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RESEARCH ARTICLE

AWARENESS AND ATTITUDE OF COLLEGE STUDENTS TOWARDS THE ADDICTION OF SMART PHONES

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ABSTRACT

There is an extraordinary growth in demand for smartphone market in the last decade. This paved a way for an upward trend in usage of smartphones for personal and official communication, gaming and online shopping. The smartphones have become part and parcel of the modern day life style. Many people are so addicted to their phones that they can't keep it away while driving, eating, studying, and talking to someone etc. Addiction to smart phone can make a person careless and cause several behavioral issues. Unfortunately, smart phone addiction may become more widespread as greater numbers of users are using cell phones. Hence the purpose of this paper is to survey on the awareness and attitude of college students toward the addiction of smart phone usages.

INTRODUCTION

Today, when people are attending an event or are part of a social gathering, they are engrossed in their phones instead of conversing with the people around them. Smartphone was introduced to help people connect in a better way. In olden days, it was extremely hard to talk to a loved one in another continent. However, people started to use phones for everything. As the number of people that have cell phones is rapidly growing, so is the number of people that are becoming addicted to their phones. When these phones were invented, they were intended to make life easier. Today there are some people that do not have a life because they do not know when to turn them off. The recent explosion of iPhones, Androids, and other smartphones has provided people with the ability to access the entirety of the Internet on-the-go and at any given moment. 90% of adults in America own a cell phone and while this may not be a problem for many people, some individuals develop an addiction to their mobile devices.

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By using our phones, we disconnect ourselves with the real world, which is a huge problem that causes relationship to break. Smart phones were invented to keep us connected to the world. However, people in today's world have taken it to the next level by isolating themselves from the real world. They are so much engrossed in fancy applications, exciting games, and interesting conversations that they fail to make valuable interactions and fulfill their commitments.

Signs and Symptoms of Cell Phone Addiction

At least four of the following signs and symptoms are thought to comprise criteria for cell phone addiction, and the problematic cell phone overuse must cause significant harm in the individual's life like a need to use the cell phone more and more often in order to achieve the same desired effect, persistent failed attempts to use cell phone less often, preoccupation with smartphone use, turns to cell phone when experiencing unwanted feelings such as anxiety or depression, excessive use characterized by loss of sense of time, has put a relationship or job at risk due to excessive cell phone use, tolerance – need for newest cell phone, more applications, or increased use. Withdrawal, when cell phone or network is unreachable, anger, tension, depression, irritability, restlessness.

Objectives of the Study

- To know the problems of addiction of smart phones.
- To analyse the satisfaction and purpose of using smart phones.

Review of Literature

Devís *et al*. (2009) concluded that boys spend more time on using mobile phone than girls and adolescents consume more time on using mobile phones on weekend than on casual week days. Ishfaq (2011) revealed that majority of the respondents are able to have definite priorities between their responsibilities and commitments and their cell phone usage. Very few are those who always exhibit the extreme addictive behaviors and rest is the majority who are not frequently involved in addictive usage patterns. Hence, youngsters use their cell phones under reasonable limits and do not tend towards extreme behaviors leading towards addictive cell phone usage. Aanchal *et al*. (2012), found that majority (57.6%) of students using cell phones fell into the age group of 16-18 years and concluded that the use of mobile phones is quite common among the science students besides considering it as a status symbol; they treat it as their necessity of life. The critical role played by parents, schools and the publicity due to advertisements gives a push to such adoption behavior.

Statement of the Problem

Increase in the use of smartphones in societies, has raised concern about social and psychological effects of excessive use of smartphone's especially among Indian adolescents. Smartphone's have made mobile connectivity so accessible that today's Indian generations are harming their smartphone. Smartphone addiction has become more serious since adolescents can download and run numerous applications with smartphone even without internet connection. Smart phones don't just affect our health on a day-to-day basis they may also cause long term, incurable side effects, like nerve damage, stress, text claw, hearing, back problems, anxiety & depression, weight & fitness levels, disturbed sleep, a source of bacteria, attention span, social effects, eyesight, radiation etc.

Scope of the Study

As mobile phone use has dramatically increased in recent years, so too have the reports of mobile phone addiction. There has been quite an enormous amount of popularity of cellular phones in younger generation within a short span of time. However, while there are many studies supporting the idea of media addictions to television and the internet, research on mobile phone addiction hardly seems to exist.

RESEARCH METHODOLOGY

It is being used for clear and precise investigating and information is gathered about practical problems on a particular conjectural statements. The sampling used in this study is simple random sampling because the sample is selected with equal probability. The study is confined to Coimbatore city only. Since the population for the survey is very large and due to time limitation, a sample size is 150 taken for the survey with help of questionnaire. Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Secondary data collected through various journals, books and internet which are restricted to the conceptual frame work of the paper only. To arrange and interpret the collected data the following statistical tools were used percentage method and chi-square analysis, weighted average, ranking and anova.

Table 1. Problems of Addiction of Smartphone

S. No	Problems	Respondents	Percentage
1	Psychological Issues	51	34
2	Health Issues	86	57
3	Less Attentive	70	47
4	Back Problems	45	30
5	Nerve Damage and Depression	48	32
6	Disturbed Sleeping	84	56
7	Social Effects	61	41
8	Indirect Injuries	54	36
9	Eye sight	100	67

Source: Primary Data

The table reveals that 34% of respondents in psychological issues, 57.3% of respondents in health issues, 46.7% of respondents in less attentive, 30% of respondents in back problems, 32% of respondents in nerve damage and depression, 56% of respondents in disturbed sleeping, 40.7% of respondents in social effects, 36% of respondents in indirect injuries, 66.7% of respondents in eye sight.

Weighted Average Method

Table 2. Places of Using Smart Phone

S. No	Variables	Weighted Average Method	Rank
1	Transport	297	6
2	Home	612	1
3	Class room	390	4
4	Work place	423	3
5	Toilet	252	7
6	Restaurant	366	5
7	Other places	531	2

Source: Primary Data

From the above table it is inferred that using of smart phone in home has obtained 1st rank with weighted average score of 612, usage of others places has obtained 2nd rank with weighted average score of 531, work place has obtained 3rd rank with weighted average score of 423, usage of class room has obtained 4th rank with weighted average score of 390, 5th rank with weighted average score of 366, priority of restaurant has obtained. 6th rank with weighted average score of 297, usage of transport has obtained. 7th rank with weighted average score of 252, usage of toilet has obtained.

From the above table it is inferred that 1st rank with weighted average score of 396, priority of charging times has obtained. 2nd rank with weighted average score of 384, priority of using maps has obtained. 3rd rank with weighted average score of 375, priority of playing games has obtained. 4th rank with weighted average score of 372, priority of others specify has obtained. 5th rank with weighted average score of 366, priority of looking for new apps has obtained. 6th rank with weighted average score of 351, priority of reading e-books or news has obtained.

Table 3. Purpose of Using Smart Phone

S. No	Name of distinction	Weighted Average Score	Rank
1	Charging times	396	1
2	Looking for new apps	366	5
3	Checking new messages	228	9
4	Using maps	384	2
5	For social networking	252	8
6	Playing games	375	3
7	Reading e-books or news	351	6
8	Watching videos	330	7
9	Others specify	372	4

Source: Primary Data

7th rank with weighted average score of 330, priority of watching videos has obtained. 8th rank with weighted average score of 252, priority of for social networking has obtained. 9th rank with weighted average score of 228, priority of checking new messages has obtained.

From the above table it is inferred that 1st rank with weighted average score of 414, priority of I feel upset when I lose my phone has obtained. 2nd rank with weighted average score of 399, priority of I feel upset when my phone drops on the floor has obtained. 3rd rank with weighted average score of 387, priority of I feel excited when there is a new message or notice has obtained. 4th rank with weighted average score of 376, priority of I feel anxious when my phone lose network signal has obtained. 5th rank with weighted average score of 372, priority of I feel anxious when my phone is out of battery has obtained. 6th rank with weighted average score of 369, priority of I feel impatient when my internet connection speed is slow has obtained. 7th rank with weighted average score of 357, priority of I feel secure when I held the phone on hands has obtained. 8th rank with weighted average score of 339, priority of I feel satisfied when apps are upgraded or installed has obtained. 9th rank with weighted average score of 225, priority of How do you feel about using Smartphone has obtained.

Table 4. Satisfaction Level Using of Smart Phone

S. No.	Variables	Weighted Average Score	Rank
1	How do you feel about using Smartphone?	225	9
2	I feel anxious when my phone is out of battery.	372	5
3	I feel anxious when my phone lose network signal.	376	4
4	I feel upset when I lose my phone.	414	1
5	I feel impatient when my internet connection speed is slow.	369	6
6	I feel upset when my phone drops on the floor.	399	2
7	I feel excited when there is a new message or notice.	387	3
8	I feel satisfied when apps are upgraded or installed.	339	8
9	I feel secure when I held the phone on hands.	357	7

Source: Primary Data

Table 5. Family Income and Spending Pattern of the Respondents

Income	Spending				Total
	Below Rs.5000	Rs.5001-10001	Rs.10001-20000	Above Rs.20000	
Below Rs. 10000	15	9	15	48	87
Rs. 10000-20000	6	12	9	3	30
Rs. 20000-30000	0	3	12	9	24
Above Rs.30000	0	6	0	3	9
Total	21	30	36	63	150

Source: Primary Data

Table 6. Age and Time to Spend by the Respondents

Age	Time to Spend			Total
	1-2 Hours	3-4 Hours	5 or Above	
Below 17 years	72	24	3	99
18 yrs-19 yrs	6	3	0	9
19yrs -20 yrs	18	5	0	23
Above 21 yrs	15	4	0	19
Total	111	36	3	150

Source: Primary Data

Table 7. Education and Time to Spend by the Respondent

Education	Time to Spend			Total
	1-2 Hours	3-4 Hours	5 or Above	
School level	0	3	0	3
UG	6	0	0	6
PG	105	33	3	141
Total	111	36	3	150

Source: Primary Data

Table 8. Impacts of Using Smart Phone of the Respondents

S. No.	Variables		Sum of Squares	Df	Mean Square	F	Sig.
1	Feel Dizzy After using Long Time	Between Groups	.104	1	.104	.060	.807
		Within Groups	254.836	148	1.722		
		Total	254.940	149			
2	Neck Pain and Sore Finger	Between Groups	7.534	1	7.534	5.234	.024
		Within Groups	213.026	148	1.439		
		Total	220.560	149			
3	Eye become Dry	Between Groups	.372	1	.372	.410	.523
		Within Groups	134.268	148	.907		
		Total	134.640	149			
4	Less attentive	Between Groups	.837	1	.837	.714	.399
		Within Groups	173.403	148	1.172		
		Total	174.240	149			
5	Cannot concentrate	Between Groups	.049	1	.049	.031	.860
		Within Groups	229.211	148	1.549		
		Total	229.260	149			
6	Spent Less Time	Between Groups	.115	1	.115	.091	.763
		Within Groups	185.885	148	1.256		
		Total	186.000	149			
7	No Rest	Between Groups	.056	1	.056	.038	.846
		Within Groups	218.584	148	1.477		
		Total	218.640	149			
8	Give first Choice	Between Groups	1.139	1	1.139	1.003	.318
		Within Groups	168.121	148	1.136		
		Total	169.260	149			
9	Spend much Money	Between Groups	4.203	1	4.203	2.010	.158
		Within Groups	309.537	148	2.091		
		Total	313.740	149			
10	Rely on My Smartphone	Between Groups	.001	1	.001	.001	.980
		Within Groups	272.159	148	1.839		
		Total	272.160	149			

Chi-square

Ho: There is no association between income and spending pattern of the respondents.

From the table it is clear that P.Value is 0.000. Which is less than 0.05 and 0.01 level of significance hence, the null hypothesis is rejected. Therefore there is association between income and spending pattern of the respondents.

Ho: There is no association between age and time to spend by the respondents.

From the table it is clear that P.Value is 0.000. Which is less than 0.05 and 0.01 level of significance hence, the null hypothesis is rejected. Therefore there is association between age and time to spend by the respondents.

Ho: There is no association between Education and time to spend of the respondents.

From the table it is clear that P.Value is 0.02. Which is less than 0.05 and 0.01 level of significance hence, the null hypothesis is rejected. Therefore there is association between income and spending pattern of the respondents.

ANNOVA

From the table it is clear that P.Value is 0.02. Which is less than 0.05 and 0.01 level of significance hence, the null hypothesis is rejected. Therefore there is association between neck pain and sore finger suggestions. From the table it is clear that P.Value of other variables are more than 0.05 and 0.01 level of significance hence, the null hypothesis is accepted. Therefore there is no association between usages of smart phones and impact of the respondents.

Suggestions

- The students are thoroughly aware about the cruel effects of the addiction of smartphone phones.
- To reduce the addiction of smartphone among students, the parents, doctors and the teachers are required to play a key role and extend their limit regarding the use of smartphone phones to prevent their children from various dangers of using smartphones.
- There has been a strict regulation issued on the use of smartphones by the school and college students by various governments and advisory bodies of countries.
- A circular prohibiting the use of smart phones in all government and private colleges, has been issued by department of collegiate education.

Conclusion

Assessment of smart phone addiction, negative effect of smart phone addiction on adolescents and some reviews addressing the role of smart phone addiction on adolescent's mental and physical health. Addiction of smartphone is still not sufficiently addressed within studies in literature, so what is suggested is more in-depth qualitative and quantitative studies in the future with larger sample sizes, and the development of policies to raise awareness about this issue by Indian governments for better future of Indian adolescents as a priority action.

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