

ROLE OF MOBILE PHONE TECHNOLOGY ON SOCIAL TRANSFORMATION

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Abstract- *The information and communication device, mobile phone is now transmitted as the basic needs of human being in modern period. The introduction of mobile phones portrait the historical evolution of science and technology and development of socio-cultural framework. Initially it used as technical device but in present times it turns as a part of life. So, its impact on society touched every nock and corner. It makes human life became more easy to access several facilities. It is highly beneficial as well as it has also negative effect on society. Widely spread of use of mobiles phones changes the socio-cultural, economic scenario and specially the rural people behaviors. This paper has made an attempt to analysis the impact of mobile phones on social transformation.*

Keywords: mobile phone, society, social transformation.

Introduction

The use of mobile phones indicates the historical evolution of advanced science and technology. The origin of the mobile phone can be traced back to the invention of telephone way back by Graham Bel in 1870s and success in the capture of radio message. These basis technologies have merged and shaped themselves together as mobile phone. In 1940s, the digital wireless and cellular roots came into being. India joined in the mobile phones market in late 1980s. A mobile phone is a device that can make and receive telephone call over a radio link while moving around a geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. Importance of mobile phones is felt every day by us. The primary objective of a mobile device is to have us connected to the world and facilitate flow of information from us to it and vice versa. From the view point of economics, mobile phone technology reduces information asymmetry hence bringing more transparency in the system. They also bring efficiency into the system by making most recent information quickly available to user. Mobile phones also have great sociological implications directly impacting our daily lives. Hence, an attempt has been made to analyze the role of mobile phone technology on the social transformation specially the case study of

Natuagaon Na-bori village of Morigaon. The intention of this study is to investigate how mobiles phones are impacting the society and also how it's going to transform the culture, social life, positive and negative aspects and other diverse aspects of modern society.

Study area

Natuagaon (Na-bori) is located in the south west of Morigaon town of Morigaon District, Assam, India .Hundred percent people of the people of the village is Hindu and their main occupation is agriculture. It is surrounded by Manipur in the west, Natuagaon and Sidhabari in the east and Neulabori and Ahatguri in the south and north respectively.

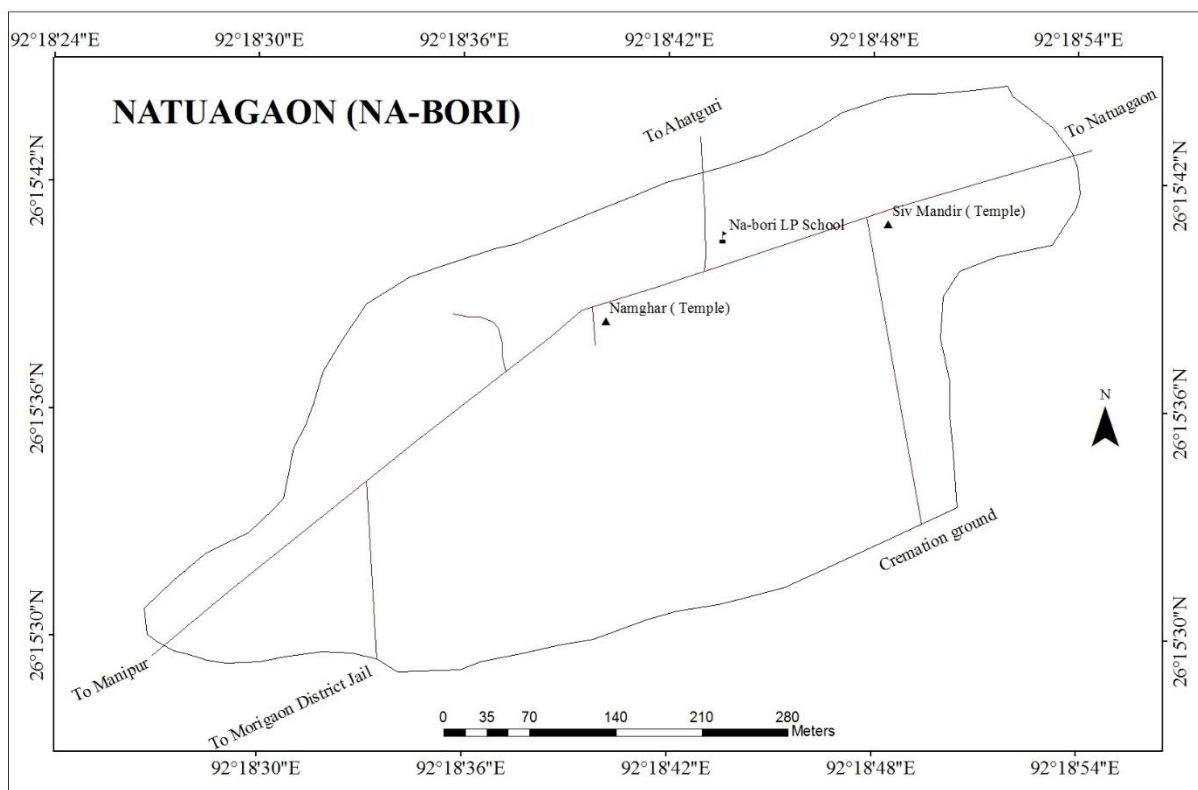


Fig: Study area map

Methodology

The study is carried out mainly based on primary sources. For this data and information has been collected from the rural people with the help of well-structured questionnaire. For the collection necessary data sample technique like random sampling has been used. The responses from the 55 households were used in the article and the responses were organized in order to analyze them. The study revealed that the rural people of Natuagaon Na-bori village use mobile phone to communicate with their friends, family members staying far away from the village. The

data and information so acquired has been systematically arranged and in order to analyze them various cartographic techniques has been used.

Results and Discussion

The advent of the 21st century is the age of the mobile phenomenon. Today this phenomenon have been reaching every hook and corner of the society. In the study area it has been observed that there is 320 population. Out of this total population 55% population is young and mature and uses smart phones, 15 % people uses both smart phones and simple mobile phones, 12% people uses simple mobile phones. Only 18 % people does not have any mobile and most of the people in this category is child and very old. A few years ago in the world in general and in the study village in particular one could not think of being near if separated from by a long distance physically. Before now, the rural people in the village had to reach out to their friends and family members travelled a long distance. The mobile phone has proved a boon for maintaining one's personal and social connectivity every minute. Mobile phones seemed particularly to be valued because they were seen as a substitute for unproductive travel. At present there is hardly any activity that cannot be handled by this small magic box. Sending money to other has become as easy as drawing money through an ATM. In fact the tiny machine is a combination of phone, camera, radio and internet. Today the tradition of letter writing has lost its charm and sending SMS is easier and faster. Sending information through SMS is a favorite among the youngster of the village.

Impacts of mobile phone

Mobile phone turn out to be a major part of our life due to its advance features. It is difficult to avoid such new technologies, while we all know the effect of mobile phone on our society and also on our environment (Gowthami and Kumar, 2016).

Mobile phone has impacted almost all walk of human life in the village in particular and in the world in general. Mobile phones provide a unique way to better means of communication, great exposure to the latest things; improve education facilities especially in distance education and also health and law enforcement amenities through various helpline. Mobile phones are reduces stress in busy work life through interact with friends and family members. Respect for certain traditional social behaviors is also clearly in jeopardy by the use of mobile technology. It changes the people's cultural norms and individual behaviors. In the study village it has been seen that people use it every social situation. In this regard we can say that how much the rural society accept the use of mobile technology in modern period. But in such situation it is very irritating like during an important meeting, in classroom, in hospitals etc. It is also very important to note that due to the coming of mobiles phones people also lost their personal life, it carry everywhere even vacation. People are now expected to respect each individual's right to withdraw from the social group at any time through their mobile device. Study have shown that

the use of mobile phones mainly changed the social behaviors of youth where they forget in some social function how they behave and maintain the social responsibilities. Thus, the impact of the mobile phones touches very intensely on the transformation of rural society.

The history of technological development and changing the social framework is integrated. The new technology away from the old hierarchical customs. But the positive impact of the mobile phones is stronger than the negative one. The various societies are making closer globally by this convenience. Mobile phones have the potential to positively affect the developmental process, acting as a tool of minimizing information gaps and empower individuals. Beyond basic connectivity, the technology allows overcoming the lack of physical infrastructure such as roads. Mobiles phones create new dimensions for business in the urban as well as in rural areas which have observed in the surveyed village. In present time, the development of smart phones and internet connection provide the access of knowledge and information regarding the global market. About 60 percent Indian people in general and 95 % people in the study area in particular are depend on the agriculture, where the agrarian section of the society more benefited through knowing virtually the production and market by the mobiles phones. They access the information about the facilities provide by the government and up-to-date with the new schemes. It is also very easy to money transaction for the business classes. Mobile phone technology also plays an important role in the integration process of the people. Smartphones are capable to give the people the opportunity to live more independently. The mobile phone technology has given an opportunity to individuals to act as a journalist at any point in time and real time information to society (Lakshmi, 2016).

Regardless the positive impact of this new technological device, there is also undesirable effect on the society. Its became turn into addiction, waste of time, cause of depression, distraction, loneliness and anxiety grown up among the teen agers. In the surveyed village it was observed that 30-35% of young busy with their mobile most of the time of a day without having any meaningful reason. This is one of the main reasons of increase of some kind of social crimes and decreases the youth's creative thoughts and ideas.

Conclusion

Today mobile phones becomes the most important personal device to our daily life and we should make use of sustainable use of this device. Mobile phone technology has drastically changed the cultural norms and individual behaviours. The impact has both positive and negative sides. There are several ways that help control and minimize the negative impact of mobile phone used in society by educating users on how to use mobile phone smartly. Though the size of the device small but the device seems to be limitless potentialities in the today's world.

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