



A study on Impact of Mobile phone Addiction on Adolescent's Life in Erode District

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ABSTRACT

Mobile phone usage is so strongly integrated into young people's behaviour that symptoms of behavioral addiction, such as mobile phone usage interrupting their day – to-day activities. Main aim of this paper is there views investigate some aspects of the emerging literature on the impact of mobile phone on adolescent's life. There are several reviews addressing the definition ,Mobile phone addiction symptoms, Assessment of Mobile phone addiction, Negative effect of Mobile phone addiction on adolescents and some reviews addressing the role of Mobile phone addiction on adolescent's mental and physical health.

I.INTRODUCTION

Worldwide technology and its changes play a major role in each individual's life. The current trend of the society is to adopt every change in the field of communication technology. The mobile phones are boon of this century. Mobile phone is considered as an important communication tool and became the integral part of the society, it is not only a communication device but it also a necessary social accessory. People are increasingly using mobile phones rather than the fixed telephones. The mobile phone today is a lifeline for many. It is estimated that around 4.5 billion people use the mobile phone worldwide. And it comes as no surprise that a huge chunk of this quantity consists of the youth. The mobile phone is more of a necessity for them than a luxury. Umpteen number of surveys conducted on the youth worldwide have figured out that they consider mobile phones an integral part of survival and some have even gone to the extent of saying that they would rather go without food for a day than without their mobile phones. With constant texting, calling, listening to music, playing phone games or simply fiddling with

the phone being such an integral part of their Lifestyles, it is little wonder that not having it around strikes them with paranoia. According to Telecom Regulatory Authority of India, there are about 929.37 million mobile phone subscribers in India making it the world's second-largest mobile phone using developing country in the month of May, 2012 (TRAI, 2012) [53]. Nokia, Samsung, i-phone, oppo, redme, vivo, etc. are the popular mobile phone brands in Indian market luring their customers by introducing latest mobile phones at regular intervals (Singla, 2010) [46]. There has been quite an enormous amount of popularity of cellular phones in younger generation With in a short span of time (Hakoama & Hakoyama, 2011) [17]. Youth is more inclined towards using mobile phones for activities other than communication than older generation (Mackay & Weidlich, 2007)[30] because in adolescence stage.

People are More susceptible to changing fashion trends and style, building them more Tech savvy which Creates certain behavioral disorders. On the contrary, administrators and teachers frequently consider the use of mobile phones by students at schools, restraining them from their education and this arises as hurdles in their education (Johnson & Kritsonis, 2007) [23]. Moreover, mobile phones have aided in smoothening the progress of social release of youngsters from parental authority (Ling, 2004). But, their parents often have more sense of security when their children travel independently outside their home along with their phones (Baron, 2010) [7].

II.OBJECTIVES OF THE STUDY

- To examine the impact of mobile phone usage on teens and young adults education.

III.SCOPE OF THE STUDY

- This research will help individuals to know whether mobile phones influences the youth in a positive or negative way.
- Also it will provide remedial solutions on the negative impact of mobile phones on the types youth.

IV. LIMITATION OF THE STUDY

- Due to time constraints the sample size is low. so the study may not cover the entire population.

V. REVIEW OF LITERATURE

Some of the findings from the previous studies on mobile phone use are given below. Bianchi and Phillips (2005) studied the relationship of extraversion, neuroticism, self-esteem, gender, and age and mobile phone use in the age group from 18 to 85 years and found that extraversion and self-esteem appeared to be important factors. Young people, in particular, appeared to be susceptible high Mobile phone use. They were also greater users of SMS function and other features on mobile phones. However, the neuroticism could not predict high use of mobile phone. It was stated that the technical applications like MP3 players attract more male users while females used mobile phones for mixing with friends and relatives. A study conducted to examine the relationship between psychological attributes to smart phone addiction, face-to-face communication, present absence and social capital Involving 414 university students aged below 30; it was found that the level of the loneliness, shyness and present absence was positively related to excessive smart phone use. The greater smart phone use predicted lower level of face to face communication (Casey, 2012).

In another study of impact of personality traits on smart phone ownership and use with 312 participants (60% females, 40% males) ranging from age 18 to 77 years, it was revealed that extroverts reported greater importance on the texting function whereas the agreeable individuals placed greater importance on making calls and less importance on texting. Neuroticism was positively associated with the e-malfunction. The study also found that the age was negatively associated with texting, browsing the internet and playing music. Higher education was positively related to using smart phone for calling but negatively to gaming function. The extraverted individuals were more likely to own a smartphone. Females placed great importance on texting function (Lane and Manner, 2011). Lu, Watanabe, Liu, Uji, Shono, & Kitamura (2011) conducted the study on internet and mobile phone text messaging dependency in which 92 men and 54 women participated. Ages ranged between 22 to 59 years. The study suggested that psychological dependency on internet and mobile phone text messaging in Japan was not limited to students but also affects adults. The study showed that 34% of men and 25% of women showed mild internet addiction and 6.1% of men and 1.8% of women showed pathological use of internet. The study found no gender difference in internet use and mobile phone text messaging. The depression was associated with both internet dependency and mobile phone text messaging dependency whereas anxiety was associated negatively with text message dependency. Krithika M. and Dr. S. Vasantha (2013), in their study of the mobile phone usage among teens and young adults- impact of invading technology, found that the mobile phone usage is so strongly integrated into young people's behaviour that it was showing the symptoms of behavioural addiction. In another study on severity of mobile phone and internet use among B.Sc. nursing students, it was revealed that 84.2% of the young persons in the

age group of 19-20 years owned mobile phone. There was no severe or moderate addiction to mobile phone. The mild addiction was observed in 1.84% people (Arpita Kumari, D'Souza, Dhar, Savita, & Alex S., 2013). Atul Patel and Dr. Harish Chandra Sing Rathod (2011) studied the mobile phone use habits of students coming from rural area to the town and found that the most used feature of mobile phone use was SMS because it was cheaper and the students with limited financial resources could communicate effectively. The study also showed that the male students sent more SMS than female students. In a study conducted by MACRO (2004), the market analysis and consumer research organisation revealed that the choice of pre-paid or post-paid was related to the actual consumption, whether it is low or high. The 56% people in the age group of 15-19 years used prepaid services whereas majority of the people in the 25-29 year age group used post-paid services.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN

- A Master plan that specifies the method and procedures for collecting and analysing needed information.
- A research design is a framework or blueprint for conducting the marketing research project.
- The research design used for the study is descriptive research.

SAMPLE DESIGN

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

SIZE OF THE SAMPLE

The Sample size is **100**.

DATA COLLECTION METHOD

PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of Literature, Details of the industry are collected from the Internet.

QUESTIONNAIRE

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented to the employees for the response. Multiple choice questions, rating scale questions were used in constructing the questionnaire.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following statistical tools were used.

FORMULA

$$\text{Percentage analysis} = \frac{\text{Number of Respondents}}{\text{Total number of Respondents}} \times 100$$

HENRY GARRETT RANKING

Garrett’s ranking technique to find out the most significant factor which influences the respondent; Garrett’s ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

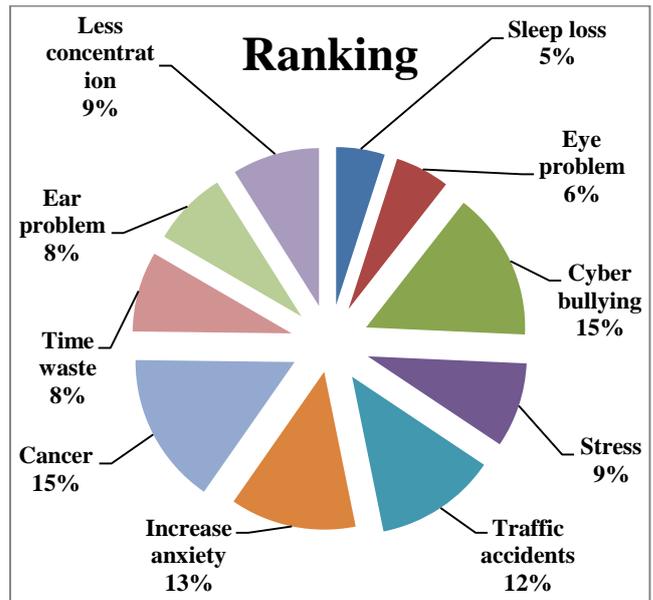
$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given for the i th variable by j th respondents
 N_j = Number of variable ranked by j th respondents.

VII.DATA ANALYSIS

Table 1: Rank the problems faced by you using mobile phones.

S.NO	Problems	Mean Score	Total score	Rank
1	Sleep loss	276	276	10
2	Eye problem	310	620	9
3	Cyber bullying	848	7632	2
4	Stress	485	2425	6
5	Traffic accidents	692	4844	4
6	Increase anxiety	715	5720	3
7	Cancer	867	8670	1
8	Time waste	459	1836	7
9	Hear problem	429	1287	8
10	Less concentration	495	2970	5



INTERPRETATION

From the above table it is evident that “Cancer” ranked as no.1 with a total score of 8670,” Cyber bullying” is ranked as no.2 with a total score of 7632, “Increase anxiety” is ranked as no.3 with a total score of 5720, “Traffic accidents” is ranked as no.4 with a total score of 4844, “Less concentration” is ranked also no.5 with a total score of 2970, “Stress” is ranked as no.6 with a total score of 2425.,” Time waste” is ranked as no.7 with a total score of 1836, “Hear problem” is ranked as no.8 with a total score of 1287, “Eye problem” is ranked as no.9 with a total score of 620, “Sleep loss” is ranked also no.10 with a total score of 276.

VIII.FINDINGS

- 57% of the respondents had fall under”20 Yrs-30Yrs”.
- 70% of the respondents are “Male”.
- 43% of the respondents are “students”.
- 34% %of the respondents are “No Work”.
- From this evident that “cancer” ranked as no.1 with a total score of 8670.
- “Cyber bullying” is ranked as no. 2 with a total score of 7632.
- “Increase anxiety” is ranked as no. 3 with a total score of 5720.

IX.SUGGESTIONS

- As time is the most important factor, the mobile phones should use only wherever it is needed.
- Keep your mobile phone from your head when your call is connection.
- Youngers children should not be allowed to use mobile phones that much because they are most at risk.
- We can use earphones on reducing mobile phones.
- We suggest doing meditation and peaceful lifestyle tends to reduce the stress.

X.CONCLUSION

Some studies highlighted the negative effects of mobile phone addiction among adolescents (Subba, *et al.* 2013, Cagan, *et al.* 2014, Sheopuri and Sheopuri 2014) [50, 12, 45]. Some researcher identified the nature of this type of addiction by indicating its symptoms, classifying its levels (Bianchi and Phillips 2005, [8] Ross 2011, James and Drennan 2005, Park 2005) [40, 21, 36] and developing tools to measure it (Billieux, *et al.* 2007, Ha JH, *et al.* 2008, Sanchez and Otero 2009, Bianchi and Phillips 2005, Toda, *et al.* 2004, Walsh, *et al.* 2010, [57] Billieux, *et al.* 2008, Rutland, *et al.* 2007, Igarashi, *et al.* 2008) [9, 16, 12, 8, 54, 10, 41, 20] Many researchers have addressed gender differences in Mobile phone addiction (Devis, *et al.* 2009, Turner, *et al.* 2008, Billieux, *et al.* 2008, Jenaro, *et al.* 2007, Walsh, *et al.* 2011, Howell, *et al.* 2008) [15, 55, 10, 22, 56, 19]. A few studies have Examined the relationship between Mobile phone addiction and adolescent's mental and physical health problems (Ozturan, *et al.* 2002, Loughran, *et al.* 2005, Agrawal, *et al.* 2008, Soderqvist, *et al.* 2008, Srivastava and Tiwari 2013, Acharya, *et al.* 2013) [35, 29, 2, 48, 49, 1] On the basis of this review paper we have understand that adolescent's is more inclined towards using mobile phones for activities other than Communication than older generation because in adolescence stage, people are more susceptible to changing fashion trends and style, building them more Tech savvy which creates certain behavioural disorders. The fame of the mobile phones is followed by an alarm towards the detrimental effects of mobile phone radiation, Fatigue, headache, decreased concentration and local irritation and burning are the major effects of excessive usage of mobile phones.

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