An Investigation Into The Impact Of Cell Phnes On The Socialization Of Teenagers: A Case Study Of Four Selected Government Secondary Schools In Kasama District Of Northern Province Of Zambia

Beatrice Musonda

DMI-ST. EUGENE UNIVERSITY

Abstract- We live in a world where we are faced with rapid and dynamic changes in communication technologies. The cell phone is one of the rapidly growing communication tools in the world. The number of mobile phone users in Zambia currently stands at 10.2million (Zambia Communications Authority, 2012). Statistics show that 44% of teenagers aged between 15-19 years own a mobile phone while 85% of those aged between 12-19 years are cell phone users. These statistics provide an important background for undertaking a research on teenagers and cell phone. This study looks into the influence of cell phone usage among teenagers on social interactions and socialization in the community. There have been a number of suggested theories and studies that have been contributed to the rising popularity and commonality of cell phones as to how they are affecting the way individuals are interacting in society. The advent of the mobile phone has denied people the opportunity to interact more socially including face to face interactions. People are spending more time on their phones communicating to those within their social circles and ignoring proximate others and adjacent surroundings. A disconnect however exists between the level of social investment in social interactions and cell phone usage occasioning to loss of social capital. This therefore led to the need of undertaking a study to establish and determine how the cell phone usage among teenagers has affected social interactions in communities with a view of coming up with recommendations on how to overcome them. Specifically, the study establishes how independent variables like socialization, communication and entertainment through the phone, has an influence on the social interactions in communities, which is the dependent variable in Kasama, Zambia. Descriptive survey design will be used and a sample of 3 compounds and 4 public secondary schools in Kasama will be selected through stratified sampling and simple random sampling methods. Teenagers including students, teachers, parents and community members of the sampled schools and compounds formed the study respondents. Questionnaires with both will be closed and open-ended questions will be used to collect data as well as observation and interview methods. The findings from this study established that most of the cell phone usage among teenagers has a negative influence on social interactions within the community. The target population will be 320 which will consist of a sample of 50 recipients: 12 Ict teachers, 3 school administrators and 12 parents of the learners and 30 learners from the four selected public day secondary learning institutions in

Kasama district: Peas Kampinda, Henry Kapata, Misamfu and Kateshi. Therefore, the research study will adopt simple random Sampling and purposive sampling techniques to sample its respondents. The research study by classification consists of five chapters. Chapter one provides the introduction of the research problem, background of the problem, objective of the study, research questions and the significance of the study. Chapter two provides literature review. Chapter three gives research methodology and chapter four offers the research finding. Chapter five provide the conclusion and recommendations.

Keywords- Cell phone usage, Teenagers, Social interactions, Socialization, Community

I. Introduction

We live in a world where we are faced with rapid and dynamic changes in communication technologies. The cell phone is one of the rapidly growing communication tools in the world. The number of mobile phone users in Zambia currently stands at 10.5 million (Communications Commission of Zambia, 2013). Statistics show that 44% of teenagers aged between 15-19 years own a mobile phone while 85% of those aged between 12-19 years are cell phone users. These statistics provide an important background for undertaking a research on teenagers and cell phone. This study looked into the influence of cell phone usage among teenagers on social interactions in communities. There have been a number of suggested theories and studies that have been contributed to the rising popularity and commonality of cell phones as to how they are affecting the way individuals are interacting in society. The advent of the mobile phone has denied people the opportunity to interact more socially including face to face interactions. People are spending more time on their phones communicating to those within their social circles and ignoring proximate others and adjacent surroundings. A disconnect however exists between the level of social investment in social interactions and cell phone usage occasioning to loss of social capital. This therefore led to the need of undertaking a study to establish and determine how the cell phone usage among teenagers has affected social interactions in communities with a view of coming up with recommendations on how to overcome them.

BACKGROUND
Cell phones are used in different ways, many people use their cell phones for; texting, checking mail, calling, searching the web, taking pictures and tweeting etc. Although some people often use their cell phones less frequently. These phones have different and many impacts on people's way of socialisation and interaction. These impacts are both negative and positive. On top of that, cell phones may change how people interact with each other and change their expectations for social interaction.
Many people today cannot leave the house without the cell phone, some allude that without their cell phones they feel empty and insecure (Haddon, 2004; and Ling, 2004). Thus, we are experiencing some form of dependency to the use and possession of a cellular phone.

Mobile phone companies have practically created a youth market by launching cell phones with features such as cool ring tones, cameras, games, music (Wang, 2005). This has led to a large number of the younger generation demanding from parents and guardians a cellphone on attaining the age of 10-12 years (LCVR 2012). This has led to a rapid increase on the number of people using the mobile phones.

A number of studies carried out,(Banjo & Sundar,2008), (Wilsk, 2003) have shown that while on the cell phone, we are cognitively less accessible to our immediate external surroundings. Therefore, when we are on phone we ignore all other surroundings and significant others and get engrossed in conversation with the caller (Aoki &Downes, 2003).

Many people use texting in many situations, as they see it to be the quickest way of sending messages, to contact friends, relatives, and other people. Furthermore, they see texting as an acceptable form of communicating. On top of that, this way of communicating seems to be having an impact on their expectations in relationships. To add on, cell phones have an addiction form of impact on people, thus, affecting people's social life and interaction. It is within this vain that many people always find the cell phone to be attractive, that is why in schools, business, buses, churches and other institutions people are usually busy with phones, hence affecting their socialization and interaction.

It is through their observations of people's interest, addictiveness and attractiveness to the cell phones in may institutions highlighted above and many that, the research intends to investigate on how these cell phones have affected people in relation with socialization and interaction.

PROBLEM OF STATEMENT.

As much as cell phones have contributed to the betterment of lives of people, they have also brought harm to many people in different ways. This is the reason why the research is intended to be conducted in order to investigate on how cell phones have affected people's socialization and interaction.

Cell phone usage gives people independence and enabling one to keep in touch, but they also have drawbacks, such as its cost and complications (AABS,2011) like all technology is current today will be current six years from now.

Children and teenagers who tend to use their phones late at night have found that the sleep disturbances caused by the radiation can trigger depression, mood swings personality changes, impair concentration and academic performance. Many parents are reporting migraine headaches, impaired hearing and ear-arches which doctors are attributing to over-use of mobile phones (LCVR,2012).

Learning for any child begins at home through socialization process. Engagement with the cell phone disconnect people from physical connections and co-present activities, activities occurring around them (Gournay 2002). It is evident that the mobile phone has found its way into many homes with children as early as twelve (12) years owning and using a mobile phone.

Being socialized this way, will definitely have an impact on their social interactions (Gergen 2002).

RESEARCH OBJECTIVES.

- **GENERAL OBJECTIVES.**

The general objectives of this study were to determine how cell phone usage among teenagers has influenced social interactions on communities.

SPECIFIC OBJECTIVES.

The specific objectives of this study are:

- To find out the influence of communication through cell phones among teenagers on social interactions within the learning institutions
- To show the influence of entertainment through cell phones among teenagers on social interactions within the learning institutions.
- To better the communication through phones so that socialization is not affected.

- **RESEARCH QUESTIONS.**
- What are the factors that make cell phones to affect people's socialization and interaction?
- How do these factors affect teenagers' socialization and interaction skills?
- What can be done in order to eliminate this viral affection to young people's socialization and interactions by cell phones?

CHARACTERISTICS OF THE PHENOMENA.

There is no doubt that a mobile phone is a handy tool. It eases communication with colleagues, friends, and relatives. But every technology that provides such benefits comes with a set of negative impacts. The impact of mobile phones on youth and society is immense. It is this area that requires attention when you are giving your teen a cell phone. Here's how cell phones affect teenagers.

Excess messaging can lead to Teen Tendonitis (TTT). It causes pain in the hands, back, and neck due to poor posture. According to a five-year cohort study, excessive cell phone usage is known to result in musculoskeletal disorders such as tendonitis and first carpometacarpal arthritis in the forearm and thumb.

Having a cell phone will tempt your teen to spend all day talking or texting instead of doing productive things. Studies have proven that teens who spend too much of their time with their cell phones are more prone to stress, anxiety, and depression. Research has also found that excessive use of cell phones may result in an increased risk of mental health problems.

Most teens keep their cell phones nearby while sleeping to respond to texts and calls and remain reachable around the clock. This may lead to sleep interruption and disruption. Studies have found that teenagers who use cellphones after the lights out experienced increased tiredness. Also, college students who use cell phones after the onset of sleep are reported to be awake an extra 46 minutes per week.

Teens tend to attend calls and text while driving, which is proven to be dangerous. According to the Centres for Disease Control and Prevention (CDC), teens are more likely to be distracted than drivers of any other age. So, using a cell phone while driving should be a strict no.

Relying on texting as a primary mode of communication can increase anxiety in teens. Texting is instantly gratifying, but it also produces anxiety. The instant reply by a friend can bring joy and elation. But in case of delayed response or no response, this same pleasure can turn into disappointment. Also, cell phone addiction can turn into an obsession to check messages and reply immediately. It may also increase anxiety by creating an illusion that they had received a message even when there was no message, making them frequently check their phones.

Factors related to the Phenomena.
When a person uses his/her cell phone most of the time, unable to cut back on cell phone usage, using cell phones as a solution to boredom, feeling anxiety or depression when your phone is out of your range, losing your relationships. Research says "when cell phone use becomes an addiction, the behavior becomes stressful". Salvatore Insiga, a neurosurgeon at Northwell Health's Neuroscience Institute in Manhasset, New York, considered that nonetheless that there is no solid proof between cell phone radiation and tumor risk but the possibility still exists. Adolescents are at high risk of being cell phone addicts (Cha and Seo, 2018.
Excessive use of cell phone paired with negative attitude and feeling of anxiety and dependency on gadgets may increase the risk of anxiety and depression (Rosen et al., 2013[, Thomée et al., 2011. Jones (2014conducted a survey about Elon Students' behavior along with an online survey and found that students seemed to be addicted to their mobile phones. Nevertheless, it was concluded that the excessive cell phone use had a negative psychological effect.

It was concluded that mobile phone usage during night hours was common among youngsters and reported that poor perceived health was shown due to staying up all night. No recordable association was found between memory performance and mobile phones (Schoeni et al., 2015). Reinecke et al. investigated psychological health effects and stimulator of digital stress. He surveyed 1,557 German internet users aged 14 to 85 and reported that communication load was positively related to perceived stress and had an indirect impact on depression and anxiety too.

Global Statistical Scenario.
In the last decade, increasing mental distress and treatment for mental health conditions among youth in North America has paralleled a steep rise in the use of cell phones and social media by children and adolescents.
In Ontario, the proportion of teenagers reporting moderate to serious mental distress increased from 24% in 2013, to 34% in 2015 and to 39% in 2017, with parallel increases in health service utilization. Inpatient hospital admissions of children and adolescents for mental health reasons increased substantially across Canada between 2007 and 2014, while admissions for other medical conditions in this age group decreased by 14%. Between 2009 and 2014, admissions to hospital for intentional self-harm increased by 110% in Canadian girls.Suicide is now the second leading cause of death for Canadian youth.A recent analysis of survey data found the 12-month prevalence of suicidal ideation, attempts and non-suicidal self-injury to be 8.1%, 4.3% and 8.8%, respectively, among adolescents aged 14 to 17 years, with all

rates being higher in girls.Similarly, administrative data in the United States show that presentations to hospital for suicidal ideation or attempts among children and adolescents almost doubled between 2008 and 2015, with the highest increase for adolescent girls. Self-poisoning rates among 10- to 18-year-olds, which had declined in the US since the turn of the century, increased substantially from 2011 to 2018, primarily among girls. Surveys of high school students in the US have shown a similar pattern for self-reported symptoms of depression, major depressive episodes and suicidality over the last 2 decades

At the same time, social media use has increased markedly. In the US, the proportion of young people between the ages of 13 and 17 years who have a cell phone has reached 89%, more than doubling over a 6-year period; moreover, 70% of teenagers use social media multiple times per day, up from a third of teens in 2012.The percentage of Ontario's teenagers who reported spending 5 or more hours a day on social media increased from 11% in 2013, to 16% in 2015 and to 20% in 2017.An analysis of Australian longitudinal data found that 86% of students owned cell phones in grade 8, increasing to 93% by grade 11, with increased use of social media communication with age.

Two cross-sectional surveys of American and German university students, respectively,found that students who spent more time on the social media platform Facebook were more likely to endorse feeling envy or sensing that others in their social network were better off than they were. The term "FOMO" fear of missing out has been defined as "a pervasive apprehension that others might be having rewarding experiences from which one is absent,"and has been associated with increased stress related to Facebook use.

Local Statistical Scenario.
An analysis of USA-AID annual survey data in Zambia found an abrupt increase in the proportion of adolescents getting insufficient sleep after 2015–2020, with more than 40% sleeping less than 7 hours most nights in 2015. The study also showed an exposure–response relationship between daily electronic media use beyond 2 or more hours per day, and insufficient sleep. An analysis of survey data from Kitwe found that 63.6% of 524 students aged 11–20 years slept less than recommended, also showing a significant relationship between use of social media beyond 1 hour a day and odds of insufficient duration of sleep.

The context of social media use may mediate its effects. A structural equation modelling analysis of a cross-sectional survey of 610 high school students in Zambia found that, among girls, passive use of Facebook had a negative impact on mood but active use had a positive impact on perceived online social support, which in turn had a positive impact on mood. However, for boys active site use had a negative effect. A systematic review of 70 studies found that while social media use was correlated with depression, anxiety and measures of well-being, effects could be both detrimental (such as from negative interactions and social comparison) and beneficial (such as through social connectedness and support) depending on the quality of interactions and individual factors.

Scope of the study.
The research was confined to the study of how cell phones have affected teenagers in relation with socialization and interaction especially in Livingstone district of southern province.

USEFULNESS OF THE SUDY IN THE PRESENT SCENARIO.
This study is useful because it will be aimed at addressing and eliminating, as well as bringing awareness to the livelihood of human beings, on how cell phones have affected people in relation with socialization and interaction. It will also provide people with the knowledge and instructions on how the cell phones have negatively affected life and living of people. On top of that the study will also introduce selection ground on how, when, what and where to use the phones.

In addition, the study will benefit the young generation and the forthcoming generations to have and be rich with the knowledge of knowing that even when these cell phones may be known to have good motives and make life easy in terms of delivery and receiving important messages they also come with dangerous and harmful effects attached to them in relation with people's socialization and interaction. Hence, that is why this study is so important for it will act as a warning and a wake call to many people of different age groups.

Furthermore, the study is important because it will also benefit the parents, teachers, community, institutions and people at large to reduce on the use of cell phones in wrong places and situations where they affect people's socialization and interaction, for example; in public transports, offices, on the roads and many more. This is because study will give adequate and enough information on how theses cell phones have destroyed and affected the beautiful life of a very well and good socialization and interaction culture among many people.

On top of that this study will provide solutions and measures as well as suggestions on how this effect of cell phones on socialization and interaction of people can be harmonized at every level of life. It will as well bring out other aspects that are closely related and attached to the phones in affecting people's socialization and interaction of face –to-face. In addition the research will highlight the importance of technology in people's lives as well as its effects on socialization and interaction of people both negative and positive effects.

LIMITATION OF THE STUDY.
- Lack of proper resources to use in order to gather information
- Time frame for the research will be too short to come up with factual information, besides during this time frame, there are other activities that need the researcher's attention.
- Challenges on the sources of information, for some respondents will not be very cooperative to give correct information.
- It is not possible to visit and interview all the teenagers due to time.

OPERATIONAL DEFINITIONS.
- Interaction:- A conversation or exchange between people.
- Socialization:- The process of learning one's culture and how to live within it.

- **Research:-** This is the process of arriving at dependable solutions to a problem through a planned and systematic way of data collection, analysis and interpretation.
- **Technology :-** A device, material or sequence of mathematical coded electronic instructions created by a person's mind that is built, assembled or produced and which is not part of the natural world.
- **Cell phone:-** A portable wireless electronic device used to but not limited to communicate, socialize and entertain.
- **Teenager :-** Refers to all those in a transitional stage of physical and mental human development that occurs between childhood and adulthood.

TIME FRAME.

The research will be conducted from the month of January, 2023 and end in march, 2023. This means it will be conducted within the period of three (3) months only.

CHAPTERIZATION.

The study is organized in five chapters. Chapter one gives a background to the study, statement of the problem, its significance, as well as outlining the general and specific objectives as envisaged by the researcher and the research questions. Finally, the definitions of significant terms used in the study is also found in this chapter.

Chapter two, reviews literature related to the influence of the cell phone on social interactions.

The third chapter highlights the descriptive survey design, the study will adopt. It also outlines the target population, sample size and the sampling procedure, method of data collection and analysis. It also focuses on the issues of validity reliability and operational definition of variables.

Data analysis, presentation of research findings and interpretation are found in chapter four. The data collected from the sampled communities is presented in the form of frequency tables, percentage charts and bar charts are also found in this chapter.

Finally, chapter five looks at the summary of findings, conclusions reached and gives recommendations as deduced from the study findings.

CHAPTER SUMMARY

This study will examine how cell phones affect social interactions and experiences for individuals at different ages, who communicate with different purposes. Chapter one introduced the reader to the statement on the problem, which is to reveal the role cell phones play in our social interactions on a daily basis. A review of literature is provided in Chapter II in an attempt to identify the current state of cell phone usage and social interactions. The gaps in the literature justifying further research are also presented in Chapter II. Chapter III details the methods and procedures used to collect the data required to complete the study. The findings of the study are presented in Chapter IV. Chapter V offers a summary of the results and conclusions, as well as recommendations for future research.

II. LITERATURE REVIEW

Introduction.

This research maybe related to otherresearch that have been conducted by many other researchers, which are related to the one the researcher intends to conduct. Some of them are highlighted in this research below;

Literature review is important because it helps to build a basis. In addition, it provides a better insight into the dimensions and complexity of the problem, (White, 2003).

As supported by Campbell, (2005), there are concerns about the impact of cell phones use such as poor academic performance. Cell phones distracts the attention of people during work. All these are associated with the prevalent use of cell phones by many people.

Cell phones also functions as a mean to provide a variety of entertainment as well as information sharing (Hill wood, 2009). Nonetheless, there are concerns relating to the impact of cell phones use, including poor academic performance. Furthermore, cell phones have also created a new way of expressing identity in public and private places through self-projection, based on one's cell phone (Yuan, 2012). Thus, the term 'fashion' or wearable or worn on the body or electronic clothing technologies' have been used to describe the way cell phone users project their identity or a particular image of themselves through their cell phones.

It is evident that more people are relying on cell phones even for basic day to day activities. Many people develop dependency to new technological devices as they become increasingly integrated into their daily lives (Block, 2008). Excessive use of and dependency on cell phones maybe considered an addictive disorder. A person suffering from such a phenomenon is referred to as a cell addict. He relies over his or her phone for all the various day to day activities not concentrating on anyone else near him or her.

Mobile phones have become the first communication technology having more users in developing and developed countries. These devices provide afast and immediate communication for people, which have built up a much closer relationship within each other (Ahmed, 2011). The negative views of mobile phones have become a popular discussion now. Symptoms such as radiation which causes cancer from mobile and mobile addiction are now argued to be the disadvantages of technology. The danger brought by using mobile phones such as the unsafe of using mobile phones during driving or radiation of mobile phones causing danger to certain places such as the gas station are also problems for mobile phone users. This represents a very high growth rate of the mobile phone usage. The introduction of affordable phones in the market and marginal reduction in calling costs are some of the factors influencing this (CCK,2011).

Theoretical Review.

Cell phones have been involved into something more than a simple communication tool, gaining its own place in various aspects of social interactions (AABS,2011).

Cell phone communication lack non-verbal communication cues such as facial expression and body language (Phillips, 2005). without these non-verbal communication cues, communication becomes less personal and more vulnerable to misinterpretation. It is evident that cell phone communication has gained popularity in recent years especially in developing countries (Lenhart & Cambell,2010). The advancement of mobile phone technology has created a variety of two ways to communicate using cell phones. Cell phone communication can include text messages, email and instant access to news.

Becoming oblivious to your directsurroundings can be a serious consequence of mobile phone technology. Using your cell phone too much can prevent you from making new friends and noticing small details in everyday life (Boase,2008).
Social interaction signifies that we are aware of the existence of others as well as implies active engagement between two or more parties (Banjo and Sundar, 2008). Cell phones have allowed individuals to surpass time and space and have any conversation that they choose, wherever they choose.

The short message service (SMS) was first developed in 1990 in an effort to allow operators to notify customers when there was some type of service issue of a network problem. Over the years, this has become one of the most common ways in whichindividuals use their cell phones to communicate with others (Fernando 2007).
Text messaging by teens to friends increased rapidly from 38% of teens to 54% of teens 75% of teen who owned cell phones, 85% used to text messaging at least occasionally.
SMS is one of the most widely used mobile phone services. Thestatistic conducted during this research show that there is an increase from 8.5 sms per subscriber per month to about 18.99 sms per subscriber per month.
Many social scientists and researchers like (Pragas 2003) have expressed concern that an increased use of sms messaging will cause face-to-face interaction to become non-existent, as well as poor programs by frequency users.

Conceptual framework.
The mobile phone is helpful for students to gain social skills, coordinate with their families and remain vibrant participants in a social network (Chen, 2007) studies on the mobile phones to negotiate their social life with their parents at home (Castals etal, 2007).

Social networking also allows people to share their daily lives and thoughts with one another through outbound messages and walls that signal all of their connections (Hsian, 2000).

Although some use social networking sites for limited communication, others spend large periods of their day communicating with contacts though both computers and mobile social networking interfaces. The convenience brought by the mobile phone technology has indeed changed the life of many people and society.

Research gaps.

Presently, there is lack of research on this subject matter; hence the need to go deeper in conducting research. Today, cell phones are portable entertainment devices. Users gain more opportunities to interact with their preferred programs. As media devices, mobile phones can be used for various madia related activities such as accessing news and videos or listening to music and taking pictures, many teenagers are using the mobile phone to entertain themselves through games, social media networking, cameras, browsing, watching and downloading movies.
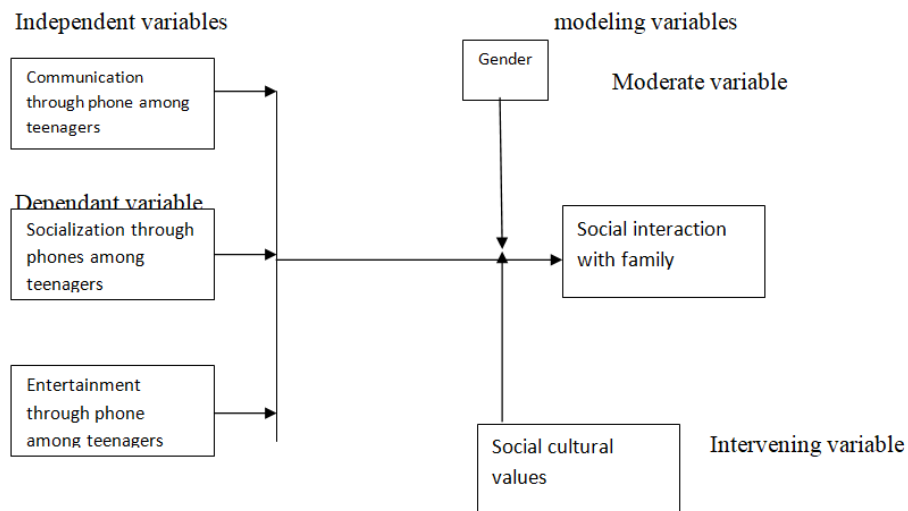
According to Wang (2005), music is the fastest way into the minds and souls of today's youths, it is the global language of the ''now generation''. A number of TV reality shows are using the mobile phones to reach the target audience, the youths.

Teenagers love to chat, they especially love to chat when they are bored or need to be doing something they do not want to do such as home work (Leung & Wei, 2000).

Having a cell phone can tempt teenagers to spend all day texting or talking instead of spending time in a more worthwhile manner.

conceptual frame work.

Figure 1. A conceptual frame work of variables affecting cell phone usage on social interaction

The social interactions within the family is conceptualized in this study as the dependent variable while communication, socialization and entertainment through the phone among teenagers were viewed as the interdependent variables.

The variable communication through the phone will consider factors such as use of the phone to make calls, send emails and messages. In order to establish the influence

of cell phone among teenagers on social interactions, it is important to gather information on how teenagers are using this tool to communicate.

In this study, the variable socialization through the phone includes factors such as the use of social media and networks and how these influence social interactions. Social media such as twitter, WhatsApp, instant messaging and linked as well as social networks such as Facebook and online dating are factors that will be considered under this variable.

Social interactions are also affected by how teenagers use the cell phone to entertain. This variable will be used to establish how factors such as music, video online chatting and dating are affecting social interaction among teenagers.

CHAPTER SUMMARY.

Technology has greatly influenced the modern society. Technology as a whole will always have an effect on the way that individuals function in society, and while there has not been a lot of research on the effects of cellular phone use. It has both positive and negative consequences. Cell phones in their small time in existence have changed the way in which individuals are interacting with each other. Individuals are communicating more through text messages and cell phones than they are face-to-face, changing our social environment. Individuals have become enveloped in their cell phones and less aware of their social surroundings, missing out on possible new social interactions. The cell phone has its short history, had a huge impact on the way individuals interact with one another.

III. RESEARCH METHODOLOGY.

Introduction.

This chapter gives a detailed outline of how the study was carried out. It describes the research design, the target population, the sample and sampling procedure, research instruments, validity and reliability of instrument, data collection and data analysis, procedures used.

Research Design.

This research used both qualitative and quantitative research paradigms. Qualitative research involved several methods of data collection, such as focus groups, field observation and interviews. In all of these methods, the questioning approach was varied. In other words, although the researcher entered the project with a specific set of questions, follow up questions were developed as needed (Wimmer& Dominik, 2011).

The study adopted a descriptive survey design to assess the factors affecting social interactions due to cell phone usage. Descriptive survey design is used in preliminary and exploratory studies to allow the research gather information, summarize, present and interpret it for the purpose of clarification (Orodho 2002)

Kthari (2003) recommends descriptive design as it allows the researcher to describe, record analyze and report conditions that exist or existed.

Sampling area.

This design allowed the researcher to generate both numerical and descriptive data that can be used in measuring correlation between variables. Descriptive survey research is intend to produce statistical information about aspects of sustainability of community construction that interest policy makers. The location of the study is in Kasma District in Zambia.

Universe.
Kombo K. (2006) defining the universe" – that is, clearly identifying the population as a group of individuals, objects or items from which samples are taken for measurement. The study was carried out in Kasama district in Zambia. The target population will be teenagers between the age of 12 – 20 years and community members aged 21 years and above drawn from the eight (8) compounds and four (4) public day secondary schools within Kasama district: Peas Kampinda, Henry Kapata, Misamfu and Kateshi. A total of 120 respondents will be selected. Gender will be taken care of by choosing equal number of male and female respondents where they are available.

Category	Source	Target population.
Teenagersliving in Kasama	Compounds within Kasama	200
Teenagers schooling in Kasama	Schools within Kasama	150
Teacher	Schools within Kasama	80
Community members	Compounds within Kasama	220
	Total	650

Table 3.1. Population of the study.

Sampling and sampling procedure.
According to Orodho and Kombo (2002) sampling is the process of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group.
Purpose (homogeneous) and stratified random techniques will be used to select respondents. Structured questionnaires, focus group interviews, personal interviews and observation will be used to collect primary data. These are supplemented by secondary data. Collected data is processed to eliminate unusable data, analyzed, coded according to themes and objectives of the study and arranged in chapters.
The study adopted a stratified random sampling method for the selection of teenage respondents. This is because teenagers using mobile phones will be found in all the eight phases and the four public day secondary schools in Kasama. It is therefore important to give each and every household and school in the compounds an equal

chance of being in the study. According to Cochran (1977) stratified random sampling technique is very common and preferred because stratification produces a gain in precision in the estimates of characteristics of the whole population. In addition, geographic stratification often increases precision because many factors operate to make people living in the same area show similarities in their principle characteristics. Another advantage of stratified sampling is that, it ensures the inclusion into the sample sub-groups which would otherwise be omitted by other sampling methods because of their small numbers in the population (Mugenda & Mugenda, 2003).

In this case, stratified sampling ensured that all the teenagers from eight compounds of Kasama will be given a chance to be in the sample.

The researcher selected at randomly thirty percent (30%) of the eight compounds and four schools under the study. A sample of three compounds and two schools was then identified for the study. According to Cochran (1977), a sample of 30% of population is sufficient for a study.

Category	Population	30% of population
Compounds	8	3
Schools	5	2
Total	13	5

To get appropriate information on cell phone usage, all school head teachers and teachers of the two schools will be purposively picked as respondents since they will be best placed to understand how the cell phone usage is influencing social interactions in schools. This may give the researcher a total of 27 respondents. Through purposive sampling, the researcher also selected a sample of 30% of heads of households and parents from three (3) compounds as respondents since they have a general overview of how teenagers have been using cell phones sat home for socialization, communication and entertainment since no other respondent in the target population could provide the same. This provides a total of 71 respondents from this category.

Purposive sampling was also used to select the rest of the respondents, where 67 teenagers living in the three compounds and 49 teenagers in the two schools who owned or wereusing a cell phone. According to Mugenda and Mugenda (1999), purposive sampling is used when information required can only be obtained from a specific source. This is supported by Kombo; K and Tromp (2006) who observed that the power of purpose sampling lies in selecting information rich cases for in depth analysis related to the central issues being studied.

Table 3.5 Sample size.

Category	Population
Peas Kampinda school	30

Kateshi school	30
Henry Kapata school	30
Misamfu school	30
Teachers	20
Other community members	40
Total	180

Sources of data.

Data is the backbone of any data analysis work done in the research process. Data is a collection of unorganized facts and numbers from different sources. The sources of data can be different depending on what the research needs. Data analysis and interpretation are based solely on gathering different kinds of data from their sources. Researchers or analysts do the work of data collection to collect information.

Data is gathered from two places: internal and external sources. The information collected from internal sources is called "primary data," while the information gathered from outside references is called "secondary data."

Methods Of Data Collection.

This study used questionnaires for the purposes of gathering information from the teenagers, teachers and community members (see appendix iii, vi, and v). the researcher also used observation to enrich responses and fill in the information gaps.

Both the primary and secondary data will be collected for the purposes of this study. The primary data will be collected through the questionnaires and focus group interviews. This enabled the researcher to get first hand information, attitude and recommendations concerning the cell phone Usage among teenagers.

The secondary tools included books, magazines and journals, newspapers reports, concerning cell phone usage and social interactions. A questionnaire with both open and closed ended questions was used to collect the primary data. Open ended questions were used to seek in depth information.

The questionnaires with adequate instructions and easy to understand language will be hand delivered to the already identified samples of the population by the researcher. Dates of collecting the filled in questionnaires will be agreed upon at the point of delivery and follow up will be made over the phone during the processfocus group interviews were organized around the selected public day secondary schools in Kasama district. Some questions will be used to guide the interview and the same will be recorded to compare with answers given or filled in the information gaps in the study.

Validity.

Mugenda and Mugenda (2003) defines validity as the accuracy and meaningfulness of inferences which are based on the research results; it's the degree to which results obtained from analysis of the data actually represent the phenomenon under study. In order to improve validity the researcher ensured that the research instruments were accurate by making the necessary adjustments and ensuring the questions asked generated the right responses to measure what was intended. information gathered was also cross checked with other sources to ensure authenticity and accuracy. To this end, the researcher triangulation, which is usedin different data collection methods to gather the same information. The researcher used questionnaires, focus group interviews as well as observation to fill in the information gaps.

Reliability.

Mugenda and Mugenda (2003) defines reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. Reliability is important because it enables the researcher to identify misunderstandings, ambiguities and inadequate items in the research instruments and make the necessary adjustments so that data collected can have a more reliability. This was achieved by the researcher conducting a pilot study and making the necessary changes in the research instruments by way of reframing the questions to make them better understood, giving the necessary instructions and simplifying the language to ensure the correct interpretations were made.

Method of Data Analysis.

The data collected was analyzed using descriptive statistics. After collection, the data was pre-processed to eliminate unwanted and unusable data which could be contradictory or ambiguous. The researcher organized the data to ensure that the raw data has been edited to free it from inconsistencies and incompleteness. This involved the scrutiny of the completed instruments in order to detect and reduce as much as possible, errors, incompleteness, misclassification and gaps in the information obtained from the respondents. Then the data was coded to establish how possible answers would be treated by assigning to them numerical values.

For qualitative data analysis a coding system based on sample was developed and decoded materials placed under their major themes. Inductive content analysis was used to identify themes and patterns. This was categorized in accordance with objectives of the study. This categorization formed the basis of the research chapters. Finding in each of the chapters was used to evaluate and justify the research questions.

Operational definition of variables.

Table 3.4, Operational Definition of variables.

Variable	Indicators	Scale
1. Social interaction	1. Number of hours spent on face-to-face interactions	Ratio

		with family.	Ordinal
	2.	Quality and depth of social interactions with family.	Ordinal
	3.	The regularity of family times.	Ordinal
	4.	Situations when the phone is off.	Ordinal
	5.	The levels of confidence when without a cell phone.	
2. Communication, calling,	1.	Number of contacts	Ratio
	2.	The nature of language used when communicating	Ordinal
	3.	Credit spent per week to communicate	Ratio
	4.	Number of (sms) sent per day	Ratio
	5.	Preferred mode of communication	Ratio
			Ratio
3. Entertainment, video games, music, radio	1.	Entertainment features on the phone	Nominal
	2.	Amount of data down loaded per week	Ratio
	3.	Frequency of social outing as a family	ordinal
4. Socialization by cell phone; Facebook, twitter, linked, online dating	1.	The importance of fashion on social status	Ordinal
	2.	Quality of friends on social networks	Ordinal
	3.	The amount of time spent on the internet	Nominal
	4.	The reasons for using the internet	Nominal
	5.	Number of megabytes spent per week	Ratio
	6.	Number of friends on Facebook	Ratio

Ethical issues.
While this research has contributed to the knowledge of the influence of cell phone on social interactions, utmost confidentiality about the respondents freely participated and contributed voluntarily to the study. Necessary research authorities were consulted and permission granted while due explanations were given to the respondent before commencement of the study.

Difficulties faced by the researcher.

Lack of communication with the supervisor: Mysupervisor was a busy person. It is important to have guidance on a research project. Poor communication was always getting on the way of the progress of my research. It is important to communicate with the supervisor to clarify the doubts regarding the research topic, to know what the supervisor expects from me and to learn more about my research topic.

Time management: Spending ample time in learning the skills and practical implementation consumed a lot of time. In such a scenario, taking out time for intense research and to draft a top-notch research paper was almost impossible.

Not having a definite deadline: Deadlines was stressful. not having a deadline can be troublesome during my BSC degree journey. Deadlines help me get closer to my goals. Implementing quality of writing within the literature review: A literature review has to go beyond being a series of references and citations. I need to interpret the literature and be able to position it within the context of my study. This requires careful and measured interpretation and writing in which i synthesize and bring together the materials that i have read.

CHAPTER SUMMARY.

Chapter 3 presented the methods and procedures used to find diverse data in the research study provided. The research design, population sample and participants, setting, and collection and analysis of data were described in detail. The survey consisted of ten questions, related to demographic characteristics of the respondent, and statements with a Likert-type scale for respondents to state their level of agreement or disagreement related to their cell phone use; as well as three questions about the participants' perceptions on their use of cell phones. The data in the study was analyzed in a descriptive qualitative method with tables used to represent the participants and their preferences.

IV. DATA ANALYSIS, PRESENTATION AND INTERPRETATION.

Introduction.

This chapter presents the findings of the data collected from the sampled communities in Kasama district in Zambia, on the influence of cell phone usage among teenagers on social interactions. Out of 214 respondents that the study targeted, there were 187 respondents. This is 85% of the target group. The data was interpreted according to the research questions. The analysis was done through descriptive statistics and findings of the study were presented in form of frequency tables, percentage charts and pie-charts.

Results and Discussion.

This section provides results and discussions of the findings and data analysis of the study. The discussion is linked to the questions of the study and research objectives in

establishing the influence of cell phone usage among teenagers on social interactions among communities in Kasama.

Response Rate.

Out of 187 respondents, 102 were teenagers living in and attending schools within Kasama representing an overall of 55%, while the other 85 were members of the community aged and above representing 45% of the overall response. There were more responses from teenagers than in other category but this was because more questionnaires were administered to them since they were the main focused group of the study respondents as proposed by the researcher. However, the responses of the other members of the community were also good, based in the numbers of the questionnaires issued. The table further shows that the response rate of all the questionnaires stood at 85%. Teenagers' response in particular was of great importance to this study because in real terms they are the ones who mostly use the cell phones thus important in establishing the influence of cell phone usage as far as social interactions is concerned. The table below shows the number of respondents as per category.

Table 4.1 Questionnaire Response Rate.

TITLE OF RESPONDENT	ISSUED	RETURNED	INCOMPLETE	ANALYSED	%	RESPONSE RATE
Teenagers living in Kasama	67	61	6	55	55%	82%
Teenagers schooling in Kasama	49	48	1	47	55%	96%
Teachers in schools within Kasama	27	27	0	27	45%	100%
Others	71	65	7	58	45%	82%
Total	214			187	100%	87%

Gender composition.

The study sought to establish whether gender has any significance influence on cell phone usage on social interactions among the respondents interviewed. The gender analysis revealed that the proportion of cell phone users among female respondents was marginally higher than in the case of males as shown in the table below.

Table 4. 2 Gender compositions.

Gender	Frequency	%
Female	109	58%
Male	78	42%
Total	187	100%

Age of the respondents.

Age has consistently been one of the most important factors in establishing cell phone usage among teenagers. Young teenagers particularly 12 years old and under are less likely than another teen to have a cell phone. Likewise, very advanced age could also limit cell phone usage once agility and responsiveness to the demands of the tasks on community leaders. The researcher looked into this with a view of establishing its composition.

Table 4.3 below reveals that 73% were 12-14 years and under 12 years respectively. This can be explained by the fact that as teenagers' move into the latter part of primary school and into high school, their world is expanding socially and geographically. There is consequent need for greater expansion of their social lives, to be in constant touch with their friends and peers. The age of the rest of community was pegged at 21 years and above.

Table 4.3 Age of the teenage respondents.

Age group (years)	Frequency	Percentage
Under 12 years	2	21%
12-14	21	20.6%
15-17	32	31.4%
18-20	47	46.1%
Total	102	100%

Communication Through The Phone.

The use of cell phone for communication is a key element that influences social interactions in community. The researcher was interested in establishing how communication through cell phone among teenagers influences social interactions within the community in Kasama. The teenage respondents were asked to name the person who bought the mobile phone for them and 98% of the respondents named their parents; be it either their father or mother who had purchased the cell phone for the individual while only 2% named others. This is an interesting finding. It means the majority of the teenagers have cell phones because of their parents who wanted them to have one.

Another question was paused on reasons for buying the phones. 55% said they were influenced by others since everybody around them had one. There is a lot of peer pressure among teenagers and for purposes of wanting to belong to the group.

In 68% of the instances for community respondents, it was the end user's need that resulted into purchase of the mobile phone. Balance of 32% of respondents mentioned

other reasons like 'gift' and 'availability of extra hand set at home' for having a mobile phone. While thisresult indicates that the extent to which external factors act as drivers for purchase is small. It may or may not be applicable to the population at large; peer group compliance was found to be the major influencing factor for the cell phone purchase. The finding that 56% of the teenage respondents cited 'everyone around them had a mobile phone' as a major reason behind their cell phone purchase holds proof to the same.

Apart from the need for communication convenience of calling and 'better accessibility' offered by the mobile phone, were reported as main reasons for purchasing a cell phone. For the teenagers, the need for communicating with friends came foremost while in older category 21 years and above. It was their need to remain accessible. There was also the issue of security concern cited by many female respondents as the reason for purchasing the cell phone as compared to that of the male counterparts.

Of the 102 teenagers interviewed, many had started using the phone by the age of twelve years, 65 of the respondents had started using the phone, by the time they reached 13 years of age. Only 11% started using phones when they were more mature at the age of 16-18 years. Alarmingly, 20% of respondents started using the mobile phone before the age of 10 years with the youngest being only 6 years old. The availability of mobile phones for use by children from an early age is likely to impact negatively on their social interactions. From observations made, a number of parents and guardians reach out for the mobile phones as a gadget of keeping their children busy while in social places. They are given phones to stop distracting adults even while in places of worship and hospitals where use of phones is prohibited. From the data collected the average age the teenagers started using the cell phone is in the age of ten (10) to twelve (12) years.

Table 4.4 Age started using the cell phones.

Age	Frequency	Percentage
Below 10	20	20%
10-12 years	58	62%
13-15 years	13	23%
16-18 years	5	11%
Above 18	0	0
Total	n =102	100%

Asked how much they spend on the phone per week, majority of the respondents spent between K100-K200 per week but there are likely to spend more during school holidays. The older teens were likely to spend more on the phone per week. The reason for this amount of airtime per week is because during the school term cell phones usage is limited to evening and weekends compared to school holidays when they spend more on their phones.

Table 4.5 Amount of Airtime spent per week.

Amount of airtime per week in (K)	No. of Respondents	% of Respondents
Less than 100	8	8%
Between 100-200	50	49%
Between 200-300	34	33%
More than 300	10	10%

It is interesting to see that only a handful (10%) of the teenagers had their bills paid by others while an overwhelming 90% had their bills paid by their parents. This explains why only 21% of teenage respondents knew whether their phone was ''post paid'' or while 79% answered 'don't know'.

In response to the same question a large majority of members of Kasama community aged 21 years knew their payment plans. 84% of the respondents were on pre-paid while 11 were on postpaid while 5% ''did not know''. these 5% were elderly members of the community who had their bills paid by their relatives. This shows some degree of responsibility in the usage of their cell phone as 97% paid their own bills.

The study established that 63% of teenage respondents reported that the primary usage of cell phone was to keep in touch with friends and call home when ever they were away compared to community members 61% which are business related calls. Cell phones usage directed towards family by the teenagers is 21% compared to 56% by the community members. Again, the question of peer influence is at play here given that teenagers will most likely talk to their peers so as to gain acceptance and recognition. They have to keep abreast with that their friends are doing for fear of being isolated.

Table 4.6 Primary usage of cell phone.
.

Primary usage of cell phones.	Teenage respondents		Community respondents	
	Number of respondents	%	Number of respondents	% of total respondents
Calling friends	64	63	36	41%
Calling family	21	21	49	56%
Business related	4	4	53	61%

In responses to the question whether they would manage without the phone for a day, 60% of all the respondents said they would not manage even for a day. The need to be accessible constantly and connected with friends was cited as the main reason why they could not go for a day without the phone. Some respondents said, '' they will miss out on important information'' while for others ''phone had become part of them''. The extent of addiction to cell phones is equal across all ages.

The number of calls answered varied greatly with teenagers 64% using the call identification function more than the adults 21%. The female wasalso using it more than male, citing security reasons. Community respondents answers 79% of all calls compared to teenagers 36%. This could be explained by the fact that the adults are in business or are employed thus deal with a large community in their day to day activities unlike teenagers who mostly communicate to their friends as seen earlier on.

Socialization through the Phone.
This refers to access to the network of social connections, institutions, relationships that exist between people and their shared values and norms of behavior which enable and encourage mutually advantages of social cooperation that shape the quality and quantity of society's social interactions.

Many teenagers and adults alike are using the social networks to stayin touch with friends and family. Almost all teenagers interviewed had more than one social network account. The most common account held was facebook with about 76% followed by email47% and twitter account at 35%, even though an email account was preliquisite for opening the facebook account only 26% of teenagers used this facility. Majority of community members (74%) held an email account mainly for business or official communication followed by twitter 68% for getting updates on various social issues. Of the respondents interviewed 33% had facebook which they visit occasionally but hardly make postings.

Table 4.7 Number of Active social Network Accounts Held.

Type of account	Teenager respondents	%	Community respondents	%	Total respondents
Facebook	97	95%	47	55%	76%
WhatsApp	33	32%	14	16%	26%
Email	23	22%	65	74%	47%
Twitter	17	16%	21	24%	35%

Overall, Facebook is the dominant social media site among teens as 95% of teen social media users have a Facebook account, followed by my WhatsApp with 32% teenagers use these accounts to brag about '' achievements', share photos of function they are attending..

Teenagers prefer sharing their problems with the world who will give them timely responses as opposed to their parents who have little or not time for them. There is a rise on the number of teenagers' suicide occurring in urban areas. Unfortunately,most ofthem occur with parents having little or no knowledge of what the teenagers are going through. During one of the focus groups discussion with teenagers, it was evident that these teenagers have very little time with their parents who are always very busy. The parents including teenagers also spend most of their time on phone

forgetting to discuss important matters that affect them both. Cell phones have made the parties to live under one roof but with no common goal at all.

Majority of the teenagers' responses (87%) have more that 100 friends and contacts intheir phone or social accounts. Majority of these people or friends are people they have never met face to face or talked voice calls. Interestingly, teenagers (48%) talk online and share information to majority of their social networks even though they do not know them well.

This was a point of concern for the parents and guardians during focus group discussions. The parents were worried on the number of hours teenagers spend on internet with strangers. Also, the older teenagers and young adult is also of great concern to the parents.

Table 4.8 Socialization through phones using network friends and contacts.

Number of friends	Frequency	Meet face-to-face (%)	Meet and talk online (%)	Never met but talk online (%)
Less than 50	5	58%	39%	3%
50-100	13	49%	35%	16%
100-150	16	36%	30%	34%
More than 150	22	23%	39%	48%
Total	n=102			

Another finding on the number of hours spent on the phone during holidays, 64% of the teenagers reported on average of 4-6 hours on the phone everyday. Some stay awake late at night to take advantage of cheaper service rates offered by the subscribers to chat with friends. This vast majority of teens say they have private social network site profiles that are visible only to friends 62% of teens who have social media profile say the profile they use most often is set to be private so that only their friends can see the content they post. 19% say that their profile is partially private so that friends of friends or their networks can see some version of their profile.

Table 4.9 Average number of hours spent on phone and other activities during weekends.

Number of hours	Spent on phone (%)	Reading (%)	T.V (%)	Others (%)
0-2	15%	13%	9%	31%
2-4	20%	55%	38%	24%
4-6	48%	25%	35%	20%
6-8	17%	7%	18%	25%

The majority of teenagers 99% interviewed are in school and especially the senior years in primary and secondary schools. In this age they are expected to spend more hours of their academic performance. From the research carried out 48% of the teenagers are spending 4-6 hours of their time during weekends on the phone as compared to only 25% who spend the same number of hours reading.

Entertainment Through the Phone

Majority of teenagers have internet enabled phones. They spend at least an hour on the internet during weekdays and an average of 3-4 hours during weekends and holidays. This allow them to access the internet at their convenience and privacy, they have the whole world in hands.

The best source of entertainment is their handset which they use to listen to music, watch videos and play games. Of the 102 teenagers interviewed 50% said they used the mobile phone as the only source of entertainment.

Table 4.10 Best Source of Entertainment.

	Teenagers	%	Community members	%
Mobile phone	51	50%	12	14%
Radio/TV	29	29%	28	33%
Family	11	11%	21	25%
Friends	4	4%	13	15%
Books	7	7%	11	13%
Total	102		87	

Other anti-social behaviours that will discourage social interactions that teenagers are involved in include texting. Many teenagers are spending hours texting each other including obscene photos of each other. From focus group discussion, teens explained how sexually suggestive images have become a form of relationship currency. These images are shared as a part of or instead of sexual activity or as a way of starting or maintaining a relationship with a significant of others. It has been observed that teens who are more intense users of cell phones are more likely to receive sexually suggestive images, 67% of teenagers interviewed alluded to having received an unwanted text messages through their phones compared to only 7% who reported not having received such messages at all. When the discussions went deep,It was proven that most of these spams were sexually suggestive images and messages. It is also proven to say the phones has become such an important conduit for communication and content of all kinds that turning it off is nearly unthinkable.

The other worrying point under findings was that there is an excessive and late-night cell phone usage among teenagers. 62% of the teenagers slept with phones underneath their pillow while 10% had not slept with the phone under their pillow. This shows that teenagers usage their phone very late into the night and fall asleep while still on their phones. This has in many cases been a source of conflict with their parents.

V. SUMMARY OF FINDINGS

Introduction.
This chapter discusses the summary of the findings, conclusions reached and then give the required recommendations as per responses from the respondents. This is in relation to communication, socialization and entertainment through the mobile phone among teenagers. The chapter also looks at the conclusions and recommendations as deducted from the study findings.
Finally, the chapter points out the areas the researcher thought would require further research in related fields.

Communication Through Phone.
The study has established that the most common form of communication among teenagers is through the short message services popularly known as sms. This is the sending and receiving text messages which has changed the way in which individuals or human beings are required to interact. Messaging back and forth allows for an often unseen and unheard communication between individuals, as well as fewer limitations to where and when they can communicate, and text messaging has served more for 'filler' communication and less for functional and practical communication between individuals.

By communicating through text messages individuals are not required to interact with others. Socially in a face-to-face manner, they can do it all through messaging. While this is a convenient way and discrete way to communicate with another person, it has changed the way that individuals are reacting with others not only in a social aspect but also in how they are maintaining their existing relationships and building new relationships. From the focus group discussion, many teenagers reported distancing themselves from parents and significant others for more than 2 days and only communicating through text messages. Unfortunately, this form of communication distances one from others denying them the opportunity to be physically present. Messages will give one the wrong impression since one might have no chance of reading the cues from the senders. Teenagers who are teachers were found to be lonelier and socially anxious and more likely to disclose their real self through text than through face-to-face or voice call exchanges. This is also likely to affect their social interactions skills leading to low self-esteem in public speaking.

Research study shows some parts of an individual learning and socialization come from the family (Aoki and Downes,2008) but telephone communication patterns are different among generations as the mobile phone service were unavailable in the past. Therefore, the teenagers cannot adopt and learn from their parents' telephone communication patterns. The main source of learning for the youth in case of mobile phone communication values are going to be shaped by the marketing communication of telecom operators and not by the other institutions such as the farming.

The negative aspects of this technology cannot be ignored. Youth mostly indulge themselves intentionally in the inappropriate use of mobile phone voice calls and text messages among youths.

Although, teenagers use sms communications for positive such as, sharing information and greeting, it is also noticeable that the purpose of most of sms sent and received is not positive, for example, most of text messages are funny and even dirty, insulting for a specific group of people, teasing and sometimes spreading rumours. This is surly not a positive use of sms.

Socialization through the phone.
Social interaction signifies that we are aware of the existence of others, as well as implies active engagement between two or more parties (Banjor& Sundar 2007). Cell phones have allowed individuals to surpass time and space and have any conversation that they choose, whatever they choose, with public conversation comes public invasion meaning that one is invading into other's personal spaces by talking out loud about one's personal spaces coming off us inconsiderate and rude which links to alienation of oneself.

While the cell phone has provided a new avenue to social networking and interactions, the change in the space and time concept has also had a negative effect as well. Many of us have likely experienced a situation where we have been in the presence of a cell phone user who is engaging in some form of rude behavior that lacks respect and are insensitive for the individuals around them. Cell phones have changed the way that individuals socially interact, individuals are communicating more through text messages and cell phones than they are face-to-face changing our social environment. Individuals have become enveloped in their cell phone and less aware of their social surroundings, missing out on possible new social interactions.
The usage of cell phones also has the potential to inhibit non-verbal social cues such as smiling that are useful in social interaction with proximate others. Those who use their cell phones are less likely than those who did not use their cell phones to smile at the considerate.

Entertainment through the phone
Young people seek out entertainment and avoid boredom as with anything there are appropriate times and inappropriate times. This concept translates over to cell phones use as well, people will use their cell phones at appropriate and inappropriate times simply to satisfy a social urge, want or need.
For teenagers and young adults, as leisure boredom arose, they were more likely to be found engaging in sms, making phone calls, accessing the internet from their phone or playing a mobile driven game. When ever one is bored, their attention is drawn immediately to their cell phone device for an instant connection to some somewhere. Through a series of survey (Leung, 2008), it was shown that the higher rate of leisurely boredom, the more frequent use of a cell phone occurred. This has denied many opportunities to interact with others. Face-to-face interaction has suffered the most as teenagers turn to their gadgets.

VI. CONCLUSION

Our society today is one that is based on technology and technology advances.Technology as a whole will always have an effect on the way individuals function in the society and while there has not been a lot of research on the effects of cellular phones use on social interactions. It has both positive and negative consequences. Cell phones in their few years of existence have changed the way in which individuals are supposed to interact to each other. They have provided an avenue for individuals to stay connected on new level that does not depend on space or time, but is readily accessible at anytime anywhere. Never being disconnected has allowed social networks and relationships to be strengthened as well as new relationships formed. It also allowed individuals all over the world whom, without the cell phone would never access to all of the networks, assets and information that they do through the mobile phone.

Communication through text messaging has become more popular among young generations in comparison with older generations. Sending a reviewing text messages, is a form of communication with others that can be secretive and descriptive. Parents and teachers cannot intercept nor have access to what is being sent back and forth. Children as early as six years know how to download games from their parents' phones; there should be a restriction as to the age parents purchase phone for their young ones.

Recommendations.

This research study affirms the fact that cellphone usage in social spaces generates negative altitudes as it constitutes a disturbance to proximate others (Cooper, 2002) (Leung & Wei, 2000) (Bergvik, 2004). Discretion of cell phone use is even evident in current state laws that prohibit drivers from talking on the phone while driving. This alone testifies to the potential risk of danger that interactive mobile technologies pose for its users. A possible solution is to make users more aware of the effect of these mobile technologies on their attention, not only to strangers but even their surroundings. There is an urgent need to develop a social code of behavior for proper cell phone usage.

REFERENCES

1. UBS. (2011). The Impact of Cell Phone Use on Social Networking and Development amongCollege Students. American Association o f Behavioral a n d Social Sciences, Vol 15, 2-16,31-45.
2. \hmed. I. (2011). Mobile Phone Adoption & Consumption Patterns. International Journal o fBusiness and Social Science, Vol.2 N o 9, 205-212.

3. Aoki. K..& Downes, E. J. (2003). An Analysis of young people's use of and attitudes toward cellphones. Telematics and Informatics Vol 20, No 4, 349-364.

4. Ban;o.0., Hu, Y., & Sundar, S. S. (2008). Cell phone usage and social interaction withproximate others: Ringing in a theoretical model. The O pen Communication Journal vol,127-135.

5. Bergvik, S. (2004). Disturbing C ell Phone Behavior - A psychological perspective,implicationsfor mobile technology in tourism. Telenor.

6. Bianchi. A., & Phillips, J. (2005). Psychological Predictors of Problem Mobile PhoneUse. CyberPsychology &Behaviour, 8, 39-51.

7. Block, J. (2008). Issues for DSM-V: Internet Addiction. The American Journal o f Psychiatry,165, 306-397.

8. Bond. E. (2010). Managing mobile relationships: Children's perception ofthe impact of themobile phone on relationships in their everyday lives. Childhood, 17,514-529.

9. Castells, M., Fernandez-Ardevol M, Q., J, &Sey, A. (2007). Mobile CommunicationSociety: Aglobal Perspective. Cambridge: MIT Press.

10. CCK, C. C. (2008). Communications statistics rep o rt. Nairobi: CCK.

11. CCK, C. C. (November 2011). Quaterly Sector Statistics Report: July-Sep 2011/2012. Nairobi:CCK.

12. Chabossou, A., Stork, C., & Stork, M. e. (2009). Mobile Telephony Access and Usagein Africa.IC T Research in Africa, 392-397.

13. Choliz, M. (2010). Mobile phone addiction: Point of issue. Addiction, 105, 374.

14. Cochran. W. G. (1977). Sampling Techniques 3rd Ed. New York: John Wiley & Sons.

15. Communications Commission of Kenya. (2012). Quarterly Sector Statistics ReportApril- June2012. NAIROBI: CCK.51

16. Cot per. G. (2002). The Mutable Mobile: Social Theory in the Wirless World. In B. Brown, N.

17. Green, & R. Harper, Wireless World: Social an d Interactions Aspects o f the MobileAge(pp. 19-31). New York: Springer.

18. Corbett. A. (2009. 12 3). Cellular Phones Influence and Impact on Social Interactions.

19. Crabtree. J.. Nathan, M., & Roberts, S. (2003). Mobile phones and everyday life. Mobile UK, 1.

20. Davie. R., Panting, C., & Charlton, T. (2004). Mobile Phone Ownership and usage among preadolescents. Telematics a n d Informatics, Vol 21 No 4, 359-373.

21. Erik Me. (1968). Identity: Youth and crisis. New York: Norton.

22. Fentando, A. (2007, Dec). "If you text it, they may come." Communication World24(4): 11-12.

23. 'Rtunati, L. (2002). The Mobile Phone:Towards New Categories and Social Relations.Information, Communication and Society 5(4), 513.

24. Fortunati. L. (2008). Introduction to the Special Issue on Mobile Societies in Asia, Pacific.International Journal: Information Society, Vol. 24, Issue 3, 135-139.

25. Garcia-Montes, J. M., Caballero-Munoz, D., & Perez-Alvarez, M. (2006). Changes in the selfresulting from the use of mobile phones. Media, Culture a n d Society Vol. 28, No 1, 67-82.

26. Gergen. K. (2002). Perpetual contact:Mobile communication, private talk, public performance.Cambridge, UK: Cambridge University Press.

27. Hafner, K. (2009, May 26). Texting may be taking a toll. Washington Post, pp. 13-15.

28. Humphreys, L. (2005). Cellphones in publicsocial interactions in a wireless era. N ew Media &Society, Vol 7, No. 6, 810-833.

29. Iso-Ahola, S. E., & Crowley, E. D. (1991). Adolescent substance and leisure boredom. Journal of leisure research Vol 23, No 3, 260-271.

30. Iso-Ahola, S., &Weissinger, E. (1990). Perceptions of boredome in leisure:Conceptualization.reliability and validity of the Leisure Boredom Scale. Journal o f Leisure Research Vol 22No 1 , 1-17.

31. Ito, M. (2005). Mobile Communications: Re-negotiation o f the social sphere. London: Springer.

32. Kasesniemi, E. L. (2003). Mobile Message: Young People a n d a new communication culture.Tampere, Finland: Tampere University Press.