

Cell Phone Mania and Pakistani Youth: Exploring the Cell Phone Usage Patterns among Teenagers of South Punjab

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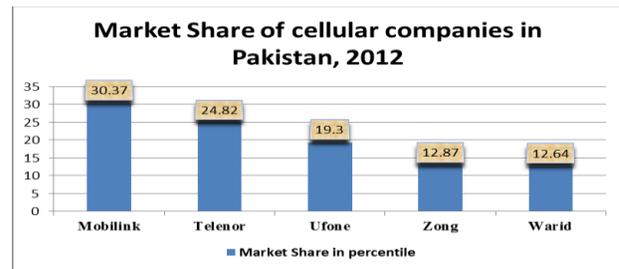
The core objective of the study would expound the cell phone usage patterns among teenager’s students of South Punjab. In order to dig out the usage patterns, 317 boys and 310 girls from the various schools, colleges and BZ University were interviewed. The study’s findings unfold some aspects of gratification acquired by the teenagers for using this technology. It was explored that cell phones have become indispensable for the teenagers. It is one of the effective tools of interaction among teenagers. The cell phone companies have utilized mainstream print and electronic media, by specifically targeted the teenagers for to widen the cell phone usage and for this purpose various luring offers in form of ‘late night packages’ focused the teenagers in the advertisements. The study would conclude that cell phones are a source of satisfaction for the teenagers whether it is for interaction or for fun. The study would unfold the ironic revelation regarding the cell phones utilization that how the users justify their own cell phones usage on the exigency basis while condemn the other usage of cell phones on the charge of misusing. The direct or indirect impact of economic and social factors on usage pattern were found and above all gender discrimination has revealed as the parents of traditional families checked and monitored the use or the misuse of cell phones of girls while showed lenient attitude towards their male child.

Key words: Cell phones, teenagers, usage pattern, South Punjab, gratification, perceptions, mainstream media, mobilink, Telenor, Ufone and computer mediated communication

In this age of information technology, transnational computer mediated communication (CMC), the significance and mobile phones popularity cannot be denied. It has become one of the essential belongings to human beings and may be described as a necessity among the teenagers who brought up in the CMC era and considered their lives incomplete, dull and drab without cell phones. Due to phenomenal development in the arena of information technology and fabulous revolution in satellite communication system, it has become possible conveniently to contact and interact with other persons within no times across the globe. It is said that human beings were surprised with the invention of landline telephone in the 19th century but within next hundred years invention, acceptance, penetration and adoption of cell phone technology has mesmerized the entire world. This new technology is being used by all persons irrespective of gender, economic status, age group, educational background and by other demographic attributes i.e. rural/urban, ethnic or religious background in developed, developing and backward countries of this planet. The fabulous and tremendous growth in Mobile phone technology can easily be endorsed with these statistics, since 1946, when Swedish used the first official cells phone. In 1983, the first portable cell phone was introduced in the market by Motorola (www.tech-faq.com). Within 20years, mobile phone users were one billion, next forty months witnessed that consumption rose to 2 billion around the globe and the latest statistics shows that more than three and half billion people are using cell

phones(www.mobilephonereviews.org). The cell phones industry has rated as among the rapidly growing categories of consuming items. Remarkable growth can be seen among its users especially among young people. They are the most vivid users of this technology.

According to an announcement by Pakistan Telecommunication Authority (PTA), Pakistan has 98 million mobile phone users in May 2010. Growth rate has increased from 0.55% in April 2010 - 0.72% in May, 2010 (Attaa, 2010). The following graph would conspicuously highlight the growth in cell phone industry in the light of market share among cellular companies in Pakistan till the year 2012.



Source: Pakistan Telecommunication Authority, 2012.

Table 1
Cellular Companies Subscribers in Pakistan

Cellular Company	Total subscribers
Mobilink	35,296,205
Telenor	28,844,869,
Ufone	22,423,269
Zong	16,566,768

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Warid	14,693,616
Total	119,860,799

Source: Pakistan Telecommunication Authority, May 2012

Out of 180 million population in Pakistan, the total cell phone subscribers are almost 120 million, as mentioned in the table, according to the statistics officially released by PTA Mobilink, Telenor and Ufone are among the top three cellular companies of the country in terms of their market share and subscribers strength till May, 2012. Apart from other consumers special packages, the cellular phone companies in Pakistan are targeting teenagers by offering special discount calling rates i.e. Youth packages particularly the cheapest late night offers, just charging by and large five PKR or five cent per hour. The marketing strategies of cell phone companies on mainstream mass media reflect in lucid manner the popularity of mobile phones among the teenagers in Pakistan.

Statement of the Problem

The study primarily aims to explore the nature and extent of mobile phones usage patterns among the teenager's students studying at various educational institutes in Multan district. Besides, it would also explore whether gender as a variable is a contributing factor influencing usage behavior among boys and girls? This research is theoretically linked with Uses and gratification approach.

Literature review

Leung (2001) looked at the gratifications of ICQ, one brand of instant messenger service. He found that instrumental and intrinsic (ritualistic) motives for instant messaging we all important motives for utilization of this internet service. Similar to some cell phone research, Leung also found that women tended to utilize the service more for socialization while men accessed it more for entertainment and relaxation.

Choliz in 2010 in his research reveals that many people develop dependency to new technological devices as they become increasingly integrated into their daily lives. For example, some view that excessive internet use, along with pathological gambling, should be included as behavioral addiction. Similarly, excessive use and dependency on the cell phone may be considered an addictive disorder.

According to Henderson (2002) Short Messaging Services (SMS) usage provides additional semi-private communication, allowing users to stay secretly connected to social groups. SMS are often saved and even shared in groups much like traditional letters.

A study conducted by Srivastava (2005) found that students keep using their mobile phone even while attending to their lectures in classrooms while more keenly observed using short message service (SMS) during their lecture hours. In addition, the youngsters ignore their safety precautions

and use cell phone while driving that put them at serious safety risks.

The excessive usage brings financial worries and makes adolescents financially indebted (Ito, 2006). The prime desire among youngsters evolves the sense of presence of their belongings all the time through (SMS) short messaging service (Warner, 2003).

The mobile has indeed become intertwined with many elements of social life. Other research describes how mobiles enable and alter religious and spiritual practices. Miller and Horst (2005) compared Jamaicans' mobile habits with their religions practices, observing ways in which the two have become intertwined, such that many believe that the mobile's arrival in their town is itself a blessing from God.

Weilenmann, Larsson (2001) conducted field studies on public use of mobile phones among teenagers in Sweden. Their study shed light on how the mobile phone has come to be used as a tool for local social interaction, rather than merely as a device for communication with dislocated others. Their observations pointed towards the collaborative nature of mobile phone use. The researchers examined how phones were shared and how their field data could be of use when designing new mobile technology and services for the youth.

Hofvenschiold (2003) studied the effect of cultural background and occupational status on the way people interact and perceive technology. She surveyed university students and young professionals from Germany and the United Kingdom to study the attitudes towards cell phones. She concluded that differences in attitudes were measurable when emotional and motivational aspects of mobile phone use were investigated during the study.

Nurvitadhi (2003) in her study on mobile phone usage among adolescents in Japan and USA found that a large proportion (69.53%) of Japanese adolescents preferred using the text messaging service while American adolescents (35.5%) favored the game features in the mobile phone. Japanese adolescents (40.21%) were also found to use more MP3 (MPEG-1 Audio Layer 3) features of mobile phones as compared to other features.

Although the mobile phone has brought many benefits for its users but it is evident from researches that intense use of this communication device may cause harm to user's health including his or her psychological well-being. Studies from different countries such as Thailand (Kawasaki, 2006) and Korea (Jee Hyun, Doo-Heum, Seung-Ho & Jaehak, 2008), have found that students who are preoccupied with their mobile phone tend to experience psychological disturbances. In Korea, researchers in their study involving 595 Korean students found that excessive use of the hand phone causes students to have depression, higher interpersonal anxiety, and lower self-esteem.

Matthews (2004) found youngsters making maximum 5 calls per day on average. And majority of them (85%) used short messaging service (SMS) less than 5 times per day. Excessive mobile phone usage gives rise to serious social, health and educational hazards as well. A linkage has been observed between excessive cell phone usage and criminal activities such as fighting, theft, alcohol and narcotics use.

In another study entitled "Text messaging as a cause of sleep interruption in adolescents, evidence from a cross-sectional study" Van den Bulck (2003) reported that addictive mobile phone usage could cause disturbances in students' sleeping pattern. They tend to get engaged in text messaging and feel anxious when they did not receive replies from their friends even during the night when they are supposed to be sleeping. This addictive behavior tends to cause students to stay up late at night and thus disrupting their daily routine.

According to Wilska (2003) young people's relationship to the mobile phone is consistent with their general consumption styles. Moreover we can separate female and male styles. The female style was an "addictive" use of the phone, and it was related to "trendy" and "impulsive" consumption styles. The male style was characterized by technology enthusiasm and trend-consciousness, and it was linked to impulsive consumption and "hard" values.

Fortunati (2002) sees the mobile phone phenomenon as not only changing how society communicates, but even affecting our society regarding how we define cellular phone device and how it is acceptable in social spaces.

Sohn & Lee (2007) in their research study entitled "Gender gap in the usage of mobile phone as digital multimedia device" described that their research in the Seoul metropolitan area studied the differences between male and female adoption of mobile phone features. While there were specific differences in the habits between males and females, there was no proof that woman were slower to adopt new features than men. The authors concluded more gender specific research was necessary to understand woman's media usage in a larger social context.

Study conducted by Nielsen group (2008) found that the average number of text messages had surpassed the average number of phone calls. This study found that while cell phone calls remained consistent in recent years, the number of text messages had risen 450% in the past two years. Text messages are the most prevalent example of the versatility of mobile phones. Once seen as a secondary function, it has now overtaken traditional phone calls as the most popular form of communicating with a mobile device.

Rice and Katz (2003) revealed that mobile phone usage is associated with income, work status, and marital status of the potential users. Prezza (2004) claimed that mobile phone usage among adolescents was almost independent type of

class (computer science or not), gender and socio-economic status. Carbonell et al. (2008) proclaimed that excessive mobile phones usage does not lead to the rapid emotional changes so it can be considered abuse but not addiction.

Except all above researches much research has done on cell phones in different perspectives some of the researches are below;

Zulkefly & Baharundin (2009), Wei & Lo (2006), Pettigrew (2009), Nasar & Wener (2007), Lipscomb et al. (2007), Jin & Peña (2010), Geser (2006), Campbell & Park (2008), Bond (2010), Bakke (2010), Ezoë et al. (2009) and Horrey & Wickens (2006).

Sample Characteristics

Personal Characteristics	Frequency	Percentage
Gender	-	-
Boys	317	50.5
Girls	310	49.5
Education	-	-
Matriculation	75 B+190 G(265)	42.2
Intermediate	242 B+120 G(362)	57.8
cell phones in use	-	-
One	232 B+273 G(505)	80.5
Two	67 B+24 G(91)	14.5
Three	18 B=13 G(31)	5
SIMS in use	-	-
One	167 B+203 G(370)	59
Two	94 B+54 G (148)	23.6
Three	27 B+30 G (57)	9
More than three	29 B +23 G (52)	8.2
Mobile cost	-	-
Less than 10,000 PKR	211 B+214 G (425)	67.7
10-20 thousand	42 B+45 G (87)	13.8
20-30	19 B+18 G (37)	5.9
30-50	18 B+12 G (30)	4.7
Above 50	27 B+21 G (48)	7.6
Internet Use	-	-
Yes	141 B+79 G (220)	35
No	176 B+ 231 (407)	65
social network media Usage	-	-
Yes	194 B+168 G (362)	57.8
No	123 B+124 G(265)	42.2
Desire for GPRS Activation	-	-
Yes	203 B+175 G (378)	60.2
No	114 B+135 G (249)	39.8

N=627B & G stands for boys and girls respectively.

The demographic profile of the respondents communicates, as mentioned in the table that out of 627 samples the ratio between boys and girls teenagers was 317 (50.5) and 310(49.5) respectively. As far as educational

qualification of the respondents was concerned, it was found that out of 362 respondents with intermediate qualification, majority (242) were boys whereas 190 girls were matriculate out of 265 total score in this educational qualification category. It was further explored that more than eighty percent teenagers were having one cell phone while just fourteen percent were using two cell phones. Similarly by and large sixty percent respondents were using one SIM whereas 91(14.5) teenagers were keeping two SIM cards. It was also revealed that the mobile phone cost among majority (67.7) of the respondents was less than range of ten thousand PKR almost equivalents to hundred US dollars. Besides, most of the teenagers (407, 65%) subscribed internet facility on their cell phones. Similarly, the social network media was being used by more than fifty seven percent teenagers.

Research Questions

This survey based study has been designed to dig out answers to the following research questions

- RQ#1:** Why do the teenagers use cell phones?
RQ#2: What is the perception of the teenagers regarding mobile phone usage of other persons?
RQ#3: Do the teenagers' parents check the cell phones of their off springs?
RQ#4: Do the teenagers alter the names of opposite sex in their contact list?
RQ#5: Do the teenagers attend the calls during lecture?
RQ#6: What is the perception of the teenagers regarding the usage of their own cell phones?
RQ#7: What is the apt age for the cell phones usage in view of teenagers?
RQ#8: What are the other medium of communication and information beside cell phones among teenagers?
RQ#9: What is the opinion of teenagers regarding the exigency of cell phones for life?
RQ#10: Which one is the foremost usage of cell phone; text messaging or call?

Hypotheses

In the light of literature review and pilot study the following hypotheses have been formulated and tested.

1. Most of the teenagers would use cell phone to remain in touch with others.
2. Most of the teenage boys and girls think that other people are not making right use of mobile phones.
3. Most of the teenage girls parents would more likely to check mobile phones of their daughters as compared to the teenage boys parents.

4. Most of the teenage girls would more likely to change names of the opposite sex in contact list as compared to boys.
5. The ratio of attending phone calls during the lecture would be lesser among teenage girls as compared to teenage boys.
6. Majority of the teenagers believe that they are using mobile phones rightly.
7. It is more likely that majority would think that 19 and above is an appropriate age to hand over the cell phones to anyone.
8. Majority of the teenagers (Boys and girls) would prefer mobile phones as communication and information medium as their first priority instead of TV or newspapers.
9. Majority among the teenagers is of the view that the life without cell phones would not be completed.
10. The text messaging behavior would be higher instead of calling among the teenager cell phones users.

Method

The first and foremost objective of the study was to explore the perception of teenagers why and for numerous purposes they use cell phones. Besides, it was also focused to dig out on the limited scale the nature of gratification the teenagers sought by adopting this technology. In order to achieve these objectives as well as to find out the answers of the research questions, the descriptive research method was applied. In this connection, the survey technique was administered. Although the questionnaire was comprised of fifty close ended questions of multiple choice and yes/no options but only ten related questions which were in accordance research questions/hypotheses were analyzed in this article. The detailed modus operandi of the survey showed that Bahauddin Zakariya University, Public sector University where majority students of South Punjab were getting education and leading public and private higher secondary schools in these areas were selected as population of the study. It is pertinent and significant to mention here that both types of educational institutes- separate and co-education systems- were the focus of attention; boys and girls teenagers with educational background ranging under matric (10th standard) intermediate (FA/FSC) and under graduate students (BA/BS) were identified as respondents for the study. In order to distribute the questionnaire among the respondents, convenient sampling technique was used for choosing the samples. The total sample was comprised of 627 teenager respondents, in which the ratio of teenage boys and girls was 317 (50.5) and 310(49.5) respectively.

In order to ascertain opinion of the teenagers at school level the focus group was found to be an appropriate tool in survey research, which made it possible to administer the completion of the survey process without facing any serious hindrances. However, the questionnaires were distributed by

contacting the respondents one by one at the university level. In order to avoid unnecessary delay, a research suppliers team was constituted, being the students of research methodology, were guided and trained about the survey technique. The entire process of the survey was completed in three months. The results were described in the cross tabulation, teenagers perceptions were calculated in percentile for better understanding of the readers. Besides, Chi square and P values were calculated in order to find statistical significance of the results.

Results

Table 1

Reasons for using cell Phones among teenagers

Reasons	Boys	Girls	Total
To stay in touch with people	132	135	267 (42.5)
To contact in emergency	85	120	205 (32.6)
Mobile phone is a necessity	100	55	155 (24.7)
Total	317	310	627

The result shows that 267(42.5) respondents used cell phones in order to remain in touch with their acquaintances while 24.7 percent teenagers believe that mobile phone is a necessity. It is significant to mention here that 205(32.6) boys and girls said that they used cell phones in emergency situation to contact their siblings and friends. As the first hypothesis stated that the most of the teenagers would use cell phone to remain in touch with others, to some extent the prediction came true.

Table 2

Teenagers' perception regarding the right use of mobiles by other people

Right use of mobiles by other people	Boys	Girls	Total
Yes	105	46	151 (24.3)
No	212	264	476 (75.9)
Total	317	310	627

Majority of the respondents (75.9) believed that other users were not using cell phones in right manners as the second hypothesis predicted that the most of the teenage boys and girls think that other people are not making right use. In the light of above mentioned results as overwhelming majority 476 out of 627 total teenagers expressed this perception regarding inappropriate cell phones usage by the other people. Hence the proposed hypothesis came true and it was significantly supported.

Table 3

Teenagers' response regarding mobile phones checking by parents:

mobile phones check by parents	Boys	Girls	Total
Yes	120(37.8)	148 (47.7)	268
No	197 (62.2)	162 (52.3)	359
Total	317	310	627

Chi Square value= 48.75 P.Value=0.994

The study's results in response to query whether the cell phones of teenage boys and girls checked by the parents, it was revealed that more and less 43 percent respondents said in affirmative manners while remaining 359(57%) respondents negated the cell phones scrutiny. The third hypothesis communicates that the most teenage girls parents would more likely to check mobile phones of their daughters as compared to the teenage boys parents. The hypothesis was statistically tested, no significant association was found as Chi Square and P values were calculated 48.75 and 0.994 respectively. It can be said that the hypothesis was not strongly supported; however the ratio of checking the cell phone of girls was found slightly greater in comparison with boys. By simply explaining the results, 148(47.7%) girls out of 310 answered in yes regarding the query while more and less 38 percent boys went on the same answer. In other words the majority of the boys and girls cell phones were not checked by their family heads.

Table 4

Teenagers' response regarding changing names of opposite sex:

opposite sex name changing	Boys	Girls	Total
Yes	125(39.4)	42 (13.5)	167
No	192 (60.6)	268 (86.5)	460
Total	317	310	627

Chi Square value= 30.28 P. value = 0.000

The above table results indicates that majority of teenagers (460 out of 627 total respondents) don't change the opposite sex names in the contact list. The fourth hypothesis stated that the most teenage girls would more likely to change names of the opposite sex in contact list as compared to boys. The results communicate in lucid manners that the prediction did not come true as it was revealed that 42(13.5) and 125(39.4) boys and girls respectively changed the opposite gender names in the contact list. Succinctly, it is concluded the hypothesis was not supported as P value was calculated 0.000 while Chi Square value was found 30.28 because as it was revealed that the majority teenage girls (86.5) did not change the names of opposite gender.

Table 5
Teenagers' response regarding attending calls during lecture

attending calls during lecture	Boys	Girls	Total
Yes	70 (60.8)	45 (39.1)	115
No	247 (48.2)	265 (51.7)	512
Total	317	310	627

Chi Square value= 19.36 P. Value = 0.007

The results as mentioned in the table categorically communicate that ratio of attending calls during lectures was found greater among boys (60.8) in comparison with girls (39.1), as the fifth hypothesis predicted that the ratio of attending phone calls during the lecture would be lesser among teenage girls as compared to teenage boys.

Table 6
Teenagers' response regarding using mobiles in a right way

mobile Use in right way	Boys	Girls	Total
Yes	247	280	527 (84)
No	70	30	100 (16)
Total	317	310	627

The data in the table 6 indicates that overwhelming majority of teenager respondents (527, 84%) claimed that they were using cell phones rightly for positive and constructive purposes. Quite interestingly, merely 70 out of 317 boys and 30 out of 310 girls dared to accept that they were not using cell phones in right manners.

Table 7
Teenagers' response regarding proper age of using mobile

proper age of using mobile	Boys	Girls	Total
Age Group	-	-	-
13-15 Years	46	21	67 (10.7)
16-18	116	118	234 (37.3)
19 & Above	155	171	326 (52)
Total	317	310	627

The seventh hypothesis stated that in the most of the teenagers' view 19 and above is the appropriate age for giving mobile phones to anyone. The hypothesis was supported as it was found that 326(52%) respondents suggested that cell phones should not be given before the age of 19. Besides it was divulged that 234 respondents suggested that it would not be harmful if the cell phones would be used by the boys and girls aged between 16-18 years.

Table 8
Teenagers' response regarding medium priority to seek information

Medium / information source	Boys	Girls	Total
Television	102	135	237 (37.7)
Internet	90	72	162 (25.8)
Mobile phones	50	30	80 (12.7)
Newspapers/Magazines	75	73	148 (23.6)
Total	317	310	627

The eighth hypothesis predicted that majority (teenager Boys and girls) would prefer mobile phones as communication and information medium as their first priority instead of TV or newspapers. The prediction did not come true as there was no significant association was established with regard to cell phones usage for the purpose to seek information. As the results mention in the above table communicates, without any ambiguity, merely 12.7% respondents preferred to mobile phones use for the said purpose in comparison with traditional information and communication sources i.e. Print and electronic media. It is straightforward to give verdict that the said hypothesis was not supported.

Table 9
Teenagers' perception regarding life without mobile

Life without mobile phone	Boys	Girls	Total
Yes	148	168	316 (50.3)
No	169	142	311 (49.6)
Total	317	310	627

The ninth hypothesis stated that in view of the most teenagers the life without cell phones would not be completed. The hypothesis was not supported as the findings show that almost fifty percent figures in favor and against this statement were established. In other words, no significant association was found regarding teenagers' perception about life would be dull and drab without mobile phones.

Table 10
Teenagers' response regarding using cell phone for call or SMS

Major use of cell phones	Boys	Girls	Total
For Calling	152	144	296 (47.2)
For messaging	165	166	331 (52.7)
Total	317	310	627

The tenth hypothesis predicted that the ratio of mobile phones usage for messaging purpose instead of calling would be higher among teenager users. The results communicate vividly that by and large 52 percent teenagers responded that they used cell phones more for messaging rather than calling. It was revealed that 296 respondents (47.2) preferred for verbal communication instead of text messaging. As no significant association was established, it can be said that the hypothesis was not strongly supported.

Discussion

The study explored the perceptions of 627 teenagers' boys and girls of South Punjab about cell phones usage pattern. The total sample was 317 and 310 boys and girls belonging to various educational institutes of Multan-ranging from high schools, public and private colleges and Bahauddin Zakariya University, leading public sector educational organizations in Southern Punjab. The study primarily aimed to explore general consumption patterns of cell phones among teenagers in the South Punjab-Pakistan which is not

considered as metropolitan, cosmopolitan or urbanized in true sense in comparison with major cities like Karachi, Lahore or Rawalpindi/Islamabad. Besides, these region inhabitants are relatively less modern, social as well as the interaction among males and females is still by and large not hailed or highly appreciated by the society. Majority of individuals earn their livelihood directly and indirectly through agriculture sector. The cell phone technology has created tremendous impact on the life and social fabric of this part. It was explored that overwhelming majority among teenagers irrespective of gender were having cell phones with more than one SIM (A small card inside mobile phone) in operation. However, prices, stylish, expensive and multi-diversity in more sophisticated featured cell phone's possession-these features were correlated and explored with affordability of the families of teenagers, as our findings endorsed the similar study conducted by Wilska (2003). Moreover, as it was revealed by Weilenmann & Larsson (2001) that teenagers used cell phones as a tool for social interactions, by and large similar results were explored in the context of Pakistani teenagers. As the results categorically communicate that majority were using cell phones in order to make new friends as well as for social interaction, particularly the boys found it convenient to establish their contacts with girls and to share their mind in frank manners with the mobile phones devices in comparison with face to face communication.

It is general observation that majority of the human beings irrespective of age group and gender have the deep rooted tendency to express and stand out positive flip of their persona while to criticize and skeptical of other's actions and blame them flatly for negative activities were tagged the second habit of mankind, same was the case with the teenagers in our study, as majority proudly claimed they were using cell phones in productive and constructive manners while in the venom and breath blamed others in stentorian voice for misuse of the technology. This survey also unfolds other rapidly emerging social phenomena of liberalization as the interaction among boys and girls was increasing, due to blessing of cell phones. Apart from other factors, communication process among the opposite sex has become more convenient. Although the findings divulge quite interesting behavior was depicted for changing the opposite sex names by boys and girls. The teenage girls expressed more frankness and openness, however not statistically significant, in their relations with opposite gender by not saving the boys names in code words, as the boys did, exhibited to be more careful and crafty by changing the girls names as boys in their contact list. It is quite easy to say that teenage girls from urbanized background, liberal outlook and enrolled in Westernized education system witnessed to be more social, frank and less diplomatic while sharing their views about interaction with boys of same genre. As the cultural background impact was also explored by Hofvenschiold (2003), as our finding also endorsed, while doing analysis on cell phone consumption among the respondents belonging to different social and economic

stratum. As the boys with conservative background tries to be more tricky, concerned and less open or frank in owning their relationships with the opposite sex. Additionally, it was explored that they were desirous to have had relations and interaction with opposite sex yet not as expressive to confess their mobile phone usage in this regard. As they expressed due to family set up and elders pressures, they had to conceal names of opposite sex in their cell phones.

In the nut shell, it is convenient to conclude that the mobile phone has become essential part and parcel of the life among teenagers. Interaction, sharing, liking, disliking and above all building relationship has become easier as it was in the past. Despite certain advantages, the excessive usage of this technology has raised several question marks on the negative impact on studies, health and grooming of the users. Side effects seemed to be more lethal and detrimental as the significant number of respondents describes the technology as a mix blessing. Some suggested that parental check is necessary and others recommended cell phones should not be given to school going boys and girls. In their view age restriction for the mobiles usage would be a panacea and antidote in order to combat the phenomena of delinquent tendency among the teenagers. Despite, all above-mentioned negative flip of the technology, the bottom line is: due to multi diversification facilities on cell phones in this twenty first century, the communication process has become unimaginably ever before easier, accessible and economical in the recorded mankind history.

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