
Impact of Cell Phone on Lifestyle of Youth

Jitendra Kumar Mishra*

Abstract

Mobile phones have such a deep impact on our lives, youngsters in particular, that we cannot imagine a day without our mobile phones. From morning alarm in our mobile phone, to ordering breakfast, for scheduling our meetings or planning outing with friends, from buying movie tickets to travel tickets, from downloading songs and listening to music to clicking pictures and uploading them on some social networking site. In short, mobile phone is an integral part of our life. Youngsters have become addicted to this tool of communication. They want latest mobile handsets, want to carry it to school and use during lectures in colleges. They get scolded by their parents, ignore health hazards, arrange money for paying the bills for mobile services by cutting other expenses, carry their mobile phone to the bathroom and restroom, keep it with them while sleeping. This research tries to look into the minds of this school/college going young generation, and ask them how much they are addicted to mobile phone and if they can live without mobile phone.

Keywords: Mobile Phones, SIM Card, Service Providers.

Introduction

One are the days when there used to be a single telephone connection in the neighborhood and we had to go to a PCO for making a phone call to our near and dear ones. Today, we have moved from fixed line telephone connection to very affordable, always-on mobile telephone services. It has a very great impact on our daily lives. It has changed the way we communicated, the way we make business, the way we study – in short it has changed every sphere of our life.

We still remember, when we were in school, we used to scribble some message on a paper slip and pass it to our friends sitting in the other row during a class lecture. Many times we were caught by the teachers and were tipped off. But, today, that paper slip has been replaced by SMS, pokes, Whatsapp, etc. When we used to work upon any project reports, we used to visit the library, then we moved on to computers for online search, but nowadays it's all available on just a click on the mobile handset. There is also another side of this technological innovation. More than often we come across parents and teachers complaining about the excessive usage of mobile phone by the children. Some children are addicted to their mobile phones and it leads to less concentration on studies and hence, meager results in exams. Frequently, we come across news of accidents taking place due to people conversing over mobile phone while driving. There is also a danger of tumors and other illness caused by radiations emitted by mobile phones.

The availability of low cost mobile handsets and mobile services has made the use of mobile telephone very popular among all sections of the society and students in particular. This research paper tries to analyze the importance, impact and perception of school going students towards mobile phones. For this purpose, 200 students were interviewed and their responses were gathered and analyzed. The students belonged to various schools and colleges of Indore. The students interviewed were of the age group of 18 years to 23 years.

Need and Importance of Study

We conducted the survey to get a view about the perception, attitude and the usage pattern of the mobile phones in the youngsters. This survey was even conducted to know the impact of the growing technology on the youngsters. How would a youngster feel without a mobile phone, why are they using mobile phones? When parents are against the use of mobile phones for their young children then why are youngsters running behind it? With the survey we can come to know about youngster's mentality, perception and attitude towards the mobile phones, which would help their parents and the world to control all the unwanted activities where mobile phones are involved, which are happening in today's world, along with the destruction caused by the mobile phones in terms of career of a students.

*Student, Pioneer Institute of Professional Studies, Indore

Objective

To analyze the data collected during the survey and find out the perception of youngsters towards mobile phones.

Research Methodology

To achieve the above mentioned objective we gathered the data using interview based questionnaire. A survey was carried out among 100 school and college going students in Indore.

Different Brands

In Indore, there are many mobile service providers with each fighting hard to capture more share of the market. According to the students interview situation is similar, with Vodafone, Idea Cellular and Bharti Airtel competing for the top slot competition among these three players, with each launching different and attractive schemes every now and then.

Mobile Handsets Owned by Students:

Response Frequency Percentage:

Blackberry	Nokia	LG	Samsung	Others	Total
10%	50%	5%	40%	10%	100%

Service Providers Preferred By Students:

Response Frequency Percentage

Airtel	Idea	Vodafone	Reliance	Tata Teleservices	other
30%	25%	10%	15%	10%	10%

Total respondents 100%

Various Services Being Used by Students

Response Frequency Percentage

Voice Calls	SMS	MMS	Mobile Internet	Mobile Commerce	other
100%	100%	26%	80%	25%	25%

Minimum Usage

100 rupees the amount may seem small but try putting it on a larger map. A student spends an average of Rs. price of handset and other accessories. And remember, this is the average usage; in this research there are students who spent for mobile phone services.

As an old saying goes, "It is always easy to use a service but always difficult to pay for it", the same is true for students using pays for the monthly mobile services bills or recharges; only 4% said that they

themselves pa their mobile services bills or recharges. A majority of the respondents i.e. 69% said that the expenses are bourn jointly by not mean that there is some sort of agreement between the parents and the respondents of sharing the expenses for mobile services. Most of the student this category said that their parents pay for the normal bills or recharges, but other expenses like internet recharges, and the respondents, and also that generally the parents are not aware of such expenses.

Cutting Other Expense

When it comes to the services used by the students interviewed, voice calls and SMS are used by every single student interviews respondents as it is a bit costly and also because not all handsets support MMS. Mobil Mobile Internet is getting cheaper day by day and quality of handset displays is getting better day by day. Mobile Commerce I students; with 25% of the

respondents said they use mobile commerce in one way or another. SMS alerts on mobile from banks, searching, buying and downloading games and other stuff from online markets etc. are making mobile commerce popular among youngsters. Youngsters respondent some other services as well like weather forecast, astrology, dating, fun SMS etc.

Finding And Conclusion

According to the above analysis, we have reached to the conclusion that life without mobile phones is

unfeasible. As any individual till he/she again goes to bed he/she spends majority of time on his/her mobile phone, even some even curtailing their expenses to maintain a mobile phone. In accordance with emerging technologies, as it is making life more are running behind good and latest handsets. Students are giving that much importance to mobile phones that even they have stopped paying attention even to health hazards and warnings given to them by their parents and teachers.

