

Contents Gender and Age Patterns of Cellular Phone Usage: A Sociological Analysis

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Abstract

Latest figures show that the cell phone number would double in total contrast total world population. According to the Pakistan Telecommunication Authority (PTA) in Asia Pakistan ranks fifth number of cell phone users about 100 million people are using cell phones in the country. Communication and how people interact is a vast vibrant field of sociology. The objectives of this study were to examine patterns of cell phone use in Jamshoro town and to distinguish the attitudes of different age groups of mobile users to mobile phones. Results indicates that cell phone is being using mostly in young age, data shows mixed results on frequency use of calls, male made more calls t than female. Unnecessary use of cell phone shows harmful impact on youth. The cell phone use is altering the means of interaction, which makes it sociologically important. Because of the easy and cheap availability of cell phones, more and more people have their own cell phones and use them every day to talk within their social association. Quantities approach has been used to see the effects of cell phone through structured questionnaire technique. All questions were close ended and five Likert scale questions of multiple choice.

Introduction

Latest figures show that the number of cellular phone would be double in contrast of total of total population of the world. According to Pakistan Telecommunications Authority (PTA) in Asia Pakistan ranks on fifth number in cell phone users about 100 million people are using cell phones in country.

Communication as well as the way that persons interact with each other is a vast vibrant field of sociology. The usage of cell phone is altering the means of interaction, which makes it sociologically important. Due to easy and cheap accessibility of cellular phones, more and more individuals have their own cell phones, and using them every day to converse within their social association. Usage of cell phone makes user anytime anyplace available so that person can maintain and mange their social relations. Mobile phone has become necessity of modern world, people of diverse age groups recognize cell phone as a trouble-free and practical tool of communication.

Generally many research findings recommend that use of cell phone in public and social space create disturbance to nearby people and is cause of negative attitude (Bergvik, 2004). According to Bond 2010 children perceive that without cell phone they cannot sustain and deal with their friendship relations. Though the cell phone is to considered as a social interaction tool to manage relationships in this world of globalization but many scholars have concerns that cell phone may be in fact cause of social isolation (Bugeja, 2005).

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Individuals usually do not dither to disrupt an ongoing discussion to respond the ringing of their cell phone. This has numerous consequences. In responding the ringing cell phone, the individual who is at the moment being conversed with, has illustrated sense of being left unaccompanied, which can reason of social anxiety, and anger/irritation towards the individual who attended the phone call (Humphreys 2009).

According to Jin & Pena (2010) use of cell phone and voice calls is associated with romantic relationships, while according to Nasar, Hecht, & Wener, 2007; Walsh, 2008 usage of cell phone increase sense of security. According to Cholz, 2010 undue usage and dependency on cellular phone could be considered an addictive disorder. Earlier studies on gender differences in cell use showed mixed results, according to Junco, Merson & Salter, 2010 female spent extra time conversation on cell phone than man. Female make and receive more family oriented calls than man Wei & Lo, 2006. According to Kushchu (2007) rural communities got social progress, advantage, get better individual communication, make stronger family bond and raise sociability.

Methodology

Quantity approach has been used to see the effects of cell phone through structured questionnaire technique. Questionnaire consists round about 30 questions related to demographic profile, ownership, usage or time spent on calls messages and impact on daily life chores. Demographic aspects cover information regarding age, gender, education, occupation and income. All the questions were close ended and questions were multiple choice 5 likert scale. Total no of 108 sample was selected randomly from different age group and equal male and female from Jamshoro city. 108 respondents were chosen and interviewed by random convenience sampling SPSS was employed to evaluate quantitative data.

Characteristics of sample

Sex	Age group			Total
	14-34	35-54	More than 55	
Male	18	18	18	54
Female	18	18	18	54
Total	36	36	36	108

Objectives of the study

- To examine the patterns of cell phone use in jamshoro city.
- To distinguish the attitudes of different age groups mobile users towards mobile phone.

Hypotheses

- Female talk more time on cell phone than man
- There is connection between cell phone use and age groups.
- There are different patterns of cell phone usage according to gender.

Review of Literature

Changing cultural patterns

Social scientists are agreed that there is inter - relationship among society, culture and technology. What type of cultural concerns that shapes mobile as new technologies modify the shape of relationships and ways of conversation. According to Katz and Aakhus (2002) mobile phone is delicately wiliness itself which shapes our daily life in new form.

Gender and cell phone use

In many developed countries research shows that man are less addicted to use mobile phone and women use cell phone for lengthy calls.(Kunz Heim 2003,Mante/Piris 2002). It is also well known that maintain social networking with family and particularly making family bond stronger women have very important role, (Wellman 1992; Ling 2001) so this can be reason for lengthy calls (Cochrant et.al 1993:90: Moore 1990).

Many studies have shown that usage of cell phone changes with the age. According to Ling (2001a: 10) Potts (2004) in teenage people use SMS to connect with social circle and around 20 years age SMS replaced by voice calls. On the other hand studies reveal that teenager and adult women up to 40 use SMS to connect with people frequently as well as women sent more lengthy SMS in contrast the man. Kaseniemi/Rautiainen (2002).

Health risks

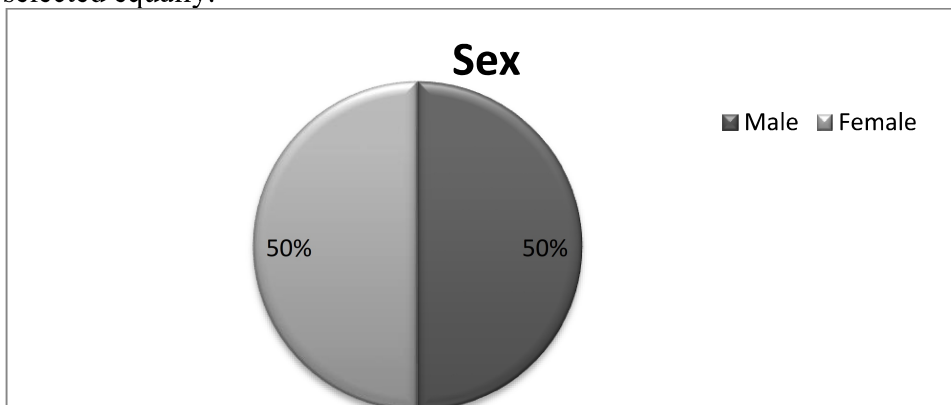
According Psychiatrists, cell telephone fixation is presently a principal major nondrug enslavement of this century (Ahmed & Qazi, 2011). The cell's popularity telephones is trailed by a caution towards the adverse impacts of wireless radiations (Makker et al., 2008). Weakness, cerebral pain, diminished fixation and bothering and smoldering are the real impacts of extreme use of phones, as expressed by different looks into (Sandstrom et al., 2001). Since ear is the first organ managing the phones, there is a lifted vitality statement in the ear when contrasted with different organs and its impact on hearing are bantered about (Ozturan et al., 2002). Alongside the extreme consequences for general wellbeing, there was some exploration led which portrayed decrease in male ripeness potential (Agarwal et al., 2008).

Age and cell phone use

Many studies found that teen use more cell phone to connect with their parents, (Lenhart, Ling, Campbell & Purcell, 2010) especially when teen are separated.

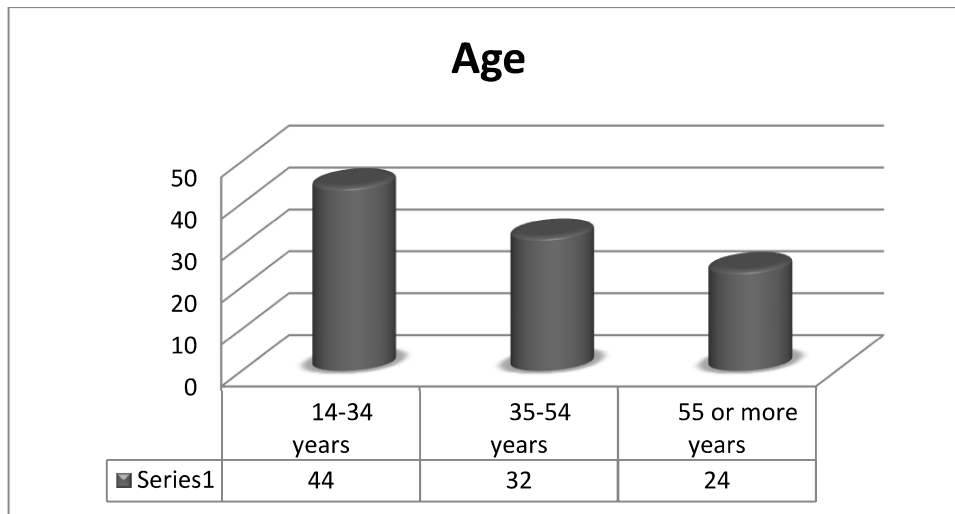
Results of data

In order to get information of both segments of society number of sample have been selected equally.



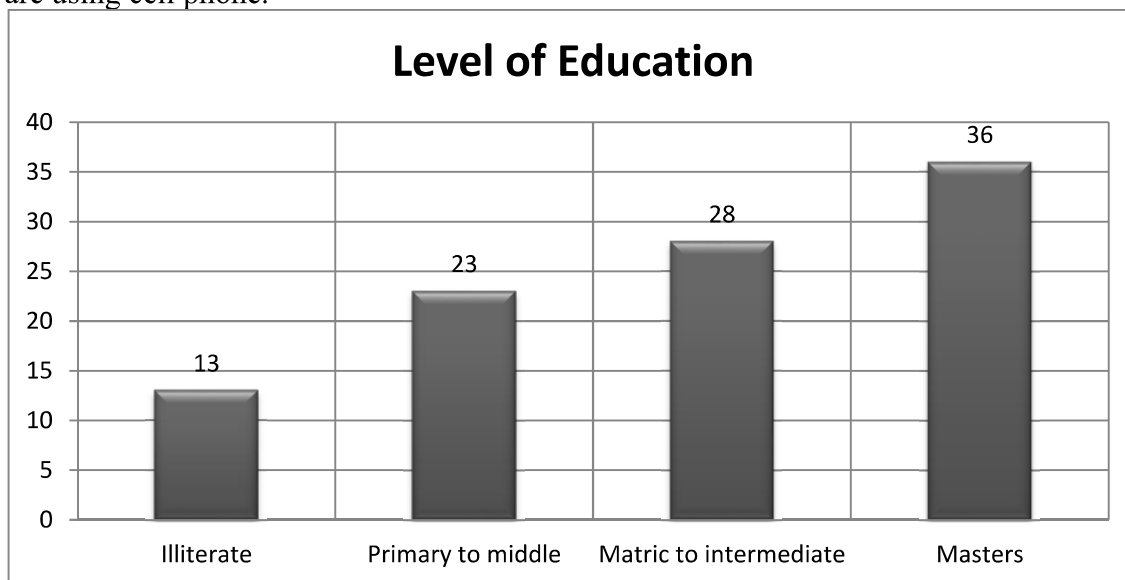
Source: Survey Data March, 2014

Respondents are divided in three major age groups to know the patterns of cell use. Data indicates that cell phone is being used more frequently in young age, as graph shows 44 percent 14-34, 32 percent 35-54 and 24 percent old age means 55 years or more are using cell phone.



Source: Survey Data March, 2014

Data indicates that cell phone is being used a lot by Matric to intermediate educated people as graph shows that only 13 percent illiterate, 23 percent primary to middle , 28 percent Matric to intermediate and huge number of 36 percent Masters educated respondents are using cell phone.



Source: Survey Data March, 2014

Graph indicates that that 54 percent respondents were employed in different sectors while 46 percent people were unemployed.

Employment status

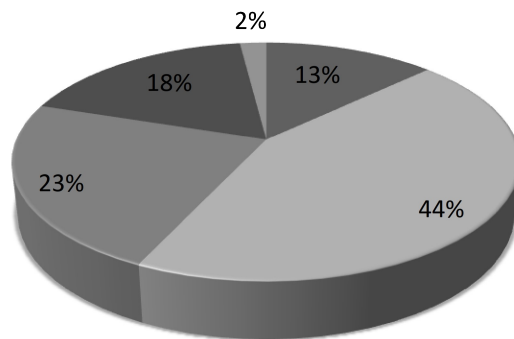


Source: Survey Data March, 2014

This graph shows very interesting data about who do they talk to large number of respondents 44 percent use cell phone to talk with their friends while 23 percent with work colleagues.

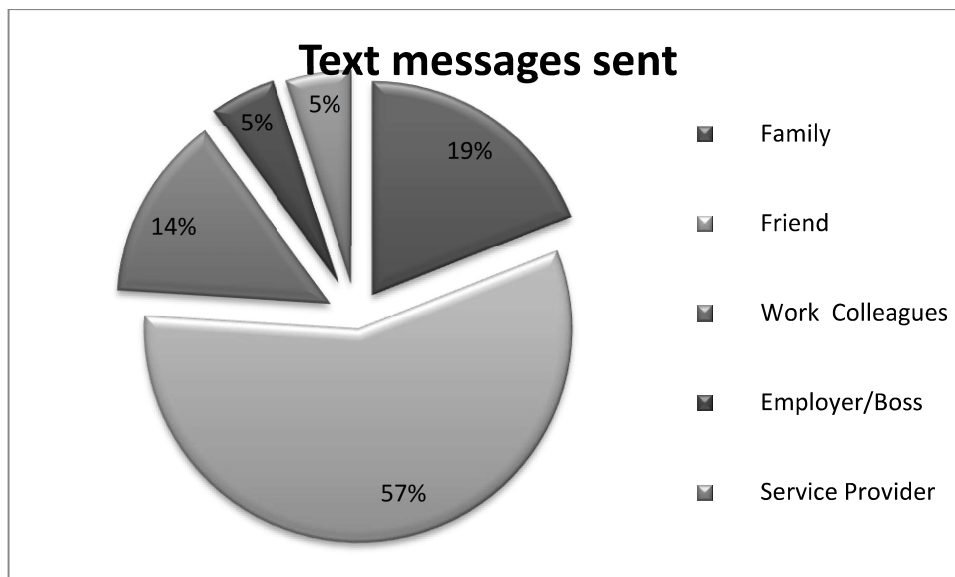
Calls made - Who do they talk to?

■ Family ■ Friend ■ Work Colleagues ■ Employer/Boss ■ Service Provider



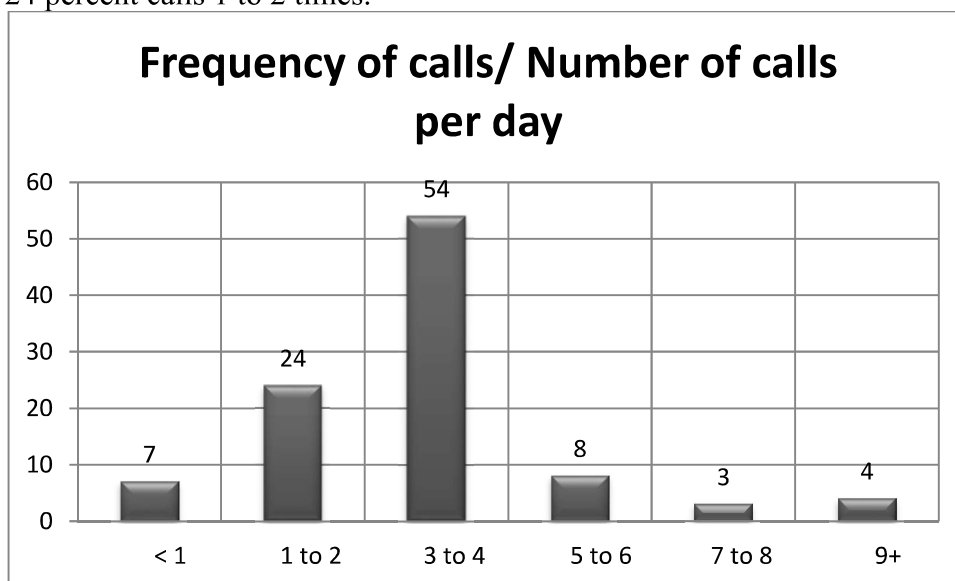
Source: Survey Data March, 2014

Data indicates that most of the people send messages to their friends, while 19 percent respondents send messages to their families regarding family matters. 14 percent text their work colleague. Data indicates that use of cell phone is being used for entertainment purpose or for leisure time.



Source: Survey Data March, 2014

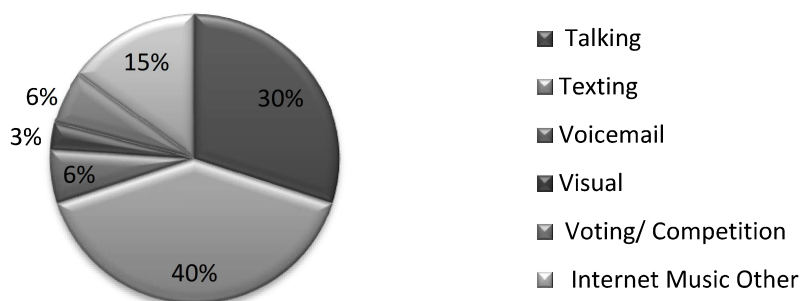
Data shows that 54 percent respondents said that frequency of calls per day is 3 to 4 24 percent calls 1 to 2 times.



Source: Survey Data March, 2014

Huge number of people 40 percent use cell phone for texting 30 percents respondents' phone is being used mostly for calls; it may be lack of literacy skills, very short number 15 percent of respondents use internet on their cell phone.

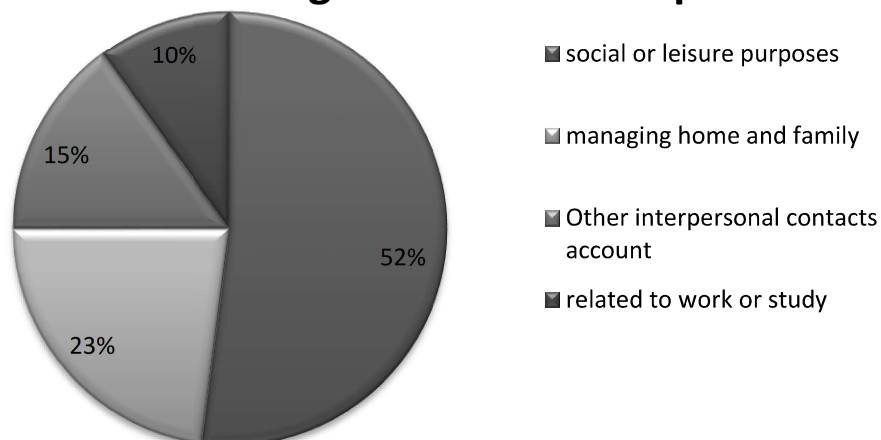
Respondents' use of phone functionality



Source: Survey Data March, 2014

Very interestingly data indicates that cell phone is being used for entertainment purpose as large number of respondents 52 percent usage is for leisure, second most frequent reason of cell phone use is for managing home and family relations. Question was asked regarding reason of turning off, 52 percent respondents said that they turn off their cell phone at meeting or at work, while 11 percent respondents told they never turn off their cell phone. 8 percent people have other reasons of turning off their cell phone like, calls from unknown numbers etc.

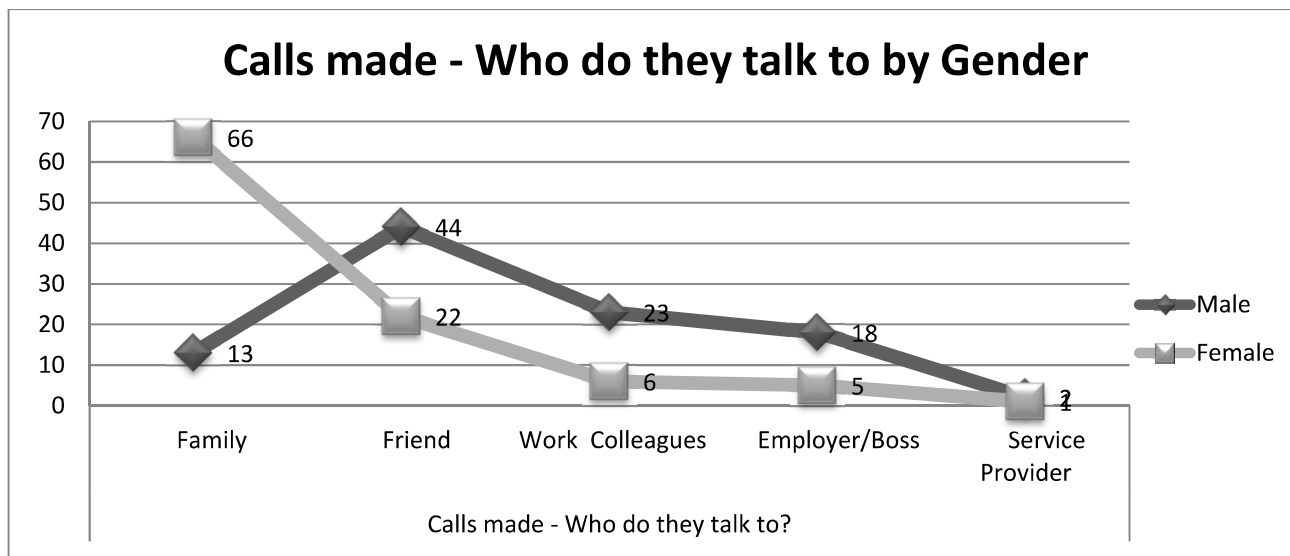
Reasons for making calls and sending SMS messages on the mobile phone



Source: Survey Data March, 2014

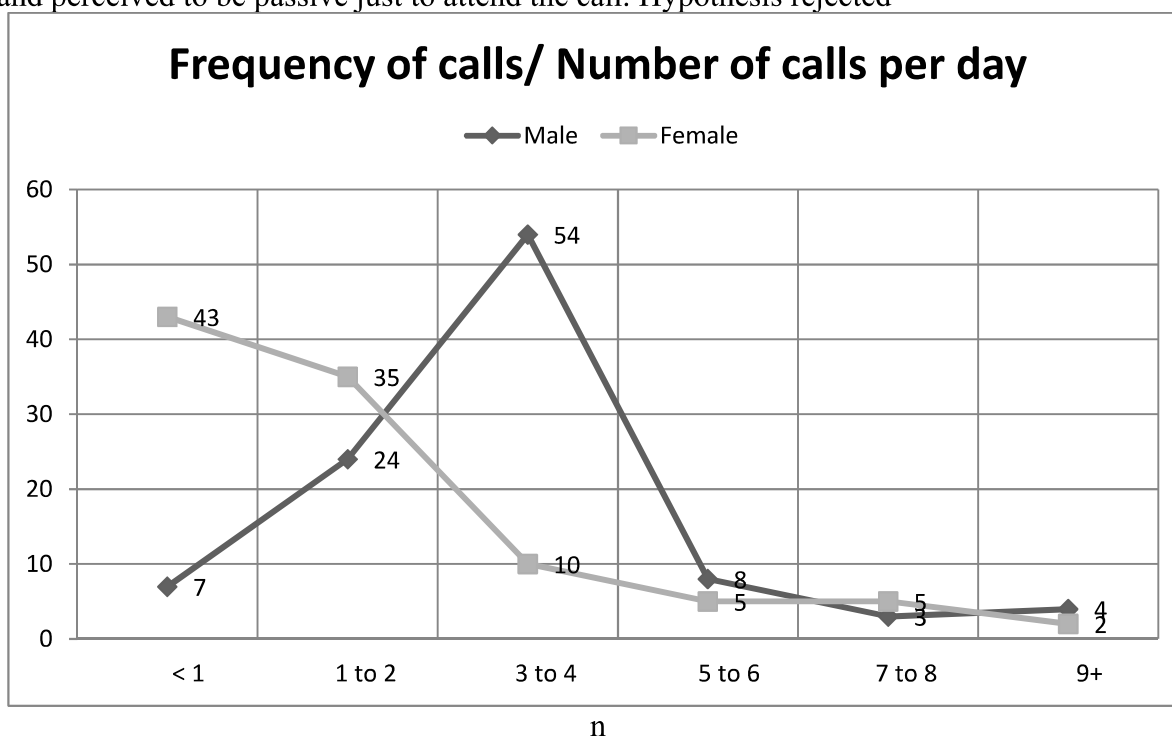
Hypothesis one

To see the gender differences of cell usage hypothesis was developed that Male use cell phone to talk with friends than female. Empirical analysis shows that huge percentage of males 44 talks to their friends, while 66 percent female use to talks their families. Very less number of females only 6 percent talk to their work colleagues. Hypothesis stands true.



Source: Survey Data March, 2014

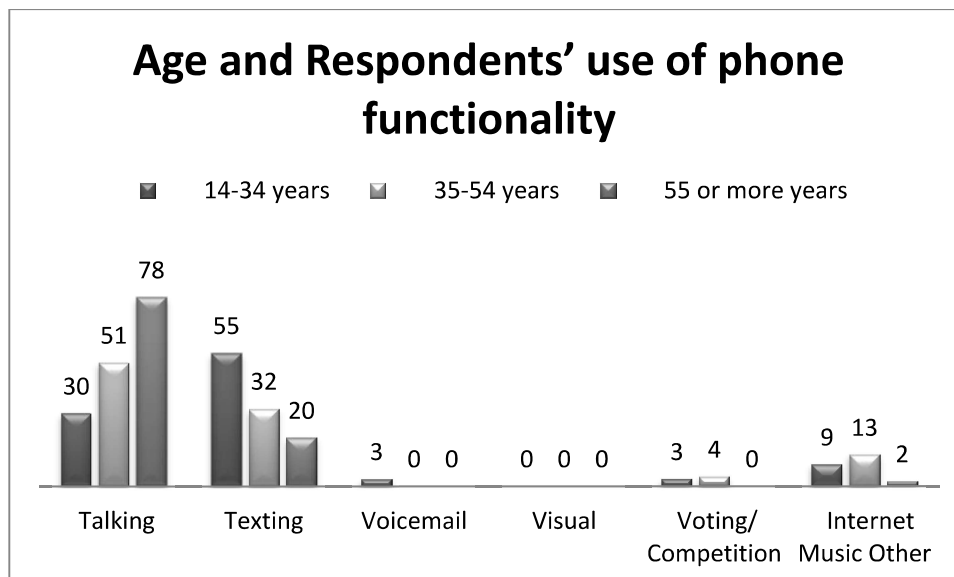
54 percent Male made 3-4 call in a day, while maximum number of females 43 percent made calls only one time in a day. these patterns also indicate the economic and social situation of two sexes, male are economically active and are perceived to call whenever they get free, on other hand in sindhi society female are less economically active and perceived to be passive just to attend the call. Hypothesis rejected



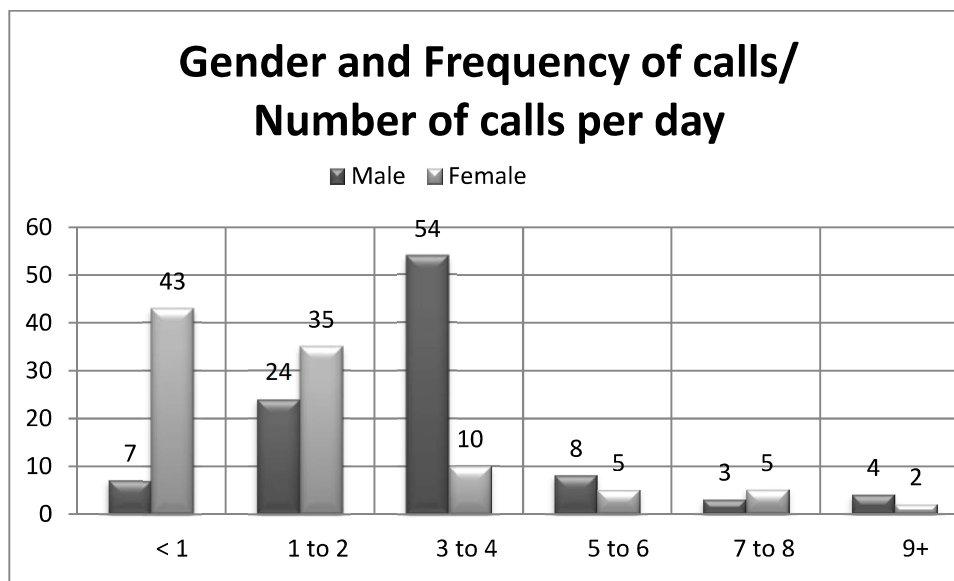
Source: Survey Data March, 2014

Hypothesis two

Cell phone is more used for talking in older age as 78 percent respondents of 55 or more age group



Source: Survey Data March, 2014



Source: Survey Data March, 2014

Hypothesis three

Data shows that a larger number of male than female have absorbed the cellular telephone as a focal segment of their own presence: by coordinating it into their way of life then again by turning out to be so reliant on it that existence without it has get to be unbelievable.

Conclusion

Cell phone, as a distance cutting device, has been an important focus of sociological studies. It has a wide application with to individual's interaction and social association. Sociological research suggests that communicative tool has an overwhelming influence on the social relationship on both sexes male and female. Its frequency of usage varies with age difference people of young age (14-34) use it more frequently .Another study shows that women use more cell phone than man. They make more voices, calls and send longer texts as compared to man. The use of cell phone is very common in individual's social and leisure

purpose, managing house, family interpersonal contacts and job or study related works. Cell phone is creating new modes of social adjusting.

On the other hand, some researchers believe that it has a dual impact. Though it proves successive in organizing people into social contacts, to some extent it has caused social gaps as people become inattentive to individuals sitting beside while attending the call or texting the message. However as a social scientists believe that society, culture and technology have a strong inter relationships, so that use of this modern device is quite unavoidable.

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