



Attitude towards the use of mobile phone among the college level students

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Abstract

The focus of the study was on the attitude of the college level students towards the use of mobile phone within the various departments of UG honours subjects of Raiganj University. The survey method of descriptive research was adopted for the study. Using the simple random sampling technique, 329 students were selected from various under graduate honours students of different subjects from science, language and Arts departments. An Attitude scale was administered to collect the data. The data were analysed through 't' test and 'F' test to conclude the study. The results revealed that the attitude of the students towards the use of mobile phone of different group of male and female, Hindu and Muslim bear no significant difference but the students of different parents' occupations, students belonging to OBC-A and OBC-B community shown the significant difference.

Keywords: attitude, the use of mobile phone, different parents' occupations

Introduction

Recently, the use of Information and Communication Technology (ICT) broadly increased in the universities and the colleges for the purpose of enhancing the administration and the teaching and learning efficiency. (Abdel-Rahman & Ayman, 2011) ^[1] Therefore in higher education, various technologies like cell phones, smart phones, PDAs and telephone had provided with interesting features like camera, video, memory, MP3 player, internet and finally, the possibility of being present using a device, by allowing for study anywhere, at any time (Wilén-Daugenti, 2007) ^[2]. Basically, mobile technology provides an opportunity for the new generation of people offering better communication and activities without taking into account place and time. This study has examined the attitude towards the use of mobile phone among the college level students.

Attitude towards the use of Mobile phone

The term Attitude, derived from the Latin word 'attitude' and the Italian word 'atto' (in Latin is *aptus* or in English is act) was considered an abstract mental concept less than a century ago. Attitude is defined as 'an individual's viewpoint' or disposition towards a particular 'object' (a person, a thing, or an idea). (Gall, et. al. 1996) ^[3] They consider attitude to an individual's way of seeing and reacting to a social phenomenon, and assert that it varies from person to person. From a psychological point of view, attitude was first defined as a mental state of readiness to respond to something based on experiences and influencing posterior behaviour toward a specific object (Allport, 1935) ^[4] (Murchison, 1935) ^[5]. Attitude of an individual towards the use of mobile phone is a way of considering the matter of using mobile as well as the acceptance or value of usefulness with mobile phone to him/her. Hence, the investigators defined attitude towards the use of mobile phone in terms of the scores obtained by the

students from the measurement of attitude using the test of Attitude towards the Use of Mobile Phone.

Objectives

1. To measure the attitude towards the use of mobile phone of the college level students.
2. To explore the pattern of the college level students with their Attitude towards the Use of Mobile Phone among total sample and sub-samples.

Assumptions

1. It was assumed that the attitude of the college level students towards the use of mobile phone is measurable through a standardized five-point attitude scale (Likert type).
2. It was assumed that there are the correlations among the students in their attitude towards the use of mobile phone among total sample and various sub-samples like gender, locality of residence, community wise students etc.

Hypothesis

1. There would be no significant mean difference between male and female students of the college level in terms of their Attitude towards the Use of mobile phone.
2. There would be no significant mean difference between Hindu and Muslim students of college level in terms of their attitude towards the use of mobile phone.
3. There would be no significant difference among the students of different departments of college level in terms of their attitude towards the use of mobile phone.
4. There would be no significant difference among the students of different community in terms of their Attitude towards the Use of mobile phone.
5. There would be no significant difference among students of different parents' occupations in terms of their attitude

towards the use of mobile phone.

Methodology

In order to achieve the objectives of the paper, the empirical study was conducted to measure and assess the attitude of the students of college level towards the use of mobile phone through utilization of survey method of descriptive research.

Variables

The attitude of the college level students towards the use of mobile phone was considered as the dependent variable and student’s gender, department, community and their parents’ occupation were considered as independent variables.

Tools Used

The Scale for Attitude towards the use of mobile phone (SAUM) developed and standardized by the investigators to measure the Attitude of college level students towards the use of mobile phone. The scale was five points Likert type and items are presented in statement form with five responses namely Strongly Agree (SA), Agree (A) Undecided (U),

Disagree (D) and Strongly Disagree (SA).

Sampling

The investigators selected students of nine (09) department or subject of Under-graduation level from Raiganj University through random sampling who were studying honours subjects. The total sample of the study was formed of 329 students three arts, three language and two science departments namely Education, History, Geography, Philosophy, English, Bengali and Sanskrit respectively.

Analysis and Interpretation of the data

The data were analysed statistically through ‘t’ test and ‘F’ test to find out the significance mean difference among total sample of sub-samples. For further analysis, Tukey HSD was also used. The analysis was made through testing the hypotheses as below:

⁰H₁: There would be no significant mean difference between male and female students of the college level in terms of their Attitude towards the Use of mobile phone.

Table 1: Showing group statistics of Attitude towards the Use of Mobile Phone of male and female students.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Attitude towards the Use of Mobile	Male	173	100.62	12.897	.981
	Female	156	96.71	12.301	.985

Table 2: Presentation of t value of Attitude towards the Use of Mobile Phone of for male and Female students

Independent Samples Test					
	t-test for Equality of Means				
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Attitude towards the Use of Mobile	2.808	327	.005	3.913	1.393
	2.815	325.961	.005	3.913	1.390

Table 2 shows that the mean difference ($t = 2.80, df = 327, p. > 0.01$) between male and female students of the college level in terms of their Attitude towards the Use of Mobile Phone are significant which indicates that the Null Hypothesis (⁰H₁) will be rejected. Hence, it may be interpreted that there is a significant difference between male and female students of the

college level in terms of their Attitude towards the Use of Mobile Phone.

⁰H₂: There would be no significant mean difference between Hindu and Muslim students of college level in terms of their attitude towards the use of mobile phone.

Table 3: Showing group statistics of attitude towards the use of mobile phone of Hindu and Muslim students.

Group Statistics					
	Religion	N	Mean	Std. Deviation	Std. Error Mean
Attitude towards the Use of Mobile	Hindu	229	97.80	12.104	.800
	Muslim	100	100.98	13.931	1.393

Table 4: Showing t value of attitude towards the use of mobile phone of Hindu and Muslim students.

Independent Samples Test					
	t-test for Equality of Means				
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Attitude towards the Use of Mobile	-2.089	327	.037	-3.177	1.520
	-1.977	167.153	.050	-3.177	1.606

Table 4 shows that the mean difference ($t = -2.089, df = 327, p. > 0.05$) between Hindu and Muslim students of the college

level in terms of their Attitude towards the Use of Mobile Phone are significant which indicates that the Null Hypothesis

(H_2) will be rejected. Hence, it may be interpreted that there is a significant difference between Hindu and Muslim students of the college level in terms of their Attitude towards the Use of Mobile Phone.

H_3 : There would be no significant difference among the students of different departments of college level in terms of their attitude towards the use of mobile phone.

Table 5: Showing *F* value of attitude of the students towards the use of mobile phone of different department.

ANOVA					
Attitude towards the use of mobile					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1513.299	8	189.162	1.168	.318
Within Groups	51807.145	320	161.897		
Total	53320.444	328			

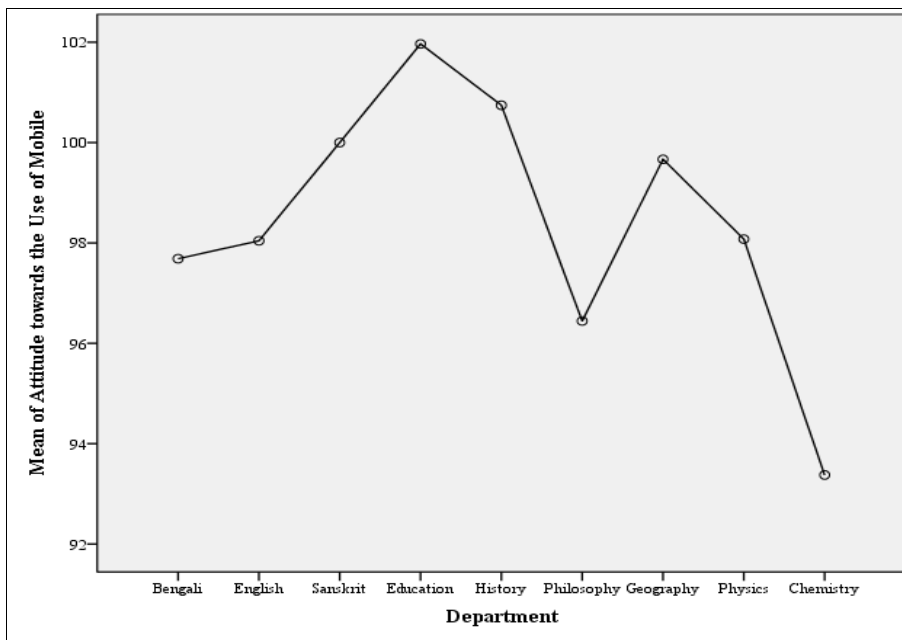


Fig 1: Presentation of mean plot of attitude towards the use of mobile phone of different department

Table 5 shows that the *F* value ($F = 1.168$, $df = 320, 8$, $p > 0.05$) of the attitude towards the use mobile of the students of different departments of college level is not significant and the null hypothesis (H_3) will be accepted. Hence, it may be interpreted that there is no significant difference among

students of different department of college level in terms of their attitude towards the use of mobile phone.

H_4 : There would be no significant difference among the students of different community in terms of their Attitude towards the Use of mobile phone.

Table 6: Showing *F* value of attitude towards the use of mobile phone of the students of different community.

ANOVA					
Attitude towards the use of mobile					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1888.393	4	472.098	2.974	.020
Within Groups	51432.050	324	158.741		
Total	53320.444	328			

Table 7: Showing multiple comparison of attitude towards the use of mobile phone of the students of different community.

Multiple Comparisons							
Dependent Variable: Attitude towards the Use of Mobile							
	(I) Community	(J) Community	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Gen	SC	1.012	1.598	.970	-3.37	5.39
		ST	4.814	4.567	.830	-7.71	17.34
		OBC-A	-4.181	2.547	.472	-11.17	2.80
		OBC-B	6.221	2.444	.083	-.48	12.92

	SC	Gen	-1.012	1.598	.970	-5.39	3.37
		ST	3.802	4.624	.924	-8.88	16.49
		OBC-A	-5.194	2.649	.288	-12.46	2.07
		OBC-B	5.208	2.550	.248	-1.79	12.20
	ST	Gen	-4.814	4.567	.830	-17.34	7.71
		SC	-3.802	4.624	.924	-16.49	8.88
		OBC-A	-8.996	5.032	.382	-22.80	4.81
		OBC-B	1.406	4.980	.999	-12.26	15.07
	OBC-A	Gen	4.181	2.547	.472	-2.80	11.17
		SC	5.194	2.649	.288	-2.07	12.46
		ST	8.996	5.032	.382	-4.81	22.80
		OBC-B	10.402*	3.230	.012	1.54	19.26
OBC-B	Gen	-6.221	2.444	.083	-12.92	.48	
	SC	-5.208	2.550	.248	-12.20	1.79	
	ST	-1.406	4.980	.999	-15.07	12.26	
	OBC-A	-10.402*	3.230	.012	-19.26	-1.54	

*. The mean difference is significant at the 0.05 level.

Table 6 shows that the F value ($F = 2.274, df = 324, 4, p. < 0.05$) of the students of different community in terms of their attitude towards the use of mobile phone which indicates that the null hypothesis (H_0) will be rejected. Hence, it may be interpreted that there is a significant difference among students of different community of the college level in their Attitude towards the Use of Mobile Phone. From the further

analysis (Table 7) a significant difference was only found among the OBC-A and OBC-B students in terms of their attitude towards the use of mobile phone.

H_4 : There would be no significant difference among students of different parents' occupations in terms of their attitude towards the use of mobile phone.

Table 8: Showing f value of attitude towards the use of mobile phone of the students of different parents' occupation.

ANOVA					
Attitude towards the use of mobile					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	266.991	2	133.496	.820	.441
Within Groups	53053.453	326	162.741		
Total	53320.444	328			

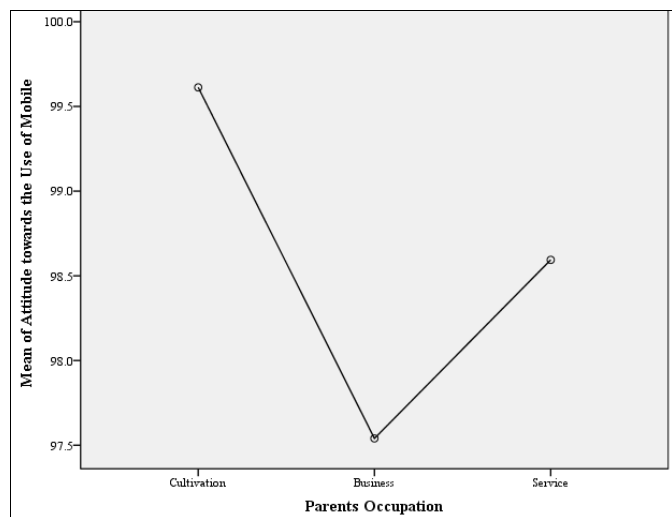


Fig 2: Presentation of mean plot of Attitude towards the Use of Mobile Phone of the students of different parents' occupation

Table 9 shows that the F value ($F = 0.82, df = 326, p. > 0.05$) of the students of different parents' occupation in terms of their attitude towards the use of mobile phone is not significant and null hypothesis (H_0) will be accepted. Hence, it may be concluded that there is no significant difference among the students due to the different parents' occupation in

terms of their attitude towards the use of mobile phone

Major Findings

1. There is a significant difference between male and female students of the college level in terms of their Attitude towards the Use of Mobile Phone.
2. There is a significant difference between Hindu and Muslim students of the college level in terms of their Attitude towards the Use of Mobile Phone.
3. There is no significant difference among students of different department of college level in terms of their attitude towards the use of mobile phone.
4. There is a significant difference among the OBC-A and OBC-B students in terms of their attitude towards the use of mobile phone.
5. There is no significant difference among the students from different paternal occupation in terms of their attitude towards the use of mobile phone.

Discussion

The present study revealed that the attitude of the students towards the use of mobile phone of different group of male and female, Hindu and Muslim bear no significant difference but the students of different parents' occupations, students belonging to OBC-A and OBC-B community shown the significant difference.

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