

IMPACT OF MOBILE PHONE USAGE ON LIFE STYLE OF YOUTH IN PAKISTAN A CASE STUDY OF NAROWAL

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Abstract

The purpose of this study is to investigate the "Impact of Mobile Phone Usage on the Life Style of Youth in Pakistan (A Case Study of the University of Narowal)". Data collection has been done using the survey approach. 200 respondents, 100 men and 100 women between the ages of 18 and 30 were chosen from the University of Narowal student body using convenient and purposive sampling. The findings show that generally speaking, most respondents would rather use their mobile phones to fulfill their needs than television or other media. They observe mannerisms as well and discover that they greatly influence their cultural patterns. In addition, viewers think that Pakistanis are primarily to blame for the current fashions in Indian movies. The results also show that Indian films have an impact on the language, attire, festivals, way of life, music, and eating practices of the local populace.

Keywords. Mobile phone, lifestyle, cultural pattern, youth.

Introduction

In Pakistan, a person's fundamental needs have been reinterpreted to include food, clothing, shelter, and a cell phone. Nowadays, cell phones are a commonplace product and have a significant influence on society. India has developed into an excellent breeding ground for the highest cellular connections, with the youth

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population making up half of the population. Since mobile phones first became widely available more than ten or twelve years ago, they have not only allowed us to interact with friends, family, and coworkers whenever and wherever we choose, but they have also significantly altered cultural norms and social behavior.

The fact that there were more mobile phone users globally in 2002 than fixed phone users is evidence of the advancement of mobile phone technology. According to predictions, there will be 2 billion mobile phone users globally by the end of 2005 (Srivastava, 2005).

Teachers' primary concern is the potential disruption of classroom instruction caused by texting and cell phone calls. Students can send and receive messages discreetly thanks to SMS capabilities (Geser, 2004). It is extremely challenging for teachers to control when you combine this with the device's small size, which makes it easy to conceal. Young people are reluctant to turn off their mobile phones during class time because of the limited time frame in which an answer is needed to a message and the excitement of discovering who has messaged and what the message is (similar to snail mail letters).

Evolution of Mobile Phones

A mobile phone is a device that can make and receive phone calls over a radio link while traveling throughout a large geographic region. It is also referred to as a cellular phone, cell phone, or hand phone. It accomplishes this by making a connection to a cellular network that a mobile phone provider has set up, giving it access to the public phone network. The first functional cell phone model was installed at a base station in New York by Dr. Martin Cooper, who is regarded as the founder of the cell phone. In 1973, Mr. Cooper and Motorola brought the Motorola Dyna-Tac phone technology to New York for public demonstration. Timeline from 1977 to 1979 Testing of public mobile phones started, initially in Chicago and then in other US cities. Japan then enrolled in the testing program.

Role of Mobile Phones in the Life of Youth

Teens and preteens use cell phones daily in large numbers. Cell phones are utilized to micromanage daily activities with parents or among friends and acquaintances. If the youngster has to call a parent in an emergency, having a cell phone also provides a sense of security. 84% of respondents to a 2012 Time Mobility Poll said they "couldn't go a single day without their mobile devices." Approximately 206 survey studies that have been published indicate that 27% of parents and 50% of teenagers believe they are addicted to their phones (Wallace K, 2016).

Significance of the study

The way people communicate has truly altered as a result of mobile phones. Nowadays, cell phones are the most popular means of communication. However,

The emergence of new technologies has also altered communication methods. Pigeons were employed as messengers in the earliest beginning of recorded history. Later, letters are used to send written communications via postal service. With time, the telephone evolved, and mobile phones emerged as we entered the era of wireless communication. These days, mobile phones are the newest technology and a popular means of communication. Without a doubt, cell phones have improved comfort and ease of living. Everyone keeps in contact with their loved ones, friends, and other acquaintances. We only need to pick up the phone, dial someone, and begin speaking to them if we want to communicate with them. No need to write a letter and wait for days for the recipient to get it. Cell phones are a convenient means of long-distance communication. With a cell phone in hand, life becomes incredibly simple and quick.

Statement of Problem

What effect do cell phones have on Pakistani youth culture? A case study on Narowal University's youth to determine whether viewers' age, gender, education, and occupation differ in how much they use and impact mobile phones.

Objectives of the Study

The study's primary goals are to investigate the effects of mobile phones on young people in Narowal, Pakistan, and to learn more about mobile phone usage.

The following are the study's main goals:

- To investigate the effects of cell phones on young people;
- To investigate the attitudes of youth and teenagers, ages 18 to 22, about cell phones.
- To find out if they are aware of the new mobile phone models that have hit the market.
- To determine if using a cell phone cuts into time spent with friends and family.

Study's Hypotheses

"A hypothesis is a tentative assumption made in order to draw out and test its logical or empirical consequences," according to Kothari (2004). It is a generalization derived from the theory itself, and after being put to the test and shown accurate, it becomes a component of the theory.

- There's a greater chance that using a mobile device excessively will ruin children's social interactions and that using a mobile device for communication will reduce people's interactions with one another.
- The chance of mobile phones influencing our cultural norms is higher.

Literature Review

This chapter presents the body of research that examines how teens and their families use mobile phones and the effects that use has had on them.

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In order to investigate the disparities between high school and college students, Henderson, p. (1999) compared a sample of university students to students from two different types of schools: private and public. There were 15 pupils total, and they were divided into shy and non-shy groups. The amount of time spent utilizing different kinds of technology for specific tasks was classified into groups that indicated an average range of hours spent using them. The sheer popularity of mobile technologies serves as a catalyst for utilizing them for educational purposes. Teenagers already use mobile devices extensively. (NOP 2001).

According to Matthews (2004), 85% of Australian teenagers use SMS less than five times a day, and they make an average of no more than five calls a day. Studies reveal differences based on gender among young users of mobile phones. In Ling R's 2002 study, the behavioral and psychological aspects of cell phone use among college students were the primary focus. They specifically searched for the elements influencing the uptake of a technology. They identified several attitudinal aspects, including dependency, safety or security, cost-effectiveness in comparison to landline phones, and necessity in the modern world, based on the findings of the exploratory study. Additionally, the study attempted to investigate the motivational and behavioral components of cell phone use.

Renwick B. and Griffiths M. (2003) Numerous cellular base stations that connect to the phones in that specific area are what make up cellular networks. A cell is a unit of measurement. The process by which a cell phone finds the closest base station and creates a communication link when it is turned on is known as "registration." Wireless connection between this and the base stations occurs. Hardware for base stations includes antennas, amplifiers, receivers, transmitters, and receiver-transmitter pairs. Software is used to send and receive signals, as well as to transform radio frequency waves into audio signals and vice versa.

Theoretical Framework/Uses and Gratification

This hypothesis applies to the current study since the researchers sought to identify the aspects of daily life that could be impacted by media content. In this study, the researchers attempted to determine how mobile phones impact various age groups with various contents and how new trends in culture are influencing society. Then questions about respondents' behavior in similar circumstances were posed. Essentially, the primary goal was to ascertain how new media affects people's daily activities.

According to Blumler and Katz's uses and pleasure hypothesis, media consumers actively choose and employ the media. They actively participate in communication as well. because they use the media with objectives in

mind. According to several theorists, media consumers should choose the media that best suits their needs. According to Griffin (2000), this theory presupposes that media consumers have other options when it comes to choosing the media that will satisfy them. People utilize media to satisfy their needs and choose media based on their interests thanks to social and environmental influences. Additionally, a few social, psychological, and environmental variables influence how each member of society uses media in a specific way. The 1970s and 1980s had the biggest impact in terms of use and satisfaction. It was formalized by Katz, Blumler, and Gurevitch that this approach has a straightforward progression

Research Methodology

In the social sciences, there are two main approaches: qualitative and quantitative research. The distinctions between qualitative and quantitative research are based on the operational specificity of concepts, theories, and observational techniques, according to Mouton and Marais (1990). Convenience sampling or purposive sampling was employed in this survey research project to gather data.

Target population

Teens in Pakistan's Narowal district, whose estimated 2016 population was 137,162, between the ages of 15 and 30 made up the study's population. Because there are people in the Narowal district with varying religious backgrounds, educational backgrounds, and socioeconomic statuses, the population might be characterized as heterogeneous.

Sample Size

The sample is described as "a smaller representation of a large whole" by Good & Hat (1952). Sample size is the number of things available for study. 200 people made up the sample, which was taken from Narowal City's University of Narowal.

Data Collection Tools and Procedures

Which of the many data collection techniques to choose will depend on the research's objectives and goals. Questionnaires are utilized in this study to collect data. Data collection involves contacting members of the population that will be sampled in order to get the information needed for the study (Saleemi, 1997).

Survey Research

Survey research is considered the suitable method for the requirements and nature of the research study to investigate the use and impact of mobile phones in Pakistan. The data relevant to the study is collected via a survey from the students of universities and colleges in Narowal, Pakistan.

Data Analysis and Presentation

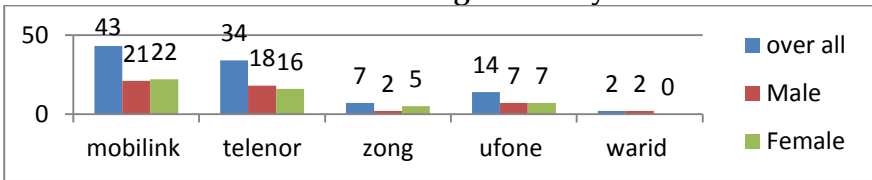
Data analysis consists of the examining, categorizing, tabulating or otherwise recombining the evidence to address the initial propositions of the study. The

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responses were coded and entered into a database. This database was analyzed using a combination of Microsoft Excel 2007 and SPSS (Statistical Package for Social Sciences) Version 17.0 for windows. The demographic data was analyzed by determining the distribution of the categories of each set, and presented as charts.

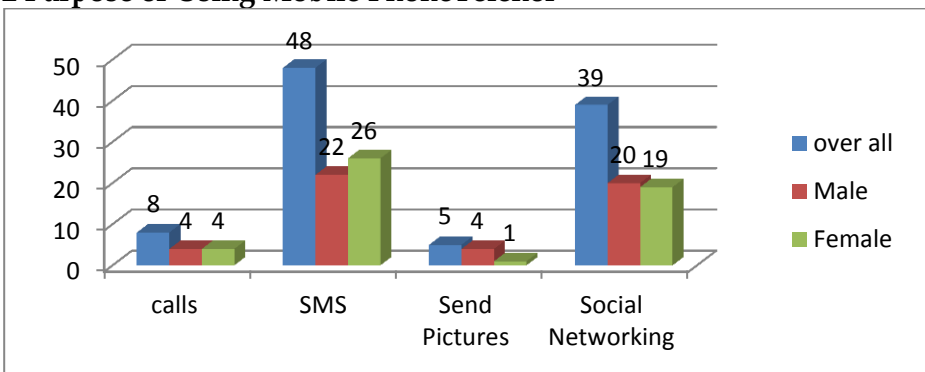
Findings

Figure 1 Connections that are Subscribing Currently



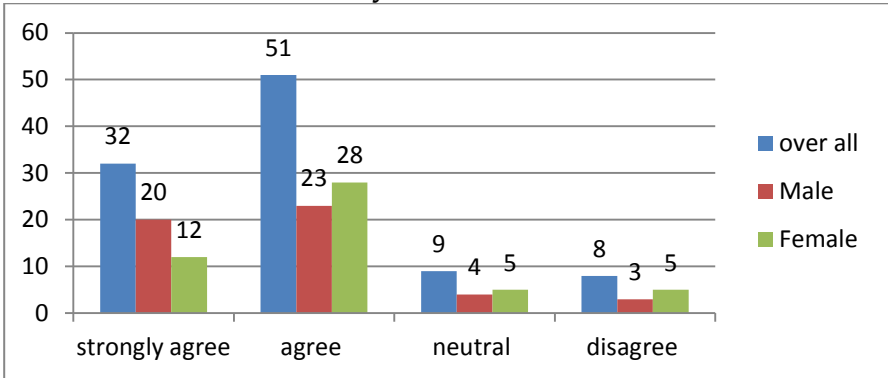
When asked whose mobile cellular connections they currently use, respondents – both male and female – said that they presently subscribe to Mobilink’s (43%) followed by (34%), Ufone(14%), Zong (7%), and Warid (2%). Based on a comparative study of the empirical findings, Mobilink is now being used by 22% of female respondents, with Telenor (16%), Ufone (7%), Zong (5%), and Warid (0%). Men make up the majority of responders (21%) who use Mobilink, with Telenor (18%), Ufone (7%), Warid (2%), and Zong (2%), following.

Figure 2 Purpose of Using Mobile Phone Telenor



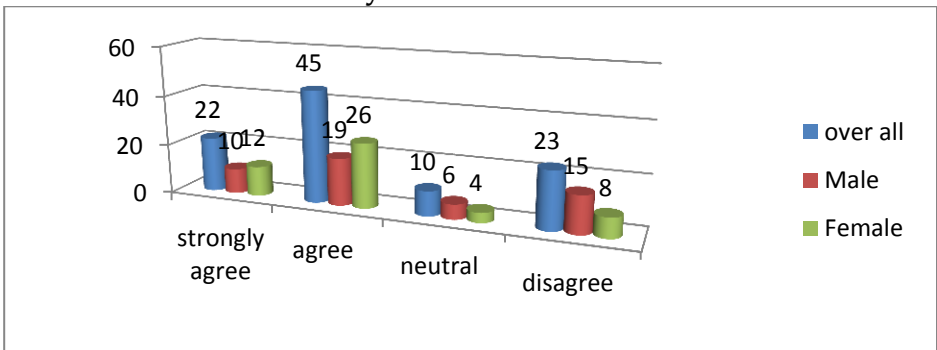
The present study’s findings reveal that majority of overall respondents significantly send SMS (48%) followed by social networking (39%), make calls (8%) and send pictures (5%) respectively. Male and female respondents mostly use mobile phones for sending SMS and using social networking rather than making calls and sending pictures.

Figure 3 Mobile Phone Is Necessary For Social Interaction



The findings about mobile phone is necessary for social interaction showed that majority (51%) overall (23%) male and (28%) female students agreed with the statement. However (3%) male and (5%) female did not agree about the statement. So it is clear from the statement that majority of the students consider mobile phone a necessary tool of communication among different social groups.

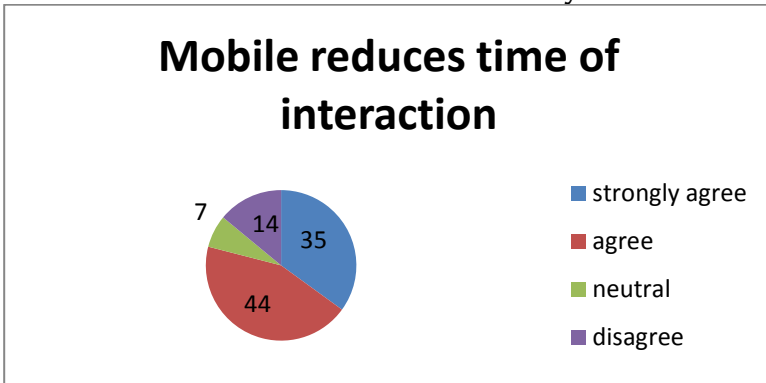
Figure:4 Mobile Phone As Status Symbol



Status symbol is also a sociological term – as part of social and sociological symbolic interactions – relating to how individuals and groups interact and interpret various cultural symbols. Figure documented the results about ‘mobile phone as status symbol’(10%) male, (12%) female strongly agree, (19%) male (26%) female highly agreeableness while both male and female showed less percentage in neutral and disagree.

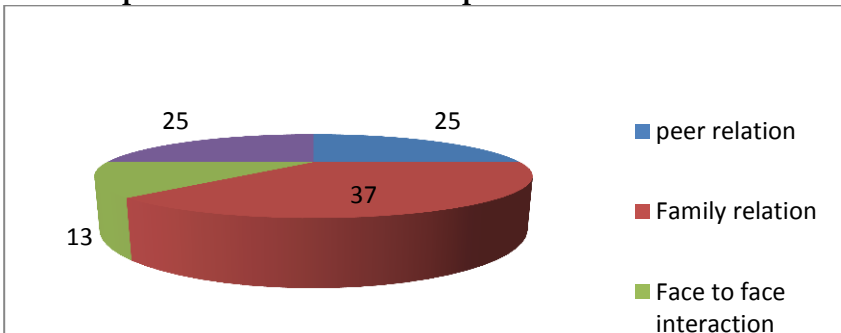
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Figure:5 Mobile Phone Reduces Time with Family and Friends



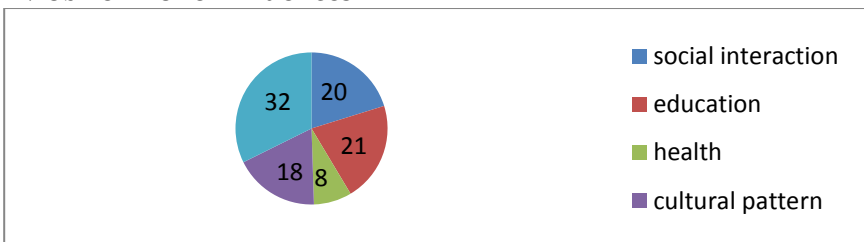
From the above graph, it is explore that that 44% students highly agree, 35% are strongly agree about the statement 'mobile phone reduce the time' which they earlier spent with family and friends'. However 7% respondents show their neutral response and 14% disagree about the statement. So it is clear from the findings that mobile phone have adverse effect on the interaction pattern with family, friends and colleagues.

Figure:6 Mobile phone affects interaction pattern with



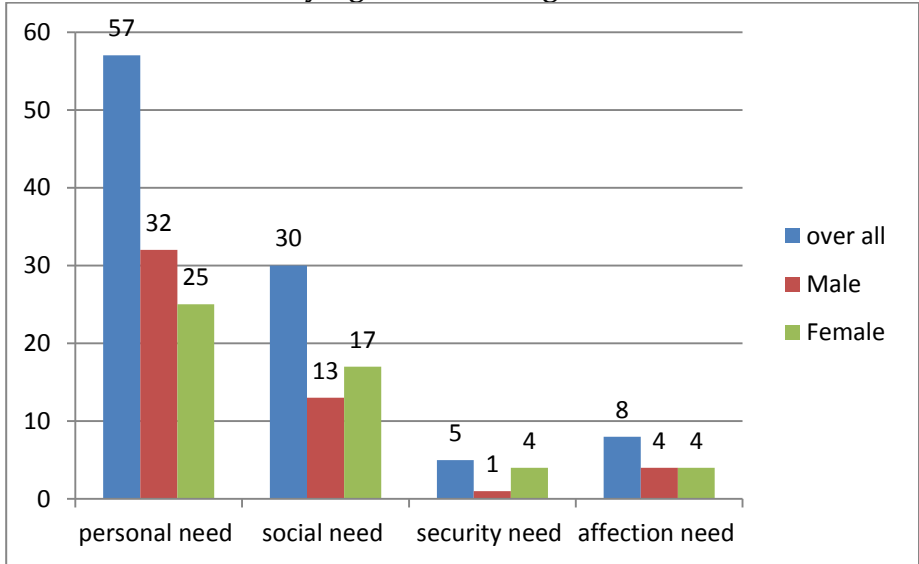
The findings of the study showed that their family relations are influenced through mobile phone 37%, face to face interaction are interrupted 13% while in responding about effect on peer relation and on all the mentioned categories observed the same response, so it is clear from the findings of the present study that mobile phone strongly influenced the family relation significantly as compared to their respective categories.

Figure:7 Mobile Phone influences



Based on the study's empirical findings (32%) respondents consider that mobile phone affects highly on all (social interaction, education, health, cultural pattern) while 21% on education, 18% on cultural pattern and only 8% affects our health. The following result indicates that mobile phone influences on almost every sector of life.

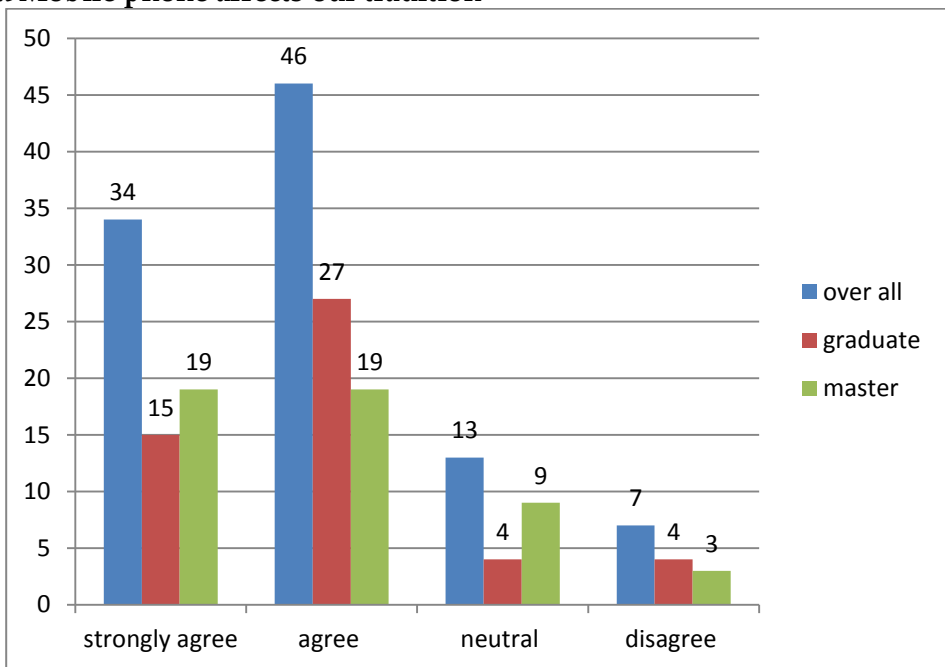
Figure:8 Mobile Phone Gratifying the Following Needs.



The analysis of the respondents of different demographic background using mobile phones, 57% overall significantly higher responses of students show that mobile phone fulfill their personal needs as compared to other needs which are 30% social need, only 5% security need and 8% use mobile phones to graffiti their love and affection needs. The result about gender using the mobile phone shows that 30% male significantly higher that female 25% fulfill their personal need through mobile use while both male and female showed almost same result in fulfilling their security and affection need with the use of mobile phone.

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Figure:9 Mobile phone affects our tradition



The results about 'effects of mobile phone on traditions' was concerned, overall 46% highly agree, 34% strongly agree but less percentage observed in 'neutral and disagree' in the statement. While in comparing the responses of male and female about effect of mobile phone on tradition show that 27% graduate and 19% master strongly agree about the following effects while there is little difference exist in strongly agree as compare to their respective categories.

Summary and Discussion

A lot of work has gone into investigating mobile phone usage patterns and how they affect young people's lifestyles through this study. It was discovered that every respondent relied more on their mobile phone to stay in touch with friends, family, and coworkers. The overwhelming majority of respondents use their mobile phones to promote social interaction, satisfy personal needs, and have an impact on tradition, as evidenced by the empirical data. The research hypotheses, "It is more likely that mobile phone usage is affecting our pattern of social interaction," and "The greater the use of mobile communication, the less the individuals interact with each other," were fully supported by the study's findings in this respect.

The application of uses and gratification theory showed that young adults used mobile phones as personal items and maintained privacy in their usage by negotiating independence from parents. Finally, the research showed that young people used cell phones to have private conversations with friends and colleagues

The discussion includes the final judgment of the researcher and evidence collected from respondents. This part also provides the limitations of this study. The findings of the study provide insight into the study statement. Through results, it is explored that the social interaction of students increases by employing mobile phones. By employing mobile phones social interaction. Likewise, these results provided some support for the following research hypotheses: "It is more likely that mobile phones are elevating young people's status."

The study did discover that people used their phones far more for personal enjoyment and communication than for news. The second significant finding was that young adults used their phones as fashion statements to exhibit their individuality for age-related demands. To improve their social standing, they also utilized them as status symbols. They also utilized cell phones for dating, friendships, and making new cell phone friendships with people they had never met. Students' application grows, and they can improve their social capital by interacting with friends, family, and peers. Additionally, it has been observed that kids who use cell phones feel prouder of themselves and are hence more socially pleased. The study's findings also imply that male students' social activities are more impacted than those of female students. Although this study offers a thorough understanding of how students use their phones and how that impacts their social capital, the findings cannot be broadly applied.



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