



SMARTPHONE USAGE PATTERN – A STUDY OF COLLEGE STUDENTS

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ABSTRACT:

In the recent years, the smartphone have become increasingly popular in young generation specially college students. The research was taken up among the college students in the age group of 18-23. In the present research an attempt has been made to study the smartphone usage pattern among students in a rural and urban area and to know the purpose of smartphone usage among college students. The research has been conducted with 112 respondents of College students studying in Satara. The results show that, the most of the college students use smart phone for downloading class materials, to login to your academic work and then to take pic of class lecture or notes purpose.

Keywords: Usage Pattern, Smart Phone, College Students, Mobile Applications etc.

INTRODUCTION:

The attraction of smartphone is more among young generation especially college students and the growing use can lead to various harmful effects. Smartphones were used only as a communication tool but these days, smart phones function as mobile computers that serve us with internet, music player, games, video calling, calculator, alarm clock, and many more other observed benefits as increased accessibility and social media connectivity, reduced loneliness, and security in emergency situations. Continuous usage leading to addiction to mobile phones can affect user socially, psychologically, and physically.

The Smartphones are an integral part of our life and usage of smartphone is increasing continually day by day. Many College students are unaware of the side effects of excessive mobile use.

LITERATURE REVIEW:

Actually very few studies conducted to find out the smartphone usage among college students. Researcher has reviewed major studies conducted in this area.

Sudha.Rani & Neeta, (2014), examine consumer behaviour towards usage of smartphones in Haryana. Convenience sampling and descriptive research design were used for data collection and used independent sample t-test for analysis. The findings exposed that

extremesmartphone users are female respondents and male respondents are having more than one smartphone as compared to females.

Krithika.M&S.Vasanth, (2013), examine the pattern and degree of addictive behavior of mobile phone users among young adults in Chennai. Simple random sampling technique was used to collect data. The collected data were analyzed using percentage method, Chi Square, and T-test analysis to draw meaningful inferences. Results pointed out that mobile phone usage are alike in both higher secondary and college students. Chi square analysis shows high usage of mobile phone is associated with low academic performance.

Shuman, Xiaoyan, Yukun, Shichen, Shilu, & Fangbiao, (2017), examine the Problematic Mobile Phone Use (PMPU) and its association with mental health among college students in China. A cross sectional survey was directed to inspect the health and welfare by distributing questionnaire to 4747 students, data was collected regarding PMPU and mental health. Findings showed that PMPU were observed in 28.9 percent students and poor sleep was observed in 9.8 percent leads to the risk of mental health problems.

OBJECTIVES:

1. To Study the smartphone usage pattern among students.

2. To know the purpose of smartphone usage among college students.

METHODOLOGY:

This research is based on descriptive research design. This research is totally based on the primary data. Primary data collected from smartphone user students in Satara through a structure questionnaire. This research adopted a sampling technique of Convenience sampling for the purpose of data collection. This study has taken the Sample size of a total of 112 respondents including male and female from the study area.

Some other secondary sources like books, articles, reports, websites etc. are also used for collecting the required information.

ANALYSIS AND INTERPRETATIONS:

Table-1: Demographic Profile of the Respondents

Variable	N	Percentage (%)
Gender:		
Male	40	35.71%
Female	72	64.29%
Age Group:		
18-21	67	59.82%
22-25	45	40.18%
Level of Study:		
UG	72	64.29%
PG	40	35.71%

Table 1 shows the demographic characteristics of the respondents. It shows that there are 35.71% of respondents were male while 64.29 % were female students. Most of the

respondents (59.82%) were from age group 18-21, followed by age group 22-25 (40.18%).Majority of students (64.29 %) belong to UG courses, as compared to those studying in PG (35.71%).

Table-2: Usage of Smartphone:

Statement	Always	Sometimes	Never
How many times do you use a smartphone to login to your academic work	65 (58.03%)	41 (36.61%)	06 (5.36%)
How many times do you use a smartphone for downloading class materials	88 (78.57%)	13 (11.61%)	11 (9.82%)
How many times do you use to take pic of class lecture or notes	48 (42.86%)	45 (40.18%)	19 (16.96%)

Table 2 revealed that, maximum i.e. (58.03%) of the students always use a smartphone to login to academic work followed by (36.61%) sometime and (5.36%) never.In statement regarding use of a smartphone for downloading class materials maximum i.e. (78.57%)

of the students use smartphone always followed by (11.61%) sometime and (9.82%) never. Then maximum i.e. (42.86%) of the students always use a smartphone to take pic of class lecture or notes followed by (40.18%) sometime and (16.96%) never.

Table-3: Purpose of Usage of Smartphone:

Purpose of Usage	At College		At Home		At Other Place	
	N	%	N	%	N	%
Making Phone Call	62	55.36	40	35.71	10	8.93
Send Text Message	58	51.79	42	37.50	12	10.71
Taking picture	64	57.14	44	39.29	4	3.57
Checking email	65	58.04	39	34.82	8	7.14
Studying	62	55.36	41	36.61	9	8.04
Entertainment	59	52.68	45	40.18	8	7.14
Browsing	68	60.71	40	35.71	4	3.57
Listen to music	69	61.61	42	37.50	1	0.89
Taking video	73	65.18	39	34.82	0	0.00
Watching movies	57	50.89	44	39.29	11	9.82

Table 3 shows that the purpose of smartphone usagesat college,at home

and at other place, highest usage of smartphone at college for taking video

i.e. (65.18%) at Home for entertainment purpose (40.18%) and at other place send text messages. Lowest purpose of usage of smartphone at college is watching movies (50.89%), at home checking email (34.82%) and at other place i.e.(0.00%) for taking video.

CONCLUSION:

This study concludes that, student's affection for their smartphones. They use smartphone to navigate life on the campus. College students also usesmart phone for taking video, listening to music, browsing some contents, taking pictures and many other purposes, even send text messages are less favoured purpose of using a smartphone.

The sampling methods used for the purpose of this research and small sample size, the result cannot be generalised to larger population.

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