

CULTIVATING MODERNITY THROUGH SMARTPHONE USAGE:A COMPARATIVE STUDY AMONG URBAN AND RURAL COLLEGE STUDENTS OF DINDIGUL DISTRICT

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Abstract: A smartphone is an adaptable gadget that combines mobile phone and computing functions into one unit. It is a new invention of humanity that became an inherent part of human life. This technology has a significant impact on college students' interactions. Every age witnesses a fight between tradition and modernity. It has been reported that the use of smartphones may adversely affect learning in the classroom, cause safety issues, and negatively affect interpersonal communications in college students. In this context, a study is conducted by the researcher on college students in the district of Dindigul based on a sample of 150 Urban and Rural college students. The Simple Random Sampling method was used to select samples for the survey and a questionnaire was used as a tool to collect data from respective students of various colleges. SPSS was used to analyse data using an Independent sample t-Test, One-Way ANOVA, and Correlation test. The results indicated that there was a significant relationship between exposure to smartphones and the modernity of college students. It may therefore be said that the modernity of college students was found to be effective after heavy use of the Smartphone.

Keywords: Smartphone, Cultivation, Modernity, College students

1. INTRODUCTION

Modern technology has improved with the advent of a new communication technique through cellphones, which has changed our daily life. The advancement of digital technology has raised living standards, sped up communication, and connected people all over the world. Mc Luhan (1960) asserts that a major new communication medium affects a number of occasionally disregarded aspects of society and personal life, including daily routines, social interaction, and communication methods, as well as the ratio of the senses. Smartphones are becoming a necessity in daily life, even

though they are a relatively recent human invention. 1.55 billion Indians own cellphones, according to statistics (Meredith Alda, 2022).

Smartphones, particularly among college students, have had some extremely serious negative repercussions on society despite being perceived as a source of positive benefits. The use of this has a big impact on the lives of college students. Studies have indicated that the use of smartphones affects users and changes their values by promoting specific new values while also altering preexisting ones. Ancient values like selflessness, pacifism, respect for the family's elders, and responsible independence are upheld via family customs. They are exposed to cellphones, which go against the values that families support and have been instilled with through tradition, such interdependence and gender equality.

2. REVIEW OF LITERATURE

The study examines how much college students became more modern with the use of smartphones. To understand the topic in-depth, a Review of Literature was undertaken by the researchers and in reviewing the literature, the following became apparent.

2.1 Smartphone

The first phone call was made by telephone inventor Alexander Graham Bell in 1878. The development of the telephone and its creative applications have brought about a transformation of the social and communication networks. A smartphone is a kind of mobile phone that has extra features that set it apart from other phone types. The first smartphone was created by IBM and released in 1994 under the name Simon Personal Communicator (SPC). It was built in 1992. This smartphone contained many of the common features seen in all cellphones introduced after Meghan Tocci (1992), despite not being compact and shiny. In 1997, Erickson came up with the name "smartphone" to refer to its GS 88 "Penelope" concept. Because of this, most young adults (those between the ages of 19 and 30) might never be without their smartphones. Due to Apple's public launch of the device, cellphones have truly existed for the preceding six years even though they have been on the market since 1993.

Kim et al. (2015) determined the factors associated with smartphone use and application usage using a large, diverse, population-representative sample of South Koreans (N = 9482). The likelihood of using telephones and smartphone apps is higher among younger, wealthier, and better educated individuals. These results imply that sociodemographic factors and personality qualities affect smartphone innovation.

The percentage of people who frequently use their smartphones for both personal and professional purposes is gradually increasing, according to Lu et al. (2016). Finding and understanding distinctive behavioural patterns in smartphone usage data is advised to be accomplished with the aid of a visual analytics tool. Consequently, the finding shows that a variety of fascinating patterns can be found by analysing the data of two smartphone users with different usage habits.

Bestowing to Dhakshana & Rajandran (2017), young adults are more affected by smartphones. The findings indicate that women use smartphones more frequently than men. Smartphones are becoming a necessary component of modern life, offering a plethora of services such as social media, the Internet, and more. However, when used improperly, they can have negative effects on a person's life.

According to Dhakshana & Rajandran (2017), smartphones have a greater impact on young adults. According to the data, women use smartphones more often than men do. With so many services available on them, including social media and the Internet, smartphones are quickly becoming an essential part of modern life. They can, however, have detrimental consequences on a person's life if utilised incorrectly.

Smartphones are wonderful and essential communication tools that are used by people of all ages, but especially by the younger generation, according to research by Rather & Rather (2019). One feels incomplete without a smartphone, and they are becoming increasingly essential. Through the use of an online literature review, the study's objectives were determined. The outcome demonstrates how smartphones have an impact on all facets of life, including marketing, social interactions, business, education, and health.

2.2 Cultivation Theory

Cultivation is a slow, cumulative process that involves creating a social reality around personal experiences and situations (such as poverty, ethnicity, or gender). Cultivation can also be thought of as a "interactive process between messages and audiences." (Quail, 2005). The term "cultivation" was first used by Gerbner in 1969, but it took some time for cultivation analysis to be acknowledged as a unique and effective theory. Many methodological and theoretical developments that reflected the current advances were made by Gerbner and his coworkers (Gerbner, 1969).

The cultivation idea is one of the most fascinating and useful notions in the contemporary society. This theory is called socio-psychological theory because it looks at both sociology and psychology. Cultivation theory study looks at violent images that convey a narrative about violent persons and their victims. In response to the extensive usage of television in society, Gerbner and his colleague made the rough observation that people watch television in a similar way to how they would attend church, with the exception that they usually watch it more religiously (1979). The Cultural Indicators Project was started in 1973 by Gerbner and colleagues, with a focus on the effects of television. A recurrent focus of their examination was the "Generalisation of social reality that viewing cultivates in child and adult audience." Gross & Gerbner (1976).

Gerbner's research indicates that prolonged television viewing leads to the adoption of specific societal views and an adherence to the deliberately chosen, skewed, and stereotypical depictions of reality found in television fiction and news. McQuail (2005) Cultivation analysis has been applied by the researchers to a variety of consequences, problems, and circumstances that television viewers encounter.

Additionally, they have created specialised procedures and goods that are connected to the notion.

Gerbner asserts that there is a substantial distinction between the ways in which heavy and light viewers perceive violence. The cultivation difference is the percentage difference in reaction between light and heavy television watchers. Gerbner (1998) states that the quantity of viewing is described in terms of relative amounts. Thus, within any sample of people being measured, heavy viewers are those who watch the most, and light viewers are those who watch the least. Heavy watchers frequently buy into the common notions that the world is a more dangerous place than it actually is, that all politicians are dishonest, and that juvenile crime is at all-time highs. People's constructed realities change towards the mainstream rather than the mainstream as a result of excessive television watching. Overindulgence in television causes people's built realities to change in favour of the dominant culture, which is more like the world on television than any objective, quantifiable outside reality—rather than the mainstream in the political sense. These findings support the findings of Gerbner and colleagues, who discovered that television influences our culture in both positive and negative ways. Thus, the cultivation analysis that results from research and some social activism as well as from harsh criticism aids in the explanation of the viewing pattern counteraccusations.

2.3 Modernity

According to Toulmin, Stephen Edelston (1990), modernity has been linked to intellectual and cultural movements that started in 1436 and lasted until the 1970s. According to Berman Marshall, modernity is traditionally separated into three eras: "Early," "Classical," and "Late" (1982). The term "modern," which has a very long history, is discussed by Solomon (1996) as denoting the start of a battle, a hint of haughtiness, a cry of defiance, a rejection, even the destruction of the past. Berman and Marshall (2010) define modernity as a wide range of interrelated historical developments and cultural manifestations. It may also be connected to the experimental or subjective circumstances resulting from the ongoing impact on human culture, politics, and institutions.

Ryan et al. (2007) state that the word "modernity" was first used in the 1620s. Modernity is an economic and social tool for gaining prosperity, flexibility, and inventiveness for both individuals and groups. In the face of the astonishingly fast societal change of the last fifty years, tradition functions as a mythological condition that fosters a sense of more stability and unity. Tradition is a cultural force with social, political, and economic links, while modernity is an economic force with social, cultural, and political connotations.

Marx's seminal exposition of this idea in books like *Capital* and the *Communist Manifesto* is cited by Berman Marshall (1982). Modernization theory originated after World War II as the principal counter-movement to marxism; yet, it embraced Marx's progressive universalism. Modernity theory relies on the central

idea of rationalisation to explain why contemporary societies are cohesive. Rationalisation is the theory that technical rationality is a social process and cultural form that results in greater inefficiency.

2.4 Modernity in the Family and Society

The significant reversal of the link between reality and representation is examined by Baudrillard (1970). People used to think that the media represented, reflected, or mirrored reality. Currently, nevertheless, it is believed that the media fabricates a hyper-realistic new media reality in which representation eventually dissolves the actual.

Human qualities like humility, respect for family elders, selflessness, and responsible independence are highlighted by the family tradition. Teens are exposed to media, such as TV shows, that go against the values that their families and traditions have instilled in them. Historically, families have prioritised gender equality and interdependence highly. People watch television, according to Mc Quail (1972), to investigate their own identities, draw personal connections, learn about reality, and reaffirm their values.

According to recent studies, arranged marriages are becoming less popular in Indian culture. Banerjee (2005) asserts that over the past 40 years, marriage patterns in India have paralleled those in China, Japan, and other nations. The survey finds that while fewer Indian weddings are arranged exclusively for financial gain, the bulk of them are organised with agreement. Specifically, the proportion of self-arranged marriages, commonly referred to as love marriages in India, that take place in the nation's cities was included.

2.5 The smartphone exposure and change in values

According to Charles Krauthammer (1994), sex permeates society and no youngster on the earth is safe from it. Rumour has it that teenagers are exposed to sexually provocative content on a regular basis. Teens are exposed to a variety of media, including as radio, television, the internet, and schools, that contain information about the effects of sexuality on society. Trendy items are popular because teenagers are drawn to them. McLuhan (2001) asserts that television has had a significant influence on society. The economic goal of the media is to make money. This has been accomplished by television through increasing viewership and producing content that speaks to their interests. The shows give the indulgence of the audience's wishes precedence above custom or approaches that preserve values. Adolescents are at a transitional phase where they have to choose between doing the right and wrong thing.

According to Katie Young's (2018) comparison, although just 11% of social media light users look for things that are trendy or make them feel better, heavy users do the same. More people than light users would buy the newest trendy item to fit in with the community. Long-term smartphone users begin to believe that the media is a

true representation of reality as they internalise the ideals and concepts they encounter there.

3. THE STUDY

3.1 Statement of the Problem

The proposed research attempts to study the cultivation of modernity through the Internet and Smartphone of early adults living in Urban and Rural areas of Dindigul District. Heavy Users of the Internet and smartphone internalise the values and ideas they encounter there, leading them to believe that what they see online and on their devices is representative of reality when in fact it may not be. Researchers studying cultivation have discovered that, on general, smartphones and the Internet present a less progressive, more mainstream picture of the world; this suggests that the effects of cultivation may encourage people to adopt this more conventional viewpoint. Hence, the problem is stated as “Cultivating modernity through smartphone usage: A comparative study among urban and rural college students of Dindigul District”.

3.2 Need for the study

College students are increasingly adopting smartphones as a common device. College students are unable to resist adopting new technologies; they are visually appealing handheld gadgets with engaging features that make using them enjoyable. Men tend to be self-centered in their relationships. The only reason they are grown and developed is so they can benefit from each other. Male egotism and self-centeredness are on the rise.

Even though smartphone gives convenience, comfort, and security and is a stress reliever and lucrative in many ways when it becomes addictive, it leads to negative consequences like social values, wrong marital status, and behavioural changes. There are alter inhabits due to obsessive smartphone usage, hanging out with people physically is relocated to the online platform and early adults started to lack face to face communication.

The main aims of this research are to create awareness among college students about the cultivation of modernity both positive and negative aspects, using smartphones and to educate them about new social and behavioural deviations and the consequence of negative habitual changes.

3.3 Objectives

The main objective of the proposed study is to study the cultivation of modernity in college students through the use of a smartphone. The following are the specific objectives that the proposed study attempts to achieve:

1. To compare mean scores of modernity of Urban and Rural college students
2. To compare mean scores of relationship with the exposure to smartphone and modernity of college students.
3. To study the influence of smartphone users on the social values of college students.

4. To study the correlation between social values and the modernity of college students.

3.4 Hypothesis

1. There is no significant difference in the mean scores of modernity of Urban and Rural college students
2. There is no significant difference in the relationship between exposure to smartphone and the modernity of college students.
3. There is no significant influence of smartphone users on the Social values of college students.
4. There is no significant correlation between social values and the modernity of college students.

3.5 Research Design:

Adopted an Ex-pot facto research design

Descriptive Method with Survey Technique is proposed to be employed for the present study.

3.6 Methodology:

3.6.1 Place of Study

The geographical area of the researcher is Dindigul District. Dindigul Town as an Urban area and Sanarpatti Panchayath as a Rural area were taken for the study. Three Colleges namely Anugraha College, Sacred Heart College, and St. Antony's College were the college where both urban and rural students study.

3.6.2 The population of the study

The population of this study includes college students of both genders using a smartphone. This study adopted the quantitative method of research, quantitative research is used for measuring the behavioural patterns, values, attitudes, and modernity of college students.

3.6.3 Unit of Analysis

The unit of analysis is college-going students, who are in the age group of 18 to 23 years.

3.6.4 Pilot Study

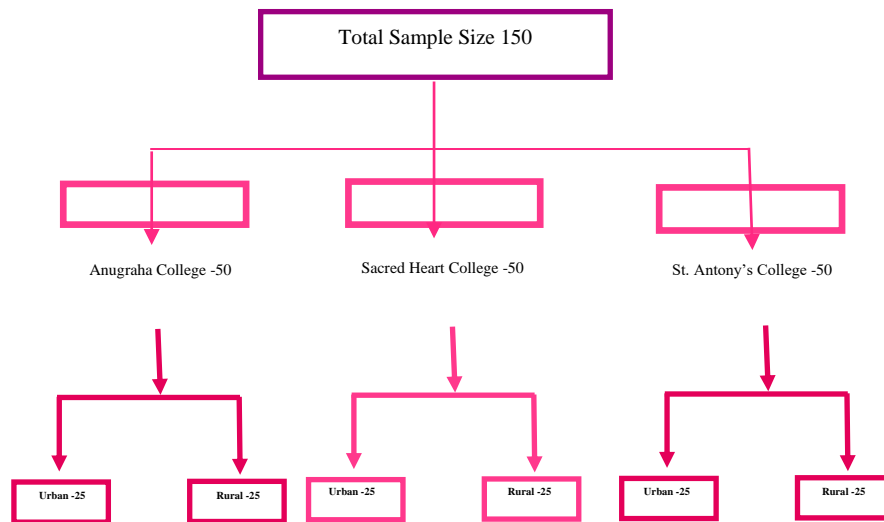
The pilot study was conducted to review the questionnaire in terms of the relevance of the study to assess the language used, test whether the time allotted to a class period was enough to fill in the questionnaire and find out the difficulty and ambiguity, if any, of the questions. The preliminary format was distributed among 150 undergraduate and postgraduate students in three colleges in Dindigul, namely Anugraha College, Sacred Heart College, and St. Antony's College. The respondent asked for clarification on a few questions. On average, it took about 50 minutes to collect data from each respondent.

3.6.5 Selection of the Sample Units

The researcher has adopted the Simple Random Sampling Technique to select the data. The sample of 150 college students of both gender studying in the regular stream was selected from three Colleges (Urban = 75, Rural = 75) both UG and PG at Dindigul District in Tamil Nadu, India as participants of this study. The representation of the sample from each college is detailed below:

3.6.6 Distribution of Samples

Figure- 1: The Sample Distribution



3.6.7 Purpose to choose college students

College students are considered the right age group for the research because they are always up-to-date on technology and most college students have access to smartphones. They are depending on a smartphone for good communication, information, learning, and entertainment rather than any other age group.

3.6.8 Instrument of Data Collection

The data was gathered by administering a questionnaire prepared specially for the study. The questionnaire consisted of 45 questions. It was developed and validated by the investigator. The questionnaire is divided into four sections. The first section comprises the demographics of the respondent. The second section consists of questions regarding media exposure. It includes questions on media habits such as hours of using the Internet and smartphone per day. The third section includes questions relating to the types of Program views on the smartphone. The fourth section is about values. It includes questions on personal values, family values, social values, moral values, and religious and spiritual values. The questionnaire has Likert-type scales to which answers range from 1(very much) to 5(never), or 1(very much to 5(Not at all), or 1(strongly agree) to 5(Strongly Disagree). The frequency test, cross tab, correlation, t-test, and ANOVA were used for the analysis of this research.

3.6.9 Statistical Tool

The collected questionnaires were tabulated and analyzed using the SPSS (Statistical Package for Social Sciences). The analysis was done employing a frequency test, cross tab, correlation, t-test, and ANOVA. There were 60 variables. For further analysis, a few variables were computed and recorded.

3.6.10 Difficulties and Experience

Data collection gave a great experience and it allows the researcher to meet a different set of college students. It was difficult to schedule the time during the class hours for both researchers and students of the various college. College students gave good responses to the questionnaire and they were excited and filled the questionnaire with complete involvement. The students were free to ask doubts and clarified the researcher. The researcher also got some good feedback from the students, many said they were not aware of new changes due to a smartphone, and a few said it was very useful for them to examine their smartphone usage and identified their dependency on it.

4. RESULTS AND INTERPRETATION

Table 1. Distribution of Respondents by their Place of Residence

Place	Frequency	Percent
Urban	75	50.0
Rural	75	50.0
Total	150	100%

The above table - 1 shows that there are 50.0 per-cent of college students from each residential area Urban (50.0 per-cent) and rural (50.0 per-cent) for the study.

Table 2. Distribution of Respondents by their use of Smartphone

Place	Use of smartphone per-day			Total
	Heavy Users	Moderate Users	Light Users	
Urban	34	13	28	75
Rural	41	8	26	75
Total	75	21	54	150

Table - 2 shows that rural college students (41) use smartphone heavily than Urban (34). The table also shows that there is much difference in comparing heavy users and moderate users.

Chi-Square Test

	Value	df	Asymp.Sig (2-sided)
Person Chi-Square	5.7605 ^a	8	.674
Likelihood Ratio	5.756	8	.675
N of Valid Cases	150		

A Chi-Square test of independence between the areas of residence and use of smartphone is not significant. It indicates that there is a significant association between the place of residence and the quantity of smartphone exposure.

Table 4. Distribution of Respondents who want to be modern

Place	Want to be Modern				Percent
	Very much	Much	More or Less	Not at all	
Urban	20	34	15	8	51.3
Rural	20	32	15	6	48.7
Total	40	66	30	14	100

The table shows that 50 per-cent of the students in urban areas (52 per-cent), and rural areas (49 per-cent) want much or very much to be modern which is very natural that when they go to college they like to have a good look and do not want themselves to be traditional and hence they want to be modern. A very less 6 per-cent of the students 'not at all' want to be modern.

The first objective was to compare the mean scores of modernity of Urban and Rural college students. There were two levels of residential background namely, Urban and Rural. The data were analysed with the help of the Independent Samples t-Test and the results are given in Table 5.

Table 5. Residential Background-wise M, SD, N, and t-values of modernity of college students

Residential Background	M	SD	N	t-Value
Urban	2.35	1.21	75	.802
Rural	2.49	1.08	75	

From table - 5 it can be seen that the t-value is .802 which is not significant. It reflects that the mean scores of modernity of Urban and Rural early adults did not differ significantly. Thus the null hypothesis that there is no significant difference in

mean scores of Modernity of Urban and Rural college students is not rejected. It may, therefore, be said that early adults belonging to Urban as well as Rural areas were found to have a new Lifestyle to the same extent.

The second objective was to compare the mean score's relationship with the exposure to smartphones and the modernity of college students. There were two levels of relationship namely smartphones and Modernity. The data were analysed with the help of Paired Samples t-Test and the results are given in Table - 7.

Table 7. Testing-wise M, SD, N r and Correlated t-values of modernity in college students

Residential Background	M	SD	N	r	t-Value	Remark
Smartphone	2.14	.92	150	0.03	2.40	P<0.01
Open to New Ideas	2.42	1.12	150			

The correlated t-value is 2.40 which is significant at 0.01 level with df=149. It indicates that the mean scores of modernity using smartphones at a high level differ significantly. Thus the null hypothesis that there is no significant difference in the mean score relationship between the exposure to smartphones and the modernity of college students is rejected. It may therefore be said that the modernity of college students was found to be effective after heavy use of the smartphone.

The third objective was to study the influence of smartphone users on the social values of college students. Thus college students belonged to three smartphone users, such as Heavy users, Moderate users, and Light users. Thus, the data were analysed with the help of One Way ANOVA, and the results are given in Table - 8.

Table 8. Summary of One Way ANOVA of social values of college students.

Social Values					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.256	4	2.064	2.540	0.01
Within Groups	117.804	145	.812		
Total	126.060	149			

From Table 8, it can be seen that the adjusted f-Value is 2.54 which is significant at 0.01 level with df= 145. It shows that mean scores of smartphone users on Social values of college students belonging to Heavy users, Moderate Users, and Light Users did differ significantly. So there was a significant influence of smartphones on the Social values of college students. Thus the null hypothesis that there is no significant influence of smartphone users on the social values of college students is rejected. It

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may, therefore, be said that the social values of college students were found to be independent of smartphone users of college students.

The fourth objective was to study the Correlation between modernity and the social values of college students. The data were analysed with the help of Product Moment Correlation and the results are given in Table - 9.

Table 9. Correlation Coefficient between Modernity and social values of college students

	Open to new ideas	Men and Women are equal
Open to new ideas	Pearson Correlation	1
	Sig. (2-tailed)	.259**
	N	.001
Men and Women are equal	person Correlation	150
	Sig. (2-tailed)	150
	N	.259**
	Sig. (2-tailed)	1
	N	.001
	N	150
	N	150

** Correlation is significant at the 0.01 level (2-tailed)

From Table - 9, it is evident that the correlation coefficient is .26 which is negative and significant at 0.01 level with $df=148$. It reflects that modernity and Social Values of college students were significantly correlated. Thus, the null hypothesis that there is no significant correlation between social values and the modernity of college students is rejected. Further, the percentage of commonness between modernity and social values is .457 which is too low. It may, therefore, be said that higher usage of the smartphone may necessarily lead to a higher level of social values.

5. FINDINGS AND CONCLUSION

5.1 Findings

The results of the ANOVA test lead to the charting of the profile of the heavy, moderate, and light users' exposure to smartphones among college students concerning modernity. The respondents, who are heavily exposed, want to be more modern compared to those who use smartphones lightly. Also, those who moderately use smartphones want to be more modern compared to the light users. As said in the cultivation theory, as the number of hours TV is watched increases the kind of exposure to new things and new ideas also increase naturally due to which those who watch TV for more hours want to be more modern. This theory could be also applied to the smartphone users that the number of hours used on smartphones increases the kind of exposure to new things and new ideas.

The heavy users and the moderate users, who are more modern, are very much open to the new ideas due to which they accept premarital sex to be correct and those who use smartphones less will be less modern compared to the heavy and modern viewers due to which they live a disciplined life more compared to the other groups. The modern heavy viewers do not believe in an arranged marriage and would go for divorce when there is heavy friction. Also According to cultivation theory, when people are continuously exposed to a Televisions view of the world, this becomes the reality of the people. Likewise, the students also think these thoughts to be real and would follow them in the future.

Almost three fourth of the students want much or very much to be modern which is very natural that when they go to college they like to have a good look and don't want themselves to be rural and hence they want to be modern. When they enter college life they come across new things and to get modern they are open to these ideas. Four-fifths of the students agree or strongly agree that Men and Women are equal. Only one in ten do not agree so. This shows that the sense of modernity of Equality for Men and Women is seen in the majority of the students.

5.2 Recommendation for future research

In light of the results of the present study, the following recommendations can be offered to educationists and researchers:

- Similar studies in different sample groups can be conducted to generalize the findings of the research.
- To further enhance our knowledge this study could be extended to the whole Tamil Nadu state of college students.

5.3 Limitation

- The study was not done with all age groups of college students.
- Since the sample size is small, the results cannot be generalized.
- The sample selection is limited to the Dindigul district which also has covered the Sanarpatti Panjayath.

5.4 Conclusions

The findings of the study will contribute to the development of college students' positive modernity behaviour by fostering their socio-ethical values. The outcome of the proposed research will throw light on the influence of smartphones on the personality development and modern outlook of early adults. There is a positive and significant correlation of modernity in the early adults of Dindigul, who are exposed to them.

This is a study on the influence of exposure to the smartphone on the modernity of college students. The more they are exposed to smartphones the more vibrant they become modern in the elements of outlook, social values, sexual values, family values, attitudes, and behaviors. Thus, this study may help college students to know the judicious usage of smartphones in their day-to-day life.

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