

**CELLPHONE USES AND ITS IMPACT ON OUR SOCIETY  
IN THE PRESENT ERA: A CASE STUDY**

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**ABSTRACT**

This research aimed to explore the uses of cellphones, their effects and examine how new media reflect and affect the social world through cellphones. This paper explained about students' learning through cellphones and how people draw their understandings of standard social rules through new technologies. Excessive use of cell phones impacts students' attention and knowledge during the lectures in the classroom. Methodology refers to the means and logical procedure for implementing a research plan or approach. A survey research method was adopted to find out how respondents used cellphones for their academic use and how society is using cellphones and to explore the benefits of seeking its adverse effects. Furthermore, it tells us whether students were used their cellphones for academic purposes or not and how the people of society are changing because of the cellphone and browsing of the internet. The use of cell phones allows researchers to find and understand in a better way the power of social interaction compared to face-to-face interaction. Cellphones create opportunities for interaction for societies, provide opportunities for collaboration, and make communication easy.

**KEYWORDS**

Cellphones, Communication, Society, Uses, Social Interaction, Wireless technologies, Attention, Learning,

**INTRODUCTION**

The Communication and computing both for cellphones are in the changing process to bring them to work together and get advantages of these devices and proper functioning of the devices from each and every industry. A survey by ECAR in 2012 on use of cellphones in higher education states that 67% of students believe that cellphones are the success for them in studies and academic activities (Cavus & Ibrahim, 2008, 2009). Cellphones can help in to provide knowledge, course contents, interact with their teachers and class fellows where ever they are. Though cellphones are still new and research are still focusing on to get more on the effectiveness and health issues on the excessive usage of cellphones. Cellphones were also introduced in the market as a marketing strategy, referring to the new class of modern cellphones they provide many things together such as computing,

communication and it also includes messaging, audio messages, wireless communication and personal information management applications (Shih, 2007).

Now a days we also call cellphones as smart phones that are having advanced features and having better functions phone calls and sending or receiving text messages. They are having better qualities such as to show pictures, play videos, capture photos or record videos, navigation system, sending and receiving email, surfing web and internet etc. (Agichtein et al., 2008). Due to many reasons now cellphones have become a common choice for the society along with the business because it was initially invented for the use of businesses. At the start cellphones were for use of business due to less cost and more applications (Jolly, 2018). But now a days the trend is changed and now we are in a society where from many smart phone companies are providing a variety of functions and services on a small piece of thing. It is necessary for the students to be attentive in the classrooms and during the lectures so attention is required when every single person is working on a particular task at a particular time Baddeley et al. (1984). But many devices such as cellphones and PCs are eyeing to distract us and catch the attraction towards them both inside and outside the classroom. This is because many students after their classwork or course work reported to use cellphone, browsing, messaging, shopping online and taking pictures. The most popular thing among the young generation is the social media. To use on their cell phones. Geser, (2006). Problem Statement: The aim of the study is to check the usage of the cellphones among the youth and the society. Through the study how much people and the students are getting advantages of the cellphones and how excessively they are using it and how it is affecting their health. By the help of quantitative research, gather the information and explained about the pros and cons of the usage of cellphones on the students and its impact on our society.

### **PROBLEM STATEMENT**

Cellphone usage and their statistical value is very high in the world especially in Pakistan where younger generation is totally involved in cellphone with no other healthy activity to do. There is very limited empirical research on the usage of cellphones and its effects in Pakistan. In this study researcher investigated cellphone usage among the students of the University Students. Our key focuses to be explored the applications used by the students and the effect of the cellphone usage on our society. This research explicated about the features of cellphones, usage as well as gratification by students.

### **OBJECTIVES**

- To find out the effect of cellphones on the human health.
- To study the relationship between excessive use of cellphones and its effect on attention and concentration.
- To identify the factors that contributes to the increased use of cellphones among the youth now a days.
- To measure the awareness and consiveness about the increased use of cellphones and its harmful effects on younger people.
- To identify the relationship between studies and cellphones for the students during classrooms or lectures.

## RESEARCH QUESTIONS

1. What are the advantages of cellphones in our daily life and education?
2. Do cellphones have any bad effects on our health?
3. How cellphones are changing our daily life styles and routines?
4. What are its impacts on students during studies in classrooms or lectures?
5. It is possible that a youth can live happy without having smartphones now a days?

## LITERATURE REVIEW

Smartphone has become a trademark of the young and old age people because it has occupied them with its newer and latest technologies (Skierkowski & Wood, 2012). We can see all this clearly as the young generation is so dependable on this new touch screen technology that works to fast just like one touch they can b browse through apps or the can talk live through apps such as Skype or WhatsApp (Rosales and Fernández-Ardèvol, 2016). Smartphone had just ultimately changed the lifestyle and their interaction with its advanced technology (Kędra. 2021). As the smartphones are used globally they also effect the people in various ways such as it is for working, learning communication. It is now easier to do our daily routine tasks or works just by one click as smartphones made our lives easier by its multitasking feature. By its online features it makes it easier to communicate easier and faster for its users and to obtain variety of information (Raudvere et al., 2019).

## IMPACT OF SMARTPHONE ON EDUCATION

Teaching and learning of students in colleges and universities over the past period of time has integrated information and communication technology (ICT). As ICT is seen as a deciding component to be adapted in the development of social environment (Rung et al., 2014). The most popular change in term of ICT use can been watched by the growth of addiction on mobile-connected devices because they are not just limited to daily tasks but they can also be used for the educational purposes (Koszalka & Ntloedibe-Kuswani, 2010).

Woodcock et al. (2012) stated that many areas of students' lives can be changed by increasing the use of smartphone so that they would be able to utilize smartphones to increase their knowledge in education. Learning context can further lead the students to get aware of the usage of smartphones in the field of education and how much helpful the smartphones are, that where and whenever they can use it for their help. This thing tells us that how helpful the technology is in our education or academic departments.

May and Elder. (2018) conducted a self-report survey to investigate students' mobile phone activity in classes and the potential effect of the activities on students learning performance. As a result, it shows us that students are distracted by the cellphones and they believe that there lectures and classes are distracted by texting or browsing apps.

### **IMPACT OF SMARTPHONE ON PSYCHOLOGICAL HEALTH**

Some mental or behavioral problems may start to occur if you use excessive problematic smartphones. Nowadays youth have made their cellphones everything and they think they cannot live without them because they are now too much attached with it. Due to a lot of school work and other daily tensions students have now started to play games, start browsing on Internet and chatting with each other to release their tensions (KO, 2015).

In the past students use to surf or browse on computer but now a days it has become easier for them to surf or browse through using cellphones. Study by Kibona and Mgaya (2015) tells us that most of the students use smartphone for social activities (65%) more than their education activities (20%). And students also admitted that they use that 65% for surfing social apps such as Instagram, Facebook, WhatsApp and twitter etc. while doing their homework or assignments. Moreover 48% of the students spend their 5 to 7 hours of the day using their smartphones therefore 85% students are totally addicted to their smartphones.

### **IMPACT OF SMARTPHONE ON SOCIAL INTERACTION**

According to Botta et al. (2016). New Technologies are coming and they are now matching the human beings need that is why communication is also playing a vital role. This is the reason due to which communication is becoming easier with the advancement of the technology and it is changing the style of communication between each other. The unique and multiple application features of smartphones make it different from other communication and electronic devices (Li et al., 2020).

Social engagement between each other is limited by threatening its unique applications with limiting the face to face interactions with each other and by developing more chatrooms. Due to lack of real life social interactions between individuals it may add to relationship issues and it may interfere in their academic work. (Kuss & Griffiths, 2011).

According to Fernández-Ardévol and Rosales (2017). The people and young generation are now investing their most of time in chatting or making live calls with each other rather than meeting with their friend and family members. This is because of smartphones because society is moving into the smartphone world. It is also making danger of relationship between the individuals, although applications of cellphones increase the ability to interact with social mates freely and easily. There is lack of oral communication we can see now a days but individuals are now able to create the group of their friends and communicate through social platforms.

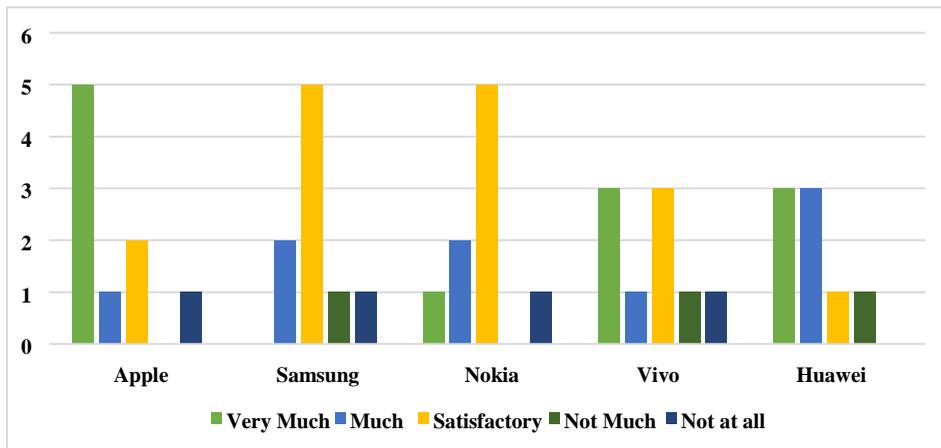
This study is based to conduct and investigate the relationship between the qualities of in social person interaction with the existence of cellphone or other electronic devices shows that conversations without cellphones were naturally exceptional as compared to the interaction with the presence of cellphone communication technologies (Misra et al., 2014).

## METHODOLOGY

The goal of the research was to present the usage of cellphones among our society and the students who use too much for other things instead of academic purposes. So in-depth perspectives of experiences with implementing mobile computing devices was done to get the results of the study. Methodology refers to the means and logical procedure through which a research plans or approach is implemented. Survey research method was adopted to find out that how respondents use the cellphones for their academic use and how the society is using cellphones and to explore the benefits as seeking its negative effects too. The Basic objective of this study was to find out that whether uses and gratification model is appropriate. Keeping in view the nature of the study, survey method was considered to be an apt method for collecting information and data analyzing, which was presented among those people who use too much cellphone and it is effecting their health.

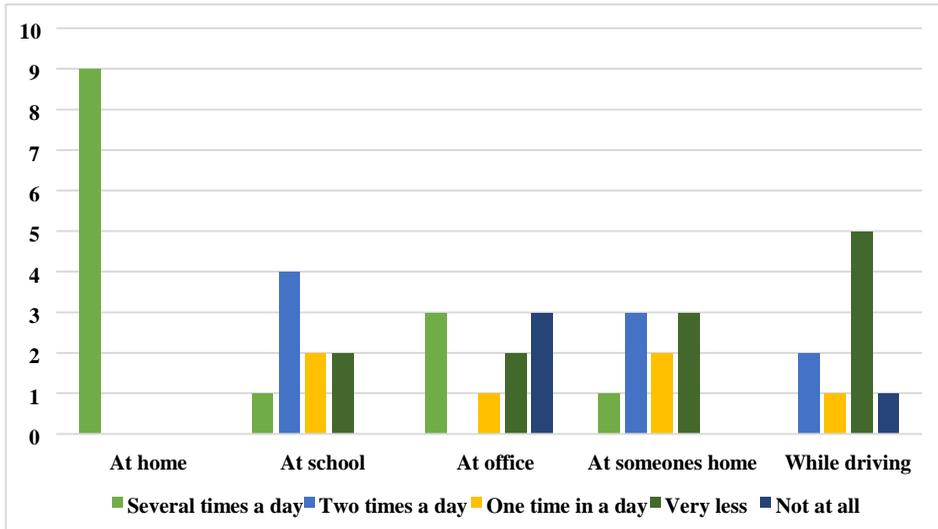
## DATA ANALYSIS

To get the collective information about the usage of cellphone and its impact on society different students and people of society were analyzed through the question answers. The theme under which the data analyzed was restricted to uses and the effects of cellphones. This analysis paid attention to every aspect of the cellphones.



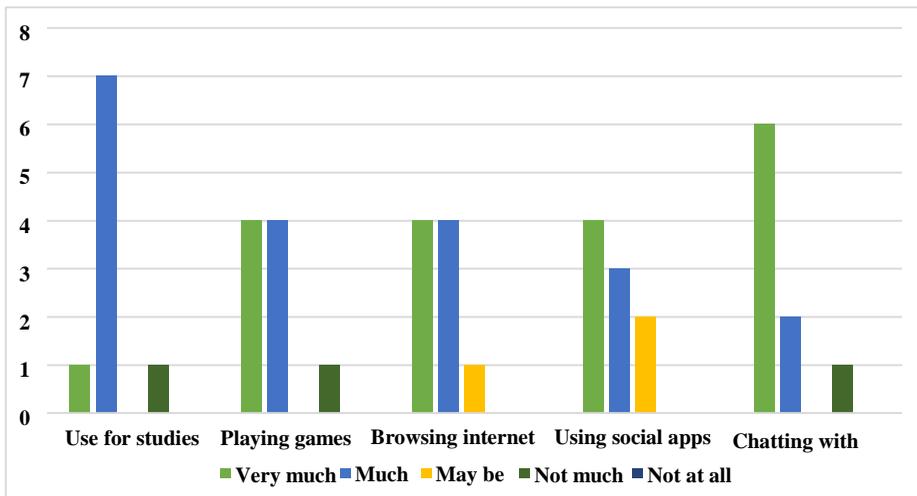
**Figure 1: Most Liked Cellphones**

According to the results of the above Figure 1 we can clearly see that most of the people love APPLE Brand to use and at the same time Samsung and Nokia have satisfied more number of people among the other cellphones. At last Huawei has no audience that has nil in the category of Not at all.



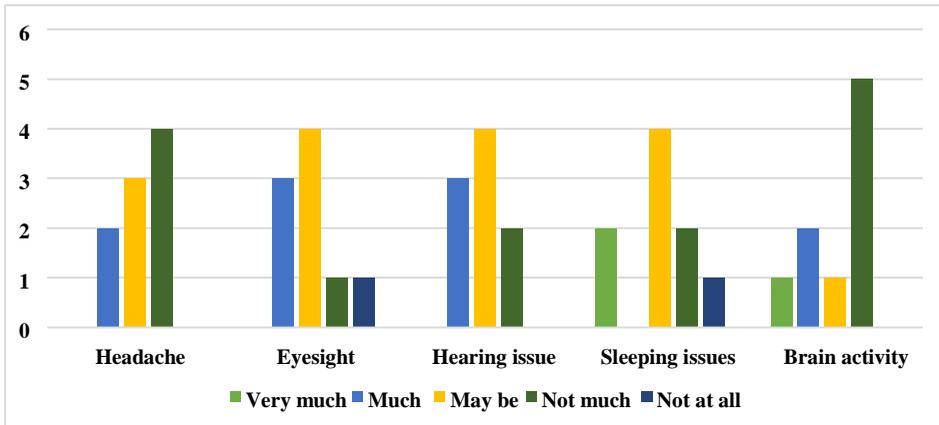
**Figure 2: Usage of Cellphones**

According to Figure. 2 we can see that people use most number of times their cellphone at home. This table shows us about how much people use their cellphones in a day and at which place they use the most. At school and someone's home it's a draw that people use two times a day. The least category is that when people do not use cellphones at all while driving.



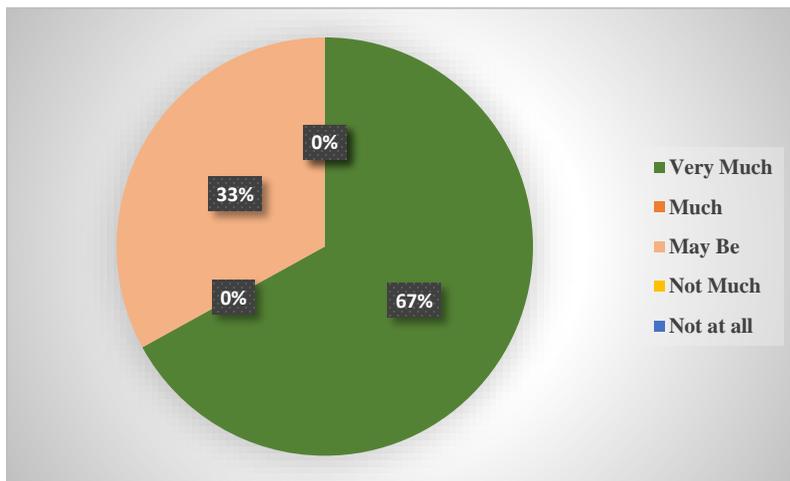
**Figure 3: Used for which Purpose**

Figure 3 is telling us about for which purpose people use the cellphones most. As we can see the table the highest category is for that people like to use cellphones Much for the studies. We are having a draw at Very much category in Playing games, browsing internet and Using social apps. The category the people like the least is not at all and it tells us that people use cellphone for every purpose.



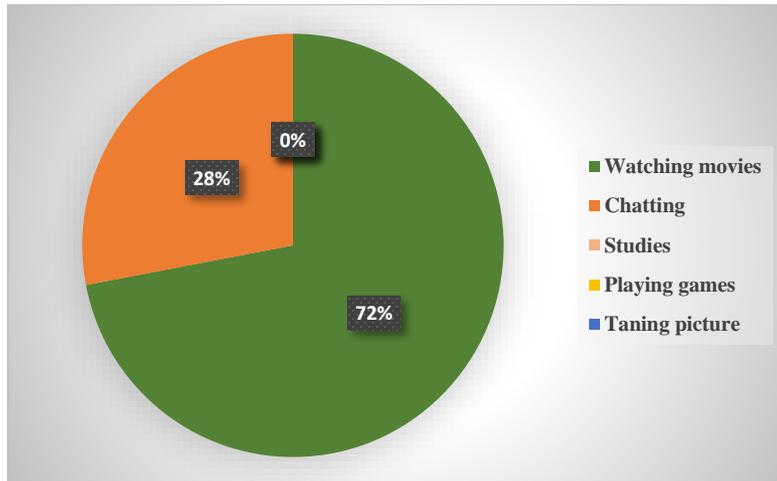
**Figure 4: Side effects of Cellphones**

Figure 4 tells us about the side effects of cellphones on our health. Excessive use of cellphone has very bad effects on human health as per table number 4 we can see that people all the health issues equally but they have more of hearing and eyesight issues. The least number of effect that people feel are about the Brain activity.



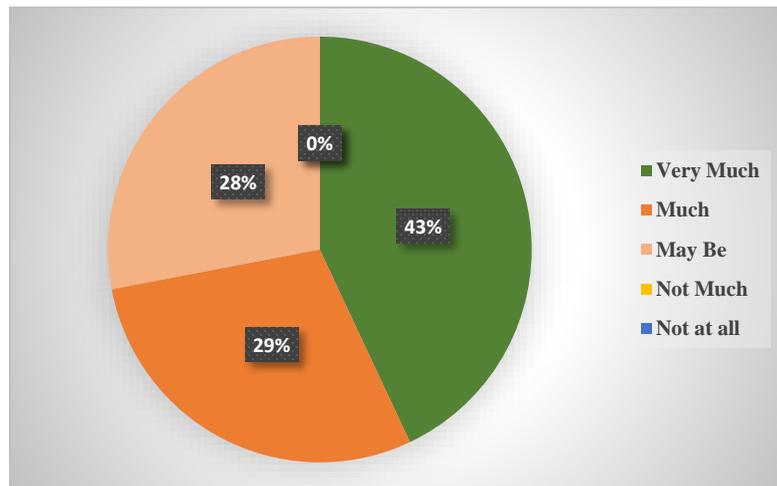
**Figure 5: Cellphones are Helpful**

Figure 5 tells us about whether cellphones are helpful for people or students or not. As per Figure 5 the highest category is of Very much and we can see that cellphones are very much helpful for people. At the same time some people also think that maybe cellphones are helpful in their daily life and academic process. All other categories are least liked by the people who think that cellphones are not helpful.



**Figure 6: Discomfort in using Cellphone**

Figure 6 tells us that people who use the cellphone most of the time feel any discomfort or not. As per Figure 6 we can see that the highest category is about people feel most discomfort when they watch the movies and at the second position they think they feel discomfort while chatting.



**Figure 7: Awareness of Health**

Figure 7 tells us about when people were asked whether the people or society should become aware of the side effects than can occur due to cellphone usage than most of the people say that people should be aware of the side effects of the cellphones. Same at Figure 2 much people thought that people should be aware of cellphones usage is effecting our health. The least is that no one thinks that we should not be aware of health side effects.

**Table 1**  
**Satisfaction with Cellphone**

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
										95% Confidence Interval of the Difference
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Satisfaction with cellphone	Equal variances assumed	7.570	.006	-1.302	318	.194	-.169	.130	-.424	.086
	Equal variances not assumed			-1.302	311.500	.194	-.169	.130	-.424	.086

Table 1 is shows that us about how much cellphones satisfies our people and society. As per table 1 results indicates that ( $F = 7.570$ ,  $P = .006$ ) highest category is about that people are satisfied with the cellphones Very much. At the same time people also think that they are Much satisfied with their cellphones.

**Table 2**  
**Changing the Society**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.050	1	.050	.024	.878 <sup>a</sup>
	Residual	672.750	318	2.116		
	Total	672.800	319			

a. Predictors: (Constant), Gender

b. Dependent Variable: Changing the society

Table 2 shows that the impact of cellphone on our society whether it is changing our society so as per table 7 we can see that the means square value (0.50) and F test value (.024) so is was indicated that the cellphone negative impact on the viewers the Predictor value ( 0.878. At the same time there is a draw between many people who think it is very much or much change in the society due to cellphones.

### **DISCUSSION**

According to the data, the gender distribution of participants was 60% female and 20%, male. The majority of those polled (40%) claimed they used their smartphones for 4-6 hours every day. 80% of individuals surveyed stated Instagram and Facebook were their primary social media platforms. For questions 9 through 12, 85% agreed that their smartphones were their only form of communication, 90% disagreed that their heavy smartphone use makes them uneasy in social situations, and 65% said they would prefer to communicate via text rather than face to face. Cell phones do not help people communicate more efficiently, according to 71% of respondents, and smartphones do not make people feel lonely, according to 90%. 8 of the 22 people who participated in the optional open-ended portion of the survey said that smartphones had harmed their social ties somehow.

### **CONCLUSION**

This research was basically designed to tell about the usage of cellphone and their impact on our society. Furthermore, tells us whether students use their cellphones for academic purpose or not and how the people of society are changing because of the cellphone and browsing of internet. The use of cellphones allows researchers to fine and understand in a better way about the power of social interaction as compare to face to face interaction.

The goal of this study was to check whether cellphone is helping the students in their academic process, people in their daily routine tasks and if it is effecting the health of the people or it is changing the society day by day. As per our research we can clearly see that cellphones are helping the students in their educational purposes so these findings are simply supporting for that belief.

With the rapid change in the technological development people are also getting more attached with these technologies and attracted by them. The people now a days are so attached with these cellphones that they don't even care what's happening around them and even don't hear what their parents are saying. More researches are also needed to get more and more effects of the cellphone and their uses.

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