

THE IMPACT OF SMART PHONES ON STUDENTS' LIVES

PROF SHEETAL MAHENDHER

MCA,MPHIL,MBA,(PHD)
ASSISTANT PROFESSOR
MOUNT CARMEL INSTITUTE OF MANAGEMENT
BANGALORE.

MR ANANTH BABU SARELLA

LEAD TECHNICAL WRITER,
WIPRO TECHNOLOGIES, B.COM , (MBA)
NO 1330, 11TH MAIN , 6TH CROSS
HAL 3RD STAGE
BANGALORE.

ABSTRACT

A smartphone is a device which is a combination of voice and multimedia which includes camera, internet connectivity, web browsing, audio and video playback, and several other options including applications for computing². This study was conducted to identify the impact of smartphones on students' lives. There are different views of people regarding this. Most of us tend to believe that smartphones are a waste of time and hence students are not able to do well in their academics. Hence a study was conducted which covers many aspects of smartphones and tried to identify the frequency and areas of usage and their impact. Questionnaires were used to collect primary data and after tabulation and coding , statistical tools were used to do the analysis. Though we've found information read on Smartphones are not majorly about the respondents subject, it has been found that Smartphones have been helping the Respondents to perform better. Smartphones are helpful if used for the right reason and will continue to help students to excel in better performance.

KEYWORDS: audio and video playback, internet connectivity, multimedia, smartphones, , web browsing.

BIBLIOGRAPHY

1. <https://www.gartner.com/newsroom/id/2944819>
2. http://en.wikipedia.org/wiki/Smartphone#Market_share
3. <http://www.verizonwireless.com/mobile-living/tech-smarts/why-smartphones/>
4. http://en.wikipedia.org/wiki/Mobile_operating_system
5. <http://www.gartner.com/newsroom/id/910112>
6. <http://www.gartner.com/newsroom/id/1306513>
7. <http://www.gartner.com/newsroom/id/1543014>
8. <http://www.mobilestatistics.com/mobile-statistics>

9. <http://www.gartner.com/newsroom/id/2665715>
10. <http://communities-dominate.blogs.com/brands/2014/06/final-q1-smartphone-market-shares-top-10-brands-os-platforms-and-installed-base.html>
11. <http://www.idc.com/prodserv/smartphone-os-market-share.jsp>
12. <http://techcrunch.com/2014/04/23/apple-hardware-sales-q2-2014/>
13. <http://www.idc.com/prodserv/smartphone-market-share.jsp>
14. Research Methodology by Deepak Chawla, Neena Sondhi