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Research Paper

College Student's Mobile Phone Usage ....Exploring and Exploiting The Technology....

Social Science

KEYWORDS : mobile phone usage; adolescents; addictive behavior; graving effects.

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ABSTRACT

India has the fastest growing telecom network in the world with its high population and development potential and the mobile operators target adolescents as their subscribers because of their majority. The attractive features of the mobiles have netted the adolescents to explore it up to the maximum. The continuous usage by the adolescents to a extent made them addicted to it. This addictive behavior is also been referred to as the non-drug addiction of the 21st century. As there is growing need to sensitize the adolescents about its graving effects its important that we identify the mobile usage patterns of them. Thus, an attempt has been made by the researcher to study the mobile phone usage of the adolescents. Results show that 68% of the respondents use 2 to 3 hours per day. Also, there was no significant association between the age of the respondents and the number of mobiles used. Their major of studies doesn't influence in any way in the usage of their mobile phones. Significant association was found between the hours of mobile usage and the type of mobile used which portrays that the number of usage hours increased if the respondents possess smart phone because of its various features.

INTRODUCTION:

Technology is our source for entertainment, information and the link to our society. One such technological advancement of this era is mobile phones. Mobile Phones has become the third hand and penetrated every strata of our society. Its immense technological advancements over the years have made our life ever connected. Mobile phones are very appealing as it is not merely a communication device but also used for innumerable services. It has made our lives easier and knowledgeable owing to the latest developments in the world. It is significant to note that this technology has not only filled the gap in the field of communication technology by making information exchange faster, easier, affordable and available to all, breaking the barriers of international boundaries or economy[17] but also helped in connecting to internet. People use mobiles for online purchases, listen to songs, send e-mail, chat with friends, browse websites, book travel tickets, transfer money in banks and even more. Online purchases, listening to songs, send emails, chat with friends, browse websites, book flight tickets, transfer money in banks and even more.

Adolescents are the stakeholders of mobile market. By 2012, the number of subscribers below the age of 30 in South Asia is projected to rise by 30 per cent. More than half of India's one billion population is under 35 years of age and is at the forefront of mobile phone revolution. Adolescents use the phone to connect to each other, socialize and feel a part of peer group. The multiple usages of cell phones have attracted the adolescents to a greater extent. They send and receive messages, share photos, videos, games and applications, use online chat features to make social arrangements, keep in touch with friends and talk about things that are important to them. Using a wide range of media helps them to communicate differently.

According toKirthika and Vasantha (2013) The whole youth population or student community is passing through the chaos, disturbance and mental incapacitation.Mobile phone usage is a compulsive and addictive disorder which looks set to become one of the biggest non - drug addictions in the 21st century (Madrid, 2003).

The drastic effects which the mobile usage has put forth has made the researcher to take up this study in answering the research questions considered as the objectives of the study. They are:

- What are the basic usages of mobiles among adolescents?
- How adolescents are using mobiles owing to different aspects-economical, personal, health, educational and social?
- Are the adolescents aware of the mobile phone etiquette and do they follow?

Thus, in answering the above research questions one will be able to find out the mobile addictive behavior and the mobile etiquette among the adolescents of government college students. Literatures have been reviewed to back up the study's findings.

METHOD OF STUDY:

This descriptive study aims to find out the characteristics of mobile phone usage among the students and their mobile etiquette.

PARTICIPANTS:

Quantitative data were collected from the final year students of Maths and Commerce departments of Government Arts and Science Colleges in Tiruchirapalli district. There are two government arts and science in Tiruchirapalli district and the researcher carried out the research over there.The respondents were drawn out using 'Multi stage sampling method' involving 'Simple Random sampling method' in the first stage to select the departments and 'Disproportionate Sampling method' in the second stage to select the samples wherein 25 samples from each department were selected. Thus, 50 respondents were taken for the study.

MATERIALS:

Self-prepared questionnaire was the tool administered in this study to collect the data. It involved questions related to their mobile usage containing various dimensions such as their personal aspect, economic aspect, educational aspect, social aspect and health aspect. Also, questions related to mobile phone addictive behavior and mobile etiquette were added.At the end of the questionnaire, a page containing the ill effects of over usage of mobile phones was added in order to sensitize the respondents about its effects.

PROCEDURE:

The researcher on getting prior permission from the Principals of the two colleges fixed feasible time for data collection. Also the department's heads were informed about the study. 'Questionnaire method' was used in collecting the data. The researcher was present during the data collection and students were oriented about the objective of the study also doubts were clarified when asked for.

DATA ANALYSIS:

The researcher with the help of SPSS has analyzed the data. Frequency tables and chi-square test were incorporated to analyze the data.

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RESULTS:

Table: 1 ASSOCIATION BETWEEN THE AGE AND NUMBER OF MOBILE PHONES POSSESSED BY THE RESPONDENTS

S.No	Age	No. of Mobiles Possessed By the Respondents				Statistical Inference
		1	2	3	4 and above	
1	Below 19	10	1	0	0	χ^2= 2.788 df=6 p>0.05 Not Significant
2	20-22	26	6	1	2	
3	23-25	4	0	0	0	

The above table infers that there is no statistically significant association between the age of the respondents and the number of mobile phone usage of the respondents.

TABLE: 2 ASSOCIATION BETWEEN THE MAJOR OF STUDIES OF THE RESPONDENTS AND THE PURPOSE OF USING MOBILE PHONES

S.No	Major Of Studies	Purpose Of Using Mobile Phones				Statistical Inference
		Chatting	Listening songs	Watching movies	All of these	
1	Commerce	2	2	0	21	χ^2 = 1.02 df=2 p>0.05 Not significant
2	Maths	1	4	0	20	

The above table explicit that there is no statistical significant association between the respondent's major of studies and their purpose of using mobiles.

Further, it says that their major of their studies is not associated with the purpose of using mobile.

TABLE: 3 ASSOCIATION BETWEEN THE HOURS OF MOBILE USAGE AND THE TYPE OF MOBILE USED BY THE RESPONDENTS

S.No	Hours of mobile phone usage	Type of mobile used by the respondents		Statistical Inference
		Basic Model	Smart Phone	
1	2-3	28	1	χ^2 = 8.852 df=3 p <0.05 Significant
2	4-6	5	5	
3	7-9	2	3	
4	10 and above	0	6	

The above table infers that there is a significant association between the hours of mobile usage and the type of mobile used by the respondents.

Also, its been found that because of the increased features in the mobile the respondents are likely to use their mobile for many hours.

TABLE: 4 ASSOCIATION BETWEEN GENDER AND THE HOURS OF MOBILE PHONE USAGE AMONG THE RESPONDENTS

S.No	Gender	Hours of mobile phone usage				Statistical Inference
		2-3	4-6	7-9	10 above	
1	Male	15	7	3	1	χ^2= 3.196 Df=3 p>0.05 Not Significant
2	Female	19	3	2	0	

The table infers that there is no significant association between the male and female and the hours of mobile phone usage.

DISCUSSION:

This research studied the mobile phone behavior of the adolescent of undergraduate students of government colleges which brings to limelight of how the adolescents are handling this technology. Research studies say that adolescents are addicted to mobiles but this study's findings says that 68% of the respondents use 2 to 3 hours per day and 78% of them spend Rs.100 to Rs.200 per month for their mobile. Also, there was no significant association between the age of the respondents and the number of mobiles used. The major of studies of the respondents has nothing to do with the type of mobile and the purpose of mobile used and it doesn't influence in any way in the usage of their mobile phones. Significant association was found between the hours of mobile usage and the type of mobile used which portrays that the number of usage hours increased if the respondents possess smart phone because of its various features. Gender of the respondents didn't had any association with hours of mobile usage and the need to use the mobile more and more. This study supports the study of Ahmed, I. (2011) MOBILE PHONE TO YOUNGSTERS: NECESSITY OR ADDICTION says majority of the respondents don't follow the addictive behavior pattern.

FINDINGS:

As most of the respondents are from rural background, their involvement in other works has made them to use their mobile less, their economic level has forced them to be cost-effective in using their mobile and also most of them follow mobile etiquette like avoiding speaking loudly in public places, not annoying people by having louder ringtone, not talking in mobile when being with other etc,.

SUGGESTIONS:

- The researcher would suggest that the technology at hand could be used very positively for improving the language skills and for knowledge dissemination.
- As the hours of usage of mobiles has been increased by the type of mobile, respondents can be sensitized by the ill-effects of mobile.
- Proper usage of mobiles like where, how and when should be used must be sensitized to the mobile users.
- Mobile Phone etiquette should be framed, taught and practiced by the respondents as this makes them respectable citizens.

CONCLUSION:

Mobile Phone usage among the under graduate students had given a different view that the behavior of these students don't follow the addictive pattern of mobile usage. Various mobile behaviors have been highlighted in this study which helps to understand these respondents mobile behavior in a better way. Addictive behavior can be based on the type of mobile used and also the purpose of using the mobile. Thus this research study has fulfilled the objectives of the study which aims to know the mobile usage of the respondents in a descriptive way.

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