



Youth Involvement towards Cellular Phone with Special Reference to Davangere District

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Abstract

Mobile phones are a pervasive new communication technology, especially among college students. No other device has been diffused as rapidly as the mobile phone. This paper investigates the college student's mobile phone usage from a behavioral and psychological perspective. The study utilized survey approaches and suggests these individuals use the devices for a variety of purposes. The respondents were chosen by stratified random sampling methodology. The researcher made efforts to understand the degree to which the individuals are dependent on the mobile phones. The findings suggest students have various feelings and attitudes toward mobile phone usage. This current paper may serve as a foundation for future studies.

Key Words: Mobile phone, College Students, Internet, Involvement with Family.

Introduction

No other device has been spread as rapidly as the mobile phone, but its social impact is unknown. This project aims to analyze the Students Use of and attitude towards Mobile Phone and also provide a sound empirical research base for assessing the impact of the mobile phone on their daily life. In particular, it examines the ways in which the mobile phone affords perpetual college students on social contact. The invention and diffusion of information and communication technologies are said to be revolutionizing work and family life. Wireless mobile devices increase the scope for work and family flexibility by enabling the micro-coordination of time, tasks and schedules. This is particularly significant as people are now working at times and places outside of the traditional workday and place. It is widely believed that technologies like the mobile phone and e-mail are blurring boundaries between personal life and the workplace. While for some interpreters these developments represent a threat to the quality of modern life, for others they represent new opportunities for integrating the spheres of work and family.

Worldwide approximately there are now over 1.7 billion mobile phones, more even than fixed line phones. The effects of technological innovation are often less than straightforward. If there was ever a clear illustration of the inherent unpredictability of technological change, it is the history of the fixed line telephone. The early phone, like the mobile, was designed for business and professional purposes. The major use of the landline by women as a tool for maintaining social ties was unanticipated, as was the heavy use of mobiles by adolescents exchanging SMS text as well audio messages. In both cases, it was consumers rather than designers who discovered what was to become the typical pattern of use. Like other technologies, the mobile phone is flexible and contains contradictory possibilities.

Review of Literature:

Aoki and Downes (2003) said Cell phones are a pervasive new communication technology, especially among college students. This paper examined college student's cell phone usage from a behavioral and psychological perspective.

Andrew and Barkley (2014) While functional differences between today's cell phones and traditional computers are becoming less clear, one difference remains plain – cell phones are almost always on-hand and allow users to connect with an array of services and networks at almost any time and any place. The Pew Center's Internet and American Life Project suggests that college students are the most rapid adopters of cell phone technology and research is emerging which suggests high frequency cell phone use may be influencing their health and behavior.

Belen (2006) conducted the research shared that ideally, an individual is able to take more control over their lives and maintain a better work-life balance.

Chua (2010) shared that the use of mobile phones do not increase or decrease the number of hours worked, stress at work, wellness and well-being at work, employee's workload and output and their working relations with respect to their colleagues and peers.

Kuznekoff and Titsworth (2013) In this study, they examined the impact of mobile phone usage, during class lecture, on student learning and found that students who use their mobile phones during class lectures tend to write down less information, recall less information, and perform worse on a multiple-choice test than those students who abstain from using their mobile phones during class.

Lyytinen and Yoo (2002) published the research on work environment for organisations and individuals in which they proposed the impact of mobile phone and other wireless technology must have to be calculated by considering performance of team and output of the workers.

Skenazy (2009) Cell phones and the broader array of digital mobile devices, pose unique communication challenges for both users and those with whom they interact. Some critics argue that texting and other digital communication

behavior potentially diminish key social skills like effective listening. As one commentator noted, “we think of phones as a communication tool, but the truth is they may be just the opposite”

Wajcman and Bittman (2007) expressed that the invention and diffusion of information and communication technologies are said to be revolutionizing work and family life. Wireless mobile devices increase the scope for work and family flexibility by enabling the micro-coordination of time, tasks, and schedules. This is particularly significant as people are now working at times and places outside of the traditional workday and place.

2013- Researchers in Ohio have found that frequent use of cell phones by college students is tied to poorer academic performance, anxiety and unhappiness. This is according to a study published in the journal *Computers in Human Behavior*.

Objectives:

1. To know the usage of Cell Phone in the daily life style.
2. To study the factors influencing the usage of the cell phone.
3. To provide an evidence-based understanding on the impact of the mobile phone on student life.

Scope of the Study:

The study is undertaken to analyze the youth involvement towards Mobile Phone. The current research helps to know the usage of the cell phone in the daily life style in Davangere district. The study is confined to the students of PUC and Under Graduates.

Methodology:

The entire study was done at Davangere district. In order to provide a current snapshot of the youth market, this protocol involved data collection through structured questionnaire administered with a requisite sample allocation to gather current comparison opinion on issues ranging from the choice of handset, factors influencing, triggers and apprehensions in relation to use of cell phone.

The technique used for data collection was with one to one interview. Individual responses thus obtained were then compiled, processed and analyzed to arrive at the opinions on various issues. The instrument for data collection in the form of a structured questionnaire was designed to elicit information on demographic and psychographic aspects of the respondents. The demographic aspects included age, gender & education. The psychographic variables included attitude towards usage of cell phones, social and factors influencing the choice of cell phones. The questionnaire had mix of open- ended and close ended questions in it. The open- ended questions, which gave an added qualitative feel to the instrument provided the logic for the behavioral patterns and thus helped to generate insights.

The sample survey conducted comprised of teenagers and younger's in the age group of 15-23 years. A random convenience sampling basis was interviewed. In the present study 109 respondents were interviewed. Today along with the product, marketers have been using media to target specific age or sex group e.g. cartoons for the children & share market/ sports for the men. So the importance of identifying target groups in terms of age or sex is self-evident. For the analysis consideration, the most important variables were considered are age and gender.

In addition to the primary data, secondary data collected from various articles published in journals, magazines and industry reports from the world wide website.

Statistical Tools:

To analyze the statistical data, there are various tools available to measure the variables. Each tool is having its own merits and demerits. The percentages and co-efficient of Variance are adopted to exhibit the data in a systematic manner for interpreting data and drawing conclusion. Considering the Purpose and accuracy, the researcher select the STATISTICAL PACKAGE FOR SOCIAL SCIENCE (SPSS) for analyzing the data collected and present in the form of analytical tables with percentage results on variables.

Limitations

1. The study seeks to provide a bird view of the field reality and hence inference drawn do not provide conclusive evidence to any social characteristics.
2. Few respondents were hesitated to respond to the questions asked by the researcher.
3. Survey needs to be undertaken periodically to gauge the exact respondents perceptions that they keep on changing with time.
4. Due to constraints of time, the survey was conducted only in Davangere District.

Analysis and Interpretation

Table1: Showing the Demographic Variables of Respondents

Sl No	Age	Sex	Respondents
1	16-23	Male	74
2	15-21	Female	35
			109

Source: Field Survey

Interpretation: From the above table 35 respondents belong to 15-21 age represents female category and remaining belong to 16-23 age represents male category. This indicated that male students are the major respondents of this survey.

Table2: Showing the Number of handsets of Respondents with Gender

SI No	Gender	Number of Handsets	Respondents
1	Male	One	64
		Two	9
2	Female	One	34
		Two	2

Source: Field Survey

Interpretation: The above table indicates that 64 respondents have one handset and 9 respondents have two hands, belongs to Male category and 34 respondents have one handset and two have two handset and they belong to female group. From this we can conclude that male group represents the maximum number of one handset.

Table3: Showing the Type of phone

SI No	Type of phone	Respondents
1	Flip Phone	53
2	Slide Phone	54

Source: Field Survey

Interpretation: The above table indicates that 54 respondents prefer slide phone and remaining flip phone. The survey shows that there is no such difference in preference of type of phone by respondents.

Table4: Showing the Factors Influencing the Choice of Mobile Phone by Respondents

SI No	Particulars	Important	Neither	Unimportant	None
1	Cost	77	28	4	00
2	Style	73	13	8	15
3	Image	63	19	10	17
4	Upgrading	72	12	7	18

Source: Field Survey

Interpretation: The above table indicates that 77 respondents prefer cost, 73 respondents prefer style, 72 respondents prefer upgrading and remaining prefer image. The survey shows that majority of the respondents says cost of the cell phone is the important factor influencing the choice.

Table 5: Showing the factors influencing the choice of Respondents with Gender and Age Report

Sex of Students		Age	Factors of choice of cost	Factors of choice of style	Factors of choice of image	Factors of choice of Upgrading	Choice _ Avg
Male	Mean	18.42	2.04	1.88	2.23	1.86	2.0034
	N	74	74	74	74	74	74
	Std. Deviation	1.930	2.186	2.027	2.315	2.029	1.84664
Female	Mean	18.14	1.94	3.40	3.40	3.43	3.0429
	N	35	35	35	35	35	35
	Std. Deviation	1.751	2.578	3.623	3.607	3.608	3.05735
Total	Mean	18.33	2.01	2.37	2.61	2.37	2.3372
	N	109	109	109	109	109	109
	Std. Deviation	1.871	2.307	2.724	2.832	2.724	2.34209

Source: Report from SPSS Means Procedure

From the above table, Co-efficient of Variance is calculated to assess factors influencing the choice of Respondents with Gender.

$$C.V M = S.D/Mean = 1.84/2.03 = 0.91$$

$$C.V F = S.D/Mean = 3.06/3.04 = 1.006$$

Interpretation: From the above calculation, we can conclude that Male students view cost is the most important factor influencing the choice of cell phone. This may be due to at the age of 18, students are still dependent on the parents earning, so cost may be major influencing factor for choice of cell phone.

Table6: Showing the Mobile without Internet Facility

SI No	Particulars	Respondents
1	Yes	19
2	No	90

Source: Field Survey

Interpretation: The above table indicates that 90 respondents prefer mobile phone with internet facility and remaining prefer without internet facility. The survey shows that majority of the respondents feels that they don't like to use the phone without internet facility.

Table 7: Showing the Cell phone without Internet facility by Respondents with Gender.

Report			
Sex of Students	Mean	N	Std. Deviation
Male	1.85	74	.358
Female	1.77	35	.426
Total	1.83	109	.381

Source: Report from SPSS Procedure

From the above table, Co-efficient of Variance is calculated to know the usage of cell phone without internet facility based on gender.

$$C.V M = S.D/Mean = .358/1.85 = 0.19$$

$$C.V F = S.D/Mean = .426/1.77 = 0.24$$

Interpretation: From the above calculation, we can conclude that Male students express that cell phone cannot utilize without internet facility.

Table8: Showing the number of call made by the Respondents

Sl No	Particulars	Respondents
1	Family	58
2	Friends	45
3	Relatives	05
4	Others	01
		109

Source: Field Survey

Interpretation: The above table shows that 58 respondents make the call to their family members, 45 respondents to their friends, 5 respondents to their relatives and remaining to their general contacts. From this we can conclude that the mobile phone is basically utilized by the students to be in touch with their family members and get access with them to update their availability and other information/need to their parents/family members.

Table 9: Showing the number of call made by the Respondents

Report			
Sex of Students	Mean	N	Std. Deviation
Male	1.53	72	.649
Female	1.69	35	.963
Total	1.58	107	.765

Source: Report from SPSS Procedure

From the above table, Co-efficient of Variance is calculated to know the Number of calls made based on gender.

$$C.V M = S.D/Mean = .649/1.53 = .424$$

$$C.V F = S.D/Mean = .963/1.69 = .569$$

Interpretation: Since the Co-efficient of Variance of male is less than female, from the above calculation, we can conclude that Male students are the respondents who make calls to their families. This may be due to their involvement with the family members.

Table 10: Usage of phone functionality by the respondents

Sl No	Particulars	Lowest	Highest
1	Talking	53	56
2	Texting	45	64
3	Voicemail	91	18
4	Visual	94	15
5	Voting	85	24
6	Competition	74	35
7	Internet	37	72
8	Music	30	79

Source: Field Survey

Interpretation: The above table shows that 79 respondents makes usage of functionality of the cell phone for Music, 72 respondents for internet, 64 respondents for SMS, 56 respondents for Talking, 35 respondents for competition, 24 respondents for voting, 18 respondents for voicemail and remaining for visual functionality. Out of the survey, we learnt that 79 respondents says music functionality and 72 respondents says internet are the highest usage by the students and 94 respondents were of the opinion that visual is the least usage functionality of the cell phone by the students. From this we can conclude that student's makes usage of the cell phone for listening the music. This may be to get relax and involvement with the art of music and they make use of the internet facility to update or to hear the music.

Table 11: Usage of phone functionality by the respondents with Gender.
Report

Sex of Students		Talking	Texting	Voicemail	Visual	Voting	Competition	Net facility	Music	Mobile Avg
Male	Mean	3.38	3.30	2.57	2.39	2.50	2.55	3.50	3.78	2.9932
	N	74	74	74	74	74	74	74	73	74
	Std. Deviation	1.450	1.382	1.597	1.460	1.436	1.580	1.436	1.465	.88240
Female	Mean	3.66	4.14	1.91	1.71	2.09	2.14	3.74	3.97	2.9240
	N	35	35	35	35	35	35	35	34	35
	Std. Deviation	1.533	1.167	1.095	1.178	1.560	1.648	1.421	1.337	.78125
Total	Mean	3.47	3.57	2.36	2.17	2.37	2.42	3.58	3.84	2.9710
	N	109	109	109	109	109	109	109	107	109
	Std. Deviation	1.476	1.370	1.482	1.407	1.482	1.606	1.429	1.422	.84824

Source: Report from SPSS Procedure

From the above table, Co-efficient of Variance is calculated to know the Usage of phone functionality by the respondents.

$$C.V.M = S.D/Mean = .8824/2.99 = .29$$

$$C.V.F = S.D/Mean = .781/2.92 = .26$$

Interpretation: Since the Co-efficient of Variance of Female is less than male, from the above calculation, we can conclude that female students are very much interested to hear the music with cell phone functionality.

Table 12: Proportion of people turning off their mobiles in each situation

Sl No	Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Cinema/Theatre	21	17	40	18	13
2	Meetings at work	40	28	14	14	13
3	Restaurant	15	12	34	27	21
4	Concentrate on work	29	31	24	15	10
5	Leisure	15	14	34	22	24
6	Meals at home	16	38	20	19	16
7	Family time	28	44	13	12	12
8	Study time	38	29	11	15	16
9	Never	21	28	18	21	21

Source: Field Survey

Interpretation: From the above table shows that 40 respondents said they are neutral to turn off cell phone in cinema, 40 respondents strongly agree in meetings, 34 neutral in restaurant, 31 respondents agree during work, 34 neutral in leisure time, 38 respondents agree during meals at home, 44 respondents agree at family time and 38 respondents strongly agree for study time. Out of these 38 respondents strongly agree for study time, 29 respondents to concentrate for work and 28 respondents for study time. From this we can conclude that students are turning off their cell phone during these situation, this may be because they know the importance of family and education and other work related aspects.

Table 13: Proportion of people turning off their mobiles in each situation based on gender Classification.

Sex of Students		Report					
		Age	Cinema	Meetings	Restaurant	Concentrate on work	Leisure
Male	Mean	18.42	2.74	2.28	3.46	2.53	3.14
	N	74	65	64	63	62	63
	Std. Deviation	1.930	1.326	1.453	1.119	1.399	1.446
Female	Mean	18.14	2.73	1.97	3.75	2.19	3.71
	N	35	33	33	32	31	31
	Std. Deviation	1.751	1.126	1.132	.880	1.276	1.160
Total	Mean	18.33	2.73	2.18	3.56	2.42	3.33
	N	109	98	97	95	93	94
	Std. Deviation	1.871	1.256	1.354	1.049	1.362	1.379

Report

Sex of Students		Meals at home	Family time	Study time	Never	Turning_Avg
Male	Mean	3.02	2.48	2.21	3.06	2.6506
	N	63	64	66	54	71
	Std. Deviation	1.338	1.309	1.342	1.547	.95843
Female	Mean	2.84	2.33	2.13	2.62	2.7386
	N	31	30	30	26	34
	Std. Deviation	1.393	1.516	1.252	1.627	.97343
Total	Mean	2.96	2.44	2.19	2.91	2.6791
	N	94	94	96	80	105
	Std. Deviation	1.351	1.372	1.308	1.577	.95951

Source: Report from SPSS Procedure

From the above table, Co-efficient of Variance is calculated to know the Proportion of people turning off their mobiles in each situation

$$C.V.M = S.D/Mean = .958/2.650 = 0.36$$

$$C.V.F = S.D/Mean = .973/2.73 = 0.35$$

Interpretation: The above co-efficient of variance doesn't have much difference in calculation between male and female. Still, based on the statistical facts, we can conclude that female students are the respondents who turn off their cell phone during their study time when compared to male group. This may be due to their involvement to achieve the goal and seriousness towards the studies.

Table 13: Currently accessed internet services.

Sl No	Particulars	Lowest	Highest
1	Email	67	42
2	Information services	78	31
3	Banking	78	31
4	Downloading	51	64
5	Location services	65	44
6	Send/receive Video	68	41
7	Shopping	79	30
8	Watching News	74	35
9	Chat room	64	45
10	Face book	45	58

Source: Field Survey

Interpretation: From the above table shows that 64 respondents are accessing downloading services, 58 respondents for Facebook, 45 respondents for chat room, 44 respondents for location services, 42 for Email, 41 for video, 35 for watching news, 31 for banking transactions and Information services and 30 for shopping. Out these downloading services is the highest accessing internet and 79 respondents were of the opinion that shopping is the least access in the internet facility in the cell phone. From this we can conclude that students are accessing internet for downloading information for their knowledge updating and other information related to their studies/project.

Table 14: Mobile phone affects your Work / Study

Sl No	Particulars	Respondents
1	Yes	54
2	No	55

Source: Field Survey

Interpretation: The above table describes that 55 respondents were of the view that mobile phone doesn't affect their work and 54 respondents say that it affect their study. The survey results show that there is no such statistical difference that cell phone affecting either work or study to the students. We may conclude that students are using cell phone only for required purpose and able to perform their work effectively.

Table 15: Difficulty of doing work without a cell phone

Report		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Impossible	36	33.0	33.6	33.6
	Difficult	36	33.0	33.6	67.3
	Moderate Difficult	22	20.2	20.6	87.9
	Moderate Easy	8	7.3	7.5	95.3
	Very Easy	5	4.6	4.7	100.0
	Total	107	98.2	100.0	
Missing	System	2	1.8		
Total		109	100.0		

Source: Report from SPSS Procedure

Interpretation: From the above SPSS results, 33% respondents are of the opinion that it is impossible to do work without cell phone, 33% respondents express it is difficult, 20.2% respondents feel it moderate easy and very easy by 4.6% respondents. 2 respondents out of survey didn't express to the respective question. From this we can conclude that students require the cell phone to be in touch with their family and also to use the net facility. Nowadays cell phone has become part of the daily life style for variety of purposes.

Findings:

From the analysis it indicated the following results.

- The Male students are the major respondents of this survey and it represents the maximum number of only one handsets.
- The survey shows that there is no such difference in preference of type of phone i.e. flip or slide by respondents.
- Male students view cost is the most important factor influencing the choice of cell phone. This may be due to at the age of 18, students are still dependent on the parents earning.
- Male students express that cell phone cannot utilize without internet facility.
- Male students are the respondents who make calls to their families. This may be due to their involvement with the family members.
- Female students are very much interested in listening the music in the cell phone functionality.
- Female students are the respondents who turn off their cell phone during their study time when compared to male group.
- The survey results show that there is no such statistical difference in internet affecting either work or study to the students.

Conclusion:

From the analyzing and findings of the data collected, we can conclude that college students positively appreciate using cell phone in their daily life. When compared to male group, female students are less enthusiastic and also the results revealed that there is no such impact of mobile phone use on their work/study. This may be due to their involvement to achieve the goal and seriousness towards the studies. The use of mobile phones by the students does not increase or decrease their involvement with family or friends. This may be because the survey revealed that they switch or turn off the cell phone during such situation. Moreover, this study indicates that male students are more interested in using cell phones compared to female group. It is found that this study supports the use of cell phone is highly appreciated by both male and female students. Therefore, cell phone has become a part of each and every one in their regular activities. The current study has focused only on usage of cell phone, but mobile communication technologies are advancing rapidly especially Usage of Internet with social group. Students require the cell phone to be in touch with their family and also to use the net facility. Nowadays cell phone has become part of the daily life style for variety of purposes. Therefore, this study might serve as a foundation on which future studies will be built.

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