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Social effects of Cell Phone's Packages on College Students

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Abstract

This article explores the effects of network packages on different peer relationships youth, family relationships and their money. Young people use mobile phones in a positive way to organize and maintain their social networks. However, there are also negative impacts on peer relationships of young people. For this purpose researcher conducted a survey and collected the data from different colleges Jala Pur Jattah. The data were analyzed and the results were discussed. The results of the study reveals congruence SMS and grounds of appeal among young men and women. This research found that the majority of young students are extremely easy to use level, like texting and low user of voice calls.

Keywords: Cell Phones, Call Packages, Youth, Effects, Social Life, SMS Packages, Nation Building

Introduction

In the current scenario a number of telecommunication companies exist, these are providing a lot of packages of SMS and call in the market. These include special discounts and unlimited texting and late night options were implemented. The adoption of mobile phones by young people has been a global phenomenon in recent years. It has become part of everyday life of young people and for the most part, the most popular form of electronic communication. Indeed, the mobile phone has gone from a technological tool to a social tool. The mobile phone has changed the modes of coordination in many areas of our social life, including peer groups, family and work (Ling and Yttri 2002).

People of all ages have benefited from mobile phone consumption in modern societies. Ijaz (2008) found that late night call packages mainly focused on youth that most influence in the 11th hour of the night and early morning round at about 7:00. Youth plays an important role in nation building and development of a country. Adoption lead, suction and aims to change the social value of culture. This service is now used by many young people i.e 24/7, continuous, and has been made over in an intimate relationship permits before traditional marriage. Conversations are mainly performed in rooms such SMS or calls late night packages. Youth because of social ties away from

their families and the interaction between caregivers and their children has emerged as non-personal.

In this study researcher investigated the two variables the Cell Phone is independent and social effects are dependent variable. Cell phone defined as advance communication medium also contribute to become world as globalized. People use the different network for communication in Pakistan main networks companies are Jazz, Warid, Telenor and U Fone. These telecommunication companies are providing different packages; call packages and sms packages and these packages categories according to day and night time which youth prefer to choose. However, these packages are becoming and creating social and psychological effects. In this study researcher focused on social effects such as cost that youth spend on cell phone packages, family relationships also damaged through these packages and also the significant influence on students study because the more focus on mobile instead of study therefore, reading and studying habits are declining day by day in Pakistan.

Objective of study

To understand the social effects of different telecommunication companies packages on college students.

To understand how much college students spend money on packages.

To understand how much time college students spend on mobile phone.

H1

Whether SMS and call packages of cell phone more influence social life of college students

H2

Whether SMS and call packages of cell phone less influence social life of college students

H3

Whether SMS and call packages of cell phone has no impact on social life of college students

Literature review

Mobile phones are fast becoming an important part of our culture and life, but we do not understand its effect on communicative practices and behavior, especially with regard to communication and co-evolution of technology and individual activity. As the use of mobile telephony grows in contemporary society, empirical understanding of practice and social consequences are relevant for researchers and practitioners both (Palen et al 2008). In this context, mobile services, companies are focusing to retain their customers by providing quality products with timely delivery of unlimited SMS package. Population must be cultivated, will understand the advertised messages, therefore there is a need of the hour that the population must be correct age & sex & the right to have adequate resources or sum of money to consume the products and services offered in the market (Dyer, 1995).

Aoki & Downes (2003) examined in their study that mobile phone use among college students in the United States, through focus groups and survey research. Most of the study participants bought mobile phone when they started their college. Majority of the respondents made five or fewer calls a day, most of the calls made from the street, followed by home and at school. Students are often used their mobile phones to call friends and family, lovers and immediate family members. Majority of the respondents made calls at night. More than half of respondents' mobile phone bills paid by their parents. In today's world, mobile services attract more customers by introducing services like late night call

packages and unlimited SMS so attractive advertisements and promotions such as Mobi Link Raat Shuru Boat Shuru slogans. The mobile entertainment industry serves as a foundation of m-commerce (Tsalgatidou and Pitoura 2001). One more thing left that acts as an indicator that is what attracts and influences our youth in deciding cellular service. Furthermore, the specific features they would like to have a mobile entertainment application offering (Balasubramanian et al, 2002).

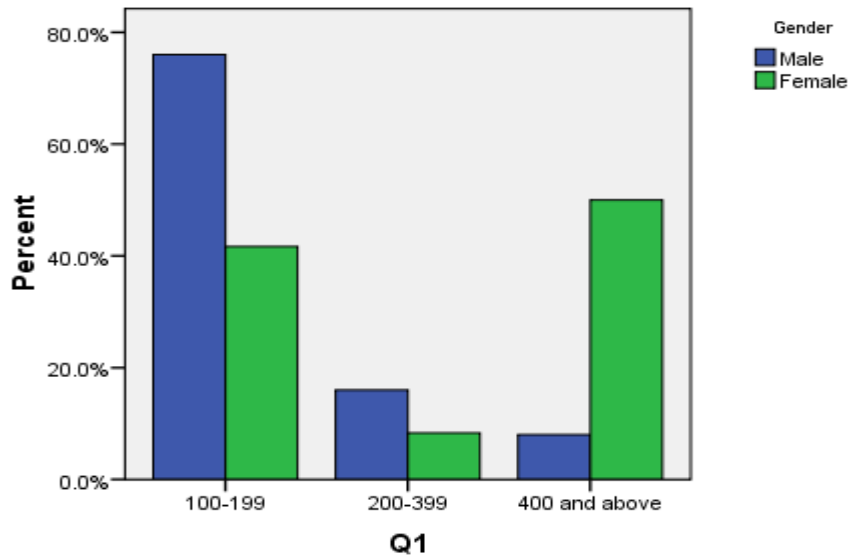
Theoretical frame work

The uses and gratification theory places more focus on the consumer, or audience, instead of the actual message itself by asking "what people do with media" rather than "what media does to people" (Katz, 1959). It assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that audiences are responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfil specific gratifications. This theory would then imply that the media compete against other information sources for viewers' gratification. (Katz, E., Blumler, J. G., & Gurevitch, M. 1974). It is suggested that the uses and gratifications theory has to fulfil the Social Interaction – the ability for media products to produce a topic of conversation between other people, sparks debates. Media consumers have a free will to decide how they will use the media and how it will affect them.

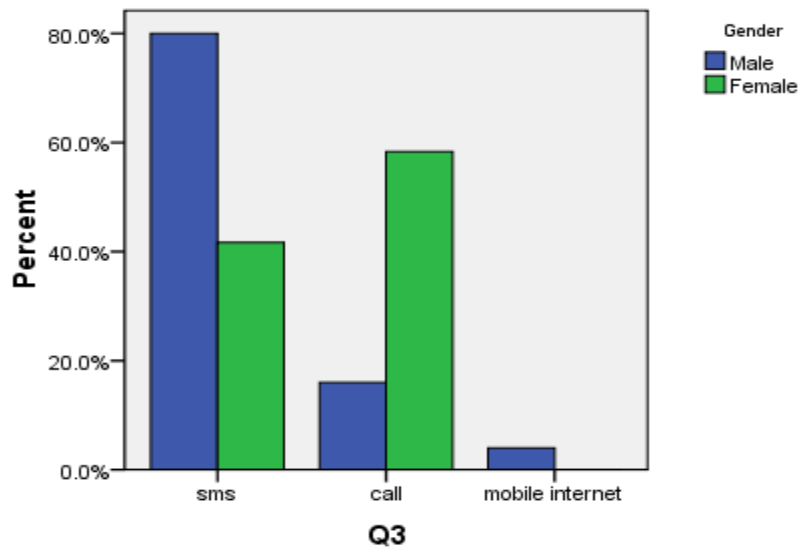
Methodology

Researcher selected the stratification sampling in which researcher made two stratum male and female. Researcher used survey method for data collection and gathered data from Jala Pur Jatta colleges for this purpose used questionnaire as tool and questionnaire consists of two parts; personal profile of the students and the questions related to the phenomenon that investigated in the study. The survey measured on SPSS software was used for the study. Sample size was 200 in which both genders participation were equal in research study.

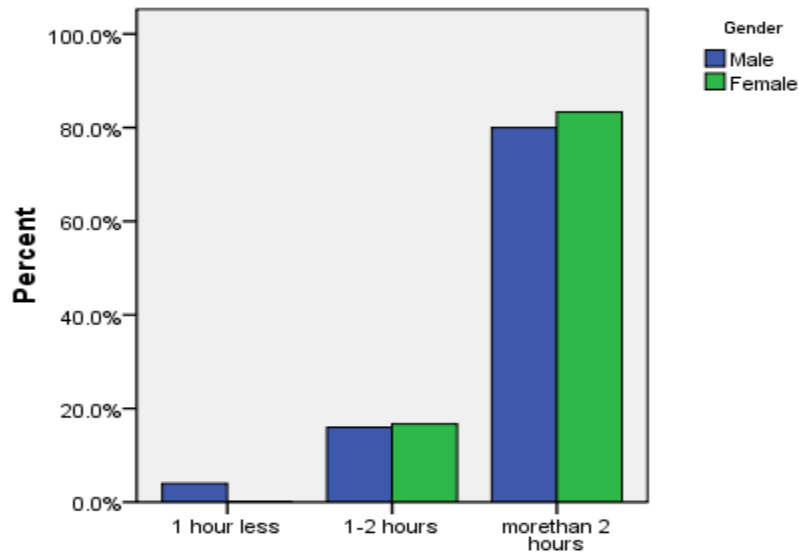
Data analysis



Majority of college students spend 100 to 200 rupees on mobile phone packages meanwhile male and female ratio is 76% and 40% respectively however, more than 40% female sends over 400 rupees on cell phone packages.

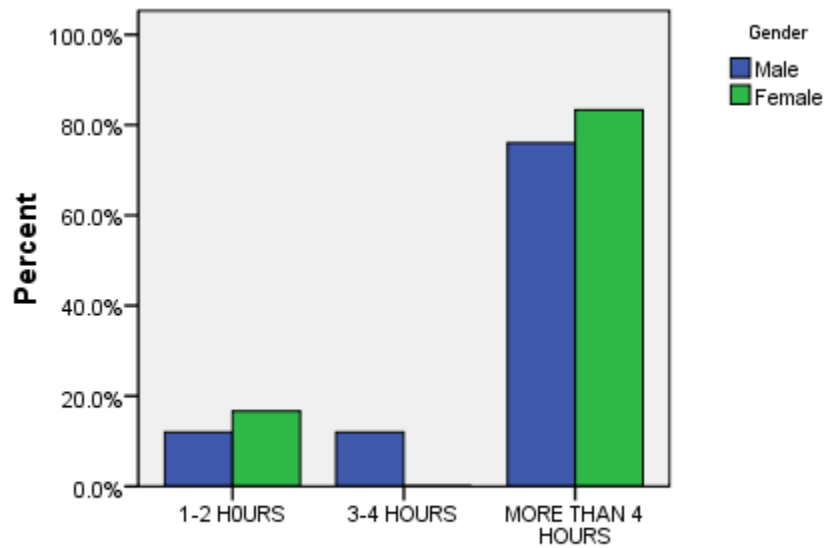


Male students majority use mobile packages for sms this ratio is 80% and 60% female students use for call. Some male students use package for mobile internet.



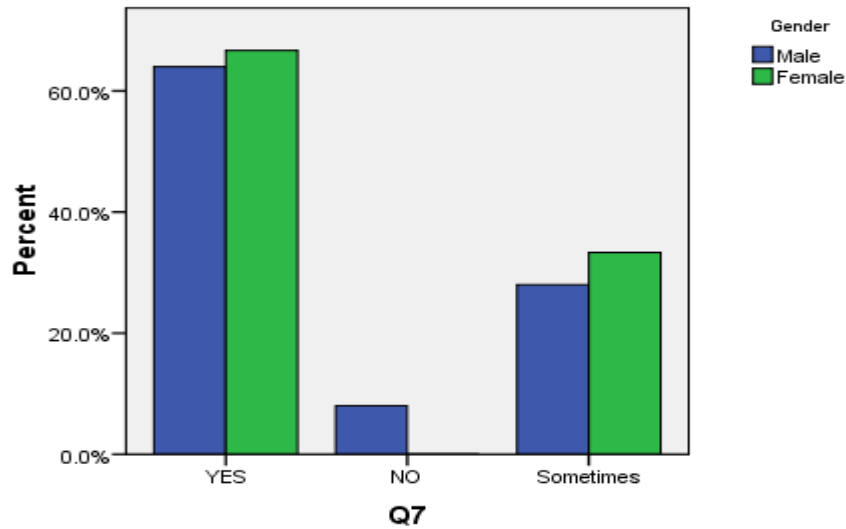
Q4

A significant ratio in male and female students who use mobile more than 2 hours in a day there figure is 80% while moderate user are 20% and light less than 10%

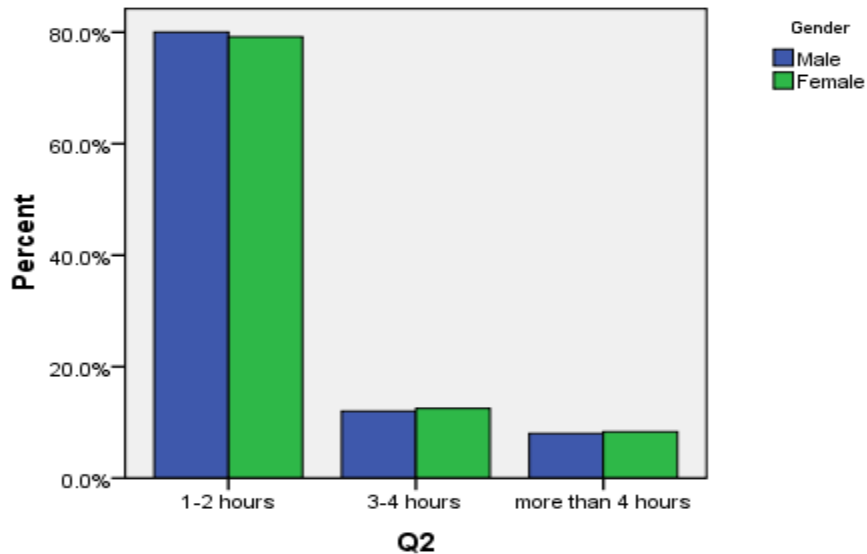


Q6

80% to 84% young students spend their time more than 4 hours with their family. Although, some students are spend time with family below 20%.



More than 60% students handle the social contact through the mobile phone packages instead of face to face and more than 30% responds that they sometimes use mobile packages to handle social contact.



The young male and female students concentrate on their study 1 to 2 hours whilst, students who focus on study 3 to 4 hours and more than 4 hours, their ratio below 20%.

Discussion and analysis

In contemporary societies different telecommunication companies are playing a vital role in communication, but the same time negative aspects of these companies packages cannot be ignore. Mostly young people engage freely or reluctantly in inappropriate use of mobile phones. Similarly, telecom operators, consciously or unconsciously TV show ads and offer packages that encourage the abuse of mobile phone voice calls and

text messages youth. The result of study generalized that the cell phone packages use increasing day by day among young students. They more focus and spend time on mobile phone. For gaining mobile phone packages they spend money instead of any other activity. Majority prefers to handle the social contact such as peer group, college friends through packages mostly prefer SMS and however, some also use call packages.

The use of mobile phones is increasing among young students, but no effort is made to protect the vulnerable major users of negative consequences of excessive and inappropriate use of mobile phone technology by telecommunication companies therefore we need to create awareness and to provide education to appropriate use of mobile phone packages otherwise in near future family relation more influence and social contact almost finish.

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