

GOVERNMENT DEGREE COLLEGE, NAIDUPET

(Affiliated to V.S. University, Nellore)

TIRUPATI DISTRICT

July 2022

Project report – MOBILE USAGE

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Mentor's report on the Project - MOBILE USAGE

I. INTRODUCTION

There has been tremendous growth in the use of the mobile phones in India. It is reported that the people right from the age of 12 years. The mobile phone technology has brought the world closer. It provided great convenience in communication among people by way of either calling or texting. Now, the mobile phones are coming up with variety of features like internet access, sending e-mails, games, access to social networking sites like face-book, listening to music, playing radio, reading books, access to social networking sites like face-book, listening to music, playing radio, reading books, access to social networking sites like face-book, listening to music, playing radio, reading books, majority of the users are in the age group of 15 to 25 years. The contacts are established instantly with the help of mobile phones which was not possible earlier. However, though the mobile phone provided many advantages, it has also caused some problems also. Some people are using the mobile phones so excessively that it assumes the form of addiction. The use of mobile phones has reduced the face to face communication. It is observed that the people sending text messages while talking to others. Even the visitors, guests are kept waiting till the mobile phone use is over.

II. REVIEW OF LITERATURE

Some of the findings from the previous studies on mobile phone use are given below.

Bianchi and Phillips (2005) studied the relationship of extraversion, neuroticism, self-esteem, gender, and age and mobile phone use in the age group from 18 to 85 years and found that extraversion and self-esteem appeared to be important factors. Young people, in particular, appeared to be susceptible high mobile phone use. They were also greater users of SMS function and other features on mobile phones. However, the neuroticism could not predict high use of mobile phone. It was stated that the technical applications like MP3 players attract more male users while females used mobile phones for mixing with friends and relatives. A study conducted to examine the relationship between psychological attributes to smart phone addiction, face-to-face communication, present absence and social capital involving 414 university students aged below 30, it was found that the level of the loneliness, shyness and present absence was positively related to

excessive smart phone use. The greater smart phone use predicted lower level of face to face communication (Casey, 2012).

III. STATEMENT OF PROBLEM

To study the pattern of mobile phone use among ST colony people in Naidupet.

IV.OBJECTIVES OF THE STUDY

IV. To study the mobile phone use among college-going youth in Pune city.

V. To study gender differences in mobile phone use among college students in Pune city.

VI. To study the mobile phone use among college-going youth in Pune city.

VII. . To study gender differences in mobile phone use among college students in Pune city.

VIII. To study the mobile phone use among college-going youth in Pune city.

IX. . To study gender differences in mobile phone use among college students in Pune city.

X. To study the mobile phone use among college-going youth in Pune city.

XI. . To study gender differences in mobile phone use among college students in Pune city.

XII. To study the mobile phone use among college-going youth in Pune city.

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XVIII. To study the mobile phone use among college-going youth in Pune city.

XIX. . To study gender differences in mobile phone use among college students in Pune city.

XX. To study the mobile phone use among college-going youth in Pune city.

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XXII. To study the mobile
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XXV. To study gender differences in mobile phone use among college students in Pune city.

XXVI. To study the mobile phone use among college-going youth in Pune city.

XXVII. To study gender differences in mobile phone use among college students in Pune city.

XXVIII. To study the mobile phone use

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XXIX. . To study gender
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XXX. To study the mobile
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XXXI. . To study gender
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college students in Pune city.

XXXII. To study the mobile phone use among college-going youth in Pune city.

XXXIII. To study gender differences in mobile phone use among college students in Pune city.

To study the mobile phone usage in study area.

To find the which purpose mobile phones are they used.

To know where they kept mobile phones at the time of working.

To study the mobile phones are using or not for health information

To study gender differences in mobile usage.

- To study the mobile phone use among college-going youth in Pune city.
- To study gender differences in mobile phone use among college students in Pune city.

V. RESEARCH METHODOLOGY

Random Sampling method have used in this study. Data was collected from 100 Mobile users in STcolony, Naidupet of Tirupati District. These data has collected by II B.COM(CA) Students.

VI.ANALYSIS

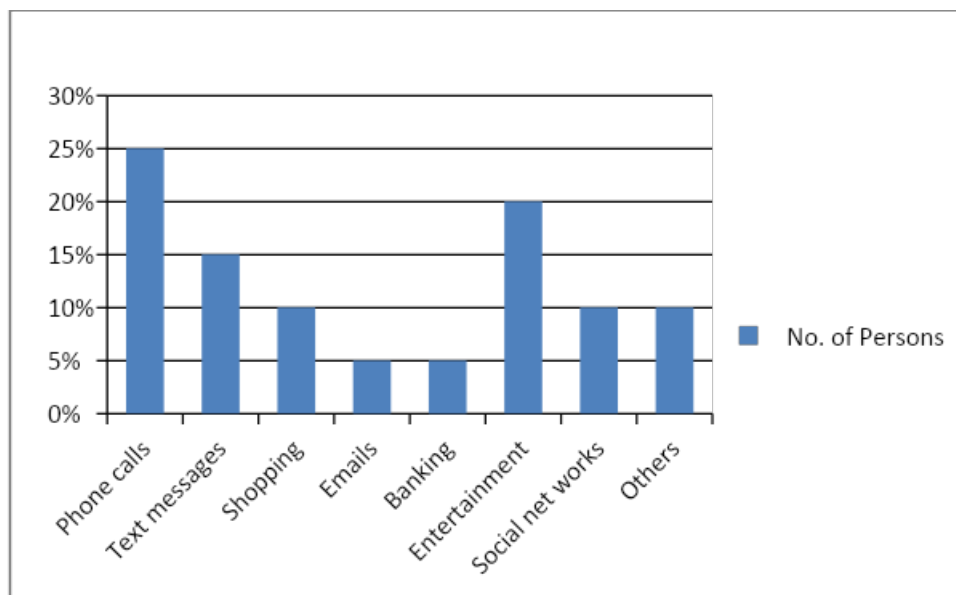
A.Usage of mobile phones :-

All most all the people who are using mobiles phones in STcolony, Naidupet of Tirupati District, they are regularly using with various purpose.And also using 50% Samsung phones.

B.Purpose of using mobile phone

70% mobile users are using for phone call, 20% using their mobiles for entertainment And only 10% are using for text messaging. it denotes from the following table

S.No	Activity	No. of Persons
1	Phone calls	25%
2	Text messages	15%
3	Shopping	10%
4	Emails	05%
5	Banking	05%
6	Entertainment	20%
7	Social net works	10%
8	Others	10%



C.Keeping mobile at night :-

70% kept their mobiles on table. 20% are kept their mobiles their Browser are pocket and only e 5% kept their mobile in short and remaining 5% should keep near their bed.

keep the mobile at working place

50% off men people talk to their mobile their trousers are find pockets but in case of womens only 10% kept there pocket remaining 20% using purse to keep their mobile. and also 20% people are are using handbags to keep their mobile\

Smartphone

out of 100 people only 40% tracking their mobile to know health mis use remaining 60% or using for another purpose

Uses of mobiles on tax basis

30% people are having age group of below 30. and 31 to 40 age group 40%, 41 to 50 age group 20% and 51 to 60 age group only 10% using the the mobiles in in study area

India's telecommunication market is the second largest in the world. The mobile phones are available to

VIII. LIMITATIONS

The scale that was used to measure mobile use was not standardized. In addition, only percentage analyses were carried out there was no use of higher order statistics.

V, FINDINGS :

people able to improve the communication skills by doing this project

people get knowledge about society

Students will understand the problems of parents in schooling their children

IX. SUGGESTIONS

- Future study may be conducted by using variables such as personality, mental health and so on.
- Study may be conducted to test rural urban differences in mobile use. The scale may be standardized so that it will become psychometrically sound.

VII. CONCLUSION

- On the basis of obtained results it can be said that majority of the semi-urban people are using the smart phones and there are not gender wise distribution in use of mobile phone.
- Also most of the people prefer prepaid card over post paid card. Regarding the gender differences on use of mobile phone for internet use, for internet surfing, making call, and SMS and all these three, gender differences were not found.
- Overall it was found that desire to get connected is very important factor in mobile phone usage which was reflected in preference for social networking sights.
- Also use of mobile is more at night as compared to morning. It was also found that people prefer 3G phones. Gender differences were not observed in time of usage of mobile phone and data usage.
- Android operating system is the most popular among the people. Regarding the brand Samsung is the most popular brand among the people.

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TIRUPATI DISTRICT

CERTIFICATE

This is to certify that this project entitled **MOBILE USAGE AT ST COLONY VILLAGE IN NAIDUPET, TIRUPATI DISTRICT** is a bonafied work done submitted by -----in fulfilment of the required community service project Bachelor of Arts during the academic year 2021-22 the Department of **Commerce, GOVERNMENT DEGREE COLLEGE, NAIDUPET, TIRUPATI DISTRICT.**

Head of the Department

Project Mentor

Submitted on:

INTERNAL EXAMINER

EXTERNAL EXAMINER

ACKNOWLEDGEMENT

I would like to thank all those persons who have contributed towards the successful completion of the project work. I am glad to say that working on this project has been both illuminating and enjoyable for me.

I sincerely thanks to my respected principal Dr.M. MADHUSUDANA VERMA and I have deep sense of gratitude to my project mentor Dr.D.CHANDRA PURNA, Lecturer in COMMERCE, Department of COMMERCE, Government Degree College , Naidupet,

Tirupati District. He has provided me right for concerning the ideas of taking up this project to its successful completion and submission of the project. I thank her for encouragement, guidance and valuable suggestions.

Name of the student

DECLARATION

I hereby declare that this project entitled **A STUDY ON MOBILE USAGE :**
----- **VILLAGE IN NAIDUPET, TIRUPATI DISTRICT** is original and bonafide work done and submitted by me during the year 2021-22 under the guidance of Dr.D. CHANDRA PURNA, Lecturer in Commerce, Government Degree College, Naidupet, Tirupati District..

Place: Naidupet

Name of the student

Date :

GOVERNMENT DEGREE COLLEGE, NAIDUPET

(Affiliated to V.S. University, Nellore)
TIRUPATI DISTRICT

JULY – 2022



Community Service Project : MOBILE USAGE

PROJECT REPORT

BACHELOR OF COMMERCE

Submitted By

B.KEERTTHI

II B.COM (CA)

Under the Guidance of

Dr. D. CHANDRA PURNA,

Lecturer in Commerce,

DEPARTMENT OF COMMERCE

ASSESSMENT MARKS

Name of the Student :

Reg. Number:

Class/ Group :

S. No.	Assessment component	Max. Marks	Marks secured
1.	Project log	20	
2.	Project implementation	30	
3.	Project report	25	
4.	Project presentation	25	
	Total	100	

TOTAL Marks :

Grade :

Credits :

Signature of the Examiner

