

SMART PHONES USAGE AMONG COLLEGE STUDENTS

JOLLIE N. ALSON & LIEZEL V. MISAGAL

University of Perpetual Help System Calamba City, Laguna, Philippines

ABSTRACT

The study veered into the actual use of smartphones among college students of two colleges of the University of Perpetual Help-Calamba. The benefits of the actual use of smartphones like sending messages (SMS), calling, chatting, opening documents, checking e-mails, internet browsing and downloading informative files that have shrunk the globe and erased the borders of getting information and learning processes were measured according to parameters popularized by Lenhart, Maguth and others. Flurry Analytics by Simon Khalafon and Mary Meeker was used to determine the types of users. The study further looked into the difference on the perception of the benefits of usage between genders.

Although Socializations in forms of Facebook, Twitter & Instagram are smartphone features *often* used by college students, Aid to Learning like using it as calculator, taking down notes and online search on urgent topic about the subject came very close. Entertainment, like listening to music and taking pictures were also very popular use of smartphones among students. However, despite that benefits of smartphone usage transcends genders, majority of the female respondents were considered super to addict users fifty-six percent (56%) and eleven percent (11%) higher tendency to be addicted than males.

KEYWORDS: Use of Smartphones, Benefits of Smartphones, Type of Smartphone Users