

# Motivators for Using Mobile Phone and Its Addiction among School Going Children

## Shilpi Saraswat

Assistant Professor,  
Deptt.of Family and Community  
Resource Management,  
Faculty of Family and Community  
Sciences,  
The Maharaja Sayajirao  
University of Baroda,  
Vadodara

## Purvi Trivedi

Master Student,  
Deptt.of Family and Community  
Resource Management,  
Faculty of Family and Community  
Sciences,  
The Maharaja Sayajirao  
University of Baroda,  
Vadodara

## Zainab Ezzy

Master Student.  
Deptt.of Family and Community  
Resource Management,  
Faculty of Family and Community  
Sciences,  
The Maharaja Sayajirao  
University of Baroda,  
Vadodara

### Abstract

The technological invention in the field of telecommunication provided the world with many great inventions and from that one of the great inventions seen almost in everyone's hand is of the mobile phone. Mobile phone allows one to communicate and interact with each other by bridging the gap of the distances. Now-a-days majority of the mobile phone users seen are all students especially the school going students as it makes them stay in constant touch with their parents and the outside world. The mobile phone has made their life easy as just with a touch they are able to reach any corner of the world. Although, with many such advantages some disadvantages of the mobile phones have also emerged such as students are becoming addictive to the mobile phones. The present study was undertaken with the objectives to know the motivators for using mobile phones and its addiction among school going children. Descriptive research design was adopted to collect data from 240 school going children from various schools of Vadodara city who were between the age group of 9 years to 15 years, studying in standard 5<sup>th</sup> to 8<sup>th</sup> selected through purposive sampling method. The questionnaire consisted of the sections viz., background information of the respondents, extent of usage of mobile phone and addiction of mobile phone. The findings revealed that more than one-half of the respondents were male. It was also found that more than one-third of the respondent's father and less than one-half of the respondent's mothers were graduate. Less than one-half of the respondent's fathers were in business sector and less than three-fourth of the respondent's mothers were housewives. Majority of the respondent had opted for prepaid billing process. Data regarding the preference of the respondents for buying mobile revealed that two-third of the respondents preferred the screen size of the mobile phone while buying it. The respondents were highly motivated to buy mobile phones because it helped them to improve their social status, attracted towards its features, and find convenience in its use. More than one-fourth of the respondents were using mobile phone since more than one year. More than one-third of the respondents spent about 30 minutes to 1 hour on the calls daily. More than one-half of the respondents used mobile phone to a higher extent for various purposes like education, for entertainment and fun, for managing relationships and feelings, in order to form identity, for forwarding pictures, videos, etc. and many other miscellaneous purposes. Less than two third of the respondents were addicted to the mobile phones to a moderate extent. The study will be beneficial to the parents to find out the extent of addiction of mobile phones among their children and ways to control them.

**Keywords:** Mobile Phone Addiction, Technological Revolution.

### Introduction

Technological revolution has provided the world with luxurious inventions. Invention of fixed telephone in 19<sup>th</sup> century was on more a wonder in 21<sup>st</sup> century when human brain invented portable "Mobile phone". Mobile phone technology has experienced a tremendous growth. Ahmed et. al.,(2011) concluded that remarkable growth can be seen in its users especially among young people. It is a medium that allows youngsters to communicate & interact with others without parental & teachers monitoring. Every month, new technologies are being created and today's marvels quickly become yesterday's news. These technologies capture attention and have usability & the easiness of everyday life. Krithikaet. al.,(2013) concluded that India's telecommunication network is the second largest in the world, based on the total number of telephone

users. As the standard of living in India improves, cell phone ownership is nearly everywhere among teens and young adults and now-a-days it is also seen more in school going children. The majority of mobile users in India are aged 24 years and below and they all are almost students. Netsmartz (2013), concluded that in India 75% of teens aged between 12-17 have cell phones. On average, teens aged between 12-17 years send and receive 1500 text messages per month. Cell phone is a lifeline; this is because it makes them to be in constant touch with their parents and outside world. Cell phones have easy access to latest news one can reach in any corner of the world, with cell phone, just in a palm it can give all the information related to business, sports, and studies. The use of information and communication technologies has become popular in modern society, and the mobile phone has become one of the most ubiquitous devices found in most parts of the world. Yang (2011), concluded that many mobile phone users suffer from a new type of mental disease called 'mobile phone dependence' syndrome & it is common especially amongst the youth. The convergence of communication & computing for mobile consumer devices is on the evolutionary course to bring interoperability and leverage the services and functions from each industry. According to Ahmed et. al., (2011), the term "addiction" is usually associated with alcoholism and drug abuse. The problem among children is that they have become so engrossed with their mobile phones that they are missing the world around them and even if children are having fun, their fun has to be documented via photo, video or text messages. Other habits such as watching very large number of youtube videos, playing computer games & reading outline also can lead to internet addiction disorder. Gowthamiet, al., (2016), concluded that the key finding was that "Mobile phones are psychologically addictive for children, encourages narcissistic behavior and so should come with a health warning."

Thus this study was undertaken to know the motivators for using mobile phones and its addiction among school going children. This study will be beneficial to the parents of the children to know that at what level of extent are their children addicted to the mobile phones and how could this be controlled.

#### **Objectives of the Study**

1. To find out the motivational sources among school going children for buying mobile phones.
2. To find out the purpose of using mobile phone among school going children

3. To assess the extent of addiction of mobile phone among school going children.

#### **Delimitation**

This study was delimited to the school going children between 9 years to 15 years of the age studying in the standard 5<sup>th</sup> to 8<sup>th</sup> of schools of Vadodara city.

#### **Methodology**

Descriptive research design was adopted for conducting the present study. The sample of the study comprised of 240 school going children from various schools of Vadodara city who were between the age group of 9 years to 15 years, studying in standard 5<sup>th</sup> to 8<sup>th</sup>. Purposive sampling method was used to select the sample through questionnaire. The questionnaire was divided into four sections where section 1 dealt with the background information of the respondents and their family viz. age, gender, standard of study of the respondents, parent's education, parents' occupation, type of family, number of family members and total family income. Section 2 comprised of statements/items related to motivators which forced the students for buying mobile phones. The respondents were asked to respond on a three point continuum scale in terms of "Agree", "Undecided" and "Disagree" where the scores ascribed for these scores were 3 through 1. The statements/items related to purpose of using mobile phones were asked in section 3. The respondents were asked to respond on a two point continuum scale in terms of "Yes" and "No". here the scores 2 through 1 were ascribed. Statements predicting the addiction of mobile phones among the respondents were framed in section 4. The respondents were asked to respond on a two point continuum scale in terms of "Yes" and "No" where the scores ascribed were 2 through 1. The possible minimum and maximum scores were divided into three categories having equal intervals for all the scales. Higher scores indicated high extent of motivators in using mobile phones, usage of mobile phones and addiction of mobile phones among the school going children. The scales were subjected to establishment of content validity.

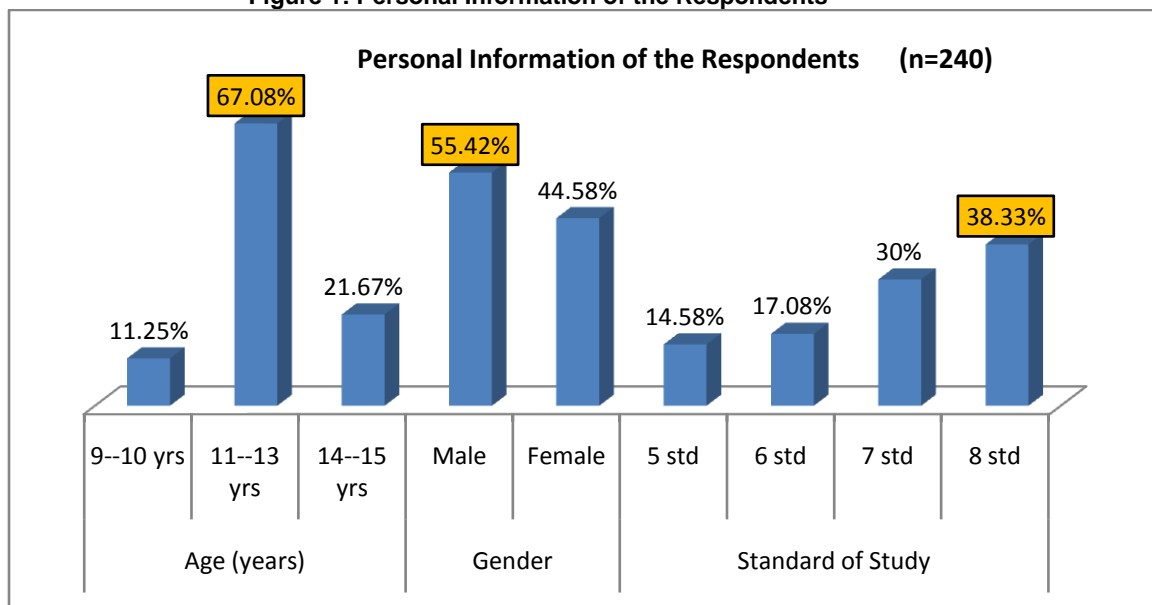
#### **Findings and Discussions**

The findings of the study obtained through the analysis of the data supported discussion and interpretation are presented here.

#### **Background Information**

This section consisted of the personal information of the respondents such as age, gender, standard of study of the respondent, and the information regarding the family background such as parent's education and occupation.

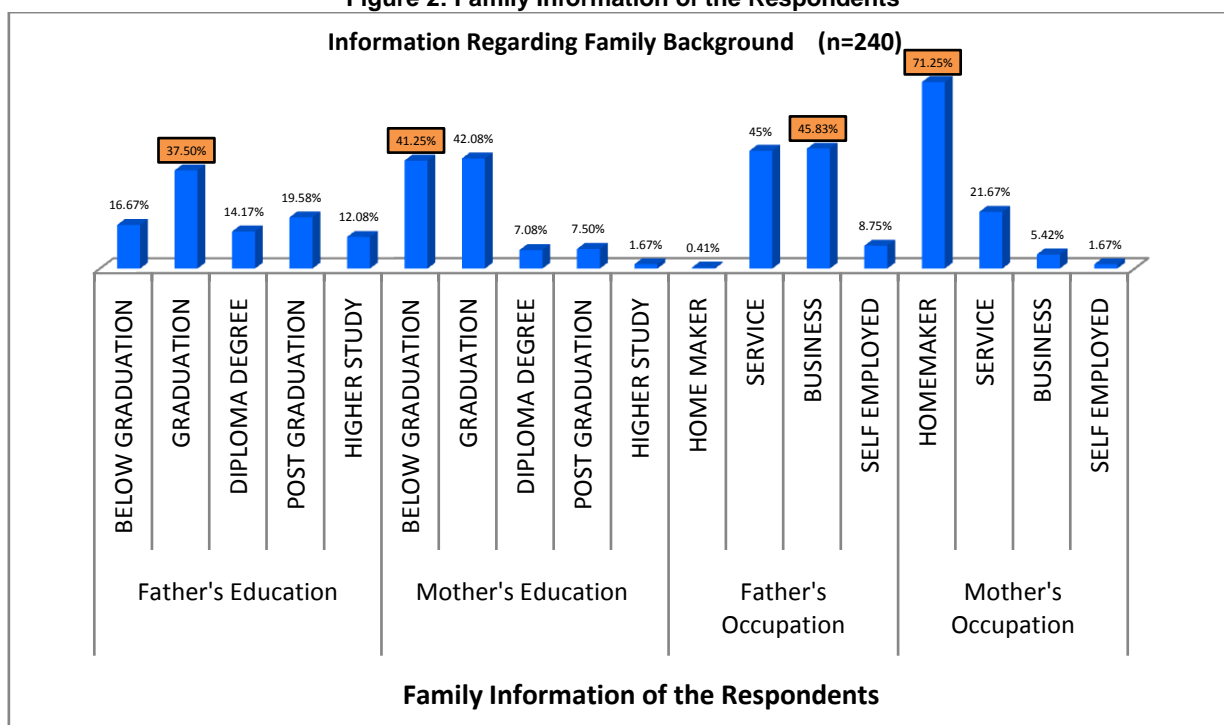
Figure 1: Personal Information of the Respondents



The data in figure 1, revealed that more than two-third(67.08%) of the respondents was between 11 to 13 years of the age group. More than one-

half(55.42%) of the respondents were male. More than one-third(38.33%) respondents were studying in 8<sup>th</sup> standard.

Figure 2: Family Information of the Respondents



More than one-third (37.05%) of the respondents father and less than one-half (42.08%) of the respondents mother were graduate. Less than one-half (45.83%) of the respondents father were in the business sector and less than three-fourth (71.25%) of the respondents mother were housewives (Fig. 2).

**Mode of Billing**

Questions related to their billing process was also asked and it was revealed that more than three-fourth (72.08%) of the respondents were in the

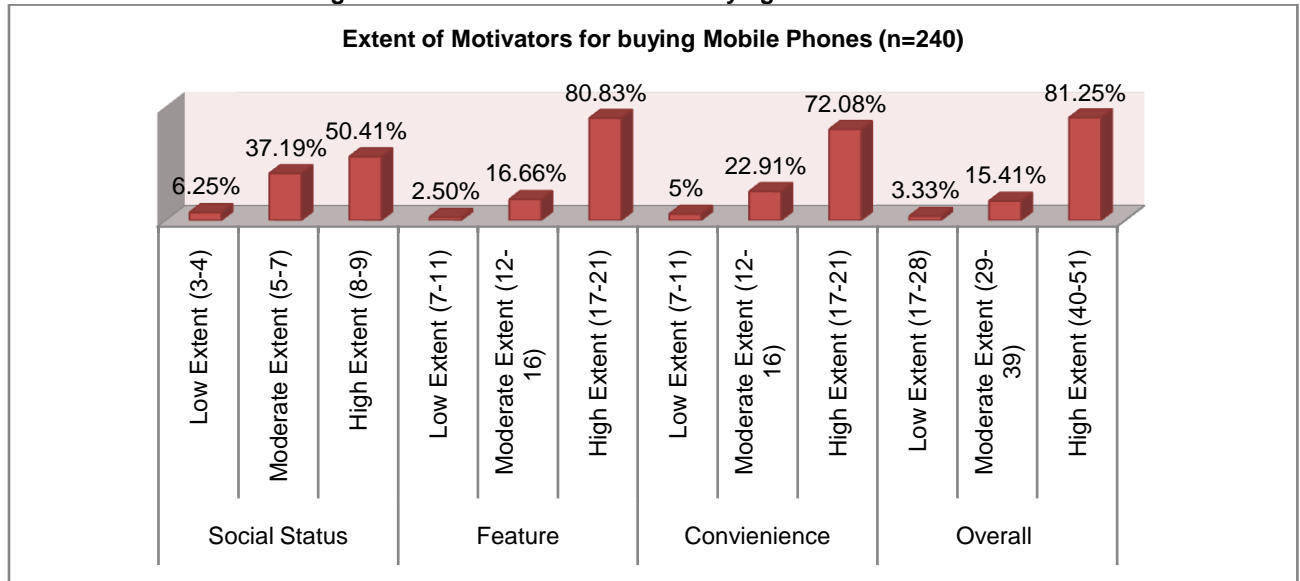
prepaid billing process for recharging their mobile phones. Data related to the preference for buying mobile phone revealed that nearly two third (64.61%) of the respondents' preferred screen size of the mobile phone while buying it.

**Extent of Motivators for Buying Mobile Phones**

The sources regarding the motivation for buying mobile phones were categorized under three groups viz. "Social Status", "Feature" and "Convenience". The scores obtained were divided into

three equal intervals to know the extent of motivators for using mobile phones.

**Figure 3: Extent of Motivators for Buying Mobile Phones**



On analyzing it was found that about one-half(50.41%) of the respondents were motivated for buying mobile phones to a high extent because it helps in improving their social status,(Fig.3) Majority(80.83%) of the respondents were motivated to high extent for buying mobile phones as they were attracted towards various features of the mobile phone and less than three-fourth(72.08%) of the respondents found convenience in its use to a high extent. On overall scale, a high extent (81.25%) of motivation was found among respondents for buying mobile phones.

**Period of Possession and Frequency of Use of Mobile Phones**

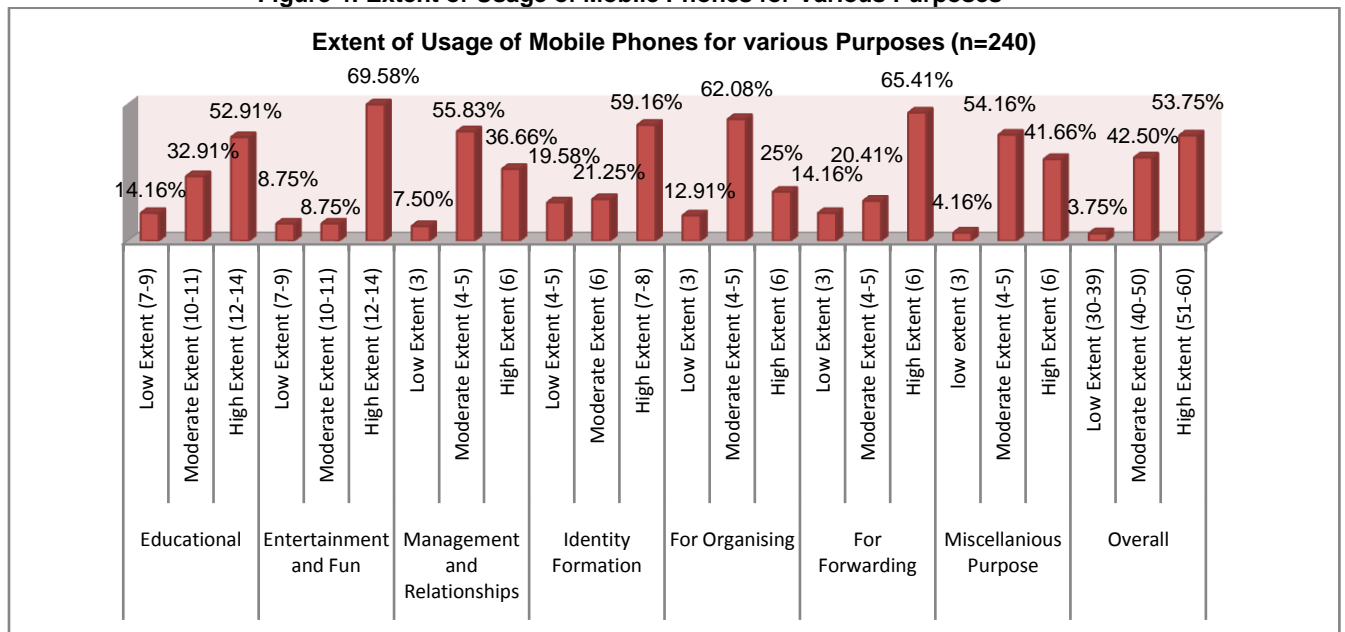
Questions related to the usage of the mobile phone were also asked and it revealed that

less than one-half (44.16%) of the respondents were using the mobile phone since more than 1 year More than one-third (36.66%) of the respondents spent 30 minutes to 1 hour daily on the calls.

**Extent of Usage of Mobile Phones for Various Purposes**

The purpose for using mobile phones were categorized under seven sections viz. "Education", "Entertainment and Fun", "Management of relationship and feelings", "Identity Formation", "For Organizing", "For Forwarding" and other "Miscellaneous purposes". The scores obtained were divided into three equal intervals to know the extent of usage of mobile phones by the respondents.

**Figure 4: Extent of Usage of Mobile Phones for Various Purposes**



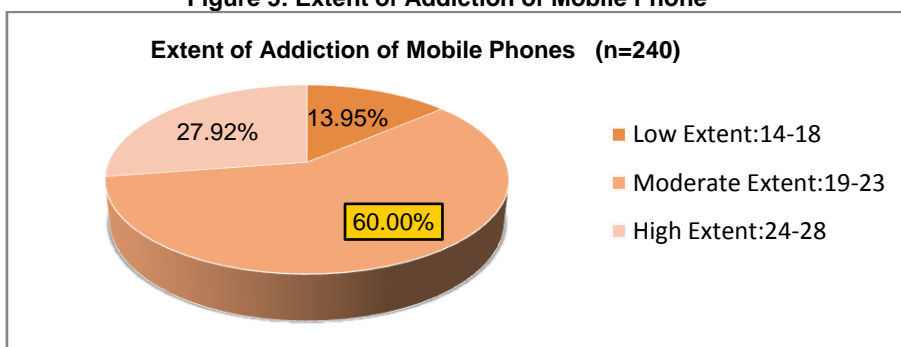
It was observed that more than one-half (52.91%) of the respondents used mobile phones for educational purpose to a higher extent. More than two-third(69.58%) of the respondents used mobile phones to a higher extent for entertainment and fun purpose. High extent of usage of mobile phone for managing relationships and feelings were found among more than one-half(55.83%) of the respondents. In order to form identity, more than one-half(59.16%) of the respondents were found using mobile phones to a high extent(Fig. 4). Less than two-third(62.08%) of the respondents used mobile phones to moderate extent for organizing their things. For

forwarding pictures, videos, etc, less than two-third(65.41%) of the respondents used mobile phones to a high extent and more than one-half(54.16%) of the respondents used mobile phones for other miscellaneous purpose to a higher extent. More than one-half(53.75%) of the respondents used mobile phones to a higher extent on overall scale.

**Extent of Addiction**

The scale consisted of fourteen statements reflecting addiction for mobile phone usage. The scores obtained were divided into three equal intervals to know the extent of addiction for using mobile phones among school going children.

**Figure 5: Extent of Addiction of Mobile Phone**



On analyzing it was found that less than two-third (60.00%) of the respondents were addicted to the mobile phones to a moderate extent. More than one-fourth (27.92%) of the respondents were addicted to mobile phones to high extent. Only 13.95% of the respondents were addicted to the mobile phones to a lower extent.(Fig. 5)

**Conclusion**

The data were collected from the school going children to find out the motivators, usage and addiction of using mobile phones. The age group taken for collecting the data was 9-15 years. More than one-half of the respondents were male. More than one fourth studied in the 8<sup>th</sup>std. More than one fourth respondents' parents were graduate. Less than half of the respondents' fathers were businessmen and majority of respondents mother were homemaker. Majority of the respondents' lived in nuclear family and had a small family size of 3-5 members. Majority of the respondents' monthly income was less than Rs. 50000. Majority of the respondents agreed that the feature of the camera phone acted as the motivator for buying mobile phone. Majority of the respondents agreed that they used mobile phones because of convenience of gaining knowledge. More than one fourth of the respondents' purpose of using mobile phone was in terms of managing relationships, to be connected with friends and family. Majority of the respondents' purpose of using mobile phone was to form identity, for organizing study and for forwarding pictures, videos, etc. Findings revealed that a high extent of motivation among school going children was found for buying mobile phones and were using it to a high extent for various purposes.

It can also be concluded that more than half of the respondents were addicted to the usage of the mobile phones to a moderate extent. Thus for controlling the addiction certain measures can be undertaken such as parents can set a limit on the money they give out monthly for their child's phone, another solution can be setting a limit on the internet data available. Parents can

also monitor their mobile activity or do not buy a mobile phone until children are at least in a junior high school and has his/her first part time job, to be able to pay a monthly sum for mobile phone connection.

**References**

1. Ahemad, I., Qazi T.F. and Perji, K.A., (2011), "Mobile to Youngsters :Necessity or Addiction," *African Journal of Business Management*, 5 (32), pp 12512-12519.
2. Fukuoka, Vittinghoff, E., Jong, S. and Haskel, W., (2010), *innovation to motivation-pilot study of a mobile phone intervention to increase physical activity among sedentary women published on;ine. SI (3-4) 287-289.*
3. Gowthami, S. and Venkatakrishna Kumar, S., (2016), "Impact of Smartphone: A Pilot Study on Positive and Negative Effects," *International Journal of Scientific Engineering and Applied Science*, 2(3).
4. Krithika, M and Dr.Vasantha S., (2013), "the mobile phone usage among teens and young adults impact of invading technology," *International journal of innovation research in science, engineering and technology*, 2(12).
5. Lee (2015) *Effect of Mobile phone-Based App.Learning Compared to Computer-based web. Learning on Nursing Students: pilot randomized controlled trial healthcare research information. 21(2) 125-133.*
6. Lepp, A., Barkley, J., Sanders, G., Rebold, M. and Gates, P., (2013), "the relationship between cell phone use, physical and sedentary activity and cardiorespiratory fitness in a sample of u.s. college students. published online 10:79.
7. Shava, H., Chinyamurindi, W. and Somdyala, A., (2016), "An investigation into the usage of mobile phones among technical and Vocational Educational and training students in South Africa," *South Africa journal of information management*, 18(1), a716.