

YOUNG ADULTS AND SMART PHONES: INFLUENCE ON DAILY LIFE

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Abstract

The development of an individual is carried out through various process and it includes social, psychological, and biological ways. Adding upon all these individual factors the smart technologies have tremendous impact on the life an individual. The recent development in smart technologies have paved the way of a 360 degree change among the life an individual and as well the society. The young adult, who is considered as the treasurer of a nation have been greatly influenced by this latest smart technologies. In this context, the usage of such smart technologies by the young adults need to be carefully assessed. The present study focus on the various aspects of the usage of smart technologies by the young adult group. The study was descriptive in nature. Total 100 samples were collected with a sampling procedure of simple random technique. Questionnaire was developed and used to collect the data from the sample. The study analyzed the various services provided by the smart devices and duration of usage among the young adult.

Key words: Young adult, smart technologies, smart phones, gadgets

Introduction

Young adult population is considered as the treasurer of any nation in the world. The higher proportion of a young adult would be an asset for a country. The destiny of such nations are vested up on the shoulders of that particular group. Their role in the holistic development of a nation is unquestionable. In the developed countries the number of young adult are gradually reducing and would have a positive impact on the comprehensive development of the countries. But at the same time country like India have a greater proportion of such population and in the coming future India would be benefited by using this population. According to Social Statistics Division (2017) young adults are the most important section of a population with different characteristics such as readiness, energetic, advanced and active in nature. It also stated that the economic, cultural and political development of a nation occurs with the support of young adult along with a strong passion, inspiration and will power. The perspectives of young adult in the 21st century are different. All societies are tend to social change and this change had influence on the lifestyle,

value system, achievement levels, career aspirations and social expectations in general especially the young generation. Young adult represent energy, enthusiasm and vigor which are valuable. They take part a major role in the development of a nation. Integrated with the latest smart technologies, they are doing remarkable performance in the development of a nation holistically. They best example we have seen as the usage of smart technologies by the young adult during the flood in the state of Kerala.

Young adult and smart technologies

Various smart technologies have been developed in various nations and it is used for the betterment of the nation. Nowadays, the usage of electronic devices have been popular among the young adult group and it include devices such as smart phones, video games, tablets, computers etc. A major segment of the young adult population are the subscribers and buyers of these electronic products (Yapbeelee, 2015). Among the various gadgets using as smart technologies, the leading one is smart phone. So in this study the researcher delimited the smart technologies as smart phone. The uprising of smart phone technology improvements the mobile phone devices into a multifunctional gadget. The integration of latest technologies with fastest internet connection, most powerful cameras and all other multi-functional utilities made the mobile phones became a really smart phone now. In the recent years the all the activities are directly connected with the smart technologies, especially the smart phone. The smart phone also have advantages and disadvantages. The main advantage of the smart phones are; it is well connected and an office virtually working under this small device. At the same time disadvantages are on the other side. The addiction to the device and reducing the human interaction are the main advantages experts are pointing on this device. The various applications and software made this smart device into an integral part of the life of people, especially among the young adult. The smartphones are working under different platforms like iPhone, windows, android etc are varied from their own peculiarities and specialties. The usage of this smart gadgets have significant impact in the life of young adults (Margaret, 2018). The introduction of mobile phones were the ancestral of the present smart phone devices. The device initially meant for communication purpose only and became gradually updated with lot of technological enhancement. Then the use of mobile phones started to change and transformed into a smart version. The mobile phone became a smart phone by adding the latest features of a computer device. The entire works happening in the computer could be done by a

smartphone now a days. So form this visible transformations, it is evident that the usage of smartphones also changed drastically.

Review of Literature

Vaidya (2016) conducted a study on the growth and effective use of smart phones in India. India is the second largest country in the world regarding the telecommunication and related market. The study found out that at the age of twelve the children are started to use the smart phones. The study also clarify that the world became closer through the usage of smart phones. The convenience of talking and sending messages while travelling have accelerated the growth of development. Sen (2015) reported that smartphone created various opportunities for the common people. He also says that the replacement of laptop has already begun with the usage of smartphone. He mentioned that, though the advantages are very helpful for the human beings it also create trouble to the humans. The communication skills and social skills were obstructed the over usage of smart phones. The term digital amnesia has been coined by Yale Tribune (2018). The higher dependency on the digital and information technology may negatively affect the memory of a human being. He explain the phenomenon with the support of a study conducted among the Americans. The study revealed that the continuous dependence of smart phones make them to think that, smart phones serving as an alternate to the memories. He revealed that, 44 percent respondents have the feeling of same and among them the young adult have a majority

Methodology

It is evident that a significant proportion majority of young adults are dependent on their smart phones. The usage of smart phone also have advantages and disadvantages. The duration of the usage and the various services provided by the smartphone would give a clear picture of the present condition of usage and involvement. The various alerts on negative usage of the mobile phones like cyber bulling, sex chats, fake messages, money looting etc are happening in the present world. In this situation the study would help to develop an understanding of duration and usage of smart phones among the young adults. The study mainly focused on the influence of smart technology among the young adult under the age group of 14-29. The objective of the study is to study the socio-demographic profile of the young adults who are using gadget ; to find out the type services provided by gadget; to examine the duration by which the young adults are using the gadget and ; to provide suggestion for the effective use of gadgets by young adults

The study followed descriptive design as the design of the study. This design helped the researcher to collect factual details about the usage of smart phone among young adult. The researchers collected 100 samples from the Muvattupuzha municipality by adopting Simple random sampling techniques . The researcher developed a questionnaire and it contains 35 different questions under four sections. The sections were divided as socio- demographic profile, services provided, duration of use and major suggestions.

Result and Discussion

The usage of smart technologies were analyzed under four different sections. The first sections includes the socio-demographic profile, the type services provided by gadget were analyzed the section two. The duration of use and suggestions were analyzed in the sections three and four respectively. The study revealed that majority of the respondents well educated and it shows that responses were given from a well-educated young adult groups and their outlook on the usage of smart technologies. A significant proportion of the young adult started using the mobile phones during their age of fifteen to eighteen years of age. It is revealed that majority of young adult are using smart phones for maintaining relationships. A significant proportion of 44 percent used their smart phone for entertainment purpose, while 32 percent were used the smart phone for social networking and only 32 percent were used for education purpose. The usage of services using the smart phone was multifaceted. Other than communication purpose, the smart phones are used for social media activities, online shopping and gaming. From this study researcher observed that, 66 percent of the respondents were using Flipkart, 24 percent of the respondents were using Amazon online facilities and only 10 percent were using other online shopping services. The responses revealed the numerous services were utilized by the young adult for their day today life.

The duration of use among the respondents were analyzed. It is revealed an average of four hours per day as the usage period of the smart phone devices. The researcher conducted a chi-square test to identify any association between the age of the respondents and duration of use of mobile phones. The Table 1.1 shows revealed the chi-square test of the two variables

Table 1.1
Age of the respondents and Duration of use of mobile

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.896 ^a	4	.575
Likelihood Ratio	3.414	4	.491
Linear-by-Linear Association	.002	1	.962
N of Valid Cases	50		
a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is .72.			

Table 1 revealed that P value is greater than 0.05. So there is no significant association between the age and duration of mobile use. It shows that age is not a factor for using the smart phones. The duration of mobile phone is more or less similar across the various age category of young adults.

Table 1.2
Type of family and use of smart phone

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.104 ^a	2	.576
Likelihood Ratio	1.180	2	.554
Linear-by-Linear Association	1.082	1	.298
N of Valid Cases	50		
a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 1.08.			

The type of family and use of smart phone were also analyzed. Table 1.2 reveals the associated between the above mentioned variables. Here also the p value is greater than 0.05 and it shows

that there is no association between the two variables such as use of smart phone and type of family. From this analysis the researcher interpreted that irrespective of nuclear and joint families, the usage of mobile phones are similar in nature.

The study suggested that the following major things

- Awareness programmes about the positive side of the smart technologies among the all age groups
- The importance proper time management while using the smart technologies
- The family members should come and sit together for a while to discuss the day today affairs of family members for effective guidance and support.

Conclusion

The usage of smart technologies are inevitable in the present world. The rational discrimination of choices regarding the usage of smart technologies are on individual basis. But at the same time, the proper usage of smart technologies became an important factor among the young adult. The present study revealed that, more than four hours have been spend by the young adults in one of the smart gadgets, that is smart phone. The other devices such as tablets, computers etc are being used by the young adults simultaneously. It is the need of the hour to use these gadgets in an effective and constructive way. Proper awareness campaigns and publicity among the young adult on the effective use of smart technologies would help themselves as well as nation too.

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