

ABSTRACT

This research is conducted to identify the usage of cell phone, purpose of cell usage and impact of cell phone usage on the learning of college students.

The mobile communication and information technology is increasing rapidly and becoming ever more sophisticated with the power of portable computing in the hands of everyone at anywhere. Regardless of many brilliant stories about using mobile devices in education, these are ICT devices that contain delicate electronic components, need power to operate and connectivity for access.

In order to achieve the objectives the quantitative research methodology is selected. The data has been collected through survey questionnaire. Total sample size is 210 students including 108 girls and 102 boys selected from the Superior Science College. The survey questionnaire is used for finding the usage of cell phone while the results of the same students are collected from the college administration to identify the impact on learning. This research have been analyzed through SPSS Software for responses of college students regarding impact of cell phone on their learning.

The test scores of high frequency user of cell are decreased as per the low frequency of cell phone users. After data analysis, the results identified that the 82% of students are having their own cell, students using cell phone from more than 8 hours to less than 2 hour in day and night, the purpose of cell shows that students are using cell phone for the Call & Message, Audio & Video, Games, Photography and Social networking.

The total 210 students from Superior Science College (Boys & Girls) were surveyed and their test scores have been taken from the administration of the college in order to identify the usage of cell phone and its impact on their academic learning.

The reasons of impact of cell phone is due to high number of students having their own cell phone and using it, although the lesser number of students are using their cell during the class, however, the students using cell outside the class are in large number.

The information of above mentioned variations are collected through survey questionnaire and academic base test score. The results are achieved through SPSS test, statistics, descriptive statistics, crosstabulation, profile plot, pie chart and bar charts.

Results of this research identified that the students using cell phone more than eight hours are having most impact on their test scores resulting negative effect on their learning.

On the basis of identified outcomes (statistical analysis) the research suggest that there is an immediate need to ban the cell phone usage of college students by the college administration and parents in order to improve the academic learning of students and betterment in their results.

The Private & Government Colleges of Hyderabad are recommended to ban use of cell phone in the class and premises. The parents of Government and Private College's students are recommended to discourage long hour usage of cell phone at

home as well in order to avoid wastage of valuable time which impact their academic results and learning

In the light of above mentioned results, the proposed recommendations are given to Colleges of Hyderabad, for conveying the result of this research of negative impact of high frequency cell phone users to the parents and education fraternity.