

# Impact of the Usage of Cell Phones and Social Media Among the Rural College Girl Students

S. W. P. Prabakaran, T. V. Hasmitha Devi



**Abstract:** The main problems of the study deal with prevalent in Government Colleges, every year 25% of college girls drop out of their higher education, and 10% of the girls are coerced into marriage by parents and continuing education. The study was conducted at the Government Arts and Science College for Women, Alangulam of Tenkasi District. It was purely an empirical study. This College offers 5 Degree Courses in Arts and Science, comprising 896 girls. One-eighth of the samples were taken for the present study. The main objectives of the study include studying how many hours cell phones are spent per day by female students on social media. ii, to examine whether it has been used for either academic purpose or personal purpose. iii. To provide effective supportive mechanisms to solve social media addiction. The present study covers 100 college girls students in art science. 80% of students have said that daily one hour using 2GP (Rs.250/- per month) for online courses in college and more than one and a half hours using houses for personal uses. 60% of the of girl's students have reported that apart from studying, they cell phones for chatting with friends, WhatsApp status, and reels. 25% of the girls students have escaped from college education and eloped with lovers through cell phone chatting.15% of the cell phones were snatched by parents and stopped their education.

**Keywords:** Government Colleges, Alangulam, Tenkasi District, College Girls Drop-outs, Arts and Science College, Online Courses, 2Gp, Chatting, WhatsApp Status, Reels, Elope.

## I. INTRODUCTION

Mobile phones now become an integral part of society; it is not only communication devices but also devices of status, brand image, and a social accessory. Cell phones are used for many purposes, including, communication, entertainment, and information. Ministry of Information and Broadcasting Secretary Apurva Chandra has recently announced that New Delhi, India has over 1.2 billion mobile phone users and 600 million smartphone users. Before the Pandemic, the sale of premium smartphones occupied only 4% of the total volume sold, but since the pandemic, it has crossed 10%. According to estimates, there are about 40 million iPhone users in India.

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The word "Social Media" means a collection of applications(FaceBook, Twitter, Whats App, LinkedIn, or YouTube, etc.) According to Nyland (2007), there are five basic reasons for using social networking sites they are meeting new people, entertainment, maintaining relationships, social events, and media creation. This habit starts as fun and a knowledge-sharing activity in the beginning and finally, it takes a U-turn and makes its users addicted to it thereby spoiling their near and dear life directly or indirectly. Krithika.M [5], et al (2013) [12] According to an analysis poor academic performance due to their extensive usage of mobile phones. Naveenta Gupta et al (2015) [7]. And to Aravind et al (2018) [1] [11], Nighttime usage of mobile phones is highly difficult and results in late waking up, tiredness, decline in study habits, going late for classes, less concentration, and frequent taking leave for College.

## II. STUDY AREA

The data used in this article was collected during January-March,2023 in Tenkasi District of Alangulam Town Panchayat. It is located about at 645 Km. South of Chennai, capital of Tamil Nadu States. It has a population of 23,415(comprising 12,148 females and 11,266 males), and it consists of 15 Wards and 103 streets according to the 2021 census. Alangulam Government Women's College is situated in Alangulam Town Panchayat. It offers 5 Courses of Degrees, i.B, A,(Sociology), ii. B.B, A,(Bachlerof Business Administration), iii.B.Com(Bachler of Commerce), iv.B.Sc,(Bachler of Computer Science),v. B.Sc, Nutrition and Dietetics. It covers three Blocks and 76 Villages.

## III. METHODS

The study deals with both primary and secondary data. The primary data was collected from the Government Arts and Science College for Women Alangulam, Tenkasi District. The GASCW, College offers five courses for Rural Girls, such as (i). B.Sc, Computer Science, (ii). B.Sc, Nutrition Ditties, (iii). B. Com, Bachelor of Commerce, (iv). Bachelor of Business Administration, (iv). B.A, Sociology. The first level selection was from the Office Records, Courses, three Years' total student's list was obtained from the College, such as 2020-21,2021-22,2022-23. The Second level selection was, out of 896, Long Absent and Dropout student lists collected, through Office Records, one fifty student list was collected, through the Purposive sampling method, for each course 20 students were fixed, and the total sample is 100. The Third level selection was, through the Snowfall method, drop-out girl's students' houses were identified.



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Two types of interview schedules were adopted, one for dropout students and another one was, for their Parents. Group discussion and in-depth interviews were also

followed in the study. The secondary data required for the study was from magazines, journals, newspapers, past research papers, and various records.

**Table 1: Respondents by Course-Wise Purchase of Smartphones**

Types of Purchase	Course-wise Purchase of Smart Phones					Total
	B.A	B.BA	B.COM	BSc (ND)	B.Sc. (Comp)	
New-Phone (Rs.10,000 to 12,000/-)	6 (30.00)	5 (25.00)	8 (40.00)	5 (25.00)	8 (40.00)	32 (32.00)
Second Hand Phone (Rs.5,000 to 7,000/-)	9 (45.00)	9 (45.00)	6 (30.00)	6 (30.00)	6 (30.00)	36 (36.00)
Lap-top Sold and Purchase of New Phone (Rs.8,000 to 10,000/-)	5 (25.00)	6 (30.00)	6 (30.00)	9 (45.00)	6 (30.00)	32 (32.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

The above Table 1; reveals that out of 100 girl students over one-third (32%), have bought new smartphones from Rs.10,000 to 12,000/-. Over one-third, (36%) of students have bought Second-Hand Phones from Rs.5,000 to 7,000/-, and the remaining over one-third (32%) have sold their free Lab-Top and have bought the Second Hand and New Cell Phones from Rs.8,000 to 10,000/-. It can be seen in equal proportion in all degree courses. Recently, the Tamil Nadu Government has been implementing the Nanmuthalvan Scheme which aims to provide free training to unemployed youth and create a skilled workforce. It also aims to improve students, education, research, thinking, conduct, and skills. In this connection the scheme has been included in Part of the syllabus, the classes have been conducted through online classes, so every student must bring a cell phone to colleges to learn the scheme. Second, previously in covid-19 periods, the above students all passed 10<sup>th</sup> and +2 Education through Online Classes, easily promoted to

higher education. The cellphone usage is part of their life. The previous government has provided free laptops to 10<sup>th</sup> and +2 students, some of them use the laptops, and some of the students do not know the typing and computer knowledge, they have sold their laptops and have bought the cell phones. The primary data shows the prevalence of purchases of cell phones among rural students. In addition, every month the usage of 2GP, they have spent Rs.250 to 350/- This is additional expenses for rural families. Most of the students' parents are beedi workers and daily coolies, their monthly family income is Rs.10,000 to 12,000/-. This is an overburden for their family income. *Abirama Sundari and others (2019) [8]* their study, in Kumbakonam Taluk of Tamil Nadu, out of 300 in the age group of 17-25 college girl students' parent's occupation and income, that is daily coolies (73%) and monthly income of below Rs.10,000/- (49.3%), phone usages is additional expenses for poor families.

**TABLE 2: Respondents By Caste and Course-Wise Usage of Smartphones**

Caste Group	Usage of Smartphone					Total
	B.A	B.BA	B.COM	BSc (ND)	B.Sc. (Comp)	
BC	13 (65.00)	13 (65.00)	12 (60.00)	13 (65.00)	13 (65.00)	64 (64.00)
MBC	3 (15.00)	3 (15.00)	5 (25.00)	4 (20.00)	4 (20.00)	19 (19.00)
SC	4 (20.00)	4 (20.00)	3 (15.00)	3 (15.00)	3 (15.00)	17 (17.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

The above Table 2; discloses that out of 100 female students over three-fifths (64%), of students, have used Smart Phones from Backward Communities, nearly one-fifth (19%) of students have used smartphones from Most Backward Communities and the remaining nearly one-fifth (17%) of the students have used smartphones from the Scheduled Caste Community. In the Alengulam area of Tenkasi District, the Majority of the people are Hindu Nadar

Community, belonging to BC, every year, a high-level percentage has been allotted to Rural Nadar girls in college admission, so the sample shows a high-level percentage. The data clearly shows that every rural BC, MBC, and SC girl student knows the usage of smartphones. They pay the college tuition fees, Exam fees, exam timetables, and semester results also through smart cellphones.

**TABLE 3: Respondents By Course Wise Spend of Smart Phone**

Usage of Spend Hours -&Types	Usage of SmartPhone					Total
	B.A	B.BA	B.COM	BSc (ND)	B.Sc. (Comp)	
1to2 Hours	6 (30.00)	5 (25.00)	5 (25.00)	6 (30.00)	5 (25.00)	27 (27.00)
2 to 4 Hours	8 (40.00)	5 (25.00)	6 (30.00)	5 (25.00)	5 (25.00)	29 (29.00)
4 and above Houts	6 (30.00)	10 (50.00)	9 (45.00)	9 (45.00)	10 (50.00)	44 (44.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

The above Table 3; divulges that out of 100 female students over one-fifth (27%), of students, have used smartphones from 1 hour to 2 hours, over one-fifth (29%) of students have used smartphones from 2 to 4 hours, and remaining over two-fifths (44%) of the students have used smartphones from the 4 and above hours. In college hours only use one period or two periods of use of cellphones depends upon the syllabus. Abort from outside of the classrooms, they spend more hours, then come and go to college and in the Houses. So, of the total, 44% of the students use 4 and above hours regularly. It also affects the physical and mental health of the students. *Sethurajakumar and Bhavadharani et al (2019) [9][13][14][15][16][17]* they have found in their study of 62 college students, usage

of phones daily, for four hours 30.64% and more than four hours 14.51%. They also suggest it will affect the mental health of the students. In addition, *Monika, Poonam Malik, and others (2020) [6]* reveal that out of 60 students, 41.66% of them daily use smartphones for 4-6 hours per day. They also suggest the same reasons. *Moieson Thairiyam* and others have mentioned once the step advanced, the doctors report that smartphone addiction creates hormonal imbalances in both boys and girls. Walsh et al (2013) found that female first-year college students go through almost 12 hours daily utilizing social media by and large. Also, they found a relationship between lower GPAs and higher social media use.

**Table 4: Respondents by Course Wise Day and Night Wise Spend of Smart Phone**

Usage of Days	Usage of Smart Phones					Total
	B.A	B.BA	B.COM	BSc (ND)	B.Sc. (Comp)	
Day-Time	8 (40.00)	5 (25.00)	7 (35.00)	5 (25.00)	7 (35.00)	32 (32.00)
Day and Night	12 (60.00)	15 (75.00)	13 (65.00)	15 (75.00)	13 (65.00)	68 (68.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

The above Table 4; divulges that out of 100 girl students over one-third (32%), of students, have used Smart Phones only in day time, besides over -two-thirds (68%) of students have used smartphones from day to night. Some of the Science and Commerce students use cell phones for study and reference purposes, but other Arts group students, poor qualified students cheat their parents to use the cell phones for chatting with friends and seeing social media. It creates physical and mental tiredness in the classroom and frequently take leave for college. *Goswami et al (2016) [3]*. Concluded the impact of mobile phones on adolescent life. Which hurts the mental and physical health of adolescents.

*Shruthi and Indiramma (2019) [10]*, found out the trends of smartphone usage among college students, they mostly use it in the afternoon or night. The majority of them used the phone at home. The below Table 4; portrays that out of 100 female students nearly one-fourth (24%), of students have used social media Facebook to chat with friends on Smart Phones for 1 hour to 2 hours, nearly one-fourth (24%) of students have used WhatsApp app to chat with friends in smartphone from 2 to 4 hours and remaining over two-fourth(52%) of the students have used photo Reels in WhatsApp Status in smartphones from the 4 and above hours.

**Table 5: Respondents by Course Wise Most Preference of Social Media**

Types of Social Media	Preference of Social Media in Smart Phone					Total
	B.A	B.BA	B.COM	BSc (ND)	B.Sc. (Comp)	
Face Book Chat with Friends (1 hour to 2 hours)	6 (30.00)	5 (25.00)	4 (20.00)	4 (20.00)	5 (25.00)	24 (24.00)
WhatsApp Chat with Friends (2 hours to 4 hours)	7 (35.00)	6 (30.00)	4 (20.00)	3 (15.00)	4 (20.00)	24 (24.00)
Photo Reels in WhatsApp Status (4 and above hours)	7 (35.00)	9 (45.00)	12 (60.00)	13 (65.00)	11 (55.00)	52 (52.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

At the College level, every communication passes through what's app-groups and voice messages such as Internal & External Exam communications, Holidays & Reopening days, and Important Programs. After COVID-19, Class Notes are sent through WhatsApp groups. So, 24% of students, have reported that daily we chat the WhatsApp chats. WhatsApp is an inevitable event among college girl students. Only 24% of female students use Facebook, they know the present News and share the News, not including photos and messages. Because afraid of the parents and police. The recent trends of selfies and Photos with WhatsApp reels occupy college students, such as

Birthday functions, College functions, family functions, and religious functions, immediately taking selfies or Videos sent to relatives and friends circles. So, 52% percent of college girl students use smartphones and are addicted the cellphone.

*Abirama Sundari and others (2019)*, have found 66% of the students commonly used on mobile phones was "Whats app". They have spent more time on WhatsApp reels and favorite apps. *Elantheraiyan and others (2019) [2]* also conducted a study among college students in Chennai District out of 110, 50% of the students use the WhatsApp app and 27% of the students use FaceBook.

**Table 6: Respondents By Courses Impact of Social Media**

Types of Impact	Usage of Smartphone					Total
	B.A	B.BA	B.COM	B.Sc (ND)	B.Sc. (Comp)	
Eloped with same-caste boyfriends	2 (10.00)	5 (25.00)	10 (50.00)	6 (30.00)	2 (10.00)	25 (25.00)
Snatched Cell Phone by Parents & Stopped Education	3 (15.00)	3 (15.00)	2 (10.00)	2 (10.00)	5 (25.00)	15 (15.00)
Coerced of Marriage by Parents	2 (10.00)	2 (10.00)	2 (10.00)	2 (10.00)	2 (10.00)	10 (10.00)
Stopped & forced the beedi rolling work and House was arrested.	13 (65.00)	10 (50.00)	6 (30.00)	10 (50.00)	11 (55.00)	50 (50.00)
Total	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	20 (100.00)	100 (100.00)

The above Table 5; divulges that out of 100 girl students, one-fourth (25%), of students have eloped with same-caste boys through the use of Smart Phones. Besides one-ten (15%) of students' phones have been snatched by their parents because day and night they speak with boyfriends. So snatched the phones and stopped the education. Moreover, one-ten (10%) of the students were Coerced into marriage by parents and studying higher education with two or three arear papers. Further still, the remaining two-fourths (50%) of the students are under house arrest. The usage of cell phones, the female students forced to beedi rolling work and stopped higher education, was seen through investigation, Group discussion, and observation in the field. *Rahul Kushwaha (2017) [4]*, he has found in his study, that female cell phone users feel stressed when their cell is not in their hands or is off. This is on account of addiction.

#### IV. CONCLUSION AND SUGGESTION

Parents should not allow their girl children to spend more time with mobile phones, daily monitoring them. Then the Tutors and parents should create awareness about the impact of mobile phones. The present study shows through the investigation, observation, and group discussion with Nava Jeevan- NGO and Urban Health Centre (UHN), it could be seen that the minority of Nadar have a high level of fertility rate, a minimum of three to four children in their families. Female children's sex ratio is also high. In most Villages, it could be seen Living together families, divorced families by community leaders, and elope culture among the parents. Girls students take the role model of their parent's culture. Every Quarterly, in the presence of parents and tutors, awareness should be conducted in all courses of colleges. Moral Education should be included in the syllabus. Village-level awareness should be given to the parents.

#### DECLARATION STATEMENT

After aggregating input from all authors, I must verify the accuracy of the following information as the article's author.

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