



ATTITUDE AND EMOTIONAL RESPONSE AMONG UNIVERSITY STUDENTS OF ANKARA TOWARDS PHUBBING

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Abstract

Phubbing (“phone” and “snubbing”) refers to snubbing a conversational partner when using the Smartphone in his or her company. Phubbing is one kind of technology interference that includes any “interruptions in face-to-face conversations to the feelings of intrusion an individual experiences”. The present survey study was aimed to find out the attitudinal and emotional response of university students towards phubbing. The study was conducted on N=200 (male=100, female=100) students of different universities of Ankara, Turkey. The findings of the survey revealed that how phubbing affect the present scenario of the society, and how Smartphone’s grow differences among people.

Key words; Attitude, Emotional, Phubbing

Introduction

“It seems that since the arrival of the Smartphone in 2007, we've seen the arrival of a new problem, a uniquely 21st-century problem. While the world has gotten a lot more connected, people have become more disconnected, losing the art of conversation and real human interaction.”

With technology advancing, Smartphone's play an important part in people's lives. It's easy to see people talking, slipping, or even playing on their phones in public places. Certainly, when people are concentrating on the small screens in hands, they won't care about their plights. So the probability of an accident is higher than before. Some countries even set up the “mobile phone sidewalk” to reduce potential hazards. But that is just palliatives. People needed to find a solution that “describe the annoying situation and further remind people to put their phones down, and get talking to each other again”. In response to this request, a new word “phubbing” was created.

“Phubbing is a newly coined term which comes from the words "phone" and "snub." It describes the habit of snubbing someone in favor of a mobile phone.”

In the book “Phubbing All over the World”, “phubbing” is defined as “The act of snubbing someone in a social setting by looking at your phone instead of paying attention.” Comparing the two definitions in the paragraph, we can find both of them have the word “snubbing,” which is used similarly in meanings to “slight” and “neglect.” And the second definition emphasizes that the act of snubbing someone must happen in a social setting. When I am with people around me, I should talk, laugh, cry, or do something together with them, instead of only concentrating on my mobile phone. Playing games, reading novels, or even share my feeling with other friends on the Internet instead of paying attention to the

person sitting opposite is considered rude on social occasions. So in fact phubbing is mainly about the act of “snubbing,” not just the use of the mobile phone.

We have reached a new problem since the arrival of the Smartphone. We have become more connected through our Smartphone's. However, as a result, we have become more disconnected to our surroundings. Whether it's scrolling our newsfeeds as we ignore our friends at gatherings or texting our friends at business meetings, it seems like we've become a more arrogant, self-centered bunch as we spend more time hooked on our phones. Recent years have seen an explosion in communication technology, creating devices and systems that support one-to-one, one-to-many, and many-to-many human interactions. One of them is Smartphone's which allow people to connect with others from almost anywhere at any time. However, there is growing concern that Smartphone's may actually sometimes detract, rather than complement, social interactions. The term “phubbing” represents the act of snubbing someone in a social setting by concentrating on one's phone instead of talking to the person directly. Phubbing can 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. the concept of “phubbing” defined as the act of snubbing others in social interactions and instead focusing on one's Smartphone (Haigh, 2015), appears to have negative consequences for communication between partners, detrimentally affecting relationship satisfaction and feelings of personal wellbeing (Roberts & David, 2016). However, little is known about what causes phubbing behavior, and how it has become an acceptable or normative feature of modern communication. “Phubbing” the way we are present physically around but mentally somewhere far away.

The origin of the term phubbing is attributed to a campaign from the McCann Melbourne Company in 2012, when grassroots groups started to promote

so-called polite use of mobile devices. Many have observed people snub each other through technology use, and how businesses and public spaces often discourage some kind of device use. For example, a restaurant or bar might put up a sign asking people to respect the atmosphere and be social in their real environment, rather than snapping, texting and tweeting their way through the night. According to Kipling Williams, a professor in the Department of Psychological Sciences in Purdue's College of Health and Human Sciences says "Being excluded is painful because it threatens fundamental human needs, such as belonging and self-esteem. Research has found that strong, harmful reactions are possible even when ostracized by someone for a short amount of time." According to his recent study, just two or three minutes of ostracism, or phubbing can produce lingering negative feelings such as anger and sadness, and over the long-term, can result in alienation, depression, helplessness and feelings of unworthiness.

People who 'phub' (often called 'phubbers') use their Smartphone's to

- Scroll through their newsfeeds: This is the most common one, and probably the worst one. Nothing says you're bored more than getting out your phone and checking to see what your friends posted online when you have company.
- Update their status: This could be as innocent as posting a selfie on Instagram. While you may be included, they are ignoring you momentarily by expressing themselves to all their social media connections.
- Text someone: They could be having a conversation (or multiple conversations) while the person they're hanging out with is in their physical presence.
- Play online games: Playing Angry Birds, Candy Crush, or any other game on a mobile app can exclude people. Phubbers can get very addicted to them especially if you collect points every time you play.

Some forms of phubbing don't require the use of the Internet. You could be on a phone call or send SMS messages and still have little to no consideration of the person you're with.

Literature Review

Phubbing can be described as an individual looking at his or her Smartphone during a real-life conversation with other individuals, being engrossed in one's Smartphone, and avoiding interpersonal communication. Constructed by merging the words phone and snubbing, the term phubbing has made its way into the updated version of Macquarie Dictionary. This specific smart phone addiction might be considered the trouble of our age. Due to smart phones' make-up, phubbing is an issue that shares commonalities with a wide number of addictions. While there is not enough evidence related to this phenomenon, we have been led to believe that due to smart phones numerous features and ability to access the internet, phubbing is a multi-dimensional phenomenon. These dimensions are (i) Smartphone addiction, (ii) internet addiction, (iii) social media addiction, and (iv) game addiction.

Just as technology eases life, so does it cause a number of previously unseen problems in it? In the industrialized world, life requires faster access to various kinds of information as well as faster interactions and communication. This increasingly fast-paced lifestyle has caused many concepts, such as time, the perception of needs, and a sense of fun to have undergone fundamental changes. The hunger for more technology has consequences, such as excessive technology usage (Davis, 2001), high level of involvement in technology (Charlton & Danforth, 2007), and finally technology addiction (Turel, Serenko, & Giles, 2011).

Phubbing is a concept with many possible dynamics, such as being disrespectful toward another person or persons, disregard for others, and a

preference for virtual environments over real-life ones. While phubbing can be based on applications, such as the internet or games transferred from one's computer to his or her Smartphone, the very intrinsic nature of Smartphone's may themselves provoke addiction. In addition, the fact that one can now access the internet and games via Smartphone's has shifted internet addiction to another venue. As such, Smartphone's and internet addiction exist in a circular relationship, each triggering the other. For example, if the time one spends surfing the internet increases, so does phone addiction. However, problematic phone usage is seen as a behavioral addiction identical to the ubiquitous use of Smartphone's, even in prohibited environments, such as while driving (Bianchi & Philips, 2005). Researchers investigating Smartphone addiction have shown that while Smartphone's are used as a tool to overcome loneliness and the need to manage oneself, anxiety, worry, and deprivation disorder behaviors are observed in addicted individuals who have been separated from their phone (Park, 2005). In addition to offering a variety of conveniences to daily life, computers are also the source of a number of negative effects on humans. Individuals' exaggerated use of computers has led researchers to investigate the concept of computer addiction (Griffiths, 2000; Shaffer, 2002; Shotton, 1991). These studies suggest that computers are not the problem in and of themselves, but that problems arise as a result of the applications loaded on them. Playing games (Charlton & Danforth, 2007; Weinstein, 2010; Wood, 2008) and staying online for extended periods of time (Chou & Hsiao, 2000; Lin & Tsai, 2002; Yang & Tung, 2007) are examples of such cases.

Objectives:

1. To examine attitudinal response towards phubbing among male and female students.
2. To examine emotional response towards phubbing among male and female students.

Methodology

Sample

The sample for the study was taken from different universities of Ankara, Turkey. The total no. of participants consisted of 200 students, with equal number of males (n=100) and females (n=100).

Procedure

The data of the present study was collected through personal contact with the participants. Before administering the tool, the purpose of the study was explained to the participants and they were assured that their responses would be kept as confidential and will be used for research purpose only. After establishing the rapport with the participants, they were requested to fill the questionnaire. In this way, the data was collected from the participants. The obtained data was analyzed by the means of frequency distribution.

Results

Table 1.1. Showing attitudinal response among university students towards phubbing.

Attitudinal response	Yes	No	Don't know
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Do you think phubbing is a serious issue?	86.7%	6.9%	6.4%
Do you think it's a normal thing?	10.3%	74.9%	14.8%
Do you think phubbing is destroying relationships?	12.3%	45.3%	42.4%
Do you think the person is feeling unimportant so is phubbing?	50.7%	22.7%	26.6%
Do you & your family or friends have a rule about anti-phubbing?	34.0%	54.7%	11.3%
Do you think that phubbing is a growing problem?	82.8%	7.9%	9.4%
Do you think boys are more phubbing than girls?	19.2%	39.4%	41.4%

Table 1.1 depicts the attitudinal response of male and female students towards phubbing. Most of the students think that phubbing is a serious issue. About 86.7% and 82.8% of male and female students consider phubbing as a growing issue. And only 10.3% of students think it's a normal problem.

Table 1.2. Showing emotional response among university students towards phubbing.

Emotional response	Yes	No	Don't know
Do you think you are effected by phubbing?	68.5	24.6	6.9
Do you ignore people who do phubbing while sitting together?	80.8	12.8	6.4

Do you get annoyed if he/she is phubbing?	83.3	10.8	5.9
Do you get angry on phubbers?	66.5	28.1	5.4
Do you get sad with phubbers?	52.7	36.9	10.3
Do you feel yourself unimportant while someone is phubbing while you meeting he/she?	63.1	28.1	8.9
Do you feel person you are talking to, is not listening you because of phubbing?	86.2	10.8	3.0
14. Do you feel pity on the phubbers?	35.0	53.7	11.3

Table 1.2 shows the emotional response of students towards phubbing. Most of the people get annoyed and disturbed due to phubbing. Around 86.2% of students thought that the person they are talking to doesn't listen to them because of phubbing and 83.3% of people get annoyed. Although some people ignore the phubbers but most of the people become sad and angry with them.

Discussion

Since Smartphone's become an important part of life in today's era, but there are growing drawbacks with it also. Apart from minimizing the distance between people who are far away from each other, it grows issues of phubbing among the people living side by side, by detracting social relationships. The study found that most of the students are involved in phubbing, and this study go in line with the study of Arslan and Tutgun-Ünal (2013), they found that more than half of the students attending the university in their study had used a Smartphone for at least six years and that they used it for at least one hour a day.

The study also reveals that how people are infuriated by phubbers, and most of the people get angry with their phubbing behavior. There exists a large number of studies conducted on young individuals, excessive Smartphone use, and Smartphone addiction that not only support the findings of this study, but that also bring to light the seriousness of the situation at hand (Bianchi & Philips, 2005; Ha et al., 2007; Lee & Hwang, 2009; Walsh, White, & Young, 2008).

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