

## Adverse Effect of Phubbing in the society: A Review

Douglas, G. E.

Department of Philosophy, University of Santiago, Cape Verde.

---

### ABSTRACT

The purpose of merging various technologies in mobile device was to serve a great purpose for entire humanity and no doubt, it is doing the same. It made many things easy in day-to-day lives but on the other hand, it raised many psychological issues. One of the psychological issues is Phubbing, recently noticed by the researchers. The word phubbing is a combination of two words, namely "phone" and "snubbing" to be phone snubbing. It can also be described as an individual looking at his or her mobile phone during a conversation with other individuals, dealing with the mobile phone and escaping from interpersonal communication. Mobile phones possess various impact on the society, be it negative and in a positive way. The research shows that many like phubbing especially when the conversation is not interesting to them. The results revealed that Internet addiction, fear of missing out, and self-control predicted smart phone addiction, which in turn predicted the extent to which people phub. With this proper awareness is needed enhance better communication in the society.

**Keywords:** Phubbing, mobile device, communication and conversation.

---

### INTRODUCTION

Mobile phones are very popular with the rapid development of social economy and they do provide plenty of convenience and change people's life significantly. However, to some extent, it is a double-edged sword. Just as [1] mentioned, "Like everything, Internet culture is a beautiful and evil double-edged sword". On one hand, users enjoy the benefits it brings. On the other hand, it also causes some problems such as social communicating and physical health problems. And phubbing phenomenon is especially an epidemic among university students, "college students are the main body of the phubbing group" [2]. A mobile phone, cell phone, or hand phone sometimes shortened to simply mobile, cell or just phone, is a portable telephone that can make and receive calls over a radio frequency link while the user is moving within a telephone service area [2]. The radio frequency link establishes a

connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network (PSTN). Modern mobile telephone services use cellular network architecture, and, therefore, mobile telephones are called cellular telephones or cell phones, in North America. In addition to telephony, 2000s-era mobile phones support a variety of other services, such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, video games, and digital photography. Mobile phones offering only those capabilities are known as feature phones; mobile phones which offer greatly advanced computing capabilities are referred to as smart phones [3].

The word phubbing or abbreviation for phone snubbing is still relatively new. From 2012 to 2018, only five years have been found [4]. However, through the

[www.idosr.org](http://www.idosr.org)

discovery of this word provides many new discourses on the phenomenon that occurred in the 21st century. From the preliminary study that researchers conducted on students in one of the Islamic state universities in Indonesia, it shows that the phubbing phenomenon is almost a sight that has become accustomed to students [5]. When talking with the other person or at a forum. There are students who ignore their interlocutors and prefer to open a cellular phone. Research by [6] shows that the most important determinants of phubbing behavior are cell phones, SMS, social media and internet addiction. It is undeniable that smart phones today are a necessity in every human life, if they can be used correctly. However, if its use interferes with aspects of human life, one of them is the aspect of social relations. Cellular phones can also bring negative things in human life. As the results of [7] revealed that increasing phubbing has a significant and negative influence on the

#### EFFECTS OF MOBILE PHONES ON SOCIETY

##### **Positive Effects of Mobile Phone Use in Our Society and Environment**

Mobiles phones as a proof of our technological advancements have become part of our daily lives, it is impossible to carry out our everyday chores without our phones [9]. From communication to entertainment, what can this gadget not do? If we were to enlist the positive effects of mobile phones, they would be as follows:

**Communication:** This has been the basic root of human civilization, communication. Nowadays mobile phones have the ability to connect people from all over the world, no matter where they may be. Not only that, they are easy to carry and accessible. Though communication has never been easier, Social media apps also play a huge role in communication

Douglas

quality of perceived communication and relationship satisfaction. Accordingly, this review article mainly focuses on the reason of phubbing and the exact influence of mobile phones.

##### **The reason of phubbing**

According to the study of [7], smartphones allow people to connect with others from almost anywhere at any time. However, there is growing concern that smart phones may actually sometimes detract, rather than complement, social interactions. They examined the contributing roles of Internet addiction, fear of missing out, self-control, and smart phone addiction, and how the frequency of phubbing behavior and of being phubbed may both lead to the perception that phubbing is normative. The results revealed that Internet addiction, fear of missing out, and self-control predicted smart phone addiction, which in turn predicted the extent to which people phub [8].

allowing us to talk to our loved ones daily [9].

**Entertainment:** From the latest Hollywood blockbusters to the news highlights of your country, your mobile holds all these. No longer do we have to wait for our favorite TV show or news highlights, with one touch on your screen and get access to whatever you wish to see, hence, saving time. Mobile phones also act as gaming platforms for people looking for some relaxation or just to pass time [10].

**Daily Utilities:** Apart from entertainment and communication, mobile phones now have apps that help us to perform the same everyday chores without facing any hassle. From paying bills, booking cabs and hotels, to online maps for navigation purposes, capturing our memorable moments by built-in cameras. Mobile phones are doing it all [10].

[www.idosr.org](http://www.idosr.org)

**Organization:** Modern man is too caught up to keep track of everything, mobile phones help us to remain organized. You can store important documents and notes, memos, etc. send emails. Calendars and stopwatches are basic tools found in all mobile phones [10].

### **Negative Effects of Mobile Phones on Our Lives**

Yes, we have to admit that life without a mobile phone is impossible. But no matter how useful they might be, we cannot ignore the underlying negative effects they carry with them. Some of them are as follows:

**Addiction:** Yes, mobile phone addiction is prevalence. Nomophobia is a proposed name for the phobia of being out of cell phone contact. 50% of teens admit to being addicted to their phones. Studies show that people addicted to mobile phones often are linked to depression, anxiety, and other mental disorders [11].

**Waste of time:** The average person checks his phone once every 12 minutes, leading to 80 times a day. Most of the

### **PHUBBING PHENOMENON IN DAY-TO-DAY LIVES**

People who are involved in Phubbing behavior may not be well aware of their actions and their behaviors. However, people often consider their actions rude, irritating, disrespectful, inattentive, and cold. When people use their mobile phones, they tend to have less eye contact and their body language appears to be less attentive. This may intimidate or offend the conversational partner; consequently, the behavior may diminish the communication and people may feel completely ignored and not important. In one study conducted in Ankara, Turkey, 80.8% people felt ignored by a person who is Phubbing while sitting with them [5]. The phubber, although physically present, may not seem to be present mentally or emotionally for the conversation. Katz and Aakhus [7] described the situation as

Douglas

time people just check their phones for no good reason. Even when not using their phones, you might often see people fidgeting with their phones. According to Flurry, the average American adult spends over 5 hours a day on mobile phones, around 150 hours a month [12].

**Cause of Depression:** As discussed before, mobile phones may lead to depression, especially among teens [13]. With the rage of social media, teenagers are becoming obsessed with “likes” on their personal posts and accounts. Moreover, reduced daily life interactions lead to loneliness and anxiety.

**Distraction:** People cannot exclude the fact that mobile phones are a huge distraction. You often might make up your mind to just “check” up on updates and instead find yourself surfing the internet for hours on end without realizing it. The reason is the distractions it holds. Students especially have to go through the ordeal of giving their phones to their parents just so they may focus on their studies [14].

“absent-presence”. Researchers, psychologists and sociologists are concerned about the effects of Phubbing on social interactions. Phubbing behavior actually reduces the quality of social interactions. Person and conversations becomes less personal, less satisfying, and less meaningful [8]. Phubbing can also have negative consequences on one’s “fundamental needs” such as sense of belonging, self-esteem, sense of meaning, and control in life [9] that are fundamental psychological needs of human beings [10]. Phubbing is not only having negative effect on the person who had been phubbed, but also to the phubber. Those who engage in Phubbing frequently may develop problematic communication skills such as difficulty in understanding and interpreting other

social cues and maintaining eye contact during conversations. Phubbing's communication style and manner can cause a vicious cycle which leads people to avoid them and perceive them as rude. The question here is what causes Phubbing behavior? Perhaps the low levels of emotional intelligence and emotional regulation, and lack of skills to empathize with others result in engagement of Phubbing behavior. Karadağ et al. [11] considered phubbing as an "addictive behavior". The exact determinants of Phubbing are not known

#### CONCLUSION

Although mobile phones have made our lives easier they also have a negative effect on us. We may not be able to live without phones but we can take steps to reduce the negative effects. For example, one might reduce the time he spends on his phone. One should try to communicate face to face whenever possible instead of relying on his phone for every small task. In this way, we can focus on the positive and reduce the

Douglas yet but many researchers claimed it as an addictive behavior. Some researchers claimed, addiction can predict it and there can be other responsible determinants. A research paper titled Phubbing and what could be its determinants, a dugout of Literature, tried to analyze this phenomenon from various angles and concluded that Smartphone addiction or Internet Addiction, Social Media addiction, Gaming addiction and Personal and Situational factors as important determinants of Phubbing behavior [12].

negative. In the perspective of mental health, phubbing has an impact on a person's mental health. This is because the effects of phubbing can interfere with the stability of the mental health dimension: complete physical, mental and social infirmity. In the end someone who is phubbing can experience mental illness. Therefore, we think the phenomenon of phubbing might be eased with proper guidance and practical ways.

#### REFERENCES

1. Anshari, Y., Alas, G., Hardaker, J., Jaidin, M., Smith, A. and Ahad, D. (2016). Smartphone habit and behavior in Brunei: Personalization, gender, and generation gap. *Computers in Human Behavior*, **64** (1): 719-727.
2. Atchley, Paul; Atwood, Stephanie; Boulton, Aaron (2011). The Choice to Text and Drive in Younger Drivers: Behaviour May Shape Attitude, *Accident Analysis and Prevention*. **43**: 134-142.
3. Bhattacharjee, Pijush Kanti (2012). Mobile Phone and System Are Designed In A Novel Way To Have Minimum Electromagnetic Wave Transmission In Air and Minimum Electrical Power Consumption, *International Journal of Computer Networks and Wireless Communications [IJCNWC]*, **2** (5): 556-59.
4. Chotpitayasunondh, V., Douglas, K.M. (2018). The effects of "phubbing" on social interaction. *Journal of Applied Social Psychology*, **48**, (6): 304-316.
5. Chunping, Chen. (2005). The moral difficulty of network culture. *Science and Technology Journal of Hunan University*, **8**, (2): 85-90.
6. Davis, Anna (2015). Social media 'more stressful than exams. London Evening Standard. p. 13.
7. Hahn, Hans; Kibora, Ludovic (2008). The Domestication of the Mobile Phone: Oral Society and New ICT in Burkina Faso. *Journal*

- of Modern African Studies*. **46**: 87-109.
8. Kovvali, Gopala. (2011). Cell phones are as carcinogenic as coffee. *Journal of Carcinogenesis*. **10** (1): 18
  9. Lin, Chen. (2005). Human development and postmodernism education. *Journal of Chongqing University*, **11**, (5): 138-140.
  10. Lin, T. and Chiang, Y. (2017). Investigating predictors of smartphone dependency symptoms and effects on academic performance, improper phone use and perceived sociability. *International Journal of Mobile Communications*, **15** (6): 655-676.
  11. Naciye, Guliz. and Ugur, Tugba. (2015). Time for Digital Detox: Misuse of Mobile Technology and Phubbing. *Procedia -Social and Behavioral Sciences*, pp1022-1031.
  12. Nasar, Jack. and Troyer, Dereck. (2013). Pedestrian injuries due to mobile phone use in public places, *Accident Analysis and Prevention*. **57**: 91-95.
  13. Varoth, C. and Douglas, M. (2016). How "phubbing" becomes the norm: The antecedents and consequences of snubbing via smartphone. *Computers in Human Behavior*, **63** Pages 9-18.
  14. Yu, Wang. and Qingfeng, Meng. (2015). An analysis of the "phubbing" phenomenon in university classes and a research on guiding strategies. *Science & Technology Vision*, **17** Pages 53-55