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IMPACT OF TECHNOLOGY ON SOCIETY

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INTRODUCTION

The world we live in influences our thinking structures, beliefs and user experiences when this world is saturated with inequalities and injustice -Against women, against workers against minorities, against the developing the world, so it is the technology that comes out it, developers are bound to partly consciously and partly un consciously, includes their biased views in the creation process. As there are far fewer women involved in information and communications technology [ICT] then male dominated bias is more likely to be embedded in the technology itself. As a result. There are also fewer people thinking about the ways that technology might impact or benefit women.

Research already shows how some algorithms reflect gender bases in the result they generate. For example, an algorithm setting performance requirements in a ware house may use data based on the work of a man in his 20s, but not apply any adjustments for a woman in her 50s. Nor would it consider what indicators might applicable to a young mother returning to work after child birth. In both cases the women would suffer from an embedded bias.

Funding is another factor that adds to the existing bias. New technology often requires much investment to it get off the ground. Most of the world's wealth already concentrated among tiny percentage of the global population, and even with in that group, control of wealth is having concentrated in the hands of the men. As a result, we see female start -ups [which are already less common] receive 23% less funding on average.

At the same time ,when real -world problems are ranked in a market economy way, it turns out that the work often carried out by women has no market value, care for children and the elderly ,for example present little benefit of the growing economy .We see these economic priorities in the fact that there is for more research on labor-saving technology in areas where workers are relatively expensive like ports for example, then there is into in technology that could help reduce violence in the work place.

Cell phones and other ICTs can provide a broad range of public and social services to the poor in remote and rural areas. The mobile phones are no more a luxury good but a vital utility for the underprivileged remote rural areas, availability of crop seeds, current market prices etc can be and voting are being conducted electronically using ICT. People around the globe from few years from now will be carrying a handheld computer connected to the web get the information about the world at their fingertips. Recent world bank study shows that a 10% increase in mobile subscribes associated with a 0.8% increase in economic growth while 10% increase in high-speed internet connections is related with a 1.3% increase in economic growth. ICT infrastructures development attracts foreign direct investment, generates fiscal revenues and creates employment opportunities .Local information technology services industries generate exports ,improve a firm's productivity ,and offer equalizing job opportunities ,especially for youth and women. These remarkable advancements in technology and understanding of how it affects growth highlight a strategic shift in the way ICT can influence develop me. The distribution of toll of wealth creation & knowledge are highly unequal amongst countries of the globe. At the current rate of technological advancement these disparities in access to ICT related development are large and likely to become larger in adoption amongst the countries around the globe as more of the services in an economy come online. Those without access to these technological advancements will be marginalized in the rest of these paper is organized into 8 sections.

TECHNOLOGY

Is the use of scientific knowledge for practical purposes or applications, weather in industry or in our everydaylives? So basically, whenever we use our scientific knowledge to achieve some specific purposes were using technology. Well, there is slightly more to it than that. Technology usually involves a specific piece of equipment. But that equipment can be incredibly simple or dazzlingly complex. It can be anything from the discovery of the wheel. All the way up to computers and MP3 players

DEFINITION

The term technology can also be used to refer to a collection of techniques in this context, it is the current stage of humanities knowledge of how to combine resource to produced desired products, to solve problems, fulfill needs, or satisfy wants; it includes technical methods, skills, processes techniques, tools and raw materials. when combined with another term, such as "Medical technology" or "Space technology" it refers to the state of the respective field's knowledge and tools.



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THE KINDS OF TECHNOLOGY:

Since technology can be so simple or so complex, there are many types of technology. one type is mechanical technology. which includes wheels cams leaves belts and engines. things turn, or allow motion on the direction to cause a different kind of motion. are mechanical. The wheel is probably one of the more important technological advances in human history. and yet it's super simple perhaps the type of technology that we're most familiar with in modern life.

ELECTRONIC TECHNOLOGY

Usually just called electronics; which is a complex form of technology that uses electric circuits to achieve a goal. electric circuits can also vary in complexity. If you have a look at a circuit board with dozens of apparently random pathways mixed in with various components. you know how complex electronics can be, but anything that runs on electricity is electronic.

Industrial and manufacturing technology

Is technology with the goal of either producing a product on a large scale or performing another large -scale function where customers are directly present. For example, you might be manufacturing cars or generating electricity. Cars are created using mechanical robots. Which is very advanced technology?

Medical technology

Is technology that serves the purpose of diagnosing, treating or preventing disease. This can include things. Like MRI scanners, which take images if the inside of the human body, ventilators, which breathe for people; or even simple drugs and medicines that people take to make them better.

TECHNOLOGY ABOUT CELL PHONE:

Mobile technology is a form technology that is mostly used cellar communication and other related aspects. It uses a form of platform where by many transmitters have the ability to send data on single channel. This platform is called code division multiple access [CDMA].This platforms allow many users to make use of single frequencies because it restricts the likely hood of interference of frequencies from to or more sources .The mobile technology rapidly evolving. Over the years, it uses are becoming diverse and is gradually replacing some similar sources in the market that are also used for communication e.g post office and landline.

The mobile technology as improved from a single device used for phone call and messaging into a multi- tasking device used for internet browsing gaming instant messaging tool extra. Professionals argue with the trend that the feature of computer technology is rest on wireless networking and mobile computing, mobile technology computers becoming more and more popular. Mobile technology was a mystery to decades ago but now, it has become something necessity to both the rural and urban areas. The mobile technology started as a remarkable achievement in the world of technology but now. It is transforming into user comfort technology due to it present diverse functionally. When the was first introduced, it used to the basically for sms, calls and games. But it is presently transformed in to digital world and as made life and business much easier; markets now have the ability cell they products with ease through mobile technology. The mobile has made it possible for users to transform files and other files through Bluetooth and wifi.The mobile is also equipped with internet connectivity, make in it easy for the user to gain information and also to download files from the internet.Video call conferencing is another achievement that has come to reality through mobile technology. Business men and clients now have the channel to communicate even without seeing in person. with the use of technology, it is now easy to catch up with every form of entertainment from the comfort of your home. it is also made it possible for one to easily locate places on the globe using the global positioning system [GPS] especially in the business world, the importance of mobile technology cannot be overemphasized; bankers depend solely on mobile technology on managing finances and stocks many business firms uses the mobile technology to increase their earnings through providing customers easiness to patronize their product through apps app website.

Since the arrival of the mobile, it has helped humans in many ways; some of which are mobile phones are very important in case of an emergency they safe lives in cases of accidents and other related issues. one of the most important use of smart phones is that they ensure safety. families can easily communicate with each other while a way .to cap it up, mobiletechnology is here to stay and holds a lot more features in the future to meet even the most of our basic needs and to make life a lot easier.

USES OF WORLD WILD IN INDIA

Technology has evolved had shaped our workplaces in many ways, through the adoption of tools like the internet and email for communication, word processing, spreadsheets and presentations for office productivity, electronic database for record keeping, and robots and artificial intelligence for automation. Technology is indispensable in our work -lives, and it pervades every aspect of business and the public spaces.

Here are 3 ways in which technology has become an integral part of everyday work:



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1.COMMUNICATION TECHNOLOGIES

Long distance communication is one area where technology has made a profound impact on workplaces. Business used to employ fax machines, surface mail and the telephone in the past.

Today, email SMS and various software tools have become the principal modes of business communication. also, the use of video conferencing is on the rise, thus reducing the need for physical travel.

2.DECENTRALISED WORK AND COULD COMPUTING

The proliferation on laptops, tablets and smart phones has made it easier for professionals to work from anywhere and has led to flexible- work environments like freelancing, work-on-demand, and work from-home.

Recently, this trend has accelerated because of the adoption of could computing which allows workers to store and use data and applications on a server.

3.INFORMATION SECURITY:

Protecting customer and business data an essential task for any enterprise, and a lot of invasive but indispensable security processes, from physical access control using tokens or biomarkers, communication control, and elaborate digital access control mechanisms have become an intrinsic part of the 21st century workplace.

TECHNOLOGY MERITS AND DEMERITS

MERITS OF TECHNOLOGY

1.It makes life easier

Machines replace exhausting hand washing techniques and when mechanized railways replace long journeys by foot, people often say that here we have some prime examples of technology making people's lives materially better technology does this relieving us of aching and time consumed jobs.

2:The pace of life gets faster

Why wait for a letter arrive when you can send an email instantly? Why spend a couple of weeks padding yourself across the sea when you can fly in few hours? Technology means that we can achieve all of our aims in record time.

3:Technology saves lives

In emergency situation, in cell phones can spell the difference between life or death-one quick call and help will be on its way other technologies such as search and rescue helicopters, also work to save lives, day in day out.

4.Disseminating knowledge

Technologies like e-readers, computers newswires and pad casters enable us to absorb as much knowledge as we like. Could definitely be argued that technology makes us smarter.

5.Voyages of discovery

Sciences and engineering have created technologies that have put human beings on the moon and also sent them to the bottom of the ocean. Technology could even enable us to live on other planets one day.

6.Technologies in medicine

New machines for treating illness or screening for disease have dramatically increased our life expectancies, enabling us to live longer, healthier, happier lives.

7.Bionic limbs

New technologies have enabled amputees have limbs that move and even feel like limbs of flesh and blood. In fact, many bionic limbs are improvements on the natural version.

8.Getting you up in the morning

Where would we be without that alarm clock [and its snooze function]to get us ready for work each day.

9.Keeping food fresh, and cooking it thoroughly

We reduce our risk of disease thanks to technologies such as refrigerator, freezers electronics ovens. Now a days, many people have these appliances in their own house.

B). DEMERITS OF TECHNOLOGY

1. REPLACING JOBS

Workers sometime complain that when a machine starts being able to do their job them. They themselves become unnecessary. when a worker loses their job because that job is now done mechanically how will they earn their wages.

2.BAD FOR OUR HEALTH

Studies have shown recently that a sedentary lifestyle can be a big health risk. is sitting hunched over a computer all day bad for our health as well as for our posture.



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3.CONSUMER CULTURE

As our culture becomes more technological, we find ourselves driven to spend our hard-earned cash on new gadgets and devices that, perhaps, we do not strictly need. Is technology one of the main tools of consumerism?

4). POTENTIAL FOR HARM

Scientific knowledge only be used for the good of humanity. however, some technologies have been sized on by people who want to do harm; technology have been used to create sophisticated weapons for instance.

5). LOSING TOUCH WITH TRADITIONAL WAYS OF LIVING

Are the losing the beauty of the hand-woven clothing hand ploughed fields. and an overall simple way of life thanks to the fast pace of technology.

REVIEW OF LITERATURE

1.AGGER-2001:Today mobile phones are not just a means of making and receiving phone calls: they are more aborting messaging, songs, videos games reminder, and such more so, and device with lots of uses! your near and dear ones, guidance about the directions and location and prepare notes or presentations anywhere at any time right from the comfort of a single device.

2.BRADLEY.T-2010:Mobile phones provide distinct benefits to women by improves access women surveyed believe that a mobile phone helps them to lead more secure connected and productive lives.

3.JOHANN COROLLUS 2010: In the early 16th centenary onwards to the 21 st centenary cyber India .also called the new media in the present day "knowledge society ".the world wide web based cyber media characteristics the information revolutions in the age of globalization .with its unique characterizes of interactively ,multimedia facilities immediacy , it is not only global in reach and access but also freely available to all were any one can reach and connect to any one from anywhere at any given point of time.

4.SKOLER.M-2009:No wonder, social media as finally ended the age-old monopoly of the traditionally media. the most famous example of this is provided by shoji Anther, a-33year old Pakistani it consultant who stayed of the entire intervening night of may land 2tohear to sound of a helicopter which he described in his first tweet as "a rare event" havening over is house is the sleeping cantonment town of Abbot bad.

5.JENSOM.M2009:Of the world -a conception of the territorial where social, economic and political spaces are no longer geographic, what is more the new media has led to the creation of supraterritorialism.

6.IBID .2009:Of the virtual world where instant connectivity riding on the band wagon of time spaces compression calls not shot. this technologically mediated supraterritorial realm is unrests dented in scale autonomy, rich and flexibility. the virtual visual field, also known as the mind space has even tally paved way for the ubiquitous social media which is define as "a group of internet-based application that are built on the ideological and technological foundation of web 2.0 and that allows the creation and exchange of user geminated ".

7.KALPAN. A 2010:Today, the craze for social media is such that is not only flourishing with the help of web -based technology and networking application about also giving a serious challenge to traditional media world web.

8.GARCIA-LIZANA 2010: Conducted a review of randomized controlled review of video conferencing interventions for mental illness, of which they found. Although they found the research insufficient to draw a strong conclusion. the data that were available indicated that this as in- person services and was an appropriate often, especially with clients who had difficulties accessing in-person services.

9.PULIER CANNOLLY-2004:Potential benefits for clients of telephone-based services relative to in - person services, include lower expanse, greater anonymity, and greater sense control.

10.LEIGHTON. J.E -2010:Mobile technology is changing the pace of daily life. more than five billion of the world's population owns mobile phones. the technology is a tool in hands of women. it also being realized by the government and various helps groups not only in India but all across the world.

For four months in 2009, mob link partnered with UNESKO and a local non- governmental organization (NGO), Bunya, on a pilot project in a rural area of southern Punjab involving 250 females aged 15-24 who had recently completed a basic literacy programme. each of the girls was provided with a low-cost mobile phone and prepaid connection

11.UZMA NAHID-2004:"In Delhi women cannot travel after 7 pm " side all India Muslim personnel law board's member women have increasingly come to realize the harassment at the work place. is no longer a myth. gender sensitization campaigns help change attitudes and behaviour that condone and petite violence against women and guide to equip women with mobiles to access safety and security services like alarm system, calling of police etc.

12.MORIE -2009:Mobile phones are a constant companion that accompany. A person throughout their life and allow them the convenience of easy communication and access to information. This cultural shift to an" always-on" world brings challenges along with the convenience. now, a call is placed to someone of their phones, it is fully expected that the call will be answered because most people assume that a cell phone accompanies a person everywhere, regardless of their location



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13.SCOLER M. 2009:Right now, social media is an open platform where anyone can write anything. the possibility of its misuse to malign or defame people and groups in amorous. therefore, need for legislation to check its misuse is being felt. according to justice markandeya kanji, chairman of the press council of India, unless some cords are placed on the social media nobody's re pollution will be safe in India.

14. ROSHAN 2008:Marketing messages were targeted at both men and women, and as shown in the advert emphasized the mobile phone's role in enabling women to attend the family responsibilities. advertisements showed depictions. of women in traditional gender roles, like sinning a lullaby to her child, and positioned men as the 'gift bearer'. Since the launch, the percentage among new rosin subscribes of continued to grow the approximately 18% today. It is estimated that roshan has the estimated number of female subscribers in Afghanistan. the campaign has also further established rosin as the trusted brand.

15.REESE CONOLEY 2002:Telephone, either using live interviewers or automated systems, have been successfully used to screen and access substance disorders and cognitive impairment.

Conducted a data -analytic review to telephone based counseling interventions for people with acquired physical disabilities (e.g) spinal card severe burns but not, for the most part, people with mental for substance use disorders; they found that such interventions were associated with significant improvements in the use of copying skills, in community integration, and in symptoms of depression immediately following telephone counseling as well as more modest, but lasting improvements in quality of life.

16.GUPTHA KELAR2006: Traditional newspapers in India are keen to tie together the power of social networks to find the distribute information, but they also want to do it in a way that fosters responsible use. The goals are to identify the tripwires of social networks, avoid any appearance of impropriety and ensure that the information cannot be used to impugn the integrity of their reporters, photographers and editors, he a

17.AMIT MALVIYA, et.al (20dds14): 'A study to evaluate mobile phone addiction disorder among students of a medical college and associated hospital of central India " paper suggest that like any other addiction, mobile phone addiction same. This paper said that uncontrollable feeling without use of mobile phone and they found result that problem with users and their relationships. uncontrolled use of accessing social networking sites playing online games and surfing of different mobile phone session also include in this addiction.

18. ALFRED.d.et.al. (2014): "Correlates of mobile phone addiction among adolescents" paper suggests that IA is growing problem and them exist a possibility that it is prevalent in our location. This problem can see at any age group, there are lot identified factors in determining adolescent mobile phone addiction and online behaviors are contribute to development of adolescent mobile phone addiction. For all user services are not same, online surfing contributes to higher level of addiction due to friendly interface that allows even those with low network literacy. They also suggest that female users are less addicted to the mobile phone than male users possibly due to activities and contents online. Also, adolescents from private institute have higher risk possibly due to their social status, ease of access and availability of mobile phone connections. They found that 24.7% of adolescents have mobile phones addiction. They also found that problem can see at vary age group.

19.ADNAN YOUSEF ATOUM (2015): "Mobile phone addiction and its relation to psychosocial adaptation among jordanian high basic stage students" this paper tries to identify the stages of mobile phone needs between high basic stage in jordan. They also found effect of mental problems and other variables which related to mobile phone depend on mobile phone addiction. they also found that the mobile phone is attractive; so many users suffer problems in psychosocial adaption. It was one of the correlated factors with isolation,anxiety,depression, difficulty of focus and social problems in general. study also suggests that many studies stated that depression, distraction, overactivity, social anxiety, self - esteem and power of motivation are the most predicting.

20.AZAM HABIBI (2015): "The relationship of family function with mobile phone addiction among girl high school students in malard" paper found relationship of girls high school students in malard between family function relationships and mobile phone addiction. This is co relational types of survey. As a result, they found that addiction of mobile phone increases with increase of unhealthy family function. also found that there is a significant relationship between emotionally replay for problem solving, habit control, total or roles of family function and mobile phone addiction.

21.HOSEIN JAFAR KARIMI, ET.AL.2016: "face book addiction among malaysiaion students " paper suggests that because of overuse of face book create addictive behaviour among its user. They investigate addiction scale among students they found that 47% of respondents were face book addicted. In gender based they found there is no significance difference was observed. It was same, it includes age, and religion, level of education etc. They see difference in only to spend time on face book and other social networking sites daily.

METHODOLOGY

Based on the above insight interviewers where conducted on working woman living in kupuchandrapetta to find out the role of mobile phones in providing safety and security and entertainment tothem.

The working women of kupuchandrapetta had varied backgrounds and professions aged between 20-60. The schedules were also filled up to know about their views on uses of mobile phones as safety and provider.



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Sample size for the interview through convenience was 60.

The variable of study were:(15-30 years,30 years and above)

Education level:(under graduate and above)

Aim

The study aim to finding out how many people of different or age group addicted to the mobile phone and impact and the health problems faced by them.

OBJECTIVES

1. To study the impact of the socio-economic background of the cell phone user.
2. To access the benefits educational status of the technology used by women and men.
3. Health status of the technology used women.
4. To evaluates the sources and challenges of using mobile phone.
5. To analyze the impact of using technology people.

NEED OF THE STUDY

Now a days cell phone is treated as a part of our body, without cell phone their feel like something is missing. but it impacts almost all kinds of people instead of gender, age, caste, economical back ground. in all aspects presently cell phone plays an important role in everyone.

SOURCE OF DATA

This study based on primary and secondary sources. the source available for the study on the subject may be broadly divided into newspapers, generals, articles, global system for mobile communication (GSMA)report and the internet and mobile association of India and kantar IMRB(Indian market research bureau)report.

PRIMARY DATA

The primary data collected through personal interview schedule.

SECONDARY DATA

The secondary data of the study have been collected using newspapers, journals, articles, books, library,IMRB(Indian market research bureau)and (global system for mobile communication).

SAMPLING METHOD

Various strategies used to collect the quantitative data,and qualitative however in the study, stratified sampling was carried out, a sample of from respondents 60 women and men in kupuchandrapetta village, in Tirupati rural of chittoor district, respondents was interviewed and collect their views on various aspects like education, economy, social studies, marital status etc.

The questionnaires data was systematically analyzed and presented in the next chapter.

PROFILE OF THE SELECTED VILLAGE

Kupu Chandra Petta is a medium size village located in Tirupati Rural Mondal of Chittoor district, Andhra Pradesh with total 233 families residing. The Kupu Chandra Petta village has population of 902 of which 450 are males while 452 are females as per Kupu Population Census 2011.In Kupu Chandra Petta village population of children with age 0-6 is 100 which makes up 11.09 % of total population of village. Average Sex Ratio of Kupu Chandra Petta village is 1004 which is higher than Andhra Pradesh state average of 993. Child Sex Ratio for the Kupu Chandra Petta as per census is 1041, higher than Andhra Pradesh average of 939.Kupu Chandra Petta village has higher literacy rate compared to Andhra Pradesh. In 2011, literacy rate of Kupu Chandra Petta village was 71.20 % compared to 67.02 % of Andhra Pradesh. In Kupu Chandra Petta Male literacy stands at 78.30 % while female literacy rate was 64.09 %.As per constitution of India and Panchayath Raj Act, Kupu Chandra Petta village is administrated by Sarpanch (Head of Village) who is elected representative of village. Our website, don't have information about schools and hospital in Kupu Chandra Petta village.



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DEMOGRAPHIC CHARECTERSTICS

Particulars	Total	Male	Female
Total No. of Houses	233	-	-
Population	902	450	452
Child (0-6)	100	49	51
Schedule Caste	106	55	51
Schedule Tribe	185	89	96
Literacy	71.20 %	78.30 %	64.09 %
Total Workers	372	257	115
Main Worker	324	-	-
Marginal Worker	48	26	

DATA ANALYSIS

Table1:Age distribution of respondents:

S.no	Age	No .of respondents	Percentage
1	20-30	30	50
2	30-40	15	25
3	40-50	10	16.6
4	50-60	5	8.3
	Total	60	100

TABLE - 1 Shows age wise distribution of the respondents 20-30 age group respondents are 30 members that of percentage is 50% , 30-40 age group respondents are 15 that of percentage is 25%, 40-50 age group respondents are 10 members that of percentage is 16.6%,50-60 age group respondents are 5 members that of percentage is 8.3%.

TABLE 2: RELIGIOUS STATUS

S.NO	Religion	No. of respondents	Percentage
1	Hindu	32	53.3
2	Muslim	16	26.6
3	Christian	12	20

In the above table 2 illustrates that out of 60 respondents 32(53.3%) are belongs to Hindu category ,16(26.6%) are belongs to Muslim, and remains 12(20%) are belongs to Christian.

TABLE- 3:COMMUNITY STATUS:

S.NO	Type of community	Total respondents	Percentage
1	OC	36	60
2	BC	14	23.3



3	SC	10	16.6
	Total	60	100

The table3 shows the caste wise distribution of the total respondence 23.3 % of the respondents belongs to back word classes only 16.6 % of respondence belongs to SC community and 60 % of the respondence belongs oc caste.

TABLE-4: EDUCATION LEVEL OF RESPONDENTS:

S.no	education	No. of respondents	Percentage
1	Primary	10	16.6
2	Secondary	16	26.6
3	Intermediate	8	13.3
4	Degree	10	16.6
5	Post graduate	16	26.6
	total	60	100

This table shows that education level of respondents. forthis study we selected different levels of education such as primary, secondary, intermediate, degree and post graduate. According to this table was observed more at secondary and post graduate level and that percentage is 26.6and 26.6% respectively.

TABLE- 5: MARITAL STATUS:

S.NO	Married respondents	Unmarried respondents	Married respondents percentage	Unmarried respondents percentage
1	46	14	76.6	23.3

The above table 5 shows that of marital status of the respondents. from this table total percentage married are 46(76.6%) and unmarried are 14(23.3%) respectively.

TABLE- 6: TYPE OF FAMILY:

S.no	Type of family	No. of respondents	Percentage
1	Joint	12	24
2	Nuclear	48	96
	Total	60	120

This table shows the type of family is the joint family from 24% nuclear family from 96%and total percent in the 120%.

TABLE-7: TYPE OF HOUSE:

S.no	Type of house	No. of respondents	Percentage
1	Own	60	100
2	Rent	-	-
	Total	60	100

TABLE8: ANNUAL INCOME OF THE RESONDEN

S.no	Income	No. of respondents	Percentage
1	40,000-60,000	36	60
2	60,000&above	24	40
3	Total	60	100

The table 8 shows that of annual income of the respondents 40,000-60,000 incomegroup respondents are 36 (60%)members,60,000and above income group respondents are 24(40%).



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SUGGESTIONS AND CONCLUSION

SUGGESTIONS

If you think you may be addicted to the mobile phone and you want to change your behaviour, you could try the following strategies.

- A. Take note of your symptoms- for examples keep track of your behaviour, thoughts and feelings.
- B. Think about why you see the mobile phone so much what makes you go online, is there a real problem are you not facing up to,
3. Brainstorm (think about) other ways to cope with your problem that do not involve the mobile phone. choose some that will work and put them into practice.
4. Use relaxation methods like deep breathing of mediation to manage anxiety symptoms.
5. Rediscover the neglected areas of your life- for example, socialize with friends, make love to your partner, take your children to beach get out and be active.
6. Seek professional help if necessary.

CONCLUSION

The mobile phone should be taken as a part of examining changes in the media field and it should be considered as a medium of its own, not just as sub- media to other media. It is located between personal, social and mass media and can serve all of these purposes in different communication situation. the use mobile phones as contributed to the change in production and media consumption, experience and behaviour. The result of this study indicate that the mobile phone is a powerful device in the hands of women. it is a very essential tool in women empowerment as it builds self-confidence and also provides identity along with safety and security.

The mobile phone is a modern medium because it is fast, instantaneous, interactive and personal. more likely, its role in the interactive link between the personal user and social and mass media will increase in the future. Definitely it will foster social transformation.

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