

Impact of Web 2.0 on Digital Divide in Azad Jammu and Kashmir

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Abstract : Digital divide is usually measured in terms of gap between those who can efficiently use new technological tools, such as Internet, and those who cannot. It is also hypothesized that web 2.0 tools motivate people to use technology i.e. Social networking sites can play an important role in bridging digital gap. This study was to determine the presence of digital divide in urban and rural areas of district Muzaffrabad, Azad Jammu & Kashmir taking internet usage as the key element. A cross-sectional community based survey was conducted involving 384 respondents from city Muzaffrabad and village Garhi Doppta. The existence of digital divide was accessed on the basis of the questionnaires given. Chi- square test was used to find the association of different demographic and ICT related factors with internet usage. Age based and area based divide still exist among the targeted population but gender based digital divide is vanishing from the intended area of study. Outcomes of the survey also revealed that web 2.0-based web sites are also becoming popular and attracting people to use internet. Trend of using internet and communication technologies can be increased by solving the highlighted problems.

Keywords : Azad Jammu and Kashmir, digital divide, ICT, information and communication technology, Web2.0

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