

Phubbing Behaviour: New Age Invented Barrier to Communication

Dr. Ishtiyaque Ahmed

Assistant Professor in Commerce, MGV's Arts,
Commerce and Science College, Malegaon City,
Nasik Maharashtra, India

ABSTRACT

Purpose: The phubbing practice has become a rising concept globally, keeping the researchers interested in this recent phenomenon. The reason for this may be, it is found that, uncontrolled use of mobiles. While during accompanying other persons, someone is heavily involved in his own mobile phone ignoring the other person. It has adverse social effects for people. This ignoring of accompanying person, in favour of mobile use, has become so distinct that this socially adverse behaviour has compelled in giving rise to coining a new terminology called as, 'phubbing'. This behaviour is socially inappropriate and put adverse impact on social relations and communications. The purpose of this research work is, to provide an overview of the recent and available literature relevant with phubbing and themes and contents consisting relevance with the topic. **Methodology:** This is literature review based study. For conducting this study, a literature review was conducted, for which, the literature relevant with the phubbing and relevant themes in contents were studied. **Findings:** The act of humiliating someone socially, by looking or concentrating on his own phone, in spite of giving attention to that person. This is called as phubbing. This kind of behaviour has adverse effects on inter personal relations and communications, detrimental to relation satisfaction, and individual wellbeing feelings. The results of the study also give the most published areas topics or themes of phubbing or focused areas of study of phubbing. **Implications:** The results of this review study are expected to motivate and guide the future researchers and directions of the future research in this area. **Originality:** The concept of phubbing is relatively a newer. The research and literature available relevant with, are up to very limited extent. The base of these behaviours are not yet constructed so vastly to occupy sufficient space in research area. Hence it is vital to know more about phubbing behaviour and focus areas of research for phubbing behaviour, while doing so assist researchers in getting information and knowledge with regard to this social concept. Therefore, this research work was conducted, it is an original work of author and all the references are duly cited.

Keywords: Phubbing Behaviour, Smart Mobile Phone, Communication, Inter-personal

INTRODUCTION:

With generation of personal use devices, mainly smart mobile phone, have helped mankind for interconnecting and has extended and pulled the area of communication technology at the new heights of technological inventions and advancement. These smart mobile phone have multiple functionality features, benefitting people in accessing to communicate and assist people in connecting with family and friends in the entire day and accessible from any place, (Anshari, M., et al., 2016). Smart mobile phone are also proving entertainment to users, (Zhang, K. Z., Chen, C., & Lee, M. K., 2014), and online games, (Merelle, S., et al., 2017); (Kurt, A.A., Dogan, E., Erdogmus, Y.K., & Emiroglu, B.G., 2018). But, many researchers have shown worry about negative impacts of smart mobile phone, on the physical and mental health of consumers and quality of their social connection with other public, (Estevez, Urbiola, Onaindia, Jauregui, & Iruarrizaga, 2017); (Bipeta, R., Yerramilli, S.S., Karredla, A.R., & Gopinath, S., 2015).

Some studies found that, the group which is more addictive of smart mobile phone or internet are youth, therefore, study focused on young persons, instead of other persons. (Savci, M. & Aysan, F., 2017).

Recently many studies, elaborated worrying results for researchers, (Wolniewicz, c.a., tiamiyu, m.f., weeks, j.w., & elhai, j.d., 2018); (Elhai, J.D., Dvorak, R.D., Levine, J.C., & Hall, B.J, Problematic smartphone use: a

conceptual overview and systematic review of relations with anxiety and depression, 2017), which indicated that the adults are more excessively involved in the usage of smart phone, forcing for drawing worrying conclusions about bad effects of such excessive usage of smart phone, which may also be life endangering.

Additionally, it is found that, uncontrolled use of mobiles, while during accompanying other persons has adverse social effects for people. This ignoring of accompanying person, in favour of mobile use, has become so distinct that this socially adverse behaviour has compelled in giving rise to coining a new terminology called as, 'phubbing'.

The act of humiliating someone socially, by looking or concentrating on his own phone, in spite of giving attention to that person. This is called as phubbing. This kind of behaviour has adverse effects on inter personal relations and communications, detrimental to relation satisfaction, and individual wellbeing feelings, (Roberts, J.A. & David, M.E., 2016).

Some studies elaborated phubbing, on the basis of best of the knowledge, as phubbing is to some extent a recent term, low level of known information is available, about the reasons for phubbing behaviour, there is a question about acceptability and becoming of phubbing as a normal characteristic of modern communication, (Chotpitayasonndh, V. & Douglas, K.M., 2016).

For conducting this study, a literature review was conducted, for which, the literature relevant with the phubbing and relevant themes in contents were studied. The results of the study also give the most published topics or themes of phubbing or focused areas of study of phubbing.

REVIEW OF LITERATURE:

Historical Background of the Concept of Phubbing:

At the onset, initially in Melbourne, an agency doing advertising business, in the May month of year 2012, floated a campaign for curbing the behaviour of ignoring other, when using overutilization of mobile phone, inspite of during accompanying someone, i.e. phubbing behaviour. The agency invited many language experts, authors, biographers, poets, linguists, editors and scribbler etc. for creating a new terminology for describing this behaviour. Therefore, the coined word phubbing was derived from two words of 'telephone & snub', (Karadag, E., et al., 2015). Afterwards, the term emerged in media globally and publicised with the help of campaign created by McCann, namely 'Stop Phubbing' campaign, (Ugur, N.G. & Koc, T., 2015). As per one study, with advancing of mobile phones, phubbing appeared in year 2007, in Australia, (Nazir, T. & Piskin, M., 2016).

Definitions of Phubbing:

Phubbing is referred to as, a person paying more concentration to mobile phone, while in face to face communication with another person, (Çikrikci, O., Grifiths, M.D., & Erzen, E., 2019).

Phubbing is behave, when mobile phone lead individual to avoid the person who is beside him, and where by disconnecting the inter-personal communication, (Cizmeci, E., 2017).

Phubbing means avoiding partner in communication, during co-existent interconnections, by putting focus on mobile phone, (Schneider, F.M. & Hitzfeld, S., 2019).

The function of humiliating someone socially, by looking or concentrating on his own phone, in spite of giving attention to that person. This is called as phubbing. This kind of behaviour has adverse effects on inter personal relations and communications, detrimental to relation satisfaction, and individual wellbeing feelings, (Roberts, J.A. & David, M.E., 2016).

Meaning and Explanation of the Phubbing:

Phubbing is a conception having manifold variability, (Karadag, E., et al., 2015). Phubbing decreases the social interconnection quality among public in a society, as persons who exhibit such behaviour may pose disrespect to public around them, by showing that they want to ignore interpersonal connect and communication and they are unaware about or uninterested in that surrounding, (Anshari, M., et al., 2016).

Additionally, this misbehaviour habit of phubbing may happen at even any time or location, even while during conferences, meetings or eating or socially vital gatherings like with family and friends, (Nazir, T. & Piskin, M., 2016). Accordingly, owing to the mobile phone structure, phubbing is an inconvenience, which is junction of many additive habits, (Karadag, E., et al., 2015).

Relevant Topics Discussed in the Literature:

While reviewing various literatures on phubbing behaviour numbers of topics are found in this regard in the articles and literatures on phubbing behaviour. In start, researchers focused study of phubbing on the effects and

ill-effects of addiction of social media, internet and mobile phone. Afterwards, studies relevant to kinds of communication in phubbing behaviour put focus on satisfaction in individual relationship, due to dominant appearance of these behaviours. More over researchers focused studies relevant with Fear of Missing out (FOMO), social networks, problematic use of devices and variables like boredom, jealousy, neuroticism, attention and loneliness linking with phubbing. Some other studies paid attention to studying kindness, narcissism, exhaustion, passivity, assertiveness, dependence, social interconnection, depression, wellbeing, relationship, personality and user behaviour in relevant with phubbing.

Focused Research Domains on Phubbing:

Researchers while studying phubbing behaviour, majorly addressed and highlighted various research domains about phubbing behaviour. The term of phubbing behaviour have got global prominence in research. Various research works completed on the topic of phubbing behaviours and these works are found in the published literatures and journals of education, society, communication, technology, psychology etc. The research topics majorly taken up, evaluated and elaborated in this study and are found as, cultural, social, communicational, technological and psychological.

Additionally, it was also observed that, there were low profusion of literature related with phubbing in the starting years of 2012, as that period was origin years of the phubbing terminology, due to this reason there were very scarce or no publications in starting two years. Though in the later years, number of literature or publications related with phubbing, enhanced.

Based on the conclusions drawn from the review of these literatures, many different study domains were proposed for the purpose of future study. That will be providing additional information and interesting knowledge about phubbing behaviour, which are not still covered. The results will expectedly motivate and guide to researchers in future studies.

Cultural Domain:

The set of methods or customs or ways of life that feature and recognize a society, is called as culture, (Montiel, G.G., 2016). Especially, culture consists of law, beliefs and knowledge. Whereas, globally, culture surrounds morals, art, human rights of public linking to identical societal groups, value systems which control behaviours, and customs as blueprints of behaviour.

Societal Domain:

The term social is used for referring to communities, groups or people who interconnect in the identical purviews, contexts and scenarios. In same manner, community or society can be defined as, the organization arriving out of the process, whereby, groups and people are sharing objectives and activities commonly, which is making possibility of a sense of attachment with it, which may or may not be sharing territorial commonality, (Zapata, C.I.L., 2002). Recently the development of knowledgeable society has converted and reformed the vital kinds of societal interaction, in which variety and quantity of societal relation in networks enhanced aggressively.

Communication Domain:

The rampant usage of computers has permitted the growth of digital globe, which associated with internet inception, mobile phone, e-mails and societal network has enabled the communication in acquiring unpredictable and unusual features, like sharp instant, globally featured and possible constant and continuous connectivity and availability of information needed in usually daily life of people, (Labora, J.J., 2017).

Technology Domain:

The potential of technology can be found by the features of Information, Communication and Technology, like connectivity & interactivity, multimedia & hypermedia, formalism & dynamism, and dissemination and storage of information. (Valencia, M.T., et al., 2016). Due to the societal acceptance of the potential of technology and inventing of internet globally, a revolution of technology has took place, which has developed unusual knowledgeable society on the basis of telecommunications and ICT.

Psychology Domain:

Psychology is science which studies the behaviour of public in relevant to particular conditions of their surroundings, sociocultural features and biomedical disciplines. Relevant to these, internet and other technology usage has compelled public for living in a greater readied style. These variations are so much quick that, they are keeping public in a continuously waiting expecting situation of the future. This has caused feeling of restlessness

and insecurity and in turn affecting their health mentally and physically.

CONCLUSION:

The concept of phubbing is relatively a newer. The research and literature available relevant with, are up to very limited extent. The base of these behaviours are not yet constructed so vastly to occupy sufficient space in research area. Hence, it is vital to know more about phubbing behaviour and focus areas of research for phubbing behaviour, it will be assisting researchers in getting information and knowledge with regard to phubbing behaviour.

Phubbing is behave of humiliating someone socially, by looking or concentrating on his own phone, in spite of giving attention to that person. This kind of behaviour has adverse effects on inter personal relations and communications, detrimental to relation satisfaction, and individual wellbeing feelings. There are also many areas topics or themes of phubbing or focused areas of study of phubbing.

The results of this review study are expected to motivate and guide the future researchers and directions of the future research in this area.

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