

A Study on Undergraduate Students' Internet Usage and Habits

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Abstract

Internet is an effective communication tool which is preferred and widely used by different organizations and individuals. Both organizations and individuals present their promotion and information by using internet. With the spread usage of internet, users' internet usage habits and mediums are affected, especially with the development of internet client device technologies. Young people using internet more than elders with their mobile devices and PC's. The contents, service quality and usability of a web site could easily effects users perceptions. Therefore, it becomes important for organizations and individuals. In the scope of this study, internet usage habits, medium selection and access preferences to the internet of young people are analyzed, and then content, service and visiting frequency of a university web page is evaluated. For this purpose, a questionnaire applied to 912 undergraduate students of Karadeniz Technical University. The survey outputs provide some clues about internet usage habits and access preferences of young people. Furthermore, usage area and density of university's web page are obtained.