

## CHAPTER II

### Literature review

#### 1.1 INTRODUCTION

How do parents/caregivers perceive the It is a common sight - cell phones (mobile phones) in the hands of people, especially teenagers? Literature has provided in-depth evidence of the uses, advantages, disadvantages, impact, consequences and concerns about the use of mobile phones. Why teenagers fancy this device, is an interesting observation where the experts attach its significance to teenagers' identity factor. The usage of mobile phones has re-shaped, re-organized and altered several social facets. Particularly focusing on teenagers' mobile phone usage, literature has provided evidence of them being used for both positive purposes and negative reasons. Is the gap between uses and negative impact widening? Are consequences and concerns superseding positive uses overall usage of mobile phones by their teenagers? Are there any solutions, possibilities and avenues to address such problems? These are the basic queries that drive this study. The literature available on different aspects of the study have been reviewed and the summary of those studies have given below. All the studies referred here are in one way or the other related to the issues analyzed in this study. So a wide variety of topics have been covered by the review of literature section in the thesis. References are given either at the beginning of the paragraph or at the end of the paragraph. 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 cell phone today

is a lifeline for many. It is estimated that around 4.5 billion people use the cell phone worldwide. And it comes as no surprise that a huge chunk of this quantity consists of the youth. The cell 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 cell 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 cell phones. With constant texting, calling, listening to music, playing phone games, using social media accounts, clicking selfie 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

## 1.2 NOTE FROM THE VARIOUS LITERATURE

The mobile phone had been in existence for about a decade before young people really adopted this technology. The reduction in the cost of the handsets, their smaller size and the introduction of the pre-paid phone card in the 1990's contributed to the surprisingly rapid adoption rate by young people (Ling, 2001; 2003). Various surveys worldwide have found high rates of mobile phone use amongst young people. In Norway in 1999 80% of 13 to 20-year-olds owned a mobile phone, while in the United Kingdom in 2001, 90% of young people under the age of 16 did so ([www.capacitybuilder.co.uk](http://www.capacitybuilder.co.uk)). In 2003, in Italy, 56% of children aged 9 and 10-years-old owned mobile phones and of the 44% who didn't, all expressed a desire to own one (**Guardian Unlimited, 2003**), and amongst teenage girls in Tokyo, the adoption rate is almost 100% (Srivastava, 2005). In Australia in 2004, a survey by **iTouch** found that 50,000 children aged between 5 and 9 years of age owned a mobile phone, one third of children aged 10 to 13-years old and 45% of 13 to 15-year-olds also owned the device (Allison, 2004). Thus, in recent years, the number of adolescents owning a mobile phone has risen so dramatically that adolescents are now more likely to own and use a mobile phone than their parents (**Netsafe, 2005**). Not only do young people own mobile phones, they

have a “symbolic and affective investment” in them (**Lobet-Maris, 2003, p.88**). Surveys have consistently shown that young people even prefer their mobile phone to television or the Internet (**Enpocket, 2005; Hession, 2001**). It is children’s favourite method of communication (Livingstone & Bober, 2005) with younger adolescents (school years 7 to 9) more attached to their mobile phones than older adolescents (school years 10 to 12) as they reported needing to return home to collect their phone if they forget it (Matthews, 2004). Young people also save text messages which they value and cherish (**Taylor & Harper, 2003**). The mobile phone is a status symbol for young people. The features of the phone, the appearance and personalised accessories all attest to the phone’s status, with sixty percent of adolescents reporting they were keen to upgrade their mobile phone (**Net safe, 2005**). It is seen as a fashion accessory that satisfies the need for individualization by having choices in mobile wallpaper, ring tones, phone covers, carry bags and other accessories (Srivastava, 2005) and yet also signifies being part of the peer group (**Williams & Williams, 2005**). Indeed, even the ownership of a mobile phone indicates that one is socially connected, accessible and in demand. It can also be seen as a symbol of independence from one’s family.

As **Ling (2001)** asserts “the introduction and adoption of the mobile telephone has led to various adjustments in a range of social institutions” (p.1), namely the adolescents’ peer group, the family and the school. This paper explores both the positive and the negative impact of the device on these three institutions.

**Telecom Regulatory Authority of India** there are about 929.37 million mobile phone subscribers in India making it the world’s second-largest cell phone using developing country in the month of May, 2012 (TRAI, 2012) [53]. Motorola, Nokia, Samsung, Sony Ericsson etc. are the popular mobile phone brands in Indian market luring their customers by introducing latest mobile phones at regular intervals (Singla, 2010) [46].

**Sheopuri and Sheopuri (2014) [45]** observed that extent of addictive behavior towards the usage of mobile phones and the relation between the users of the mobiles and the psychological behavior among adolescents in Bhopal, India. They showed that cell phone usage is so strongly integrated in to young people's behavior that symptoms of behavioral addiction, such as cell phone usage interrupting their day to day activities.

**The Orissa government (September 16 2008)** announced that it has banned the use of mobile phones in college campuses. "The mobile phones are found to be a disturbing element in college campus. Therefore, we have banned it in the campus," said higher education minister Samir Dey, adding that the order would be implemented in both government and nongovernment colleges across the state. In the first instance of its kind in the country,

**Gujarat Government** has banned use of mobile phones in schools and colleges, saying it was affecting educational activities in the institutes. A resolution to this effect was passed by the state education department on Saturday 2008. Teenagers who excessively use their cell phone are more prone to disrupted sleep, restlessness, stress and fatigue. 58% of Asians, which includes Indians, have comprised to use mobile phones when travelling by air. According to the survey they have also found that Indians are the "most social" with 69% most likely to use their phones in cinema halls/ movie theatres, 21% use it in a place of worship, and 79% while attending a wedding ceremony. 25% of users across the markets surveyed have said they used mobile phones in the meetings, 80% of Asians use a mobile phone while eating. With so many utility applications being made available on mobile phones, be it to surf the internet or to pay bills, this dependency on mobile phones is escalating at a greater pace. Subba, et al. (2013) [50] explored the ringxiety (Phantom ringing) and other perceived effects, as well as the pattern of the mobile phone usage among college students in South India, Mangalore, and they found

that mostly, the person whom they talked to on their phones were parents for 220 (51%) of the students. 150 (48%) talked for less than half hour in a day and 137 (41%) were high volume message users. "Ringxiety" were more likely to use their phones at restricted place like class rooms (99%) and libraries (60.3%). Cagan, et al. (2014) [12] stated that daily cellular phone use has increased the level of addiction. It has been established that there is a negative correlation between addiction to cellular phone and academic success and also a positive correlation between addiction to cellular phone and the level of depression.

There has been quite an enormous amount of popularity of cellular phones in younger generation within 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 cell 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].

**Henderson and Zimbardo (2000)** in a concern to examine differences between students at the high school and college level conducted a research on a sample of students from 2 schools, private and public versus another sample of university students. The students were 15 also categorized into shy and non-shy students. Time spent using various types of technology in particular activities was defined in terms of categories denoting an average range of the hours of use. The

prevalence of mobile technologies is in itself a motivator to exploit them for learning. Mobile technology are already widespread among teens.(NOP 2001)

**Matthews (2004)** concluded that Australian adolescents do not make more than 5 calls a day on average and 85% of them used SMS less than 5 times a day. Studies also show gender related differences among young users of mobile phone.

**Aoki and Downes (2004)** focused on the behavioral and psychological aspects of cell phone usage among college students. They tried to find the reasons behind why a technology is adopted in a particular way. They identified several attitudinal factors based on the exploratory study including, necessity in modern times, cost efficiency when compared to landline phone, safety or security, and dependency. The study also endeavored to look at the motivational and behavioral characteristics of mobile phone usage. The authors tried to combine their results and the result of previous research to find the trends in usage by the youth, —why college students in the US use the cell phone, what they think of the technology, and how they use it|| (p. 352).

**James and Drennan (2005)** conducted a study on Australian students and identified a higher usage rate of 1.5 hours - 5 hours a day. They also highlighted the financial costs, emotional stress, damaged relationships and falling literacy as adverse consequences of excessive usage. An additional consideration is that many people check their mobile phone regularly for missed messages or calls (Walsh et al., 2008a) and keep their phone in close proximity (**Walsh & White, 2006**) without actually using their phone; behaviors' which that are unlikely to be captured in measures of mobile phone use. Thus, measures relying on time or frequency of mobile Phone use alone may not gauge adequately the extent to which people interact with their phones. To overcome this limitation, some recent research has developed

alternative measures of mobile phone behavior drawn from addiction literature which capture broader aspects of mobile phone behavior than level of use alone (see for example, **Bianchi & Phillips, 2005; Jenaro et al., 2007**). The lowering of costs, which encouraged price wars among the cellular operators, and their promotion as fashionable technology has led to a massive boom in the mobile Phone subscription levels, especially among the younger population (**Fraunholz & Unnithan, 2006**). SMS through cell phones is Pervading =like a wild-fire' (**Vaidyanathan & Latu, 2007, p. 4**). Referring to the idea of embodiment, **Prensky (2005)** cites the direct words of Japanese Student who said, —If you lose your mobile phone you lose part of your brain|| (p. 1). This Statement truly reflects the idea of embodiment. The new digital environment presented an exceptional array of possibilities for Communication, interaction, and information retrieval at the fingertips that was never before available|| (**Montgomery, 2007, p. 110**). **Banjo, et al. (2008)** considered the relation between cell phone usage and social interaction with others focusing on helping behavior in particular. The sample consisted of 28 students of various communications courses. The result was that cell phone users are less likely to help strangers or to smile to them than non cell phone users. **Devís et al. (2009)** studied the pattern of usage of new technology among school students. They concluded that boys spend more time on using mobile phone than girls do. Also, adolescents consume more time on using mobile phones on weekend than on casual week days. It reflects that various factors contribute towards the extent of mobile phone usage **Lanigan, et al. (2009)** in her research presented that from a sample of 97 internet user the majority of participants (89%) perceived that the PC impacted their family relations. Of those participants, 45% cited a mostly positive impact; 24% a mixed impact and 20% a mostly negative impact. **Smith (2011)** presented that 87% of smart phone owners access the internet or email on their handheld, including twothirds (68%) who do so on a

typical day. Also, 25% of smart phone owners say that they mostly go online using their phone, rather than with a PC. This supports our assumption that smart phones replaced PCs as a mean of access to the internet.

Spanish college students, **Jenaro et al. (2007) [22]** found that high cell-phone use is associated to being female, and having high anxiety and insomnia. **Walsh et al. (2011) [56]** found that gender was associated with mobile phone involvement but not frequency of use. Howell et al. (2008) [19] investigated gender differences related to their mobile phones and users' perception and attitude towards their use in public and private places. They concluded that while females perceived the service very positively, there was a persistent trend for males to dislike the service, regardless of location.