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A Cross Sectional Study on Mobile Phone Perceptions, Usage and Impact among Urban Women and Men

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Abstract

This cross sectional study reveals that Connectivity, Accessibility, Simultaneity and Instantaneity were the key aspects of Mobile phone technology. Overall the respondents indicate a positive attitude towards Mobile technology. Mobiles are considered a necessity, enabling freedom of mobility and better control of daily lives. The most significant impact mentioned by respondents have been around meeting socialization, safety and security needs. Intrusiveness, the lack of privacy or personal time, constant disturbance, an inherent expectation to respond and constant use were some of the negative consequences. Gender differences in the usage show that women use messaging ,social networking more while men indicated a preference for searching the web. Women have indicated Mobile phone providing a sense of safety and security while men have mentioned the ability to multi task, plan and meet the need for constantly staying connected.

Key Words: Mobile Phone, Perceptions, Uses, Impact, Gender Differences.

1. Introduction

In the evolving technoscape, people are creatively finding ways to incorporate Mobiles into their lives as well as giving them new meanings. Mobile phones are an exemplary case of new technology that compress time and space with their 'anytime anywhere' property (1). In a cultural meaning context, the Mobile Phone has become an everyday commodity that is beyond being just another tool (2).

2. Background

ICT innovations are transforming communication patterns and social networks. India is one of the fastest growing markets for Mobile Phones. e-Marketer, a leading research and analysis firm, has revealed that there will be 2 billion Smartphone users by 2016 worldwide(3)**.** Smartphone penetration in India according to e-Marketer is 1.67 million with a penetration rate of 26% for 2015.

The diversity in India's socioeconomic fabric , the rapid growth in adoption of Mobiles makes it ripe for research and analysis on mobile impacts among urban and rural users, higher and lower economic groups, educated and illiterate. As per the 2011 census, 97% of the population in NCR is Urban (4). According to Nielsen Informate Mobile Insights, North India leads the Smartphone adoption race with over one in ten owning a Smartphone followed by Western India(5) . The Mobile Maze 2013 study by EY across their global consumer sample show that the age group of 36- to 45 year-old and above have high potential of Mobile usage(6). It has also been found that Technologies used to perform non work , leisure and housework activities have a historical connection to gender in many cultures. Does Gender influence use? The urban educated middle class of the National Capital Region in India being a significant segment among Mobile users would be an appropriate section for studying if there are any Gender Differences in Mobile Phone Perception, Usage and Impact.

3. Literature Review

In examining the implications of communication technologies, social contacts and social contexts are important (7). There is a pronounced gender effect that constitute the socio-cultural factors that influence perceptions and behaviors in some aspects of IT diffusion. Besides, in socio-linguistic research, gender is a fundamental aspect of culture (8). Research in ICT has found significant cross-cultural differences in the adoption and use of technologies. Technologies have a long history of shaping and being shaped by the gender of their users (9). Technologies are enabling , contributing to a 'fluidity' in time–space co-ordination of activities and also allowing the juggling of life roles in time and space leading to fragmenting of activities among students and part time working mothers (10).Women's adoption to technology being slower than men has been seen across technologies such as the telephone, computers, the Internet, and mobile phones (11,12). The Technology Acceptance Model (TAM) framework reveals that women's decision on usage of technology was influences by "ease of use and subjective norms", while men based their usage decisions on "perception of usefulness"(13). Gendered differences have been found in the uses- women for connectedness in the social context , men for official and work purposes (14), among students- in the attitude towards technology, intensity of Internet use, choice in online applications and experience in cyberspace (15), brands and technical functions of the phones- being more important for teenage boys and color and design for teenage girls (16). According to Ganito, (17), while "mobile phones are egalitarian and have been adopted in almost identical ways by men and women, there is a distinct difference in the way gender is performed" whether it is in the traditional roles or in construction of new meaning through Mobile uses and practices. The Mobile phone, being a personal artifact with a very personal, physical connection with its owners represents the owner's identity in its various ways of display and uses. Lemish and Cohen have shown mobile phone as another location for traditional gendered identities to be enacted: "activity and technological appropriation for men" and "dependency and domesticity for women" (18). Men stress on the instrumentality aspect of Mobile Phones while women emphasise on its emotional and personal aspect in its use (19) .While there is similarity across genders on the intensity and frequency of usage of Mobile Phones, there is a significant difference in the qualitative patterns, motivations and attitudes towards Mobile use which fall along conventional gender roles (20–23). The social impact of Mobile Phones has been studied by (24–26) which indicates to a positive attitude in the social impact and acceptance of technology among women. Lack of economic independence among non- working women, emphasis on conforming to social norms and roles were inhibitors to Mobile usage among urban women (27) . Lower SES groups spent more money on applications and installed more applications and perceived the usability of their iPhones poorly in comparison to the other groups (28). Ganito (29) in her study of mobile by women in their different life stages argues that the role women play in society is determinant by their Mobile phone uses. The Internet use from Smartphone and its diverse range of applications is the communication fabric of our lives, for work, for personal connection, for information, for entertainment, for public services, for politics, and for religion (30).

Previous studies on the use of mobile phones and in using computers and Internet have studied both quantitative and qualitative aspects of mobile phones, gender differences, its social impact, the perpetuation of conventional social and cultural norms around Mobile uses on the general population. There has been no study on the explicit usage , perceptions and impact of mobile phones by Urban Middle Aged Men and Women belonging to the upper SES who are among the highest users of Mobile communications .

4. Objective

To study in what ways men and women perceive and use their Mobile phones in their daily living and what are its impact on their daily lives.

Based on the study, to infer if there is any gender based differences in the perception, uses and impact keeping all other sociological conditions as similar.

5. Methodology

In order to capture a wide range of views and allow the respondents to express their views, a qualitative research methodology framework was adopted. A combination of open ended and multiple choice questionnaire was developed based on initial in depth interviews with 6 prospective respondents. Questions on the demographics, Type and cost of Phones that were used, the purchase decision making and understanding the meanings that the respondents attributed to Mobile Technology were followed by three key themes in the questionnaire: A) Perception of Mobile Phones

B) Actual Usage of Mobile Phones C) Impact of Mobile Phone in daily Lives. All questionnaires were filled through one on one sittings so that simultaneous conversation with the respondents could take place and observational qualitative data could be captured and documented. Some quantitative data has also been collected and analyzed to support and enhance the qualitative analysis (31).

6. Sample size and Selection

As against quantitative research that seeks to look at a representative sample in order to generalize the findings, the objective of qualitative research is to emphasize more on social processes and meaning making and not so much on a sample's representativeness (32). Thus this study chose a sampling strategy that attempted to study and question only those respondents that would provide the necessary data (32,33). The samples were selected using a non probabilistic sampling, a combination of judgment and snowballing sampling in order to increase maximum type of representation within the small sample size.

A total of 40 individuals participated in the study, including Women and Men in equal numbers. The respondents belonged to urban upper middle class profile from Delhi NCR belonging to 'A' category of SES. With regard to education, all respondents were educated at least up to graduation, and have been using Mobile Phones for a relatively long period. The respondents in the study had a variety of work experience ranging from working full time, part time and not currently working , home makers.

This study was conducted during a two month period between 20th Sept 2015 to 15th Nov 2015.

7. Findings

7.1 Summary of Findings

Connectivity , Accessibility, Simultaneity and Instantaneity were the key aspects of Mobile phone technology that has been reflected in the responses across the three dimensions of Perception, Use and Impact. This indicates on an overall positive attitude towards Mobile technology.

On one end of the spectrum, there were respondents who have the need to continuously engage and be connected, while on the other hand there are respondents who preferred to engage on a need basis since they found too much engagement as an intrusion into privacy. Amongst the anxieties, lack of human touch, sharing financial details were shared in the use of Mobile technologies. Intrusiveness , the lack of privacy and personal time, constant disturbance, an inherent expectation to respond and constant use are the negative consequences mentioned by respondents.

Looking at the study through a gendered lens, there are significant differences in the quality of engagement and use of the mobile phone between women and men . While women prefer more interactive ways of communicating and using Mobile phone for forwarding jokes, engaging with social media, men according to this study have a very linear one way engagement with the Mobile phone preferring emailing, web search and seeking out information .

While only women have defined technology as connectivity, men placed emphasis on efficiency, control and a way of life. Women expressed a lower engagement in all the statements that dealt with keeping upto date with new technologies and figuring high tech gadgets. Previous research also confirm this gendered pattern in usage (34) .

7.2 Descriptive Analysis

Table 1. provides the Descriptive Statistics .The sample was equally representative of 20 women and 20 Men . 50% of the sample were from the age groups of 45-55 years, followed by 25% in 50-55 years and only two respondents were in the age group of 60-70 years. Among the respondents, 32.5% were Graduates and 25% were Post Graduates . With respect to Occupations, 32.5% were Self employed , 22.5% were Senior Management Professionals followed by 12.5% who were Home Makers. 65% of respondents belong to the family size of four members and 20% belong to five member families. 97.5% of the respondents in this study were using Smartphones. Only one women respondent was using a Non- Smartphone while one male respondent indicated that he was using both. 27.5% of respondents were using Mobile Phones in the range of Rupees ten to fifteen thousand which was also the highest range among men. Significantly 25% of women were using phones in the highest range of above Rupees thirty five thousand as compared to 20% men. With respect to decision making in selection of Mobile Phone, across all respondents, the main influencers in the purchasing decision were children and colleagues at 46.66%. Only among women , 13.66% indicated spouse and 26.66 % indicated children as influencers in selecting the Mobile Phone. Self selection as a choice among respondents was also high at 24.44 %. Men being influenced by spouses in buying decision was significantly absent across all men respondents. Significantly, men respondents who decided the choice of Phone themselves was found to be almost double of the women respondents who selected their own Phones.

Table 1. Descriptive Statistics (n=40)

S. No.	Variable	Women	Men	Numbers n	Total Distribution %
1	AGE (in years)				
	40-45	6	2	8	20.00
	45-50	8	12	20	50.00
	50-55	5	5	10	25.00
	55-60	0	0	0	0.00
	Above 60	1	1	2	5.00
2	EDUCATIONAL QUALIFICATIONS				
	Engineering	0	7	7	17.50
	Post Graduate (Including MBA)	4	6	10	25.00
	Medicine (MBBS, MD, Dentistry)	2	1	3	7.50
	CA	2	0	2	5. 00
	LLB	1	0	1	2.50
	Graduates	6	7	13	32.50
	Commercial Arts	2	0	2	5.00
	Teacher Training	2	0	2	5.00
3	OCCUPATIONS				
	Business/ Self Employed	4	9	13	32.50
	Sr. Management Professionals	3	6	9	22.50
	Dentist/ Doctor	2	1	3	7.50
	College Professor	0	1	1	2.50

	Yoga / Fitness Trainer	0	1	1	2.50
	Teachers	3	0	3	7.50
	Designer	1	0	1	2.50
	Pilot	0	1	1	2.50
	Retired and doing Social Service	2	1	3	7.50
	Home Makers	5	0	5	12.50
4	FAMILY SIZE (Number of Family members)				
	Less than Three	1	1	2	5.00
	Three	1	1	2	5.00
	Four	14	12	26	65.00
	Five	3	5	8	20.00
	Six		1	1	2.50
	Eight		1	1	2.50
5	TYPE OF MOBILE PHONE IN USE				
	Smart Phone	20	19*	39	97.50
	Generic Phone	1	1*	2	2.50
	*One Male respondent was using both types				
6	PRICE RANGE OF MOBILE PHONE IN USE (In Rupees)				
	Less than 10 Thousand	2	3	5	12.50
	10- 15 Thousand	4	7	11	27.50
	15- 25 Thousand	5	1	6	15.00
	25-35 Thousand	4	5	9	22.50
	Above 35 Thousand	5	4	9	22.50
7	DECISION MAKING FOR SELECTING MOBILE PHONE				
	Spouse	6	0	6	13.33
	Children / Colleagues	12	9	21	46.66
	Self	4	7	11	24.44
	Word of Mouth	1	1	2	4.44
	Others including Research	2	3	5	11.11

7.3. *Detailed Qualitative Analysis*

The Qualitative questionnaire explored the different meanings that the respondents attributed to Mobile Technology and was followed by three key themes in the questionnaire: A) Perception of Mobile Phone B) Actual Usage of Mobile Phones C) Impact of Mobile Phone in daily Lives.

Meaning attributed to Mobile Technology: Based on the responses, four broad themes emerged: 1. Simplifying daily living , convenience ,2. Scientific Invention, 3. A necessity which is useful and 4. Instant anytime connectivity. It can be inferred from the responses that the same technology can mean very different things to different groups of people. As Wajcman has mentioned that "collectively these meanings can produce new patterns of social interaction, new relationships, new identities" (1). This means that the communication patterns and quality are also getting new meanings and transforming. Table 2 below gives a summary of the respondent's interpretation to the meaning of Mobile Technology.

Table 2. Meaning of Mobile Technology

Statements	**% of overall responses**	**% of men responses**	**% of women responses**
Connectivity	12.5	0	25
Convenient ,Simplifies Life	45.0	40	50
Necessity and Useful	17.5	15	20
Can access information , anytime from anywhere	5.0	0	10
Scientific Invention	20.0	20	20
A nuisance but can't do without it	7.5	5	10
Efficient and gets work done	5.0	10	0
It covers everything , a way of life	10.0	20	0
Technology means a system to further the boundaries of physical capabilities	2.5	5	0
Growth	2.5	5	0
Intuitiveness	2.5	5	0

Analysing the meaning of technology from a gendered perspective, connectivity was one of the main understanding of technology among 25% women which was not reflected in any response by men. Similarly, accessing information anytime and fast was mentioned by 10% women respondents only. On the other hand only men responded to efficiency 10%, a way of life 20%, growth 5%, intuitiveness 5% and a system to expand one's own physical boundaries 5%.

A. Perception of Mobile Phones

Within the dimension of Perception, this study explored : 1.Perception of Mobile Technology , 2. Perceived important uses of Mobile Phones , 3.Perceived anxieties around Mobile technology and 4. The Perceived Enablers in using Mobile Phones. Tables 3 provides the summary of responses. Overall, there were no perceptible gender difference in how Mobile Technology is perceived by women and men. Mobile as a necessity, enabling freedom of mobility , better control of daily lives were the common statements across respondents. Amongst the anxieties surrounding the use of Mobile technologies, lack of human touch, sharing financial details were common anxieties shared. Women however were on a lower score in all the statements that dealt with keeping upto date with new technologies and figuring high tech gadgets.

Table 3. Perception of Mobile Phones

1. Perception of Mobile Phone Technology			
Statements	**% of overall responses**	**% of men responses**	**% of women responses**
Mobile Technology gives people more control over their daily lives	77.5	75	80
I find it easy to get the Mobile to do what I want it to do	57.5	70	45
Usage of the Mobile is clear and understandable	67.5	75	60
I find it cumbersome to use the Mobile	15.0	15	15
I find it annoying when I see people constantly on their Mobile Phones	65.0	65	65
Technology gives me more freedom of mobility	72.5	70	75
Use of Mobile Phones is a Status Symbol	17.5	10	25
Many new technologies have health or safety risks that are not discovered until after people have used them	60.0	75	45
Using Mobile phones is very distracting	35.0	40	30
Mobile Phones are a necessity rather than a luxury	75.0	75	75
Overall, I find the Mobile easy to use	67.5	80	55
Overall I find the Mobile a challenge to use	5.0	0	10
2. Perceived Important Uses of Mobile Phones			
Basic Phone calling	95.0	100	90
Texting	75.0	65	85
Organisational Tool	10.0	15	5
Ability to take pictures and videos	32.5	20	45
E-mailing	37.5	50	25
Ability to access internet	45.0	65	25
Ability to listen to music	10.0	10	10
Ability to read news	2.5	5	0
3. Perceived Anxieties around Mobile Phones			
I worry that information that is sent over the Mobile and Internet will be seen by other people	37.5	35	40
The human touch is very important when transacting with a company or service	42.5	45	40
I do not consider it safe giving out a credit card number over a phone/internet	67.5	65	70
If I provide information to a machine or over the Internet, I can never be sure it really gets to right place	35.0	40	30
I do not consider it safe to do any kind of financial or business transaction using the mobile.	60.0	65	55
When I call for information, I prefer to talk to a person rather than a machine	75.0	70	80
4. Perceived Enablers in Using Mobile Phones			
I can usually figure out new high-tech products and services without help from others	32.5	35	30
In general, I am among the first in my circle of friends to acquire new technology when it appears	10.0	10	10
Other people come to me for advice on new technologies	5.0	5	5
I keep up with the latest technological developments in my areas of interest	37.5	40	35
I enjoy the challenge of figuring out high-tech gadgets	22.5	15	30
I find I have fewer problems than other people in making technology work for me	42.5	55	30

1. Perception of Mobile Phone Technology

The statements that were most often highlighted by the respondents were Technology giving more control over daily lives 77.5% , giving more freedom of mobility 72.5% and Mobiles being a necessity rather than a luxury 75%. Only 17.5% have responded to Mobile Phones being a status symbol which indicates that Mobiles are now an everyday necessity. There is no significant gender difference found in the responses of women and men in these statements. 80% of men respondents found Mobile easier to use as against 55% women. 75% men as compared to 45% women were worried of health and safety risks associated with technology use However, there was a very small difference in the responses to finding Mobile usage clear and understandable and the overall ease of Mobile usage where men rated these higher than women. A small percentage of women 10% found using Mobile phones challenging.

2. Perceived Important Uses of Mobile Phones

Apart from the Basic Phone Calling at 95%, the top three Must Have Mobile Functions and Features according to the respondents were Texting 75%, followed by Ability to access internet 45% and Emailing 37.5%. This indicates that Mobile phones are being used for their primary basic purpose of direct communication. Gender wise analysis shows that women use texting at 85% , taking pictures and videos at 45% which was significantly more than men, while men use Emailing at 50 % and internet at 65% more than women. A white paper and survey: "Always on women - How women are using technology today" quotes Nielsen 2010-11 US data that also corroborates that women use social features of their mobile devices like SMS, MMS and social networking more than men (35). It is interesting to note that Mobile Phone as an Organisational tool found only a 10% response.

3. Perceived Anxieties around Mobile Phones

75 % of respondents shared their primary anxiety as speaking to a machine rather than a person. This also reflects the basic human need to connect to each other at the time of communication. 60% of respondents were not comfortable sharing financial or credit card details over phones or internet for the fear of misuse of the information. 42.5% respondents had a need for human touch in transactions which seems cannot be replaced by machines or automation. Besides some other anxieties shared by respondents were "hating receiving Automated Teller Messages", "the possibility of safety hazards of radiations and battery" and "Changing mobiles and getting used to new hand device".

4. Perceived Enablers in Using Mobile Phones

The maximum times a reason was mentioned was 42.5% for finding fewer problems than others in making technology work for them , 37,5% for keeping up with the latest technological developments in interest areas and 22.5% being able to figure out high tech products and services This reflects that the confidence and ability to constantly learn and engage with technology enables the ease of use and an overall positive attitude towards Mobile technology.Gender wise, 30% of women as compared to 55% men have a lower response to making technology work for them. It appears that women are not as pro- active in engaging with technology as compared to men. Paradoxically however, women have a 30% response to enjoying the challenge of figuring out high-tech gadgets as compared to men at 15%. One women respondent mentioned that this was more an aspiration rather than actual reason but since the total number of respondents to this statement are low at only 9, there is thus difficulty explaining this paradox.

B. Actual Usage of Mobile Phones

This section gathered information on : 1.Actual areas of use ,2.Most Used Apps on Mobile Phones,3.Actual difficulties in using Mobile Phones.

Table 4 provide a summary of the responses. Overall, the use of Mobile phones and the applications on the phones indicates that women are using more Interactive applications in comparison to men. Their level of engagement on visual apps is higher in comparison to men. Whatsapp is the highest app being used by most respondents at 80% of overall responses.

Table 4. Actual Usage of Mobile Phones

1. Actual Areas of Use			
Statements	**% of overall responses**	**% of men responses**	**% of women responses**
Forward Messages, jokes, pictures	87.5	75	100
Email	75.0	75	75
Play Games	27.5	10	45
Search the Web	67.5	80	55
Social Networking	62.5	50	75
Personal Organisation	42.5	40	45
Checking the weather	32.5	35	30
Listening to music	37.5	20	55
Read about eating out/night life/entertainment	30.0	25	35
Read current events	27.5	30	25
Get directions	45.0	40	50
Read about health/wellness/beauty	12.5	15	10
Watch videos	20.0	20	20
Buy tickets	22.5	25	20
Research/Book Travel	10.0	10	10
Shop	17.5	15	20
Manage Photos	17.5	50	35
Pay bills	10.0	10	10
2. Most Used Mobile Apps			
Whatsapp	80.0	70	90
Mail	25.0	25	25
Facebook	15.0	20	10
Internet	7.5	10	5
To do things (Reminder)	5.0	5	5
Weather	7.5	15	0
Camera	7.5	10	5
Viber	17.5	20	15
Messages	15.0	15	15
Games	12.5	10	15
True Caller	7.5	5	10
Linkedin	2.5	5	0
Times of India/ NDTV	5.0	10	0
You Tube	7.5	0	15
Dictionary	7.5	0	15
My Fitness Pal	2.5	0	5
Runtastic Pedometer	2.5	0	5
Facetime	2.5	0	5
Skype	2.5	0	5
3. Actual Difficulties in Using Mobile Phones			
Technical support lines are not helpful because they do not explain in terms that I understand	27.5	25	30
Sometimes, I think that technology systems are not designed for use by ordinary people	27.5	15	40
There is no manual for a high-tech product or service that is written in plain language	35.0	25	45
When I get technical support from a provider of a high-tech product or service, I sometimes feel as if I am being taken advantage of by someone who knows more than I do	20.0	10	30
If I buy a high-tech product or service, I prefer to have the basic model over one with a lot of extra features	27.5	25	30
It is embarrassing when I have trouble with a high-tech gadget while people are watching	12.5	5	20
There should be caution in replacing important people-tasks with technology because new technology can breakdown or get disconnected	32.5	25	40
Many new technologies have health or safety risks that are not discovered until after people have used them.	47.5	50	45

1. Actual Areas of Use

Besides the basic function of calling, forwarding messages, jokes, pictures etc at 87.5% , Emails at 75% , Web Search at 67.5% and using social networking sites at 62.5% were the top activities on Mobile Phones. Some of

the other uses mentioned by respondents were recording daily diet and tracking calories burn, getting taxi services , Astrology Services and online shopping.

There is a distinct difference across genders on the activities between women and men. While women have indicated a greater use of Forwarding messages, jokes at 100%, playing games 45%, social networking 75%, listening to music 55%, men have indicated a preference for searching the web at 80% and managing photos at 50%.

2. Most Used Mobile Apps

Whatsapp, Mail , Facebook and Viber are the top Mobile applications being used by all the respondents. Gender wise analysis shows 90% women using Whatsapp as compared to 70% men . YouTube, Dictionary, Skype, Facetime , True caller and applications like My fitness pal, Runtastic pedometer were indicated by only women respondents. Weather, News , Linkedin, were indicated by only men respondents.

3. Actual Difficulties in Using Mobile Phones

Broadly the respondents have indicated that in the process of integrating Mobile Phones into their daily lives, they overlook the implication of using such technology on their health or even the safety risks. Even while being aware of the inherent dangers of using Mobile Phones, they are unable to disengage themselves since they feel the need to use far outweighs the health or safety risks involved. The other difficulties expressed were of the dangers of replacing people to technology which can breakdown anytime and results in a rippled effect of chaos. The language of manuals also need simplification as they appear to be designed not for ordinary people. Some respondents also expressed that technology glitches/ loss of connectivity leads to high level of anxiety and life comes to a standstill. Phone getting hanged, glitches in apps, poor connectivity and network issues were some other difficulties that were mentioned.

Gender wise analysis shows that women respondents have indicated that technology system design are not user friendly, not for ordinary people and that it makes them feel disadvantaged in front of a technologically savvy person. Men as compared to women to indicate to have relatively lesser difficulties . This also matches the response to the earlier questions where men expressed more comfort with technology.

C. Impact of Mobile Phone in Daily Lives

To assess the overall impact of Mobile Phones in daily Urban lives, an open ended probe was used to capture as many views as possible. Tables 5 provides a summary of the responses.

Table 5. Impact of Mobile Phone in Daily Lives

1. Most important changes in Life brought by Mobile Phones			
Statements	**% of overall responses**	**% of men responses**	**% of women responses**
Accessibility of Information, Flexibility	47.5	50	40
Replaced Watch, Clock, Digital Diary, camera , Social Hub	12.5	20	5
Communication and Connectivity- easier and faster, saves time	67.5	55	80
No Personal Life	10.0	5	15
Business Friendly- Can work anytime , anywhere	7.5	15	0
Safety, Security, Emergencies	10.0	10	10
Made me lazy- Spend more time on Mobile than in sports activity	2.5	5	0
Confident about Technology and the exposure to it	7.5	0	15
Better organized in personal life	7.5	0	15
2. Impact of Mobile Phone on Lifestyle			
Mobile Phones helps me to maintain friendships and socialize	80.0	75	85
Mobile Phones have helped me become better planned	50.0	60	40
I find it annoying to see people constantly on Mobile Phones	62.5	55	70
Mobile Phones help me multi-task	37.5	50	20
Having a Mobile phone gives me a sense of safety and security	67.5	55	80
Mobile phone helps me get in touch in case of emergencies	90.0	85	95
It is very convenient way of staying in touch with family and friends	87.5	95	80
Being on the Mobile is too time consuming and many tasks get neglected	22.5	20	25

I don't seem to be able to concentrate on anything due to constant use of Mobile Phone	22.5	25	20
I need to stay in touch and connected with people all the time	32.5	50	15
3. Most Liked Aspects of Mobile Phone			
Connectivity - anytime , anywhere	82.5	80	85
Sense of Safety and Security	7.5	5	10
Emergencies	2.5	0	5
Life line	2.5	0	5
Ease Communication	2.5	5	0
Control	2.5	5	0
Can do many things with it in work and non-work situations on several fronts simultaneously	5.0	10	0
4. Least like Aspects of Mobile Phone			
Lack of privacy and personal time/ You get disturbed / have to answer it / Intrusion	52.5	55	50
Constantly ringing/ constant use	12.5	15	10
Controls your Life	7.5	5	10
Young Generation hooked all the time is detesting	2.5	0	5
Charging it	2.5	0	5
Some Features not understandable	2.5	0	5

1. Most important changes in Life brought by Mobile Phones

Communication, Connectivity, Accessibility and flexibility of information in everyday life are the two major changes that have been brought about by Mobile use according to the respondents. Though the number of responses were small, both women and men have mentioned an increased sense of safety, security in having Mobile Phones. Women respondents mentioned that Mobiles have helped them become better organized, it is a source of entertainment and that they were becoming more confident around using technology . Men respondents have mentioned stress and lack of personal time on one hand and the effortless seamless transition from business to leisure due to mobile technology as an important impact. Men also indicated that this gadget has disappointingly reduced their pursuit of outdoor activities.

2. Impact of Mobile Phone on Lifestyle

With respect to impact on lifestyle , the most significant impact mentioned by respondents have been around meeting socialization needs, safety security needs and connectivity in case of emergencies.

80% Women have indicated that Mobile phones gives a sense of safety and security as compared to 55% men. Men have also mentioned the advantage of multi tasking , better planning and meeting the need for constantly staying connected.

3. Most Liked Aspects of Mobile Phone

The anytime, anywhere connectivity is the most liked aspect of Mobile Phones across all respondents. Women have more frequently mentioned meeting of safety and security, emergencies and lifeline needs. Men feel that mobile phones have helped give more control , ability to multi task and ease of communication.

4. Least like Aspects of Mobile Phone

Intrusiveness, the lack of privacy, personal time, constant disturbance and constant use are the negative consequence of Mobile use across all respondents. There is an inherent expectation to respond immediately if contacted on the Mobile in any form- chat, call, messaging or even email. As one respondent mentioned "It has in some ways taken over our lives. The first thing I reach out to is the mobile even if it is only to check the time". A gender wise analysis appears difficult since the responses to other statements have been very few.

8. Conclusions

The continuous anytime, all the time connectivity with the use of Mobile phones opens up possibilities as well as it has its downsides. While the intrusive nature of Mobile phone in its usage is bothersome, Mobile Phones have freed up dead time- during travel or during waiting so that time can be used productively. Individuals are not bound to locations for getting tasks and activities completed. Individuals are thus in a position to release

time, make time use time more with flexibility. It also opens the possibility of redefining public and private time as work, play and leisure time are more fluid and interchangeable. Mobile phones uses are triggering innovative patterns of interpersonal sociability and relatedness. According to Licoppe , this represents "a new repertoire for managing social relationships in a changing communication technoscape" (36). The way we are communicating has undergone a change due to Mobile Phone usage. Short messaging versus calling, filling the void of physical separation with chats, facetime, forming social virtual social communities are new facets of Mobile enabled communications. This anytime, all the time, anywhere connectivity however does not substitute or compensate for face-to-face interaction as indicated by the need for the human touch in using technology. It seems that both will continue to coexist.

9. Future Directions

There is scope for future research on understanding the relationship of Mobile technology with time . Whether Mobile Phone use has expanded or compressed time for the User is an area for further exploration. Mobile phones in everyday life has given rise to a culture of Mobile Phones become all pervasive and intrusive especially in public domain. There are changes in the etiquettes and norms around its uses which is another area for future research.

10. Limitations

The respondent sample was collected using judgment and snowball sampling method with the purpose of increasing the representation and keeping the homogeneity of the sample. This method may lead to reduced variability in responses. This study captured self-reported behaviors and attitudes of the respondents and it is difficult to ascertain if the respondents were reporting their actual uses and perceptions as opposed to mirroring normative expectations. This can be resolved in future research by undertaking actual observational studies, using a multi method approach that could make the observations and data more accurate and richer.

With improving technical specifications and affordability, Mobile Phones are now viewed as social necessities. In the process, the volume, nature and type of usage are rapidly changing, evolving and are moving targets .Therefore we cannot assume that the cross sectional data reported in this study that is in the current context can be reproduced in subsequent studies. However, we feel that that there is likelihood of gender distinctions to continue being reflected in future studies of this nature.

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