

**USAGE PATTERNS OF MOBILE PHONE AND  
INTERNET AMONG MARGINALISED COLLEGE  
STUDENTS: A CASE STUDY IN MALDA DISTRICT,  
WEST BENGAL**

A Synopsis Submitted to Jadavpur University for the Degree of  
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**Abstract:** As a result of the proliferation of mobile phones and internet connectivity, individuals are no longer limited in their ability to communicate with one another. Nowadays, smart phones and the internet are no longer a fashion used by wealthy people but have become an integral part of our daily lives. Mobile phones and the internet have emerged as two of the most important communication tools of the modern day around the world. Mobile phones and internet culture are becoming more than simply tools for personal communication in developing nations such as Malda, West Bengal. In light of this profound shift in society, the goals of the present research are twofold: (a) to learn more about how marginalised male and female college students in Malda district gain access to and use mobile phones and the internet; and (b) to learn more about the impact of mobile phones and the internet, particularly in educational, social, cultural, and economic spheres. (c) to recognize the positive and negative effects of mobile devices and the internet on interpersonal connections, group dynamics, and societal shifts.

In this research, 99 marginalised students have been selected by purposive sampling from Malda district. Among them, 50 respondents are male and 49 respondents are female students. Most female respondents believe that their lives have been changed by using mobile phones and the internet. They have come to know many things by exchanging information. Most college students use mobile phones for academic purposes and believe that by exchanging information they have come to know many things. Among the students of Malda district, the preference for online shopping is rapidly increasing, which helps to run the process of cultural diffusion from global to local or from urban to rural. Mobile phones are more of a facilitator, rather than an inhibitor, of building social relations and associated virtual community groupings. Mobile phones and the internet are now an integral part of the present day's young generations. Without a smartphone and the internet, students feel lonely and also socially alienated.

**Keywords:** Smartphone, internet, education, marginalized college students, Malda district, digital life, consumer culture, etc.

## **Chapter: 1**

### **1.1 Preliminary Remarks:**

WhatsApp! Join my Twitter following! See what I'm up to on Facebook. These are the buzzwords and drone noises of today's youth. Anyone who doesn't know what "social media" or "big data" are is likely to be seen as out of touch and unfashionable in today's technologically advanced society. It is safe to say that we are now living through a technical epoch-making event. Science and technology are advancing at a rate never before witnessed in human history. Mobile phones and the internet are relatively recent human innovations. Individuals may now communicate with one another, gather information, keep a personal journal, record and send audio messages, and learn new skills at any time and from any location.

### **1.2 Rationalization of the Study:**

Suppose we try to find out the reason for the evolution of human society from the origin to present-day society. In that case, we can see that technologies play a vital role in human social development in several stages of society. Without technology, such social evolution may not be possible. It is noted that all the technologies have not spread among all categories of people in human society, and also spreading period was very long. But only ICT applied to a maximum of people to human society in a brief period. The widespread adoption of smartphones and internet usage among today's college students is not limited to India. Emerging academic attention and research focus on the ways in which mobile phones and internet usage are shaping student cultures throughout the world.

Caste and untouchability are the basis for social discrimination in India. Thus, many individuals in India belong to economically and socially disadvantaged groups. Those who identify with the Scheduled Caste, Scheduled Tribe, or Other Backward Caste classifications tend to be economically disadvantaged and socially marginalised. Youth from underprivileged backgrounds should be given priority for development if they are to help their generation break the cycle of disadvantage.

### **1.3 Scope of the study**

This study mainly focussed on the young generation of a particular age group, that is, 18 to 25 years, and wanted to concentrate on how this young generation of college goers from marginalised section perceive and use mobile phones with internet in their everyday life in Maldah district, West Bengal.

Theoretical models were used in this investigation of youth cell phone use; however, alternative models and theories may provide different findings. When trying to grasp the significance of mobile phones and the internet among today's youth, it helps to take into account a variety of social factors.

### **1.4 An Overview of the Research Field:**

Malda is often considered the region's "entry point" to North Bengal. Gour-capital Banga's city originally stood here. There are two municipalities in the District; they are called Malda Sadar and Chanchal, respectively. There are 3,701 villages in this district in addition to 2 towns, 11 police stations, 15 development blocks, and 146 Gram Panchayats. The Gour Banga University, located in the Malda area, is the parent institution for eleven different colleges that all provide bachelor's degrees.

1. Malda College 2. Malda Women's College 3. Gour Mahavidyalaya 4. Samsi College 5. Chanchal College 6. Gazole Mahavidyalaya 7. Harishchandrapur College 8. Kaliachak College 9. Manikchak College 10. Pakuahat Degree College 11. South Malda College

### **1.5 Objective of the study:**

- (a) To learn how male and female underprivileged college students in Malda area use cell phones and the internet generally.
- b) To learn how widespread use of mobile devices and the web has altered a variety of spheres, including but not limited to the fields of academia, society, culture, and business.
- (c) To investigate the prevalence of mobile phones and the internet hinders or promotes communication, engagement, relationship building, and societal shifts.

## **Chapter: 2**

### **Review of Literature and Theoretical Frame Work of the Thesis**

#### **2.1 The Review of the Relevant Literature:**

This literature review furnishes academic studies and explores the general use of mobile phones and the internet among the young generation. Presently, researchers are now interested in the rising use of mobile phones, particularly among young people. There have been many surveys on mobile and internet usage nationally and internationally. The available literature reveals that mobile and the internet are used worldwide by college students for different purposes. However, the various studies included here are classified under the following heads:

- ▶ Change in Communication Methods.
- ▶ Usage and Attitude towards Mobile Phone and Internet.
- ▶ Symptoms of problematic Mobile Phone and Internet use.
- ▶ Gender difference and the addition of Mobile Phone and Internet use.

Ahmed, I. et al. (2011) conducted study in Pakistan to determine the level of mobile phone addiction among the students of college. The majority of students, the findings showed, were able to establish clear priorities among their many obligations, duties, and cell phone use. The findings also revealed that only a small percentage of pupils had highly addicted behaviours. They came to the conclusion that college kids utilised their phones responsibly and didn't engage in any risky behaviours that may lead to mobile phone addiction.<sup>1</sup>

Research by Perry, S., and Lee, K. shows no statistically significant difference in mobile phone use by gender. Male and female college students in the developing world do not differ in their propensity to engage in addictive behaviours, although women are less likely to utilise text messaging than men. Gender did not seem to be a reliable predictor of mobile phone usability problems, while women did tend to have more frequent issues.

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<sup>1</sup> Ahmed, I. et al. 2011. An Investigation of Mobile Phone Consumption Patterns Among Students and Professionals; Is There Any Difference? European Journal of Economics, Finance and Administrative Sciences. Vol 39. P.136-143.

It appears that Daniel Bell is the first sociologist to focus on the societal effects of digital communication technologies in his own writing. Miniature electronic and optical circuits that can accelerate the flow of information through networks were one of two inventions that Bell predicted would have far-reaching social effects. The other was the eventual integration of computer processing and telecommunications into what Anton Oettinger called "data" technology. Bell predicted the policy challenges that widespread access to technologies like electronic mail and telefaxing, as well as automated newspaper and magazine delivery, would bring up, and he identified "the social organisation of the new communication system" as the most pressing concern for "the post-industrial society."

## **2.2 Identifying Research Gaps:**

As India is a federal republic with widely varying cultural norms, it's crucial to be aware of how people in various parts of the nation use their mobile devices and the internet. The parallels and disparities in mobile phone usage among young adults across India should also be investigated. Again, there is no study evaluating the usage and impact of mobile phones and the internet among underrepresented college students, youth, or groups in Malda District to provide background information.

## **2.3 Theoretical Frame Work of the Thesis:**

- ▶ From the theoretical viewpoint, this study takes the help of Technological determinism, Social Construction of Technology, Social Shaping of Technology and Actor-Network Theory (ANT).

## **Chapter: 3**

### **Technological Frame Work of the Thesis**

The function of the cell phone in recent years has changed from a verbal communication tool to a multimedia tool. We now use our mobile phones more for surfing the web, snapping photos, checking email, and updating our social media status than actually placing calls. Today's cell phones replace our other devices, including cameras, Calculator, watches, video cameras, too. If we want to understand and illustrate the development of cell phones, then we must analyze the following three points which are:

- 3.1. Development of Mobile Phones: From 'Brick' Mobiles to Touch Screen Smartphones.
- 3.2. The Imagining and Emergence of the Internet:
- 3.3. The emergence of Smartphone: Seamlessly Blend Telephone Computer and Internet
- 3.4. Emergence and Evolution of Mobile Phone and Internet in India
- 3.6. Digital Age and the Global Expanding role of Mobile Phones and the Internet

#### **Chapter: 4**

##### **Concept of Marginalization in India conjointly West Bengal**

It is an everlasting truth that all men are not equal. Human beings became unequal not only due to their intellect or physical strength but also man-made or civilization ascertained inequality is also an uttermost subject which isolates every individual into the dissimilar ledge. Inequalities exist in every type of human civilization. While writing the chapter four of the thesis, the following points will be addressed in details:

- 4.1 Meaning of the Concept of Marginalize and Marginalization:
  - 4.2 Nature of Marginalization:
  - 4.3 Levels and Types of Marginalization in India Conjointly West Bengal:
  - 4.4 Responsible Reasons for Marginalization in India Conjointly West Bengal:
  - 4.5 Various Marginalized Groups India Conjointly West Bengal:
- Statistical Scenario:

#### **Chapter: 5**

##### **Methodological Tools and Data Analysis**

While writing the chapter five of the thesis, the following points will be addressed in details:

##### **5.1 Method of Research Programme:**

- a) Sampling: In this research, from every college, the present researcher has selected 9 marginalized students (SC-3, ST- 3, and OBC- 3students) by purposive sampling. In Malda district, there are 11 undergraduate colleges. Therefore, total sample size is 99, among whom 50 respondents are male and 49 respondents are female students.

- b) **Schedule an Interview:** I shall have direct contact with participants, especially through structured discussions of interviews. I am likely to speak with ninety-nine different marginalized college students aged 18-25, who owned a mobile phone and were amid their education at eleven different colleges in Malda District. Interviews consisted of ninety-eight open-ended and close-ended questions with several follow up questions in-between.
- c) **Observation:** A few students were not interested to reply to some of my questions. I have found out the reply and noted observing their appearance as long as possible. So, I have to undergo both interview and observation procedures to complete the question-answer part of the interview.
- d) **Data collection:** In this study, I shall collect both primary and secondary data in deference sources. Primary data shall collect from the respondents with the help of an interview, while secondary data will be collected from other traditional sources like web sources, published printed materials, etc.

**5.2** I have drawn 46 tables and 29 charts to presents the results of the interview analysis step by step by the following sections.

- ◆ **Section- A** presents the information on participants regarding their demographics.
- ◆ **Section- B** presents the general usage pattern of the mobile phone.
- ◆ **Section- C** presents the general usage pattern of computers and the internet.
- ◆ **Section - D** presents the data regarding usage patterns of the internet and mobile phone for educational purposes.
- ◆ **Section- E** presents the data analysis regarding the usage pattern of the internet and mobile phone in the social aspect.
- ◆ **Section- F** presents the data analysis regarding the usage pattern of the internet and mobile phone for entertainment purposes.
- ◆ **Section- G** presents the data analysis regarding the usage pattern of the internet and mobile phone for commercial purposes.
- ◆ **Section - H** presents the data analysis on health issues due to the use of the internet and mobile phone.
- ◆ **Section - I** presents the data analysis on the psychological and personal issues due to the use of the internet and mobile phone.

## **Main Findings and the Qualitative Analysis of the Thesis**

After interview and data interpretation the results of the qualitative study and main findings show that on the usage pattern of mobile phone and internet among marginalized college students in Malda district comes under the following seven headings which are given below:

### **6.1 Mobile Phone and Internet Use for Communication Purpose**

The interviewer responses in this section have been organized under the following headings such as it keeps me connected, emergency devices, to inform parents, co-ordination and planning, text messaging, WhatsApp messaging, and maintenance of relations which explanation is given below:

#### **a) Emergency devices:**

The interview and data analysis show that respondents in deprived led a hectic lifestyle. They left home in the morning and stayed away for studies and other related-works till late at night. Some female respondents who attended coaching classes were out for almost whole day. They said that they acquired cell phones so that they could contact their family during an emergency. The fear of emergencies, in particular, leads participants to believe that they must have their phone when going out.

#### **b) To information Parents:**

Most respondents used mobile phones to coordinate and plan with their friends, family members, and other relatives. The respondents who are living in hostels or rental house they basically use their cell phones than other forms of communication to plan their schedules for the day. Overall, this research has presented that mobile phone provided a great way for a large number of students in the Malda district to coordinate their daily activities for education and other activities.

#### **c) Coordination and Planning:**

While the participants used cell phones for keeping in touch with parents, they also used them to coordinate and plan activities with their friends, family members, and also other relatives. Since the respondents were living in different parts of the town and had classes during different times of the day, it was easier to use cell phones than other forms of communication to plan their schedules for the day. Overall, this research has

presented that mobile phone provided a great way for a large number of students in the Malda district to coordinate their daily activities for both college and recreation purposes.

**d) Text messaging (SMS) and WhatsApp messaging:**

The analysis presents that a large number of the marginalized college students in Malda district used the SMS, WhatsApp or other messaging applications on cell phones for to communicate with friends or to participate in a wide range of activities. They said that messaging is quite convenient and it allowed them privacy.

**e) Maintenance of Relations:**

In the context of communication, mobile phones and the internet play an important role to maintain relationships. The data shows that most of the respondents called their relatives normally to know something or to inform anything.

## **6.2 Mobile Phone and Internet's Usage Effects on Social Image**

One essential feature of human psychology is to maintain a positive social image. The analysis showed that marginalized college students in Malda district used mobile phones and the internet as fashion items, a marker of adulthood, and extension of self, prized possession, personalization, and negotiating independence for parents to enhance their social image.

**a) Status, symbols, and Fashion items:**

The marginalized college students of Malda think that, cell phones are a fashion item; they believed that carrying an expensive cell phone reflects the status of an individual.

According to some respondents, expensive cell phones facilitate them to impress girls.

**b) Extension of Self:**

Most of the respondents keep their mobile phones with them all the time. They check it frequently; without cell phone they feel lonely. The first thing they see in the morning, the last thing Most of the respondents keep their mobile phones with

them all the time. They check it frequently; without cell phone they feel lonely. The first thing they see in the morning, the last thing they go to sleep with is a cell phone.

### **6.3 Mobile Phone and Internet's Usage Effects on Social Media Related Activities**

The students revealed that they used mobile phones and the internet for media-related needs such as accessing information and news, online shopping, and entertainment.

#### **a) Information and News:**

Most respondents said that they access news, latest updates, sports news, weather forecasts, traffic updates etc. to keep them updated.

#### **b) Entertainment:**

The participants used their cell phones to entertain themselves in a variety of ways. Listening to music, clicking pictures, playing games, sharing jokes via text messages, WhatsApp messages, and videos through multi-media messages (MMS) were some of how participants used mobile phones and the internet for entertainment.

#### **Online Shopping:**

Online shopping is gradually becoming popular among students. The findings showed that the online shopping behaviour of college students, explore their satisfaction level through online purchase, and identify the factors influencing online shopping. Twenty-four of accessibility, time savings, competitive pricing, loyalty, access updated products and window-shopping factors influence the online shopping behaviour of college students.

### **6.4 Mobile Phone and Internet Usages Effects on Privacy**

The interviews with students revealed that they used mobile phones and the internet as privacy issues such as private and personal items, maintain a friendship, online friendship, Tele-friendship, and online dating.

**a) Private and Personal item:**

Some of the respondents said that they personalized their cell phones and considered them of private items. Some of the female respondents said that they considered 4G mobile phones as their private items and did not like anyone checking their cell phones. I don't like it when someone picks up my cell phone and wants to get through my texts, my calls, and everything.

**b) Maintain Friendship:**

The respondents, made very frequent use of their cell phones to catch up with friends. Some respondents said that they talked to their friends almost every day. Some of the female respondents used cell phones to catch up with friends who were in another city.

**c) Cell phone and internet Friendships:**

Respondents also used Smartphone's to maintain friendships with individuals they meet through social networking sites. Some respondents recounted individual stories about how they made friends with random people on Facebook. On the other hand, very few numbers of male respondents said that they also made friends with females on Facebook and exchange mobile numbers.

- ▶ A few numbers of female respondents, said that they have "Tele-friends," and they never met each other, but they talk on the phone.

## **6.5 Educational Impacts for the Use of Mobile Phone and Internet**

The interviews with marginalized college-going students in the Malda district revealed that they used mobile phones and the internet for a variety of educational activities such as online activities for educational purposes, collect and updates study material, enhanced lessons, personalized learning, and student-teacher smooth effective relationship.

**a) Online Activities for Educational Purpose:**

The students believe they can use the Internet and mobile phone as educational tools. Only a very limited number of participants said they could not use it for educational purposes. Today, all of the educational institutions and colleges put up from other notices and result on the web. Most of the students can able to follow up on these

processes. Most of the students also used email to send applications to college or any institution officials regarding any concerns.

Some respondents said that the internet provides them with needed materials within a short period. Once upon a time, they used library card catalogues, encyclopedias, and magazines to find information for projects. Today, mobile Internet services streamline academic research through online databases and search engines, allowing students to view the full text of books, articles.

**b) Educators and Learners Smooth Effective Relationship and Personalised Learning:**

They accept that through the Internet mobile service, they are able to reach the real experiences of learning. The analysis showed that a majority of marginalized college-going students agreed that they can easily contact to their classmates or teachers for study purposes.

**c) Negative impact of Academic Performance:**

Findings showed that many students become additive to mobile phones for playing games, chatting with their friends, and watching movies and other stuffs. Most respondents do not give proper time to their studies for the rampant use of social networking, texting, and chatting on internet-connected mobile phones result in poor academic performance.

## **6.6 Health and Behavioural Impacts for the Use of Mobile Phone and Internet**

The interviews with students revealed that they used mobile phones and the internet for a variety of health impacts such as Physical Health Impacts and psychological.

**a) Physical Health Impacts:**

The technology developed an alarming situation for the normal functioning of the biological systems of the human body and lead to serious ailments such as diseases of the brain like cancer, brain tumour, and so on. Some respondents also concern the short-term effects of the body such as hormone disruption, sleep disruption, impairment of cognitive function, etc. and long-term effects such as DNA damage and infertility.

### **Psychological Health Impacts:**

Mobile phone addict respondents carry their phone everywhere they go and use it during the time doing other things like studying, eating, driving, and also using it in inappropriate places like hospital church, class, lavatory, and danger zone areas like petrol pumps which conclude that they are wasting a lot of their time in sending an unnecessary message to one another by using their mobile phones.

## **Chapter – 7**

### **Conclusion:**

#### **7.1 Summary of the Main Findings and Concluding Remarks:**

My first objective and research question for this study was **to investigate gender differences regarding the usage pattern of mobile phones and internet by the marginalized college students of Malda district**. The interview and data analysis finds the following seven aspects of gender differences:

- ▶ Female respondents acquired mobile phones and internet services for calling or messaging parents, friends, or relatives. They used mobile phones for communication activities such as group messaging and making friends with members of the opposite sex, Tele-friendship, and online friendship. Females are more geared towards relationships than males and use cell phones to promote social interaction.
- ▶ Most female students used their mobile phones and internet services for educational purposes. They used their mobile phone to contact teachers and friends for educational queries.
- ▶ In the case of online shopping, male students are a step ahead in using mobile phones and the internet compared to female students. Most females shop online to purchase books, toys etc. But male respondents used online shopping to buy updated dress materials and electronic items.

- ▶ Female respondents use mobile phones and internet services for emergency purposes. They believe that they must have their phone when going out to stave off isolation and feelings of helplessness.
- ▶ Most female respondents believe that their lives have been changed by using mobile phones and the internet. They have come to know many things by exchanging information. Their ways of talking have changed as they have also changed their vocabulary while messaging. Mobile phones are now playing a significant role in their daily lives.
- ▶ Most male respondents believe that they can overcome loneliness by using mobile phones and the internet. They use their mobile phone for pornography and playing various games.

There are some reasons for the above differences and variations. It could also be due to the socio-cultural and parental boundation that females should not engage in dating or romantic relationships before marriage. Therefore, they were probably more concerned that their parents and relatives may get to know about such activities. Overall, the interview and data found some evidence that the patriarchal culture that allows less freedom to females than males. The study further indicates that women from marginalized communities in the Malda district are more likely to adhere to social norms and patriarchal rules.

My second objective is for this study was to discover the impact of mobile phones and the internet particularly, in education, social, cultural, and commercial aspects by the marginalized college students in the Malda district. The interview and data analysis results showed that across the Malda district's there were three main impacts which are given below:

#### **Educational Impacts:**

- ▶ Students use their mobile phones to enhance their general knowledge by accessing different websites that provide news and eBooks or study material on different topics. A shy student who cannot raise questions in their classrooms gets their doubts cleared online through mobile phone and internet service. This mLearning procedure helps to radius inequality for the marginalized students.

- ▶ Some students use their mobile phones to easily apply to colleges or institutes by filling up forms, downloading college and university notices or other documents, and uploading their work and qualifications on the websites. Again, students also use their 4G mobile phone and internet service to apply online for jobs or competitive exams.
- ▶ Lack of concentration and forgetfulness are noticeable among the heavy users of the respondents. This also affects college students' awareness and eventually leads to a passive mind, leading to soft focus and attention.
- ▶ Like other users, college students generally use abbreviations and shortcuts to write and communicate. They are communicating through text-based symbols and intentionally misspelling words. As a result, their writing skill is not good enough.

Since there are some negative impacts of using mobile phone and internet, students need to be careful to take the benefits of mobile phones and internet.

#### **Social and Cultural Impacts:**

- ▶ Respondents used cell phones and internet access to communicate with family and friends during an emergency, tell the family about their whereabouts, coordinate with friends' plans and events, and have private conversations with friends.
- ▶ College students in Malda district began to use mobile phones and internet service for public communication activities like as, group messaging through mobile social networks such as Facebook, WhatsApp, and voting on reality TV programs. Respondent, who has a 4G smartphone with an internet connection, spends less time in outdoor activities.
- ▶ College going students in Malda district used mobile phones and the internet to support friendships with existing friends and support friendships created online or through cell phones. Also, they used mobile phones and the internet to develop and maintain friendships and to have romantic conversations with members of the opposite sex. However, they did so privately to avoid breaking social rules.

- ▶ College goers use cell phones to view different cultural programs. It clearly reveals different cultural values and priorities. Here, users with a smart phone can update their cultural activates by acquiring other cultural elements. Thus a mobile culture has developed by accelerating the process of cultural assimilation.

4G mobile phones and the Internet enables students to connect and communicate with their friends, family, and relatives even with the stranger's people via instant messaging, e-mail, or social network sites such as Facebook, WhatsApp, etc. For this reason, the 4G mobile phone with Internet service is, in fact, the latest mode of communication and socialization, and it is reducing face-to-face communication, which is one of the most essential and primary features in rural India. On the other hand, the Internet is widening the gap among students in the Malda district by isolating them and reducing their time participating in social activities. They are more engage in virtual world.

#### **Commercial Impacts:**

- ▶ Both urban and rural college students of Malda district had begun to use mobile phones and internet service for online Shopping. They might prefer to shop online: ease of search, lower prices, Information choice, updated fashion information, more comprehensive selection, competitive pricing, available 24 hours a day, time convenience, easy accessibility, and ease of use. Most students use online shopping strategies for electronic goods and clothing purchases.
- ▶ Online banking transactions such as transactions through credit cards, net banking, mobile banking, etc., are becoming an essential financial service for college students. Using these processes, they quickly gather information and opportunities such as balance inquiries, balance transactions, and check deposits which also help their education-related activities such as scholarship-related information, online fill-up processes, etc.

The study concludes that access to online shopping has truly revolutionized and influenced urban and rural marginalized societies in Malda District. Especially rural areas in Malda district have come into the world of online transactions, and they take

these advantages in their day-to-day activities. It also has been found that computer and internet literacy have a significant relationship with online shopping.

Among the students of Malda district, preference of online shopping is rapidly increasing, which helps to run the process of cultural diffusion from global to local or from urban to rural.

My third objective, which is also my third research question for this study was to understand the role of mobile phones and the internet as inhibitors or facilitators of communications, interactions, relationships, and social changes which all come under physical, psychological, and behavioural impact for the use of mobile phone and internet.

- ▶ By using Smartphone with internet, students can do faster and easier communication and social interaction. They can communicate and interact anybody, anywhere and anytime as they want. By using this device, the students not only achieve their academic knowledge, they also acquire health care, telemedicine facilities and eHealth service.
- ▶ The high frequency of cell phone use can have a negative effect on students such as stress levels, memory problems, aggression, moodiness and excessive internet-connected 4G mobile phone use can be a risk factor for mental health issues among the students.
- ▶ The study concludes that college students spend twelve hours a day on their 4G mobile phones, surfing the internet and sending messages. They can't go more than 45 minutes without checking their mobile phones. These facts indicate that Smartphone addiction exists among the urban and rural college-going students in the Malda district.
- ▶ Students are attached to the content saved on the phone, such as phone numbers, letters, photos, and videos, has a close emotional attachment. It can be concluded that age group College going students show a feeling of sorrow and depression when their mobile phones are lost or stolen.
- ▶ Furthermore, students also show signs of irritation when the network is down, or they cannot make a mobile phone call or WhatsApp message when they wish

to. In short, they feeling stress, panic, increase the anxiety level and anger attached to the non-human device are an essential social factor in college-going students' personalities in the Malda district. They feel that they are missed something and also totally disconnected from the society.

- ▶ The above discussion concludes that internet-connected mobile phone dependence among urban and rural college-going students in Malda district indicates increasing Nomophobia among 18 to 25 age group college-going students. Generally, this psychological syndrome is triggered among marginalised college students when mobile phones are inactive for any operational, technical, or any other reason. Mobile phone and internet is now an integral part of present day's young generations, without smartphone and internet students feel lonely and also socially alienated.

▶

## **7.2 Limitations of the Study:**

- ▶ There are several limitations to this study. One of the main limitations of this study is the period during which this study was conducted. Mobile phones and internet services are advancing rapidly, and by the time this dissertation is written, the technology may have changed from when the research was conducted.
- ▶ Another limitation of this study is that the results cannot be generalized to all 18 to 25 age groups in India. This study has used a small sample of marginalized college-going students in the Malda district. The results may not apply to all the college-going students living in the same district. Again, the results may not apply to the young population living in other parts of India.
- ▶ My research study is an exploratory study conducted to identify variables that might impact the use of mobile phones and internet services. So, although this study identifies variables such as the socio-cultural environment of the marginalized society, lifestyle factors, and access to media that might be responsible for differential use of mobile phones and internet.

**Future Research Directions:**

- ▶ The study revealed that students' dependency and addiction to mobile phones might lead to severe psychiatric and psychological problems. Further studies may be conducted to discover the Nomophobia attitudes and various types of homophobia-related behaviour of the college students.
- ▶ This study may also help to investigate the impact of mobile phones and the internet on social media-related grounds, because social media is becoming ever more intertwined in our everyday lives and relationships.
- ▶ This study found that online shopping is gradually becoming popular among students. Generally, students prefer to buy their essentials from E-Commerce sites. With the growing popularity of online shopping, future studies may also investigate the impact of E-Commerce sites on the local market.

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