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## MOBILE ADDICTION OF GENERATION Z AND ITS EFFECTS ON THEIR SOCIAL LIVES

(An application among university students in the 18-23 age group)

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### Abstract

Mobile phones is one of the most preferred digital devices in constituting a large part of our daily lives in particular. Using of the mobile phones with technical innovations has become more common for this group named as generation Z. Creating a new and different social environment with sharing the private life in social websites like as Facebook, Twitter, Instagram etc. has reach a level that is closer to their social life than real life. It has been believed that smart phone usage especially in these generations has become an addiction and is considered that this situation has an effect to great extent on their social life and psychology. The aim of the study is to analyze mobile addiction of generation Z and how this addiction impacts in their social and individual lifes. In this study, the determination of the importance of factors that affect the mobile dependence of the generation Z and whether has an impact of the generations Z's social lifes or not, was evaluated by creating a new scale and utilizing a variety of scales in literature. This research was done with university students aged 18-23 is composed of a sample consisting of 276 persons.

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## 1. Mobil Addiction and Generation Z

The usage of Internet, which has become revolutionary in communication, has shown a rapid increase in the last decade. The affect of Internet programs, which have shown a rapid growth during this time, on regular users' psychological and social lives, has become a subject of study (Kim & Haridakis, 2009).

Today, mobile phones have become an important part of the daily lives of individuals; they are accepted as indispensable tools to communicate with others; to call family members and friends, send text messages, connect to internet, play games, listen to music and chill out (Leena, Tomi & Arja, 2005; Coogan & Kangas, 2001).

Using smart phone is seen common among young people more than others. Because of many features, smart phone is common used by young people. These features include emotional functions which are creating autonomy within the family, creating a source of entertainment (Choiz, 2012).

According to the report of TNS, *Mobile Life 2013*, the percentage of the use of smart phones has been doubled in Turkey. The research was conducted interviewing with 776 individuals between the age ranges of 16-60. While the mobile user profile in Turkey was 15% in 2012, this ratio has increased to 32% by the year of 2013 and the profile that preferred smart phones the most are the young people born in 1990 who uses it mostly to text and chat. Among the other activities smart phone users generally do, are taking pictures and video, listening to music, and surfing on the Internet. Also, the research findings show that the time spent on using smart phones is much lesser between the ages of 16-21. These users are defined as the Y and Z generation today (<http://www.tns-global.com.tr/Video.aspx?id=5&ln=> ).

According to the report of TUIK in 2014, the scale of the usage of mobile phones was first formed in 1994 and approximately consisted of a population of 82.000 and by the year of 2014, the number has increased to a population of 72.000.000. Again, mobile Internet use in less than a month is 30.000.000 people according to the last report.

Again according to the report of TUIK in 2014, the percentage of the usage of computers and the Internet is 73% in the age group of 16-24 and 67% for the age group of 25-34. Are computers, Internet and mobile phones which have been used widely among the young an addiction or necessity? When examining the usage of mobile phones in terms of our subject in hand, we see that the generation Z is more competent on using the mobile phones.

Generation Z is also called as the 'internet generation'. The people in this generation are the network youth; they can be members of various networks, different from the previous generation. Since they can communicate from far, it is believed that they live alone and can survive alone. It can be said that they have developed their multitasking skills. In Turkey Z generation consisting of people born after 2000, is also called as the 'crystal generation' (Adıguzel & Batur & Eksili, 2014).

This generation can be accepted as the first mobile mavens. They prefer wireless, touch-operated screen iPads and smart phones rather than the ones that limited with wires. Thanks to these devices they will experience different cultures and have a global mindset (Gen Z: Digital in Their DNA, [http://www.jwtintelligence.com/wp-content/uploads/2012/04/F\\_INTERNAL\\_Gen\\_Z\\_0418122.pdf](http://www.jwtintelligence.com/wp-content/uploads/2012/04/F_INTERNAL_Gen_Z_0418122.pdf).)

Are mobile phones widely used within the Z generation an addiction, or a habit, or an impulsive disorder? It is hard to identify the addiction of mobile phones. Researches have not proved that mobile phone addiction is a serious pathological disorder. In mobile phone addiction, materialism and impulsivity play an important role. This condition especially arises when it starts to alienate us from the rest of the society (Jones, 2014).

The meaning results are found about using mobile phone and the problems of using mobile phone in many researches.

On problems revealed that the use of mobile phones and mobile phone use were significant results in many research.

This research used the term addiction is also more impulse control disorder are discussed. Results were assessed according to DSM-IV-TR (Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition, Text Revision) criteria (Puente & Balmori, 2007).

## 2. Methodology

The aim of the study is to analyse mobile addiction of generation Z and how this addiction impacts in their social and individual life. For this, study consideration was made with by using a questionnaire for 276 university students. On the questionnaire scale, a new scale was presented also by utilizing from "Problem Mobile Phone Use Scale" which was developed by Bianchi and Phillips (2005). Descriptive statistics and chi-square were used for the analysis

of the obtained data.

### 3. Findings

Some demographic information about the Generation Z students in the study, expression is seen in Table 1.

Table 1. Demographic Findings

		Frequency	Valid %
GENDER	Women	162	58.7
	Men	114	41.3
	Total	276	100
AGE	17-20	167	60.5
	21-24	109	39.5
	Total	276	100
TYPE OF HIGH SCHOOL	Regular High School	177	64,1
	Theology High School	16	5,8
	Super High School	3	1,1
	Anatolian High School	17	6,1
	Vocational High School	61	22,1
	Other types	2	0,7
	Total	276	100

When you look at Table 1, you will see that 58.7% of participants, who participated in the survey, are composed of women and the other 41.3% participants are composed of men. In addition, 60.5% of students is 17-20 age groups, 39.5% of students is 21-24 age groups. They are high school graduates of the participants are shown in Table 1. According to Table 1, 64.1% of students have graduated from regular high school, 5.8% of students have graduated from theology high school, 1.1% of students have graduated from super high school, 6.1% of students have graduated from the Anatolian high school, 22.1% of students have graduated from vocational high school and 0.7% of students have graduated from other types. Also, although at least once before 64.1% of students have a work experience; there has been no work experience before of 35.9% of students.

For the study, established to investigate hypotheses are listed below.

**H<sub>1</sub>:** There is a statistically significant correlation between income level of the participants and thinking that Mobile phone model is suggestive to think about the economic strength.

**H<sub>2</sub>:** There is a statistically significant correlation between thinking that people are experimenting with different ways to express themselves, this is the smart phone from this angle for them, and thinking that smart phones applications are very useful tools for communicate with person who they want to connect.

**H<sub>3</sub>:** There is a statistically significant correlation between participants thinking that friends in social media are more realistic than friends in real life, and dealing with smart phone when being in place where could not been left.

**H<sub>4</sub>:** There is a statistically significant correlation between participants who think or not think that smart phones have an integral feature for affecting to opposite gender and putting or not putting the smart phone in visible place where they situated in the same environment with people whose they desire to impress.

**H<sub>5</sub>:** There is a statistically significant correlation between participants who give or not give importance the personal views and who think or not think to smart phones have an image complementary feature.

**H<sub>6</sub>:** There is a statistically significant correlation between participants who have all friends that have or have not a smartphones and check or not check the smart phone while starting and finishing the day.

**H<sub>7</sub>:** There is a statistically significant correlation between whether checking the smart phones the participants when starting- finishing the day and whether increasing the smart phone using times of participants.

The Analysis results are explained below and Crosstabs are presented in the Appendix.

**H<sub>1</sub>:** Hypothesis H<sub>1</sub>, which has 6 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.022$ ). When belonging to analyse crosstab of H<sub>1</sub>, it has seen that 16.3% of participants have income below 200 TL, 57% of participants, have income between 201 and 500 TL, 19.3% of participants have income between 501 and 1000 TL, 7.4% of participants have income above 1001 TL. 25.2 of participants think that

smart phones give an idea to people about economic power of the people but 62.2% of participant disagrees with this opinion. But 74.4% of participants who disagree with the opinion which smart phones give an idea about economic power have income below 501 TL. So it is conceivable that middle and low-income participants disagree smart phones' features showing the economic power.

**H<sub>2</sub>:** Hypothesis H<sub>2</sub>, which has 7 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.000$ ). When belonging to analyse crosstab of H<sub>2</sub>, it is understood that while 21.2% of participants think that smart phones are one of tools which are people use to express them, 60.4% of participant do not agree with this opinion. 58.1% of participants who think that smart phones are one of tools that people use to express themselves. In total, 59.8% of participants have the idea that smart phones are one of tools that people use to express themselves. In total, 59.8% of participants have idea that smart phones are one of tools that people use to express themselves, but only 22.4% of them think that smart phones are one of tools that people use to express themselves. On the whole, while most of the participants don't think that the smart phones are not useful tools for identifying themselves, they agree the idea that smart phones are useful tools for communicating people around.

**H<sub>3</sub>:** Hypothesis H<sub>3</sub>, which has 11 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.002$ ). When belonging to analyse crosstab of H<sub>3</sub>, although 9.8% of participants think that friends of the social media is more realistic than real life counterparts, 79.7% of participant do not join this opinion and 62.9% of participant disagreed this opinion, stated that they spent time with continuous smartphone. In total, 64.2s% of respondents state that they spend their time in a specific environment with smart phones when they feel alone. An overall evaluation, spend time continuously on the smart phone are irrelevant with friends realistic approaches and opinions on social media. It looks like an addiction.

**H<sub>4</sub>:** Hypothesis H<sub>4</sub>, which has 11 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.000$ ). When belonging to analyse crosstab of H<sub>4</sub>, 81.5% of participant do not think that the smart phones have an integral feature of the opposite gender. 89.6% of participants, who think that way, express that they intentionally do not put the phone in a place where everyone can see. Overall, the participants do not have a judiciary that smart phones have a feature that completing the personal image.

**H<sub>5</sub>:** Hypothesis H<sub>5</sub>, which has 5 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.030$ ). When belonging to analyse crosstab of H<sub>5</sub>, 77.4% of participants stated that they pay attention to their personal appearances. Although 39.5% of participants who think that way, have an opinion that smart phones have an have a feature that completing the personal image, 28.7% of participants who think that way, do not agree that smart phones have an have a feature that completing the personal image. And 66.1% of participants think that smart phones have not a feature that completing the personal image. Generally, participants pay attention to their personal appearances but they do not use the smart phones for completing their personal images.

**H<sub>6</sub>:** Hypothesis H<sub>6</sub>, which has 5 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.004$ ). When belonging to analyse crosstab of H<sub>6</sub>, 51.6% of participants stated that all of their friends have not an smart phone and 41.7% of participants stated that all of their friends have. 64.2% of all participants always check their smartphones in all day begins and ends. 46% of all friends of participants, who check the smartphones, use smartphones, but 47.1% participants stated that all of their friends have not. 70.8% of participants always check their smartphones when starting and finishing day, because their all friends, who are private for participants, use smartphone.

**H<sub>7</sub>:** Hypothesis H<sub>7</sub>, which has 10 missing values, was statistically significant according to the chi-square analysis of the results made ( $p=0.000$ ). When belonging to analyse crosstab of H<sub>7</sub>, 46.6% of participants point out that the time spent on the smart phone is constantly increasing according to when they first started using the smart phones. 79% of that participant always checks their smartphones in all day begins and ends. The other participants, who have 39.5% rate in research, stated that usage times on smart phones are not continuously increased but 48.9% of them check their smartphones. On the whole, most of participants have an opinion that their using time on smart phones are constantly increasing according to when they first started using the smart phones and spend time on smart phones has an autonomous status.

#### 4. Conclusion

Addiction of smart phone is seen commonly nowadays. Generation Z is the most smart phone users who are known. Addiction arises that feeling constantly the lack of results against an object. If using smart phone the part of

life instead of necessary, the people will slog away because addiction affects people at mentally too.

Generation Z stated that smart phones are an important the part of their life in this research. Even if they always check their smartphones all time, this situation is only necessary because using smart phone is not a symbol of image. Even if they emphasis on personal appearance, smart phones do not be effective for personal appearance. They have expressed the need to find a place in society with their own personalities. Even if they accept smart phone such as only communication tools, they use social media applications for this.

Conclusion, according to this research generation z is not an addict, as it is known in the literature. But using smart phone is the most important part of their life. Generation Z is understood more modern and knows what they want the opposite of prior information.

## Appendix A.

A. 1. Cross Tabulation for H<sub>1</sub>

		Mobile phone model is suggestive to think about the economic strength.						Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
Income a Month	Below 200 TL	Count	22	4	4	8	6	44
		% of Total	8,1%	1,5%	1,5%	3,0%	2,2%	16,3%
	201-500 TL	Count	66	33	22	14	19	154
		% of Total	24,4%	12,2%	8,1%	5,2%	7,0%	57,0%
	501-1000 TL	Count	22	15	3	9	3	52
		% of Total	8,1%	5,6%	1,1%	3,3%	1,1%	19,3%
	Above 1001 TL	Count	5	1	5	6	3	20
		% of Total	1,9%	0,4%	1,9%	2,2%	1,1%	7,4%
	Total	Count	115	53	34	37	31	270
		% of Total	42,6%	19,6%	12,6%	13,7%	11,5%	100,0%

A. 2. Cross Tabulation for H<sub>2</sub>

		smart phones applications are very useful tools for communicate with person who they want to connect.						Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
People are experimenting with different ways to express themselves, this is the smart phone from this angle for them.	Poor	Count	28	14	8	23	21	94
		% of Total	10,4%	5,2%	3,0%	8,6%	7,8%	34,9%
	Average	Count	0	10	7	35	14	66
		% of Total	0,0%	3,7%	2,6%	13,0%	5,2%	24,5%
	Good	Count	0	7	13	24	8	52
		% of Total	0,0%	2,6%	4,8%	8,9%	3,0%	19,3%
	Very Good	Count	3	4	6	13	10	36
		% of Total	1,1%	1,5%	2,2%	4,8%	3,7%	13,4%
	Excellent	Count	4	3	1	4	9	21
		% of Total	1,5%	1,1%	0,4%	1,5%	3,3%	7,8%
Total		Count	35	38	35	99	62	269
		% of Total	13,0%	14,1%	13,0%	36,8%	23,0%	100,0%

A. 3. Cross Tabulation for H<sub>3</sub>

		I deal with smart phone when being in place where I cannot be left.						Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
Friends in social media are more realistic than friends in real life.	Poor	Count	25	14	18	51	44	152
		% of Total	9,4%	5,3%	6,8%	19,2%	16,6%	57,4%
	Average	Count	0	16	7	23	13	59
		% of Total	0,0%	6,0%	2,6%	8,7%	4,9%	22,3%
	Good	Count	2	2	5	8	11	28
		% of Total	0,8%	0,8%	1,9%	3,0%	4,2%	10,6%
	Very Good	Count	1	0	2	5	4	12
		% of Total	0,4%	0,0%	0,8%	1,9%	1,5%	4,5%
	Excellent	Count	1	0	2	2	9	14
		% of Total	0,4%	0,0%	0,8%	0,8%	6,4%	4,5%

	% of Total	0,4%	0,0%	0,8%	0,8%	3,4%	5,3%
Total	Count	29	32	34	89	81	265
	% of Total	10,9%	12,1%	12,8%	33,6%	30,6%	100,0%

A. 4. Cross Tabulation for H<sub>4</sub>

			Smart phone in visible place where I situated in the same environment with people who I desire to impress.					Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
Smart phones have an integral feature for affecting to opposite gender.	Poor	Count	119	8	5	2	3	137
		% of Total	44,9%	3,0%	1,9%	0,8%	1,1%	51,7%
	Average	Count	28	43	3	4	1	79
		% of Total	10,6%	16,2%	1,1%	1,5%	0,4%	29,8%
	Good	Count	10	9	4	0	1	24
		% of Total	3,8%	3,4%	1,5%	0,0%	0,4%	9,1%
	Very Good	Count	1	2	2	4	4	13
		% of Total	0,4%	0,8%	0,8%	1,5%	1,5%	4,9%
	Excellent	Count	1	0	2	4	5	12
		% of Total	0,4%	0,0%	0,8%	1,5%	1,9%	4,5%
	Total	Count	159	62	16	14	14	265
		% of Total	60,0%	23,4%	6,0%	5,3%	5,3%	100,0%

A. 5. Cross Tabulation for H<sub>5</sub>

			I think that smart phones have an image complementary feature.					Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
I give importance the personal views and who think ot not think to smart phones have an image complementary feature.	Poor	Count	8	1	3	3	0	15
		% of Total	3,0%	0,4%	1,1%	1,1%	0,0%	5,5%
	Average	Count	4	8	4	4	1	21
		% of Total	1,5%	3,0%	1,5%	1,5%	0,4%	7,7%
	Good	Count	3	4	9	5	4	25
		% of Total	1,1%	1,5%	3,3%	1,8%	1,5%	9,2%
	Very Good	Count	19	25	24	30	7	105
		% of Total	7,0%	9,2%	8,9%	11,1%	2,6%	38,7%
	Excellent	Count	22	12	25	32	14	105
		% of Total	8,1%	4,4%	9,2%	11,8%	5,2%	38,7%
	Total	Count	56	50	65	74	26	271
		% of Total	20,7%	18,5%	24,0%	27,3%	9,6%	100,0%

A. 6. Cross Tabulation for H<sub>6</sub>

			I always check the smart phone while starting and finishing the day.					Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
All friends, who are important for me, have an smart phone.	Poor	Count	21	11	8	21	31	92
		% of Total	7,7%	4,1%	3,0%	7,7%	11,4%	33,9%
	Average	Count	4	10	4	13	17	48
		% of Total	1,5%	3,7%	1,5%	4,8%	6,3%	17,7%
	Good	Count	1	3	2	6	6	18
		% of Total	0,4%	1,1%	0,7%	2,2%	2,2%	6,6%
	Very Good	Count	4	6	5	25	12	52
		% of Total	1,5%	2,2%	1,8%	9,2%	4,4%	19,2%
	Excellent	Count	8	4	6	9	34	61
		% of Total	3,0%	1,5%	2,2%	3,3%	12,5%	22,5%
	Total	Count	38	34	25	74	100	271
		% of Total	14,0%	12,5%	9,2%	27,3%	36,9%	100,0%

A. 7. Cross Tabulation for H<sub>7</sub>

			My using time on smart phone continuously increases when I first started using the smart phone.					Total
			Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	
I check my smart phone when starting g-finishi ng the day.	Poor	Count	18	4	5	8	3	38
		% of Total	6,8%	1,5%	1,9%	3,0%	1,1%	14,3%
	Average	Count	5	17	3	7	2	34
		% of Total	1,9%	6,4%	1,1%	2,6%	0,8%	12,8%
	Good	Count	4	6	9	5	1	25
		% of Total	1,5%	2,3%	3,4%	1,9%	0,4%	9,4%
	Very Good	Count	8	16	11	25	10	70
		% of Total	3,0%	6,0%	4,1%	9,4%	3,8%	26,3%
	Excellent	Count	12	15	9	22	41	99
		% of Total	4,5%	5,6%	3,4%	8,3%	15,4%	37,2%
Total		Count	47	58	37	67	57	266
		% of Total	17,7%	21,8%	13,9%	25,2%	21,4%	100,0%

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