"EFFECT OF MOBILE PHONE ADDICTION ON PERSONALITY OF YOUTH"

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ABSTRACT

The Present Study makes an attempt to assess the effect of mobile phone addiction on personality dimensions of students selected from Gulbarga (kalaburagi). The sample of the study was 200 categorised into high and low Mobile addiction groups. The sample was administered two tests: mobile phone addiction scale, NEO FFI-NEO Five factor inventory. The hypothesis of the study was to assess. The effect of mobile phone addiction on personality of youth and examine gender differences in personality dimensions. The statistical tests like Mean, SD, and t-value, were used for interpretation of data. The findings clearly showed that there are significant differences in personality dimensions between high and low addiction. The study also found gender differences in personality dimensions.

KEYWORDS: *Mobile Phone Addiction, Personality.*

➢ INTRODUCTION:-

Technological revolutions and inventions have provided the world with various inventions for various purposes. Communication channels have been so fantastically upgraded that communicate a person with thousands of miles apart is simply a game of seconds now. Invention of fastened telephone in 19th century was no more a surprise in twenty first century when human brain invented portable mobile phone. This communicative technology has experienced incredible growth.

Psychiatrists proclaim that in the 21st century mobile phone an addiction has becomes one of the major non-drug addictions. Addict victims suffer social isolation and economic losses. They suggest a person to be addict if he feels an overwhelming need of cell phone usage for more than half an hours daily.

➢ MOBILE PHONE ADDICTION:-

The 21st century mobile phone addiction has become one of the major non drug addictions and is widely seen among people of different age group0s. A mobile phone addict can be defined as a person who constantly cheeks his/her phone every now and then, and the urge to check their mobile phones becomes so strong that they can't stop themselves even if they wish to they become extremely attached with their mobile phone that they even starts hallucination that their phone is ringing even when it is not. A mobile phone addict carries their phone where ever they go and use it while doing other things like studying, eating. Driving, and also using it in inappropriate places like temple class. Lavatory and danger zone areas like petrol pumps.

A mobile phone addict use the cell phone for an increasing among of time in order to achieve satisfaction: repeat unsuccessful efforts to control, cut back or stop cell phone use, fell lost restless. Anxious, moodly depressed, or irritable when attempting to cut down cell phone use: stay on the cell phone.

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> ## PERSONALITY:-
Everybody's heard the term personality. And most of us can describe our own or our friend's personality what most don't know. However. Is that personality is one of the most theorized and most researched aspects of psychology.

> ## ALLPORT:- defined personality as "the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour and thought;.
Addition is "a reliance on a substance or behaviour that the individual has little power to resist". Substance-based addictions are those based upon the release of dopamine in the brain upon which the range of sensation produced by the euphoric event in the brain changes the brain immediate behaviour. Causing more susceptibility for future addictions.

Behaviour-based addictions. On the other hand, are those that are not linked to neurological behaviour as mush and are thus thought to be linked to personality traits; it is this type of addiction that combines behaviour with a mental state and the repeated routine is therefore associated with the mental state.

> ## METHODOLOGY
To assess the effect of mobile phone addiction on personality of youth.

> ## OBJECTIVES:-
1) To study the effect of mobile phone addiction on personality.
2) To study the gender difficulties is personality.

> ## HYPOTHESES:-
1) There would be significant effect of mobile phone addiction on personality.
2) There would be significant gender difference in personality.

> ## Variables:-
> ○ **Independent variable**
1) Mobile phone addiction
2) Gender

> ○ **Dependent variable**
1) Personality

> ## Sample:-
The sample as under of 200 students selected from Gulbarga. The sample design in as under.

Sample design

Mobile Phone addition	Male	Female	Total
High	50	50	100
Low	50	50	100
Total	100	100	200

> ## Tools:-
1. Mobile phone addiction scale:-
Tool used for the research was mobile phone addiction test by Dr.velayudhan and Dr.S.Srividya. It consists of 37 items. Reliability of scale by split half 0.75 and alpha reliability of the scale is 0.79 the validity of the scale in found to be significant (0.81)

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2. Personality Inventory:

NEO-FFI-Scale: Paul T.Casta.Robert R McCrace 2010 .The NEO FFI-3 consists of 60 Personality items and a validity item. All items were designed to be easily read and understood. It can be administered on individuals 18 or youths.

The five domains (factors) measured by the NEO-PI-3 provide a general description of personality. While the facet scales allow more detailed analysis. These five factors and their facet scales included: The reliability and stability ranges from 0.89 to 0.93 and the validity 0.87 to 0.95 of this scale.

Table -1 means SDs and t-values of personality dimensions in two categories of addiction (N-200)

Category	Personality				
	N	E	O	A	c
High addition **Mean**	30.18	31.81	29.14	29.89	31.68
SD	5.85	5.16	6.09	6.38	5.92
Low Addiction Mean	21.25	24.19	21.55	21.04	25.47
SD	5.12	6.01	6.28	5.75	4.99
t-value	11.44**	9.64**	8.72**	10.29**	8.06**

** Significant at 0.01 level

Table-01 gives mean SD, and t-Values of personality of students belonging to high and low groups of mobile addiction. The mean score of high addiction group is 30.18 in dimension of neuroticism (N) and that of low group its 21.25. The mean score of high addiction is higher than low. The t-value of 11.44 is significant at 0.01 at level. This shows that high mobile phone addiction produces more anxiety, restlessness and neurotic tendency in the users. Whereas the low group has relatively low emotional imbalance less than the high. Thus the personality gets disturbed because of increased mobile use. Which would curtail interpersonal interaction. The similar results are found in other areas of personality in which there are significant differences in personality characteristics between the high and low addition groups. Earlier studies also support this finding.

Table- 2 means, SDs and t-values of personality dimensions in two categories of male and female.

Category	Personality				
	N	E	O	A	c
Male Mean	31.18	29.80	30.25	29.55	31.50
SD	5.90	6.25	5.92	6.05	5.93

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Female Mean	25.50	21.95	24.15	24.25	22.80
SD	5.10	4.85	5.92	6.35	4.35
t-value	7.28**	10.06**	7.34**	6.02**	11.91**

** Significant at 0.01 level

Table-2 gives mean SD and t-values of personality of students belonging to male and female groups. The mean score of male group is 31.18 in dimension of neuroticism (N) and that of female groups its 25.50 the mean score of male is higher than female. The t-value of 7.28 is significant at 0.01 at level. This shows that under have higher mean scores than females which levels that neurotic tendencies are higher in male group than females. Thus the female are find to be balanced than the males. Similarly in other dimension of personality females are find to have significantly lower scores than the males, as all the t-values are significant at 0.01 level. Thus the results high light that there are gender differences in personality.

CONCLUSION:-
The following are the major conclusions of the study:
1) There are significant differences between high and low mobile phone addiction in all the areas of personality-N.E.O.A and C (Neuroticism, Extraversion, openness to experience, agreeableness and conscientiousness). The high addict sample has shown higher trends than the low addiction groups in all areas of personality.
2) There are significant gender differences in all the dimensions of personality.

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