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Title	Like, Follow, Subscribe: The Influence of Smartphone Usage on Social Behavior Among Millennials
Year	2017
Program	Master in Development Communication

## ABSTRACT

The trend of social behavior among millennials has been changing over the course of the years since the introduction of the smartphone. Based on the 2017 survey in the United States, about 3 out of 4 Americans mentioned that they have either an iPhone or an iPad [as smartphones]. The phenomenon has given such an alarm as the iGens (born between 1995 and 2012) have had drastic and unparalleled behavior change – which included rising rates of ‘unhappiness’, depression and worst, suicide rates among the youth have exceeded the homicide rate in 2011.

This study aimed to determine if there is conclusive evidence that the use of smartphones have a significant adverse effect on the youth’s social behavior. This research anchored on the Uses and Gratification Theory and Technological Determinism to investigate and explain the impact of smartphone usage among millennials’ social behavior. Results show that the costs and adverse effects on social behavior [evidenced by the rising cases of exposure to cyberbullying, pornography, sex, behavioral change, rising cases of millennials being ‘anti-social’] can be significantly explained by excessive smartphone usage and costs outweigh the benefits of smartphone usage by a margin of 10%.

Overall, the two ways of smartphone usage which are text messaging and call duration, impact interpersonal communication. The conflicting effects of text messaging and taking calls to the number of bonding hours [reflecting social behavior] can be attributed to the fact that text messaging is more likely possible to be done simultaneously while bonding with one’s family, whereas taking a call takes away time from the family as one concentrates in talking to the caller. Based on the results of this study, institutions, like schools and homes, can implement measures that would regulate the smartphone usage by the millennials and thus, minimized if not totally eliminate the adverse effects of excessive phone usage. Further, as this research is not time-bound and conducted only at the time the survey was handed out, the researcher recommends further study to better quantify the impact of smartphone usage on one’s social behavior and interpersonal communication.