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MONGOLIAN YOUTH'S INTERNET USAGE AND INFORMATION CHANNEL
(CASE OF QUALITATIVE RESEARCH ANALYSIS)

The paper issued on responding the challenges and clarified opportunities to the reforms such as political, economical and social reforms, which were relatively silent and stable reforms that formed a good sample of democratic development. We are used by the case of qualitative research analysis for the survey on Mongolian youth political participation and democracy understanding in this paper. The central assets that identifies of youth's internet usage, information gathering and information source to their needs in order to achieve their full potentials including prior knowledge, technical skills, and institutional or organizational capacities, in regarding the ability to prevent, manage and resolve conflicts.

Keywords: youth, internet usage, information needs, communities, reforms, information channel and democratic development etc.

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ИСПОЛЬЗОВАНИЕ ИНТЕРНЕТА И ИНФОРМАЦИОННЫХ КАНАЛОВ МОНГОЛЬСКОЙ МОЛОДЕЖЬЮ (СЛУЧАЙ КАЧЕСТВЕННОГО ИССЛЕДОВАТЕЛЬСКОГО АНАЛИЗА)

Статья подготовлена в ответ на возникающие вызовы и для разъяснения возможности для политических, экономических и социальных реформ, которые сформировали хорошую базу для демократического развития. Мы используем случай качественного анализа исследований для исследования монгольского участия молодежи в политической жизни и понимания демократии. Использование Интернета молодежью, сбор информации и источник информации для удовлетворения их потребностей, включая предварительные знания, технические навыки, может привести к навыкам предотвращения, управления и разрешения возникающих конфликтов.

Ключевые слова: молодежь, использование Интернета, информационные потребности, сообщества, реформы, информационный канал и демократическое развитие

Defining the circumstantial concerns

Since its democratic transition in 1990s, Mongolia has undergone number of reforms such as political, economical and social reforms, which were relatively silent and stable reforms that formed a good sample of democratic development. This success was one of the most powerful evidence that not every developing country in Asia should implement the reform both in political and social fields as it was realized in many other countries. However, being a democratic country is not only based on the adoption of democratic views and principles. Even in our society, freedom and democratic principles are the most important value to be proud of, it is still required to improve the implementation mechanisms and methods for promoting democratic culture nationwide.

During this period of 20 years, while Mongolia is in its democratic development phases, a new generation of youth that has no decent knowledge or experiences about previous society has now grown up and reached at the age of elections. They constitute 40 percent of total population of Mongolia. Due to population window phase, the roles and responsibilities of youth in current society tend to be more increased. In last few decades, information technologies tend to have a more impact on daily life, socialization process and social participation of youth than traditional social factors. Accordingly, nature of characteristics of issues and challenges faced by youth are also different and changed. In order to promote the development of democratic society in Mongolia, it has a paramount importance to study and explore current state of youth understanding, concept and tendency toward democracy and political participation.

The paper attempted to identify a baseline data on youth, in terms of their understanding towards internet access and usage, information gathering channel, for the very first time and survey instruments such as questionnaire and other tools are developed by the Mongolian youth in the political participation and democracy understanding which is comparable to other survey results conducted in different categories. These are the main features of this paper aimed to identify the following scopes of the research results of (i) the characteristics of youth internet usage, social media demands and information approaches; (ii) youth demands of gathering a mandatory information based on in-depth expert interviews; (iii) challenges to gathering the information and its media-sharing causalities; (iv) comparison to the qualitative analysis with national survey findings; (v) conclusions and recommendation.

(i) The characteristics of youth internet usage, social media demands and information approaches

Beyond traditional media, there are many media sources for youth such as internet, social media network etc. Youth are interested in entertainment and information related to their hobby. Most children and youth do not intrest in economy, law and international information and not putting effort to receive, they do not have it analysed or to have their own view and postion on the issue even if they do receive such information.

Youth have opportunity to receive information, but information need is not quite satisfied. This is all due to dissemination process of all these information are not systematic and objectively, aslo it is due to the fact that most youth not interested in information which is useful for them or beneficial for human development, unable to receive, distinguish them and analyse; as well as being

unable to use the gathered information in their lives. Therefore, it is important to engrain youth, to grant various knowledge, to develop, to grant knowledge on polics and democracy, in particular, youth in countryside this is a threatening demand so it is important to ensure them to be the boss of their own and the territory.

There was an improvement noticed in terms of internet use and quality, but overall still very poor. The internet has been reached to the aimag center and suoms still very limited and inadequate. In addition, capacity and speed of their computer is poor and youth knowledge on using computer and internet is low, there are many people who do not know how to use it.

In accordance with the following table has shown that youth's information needs and its level of usage and information gathering in the current state of information sources.

Table 1.

The characteristics of youth internet usage, social media demands of information approaches

Name of group	Age of youth	What kind of information do them gathering?	Internet	Social media networks	
			Level of usage	Level of usage	How do they used that information?
1. Women who has non-working unskilled & injured persons	Age of 18-34, women who has secondary educated, unemployed & non-working skilled injured persons	Current state of health and socio-economic capabilities	Sometimes and never used to	Sometimes and never used to	Facebook addicts
2. Herders	Age of 23-34, openly women dominated in the secondary educated group	Relevant information about legislations, socio-economic, arts & culture, and working positions	Not use	Not use	Not use
3. Students	Age of 18-28, gender balanced group who has special secondary and high school educated persons	Training and studies such relevant information about interests and hobbies	Permanently	Permanently used	Facebook group user and exchange info and views
4. Unemployed group	Age of 19-34, openly women dominated group in the incomplete and secondary, high educated persons	Time-information about current state of country орны цаг үеийн - Entertainment news - News of relevant interests & hobbies	Sometimes and chance to gather - Not use - Always	Sometimes and chance to gather - Not use - Not at all	Note user for Facebook - Never use - Facebook group user in exchanging info & sharing views
5. Journalists	Age of 23-26, High educated women group	Gathering news and information	Always	Always	Leave comments and sharing views and ideas
6. Workers & officials	Age of 23-34, openly women dominated group in difference working and professional skills	Relevant information about animals and living issues and positive information	Permanently	Permanently used	Through 'Facebook' informing workloads and sharing the views with friends who live in the abroad and distant

It is a positive impact that internet use of youth is becoming a possibility for them to ensure their information need, to communicate with other, to be involved in social relation, to develop themselves, to carry on business, also becoming a field and tool of many activities such as a saving time and money etc. On the other hand, uncontrolled, information flow without any filter and too attracted use has negative impacts on youth and childrens' behavior, attitude and view, consequently leading to bad hapit and use, to be involved in crimes, to be victim of a crime etc. Parents, caretaker, teacher, educator, shool and NOSs should control use of internet among youth, to help them to learn appropriate, efficient use of internet and to provide knowledge on such habit.

Use of social media network observed as increasingly trends among youth. Uses of social media network among youth were different. Youth aged between 16-24 mostly receive information on self-exploration, development, beauty and health advises and scientific information. Information on current situation of the country, politics, laws, economy, international affairs are received by youth aged 25-34. According to the current events of the country (16.3), science (15.0), art (14.5), beauty, health, food (12.8) have high percent among youth. 42.8 percent of youth receive information on current affairs of the country, 39.5 percent on science, 38.2 percent were art, 33.8 percent on beauty, health and food. Considering the age, type and for of information is different (Figure 1).

Figure 1. Type of information receiving
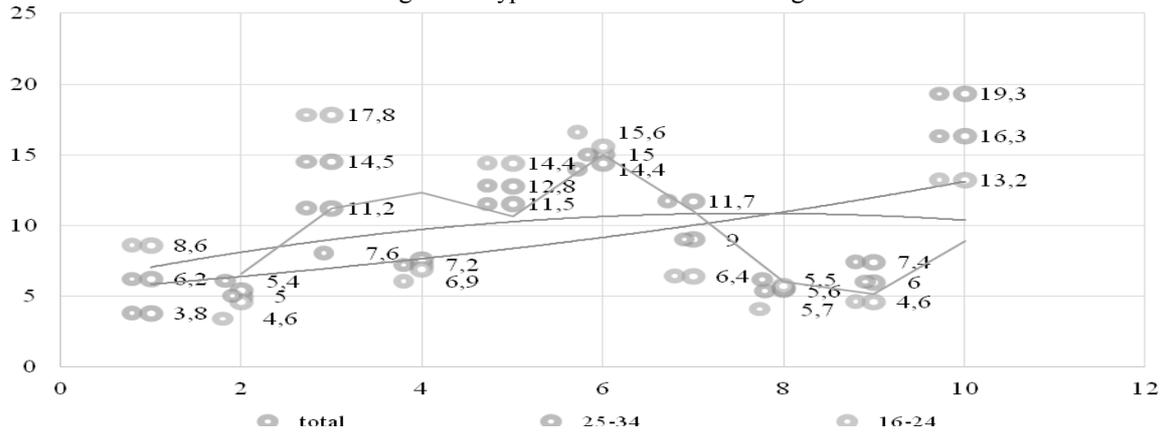
Youth aged between 16-24 mostly receive information on self-exploration, development, beauty and health advises and scientific information. Information on the current status of the country such follows of politics, laws, economy, international affairs are received by youth aged 25-34. Though, 43.9 percent of this age group for 25-34, and 29.9 percent of 16-24 aged group receive above mentioned information.

According to the quality research, coverage of information that youth receive was related to the country, current affairs and health as well as information of different groups with different such social status, age, education, social activity and interest were also different.

In accordance with the quality research, coverage of information that youth receive was related to the country, current affairs and health as well as information of different groups with different such social status, age, education, social activity and interest were also different. Youth with higher education and average life would like to receive "real, beneficial information but group of unemployed said that "bored with politics want to receive information other than politics".

Summarizing the result of quality and quantity research, youth interested in entertainment news more. Due to most youth (in particular it was noticed in group of unemployed, uneducated, with lower education,

students, herders, youth in countryside) do not participate actively in social life, think of it as I do not care, did not understand, not interested, they do not receive politic, current affair, economy, law and international information, do not interested in those information, do not even try to receive information, if they receivced such information they are not capable of analysing or expressing their views.

(ii) Youth demands of gathering a mandatory information based on in-depth expert interviews

Based on qualitative and quantitive survey results, it can be summerized that youth are more interested in entertainment news. Certain part of the surveyed youth, in particular unemployed, non-educated youth and students, herders, rural youth have replied that they do not actively participate in social life, they do not care, did not understand, not interested, they are recieveing information of current state of country eceonomy and politics, they do not even try to receive information. More importantly, even they were able to receive such information, they are not capable to analyse or filter and express their own views and status.

Accordingly, we attempted to make analysis in the following groups in the unique characteristics of each group's usage of internet and approaches to the social media.

Expert group title	Expression & characteristics	Obstacles
Women who has non-working unskilled & injured group	Age of 18-34, unemployed and currently non-working injured group are involved. All youth are married Not good living conditions, that they are not used to have internet using and social media.	No money. Preferred to earn money instead of information gathering No chance to use of internet access in their home
Group of young herders	Age of 24-33, low educated and openly women dominated. High educated herders who involved in this group. Have not caught their information from the internet. Few of them get information by mobile and sometimes get info while come to aimag/soum center.	No internet access networks installment Mostly caught the information from the TV and radio.
Group of students	Age of 18-28, gender balanced youth people who has secondary and special secondary educated such involved 25 persons. Students are highly users in the internet usage and social media networks better than other involved groups.	Very unrealistic information such categorized by absolutely true Three groups of student such involved untrusted comments and media violence in sharing with in honorable conditionality among students.

	22 people who involved by targeted areas of districts of Songinokhairkhan in UB, Choibalsan soum in Dornod aimag, Darkhan soum in Darkhn-Uul aimag. Age of 19-34, unemployed young people such involved, and mostly part youth are secondary educated and few of them are incomplete secondary educated.	No chance of internet installment Don't know to caught initial information in the plenty of information loads Three groups in the unemployment such survey and relatively difference in using of internet and social media access. Low initiative and weak of self-confidence for the involved youth group.
Group of youth in unemployment		

From these expressions and characteristics, obstacles are evaluated by all experts of the quality research that even youth received information their need for information is not fully satisfied. Comment for this evaluation was different for experts. In particular, experts of NGOs said that *"information that is useful for human development* is closed and useless information is wide oper"*, specially youth in countryside are far from information, they are not receiving information of tender, project to select, social welfare and health, they understand that such selection made for friends and relatives.

Age of 23-34 men dominated group involved by working and professional spheres. They assessed by youth information gathering in the positive and negative factors to the internet usage, social media network for youth approaches that subdivided into 4 groups of (i) NGOs/CSOs in working areas of youth and democracy activities; (ii) youth organizations for political leading management, organizations at the political party; (iii) local authorities and public officials; (iv) mixed group etc. The following table shown that above mentioned group expressed their characteristics in gathering information and sharing their ideas and comments.

Expert group title	Expression & characteristics
Group of young journalist and correspondents	Newly graduates from the universities and such worked as a journalist who aged by 23-26 working as 6 months to 2 years of working experiences were involved. Single and unmarried women. Very active group in the social imitative and self-confident. Youth are working in the difference filed of working area such as TV, journals and newspaper and private social network. Very broad connection with social network in the sharing their ideas in the other groups.
Group of employers and officials	Difference field of working area that aged by 23-34 dominated by men's group. Focus group discussion were involved by Dornod and Umnugobi aimag such involved by 15 persons. The participants who worked as public servants. They have sustainable income and worked in the public administrative organizations and public service.
NGOs/CSOs in working areas of youth and democracy activities	Administrative officials from the Zorig foundation and Civic Education Centre, DEMO center etc., Extensive usage of internet and social media networks. New initiatives to develop the nature of internet usage and internet installment to information-sharing. Chances with information gathering in the local and national level.
Youth organizations for political leading management, organizations at the political party	Social accountability and Mongolia's Youth Federation at the People's Party of Mongolia (secretary); Youth Federation of Democratic Party (vice president, secretary etc.,) and officials. Youth gathered very initiatively and fast information access from the internet, social media. Totally, mass of people who got information from the TV & Radio. It depends on some young people who have not access to information sharing, exchanging the views on the internet based approaches to expanding the social media responsiveness.
Local authorities and public officials	Public officials involved by policemen, social worker, educational officials and specialists. Youth thought that information sharing with bases on cultural and political accountability and responsiveness.
Mixed group	Teachers, lectures and journalists are involved by this group who worked in this field of area. Youth told that internet usage has been expanded in seeking for new attitudes. At least, persons are not using the internet enough.

Officers work for youth organization and policy officers, experts consider that even youth receive enough information they are not capable of analyzing the collected information therefore their information need is not satisfied. They also mentioned that information is adequate they are difficult to be identified whether true or false and not easy to understand for all people, not creating motivation for them to think about it. Percentage of youth who have their information need is satisfied, who can receive information they need or can conduct analysis, able to identify the tue or false, use the collected data in life effectively was relatively low.

Positive approaches	Negative approaches
Easy to contact with friends from elsewhere	Abuse and brutal jargons to each other
Easy gathered the news and information in the time required	Teenagers spent a plenty of time to gathering unnecessary information instead of knowledge making.
Making group on current status of social performance and easy to make comments in exchanging views. It's easy online discussion on the current problems.	Full of unnecessary and unrealistic information.
Its chance to make contact with long-term unconnected persons.	Teenagers are playing with unskilled and unnecessary internet games via internet.
Gathering the initial and demanded things via internet	Cyber nature is negatively approached to the teenagers, youth in distance from the real lives.
Doing in business with many types of benefits	Alive communications required.
Participation to the international qualified trade	

(iii) Challenges to gathering the information and its media-sharing causalities

In accordance with use of internet has been increasing rapidly in recent years and this opportunity constatntly opening for youth specially internet network and mobile phone is introducing in countryside, level of internet usage increasing. Number of internet users per 1000 people were 39 in 2009, and this number increase as 73 in 2010, 164 in 2012 and 245 in 2012 [Mongolian statistical, 2013, c. 444]. From the population census 2010, applied research of mobile phone and internet usage [NSO. Population census, 2011] majority of internet user was teenager and youth, internet use of youth aged 15-29 was greater than the population by 18 ops.

Table 2.

Internet use of youth

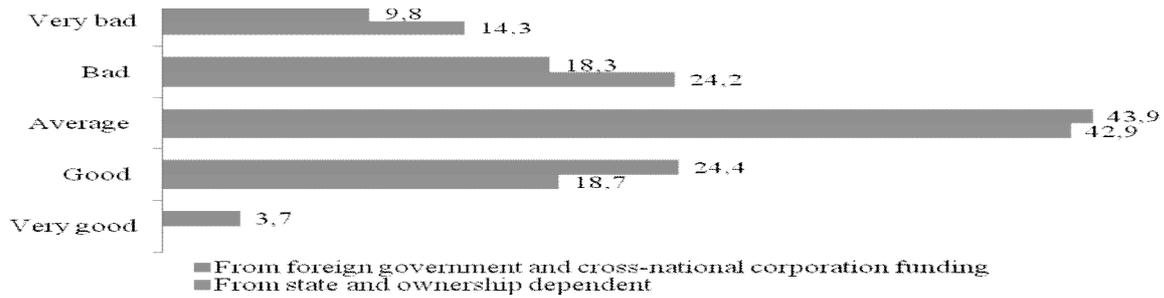|	2010 statistic data				Result of sociological research conducted in 2014:		
Age group	Total	Male	Female	Age group	Total	Male	Female
15-19	53.4	49.8	57.1	16-19	84.6	84.6	84.6
20-24	53.0	48.4	57.7	20-24	80.7	80.7	80.7
25-29	38.8	35.1	42.6	25-29	75.0	73.1	77.0
30-34	30.0	26.3	33.9	30-34	63.9	62.6	65.2

Source:IPSL, 2014

Figure 2. Information of the Independence of Press media organization
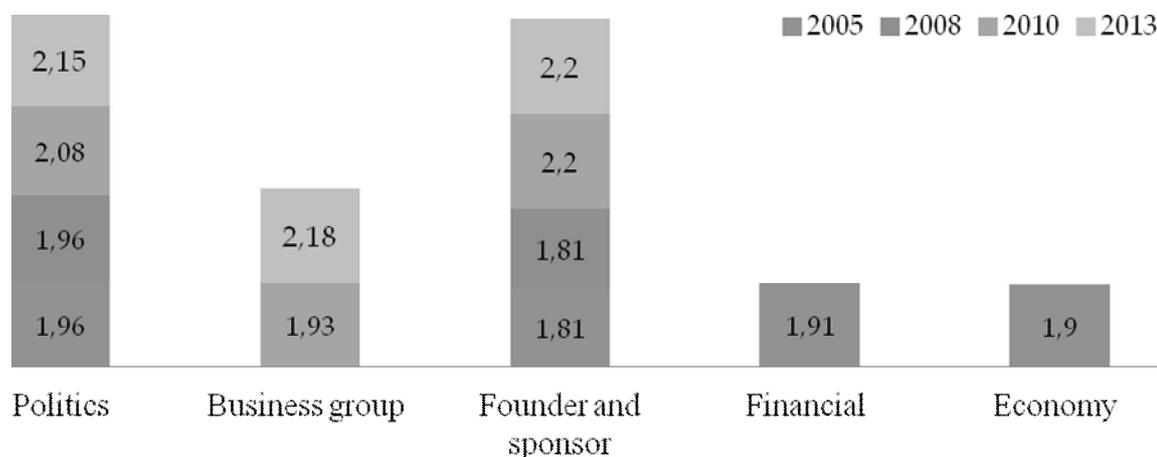
According to the statistic survey, as the age group goes up, level of internet usage decreases, in terms of gender, girls have higher use of internet within the age category rather than males. It is not possible to compare the data of the survey but can see the general tendency. According to our survey, it is observed that internet use is increased, level of use is different by age group, as the age group goes up, level of use decreased. Youth aged between 25-34 females have more usage. 79 percent of the survey participants have opportunity to use internet, they use personal computer (42.7), smart phone (28.1), laptop (26.4) when using internet.

Figure 3. Expert assessment of Independence of Press media organization

	From foreign government and cross-national corporation funding	From state and ownership dependent
Very bad	9,8	14,3
Bad	18,3	24,2
Average	43,9	42,9
Good	24,4	18,7
Very good	3,7	

Internet use of youth mostly directed to communicate with people, to develop their interest and hobby, to receive information, self-development, but it was noticed that most of the users are inactive users. As age group relatively different use was dominant. Youth aged between16-19 use internet in order to check e mail, e mail communication (15.1), to listen to music (14.4), to see document related to their class (10.9), to watch movie (10.1), to chat (9.9). This age group uses the chat the most comparing to other age groups. But youth aged 30-34 uses the internet in order to check the electronic mail, e-mail communication (15.6), scientific information (13.7), to receive information on current affairs of the country (11.3), to watch movie (9.5), to listen to music (9.2), to chat (9.9). For youth aged 20-29 use the internet in order to check e mail, cimminicate with e-mail, scientific information, to listen to music.

Experts evaluated the positive side for the internet use of youth as a) to receive information of any country, b) to receive information from multiple source and analysis, c) to conduct certain activity of marketing, d) to spend the leisure time effectively, e) to make it one of the communication tool, e) to receive useful and multible subject of information in no time, and not to miss out on information which have an advantage for specially youth in the countryside to change their tendency, and be able to consider things more realistically.

(iv) Comparison to the qualitative analysis with national survey findings;

Use of internet among youth has been increasing specially in a remote area of countryside. Unfortunatelty,

it was evaluated by the quality survey that internet use of most youth was spent on entertainment, waste time, "to use internet without any purpose", "to chat, share and press like", to play games, to watch erotic pictures rather than to receive information or develop themselves and internet use of youth becoming unrestrained, they are receiving all types and all level of information without any control which is affecting behavious, ideology of them negatively, consequently youth to be binded up by bad habit and interested in, to involved in crimes, become victims etc. Officer in charge of family development policy, expert says that "any country should block the internet usage depending on their development feature, this issue leads to the National security, specially small country with low population like ours, this network should be controlled".

There are different opinions on how the internet use of youth affecting on their political development. Officers in charge of youth policy and development, espert says that, *"Internet use can be used for Political education of youth but it should be well studied and introduced with detailed agenda. It will be helpful to make the information valuable and interesting",* on the other hand expert of an institution says that *"...internet usage cannot be affected to the educational level and development. Generally, visible information such as television and internet is not good to develop human brain. But it can be used to see interested information and used for their need. Information technology is broadcasts centralization to the outside therefore it can be bad for human development".*

Figure 4. Public perception on Independence of Financial and Political Influences to the Press media (2009-2012 Comparative assessment by 1-100 score)
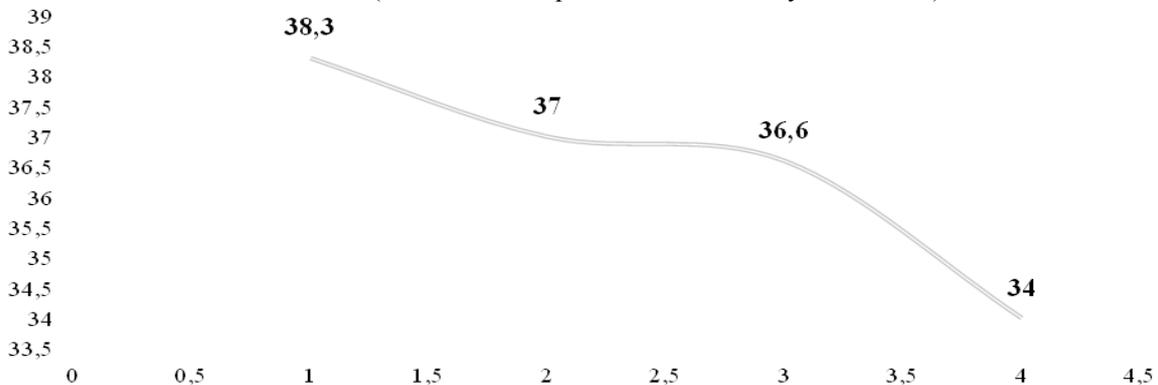
Internet use of youth in city and countryside is very different. There are improvent in the use of internet level and quality among youth in the countryside, but overall it is not enough to be evaluated as good. Reason of this, even internet have reached in suom and aimag center, it cannot cover public, also capacity of the computer and internet speed, computer of youth, knowledge, ability and experience of youth to use internet is lacking, number of people who do not know how to use internet is not few. All organization in aimag center and suom center (administration and school etc) families with employed members and good livelihood, well educated use the internet.

Table 5. How do you trust to the following Press media networks?

№	Types	Fully trust	Gen. trusted	Gen. not trust	Never trust
1	Public TV & Radio	14.4	17.3	54.3	24.3
2	Private TV	57.1	33.7	5.1	4.2
3	Local TV	42.1	37.8	9.8	10.3
4	Yellow newspaper	10.9	31.8	24.6	32.7
5	Internet based websites	5.3	17.9	30.0	46.8
6	Oral speeches	19.5	35.2	20.2	25.1

Use of internet among youth has been increasing specially in a remote area of countryside. Unfortunatelty, it was evaluated by the quality survey that internet use of most youth was spent on entertainment, waste time, "to use internet without any purpose", "to chat, share and press like", to play games, to watch erotic pictures rather than to receive information or develop themselves and internet use of youth becoming unrestrained, they are receiving all types and all level of information without any control which is affecting behavous, ideology of them negatively, consequently youth to be binded up by bad habit and interested in, to involved in crimes, become victims etc. Officer in charge of family development policy, expert says that "any country should block the internet usage depending on their development feature, this issue leads to the National security, specially small country with low population like ours, this network should be controlled".

Table 6. Purpose and direction of internet use

Code		Percent of aswer
To communicate with people 27.9	To check e-mail and exchange e-mails	16.1
	To chat	7.4
	To connect with people living abroad and chat	4.4
To develop the hobby 26.2	To listen to music	12.5
	To watch movie	9.0
	To receive data on favorite actress and singer, to connect with them.	4.7
	To record blog	0.9
To receive information and improve 24.5	To receive information on current affairs in the country	7.1
	To read scientific information	10.4
	To read documents related to class	7.0
For business purpose	To make business connection	3.3
	To promote own business	1.0
	To search job	1.8
To broaden the friends	To have friends, to meet	6.5
Payment and purchase	To make the payment on the internet	2.3
	To purchase goods	1.7
To entertain	To play games in the internet	3.8
Total		**100.0**

There are different opinions on how the internet use of youth affecting on their political development. Officers in charge of youth policy and development, espert says that, "*Internet use can be used for Political education of youth but it should be well studied and introduced with detailed agenda. It will be helpful to make the information valuable and interesting*", on the other hand expert of an institution says that "*...internet usage cannot be affected to the educational level and development. Generally, visible information such as television and internet is not good to develop human brain. But it can be used to see interested information and used for their need. Information technology is*

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Internet use of youth in city and countryside is very different. There are improvent in the use of internet level and quality among youth in the countryside, but overall it is not enough to be evaluated as good. Reason of this, even internet have reached in suom and aimag center, it cannot cover public, also capacity of the computer and internet speed, computer of youth, knowledge, ability and experience of youth to use internet is lacking, number of people who do not know how to use internet is not few. All organization in aimag center and suom center (administration and school etc) families with employed members and good livelihood, well educated use the internet.

(v) Conclusions and recommendation.

Studying the expert interviews and other information of quality research, following picture and evaluation has been made.

- Social media network is having positive impact on youth and becoming one of important tools of social relationship.
- User boundary of social media network is broadening rapidly, from teenagers till everyone using specially youth using it actively.
- Use of social media network is different by social groups (youth). In terms of teenager and students, they have spent most of their time on something useless and not beneficial for them, but for group that socially active, this is becoming important tool to deliver their information for many people and to receive useful information, share their views and consolidated with their common interest.
- Social network is decreasing "live communication between people" and positive impact has been noticed in terms of children use of social media (not paying attention to their homework, waste their time, learning bad things, involved in crime etc). Experts consider that using social media too much causing health issues and people not communicating with others personally which have bad impact on social relations.

However, experts agreed on positive impact is dominating than the negative ones for using social media network and determined the importance of social media network as following.

- It makes easier to be involved in social network, easier than other social relations, possible to deliver advertising for many people for short period of time
- Provide opportunity to express views and opinions, become a gateway
- For young people at settled area having collectives and friends and it can be developed and become a NGO in some cases
- There is big issue called a loneliness in big cities around the globe, but social media has importance for those people to be involved in social relation
- It is important for people to become educated, develop their intelligence and there is scientific benefit.
- It is becoming motivation for people.

Experts have different of opinions on whether we have been affected by foreign culture. Civil servant in charge of policy planning of youth, expert considered that, we did not get affected by culture of one country, it seems that culture of one country coming in and but it is not if we look at this in a broader way, cultural events have been organized, information is free of access, when people receive any information they want we can not be affected by culture of only one country.

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