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THE CELL PHONE: USE IT OR WE ARE SLAVES?

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Abstract

The literature about the use of the cell phone emphasizes that an intensive use of the object can drive toward pathological behaviors, for example anxiety, ringxiety or vibranxiety. The phenomenon is recognized like a cellular addiction and a new word describes it: the nomophobia, and concerns most of young people.The aim of the present research was to verify when people turn on or turn off the cell phone and what does happen when the mobile phone is left at home or is lost.Less than half takes the habit of turning it off at night, and the places where people never turn off the phone are first of all shops and supermarkets, stadium and means of transport.The factorial analysis confirms that the first factor has high emotional value, being associated with a feeling of isolation and loss that triggers nervousness.

Key words: *cellular addiction, nomophobia, cellphone turn off, cell phone anxiety.*

1. INTRODUCTION

The spread of mobile phone has caused marked changes in the daily habits of relationship and communication in interpersonal relationships. The benefits associated with mobile phone use are obvious and verified empirically: cancels distances, allows you to communicate to anyone at any time, offers useful services for personal organization (phone book, alarm clock, etc.) and inform on time on what is happening in the world (internet surfing). The cell phone can give you a sense of freedom and security and hyper speed Contact allows you to avoid the frustration of waiting, focusing on what gives pleasure and immediate well-being. The emotional needs can be easily saturated with virtual experiences whose effects are rewarding as readily "consumable" (Lenzo, 2005). However, the main function that emerges from the analysis of latent factors that characterize cell phone use is associated with the psycho-social function of the phone (not to feel alone, to fill moments of solitude, to feel important, have more close friends) and at the second place we find its instrumental function (send and receive messages and photos), the third factor is a playful one, represented by games, and internet fad, the fourth factor is the availability, which is related with the possibility of being available anytime, anywhere, the sense of security and the need to work (Batic, 2013) .

The widespread use of the mobile phone, however, can become abuse, with the consequent risk of turning into a form of addiction that can affect the psychological balance of the person. It develops a bond so morbid with the object and the thought that it must separate sets off anxiety, nervousness and insecurity, and its absence may even paralyze the subject, who is in anguish and no longer able to carry out any activities (Costantini, 2008).

The mobile phone addiction is a new addiction (Guerreschi, 2005) or a behavioral addiction that brings the subject to perform a certain task with urgency, in order to meet an urgent need. There is talk of addiction because it has many similarities with dependencies on drugs:

“-The feeling of inability to resist the impulse to implement the behavior (compulsion);

- Increasing the sense of tension immediately preceding the start of the behavior (craving);

- Pleasure and relief during the implementation of the behavior;

- Perception of loss of control;

- Persistence of behavior despite its association with negative consequences" (Picucci, retrieved on april 22, 2013).

The cellular addiction is a recent phenomenon and in China have called it "Keichu" and affects mostly young (Monaco, retrieved on april 20, 2013), while in the Anglo-Saxon world has been coined the term "nomofobia" (from no and mobile), which indicates the uncontrolled fear to remain disconnected from the contact with the mobile phone network (Wikipedia, retrieved on april 20, 2013). The term was introduced in 2008 by a British research agency YouGov plc, which has carried out a study of cell phone users, which showed that nearly 53% of respondents (58% men and 48% women) go to the anxiety when cannot have the phone because they lost it or the battery is dead or no longer have credit or no network coverage. The most common reason for which they go on anxiety which has been declared by the respondents is the inability to keep in touch with friends and family, and 10% say they always have to be available for work. More than one on two nomofobo never turns off his mobile phones.

A recent survey commissioned in the UK by the company on employment SecurEnvoy people, discovered that 66% of respondents are terrified of being without their phone, and the youngers are worried, and reveals that 41% of people interviewed, in an effort to stay connected, have two or more phones. Women are more anxious than men. The nomophobic controls the presence of the mobile phone 34 times a day and the more cell phone dependent (77% of the total) are young people between 18 and 24 years of age (SecurEnvoy, 2012).

The gender-related anxiety is also confirmed by a study conducted in Italy (Cellular addiction e ansia: differenze tra i generi, retrieved on april29, 2013), which shows that on the one hand, there are differences with respect to the dependence on mobile phone between the two genres, while among the people addicted, females are more anxious than males.

In fact, it would be just a physical addiction rather than a phobia, and the evidence comes from a study conducted in Brazil (King, Valenca, Nardi, 2010) in which researchers have experienced that for the treatment of nomophobia therapeutic approaches usually used to reduce anxiety are not useful (Rutigliano, retrieved on april 20, 2013).

A study on adolescents in South Korea has made it clear that there is a relationship between intensive use of cell phone (more than 90 times a day) and high levels of anxiety and depression (are affected mostly males), while those who use more moderately the cell phone (70 times daily) improve self-esteem and security. Even from a study of American adolescents showed a relationship between intensive use of cell and depression (Carboni, 2006).

On a psychological level the cell-dependent prefer to communicate with the phone rather than deal with others face to face, with a compulsive use of the object which sometimes assumes the role of instrument reassuring when the person feels threatened or alone. The employee has a low tolerance for separations and suffers from loneliness and the cell phone then becomes an instrument of consolation (Costa, retrieved on april 12, 2013).

Di Gregorio (2003) has highlighted the pathological implications related to excessive use of the cell phone and called him a self-fueling process with daily use. We can assume an "addiction to mobile" when a person presents, among many others, some of the following attitudes-spy:

it establishes a strong link with the object, that results in strong resistance to move away from it even for short periods of time (he never abandon it);

if the phone is exhausted or no credit or still does not work, the person is put into a state of anxiety or even panic or anxiety;

is not able to stand up to the moments (even if only potential) lack of contact and communication with someone, so he has the need to always have a phone available;

tends to use a plausible alibi to justify the inability to break away from the phone;

has a strong need for recognition of belonging to a social group;

has the habit of keeping the phone switched on at night and wake up to check for text messages or phone calls.

The cellular addiction has made of the same characteristics of substance dependence (Nuove-dipendenze-videogiochi-cellulari-internet-e-gioco d'azzardo, retrieved on april 29, 2013):

dominance: the use of cell dominates the thoughts and actions of the person;

mood alterations: cell phone use can lead to a state of excitement or;

tolerance: to have the desired effect it is necessary to increase the time of use it;

withdrawal symptoms: mental but also physical illness when there is no phone or you cannot use it;

conflict: conflict behaviors with people who are close to the user mobile phone;

relapse: a tendency to start the business after you have stopped it.

In addition, the cellular addiction can have side effects such as shopping syndrome (compulsive purchases of mobile phones, accessories, telephone bidding), emotional dependence (continuous control and touch) and the videomania (abuse of video games for mobile). Even the addiction to texting is a risk factor, especially among young people, as the need to synthesize messages with abbreviations and shared coding systems that can lead an atrophy of cognitive abilities to a development of thought too brief (Monaco, retrieved on april 20, 2013).

A consequence of pathological relationship with the mobile phone are also the "ringxiety" and "vibranxiety." It is in both cases of perceptions "ghost" in the subject that generate anxiety: in the first case people have the feeling of hearing a ringing phone even if no one is calling while in vibranxiety are felt the vibrations of the phone even if are not reals. The curious and alarming is that people suffering from ringanxiety or vibranxiety perceive sounds or vibration of your phone even when you do not have with the device yourself. (Sentire e percepire squilli e vibrazioni fantasma - Sindrome dello squillo fantasma e Sindrome della vibrazione fantasma - Ansia da squillo e Ansia da vibrazione, retrieved on april 29, 2013).

The worldwide spread of the mobile phone poses a series of questions of a social role that it plays in our society at the beginning of the new millennium. Therefore, in order to understand what constitutes a mobile phone in today's society, was carried out a research on purposive sample with the aim to explore what is and the use made of it.

It was interviewed a sample of 673 people including 335 females (49.8%) and 338 males (50.2%), aged between 7 and 95 years, with a mean age of 38.5 years.

2. HOW DO WE USE THE PHONE?

The options offered by the use of mobile phones are numerous and accompanying the cell phone with a range of services that sometimes represent more than a distinctive element in who owns the phone rather than a service actually used and appreciated.

For a proper analysis of the data, has been asked not only whether certain services are used but, of course, if they are available on the phone possessed. It then emerged that news and video calls are not available for little more than a third of respondents, and other options that are not affected in the following proportions: 16.8% cannot send video messages, 15.2% do not has the calendar or photo opportunities, 13.2% say that they have games, until you reach a 0.4% that cannot send sms.

As it can be seen (Figure 1) is confirmed that the first "vocation" of the cell phone is to allow to call and receive calls.

The 97% use the phone to do it (and the remaining 3% preferred not to call but send messages) and 87, 5% in the habit of sending text messages. In general, therefore, the mobile phone, in accordance with its mission, allows communication between people distant from each other, both with the voice and written mode. Even the other services, where they exist, are used, but are less successful and only the alarm and the ability to take pictures are exploited by more than 50% of those who can do it. Just over a third uses the diary and, climbing, listening to music (31.5%) or sending mms (31.5%). The ability to change ringer frequently is used by just under 30% as well as using the headset.

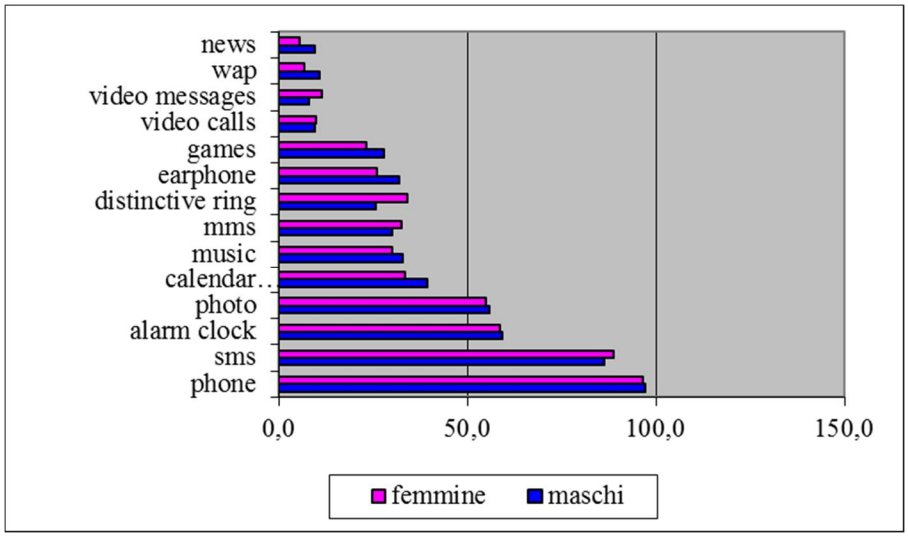

Figure 1 - Using the services offered by mobile phone by gender (percentages calculated on available services)

This behavior can be interpreted in terms of status symbol rather than choice dictated by necessity. It is true that sending MMS or video messages can only take place where there is the possibility of an exchange, then a certain amount of people, might not use these options due to lack of interlocutors (but this is not apparent from the research).

If we consider the distribution by gender, we can see that the behaviors are essentially identical, with only two percentage distinct: the females seem to be more sensitive to the possibility of change ringing

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frequently (34.1% compared with 25.6% of males), while males use headset relatively more widespread (31.8% against 25.9% of females).

More differentiated is the use of mobile phones by the age of respondents. In Table 1 it can be seen among the very young people and under 30 years is more prevalent than the sending of text messages and calls; 100% of the young people prefer this form of communication, 84, 6% also call, 82, 6% listen to music, 81, 8% take pictures. More than 70% ulay with the phone. Not widely distributed (as indeed in all age classes) is the updating of news, although available. Among young people aged 15 to 30 years is preferred, although measurement, sending sms to phone calls (respectively 99.6% and 95.5%). All respondents aged 31 to 50 years use to make phone calls with your mobile phone (100%) or send sms (89.8%). Even in the age group 51-70 the mobile phone is primarily used for making phone calls (99.0%) or send text messages (64.7%) and just over a third makes photographs (34.6%). Among the elderly is the central function and shared them in verbal communication with the various stakeholders (100.0%).

	until 14	**15 - 30**	**31 - 50**	**51 - 70**	**71 and over**	**totale**
phone	84,6	95,5	100,0	99,0	100,0	97,0
sms	100,0	99,6	89,8	64,7	5,3	87,5
alarm clock	44,0	76,5	56,6	26,7	17,6	58,9
photo	81,8	65,9	46,0	34,6	0,0	55,3
calendar (appointments)	24,0	48,5	38,3	11,3	0,0	36,5
music	82,6	43,3	14,9	8,1	0,0	31,5
mms	50,0	40,3	22,3	13,3	0,0	31,2
distinctive ring	73,9	37,9	20,4	12,9	0,0	29,7
earphone	22,7	26,3	41,9	20,4	16,7	29,1
games	72,0	36,7	9,6	9,7	0,0	25,7
video calls	11,1	10,3	10,8	4,9	16,7	9,7
video messages	15,8	10,2	8,5	6,5	16,7	9,5
wap	19,0	6,5	15,4	3,8	0,0	8,8
news	4,8	4,9	15,6	4,4	0,0	7,6

Table 1 - Using the services offered by mobile phone by age (percentages calculated on available services)

In relative terms, more than any other age group the youngsters use text messages, take pictures, listen to music, send mms, use the distinctive rings, make up games, use the wap. Young people between 15 and 30 years more than other age groups use the alarm (76.5%) and the agenda for appointments (48.5%). People between 31 and 50 years more than others using the headset in telephone conversations (41.9%) and are updated with the news (15.6%).

3. STAKEHOLDERS ON A CELL PHONE

The average of the numbers found in phone books is 128, with a range from a minimum of 6 to a maximum of 600. It should be noted, however, that just over half (53.9%) was able to provide an estimate of this question, then the unknown remains of nearly half the respondents who did not know /

could / wanted to quantify the number of potential phone calls. The modal class is between 31 and 70 numbers, but in fact there is a high diversity index (Shannon entropy normalized = 0.99) within the item.

In fact, which are the people with you interact with most frequently through the phone? It was possible to express up to three choices, and if we consider only the first one, are in first place phone calls to the partner (54.8%), those made to family members (38, 0%), followed by 17.7% which prefers friends of the heart. Considering all the three choices, in general, 90.7% phones to his family (excluding the partner who is considered separately), 74.8% to the friends of the heart and 72.0% to the partner. Follow other friends (52.1%), people with whom we have working relationships, acquaintances, fellow students or classmates.

This ranking may be affected by the personal situation of each respondent. In fact, many may not have a partner or friends of the heart, just as not everyone has a job (and work colleagues) or attending a course of study (though these assumptions are not verifiable with the data collected).

4. WHEN DO PEOPLE TURN OFF THEIR CELL PHONE?

The phone is a popular object for the convenience it offers to get in touch with anyone, anywhere when it deems necessary (Batic, 2013). But people make an instrumental use of the cell phone or made it an indispensable object? It was decided to test the level of dependence on mobile phone through two questions: the first occurs if and when the person turn off the phone, the second explores what happens when people realize they have left the phone at home.

Table 2 shows the percentages relate to the different behaviors, calculated only on people who perform certain activities or attending certain places. The distribution of those who do not fall within this category is shown in Figure 1.

	yes, alway	not always	no, never	take off the ringtone
overnight	45,1	13,9	32,4	8,6
in church	43,6	3,6	17,9	34,9
when you do not want to be disturbed	34,3	18,4	21,5	25,8
in the cinema / theater	26,2	7,6	19,3	46,9
when I get a low battery	26,2	30,3	39,8	3,7
when I don't need it	25,9	22,5	38,9	12,7
at the doctor	21,0	13,4	30,4	35,2
in library / museum	19,9	7,6	23,6	49,0
in meeting / lesson	19,5	9,3	20,8	50,3
when I do sports	13,8	14,3	50,5	21,4
in the restaurant / canteen	6,4	17,3	46,8	29,5
at the stadium	5,4	7,0	67,4	20,2
when I go to visit family	5,4	15,7	61,3	17,6
when I drive	4,3	12,6	74,1	9,0
at the supermarket / shops	3,5	7,1	78,8	10,6
in train / bus / coach	2,7	9,8	71,9	15,6

Table 2 - When the phone is switched off? (Percentages)

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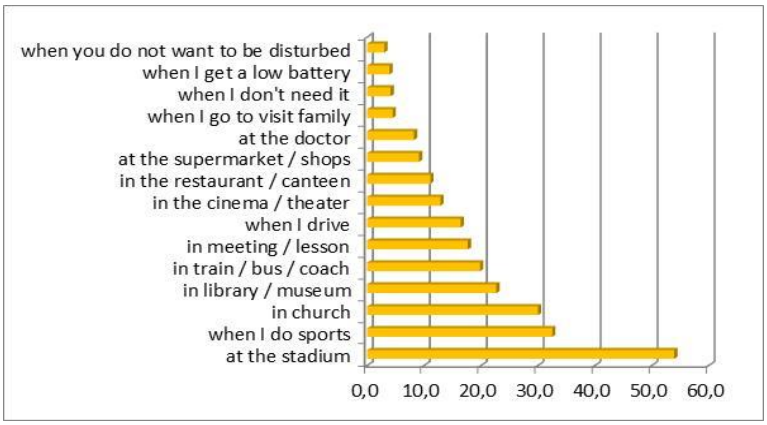

Figure 2 - Places or situations not "attended" by respondents (percentages)

From the analysis of Figure 2 we find that 53.9% never go to the stadium, 32.5% is not sports, 30% never go to church. 22.7% do not attend cultural environments such as libraries or museums, 19.8% do not use public transport to get to a 3% that never found in circumstances in which do not want to be disturbed.

Returning to the habits associated with mobile phone use, we observe that under no circumstances is it conducted unanimous. It maxes out at a 45.1% that you always turn off at night and a 43.6% when goes to church (of those who attend). It is interesting to note that even in public places, where evidently the phone ring and the same conversation may disturb, such as a church or a theater, a museum or a lesson, can induce widespread behavior of respect for others. Not being able / willing to deprive themselves of the opportunity to remain in permanent contact with "the world", many choose to mute the device, removing the ringer, but always remaining accessible, perhaps by a text message. So is done by a 50.3% when are in class or in a meeting, from 49% when he goes to a museum or a library, from 46.9% when he goes to the movies or bleak.

It is interesting to note certain behavior. For example, those who do not want to be disturbed, only in 34.3% of cases turn off the phone, otherwise wants to be able to select the caller, so still keep the power on and, at most, off the ringer. If the phone is not used, is turned off only by 25.9% of the people, in the other cases keep it active, perhaps thinking that someone could call or send messages not provided. Even athletes cannot resist without a mobile phone and only 13.8% of them turn off regularly the cell phone during physical activity. In restaurants a few 29,5% turn off the ringer, the rest do not seem to address the problem. 3.5% turn off entering a shop or supermarket and only 2.7% when it enters a means of public transport (train, bus, bus).

If we unite all those who do not ever turn off the phone, with or without a ringer, we can draw up a new ranking (Figure 3): to first place supermarkets and shops in general (89.4%), followed by stadium (for those goes there) with 87, 6% and transportation (87.5%). , 83, 1% do not ever turn off when driving and 78.9% when he goes to visit relatives. The list expands on other circumstances down to the least common behavior, in relative terms, that is turned off during the night that never happens for 41.0 % of respondents.

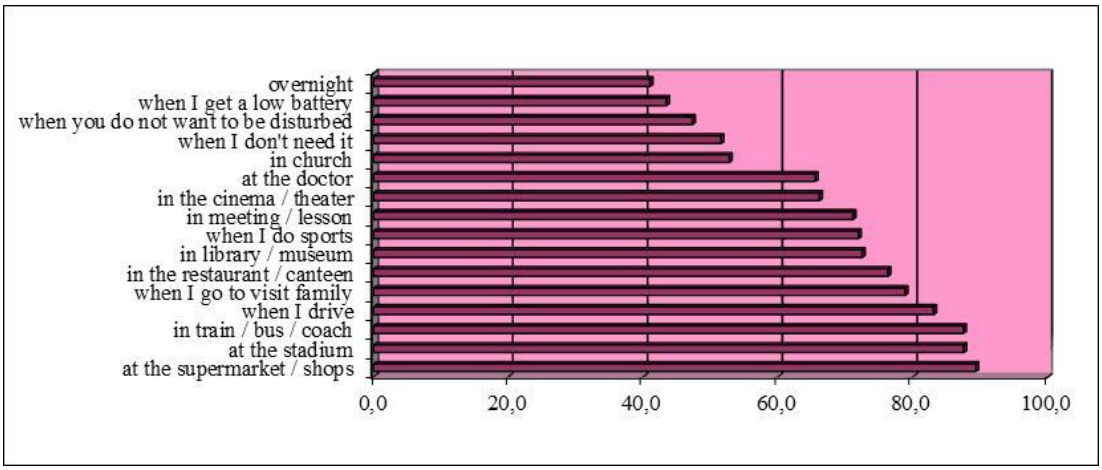

Figure 3 - Places or circumstances in which never turns off the phone (with or without alarm on) (percentages)

An analysis separated by gender has noted that the behavior is not influenced by gender component, and males and females take the same behavior on turn off the phone.

5. WHAT HAPPENS IF WE LEAVE THE PHONE AT HOME?

On a scale of 0 to 10, which assesses the intensity of a series of sensations or reactions associated with the discovery to have forgotten the phone at home, we wanted to see if they are mobile phone dependent or if the absence of cell phones gives rise to a sense of freedom and relief.

First of all, there emerges a profile of low concern (Table 3). The highest value thought is "enough" and is associated with thought: "I hope no one looking for me," with an average of 5.34 (halfway between 0 and the maximum value), followed by a feeling of indifference (average 4.31) . The opportunity, but not too much, of use the mobile cell of friends (3.56), and there is quick to rush home to take (3.48). On average there is little feeling of freedom that can arouse (3.47) or happiness (2.90) but also the loss of (3.46) or isolation (2.97). Do not tend to get nervous (3.15) and do not tend to go home earlier than expected for this reason (2.80). The fact of being stupid does not seem to relate to the interviewed sample (2.03) and only a few come to mind to buy a new mobile phone so as not to be without (1.27).

In the light of the results is possible to find the significant gender differences among respondents. The most intense concern shared by males and females is the hope that no one circles them, followed by a certain indifference, the more intense between the male component. In third place are for men a sense of freedom while women feel lost. It is to be borne in mind, however, that these are concerns "lukewarm" that on a scale from 0 to 10 only in the first case exceeds the central position.

Subjecting rating scales factor analysis highlights three factors that explain the overall 56.38% of the observed variance (Table 4).

The first factor has high emotional value, being associated with a feeling of isolation and loss that triggers nervousness and ran home to retrieve the cell phone forgotten, we define the factor of those who go through withdrawal symptoms, and the second is instead a liberating factor, which is identified by a sense of freedom and contentment, the third, less emotional and more pragmatic, pointing to the immediate solution of the problem by buying a new phone or the use of a family member who brings

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the object forgotten. Reasonably choose to make a new purchase is connected with the stay outside the city of residence, which does not allow then to solve the problem in a very short time.

	total	males	females
I hope that anyone looking for me	5,34	**5,15**	**5,54**
I feel indifferent	4,31	**4,68**	**3,91**
I ask friends to use their mobile phone	3,56	3,50	3,64
I run home and get it	3,48	3,48	3,49
I feel free	3,47	**3,75**	3,18
I feel lost	3,46	3,13	**3,82**
I get nervous	3,15	2,95	3,38
I hope that no one read my messages	3,01	2,66	3,39
I feel isolated from the world	2,97	2,88	3,07
I'm happy	2,90	3,09	2,69
I return home earlier than expected	2,80	2,73	2,88
Please take a family bring him to me	2,66	2,42	2,92
I feel like a silly	2,03	2,01	2,06
I buy a new phone	1,27	1,22	1,32

Table 3 - Reactions when you realize you left your phone at home (average values)

	Factors		
	1	2	3
I feel isolated from the world	**0,697**	-0,183	0,125
I get nervous	**0,688**	-0,195	0,390
I ask friends to use their mobile phc	**0,668**	0,053	-0,134
I hope that none looking for me	**0,650**	-0,117	-0,015
I feel lost	**0,649**	-0,287	0,334
I return home earlier than expected	**0,600**	-0,206	0,429
I run home and get it	**0,583**	-0,250	0,413
I hope that no one read my messag	**0,574**	0,030	0,187
I feel like a silly	**0,524**	0,026	0,320
I feel free	-0,010	**0,907**	-0,081
I'm happy	-0,043	**0,892**	0,014
I feel indifferent	-0,390	0,489	0,044
I buy a new phone	-0,030	0,123	**0,809**
Please take a family bring him to m	0,452	-0,149	**0,598**

Table 4 - Factor Analysis

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It is analyzed the scale factor for each sex (Table 5, Table. 6).

	Factors			
	1	2	3	4
I get nervous	**0,780**	-0,110	0,230	-0,010
I feel lost	**0,770**	-0,200	0,190	0,020
I feel isolated from the world	**0,720**	-0,100	0,050	0,220
I feel like a silly	**0,620**	0,160	0,080	0,090
I return home earlier than expected	**0,570**	-0,220	0,460	0,030
I hope that none looking for me	**0,570**	-0,060	-0,030	0,300
I feel free	-0,080	**0,910**	-0,070	0,020
I'm happy	-0,080	**0,900**	0,010	-0,040
I buy a new phone	-0,020	0,140	**0,730**	0,010
Please take a family bring him to m	0,300	-0,130	**0,720**	0,200
I ask friends to use their mobile pho	0,150	0,020	-0,010	**0,850**
I hope that no one read my messag	0,120	-0,050	0,380	**0,640**

Table 5 - Factor analysis of the males group

	Factors	
	1	2
I get nervous	**0,850**	-0,160
I return home earlier than expected	**0,790**	-0,120
I run home and get it	**0,770**	-0,190
I feel lost	**0,750**	-0,260
Please take a family bring him to me	**0,720**	-0,100
I feel isolated from the world	**0,670**	-0,210
I feel like a silly	**0,660**	0,000
I hope that no one read my messages	**0,650**	0,060
I ask friends to use their mobile phone	**0,600**	-0,050
I hope that none looking for me	**0,580**	-0,160
I'm happy	-0,050	**0,880**
I feel free	-0,080	**0,870**
I feel indifferent	-0,220	**0,590**

Table 6 - Factor Analysis of the females group

We note that for males the first factor is mostly emotional, defined as nervousness and confusion, followed by the factor of freedom, while the third factor is more pragmatic than those who do not lose heart, but is the solution to the problem: buy a new cell phone or have it carried by a family member. The females react in distinctly different ways: on the one hand with nervousness and disorientation,

which are correlated with the same factor different reactions, the other with a sense of happiness and liberation.

6. DISCUSSION

The survey confirms what is the primary function of the phone, or to put people in touch with each other apart, in voice or text form, by phone call or send and receive text messages (absolutely favorite young). The distinctive ringer are mostly the prerogative of the young as well as the use of cell phones to listen to music, games and MMS messaging. Young people between 15 and 30 years use more than others the clock alarm (more than a quarter) and the agenda for meetings, and many use still photos and listen to music and send mms. Even in the range 31-50 age more than half uses the clock alarm then do picture, using the calendar and, above all, make use of the headset. Two gender differences worth noting: the females more than males seem likely to change the ring tone of the phone while the males make relatively more careful when using the headset (but do not get a third of the total).

After you understand what is the use made of the phone is interesting to find out how much it is used, or on what occasions you decide to turn it off. Less than half takes the habit of turning it off at night and many prefer to mute the ringer and the vibrator but always leave open the receive channel of communication. So the places where people do not ever turn off the phone, with or without alarm activated, first of all shops and supermarkets (almost 90%), stadium (88% among those who frequent it) and means of public or private transport. Between 80% and 70%, the cell phone is never turned off when you go to visit relatives, to the restaurant, in a library or museum, when you do sports or during meetings or lectures. About two-thirds do not ever go out to the cinema, theater or doctor. Among those who attend church or other places of worship, more than 50% and not turn it off even when you do not use the 50% is behaving differently.

This potential needs to be constantly in touch with others that does not put the phone cannot find a direct comparison in the sensations it evokes when you realize you have forgotten at home. The concern is more intense, the hope is not to be sought by anyone, but on a scale to 10 positions this thought is just above the 5 position, in second place there is a reaction of indifference (a little more than average 4) while all other reactions collect warm accessions with an average of 3.5 down. From the factor analysis applied separately to groups of males and females emerge reactivity profiles of different : males for the first three factors are correlated with nervousness, freedom, pragmatism, the females are extracted only two factors, nervousness and disorientation on the one hand and happiness and liberation on the other.

The mobile phone is now configured more as a necessity, but the level of dependence on it is muted tones since. In fact it is an object that has become so pervasive as to constitute now a necessity, but people have still been shown to learn to do without, and if you happen to forget it at home is not a drama, reeds if there may be a certain nervousness and loss for the fact of being alone and isolated.

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