

**EFFECTS OF MOBILE PHONE USAGE ON SOCIAL  
BEHAVIOURS OF UNIVERSITY STUDENTS: A CASE STUDY  
OF ISLAMIA UNIVERSITY OF BAHAWALPUR, PAKISTAN**

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**ABSTRACT**

*After the innovation of mobile phone, society has beard many changes regarding individual growth and ways of communication. People's routine, norms, culture, habits and behaviours are affecting by the use of mobile phone. Many individuals value their mobile phones as high as is life for them and they keep this device with them always. The present study was designed to explore that to what extent the social behaviours of students are changing due to the use of mobile phone. The present study was conducted in the Islamia University of Bahawalpur based on quantitative technique. A questionnaire consisted on 10 questions was designed and were distributed among 460 students of different departments by using convenience sampling method. Through the descriptive method, results were evaluated and the result of this study revealed that social behaviours of students like; their participation in a social gathering, sleep timings and physical activities or physical games are affecting. To lie about actual location have become easy*

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*now by the usage of mobile phone. Students accepted that mobile has taken control of their lives.*

**Keywords:** Mobile phone, Usage Pattern, Technology, Social Behaviours, Students, communication

## **Introduction**

There is a famous proverb “out of sight out of mind”, but this does not seem to apply to mobile phones. Whenever we forget to take our mobile phone when leaving home or our mobile is not easily accessible we feel its absence. Our hand may even feel empty, our mind cannot times be constantly preoccupied thinking someone may be calling or texting us. For many people, the mobile phone is a constant companion that goes together with them throughout their daily routine and provides them with the facility of easy communication (even with people far away) and access to information. Nowadays, it is not only a communication device but it is also a necessary social accessory. In daily life we see people walking through this world with their heads down, looking at their phones. The brighter people hold the phone up to scan what is ahead of them. Engrossed in the technological realm, we can close our eyes to the real world. Technological advancement and development have influenced modern and contemporary media (Safdar, Khan, Chaudhry, 2016).

Accessing social network sites using cell phone are more common among students. Differences in interpersonal communication motives for social networking sites (SNS) use on the basis of educational level found significant differences in their motives preference. An interesting thing is that educational differences and age groups differences were equally reflected. Motives preferences of respondent of higher age groups have great similarity with the group of higher educated respondents (Shabir, Iqbal, Safdar, 2014).

Martin Cooper created the first mobile phone for Motorola Company in 1973. A mobile phone is an electronic communication piece of equipment that connects to a wireless communication network through radio wave and satellite transmission.

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Today mobile phone allows users to call, text, instant messaging, email, video conference, access to social networking sites, play video games, access to the internet, watch and share pictures and videos, micro blog and a variety of different wonderful software driven applications (Lepp, Barkley, Karpinski, 2014). According to Campbell (2005), in current times the mobile phone has become the most leading influences on society due to its widespread use.

Now we do not prefer to speak with our mouths, we prefer to speak with our hands, typing on the touchpad and keyboards. Now, this is our way to interact in the 21<sup>st</sup> century (Brown, 2013). Though mobile phones are much admired and carry lots of benefits to their users, a variety of social issues have arisen during their adoption, including; use of mobile phones in prohibited and risky situations (Bianchi and Phillips, 2005).

Pakistan was founded on 14<sup>th</sup> August 1947. At that time there was no proper infrastructure of roads, water, residents, electricity, telecommunication etc., but with the passage of time things developed and most of the governments paid attention to the telecom sector. In the beginning, a license was given to a cellular company named Paktel to build up the telecom business. After that, the government awarded a license to Mobilink. In 2001, in General Pervaiz Musharraf's command, three more cellular companies named Ufone, Telenor and Warid were awarded licenses. In 2014 Prime Minister Nawaz Sharif's government auctioned 3G and 4G licenses for high-speed internet services with the use of contemporary communication techniques. 4G technology provides high-speed internet ranging from 100 MBPS to 1GBPS in or out of the home. According to Pakistan Telecommunication Authority (PTA) annual report 2016, Pakistan has 133 million mobile phone users. According to this report released by PTA, MOBILINK, TELENOR and CM-Pak are among the top three cellular companies of Pakistan according to their subscribers. As shown in Table 1.

**Table 1: Cellular subscribers according to PTA annual report 2016**

<b>Mobile Company</b>	<b>Users</b>
Mobilink	39,118,521
Ufone	19,833,670
CMpak	25,251,329
Telenor	38,020,771
Warid	11,017,174
<b>Total</b>	<b>133,241,465</b>

Apart from other special packages, the cellular phone companies are targeting the youth by offering them special discount call rates, cheap SMS packages, student bundles and Internet 3G and 4G packages, i.e. students package, as given by CM-Pak offers 2 hours free calling for less than 5 rupees.

### **Statement of the Problem**

In current times the mobile phone has become the most leading influence on society due to its widespread use (Campbell, 2005). Netsafe (2005) stated that mobile phone is now a status symbol for young people. Young generation considers the mobile phone as a basic necessity like water or food etc. in general it is a matter of fact that the most common users of mobile phones are the teenagers and young people. According to Sultana (2006), there were 36 million young people aged from 15 to 24 in 2004, which is almost 22% of the total population of Pakistan.

Different factors and state of affairs such as to follow new trends, new updates, social relationships, new fashion styles, living standards, entertainment, internet, keep in touch with friends and family, call or text to loved ones while feeling lonely, contact important contacts in emergency, distance relationship etc. bring about this intensive usage of the mobile device. As a

result, those users are getting attached to their mobile phone completely. This attachment is becoming a reason for the change in our social behaviours.

Now we don't want to post a card or letter to our near and dear ones, we just want to send an SMS or MMS instead. We don't want to visit our parents or friends physically a time, but we want to keep in touch with them through a mobile phone. We remain in contact with social media friends while eating, even at the dining table; we prefer to play games on the mobile rather than interacting in real life. These changes in social behaviours are the main focus of this study.

### **Objective of the study**

1. To examine the purpose and pattern of mobile phone usage.
2. To explore about affects of mobile phone usage on social behaviours of students.
3. To know about the effects of mobile phone on physical games of students.
4. To know about the importance of mobile phone in students' lives.
5. To know about the level of mobile phone usage among university students.

### **Literature Review**

Currently, the use of mobile phone is so wide that this medium of communication has become an "extension of man". According to Rosen (2004), at present, both within the USA and internationally more people have mobile phones than landlines phones. He also explained that at current times it is common to see middle and high school students having their own mobile phones, now this device is not limited to adults only.

While walking through shopping stores, or travelling in a public transport, or wandering across a crowded city street, it is absolutely common to see people talking on their mobile phone (Rosen, 2014). Thompson and Cupples (2008) conducted interviews with young people aged (11-18) residing in the south island and New Zealand, during interviews, a lot of younger age

group individuals confessed that they want their mobile phone with them on daily basis, they cannot imagine their daily life without mobile phones.

Akanferi, et al. (2014) conducted a study in a public territory institution of Ghana. Their main focus was the use of mobile phone by the young adults. It was found that young generation allocates the highest amount of time with an average of 4 hours and 51 minutes to chat on an instant messenger like Whatsapp. Second time-consuming function with an average of 2 hours and 9 minutes was listening to music and radio.

Jordan and Surujal (2013) carried out a study on young generation university students. They examined the most used function of mobile phone was the calling function with the rate of 80.9%. 73.90% young individuals were using social networks, students who use texting functions more were 56.88%. A number of students searching on the internet were 52.33%, Email users were 42.75% and a number of students who were using chat rooms functions and playing games were 38.76% and 32.97% respectively.

Dixit, Shukla and et al., (2010) conducted a study in central India, they found that 3<sup>rd</sup> professional medical students were the most regular users of mobile phone than 1<sup>st</sup> professional and internship students were the least users of mobile phone. Almost 73% students said that keep their mobile phone with them while sleeping. 20% students claimed of losing attention and get worried when they do not find their mobile phone with them. 44% students spent 250-500 rupees monthly as mobile recharge. 83% students considered mobile phone very important for maintaining their relationship with their family. 38.5% students admitted that they continuously check their mobile phones for calls and messages. In conclusion, the study was indicative that students are dependent on their mobile phone.

Most students use their mobile phones for calling purpose at nights which cause sleep loss and other health issues (Aoki and Downes, 2003). Use of mobile phone could be the risk towards the security of children. Children can be involved in uncontrolled expenditures and fake publicity. By using this device they can easily access to forbidden damaging and adult material websites also they can be involved in cyber bullying by the use of mobile phone (Thompson and Ray, 2007).

In a field observation study author, Tessa Jones examined the feeling and emotions of students regarding in the absence of their mobile phones. In a survey, one student informed that in the absence of mobile phone she had a “fear of missing out” (commonly known as FOMO). At one side 77% students described that without their mobile phone they had a feeling of disconnected but on another side, there were some students who proclaimed that they feel free without their mobile phones (Jones, 2014).

Shabir, Hameed, Safdar, Gilani (2014) argued that Social Networking sites provide a platform for discussion on burning issues that has been overlooked in today’s scenario. They conducted research to check the impact of social networking sites in the changing mind-set of the youth. It was survey type research and data was collected through the questionnaire. The main objectives were (1) To analyze the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth (3) To evaluate the attitude of youth towards social media and measure the spending time on social media (4) To recommend some measure for proper use of social media in right direction to inform and educate the people. Collected data was analyzed in term of frequency, percentage, and mean score of statements. Findings showed that the majority of the respondents agreements with these influences of social media. Respondents opine Face book as their favorite social media form, and then the like Skype



as second popular form of social media, the primary place for them, respondents face main problem during use of social media are unwanted messages, social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth. Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

## **Research Methodology**

### **Research design**

The present study has been designed as a case study. Case study design means to conduct a study on one group of participants at a time (Bouma and Atkinson, 1995). The current study was conducted in the Islamia University of Bahawalpur, Pakistan.

### **Instrumentation**

A questionnaire was consisted on 17 questions was designed for this purpose. The first seven questions were consist of participant's demographic information included gender, age, and education. The second section was consisted on 10 questions has been designed to get general information about mobile phone usage.

### **Sample Size & Data Collection**

From the total student' population of Islamia University of Bahawalpur enrolled in the academic year 2016, 500 students were chosen as sample size. Data is collected through questionnaire by using convenience sampling method.

## **Hypotheses**

**H 1:** It is more likely that more use of cell phone cause the less participation in social gathering.

**H 2:** It is more likely that students misuse their mobile phones to spread rumours or to create unrest among the public.

**H 3:** It is more likely that university students frequently interact with others with fake name and fake personal detail.

**H 4:** It is more likely that usually students lie about their actual location while using mobile phone.

**H 5:** It is more likely that mobile phone is most important thing to carry among youth while leaving home.

**H 6:** It is more likely that physical activities are greatly affected due to excessive mobile phone usage.

**H 7:** It is more likely that usually students use mobile phone while taking meals.

**H 8:** It is more likely that excessive mobile phone usage greatly disturb sleep timings.

**H 9:** It is more likely that social behaviours are being affected by mobile phone usage.

**H 10:** It is more likely that mobile phone has taken control of life

## **Theoretical Framework**

### **Technological determinism theory**

Thorstein Veblen (1857-1929) was a Norwegian-American economist and sociologist. He introduced a term “Technological determinism”. Technological determinism is a name of an approach that identifies technology and technological advancements because it plays a central part in the process of social change (Croteau and Hoynes, 2003). It determines the social structure and cultural morals. This theory is based on the proposition that technology belongs to any society shapes its nature. Technologies play the role of driving force for change in culture (McLuhan, 1969). According to Karl Marx point of view innovation in technology provide the

ground work for new ways of production and this advancement in technology affects the culture, norms, political and economic parts of society and this ultimately change the society as a whole. Technological determinism theory laid the ground work for the present study. Due to the speedy innovations in communication technology mobile phones are now like mini computers. They provide many facilities to its users. Now we can connect the mobile phone with the internet, we are able to send and receive pictures; we can make calls and do texts to our loved ones even social apps installed in it have connected us with the whole world. Because of these advancements, mobile phone now has become the part of everyone's life and they feel disconnected without it. The researcher used Technological determinism theory as a guide to explore the effects of mobile phone usage on university students' behaviours and wanted to know either this technology is shaping the behaviours of our people.

## **Results**

Sample size of the study was 500 students of Islamia university of Bahawalpur, Pakistan. Hence questionnaire was distributed among 500 students including male and female of Islamia University whereas 460 questionnaires were returned from respondents. In this way, response rate was 92%.

N=460

**Table 1: Respondents Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	279	60.7
Female	181	39.3

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By using convenience sampling method in the above table demographic data obtained shows that there were 279 (60.7%) male and 181(39.3%) were female students that were selected as respondents who filled the questionnaire.

**Table 2: Respondents Age**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
18-22	306	66.5
23-26	112	24.3
27-30	29	6.3
31-34	9	2.0
35-38	4	0.9

The above table shows that 66.5% respondents were aged between 18 to 22 years old. 24.3% respondents were aged between 23 to 26 years old. 6.3% respondents were aged 27 to 30 years old, 2.0% respondents were aged between 31 to 34 years old and 0.9% respondents were aged 35 to 38 years old. The majority numbers of students fall into the age group of 18-22 years with the percentage of 66.5%.

**Table 3: Respondents Education**

<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>
BS	186	40.4
M.A/M.Sc	216	47.0
M.Phil	29	6.3
PhD	13	2.8
Diploma/Training Program	16	3.5

The above table shows the demographics of respondents education. The results showed that 40.4% respondents were enrolled in BS program, 47.0% respondents were enrolled in master degree, 6.3% respondents have enrolled in M.Phil degree, 2.8% students were enrolled in PhD program and 3.5% respondents were enrolled in diploma programs who filled questionnaire. The greater number of students respondents were (47.0%) enrolled in M.A/M.Sc at the Islamia University of Bahawalpur.

**Table 4: Respondents per day cell phone usage**

<b>Per Day Usage</b>	<b>Frequency</b>	<b>Percentage</b>
0-2 hours	50	10.9
3-4 hours	78	17.0
5-6 hours	123	26.7
7-8 hours	151	32.8
More than 8 hours	58	12.6

The above table shows the demographics of cell phone usage on daily basis. According to results, 10.9% respondents argued that they use cell phone up to 2 hours daily. 17.0% respondents said they use 3 to 4 hours daily. 26.7% respondents said they use cell phone 5 to 6 hours daily. 32.8% respondents said they use cell phone 7 to 8 hours daily and 12.6% respondents said they use cell phone more than 8 hours daily. The findings of the study show that the majority of the students 32.8% use mobile phone 7-8 hours daily.

**Table 5: Respondents Mobile cost**

<b>Mobile Cost</b>	<b>Frequency</b>	<b>Percentage</b>
20-100Rs	50	10.9
100-200Rs	80	17.4
300-400 Rs	115	25.0
400-500 Rs	117	25.4
More than 500	98	21.3

The above table shows the results of cost consume on cell phone in term of balance usage monthly basis. Result shows that 10.9% respondents said they use average 20 to 100 rupees balance per month. 17.4% respondents argued that they use near about 100 to 200 rupees balance per month. 25.0% respondents said they use usually 300 to 400 rupees balance per month, 25.4% respondents said they use 400 to 500 rupees balance per month whereas 21.3% respondents said they use more than 500 rupees balance per month. Most of the students 25.4% spend 400-500 rupees monthly as mobile recharge.

**Table 6: Respondents Mobile time span usage**

<b>Time Span Usage</b>	<b>Frequency</b>	<b>Percentage</b>
Morning (6am - 12noon)	51	11.1
Afternoon (12 noon - 5pm)	134	29.1
Evening (5pm - 11pm)	156	33.9
Night time (11pm - 6am)	119	25.9

The above table shows the results of cell phone usage time commonly. 11.1% respondents said they use cell mostly on morning time from 6 AM to 12 PM. 29.1% respondents said they usually use cell phone on afternoon time from 12 PM to 5 PM, 33.9% respondents argued they usually use cell phone evening time from 5 PM to night 11 PM and 25.9% respondents said they use cell phone at night time from 11 PM to 6 AM. Bulk of the students 33.9% uses their mobile phone in the evening time.

**Table 7: Respondents common purpose of cell phone usage**

<b>Common Purpose</b>	<b>Frequency</b>	<b>Percentage</b>
Calling	67	14.6
Texting	80	17.4
Listening Music	63	13.7
Games	81	17.6
For Camera	90	19.6
Social apps	79	17.2

The above table shows that the most common purpose of mobile phone was a camera with the percentage of 19.6%. Other functions were calling (14.6%) texting (17.4%) listening music (13.6%) games (17.6%) and social apps (17.2%).

**Table 8: Less participation in social gathering**

	Frequency	Percentage
Strongly Disagree	1	0.2
Disagree	2	0.4
Neutral	17	3.7
Agree	217	47.2
Strongly Agree	223	48.5

The result shows that 48.5% respondents strongly agree and 47.2% respondents agreed that they show less participation in social gatherings due to mobile phone usage as predicted in the first hypothesis that Most of the students think that usage of the mobile phone has shown a visible decline in the participation of students in social gatherings. Hence the proposed hypothesis came true.

**Table 9: Misuse mobile phone to spread rumours or create unrest**

	Frequency	Percentage
Strongly Disagree	197	42.8
Disagree	217	47.2
Neutral	24	5.2
Agree	14	3.0
Strongly Agree	8	1.7

It is clear from the result that majority of the respondents 47.2% disagreed and 42.8% strongly disagreed with this statement that students misuse their mobile phones to spread rumours or to



create unrest among the public. So the second hypotheses disproved that stated “Students misuse their mobile phones to spread rumours or to create unrest among the public.”

**Table 10: Interaction with others with fake name and fake personal detail**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	97	21.1
Disagree	207	45.0
Neutral	61	13.3
Agree	51	11.1
Strongly Agree	44	9.6

The third hypothesis declared that Most of the students would more likely to interact with others with a fake name and fake personal details through their mobile phones. But according to results majority of the respondents (45.0%) disagreed and (21.1%) were strongly disagree with the statement that “I interact with others with a fake name and fake personal details through my mobile phone”. As no significant association was found between hypothesis and results so it can be said that the hypothesis was not supported.

**Table 11: You can lie about your actual location due to Mobile phone**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	8	1.7
Disagree	18	3.9
Neutral	22	4.8
Agree	175	38.0
Strongly Agree	237	51.5

Respondents (51.5%) strongly agreed and (38.0%) were agree with the question that they can easily lie about their actual location. So it can be concluded that purposed hypothesis “Most of the students believe that it has become easy to lie about the actual location through mobile phones” came true.

**Table 12: Mobile phone has become the most important thing to carry while leaving home**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	5	1.1
Disagree	7	1.5
Neutral	12	2.6
Agree	238	51.7
Strongly Agree	198	43.0

The fifth hypothesis “Majority of the student believe that Mobile phone is the first and most important thing to carry while leaving home” become true. As majority percentage of the respondents (51.7%) agreed and (43.0%) strongly agreed that the most important thing they remember is the mobile phone while leaving home. That's why the hypothesis came true.

**Table 13: Physical activities are greatly affected due to excessive Mobile Phone Usage**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	8	1.7
Disagree	36	7.8
Neutral	23	5.0
Agree	169	36.7

Strongly Agree	224	48.7
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The result illustrates that (48.7%) respondents strongly agreed and (36.7%) were agree with this statement that due to the excessive use of mobile phones, physical activities of people (especially youth) have been greatly affected and they don't give proper time to sports and physical exercise as much because of it. Therefore it can be said that result is supporting the sixth purposed hypothesis that "It is more likely that due to excessive use of mobile phones, physical activities of students have been greatly affected and they don't give proper time to sports and physical exercise as much because of it".

**Table 14: Mobile phone usage while taking meals**

	Frequency	Percentage
Strongly Disagree	20	4.3
Disagree	46	10.0
Neutral	39	8.5
Agree	210	45.7
Strongly Agree	145	31.5

The seventh hypothesis stated that Majority of the students do not use a mobile phone while taking meals. The result shows that (45.7%) students respondents reported agree and (31.5%) were strongly agree that they continue to use their mobile phone while taking meals. So it is concluded that hypothesis was not supported.

**Table 15: Excessive Mobile Phone Usage has greatly disturbed sleep timings**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	7	1.5
Disagree	32	7.0
Neutral	34	7.4
Agree	209	45.4
Strongly Agree	178	38.7

Results tells that (45.4%) respondents were agreed and (38.7%) were strongly agree with the statement that excessive MPU at night has greatly disturbed their proper sleep timings. thus it can be said the purposed hypothesis “Majority of the students think that social behaviours are being greatly affected by the use mobile phone” came true.

**Table 16: Social behaviours are being greatly affected by Mobile Phone Usage**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	0	0
Disagree	1	.2
Neutral	15	3.3
Agree	201	43.7
Strongly Agree	243	52.8

According to the result, a greater number of students respondents (52.8%) strongly agreed and (43.7%) agree that social behaviours are being greatly affected by the usage of mobile phone. As it was stated in the ninth hypothesis that Majority of the students think that social behaviours are

being greatly affected by the use mobile phone, so it can be said hypothesis is strongly supported.

**Table 17: Mobile phone has taken control of life**

	<b>Frequency</b>	<b>Percentage</b>
Strongly Disagree	5	1.1
Disagree	33	7.2
Neutral	22	4.8
Agree	195	42.4
Strongly Agree	205	44.6

The tenth hypothesis stated that “Majority among the students is the view that Mobile phone has not taken control of their life”. But according to the result majority of the respondents (44.6%) were strongly agree and (42.4%) were agree with the statement that mobile phone has taken control of their lives. Therefore it can be said that the hypothesis was not supported.

## **Conclusion**

The study found that mobile phone is an integral part of a young generation. They perform many tasks with the help of mobile phone and their family, friends, social life, self-actualization all are dependent on mobile phones so the mobile phones are now the central means of communication for them. As from many studies done on the mobile phone usage, study found that mobile has now become a necessary social accessory. Regarding social behaviours it is clear that there is a significant change is being taken place. The majority of the students accepted that now they less participate in social gatherings rather than communicating with people they remain busy on phone. Most students also accepted that now it is easy to lie about actual location and most

people are doing this. Excessive cell phone usage has decreased physical activities (physical games) have reduced now; they prefer to remain at home and using a mobile phone or to play games on the mobile phone. Bulk of the students also accepted that mobile phone is the most important thing to carry with them while leaving home. Not only this but also youngsters uses mobile phone while having food. The worst thing is considered about the mobile phone by people is to use it at night. Because it put a great effect on sleep and cause many diseases as it is proven medically. Known to this reality majority of the students said they use a mobile phone at night and midnight and mobile phone usage at night has greatly disturbed their sleep timings. Due to the usage of a mobile phone during all the activities of daily life majority of the respondents consider that mobile phone has taken control of their life.

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