

# **Impacts of Mobile Phone Call and Sms Packages on Youth**

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**Submitted by: Arslan Warriach (090457-033)**

**Muhammad Omer Waqar (090457-017)**

**Supervisors: Prof. Dr. Mujahid Mansoori**

**Muhammad Shabbir Sarwar**



**Department of Media and Communication**

**University of Management and Technology**

## **ABSTRACT**

This study aims the Impact of Mobile Phone Calls and SMS on youth.

Applying survey method, data was collected through a questionnaire comprising of 15 close-ended questions dealing with various aspects of the cell phone calls and short message services (SMS).

The survey result indicated that 92% University students uses text and call packages. Causing mostly negative effects on their academics, health, punctuality and close circle socialization with family.

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# **CHAPTER NO. 1**

# **INTRODUCTION**

# INTRODUCTION

Technology has been a revolution for mankind since ages and from time to time new technology is introduced to the world with faster and easier changes in it. In this modern age we are completely surrounded by the big technology factor and day by day it is getting involved in our daily life more than anything. Many out of these technologies have made human life much easier, safer and reliable while sometime many of them proved to be a nightmare for humanity. But without arguments one should say that life has become so much easier and faster by the help of these gadgets and technologies.

Within the span of about ten years, mobile technology has moved from being the technology of privileged few to an essentially mainstream technology. Mobile telephony really began to take off worldwide in the mid 1990s globally; there has been an explosion of wireless communication, especially of mobile phones.

In almost all the societies, wireless technology initially marketed to attract adult members of business community. Business user remains worldwide leading group in the use of high end mobile service. But across the globe, adolescents and young adults are emerging as playing a very active role in adopting and appropriating mobile services such as SMS. The youth has more free time, can live on loose budget, and most of them do not own a landline. Thus, young people become the drivers of mobile communication without any significant gender difference.

We can say that mobile communication is, throughout the world, pervasive means of communication, mediating social practice in all spheres of human life. But it is adopted, adapted, and modified by the people to fit their own practices, according to their needs, values, and desires. The fact is that we are connected from everywhere at any time through mobile phones. (Andrew Trotter. (2003) Mobile Phones in Educational Setting (p.191).

In Pakistan while mobile phone industry is making progress by leaps and bound. All over the world, Pakistan ranks 9<sup>th</sup> for cellular subscribers. Pakistan Telecommunication industry is growing massively in the recent years Pakistan communication authority(PTA) has announced that Pakistan has a total of 98 million mobile phone users as of may 2010. Nonetheless the cellular operators launched various sales campaigns in rural and urban cities, offering various call and SMS packages which helped the recovery of subscribers. Experts believe that a large number of customers have started using more than one connection or different companies in order to get maximum benefits of offered service packages. (Attaa Aamir. (Jun 15, 2008). Online Article)

In this situation, young generations especially the university students are giving more attention to activate the fascinating offers of call and merely free SMS packages without knowing the side effects of that packages provided by the cellular companies. According to the researcher, it is right time to study the impacts of call and SMS packages on university students.

## **Significance of the study:**

The current study has great impotence since the unlimited call and SMS offer by cellular companies are offering the life style of young students. The whole pattern of their lives has been changes while they are in homes or educational institutes. Now, their hands seem busy in texting or calling instead of reading books. Their actual writing is deteriorating and they use SMS language in exams also. In this scenario, this study has weight to dig out the effects of packages on youth.

Today, the environment of educational organizations has been totally changed. Almost all the students carry mobile phones in the class rooms and busy in texting and calling even in the presence of teacher. This thing disturbs the class rooms setting. Hence, they distract students from learning, and gaining wisdom.

The unnecessary use of cell phone can affect the health of users. The students seem to complain sleepless nights and do not attend their classes and sometimes severe diseases such as headache, stress on eyes, burning ears, cancer, brain ham rage etc can spoil the health of excessive consumers.

The excess of everything is bad. The same matter is with the unlimited offers of mobile packages. These tend the young boys and girls to indulge in immoral relationship. This is the burning issue at this time when there is bombardment of call packages and free minutes offers. Hence, this research finds out the suspected direct and indirect effects of mobile phone call and SMS packages on university students.

## **Rationale of study:**

This study aims to find out the effects of mobile phone call and SMS packages on university students. In the present scenario, our communication sources are totally changes. Now, the importance of letters, telegraph, post offices to communicate others has been decreased in the presence of latest technology and gadgets such as internet, mail services and mobile phones.

The companies of flexible tariff packages brought about by competition between operators has resulted in falling prices for consumers and subsequently higher overall adaptation. In general, there is

perception that higher levels of competition should lead to lower prices and greater growth. So in the race of competition among cellular companies young generation is their target population capturing their days and nights.

The current study is important as there is a flood of call and SMS packages offered by cellular companies affecting the precious asset of our nation and no government policy is still implemented to save students from this flood of packages and no research is conducted to see the effects of these attractive offers.

## **Rationale for selecting University Students:**

Most of the telecom operators prepared packages are targeted to youth, because their heavy mobile phone use and spoiling young generation by offering different SMS and call packages. This is noticeable that the TV commercials of different telecom companies mostly show students or youth using mobile phones in the different banned settings including class rooms, library and late night etc. so the advertising messages and packages are certainly promoting inappropriate use among youth in Pakistan.

Student forgot to turn off their cell phones in class rooms and their sound can be disturbing for their colleagues and teachers. All their attention is heads to the mobile phone that had just ringed. The students do not follow the etiquettes during educational premises. On the other hand, they have become addicted of these packages instead of doing research in their field. Moreover, the low rate packages tend them toward immoral relationship among boy/girl friendship till late night.

## **Rationale for selecting Call and SMS packages:**

Almost all the telecom companies in Pakistan offer 1000SMS bundle packages on 8-11 Pakistani rupees per week and per day unlimited text message packages on 2-3 Pakistani rupee. Similarly night voice calls minutes packages are offered as low as 4-6 Pakistani rupee per hour. Companies have marketed these packages with bang. Some of the taglines are Jazz “raat shuru baat shuru,” Zem “infinite craze”, Djuice “jagtay raho;” talk all night long; Zong “batain karte jao aur sab keh do.” Etc.

This is the major stimulus for heavy SMS and voice calls users to indulge in to the inappropriate, problematic and excessive use of the mobile phone technology.

However, studies and even in some cases students could not attend their universities in the morning. Not all of them but youth has certainly availing the facility of late night call packages (which are in

effect usually from 11pm at night to 7am in the morning) and spending sleepless nights which is affecting them.

The unnecessary use of mobile phones is creating scariest dangers of cancer and brain tumors in its users. So, people should at least think of cancer in its worst stage, before staying for hours talking with a friend on phone. When the youth do have surplus text messages and voice calls minutes, definitely they use them in negative ways.

These packages are changing in life patterns of our youth especially university students. Unfortunately, they have become mobile phone fanatics indulge themselves in them instead of books and pens.

## **Objectives of the study:**

**To investigate and analyze the problematic consumption behavior among university students due to the excessive use of mobile phone.**

## **Research Questions and Hypothesis:**

### **Research Questions:**

- 1: Is the class room transforming to communicate simultaneously to face to face and mobile phones?
- 2: Does the very low rate unlimited call packages promoting immoral relation among different genders?
- 3: Are these cheap rate call and SMS packages causing health diseases among students due to excessive use of mobile phones?
- 4: To what extent short hand SMS language affecting the writing powers of university students?

### **Hypothesis:**

The hypothesis designed for the study is as follows:

H0: There are no effects of call and SMS packages on university students.

H1: Greater the use of call and SMS packages greater the negative effect on the academic lives of university students

H2: The excessive use of voice call packages creating immoral relationship between boy and girl and creating health issues as well among university students.

H3: The excessive use of SMS bundle packages stimulates the students to use their mobile phones in educational setting.