The impact of mobile phones on a student's life in various cities of Pakistan

Khair-uz Zaman
Gomal University D.I. Khan, Pakistan

M. Imran Khan
Qurtuba University D.I. Khan, Pakistan

Recommended Citation

DISCUSSION

The Impact of Mobile Phones on a student's life In various cities of Pakistan

Khair-uz-Zaman
Gomal University D.I. Khan, Pakistan

M. Imran Khan
Qurtuba University D.I. Khan, Pakistan

ABSTRACT

This paper examines the impact of mobile phone on the personal, financial, psychological, physical, educational and also the social life of a student. We have taken a sample of hundred students from the various cities of Pakistan, such as, Karachi, Lahore, Islamabad, Peshawar, and Dera Iamail Khan. Mostly their educational level is from Matric to PhD, considering both males and females equally and their age group is from teenager to adulthood.

The results of this study show that 65% students have their own mobile phones, while 35% do not have their own. Mostly 28% students are using U-fone, while 23% are using Mobilink and 18% students are the subscribers of Warid Telecom. Nokia is the most useable brand by the students. 60% students have said that there is no need of personal mobile, while 40 % response is positive. 50% students have given the response that, mobile phone can be used for cheating purpose through messaging and blue tooth etc. 35% students daily consume 1-20 minutes, while 25% students consume more than one hour regarding use of cell phone.

Results also show that mostly students have bought their cell pone in adulthood. 29% students do 1-5 messages a day. Mostly students have bought their cell phone for general purposes. Generally its expenses varies from Rs: 250-600 monthly and these expenses are generally paid by their parents. Students mostly like to buy a phone more than Rs. 4000 and generally replace it after one year. Majority of student have said that mobile phone has increased both social and psychological problems. During the study 56% have said that it should be kept silent and there should also be problem rules and regulations regarding use of mobile phone. So there are some other facts and figures which are given this article.

Less attention has been dedicated to the reconstruction and analysis of the impulse that its users have given the mobile. The main idea of this article is that the mobile is changing not only the student's life, but also the framework of society.

In a nut shell, the results and recommendations of this study can help us to improve the usage of Cell phone among the young generation specially students.

Keywords: Mobile phone; educational impact, social impact, psychological impact, physical impact and student life.

INTRODUCTION

"God meant us to be wireless. The last cord we were connected to was cut at birth"
Frank Sanda, Motorola (2003)

Mobile telephony is without doubt one of the most explosive developments ever to have taken place in the telecommunications industry. By the end of 1990 there were just 11 million cellular subscribers world-wide; eight years later that figure had jumped to 320 million and is now forecast by the ITU to exceed 550million by the end of next year. Penetration rates in the Nordic countries were close to 60% by September 1999, led by Finland (63%), Norway (58%), Iceland (56%) and Sweden (53%). Mobile growth around the world has also been nothing short of astonishing. China posted an 87% combined annual subscriber growth rate from 1995 to 1998, with other major economies like Brazil (82%) and South Africa (67%) not far behind.

For the world's poorest countries, cellular telephony and wireless local loop systems represent the best chance yet of bringing the power of telecommunications to economically disadvantaged or isolated communities. Cambodia, for example, is one of only half a dozen countries in the world where cellular subscribers already outnumber fixed-line subscribers (www.itu.int/Telecom).

ACCORDING TO STATISTICS FROM VARIOUS SOURCES

- By the end of 2005, the world's cell phone subscribers will total 1.7 billion, according to research firm IDC.
- According to CTIA, the number of cell phone subscribers in the United States will reach nearly 195 million by the end of 2005, up from 25 million in 1994.
- According to Cincinnati.com, American teenagers spend more than $150 billion a year - more than the gross domestic product of Finland, Ireland or Chile.
- A national survey conducted by the student market research group, Student Monitor, indicated that nearly 90% of college students owned cell phones in fall 2004, up from 33% in 2002.
- According to CTIA, average monthly cell phone bill is just under $50

178

- It might be of use to someone else. Many charities will collect cell phones for fundraising or to give directly to people who need them.
- Parks Associates predicted in March 2005 that 28% of the US households are likely to purchase a mobile phone in the following 12 months.
- 65.4% of the U.S. population own cell phones, according to the Yankee Group.
- The average user replaces his or her cell phone every 18 months.
- Nationwide, 130 million cellular phones will go out of use this year, according to the U.S. Environmental Protection Agency. That creates an estimated 65,000 tons of electronic garbage.
- According to a March 2005 article by InsideBayArea.com, of the more than 100 million cell phones being retired, 75% will be stored in people's homes and another 5% will be recycled. The final 20% will simply be thrown as trash.
- According to M:Matrics, a student's mobile phone bill ranges from $41 to $60 per month, but 57.5% of students are on family plans and don't pay the bills themselves.

Without doubt, mobile telephony offers enormous advantages – added convenience, greater personal security, and the ability to take advantage of 'dead' time to do business on the move. But the picture isn't all rosy. Like most young technologies, mobile telephony is experiencing its share of teething troubles, including concerns about environmental impact, health and safety, and, of course, the social changes being wrought by a technology which, by making us permanently contactable, is having a profound effect on our interpersonal interaction.

The last decade has seen a significant increase in the use and growth of mobile phones in the general community. This has led to changes in the way individuals communicate, including the fact that they can reach people by phone at anytime of the day no matter where they might be.

Each of us has anecdotes and opinions about the mobile phone, but few of us can boast a truly informed view, much less a database upon which to think, or act, about the best use of mobile phone technology. We recognize the incapacity of the elderly to embrace the utility of mobile phone technology, we have some feel for our individual limitations and we must all be stunned at how we middle aged adults lag frustratingly behind our children who manipulate the phones as if they were born with them. How do they do it? Should we control it? How can we make this technology work best for them (and us) and how can we contribute to a future where this profoundly useful technology maximizes social and economic good for all the citizens and institutions in Pakistan?

179

Keeping in view the impact and importance of mobile phones on the student's life can not be ignored. It has changed the personal, financial, psychological, physical, educational and also the social life of a student.

Pakistan is a developing country so it is very important to do research in mobile sector. That is why researchers have considered some major cities of Pakistan in order to see its positive or negative impacts on the society in general and student's life in particular.

LITERATURE REVIEW

There has been a massive increase in the use of personal mobile phones over the past five years and there is every indication that this will continue. According to Black (2002), by 2008 almost 100% of working people in Australia will carry personal mobile phones. Black describes this phenomenon as 'serious in the extreme, potentially undermining the foundations of communication in our society' (2002, p 167).

BY THE AUSTRALIAN PSYCHOLOGICAL SOCIETY

The last decade has seen a significant increase in the use of mobile phones in the general community. This has led to changes in the way individuals communicate, including the fact that they can reach people by phone at anytime of the day no matter where they might be. According to IDC Australia (a large market research group), who released data on mobile phone use in 2003, 14.9 million Australians use a mobile phone and this figure is projected to increase to 17.2 million by 2007. IDC also state that the Australian mobile phone market is approaching saturation.

Adolescents in particular appear to have become preoccupied with mobile phones with very high rates of mobile phone ownership. Furthermore, adolescents participate in a high rate of SMS communication. In a Norwegian study, Ling (1999) found that more than 70% of adolescents who owned mobile phones were frequent SMS users.

Australian research has looked at the rate of mobile phone ownership among adolescents, the way adolescents use mobile phones, and the costs associated with mobile phone use. However, there is a lack of research on the psychosocial implications of the high rate of mobile phone use among adolescents. Areas of interest to investigate include: how mobile phones contribute to the development of social relationships for adolescents; the impact of social isolation for adolescents who do not have a mobile phone; the impact of mobile phone use on family time and family relationships; and concerns surrounding mobile phone use, including costs, that may impact on family relationships. The Australian Psychological Society

180

conducted a survey to explore issues surrounding mobile phone use by adolescents with a specific focus on psychological and social issues.

Two focus groups were conducted with adolescents (one with younger adolescents in years 7 to 9 at school and one with older adolescents in years 10 to 12) to identify their views and issues around mobile phone use. Information gained from the focus groups was used to guide the development of two questionnaires on adolescent mobile phone use. Questions in the two questionnaires paralleled each other, with one questionnaire to be completed by adolescents and the other to be completed by parents of adolescents.

Two hundred and fifty eight adolescents in years 7 to 12 from schools in Melbourne (127) and Sydney (131), and 166 parents of adolescents, took part in the study. Schools that took part were considered to be in low- to middle-class areas. Of the adolescents, 54% were male and 46% were female. The majority of the adolescents (67%) fell in the group defined as younger (school years 7 to 9) and the remaining 33% were in the older group (school years 10 to 12). When conducting analyses of the results, group means were compared to investigate the effects of gender and the age level of the adolescent (younger or older) to see if any differences exist between these groups.

PSYCHOSOCIAL ASPECTS OF MOBILE PHONE USE AMONG ADOLESCENTS

The Australian Psychological Society - November 2004 v32 younger age group is a prime market for mobile phone providers. Alternately, it may be that adolescents begin to abandon their mobile phones as they get older, although this is unlikely to explain results in this study as only 2% of adolescents reported having had a mobile phone at some time but no longer having one.

The age at which adolescents first got a mobile phone did not differ between males and females. Neither did the number of mobile phone calls made, however girls send significantly more SMS messages per week than do boys. There was also an age difference in mobile phone usage, with older adolescents more likely to make voice calls than younger adolescents.

In general, views on mobile phone use by adolescents were largely positive, with both parents and adolescents highlighting the positive aspects of mobile phone use rather than difficulties that have at times been identified with adolescent use of mobile phones. Nevertheless, a range of issues emerged from the study findings affecting adolescents and parents which require consideration. These findings will be discussed under the following topic headings, which were of particular interest in the current investigation: safety, peer and family relationships, and financial issues.

181

SAFETY ISSUES

The main reason highlighted by both parents and adolescents for getting a mobile phone was for contact with parents and safety. Facilitating contact between the adolescent and his or her parents was seen to be the primary purpose of having a mobile phone by many adolescents (43%) and parents (37%). The other prominent and probably related reason given was safety with 28% of adolescents and 48% of parents highlighting the need to have a mobile phone for safety in case of emergencies. Further 35% of parents in the study believed that their child was safer when away from the home because they had their mobile phone with them and 68% of parents believed that they knew where their child was at any time because they could contact him/her on the mobile phone. However, one parent did acknowledge that this was merely a perception and that knowing where her son was, was still based on trust. Older adolescents were more likely than younger adolescents to report feeling safer when going out because they have a mobile phone with them. However, this difference between older and younger adolescents' perceptions of safety may reflect the different activities that these age groups are likely to take part in.

Although parents of adolescents appear to believe that a mobile phone helps them to keep track of their children and that their children are safer because they can contact their parents using their mobile phone, this is not always successful, with 77% of parents of adolescents with mobile phones reporting that there has been an occasion when they needed to contact their child urgently but were unable to do so. Furthermore, 37% of adolescents reported an occasion when they needed to contact their parents urgently but were unable to because they were out of credit.

FAMILY RELATIONSHIPS

Results reported above highlight the important role that mobile phones play in facilitating communication between parents and adolescents. Given that both parents and adolescents view the primary function of a mobile phone for adolescents as providing safety, but the fact is not the same.

PSYCHOSOCIAL ASPECTS OF MOBILE PHONE USE AMONG ADOLESCENTS

The Australian Psychological Society - November 2004 v33
surprising that adolescents rated being able to contact parents at anytime and parents being able to contact them as 'very' or 'extremely' important (82% and 76% respectively). Surprisingly, for a large number of adolescents (58%), there were no

182

rules set by parents regarding their mobile phone use. Analyses showed that parents were more likely to set rules for older adolescents than for the younger ones. It may be that adolescent mobile phone use generates more family problems as adolescents get older, or alternatively that it takes some time before parents view mobile phone use as an activity that requires rule setting.

For those adolescents who did have set rules about mobile phone use, the most common rule reported was having to leave their mobile phone out of their room at night (56%). Other rules included having to share a mobile phone with a sibling, using the phone only in emergencies, and not using the phone during meal times. Thirty per cent of adolescents reported 'always' sticking to the rules and 45% stated that they stick to the rules 'most of the time'. However, investigation of the results (as reported by the adolescent) demonstrated a significant association between the age of the adolescent and the likelihood that the adolescent would stick to the rules. As the age of the adolescent increased, it was less likely that they would abide by rules set by parents. In 12% of cases parents had confiscated their adolescent's mobile phone at some point as a form of punishment. Overall, however, few family difficulties emerging from adolescent mobile phone use were revealed in the study findings. Only a relatively small number of adolescents reported arguing with parents over mobile phone bills (16%) or the adolescent being on the mobile phone in general (4%). A further 6% of adolescents reported parents complaining because they did not spend enough time with them because they were always on the mobile phone, and 2% suggested that family time suffers because of their mobile phone use. Ten per cent of adolescents reported parents frequently asking them to get off the mobile phone late at night. An investigation of gender and age group differences showed that it was the younger adolescents who were significantly more likely than older adolescents to stay up late at night using their mobile phones. Consistent with this, parents of younger adolescents were significantly more likely to identify this as a problem than were parents of older adolescents. However, it may also be that parents of younger adolescents are more aware of their child's behaviour late at night than are parents of older adolescents.

A reasonably large number of adolescents (27%) reported using their mobile phone to organize activities that their parents were not aware of. However, only 6% of parents reported having called their adolescents on their mobile phone and found them to be doing something that they were not supposed to. As with the findings from the adolescent data, only a small number of parents reported conflict surrounding mobile phone bills (8%). The most common disagreement between adolescents and parents was parents having to continually ask their adolescent to get off the phone late at night (12%). In addition, 5% of parents stated that family time suffers because of their adolescent's mobile phone use. Nevertheless, only a small number of parents (5%) wished that their child did not have a mobile phone.

183

PSYCHOSOCIAL ASPECTS OF MOBILE PHONE USE AMONG ADOLESCENTS

The Australian Psychological Society - November 2004 v34

PEER RELATIONSHIPS

As well as for contacting parents, adolescents clearly view mobile phones as important for contacting friends. For a large number of adolescents (63%) over half of the calls they make using their mobile phone are to friends and for 19% of the adolescents in this study over three quarters of mobile phone calls they make were to friends. Older adolescents were significantly more likely to use their mobile phones for calling friends than were adolescents in the younger age group. In contrast, adolescents in the younger age group were significantly more likely to be contacting parents when making a voice call on their mobile phone.

Fifteen per cent of adolescents reported having more friends because they can be contacted on their mobile phone and 27% believe that having a mobile phone has improved their friendships. Mobile phones appear to have facilitated easier communication between adolescents, with 34% of adolescents admitting using SMS to flirt with someone who they were interested in, and a large number of adolescents (47%) reporting that they felt they could say things to others using SMS that they would not be able to say in person (significantly more for males). Interestingly, when reporting their view of adolescents who do not own a mobile phone, those adolescents who do own a mobile phone were highly positive: 91% of these adolescents reported that they 'respect kids who decide that they don't need a mobile phone', suggesting that these adolescents were not necessarily excluded.

Although 98% of adolescents reported that their school had rules about mobile phone use, only 46% of adolescents reported always sticking to the rules. Thirty-two per cent of adolescents reported using their mobile phone to SMS friends during class time with younger adolescents more likely to take part in SMS use during class time than the older adolescents.

A surprising number of adolescents reported a range of experiences that can be considered bullying through mobile phone use. Ten per cent of adolescents in this study reported having received threatening messages on their mobile phone and 29% stated that they had received messages from someone that they did not want to be in contact with. Further investigation revealed that the younger group of adolescents was significantly more likely to have experienced threatening messages than the older adolescents, suggesting that this form of bullying may be more common in the early secondary school years. Parent reports confirmed this finding, with parents of younger children more likely to report these negative effects of mobile phone use

184

experienced by their child. However, it is unclear whether this is because the younger adolescents are more likely to report being bullied using the mobile phone than are older adolescents. It also seems that the younger adolescents may be most attached to their mobile phones, as they were more likely than the older adolescents to report needing to return home to collect their phone if they forget it.

FINANCIAL ISSUES

Recent studies have highlighted the financial costs for families associated with adolescent mobile phone use. The aim of this study in relation to costs was to investigate the impact that this added financial burden might have on family relationships.

The Australian Psychological Society - November 2004 v35
The results suggest Psychosocial aspects of mobile phone use among adolescents that for participants in this study mobile phone costs were not a major source of conflict within families. Consistent with earlier studies, the majority of adolescents in this study were on a pre-paid system (66%) with a large number of adolescents reporting that the parents chose this system because it allowed them to control costs (49%). For many adolescents, parents pay all of their mobile phone costs (51%) with a smaller number paying costs themselves (26%), sharing costs with parents (18%), and 5% of adolescents have other arrangements.

Some other studies have been conducted to make the best use of mobile phone, such as:A detailed research has been done on the Mobile Society (Cooper, G.Green, N., and R. Harper, 2005).

Researchers have also worked about the problem raised due to new media and cultural based perceptions of Cell phones (Leonardi, P.M, 2003), plus Critical studies in Media communication, 20(2), 160-179.

Few researchers have also discussed about Gender issues in college students Use of Instant Messaging. Journal of Language and Social Psychology 23(4): 397-423.

Some researchers studied about "Extention of hands, Children's and Teenager's relationship with the mobile phone", Oksman, V. and Rautiainen (2001).

Park, W.K. (2003). Mobile phone addiction: A case study was done through the Korean college students in order to see the positive and negative impacts of mobile phone.

Weilenmann, A. and C. Larsson (2001) have also worked about the Local use and sharing of Mobile phones in order to see its impacts.

So considering all of the above references, we felt that some research work must also be done for the students in Pakistan, in order to see its contribution in positive or negative sense.

THEORETICAL FRAMEWORK

Present study is based on both independent and dependent variables. It consists of one independent variable i.e. "mobile phone". It means its impact on student's life. And others are dependent variables i.e. student's personal, psychological, physical, educational and social life. It means these independent variables are affected by the dependent variable.

HYPOTHESIS

The hypothesis of research study is: Higher the exposure to mobile phone, greater will be its effects on the student's life.

$$Ho = 0$$
$$H1 \neq 0$$

DATA COLLECTION AND METHODOLOGY

In the modern world, research has been considered as the most dedicated truth finding effort in various fields of life. Modern research is based on active process and procedure of question-answer and analysis of problems through relevant data and area of research work. The work is considered as the most systematic formula and intensive process of carrying on the scientific method of analysis about exciting problem or question (Saleem, 2001).

SURVEY RESEARCH

The researchers have used survey research particularly questionnaire method in this study. This is so exploratory in nature. The questionnaire has been designed according to nominal and ordinal scales of measurement. And covering different aspects of students life.(A copy of questionnaire is attached at the end of this article).

UNIVERSE OF THE STUDY

All the students of area underlying Lahore, Peshawar, Islamabad, Karachi and Dera Ismail Khan are the population of the study. In this study only those students who are

186

studying in Matric, intermediate, bachelor, master and PhD are considered as our universe.

RESEARCH QUESTION

The research question is:
How mobile phone has affected different aspect of student's life in positive or negative sense?

SAMPLING/ SAMPLE SIZE

Researchers have collected data through Simple Random, Stratified, and convenience sampling from a sample of hundred respondents. And the whole population of students belongs to the five cities such as Peshawar, Islamabad, Karachi, Lahore and DIKhan , from Matric to PhD.

ANALYSIS OF THE DATA

The primary data collected through the research techniques, as mentioned above, has been tabulated for the purpose of interpretation & analysis.
Data collection and tabulation follow the analysis given here.

Table # 1, Mobile Services

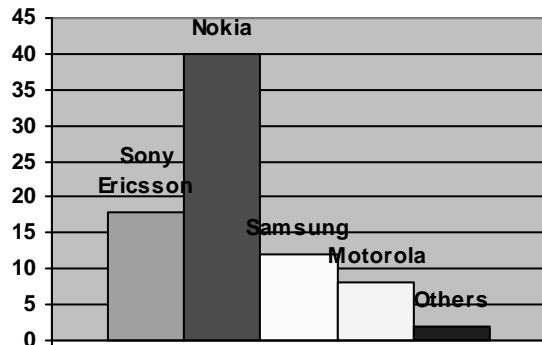| Response Category	Frequency	Percentage
U fone	28	28%
Warid	18	18%
Mobilink	23	23%
Telenor	6	6%
Paktel	4	4%
No Mobile	21	21%

Source Questionnaire (2006)

187
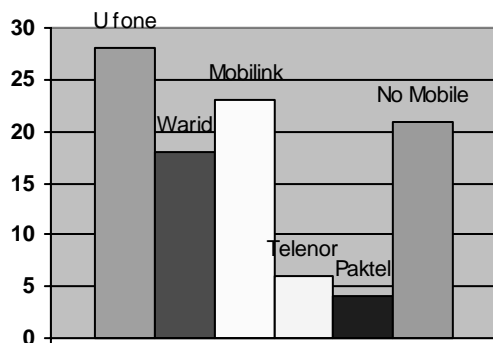
First of all we asked about the Mobile phone services generally used by the students. We found that students are mostly using U-fone (28%), and Paktel is being used by the students, which is 4%. And other details are as above.

Table # 2, Mobile phone brand.

Response Category	Frequency	Percentage
Sony Ericsson	18	18%
Nokia	40	40%
Samsung	12	12%
Motorola	8	8%
Others	2	2%

Source Questionnaire (2006)

188

The above table depicts that mostly students are using Nokia mobile sets (40%). 2% of other brands and other details are mentioned as above.

Table # 3, Personal Mobiles

Response Category	Frequency	Percentage
Yes	65	65%
No	35	35%

Source Questionnaire (2006)

Table #3 shows us that 65% students have their own mobile phone while others 35% do not have their own.

Table # 4, Mobile for student.

Response Category	Frequency	Percentage
Yes	40	40%
No	60	60%

Source Questionnaire (2006)

This table tells us that 60% students think that there is no need of mobile phone for the students but on the other side 40% students say that it is must for the students.

Table # 5, Mobile and cheating

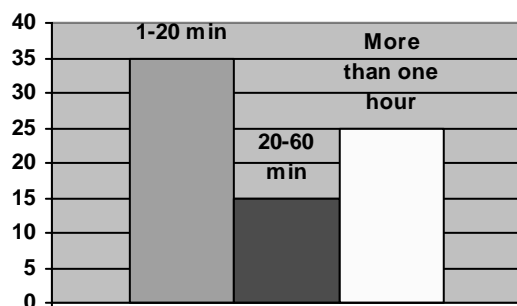| Response Category	Frequency	Percentage
Calls	30	30%
Using Camera	20	20%
Message using Blue Tooth or infrared	50	50%

Source Questionnaire (2006)

By seeing this above table we can say that mobile is being used for cheating in the examinations and the most useful method for cheating is messaging using IR or Blue tooth (50 %). And other details are mentioned as above.

Table # 6, Daily consumption of time.

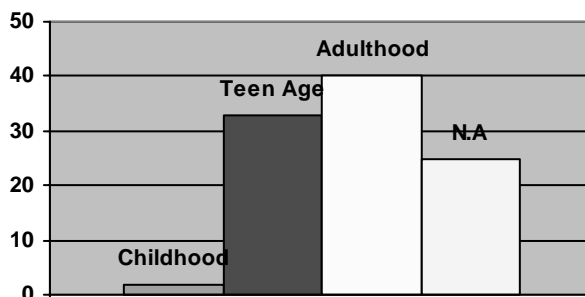| Response Category	Frequency	Percentage
1-20 min	35	35%
20-60 min	15	15%
More than one hour	25	25%

Source Questionnaire (2006)

The above table shows us that mostly students spend 1-20 min. i.e (35%) a day, and 25% students have no mobile phones. Other details are above.

190

Table # 7, Stage of buying mobile phone.

Response Category	Frequency	Percentage
Childhood	2	2%
Teen Age	33	33%
Adulthood	40	40%
N.A	25	25%

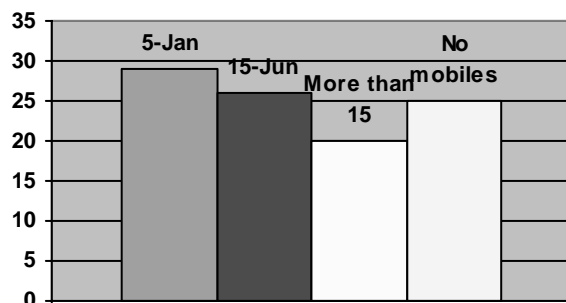Source Questionnaire (2006)

According to upper facts we can say that 40% students have bought their mobile phones in the stage of adulthood and other details are as above.

Table # 8, Number of messages and calls.

Response Category	Frequency	Percentage
1-5	29	29%
6-15	26	26%
More than 15	20	20%
No mobiles	25	25%

Source Questionnaire (2006)

191

This above table depicts that 29% students do 1-5 total messages and calls a day and 20% students mostly do more than 15 messages a day. Others have no mobile phones.

Table # 9, Main purpose of mobile phone.

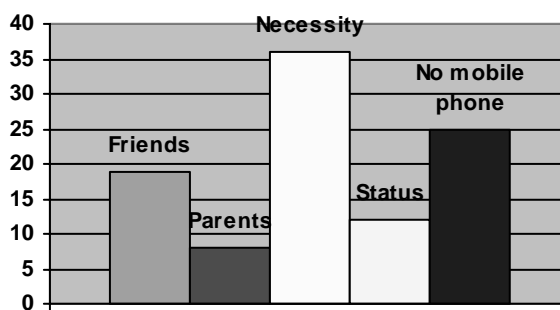| Response Category	Frequency	Percentage
For General Purpose/ For Friend Ship	38	38%
To contact with parents	30	30%
For Business	3	3%
For Study	4	4%
No Mobile	25	25%

Source Questionnaire (2006)

Above table shows us that the main purpose for buying mobile phone is for friendship and general purposes. And other details are above in table #9.

Table # 10, Motivation for buying mobile phone.

Response Category	Frequency	Percentage
Friends	19	19%
Parents	8	8%
Necessity	36	36 %
Status	12	12%

192

| No mobile phone | 25 | 25% |

Source Questionnaire (2006)
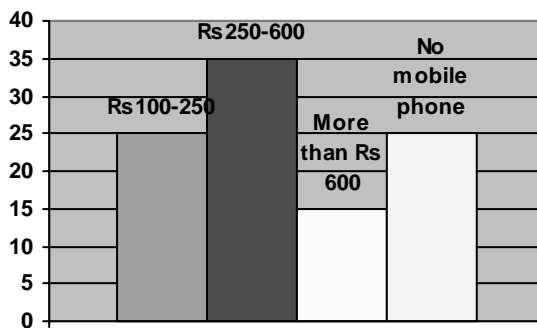

Upper figures show that 36% students are motivated to buy mobile phones due to necessity and other details are as above in table 10 .

Table # 11, Monthly mobile expenses.

Response Category	Frequency	Percentage
Rs100-250	25	25%
Rs250-600	35	35%
More than Rs 600	15	15%
No mobile phone	25	25%

Source Questionnaire (2006)

193

Above table shows that 35% students spend Rs:250-600 monthly and other details are in above table 11.

Table # 12, Mobile phone expenses paid by.

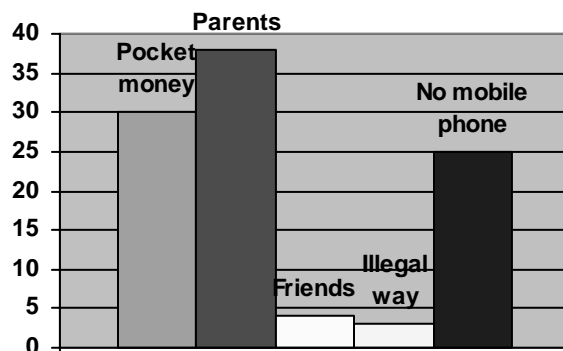| Response Category	Frequency	Percentage
Pocket money	30	30%
Parents	38	38%
Friends	4	4%
Illegal way	3	3%
No mobile phone	25	25%

Source Questionnaire (2006)

Table #12 illustrates that mostly 38% students pay their mobile phone expenses through parents. And other details are given.

Table # 13, Average buying power of mobile phone.

Response Category	Frequency	Percentage
1000-2000	5	5%
2000-4000	25	25%
More than 4000	45	45%

Source Questionnaire (2006)

194

Table#13 depicts that 45% students have the mobile phone of more than Rs: 4000 and other details are given.

Table # 14, Mobile phone changing time period.

Response Category	Frequency	Percentage
1-6 months	19	19%
6-12 months	25	25%
More than one year	39	39%

Source Questionnaire (2006)

Table no. 14 shows that 39% students usually replace their mobile phone with in more than one year, while 19% replace with in 6 months. Other details are given.

Table # 15, Mobile phone and social plus psychological problems.

Response Category	Frequency	Percentage
Yes	79	79%
No	15	15%

Source Questionnaire (2006)

Table 15 shows that from a sample of 100 students 79% students have said that, mobile phone has increased the social and psychological problems. And 15% have given positive response.

Table # 16, Main disturbing feature of mobile phone.

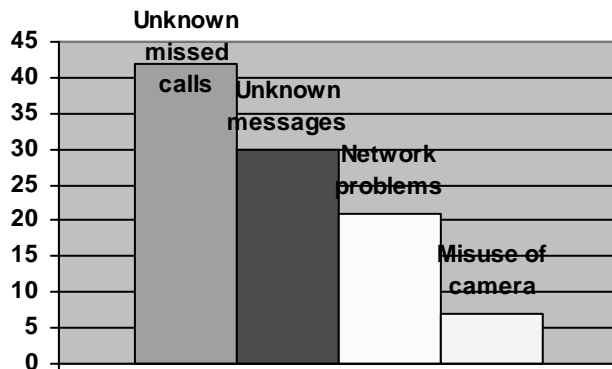| Response Category	Frequency	Percentage
Unknown missed calls	42	42%
Unknown messages	30	30%
Network problems	21	21%
Misuse of camera	7	7%

Source Questionnaire (2006)

195

Table 16 depicts that the main disturbing feature of a mobile phone is unknown missed calls and other details are as above.

Table # 17, Mobile rules in educational institutions

Response Category	Frequency	Percentage
Yes	90	90%
No	10	10%

Source Questionnaire (2006)

Table no. 17 gives us the fact that 90% students say that there must be proper rules and regulations regarding institution and proper manners should be adopted. While 10% students have given negative response.

Table # 18, During study mobile must be

Response Category	Frequency	Percentage
Silent	56	56%
Off	37	37%
On	7	7%

Source Questionnaire (2006)

Table 18 shows us that 56% students say usually mobile must be kept silent during the study, while other facts are given.

196

Table # 19, Sharing of events through

Response Category	Frequency	Percentage
Mobile	44	44%
Personal Contact	30	30%
Internet	20	20%

Source Questionnaire (2006)Table # 20,

Table 19 shows us that society is affected by the use of mobile phone because 44% students like to share their social events through using this device. Other details are also given.

Mobile industry as a career

Response Category	Frequency	Percentage
Yes	54	54%
No	46	46%

Source Questionnaire (2006)

Mobile sector has also changed the employment preferences because 54% students said that they would like to join the mobile sector as a career and 46% have given the negative response.

Table # 21, Messages are mostly

Response Category	Frequency	Percentage
Informative	51	51%
Vulgar	11	11%
Greeting	30	30%

Source Questionnaire (2006)

Table no. 21 depicts that mostly students messages are informative while remaining options are Vulgar and Greeting etc.

Table # 22, Students mostly use mobile

Response Category	Frequency	Percentage
Positively	36	36%
Negatively	64	64%

Source Questionnaire (2006)

197

Table 22 shows that 64% students use mobile phone in negative sense, while 36% use this device positively.

Table # 23, Mobile phone gives early adulthood.

Response Category	Frequency	Percentage
Yes	84	84%
No	16	16%

Source Questionnaire (2006)

Table no. 23 shows us the fact that mobile phone has given early adulthood to the students and other facts are given in the above table.

RESULTS AND CONCLUSIONS

The results of this study show that 65% students have their own mobile phones, while 35% do not have their own. Mostly 28% students are using U-fone, while 23% are using Mobilink and 18% students are the subscribers of Warid Telecom. Nokia is the most useable brand by the students. 60% students have said that there is no need of personal mobile, while 40 % response is positive. 50% students have given the response that, mobile pone can be used for cheating purpose through messaging and blue tooth etc. 35% students daily consume 1-20 minutes, while 25% students consume more than one hour regarding use of cell phone.

Results also show that mostly students have bought their cell pone in adulthood. And 29% students do 1-5 messages a day. Mostly students have bought their cell phone for general purposes. Generally its expenses varies from Rs: 250-600 monthly and these expenses are generally paid by their parents. Students mostly like to buy a phone more than Rs. 4000 and generally replace it after one year. Majority of student have said that mobile phone has increased both social and psychological problems. During the study 56% have said that it should be kept silent and there should also be problem rules and regulations regarding use of mobile phone.

A THOUGHT FOR A DIGITAL AGE

Aside from yet-unanswered questions relating to health, the positive use of mobile technologies lies largely in our hands – in the hands of government, when it comes to environmental issues and safety regulations; in the hands of operators, who can do much to ensure the smooth integration of the technology into our society, both in terms of equipment design and aesthetics, and through initiatives which help train people in mobile phone etiquette; in the hands of employers, who can take pains to ensure staff with corporate mobiles are not abused; and ultimately, in the hands of

198

users, who need to cultivate a greater level of awareness and work to ensure that their phone use does not negatively impact the lives of those around them.

SUGGESTIONS

- The student himself must be very careful and self responsible regarding positive use of mobile phone.

- The Educational institutions must establish some rules and regulations regarding use of mobile phone.
- Govt. must also take positive steps and must apply the mobile manners.

- Society must create positive awareness regarding use of mobile phone.

- Parents are also responsible to keep an eye over their children and must tell them about the prospects and consequences of mobile phone.

- Parents and adolescents/students should discuss expectations regarding mobile phone use and form an agreement when the phone is first purchased to ensure that parent's and adolescent's understanding match.

- If parents are concerned about the adolescent's mobile phone use, rules should be implemented as soon as the phone is purchased to ensure that poor habits do not develop, as they are more difficult to change later on.

- Parents should ask their students to keep their mobile phones on and to answer them when out without parental supervision so that they can always be contacted.

- Parents should encourage adolescents/students to discuss openly with them if they feel they are the victim of mobile phone bullying or harassment.

- A responsible attitude to the cost of mobile phone ownership should be discussed as a stand-alone, important issue.

REFERENCES

Agar, J. (2003). *Constant Touch: A Global History of the Mobile Phone*. Cambridge, Icon Books.

Bakalis, S., M. Ablern, et al. (1997). The Adoption and Use of Mobile Telephony in Europe. *Communications on the Move: The Experience of Mobile Telephony in the 1990s, COST248 Report.* L. Haddon.

Baron, N. S. (2004). See You Online: Gender Issues in College Student Use of Instant Messaging. *Journal of Language and Social Psychology* 23(4): pp 397-423.

Brown, B. (2001). Studying the Use of Mobile Technology. *Wireless World*. B. Brown, N. Green and R. Harper. London, Springer.

Byrne, R. and B. Findlay (2004). Preference for SMS versus Telephone Calls in Initiating Romantic Relationships. *Australian Journal of Emerging Technologies and Society* 2(1).

Castells, M., Fernandez-Ardevol, M., Qiu, J. L., & Sey, A. (2004) The mobile communication society: A cross-cultural analysis of available evidence on the social uses of wireless communication technology. *Conference: Wireless Communication Policies and Prospects: A Global Perspective*, Los Angeles, University of Southern California.

Cooper, G. Green, N., and R. Harper. (December 2005). The Mobile Society, Berg.

Crabtree, J., M. Nathan, and S. Roberts (2003). MobileUK: Mobile Phones & EverydayLife
.http://www.theworkfoundation.com/research/isociety/MobileUK_main.jsp.
The Work Foundation – iSociety

Donner, J. (2005). The use of mobile phones by microentrepreneurs in Kigali,

Fortunati L., J. E. Katz and R. Riciini. (2003). *Mediating the Human Body: Technology, Communication and Fashion*. Lea.

Leonardi, P. M. (2003). Problematizing "new media": Culturally based perceptions of cell phones, computers among United States' Latinos. Critical Studies in Media Communication, 20(2), pp 160-179.

Mariscal, J. and E. Rivera (2005) New Trends in Mobile Communications in Latin America.

Nyíri, K. (2003). *Mobile Communication: Social and Political Effects*. Vienna, Passagen Verlag.

200

Oksman, V. (2002). Wireless Kids Mobile Communication Cultures of Teenagers. *European Media Technology and Everyday Life*, London, pp 23-26 April.

Oksman, V. and P. Rautiainen (2001). Extension of the Hand. Children's and Teenager's Relationship with the Mobile Phone. A Case Study of Finland. The Human Body Between Technologies, Communication and Fashion. L. Fortunati. Milano, FrancoAngeli.

Palen, L. , Salzman, M. and E. Youngs (2001). Discovery and Integration of Mobile Communications in Everyday Life, *Personal and Ubiquitous Computing* (5):2

Palen, L. and M. Salzman (2001). Welcome to the Wireless World: Problems Using and Understanding Mobile Telephony in *Wireless World*. B. Brown, N. Green and R. Harper. London, United Kingdom, Springer.

Park, W. K. (2003). Mobile phone addiction: A case study of Korean college students. *Mobile Communication and the Renegotiation of the Social Sphere*, Grimstad, Norway, pp 22-24 June.

Pedersen. P. E. (2002). The adoption of text messaging services among Norwegian teens: development and test of an extended adoption model. SNF-report no. 23/02. Foundation for Research in Economics and Business Administration, Bergen, Norway http://ikt.hia.no/perep/publications.htm

Persson, A. (2001). Intimacy Among Strangers: On Mobile Telephone Calls in Public Places. *Journal of Mundane Behavior* (2)3.

Plant, S. (2001). On the Mobile: The Effects of Mobile Telephones on Social and Individual Life. Motorola.

Reid, D. and F. Reid (2004). Insights into the Social and Psychological Effects of SMS Text Messaging.
http://www. 160characters.org/documents/SocialEffectsOfTextMessaging.pdf

Smith, S. A. (2001). 'Until there's evidence there's no comment': Risk, Fear and the Mobile Phone. *Politics of a Digitial Present: An Inventory of Australian Net Culture, Criticism and Theory*. H. Brown et al. (Eds.) Melbourne: Fibreculture Publications.

201

Stone, A. (2004). Designing scalable, effective mobile learning for multiple technologies in Learning with mobile devices: research and development, Learning and Skills Development Agency.

Thiel, S. M. (2004). Passing Notes and 'Dear Diaries' for the Digital Age?: Adolescent Girls and Identity Articulation Through Instant Messagaging as a Personal Record. *International Communication Association Conference*, New Orleans, Louisiana, USA, May pp 27-31

Waverman, L. (2005). Mobile Telecommunications and Economic Growth.

Web Site: Center for Mobile Communication Studies, Rutgers University - http://www.scils.rutgers.edu/ci/cmcs/

Weilenmann, A. and C. Larsson (2001). Local Use and Sharing of Mobile Phones. *Wireless World*. B. Brown, N. Green and R. Harper . London: Springer.

Yoon, K. (2003). Youth Sociality and Globalisation: An ethnographic study of young Koreans' mobile phone use, PhD Thesis, Cultural Studies and Sociology, University of Birmingham.

Research Questionnaire
On
The Impact of Mobile Phones on a Student's Life

1. **Gender** --

2. **Age:**   --

3. **City:**   ---

      (Tick any one option of the following answers)

4. **You are a student of**

     (i. Middle, ii. Matric, iii. Intermediate, iv. Graduation, v. Master, vi. Ph.D).

5. **Do you have your own mobile Phone?**   (Yes or No)

202

6. **Your current mobile phone service is**

>   (i. U-fone, ii. Warid, iii. Mobilink, iv. Telenor, v. Paktel,   vi. N.A)

7. **Your current mobile phone brand is**

>   (i. Sony Ericsson, ii. Nokia, iii. Samsung, iv. Motorola, v. Others)

8. **Is mobile phone must for a student?**   (Yes or No)

9. **Mobile phone has increased your academic efficiency**   (Yes or No)

10. **Usually mobile phone can be used for cheating through**

>   (i. Calls, ii. Using camera, iii. Messages using blue tooth or infrared.)

11. **How much time your mobile phone consumes daily?**

>   (i. 1-20 min, ii. 20-60 min, iii. more than one hour.)

12. **At what stage did you buy your mobile phone?**

>   (i. Childhood, ii. Teen Age, iii. Adulthood, iv. N.A)

13. **Your total number of Calls and messages a day are**

>   (i. 1-5, ii. 6-15, iii. more than 15)

14. **Main purpose of your mobile phone is**

>   (i. For General purpose Ii. For Friendship, ii. To contact with parents,
>   iv. For business, v. For study.)

15. **What has motivated you to buy mobile phone?**

>   (i. Friends, ii. Parents, iii. Necessity, iv. Status)

16. **Your monthly mobile phone expenses are**

>   (i. Rs. 100-250, ii.Rs.250-600, ii. more than Rs.600)

203

17. Your bill is paid by:

(i. Your pocket money,   ii. Parents,   iii. Friends, iv. Illegal ways)

18. You would like to purchase a mobile phone of Rs:

(i. 1000-2000,   ii. 2000-4000),   iv. More than 4000)

19. Your mobile replacement time period is:

(i.1-6 months,   ii. 6-12 months,   iii,   more than 1 year)

20. Do you think that mobile phone has increased the social and psychological proble   (Yes or No)

21. Main disturbing feature of mobile phone is:

(i. Unknown Missed calls, ii. Unknown messages,

iii. Network problems, iv. Misuse of camera.)

22. Specific rules are must in educational institution regarding use of mobile phone   (Yes or No)

23. During studies should we keep mobile phone:
(i. Silent, ii. Off, iii. On)

24. You like to share different events through:
(i. Mobile, ii. Personal contact,   iii. Internet)

25. Would you prefer to join mobile industry as a career?   (Yes or No)

26. Your received messages are mostly
(i. Informative,   ii. Vulgar,   iii. Greeting)

27. Students mostly use mobile phones   (Positively/ Negatively)

28. Mobile phone gives our new generations early adulthood. (Yes or No)

204