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Impact of Mobile Technology on Face-to-face Communication – A Case Study

Dr. V.D.Dhumal

Assistant Professor, Department of Commerce,
Rajarhi ShahuMahavidyalaya (Autonomous), Latur
Email: dhumalvd@gmail.com

Abstract:

The purpose of the present research paper is to find out the effect of mobile technology on face-to-face communication. Survey research was carried out to develop an understanding about the influence of mobile technology on face-to-face communication. The data was collected through the goggle form from the respondents in Latur city of Maharashtra state using questionnaire method. Snow ball sampling method was used for selection of the respondents. The collected data was presented in tabular form. For the analysis of data descriptive analysis method was used. For testing the hypothesis Chi-square test was used. This study found out that use of mobile technology is also affects positively on face-to-face communication but the use of mobile technology affects the personal life of human being. The study found that mobile use by individuals had reduced the time engaging in face-to-face communications with each other because of the most time spent on the mobile. Though the use of mobile technology improved the life of the respondents, it also found that majority of the respondents strongly agree that there was degradation in the quality of their conversations with others when technology is used. This indicated strongly that face-to-face communications have decreased both in quantity and quality.

Keywords: Technology, impact, mobile, communications.

1. Introduction :

The development of mobile phone, advancement of the technology and their rapid adoption has made them an important and integral part of human's life and communication globally. The enhanced technology of mobile has opened new horizons in different aspects of life. Mobile technology is going upgrade day by day. In the recent years it was found that revolutionary development was done in mobile technologies. The development has involved in the hardware, software and network communications. Developers of mobile technologies like mobile device manufacturers and mobile apps developers compete to attract the increasingly growing wide section of mobile users to fulfil their demands.

Now a days, with the help of mobile phone, a person can make calls, send e-mails, watch and share photos and videos, play video games and music, keep track of appointments and contacts, internet surfing, use voice search, check news and weather, use chat applications for voice calls and texting e.g., Whatsapp and interact on social networks e.g., Facebook (Samaha Maya, 2016). Various researches was undertaken in developed and developing countries, which will assist in finding out the effect of mobile technology on face-to-face communication between the people and their effect on relation with each other. The research studies addressed different points of view regarding this relationship.

The review of previous research studies of mobile technology and its effect on face-to-face communications has identified that the use of mobile technology in conversation is less significant compared with those in the presence of a mobile device. It is also found that, the quality of conversations is declined in the case of using mobile technology. Thus, in the present research paper efforts are made to study the impact of growing Mobile Technology on Face-to-face Communication.

2. Literature Review :

In the past, various studies had been conducted by the researchers from time to time in order to understand the impact of mobile technology and its impact on face-to-face communication. The research papers reviewed below focuses on the influence of mobile technology on face-to-face communication.

Misra, et.al., (2014) in his study concluded that, people who had conversations in the absence of mobile devices reported higher levels of compassionate concern, while those conversing in the presence of a mobile device reported lower levels of sympathy. In another study, he found that conversations in the absence of mobile communication technologies were rated as significantly superior compared with those in the presence of a mobile device.

Brooks, S. (2015) in his research with respect to social media, indicated that personal social media usage leads to negative effects, both on efficiency and well-being. Social media usage is associated with lower task performance and lower happiness. More and more people spend increased amounts of time with the upgraded technologies; the potential for these negative effects grows.

Emily Drago (2015) on a survey of 100 students concluded that the rapid expansion of mobile technology is negatively affecting face-to-face communication. People are becoming more reliant on communicating with friends and family through technology and are neglecting to engage personally, even when actually in the presence of others. A majority of individuals felt the quality of their conversations

degraded in the presence of technology and many individuals were bothered when friends or family used technology while spending time together.

Appelbaum, (2014), in the study found that, people are spending so much time with their mobile phones and trying to interact on social media with the people who were not known. The evolution of the internet has altered the connectivity and communication.

Abdullah O. et.al. (2016) in his research study found that, there was increasing number of conferences and academic publications were organised to discuss the use of mobile and actual effect on society. This study concluded that, the research study had to be conducted on how technology has affected on social interaction. It is also essential to study on an assessment of the effect of technology on face-to-face communications and the need of interpersonal interaction.

Even though, mobile technology becomes an essential part of human life, not only it is essential in communicating but also for business and profession. Every person has the cell phone with them. But this cell phone becomes the habit of the people. The present study reveals the use of mobile phone and its impact on face-to-face communication was undertaken.

3. Problem Statement :

The mobile technology has played a vital role in human communications. Several studies have been conducted on the impact of mobile communications on face-to-face communications. The use of the internet has substantially reduced the desire of youngsters for face-to-face communication with their family members and friends. Since they spend more time on the internet and hardly have time for face-to-face communication with the family due to the more time spend on the internet. This study is therefore designed to investigate the impact of mobile technology on face-to-face communications in Latur city. This study also reveals whether the mobile technology usage decreases both the quality and quantity of face-to-face communications.

4. Research Objectives : The objective of this research is to study the impacts of the mobile technology on face-to-face communications on public at Latur city. The objectives of the study include -

- To study the impact of mobile technology on face-to-face communication.
- To know the impact of digital technology on personal life.
- To find out the usefulness of mobile phone amongst the youngsters.

5. Hypothesis :

- H_0 : Mobile technology has adverse effect on face-to-face communication.
 H_1 : Mobile technology has positive effect on face-to-face communication.
 H_0 : Digital technology is not affecting on personal life.
 H_1 : Digital technology is affecting on personal life.

6. Study Area :

The present study was conducted on the people of Latur City of Maharashtra State. During the COVID-19 pandemic every student had a mobile phone for attending the online classes. Hence the Latur city was considered suitable for the present research. Various internet service providers provide the internet facility in Latur City.

Most of the people had regularly connected to the internet through their mobile phone and they were connected with their friend with mobile phones. It has a natural opportunity to engage a research on impact of mobile technology and its impact on face-to-face communication.

7. Research Methods :

The study is based on primary data. The structured questioner is prepared for the collection of data and with the help of google form, the primary data is collected. For analysis of data non parametric test Chi-square and five-point Likert scale is used to measure the intensity of the respondents. The respondents located in Latur city were selected for the present study. Snowball sampling method was adopted for selecting the respondent. The collected data through goggle drive was analysed. The total sample size is 174. The responses were collected in the month of January, 2021.

8. Data Analysis and Result Presentation :

For the analysis of the data all the 174 responses were considered.

a. Gender :

Table 1: Gender Results

Response	Frequency	Percentage
Male	88	50.57
Female	86	49.43
Total	174	100.00

Source: Compiled by the researcher.

Table 1 shows that 88 (51%) were male, while 86 (49%) were female. It indicates that all males as well as females were using the mobile for the communication in Latur city.

b. Age group :

Table 2: Age Group

Response	Frequency	Percentage
Below 20 years	60	34.48
21-30	52	29.89
31-40	26	14.94
40-50	26	14.94
50-60	10	5.75
Above 60	00	0.00
Total	174	100.00

Source : Compiled by the researcher.

From the table 2 above, the majority of respondents belongs in the age group of below 20 years i.e. 60 (34%) followed by the age group of 21-30 years 52 (30 %). The table reveals that by increase the age of the human being the use of mobile is less as compared to the youngsters. It shows that above 60 years there is no use of smart phones.

c. Occupation :

Table 3: Occupation of the respondents

Response	Frequency	Percentage
Education	122	70.11
Business or Profession	12	6.90
Employee	18	10.34
Agriculture	06	3.45
Any other	16	9.20
Total	174	100.00

Source : Compiled by the researcher.

Table 3 reveals that, majority use of the mobile was made for the purpose of education. This is due to the online education were adopted during the COVID-19 pandemic. Out of 174 respondents, 122 (70%) respondents were using their mobile for the education purpose, whereas only 6 (3%) respondents were using their mobile for the purpose of agriculture sector.

d. Time of using mobile or tablet per day :

Table 4: Time of using mobile or tablet per day

Response	Frequency	Percentage
Below 2 hrs	38	21.84
2-4 hrs	58	33.33
4-6 hrs	34	19.54
6-8 hrs	32	18.39
8-10 hrs	08	4.60
Above 10 hrs	04	2.30
Total	174	100.00

Source : Compiled by the researcher.

From the Table No. 4, 33% respondents said that they were using their mobile for 4 to 6 hours per day, 22% respondents using their mobile below 2 hours, whereas only 2% respondents were using their mobiles above 10 hours.

e. Use of mobile phone :

Table 5: Use of mobile phone

Response	Frequency	Percentage
Personal	36	20.69
Professional	20	11.49
Both personal and professional	112	64.37
Don't know	06	3.45
Total	174	100.00

Source : Compiled by the researcher.

Table 5 reveals that, majority of the respondents (64%) use their mobile phone for the purpose of personal and professional use followed by 21% only for personal use.