



SMARTPHONE IMPACT ON SOCIAL RELATIONSHIP MANAGEMENT

1. Smt.S.V.Lakshmi, MBA, (Ph.D), HOD, Department of Management Studies, S.D.College of Information Technology, Tanuku. Affiliated to Andhra University
2. Mr.K.Suresh Kumar, MBA, M.Phil., Assistant Professor, Department of Management Studies, S.D.College of Information Technology, Tanuku. Affiliated to Andhra University

Abstract

The intention of this paper is to investigate how Smartphones are impacting the society and also how the Smartphones are going to transform the culture, social life, technological landscape and other diverse aspects of modern society. The intention of this study is to understand all the positive aspects and negative aspects of Smartphone on the society. The study primarily focuses on impact of Smartphone on social interaction. The paper concludes with the future direction of the Smartphone.

Keywords: Behaviour, Culture, Effects, Facets, Social Relations

Introduction:

The convergence of communication and computing for mobile consumer devices is on the evolutionary course to bring interoperability and leverage the services and functions from each and every industry. In this process of convergence the Smartphones are the leading devices taking the front end was playing the role of universal mobile terminal. As a marketing strategy the Smartphone term was introduced into market, referring a new class of mobile phones that provides integrated services from communication, computing and mobile sectors including voice communication, messaging, personal information management applications and wireless communication capability. In real sense Smartphone is a mobile phone with advanced features and

functionality beyond traditional functionalities like making phone calls and sending text messages. The Smartphone are equipped with the capabilities to display photos, play games, play videos, navigation, built-in-camera , audio/video playback and recording , send /receive e-mail, built-in-space for social web sites and surf the Web, wireless Internet and much more. Due to the same reasons the Smartphones now become a common choice for consumers along with the use in business as it was initially intended for business users only.

Methodology

This paper is organized as follows; the first session deals with concepts of Social Relationship Management, Smartphone, Smartphone Growth and its impact. Next session concentrates on Positive and negative aspects of Smartphone's towards



Society and its effects on social interaction. Moving to the next session which emphasis on topics like Smartphone and Personality Development, community and Humanity. Coming the final session, it mainly focus on the future of Smartphone.

Social relationship management:

Social Relationship Management is the activity of building, maintaining, strengthening and broadening personal business relationships with relevant people. Typical goals for Social Relationship Management is to improve the customer experience, strengthen the ties to a market and develop advocacy in the respective eco system.

Social Relationship Management is typically supported by a system to maximize the number of active relationships without losing the quality and depth of a relationship needed to maintain a mutually valuable business conversation, SRM changes the typical social media connection behavior from a network focus to a people focus.

Typical Social Relationship Management objectives may be faster access to relevant people Ability to overcome the physical limits of social connections improved way to collect feedback from relevant connections. Social Relationship Management software maintains a database of connections and their respective networks, keeps a record of conversation initiation, as well as notes and other profile information per connection. It supports and eases the process of

connecting and conversing with a large number of network nodes across the diverse social web.

Smart Phone:

There is two decades of history to smart phone as it first entered the market on 6th August, 1994 and the first smart phone was branded as "Simon".

A smart phone is an advanced communication gadget with advanced phone capabilities i.e. it has magnificent computing abilities. In addition, the technology used in their designs is unique in that it affects individual engagements, firm productivity and interactions in working places. Smart phones are unique set of communication devices that have revolutionized the social world .It is apparent that most individual in the modern society own or aspire to own a smart phone. A smart phone is a good indicator of a social user class. A superior smart phone makes one smart in the social sphere. That is individuals are in the social world tends to associate with those considered to rule the social medial via their sophisticated phones. This brings in the issue of morality and the ethical aspect of smart phones in communications.

Currently, about 90% of handset sales worldwide are for devices driven by Google's Android and Apple's IOS mobile Operating Systems.

Early smartphones typically combined the features of a mobile phone with those of another popular consumer device, such as a personal digit assistant (PDA), a media player, a digital camera,



and/or a GPS navigation unit. Later smartphones include all of those plus the features of a Touch Screen Computer, including Web Browsing, WIFI, 3rd Party Apps, Motion sensor and Mobile payment.

I love smart phones. I've always loved cell phones to begin with, but I am still very much amazed at how much phones have progressed. From flip phones to these giant hunks of hardware that can do more than I could have ever imagined a phone doing, smart phones are certainly something to marvel. Smartphones can certainly make our lives easier for us as we use them for everyday tasks such as checking the calendar, as alarm clocks, as a calculator, as a phonebook and more.

Smartphone Growth/Usage:

The adoption of Smartphones has been tremendous in mainstream consumer markets all over the world. Survey shows that around 42% of mobile subscribers in US use Smartphones along with 44% of mobile users in 5 major countries of European Union (France, Germany, Italy, Spain and UK). Media usage on mobile – including browsing the mobile web, accessing application and downloading content saw a major increase and surpassed 50% in many markets; this introduced the high speed networks and increased public Wi-Fi availability in those areas. With the ability to connect on-the-go and use internet and mobile services, mobile users have not only adopted real-time social networking on their Smartphone at a growing rate but frequency of access

has been also increasing day by day. A UK telecommunication regulator Ofcom released the following statistics as part of their study on a Smartphone usage in the United Kingdom only:

- 37% of adults and 60% of teens admit they are highly addicted to their Smartphone.
- 23% of adults and 34% of teens have used their Smartphone during mealtimes.
- 22% of adults and 47% of teens admitted using or answering their Smartphones while in the bathroom.

Impact of Smartphone:

Smartphone has impacted almost all walk of human life. The prominent areas, where impacts of Smartphone are obvious include business, education, health and social life. Mobile technology has drastically changed the cultural norms and behavior of individuals. The impacts are both at the positive side and also the negative side. At one end, smartphones are enabling people to create their own micro-cultures and engage into activities considered dangerous of society and on the other end Smartphone enabling people to remain connected all the time.

Smartphones & Society – The pros and Cons:

Society populated with the Smartphone's from many vendors providing a wide range of advanced functionalities and services on a piece of hardware. Today Smartphones enable consumers , advertisers and publishers



how to better engage , socialize using the ubiquitous experience this advanced platform by leveraging it's of the firm. The focus of how an income statement is on the operating revenues and expenses. User groups of financial reports for decision making require data related to all easy to use and availability characteristics. Due to its ubiquitous nature and social acceptance we can find Smartphone in educational institutions, hospitals, public places and shopping malls etc.

Smart phones are popular among people for the applications they offer to the users. People find it quite easier to communicate with people in a different way and also access different things with the features that smart phones support. People enjoy a lot of benefits in various forms of their daily work. They also get things done in quick time in an efficient manner. Smartphones offer:

- Better means of communication
- Learning options to users
- Great exposure to the latest things
- Ways to personality development
- Simple ways to access applications
- Ideas to succeed in business
- Platform to grow along with technology

The main thing people do with smart phones is to have entertainment and get connected to people all over the world through social media. Entering into social networking platforms gives them a better avenue to get exposed and also

improve in all facets of life. Be it any industry vertical, you can see people using the smart phones for their comfort and convenience. Smartphones also help people in their professional life letting them handle things in an easier way.

The development in technology has given people better means to lead their life and enjoy being associated with different things. The applications one can access using their smartphones are unlimited. It is interesting to know more about the applications and use them for accomplishing different works in quick time.

People feel prestigious and do not feel inferior in the society when they are aware about technology and technological advancements.

Advancement in technology gives people great ease and also keeps them active. People are able to spend time with family and friends when they finish their works from home. It is important for people to take into account only the positive aspects of smart phones and improve their lifestyle. Too much usage of smart phones also minimizes manual interaction. It is therefore crucial for each and every individual to keep in mind to make efficient use of smart phones and technology. Choose the best Smartphone and celebrate using smart phones in great style. It is a boon to have smart phones for our use.

Effect of Smartphones on Social Interaction:

Technology in the 21St century is a vital component. In a number of



aspects, it is the big reason why individuals enjoy a lot of comfort in their lives. In addition, it has helped improve the living standards and working condition of folks. Many questions as to the effects of technology have been asked.

Giving the rapid expansion of the technology industry, does the society consume a lot of technology, has its influence and effects gone that far? Alternatively, is it only a mere tool of engagement in the social sphere of life? This hub seeks discuss the effects of smart phones in social interactions and how the ever changing technology has influenced the social development of the modern society.

Smart phones have been a source of satisfaction to all social platform i.e. Twitter, Facebook communication requirements. However, the negative effects of these social networks come with serious repercussions to the user. Smartphones are addictive phones. Individuals that have subscribed to social networks are unable to do away with them despite the intensity of their assignments i.e. at the work place or even homework from school.

Despite being unable to attend and concentrate in strategic meetings, employees have been unable to meet their datelines due to much engagement in the social networks through smart phones. On the other students are unable to concentrate in class and grasp the knowledge necessary to revolutionize

technology sector further in the near future.

Smartphones & personality Development:

Smart phone effects are not only limited to relationships and oral exchanges, it also influences heavily on individual level of personal development. These modern phones are to blame for the deteriorating education levels. Bringing with it advanced learning engines i.e. in build educational information, smart phones is a threat to traditional learning. Traditional libraries are registering diminishing levels visits courtesy of smart phones. Moreover, a smart phones feature allows its users to access internet and other social networks during lecture sessions. This is a huge demeanor of learning sessions as individuals engage in unacceptable learning modes. The phones divert student concentration during learning sessions.

Communication and Humanity:

Communication is an integral part of humanity. Through communication, individuals are better placed to understand themselves better. According to technology experts, human evolution is directly correlated to technology evolution. This implies that technology is rapidly changing to match the needs of humanity. In the contemporary society, the evolution of technology has eased communication across all levels of life. In addition, the technology is influencing the mode of communication between individuals.



The aforementioned has been taken a notch higher by the introduction of smart phones. Undoubtedly smart phones are hardly instruments of communication and emerged as an inevitable friend to human beings.

It stands as a savior of personal life as it helps in diagnosis and treatment of illness. Moreover, in the field of education the smart phones could be used as microscopes in schools and colleges. But the smart phone is not without the other side of the coin.

If we consider the scenario in India, the smart phones are more than the population and it mainly affects the relations. India occupies 6th place in usage of internet and 3rd place in Facebook segment through Smartphones. It increases the gap between mother and daughter, father and son, brother and sister, two best friends, even husband and wife. Unfortunately, Cell signal becomes Oxygen for all of us. The school children compare themselves with others who have smart phones and they are misleading themselves in themselves their educations. The youth wrongly uses the smart phones and mainly they are taking smart phone as a device to blackmail others by recording their personal videos.

More importantly, it plays a vital role among family members. At present the divorce cases have increased, for that Smartphone is one of the main reason. According to a survey, 23% are taking the divorce for the reason such as their post is not liked by other member or even their request is not accepted.

The Road Ahead:

It is true that Smartphone has a sizeable impact on society and other aspects of life. Clearly the enormous usage of these devices by consumers demonstrates the volume of this impact. Consumers are in process traversing away from the use of conventional cell phone as the Smartphone's are beginning the norms of the society. Manufactures and marketing can be blamed for this hype, but there is no doubt that Smartphones are bringing great features and capabilities to consumers. The key impacts like enable to be always-connected, addiction to phone, single device with all required features, business edge, conventional educational features, apps as new technology, entertainment, better utilization of time, disrespectful behavior, privacy issues, impact on culture, distraction at work and at education Institutes and many more provide us both positive and negative sides of Smartphones.

There are several ways that we can control and minimize the negative impacts of Smartphones in society. "Education and Guidance". In order to understand the positive and negative impact of Smartphone it is very important to educate the users on how to use Smartphones smartly.

The education should emphasize to enhance this exciting technology. "Security and Access Control." There are several initiatives from different vendors to combat the misuse of Smartphone at workplace and at universities. SAP, Air watch, MacAfee and many other vendors



provide solutions to control the access of Smartphone within the workplace and universities. Such measures are very useful in environments, where security of information is the top priority.

These can also be useful in controlling the access of Smartphones in Universities to minimize the use of social websites, minimize the misuse of Smartphones for cyber bullying, cheating in examinations and tests. The mobile management devices will also enable the administration to remotely control the access of these devices check what services are running on a specific device

Conclusion:

Finally I conclude citing the demonic addiction of people to smartphones losing social sensitivity. Consider the case of a recent murder on a San Francisco train. On Sept. 23, 2013 in a crowded chair car of the train, a man pulls a pistol from his jacket. He raises the gun, pointing it across the aisle, before tucking it back against his side. He draws it out several more times, once using the hand holding the gun to wipe his nose. Dozens of passengers stand and sit just feet away — but none reacts. Their eyes, focused on their smart phones and tablets, don't lift their eyes until the gunman fires a bullet into the back of a San Francisco State student getting off the train.

The glory of Smartphone in Social Relationship, Management is not clouded by the negative aspects observed. It depends on the user in reaping the

benefits and utility. 'Blame the user not the tool'

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