

## Application of mobile phones for academic purpose by college students in Pollachi Town, Coimbatore

Hemapasanna S, Raja R

Park's College (Autonomous), Bharathiar University, Coimbatore, Tamil Nadu, India

### Abstract

Indian telecom industry underwent a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. The study employed Friedman rank test in identifying whether the mobile phones help college students' for their academic purpose in Pollachi town. Convenience sampling method was employed to select the sample and the sample size was 391 respondents. Structured questionnaire was the tool employed to collect the primary data. The findings of the study reveals that majority of the college students use mobile phones for Downloading materials followed by Calculations, Preparing assignments, Dictionary and so on. Least usage of mobile phones by college students are for currency converter, followed by knowing share market prices, identifying money value of various countries and soon.

**Keywords:** mobile phones, college students, academic purpose, friedman rank test, convenience sampling

### Introduction

Indian Telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.053 billion subscribers as on 31<sup>st</sup> August 2016. Indian telecom industry underwent a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. Mobile phones play significant role in Indian telecommunication industry. The Indian telecom sector has emerged as one of the critical components of economic growth required for the socio economic development of the country as there is positive correlation between the penetration of mobile services and internet on the growth of GDP of the country <sup>[1]</sup>. Tremendous development in mobile phone industry and vast usage of mobile phones by students make mobile phones important to study.

### Review of Literature

Several studies have been reviewed in order to gain insight into the research area. Of them notable are Annemartenson (2007) <sup>[2]</sup> indicate that tweens are far more satisfied with their mobile phones than adults are and the mobile phones fulfill children's expectations to a much higher degree. Wulystan P. Intega Ronald Bernald Andrew C. insungu and Rachel sanave (2012) <sup>[3]</sup> investigated how mobile phones have been used for teaching and learning purposes in higher Learning institutions in Tanzania and reported that many teaching staff were not aware of the capacity of their mobile phones such that they underutilized them, most respondents reported to use traditional, mobile learning applications including text messages and calls, few respondents had smart phones with a number of m - Learning applications, most of them being teaching staff. Jeffrey H. Kuzenek off & Scott Tits worth (2013) <sup>[4]</sup> examined the impact of student texting Posting

during class Lecture and on student learning provide clear evidence that students who use their mobile phones during class lectures tend to write down less information, recall less information and perform worse on a Multiple-Choice test than those students who abstain from using their mobile phones during class. Annette Christinal D and V Vinoutha (2014) <sup>[5]</sup> concluded that Nokia's customer rate is excellent because of its quality and customer friendliness and suggest that Nokia should be innovative in thinking and introduce many new models to stay in this competitive business world.

### Objective of the Study

The objective being to know whether the mobile phones help college students' for their academic purpose.

### Research Methodology

The tool used for the analysis was structured questionnaire. Data was collected from 391 respondents in the Pollachi town and the sampling method adopted was convenience sampling method.

### Tools Used For Analysis

Friedman rank test was employed for analysis in this study.

### Limitations of the Study

The following are the limitations of the study

- Only 391 college students were considered as the sample for the study
- The study is restricted to Pollachi town only
- The data collected is primary data, which is based on questionnaire and hence the results would bear all the limitations of primary data

### Analysis and Interpretation

In order to know whether the mobile phones help college students' for their academic purpose Friedman rank test was applied. Table 1 exhibits the results of the Friedman Rank Test

**Table 1:** Academic enrichment – Friedman rank test

Particulars	SA	A	NANDA	DA	SDA	Total	Mean Rank	Rank
Downloading Materials	233	112	33	9	4	391	7.81	1
	(59.59)	(28.64)	(8.44)	(2.30)	(1.02)	(100.00)		
For preparing assignments	167	161	45	13	5	391	6.87	3
	(42.71)	(41.18)	(11.51)	(3.32)	(1.28)	(100.00)		
For verifying previous year question papers	143	149	69	21	9	391	6.32	8
	(36.57)	(38.11)	(17.65)	(5.37)	(2.30)	(100.00)		
For preparing seminar topics	175	128	47	26	15	391	6.67	5
	(44.76)	(32.74)	(12.02)	(6.65)	(3.84)	(100.00)		
For clarifying doubts	163	139	49	19	21	391	6.45	7
	(41.69)	(35.55)	(12.53)	(4.86)	(5.37)	(100.00)		
For Translation	146	146	66	16	17	391	6.10	9
	(37.34)	(37.34)	(16.88)	(4.09)	(4.35)	(100.00)		
For Calculation	184	140	48	11	8	391	7.01	2
	(47.06)	(35.81)	(12.28)	(2.81)	(2.05)	(100.00)		
Dictionaries – All languages	177	138	52	16	8	391	6.83	4
	(45.27)	(35.29)	(13.30)	(4.09)	(2.05)	(100.00)		
For updating current events	171	135	55	18	12	391	6.60	6
	(43.73)	(34.53)	(14.07)	(4.60)	(3.07)	(100.00)		
To know share market prices	129	149	69	31	13	391	5.78	11
	(32.99)	(38.11)	(17.65)	(7.93)	(3.32)	(100.00)		
To identify money value of various countries	147	128	77	28	11	391	6.03	10
	(37.60)	(32.74)	(19.69)	(7.16)	(2.81)	(100.00)		
For currency converter	126	133	85	31	16	391	5.52	12
	(32.23)	(34.02)	(21.74)	(7.93)	(4.09)	(100.00)		

From the Friedman rank test, it is inferred that majority of the college students use mobile phones for Downloading materials followed by Calculations, Preparing assignments, Dictionary, Seminar topics, Updating current events, Clarifying doubts, Verifying previous year question paper and so on. Least usage of mobile phones by college students are currency converter, followed by knowing share market prices, identifying money value of various countries and so on. Hence it is clear from Table 1 that majority of the student respondents apply mobile phones for academic purpose.

### Conclusion

There are both pros and cons on the application of mobile phones. The results of the study conveys that mobile phones are applied for academic purpose by the majority of the college students. Further, the study may be conducted to compare usage of mobile phones for academic purpose and other purposes. College students to be highly motivated to apply mobile phones for academic purpose.

### References

1. Papor Baruah, Rashmi Baruah. Telecom Sector in India: Past, Present and Future, International Journal of Humanities and Social Science Studies, 2014; 1(3):147-156.
2. Annemartenson. Tweens satisfaction and Brand Loyalty in the mobile phone market, Young consumers Insight and ideas for Responsible marketers, 2007; 8(2):108-116.
3. Wulystan P. intega Ronald Bernald And rew C. insungu and Rachel sanave Using mobile phones for teaching and learning purposes in higher learning institutions the case of sokoine University of Agriculture in Tanzania sokoine University, Tanzania 2012.
4. Jeffrey H. Kuzenek off & Scott Tits worth The impact of Mobile phone usage on student Learning Communication Education, 2013; 62(3):233-252.

5. Annette Christinal, Vinoutha V. A study on Customer satisfaction of Nokia mobile in Tiruchirappalli district, Tamil nadu' Global Journal of Commerce Management Perspective, 2014; 3(1):55-60.