

## **Phubbing And Adult: Rebooting Life Or Creating Nuisance**

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### **Abstract**

Life is changing with technology. Sometimes being alone is kind of torture but for some people to be alone with their smartphones is the “happiest moment”. Now a days people like to spend time with digital world rather to interact interpersonally. Social interaction and social execution are highly connected with smartphones.

People have hooked to the Internet. They’re becoming problematic smartphone users, causing concern about the probable consequences of smartphone overuse. The most recent disadvantage of smart device is phubbing behaviour. Phubbing is generally known as the act of snubbing someone in a social setting by concentrating on one’s mobile phone.

This research paper aims to explore phubbing habits in adults. To find out the result Non probability convenient sampling was used. Seventy participants (N=70) were selected with 35 women and 35 men. The sample age range included 21-45 years, collected from different areas of Noida.

The likely result shows phubbing is become a basic nature of human. Whether you are extremely busy or free you persistently need your smart device nearby. That unknowingly making you unfit physically and mentally.

**Keywords:** smartphones, phubbing, technology behaviour, adult

### **INTRODUCTION**

Change is the law of the nature. Technology has changed our life in various ways. Connection with digital world globally gives many possibilities but at the same way disconnect us towards face-to-face interactions. Yes, this term is now a days known as “Phubbing”.

Basically, Phubbing is an expression of one’s behaviour where a person snubs the people around him or her in a social setting by focusing on his or her cell phone rather than interacting with the others. This lack of interaction is a condition that harmfully affects personal well-being and relationships (Roberts & David, 2016).

“phubbing” is native part of a campaign by Macquarie Dictionary. In May 2012, the advertising agency behind the campaign - McCann Melbourne - invited a number of writers, and poets to produce a new word to describe the behaviour. The term has appeared and was popularized by the Stop Phubbing campaign created by McCann.

As technology is progressing, smart phones have started to play a vivacious role in individual’s lives. Easily we can find people scrolling the phones. Talking, chatting, being indulged in a game on their phone in public places is common thing. Being engaged by smartphones maximum of the time has changed and restricted our communication with others. It has not only affected our personal bond, but our happiness as well. Generally, the grounds of smartphones were to lessen distances,

bring people nearer and make interaction smoother but regrettably it has created detachments than ever before.

Being alone or willing to be alone is considered as mental disorder. Many of us experience feeling of depression or loss of interest, anxiety and discomfort without smartphones. As people are connected with virtual world via internet or other social networking sites. People who are more engaged with smartphones rather to interact with people generally fall in the category of “Phubbers” the addition of smartphones or any other electronic devices make them phubbers.

## REVIEW OF LITERATURE

**Frank M. Schneider and Selina Hitzfeld (2019)**, in their research emphasized “I Ought to Put Down That Phone but I Phub Nevertheless: Examining the Predictors of Phubbing Behaviour” Phubbing refers to paying too much attention to one's cell phone and disregarding conversation partners during ongoing encounters.

One of the main aims of the current study was to investigate the interaction of relatively new predictors, such as mobile phone norms (MPN), fear of missing out (FOMO), and being permanently online and permanently connected (POPC), for the first time, in order to extend previous research on the determinants of phubbing. According to the study, phubbing behaviour also has a bad effect on interpersonal connections. Effects of constantly focused on one's phone can be seen in a variety of contexts.

**Meredith E, David and James A Roberts (2017)** in their research “Phubbed and Alone: Phone Snubbing, Social Exclusion, and Attachment to Social media” told that smartphones are to aid us interact with others, in this particular instance, it does not.

It highlights the negative impacts of phubbing by exposing that those who engage in it feel a sense of alienation from society, which causes them to crave attention more intensely and cause them to become attached to social media in an effort to feel included again. Despite the fact that connecting with others is a declared goal of technology like smartphones, in this particular situation, it does not. Strangely, the technology that was supposed to convey people together has actually separated us from these people.

**Naciye Guliz Ugura and Tugba Koc (2015)** in their research work “Time for digital detox: Misuse of mobile technology and phubbing” were explored and clarified Phubbing, academic infringement, student opinions on cell phone policies, and instructor behaviour are only a few examples of the social aspects of this intricate, more comprehensive societal theory of technology connection.

According to the findings, the gender-specific percentage distribution reveals the students' goals. While female participants seemed to be more concerned about disturbing their classmates, male participants looked to be more collected. The capacity of the classroom is another key consideration. As the class size grows, students behave more unapologetically and stealthily. The majority of students acknowledge that their fellow classmates are their primary distracting factor and that utilising their phones to cheat is an option.

**Parmaksiz (2019)** in Relationship of Phubbing, a behavioural Problem, with Assertiveness and Passiveness: A Study on Adolescents," told, it was possible for adolescents' assertiveness and passiveness traits to predict their phubbing behaviour.

The study's conclusions show that phubbing was not affected by sex or the type of school attended, but it was affected by whether or not the cell phone in use was a smart phone. The association between phubbing and passiveness was significantly stronger than the relationship between phubbing and assertiveness. According to the study, phubbing might be predicted significantly by

both assertiveness and passiveness. The usage of a cell phone, assertiveness, and passivity are good explanations for the phubbing behaviour.

**Kanwal Shahbaz, et al (2020)** in their study Phubbing is defined as glancing at your mobile phone during a discussion to avoid interpersonal engagement with others. Phubbing predicts mental harm as well as poor quality of life in neighbourhood adults, according to this explanation. The study's findings focus on the importance of deep connections and the necessity of adults in the community practising active and reflective listening. Phubbing is on the rise, but because of its negative effects on psychological health and general well-being, it must be controlled to ensure proper brain function and meaningful connections.

**Varoth Chotpitayasunondh, and Karen M. Douglas (2016)** in their research work, “how phubbing becomes the norm: The antecedents and consequences of snubbing via smartphone” discovered, Phubbing is an essential component of contemporary communication that needs more research.

According to the findings, smartphone addiction, fear of missing out, self-control, and Internet addiction all predicted how much people phub. This approach also predicted how much people think phubbing is normal, both independently and in relation to (a) how much they are phubbed themselves. Moreover, gender influenced how much phubbing people perceived as normal and how much phubbing they actually experienced.

## **OBJECTIVE**

To find out effects of phubbing in life styles

To find out phubbing is killing productive time

To find out phubbing is affecting personal relationship

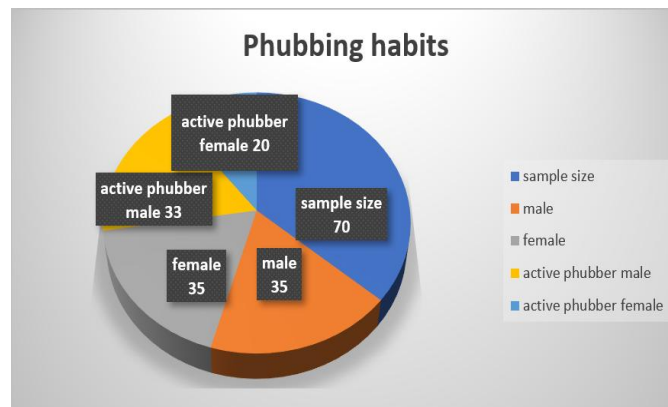
## **RESEARCH METHODOLOGY**

This research is purely used Non probability convenient sampling technique because the researcher was able to reach to the sample conveniently which was cost and time effective. Seventy participants (N=70) were selected with 35 women and 35 men. The sample age range included 21-60 years, collected from different areas of Noida. For getting real experiences pre designed Interview was scheduled, where the participants shared their real experiences.

## **DATA ANALYSIS AND FINDINGS**

### **To explore phubbing habits in adults**

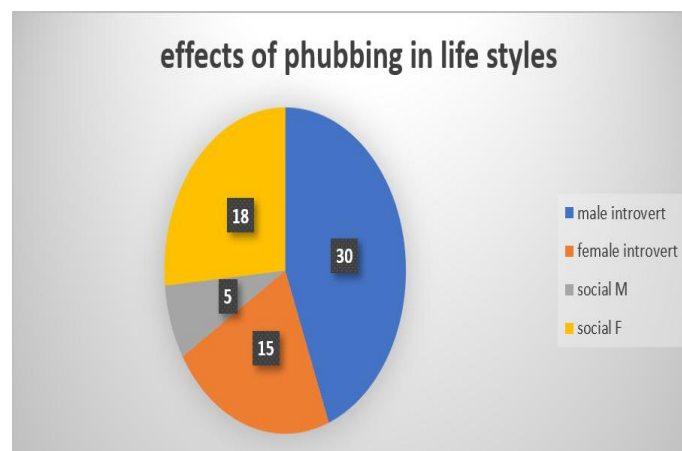
To analyze phubbing habits in adult, it was found total 70 respondents used smart phones frequently, where 33 males considered as active phubber and two males found neutral, they both use phone according to the needs. In interview 20 females fell in the category of active phubber. they usually scroll phone in every 10 minutes. But fifteen females told they had to do other chaos too so they didn't see phone every time.



### To find out effects of phubbing in life styles

Each of the 70 respondents responded to it. Thirty males identified as introverts said that they preferred talking on the phone versus socialising. They lack the desire to converse with one another. Five males responded that while they obtained knowledge from their smartphones, conversing with others was equally enjoyable.

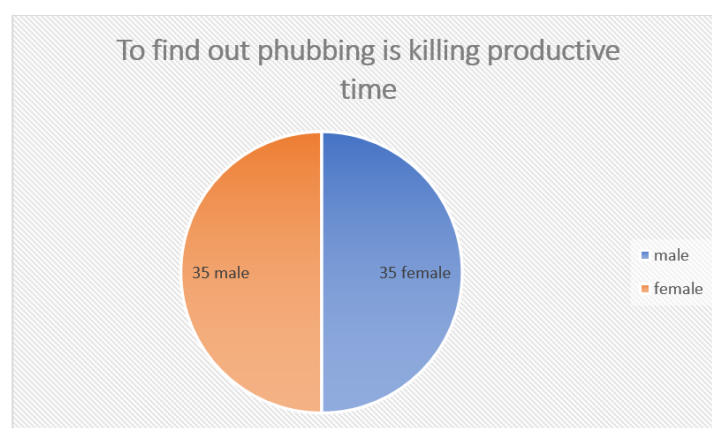
Only fifteen women were identified as introverts, and they spent the majority of their time on the phone. Twenty females said that phubbing would change their lifestyle but didn't make them more introverted. In their circle, they observed that she was quite sociable. They revealed that rather than using phones, they talked to their pals while riding the metro. They also watched reels on their phones, but no reel changed the way they walked, talked, or dressed.



### To find out phubbing is killing productive time

Both men and women agreed that using a phone often interferes with work. In contrast to checking any formal business or office-related updates when working in an office or from home, people use smartphones for relaxation and enjoyment.

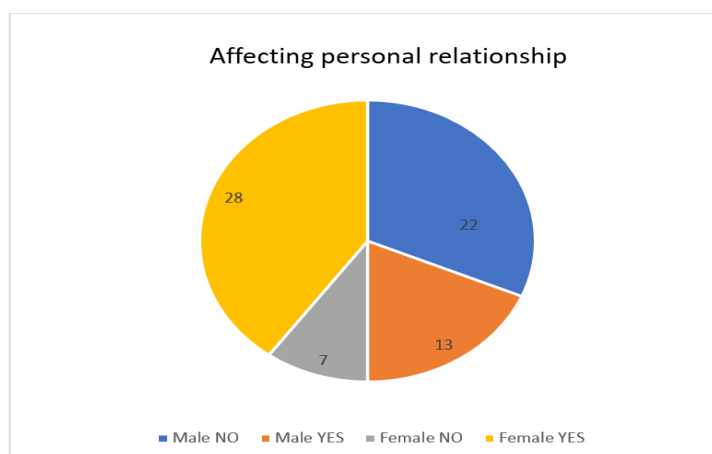
All of the men said they enjoy playing phone games the majority of the time, which occasionally disrupts their routine. Women described how they had frequent arguments with their partners as a result of using their phones for greater periods of time.



### To find out phubbing is affecting personal relationship

According to the graph above, 22 men out of 35 said talking on the phone didn't damage their intimate relationships with partners, while 13 respondents said that talking on the phone too often ruined their relationships and caused other problems. When they were talking on the phone, their female partner frequently complained.

Also, 28 females responded that using a smartphone had an impact on their lives. Relationships may be questioned, and a smooth life routine may be disrupted. According to the female respondents, it raises concerns regarding interpersonal comprehension. Nonetheless, seven women agreed at the same time that a phone is an essential part of life. That won't have an impact on the couple's personal relationship. The use of a smart phone simplifies daily living.



### CONCLUSION

Phones are for there for making communication better. Everybody, young or old, carries a smartphone with them wherever they go these days. These smart devices are widely used in daily life by a significant segment of the global population. In the data analysis it was found that, although most people do not consider phubbing to be wicked or evil, they do acknowledge that it is offensive and addictive. The purpose of this paper was to raise awareness of the negative effects of using a cell phone during face-to-face conversations.

The use of mobile phones during social interactions has a detrimental effect on affiliation. Also, such behavior during interactions gives the impression that the other person is not interested in dialogue, and the listener is unable to read body language, an essential part of communication.

People conduct their daily lives on cellphones. Internet addiction, social media addiction, game addiction, sadness, and "nomophobia" are the root causes of phubbing behavior.

It was concluded in this research that procrastination, low accomplishment, interruption of concentration, loss of interpersonal contact, loss of social interaction, and social closure are the results of phubbing behavior.

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