Volume 13 Issue 13
Originally issued as B3

Global Journal of Management and Business Research
Economics and Commerce
Volume 13 Issue 3 Version 1.0 Year 2013
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

Addiction of Sms & Leading to Health Problems in Youth

By Anie Mirza, Amir Razi, Muhammad Usman Sikander, Usman Bin Shams, Qazi Rehmat Ullah, Fatima Suhail & Muntazir Mehdi

The University of Lahore (UOL)

Abstract - In a time where instant gratification is just simply considered as a norm, cellphone is just an item that teen cannot go out without it is becoming a major problem in today's generation. At this age in which we need to read good books, in which we need to write proper letters on actual paper, at this time youngsters are getting into sending and receiving sms. The youth is not just social but it's becoming anti-social than ever before. They just prefer to text each other but not bother to interact face to face due to cheap sms packages that just cost them a rupee in their way. Text messaging has become preferred mode of communication for majority of youngsters. Widespread availability of cheap unlimited text message plans has made the service as preferred mode of communication for youngsters and its excessive use is leading to health problems among them. Aim of our research is to check the addiction of SMS in youth which leads to the health problems. We distributed the questionnaires among the students of the universities. We analyzed our data with the help of SPSS program. The results of the research indicate that perceived usefulness and information on the addiction of sms and causes health problem in youth. Everyone should take some steps to control these problems in order to live a healthy life style.

Keywords : *awareness, addiction, sms, health pro-blems, youth.*

GJMBR-B Classification : *JEL Code: J13*

Strictly as per the compliance and regulations of:

© 2013. Anie Mirza, Amir Razi, Muhammad Usman Sikander, Usman Bin Shams, Qazi Rehmat Ullah, Fatima Suhail & Muntazir Mehdi. This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction inany medium, provided the original work is properly cited.

Addiction of Sms & Leading to Health Problems in Youth

Anie Mirza [α], Amir Razi [σ], Muhammad Usman Sikander [ρ], Usman Bin Shams [ω], Qazi Rehmat Ullah [¥], Fatima Suhail [§] & Muntazir Mehdi [χ]

Abstract - In a time where instant gratification is just simply considered as a norm, cellphone is just an item that teen cannot go out without it is becoming a major problem in today's generation. At this age in which we need to read good books, in which we need to write proper letters on actual paper, at this time youngsters are getting into sending and receiving sms. The youth is not just social but it's becoming anti-social than ever before. They just prefer to text each other but not bother to interact face to face due to cheap sms packages that just cost them a rupee in their way. Text messaging has become preferred mode of communication for majority of youngsters. Widespread availability of cheap unlimited text message plans has made the service as preferred mode of communication for youngsters and its excessive use is leading to health problems among them. Aim of our research is to check the addiction of SMS in youth which leads to the health problems. We distributed the questionnaires among the students of the universities. We analyzed our data with the help of SPSS program. The results of the research indicate that perceived usefulness and information on the addiction of sms and causes health problem in youth. Everyone should take some steps to control these problems in order to live a healthy life style.

Keywords : awareness, addiction, sms, health problems, youth.

I. Introduction

Short Message Service (SMS) is a text messaging service component of phone, web, or mobile communication systems that allow the exchange of short messages between mobile phone and fixed line devices. SMS is also employed in direct marketing, known as SMS marketing. But now sending and receiving sms is becoming an addiction more than a need, it's becoming a fashion more than a necessity that seems to eat up people's time and attention.

Addiction of everything is bad and the issue we raised is that this bad addiction of sms leading to people to a move that they just not only getting sickness but also bad health hazards effects on their health. Wide spread availability of cheap unlimited text message plans has made the service as preferred mode of communication for youngsters and its excessive use is leading to health problems among them. It's like that daily sms has exceeded the rest of the forms of daily interaction among youngsters as they don't bother face to face conversations ,voice calling etc. as much of their time is just wasted on sending and receiving of sms. Excessive texting is just leading to health hazards effects for youngsters like isonomia, depression, lack of eating, isolation etc. Due to be awakened up till late at night and waiting for a single text next to a person's pillow has affecting individual's work and progress

These night packages have made people lazy. As they don't enjoy sound sleep at night and of course they have to do a lot of work at day as well so it is making them both physically and mentally sick. In 2010, 6.1 trillion SMS text messages were sent. This translates into 193000 SMS per second. SMS has become a massive commercial industry, earning $114.6 billion globally in 2010. The global average price for an SMS message is $0.11, while mobile networks charge each other interconnect fees of at least $0.04 when connecting between different phone networks.

a) Objectives

i. To check how much youth is addicted to Sms in today's world
ii. To check why continuous Sms package has affected human health
iii. To check due to low cost Sms packages that's why people are more addicted to texting

b) Literature Review

Ramazan Hassanzadeh and Abbas Rezaei (2011). According to him messages provides a convenient way of interaction to people. In modern age we call this utmost desire of people is the so called "TEXT MESSAGE DEPENDENCY". He said that is sms is really an addiction or just we consider it in a negative way. [1]

Diana James, Judy Drennan, (2005). He claimed that the term "addiction "is traditionally reserved for clinical literature. Instead, of this the two other terms "Excessive "and "Compulsive" are used to show the extreme involvement of a person for a thing, whereas the term "addiction" is used to describe the most Severe manifestation of problematic consumption, as in the case of sms addiction people are getting and becoming indulge to it and don't even bother about their health so it's an alarming situation for youth according to him. [2]

Atefeh Beydokhti (2012). According to him text message dependency just leads to health hazards effects on human health as in depression, social anxiety.

Author α σ ρ ω ¥ § χ : Lahore Business School, The University of Lahore (UOL). E-mails : aniemirza23@gmail.com, lbs.lhr@gmail.com, usman_shehzada@live.com, qazi86@gmail.com, mine_f16@hotmail.com, muntazirmehdi1214@gmail.com

© 2013 Global Journals Inc. (US)

Text messaging or instant messaging is on the rise among young people because of its cheap sms bundles packages, people are no longer bother about their health that they just suffer harm. SMS addiction has symptoms such as poor human relationship, loneliness, low self-esteem, negative attitudes toward others etc. [3]

Nargess Nasr Isfahani (2013) According to him addiction of sms is a serious problem and there is no chance of improvement in this because people are just getting involve to it without not even bothering to their health. He said that over use of these mobile phones even disturbs individual's life and even their moods. All of these problems extend depression back ground in person. On the other hand, depression and over-usage of mobile, both are unhealthy life methods. [4]

II. Research Methodology

It is well identified fact that the most important step in research process is to define the problem. Choose for investigation because a problem well defined is half solved. That was the reason that at maximum care was taken while defining several limitations of the problem. After giving through brain storming session, objectives were selected and the set on the base of these objectives. A questionnaire was designed major emphasis of which was gathering new ideas or insight so as to determine and bind out solution to the problems.

a) Data Source

Research included gathering Primary data. Primary data is the first hand data, which are selected a fresh and thus happen to be original in character.

b) Research Approach

The research approach was used survey method which is a widely used method for data collection and best suited for descriptive type of research survey includes research instrument like questionnaire which can be structured and unstructured. Target population is well identified and various methods like personal interviews and telephone interviews are employed.

c) Sampling Unit

It gives the target population that will be sampled. This research was carried in Lahore; these were 200 respondents which include males and females with age ranging from 15 to 20 years& 21 to 25 years.

d) Research Instrument

Questionnaires or surveys - For gathering primary research data, surveys are the most commonly used of the instruments. Although the survey instrument is flexible and relatively inexpensive, it requires careful attention during development. All surveys were piloted tested, at least to some degree, before they are released and administered to sample. Developing. Our research was qualitative and convenience sampling, we gather the data according to our convenience .Mostly we distributed the questionnaires to our university premises.

Table 1

Question	Age 15-20										Age 21-25									
	Strongly disagree		Disagree		neutral		Agree		Strongly agree		Strongly disagree		disagree		Neutral		Agree		Strongly agree	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	F	%	Frq	%
Do you use Sms mostly in your mobile phone?	1	1	2	2.8	3	4.2	7	9.9	58	82	3	2	9	7	10	7.8	25	19.4	82	64
Is Sms Necessity for you nowadays?	0	0	2	2.8	14	20	36	51	19	27	0	0	3	2.3	15	12	67	51.9	44	34
Continuous texting is Causing Serious Health Infections?	0	0	0	0	29	41	37	52	5	7	12	9	0	0	70	54	37	28.7	10	7.8
You adopted Sms packages due to its cheap rates?	0	0	0	0	1	1.4	16	23	54	76	0	0	0	0	12	9.3	47	36	70	54
Texting while driving cause accidents?	0	0	0	0	1	1.4	26	37	44	62	0	0	0	0	3	2.3	34	26.4	92	71
Without mobile phone do you feel comfortable to go out?	0	0	27	38	3	4.2	40	56	1	1.4	0	0	46	36	1	0.8	68	52.7	14	11
Youth use Sms more than calls?	0	0	6	8.5	2	2.8	28	39	35	49	0	0	16	12	9	7	51	39.5	53	41
Sms is a fashion nowadays for youth?	0	0	9	13	8	11	22	31	32	45	0	0	9	7	7	5.4	63	48.8	50	39
Does fake messages are disadvantage of texting?	2	3	3	4.2	29	41	30	42	7	9.9	6	5	4	3.1	52	40	65	50.4	2	1.6
Sms's are instant messages?	0	0	0	0	18	25	25	35	28	39	0	0	0	0	31	24	64	49.6	34	26

© 2013 Global Journals Inc. (US)

e) Findings

From age 15-20, 58% people strongly agreed that they use sms mostly in mobile phone whereas from 21-25 ages, 82% people strongly agreed that they use sms mostly in mobile.

From age 15-20, 36% people agree that sms is necessity for them now a days whereas from age 21-25, 67% people are agreed on this statement that sms become necessity for them now a days.

From age 15-20, 37% people are agreeing that continuous texting leading to health infections whereas from age 21-25, 70% people are neutral that either continuous sms leading to health problem or it may not.

From age 15-20, 54% people are strongly agreed that they adopt sms packages due to its cheap rates whereas from age 21-25, 70% people are strongly agree that that adopted sms packages due to its cheap rates.

From age 15-20, 44% people are strongly agreeing that texting while driving cause accidents whereas from age 21-25, 92% people are strongly agreed on this statement that texting while driving cause accidents.

From age 15-20, 40% people are agreeing that they feel comfortable to go out without mobile phone whereas from age 21-25, 68% people are agreed that they feel comfortable to go out without mobile phone.

From age 15-20 ,35% people are strongly agree that youth use sms more than calls whereas from age 21-25 ,53% people are strongly agree that youth use sms more than calls.

From age 15-20, 32% people strongly agree that sms become a fashion now days for youth whereas from age 21-25, 63% people agree that sms is a fashion for youth now a day.

From age 15-20, 29% people are neutral regarding that fake messages are the disadvantages of sms whereas from age 21-25, 65% people are agreed about that fake messages are disadvantages of sms.

From age 15-20, 28% people are strongly agreed that sms are instant messages whereas from age 21-25, 64% people are agreed about that sms are instant messages.

Table 2 : There is no association between addiction of sms in youth and age

Questions	Chi-Square	P-Value	Remarks
Do you use Sms mostly in your mobile phone?	7.253	.123	Insignificant
Is Sms Necessity for you nowadays?	2.910	.406	Insignificant
Without mobile phone do you feel comfortable to go out?	8.354	.039	Insignificant
Youth use Sms more than calls?	2.793	.425	Insignificant

Under the effects of sms on youth , in results there is no association between age and addiction of sms in youth, which means that value is greater than 0.05.

Table 3 : There is no association between why continuous Sms package has affected human health and leading them to health problems

Questions	Chi-Square	P-Value	Remarks
You adopted Sms packages due to its cheap rates?	10.707	.005	Significant
Sms is a fashion nowadays for youth?	7.615	.055	Insignificant
Does fake messages are disadvantage of texting?	8.217	.084	Insignificant
Sms are instant messages?	4.694	.096	Insignificant

In the case of providing cheap sms packages to attract the attention of youth and leading them to health problems ,there is no association between sms packages and its effect on youth in bad form of ad health issues The table shows that chi square and P-value of the cases is mostly showing the result that is greater than 0.05.

Table 4 : There is no association between low cost Sms packages and youth addiction towards it

Questions	Chi-Square	P-Value	Remarks
Continuous texting Causes Serious Health Infections?	15.096	.002	Significant
Texting while driving cause accidents?	2.389	.303	insignificant

In the case to take steps to reduce cheap sms rates and because of that its bad health hazards effects on youth ,the results of the table shows that chi-square and p-value of the cases are greater than 0.05.

© 2013 Global Journals Inc. (US)

III. Conclusion

Findings suggest that majority of the mobile users are addicted to sms because of its cheap sms packages rates and they take sms as a fashion. Findings of the study also suggest that situational factors can be associated with addictive. Mobile phone consumption and may lead to negative consequences. From the results obtained through the survey, it is evident that mobile phone use among 15-20 age students is very high (94%) and because of this people leading to health problems because of continuous reply to the sender. In view of the attested addictive effects of text messaging (Nokia, 2002), caution must be exercised in encouraging students in its use. If not checked, students are likely to get so used to it that they may no longer realize the need for Standard English constructions even in writings that are supposed to be formal. Similarly, very few respondents agreed to have addictive behaviors such as being lost out of the real world while being with their cell phone; using cell phone very where without considering the decorum of that place, avoiding keep their cell on silent or vibration mode due to fear of missing the incoming alerts of calls/text; considering lengthy conversations and using cell phone while driving is okay; responding to all calls/text irrespective of the Identity of next person and majority of respondents say they do not use their cell phone when it is inconvenient for them.

IV. Recommendation

a) Mobiles usage while driving vehicle should be kept against law
b) There should be sensible pricing for sms packages that would allow people to send or receive only important messages
c) Youth should focus on studies rather than texting.
d) Less use of mobile phone which would prevent us from health problems
e) Try to divert youth mind in another work like reading, listening music
f) Indulge youth in other healthy activities rather than giving them low cost sms packages

V. Limitations

Limitations are factors that may influence your research outcomes if you do not control or limit them from the beginning of your research. In our case Factors were such the size and type of our samples, which was targeting the youth therefore we were limited to youngster. The time limit was also defined but we tried our best to complete our research, the amount of budget allocated for the study was also contributed by group members, the background of the respondents. The research has several limitations that affect the reliability and validity of the findings. We were limited mainly by the time factor; choosing to complete the research in one academic course fostered us to limit the number of the distributed surveys. Time was not the only limitation, but reaching the targeted sample and convincing them to respond to the surveys as soon as possible was another major problem that had a critical reason in delaying the project progress.

References Références Referencias

1. Bianchi, A. and Phillips, J.G. (2005). *Psychological predictors of problem mobile phone use. Cyber-psychology & Behavior.*8: 39-51.
2. Triandis, H.C. (1995). *Individualism and collectivism.* West view Press, San Francisco, CA.
3. Griffiths, M., Davies, M., and Chappell, D. (2004). *Online computer gaming: a comparison of adolescent and adult gamers. Journal of Adolescence.* 27(1): 87-96.
4. Hirschman, E. C. (1992). *The consciousness of addiction: toward a general theory of compulsive consumption. Journal of Consumer Research.* 19 (2): 155-179.
5. Krych, R. (1989). *Abnormal consumer Behavior: a model of addictive behaviours. Advances in Consumer Research.* 16: 745-748.
6. Marlatt, G. A., Baer, J. S., Donovan, D.M., and Kivlahan, D.R., (1988). *Addictive behaviours: etiology and treatment. Annual Review of Psychology.* 39: 223-252.

© 2013 Global Journals Inc. (US)