



GENDER ROLES IN PHUBBING BEHAVIOUR AND ITS CORRELATION WITH FEAR OF MISSING OUT & BRIEF LACK OF SELF CONTROL

Dr. Anukrati Singhai

PG Resident, Department of Psychiatry, Index Medical College, Indore.

Dr Vaibhav Chaturvedi*

Assistant Professor, Department of Psychiatry, Index Medical College, Indore.
*Corresponding Author

Dr Ram Gulam Razdan

Professor & Head, Department of Psychiatry, Index Medical College, Indore.

KEYWORDS :

INTRODUCTION

According to Recent years data seen a boon in communication technology, devices and systems that support one-to-one, one-to-many, and many-to-many human interactions (1. Campbell, S. W., & Kwak, N. (2010). Sales of smartphones (cellular phones that function much like computers) dominate the global share of communication devices. People tend to prefer smartphones to computers when going online, and smartphones have become an integral part of peoples' daily lives. They give opportunities for users to connect with friends, family, colleagues, and others, to play games, for entertainment, for education and for research.

Despite the obvious benefits of smartphones, in recent years raised concerns about their potential adverse effects on mental and physical health, and the quality of social interactions. Like many people have become addicted to the Internet, more people are becoming problematic smartphone users, causing concern about the potential consequences of smartphone overuse (Oberst, Carbonell).

In particular, the concept of "phubbing", defined as the act of snubbing others in social interactions and instead focusing on one's smartphone (4. Haigh, 2015), appears to have negative consequences for communication between partners, detrimentally affecting relationship satisfaction and feelings of personal well-being (Roberts & David, 2016). However, little is known about what causes phubbing behaviour, and how it has become an acceptable or normative feature of modern communication.

In 2012, the Macquarie Dictionary lead the creation of a word to represent this problematic behaviour (2)(Pathak, 2013). Specifically, the term "phubbing" (a portmanteau of the words "phone" and "snubbing") describes the act of snubbing someone in a social setting by using one's phone instead of talking to the person directly in one's company. In other words, phubbing involves using a smartphone in a social setting of two or more people, and interacting with the smartphone rather than the person or people present and a "phubber" may be defined as a person who starts snubbing someone in a social situation by paying attention to his/her smartphone instead, and a "phubbee" may be defined as a person who is ignored by his/her companion(s) in a social situation because his/her companion(s) uses or check their smartphones instead.

Although very little is known about what causes phubbing, and how it has become a pervasive feature of modern communication. We draw upon existing findings in other domains of communication (specifically Internet communication) the factors that predict smartphone addiction and phubbing behaviour, and to understand withdrawal, intolerance, compulsive behaviour, and functional impairment.

Internet addiction was positively related to phubbing behaviour (Karadağ et al., 2015). It is therefore reasonable to suggest that problematic Internet use would be associated with problematic smartphone use, which in turn may predict phubbing behaviour.

AIMS AND OBJECTIVE:

To find out phubbing as a function of gender and correlate with fear of

missing out and brief lack self-control and prevalence of smartphone addiction in the participants.

MATERIALS AND METHOD:

The phubbing questionnaire, Smartphone Addiction Scale – Short Version (SAS-SV), Fear of Missing Out Scale (FoMoOs) were employed in the study. Participants After giving their informed consent, participants completed an online questionnaire. Two hundred participants (men and women) ranging in age from 18 to 66 personal/social contacts on social networking sites were sent a google docs form online.

Phubbing Questionnaire:

Initially, phubbing frequency and frequency of being phubbed were measured using items scored (1) once daily, (6) 2–3 times per day. duration categories into TWO - less than an hour, more than 1 h.

Smartphone Addiction Scale:

Short Version (SAS-SV). This scale was developed from the original 33-item Smartphone Addiction Scale (SAS). This involved participants rating their agreement with 10 items.

The Fear of Missing Out scale (FoMoOs), developed by Przybylski et al. (2013) contains 10 items Participants responded on a 5-point scale (1 = not at all true for me, 5 = extremely true of me).

Brief Self-Control Scale (BSCS):

The Brief Self-Control Scale (Tangney et al., 2004) is a 13-item questionnaire asking participants to rate on a 5-point scale.

RESULTS:

All statistical tests were performed using SPSS Statistics Fear of Missing Out Scale (FoMoOs). and spearman correlation. Participants' reported frequency and duration of phubbing and being phubbed.

Characteristics of phubbing behaviour and being phubbed as a function of gender.

Characteristics	Male n=126 (63%)	Female n=74 (37%)
Phubbing Frequency		
<2times/day	58.96%	72%
>=2times/day	41.04%	28%
Phubbing Duration		
<1hr	89.24%	94.6%
>=	10.76%	5.4%
Frequency of being phubbed		
<1hr	32.9%	63.5%
>1hr	67.1%	36.5%

It was found that smartphone addiction significantly predicted phubbing behaviour ($p < 0.001$). Further, it was revealed that Internet addiction ($p < 0.001$) and fear of missing out ($p < 0.001$) were positive predictors of smartphone addiction, whereas self-control negatively predicted smartphone addiction ($p=0.016$).

We applied Descriptive statistics and spearman correlations among

study variables and found relationship between being phubbed and the phubbing, which was stronger in women ($p < 0.01$) compared to the same relationship in men ($p > 0.05$).

The SAS-SV score for females (63%) was significantly higher than for males ($P=0.001$).

The BSCS score is greater for males (37%) than female participants ($p=0.001$).

DISCUSSION:

It was found that gender has a relationship between being phubbed and of phubbing. The relationship is stronger for females than males. the extent to which males are phubbed tends to be the main predictor of perceived social norms of phubbing in men, whereas the extent to which females phub their companions tends to be the main predictor in women (Baron & Campbell, 2012; Geser, 2006) . This can perhaps be explained by subjective motivations and communication differences between women and men (3 .Ha, Y., & Hwang, W. J.2014) . Research suggests that males see smartphones as empowering devices with instrumental functions, while females use smartphones as facilitators of social interaction, well established in other communication domains such as phone manner (Turner, Love, & Howell, 2008) and the use of mobile phones while driving (Lipscomb, Totten, Cook, & Lesch, 2007). In addition, older people tend to view others' smartphone behavior as more negative compared to their own (Hakoama & Hakoyama, 2012).

CONCLUSIONS:

This study considers both the gender, behaviour and frequency of phubbing behaviour. It is also the first to consider how phubbing may have become pervasive in modern communication. A significant of the world's population use smartphones in their everyday lives. Many people simply cannot live without them. It is therefore increasingly important for social scientists to consider the impact of such unprecedented charts, to charge forward and lesson to learn in this expedition.

REFERENCES:

1. Campbell, S. W., & Kwak, N. (2010). Mobile communication and civic life: linking patterns of use to civic and political engagement. *Journal of Communication*.
2. Pathak, S. (2013). McCann Melbourne made up a word to sell a print dictionary: New campaign for Macquarie birthed 'phubbing'. Retrieved from <http://adage.com/article/news/mccann-melbourne-made-a-word-sell-a-dictionary/244595/>.
3. Ha, Y., & Hwang, W. J. (2014). Gender differences in internet addiction associated with psychological health indicators among adolescents using a national web-based survey. *International Journal of Mental Health and Addiction*.
4. Jenaro, C., Flores, N., Gomez-Vela, M., Gonz alez-Gil, F., & Caballo, C. (2007). Problematic internet and cell-phone use: psychological, behavioural, and health correlates. *Addiction Research & Theory*, 15(3), 309e320. <http://dx.doi.org/10.1080/16066350701350247>
5. Dittmar, H., Long, K., & Meek, R. (2004). Buying on the internet: gender differences in on-line and conventional buying motivations. *Sex Roles*, 50(5e6), 423e444. <http://dx.doi.org/10.1023>.