



## **PERCEPTION OF YOUTH OF PITHORAGARH TOWARDS USES OF MOBILE PHONES IN THEIR STUDY AND COMMUNICATION**

**Rupali Srivastava, Ph. D.**

Assistant Regional Director Indira Gandhi National Open University (IGNOU) Regional Centre Jodhpur, ([rupali.srivastava@ignou.ac.in](mailto:rupali.srivastava@ignou.ac.in))

### **Abstract**

*In addition to the personal communication and entertainment activities, young people are using cell phones as public communication medium to engage and collaborate on social and political issues. Youth use mobile phones mainly for communicating with family and friends, use cell phones as personal entertainment devices for listening music, downloading videos and audios, playing mobile games etc. In present study researcher surveyed on youth. YOUTH" in this study refers to the individuals, who are in the age group of 18-25 years. Developmental psychologists define this life stage of individuals as a transitory period between adolescence and adulthood. Arnett suggested that in contemporary western societies, the stage of adolescence is prolonged as most individuals do not fulfill the criteria required to achieve adulthood such as marriage, financial independence and completion of education. Therefore, this period allows young people to prolong their identity explorations, especially in the areas of love, work and worldview. This study was conducted in a phased manner in Pithoragarh from Feb 2019 to Jul 2019. Researcher investigated the adoption and use of new technologies among youth have either used surveys or a combination of qualitative and quantitative methods. This study also uses a mixed methods approach using qualitative and quantitative methods. The main purpose of this study was to investigate the usage and perception towards mobile internet among youth in Pithoragarh. The study also examined the role of mobile phone as a social tool. Demographic and socio-economic factors played a vital role in usage of ICT, both internet and mobile internet. College students, being the most receptive group of any technology always dominate the usage level of mobile phones. Age factor has the potential to heighten the level of exposure towards mobile usage. The adoption and usage pattern of mobile phone clearly varies along the dimension of age. Cellular telephones are useful for maintaining interpersonal relationship. Interview results proved that young adults used mobile phone for various reasons besides communication. They used mobile internet in different ways to fulfil their needs of information and entertainment. Mobile technology has the ability to facilitate communication, improve access to information and help to achieve tasks in a better and quick way. The penetration of mobile internet was high compared to traditional internet through personal computers.*

**Keywords:** Youth, Mobilephone, Communication, Entertainment etc.



*Scholarly Research Journal's* is licensed Based on a work at [www.srjis.com](http://www.srjis.com)

## **INTRODUCTION**

The popularity of cell phones among young people is not unique to India, but it is a worldwide phenomenon. The formation of a global youth culture around mobile phones is an emerging topic of academic interest and research. Several studies have been conducted on the

use of mobile phones among young people in different countries across the world such as Japan, Norway, Finland, USA and Britain. This study adds to the growing body of research by providing empirical information about the use of mobile phones by young people in India. In India, the first set of cellular license was awarded to the private sector in 1994, permitting the launching of mobile phones in the metropolitan cities of Delhi, Mumbai, Kolkata and Chennai. The second set of license was given out in 1995 to operate in the 19 telecommunication circles. When mobile services were introduced in the country, the whole country was divided into 23 circles, which were classified in metros A, B or C. While Mumbai, which is in the metro circle, was one of the first cities to have mobile services in the country, Pithoragarh, located in the then state of Uttar Pradesh but now in state Uttarakhand, falls in the circle B and receives mobile phones later. In India, the mobile phone companies provide both the postpaid or prepaid option. In the postpaid option, the customer has to pay monthly bill of all the mobile services used. In the prepaid option, the customer can buy services worth a certain amount in advance and can use them during the specified period. The prepaid option is very common among young people, because it allows them to manage their mobile phone bills within a specified budget set by parents.

### **NEED OF THE STUDY**

Academic research on mobile phone usage among people in different countries has looked at various issues such as their use as a fashion items, for communication with friend and family, to access news and their use for personal entertainment. However, in India the studies have only looked at few of these issues such as their use for supporting romantic relationships. This case study provides information about the variety of mobile phone uses by young people in India such as their use for communication, personal entertainment and news. In addition, it also informs about their use for age related needs such as expressing individuality, negotiating independence from parents and maintaining friendships. From the theoretical point of view, this study contributes to the academic literature by providing evidence for the theories used in this study. By applying the uses and gratification perspective, this study shows that young people use cell phones for personal communication, information and entertainment needs and age related needs such as maintaining privacy, expressing individuality, negotiating independence from parents and maintaining friendships. Through the application of social-cognitive domain theory, this study provides evidence that young adults use all three forms of personal, social and moral reasoning in their use of mobile

phones. Further, this study also provides evidence for social construction of technology (SCOT) framework by showing that young people living in two different cultural environments use mobile phones differently. Krithika M. and Dr. S. Vasantha (2013), in their study of the mobile phone usage among teens and young adults-impact of invading technology, found that the cell phone usage is so strongly integrated into young people's behaviour that it was showing the symptoms of behavioural addiction. In another study on severity of mobile phone and internet use among B.Sc. nursing students, it was revealed that 84.2% of the young persons in the age group of 19 to 20 years owned mobile phones. There was no severe or moderate addiction to mobile phone. The mild addiction was observed in 1.84% people (Arpita Kumari, D'souza, Dhar, Savita and Alex S., 2013). Takao, Takahashi and Kitamura (2009) conducted a study on additive personality and problematic mobile phone use involving 444 subjects including 324 males and 124 females in the age group of 15 to 39. It was found that the problem mobile phone use was a function of gender, self-monitoring and approval motivation but not of loneliness. However, loneliness could predict overall use in respect of time spent during the week, number of people called regularly, time spent per week on writing and reading text messages and, the number of people with whom text messages were exchanged

**OBJECTIVE OF THE STUDY;** The following objectives are formulated for the proposed study:

1. To study the behaviour of the young adults about the possession of the mobile phone.
2. To study the change in social behaviour if they are spending too much time on mobile phone.
3. To study gender differences in mobile phone use among college going students in Pithoragarh city.

### **HYPOTHESIS**

The hypothesis of the study shows that there will be no difference between male and female students with respect to usage of mobile phone and there will be no influence of the domicile status of the students with regard to usage of mobile phones.

### **RESEARCH DESIGN**

In research methodology, the design that was followed by the investigator in the study is known as the **questionnaire survey method and interview method** of research. This suitable method was applied for the present study, focusing on the objective of the study. The

population of the study were the youth of Pithoragarh and sample taken from students of Laxman Singh MaharGovernment Post Graduate College, Pithoragarh who are studying the under graduate program in various subjects. The other population of the students is containing the various students who are going to the coaching institutes in Pithoragarh regularly for extra studies.

**DATA ANALYSIS**

**Table 1: This table shows the difference between mean scores and S.D. of male and female students (college and coaching going students) about their use of mobile phone for studies**

Groups	Number	Mean	S.D.	t-ratio
Male	50	36.67	2.83	3.00
Female	50	24.12	2.60	

\*Significant at .01 level

Table 1 shows that calculated value was 3.00, which is greater than table value (2.750) at .01 level of significance. Therefore, it is significant at .01 level. .It indicates that there exists significant difference in the perception of male and female students towards the use of mobile phone for studies and communication .Hence, hypothesis. there is no significant difference between male and female students towards the use of mobile phone for studies and communication. Thus, it can be concluded that there is a significant difference between male and female students towards the use of mobile phone for studies and communication

**MAJOR FINDING**

The study revealed that there is a significant difference between male and female towards the use of mobile phones.

**CONCLUSION**

This research study confirm that different user groups adopt mobile services differently based on different needs and uses. Demographic factors were mainly associated with youth mobile phone behaviour. Young people, especially students, were reported to have higher levels of involvement with their mobile phone. Mobile phone was seen as a symbol of fashion and status to build their social images; to express individuality by personalizing their mobile phones and making friends. Mobile phone is defined as a person to person communication technology, which crosses time and space barriers. People show a positive attitude towards mobile net, which is conquering the globe with full force.

## REFERENCES

- Ahmed, Z (2004). *Youth drives India's mobile phone revolution*. Retrieved from <http://news.bbc.co.uk/2/hi/business/3585257.stm>
- Aoki, K and Downes, E. (2003). *An analysis of young people's use of and attitudes towards cell phones*. *Telematics & Informatics*
- Bamzai, K. (2007). *Cover story: Home and Happy*. *India Today*. Retrieved from <http://www.indiatoday.com/itoday/20070219/cover.html>
- David K. (2007). *Cooking, cleaning and charging the cell phone: The impact of cell phone usage on the traditional gender roles of South Asian women*.
- Dupree (Nov. 26, 2008). *Twitter*, retrieved on May 20, 2009 from <http://twitter.com/dupree/status/1025231955>
- Gupta R. (2005, April 25). *Mobile gaming in India: A new form of entertainment in a timeless culture*. *Gamespot*. Retrieved from <http://www.gamespot.com/news/6122713.html>
- Internet and mobile association of India (2008). *Mobile value added services in India*. Retrieved from [http://www.iamai.in/upload/research/mobilevasininindia\\_25.pdf](http://www.iamai.in/upload/research/mobilevasininindia_25.pdf)
- Kasesniemi & Rautiainen (2002). *Mobile culture of children and teenagers in Finland*. In Katz & Aakhus. *Perpetual Contact: mobile communication, private talk, public performance*. Cambridge University Press. New York, USA
- Mishra G. (28 Feb, 2009). *Shiv Sena's Orkut campaign: The limits to freedom of expression in an intolerant India*. Retrieved from <http://www.gauravvonomics.com/blog/shiv-senas-orkut-campaign-the-limits-to-freedom-of-expression-in-an-intolrent-india>