

Does Unfair Cellular Services' Usage Adversely Influence the Youth's Morals? A Study From Pakistan

Abstract

Youth plays a considerable role in the development of any nation. Their espousal, intent and aspirations transform values of the culture and lead towards change in individual's behavior. This study is based on the impact of excessive usage of cheap cellular services on the ethical behavior of the young generation. The cellular services of Pakistan are growing without a check on how these services affect the values and traditions of Pakistani youth. Although these services are facilitating individuals but unfortunately, these services are also being exploited by our youth. Authors have assessed the unconstructive impact of cellular packages (Late night free hours and SMS bundles) on the moral and ethical behavior of youth. This ongoing study is descriptive in nature. Data were gathered from the work of different researchers through web resources and online journals. Results showed that there are unfavorable impacts associated with inexpensive cellular services and different advertisements that influence youngsters negatively.

Keywords: Cellular, cheap rate packages, Short Messaging Service (SMS), youth's ethical values, Pakistan cellular sector.

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Introduction

Pakistan Telecommunication Authority was established in 1994, since the launch of the first mobile and paging service. In 1996, Acsys Limited, a US based phone company, agreed to design rural networks and provide modern communications and value added services. This was an outcome of Pakistan Government's decision to privatize Pakistan Telecommunication Corporation Limited in 1991 (Sarfranz, 2009). Since then, there has been an increase in the development of the telecom sector and different cellular companies have emerged that attract the attention of people by introducing value added services. In the early stages, cellular rates were expensive but with the passage of time prices declined and new low-priced options became popular. Cellular technology has manipulated the lives of millions of people in recent years and is becoming an essential part of today's life. Telecommunication is the fastest growing technology across the globe and is becoming increasingly popular among the young generation (Hakoama & Hakoama, 2011). Cellular technology grows rapidly and people adopt it as a source of communication. Cellular technology has experienced a remarkable progress. Swedish mobile used the first official mobile phone in 1946; Motorola offered first truly portable cell phone in 1983 (Ahmed, Qazi & Perji, 2011). According to the quarterly report of Pakistan Telecommunication Authority, there were 100 million cell phone users in 2010, with 62.5% penetration rate at the end of January 2011, and 100 billion SMS generated during July-December 2010 (Ellahi, 2012). Similarly, a large number of Pakistanis have easy access to cell phones (Ahmed & Diesner, 2012).

Population and cell phone use in Millions (percentage of population in parenthesis)

	India	Pakistan	Bangladesh
Population	1,189	187	159
Face book users	45.8 (3.8%)	6.4 (3.4%)	2.5 (1.6%)
Internet users	121 (10.2%)	29.1 (15.5%)	5.5 (3.5%)
Cell phone users	919 (77.3%)	114.6 (61.2%)	86.6 (54.6%)

Table 1: Population and cell phone users in Millions (percentage of population in parenthesis) (Ahmed & Diesner, 2012)

In Pakistan, youth adopted the cellular technology and admired it to the great extent. There are five telecom companies that are currently working in Pakistan i.e. Warid, Zong, Mobilink, Ufone and Telenor. All these companies are facilitating people

through low-priced calls and SMS packages. All of them provide late night call packages and different SMS bundles to subscribers. The Pakistani youth has adopted cellular technology and have responded positively to such packages. As a result, cellular companies have targeted the youth because of their increased consumption of cellular technology. These companies attract the young generation through various attractive packages and encourage them to utilize their services. Through their cellular activities and unnecessary conversations throughout the night, as a consequences, their traditional and cultural values affected adversely (Kamran, 2010). Youngsters call and text all the time while driving, attending lectures and seminars and while they are in the university premises. Day and night packages, free airtime and SMS bundles have affected the moral fiber and educational performance of students (Kamran, Sohail & Sarfraz, 2012).

Mobile technology has been adopted blindly by youth who without realizing the pros and cons of this technology using it and it is becoming an addiction in Pakistan. One of the reasons for the popularity of cell phones is that it allows youngsters to communicate with each other without elders' supervision (Ahmed, Qazi, Perji, 2011). Youngsters talk with their friends on their cell phones without any monitoring by their guardians. They use their cell phones as a personal gadget. Walsh (2009) found that many teenagers perceived the possession of a cell phone as symbol of their growing autonomy from their parents as they were able to get in touch with friends and engage themselves in different activities without their parents' knowledge or consent. Invariably this leads to teenage trends such as the desire to maintain secrecy from adults. Young adults start hiding different things from their guardians and become involved in unethical and immoral proceedings.

Many parts of cell phone technology are unnecessary and does not add to the usefulness' of the device, rather it influences the behavior of adolescents (Kumjonmenukul, 2011). Extreme usage of cellular technology has brought numerous unconstructive implications as well (Ahmed & Qazi, 2011). The immoral behavior and unethical attitude towards information system has caused considerable losses to businesses and the moral values inherent in society (Leonard, & Cronan, 2005). Misuse of mobile technology is an important issue that needs attention to be paid. Various cellular packages entice teenagers to busy them without understanding the damaging effects associated with it. The risk of exploiting late night call packages and unlimited SMS bundles is a constant factor and an additional service known as Friend Finder service initiated by cellular companies has affected the

morals of youngsters (Shah, Waris, Aziz, Jaffari, Fatima, Ejaz, Sherazi & Rehman, 2012). The youth has become enthusiastic about using cell phones and is paying attention to these services, disregarding their prime responsibilities and overlooking their ethical values and traditions.

Ethics can be defined as the "conscience" of a person. Ethics is usually a superficial set of communal standards that encompass the values of the society (www.users.qwest.net). Ethics and morals play a vital role in the development of any nation. Cell phones have become a symbol of independence for our youth as mobile phones help them to develop their own language and social groups away from the prying eyes of their parents (Kalhor, 2008).

The impact of cellular packages on the ethical behavior of youngsters' in the context of Pakistan contends that youngsters are exploiting inexpensive cellular services without realizing their impact. First, valuable time is spent on unnecessary conversations that negatively affect the values and traditions of our culture. These packages not only disturb the social and personal lives of individuals but also affect the behavior of youth, waste their time, affect studies, contribute to sleep disorders and have adverse affects on the morals of the young generation. Youth is an important building block of the nation and there is a need to create awareness among people about the destructive consequences of inexpensive telecom packages on the moral and ethical standards of our youth. Previous studies on the subject of cell phones is pragmatically extensive, but there is comparatively little research regarding adverse impacts of cellular low-priced packages on the ethical and moral behavior of young people. The endeavor of the ongoing study is to investigate the exploitation of cellular inexpensive services particularly by the young people as well as the harmful effects of these low priced packages on the morals of the Pakistani youth. Without ethics and morals, it is very difficult to develop an educated society.

Originality of the Study

Researchers have discussed the unconstructive impacts of cheap rate packages on the ethical behavior of Pakistani youth. The current study has investigated the impact of diverse cellular packages of Pakistan on the morals of young Pakistanis. Cellular services providers grab the interest of our youth by introducing abundant call and SMS packages and advertised them in an attractive manner particularly targeted to the adolescents. The author recommends a need to create awareness

among people about the detrimental aspects of cellular packages and to check the excessive use of these services and encourage the use of these services when required. The study also aims to find out solutions to the problems raised in this paper.

Literature Review

According to the Information Economy Report 2009, published by the United Nations Conference on Trade and Development, Pakistan is amongst the five countries of Asia in terms of increased saturation of cell phones, and internet with 93 million users (Sarfraz, 2009). Cellular technology has flourished in a great way all over the world as it has a number of advantages in modern age. There are different daily communicative practices, individual's lives and relations in various global contexts (Reading, 2009). Cell phones facilitate the masses and help to communicate within no time. Cell phones help to stay in touch with friends and family, ensure individual security, 'digital gift giving,' co-ordinate public and peer group activities, support close relationships', as well as ritual exchanges (Green, Singleton, 2007). Asia has the world's largest wireless phone industry, with over 250 million users and this figure was expected to reach 600 million by the year 2005. China, Hong Kong, Japan, South Korea, Taiwan, Singapore, Thailand, and Malaysia have numerous wireless phones. This figure exceeds the number after adding landlines users. Other countries with cellular penetration recorded at 60 percent by September 1999 and countries like Brazil, South Africa, Spain, and UK have remarkable cellular phone densities (Mutula, 2002). In the beginning cell phones were considered a status symbol but after the understanding of its significance in social cohesion and economic activities, now it has become an important part of people's life (Malik, Chaudhary & Abbass, 2009). Many people who own mobile sets having various cellular connections and use it as a communication device. Recent studies suggest that cell phones are becoming popular in a short period of time among youngsters and have evolved into something more than a communication instrument; they have an important place in various facets of social communication and are considered as essential as wallets (Hakoama & Hakoama, 2011). The cell phone is an omnipresent communication tool worldwide. Young adults are popular users of cell phones because of which the market segment dealing with cell phones has been called the sweet spot of the communication sector (Haverila, 2011). Young people give great response to the cellular technology across the globe, because of which, cellular companies target

youth to maximize their wealth. After saturation of developed markets, corporations turned to the developing countries to avoid saturation of their cellular growth and targeted the youth to fulfill the intention of maximizing their profit (Sinha, 2005). These companies introduce different features in mobile phones to grasp the attention of young users. Researchers found that while it took 20 years to gain 1 billion cell phone subscribers the growth was incredible and it took only 40 months to add other 1 billion subscribers. It took only two more years to reach the 3.5 billion mark (Ahmed & Qazi, 2011). People adopt cellular technology and become addicted to this technology without realizing many of the facts. There are many drawbacks as well as comforts of technology. Extreme usage of cellular phone among young people causes financial strain, nervous tension, broken relationships and failing literacy. Additionally, strong relationship has been found between excessive and unnecessary usage of cell phones and issues that arise due to it like several social, health and educational risks as well as criminal, immoral and unethical activities such as fighting, theft, use of alcohol and drugs. (Naz, Khan, Daraz & Hussain, 2011). Cross-cultural studies have revealed that cell phones are used by teenagers globally to articulate thoughts, and feelings to their friends. This reduces face to face interaction, and becomes a habit. Thus, the cell phone becomes an instrument to gain liberation and independence from parents and traditions (Azran, 2012). Young people communicate through cheap rate packages because they can easily afford the activation of cellular services and talk for long periods of time with the opposite genders and friends. Free night packages offered by cell phone companies encourage young people to avail these services without understanding the drawbacks of such packages. Teenagers spend whole nights chatting unnecessarily, form friendships and social groups and keep them private from their guardians. This not only affects the future of users but also influences their moral values (Kalhor, 2008). Young students have wasted precious time chatting all night at the expense of their sleep, studies, and spending time with family. Not only studies have been affected, but also insomnia and health issues become a concern for parents. According to a Korean study that studied over 500 teenagers into four groups based on the usage of cell phone, those in the peak rank scored 50% higher on a depression rating scale than those with the least use. Many adolescents become passionate about their cell phones and undergo withdrawal symptoms if they lose cell phones or if they are not instantly available. Many teens keep their phones under their head cushions at night for texting, which obstructs their sleeping hours (www.stress.org). According to Microsoft and the National Broadcasting Company (MSNBC), one third of high

school students admit that they cheat in the class by using cell phones, 52 % people have an opinion that they know students who cheat through cell phones and store information for class quizzes, 57% have an opinion that they know such students who can text during quizzes and communicate with their friends , 45 percent browse and search quiz material on the internet through cell phones and 41 percent take pictures of class quizzes and exchange them with their friends (punjabstudy.com , 2010).

Cellular technology offers massive advantages, but it has been connected with objectionable and unpleasant effects. In his study, Azran (2012) found that Indian youth were using the phone camera to swap pornographic stuff, while traditional Arab-Israeli girls kept their cell phones out of sight from their parents to uphold romantic ties and Rwandan teens were using the phone as a symbol of independence and individuality. Many people misuse cell phone services and send inappropriate messages that are detrimental and destructive for the moral values of a society. When teenagers read inappropriate literature through their cell phones it creates dissonance in their minds and negatively affects their ethical behavior. In current years “sexting” – where youth exchange sexually explicit texts and pictures – has become an increasing concern. Additionally, the emotional space and potential for obscurity that texting provides can fuel harassment, become a nuisance and result in bullying behavior (www.bewebaware.ca). All these type of activities lead youngsters to behave negatively in the society and ignore their traditional and ethical values. Approximately, 75% of 12-17 year old kids own cell phones, which has increased from 45% in 2004 and one-in-three teenagers send approximately 3,000 SMS per month, according to a study conducted by the Pew Research Center (Boyles & Rainie, 2012) . Though many parents think that they are giving a cell phone to their child for protection and to stay connected with them, many children utilize their phones as a tool for cyber bullying (Donegan, 2012).

Prior researchers worked on the issue of extensive mobile phone usage but the ongoing study has significance in the ethical field and investigated the adverse impacts of cheap cellular packages on the ethical and moral value of youngsters . These services manipulate the morals of young people and encourage them to avail their services without realizing their social and ethical responsibilities.

Methodology

The ongoing research has assumed descriptive method and information is based on secondary sources. Descriptive work to know the excessive & gratuitous usage of cellular inexpensive services adversely affects the morals of Pakistani youth. Youngsters can accept the new technologies more than adults because of many reasons. They utilize cellular services (inexpensive cellular offerings/packages, SMS bundles) excessively because they have no errands, have additional time and an urge to espouse newest technology. Data is gathered from the work of different researchers from journals and internet. It is hard to gather the data ubiquitously in cities and towns of Pakistan. The paper is written in the light of literature and work of prior researchers and presents feasible changes in this regard. In the study, it is examined that cellular offerings manipulate the Ethical and moral values and behaviors of youngsters.

Cellular Sector of Pakistan

Cellular phone penetration varies by region, with urban areas having greater access to cellular service than rural areas in Pakistan (OSC-PakistanEliteSNS, 2010). Telecom sector is flourishing day by day that provides relief for the customers to correspond and intermingle with each other. These cellular companies propose low-cost services to attract users and achieve a competitive edge. There is a significant growth in recent years. Cellular sector of Pakistan has grown at a high annual rate and fascinated local as well as overseas cellular service providers (Ali, Ali, Rehman, Yilmaz, & Afzal, 2010). Five cellular companies are presently functioning in Pakistan i.e. Mobilink, Telenor, Ufone, Zong and Warid. Out of a total population of about 180 million people, 110 million are mobile users (Chaudhary, 2010). Mobilink was recognized in 1994, as one of the major cellular companies of Pakistan. Different connections include: Mobilink JAZZ, Indigo and Infinity. All connections are offering diverse cellular day and night packages (i.e. Ladies first package, Jazz 1, Jazba etc) (www.mobilephonerate.com). Ufone was established in 2001, a company of Pakistan Telecommunication Limited working under Etisalat Group, UAE. Packages include Uth super ghanta package, Panch ka pandra, and Ufone life plus package (www.ufone.com). Telenor is a Norwegian company and was founded in 2006. The connections they offer include Talk Shawk and Djuice While packages include: Telenor talk Shawk A1, Talk Shawk her minute, Talk Shawk 24 hours, Djuice – Din Raat aik hi baat – and Khamoshi ka Boycott (www.telenor.com.pk). Warid is a UAE based company and a joint venture between

Abu Dhabi Group & SingTel Group. They offer packages such as Glow by Warid, Warid minute package. (www.waridtel.com). Zong is run by a Chinese company, previously called CMPak. Zong launched hourly call rates, cheap daily SMS bundles, and inexpensive internet surfing in Pakistan. Zong 12 Aany, Zong Free and Zong 1 Paisa are major package plans of Zong (www.mobilephonerate.com).

Influence of Cellular Packages on the Moral values of Young People

The younger generation is considered the standard of focus group and center of attention in the marketing of cell phones. Cellular companies indulge themselves in creating new approaches to advertise their product to the younger bracket and promote it through a lower price than ever before (Kumjonmenukul, 2011). All the cellular offerings, SMS bundles, free airtime and late night packages attract the attention of Pakistani users especially youngsters because they respond to such facilitations and technology faster than adults. Elder people have their professional lives and have less time to spend on availing these packages. There are a large number of young users who are adopting the cellular offering and waste their time that will further affect their moral and ethical character in the long run.

The inappropriate messages that are exchanged by different groups pollute the minds of teenagers. April fool's Day, Valentine's Day, and various sorts of different occasions are not Pakistani traditions but through SMS, people send, express and celebrate them. Young people also build up emotional relationships on cell phones via internet or SMS and virtually communicate among each other. As a result of such activities, they indulge themselves in unnecessary things that are harmful for them in future. Teenagers are not honest to their parents and demand money to meet the extra expenses related to cell phones usage. Talking all the time with friends and the opposite sex results in the desire for isolation that is free of interference from their guardians and keeps their personal spaces.

Poor Relationships

Cell phones are an important part of the personal lives of youngsters in current times. Youth can easily activate different sort of late night cell phone packages because of inexpensive services and maintain social and personal relationships. Cell phones have made it easier for people in dysfunctional relationships to have extramarital relationships without getting caught (Eash, 2011). Some adolescents chat and talk on cell phones, they develop virtual relationships that allow them to

flirt and cheat each other. They can talk constantly with their friends and waste their time in unnecessary conversations. They can decide their marriage and future plans as a result of these relationships; and being to live in a world of fantasy. When this fantasy comes to an end, reality can be very painful to accept. Cell phones play a vital part in affairs among youngsters. Cell phones also encourage open relationships prior to marriage, which is contrary to the traditional Pakistani culture. Cell phone is also popular among people who are working 24/7 and remain on the go (Kalhor, 2008).

Restlessness

Cellular phones and various packages that support young people to avail and adopt their services by giving them low rates, cause restlessness in the lives of young people. Different studies found that children who use electronic media before bed have a larger occurrence of sleep disorders that lead to the behavior issues, educational problems, mood swings, nervousness, and depression (cmch.typepad.com, 2010). Extreme use of cell phones can obstruct sleep, cause fatigue and anxiety and psychological troubles, such as depression and lack of attentiveness (www.laurenthaug.com).

Bullying

Cyber bullying is defined as the: “willful and frequent harm inflicted through the exploitation of cell phones, computers and other electronic devices” (www.cyberbullying.us). Youngsters most often send insensitive messages to their peers and colleagues and spread rumors and make fun by using internet and mobile technology. Some users also misuse this facility and tease other people only for the sake of fun. Bullying means humiliating weaker people. SMS and e-mails play a vital role in bullying. According to a study by Nair (2006) 14% people received threatening messages and were black mailed through various cellular services. He found that bullying just do it for fun, taking pictures of others and threatening them in different ways were common concerns. Children's charity NCH examined 770 adolescents and found 14% of 11- to 19-year-olds had been endangered or harassed using SMS. Bullies used pictures and images taken with cell phone cameras to threaten or humiliate one in 10 young people (news.bbc.co.uk, 2005). Such people perform these activities to make fun of innocent people, sometimes harass them and black mail them by exposing them via internet or MMS. Numerous types of

persecution and cyber bullying were exposed through a survey taken in 2010. The investigation revealed that mean or hurtful comments posted online was (14.3%, 8.8%), rumors online (13.3%, 6.8%) and threats through a cell phone text message were (8.4%, 5.4%) (Donegan, 2012).

Exchange of immoral Texts

Text bullying is sending embarrassed, awkward, false, or hurtful messages to others, sometimes these are sent to known persons and sometimes to strangers. This can also include sexting, or sending sexually suggestive messages to someone or about someone (www.bullyingstatistics.org). People send threatening messages and information and also harass other through texting.

There are many harmful results linked with cyber bullying. Many people, who are victims of cyber bullying report that they feel miserable, depressed, annoyed and disturbed. There is a link between cyber bullying and low self-esteem, violent behavior, family troubles, academic issues, school violence and aberrant behavior (Hinduja & Patchin, 2010). A study in the United States found that cyber bullying had a consistent link with victimization and lower self-esteem (Hinduja & Patchin, 2007).

Reduced desire to help others

Abraham, Pocheptsova and Ferraro (2012) found that usage of cell phones induced feelings of connectedness to others, thus satisfying the basic human need to belong and consequently reduced the need to connect with anyone else. This decreased desire for social connection unenthusiastically affects concern for others, which will exhibit itself as reduced desire to help others. Thus the young generation keeps themselves occupied by texting and prefers to spend time in isolation and avoid face-to-face interaction. They create individualistic living styles and adopt behavior that borders on self-centeredness. People avoid others who are in trouble and don't ask about the problem, in fact they busy themselves on long calls and texting all the time.

Late night conversations between opposite sex and emotional stress

Research has found that behavioral troubles were 80 percent prevalent among those who used cell phones by the age of seven .Older individuals also experience emotional stress from cell phone use that is frequently not valued but it is more

dangerous. As previously noted, a study of over 1300 people who commonly used cell phones found that they “experienced an increase in emotional suffering and a decrease in family satisfaction” due to the interruption of numerous work related calls that disrupted life at home or while on holiday (www.stress.org) . Many issues arise in maintaining the touching relationships and cause emotional stress among youngsters’ that will have long lasting effects on the behavior of young generation in the long run.

Low academic performance of students

Excessive use of cellular packages influences the academic performance of students. While increased use of texting in class rooms, and talking with friends adversely influence the performance and behavior of students (Kamran, Sohail & Sarfraz, 2012). By availing cellular cheap offerings all the night, students ignore their studies and sleep that will result in low participation in the class room and absenteeism. Various cellular offerings and the excessive usage of cell phones have an adverse impact on young people, as they spend their most precious time on calls and sending text messages rather than studying and performing different routine tasks (Zaheer, 2011). Because of the fact, many learning institutions take action by banning the cellular services in educational settings so it can save time of the students and keep them from unnecessary activities. Texting can be used in cheating during tests and students cannot concentrate on lectures and it disrupts the learning environment (Gautreau, 2008). With the help of cellular technology, students can communicate and cheat during exams easily in the presence of invigilator or teachers and hide cell phones with themselves. This behavior negatively influences the attitude of students towards their studies and influences their morals. Many educational institutions prohibited the use of cell phones’ because it distracted the learning environment, disrupt teaching, Interrupts other students, draws the concentration of the student away from the class and potentially leading to substandard learning outcomes (Walsh, 2009).

Cellular Advertisements manipulate teens behavior

Abideen and Saleem (2011) found that there is a lifelong impression of advertisements on the outlook of audience and it can manipulate people’s behavior ‘exposure’ ‘life style’ ‘morals’ ‘state of mind’ ‘attitude’ ‘actions’ and mores of the country. Pakistan cellular companies are trying to target the youth bracket because

they adopt new technologies and offerings faster than older people. Safdar (2010) found that late night call rates are much cheaper than day time call rates and youngsters can avail night offerings from 11pm to 7am to talk with each other and this result in absenteeism in the morning classes. Cellular companies offer new and cheap services from time to time, to grab the attention of users and encourage them to buy packages without realizing the side effects of low-priced packages, SMS bundles and calling rates. Advertisements for late night cellular packages are very attractive to students as they promote girlfriend and boyfriend culture in Pakistan, which is basically not a part of our culture or tradition (Kamran, Sohail & Sarfraz, 2012)

Crime

There is an evidence of illegitimate behavior with some New-Zealand teenagers reporting that they have stolen money to pay their cell phone bills (Walsh, 2009). To meet the expense of cellular packages and bills etc, youngsters need money. There are hidden charges in different low-priced packages. If parents refuse to give them money for such expenses, some of them steal or engage in illegal activities to meet the expenses. Ishii (2011) found that heavy users of cell phones are more likely to become victims of illegal activities.

Romantic ties and Fantasy

Kalhor (2008) argues that the saying “romance is in the air” prove to be true. In today’s world, it is cell phone which is carrying messages of love. Youngsters are using cell phones to maintain individual, idealistic and romantic relationships. Additionally, these packages support them to build “social and emotional ties”. Make night calls support them to behave in an emotional way and live in the fantasy and build castles in the air. These activities lead them to a stage where they feel depressed and anxious. Stress can be caused by both senders and recipient’s annoyance and frustrations (www.childalert.co.uk). When youngsters can talk every time, it is obvious that a stage comes when they become exhausted and frustrated about things going on and want some change. This situation leads them to the miserable state of mind and they react unusually.

Mental health risks

People living close to a cell phone base station are distressed about prospective injurious effects of their radiation. People relating their health troubles to cell phones frequently report having unspecific symptoms like annoyance,

restlessness, headache , sleep disorders , lack of attentiveness, memory issues and absence of appetite (Thomas, Kuhnlein, Heinrich, Praml, Kries & Radon , 2008). The investigation suggests that there may be some relationship between children's behavior problems and mothers who use cell phones and that can lead to negative behavior in their offspring (McIntyre, 2010).

Psychological effects

Different psychological and mental diseases can be associated with cell phone radiations. Extreme usage of this gadget can lead to severe health problems and affect the hearing of individuals. There is a problem observed in the, excessive cell phones users known as "Ringxiety" by the psychiatrists in India. In "Ringxiety," users foresee their cell phones sound or vibrating when it really doesn't. According to the US Research, 66 percent of the youngsters aged 18-26 years are suffering from "Ringxiety." Research conducted by David Laramie from the California School of Professional Psychology at Alliant International University, Los Angeles found that approximately , 67 percent of the natives suffering from this problem for utilizing higher monthly charges, frequent SMS, used more minutes and showed higher levels of impulsive behavior (Avvannavar, Kumar, Shrihari & Are, 2008).

Communicate with strangers

Teenagers can talk with the strangers and unknown person on calls and SMS. They can communicate and share themselves virtually and when it comes to reality it hurts them. Because many of them lie and cheat with innocent people and make them fool. By doing so, they entertain themselves and make fun of it without realizing the adverse impacts on the mindset of the sufferer. The volatile development in the use of cellular devices has resulted in an exponential raise in opportunities for public dealings, creating probability to set up and grow individual relationships with friends and strangers (Abraham, Pocheptsova & Ferraro, 2012).

Solutions/Recommendations

- Youngsters communicate with their friends & opposite sex without parental supervision and maintaining personal spaces. By staying long at night calls, they can share their personal life and information. Parents should be involved in such activities so that young generation can rely on their guardians in this regard.

- Inexpensive call rates and free SMS packages capture the attention of teenagers and encourage them to avail their services. Cellular companies should fulfill their corporate social responsibility and realize the drawbacks of these offerings which negatively affect the moral behavior of teenagers. It is the responsibility of Pakistani cellular companies that they educate young people about the proper use of mobile phone services.
- In the cellular advertisements, marketers portray the opposite gender to talk and text among each other. Through these sorts of advertisements, they are sending negative symbols that attract the teen bracket and encourage them to do the same. It is also the responsibility of cellular companies that their advertisements do not reflect negative relationships between the youth, such as, girlfriend and boyfriend.
- Young people can text all the time, anywhere without realizing the environment and surroundings. In working places, during work hours, in educational institutions, meetings, seminars and conferences. They can waste their time on unnecessary messages and chat through inexpensive offerings. This can not only waste time but also spoil their career and organizational environment. Organizations' and educational sector should ban such activities and discourage the unnecessary use of mobile phones.
- By availing these services, young generation go beyond their limits into unethical and immoral practices. They can exchange immoral bits and pieces, dirty messages, pictures, sexting etc and these things can ruin the young mind that can further spoil their career and life as well. There is a need to understand the negative and harmful effect of cellular services by the young generation so that nation's precious asset could be saved.
- These cellular packages also promote illegal activities e.g. in crime, cheating etc. People use fraud, misrepresent and cheat other people through these packages; use unethical practices, and enjoy them. Islam also prohibits such activities and gave the message of fairness, truthfulness and discourages the unnecessary conversation.

In Surah Al-Mominoon, Allah SWT says in Parah no.18, Ayat no.3

وَالَّذِينَ هُمْ عَنِ اللَّغْوِ مُعْرِضُونَ ﴿٣﴾

“And who (always) turn away from vain/absurd talk”.

- Cellular inexpensive services can reduce face to face contact and create a culture that is virtual and imaginary. Our youth can prefer to live the unreal life and enjoy the fantasies that can provide by the cellular sector. Although these services are helpful and economic, but people can misuse them. This is the responsibility of elders, teachers, guardians, organizations, educational institutions, government, and the cellular sector itself, to aware the people about the right and fair use of Mobile phone services.
- Through all these activities, young generation go far from their traditions and culture. It is the responsibility of the higher and authoritative bodies to take a step in this regard so that our young talent could be safe.

Conclusion

Youth plays a very important role in the development and well being of the society. Every country has its own culture, traditions and living patterns' but unfortunately, In Pakistan, the traditional patterns are fading and modern technology is being exploited by the young generation. It has been discussed in the ongoing study that Pakistani cellular companies are offering new and inexpensive call packages without fulfilling their corporate social responsibilities. Our youth has adopted the latest packages and waste their precious time on staying long at calls. The cellular companies promote their services through attractive advertisements in which the opposite gender talking with each other. Adolescents follow these trends and avail such offerings. Because of the excessive and superfluously usage of these packages, youngsters forget their responsibilities and their morals are being affected. By staying long at night calls with their friends, they can share many things that are unethical and beyond morality. These calls and frequent SMS encourage and support the immoral activities that are not the part of the civilized nations. There is a need to think about the severe circumstances that are prevailing in our society. Young generation needs to know the right usage of the modern technology and to stop exploiting cellular Economic services.

Limitations

The study has some limitations and shortcomings. It is related to the young people of the Islamic Republic of Pakistan. It is hardly impossible to collect the data from different areas of Pakistan because of time constraint. So the study was limited bounded to the youth in Pakistan. Future research should be conducted empirically and also examine the view point of adults towards modern sources of communication. Future research could use the probability samples in different cities of Pakistan and Asia as well so that it helps in generalization of the results to youth worldwide.

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