

Impact of Smartphone's on Society

Nitesh Rajurkar

Asst. Professor,
Dept. of MBA,
SRPCE Nagpur,

Email ID:- nitesh.rajurkar@gmail.com

Pooja Shirsagar

Asst. professor,
Dept. of MBA,
SRPCE Nagpur,

Email ID:- poojajamanojdahake@gmail.com

ABSTRACT: The major intention of this study is to investigate how Smartphone's are impacting the society and also how Smartphone's are going to transform the social, cultural life and other diverse aspects of modern society. The main intention of this Study is to understand all the positive and negative aspects of Smartphone on the society. The study will primarily focus on impact of Smartphone on business, education and social life of society. The paper will also recommend solutions, in order to reduce the negative impacts of Smartphone's and realizes more benefits of this exiting technology.

Keywords: *Smartphone, Social Impact, Addiction, Health, Historical Background, Present Condition.*

I. INTRODUCTION

India is rapidly advancing in the technological space. With the growing population and increasing smart phone uses. India is going towards the mobile and digital technology. In real sense Smartphone is a mobile phone with advanced features and functionality beyond traditional Functionalities like making phone calls and sending text messages. The Smartphone is capabilities to display photos, play games, play videos, navigation, built-in camera, audio and video playback and recording, send/receive e-mail, built in apps for social web sites and surf the Web, wireless Internet and much more.[1] India is the second largest smart phone user with over 1000 million users in the world. It accounted for over 15% of the world's online population in 2011. Smartphone telecommunications have seen tremendous growth in India .Due to same reasons the Smartphone's now become a common choice for consumers along with the use in business.[2] society populated with the Smartphone's from many vendors providing a range of advanced functionalities and services on a piece of hardware [3].

II. HISTORY OF SMARTPHONE'S

Today's Smartphone's has been around since last nine years when Apple phone introduced the Smartphone in mass consumer market, but in reality the Smartphone has been in market since 1993. The different between today's Smartphone and old Smartphone's is that, today Smartphone 'include the more powerful feature and use the all over the world but old Smartphone is more expensive to a general consumer.[4] Apple revealed its first smart phone in 2007. That was the time when first time industry introduced the Smartphone for general consumers market.[4] End of 2007 Google launched Android Operating System with the

intention to approach the consumer Smartphone market. The emphasis during this time period was to introduce features that the general consumer requires and at the same time keep the cost at lower side to attract more and more customers and buy the smart phone. In smart phone different feature are available on that time like email, social website integration, audio/video, internet access, chatting along with general features of the phone were part of these entire phone.[5] The main objective of Smartphone was mainly closing the gap between enterprise centric and general consumer centric Smartphone and improvement the display quality, display technology and on top of that also aiming to stabile the mobile operating system, introduce more powerful batteries and enhance the user interface and many more features within these smart devices. In 2008 with the upgrades in the mobile operating system and within last six year there have been several upgrades in Apple iOS, Android and Blackberry. The most popular mobile Operating systems (iOS, Android, Blackberry, Windows Mobile) and key Smartphone vendors such as Apple, Samsung, HTC, Motorola, Nokia, LG, Sony etc.

III. SMARTPHONE GROWTH / USAGE

The use of Smartphone's as per Surveys show that all over the world and around 42% of mobile subscribers in US use Smartphone's, along with 44% of mobile users in 5 major countries of European Union (France, Germany, Spain, Italy and UK).The different type of media used in mobile such as mobile web, Accessing application, downloading the data.[4]

A UK telecommunications regulator Ofcom, as per the part of the study the following usage in the United Kingdom only. [3]

- 60% of teen and 37% of adults admit they are highly addicted to their Smartphone.
- 65% of teens and 51% of adult say they have used their Smartphone while socializing with others.
- 34% of teens and 23% of adult have used their Smartphone during mealtimes.
- 47% of teens and 22% of adult admitted using or answering their Smartphone while in the bathroom

IV. OBJECTIVE OF THE STUDY

The objective of the study is the impact of smart phones in Society. This is a case study show the impact of smart phones among people.

- To analyze the common impact of smart phones
- To mention the frequently impressed factor of the smart phones
- To provide the causes and advantages of those commonly mentioned factor.

IMPACT OF SMARTPHONE'S ON--

Smartphone has impacted almost all walk of human life. The major impact of smart phone is business, education, health and social life. Mobile technology has Change as same way change the cultural and behavior of individual's people. The impacts of the Smartphone's are positive side and also at the negative side.[3]

POSITIVE IMPACTS

Use of the Internet has become a part of life of every student and using the internet we can search out the information when it is needed. These days, use of mobile phones for internet purposes has become a routine life of the mobile consumer users. The nowadays grow demand of Smartphone and availability of the Internet high speed (3G and 4G facility). This will provide an opportunity to the Users to utilize their Smartphone to get educational benefits within their available time and any location in the world. Distance education is a learning mechanism that focuses to liberate students from limitations of time and location, while offering flexible opportunities for education. Distance learning enables students to utilize their time such that they can continue their education without impacting their work and family life. The uses of Smartphone within and without the classroom make it easier for students and teachers. Students miss school for any personal reasons would be able to attend class through their Smartphone's and keep up with their work, rather than falling behind due to unanticipated circumstances.[10]

NEGATIVE IMPACTS

The Smartphone's most negative effects on students. Along with their fantastic facilities, Smartphone's enables students to text, cooperate on social networking sites, check e-mails,

play online games, and even watch TV channels. This is one of the sources of distraction. This is not only distracting for the student, but it can also become distracting for whole class. In addition, it wouldn't be easy for Students to make calls during exams time and increased the crowded in a classroom or examination hall to use their Smartphone's to access information or data online to cheat in exams this through stop the growth of mine of students. The misuse of Smartphone in the classroom could be through the use of text message exchange with other students, find answers on the Internet, using advanced calculator and phone applications, reading notes saved on their phones to help on the test paper.

V. (I) BUSSINESS

Smartphone has created new market for business. It is not only the Smartphone seller enjoying the business but it also created a new mobile application developing companies. The internet services provider and other sectors of life to utilize the Smartphone to earn the more advantages.[6]

(A) POSITIVE IMPACTS

The growth of Internet service providers business in past few years and one of the main reasons for increase in their business is the ever increasing use of Smartphone's and growth of Smartphone and mobile applications. In a world market very small duration a huge number of Smartphone have been sold that provided an opportunity to businesses to invest a fund in mobile application development and allowed to introduce new business in world market that positive result is increased the employment and improve the standard of living of people. They are several programs include in Smartphone's from different vendors including Blackberry, Android, iPhone and Microsoft etc. Mobile Application Market is another business sector introduced by Smartphone's.[7] Different mobile

Operating system and seller have introduced different own mobile application technology hence having a different market. The different markets are iPhone application market, BlackBerry application market, Android market, Microsoft mobile Application market. These online markets any type of information you want users have easily download useful mobile applications. The some information available on reasonable cost and maximum information available to the users free of cost in online market place. Smartphone's also impacted advertising business sector.

(B) NEGATIVE IMPACTS

Now days the major impact of Smartphone is on PC market. According to a survey by Compete, a large number of people almost up to 75% are using their smart phones to read news feeds, post status updates, read & reply to messages and post photos and doing chatting on what's app,

face book. This shows that the young generation people are leaving PCs, tablets and moving towards Smartphone's.[8] According to market results in 2016 Smartphone shipments beat those of PCs, with 83 million more units being sold. Today the Smartphone users having are more powerful than the most of the desktops we have 10 year back. All companies are taking

Important steps to powerful in Smartphone market, but still find themselves behind the curve.[9] Following figure-1 shows these growth compared to PCs.

Figure 1: Growth of the Gadgets



(Source:-European Journal of Scientific Research ISSN 1450-216X / 1450-202X Vol. 98 No 2 March, 2013, pp.216-226)

VI. HEALTH

According to a survey almost half of Smartphone users use their phone for access health related services.

(A) POSITIVE IMPACTS

Today Smartphone are the most commonly used for all over the world for communication purpose and almost 72% of the consumers' use Smartphone's for online activities. Accordingly surveys more than 15 million users in USA use Smartphone to search for health information and facilities. There are a huge number of mobile applications to facilitate the users to manage prescriptions, promote alternative treatment options, provide price comparisons and validate prescriptions. In near future we see a breed of mobile applications, which enables doctors and parents to monitor a patient/child blood glucose levels at any point during the day. Even today several apps are available to track exercise, diet and blood pressure. This in turn enables the Smartphone's to play a key role in health sector and secure the life of society. [11]

(B) NEGATIVE IMPACTS

The most of the Smartphone's users use to check their phones 34 times a day, but not necessarily that it was really needed to check emails instead it is habitually checking, which may result, in relying on phone more than doing things themselves. According to a recent article from CNN

[12] this convenience of Smartphone access to health resources can be dangerous if patients start avoiding personal interactions with doctors for mandatory tasks.

VII. EDUCATION

The notion and value of education has been exceptional and noble since day one in human history and the efforts to improve the quality of education on society has been appreciated throughout [13]. Smartphone's Introduced another means for the knowledge lovers to fulfill their thrust and dreams .By using smartphone's you can take an any type of knowledge and watch the teaching video in you tube.

(A) POSITIVE IMPACTS

Use of the Internet has become a important part of life of every student and a mean to search ant type of necessary information as and when it is needed. These days, use of mobile phones for internet purposes has become a routine and number of mobile consumer accessing the Internet is surpassing fixed line internet users [13]. The growing demand of Smartphone, availability of the Internet and high speed (3G and 4G facility) mobile browsing is ready to provide an alternative channel to deliver education services.

(B) NEGATIVE IMPACTS

Along with their fantastic facilities, Smartphone's enables students to text, cooperate on social networking sites, check e-mails, play online games, used what's app as well as Facebook and even watch TV channels. This is one of the sources of distraction of students. This is not only distracting for the student, but it can also become distracting for other students around them and even sometimes for whole class. In addition, it wouldn't be easy for students to make calls during exam time and a crowded classroom or examination hall to use their Smartphone's to access information online to cheat in exams. In fact some surprising statistics are there about the use of Smartphone's for cheating in the classroom. The misuse of Smartphone could be through the use of text message exchange with other students, find answers on the Internet, using advanced calculator and phone applications, reading notes saved on their phones to help on the test.

VIII. PSYCHOLOGICAL IMPACTS

Impacts of Smartphone on human Psychology are tremendous; there are several ways that Smartphone is impacting human Psychology.

(A) POSITIVE IMPACTS

The Smartphone provides a mean to reduce stress and burden on society that's way busy work life. In today's busy schedule Smartphone enables users to interact with their friends and family as and when they get time. Interacting

with friends and families, while traveling, waiting on bus stop enables users to utilize such time to promote their social life. It enables the users to interact and stay up-to-date with the latest news and development in the political and social circles resulting in reducing work stress. The concept of "use it or lose it" principle in Psychology is very old and according to this concept the key to keep your brain functioning in its peak condition throughout your life lies in its smart use.[14]

(B) NEGATIVE IMPACTS

Addiction to Smartphone is a serious problem. According to recent research, the addiction to Smartphone is increasing rapidly. The Ministry of Public Administration and Security of Korea reported that around 9.4% of Smartphone users in Korea are addicted to Smartphone and around 10.1% of Koreans overuse social networking sites including Facebook, Twitter and YouTube. Most of the time the problem is not with the use of the Smartphone, but it comes when the device takes over a function that human brain is capable to perform perfectly. It's like multiplying 5 by 7, resulting the opening calculator in your Smartphone instead quickly calculating in your mind and getting result 35 or waiting for an elevator to take you to first floor of building instead of the stairs; the ride may be quicker but your muscles won't get a workout.

IX. CONCLUSION & FUTURE DIRECTION

It is true that Smartphone has a sizeable impact on society and other aspects of life. Consumers are in process of traversing away from the use of conventional cell phone as the Smartphone's are beginning the norm of the society. Manufacturers and marketing can be blamed for this hype, but there is no doubt that Smartphone's are bringing great features and capability. In order to understand the positive and negative impact of Smartphone it is very important to educate the users on how to use Smartphone's smartly laities to consumers. In summary, Smartphone can certainly be smart if the vendors, society and technologists understand their responsibility towards usage of these devices smartly in order to get more benefit in business, education, health and social life. It is apparent from above facts that the benefits of Smartphone are tremendous and negative impacts are minor. So it is important to concentrate on how to stop and avoid smartly the misuse of Smartphone rather trying to stop or avoid use to Smartphone's.

X. SUGGESTION FOR FURTHER STUDY

It is true that Smartphone has a sizeable impact on society and other aspects of life. Consumers are in process of traversing away from the use of conventional cell phone as the Smartphones are beginning the norm of the society. Manufacturers and marketing can be blamed for this hype,

but there is no doubt that Smartphones are bringing great features and capabilities to consumers.

The key impacts like enable to be always-connected, addiction to phone, single device with all required features, business edge, convenient educational features, apps as new technology, entertainment, best utilization of time, disrespectful behavior, privacy issues, impact on culture, distraction at work & at education Institutes and many more provide us both positive and negative sides of the Smartphone's.

REFERENCES

- [1] Pei Zheng, Lionel M. Ni, 2006, —Smart Phone and Next Generation Mobile Computing|, <http://www.sciencedirect.com/science/book/9780120885602>
- [2] Techterms.com, 2010, <http://www.techterms.com/definition/smartphone>
- [3] Nurfit, 2012,|Smartphone Addiction and Impact on Society|, <http://nurfitriah.wordpress.com/2012/03/25/smarphone-addiction>
- [4] Hamza Querashi, 2012, —Apple: from iPhone 1 to iPhone 5 – Evolution, Features and FutureReview|, <http://www.thenewstribe.com/2012/07/16/apple-from-iphone-1-to-iphone-5-evolution-features-and-future-review/>
- [5] Sam Costello, retrieved on 2012, —First-Generation iPhone Review|, http://ipod.about.com/od/iphoneproductreviews/fr/iphone_review.htm
- [6] Md. Rashedul Islam, Md. Rofiqul Islam, Tahidul Araffin Mazumder, 2010, —Mobile Application and Its Global Impact|, International Journal of Engineering & Technology, IJETIJENS, Vol: 10, No:06, <http://www.ijens.org/107506-0909%20ijet-ijens.pdf>
- [7] The Economist, 2011, —Beyond the PCI, <http://www.economist.com/node/21531109>
- [8] Trevor Mogg, 2012, —Smartphone sales exceed those of PCs for first time, Apple smashes record|, <http://www.digitaltrends.com/mobile/smartphone-sales-exceed-those-of-pcs-for-firsttime->
- [9] eWeek, September 5, 2012, |Intel Microsoft Influence Declining as Smartphones Tablets Rise Analysts 342948|, <http://business.highbeam.com/137475/article-1G1-301713950/intelmicrosoft-influence-declining-smartphones-tablets>
- [10] Kara Page, eHow Contributor, Retrieved on October 15, 2012, |Why Use Mobile Devices in Education?|, http://www.ehow.com/about_6164403_use-mobile-devices-education_.html

-
- [11] Jay Byrne,2010, Healthcare —Apps Exploding in Mobile, Are You Ready?!, <http://www.vfluence.com/blog/459/healthcare-apps-exploding-in-mobile-are-you-ready>
- [12] Elizabeth Cohen, 2011, —Do you obsessively check your smartphone?!, <http://edition.cnn.com/2011/HEALTH/07/28/ep.smartphone.obsessed.cohen/index.html>
- [13] Manoj Kumar, 2011, —Impact of the Evolution of Smart Phones in Education Technology and its Application in Technical and Professional Studies: Indian Perspective!, International Journal of Managing Information Technology (IJMIT), Vol.3, No.3, <http://arxiv.org/ftp/arxiv/papers/1109/1109.0937.pdf>
- [14] Susan Krauss Whitbourne, 2011, —Your Smartphone May Be Making You... Not Smart!, <http://www.psychologytoday.com/blog/fulfillment-any-age/201110/your-smartphone-may-be-making-you-not-smart>