

USAGE PATTERNS AND IMPACT OF SMARTPHONE ON SOCIAL BEHAVIOUR OF YOUTH

Abstract

Smartphone have become increasingly popular in recent years among various age groups especially youth in Pakistan. While people of various ages find it convenient and useful but young generation tend to dependent on it. The present study is primarily a cross-sectional social survey. Cluster and purposive sampling techniques was applied for selection of sample size. Total 800 subjects was chosen from selected university for final survey. The data was collected through questionnaire, which dealt with various aspects of smartphone. The results indicated that, all subjects have smartphone and using from last three years. Almost all the youth had been using it in different ways and at different times. The results showed significant gender differences in several aspects of its usage. Their responses showed that they were using social networking applications for building social relationships. The male subjects are in majority who used social applications for building social relationship as compared to female users. Most of the male subjects liked WhatsApp, Facebook, and Viber whereas, female subjects had been using WhatsApp and Facebook only for social relationships. The results discovered that smartphone usage had impact positively on the social behaviour of youth. However, the results of t-test with reference of selected variables also discovered that youth both (male and female) was more inclined to use smartphone.

Key Words: smartphone, usage patterns, dependency, social networking, technology, Internet

Introduction

The virtual explosion of handheld technology and its usage has swept the globe and has become preferred computing device over the past several years. The communication features like social networking applications in the modern world are progressively takes place. Text messages are communicated crossways the vast distances with great comfort and without any inconvenience. So, that individuals have access to formulate from different resources with distance, which has been covered by increasing electronic communication networks. Individuals can interact with one another, or can act within frameworks of mediated technologies which take place in different forms. These technological developments are commonly described today as ‘globalization with smartphone’.

Speedy progression of smartphone presents “a double-edged impact regarding unbelievable admittance and unforeseen distractions of technology”

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(Polishook 2005). Technological advancement has made smaller, easier to use, and conveniently portable. Communication devices have evolved from dedicated landlines for the whole household to modify individual's relationship. Smartphones offer an immense pool of possibilities; to connect with the people; chat with each other, participate in events, join social groups, share photos and to contribute every possible conversation. This speedy propagation generates overflowing opportunity for new applications, and for extending the empire of existing ones.

People around the world are using smartphone irrespective of gender, age, economic status, educational background and by other demographic characteristics like rural/urban, ethnic or religious background in developed, developing and underdeveloped countries. The magnificent and remarkable growth in smartphone technology can easily endorse this fact. It provides a greater capability to maintain relationship among users. In recent years, this device has increased popularity among youth. Its usage are widespread and now it has become an essential part of their daily life. Its extraordinary growth can be rapidly increasing usage among Pakistani youth.

Social Behaviour

From the moment of birth, humans are social creatures. Indeed, without social interactions, no infant would survive, even when they become capable of living independently. Generally the term social behaviour is used to express and demonstrate by the person within his/her social setup. Basically, the types of human behaviour establish how individual interact with others. As per Bandura (2009) "people learn from the society and perform whatever they learn from/with society. There are different types of human social behaviour like emotional behaviour, violent behaviour, aggressive behaviour, group action and pro-social behaviour. Human's social behaviour normally corresponds with acceptable action within their group which influences their behaviour. People create a pleasant environment among groups when they interact with them positively."

Research Questions

- i) What are the smartphone usage patterns of youth in Pakistan?
- ii) What are the impact of smartphone usage on social behaviour of Pakistani youth?

Review Of Related Literature

The development of mobile phones has been an extended history of innovation with advancements that cropped up due to dynamic changes in consumers' needs and likings. Comer and Wikle (2008) documented that among the technological developments, mobile phone have one of the fastest adoption rates of any technology in the history of the modern world. These days, mobile sets have become an integral part of everyone's daily life and they use it as personal communication tool.

Smartphone: A New Concept

Smartphone merges everything, especially the phone and the internet into a single device. On the other hand, it includes text messaging, voice calling, sharing pictures, listening music, arranging personal schedules, checking emails, exploring social networking applications etc. as defined by Kukulska-Hulma and Traxler (2005).

According to Dixit, Ojampera, Nee and Prasad (2010), there are different communication applications for social networking of youth. However, some web based applications like Facebook, WhatsApp, Viber and imo etc are also supporting for communication. Currently smartphones are included in this environment and everyone access the Internet for making social relationships. These internet based application are commonly encouraged to youth.

Nowadays smartphone is altering the ways in which youth/users communicate with each other, have fun, finding information, and manage their everyday schedule. Ling (2004) indicated that “a smartphone can be described as a pocket phone with multiple capabilities, larger touch screens, Internet access, and location based support with WiFi facility. It has become an essential tool of youth for communication with using wide touchscreen. They can use a wide range of functions such as short text messaging and listening music etc.”

Smartphone Technology in Everyday Life

The adoption of smartphone by youth has been a global phenomenon in recent years. It has become a part of their everyday life around the entire world. In fact, “the smartphone has turned from a technological tool to a social tool. Youth use it to organise and maintain their social networks.” Talking with other people over mobile was well-established to keep in touch with friends, and family members. “Their smaller size and decreasing in cost contributed to the amazingly adoption rate by youth. Worldwide survey has found high rates of smartphone usage among youth. However, this palm technology impacts their everyday life” (Ling, 2002; 2004).

Agar (2009) discussed about the cultural implications of smartphone in everyday life. He stated that, “smartphone culture is fascinating of an important culture which people adopted for the multipurpose approach to reshape the cultural and social aspects of their daily life. Smartphone culture draws on a wide range to explore carefully the new forms of consumption, communication and media technology. It stapled society, with everyone from elementary school kids to senior citizens owning at least one.”

Smartphone As An Agent Of Social Change

Humans are social creatures with a universal need to connect with others through different communication channels. Prazybylski and Weinstein (2013) stated that “recent smartphone technology have enabled billions of people around the world to fulfil their needs”. However, they are attracted to these devices as a means for interpersonal closeness and sociability. As per Billieux (2012) “ironically, a smartphone can change from the status of an instrument that supports social exchanges to an object than indubitably interferes with them. Social engagement through the use of smartphones has become main-stream. This changing nature of communication styles and preferences raised question about the impact it has on real-life of youth.”

Nurullah (2009) quoted from (Grinter, 2001; Haste, 2005; and Ito & Okabe, 2005a) research study that “youth is the most passionate user group all over the world although the mobile phone influenced of all ages and rise their norms, values and patterns of social behaviour as they ‘thumbing’ their handheld device.” Katz and Aakhus (2002) identified “communication with smartphone are almost similar in different countries of the world. However, it is not only an essential gadget for maintaining social contact, but also a device that has a broader social impact on family, peer relations, socialization, and norms of youth. The multi-functionality and connectivity of smartphones bring a positive change in social behaviour of youth.”

Reshaping of Social Structure

Mobile technology is no longer the glittering new fashion accessory; it has got success in the developed world and it can provide a help to cure against the loneliness. Government and mobile companies know the opportunities and can bring to the developing world which can change or reshape social lives. The “livelihoods, family communication and pursuit the social relationships are three social implications. Despite how fascinatingly different cultures around the world are inability to understand all of them prove that communication is important and universal” (Gladwell 2009).

According to Ling (2004) that “any moment of social life have been broadly linked with time-space. The multiplied interactions into a single seamless web are due to smartphone communication.” Ito and Obake (2005) indicated that “integrated and mediated relationship creates the ambient presence of smartphone that reduced space and time of youth. The smartphone communication has enhanced and contribute to bring positive changes in social networking of users.”

Youth in the Network Society

Castle et. al. (2007) described that “a network society is composed and linked through Internet with smartphone. In the existing literature, media scholars stated that the ‘connected world’ has called ‘global village’ or ‘network society’. Basically, the network society is characterized by the importance and orientation for young people.” Srivastava (2005) stated that the “wireless technology successively capture the minds of young users. The Internet is responsible as

agents of socialization with smartphone and are associated with perceived transformation in the relationships among youth and the rest of society.”

Smartphone as a Social Tool

Smartphones were primarily a status symbol of the elite class people, but with the passage of time now it has noticeably influenced all the social groups. “Social consequences of communication with smartphone are associated with its usage by individuals of various walks of life – young, old, rich, poor. Yet, nowhere is this more apparent than in the lives of youth that is why scholars pay special attention to ‘culture of youth’” (Castells et al., 2007 & Ling 2004). However, Bell (2005) argued that “the smartphone has turned from a technological tool to a social tool and serve for social interaction. In fact, it was a status symbol of elite class, but nowadays every person has this either rich or poor. On the other hand, it engaged youth for social connection. Therefore, this device is building social relationships and exploring various ways of interacting with friends, and class-fellows.”

Smartphone and Etiquette

The pervasive nature of smartphones has led to concerns over the social manners about its usage. Palen and his colleagues, (2001, p. 109) discussed that, “smartphones are subject to social interaction and play a positive role in the social world of youth. Because, these devices are now present in a variety of contexts, and can be remotely and unpredictably activated”. Certain smartphone usage behaviours are considered challenging and as a result, there are an increasing number of legislative and societal controls seeking of their use. Somehow, “smartphones are banned in a different public or social settings, including libraries, courtrooms, etc., despite this lawmaking, youth continue to use their phones but they put it on silent mode. Indeed many teachers now be switched off their phones before lecture.”

Impact Of Smartphone On Social Behaviour

The smartphone has an impact on the life of almost all human in both positive and negative ways. The major areas of smartphone impact are behaviour, social life, education, health and business. This handy technology radically changed the social bridges, bonds, cultural norms and behaviour of individuals, especially of youth. Srivastava (2005) describes in her study “the impacts are both at the positive side and also on the negative side. At one end smartphones are enabling people to create their own micro-cultures and engage in activities considered bonding social relationship and on the other end it enabling them to remain connected all the time when they are away from university or home.”

‘Impact of smartphone on social behaviour’ is a new concept and that has some familiar implications. “It is concerned with mobility of youth and students in the sense that they should be able to engage in positive activities without the restrictions of physical location” (Ling & Helmersen 2000). Williams and

Williams (2005) indicated that “timely changes and increasing influence of portable technologies on youth and thus communication amongst members of peer group are central to the identity of youth. The impact on relationships among youth has been transformed their groups into networked society.”

Communication with smartphone is a source to introduce new social culture among all age groups. It is going to become the great tool for building relationship among peers. They use different applications for long conversations on a smartphone for social contacts. Ansari (2007) indicated that “smartphone has a number of negative and positive impacts on social behaviour of youth, but their social relationship increases in a positive way.”

Social Impact

Human are continuously associated with a lot of essential belongings which are necessary things for their life. It is very hard to get in touch with these before technology changed their life and made it easier. Duncan et al. (2012) described that “the handheld devices had significant effects on individual’s communication, and their social relations. They are demanding new patterns of socialization with their family and friends. The technological innovation influences the centralisation of their social relationship with smartphone.”

The smartphone is a very essential communication apparatus as it is built to enhance social contact. “Predominantly, a smartphone quickly influence on social interaction of youth, by making easily communication through social networking applications. This device supports multiple types of activities for social contacts and/or entertainment by converging communication. Therefore, the socially constructed use of smartphones based on their technological attributes enabling multiple functions makes the device to be useful in different patterns of social relationships. It can modernize status of youth from an apparatus that supports social interactions to an object which interferes their relation” (Lane & Manner, 2011).

Impact on Individual’s Social Life

Everyday life is made up a broad range of social setup that happens in the routine of individual’s experience like work, family, sociability, education, health, and entertainment. Despite the accessibility of being able to communicate to anyone from any location at any time with smartphone is unquestionable. Today, smartphones are potentially one of the most important devices on the market that almost every person using. The cellular companies introduced different packages for users, these packages addicted the youth for excessive use. The excessive uses have both positive and negative impacts on their social life. In fact, youth uses it in positive ways for organizing and maintaining their social relationship.

According to Lane and Manner (2011) “smartphones have impact the users in the way they operate, engage, and communicate in their daily life. They have provided different applications that can fulfil the desires of youth. These

applications can assist, help for productivity, and effective use of time.” Smartphones have brought new meaning to the lives of youth by providing many social applications that perform various tasks at the same time. This device encourages youth for doing multiple things at once, which is not previously done. They can call and send text message with smartphone and at the same time send e-mails, photos, or other document while listening music. Since youth has busy lives due to college, university, personal issues and smartphones are there to do that.

Impact on Family Life

Family life is a dynamic, intricately patterned, mixture of feelings and emotions, ranging from the most intense hues of anger, hate, and love to the mildest shades of irritation, hurt and affection. Pakistani youth has “strong cultural values, rules, customs and social ties that are not linked with western culture. However, Pakistani cellular companies are inclined towards introducing new and attractive packages for youth like Mobilink (ladies first, happy hours), Warid (zem series), Ufone (public demand, prepay life panch ka pandra, U circle), Telenor (talkshawk Aone, djuice) and Zong’s (life package). All normal interactions can be dealt with during daytime, but the companies offer the packages that start after night.” Most of the youth utilizing night internet packages which their carriers provided them. Their excessive use are naturally limited their availability to communicate with others. The family life has changed due to the advancement of technology that offers freedom of youth in their social lives, with the use of smartphones but not on the negative way.

Impact on Peer Groups

The influence of smartphone on peer groups of youth is debatable in the present days. Williams and Williams (2005) specified that “communication among youth group are dominant to the individuality. The impact of smartphone on relationship of youth has changed the group into networked society.” It is a tool of texting that entices its user to maintain a secondary, typed dialogue accompanying of their daily life. They put it down next to their plate at the start of a meal, and referring back to it frequently despite the real-life conversation. It leeches its owner’s life, a constant presence challenging to be fed and maintained. Overdependence up on the smartphone is an easy channel to fall into. Since the device can do anything and everything, after all, why bother using anything else?

Research Methodology

The present research study is primarily a cross-sectional social survey with the quantitative method. Every researcher uses one or another method in study for achieving objectives, answer the research questions or test hypotheses. According to Wimmer & Dominick (1993) “the methodology is the main construction of any study which tells about what type of data, whom from, how, and what kind of statistics are used.”

Population, Sampling Technique and Sample Size

A population is a complete group of individuals, objects, or items from which samples are taken for investigation or measurement by the researcher and wish to generalize the research findings. In this study the population was consisted of all youth both the gender (male and female) studying at BA/BSc. and Master level in Pakistani universities. Keeping in view the nature of the study and population a multistage cluster and purposive sampling techniques employed. Total 800 subjects was select from selected universities with purposive sampling technique for final survey of the study.

Data Collection

A questionnaire was designed according to the Likert scale in the light of objectives, and research questions after review the existing literature. The researcher, distributed 250 questionnaires among male and female youth of each university and self-administered for getting 100% responses.

Discussion Of Results

Almost all the human like to have and use new and advanced handheld device. Youth have become more concentrating to use new technologies in their daily lives. Normally, they are using a mobile phone, but the features of smartphone attract them and buy it after watching it catchy advertisements and some new features which their SIM carrier provides. The features like social application installed in smartphone also attracting them and leave some impact on their daily lives.

Frequency Of Smartphone Usage

During last decade the frequency of smartphone usage increased all over the world, especially among youth in Pakistan. Social networking application are attracting and fascinating the youth and they spend most of the time on their smartphone sets for using these applications. The researcher measured the frequency of smartphone usage of youth. There is a significant relationship among criterion variable “frequency of smartphone usage” and the interpreter variables, i.e. time of smartphone usage (37.1%); using at any time (37.1%); using anywhere (44.0%); text messaging (37.0%); voice chat for 90 minutes a day (57.2%); friends 50 (40.9%) and (39.1%) have 100 friends; use internet on smartphone around 120 minutes per day (43.1%); frequently using smartphone in the university premises (63.5%). Thus the overall results of these variables which measure the usage frequency are significantly proved in chi-square tests (.000) (table 4.2).

Usage Patterns Of Smartphone

The statement “usage patterns of smartphone of youth” is measured through different variables and relationships with most of them is found significantly in the chi - square test. The criterion variable showed a significant relationship with independent variable, i.e. text messaging (83.0%); voice calling (40.6%); capturing pictures (64.9%); recording video (57.9%); listening music (67.2%); playing games (60.8%); reading notes (55.2%); using as computer (61.4%); avoiding loneliness (63.2%); updating themselves (67.9%); time killing (57.6%). The majority of male subjects using text messages for communication with their family members and friends as compare to voice calling, but female subjects were given the preference to voice calling. The majority of male subjects is interested in using camera for taking pictures and recording video, but female subjects are not interested in recording video. The observed evidence which are documented regarding usage patterns of smartphone among youth are social differentiation of wireless diffusion in different societies of the world. The chi-square tests of all variables are not significant, but the results of main variables are significant (table 4.3).

Ager (2009) observed Norwegian students that “where gender difference was found in the culture of smartphone usage, but differences emerged in how men and women described their smartphone use. For instance, both genders appeared to use short text messaging in similar ways, but men emphasized texting for practical purposes, although they equally used it to send ‘messages to their friends.’”

Using Social Networking Applications

Social Networking applications are installed in smartphone with simple and advanced features with fulfil the needs of youth. The carriers provide free services for text chatting and voice calling through these applications. These applications are Facebook, WhatsApp, Viber, Imo, Rounds, and Nimbuzz etc. That is why youth is fascinated with these applications for making social relationships among their contemporaries. The results of table 4.4 predicted that huge majority (77.1%) frequently using Facebook; the huge majority (83.4%) frequently using WhatsApp; a majority (64.0%) frequently using Viber; (53.4%) frequently using Skype; (55.5%) rarely using LinkedIn; (58.8%) rarely using Tweeter; (63.0%) frequently using Imo; (52.5%) rarely using rounds; (62.9%) rarely using Nimbuzz.

Most of the both subjects are using smartphone for chatting through different social networking applications with the help of WiFi connectivity or their carrier provided them with cheaper rates. The majority of male subjects is exploring social media like Facebook, WhatsApp, Viber, Skype, and rounds etc. for making social relationships but majority of female subjects is used only Facebook and WhatsApp. As far as making friends on social networking sites are concerned the male subjects are in majority as compare with female subjects. Most of the male subjects are interested to stored audio and video songs and listen at their leisure time but female subjects are least interested (table 4.1).

Smartphone Leads To Social Relationship

Nowadays a smartphone is being considered as an essential gadget of modern life. The continued advancement of this technology has profoundly changed the social relationship of youth in Pakistan. The subjects of the study responded that one innovative aspect of smartphones is that users can download various kinds of social networking applications, on to their smartphones from Google play store which are freely available.

The relationship of youth with smartphone usage was assessed with different variables to check how smartphone enhance their social relationship. The sum of squares of Regression (184.741); mean square (141.501) and Residual squares (15.259); mean square (.060); F value (3.584); and p-value (.000) showed the positive and strong relationship among dependent variable “smartphone leads to social relationship” and predictor variables. The variables which are highly significant are ‘cannot live without smartphone (.000); youth familiarize about social networking applications (.000); it’s latest mass medium (.000); it’s necessary for social cohesion (.000); this technology affect youth’s social life (.001) and emerging patterns of social behaviour in various social contexts are associated with smartphone (.001). The results of these variables are proved that ‘smartphone usage lead to sociability of youth’. However, some variables were not significantly proved the relationships but that results are also a positive indication about the statement table (4.5).

The results of table 4.5 documented that gender is not an important determinant of smartphone usage and social relationship because some gender differences are statistically insignificant. For example, smartphone usage patterns are different among youth (.791) ‘frequent usage of smartphone can cause friend-sickness’ (.337); ‘gender play a role in the behavioural intention to adopt smartphone’ (.970). Plant (2003a) concluded that “there is no significant gender difference in usage of smartphone, but generally male are more likely to use smartphone.” He further stated that “in the early days smartphone deployed as a status symbol.” Plant (2005) quoted the concluded pointed of Lemish and Cohen (2005b) study that “male have been greater usage tendency in terms of text chatting through different social applications as compare with female.”

Impact Of Smartphone On Social Behaviour

Android technologies like smartphone are altering the way that youth experienced and engaged with everyday life. It is evident from the statistics presented in table 4.6 that there is a positive relation among dependent variable “impact of smartphone on social behaviour” with their criterion variables. The variables which significantly proved are ‘etiquette’ (.001); ‘peer relations’ (.003); ‘family relations’ (.001); ‘neighbour relations’ (.004); ‘behaviour as student’ (.001); ‘face-to-face interaction’ (.000); and ‘workplace relationships (.004). However, other variables which insignificant are also interconnected with variables. That is why these results are overall statistically establish relationship among smartphone and social behaviour of youth and proved that it has positive impact on their social behaviour.

Chi-Square Test (Smartphone and Social Behaviour of Pakistani Youth)

Variables	Chi-Square	df	Asymp. Sig.
Etiquette	379.988 ^a	4	.000
Self-esteem	573.262 ^a	4	.000
Peer relations	332.537 ^a	4	.000
Family relations	373.275 ^a	4	.000
Neighbour relations	303.162 ^a	4	.000
Escape from worries	323.688 ^a	4	.000
Individual socialization	335.237 ^a	4	.000
Behaviour as student	428.020 ^b	4	.000
Youngster identity	363.700 ^a	4	.000
Face-to-face interaction	356.625 ^a	4	.000
Socioeconomic status	380.612 ^a	4	.000
Workplace relationship	533.900 ^a	4	.000

Moreover, the smartphone technology is changing the daily life of youth with the facility of the Wifi. This technology altered youth's individual identity and their leisure time. In this connection smartphone are providing more variety and self-determination to youth. That is why youth, establishing their own level and way of smartphone usage for bridging their social relationship.

Increased Connectivity

Revolutions of smartphone are the centre of a new wave, and offers extraordinary connectivity. Connectivity anytime, everywhere has been a foremost facility of acquiring people to feel connected with others that are not possible before two decades. The sense of connectedness includes family, friends, teachers, classmates, etc. through WiFi or with their carriers are increased. Nowadays youth makes 'cyber society' with the help of smartphone and its connectivity that leave the double sided impacts on their social behaviour, but it's not the fault of device its depend on user.

Personality

Smartphone provide the handiness of entirely integrated and manageable of youth needs. The high saturation of this permits youth to express their personality, preference and with others. Its penetrations are helping them to develop new boundaries of personal identity. Awareness regarding smartphone usage patterns is also interlinked with the desire of youth and their relationship. They trying to find out entertainment and escape from loneliness. So that they use their smartphone at anytime and anywhere to gratify their social urge.

Relationships

Smartphones are dramatically increasing interpersonal relationship and allow youth to contact at any time, from anywhere. Contrary to perceptions the new technological development is making relationships are more easier and convenient way for youth. Gone are the days of passing a few text messages are a more discrete way of involving or sharing with them. The smartphone usage cannot impact their personal relationship, but poor usage of this device can be linked with social problems. Most of the subjects of study are agreed that smartphone are not impacting their social behaviour because they also have face-to-face interaction with family members and friends.

Youth and Social Network

The social network of youth is measured by different media scholars and demonstrated that they shape their own social network with different communication techniques. Social networking is important for youth for their social relationships. The most important social relationships for youth which extended family to friend relationships and extended friendly sociability. The manifestation of their social networks via smartphone varies between youth. However, the usages of their smartphone in different circumstances are different according to their cultural and value. The objective of their social networking is fulfilled with respect to their specific age group to construct social networking or relationship.

Positive Impact on Social Relation

The social life has been drastically changed with the smartphone and this domain has encountered most of the impacts from excessive use. The current world population has some sort of disabilities and increasing day by day. Keeping this in mind and looking into the capabilities of smartphone, it is apparent in that situation it plays an important role in the integration process of people with special needs. These are capable to give independency to this group, the opportunity to live more independently. That is the positive impact of this device on social relationship. The more they can do by themselves, the better they will feel and enjoy the life. Even in today's busy world smartphone had also made possible for user to remain connected with friends and family all the time. Always connected Internet through a smartphone provides a great instrument to youth for constant communication. Its features like camera, access to social Websites and Internet enable them to build social relationships and share something with others at any time.

The present study has confirmed that smartphone usage and social behaviour of youth can envisage that how this positively impact their social behaviour. It is reported that youth uses smartphone with the facility of WiFi for seeking information, entertainment, freedom, friendliness, social interaction and

relationship. Short message service with their carriers for immediate access or using different social networking applications are making social connections for socialization. This technology drastically transform the structure of everyday life of youth, and leads to highly personalized service, differentiated from other form of communication. In the media research, Katz et al., (1974) described in their 'Uses and Gratification Theory' that "the value-oriented approach has been widely adopted to explain users' choice and use of media. The foremost statement of the theory is the individuals' use of media is motivated by their psychological needs. This theory assumes that media users are active communicators and their choice of media is a goal-directed activity."

Findings

The findings of the study have unfold some aspects of gratification of youth for smartphone usage and its impact on youth. No doubt, it is one of the effective tools of communication and interacting the youth. The manufacturing companies have utilized mainstream media for targeting the youth to extend its usage. For this purpose various persuading offers in the form of 'late night packages', 'Internet service with cheaper rates' are targeting the youth. The present study concludes that the smartphones are a source of satisfaction for the youth whether it is for interaction, communication, relationship or for fun.

A smartphone is a handheld device which is not lacking from lives of youth. It has become popular to everybody, since it is very convenient and necessary gadget of youth. The youth can communicate with others no matter where they are with the help of social applications. For instance, they can contact easily by a voice calling or sending text messages everywhere, anytime without electricity by 24/7. It may be the main reason that all youth choose to own a smartphone. They may relax by enjoying its applications, for example, play games, listen to music, or chat through different social applications.

It is true that smartphones have altered the social life of youth. For example, when someone applies tales regarding prior modes of communication, the children of 21st century think such stories relate to some other planet. So, it's a fact that the smartphone technology has started a new era that has uprooted the old fashioned lifestyle entirely. However, it does not mean this technology has no effect on youth adversely. Everything has two attributes; advantages and disadvantages. The smartphone technology is also have advantages and disadvantages but we cannot blame the technology because it depends on users how they use it.

Conclusion

The present study has presented the results about smartphone usage and its impact on social behaviour of Pakistani youth. The most prominent findings were that youth with higher levels of smartphone usage had a greater tendency to

engage in using social networking applications for communication. Both subjects of the study showed a general concern regarding the appropriate use of smartphone in social. Their attitude does not anticipate the anti-social behaviour while using it. Thus it has positive influences on both the genders, but male subject is more engaged with social networking application through the smartphone.

- i) It is a general perception that “smartphones turned the world into a global town” which comes into precisely true. Users can easily talk, effortlessly communicate with family members or friends, even they reside in another corner of the world.
- ii) Smartphone also speed up communication, users can communicate and express their feelings within a few seconds. Therefore, the world of youth has been enhanced to a surprising extent due to the advancement of this handheld technology.

The smartphone has a significant and positive impact on social behaviour of youth. They are crossing away from the use of conventional cell phone as smartphones are overtaking. The key impacts like, enabling them to be always-connected, single device with new and multiple functions, utilizing leisure time, new social applications, entertainment, respectful behaviour, privacy issues, impact on society and culture, etc. Socialization of youth appears through transformation, enculturation, efficiency and competitiveness and these are interlinked with smartphone usage. However, communication occurs with WiFi facility available on a smartphone so that change in their social behaviour apparently happens at very micro levels. The excessive use of smartphone is the great concern of parents, educators, university teachers and media scholars. So, the easiest way to reduce the negative impact of its usage is to reduce its excessive use.

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Table 4.1
Characteristics of Sample (Gender-wise)

Variables	Categories	Male	Female	Total
Mother Tongue	Punjabi	185 (46.2%)	168 (42.0%)	353 (44.1%)
	Urdu	80 (20.0%)	86 (21.5%)	166 (20.8%)
	Sindhi	63 (15.8%)	77 (19.2%)	140 (17.5%)
Educational Phase	Pushto/Balochi	72 (18.0%)	69 (17.2%)	141 (17.6%)
	BA/BSc	234 (58.5%)	197 (49.2%)	431 (53.9%)
	MA/MSc	166 (41.5%)	203 (50.8%)	369 (46.1%)
Family's monthly income in rupees	41000-50000	66 (16.5%)	81 (20.2%)	147 (18.4%)
	51000-60000	159 (39.8%)	110 (27.5%)	269 (33.6%)
	61000-70000	110 (27.5%)	134 (33.5%)	244 (30.5%)
Number of Smartphone	71000 & Above	65 (16.2%)	75 (18.8%)	140 (17.5%)
	One	247 (61.8%)	314 (78.5%)	561 (70.1%)
	Two	153 (38.2%)	86 (21.5%)	239 (29.9%)
Number of SIMs	One	186 (46.5%)	251 (62.8%)	437 (54.6%)
	Two	214 (53.5%)	149 (37.2%)	363 (45.4%)
Male	Yes	329 (82.2%)	332 (83.0%)	661 (82.6%)
	No	71 (17.8%)	68 (17.0%)	139 (17.4%)
Female	Yes	332 (83.0%)	339 (84.8%)	671 (83.9%)
	No	68 (17.0%)	61 (15.2%)	129 (16.1%)
Total		400	400	800

Table 4.2
Gender-wise Perception of Youth about Frequency of Smartphone Usage

Variable	Categories	Male	Female	Total	Chi-Square
Timing for the use of smartphone	Morning	99 (24.8%)	109 (27.2%)	208 (26.0%)	20.912 p =.000
	Evening	145 (36.2%)	152 (38.0%)	297 (37.1%)	
	Any Time	156 (39.0%)	139 (34.8%)	295 (36.9%)	
Place of Smartphone usage	Home	113 (28.2%)	94 (23.5%)	207 (25.9%)	20.420 p =.000
	University	116 (29.0%)	125 (31.2%)	241 (30.1%)	
	Any Where	171 (42.8%)	181 (45.2%)	352 (44.0%)	
Per day usage of smartphone for SMS chat	61-90 Min	152 (38.0%)	144 (36.0%)	296 (37.0%)	23.006; p =.000
	91-120 Min	75 (18.8%)	118 (29.5%)	193 (24.1%)	
	121-150 Min	132 (33.0%)	83 (20.8%)	215 (26.9%)	
Per day usage of smartphone for voice chat	150+ Min	41 (10.2%)	55 (13.8%)	96 (12.0%)	27.941 p =.000
	61-90 Min	222 (55.5%)	236 (59.0%)	458 (57.2%)	
	91-120 Min	100 (25.0%)	99 (24.8%)	199 (24.9%)	
Number of friends on	121-150 Min	63 (15.8%)	59 (14.8%)	122 (15.2%)	15.171;
	150+ Min	15 (3.8%)	6 (1.5%)	21 (2.6%)	
	1-50 Nos	143 (35.8%)	184 (46.0%)	327 (40.9%)	

SNS for social relations	51-100 Nos	157 (39.2%)	156 (39.0%)	313 (39.1%)	p =.002
	101-150 Nos	84 (21.0%)	51 (12.8%)	135 (16.9%)	
	150+ Nos	16 (4.0%)	9 (2.2%)	25 (3.1%)	
Spending time (per day) on Internet with SP for social relations	61-90 Min	106 (26.5%)	111 (27.8%)	217 (27.1%)	46.608 p =.000
	91-120 Min	186 (46.5%)	159 (39.8%)	345 (43.1%)	
	120+ Min	108 (27.0%)	130 (32.5%)	238 (29.8%)	
Frequency of Smartphone usage in University	Frequently	268 (67.0%)	240 (60.0%)	508 (63.5%)	27.084; p =.000
	Rarely	132 (33.0%)	160 (40.0%)	292 (36.5%)	

Table 4.3

Perception of Youth (gender-wise) about the Purpose of Smartphone Usage

Variable	Categories	Male	Female	Total	Chi-Square
Text messaging	Frequently	321 (80.2%)	343 (85.8%)	664 (83.0%)	92.689
	Rarely	79 (19.8%)	57 (14.2%)	136 (17.0%)	p =.000
Voice calling	Frequently	250 (62.5%)	225 (56.2%)	475 (59.4%)	16.915;
	Rarely	150 (37.5%)	175 (43.8%)	325 (40.6%)	p =.001
Taking pictures	Frequently	231 (57.8%)	288 (72.0%)	519 (64.9%)	17.822;
	Rarely	169 (42.2%)	112 (28.0%)	281 (35.1%)	p =.000
Taking videos	Frequently	148 (37.0%)	189 (47.2%)	337 (42.1%)	10.611;
	Rarely	252 (63.0%)	211 (52.8%)	463 (57.9%)	p =.014
Listening music	Frequently	259 (64.8%)	279 (69.8%)	538 (67.2%)	35.471;
	Rarely	141 (35.2%)	121 (30.2%)	262 (32.8%)	p =.000
Playing games	Frequently	235 (58.8%)	251 (62.8%)	486 (60.8%)	5.245;
	Rarely	165 (41.2%)	149 (37.2%)	314 (39.2%)	p =.055
Reading notes	Frequently	209 (52.2%)	233 (58.2%)	442 (55.2%)	8.312;
	Rarely	191 (47.8%)	167 (41.8%)	358 (44.8%)	p =.040
Using as computer	Frequently	231 (57.8%)	260 (65.0%)	491 (61.4%)	4.435;
	Rarely	169 (42.2%)	140 (35.0%)	309 (38.6%)	p =.021
Avoiding loneliness	Frequently	259 (64.8%)	247 (61.8%)	506 (63.2%)	5.941;
	Rarely	141 (35.2%)	153 (38.2%)	294 (36.8%)	p =.115
Updating myself	Frequently	258 (64.5%)	285 (71.2%)	543 (67.9%)	43.679;
	Rarely	142 (35.5%)	115 (28.8%)	257 (32.1%)	p =.000
Only for time killing	Frequently	218 (54.5%)	243 (60.8%)	461 (57.6%)	3.199;
	Rarely	182 (45.5%)	157 (39.2%)	339 (42.4%)	p =.043
Youths' need	Yes	325 (81.2%)	296 (74.0%)	621 (77.6%)	25.585;
	No	75 (18.8%)	104 (26.0%)	179 (22.4%)	p =.000
Requirement of time	Yes	314 (78.5%)	335 (83.8%)	649 (81.1%)	20.430;
	No	86 (21.5%)	65 (16.2%)	151 (18.9%)	p =.000
Competition with University fellows	Yes	266 (66.5%)	304 (76.0%)	570 (71.2%)	21.699;
	No	134 (33.5%)	96 (24.0%)	230 (28.8%)	p =.000

Table 4.4

Youth (gender-wise) Perception Regarding Using Social Networking Applications

Variable	Categories	Male	Female	Total	Chi-Square
Facebook	Frequently	307 (76.8%)	310 (77.5%)	617 (77.1%)	60.938 p =.000
	Rarely	93 (23.2%)	90 (22.5%)	183 (22.9%)	
WhatsApp	Frequently	333 (83.2%)	334 (83.5%)	667 (83.4%)	72.064 p =.000
	Rarely	67 (16.8%)	66 (16.5%)	133 (16.6%)	
Viber	Frequently	274 (68.5%)	238 (59.5%)	512 (64.0%)	10.405 p =.015
	Rarely	126 (31.5%)	162 (40.5%)	288 (36.0%)	
Skype	Frequently	219 (54.8%)	208 (52.0%)	427 (53.4%)	9.741 p =.005
	Rarely	181 (45.2%)	192 (48.0%)	373 (46.6%)	
LinkedIn	Frequently	170 (42.5%)	186 (46.5%)	356 (44.5%)	5.790 p =.122
	Rarely	230 (57.5%)	214 (53.5%)	444 (55.5%)	
Tweeter	Frequently	161 (40.2%)	169 (42.2%)	330 (41.2%)	1.372; p =.308
	Rarely	239 (59.8%)	231 (57.8%)	470 (58.8%)	
Imo	Frequently	254 (63.5%)	250 (62.5%)	504 (63.0%)	26.258 p =.000
	Rarely	146 (36.5%)	150 (37.5%)	296 (37.0%)	
Rounds	Frequently	210 (52.5%)	170 (42.5%)	380 (47.5%)	8.010; p =.003
	Rarely	190 (47.5%)	230 (57.5%)	420 (52.5%)	
Using social networking sites (SNS)	Frequently	262 (65.5%)	241 (60.2%)	503 (62.9%)	38.872 p =.000
	Rarely	138 (34.5%)	159 (39.8%)	297 (37.1%)	

Table 4.5

Perception of Youth (gender-wise) about Smartphone leads to Social Relationships

Multiple R:	.276				
R Square:	.605				
F Value:	3.584				
P Value:	.000				
Statistics Model	Sum of Squares	df	Mean Square		
Regression	184.741	18	141.501		
Residual	15.259	781	.060		
Variables	B	Std. Error	Beta	t	Sig.
Can't live without smartphone	.053	.042	.048	1.263	.000
SP familiarize the youth about social apps	-.053	.042	-.047	-1.269	.000
SP is the latest mass medium	-.181	.051	-.137	-3.555	.000
SP is diffusion of technological trend	.093	.045	.034	.868	.386
SP is status symbol of youngsters	-.031	.055	-.021	-.555	.579
SP's camera is essential for taking pictures	-.012	.047	-.010	-1.254	.005
SP is necessary for social cohesion	-.085	.047	-.048	-1.236	.000
SP usage patterns are different among youth/students	-.012	.046	-.010	-.265	.791

SP is necessary to keep in touch for social relationship	-.042	.047	-.034	-.892	.002
SP has positive impact on the social relations	-.010	.040	-.009	-.245	.807
SP has negative impact on the social relations	.048	.039	.046	1.227	.220
SP shapes the way of social interactions	-.049	.042	-.044	-1.176	.003
SP technology affect people's social life	-.141	.042	-.124	-3.376	.001
Frequent usage of SP can cause friend-sickness	-.041	.043	-.036	-.960	.337
SP usage can build bridges between University fellows	.090	.042	.080	.226	.001
Gender play a role in the behavioural intention to adopt SP	-.001	.040	-.001	-.037	.970
SP usage has reduced the time that we earlier spent with family members, friends or university fellows	-.172	.058	-.112	-2.945	.003
Emerging patterns of social behaviour in various social contexts are associated with SP communication	.132	.041	.029	.770	.001

Table 4.1

Impact of Smartphone on Social Behaviour of Youth (male & female)

Statistics Model	Sum of Squares	df	Mean Square		
Regression	6.594	13	.507		
Residual	193.406	786	.246		
F Value:					
P Value:					
Variables	B	Std. Error	Beta	t	Sig.
Etiquette	.043	.013	.116	3.249	.001
Self-esteem	.000	.013	-.001	-.022	.983
Peer relations	-.702	.013	-.005	2.136	.003
Family relations	.916	.013	.044	1.256	.001
Neighbour relations	-.540	.014	-.041	-1.163	.004
Individual socialization	.015	.013	.043	1.201	.230
Behaviour as student	.894	.012	.012	1.344	.001
Youngster identity	-.025	.012	-.072	-2.009	.045
Face-to-face interaction	-.926	.013	-.003	-.093	.000
Socioeconomic status	-.028	.013	-.074	-2.069	.039
Workplace relationship	-.680	.013	-.015	-.412	.004