REVIEWING THE RELATIONSHIP WITH SMARTPHONE : NEED OF HOUR

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ABSTRACT
“Mobile is a global platform that today supports two-thirds of the world’s population, delivering the connectivity and infrastructure that is powering new digital economies and addressing socio-economic challenges,” said Mats Granryd, GSMA director general. The usage of Internet enabled mobile phones is a 21st century experience which covers various operations. The use of social networking by college students has become increasingly relevant to their academic lives. Smartphones have added great potential by enabling an increase in the use of social networking and in the number of hours spent on such sites. The aim of this study is to examine phone usage and identify the effects internet enabled mobile phones have on the overall performance of youngsters.

Keywords: Mobile, usage, Smartphone, performance.

INTRODUCTION
“Media is taking us places where we don’t want to go”. A Little device in our pockets have become so powerful that they don’t only change what we do, they change who we are. Some of the things that we do now with our devices are the things which only a few years ago we would have found odd/disturbing, but they have quickly come to be familiar. It has become so common that there is a unique term for this “Phubbing”.

Mobile phones have become an almost essential part of daily life since their rapid growth in popularity in the late 1990s. A nationwide survey conducted in 2010 shows that mobile phones are the most necessary medium of communication for adolescents. Another recent study conducted By GSMA, the mobile operators association, revealed that “The number of mobile phone users globally will surpass five billion by the middle of this year” and also “With populations in Asia, and notably India, on the rise, the number, which stood at 4.8 billion a year ago, should mushroom to 5.7 billion, or three quarters of the world’s population, by 2020”. It has virtually affected the society’s accessibility, security, safety and coordination of business and social activities and has hence become a part of culture of the whole world. In an interview with CNBC this week, the CEO of the NSC, Deborah Hersman acknowledged “the percentage of cell phone related crashes isn’t surprising since cell phone use behind the wheel happens frequently. A recent nationwide survey done by Samsung as a part of their “Safe India Campaign” showed that around 60% of Indian two wheeler users admit to instinctively answer their phones while riding; one in 3 car drivers sends texts while driving and 64% regularity answers the phone while crossing the roads.

“Technological addiction can happen to anyone,” said digital detox expert Holland Haisi, who describes technology as “the new 21st century addiction” in her book “Consciously Connecting: A Simple Process to Reconnect in a Disconnected World.” But the Smartphone abuse to addiction is becoming more problematic nowadays in most of the teenagers, born in the 1990’s, labeled as “iGeneration”, this category of humans are becoming more and more vulnerable to the addiction. A study conducted by Indian students at Ball State University found that the number of students who own a smartphone has more than doubled in three years - from 27% in 2009 to 69% in 2012 (Hingorani& Woodard, 2012). This number is expected to keep on growing in the coming years. Research done in Australia among 3000 people under the age of 25 showed that 9 out of every 10 feels the kind of anxiety while battery is on the verge of dying. Number one in Smartphone using country in the world “south Korea”, in 2015 a study revealed that 88% of the teenagers have the access to the smartphone and 3 out of every 4 shows smartphone addiction. A Recent study conducted by CNN (America), stated that half of teens think they are addicted to smartphones. Nearly 80% of teens in the new survey said they checked their phones hourly, and 72% said they felt the need to immediately respond to texts and social networking messages. Thirty-six percent of parents said they argued with their child daily about device use, and 77% of parents feel their children get distracted by their devices and don’t pay attention when they are together at least a few times per week.

LITERATURE REVIEW
Out of 75% of teenagers owning cell phones, 25% use them for social media, 24% use them for instant messaging and 54% usethem for texting (Hinduja and Patchin 2007). Social networking sites have both
negative and positive impact on the education of the youth (Kuppuswamy, 2010). Survey carried out by LiveMint (India), showed that around 42% of adults tend to use their mobile phones 110 times a day. The Pew Survey Revealed 62% of Indian Internet users (or smartphone owners) said they used social networking sites. Among those, 69% respondents were millennial users, while 48% were aged 35 and above.

In the research titled "Smartphone Addiction in University Students and Its Implication for Learning" Lee et al (2015), found that the higher the addiction level is, the lower level of self-regulated learning the students have, as well as low level of flow when studying. Further interview for smartphone addiction group was conducted, it has been found that the smartphone addict—learners are constantly interrupted by the other applications on the phones when they are studying, and does not have enough control over their smartphone learning plan and its process. Grosseck et al (2011) and (2013), in their study found that the majority of students spend significant time on Facebook more for social uses (to stay in touch with friends and family, to share/tag photos, to engage in social activism, volunteering etc.) and less for academic purposes, even if they take part in discussions about their assignments, lectures, study notes or share information about research resources etc.

<table>
<thead>
<tr>
<th>Name of Researcher</th>
<th>Findings</th>
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<tr>
<td>MWANGI AGNES WAIGUMO, 2011</td>
<td>According to the author, teenagers have become addicted to social networking sites that some feel they would not survive without social networking sites.</td>
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<td>Abir S. Al-Harrasi, Sultan Qaboos University, 2014</td>
<td>The research concluded: 1) college students spend a long time on social networking sites, 2) college students are facing problems in trusting, filtering, and selecting all the different information accessed from social networking sites, and 3) social networks affect students in both positive and negative ways.</td>
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<td>*Ms. Reshma, 2014</td>
<td>SNS has great impact on youth of India. One can easily see the entry gate to these social sites but they are unable to find the exit from these SNS.</td>
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<td>Soyemifumoke, Oloruntoba S. A., Okafor Blessing, 2015</td>
<td>According to the study, the students are influenced negatively to a great extent by the mobile phone because attention is focused on chatting, music and others while their academic activities are neglected and left to suffer. Also, this study discovered that the use of mobilephone is uncontrollable among students which are the leading cause of poor academic performance among students.</td>
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<td>LusekeloKibona, 2015</td>
<td>Research proved that there is positive correlation between genders, age group, marital status, addiction to smartphone usage, program taken at University and the usage of smartphone in the sense that there is a certain group affected. mentioned. But there is also a negative correlation between high academic performance.</td>
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<td>Leonid Miakotko, 2016</td>
<td>The author concluded that prolonged use of devices may cause symptoms of the musculoskeletal disorder, thumb (deQuervain's tendinitis), and neck.</td>
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<td>NasirKoranteng Asiedu, 2017</td>
<td>The study indicated that the positive effects of social media outweigh its negative counterpart hence, students should not be entirely discouraged from visiting social media sites.</td>
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According to S. S. Alavi et al (2012, 2013 and 2015) an increasing reliance on cell-phones among young adults and college students may signal the evolution of cell-phone use from a habit to an addiction. Although the concept of addiction has multiple definitions, traditionally it has been described as the repeated use of a substance despite the negative consequences suffered by the addicted individual. A research done by Junco (2013), shows that Females tend to see technologies like cell-phones and Internet as tools of communication – as a means to maintaining and nurturing relationships. Men, on the other hand, tend to see the Internet and related technologies as sources of entertainment. As per Chakraborty et al (2010), although various etiological theories could be used to explain which cell-phone activities are most likely to lead to addiction (e.g., Escape Theory), Learning Theory seems particularly appropriate. Learning Theory emphasizes, among other things, the rewards gained from various cell-phone activities. Smartphone's addiction is a major impact on academic and social life. As per Sarwar et al (2013), surveys show that Smartphone addiction is interfering with our night's sleep. According to the survey, 33% of mobile workers admitted that they check their phones for email and message throughout the night. Nearly 50% of those surveyed said, they wouldn’t even think of going to bed without have their Smartphone’s tucked under their pillows Fischer (2012). According to [Kim et al (2013 and 2002), smartphone abuse is increasing in the 21st century as more and
more adolescents enjoy exploring their Smartphone’s in their free hours. Smartphone overuse can be a sign of Smartphone addiction.

FINDINGS
According to a study carried out by Harvard University (Department of psychology), there are two major reasons for this transformative addiction towards SmartPhones: 1. Dopamine: When we share any information about ourselves via SmartPhones or Social Media, or receives any notification this activates the same part of our brain from which we gain pleasure. Eg. Eating Food, Getting Money etc. 2. Fear to Miss Out (FOMO): We have become so afraid of missing out that we use different social medias to see what others are doing – but what we really are doing is missing onto the real world on reality.

The effects according multiple studies carried out by the researched suggest that there are n number of things that happen to our brain while using Smartphones: 1. Apparently overuse of screens can really lead to loss of tissue volume in: the front lobe area of the brain. This is where the processing functions happen and The Insula: where we learn to create empathy and compassion for others, 2. Goldilocks (not too little, not too much, just right) : with the help of SmartPhones we gain a right to present ourselves in front of the others as we want to be, we get to edit, delete and modify things, we get to retouch our face-voice-flesh-body, not too less-not too much-just right. "Human Relations are complex, they need time – we tend to clear them with Technology". In a recent study conducted by Verto Analytics (via AppleInsider), they have found that in the US, Siri (personal assistant App) is apparently leading the way in terms of popularity. Most of its users showed their wish to make Siri more like a bestfriend, a friend who would listen when others wont. 3. I Share, Therefore I Am: Our profile of Social Media tends to describe ourselves, our thoughts, our feelings.

Neurological Aspect: The brain associates the releasing of dopamine with the notification. Creating a bond known as neuro association. We are running on a treadmill of dopamine as our attention rate has dropped down to 8 seconds (Microsoft). 5. Decreased Focus: “Focus and Depth is what makes life rich intellectually, emotionally or through meaning”, William Powers in his book Hamlet’s Blackberry. The practicality that Smart Phones brings to our daily lives is phenomenal but it comes with the price of shallow thinking.

Everything but Alone: Development of Social Robots specially designed to act as a companion to elderly people, children- to us. Designing technology to give us the illusion of companionship without the demands of friendship.

FINDINGS
1. More adolescents enjoy exploring their Smartphone’s in their free hours. Smartphone overuse can be a sign of Smartphone addiction.
2. Dopamine: When we share any information about ourselves via SmartPhones or Social Media, or receives any notification this activates the same part of our brain from which we gain pleasure.
3. Fear to Miss Out (FOMO): We have become so afraid of missing out that we use different social medias to see what others are doing – but what we really are doing is missing onto the real world on reality.

CONCLUSION
Steven Spielberg said “Technology can be our best friend, and technology can also be the biggest party pooper of our lives. It interrupts our story, interrupts our ability to have a thought or a daydream, to imagine something wonderful, because we’re too busy bridging the walk from the cafeteria back to the office on the cell phone”. Smartphones and mobile devices became an integral part of the most people live. There is no one single opinion if cellphones bring harm to human’s health. However, addiction and huge reliance on cell phones carry some risks on human development and health. The risks are emotional, physical, social and psychological. Saurabh Sharma noted, “A smartphone is an e-toy designed for the lonely inner child hidden in each and every one of us.” Undoubtedly SmartPhones has made our lives indeed very easy making...
us capable to seek the views of course mates on a certain topic at the comfort of their rooms, the opportunity to make more friends than in real life and the ability to be able to participate in group discussions were found to be the positive effects of social media on students in both institutions while reduction in the level of concentration in class, wasting of valuable time that could have been used to study, reduction in physical interaction (face-to-face interaction) and the promotion of shorthand writing which has the ability to affect the writing of good grammar were also found to be the negative effects of social media usage on teenagers.

REFERENCES