               |
|                                  | 11316-14144<br>N=2    | 14145-16973<br>N=1 | 16974-19802<br>N=3 | 19803-22631<br>N= | 22632< N=1 | Total N=9    | 19803-22631<br>N=2 | 22632< N=1 | Total N=3    | 11316-14144<br>N=2 | 14145-16973<br>N=1 | 16974-19802<br>N=2 | 19803-22631<br>N=2 | 22632< N=2 | Total N=8    | 16974-19802<br>N=2 | 19803-22631<br>N=1 | 22632< N=1   | Total N=4    | 11316-14144<br>N=1 | 14145-16973<br>N=1 | 16974-19802<br>N=2 | 19803-22631<br>N=1 | 22632< N=1   | Total N=6    | 11316-14144<br>N=5 | 14145-16973<br>N=3 | 16974-19802<br>N=8 | 19803-22631<br>N=8 | 22632< N=6   | Total N=30    |
| Sometimes                        | 2<br>(100)            | 1<br>(100)         | 3<br>(100)         | 2<br>(100)        | 1<br>(100) | 9<br>(100)   | 2<br>(100)         | 1<br>(100) | 3<br>(100)   | 2<br>(100)         | 1<br>(100)         | 2<br>(100)         | 2<br>(100)         | 2<br>(100) | 8<br>(100)   | 2<br>(100)         | 1<br>(100)         | 1<br>(100)   | 4<br>(100)   | 1<br>(100)         | 1<br>(100)         | 2<br>(100)         | 1<br>(100)         | 1<br>(100)   | 6<br>(100)   | 5<br>(100)         | 3<br>(100)         | 8<br>(100)         | 8<br>(100)         | 6<br>(100)   | 30<br>(100)   |
| Daily                            | -                     | -                  | -                  | -                 | -          | -            | 2<br>(100)         | -          | 2<br>(66.66) | -                  | -                  | 2<br>(100)         | 2<br>(100)         | 2<br>(100) | 7<br>(87.5)  | 2<br>(100)         | 1<br>(100)         | -            | 3<br>(75)    | -                  | -                  | 1<br>(100)         | -                  | -            | 1<br>(16.66) | -                  | -                  | 6<br>(75)          | 5<br>(62.5)        | 2<br>(33.33) | 13<br>(43.33) |
| Occasionally                     | -                     | -                  | -                  | 2<br>(100)        | -          | 2<br>(22.22) | 2<br>(100)         | 1<br>(100) | 3<br>(100)   | -                  | -                  | 2<br>(100)         | 2<br>(100)         | -          | 4<br>(50.00) | 2<br>(100)         | 1<br>(100)         | 1<br>(100)   | 4<br>(100)   | 1<br>(100)         | -                  | -                  | 1<br>(100)         | -            | 2<br>(33.33) | 1<br>(16.66)       | -                  | 6<br>(75)          | 6<br>(75.00)       | 2<br>(33.33) | 15<br>(50.00) |
| Rarely                           | 2<br>(100)            | -                  | 2<br>(66.66)       | -                 | -          | 4<br>(44.44) | -                  | -          | -            | -                  | -                  | -                  | -                  | -          | 1<br>(50.00) | -                  | 1<br>(100)         | 2<br>(50.00) | -            | 1<br>(100)         | -                  | -                  | 1<br>(100)         | 3<br>(50.00) | 2<br>(40.00) | 2<br>(66.66)       | 3<br>(37.5)        | -                  | 2<br>(33.33)       | 9<br>(30.00) |               |
| 2/3 times in a Week              | -                     | -                  | -                  | 2<br>(100)        | -          | 2<br>(22.22) | -                  | -          | -            | -                  | -                  | -                  | -                  | -          | -            | -                  | 1<br>(100)         | 1<br>(100)   | 2<br>(50.00) | -                  | -                  | -                  | -                  | -            | -            | -                  | -                  | 3<br>(37.5)        | 1<br>(16.66)       | 4<br>(13.33) |               |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that all the respondents of APL income and occupation search internet sometimes.

The largest (75%) numbers of the respondents in the income group Rs 16974-19802 search internet daily while equal numbers of the respondents in the income group Rs 16974-19802 and Rs 19803-22631 search it occasionally. More respondents in the income group Rs 14145-16973 than the respondents of other income groups search it rarely. More than one third (37.5%) of the respondents in the income group Rs 19803-22631 and one sixths (16.66%) of the respondents in the income group Rs above 22632 search it 2/3 times in a week.

Over two fifths (44.44%) of the agriculturalists search internet rarely and over one fifths (22.22%) of them search it occasionally and 2/3 times in a week.

All the service holders and half of the businessmen search internet occasionally. Over four fifths (87.5%) of the businessmen and over three fifths (66.66%) of the service holders search it daily.

Equal numbers of labourers and non-employed respondents search internet rarely while all the labourers and one third (33.33%) of the non-employed respondents search it occasionally. Three fifths (75%) of the labourers and one sixths (16.66%) of the non-employed respondents search internet daily.

Thus, all the respondents of BPL income and occupation search internet sometimes. A significant numbers of the respondents search it occasionally. A few respondents search it rarely and 2/3 times in a week.

### **Education, Gender and the Respondents' Time Span of Mobile Internet Use**

Education and gender determine mobile internet use patterns among the people. People of different education and gender use it in different manners. It is shown in the following table:

Table 5.35  
Education, Gender and Time Span of the Respondents' Mobile Internet Use  
(Percentage in Parentheses)

| Time Span of Mobile Internet Use | Educational Qualifications |              |               |               |              |               |              |              |               |                  |              |               |              |              |              |               |              |              |              |            |              |               |               |               |
|----------------------------------|----------------------------|--------------|---------------|---------------|--------------|---------------|--------------|--------------|---------------|------------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|------------|--------------|---------------|---------------|---------------|
|                                  | Primary                    |              |               | Middle School |              |               | High School  |              |               | Higher Secondary |              |               | Graduation   |              |              | Post Graduate |              |              | M.Phil/Ph.D  |            |              | Grand Total   |               |               |
|                                  | M<br>N=12                  | F<br>N=6     | Total<br>N=18 | M<br>N=11     | F<br>N=4     | Total<br>N=15 | M<br>N=11    | F<br>N=2     | Total<br>N=13 | M<br>N=18        | F<br>N=3     | Total<br>N=21 | M<br>N=3     | F<br>N=3     | Total<br>N=6 | M<br>N=1      | F<br>N=2     | Total<br>N=3 | M<br>N=1     | F<br>N=    | Total<br>N=2 | M<br>N=58     | F<br>N=20     | Total<br>N=78 |
| Sometimes                        | 12<br>(100)                | 6<br>(100)   | 18<br>(100)   | 11<br>(100)   | 4<br>(100)   | 15<br>(100)   | 11<br>(100)  | 2<br>(100)   | 13<br>(100)   | 18<br>(100)      | 3<br>(100)   | 21<br>(100)   | 3<br>(100)   | 3<br>(100)   | 6<br>(100)   | 1<br>(100)    | 2<br>(100)   | 3<br>(100)   | 1<br>(100)   | 1<br>(100) | 2<br>(100)   | 58<br>(100)   | 20<br>(100)   | 78<br>(100)   |
| Daily                            | 6<br>(50.00)               | 1<br>(16.66) | 7<br>(38.88)  | 7<br>(63.63)  | -            | 7<br>(46.66)  | 5<br>(45.45) | 2<br>(100)   | 7<br>(53.84)  | 7<br>(38.88)     | 2<br>(66.66) | 9<br>(42.85)  | 2<br>(66.66) | 1<br>(33.33) | 3<br>(50.00) | 1<br>(100)    | -            | 1<br>(33.33) | 1<br>(50.00) | -          | 1<br>(50.00) | 29<br>(50.00) | 6<br>(30.00)  | 35<br>(44.87) |
| Occasionally                     | 7<br>(58.33)               | 2<br>(33.33) | 9<br>(50.00)  | 8<br>(72.72)  | 1<br>(25.00) | 9<br>(60.00)  | 3<br>(27.27) | 2<br>(100)   | 5<br>(38.46)  | 5<br>(27.77)     | 3<br>(100)   | 8<br>(38.09)  | 3<br>(100)   | 1<br>(33.33) | 4<br>(66.66) | 1<br>(100)    | 1<br>(50.00) | 2<br>(66.66) | 1<br>(50.00) | -          | 1<br>(50.00) | 28<br>(48.27) | 11<br>(55.00) | 39<br>(50.00) |
| Rarely                           | 4<br>(33.33)               | -            | 4<br>(22.22)  | 4<br>(36.36)  | 4<br>(100)   | 8<br>(53.33)  | 2<br>(18.18) | 1<br>(50.00) | 3<br>(23.07)  | 2<br>(11.11)     | 2<br>(66.66) | 4<br>(19.04)  | 1<br>(33.33) | 2<br>(66.66) | 3<br>(50.00) | 1<br>(100)    | -            | 1<br>(33.33) | 1<br>(50.00) | -          | 1<br>(50.00) | 13<br>(22.41) | 12<br>(60.00) | 25<br>(32.05) |
| 2/3 times in a Week              | -                          | 1<br>(16.66) | 1<br>(5.55)   | -             | -            | -             | -            | 2<br>(100)   | 2<br>(15.38)  | 2<br>(11.11)     | 1<br>(33.33) | 3<br>(14.28)  | 1<br>(33.33) | 1<br>(33.33) | 2<br>(33.33) | 1<br>(100)    | -            | 1<br>(33.33) | -            | 1<br>(100) | 1<br>(50.00) | 4<br>(6.89)   | 6<br>(30.00)  | 10<br>(12.82) |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the males and the females of different qualification search internet sometimes on their mobile set. Half of the males (50%) search it daily followed by near about half (48.27%) searching it occasionally. Less than one fourth (22.41%) of them search it rarely.

Over one third (38.88%) of the respondents of primary level and over two fifths (46.66%) of the respondents of middle school level search internet daily. Half of the respondents of primary level and three fifths (60%) of the respondents of middle school level search it occasionally. Over half (53.33%) of the respondents of middle school level and below one fourths (22.22%) of the respondents of primary level search it rarely.

Over half of the respondents (53.84%) of high school level and over two fifths (42.85%) of the respondents of higher secondary level search internet daily. Equal numbers of the respondents in both high school and higher secondary level search it occasionally. Below one fourths (23.07%) of the respondents of high school level and one fifth (19.04%) of the respondents of higher secondary level search it rarely. Equal numbers of the respondents in both high school and higher secondary level search it 2/3 times in a week.

More graduate than the post graduate respondents search internet rarely. Equal numbers of graduate and post graduate respondents search internet occasionally and 2/3 times in a week. Half (50%) of the graduate and one third (33.33%) of the post graduate respondents search it daily.

Half of each of the M.Phil/Ph.D holders search internet daily, occasionally, rarely and 2/3 times in a week.

Thus, all the males and the females with different educational qualification search internet sometimes. A significant numbers of the respondents search it occasionally. A few respondents search internet daily and rarely. The fewest of the respondents search it 2/3 times in a week.

## **FACEBOOK USE PATTERNS**

### **Age, Gender and Time Span of Facebook Use**

People of different ages and genders spend time on facebook; viz., less than 1 hour, 1-2 hours and 3-4 hours a day. The distribution of time span of using facebook by age and gender is given in the following table:

Table 5.36  
Age, Gender and Time Span of Facebook Use among the Respondent  
(Percentage in Parentheses)

| Time Span of Facebook Use (hours in a day) | Age Groups              |               |               |                        |               |               | Grand Total   |               |               |
|--|-------------------------|---------------|---------------|------------------------|---------------|---------------|---------------|---------------|---------------|
|  | 18-26 (Early Youth Age) |               |               | 27-35 (Late Youth Age) |               |               |               |               |               |
|  | M N=46                  | F N=23        | Total N=69    | M N=35                 | F N=15        | Total N=50    | M N=81        | F N=38        | Total N=119   |
| < 1hour                                    | 46<br>(100)             | 23<br>(100)   | 69<br>(100)   | 35<br>(100)            | 15<br>(100)   | 50<br>(100)   | 81<br>(100)   | 38<br>(100)   | 119<br>(100)  |
| 1-2 hours                                  | 13<br>(28.26)           | 15<br>(65.21) | 28<br>(40.57) | 20<br>(57.14)          | 14<br>(93.33) | 34<br>(68.00) | 33<br>(40.74) | 29<br>(76.31) | 62<br>(52.10) |
| 3-4 hours                                  | 4<br>(8.69)             | 1<br>(4.34)   | 5<br>(7.24)   | 1<br>(2.87)            | -             | 1<br>(2.00)   | 5<br>(6.17)   | 1<br>(2.63)   | 6<br>(5.04)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



Data show that all the respondents from both the genders spend time on facebook less than 1 hour a day. Most (76.31%) of the males and two fifths (40.74%) of the females spend 1-2 hours a day. More males (6.17%) than the females (2.63%) spend 3-4 hours on facebook a day.

All the respondents in both the age groups spend time on facebook less than 1 hour a day. Most of the respondents (68%) in the late youth age and two fifth (40.57%) of the respondents in the early youth age spend 1-2 hours a day. More respondents in the early youth age than the late youth age spend 3-4 hours a day.

All the males and females in both the age groups spend time on facebook less than 1 hour a day.

In both the age groups, more females than the males spend time on facebook 1-2 hours a day.

Thus, all the males and females in both the age groups spend time on facebook less than 1 hour a day. More respondents in both the age groups spend time on facebook 1-2 hours a day.

### **Religion, Caste and Time Span of Facebook Use**

People of different religion and caste spend time on face book differently. Some spend much time on face book, but some do not do so. The following table shows face book use patterns among the respondents:

Table 5.37  
Religion, Caste and Time Span of Facebook Use among the Respondents  
(Percentage in Parentheses)

| Time Span of Facebook Use (hours in a day) | Hinduism      |               |               |              |                | Christianity | Grand Total   |               |               |              |                |
|--|---------------|---------------|---------------|--------------|----------------|--------------|---------------|---------------|---------------|--------------|----------------|
|  | GCs<br>N=29   | OBCs<br>N=42  | SCs<br>N=26   | STs<br>N=20  | Total<br>N=117 | STs<br>N=2   | GCs<br>N=29   | OBCs<br>N=42  | SCs<br>N=26   | STs<br>N=22  | Total<br>N=119 |
| < 1hour                                    | 29<br>(100)   | 42<br>(100)   | 26<br>(100)   | 20<br>(100)  | 117<br>(100)   | 2<br>(100)   | 29<br>(100)   | 42<br>(100)   | 26<br>(100)   | 22<br>(100)  | 119<br>(100)   |
| 1-2 hours                                  | 19<br>(65.51) | 25<br>(59.52) | 10<br>(38.46) | 7<br>(35.00) | 61<br>(52.13)  | 1<br>(50.00) | 19<br>(65.51) | 25<br>(59.52) | 10<br>(38.46) | 8<br>(36.36) | 62<br>(52.10)  |
| 3-4 hours                                  | 1<br>(3.44)   | 2<br>(4.76)   | -             | 3<br>(15.00) | 6<br>(5.12)    | -            | 1<br>(3.44)   | 2<br>(4.76)   | -             | 3<br>(13.63) | 6<br>(5.04)    |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents from four categories of castes spend time on face book less than 1 hour a day. More General caste (65.51%) respondents than OBC (59.52%), SC (38.46%) and ST (36.36%) spend time on face book 1-2 hours while more ST respondents than other three categories of castes spend 3-4 hours on facebook. All the Hindu and Christian respondents spend less than 1 hour on facebook. More than half (52.13%) of the Hindu respondents and half (50%) of the Christian respondents spend on facebook 1-2 hours. The fewest Hindu respondents spend 3-4 hours.

More Hindu respondents from General caste category than other categories of castes spend 1-2 hours on facebook while more Hindu respondents from ST category spend 3-4 hours on facebook.

Thus, all the respondents from four categories of castes spend on facebook less than 1 hour a day. Majority of the respondents spend 1-2 hour and the fewest spend 3-4 hours.

### **Occupation, Income and Time Span of Facebook Use**

Occupation and income is related to use of face book on mobile sets. Every person do not use face book equally. The following table shows the face book use patterns among the respondents:

**Table 5.38**  
**Occupation, Annual Income and Time Span of Facebook Use among the BPL Respondents**  
**(Percentage in Parentheses)**

| Time Span of Facebook Use (hours in a day) | Income and Occupation |                  |                  |                   |               |              |                  |                  |                   |              |               |                  |                  |                   |               |               |                  |                  |                   |               |                |                  |                  |                   | Grand Total   |                |                   |                   |                    |               |
|--|-----------------------|------------------|------------------|-------------------|---------------|--------------|------------------|------------------|-------------------|--------------|---------------|------------------|------------------|-------------------|---------------|---------------|------------------|------------------|-------------------|---------------|----------------|------------------|------------------|-------------------|---------------|----------------|-------------------|-------------------|--------------------|---------------|
|  | Agriculture           |                  |                  |                   |               | Service      |                  |                  |                   |              | Business      |                  |                  |                   |               | Labour        |                  |                  |                   |               | Non-employed   |                  |                  |                   |               |                |                   |                   |                    |               |
|  | 0-2828<br>N=6         | 2829-5657<br>N=4 | 5658-8486<br>N=2 | 8487-11315<br>N=2 | Total<br>N=14 | 0-2828<br>N= | 2829-5657<br>N=1 | 5658-8486<br>N=1 | 8487-11315<br>N=2 | Total<br>N=4 | 0-2828<br>N=5 | 2829-5657<br>N=7 | 5658-8486<br>N=3 | 8487-11315<br>N=2 | Total<br>N=17 | 0-2828<br>N=8 | 2829-5657<br>N=7 | 5658-8486<br>N=2 | 8487-11315<br>N=2 | Total<br>N=19 | 0-2828<br>N=12 | 2829-5657<br>N=5 | 5658-8486<br>N=2 | 8487-11315<br>N=3 | Total<br>N=22 | 0-2828<br>N=31 | 2829-5657<br>N=24 | 5658-8486<br>N=11 | 8487-11315<br>N=10 | Total<br>N=76 |
| < 1hour                                    | 6<br>(100)            | 4<br>(100)       | 2<br>(100)       | 2<br>(100)        | 14<br>(100)   | -            | 1<br>(100)       | 1<br>(100)       | 2<br>(100)        | 4<br>(100)   | 5<br>(100)    | 7<br>(100)       | 3<br>(100)       | 2<br>(100)        | 17<br>(100)   | 8<br>(100)    | 7<br>(100)       | 2<br>(100)       | 2<br>(100)        | 19<br>(100)   | 12<br>(100)    | 5<br>(100)       | 2<br>(100)       | 3<br>(100)        | 22<br>(100)   | 31<br>(100)    | 24<br>(100)       | 11<br>(100)       | 10<br>(100)        | 76<br>(100)   |
| 1-2 hours                                  | 3<br>(50.00)          | 2<br>(50.00)     | 1<br>(50.00)     | -                 | 6<br>(42.85)  | -            | 1<br>(100)       | -                | 1<br>(50.00)      | 2<br>(50.00) | 5<br>(100)    | 6<br>(85.71)     | 3<br>(100)       | 1<br>(50)         | 15<br>(88.23) | 2<br>(25.00)  | 5<br>(71.42)     | -                | 2<br>(100)        | 9<br>(47.36)  | 2<br>(16.66)   | 4<br>(80)        | -                | 1<br>(33.33)      | 7<br>(31.81)  | 12<br>(38.70)  | 18<br>(75.00)     | 4<br>(36.36)      | 5<br>(50.00)       | 39<br>(51.31) |
| 3-4 hours                                  | -                     | -                | -                | -                 | -             | -            | -                | -                | -                 | -            | -             | 3<br>(42.85)     | -                | -                 | 3<br>(17.64)  | -             | -                | -                | -                 | -             | -              | -                | 1<br>(50.00)     | -                 | 1<br>(4.54)   | -              | 3<br>(12.5)       | -                 | 1<br>(10.00)       | 4<br>(5.26)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that all the respondents of BPL income and occupation spend time on facebook less than 1 hour a day.

More respondents in the income group Rs 2829-5657 than other three BPL income groups spend 1-2 hours on facebook a day. One eights (12.5%) of the respondents in the income group Rs 2829-5657 and one tenth (10%) of the respondents in the income group Rs 8487-11315 spend 3-4 hours on facebook.

Over two fifths (42.85%) of the agriculturalists, half of the service holders (50%), over four fifths (88.23%) of the businessmen spend time on facebook 1-2 hours a day. Over one tenth (17.64%) of the businessmen spend 3-4 hours. Over two fourths (47.36%) of the labourers and one third (33.33%) of the non-employed respondents spend 1-2 hours on facebook.

Thus, all the respondents of BPL income and occupation spend less than 1 hour on facebook. Majority of the respondents spend 1-2 hours a day.

The facebook use patterns among APL respondents are shown in the following table:

**Table 5.39**  
**Occupation, Annual Income and Time Span of Facebook Use among the APL Respondents**  
**(Percentage in Parentheses)**

| Time Span of Facebook Use (hours in a day) | Income and Occupation |                    |             |                |                    |             |              |                    |                    |                    |                    |             |               |                    |                    |                    |                    |              |               |                    |                    |                    |                    |             | Grand Total        |                    |                     |                     |              |               |               |
|--|-----------------------|--------------------|-------------|----------------|--------------------|-------------|--------------|--------------------|--------------------|--------------------|--------------------|-------------|---------------|--------------------|--------------------|--------------------|--------------------|--------------|---------------|--------------------|--------------------|--------------------|--------------------|-------------|--------------------|--------------------|---------------------|---------------------|--------------|---------------|---------------|
|  | Agriculture           |                    |             |                | Service            |             |              | Business           |                    |                    |                    |             | Labour        |                    |                    |                    |                    | Non-employed |               |                    |                    |                    |                    |             | 11316-14144<br>N=9 | 14145-16973<br>N=5 | 16974-19802<br>N=10 | 19803-22631<br>N=12 | 22632 < N=7  | Total<br>N=43 |               |
|  | 16974-19802<br>N=1    | 19803-22631<br>N=4 | 22632 < N=2 | T total<br>N=7 | 19803-22631<br>N=1 | 22632 < N=1 | Total<br>N=2 | 11316-14144<br>N=6 | 14145-16973<br>N=2 | 16974-19802<br>N=4 | 19803-22631<br>N=2 | 22632 < N=2 | Total<br>N=16 | 11316-14144<br>N=1 | 14145-16973<br>N=2 | 16974-19802<br>N=4 | 19803-22631<br>N=2 | 22632 < N=1  | Total<br>N=10 | 11316-14144<br>N=2 | 14145-16973<br>N=1 | 16974-19802<br>N=2 | 19803-22631<br>N=2 | 22632 < N=1 |                    |                    |                     |                     |              |               | Total<br>N=8  |
| < 1hour                                    | 1<br>(100)            | 4<br>(100)         | 2<br>(100)  | 7<br>(100)     | 1<br>(100)         | 1<br>(100)  | 2<br>(100)   | 6<br>(100)         | 2<br>(100)         | 4<br>(100)         | 2<br>(100)         | 2<br>(100)  | 16<br>(100)   | 1<br>(100)         | 2<br>(100)         | 4<br>(100)         | 2<br>(100)         | 1<br>(100)   | 10<br>(100)   | 2<br>(100)         | 1<br>(100)         | 2<br>(100)         | 2<br>(100)         | 1<br>(100)  | 8<br>(100)         | 9<br>(100)         | 5<br>(100)          | 10<br>(100)         | 12<br>(100)  | 7<br>(100)    | 43<br>(100)   |
| 1-2 hours                                  | -                     | 2<br>(50)          | 2<br>(100)  | 4<br>(57.14)   | 1<br>(100)         | -           | 1<br>(50)    | 3<br>(50)          | 1<br>(50)          | 2<br>(50)          | -                  | 2<br>(100)  | 8<br>(50)     | -                  | -                  | 2<br>(50)          | 2<br>(100)         | -            | 4<br>(40)     | 2<br>(100)         | -                  | 2<br>(100)         | 2<br>(100)         | -           | 6<br>(75)          | 5<br>(55.55)       | 1<br>(20)           | 6<br>(60)           | 7<br>(58.33) | 4<br>(57.14)  | 23<br>(53.48) |
| 3-4 hours                                  | -                     | -                  | -           | -              | -                  | -           | -            | -                  | -                  | -                  | 1<br>(50.0)        | -           | 1<br>(6.25)   | -                  | -                  | -                  | -                  | -            | -             | -                  | 1<br>(100)         | -                  | -                  | -           | 1<br>(12.5)        | -                  | 1<br>(20)           | -                   | 1<br>(8.33)  | -             | 2<br>(4.65)   |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of APL income and occupation spend less than 1 hour on facebook a day. More respondents in the income group Rs 16974-19802 than the respondents in other four income groups spend 1-2 hour on facebook a day.

One fifths (20%) of the respondents in the income group Rs 14145-16973 and less than one tenths (8.33%) of the respondents in the income group Rs 19803-22631 spend 3-4 hours on facebook a day.

More than half (57.14%) of the agriculturalists and equal number of service holders and businessmen spend on facebook 1-2 hours a day. Two fifths (40%) of the labourers and three fourths (75%) of the non-employed respondents spend 1-2 hours. A few (12.5%) of the non-employed respondents spend 3-4 hours.

Thus, all the respondents of APL income and occupation spend less than 1 hour on facebook. Majority of the respondents spend 1-2 hours a day.

### **Education, Gender and Time Span of Facebook Use**

People of different educational qualification and gender use face book in different manners. Some spend much time on face book and some do not. The following table shows patterns of face book use among the respondents of different educational qualification and gender:

Table 5.40  
Education, Gender and Time Span of Facebook Use among the Respondent  
(Percentage in Parentheses)

| Time Span of Facebook Use (hours in a day) | Educational Qualifications |              |               |               |              |               |               |            |               |                  |              |               |              |              |               |               |            |              |             |              |               |               |                |
|--|----------------------------|--------------|---------------|---------------|--------------|---------------|---------------|------------|---------------|------------------|--------------|---------------|--------------|--------------|---------------|---------------|------------|--------------|-------------|--------------|---------------|---------------|----------------|
|  | Primary                    |              |               | Middle School |              |               | High School   |            |               | Higher Secondary |              |               | Graduation   |              |               | Post Graduate |            |              | M.Phil/Ph.D |              | Grand Total   |               |                |
|  | M<br>N=13                  | F<br>N=17    | Total<br>N=24 | M<br>N=18     | F<br>N=7     | Total<br>N=25 | M<br>N=16     | F<br>N=4   | Total<br>N=20 | M<br>N=28        | F<br>N=2     | Total<br>N=30 | M<br>N=4     | F<br>N=7     | Total<br>N=11 | M<br>N=1      | F<br>N=1   | Total<br>N=2 | M<br>N=1    | Total<br>N=1 | M<br>N=81     | F<br>N=38     | Total<br>N=119 |
| < 1 hour                                   | 13<br>(100)                | 17<br>(100)  | 30<br>(100)   | 18<br>(100)   | 7<br>(100)   | 25<br>(100)   | 16<br>(100)   | 4<br>(100) | 20<br>(100)   | 28<br>(100)      | 2<br>(100)   | 30<br>(100)   | 4<br>(100)   | 7<br>(100)   | 11<br>(100)   | 1<br>(100)    | 1<br>(100) | 2<br>(100)   | 1<br>(100)  | 1<br>(100)   | 81<br>(100)   | 38<br>(100)   | 119<br>(100)   |
| 1-2 hours                                  | 4<br>(30.76)               | 2<br>(11.76) | 6<br>(25.00)  | 6<br>(33.33)  | 4<br>(57.14) | 10<br>(40.00) | 12<br>(75.00) | 4<br>(100) | 16<br>(80.00) | 19<br>(67.85)    | 2<br>(100)   | 21<br>(70.00) | 4<br>(100)   | 3<br>(42.85) | 7<br>(63.63)  | 1<br>(100)    | -          | 1<br>(50.00) | 1<br>(100)  | 1<br>(100)   | 33<br>(40.74) | 29<br>(76.31) | 62<br>(52.10)  |
| 3-4 hours                                  | -                          | -            | -             | -             | -            | -             | -             | -          | -             | 3<br>(10.71)     | 1<br>(50.00) | 4<br>(13.33)  | 2<br>(50.00) | -            | 2<br>(18.18)  | -             | -          | -            | -           | -            | 5<br>(6.17)   | 1<br>(2.63)   | 6<br>(5.04)    |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



Data show that all the males and females of different educational qualification spend time on facebook less than 1 hour a day. Most (76.31%) of the males and two fifths (40.74%) of the females spend 1-2 hours a day. More males (6.17%) than the females (2.63%) spend 3-4 hours on facebook a day.

One fourths (25%) of the respondents educated with primary education, two fifths (40%) with middle school education, four fifths (80%) with high school education, below three fourths (70%) with higher secondary education, over three fifths (63.63%) with graduation, half (50%) with post graduation and all the M.Phil/Ph.D holders spend on facebook 1-2 hours a day. Over one tenth (13.33%) of the respondents with higher secondary education and less than one fifths (18.18%) of the respondents with graduation spend 3-4 hours.

Thus, all the males and females with different educational qualification spend less than 1 hour on facebook a day. A significant numbers of the respondents spend 1-2 hours a day. A few respondents in higher secondary and graduate level spend 3-4 hours on facebook a day.

## **TWITTER USE PATTERNS**

### **Age, Gender and Use Patterns of Twitter**

Age and gender is related in using twitter on mobile sets. Some use it sometimes and some use it rarely. The following table presents the use patterns of twitter by age and gender of the respondents:

Table 5.41  
Age, Gender and Respondnts' Use Patterns of Twitter on Mobile Set

| Frequency of Use | Age Groups              |       |           |                        |       |            | Grand Total |       |            |
|------------------|-------------------------|-------|-----------|------------------------|-------|------------|-------------|-------|------------|
|                  | 18-26 (Early Youth Age) |       |           | 27-35 (Late Youth Age) |       |            |             |       |            |
|                  | M N=2                   | F N=1 | Total N=3 | M N=8                  | F N=2 | Total N=10 | M N=10      | F N=3 | Total N=13 |
| Sometimes        | 2                       | 1     | 3         | 8                      | 2     | 10         | 10          | 3     | 13         |
| Rarely           | 1                       | -     | 1         | 1                      | 1     | 2          | 2           | 2     | 4          |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents from both the genders search twitter sometimes on their mobile sets. Most of the females (66.66%) and one fifth (20%) of the males search it rarely.

All the respondents in both the age groups search twitter, sometimes. More respondents of early youth age than the late youth age search twitter rarely on their mobile set.

Half of the males from early youth age and half of the females from late youth age search twitter rarely.

Thus, all the males and females from both the age groups search twitter, sometimes. More respondents from the early youth age than the late youth age search twitter rarely on their mobile set.

### **Religion, Caste and Use Patterns of Twitter**

One's religion and caste determines the use patterns of twitter on mobile sets. The following table shows how the respondents of different caste and religion search twitter on mobile sets:

Table 5.42  
 Religion, Caste and Respondnts' Use Patterns of Twitter on Mobile Set

| Frequency of Use | Hinduism   |             |            |            |               | Christianity | Grand Total |             |            |            |               |
|------------------|------------|-------------|------------|------------|---------------|--------------|-------------|-------------|------------|------------|---------------|
|                  | GCs<br>N=4 | OBCs<br>N=5 | SCs<br>N=1 | STs<br>N=2 | Total<br>N=12 | STs<br>N=1   | GCs<br>N=4  | OBCs<br>N=5 | SCs<br>N=1 | STs<br>N=3 | Total<br>N=13 |
| Sometimes        | 4          | 5           | 1          | 2          | 12            | 1            | 4           | 5           | 1          | 3          | 13            |
| Rarely           | 1          | 3           | -          | -          | 4             | -            | 1           | 3           | -          | -          | 4             |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of four categories of castes search twitter sometimes. Three fifths (60%) of the OBC respondents and one fourths (25%) of General caste respondents search twitter rarely.

All the Christian and Hindu respondents search twitter sometimes. One third (33.33%) of the Hindu respondents search it rarely.

One fourths (25%) of the Hindu respondents from General caste and three fifths (60%) from OBC search twitter rarely.

Thus, all the respondents from four categories of castes search twitter sometimes. Three fourths of the OBC and one fourth of the General caste respondents search it rarely.

### **Occupation, Income and Use Patterns of Twitter**

Occupation and income is related in case of searching twitter on mobile sets. Occupation and income determines one's use patterns of twitter. It is shown in the following table.

Table 5.43  
Occupation, Annual Income and BPL Respondents' Use Patterns of Twitter on Mobile Set

| Frequency of Use | Income and Occupation |                   |              |                  |                   |              |                   |              | Grand Total      |                   |              |
|------------------|-----------------------|-------------------|--------------|------------------|-------------------|--------------|-------------------|--------------|------------------|-------------------|--------------|
|                  | Service               |                   |              | Business         |                   |              | Non-employed      |              | 5658-8486<br>N=4 | 8487-11315<br>N=5 | Total<br>N=9 |
|                  | 5658-8486<br>N=1      | 8487-11315<br>N=2 | Total<br>N=3 | 5658-8486<br>N=3 | 8487-11315<br>N=2 | Total<br>N=5 | 8487-11315<br>N=1 | Total<br>N=1 |                  |                   |              |
| Sometimes        | 1                     | 2                 | 3            | 3                | 2                 | 5            | 1                 | 1            | 4                | 5                 | 9            |
| Rarely           | -                     | 1                 | 1            | 1                | -                 | 1            | -                 | -            | 1                | 1                 | 2            |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data reveal that all the BPL respondents in the income group Rs. 5658-8486 and Rs 8487-11315 search twitter sometimes while one fourths (25%) of the respondents in the income group Rs 5658-8486 and one fifths (20%) of the respondents in the income group Rs 8487-11315 search it rarely.

All the service holders, businessmen and the non-employed respondents search twitter sometimes. One third (33.33%) of the service holders and one fifths (20%) of the businessmen search twitter rarely.

Thus, all the BPL service holders, businessmen and non-employed respondents search twitter sometimes while one third of the service holders and one fifths of the businessmen search it rarely.

The twitter use patterns among the APL respondents are shown in the following table:

Table 5.44  
Occupation, Annual Income and APL Respondents' Use Patterns of Twitter on Mobile Set

| Frequency of Use | Income and Occupation |               |              |                    |               |              | Grand Total        |               |              |
|------------------|-----------------------|---------------|--------------|--------------------|---------------|--------------|--------------------|---------------|--------------|
|                  | Service               |               |              | Business           |               |              |                    |               |              |
|                  | 19803-22631<br>N=1    | 22632<<br>N=1 | Total<br>N=2 | 19803-22631<br>N=1 | 22632<<br>N=1 | Total<br>N=2 | 19803-22631<br>N=2 | 22632<<br>N=2 | Total<br>N=4 |
| Sometimes        | 1                     | 1             | 2            | 1                  | 1             | 2            | 2                  | 2             | 4            |
| Rarely           | -                     | 1             | 1            | 1                  | -             | 1            | 1                  | 1             | 2            |

Source: Field Study Conducted during 25<sup>th</sup> Feb-22<sup>nd</sup> May 2014



The table shows that all the APL respondents in the income Rs 19803-22631 and Rs. above 22632 search twitter sometimes while half of the respondents in both the income groups search it rarely.

All the service holders and businessmen search twitter sometimes. Half of the service holders and half of the businessmen search it rarely.

Thus, all the APL service holders and businessmen search twitter sometimes and half of each searches it rarely.

### **Education, Gender and Use Patterns of Twitter**

People of different education and gender may use twitter in different manners. Their interest determines its use patterns. The following table presents twitter use patterns among the respondents of different educational qualification and gender:

Table 5.45  
Education, Gender and Respondents' Use Patterns of Twitter on Mobile Set

| Frequency of Use | Educational Qualifications |              |                  |          |              |            |          |              |               |              |             |              |             |          |            |
|------------------|----------------------------|--------------|------------------|----------|--------------|------------|----------|--------------|---------------|--------------|-------------|--------------|-------------|----------|------------|
|                  | High School                |              | Higher Secondary |          |              | Graduation |          |              | Post Graduate |              | M.Phil/Ph.D |              | Grand Total |          |            |
|                  | M<br>N=2                   | Total<br>N=2 | M<br>N=3         | F<br>N=1 | Total<br>N=4 | M<br>N=3   | F<br>N=2 | Total<br>N=5 | M<br>N=1      | Total<br>N=1 | M<br>N=     | Total<br>N=1 | M<br>N=10   | F<br>N=3 | Total N=13 |
| Sometimes        | 2                          | 2            | 3                | 1        | 4            | 3          | 2        | 5            | 1             | 1            | 1           | 1            | 10          | 3        | 13         |
| Rarely           | 1                          | 1            | -                | 1        | 1            | 1          | 1        | 2            | -             | -            | -           | -            | 2           | 2        | 4          |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the males and females with different educational qualification search twitter sometimes on their mobile sets. Most of the females (66.66%) and one fifth (20%) of the males search it rarely.

All the respondents of high school level, higher secondary level, graduation, post graduation and M.Phil/Ph.D holders search twitter sometimes

Half of the respondents (50%) of high school level, one fourth (25%) of higher secondary level and two fifths (40%) of the respondents of graduate level search twitter rarely.

Thus, more respondents of high school level search twitter rarely.

## **MOBILE TV USE PATTERNS**

### **Age, Gender and the Respondents' Use Patterns of TV on Mobile Set**

TV is an advance architecture on mobile sets. It is not easy for all the people to handle it. Besides, it makes mobile set costly to afford. Some use it sometimes and some use rarely. There are 15 respondents who use it. The use pattern of TV is shown in the following table:

Table 5.46  
Age, Gender and Respondents' Uses of TV on Mobile Set

| Frequency of TV Use | Age Groups              |       |           |                        |       |           | Grand Total |       |            |
|---------------------|-------------------------|-------|-----------|------------------------|-------|-----------|-------------|-------|------------|
|                     | 18-26 (Early Youth Age) |       |           | 27-35 (Late Youth Age) |       |           |             |       |            |
|                     | M N=3                   | F N=1 | Total N=4 | M N=4                  | F N=2 | Total N=6 | M N=7       | F N=3 | Total N=10 |
| Sometimes           | 3                       | 1     | 4         | 4                      | 2     | 6         | 7           | 3     | 10         |
| Occasionally        | -                       | -     | -         | 2                      | -     | 2         | 2           | -     | 2          |
| Frequently          | -                       | -     | -         | 1                      | -     | 1         | 1           | -     | 1          |
| Rarely              | 1                       | -     | 1         | -                      | 1     | 1         | 1           | 1     | 2          |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the males and females watch TV sometimes on their mobile set.

Below one third of the male & each watch TV occasionally and rarely, followed by one tenth who watch it frequently and rarely. One third (33.33%) of the females watch it rarely on their mobile set.

All the respondents in both the age groups watch TV sometimes. One fourth (255) of the respondents in the early youth age watch TV rarely.

One third (33.33%) of the respondents in the late youth age watch it occasionally, followed by one fifth (16.66%) each who watch it frequently and rarely.

Half of the males (50%) from the late youth age watch TV occasionally, followed by one fourth (25%) who watch it frequently. One third of males (33.33%) from early youth age and half of the females (50%) from late youth age watch it rarely on their mobile sets.

Thus, all the respondents in both the age groups watch TV sometimes. One fourth of the respondents in the early youth age watch it rarely. One third of the respondents in the late youth age watch it occasionally and one sixth of them watch it frequently and rarely on their mobile set.

#### **Religion, Caste and the Respondents' Use Patterns of TV on Mobile Set**

People of all religion and caste do not like to use TV on mobile sets. Their caste and religion influence in case of using TV in mobile sets. The following table exhibits TV use patterns among the respondents:

Table 5.47  
Religion, Caste and Respondents' Uses of TV on Mobile Set

| Frequency of TV Use | Hinduism   |             |            |            |              | Christianity | Grand Total |             |            |            |               |
|---------------------|------------|-------------|------------|------------|--------------|--------------|-------------|-------------|------------|------------|---------------|
|                     | GCs<br>N=3 | OBCs<br>N=4 | SCs<br>N=1 | STs<br>N=1 | Total<br>N=9 | STs<br>N=1   | GCs<br>N=3  | OBCs<br>N=4 | SCs<br>N=1 | STs<br>N=2 | Total<br>N=10 |
| Sometimes           | 3          | 4           | 1          | 1          | 9            | 1            | 3           | 4           | 1          | 2          | 10            |
| Occasionally        | 1          | 1           | -          | -          | 2            | -            | 1           | 1           | -          | -          | 2             |
| Frequently          | -          | 1           | -          | -          | 1            | -            | -           | 1           | -          | -          | 1             |
| Rarely              | 1          | 1           | -          | -          | 2            | -            | 1           | 1           | -          | -          | 2             |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents of four categories of castes watch TV sometimes on mobile sets.

One third (33.33%) of General caste respondents and one fourths (25%) of the OBC respondents watch TV occasionally and rarely. One fourths of OBC respondents watch it frequently.

All the Hindu and Christian respondents watch TV sometimes. More than one fifths (22.22%) of the Hindu respondents watch TV occasionally and rarely. One ninth (11.11%) of the Hindu respondents watch it frequently.

One third (33.33%) of the Hindu respondents from General caste and one fourth from OBC watch TV occasionally and rarely. One fourth of Hindu respondents from OBC watch it frequently.

Thus, all the respondents of the four categories of castes watch TV sometimes while one fifths of them watch it occasionally and rarely. One tenth of the respondents watch it frequently.

#### **Occupation, Income and the Respondents' Use Patterns of TV on Mobile Set**

Occupation and income determines TV use patterns among the people. Some use it sometimes, some occasionally and some other rarely. TV use patterns among the respondents of different income and occupation shown here:

Table 5.48  
Occupation, Annual Income and BPL Respondents' Uses of TV on Mobile Set

| Frequency of TV Use | Income and Occupation |                   |              |                  |                   |              |                   |              | Grand Total      |                   |              |
|---------------------|-----------------------|-------------------|--------------|------------------|-------------------|--------------|-------------------|--------------|------------------|-------------------|--------------|
|                     | Service               |                   |              | Business         |                   |              | Non-employed      |              |                  |                   |              |
|                     | 5658-8486<br>N=1      | 8487-11315<br>N=1 | Total<br>N=2 | 5658-8486<br>N=2 | 8487-11315<br>N=2 | Total<br>N=4 | 8487-11315<br>N=1 | Total<br>N=1 | 5658-8486<br>N=3 | 8487-11315<br>N=4 | Total<br>N=7 |
| Sometimes           | 1                     | 1                 | 2            | 2                | 2                 | 4            | 1                 | 1            | 3                | 4                 | 7            |
| Occasionally        | -                     | 1                 | 1            | -                | -                 | -            | -                 | -            | -                | 1                 | 1            |
| Frequently          | -                     | -                 | -            | -                | 1                 | 1            | -                 | -            | -                | 1                 | 1            |
| Rarely              | -                     | -                 | -            | -                | -                 | -            | 1                 | 1            | -                | 1                 | 1            |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that all the BPL respondents in the income group Rs. 5658-8486 and Rs. 8487-11315 watch TV sometimes on mobile sets. One fourths of the respondents in the income group Rs. 8487-11315 watch it occasionally, frequently and rarely.

All the service holders, businessmen, and non-employed respondents watch TV sometimes on their mobile sets. Half (50%) of the service holders watch TV occasionally while one fourths (25%) of the businessmen watch it frequently. All the non-employed respondents watch it rarely.

Thus, more service holders watch TV occasionally.

The TV use patterns among the APL respondents are shown in the following table:

Table 5.49  
Occupation, Annual Income and APL Respondents' Uses of TV on Mobile Set

| Frequency of TV Use | Income and Occupation |              |                    |               |              | Grand Total        |               |              |
|---------------------|-----------------------|--------------|--------------------|---------------|--------------|--------------------|---------------|--------------|
|                     | Service               |              | Business           |               |              |                    |               |              |
|                     | 22632<<br>N=1         | Total<br>N=1 | 19803-22631<br>N=1 | 22632<<br>N=1 | Total<br>N=2 | 19803-22631<br>N=1 | 22632<<br>N=2 | Total<br>N=3 |
| Sometimes           | 1                     | 1            | 1                  | 1             | 2            | 1                  | 2             | 3            |
| Occasionally        | -                     | -            | -                  | 1             | 1            | -                  | 1             | 1            |
| Frequently          | -                     | -            | 1                  | -             | 1            | 1                  | -             | 1            |
| Rarely              | 1                     | 1            | -                  | -             | -            | -                  | 1             | 1            |

Source: Field Study Conducted during 25<sup>th</sup> Feb-22<sup>nd</sup> May 2014

The table shows that all the APL respondents in the income group Rs. 19803-22631 and Rs. above 22632 watch TV sometimes on mobile sets. All the respondents in the income group Rs. 19803-22631 watch TV frequently while half of the respondents in the income group Rs. above 22632 watch it occasionally and rarely.

All the service holders and businessmen watch TV sometimes while all the service holders watch it rarely. Half of the businessmen watch TV occasionally and frequently. Thus, more businessmen watch TV occasionally and frequently.

### **Education, Gender and the Respondents' Use Patterns of TV on Mobile Set**

One's education and gender determines their interest in using TV on mobile set. Some like to use it, some do not. The following table shows TV use patterns among the respondents of different educational qualification and gender:

Table 5.50  
Education, Gender and Respondents' Uses of TV on Mobile Set

| Frequency of TV Use | Educational Qualifications |              |                  |          |              |            |          |              |               |              |             |              |             |          |               |
|---------------------|----------------------------|--------------|------------------|----------|--------------|------------|----------|--------------|---------------|--------------|-------------|--------------|-------------|----------|---------------|
|                     | High School                |              | Higher Secondary |          |              | Graduation |          |              | Post Graduate |              | M.Phil/Ph.D |              | Grand Total |          |               |
|                     | M<br>N=1                   | Total<br>N=1 | M<br>N=1         | F<br>N=1 | Total<br>N=2 | M<br>N=2   | F<br>N=2 | Total<br>N=4 | M<br>N=2      | Total<br>N=2 | M<br>N=1    | Total<br>N=1 | M<br>N=7    | F<br>N=3 | Total<br>N=10 |
| Sometimes           | 1                          | 1            | 1                | 1        | 2            | 2          | 2        | 4            | 2             | 2            | 1           | 1            | 7           | 3        | 10            |
| Occasionally        | -                          | -            | -                | -        | -            | 2          | -        | 2            | -             | -            | -           | -            | 2           | -        | 2             |
| Frequently          | -                          | -            | 1                | -        | 1            | -          | -        | -            | -             | -            | -           | -            | 1           | -        | 1             |
| Rarely              | -                          | -            | -                | -        | -            | -          | -        | -            | 1             | 1            | 1           | 1            | 1           | 1        | 2             |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the males and females of different educational qualification watch TV sometimes on their mobile set. Below one third of the male & each watch TV occasionally and rarely, followed by one tenth who watch it frequently and rarely. One third (33.33%) of the females watch it rarely on their mobile set.

All the respondents of high school education, higher secondary education, graduate, post graduate and M.Phil/Ph.D holders watch TV sometimes.

Half of the respondents of higher secondary education watch it frequently. Half of the graduates watch TV occasionally. Half of the post graduate and all the M.Phil/Ph.D holders watch TV rarely.

Thus, all the respondents of high school education, higher secondary education, graduate, post graduate and M.Phil/Ph.D holders watch TV sometimes. A few of the respondents watch it occasionally and rarely, The fewest of them watch it frequently.

### MOBILE MAP USE PATTERNS

#### Age, Gender and the Respondents Use Patterns of Map on Mobile Set

Age and genders determine the use patterns of maps on mobile sets. Some watch it sometimes; some watch it occasionally; some watch it frequently; some watch it rarely and some watch it when they need. There are 32 respondents who use map on mobile set. The following table presents how the people of different ages and genders use map on their mobile sets:

Table 5.51  
Age, Gender and Respondents' Use Patterns of Map on Mobile Set

| Map Used Pattern | Age Groups              |          |               |                        |          |               | Grand Total |          |               |
|------------------|-------------------------|----------|---------------|------------------------|----------|---------------|-------------|----------|---------------|
|                  | 18-26 (Early Youth Age) |          |               | 27-35 (Late Youth Age) |          |               |             |          |               |
|                  | M<br>N=12               | F<br>N=4 | Total<br>N=16 | M<br>N=12              | F<br>N=4 | Total<br>N=16 | M<br>N=24   | F<br>N=8 | Total<br>N=32 |
| When needed      | 12                      | 4        | 16            | 12                     | 4        | 16            | 24          | 8        | 32            |
| Sometimes        | 5                       | 3        | 7             | 3                      | 3        | 6             | 8           | 6        | 14            |
| Frequently       | -                       | 1        | 1             | 1                      | -        | 1             | 1           | 1        | 2             |
| Rarely           | 1                       | 2        | 3             | -                      | 2        | 2             | 1           | 4        | 5             |
| Occasionally     | 2                       | 3        | 5             | 2                      | -        | 2             | 4           | 3        | 7             |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the respondents from both the genders search map on their mobile sets when they needed.

More females than the males search map sometimes, frequently, rarely and occasionally.

All the respondents in both the age groups search map when they need. More respondents in the early youth age than the late youth age search it sometimes. More respondents in the early youth age than the late youth age each search map rarely and

occasionally. Equal number of respondents in both the age groups search map frequently on their mobile sets.

More females in both the age groups search map sometimes. Equal numbers of female in both the age groups search map rarely. Most (75%) of the females in the early youth age search it occasionally.

Thus, all the males and females from both the age groups search map when they needed. Respondents are not so less in both the age groups who search internet sometimes on their mobile set.

### **Religion, Caste and the Respondents Use Patterns of Map on Mobile Set**

Use patterns of map on mobile sets may be different according to one's religion and caste. The following table exhibits map use patterns among the respondents of different religion and caste:

Table 5.52  
Religion, Caste and Respondents' Use Patterns of Map on Mobile Set

| Map Used Pattern | Hinduism   |              |            |            |               | Christianity | Grand Total |              |            |            |               |
|------------------|------------|--------------|------------|------------|---------------|--------------|-------------|--------------|------------|------------|---------------|
|                  | GCs<br>N=8 | OBCs<br>N=11 | SCs<br>N=5 | STs<br>N=7 | Total<br>N=31 | STs<br>N=1   | GCs<br>N=8  | OBCs<br>N=11 | SCs<br>N=5 | STs<br>N=8 | Total<br>N=32 |
| When needed      | 8          | 11           | 5          | 7          | 31            | 1            | 8           | 11           | 5          | 8          | 32            |
| Sometimes        | 4          | 6            | 1          | 2          | 13            | 1            | 4           | 6            | 1          | 3          | 14            |
| Frequently       | -          | 2            | -          | -          | 2             | -            | -           | 2            | -          | -          | 2             |
| Rarely           | 1          | 2            | 1          | 1          | 5             | -            | 1           | 2            | 1          | 1          | 5             |
| Occasionally     | 3          | 2            | -          | 2          | 7             | -            | 3           | 2            | -          | 2          | 7             |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

The table shows that all the Hindu and Christian respondents search map on mobile set when needed while two fifths (41.93%) of the Hindu respondents and half of the Christian respondents search it sometimes. About one fourth (22.28%) of the Hindu respondents search map occasionally and one sixths (16.12%) of them search it rarely.

More Hindu respondents from OBC category (54.54%) than General caste (50%), SC (20%) and ST (28.57%) search map sometimes. Only the Hindu respondents from OBC category (18.18%) search map frequently. More Hindu respondents from SC category (20%) than General caste (12.15%), OBC (18.18%) and ST (14.28%) search map rarely. More General caste (37.5%) respondents than OBC (18.18%) and ST (28.57%) search map occasionally.

Thus, all the respondents from four categories of castes search map on mobile set when needed. Respondents are not so less who search map sometimes.

### **Occupation, Income and the Respondents Use Patterns of Map on Mobile Set**

One's occupation and income is related to map use pattern on mobile set. Some people use it sometimes, some frequently and some other rarely. The following table presents map use patterns among the respondents of different occupation and income:

Table 5.53  
Occupation, Annual Income and BPL Respondents' Use Patterns of Map on Mobile Set

| Map Used Pattern | Income and Occupation |      |      |         |      |      |          |      |      |        |      |      |              |      |      | Grand Total |      |      |
|------------------|-----------------------|------|------|---------|------|------|----------|------|------|--------|------|------|--------------|------|------|-------------|------|------|
|                  | Agriculture           |      |      | Service |      |      | Business |      |      | Labour |      |      | Non-employed |      |      | 5658        | 8487 | Tota |
|                  | 5658                  | 8487 | Tota | 5658    | 8487 | Tota | 5658     | 8487 | Tota | 5658   | 8487 | Tota | 5658         | 8487 | Tota |             |      |      |
|                  | -                     | -    | 1    | -       | -    | 1    | -        | -    | 1    | -      | -    | 1    | -            | -    | 1    | -           | -    | 1    |
|                  | 8486                  | 1131 | N=3  | 8486    | 1131 | N=2  | 8486     | 1131 | N=7  | 8486   | 1131 | N=4  | 8486         | 1131 | N=3  | 8486        | 1131 | N=1  |
|                  | N=2                   | 5    | N=1  | N=1     | 5    | N=1  | N=3      | 5    | N=2  | N=2    | 5    | N=2  | N=2          | 5    | N=1  | 0           | 5    | N=9  |
| When needed      | 2                     | 1    | 3    | 1       | 1    | 2    | 3        | 2    | 7    | 2      | 2    | 4    | 2            | 1    | 3    | 10          | 9    | 19   |
| Sometimes        | 1                     | 1    | 2    | -       | 1    | 1    | 2        | 1    | 3    | 1      | 1    | 2    | 1            | -    | 1    | 5           | 4    | 9    |
| Frequently       | -                     | -    | -    | -       | -    | -    | 1        | -    | 1    | -      | -    | -    | -            | -    | -    | 1           | -    | 1    |
| Rarely           | 1                     | -    | 1    | -       | -    | -    | -        | -    | -    | 1      | -    | 1    | -            | 1    | 1    | 2           | 1    | 3    |
| Occasionally     | -                     | -    | -    | 1       | -    | 1    | -        | 2    | 2    | -      | -    | -    | 1            | -    | 1    | 2           | 2    | 4    |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014



The table shows that all the respondents in the income group Rs. 2829-5657, Rs 5658-8486 and Rs. 8487-11315 search map when needed.

More than half (55.55%) of the respondents in the income group Rs. 5658-8486 and half of the respondents in the income group Rs. 8487-11315 search it sometimes. A few of the respondents in the income group Rs. 5658-8486 and Rs. 8487-11315 search it rarely and occasionally.

Over three fifths (66.66%) of the agriculturalists search map sometimes while one third (33.33%) of them search it rarely.

More service holders than the businessmen search map sometimes and occasionally. One seventh (14.28%) of the businessmen search map frequently.

More labourers (50%) than the non-employed respondents (33.33%) search map sometimes while more non-employed respondents (33.33%) than the labourers (25%) search it rarely. One third (33.33%) of the non-employed respondents search map occasionally.

Thus, all the respondents search map when needed. Respondents are not so less who search map sometimes. A few respondents search map rarely and occasionally and the fewest of them search it frequently.

The map use patterns among the APL respondents are shown in the following table:

Table 5.54  
Occupation, Annual Income and APL Respondents' Use Patterns of Map on Mobile Set

| Map Used Pattern | Income and Occupation |            |           |                 |            |           |                 |            |           |                 |            |           |              |           | Grand Total     |            |            |
|------------------|-----------------------|------------|-----------|-----------------|------------|-----------|-----------------|------------|-----------|-----------------|------------|-----------|--------------|-----------|-----------------|------------|------------|
|                  | Agriculture           |            |           | Service         |            |           | Business        |            |           | Labour          |            |           | Non-employed |           | 19803-22631 N=5 | 22632< N=8 | Total N=13 |
|                  | 19803-22631 N=1       | 22632< N=2 | Total N=3 | 19803-22631 N=1 | 22632< N=2 | Total N=3 | 19803-22631 N=2 | 22632< N=2 | Total N=4 | 19803-22631 N=1 | 22632< N=1 | Total N=2 | 22632< N=1   | Total N=1 |                 |            |            |
| When needed      | 1                     | 2          | 3         | 1               | 2          | 3         | 2               | 2          | 4         | 1               | 1          | 2         | 1            | 1         | 5               | 8          | 13         |
| Sometimes        | 1                     | -          | 1         | 1               | 1          | 2         | 1               | 1          | 2         | -               | -          | -         | -            | -         | 3               | 2          | 5          |
| Frequently       | -                     | -          | -         | -               | -          | -         | -               | 1          | 1         | -               | -          | -         | -            | -         | -               | 1          | 1          |
| Rarely           | -                     | 1          | 1         | -               | -          | -         | -               | -          | -         | -               | -          | -         | 1            | 1         | -               | 2          | 2          |
| Occasionally     | -                     | -          | -         | 1               | -          | 1         | 1               | 1          | 2         | -               | -          | -         | -            | -         | 2               | 1          | 3          |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 2014

Data illustrate that all the APL respondents in the income group Rs. 19803-22631 and Rs. above 22632 search map when needed. More respondents in the income group Rs. 19803-22631 than the respondents in the income group Rs. above 22632 search internet sometimes and occasionally.

All the agriculturalists, service holders, businessmen, labourers and non-employed respondents search map when needed.

Equal numbers of the agriculturalists search map sometimes and rarely.

More service holders (66.66%) than the businessmen (50%) search map sometimes while more businessmen (50%) than the service holders (33.33%) search map occasionally. One fourth (25%) of the businessmen search map frequently.

All the non-employed respondents search map rarely.

Thus, all the APL respondents of different occupation search map when needed. A significant numbers of them search it rarely and occasionally. The fewest of them search it frequently.

### **Education, Gender and the Respondents Use Patterns of Map on Mobile Set**

People of different education and gender may search map in different manners. Some spend much time on it and some do not. The following table shows how the respondents of different education and gender search map on their mobile set

Table 5.55  
Education, Gender and Respondents' Use Patterns of Map on Mobile Set  
(Percentage Parentheses)

| Map Used Pattern | Educational Qualifications |          |              |               |              |             |          |              |                  |          |               |            |          |              |               |              |          |             |           |          |            |
|------------------|----------------------------|----------|--------------|---------------|--------------|-------------|----------|--------------|------------------|----------|---------------|------------|----------|--------------|---------------|--------------|----------|-------------|-----------|----------|------------|
|                  | Primary                    |          |              | Middle School |              | High School |          |              | Higher Secondary |          |               | Graduation |          |              | Post Graduate | M.Phil/Ph.D  |          | Grand Total |           |          |            |
|                  | M<br>N=5                   | F<br>N=1 | Total<br>N=6 | M<br>N=2      | Total<br>N=2 | M<br>N=4    | F<br>N=1 | Total<br>N=5 | M<br>N=7         | F<br>N=3 | Total<br>N=10 | M<br>N=4   | F<br>N=3 | Total<br>N=7 | M<br>N=2      | Total<br>N=2 | M<br>N=1 | T<br>N=1    | M<br>N=24 | F<br>N=8 | Total N=32 |
| When needed      | 5                          | 1        | 6            | 2             | 2            | 4           | 1        | 5            | 7                | 3        | 10            | 4          | 3        | 7            | 2             | 2            | 1        | 1           | 24        | 8        | 32         |
| Sometimes        | -                          | 1        | 1            | 1             | 1            | 1           | 1        | 2            | 4                | 2        | 6             | 1          | 1        | 2            | 1             | 1            | 1        | 1           | 8         | 5        | 14         |
| Frequently       | -                          | -        | -            | -             | -            | -           | -        | -            | -                | 1        | 1             | 1          | -        | 1            | -             | -            | -        | -           | 1         | 1        | 2          |
| Rarely           | -                          | -        | -            | 2             | 2            | 1           | 1        | 2            | -                | 1        | 1             | -          | -        | -            | -             | -            | -        | -           | 1         | 4        | 5          |
| Occasionally     | -                          | -        | -            | -             | -            | 1           | 1        | 2            | 1                | 2        | 3             | 2          | -        | 2            | -             | -            | -        | -           | 4         | 3        | 7          |

Source: Field Study Conducted during 25<sup>th</sup> Feb -22<sup>nd</sup> May 201

The table shows that all the males and females with different educational qualification search map on their mobile sets when they needed. More females than the males search map sometimes, frequently, rarely and occasionally.

One sixths (16.16%) of the respondents with primary education and half of the respondents with middle school education search map sometimes while all the respondents with middle school education search map rarely.

More respondents of higher secondary level (60%) than the respondents of high school level search map sometimes while more respondents of high school level than the respondents of higher secondary level search map rarely and occasionally.

More respondents of post graduate level (50%) than the respondents of graduate level (28.57%) search map sometimes. One seventh (14.28%) of graduate respondents search map frequently. Over one fourth (28.57%) of the graduate respondents search it occasionally. All the M.Phil/Ph.D holders search map sometimes.

Thus, all the males and the females of different educational qualification search map when needed. A large numbers of more educated respondents search it sometimes.

## SUMMARY OF THE CHAPTER

(1) The largest and almost equal number of the respondents in the villages, Komar Khatowal (General Caste dominated village) and Rampur Gaon (ST village) and more than half of the respondents in the villages Charigaon (OBC dominated village) and Gorowal Chungi (SC village), use phone calls to contact with family members. More respondents (55.88%) in the village Komar Khatowal than other three villages use phone calls to contact with friends. More respondents (44.57%) in the village Gorowal Chungi than other three villages use it to contact with relatives.

Less than one fifth (19.31%) of the respondents in the village Charigaon and over one tenth (13.25) of the respondents in the Gorowal Chungi use it to contact with business partner.

(2) Most of the respondents (61.96%) in the early youth age (18-26) and more than half (59.12%) of the respondents in the late youth age (27-35) use phone calls to contact with parents. More respondents in both the age groups use phone calls to contact with their friends and relatives.

In both the age groups, a few respondents use it to contact with business partners while the fewest of them use it to contact with colleagues and lovers.

In both the age groups, more females than the males use it to contact with parents while more males than the females in both the age group use it to contact with friends. More females in both the age groups use phone calls to contact with relatives. More males than the females in both the age groups use it to contact with business partners. The fewest males and the females in both the age groups use phone calls to contact with colleagues and lovers.

(3) More BPL respondents in the income groups Rs 5658-8486 and Rs 8487-11315 than the respondents in the income groups Rs 0-2828 and 2829-5657 use phone calls to contact with any person, to contact with parents, friends, relatives, business partners, colleagues and lovers.

More than three fifths (62.5%) of the agriculturalists use phone calls to contact with parents. Over two fifths (43.75%) of them use it to contact with relatives. Below one third (31.25%) of the agriculturalists use it to contact with friends. The fewest agriculturalists (6.25%) use it to contact with business partners.

More businessmen than the service holders use phone calls to contact with parents and friends while more service holders than the businessmen use it to contact with relatives. Over one tenth (16.98%) of the businessmen and below one tenth (7.14%) of the service holders use it to contact with business partners. One seventh (14.28%) of the service holders use phone calls to contact with colleagues. A few service holders and businessmen use phone calls to contact with lovers.

More labourers than the non-employed respondents use phone calls to contact with parents and friends while more non-employed respondents than the labourers use it to contact with relatives.

(4) Most of the respondents in all five APL income groups use phone calls to contact parents. More respondents in the income groups Rs 16974-19802, Rs 19803-22631 and Rs above 22632 than the respondents in the income groups Rs 11316-14144 and 14145-16973 use it to contact with friends. More respondents in the income group Rs 14145-16973 and Rs 19803-22631 than the respondents of other three APL income groups use phone calls to contact with relatives.

Most of the agriculturalists use phone calls to contact with parents and relatives and majority of them use to contact with friends. Over one tenth (15.38%) of the agriculturalists use it to contact with business partners.

More businessmen than the service holders use phone calls to contact with parents, friend and relatives. One fourth (24.13%) of the businessmen use it to contact with business partners and more than one tenth (11.11%) of the service holders use it to contact with colleagues.

More labourers than the non-employed respondents use phone calls to contact with parents and friends while more non-employed respondents than the labourers use it to contact with relatives. Over one tenth (15.38%) of the non-employed respondents use it to contact with business partners.

(5) More females (63.93%) than the males use it to contact with parents while more males than the females use it to contact with friends. Most of the females (61.47%) and less than one third (29.21%) of the male use it to contact with relatives.

Equal numbers of the illiterates use phone calls to contact with parents and friends. Three fifths (60%) of them use it to contact with relatives. Over one tenth (13.13%) of the illiterates use phone calls to contact with business partners.

More respondents educated with primary education than the respondents of middle school education use phone calls to contact with parents and friends while more respondents educated with middle school education than the respondents with primary education use it to contact with relatives.

Most of the respondents (66%) from high school level and more than half (52.94%) of the respondents from higher secondary level use phone calls to contact with parents. Equal numbers of the respondents from high school and higher secondary level use it to contact with friends. Two fifths (40%) of the respondents from high school level and over two fifths (45.48%) of the respondents from higher secondary level use it to contact with relatives.

More graduate than the post graduate respondents use phone calls to contact with parents, friends and relatives while more post graduate than the graduate respondents use it to contact with business partners and colleagues. More graduate than the post graduate respondents use it to contact with lovers. All the M.Phil/Ph.D respondents use phone calls to contact with relatives. Half of each of the M.Phil/Ph.D use it to contact with parents, friends, business partners and colleagues.

(6) Most of the respondents from both the age groups talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode. Over one fifth (22.8%) of the respondents from the early youth age and over one tenth (13.86%) of the respondents from the late youth age talk on it by using wired headset. Over one fourth (28.22%) of the respondents from the early youth age

and almost equal number of respondents from both the age groups talk on mobile putting it in speaker mode.

(7) More ST respondents than the General caste, OBC and SC respondents talk on mobile sets using wired headset while more General caste respondents than the OBC, SC and ST respondents talk putting it in speaker- mode. The highest numbers of General caste respondents (88.23%) than the OBC (87.5%), SC (74.69%) and ST (72.13%) talk on mobile sets sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

All the Christian and most of the Hindu respondents (80.87%) talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

The highest numbers of Hindu respondents from General caste category (88.23%) than the OBC (87.5%), SC (74.69%) and ST category, (72.13%) talk on mobile sets sometimes keeping it on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

(8) Most of the respondents in all BPL income groups talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More BPL respondents in the income group Rs 5658-8486 than the respondents in the income group Rs 0-2828, Rs 2829-5657 and Rs 8487-11315 talk putting it in speaker-mode while more respondents in the income group Rs 8487-11315 than the respondents in the income groups Rs 0-2828, Rs 2829-5657 and Rs 5658-8486 talk using wired headset.

Most (75%) of the agriculturalists talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. Over one fourth (28.12%) of them talk putting it in speaker-mode. About one fifth (18.75%) of the respondents talk on mobile using wired headset.

More service holders than the businessmen talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode while more businessmen than the service holders talk on mobile putting it in speaker-mode and using wired headset.

More labourers than the non-employed respondents talk on mobile putting it in speaker-mode and sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode while more non-employed respondents than the service holders talk using wired headset.

(9) Most of the APL respondents in the income groups Rs 11316-14144 (81.25%), Rs 14145-16973 (84.21%), Rs 19803-22631(83.33%) and above 22632 (82.75%) and more than half (53.84%) of the respondents in the income group Rs 16974-19802 talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. Respondents are more in the income group Rs 11316-14144 (31.25%) than other four APL income groups who talk on mobile keeping it in speaker-mode while respondents are more in the income group Rs 14145-16973 than other four APL income groups who talk using wired headset.



Most of the (92.30%) agriculturalists talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode.

More businessmen than the service holders talk sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. About one fourth (24.13%) of the businessmen and over one sixths (18.51%) of the service holders talk putting it in speaker-mode. Over one tenth (17.24%) of the businessmen and one ninth (11.11%) of the service holders talk using wired headset.

Three fourths (73.68%) of the labourers and three fifths (61.53%) of the non-employed respondents talk sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More non-employed respondents than the labourers talk on mobile putting it in speaker-mode and using wired headset.

(10) Over four fifths (86.66%) of the illiterates talk on mobile sets sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode. Over three fifths (66.66%) of them talk putting it in speaker-mode. Over two fifths (46.66%) of them talk using wired headset.

Almost equal numbers of respondents in primary level (81.03%) and middle school level (81.13%) talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode while more respondents of primary level than middle school level talk on mobile putting it in speaker-mode and using wired headset.

Over four fifths (84%) of the respondents of high school level and three fourths (75%) of the respondents of higher secondary level talk on mobile sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker- mode. More respondents of high school level (28%) than middle school level (22.64%) talk on mobile putting it in speaker-mode while more respondents of middle school level (16.98%) than high school level (14%) talk using wired headsest.

Over four fifths (87.5%) of the graduates and over three fourths (78.57%) of the post graduates (14.28%) respondents talk putting it in speaker-mode while more post graduate (35.71%) talk on mobile using wired headset.

All the M.Phil/Ph.D holders talk on mobile using wired headset, putting it in speaker-mode and sometimes keeping on ears, sometimes using wired headset and sometimes putting it in speaker mode.

(11) Most of the respondents (76.25%) in the late youth age (27-35) and over half of the respondents (55.55%) from the early youth age (18-26) send it to their family members. In both the age groups more females than the males send it to their family members. A few males and females in both the age groups send SMS/MMS to their colleagues, lovers, business partners, neighbours and relatives.

(12) All the Hindu and Christian respondents send SMS/MMS to their friends while all the Christian and more than three fifths (63.58%) of the Hindu respondents send it to their family members.

More Hindu respondents from SC category (76.92%) than General caste (57.77%), OBC (62.29%) and ST (52.63%) category send it to their family members. A few Hindu respondents from General caste, OBC, SC and ST category send SMS/MMS to their relatives.

(13) Among the four BPL income groups, the largest numbers of the respondents in the income groups Rs 2829-5657 send SMS/MMS to their family members.

More than half (52.17%) of the agriculturalists send it to their family members. Equal numbers of the agriculturalists send SMS/MMS to their neighbours and relatives.

More businessmen (58.8%) than the service holders send SMS/MMS to their family members while more service holders than the businessmen send it to their lovers and neighbours.

Over one third (37.5%) of the service holders send it to their colleagues and below one third (29.14%) of them send to their business partners.

More non-employed respondents than the labourers send SMS/MMS to friends and relatives while more labourers than the non-employed respondents send it to neighbours.

(14) More APL respondents in the income groups Rs 11316-14144 than other four APL income groups send SMS/MMS to family members.

Most (69.23%) of the agriculturalists send SMS/MMS to family members. A few (15.38%) of them send to relatives and the fewest of them to neighbours.

More businessmen (72.72%) than the service holders (50%) send SMS/MMS to family members, lovers and relatives. All the service holders send it to colleagues while about one fifths (18.18%) of the businessmen send it to business partners.

More non-employed respondents than the labourers send SMS/MMS to family members and relatives.

(15) More females (71.12%) than the males (60.30%) send SMS/MMS to their family members. More females (28.78%) than the males (7.63%) send SMS/MMS to their relatives.

Almost equal numbers of the respondents of primary (66.66%) and middle school education (65.85%) send SMS/MMS to their family members and business partners. The fewest respondents in primary and middle school level send it to neighbours. Less than one sixths (15.38%) of the respondents of primary level and more than one sixths (17.07%) of the respondents of middle school level send SMS/MMS to relatives. Equal numbers of the respondents in high school level and higher secondary level send SMS/MMS to family members.

More post graduate respondents than the graduate respondents send SMS/MMS to family members, lovers, neighbours and relatives while more graduate respondents than the post graduate respondents send it to business partners.

Half of each of the M.Phil/Ph.D holders send SMS/MMS to family members, business partners and the relatives.

(16) More respondents from the early youth age than the late youth age click camera sometimes while more respondents from the late youth age than the early youth age click it rarely.

More males than the females from both the age groups click it frequently while more females in the early youth age and more males in the late youth age click

it rarely. Almost equal number of males and females from both the age groups click camera sometimes.

(17) More than one third (34.61%) of the Hindu respondents click camera sometimes. One sixths (16.15%) of the Hindu respondents click it rarely and one seventh (14.61%) of them click it frequently.

More Hindu respondents of SC category (19.44%) than General caste (10.71%), OBC (13.95%) and ST (13.04%) click camera frequently while more OBC category (20.93%) than General caste (17.85%), SC (11.11%) and ST (13.04%) category click it rarely.

(18) More BPL respondents (33.33%) in the income group Rs 2829-5657 than the respondents in other income groups click camera frequently while more respondents in the income group Rs 5658-8486 than the respondents of other three income groups click it rarely. Equal numbers of the respondents in the income group Rs 5658-8486 and Rs 8487-11315 click camera sometimes.

Over one fourths (28.57%) of the agriculturalists click camera sometimes. Over one tenth (14.28%) of them click it frequently.

Three fourths (75%) of the service holders and over one third (36.84%) of the businessmen click camera sometimes. More service holders than the businessmen click camera rarely and frequently.

More than half (53.33%) of the labourers and one seventh (14.28%) of the non-employed respondents click camera sometimes. More non-employed respondents than the labourers click camera frequently and rarely.

(19) More than one third (38.46%) of the APL respondents in the income group Rs 16974-19802 and more than one fifth (22.225) of the respondents in the income group Rs above 22632 click camera frequently. More respondents in the income group Rs 19803-22631 than the respondents in other in groups click camera rarely and sometimes. About one third (30%) of the agriculturalists click camera sometimes. One fifth (20%) of them click it frequently. A few agriculturalists click it rarely.

More service holders (66.66%) than the businessmen (33.33%) click camera sometimes while more non-employed respondents (66.66%) than the service holders (33.33) click it rarely. Over one tenth (13.33%) of the businessmen click it frequently.

Equal numbers of labourers and non-employed respondents click camera sometimes. More non-employed respondents than the service holders click camera frequently and rarely.

(20) More males (15.71) than the the females (12.90%) click camera frequently while more females (16.12%) than the males click it rarely. More males (35.71%) than the females (33.87%) click camera sometimes.

More than half (57.14%) of the illiterates click camera sometimes. Over one fourth (28.57%) of them click it rarely. Over one tenth (14.28%) of the illiterates click it frequently.

More than one third (34.78%) of the respondents of primary level and half (50%) of the respondents of middle school level click camera sometimes. More respondents of primary level than the respondents of middle school level click camera frequently and rarely.

More respondents of high school level than the respondents of higher secondary level click camera sometimes and rarely while more respondents of higher secondary level than the respondents of high school level click it rarely.

More respondents of post graduate level than the respondents of graduate level click camera sometimes and frequently while more respondents of graduate level than the respondents of post graduate level click it rarely.

Half of each of M.Phil/Ph.D holders click camera frequently, rarely and sometimes.

(21) Over two fifths (41.71%) of the respondents from the early youth age and one third (32.84) of the respondents from the late youth age listen jokes on their mobile sets. All the males and females from both the age groups listen music on mobile sets. More females than the males from both the age groups listen jokes on their mobile sets.

(22) All the Christian respondents and more than one third of the Hindu respondents listen jokes. Half of the Christian respondents and below one tenth of the Hindu respondents listen news on their mobile set.

More Hindu respondents from SC than General caste, OBC and ST listen news while more respondents from ST than General caste, OBC and SC listen jokes on mobile set. More Hindu respondents from General caste listen poem recitation on their mobile set.

(23) About half of the BPL respondents (47.76%) in the income group Rs 5658-8486 and over one fourths (26.3%) of the respondents in the income group Rs 8487-11315 listen news. More respondents in the income group Rs 5658-8487 than the respondents in other three income groups listen jokes in mobile set while more respondents in the income group Rs 8487-11315 than the respondents of other income groups listen poem recitation on mobile set.

Over two fifths (43.75%) of the agriculturalists listen jokes on mobile set. More businessmen than the service holders listen news, jokes and poem recitation. Over (half (54.54%) of the non-employed respondents and two fifths (41.02%) of the labourers listen jokes.

(24) Among the APL income groups, more respondents in the income group Rs 19803-22631 listen news while more respondents in the income group Rs 11316-14144 listen jokes. More respondents in the income group Rs 16974-19802 listen poem recitation. Most of the agriculturalists (84.61%) listen jokes on mobile set. Over two fifths (44.82%) of the businessmen and one ninth (11.11%) of the service holders listen jokes. More labourers than the non-employed respondents listen news and jokes. About one fourths (23.7%) of the non-employed respondents listen poem recitation.

(25) Half of the females (50%) and less than one third (29.21%) of the males listen jokes. Two fifths (40%) of the illiterate listen jokes on mobile set. One fifth (20%) of them listen news. Over two fifths (43.10%) of the respondents with primary education and about one third (30.18%) of the respondents with middle school education listen jokes. Over one third (36%) of the respondents with high school

education and two fifths (41.17%) of the respondents of higher secondary education listen jokes on mobile set.

Over one third (35%) of the graduate and two fifths (42.85%) of the post graduate respondents listen jokes. Over one fifths (21.42%) of the post graduate and over one sixths (17.5%) of the graduate respondents listen poem recitation. Half of each of the M.Phil/Ph.D holders listen news, jokes and poem recitation on mobile set.

(26) Less than one third (29.62%) of the respondents in the early youth age and over two fifth (44.70%) of the respondents in the late youth age watch jokes videos. More respondents of the late youth age than the early youth age watch Assamese films, Hindi films and sports videos.

More males and females of the late youth age than the early youth age watch Assamese films, Hindi films, sports videos and jokes videos on their mobile sets.

(27) Half of the Christian (50%) and more than one seventh (15.18%) of the Hindu respondents watch Assamese films. Half of the Christian and one seventh (14.65%) of the Hindu respondents watch Hindi films. Half of the Christian and one eights (12.04%) of Hindu respondents watch sports videos. Half of the Christian and below one third (30.89%) of Hindu respondents watch jokes videos.

More Hindu respondents from OBC category watch Assamese films while more ST respondents watch Hindi films, sports videos and jokes videos.

(28) More BPL respondents in the income group Rs 2829-5657 watch Assamese films while more respondents in the income group Rs 5658-8486 watch Hindi films. More respondents in the income group Rs 8487-11315 watch sports videos while more respondents in the income group Rs 2829-5657 watch jokes videos. Equal numbers of agriculturalists watch Assamese films and jokes videos. The fewest of the agriculturalists watch Hindi films.

More businessmen than the service holders watch jokes videos and sports videos while more service holders than the businessmen watch Assamese films and Hindi films. More labourers than the non-employed respondents watch Hindi films, sports videos and jokes videos while more non-employed respondents than the labourers watch Assamese films.

(29) More APL respondents in the income group Rs 19803-22631 watch Assamese films while more respondents in the income group Rs 16974-19802 watch Hindi films. More respondents in the income group Rs 19803-22631 watch sports videos while more respondents in the income group Rs 14145-16973 watch jokes videos. More than one fourths (26.66%) of the agriculturalists watch Assamese films and less than one seventh (13.13%) of them watch jokes videos.

More service holders than the businessmen watch Assamese films, Hindi films, sports videos and jokes videos.

Half of the labourers (50%) and below one third (30%) of the non-employed respondents watch jokes videos. More labourers than the non-employed respondents watch Hindi films and sports videos while more non-employed respondents than the labourers watch Assamese films.

(30) One third (33.98%) of the males and over one fourth (27.77%) of the females watch jokes videos. Almost equal number of the respondents from both the

genders watches Assamese films. More males than the females watch Hindi films and sports videos. All the illiterates watch jokes videos and less than one third of them watch Assamese films.

More respondents of middle school education than the respondents of primary education watch jokes videos and Assamese films.

Almost equal number of the respondents of high school and higher secondary education watch jokes videos. More respondents of higher secondary education than the respondents of high school education watch sports videos while more respondents of high school education than the respondents of higher secondary education watch Assamese films and Hindi films.

More graduate respondents than the post graduate respondents watch jokes videos while more post graduate respondents than the graduate respondents watch Assamese films, Hindi films and sports videos.

Half of each of M.Phil/Ph.D respondents watch Assamese films, Hindi films, sports videos and jokes videos on their mobile set.

(31). Almost equal number of respondents in both the age groups search internet daily while over half (58.82%) of the respondents in the late youth age and over two fifth (43.18%) of the respondents in the early youth age search it occasionally. One fifth (20.45%) of the respondents in the early youth age and over two fifths (47.05%) of the respondents in the late youth age search internet rarely. More respondents in the late youth age than the early youth age search internet 2/3 times in a week on their mobile sets. In both the age groups, more males than the females search internet daily while more females in the early youth age and more males in the late youth age search it occasionally. In both the age groups more females than the males search it rarely. More females than the males in both the age groups search internet 2/3 times in a week on their mobile sets.

(32) More than two fifths (45.05%) of the Hindu respondents search internet daily, more than half (51.31%) search it occasionally, below one third (31.57%) search rarely and below one seventh (13.15%) search 2/3 times in a week.

More Hindu respondents from OBC category than the respondents of General caste, SC and ST search internet daily and occasionally while more ST respondents than the respondents of General caste, OBC and SC respondents search it rarely and 2/3 times in a week.

(33) Among the four BPL income groups, the largest numbers of the respondents in the income group Rs 5658-8486 search internet daily, occasionally, rarely and 2/3 times in a week.

One third (33.33%) of the agriculturalists search internet rarely while equal numbers of them search it daily, occasionally and 2/3 times in a week.

More service holders than the businessmen search internet rarely while more businessmen than the service holders search it daily and occasionally.

More labourers than the non-employed respondents search internet daily, occasionally, rarely and 2/3 times in a week.

(34) The largest (75%) numbers of the APL respondents in the income group Rs 16974-19802 search internet daily while equal numbers of the respondents in the

income group Rs 16974-19802 and Rs 19803-22631 search it occasionally. More respondents in the income group Rs 14145-16973 than the respondents of other income groups search it rarely. More than one third (37.5%) of the respondents in the income group Rs 19803-22631 and one sixths (16.66%) of the respondents in the income group Rs above 22632 search it 2/3 times in a week.

Over two fifths (44.44%) of the agriculturalists search internet rarely and over one fifths (22.22%) of them search it occasionally and 2/3 times in a week.

All the service holders and half of the businessmen search internet occasionally. Over four fifths (87.5%) of the businessmen and over three fifths (66.66%) of the service holders search it daily. Equal numbers of labourers and non-employed respondents search internet rarely while all the labourers and one third (33.33%) of the non-employed respondents search it occasionally. Three fifths (75%) of the labourers and one sixths (16.66%) of the non-employed respondents search internet daily.

(35) Over one third (38.88%) of the respondents of primary level and over two fifths (46.66%) of the respondents of middle school level search internet daily. Half of the respondents of primary level and three fifths (60%) of the respondents of middle school level search it occasionally. Over half (53.33%) of the respondents of middle school level and below one fourths (22.22%) of the respondents of primary level search it rarely. Over half of the respondents (53.84%) of high school level and over two fifths (42.85%) of the respondents of higher secondary level search internet daily. Equal numbers of the respondents in both high school and higher secondary level search it occasionally. Below one fourths (23.07%) of the respondents of high school level and one fifths (19.04%) of the respondents of higher secondary level search it rarely. Equal numbers of the respondents in both high school and higher secondary level search it 2/3 times in a week. More graduate than the post graduate respondents search internet rarely. Equal numbers of graduate and post graduate respondents search internet occasionally and 2/3 times in a week. Half (50%) of the graduate and one third (33.33%) of the post graduate respondents search it daily. Half of each of the M.Phil/Ph.D holders search internet daily, occasionally, rarely and 2/3 times in a week.

(36) Most of the respondents (68%) in the late youth age and two fifths (40.57%) of the respondents in the early youth age spend 1-2 hours a day. More respondents in the early youth age than the late youth age spend 3-4 hours a day.

In both the age groups, more females than the males spend on facebook 1-2 hours a day.

(37) More General caste (65.51%) respondents than OBC (59.52%), SC (38.46%) and ST (36.36%) spend time on face book 1-2 hours while more ST respondents than other three categories of castes spend 3-4 hours on facebook.

All the Hindu and Christian respondents spend less than 1 hour on facebook. More than half (52.13%) of the Hindu respondents and half (50%) of the Christian respondents spend on facebook 1-2 hours. The fewest Hindu respondents spend 3-4 hours. More Hindu respondents from General caste category than other categories of

castes spend 1-2 hours on facebook while more Hindu respondents from ST category spend 3-4 hours on facebook.

(38) More respondents in the income group Rs 2829-5657 than other three BPL income groups spend 1-2 hours on facebook a day. One eights (12.5%) of the respondents in the income group Rs 2829-5657 and one tenth (10%) of the respondents in the income group Rs 8487-11315 spend 3-4 hours on facebook.

Over two fifths (42.85%) of the agriculturalists, half of the service holders (50%), over four fifths (88.23%) of the businessmen spend time on facebook 1-2 hours a day. Over one tenth (17.64%) of the businessmen spend 3-4 hours. Over two fourths (47.36%) of the labourers and one third (33.33%) of the non-employed respondents spend 1-2 hours on facebook.

(39) More APL respondents in the income group Rs 16974-19802 than the respondents in other four income groups spend 1-2 hour on facebook a day.

One fifths (20%) of the respondents in the income group Rs 14145-16973 and less than one tenths (8.33%) of the respondents in the income group Rs 19803-22631 spend 3-4 hours on facebook a day.

More than half (57.14%) of the agriculturalists and equal number of service holders and businessmen spend on facebook 1-2 hours a day. Two fifths (40%) of the labourers and three fourths (75%) of the non-employed respondents spend 1-2 hours. A few (12.5%) of the non-employed respondents spend 3-4 hours.

(40) Most (76.31%) of the males and two fifths (40.74%) of the females spend 1-2 hours a day. More males (6.17%) than the females (2.63%) spend 3-4 hours on facebook a day. One fourths (25%) of the respondents educated with primary education, two fifths (40%) with middle school education, four fifths (80%) with high school education, below three fourths (70%) with higher secondary education, over three fifths (63.63%) with graduation, half (50%) with post graduation and all the M.Phil/Ph.D holders spend on facebook 1-2 hours a day. Over one tenth (13.33%) of the respondents with higher secondary education and less than one fifths (18.18%) of the respondents with graduation spend 3-4 hours.

(41). Most of the females (66.66%) and one fifth (20%) of the males search twitter rarely.

More respondents of the early youth age than the late youth age search twitter rarely on their mobile set.

Half of the males from the early youth age and half of the females from the late youth age search twitter rarely.

(42) Three fifths (60%) of the OBC respondents and one fourths (25%) of General caste respondents search twitter rarely.

All the Christian and Hindu respondents search twitter sometimes. One third (33.33%) of the Hindu respondents search it rarely.

One fourths (25%) of the Hindu respondents from General caste and three fifths (60%) from OBC search twitter rarely.

(43) One fourths (25%) of the BPL respondents in the income group Rs 5658-8486 and one fifths (20%) of the respondents in the income group Rs 8487-11315 search it rarely. All the service holders, businessmen and the non-employed



respondents search twitter sometimes. One third (33.33%) of the service holders and one fifths (20%) of the businessmen search twitter rarely.

(44) All the APL respondents in the income Rs 19803-22631 and Rs above 22632 search twitter sometimes while half of the respondents in both the income groups search it rarely. All the service holders and businessmen search twitter sometimes. Half of the service holders and half of the businessmen search it rarely.

(45) All the respondents of high school level, higher secondary level, graduation, post graduation and M.Phil/Ph.D holders search twitter sometimes. Half of the respondents (50%) of high school level, one fourth (25%) of higher secondary level and two fifths (40%) of graduate level search twitter rarely.

(46) One fourth (25.5%) of the respondents in the early youth age watch TV rarely. One third (33.33%) of the respondents in the late youth age watch it occasionally. Nearly one fifth (16.66%) of them each watch it frequently and rarely.

Half of the males (50%) from the late youth age watch TV occasionally. One fourth (25%) of them watch it frequently. One third of males (33.33%) from the early youth age and half of the females (50%) from the late youth age watch it rarely on their mobile sets.

(47) One third (33.33%) of General caste respondents and one fourths (25%) of the OBC respondents watch TV occasionally and rarely. One fourths of OBC respondents watch it frequently.

All the Hindu and Christian respondents watch TV sometimes. More than one fifths (22.22%) of the Hindu respondents watch TV occasionally and rarely. Over one tenth (11.11%) of the Hindu respondents watch it frequently.

One third (33.33%) of the Hindu respondents from General caste and one fourth from OBC watch TV occasionally and rarely. One fourth of Hindu respondents from OBC watch it frequently.

(48) All the BPL respondents in the income group Rs 5658-8486 and Rs 8487-11315 watch TV sometimes on mobile sets. One fourths of the respondents in the income group Rs 8487-11315 watch it occasionally, frequently and rarely.

All the service holders, businessmen, and non-employed respondents watch TV sometimes on their mobile sets. Half (50%) of the service holders watch TV occasionally while one fourths (25%) of the businessmen watch it frequently. All the non-employed respondents watch it rarely.

(49) All the APL respondents in the income group Rs 19803-22631 and Rs above 22632 watch TV sometimes on mobile sets. All the respondents in the income group Rs 19803-22631 watch TV frequently. Half of the respondents in the income group Rs above 22632 watch it occasionally and rarely.

All the service holders and businessmen watch TV sometimes while all the service holders watch it rarely. Half of the businessmen watch TV occasionally and frequently.

(50) About one third of the male & each watch TV occasionally and rarely. One tenth of them watch it frequently and rarely. One third (33.33%) of the females watch it rarely on their mobile set.

All the respondents of high school education, higher secondary education,

graduate, post graduate and M.Phil/Ph.D holders watch TV sometimes.

Half of the respondents of higher secondary education watch it frequently. Half of the graduates watch TV occasionally. Half of the post graduate and all the M.Phil/Ph.D holders watch TV rarely.

(51) More respondents in the early youth age than the late youth age search it sometimes. More respondents in the early youth age than the late youth age search map rarely and occasionally. Equal number of respondents in both the age groups search map frequently on their mobile set.

More females in both the age groups search map sometimes. Equal number of female in both the age groups search map rarely. Most (75%) of the females in the early youth age search it occasionally.

(52) Two fifths (41.93%) of the Hindu respondents and half of the Christian respondents search it sometimes. About one fourths (22.28%) of the Hindu respondents search map occasionally and one sixths (16.12%) of them search it rarely.

More Hindu respondents from OBC category (54.54%) than General caste (50%), SC (20%) and ST (28.57%) search map sometimes. Only the Hindu respondents from OBC category (18.18%) search map frequently. More Hindu respondents from SC category (20%) than General caste (12.15%), OBC (18.18%) and ST (14.28%) search map rarely. More General caste (37.5%) respondents than OBC (18.18%) and ST (28.57%) search map occasionally.

(53) All the BPL respondents in the income group Rs 2829-5657, Rs 5658-8486 and Rs 8487-11315 search map when needed.

More than half (55.55%) of the respondents in the income group Rs 5658-8486 and half of the respondents in the income group Rs 8487-11315 search it sometimes. A few of the respondents in the income group Rs 5658-8486 and Rs 8487-11315 search it rarely and occasionally.

Over three fifths (66.66%) of the agriculturalists search map sometimes. One third (33.33%) of them search it rarely.

More service holders than the businessmen search map sometimes and occasionally. One seventh (14.28%) of the businessmen search map frequently.

More labourers (50%) than the non-employed respondents (33.33%) search map sometimes. More non-employed respondents (33.33%) than the labourers (25%) search it rarely. One third (33.33%) of the non-employed respondents search map occasionally.

(54) All the APL respondents in the income group Rs 19803-22631 and Rs above 22632 search map when needed. More respondents in the income group Rs 19803-22631 than the respondents in the income group Rs above 22632 search internet sometimes and occasionally. All the agriculturalists, service holders, businessmen, labourers and non-employed respondents search map when needed.

Equal numbers of the agriculturalists search map sometimes and rarely. More service holders (66.66%) than the businessmen (50%) search map sometimes while more businessmen (50%) than the service holders (33.33%) search map occasionally. One fourth (25%) of the businessmen search map frequently. All the non-employed respondents search map rarely.

(55) One sixths (16.16%) of the respondents with primary education and half of the respondents with middle school education search map sometimes while all the respondents with middle school education search map rarely.

More respondents of higher secondary level (60%) than the respondents of high school level search map sometimes while more respondents of high school level than the respondents of higher secondary level search map rarely and occasionally.

More respondents of post graduate level (50%) than the respondents of graduate level (28.57%) search map sometimes. One seventh (14.28%) of graduate respondents search map frequently. Over one fourth (28.57%) of the graduate respondents search it occasionally. All the M.Phil/Ph.D holders search map sometimes.

## CONCLUSION

The youths use mobile phone in their day to day life. But use patterns of mobile phones of every youth are different in accordance with their age, sex, religion, caste, income, occupation and education. All the youths do not use all the architectures given in mobile sets. Uses of the architectures depend on their interest and necessity. So, some youths use more while some of them do not. Youths of early age use these architectures than the youths of late age.

\*\*\*\*\*