SUMMARY

A mobile phone is a medium that has revolutionised contact among individuals in a last one decade. Brought in use primarily for emergency and business, today it is put to a number of uses, be it finding a way to an unknown place or entertaining oneself in leisure time. Though a mobile phone is used by all from a child to an old man but youth are the ones who are using this technology to the fullest. Youth are the ones who are growing with this technological medium and are exploring its uses every day. Even the characteristics of youth as a category complement the use of mobile phone by youngsters. Youth are open-minded, ready to experiment with new things and set to explore relationships outside their home.

Thus this study aimed to find relationship between youth and mobile phone. The study explored the usage of mobile phone by youth and its effects on them. The comparison between usage and effects of mobile phone of urban and rural youth was also done.

A cross-sectional survey in the age group of 18-23 years in Chandigarh was conducted for collection of data. System Random Sampling method was applied to choose the sample and a fully-structured questionnaire was used to collect the data.

It was found that nor place of residence neither socio-demographic variables are associated with usage of mobile phone and its effects. It can be termed as a technology whose use and effects are not being influenced by place of residence (urban or rural) and socio-demographic variables namely occupation, age, gender, qualification, family’s monthly income and relationships status.

Talking about usage of mobile phone, it has been found that youngsters are exploring mobile phone to its fullest. Regarding effects of its usage, youth have experienced effects on their social relationships, health, studies and communication. Further, they have developed a medium level of dependence on their mobile phones and felt the need to acquire mobile phone manners.